Business as usual in higher education is over.

The current business model centered on credit-hour tuition, high overhead costs, and outdated funding styles is being redefined by a flourishing online sector, rapidly changing student populations and workforce demands. Rising costs of attendance, demands for efficiency, and increased attention to return on investment are forcing higher education to rethink its path forward.

SUNYCON 2015 will explore some of our most pressing questions:

• What do colleges and universities need to do today to ensure future strength and relevance?
• How do the academy, government, business, and the philanthropic sector work together effectively to create resilient and sustainable communities?
• How does higher education adapt to the changing demands of society without compromising the core academic mission?

Higher education is not alone in facing seismic change to its business model. By learning how other sectors have adapted, we can better navigate our own resurgence.

In addition to featured keynotes and plenary panels, SUNYCON 2015 will include strategy sessions along three tracks:

- **Partnering**: How do we work across departments, institutions, systems, states, and sectors to maximize the value of higher education by understanding the needs of our students, communities, and economies?
- **Restructuring**: Can we transform education and its delivery in ways that tap into the needs of increasingly diverse and emergent stakeholders?
- **Disrupting**: What can we learn from successful innovations that have broken through entrenched sectors and cultures?
THURSDAY, OCTOBER 29th

8:00 – 9:00AM
REGISTRATION AND CONTINENTAL BREAKFAST
Location: Main Lobby of The Times Center

9:00 – 10:30AM
WELCOME AND OPENING KEYNOTE
Location: The Stage
Welcome
H. Carl McCall – Chairman, The State University of New York
Board of Trustees
Introductory Remarks
Nancy L. Zimpher – Chancellor, The State University of New York
Keynote Address
John Mackey – Co-founder and Co-CEO, Whole Foods Market

10:45 – 11:45AM
MORNING PLENARY: Panel Discussion
Location: The Stage
Innovators at Work: Harnessing Disruption for Growth
Anant Agarwal, CEO, edX
Adam Enbar, President, Flatiron School
Tyra Mariani, Co-founder and Managing Partner, Opportunity@Work
Ted Mitchell, Under Secretary, U.S. Department of Education
Marissa Shorenstein, President, AT&T New York
Moderator: Christine Romans, Correspondent, CNN
Emerging educational platforms and technologies are transforming how we learn, reaching unprecedented numbers of students through nontraditional models. Differing approaches to innovation converge in this plenary to promote evolution in higher education, while also teasing out what works, and what doesn’t.

12:00 – 1:15PM
LUNCHEON PLENARY: Keynote Address
Location: The Hall
Alan Alda – Visiting Professor, Alan Alda Center for Communicating Science at Stony Brook University

1:30 – 2:30PM
AFTERNOON PLENARY: Panel Discussion
Location: The Stage
Bridging the Gap: Aligning What Higher Ed Delivers with What Employers Want
Lorna Donatone, President of Education Market for North America, Sodexo
Roger Ferguson, President & CEO, TIAA-CREF
Timothy Wolfe, President, University of Missouri System
Kathy Wydie, President & CEO, Partnership for NYC
Moderator: Ben Hecht, President & CEO, Living Cities
Creating a business model that addresses customer demands is easier said than done. Higher education’s unique challenge is creating value for its key stakeholders while holding true to its core academic mission. We will hear from industry and higher ed CEOs about how we can align the path to college graduation with the bridge to successful employment.

2:45 – 3:45PM
STRATEGY SESSION 1
[Partnering] The New Student
Location: The Stage
It takes a village to raise a child, and it takes a community to educate a student. Experts will explore how cross-sector partnerships can best promote the persistence and success of an increasingly diverse student body.
Mary Crawford-Mohat, Professor, Onondaga Community College
Melinda Karp, Senior Research Associate, Community College Research Center
Stan Litow, Vice President of Corporate Citizenship & Corporate Affairs, IBM
Monica Martinez, Presidential Appointee to the White House Commission on Educational Excellence for Hispanics & Education Strategist
Dave Paunesku, Director, Stanford University Project for Education Research That Scales
Moderator: Brian Mikesell, Vice President of Market Engagement, Hobsons

[Restructuring] The New Faculty
Location: The Hall
As higher education evolves, so too does the role of faculty. Experts will weigh in on how faculty can work together and leverage new technology and best practices to enhance the quality of education and improve outcomes for all students.
Ann Austin, Professor, Higher, Adult, and Lifelong Education, Michigan State University
Maria Delucia, Professor, Middlesex County College
Megan Galvin, Senior Vice President of Higher Education Marketing, Cengage Learning
Gary Rhoades, Head of the Department of Educational Policy Studies & Practice, University of Arizona
Michael Tanner, Chief Academic Officer and Vice President, APLU
Moderator: Alexander Cartwright, Provost & Executive Vice Chancellor, The State University of New York

[Disrupting] The New Credential
Location: NY Times Conference Center 15th floor
Reimagining the credential is a vital first step towards aligning needs and expectations with higher education’s award system. This panel will critically examine the changing relevance of the credential to students, communities and employers.
Scott Kirkpatrick, President & Chief Operating Officer, General Assembly
Evelyn Ganzglass, Senior Fellow, Center for Law and Social Policy
Chauncy Lennon, Managing Director of Global Philanthropy, JP Morgan Chase
Martin Van Der Werf, Associate Director of Editorial and Postsecondary Policy, Georgetown Center on Education & the Workforce
Moderator: Dane Linn, Vice President, The Business Roundtable
3:45 – 4:15PM
AFTERNOON BREAK

4:15 – 5:30PM
AFTERNOON PLENARY: The Critical Observers: Journalists on the Future of Higher Education
Location: The Stage
This panel of distinguished journalists will shine light on the perception of higher education among the public, what is next for the higher education sector, and what we can do to continue to drive social mobility and economic growth.

Doug Lederman, Co-Founder & Editor, Inside Higher Ed
David Leonhardt, Managing Editor, The Upshot
Nirvi Shah, Deputy Editor for Policy, POLITICO Pro
Liz Benjamin, Reporter for Time Warner Cable News Editor-in-chief of “State of Politics,” and Host of Capital Tonight

Moderator: Al Roker, Host & Weatherman of NBC Today Show

6:00 – 8:00PM
CONFERENCE RECEPTION
Location: URBO, 11 Times Square

FRIDAY, OCTOBER 30th

8:00 – 8:45AM
CONTINENTAL BREAKFAST
Location: Main Lobby of The Times Center

BOOK SIGNING
Location: The Gallery
All titles of the Critical Issues in Higher Education series
Jason E. Lane & Bruce Johnstone, editors
Foreword by Nancy L. Zimpher

8:45 – 9:00AM
TED TALK
André Dua, Director, McKinsey & Company

9:00 – 10:00AM
MORNING PLENARY: Panel Discussion
Let’s Get Together: Mergers, Affiliations & Acquisitions
Location: The Stage
A redesign is in order. A cross-sector panel will discuss how mergers, affiliations and acquisitions can ensure sustainability and realign higher education to the needs of the future.

Patricia Elizondo, Senior Vice President of Global Sales & Marketing, Transportation & Public Sector, Xerox
Hank Huckaby, Chancellor, University of Georgia System
Jim Malatras, Director of State Operations, New York State
James Page, Chancellor, University of Maine System
Cosimo Tangorra, Jr., Superintendent, Niskayuna School District
Sandra Woodley, President, University of Louisiana System

Moderator: Ray Cross, President, University of Wisconsin System

10:15 – 11:15AM
STRATEGY SESSION 2
[Partnering] Academia Meets Industry
Location: The Hall
The rise of the knowledge economy has made the intersections between education and economic development more important than ever before.
This panel will explore those connections, charting a future course for academia and industry.

Solomon Babani, Vice President of Alliance Management, Celtic Pharma
Tony Collins, President, Clarkson University
Bruce Kramer, Senior Advisor, National Science Foundation
Haden Land, Vice President of Research and Technology, Lockheed Martin IS&GS

Tony Collins, Clarkson University
Caroline Whitacre, Vice President for Research, The Ohio State University

Moderator: Jay Quaintance, Assistant Secretary for Education, NYS Executive Chamber

[Restructuring] Beyond Butts in Seats: Changing What We Pay For and How We Pay for it
Location: NY Times Conference Center 15th floor
Every day there seems to be a new story lamenting the rising costs of higher education. Experts will highlight new approaches to funding and their potential for maximizing return on investment.

Garrett Ashley, Vice President of University Relations and Advancement, California State University
Houston Davis, Executive Vice Chancellor & Chief Academic Officer, University of Georgia System
Michael McLeod, Dean of the School of Education, Baylor University
Zakiya Smith, Strategy Director, Lumina Foundation

Moderator: Rebecca Martin, Executive Director, NASH

Location: The Stage
Too often, social innovations fail because of an information gap. Recent attempts at boosting college completion and closing equity gaps have fallen short due campaigns that are overly focused on access, student debt and state disinvestment. Experts who have led tide-changing advocacy efforts will discuss how to alter the status quo and provide key takeaways for the higher education sector.

Tessa Edick, Founder and Executive Director, FarmOn! Foundation
Matt Gandal, Founder, Education Strategy Group
Jeremy Heimans, Co-founder and CEO, Purpose
Eva Moskowitz, Founder & CEO, Success Academy Charter Schools

Moderator: Richard Socarides, Head of Public Affairs, Gerson Lehrman Group
11:30 – 1:00PM
CLOSING PLENARY: Panel Discussion

Creating New Business Models: Looking Back on Failures and Successes

Location: The Stage
Business as usual in higher education is over. Connecting key themes from the conference and drawing on their collective wisdom, panelists will discuss a new business model for higher education that is transformational, sustainable and thriving.

Kenneth Daly, President, National Grid New York
Chris Hughes, Publisher & Executive Chairman, The New Republic Magazine
Admiral William McRaven (Ret.), Chancellor, University of Texas System
Donna Shalala, President & Chief Executive Officer, The Clinton Foundation
Nancy L. Zimpher, Chancellor, The State University of New York

Moderator: Errol Louis, Journalist, NY1

Box Lunches will be available in The Hall and The Gallery for your convenience upon departure.