THE CHANGING LANDSCAPE OF HIGHER EDUCATION

Friday, October 21, 2022
9 a.m.

MEA Headquarters
East Lansing, MI

For further conference information visit mea.org.

Saun Strobel
North-Central Zone Director
Director of Higher Education
Conference Coordinator
sstrobel@mea.org

Monica Ritchie
Conference Assistant
mritchie@mea.org
Welcome and Introductions: Marcia Mackey, MAHE President; MEA Officers

Legislative Update: Dr. David Michelson, MEA Lobbyist

Please note that one session in each time block will be available virtually and is noted after the session title.

10-10:45 a.m. – Series 100

101-201  GETTING TO KNOW YOUR EMPLOYER: LEARNING HOW TO GET THE INFORMATION

This is a 1½-hour session which continues into the 200 series. Participants signing up for this session must attend the entire time.

Generally, bargaining research is limited to financial analysis: demonstrating that management has the funds needed to meet labor’s proposals. In this session, we will review additional research strategies designed to uncover other vulnerabilities that can be operationalized over the course of an organizing, bargaining, or advocacy campaign.

We will also discuss how members can be engaged in the search for information, how sharing the information can engage community allies and pique media interest, and how sequencing can enable the union to build pressure to achieve its campaign goal.

Participants are encouraged to bring a laptop or tablet with internet access.

Presenter:  Susan Nogan, NEA Strategic Research Analyst

102  REVEALING THE “I” IN NEW LEARNING ENVIRONMENTS: USING STORY-TELLING TO BUILD CONNECTIONS

This session will also be available virtually via Zoom. Participants must register in order to obtain link.

In this session, we explore the impact of narrowing the psychological distance between the instructor or Education Support Professionals and students by sharing our own stories in modern learning spaces. Sharing our stories is one of the ways that we can make our empathy and humanity palpable and authentic, as our stories emphasize our commonalities, blurring the line between one who grades (one who holds power) and one who is graded (and thus has little power). Not only does storytelling serve to bridge the gap between student and educator, but it also provides us with a space to model the sort of deep critical thinking we work to foster and deepen in the classroom.

Presenters: Stefanie Lassitter, Ed.D., Associate Professor, University of Arizona Global Campus

103  GARRITY & WEINGARTEN TRAINING

Participants will learn about the rights under Garrity and Weingarten, which involves rights for public employees when criminal allegations are made and rights of employees during disciplinary investigations to have a union representative present.

Presenter: Anita Szczepanski, MEA Staff Attorney/Arbitration Specialist
202 TRENDS IN ENGAGING HIGHER EDUCATION LEARNERS

Generational trends along with the COVID-19 pandemic have caused considerable shifts in our understanding of work and study. This shift may be particularly acute within the age groups attending college at this time, as well as other individuals attending college to facilitate life changes that were triggered from the experience of the pandemic.

In this session, we will explore the trends driving this shift in work and study, as well as strategies instructors might employ to increase engagement amongst students taking their courses.

Presenter: Chad Williams, MEA UniServ Consultant - Professional Issues Organizer

203 RECRUITING & ENGAGEMENT FOR HIGHER ED IN A POST-PANDEMIC WORLD

This session will also be available virtually via Zoom. Participants must register in order to obtain link.

This session will provide an overview of how the Michigan State University Administrative Professional Association (MSU-APA), MEA’s largest local, begins recruiting and engaging members from their initial hire and beyond. We will discuss how we use new hire orientations, probationary employee informational sessions, town halls, membership events, tours, participation in university-wide activities and events, community engagements, and more, to recruit and engage members.

Presenters: Shannon Alston, MEA UniServ Director
Kandy Slack, MSU-APA Membership Chair

Lunch – 12-12:45 p.m.

Greetings and Introduction: Paula Herbart, MEA President
Doug Pratt, MEA Director of Public Affairs

1-1:30 p.m. – Keynote Speech

Keynote Speaker: Brandy Johnson, President of the Michigan Community College Association

Johnson was selected as the President of MCCA in December 2021. Prior to this role, she served in the Governor’s administration, first as Governor Whitmer’s education policy advisor and most recently served as a manager of the Office of Sixty by 30 within the Michigan Department of Labor and Economic Opportunity. In 2010, she founded the Michigan College Access Network and served as its Executive Director until 2019. Johnson also was a policy fellow and college access coordinator under Governor Jennifer Granholm.

Johnson earned her bachelor’s degree in political science from Arizona State University and her master’s degree in public policy from the Gerald R. Ford School of Public Policy at the University of Michigan. Johnson was also appointed by Governor Whitmer to represent Michigan on the Midwest Higher Education Compact and served on Governor Snyder’s 21st Century Education Commission. She has been recognized for her leadership and advocacy by the Michigan Association of School Administrators, National College Access Network, American Association of Collegiate Registrars and Admissions Officers, as well as by the Michigan College Access Network.
1:45-2:30 p.m. – Series 300

301 USING IBB IN HIGHER EDUCATION – LESSONS LEARNED IN-PERSON AND VIRTUALLY

This session will also be available virtually via Zoom. Participants must register in order to obtain link.

Lansing Community College (LCC) negotiated its last contract using Interest Based Bargaining (IBB). While the negotiations started in-person, after a respite because of COVID, negotiations turned to the virtual realm. This workshop will describe the IBB process and the usefulness of using this kind of process in your next negotiation activity.

IBB develops a sense of trust that lives beyond the negotiation table. Find out how the relationships between HR and the LCC MAHE unit has changed since using this process as well.

Presenters: Eva Menefee, Lansing Community College
            Gezelle Oliver, MEA UniServ Director

302 TODAY’S AND TOMORROW’S LEARNERS: WHAT THEY WANT FROM FACULTY AND STAFF

College and university faculty and staff are concerned about enrollment and retention; yet, do they ever consider the make-up of the pipeline of learners? Learners include far more than the traditional post-high graduate. Higher education learners from 16 to 65 know what they want from the institution. Do we know who they are and what motivates them? This session takes a look at the six categories of learners and what they expect from faculty and staff.

Presenter: Marcia Mackey, Central Michigan University, MAHE President

303 PITFALLS AND VULNERABILITY OF SELF-FUNDED HEALTHCARE PLANS

This session will explain self-funding arrangements and their documents. You will hear ways to bargain away from this volatile and opaque health care arrangement, strategies to use to get the information you need, and the verbiage you may want to include in your contract. You will also get a resource toolkit, which includes action plans, example documents, questions to ask and more. Finally, you will learn about all of the various avenues you could tap into and all of the people ready to assist you from MEA and MESSA.

Presenters: Kim Chappel, MESSA Marketing Research Consultant
            Brad Gibson, MEA Insurance Strategy & Development Consultant

2:45-3:45 p.m. – Series 400 Roundtables

401 EA: WHAT’S HAPPENING ON YOUR CAMPUS?
Facilitator: David Schneider, Saginaw Valley State University, MAHE Past President

402 ESP: WHAT ABOUT US?
Facilitators: Shannon Alston and Gezelle Oliver, MEA UniServ Directors

403 RETURNING TO CAMPUS
Facilitator: Eva Menefee, Lansing Community College

404 TITLE IX
Facilitator: Lisa Harrison, MEA General Counsel

405 POTPOURRI: A LITTLE BIT OF EVERYTHING
Facilitator: Paul Bedard, St. Clair Community College and MAHE Secretary-Treasurer

3:45-4:30 p.m.

NETWORKING/HAPPY HOUR

Network with higher education colleagues from across the state.
Registration Information

MICHIGAN EDUCATION ASSOCIATION
2022 Higher Education Conference
THE CHANGING LANDSCAPE OF HIGHER EDUCATION
MEA HEADQUARTERS • EAST LANSING, MI
OCTOBER 21, 2022

- Registration deadline is October 14.
- Registration fee is $50 if received by October 14.
- Late or on-site registration fee is $75 if received after October 14.
- All cancellations must be received by email to Monica Ritchie at mritchie@mea.org no later than October 17.
- Transportation, and all non-conference meals must be paid by the local, region, MABO or individual.
- All persons attending all or any part of the conference must register, including Zoom sessions.

MEA MEMBERS
MEA Members in good standing may mail-in registration forms with payment or register online. Online registrations must be paid with a credit card.

DOWNLOAD THE ANNOUNCEMENT
The Professional Issues in Higher Education Conference announcement is located at mea.org/higher-education-conference.

ONLINE REGISTRATION
To register online, go to mea.org/members-only.

TO MAIL OR FAX REGISTRATION
Make check or money order payable to: Michigan Education Association Mail registration form with payment to:

Monica Ritchie
MEA Higher Education Conference
Michigan Education Association
1216 Kendale Blvd., P.O. Box 2573
East Lansing, MI 48826-2573

Fax registration form with credit card information to Monica Ritchie: (517) 336-4048

Email registration form with credit card information to Monica Ritchie at mritchie@mea.org.

FOR FURTHER INFORMATION CONTACT:
Monica Ritchie, Conference Assistant
(800) 292-1934, ext. 4046
(517) 332-6551
mritchie@mea.org

Hotel Accommodations

Participants are responsible for their own hotel accommodations.

A room block has been secured at a reduced rate for MEA of:
$85 per night + applicable taxes

Hyatt Place Lansing - East
2401 Showtime Dr.
Lansing, MI 48912
(517) 679-7600
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Series</th>
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<tbody>
<tr>
<td>8-8:45 a.m.</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>9-9:45 a.m.</td>
<td>Greetings and Opening Session</td>
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<tr>
<td>10-10:45 a.m.</td>
<td>Getting to Know Your Employer: Learning How to Get the Information</td>
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<td>Using IBB in Higher Education – Lessons Learned In-Person and Virtually</td>
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<td>Today’s and Tomorrow’s Learners: What They Want From Faculty and Staff</td>
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<td>12-1:30 p.m.</td>
<td>Lunch, followed by Keynote Speaker</td>
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<td>1:45-2:30 p.m.</td>
<td>Pitfalls and Vulnerability of Self-Funded Health Care Plans</td>
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<td>2:45-3:45 p.m.</td>
<td>Returning to Campus</td>
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<td>3:45-4:30 p.m.</td>
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<td>Trends in Engaging Higher Education Learners</td>
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<td>Recruiting &amp; Engagement for Higher Ed in a Post-Pandemic World</td>
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<td>10-10:45 a.m.</td>
<td>Garrity &amp; Weingarten Training</td>
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# Conference Registration Form

Early registrations must be postmarked on or before October 14, 2022.

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<th>Member's Name (PRINT)</th>
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<th>First</th>
<th>Initial</th>
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<th>Previous/Maiden Name</th>
<th>Last 4 digits of Social Security Number</th>
<th>Badge Name (First Name Preference)</th>
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**College/University**

**Home Address**

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<th>City / Town</th>
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**Personal Email**

**Special Needs (Physical disability — Please be specific)**

**Session Registration on back**

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**Registration fee is $50 if received by October 14; Late or on-site registration is $75.**

**MAIL Form and Payment to:**
Monica Ritchie  
MEA Higher Education Conference  
Michigan Education Association  
1216 Kendale Blvd., P.O. Box 2573  
East Lansing, MI 48826-2573

**FAX Credit Card Registration to Monica Ritchie:**
(517) 336-4048  
Conference information: [mea.org/higher-education-conference](http://mea.org/higher-education-conference)

**Amount Enclosed:** $ __________________________

**Number of forms included with payment:** __________________________

**Payment Method:**
- [ ] Check (payable to MEA) Check #__________________________  
  Received from ____________________________
- [ ] VISA  [ ] MasterCard  [ ] Discover  [ ] American Express

**Card Number** ____________________________  
**Exp. Date** ____________________________

**Printed Name of Authorized Signer** ____________________________

**Authorized Signature** ____________________________

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**HE Barg**
Session Registration

Name ________________________________________________

Session Selection
Register for conference sessions below. Registrations must be postmarked no later than October 14.

All cancellations must be received in writing no later than October 17.

Please fill in your choices for sessions and check boxes for the meals you will be attending.

To prevent unnecessary phone calls, PLEASE DO NOT LEAVE ANYTHING BLANK.

### Meals & Sessions

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<td>Lunch</td>
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### Sessions

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<th>100 Series</th>
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The mission of the MEA is to protect, advocate and advance the rights of all education professionals to promote quality public education for all students.