

SASFAA Management Institute
December 10-12, 2004
Grove Park Inn, Asheville, NC
Tentative Agenda

Friday 12/10

- 3:00-3:30 Welcome and Introductory Comments—Janet Sain, SASFAA President
3:30-5:00 Keynote: Guess Who's Coming to College? (Demographic Trends)
Dr. Lezli Baskerville, Interim President, NAFEO
6:30-7:00 Buses to Biltmore
7:00-9:00 Reception at Biltmore Historic Horse Barn

Saturday 12/11

- 8:00-8:30 Continental Breakfast
8:30-9:45 Cost, Price and Consternation
Dr. Sandy Baum, Professor of Economics, Skidmore University
Dr. Jacquelyn King, Director, Center for Policy Analysis, ACE
9:45-10:00 Break
10:00-11:00 Skills: Effective Media Communications
Mr. Alex Slater, Senior Associate, Glover Park Group
11:00-12:00 Washington Update
Dr. Terry Hartle, Senior VP Government & Public Affairs, ACE
12:15-12:45 Lunch
12:45-1:45 Luncheon Speaker: Economic Outlook for Higher Education
Dr. Don Heller, Associate Professor and Sr. Research Associate,
Center for the Study of Higher Education, Penn State University
1:45-2:00 Break
2:00-3:00 Skills: Making Your Case: Writing Persuasively
Ms. Shirley Ort, Vice Provost and Director of Scholarships &
Financial Aid, UNC-Chapel Hill
Dr. Steve Brooks, Executive Director, NC State Education
Assistance
Authority
3:00-3:15 Break
3:15-5:30 Skills: "Speaking from Experience"
Ms. Linda Fierman, President, Speaking from Experience

12/12 Sunday

- 8:30-9:00 Continental Breakfast
9:00-10:30 Small Group Discussion and Case Studies
10:30-11:00 Break
11:00-12:00 Wrap-up & Synthesis
Dr. Steve Brooks, Executive Director, NCSEAA