

# KEYNOTE TOPIC SAMPLES

## **TRUE GRIT:** Why Remedial Reforms & Pathways May Not Be the Promised Graduation Rate Elixirs

A dynamic presentation that focuses on the need for remedial education reform. In a funny & thoughtful way, the presentation focuses on the never-ending cycle of minor reforms that lead to increased costs, administrative structures, and limited results.

Successful cost-effective strategies are shared to demonstrate the potential of the current capacity of institutions and the students we serve.

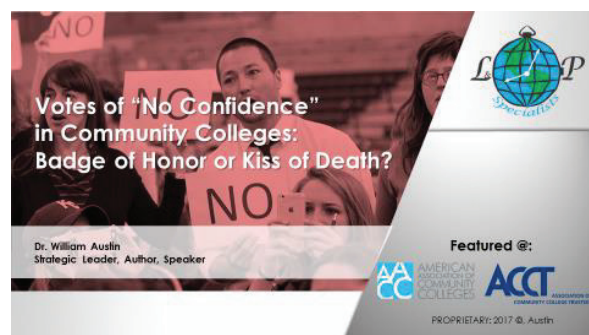


## **Recent National & Statewide Public Presentations on this Topic**

- A. April 2017 – American Association of Community College’s Conference
- B. June 2017 – Comcast Newsmakers
- C. July 2017 – African American Chamber of Commerce of New Jersey, “Empowerment Hour,” 920 The Jersey
- D. September 2017 – Association of Community College Trustees Congress
- E. Featured in Community College Daily article, “Cutting back on remediation yields success.” April 26, 2017.

## **“NO CONFIDENCE”:** Responding to a Vote, the Courage & Conviction of Leaders & Trustees

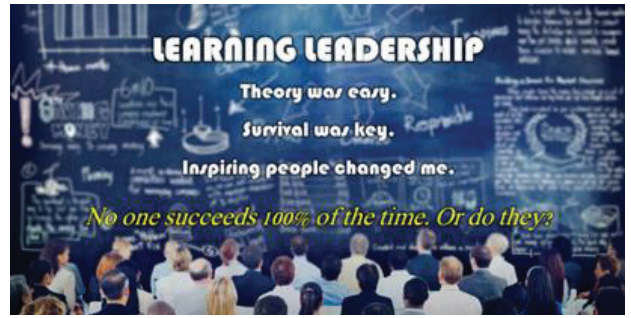
Dr. Austin has developed the only known database of community college “no confidence” votes. He breaks down the statistics, survival indicators, successful media strategies, and tactics for leaders and stewards to overcome the vote and move the college forward to greater success.



## **Recent Presentations of this Topic**

- A. July 2016 – Nova Southeastern University, Fischler Doctoral Student Summer Conference
- B. April 2017 – American Association of Community College’s Conference
- C. September 2017 – Association of Community College Trustees Congress
- D. Featured in Community College Daily article, “Surviving a vote of no confidence.” March 3, 2017.

***Learning Leadership:*** Theory was easy, survival was key, inspiring people changed me: No one succeeds 100% of the time or do they?



Dr. Austin shares his inspirational journey of leadership. In an honest, forthright discussion, he shares successes, mistakes, setbacks, and the road to leadership recovery and personal fulfillment. The perfect presentation for graduate students of leadership, aspiring administrators and anyone who wants to understand the highs and lows of the leadership journey.

*The perfect presentation for students aspiring for a life in leadership.*

- 2016 – Keynote Address for Doctoral Student Summer Institute, Fort Lauderdale, FL
- Presented as part of the Rowan University Doctoral Program’s Community College Leadership Cohort for the previous four cohorts (since 2014).

***Faculty of the Future:*** The Original Model Revised a 21st Century Requirement for Sustainability?



In this presentation, Dr. Austin examines the historical roots of the modern faculty model. Demonstrating its strengths and weaknesses. He illustrates how the 100 year old contemporary model of limited faculty, exploited adjuncts, and administrators has become too far removed from the learning enterprise and is destined for failure as an unsustainable economic model.

*Dr. Austin dares to go where others fear to tread. This examination of the contemporary higher education model illustrates its limitations and predicts the changes needed to ensure that higher education in this Century remains effective, relevant and viable.*

## **Predicted to Fail: What if Our Placement Strategies are wrong?**

In this presentation, Dr. William Austin & Dr. Lori Austin challenge the research and assumptions that the corporate testing machine has used to disempower the intellectual autonomy that was once the highpoint of American higher education.

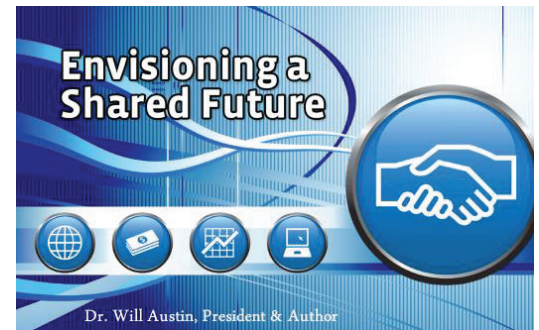


They dare to test the hypotheses and assumptions of the testing industry, using practical common sense as a guide to how this industry has undermined the decision making of our college faculty and administration.

## **Strategic Planning: Envisioning a Shared Future**

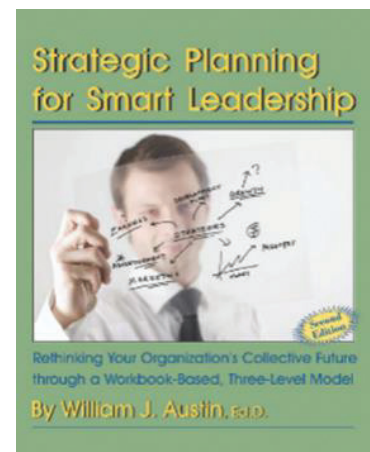
Dr. Austin presents the need for collaborative cross-institutional strategic planning in higher education. This dynamic keynote takes the mundane, often unexciting topic of strategic planning, and brings it to life for the audience.

In addition to this keynote, we offer an array of additional services for direct “hands-on” strategic planning training & services:



## **Strategic Planning Services:**

1. Pre-planning Environmental Scan & Situation Analyses
2. Vision, Mission & Goal Renewal
3. Strategic Planning Seminar Weekend (Planner Training)
4. Strategic Planning Process (3-month duration of 5 on-site seminar days)
5. Strategic Plan Final Document Authoring
6. Consulting Hours for Strategic Plan Process



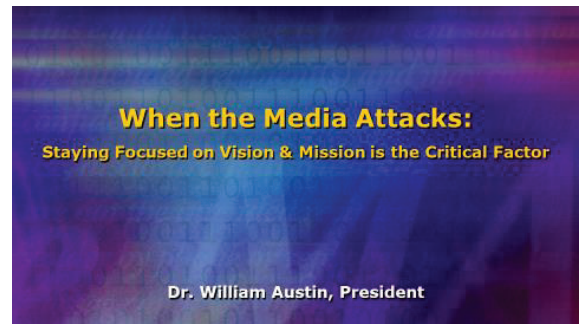
## **When the Media Attacks:**

### **Staying Focused on Vision & Mission is the Critical Factor**

This sobering presentation presents several “real world” examples of media overreach. While walking attendees through several “unfair” and inaccurate media accounts of his leadership, Dr.

Austin shares strategies for dealing with biased news accounts that

can begin harmless enough then take on new significance as they are recounted and retold in unedited internet accounts.

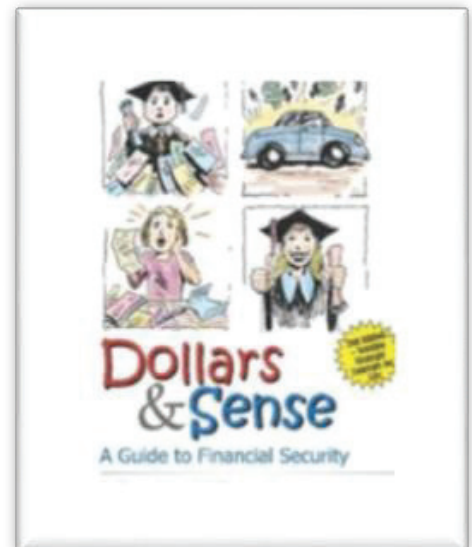


*Dr. Austin has circumvented negative media accounts (from local newspaper accounts, to national stories in media as pronounced as FOX News, Boston Globe Editorials, etc.) and shares how he turned them into significant victories for his institution. Trust his guidance to do the same for you and your college.*

## **It's a Money Thing:** Financial Literacy Made Easy

Millennials represent the largest demographic cohort in American history. They are educated, ethnically diverse, optimistic, and more economically active than any earlier generation. Yet, the most technologically savvy generation may just be on a collision course with financial ruin.

Millennials face financial challenges that threaten their economic success. They struggle with debt, with two-thirds already acquiring at least one source of long-term debt, such as student loans, home loans, or auto loans. Unfortunately, Millennials are accustomed to using credit cards in expensive ways, and they often resort to borrowing through alternative financial services, like pawnshops, rent-to-own loans, and payday loans. Millennials also have significantly low levels of savings, making them financially fragile.



Dr. Austin has developed a series of presentations, one for the everyday educator and one specifically for the Millennial student, in an effort to educate all of higher education in the single most important topic that is often absent from our curriculum.

*This topic is great for institutional convocations, student orientations, or just as an addition to your annual student activity schedule.*

## ***Find me students!:*** Geodemographic marketing research: Unleashing enrollment growth potentials

For over two decades Dr. Austin has improved his unique approach to enrollment marketing. Using a series of tested strategies, he has led institutions to numerous enrollment records, being noted as achieving unprecedented enrollment growth by Community College Week. His strategies have been published by the American Marketing Association.



*This “classic” presentation provides new insights into how higher education can find, recruit, and retain students for maximum enrollment potential.*

## ***Higher Education Enrollment Training Specialist:***

Now more than ever before there is a need for businesses development guidance in academia. Dan Hollis has taken his wisdom and knowledge to institutions of higher learning and has made an immediate impact working with those responsible for college recruitment/enrollment. They are now having greater results working with recruiting students as well as with parents of students who are typically the ultimate decision makers.



*Dan Hollis will share a variety of practical ideas, methods, innovations and tools for you to put into practice immediately.*

### **A Day of Training is broken down into 2 parts:**

- 1. Business development training** - working with the team on improving their business development skills as well as to help them to not feel so over-burdened with all of their numerous responsibilities.
- 2. Interviewing each team member and sharing that information with management** – A SWAT analysis. Plus:
  - Takeaways from the day; what they learned – what can be applied
  - With what they learned, what do they think they can change and/or apply so as to improve their situation/career
  - Asking them how they define success
  - Explore why they got in this profession in the first place: Where they were, where they are now and where they are heading
  - Ask them about how some people get through the door, but are not converted -- what they can do to change that
  - Understand how “all in” they are with regards to their mission and what they do at the college (do they take pride in it or do they feel like a bureaucrat pushing papers?)...and how do they change that if that’s the case?)
  - The favorite parts about their career...least favorite