



# THE CHANGING LANDSCAPE OF HIGHER EDUCATION

OCTOBER 21, 2022

Professional Issues in Higher  
Education Conference



MAHE

MICHIGAN ASSOCIATION FOR  
HIGHER EDUCATION

Advocating for Higher Education Employees Across the State



# Professional Issues in Higher Education

## 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**.

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# MAHE

MICHIGAN ASSOCIATION FOR  
HIGHER EDUCATION

Advocating for Higher Education Employees Across the State



**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

## 11-11:45 a.m. – Series 200

### 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.



**Brandy Johnson**  
PRESIDENT  
MICHIGAN COMMUNITY COLLEGE ASSOCIATION

## 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

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MICHIGAN EDUCATION ASSOCIATION

## 2022 Higher Education Conference

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### THE CHANGING LANDSCAPE OF HIGHER EDUCATION

MEA HEADQUARTERS • EAST LANSING, MI  
OCTOBER 21, 2022

## Hotel Accommodations

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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

- 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](mailto: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](http://mea.org/higher-education-conference).

### ONLINE REGISTRATION

To register online, go to [mea.org/members-only](http://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](mailto:mritchie@mea.org).

### FOR FURTHER INFORMATION CONTACT:

Monica Ritchie, Conference Assistant  
(800) 292-1934, ext. 4046  
(517) 332-6551  
[mritchie@mea.org](mailto:mritchie@mea.org)

8-8:45 a.m.	9-9:45 a.m.	Series 100 Sessions 10-10:45 a.m.	Series 200 Sessions 11-11:45 a.m.	12-1:30 p.m.	Series 300 Sessions 1:45-2:30 p.m.	Series 400 Roundtables 2:45-3:45 p.m.	3:45-4:30 p.m.
Registration and Continental Breakfast	Greetings and Opening Session	<p><b>101-201</b> Getting to Know Your Employer: Learning How to Get the Information</p>	<p><b>102</b> Revealing the "I" in New Learning Environments: Using Story-Telling to Build Connections <b>Virtual — 102 Zoom</b></p>	<p style="text-align: center;">Lunch, followed by Keynote Speaker</p>	<p><b>301</b> Using IBB in Higher Education – Lessons Learned In-Person and Virtually <b>Virtual —301 Zoom</b></p>	<p><b>401</b> EA: What's Happening on Your Campus?</p>	<p style="text-align: center;">Networking/ Happy Hour</p>
<p><b>202</b> Trends in Engaging Higher Education Learners</p>	<p><b>103</b> Garrity &amp; Weingarten Training <b>Virtual — 103 Zoom</b></p>	<p><b>203</b> Recruiting &amp; Engagement for Higher Ed in a Post-Pandemic World <b>Virtual — 203 Zoom</b></p>	<p><b>302</b> Today's and Tomorrow's Learners: What They Want From Faculty and Staff</p>		<p><b>402</b> ESP: What About Us?</p>	<p><b>303</b> Pitfalls and Vulnerability of Self-Funded Health Care Plans</p>	
						<p><b>404</b> Title IX</p>	
						<p><b>405</b> Potpourri: A Little Bit of Everything</p>	

PROFESSIONAL ISSUES IN HIGHER EDUCATION CONFERENCE

# The Changing Landscape of Higher Education

OCTOBER 21, 2022 • MEA HEADQUARTERS • EAST LANSING, MI



## Conference Registration Form

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

Member's Name (PRINT) Last First Initial

Previous/Maiden Name Last 4 digits of Social Security Number Badge Name (First Name Preference)

College/University

Home Address Lot/Apt. #

City / Town State Zip Code

/ - / - / -

Home Phone Work/Office Cell

Personal Email

Special Needs (Physical disability — Please be specific)

Session Registration on back

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

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

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

- OR -

FAX Credit Card Registration to Monica Ritchie:

(517) 336-4048

Conference information: mea.org/higher-education-conference

For Accounting Use Only
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# Session Registration

THE CHANGING LANDSCAPE OF HIGHER EDUCATION  
PROFESSIONAL ISSUES IN HIGHER EDUCATION CONFERENCE

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			
Continental Breakfast	8 – 8:45 a.m.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Lunch	12 – 12:45 p.m.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Sessions	100 Series	200 Series	300 Series	400 Series
1 <sup>st</sup> Choice				
2 <sup>nd</sup> Choice				
3 <sup>rd</sup> Choice				

# **Michigan Education Association**

1216 KENDALE BLVD, PO BOX 2573, EAST LANSING, MI 48826-2573 • (517) 332-6551 OR (800) 292-1934 • MEA.ORG

PAULA J. HERBART, PRESIDENT • CHANDRA MADAFFERI, VICE PRESIDENT  
BRETT R. SMITH, SECRETARY-TREASURER • EARL WIMAN, INTERIM EXECUTIVE DIRECTOR

**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.**

