



Shaping the Future: One Woman at a Time

Texas Women in Higher Education Annual Conference
April 17-19, 2013
Grand Hyatt Hotel
Working Schedule (as of April 5, 2013)

While registration is open to all who are interested, please note that the topics for the annual conference are designed for women currently serving in leadership positions (chairs, directors, deans, presidents, et al.) at institutions of higher education in Texas.

Information regarding the conference hotel (registration), conference stipends, conference registration and related fees is at the end of this document. For registration, see <http://www.txstate.edu/continuinged/Events/TWHE-Conference.html>

Wednesday, April 17:

6:45-8:00 p.m. **TWHE Board Member Meeting and Dinner**
(by invitation)

Thursday, April 18:

9:00 – 5:00 p.m. Registration/Check-in at Grand Hyatt Hotel

9:30 – 11:30 a.m. **“Download Your App-titude for Social Media”**
Preconference Billi London-Gray, Texas State University
Session Jennie Chen, Austin Community College

**Do you Twitter? Talk to Siri? Swipe ISIS? Access Facebook?
What’s your favorite new app?**

Two communications professionals will provide a hands-on session dedicated to get you up-to-speed on using a full-range of social media and newly introduced technologies. Bring your iPad, laptop and/or Smartphone to be ready for live applications of new skills. Join in discussion of how colleges are using this media across the campus, as well as how you can apply these communication options to your daily professional and personal routine.

(extra registration fee required)

11:30 – 12:45 p.m.

“Institutional Representative Training and Pre-Conference Event”

Institutional Representatives, TWHE Board Members and women interested in promoting campus/regional events will discuss opportunities to promote women’s leadership opportunities.

Location: Achiote River Café (inside the Grand Hyatt)

Menu: Lunch Buffet – Asian Stir Fry

(extra registration fee required)

1:00 – 1:15 p.m.

Welcome

Denise Trauth, Texas State University

TWHE Presidential Sponsor

1:15 – 2:30 p.m.

Opening Keynote Address: “Women Don’t Ask”

Sara Laschever

Have you ever suffered from the ‘would-a, could-a, should-a’ blues? Fear no more--author Sara Laschever will look at why women are much less likely than men to use negotiation to improve their circumstances. Drawing on research from her two books (co-authored with Linda Babcock), “Women Don't Ask: The High Cost of Avoiding Negotiation--and Positive Strategies for Change” and “Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want,” Sara will illuminate the price women pay when they don’t negotiate on their own behalf and help conference participants overcome this costly reluctance.

Attendees will learn how to identify more opportunities to negotiate and receive tips on refining their goals, polishing their skills, and thoroughly preparing for every kind of negotiation, large or small. They’ll leave knowing how to negotiate anything effectively using strategies that are comfortable for women.

As an added bonus, conference attendees will receive a copy of “Ask For It” with their conference registration fee. No need to negotiate here!

2:30 – 3:30 p.m.

One Woman, One State at a Time

Diana Córdova

American Council on Education (ACE)

As vice president for Leadership Programs in ACE's Division of Leadership and Lifelong Learning, Diana has unique insight into women's access to leadership positions across the country. Her presentation will address higher education leadership, the demographics of the senior administrative leadership pipeline, strategies to diversify and broaden the pipeline, and issues pertaining to diversity and inclusion in college and university campuses.

3:30 – 4:00p.m.

Afternoon Networking Session/Break

4:00 – 5:00 p.m.

Plenary Session

Got Cyberetiquette?

Darcy Hardy, The University of Texas at San Antonio

Appointee with the U.S. Department of Education

Communication through technology continues to evolve, yet the rules are not clear on appropriate use and delivery. How strong is your common sense when it comes to appropriate use of telephones, email, texting and social media postings? What is TMI? Do all these people really benefit from being included in an email? Are all of you my friend? Join an experienced higher education technology-savvy professional in an exploration of communication methods, opportunities to making your message clear, and if the approaches are different for women. Also receive tips for setting an example on your campus of appropriate and efficient communication applications.

5:45 – 7:30 p.m.

Dinner on the River Walk

Meet us downstairs in the Grand Hyatt to board the river barges for a relaxing dinner on the river walk.

Barges leave at 6 pm and 6:30 pm

(extra registration fee required)

8:30 – 10:00 p.m. **Reception – TWHE Fiesta Style!**

Friday, April 19:

7:00 – 10:00 a.m. Registration/Check –in

7:00 – 8:00 a.m. Continental Breakfast

8:00 – 8:15 a.m. **Welcome**
Includes discussion on opportunities to screen *Miss Representation* on your campus.
Renee McDonald, Southern Methodist University

8:15 – 9:00 a.m. **Shaping the Future: Three Women Share HerStory**
Maria Hernandez Ferrier, President, Texas A&M University-San Antonio
Tanuja Singh, Dean, Bill Greehey School of Business, St. Mary's University
Beatriz Espinoza, President, Coastal Bend College

These three accomplished women will share their story of professional and personal achievement--complete with ups and downs—as well as examples of pivotal decisions they made to reach their goals.

9:00 – 9:15 a.m. Walk to Concurrent Session Meeting Rooms

9:15 – 10:05 a.m. **Concurrent Dialogue Sessions:**

1. **38 Days Remaining: An Update on the 83rd Texas Legislature**
2. **Move Exercise and Healthy Snacking to the Top of Your List**
3. **Making 'The Ask': Fundraising for Your Institution**
4. **Tips for Getting Your First Appointment as President—From the Perspective of the Successful Candidate and the Search Committee Chair**
5. **TWHE Coming Soon to Your Hometown! (not repeated)**

(Note: sessions #1-3 are repeated and offered twice; sessions #4-5 are offered once)

10:05 -10:30 a.m. **NETWORKING BREAK**

10:30 – 11:20 a.m. **Concurrent Dialogue Sessions:**

1. **38 Days Remaining: An Update on the 83rd Texas Legislature**
2. **Move Exercise and Healthy Snacking to the Top of Your List**
3. **Making ‘The Ask’: Fundraising for Your Institution**
6. **Empowerment Through Education: An Investment in Indonesia (invited) (not repeated)**
7. **Family Dynamics: The Texas Legislature, THECB and Higher Education (not repeated)**

(Note: sessions #1-3 are repeated and offered twice; sessions #6-7 are offered once)

11:30 – 1:30 p.m.

Lunch – Buffet

Concluding Session Discussion

Valerie Paton, Texas Tech University, 2012-13 ACE Fellow

Margaret Rice, University of Houston-Victoria

TWHE board members lead discussion on conference topics, set challenge questions, encourage continued networking. A key consideration of attending the TWHE conference is leadership development, and as the conference wraps-up, what goals are women considering to maintain the momentum generated at the conference? Develop institutional advancement skills? Participate in resume building? Join a community board? Network and pursue small group discussions? The options are endless—strategically narrowing them down is key.



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PRICING

\$175 conference registration fee (no discount for graduate students)

\$40 preconference fee for workshops

\$35 for River Walk dinner barge, Thursday, April 18 (limited to 80 first-come basis)

\$20 for Institutional Representative/IR Luncheon (IRs and interested individuals welcome)

TWHE Board Member Dinner (Wednesday) – Each individual pays for their own meal.

Conference Refund Policy:

Cancellation requests must be made in writing and are subject to a \$25 fee (contact rpotter@cpupc.org). Cancellation requests received after April 5, 2013, and no-shows are not eligible for refund. Refunds will be issued by TWHE check within 45 days of the meeting's conclusion.

LODGING INFORMATION

Grand Hyatt Hotel

600 East Market Street, San Antonio, Texas 78205

Reservations: 1-888-591-1234

A limited number of rooms have been blocked for TWHE participants at the special rate of \$106 and must be **reserved prior to March 27, 2013**. The special room rate will be available for reservations booked from Wednesday, April 17 through Friday, April 19, 2013 (a maximum of three nights at the \$106 daily rate) by mentioning the TWHE conference. Self-parking is \$10 per day.

Use this link to reserve a room online:

<https://resweb.passkey.com/go/UTSAaprilprogram>

TWHE Conference Stipends: TWHE is pleased to offer up to five \$500 conference stipends. The purpose of this stipend is to help a TWHE member with financial need attend the annual conference and to encourage ongoing interest and involvement with TWHE. An effort will be made to award stipends to participants from a variety of higher education institutions and geographic locations. These stipends are available through the generous contributions of conference sponsors and the responsible fiscal management of the TWHE Board since its founding in 2007. Women interested in receiving a stipend may contact Kristin Harper at kharper@tamu.edu for additional information and to request an application form (the forms are also available on the conference webpage). Applicants are encouraged to contact Kristin by March 18.