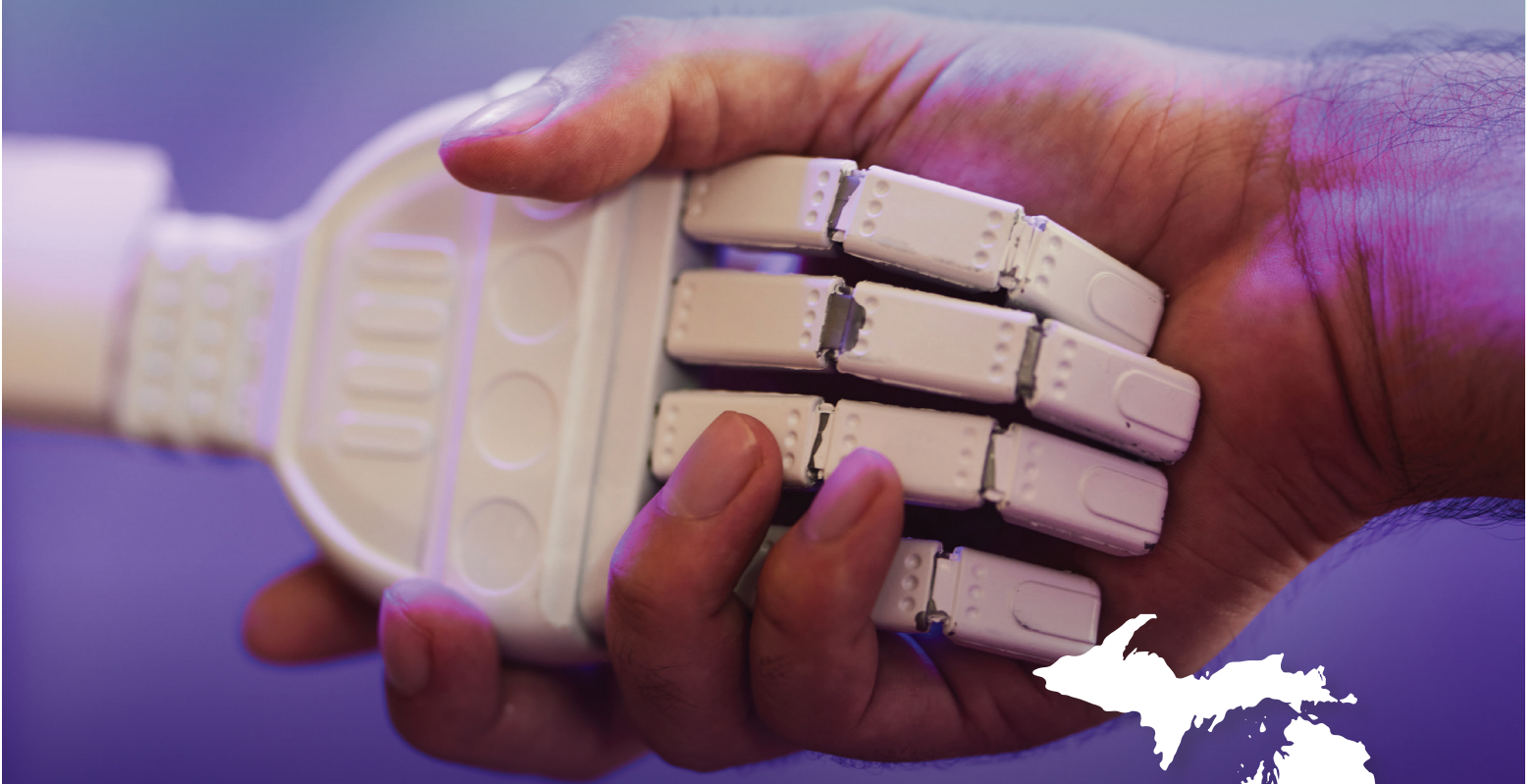


PROFESSIONAL ISSUES IN HIGHER EDUCATION CONFERENCE

October 25, 2024 | MEA Headquarters, East Lansing

A VISION FOR THE FUTURE: **BARGAINING, AI, AND NEW CAMPUS MODELS**



MAHE

MICHIGAN ASSOCIATION FOR
HIGHER EDUCATION

Advocating for Higher Education Employees Across the State



Professional Issues in Higher Education Conference

A Vision for the Future



Bargaining, AI, and New Campus Models

Friday, October 25, 2024

MEA Headquarters ■ East Lansing, MI

MAHE MISSION STATEMENT

The purpose of MAHE is to serve, train, support, and advocate for higher education members of MEA.

CONFERENCE SCHEDULE

8 – 9:30 a.m.	Registration MEA 1350 building, 3rd floor
8 – 9 a.m.	Continental Breakfast
9 – 9:20 a.m.	Opening General Session
9:35 – 10:35 a.m.	100 Series Conference Sessions
10:50 - 11:50 a.m.	200 Series Conference Sessions
12 p.m.	Lunch
12:30 – 1:15 p.m.	Keynote Speaker
1:30 – 2:30 p.m.	300 Series Conference Sessions
2:45 – 3:45 p.m.	400 Series Roundtables

For further conference information visit www.mea.org

Saun Strobel
Northern Zone Director
Director of Higher Education
Conference Coordinator
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Conference Assistant
nmorrow@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:

\$119 per night + applicable taxes

Hyatt Place Lansing
East 2401 Showtime Dr.
Lansing, MI 48912
(517) 679-7600

REGISTRATION INFORMATION

- Registration deadline is October 11.
- Registration fee is \$50 if received by October 11.
- Late or on-site registration fee is \$75 if received after October 11.
- All cancellations must be received by email to Nancy Morrow at nmorrow@mea.org no later than October 18.
- Transportation, and all non-conference meals must be paid by the local, region, MABO or individual.

Registration is solely online this year. No paper forms will be provided nor accepted.

Online registration is available until October 11.

- Log in to your MEA account at mea.org under the tab Members Only. Select Event Registration and choose 2024 HE Conference.
- Confirm all credential information is correct including the email address your confirmation will be sent to. Submit.
- Choose your fee type. Please be sure to select the correct registration fee.
- Choose your registration type.
- Please select all sessions, and meal you'd like to attend.
- Enter payment information and click submit.

CONFIRMATION EMAIL

After you have completed your registration online, a confirmation message will be sent to the email included on the conference registration form or on file for the member if registering online. If you do not receive a confirmation email, please contact the conference assistant, Nancy Morrow, nmorrow@mea.org.

MEA MEMBERS

MEA Members in good standing may register. 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.

FOR FURTHER INFORMATION CONTACT:

Nancy Morrow, Conference Assistant
(800) 292-1934, ext. 4040
(517) 332-6551
nmorrow@mea.org



mea.org/member-only

8-8:45 a.m.	9-9:20 a.m.	Series 100 Sessions 9:35-10:35 a.m.	Series 200 Sessions 10:50-11:50 a.m.	12-1:15 p.m.	Series 300 Sessions 1:30-2:30 p.m.	Series 400 Roundtables 2:45-3:45 p.m.	4 p.m.
Registration and Continental Breakfast	Welcome and Introductions	<p>101 Institutional Financial Analysis in Higher Education</p> <p>102 Heartbeats and Algorithms: Cultivating Affinity for Faculty & Staff with Branding & AI at CMU</p> <p>103 Speak and Be Heard</p>	<p>201 Organizing for Action: How to plan strikes and walkouts</p> <p>202 The Perfect Storm: Post-COVID Teaching Complicated by AI</p> <p>203 Unintentional Learning Disparities in Higher Education Caused by Class Start Time</p>	Lunch followed by Keynote by Speakers	<p>301 The ABCs of Collective Bargaining: What to Ask for in a Contract</p> <p>302 AI in Higher Ed: Transforming Teaching and Learning</p> <p>303 Tuning the Instrument: Mindfulness and Staff</p>	<p>401 2-year: Student Engagement Challenges</p> <p>402 4-year: Student Engagement Challenges</p> <p>403 Issues of AI: Bargaining and Institutional Policies</p> <p>404 Watercooler Issues</p> <p>405 Virtual New Member Welcome Sessions in a Digital World</p> <p>406 General Education and Transfer Credits: Impact on Faculty & Staff</p>	Closing Remarks

9-9:20 a.m. – General Session

Welcome and Introductions – Marcia Mackey, MAHE President; MEA

9:35-10:35 a.m. – Series 100

SESSION 101: INSTITUTIONAL FINANCIAL ANALYSIS IN HIGHER EDUCATION

(Bargaining – All)

Effective bargaining depends on understanding the financial position of your institution. Learn how to locate and read the financial statement of your institution and how to identify available funds for employee compensation. Examples of public four-year and two-year institutions will be reviewed. Learn how to estimate total compensation related to salary and fringe benefit increases. Engage in conversation focused on financial bargaining strategies.

Presenter: Arthur Martin, Saginaw Valley State University

SESSION 102: HEARTBEATS AND ALGORITHMS: CULTIVATING AFFINITY FOR FACULTY & STAFF WITH BRANDING & AI AT CMU

(AI – All)

This presentation will explore the innovative “Heart of CMU” campaign and the role of “Hearty,” an AI-powered communication tool, in building affinity for faculty and staff at Central Michigan University (CMU). The session will discuss the strategic use of storytelling to amplify HE faculty and staff achievements and the collaborative development of Hearty to optimize communication and marketing efforts, especially during bargaining. The purpose of this session is to share insights on how AI and a focused narrative can build affinity for faculty and staff. It aims to promote a roadmap for campus employee groups to leverage AI for similar outcomes, enhancing visibility and community integration. Attendees are encouraged to bring laptops or tablets to access and review digital materials, and smartphones for participation in interactive polls and live social media demonstrations.

Presenter: Deborah M. Gray, Central Michigan University

SESSION 103: SPEAK AND BE HEARD

(New Campus Models – All)

This session will dive into interpersonal communication by identifying the personalities you can expect to meet in a professional environment and learning the language necessary to communicate effectively. With that foundation, we will learn how to manage the space around you, learning effective ways to articulate yourself so your needs are conveyed clearly and appropriately digested. Lastly, we will learn some tips on the subtle task of “managing up,” how to manage your manager.

Presenter: Jerry Vasquez, Michigan State University

SESSION 201: ORGANIZING FOR ACTION: HOW TO PLAN STRIKES AND WALKOUTS

(Bargaining – All)

The purpose of this session is to teach members how to establish a crisis committee and support bargaining through collective action such as protests, picketing, walk outs and strikes. The NEA Organizing for Action Manual will be referenced.

Presenters: Suzanne Clark, MEA Staff Attorney
 Craig Culver, MEA Bargaining Consultant

SESSION 202: THE PERFECT STORM: POST-COVID TEACHING COMPLICATED BY AI

(AI: Faculty)

The ubiquity of AI and the post-COVID era requires innovation amid shifting challenges and opportunities for students and faculty alike. For humanities faculty, the status quo — often a research paper or similar writing assignment — is now too easily generated by AI to foster lasting learning. On the other hand, more complicated assignments that ask students to place themselves in a topic, an argument, or a discovery, can draw students into deep learning experiences they may have missed during the pandemic.

Wanting to make up for missed opportunities, faculty strive to repair educational gaps. However, do our students have the preparation to tackle more demanding assignments after many have fallen below grade level in both reading and writing leading up to and during the pandemic? In other words, can we fill the gap created by the pandemic? Moreover, how will all disciplines in the humanities, the sciences, math, social sciences, and the arts be impacted?

In this session, we provide background information to shape conversations and then guide attendees through scaffolded brainstorming sessions. Brainstorming will direct faculty across disciplines through an exploration of the challenges posed by and possible solutions for these two events. Attendees will leave with an understanding of AI complications across disciplines and will have had the opportunity to brainstorm solutions for their own courses.

Presenters: Melissa Ford Lucken, Lansing Community College
 Christopher Manning, Lansing Community College

SESSION 203: UNINTENTIONAL LEARNING DISPARITIES IN HIGHER EDUCATION CAUSED BY CLASS START TIME

(New Campus Models – All)

The goal of this session is to educate about how current class scheduling unintentionally makes it challenging to assure optimal learning in students, while at the same time causing inequity in GPA in college students. Based on more than 1 million individual entries and >60K individual student data points collected from Michigan State University, the session will demonstrate the significant impact of class scheduling on GPA, and how these differences are associated with gender, race/ethnicity, and age. The session will hereafter focus on strategies to reduce the large disparity in GPA between student populations. These strategies will include intelligent scheduling of required vs elective classes, instruction mode (hybrid, online and in-person learning) and grading system(fail/pass, GPA). Attendees can expect to gain knowledge in how the time-of-day classes are scheduled impacts GPA in a gender, race/ethnicity and age-specific manner. With this information and the discussion of strategies to reduce the gap in GPA, attendees will be able to educate on the importance of class scheduling on student success, as well as be in position to take this discussion further with administrators and colleagues to identify strategies to adapt class scheduling to improve GPA, with no to little cost to the educational institution.

Audience surveys/polls will be used. Participants should bring a smartphone or computer.

Presenters: Hanne Hoffmann, Michigan State University
 Brooke Van Loh, Michigan State University

Lunch – 12-1:15 p.m.

Includes panel discussion with EA and ESP from 2- and 4-year colleges

SESSION 301: THE ABCS OF COLLECTIVE BARGAINING: WHAT TO ASK FOR IN A CONTRACT

(Bargaining – All)

This session is intended for novice bargainers, although experienced negotiators are welcome to participate. Bargaining is a continual process. Learn about steps and strategies for bargaining prior to meeting the administration at the table, including membership preparation and contract language preparation. Tips for bargaining at the table and thoughts about managing a contract after an agreement is reached will also be examined.

Presenter: David Schneider, Saginaw Valley State University

SESSION 302: AI IN HIGHER ED: TRANSFORMING TEACHING AND LEARNING

(AI – Faculty)

This session will delve into the transformative potential of artificial intelligence (AI) in higher education through the lens of two innovative frameworks: BloomAI and the AI Assessment Scale (AIAS). The session will highlight how these frameworks can revolutionize teaching and learning, providing educators with structured methodologies for integrating AI into their pedagogical practices.

Attendees will gain a comprehensive understanding of the BloomAI and AIAS frameworks and their practical applications in higher education.

Attendees are encouraged to bring a digital device such as laptop, tablet, or smartphone so they can participate in the session and interact with the AI tools.

Presenter: Phillip Olla, University of Detroit Mercy

SESSION 303: TUNING THE INSTRUMENT: MINDFULNESS AND STUFF

(New Campus Models – All)

This session focuses on your mind and stuff. Ever felt stressed? You work in education of course you have! Understanding mindfulness is a valuable tool to help yourself or others stay focused. We will discuss the mind and how you can listen to yourself and stay in the present. Learn how most of your stress is self-created. Being present and connected to the moment is an important skill for the classroom, office, and life. This will not be some session where we will work to align your chakras. This will be a fun and interactive session that will work through the five A's of Mindfulness — Awareness, Acknowledgment, Allowance, Acceptance, and Appreciation. You will gain actionable takeaway tools and research-backed methods that work.

Presenters: Dustin Abrego, Lansing Community College
Jim Owens, Lansing Community College

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

The roundtable series is designed for in-depth conversations related to specific topics impacting higher education faculty and staff.

SESSION 401 - 2 YEAR: STUDENT ENGAGEMENT CHALLENGES

Facilitator: Eva Menefee

SESSION 402 - 4 YEAR: STUDENT ENGAGEMENT CHALLENGES

Facilitator: Brandon Haskett

SESSION 403 - ISSUES OF AI: BARGAINING AND INSTITUTIONAL POLICIES

Facilitator: Paul Bedard

SESSION 404 - WATERCOOLER ISSUES

Facilitator: Brian Littleton

SESSION 405 - VIRTUAL NEW MEMBER WELCOME SESSIONS IN A DIGITAL WORLD

Facilitator: Kandy Slack

SESSION 406 - GENERAL EDUCATION AND TRANSFER CREDITS: IMPACT ON FACULTY & STAFF

Facilitator: Roop Jayaraman

Michigan Education Association

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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.

