



ASSOCIATION OF DEANS & DIRECTORS
OF UNIVERSITY COLLEGES AND UNDERGRADUATE STUDIES

2015 ANNUAL MEETING



Using Design Thinking to Promote Innovation in Undergraduate Education

March 4 – 7, 2015
Doubletree by Hilton San Diego
Hotel Circle | San Diego, California

Dear Colleagues:

It's my pleasure to invite you to the Twenty-Ninth Annual Meeting of the Association of Deans and Directors of University Colleges and Divisions of Undergraduate Studies (AD&D).

This year's theme is *Using Design Thinking to Promote Innovation in Undergraduate Education*.

Undergraduate education is in the spotlight these days. Students too often are taking too long to graduate, incurring too much debt, and our institutions are beginning to be held accountable for post-baccalaureate outcomes in addition to providing evidence that our students are acquiring the knowledge, skills, dispositions and abilities that are aligned with their degree programs. Online and hybrid courses are becoming a core staple of our catalogs, and some of our institutions are beginning to explore competency-based education approaches. In 2015 we have unprecedented access to data to help guide our work with students, and some of these data are being incorporated into new advising platforms and early alert systems. The 2015 AD&D meeting will adopt the theme of "design thinking" to help us continually innovate as we seek out ways to structure our curricula and support services in response to a complex array of internal and external pressures.

Design thinking is a human-centered method of problem solving that fosters innovation and creative solutions. The approach hinges on building a culture of experimentation within an organization and it generally entails a 5-phase process: discovery, interpretation, ideation, experimentation, and evolution. It hinges critically on integrative thinking, particularly the ability to balance desirability (what humans need) with technological feasibility (what we can do) and economic viability (what we can afford). We invite you to learn about and engage in the process of design thinking to creatively explore solutions to the challenges confronting undergraduate education today.

Our discussion on design thinking will be facilitated by Dr. Helen Chen, Stanford University. Helen is a senior researcher in the Designing Education Lab in the Center for Design Research within the Department of Mechanical Engineering at Stanford University. She works closely with the [Association of American Colleges and Universities](#) where she is a faculty member for the [Institute on General Education and Assessment](#). She is also the Co-Director of Research for the [Association for Authentic, Experiential and Evidence-Based Learning](#) (AAEEBL) and was a senior scholar on LaGuardia Community College's FIPSE-funded [Connect to Learning](#) project. Helen's current research interests are focused in three areas: issues of academic and professional persistence in engineering education; assessment of teaching and learning in innovative learning spaces and active learning classrooms; and the use of ePortfolios and folio thinking related practices in general education, the disciplines, and in student affairs.

This year, we will gather in sunny San Diego at the Doubletree by Hilton San Diego – Hotel Circle. Our meeting will begin at 3:00 p.m. (note the earlier start time) with a new feature for our annual meeting, an Onboarding/Orientation session for new members to be followed by our customary 4:00 p.m. opening Conversation with Introductions and a discussion on Emerging Priorities for Innovation in Undergraduate Education. The meeting will conclude at noon on Saturday, March 7. Please take the time to take complete the conference survey, no later than January 23, 2015, at https://iu.co1.qualtrics.com/SE/?SID=SV_bf6elzofx5CptJP. It will help us with final conference preparations. Also please take this opportunity to renew your membership and register for the Conference. Please note the member discount and earlybird registration date (February 6, 2015). You can do both of these tasks at the AD&D website: www.adandd.org. If you prefer paper forms, just email or call the office below. Finally, keep watching the organization URL. You will soon see a new and improved website (the URL will remain the same) with useful features for members and for visitors to the site. I hope you are able to join us for another year of the great collegiality, helpful conversations, and practical leadership development that AD&D provides.

Best Regards,

A handwritten signature in blue ink, appearing to read "Ralph J. Rascati".

Ralph J. Rascati, Ph.D.

President, AD&D

Dean of the Honors College

Associate VP for Advising, Retention & Graduation Initiatives

Kennesaw State University

1000 Chastain Road

Kennesaw, GA 30144

CONFERENCE LOCATION

March 4 – 7, 2015

DoubleTree by Hilton San Diego – Hotel Circle

1515 Hotel Circle South, San Diego, CA 92108

Phone: 619-881-6900 • **RESERVATIONS 1-800-486-5315**

Group rate: \$139 single/double occupancy

To make reservations, indicate you are with the

“Association of Deans & Directors of University Colleges & Undergraduate Studies”

Group rate deadline is February 2, 2015.

2014 – 2015 ASSOCIATION OFFICERS

President:

Ralph J Rascati

Kennesaw State University

President Elect:

Kathy Johnson

Indiana University – Purdue University Indianapolis

Secretary/Treasurer:

David Hood

North Carolina Central University

Executive Director:

Nicole Singleton

AD&D

GUEST FACILITATOR

Thursday, March 5, 2015 | 10:30 am – Noon

Plenary Session - *Design Thinking in Undergraduate Education*



Helen L. Chen

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Helen L. Chen is a research scientist at the Stanford Center for Innovations in Learning (SCIL) within the Human-Sciences Technologies Advanced Research Institute at Stanford University. In her current position, Helen is leading the evaluation efforts to document and disseminate the innovations in teaching and learning occurring in the technology-augmented classrooms in Stanford's Wallenberg Hall. Helen's current research interests focus on the application of Folio Thinking pedagogy and practices in engineering education and the uses of e-portfolios and other social software tools (wikis, blogs, etc.) to facilitate teaching, learning, and assessment for students, faculty, and departments in various disciplines. Chen earned her undergraduate degree from UCLA and her PhD in communication with a minor in psychology from Stanford University in 1998. She co-represented Stanford's involvement in the Inter/National Coalition on ePortfolio Research (2003-06) and is also a member of the national advisory board for AAC&U's **Valid Assessment of Learning in Undergraduate Education project**.

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TENTATIVE CONFERENCE SCHEDULE

Wednesday, March 4, 2015

2:00 pm - 4:00 pm	Registration
3:00 pm - 4:00 pm	New Member/First Time Attendee Orientation <i>Who We Are and What We Do</i>
4:00 pm - 5:30 pm	Opening Session <i>Challenges and Opportunities for the University College/Undergraduate Division Model in 2015</i>
6:00 pm - 8:00 pm	Reception
8:00 pm	Dinner On Your Own

Thursday, March 5, 2015

8:00 am - 9:00 am	Breakfast
9:00 am - 10:15 am	Best Practices Track: <i>Leading Change - Effective Strategic Leadership</i> <i>Breakout 1: Essential Partnerships and How to Make them Work</i> <i>Breakout 2: Managing Up</i>
10:15 am - 10:30 am	Break
10:30 am - Noon	Plenary Session <i>Design Thinking in Undergraduate Education</i>
Noon - 1:30 pm	Lunch On Your Own
1:30 pm - 2:45 pm	Best Practices Track: <i>Assessment 101 - Assessment 101 - Measuring Outcomes to Evaluate Student Learning and Success</i> <i>Breakout 1: Collaborations with High Schools and Community Colleges</i> <i>Breakout 2: Creating a Research Agenda: Opportunities for Scholarship Around University Colleges</i>
2:45 pm - 3:00 pm	Break
3:00 pm - 4:15 pm	Best Practices Track: <i>Promoting Retention, Persistence and On-Time Graduation</i> <i>Breakout 1: Refreshing the First-Year Seminar</i> <i>Breakout 2: Successful Grant Writing</i>
6:00 pm - 9:00 pm	Cultural Event & Dinner



Friday, March 6, 2015

8:00 am - 9:00 am	Breakfast
9:00 am - 10:15 am	Best Practices Track: <i>Appreciative Advising and the Completion Agenda</i> <i>Breakout 1: Maintaining Work-Life Balance</i> <i>Breakout 2: Budgeting and Fiscal Planning</i>
10:15 am - 10:30 am	Break
10:30 am - 11:45 am	Best Practices Track: <i>Performance Management - Creating a Positive Climate through Continuous Feedback</i> <i>Breakout 1: Engaging Faculty in Supporting Student Success</i> <i>Breakout 2: The Role of Assistant and Associate Deans</i>
Noon - 2:00 pm	Lunch and Business Meeting
2:30 pm - 5:00 pm	AD&D in 2025 - Strategic Planning for the Next Ten Years
6:00 pm	Dine Around (Optional)

Saturday, March 7, 2015

7:30 a m - 8:30 am	Breakfast
8:30 am - 9:40 am	Best Practices Track: <i>Integrating Academic Advising and Career Planning</i> <i>Breakout 1: African-American Males: A Retention Crisis</i> <i>Breakout 2: Development and Fundraising</i>
9:45 am - 10:55 am	Best Practices Track: <i>Individualizing Student Support through Coaching and Peer Mentoring</i> <i>Breakout 1: Career Planning When You Feel Frozen</i> <i>Breakout 2: Supporting Those Who Don't Think They Need Help: Engaging Transfer Students</i>
11:00 am - Noon	Closing Town Hall Meeting <i>What have we learned and how can we design for 2015 - 2016?</i>



HOTEL INFORMATION

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Group rate deadline is February 2, 2015.

The DoubleTree by Hilton San Diego – Hotel Circle provides the perfect atmosphere for the 2015 AD&D Conference. The conference hotel offers stylish and comfortable rooms, central location and unparalleled personal attention, which will result in an unforgettable stay. Complete with complimentary wireless high-speed Internet access in all guestrooms, DoubleTree by Hilton Hotel San Diego – Hotel Circle is only 10 minutes from San Diego International Airport (SAN) and near many of San Diego’s famed attractions, beaches, and business and entertainment centers.

DoubleTree by Hilton Hotel San Diego – Hotel Circle is ideally situated for access to many San Diego and Mission Valley attractions like the San Diego Convention Center, business parks, USD, UCSD, SDSU, Fashion Valley Mall and the downtown area.



TRANSPORTATION

The following airport is recommended when traveling to the 2015 Annual Meeting:

San Diego International Airport
3225 North Harbor Drive
San Diego, CA 92101

Attendees have the option to choose from car service, taxi, or rental car.

Shuttle Options

Advanced Shuttle – 800-719-3499
EZ Ride – 800-777-0585
Super Shuttle - 619-564-7900; (800) BLUE VAN (800-258-3826)

Driving Directions to Hotel from Airport

Take Harbor Drive to Laurel Street and Laurel Street to I-5 North (follow the freeway signs). Exit I-8 East (El Centro Fwy.) and immediately move into the far right lane. Exit Hotel Circle/Taylor St.; turn left at stoplight onto Hotel Circle South. Hotel is 1/4 mile down on the right.

OTHER KEY INFORMATION

FRIDAY “DINE-AROUND”

Dinner arrangements and reservations will be made at a few area restaurants for meeting participants and their guests. Information regarding the restaurants and sign-up sheets will be available at the registration desk on Wednesday and Thursday.

WEATHER

The month of March is characterized by essentially constant daily high temperatures, with daily highs around 66°F throughout the month.

SAN DIEGO

For more information regarding things to do while in San Diego, please visit: <http://www.sandiego.org>



LOCAL ATTRACTIONS

Balboa Park: Encompassing nearly 1,200 acres, Balboa Park is a magnificent cultural complex that includes 17 museums, eight major gardens and the world-famous San Diego Zoo. Often referred to as the “Smithsonian of the West,” Balboa Park is the largest urban cultural park in North America, exceeding even Central Park in New York in size. Filled with cultural treasures, architectural grandeur, lush landscapes, stunning gardens and award-winning performing arts, it will take more than one day to see and enjoy it all.

Gaslamp Quarter: It is 21 blocks of sidewalk cafes and open air restaurants, jazz clubs, late night dancing, resident artists and microbreweries. “The Historic Heart of San Diego,” as it is known, is Downtown, just a short walk from the Convention Center.

LEGOLAND® California Resort: It’s a hands-on experience with more than 60 rides, shows and attractions. Starting Summer 2014, take your imagination on an amazing journey and enter the new LEGO® Legends of CHIMA™ Water Park. It features an awe-inspiring Lion Temple Wave Pool, crocodile swamp and the interactive Build-a-Boat. The resort is home to LEGOLAND Water Park and SEA LIFE® Aquarium with the new Spring exhibit, Jellyfish Discovery.

Old Town San Diego: Step into San Diego of centuries past as you stroll through Old Town. Don’t miss: San Diego House (originally a saloon owned and operated by a freed slave and a cornerstone of Black American history in San Diego), the Mason Street School (SD’s first public school, still holding history classes for the public) and, of course, Bazaar Del Mundo. Bazaar Del Mundo is a permanent fiesta, with fabulous shopping and ethnic (not just Mexican) food.

San Diego Zoo Safari Park: With over 2,000 acres of park areas to explore, the San Diego Wild Animal Park offers a more natural setting to view the animals, birds and fish than the conventional cages of a zoo. Take the hour-long train ride and see giraffes and wild horses or stop at the petting zoo to allow the kids to pet and feed gentle deer and goats. The bird show is not to be missed and don’t forget to pay special attention to the carefully labeled landscape plantings.

SeaWorld San Diego: As everyone knows, Shamu is Sea World’s biggest star. But Sea World San Diego is so much more. Experience Journey to Atlantis, an exciting ride that lets you rush through uncharted waters where mysterious mists and unpredictable drops lurk around every turn. In addition to its thrilling rides and incredible entertainment, Sea World is dedicated to protecting and preserving the environment and all its wildlife. No trip to San Diego is complete without a visit to Sea World - young or old, all visitors leave smiling and sometimes soggy.

USS Midway Museum: USS Midway Museum - a real aircraft carrier...fun for the family, once in a lifetime memory for everyone! Create a once in a lifetime memory exploring the USS Midway, the longest-serving U.S. Navy aircraft carrier of the 20th century! Imagine living aboard a floating city at sea with 4,500 shipmates, by exploring galleys, officer’s country, sleeping quarters and the four-acre flight deck. Admission includes a self-guided audio tour to over 60 locations from the engine room to control tower, narrated by Midway sailors who lived or worked in each.

2015 AD&D CONFERENCE REGISTRATION FORM

Registration is available online at <http://adandd.org>. Feel free to register online.
To register with check, complete this form and submit by **February 6, 2015**.

NAME: _____
NAME BADGE (if different from above): _____
JOB TITLE: _____ DEPT. NAME: _____
INSTITUTION: _____
MAILING ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
E-MAIL ADDRESS: _____
PHONE: _____ FAX: _____

Please list any special accommodations required (ADA).

CONFERENCE FEES:

Early Registration - (Postmarked on or before 02/06/15)

Member Rate: \$400

Non-Member Rate: \$450

Standard Registration - (Postmarked after 02/06/15)

Member Rate: \$425

Non-Member Rate: \$475

“CULTURAL EVENT” is included in conference fee.

If you wish to bring a guest to the special event, the guest fee is \$125.00 upon registration.

GUEST NAME TAG _____

Total Enclosed \$ _____

Please indicate SPECIAL DIET or vegetarian or special needs for registrant by 2/20/15:

PLEASE MAKE CHECK PAYABLE TO AD&D and mail to:

AD&D

2851 S. Parker Road, Suite 560

Aurora, CO 80014

Phone 877-389-4803 / FAX 303-755-7363 / adandd.org