2018 Social Mobility Symposium

OLD DOMINION UNIVERSITY
CITY of NORFOLK
Office of the Mayor
Kenneth Cooper Alexander
Mayor

TO ALL ATTENDING THE
2018 SOCIAL MOBILITY SYMPOSIUM
OLD DOMINION UNIVERSITY
JUNE 18-19, 2018

Greetings!

On behalf of the City of Norfolk, I am pleased to extend my warmest welcome to all those attending the 2018 Social Mobility Symposium at Old Dominion University. As Mayor of Norfolk, a vibrant city of opportunity, I am a proud advocate for increasing economic mobility. Our city is home to five institutions of higher learning, the world’s largest naval base, the North American NATO Headquarters and an abundance of local and national businesses. Norfolk is a hub of education, skill development and entrepreneurship, and we are honored to be a part of a vital conversation about expanding opportunity across social classes.

During your visit, I encourage you to take advantage of the many opportunities our urban waterfront community has to offer. In our walkable downtown, we hope you fully experience the new Waterside District, as well as our award-winning Slover Library, take a harbor cruise of the Elizabeth River, explore historical artifacts at the MacArthur Memorial, or discover Nauticus and the Battleship Wisconsin. If time permits, I also highly recommend visiting the serene beauty of the Norfolk Botanical Garden, the collections displayed in the Chrysler Museum of Art, and the Virginia Zoo.

Thank you for choosing Norfolk. We are glad you are here, and extend our best wishes for a productive symposium.

Sincerely,

Kenneth Cooper Alexander
Mayor

Connect with us on social media by using #ODUSocialMobility
Welcome to the 2018 Social Mobility Symposium hosted by the Division of Student Engagement & Enrollment Services at Old Dominion University. We are excited you are here to participate in discussions about important issues impacting higher education and the role institutions play in social mobility.

With the help of national leaders who serve diverse student populations, we will examine rankings, affordability and access, retention, graduation rates, and how we can enhance upward social mobility for the students we serve.

Your attendance demonstrates your commitment to creating positive national change. As a senior student success, enrollment and student affairs professional, you have the vision, knowledge and experience to help us shape student affairs and enrollment practice. Thank you for attending and sharing your expertise.

Enjoy the 2018 Social Mobility Symposium, Old Dominion University and the City of Norfolk.

Best Regards,

Ellen Neufeldt
Vice President for Student Engagement & Enrollment Services

Jane Dané
Associate Vice President for Enrollment Management

I would like to welcome you to Old Dominion University and our 2018 Social Mobility Symposium. During the symposium, I challenge you to brainstorm strategies to promote social mobility.

Over the next two days, you will focus on the key components of the Social Mobility Index:

- **Tuition**: Keeping tuition low, making college available to more students. At ODU, our board and administration are committed to keeping education affordable.

- **Access**: Providing access, educating more economically disadvantaged students. At ODU, we are proud of the students we serve. Our mission is to provide a quality experience for the many first-generation students, working adults, online learners and transfer students we educate and graduate.

- **Graduation Rate**: The Social Mobility Index rewards institutions focused on college completion. In 2017, ODU achieved our highest graduation rate in history. Further, Education Trust ranked ODU as one of the top 15 universities in the nation for African-American student success.

- **Career Outcomes**: Providing career counseling and internship support and ultimately graduating students into the top well-paying jobs of the 21st century.

ODU is committed to educating a diverse spectrum of students and empowering them to reach the finish line, where they can advance their economic mobility and attain the American Dream.

I wish you a productive symposium!

John R. Broderick
President

Old Dominion University is an equal opportunity, affirmative action institution.
Social Mobility Symposium
June 18 - 19, 2018
Broderick Dining Commons
Old Dominion University

Monday, June 18

10 a.m. Campus Tour & Overview of Old Dominion University (Optional)
Departing from SpringHill Suites, 4500 Hampton Blvd, Norfolk, VA

10:30 a.m. Registration - 2nd Floor Broderick Dining Commons

11:15 a.m. Lunch (Optional), Broderick Dining Commons

Noon Welcome & Kick-Off
Ellen Neufeldt, Vice President for Student Engagement & Enrollment Services, ODU
Jane Dané, Associate Vice President for Enrollment Management, ODU
September Sanderlin, Vice President for Human Resources, ODU

12:15 p.m. Remarks
John R. Broderick, President, ODU
Ellen Neufeldt, Vice President for Student Engagement & Enrollment Services, ODU

12:45 p.m. Higher Education Can Solve Hawking’s Problem
Jim Wolfston, President & CEO of CollegeNet, Inc.

1:45 p.m. Social Mobility and the Rankings – Moderated by Scott Jaschik, Editor, Inside Higher Ed
David Burge, President, National Association for College Admission Counseling
Wil Del Pilar, Vice President of Higher Education Policy & Practice, The Education Trust
Kevin Kruger, President, NASPA
Ellen Leher, Associate Vice President, InsideTrack
Robert Morse, Chief Data Strategist, U.S. News & World Report
Bob Schaeffer, Public Education Director, National Center for Fair and Open Testing (FairTest)

3 p.m. Break

3:15 p.m. Affordability and Affordability in Higher Education
Kevin Kruger, President, NASPA

4:15 p.m. Affordability and Access, Graduation Rates, and Social Mobility
Scott Jaschik, Editor, Inside Higher Ed

5 p.m. Reception

5:45 p.m. Monarch Shuttle to SpringHill Suites

6:30 p.m. Leave SpringHill Suites via Monarch Shuttle for Town Point Club

7 p.m. Dinner at Town Point Club
A special thank you to InsideTrack, host of the 2018 Social Mobility Symposium dinner

Tuesday, June 19

7:15 a.m. Early walking group departs SpringHill Suites for Broderick Dining Commons

7:30 a.m. Continental Breakfast at Broderick Dining Commons

7:45 a.m. Second walking group departs SpringHill Suites for Broderick Dining Commons

8:15 a.m. Reflection - Social Mobility

9 a.m. Black and Brown Males Shaping a Culture of Success
Tyrone Bledsoe, Founder, Student African American Brotherhood (SAAB), Brother to Brother
“African American Men in College” Student Panel

9:45 a.m. Break

10 a.m. Access, Success, Affordability, and Completion in Higher Education for Low-income Students
Wil Del Pilar, VP of Higher Education Policy & Practice, The Education Trust

10:45 a.m. Our Collective Voice

Noon. End of Symposium
Lunch (Optional), Broderick Dining Commons

1 p.m. Campus Tour & Overview of Old Dominion University (Optional)
Meet Your 2018 Social Mobility Symposium Hosts

Ellen Neufeldt
Vice President for Student Engagement & Enrollment Services

Dr. Ellen J. Neufeldt joined Old Dominion University in the summer of 2011 as the Vice President for Student Engagement & Enrollment Services. She leads the areas of student engagement, student success, enrollment services, strategic communication & marketing and institutional research. She teaches in the College of Education at ODU. Dr. Neufeldt was recently named a Pillar of the Profession by NASPA and received the 2015 NASPA Scott Goodnight Award for her demonstrated and sustained professional service as a chief student affairs officer. Southern Association for College Student Affairs (SACSA) honored her with the Howard S. Davis Sr. Service Award in 2016. She was named one of Maryland's Top 100 Women in 2010 by the Maryland Daily Record. Professionally, Dr. Neufeldt has been an active member of the National Association for Student Personnel Administrators (NASPA), currently serving as the Enrollment Management Knowledge Community Co-chair. She is a member of the American Association of Collegiate Registrars and Admissions Officers (AACRAO) and National Association for College Admission Counseling (NACAC). Dr. Neufeldt also served as president of SACSA in 2014 and currently serves on the SACSA Foundation Board.

Jane Dané
Associate Vice President for Enrollment Management

Jane H. Dané is the Associate Vice President for Enrollment Management at Old Dominion University. She oversees the Enrollment Management area that includes 130 staff members from the areas of Admissions, the Center for Major Exploration and Success Coaching, Customer Relations, Student Financial Aid, Student Transition & Family Programs, and the Registrar’s Office. She is the recipient of the 2011 AACRAO Strategic Enrollment Management Award for Excellence that recognizes outstanding achievement and visionary leadership in strategic enrollment management. Additionally, Jane is active in enrollment and student affairs organizations and has presented recently at AACRAO, Higher Education User Group (HEUG), NACAC, National Academic Advising Association (NACADA), and SACSA. She is known for leading collaborative teams to achieve institutional strategic goals, with direct impact on student recruitment, access and affordability, predictive modeling, and student success. Jane has recently authored, “Keeping Our Options Open: Evaluating the Impact of a Pilot Test-Optional Admission Policy” which was published and presented at the American Education Research Association (AERA).

September Sanderlin
Vice President for Human Resources

September Sanderlin has over 30 years of experience as a human resources, training, and organizational development consultant and has served as the vice president for Human Resources at Old Dominion University since 2013. September has developed and delivered programs on topics including but not limited to leadership, self-empowerment, team building, valuing diversity, communication skills, project management, decision making and building trust in the workplace. She has also served on the Training Council for the State of Virginia’s Department of Personnel and Training and is a member of the Society of Human Resources Management American Society for Training and Development (ASTD).
Meet Your 2018 Social Mobility Symposium Honored Guests

**Tyrone Bledsoe**  
Founder, Student African American Brotherhood (SAAB), Brother to Brother

Dr. Tyrone Bledsoe is an educator with more than 32 years of high quality postsecondary education experience. He is the founder and current CEO-President of the Student African American Brotherhood (SAAB) Organization—a national organization with over 355 chapters in 41 states that endeavors to instill a “spirit of care” in, and enhance the experiences of African American and Latino males in our country. Before transitioning to his role with SAAB, Dr. Bledsoe served as Vice President for Student Life and Special Assistant to the President at the University of Toledo. Of the many articles and book publications, he is most proud of contributions as an author to the book African American Men in College, and his scholarly publications and contributions were further solidified through his appearances on several talk shows where he has discussed issues pertaining to African American and Latino males. Former President Bill Clinton invited him to participate in the “Clinton Global Initiative” (CGIAmerica) in Chicago (June 2011) to help shape discussions on how the U.S. could strengthen its workforce. President Clinton deemed Dr. Bledsoe’s voice critical to the conversation given his efforts to address the existing achievement gaps for minority students. Recently, he was invited by the White House to attend a National Summit on the Success of Black Males hosted by Secretary of Education (Arne Duncan) as a direct response to President Obama’s executive order for an initiative to address the success of African American students.

**David Burge**  
President for NACAC; Vice President for Enrollment Management

David Burge has served as Vice President for Enrollment Management at George Mason University since July 2015. He is currently president of the National Association for College Admission Counseling (NACAC), a professional organization of more than 15,000 school counselors and college admission professionals. Before becoming president, he served for six years as coordinator of the organization’s Admissions Middle Management Institute for rising leaders in the Admissions profession. Before coming to Mason, David served as executive director of Admission Services at Arizona State University and oversaw the execution of new student enrollment strategy for undergraduate and graduate, domestic and international students. Other professional experience includes the University of Kansas and the University of Nebraska-Lincoln, holding senior leadership roles within each institution’s Office of Admissions and Scholarships.

**Scott Jaschik**  
Co-Founder and Editor, Inside Higher Ed

Scott Jaschik, Editor, is one of the three founders of Inside Higher Ed. With Doug Lederman, he leads the editorial operations of Inside Higher Ed, overseeing news content, opinion pieces, career advice, blogs and other features. Scott is a leading voice on higher education issues, quoted regularly in publications nationwide, and publishing articles on colleges in publications such as The New York Times, The Boston Globe, The Washington Post, Salon, and elsewhere. He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards, and the Education Writers Association Awards. Scott served as a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media, of Teachers College, Columbia University. He is a member of the board of the Education Writers Association. From 1999-2003, Scott was editor of The Chronicle of Higher Education.
Ellen Leher
Associate Vice President, Client Partnerships, InsideTrack
Ellen Leher is the senior liaison to many of InsideTrack's largest and longest-standing clients. She provides strategic counsel to their executive teams on a broad range of issues, including enrollment management, student success and operational effectiveness. She also works with them to maximize the return on their investment in InsideTrack's services. Ellen brings 20 years of higher education and edtech experience to every engagement, having served in leadership roles alongside many of the pioneers in modern online learning. She also brings a wealth of expertise in the areas of organizational capacity building and change management.

Kevin Kruger
President and CEO for NASPA-Student Affairs Administrators in Higher Education
Kevin Kruger draws on more than 35 years of experience in higher education. Since 2012, he has served as president and CEO for NASPA-Student Affairs Administrators in Higher Education. Prior to his role as president, Dr. Kruger worked for 18 years as the associate executive director and served as the chief operating officer (COO) and chief financial officer (CFO) for NASPA. He has held a range of student affairs positions at Southern Methodist University and the University of Maryland. As NASPA president, Dr. Kruger represents student affairs at a variety of national forums and is a frequent contributor to higher education news stories on the college student experience. Dr. Kruger has published and presented nationally on trends in higher education, student success, degree-completion strategies for low-income/first generation students, technology, and change management and leadership in higher education. He is the proud father of two children, one a college sophomore and the other a junior in high school.

Robert Morse
Chief Data Strategist for U.S. News & World Report
Robert Morse is the Chief Data Strategist for U.S. News & World Report. He is in charge of the methodologies for the Best Colleges, the Best Graduate Schools and Best High Schools rankings all of which are published annually by U.S. News & World Report. He also plays a key role in developing the annual Best Online Degree Program rankings. He is also directing and designing the methodologies for U.S. News Best Global Universities annual rankings. He takes the lead role in survey design, ranking methodology and higher education research as well as monitoring data collection for all the academic rankings published by U.S. News. Mr. Morse developed almost all of the current methodologies that are used in the Best Colleges and Best Graduate Schools ranking projects and has been working full-time on both the Best Colleges and Best Graduate Schools publications starting in 1989. He is the author of the Morse Code rankings blog which provides deeper insights into the methodologies and is a forum for commentary and analysis of college, grad and other rankings.

Wil Del Pilar
Vice President of Higher Education Policy and Practice, The Education Trust
Wil Del Pilar, Ph.D., serves as Ed Trust’s vice president of higher education policy and practice. In this role, Wil spearheads Ed Trust's mission to highlight inequities and outline solutions in order to improve access, success, affordability, and completion in higher education for low-income students and students of color. Prior to joining Ed Trust, Wil served in Pennsylvania Governor Tom Wolf's administration as deputy secretary of postsecondary and higher education, where he developed and implemented the state’s strategic vision for higher education. Before joining Governor Wolf's team, Wil had experience in the Pennsylvania Department of Education, working as an executive assistant in the state’s higher education office. In this role, he managed an array of services for the state, including the College Access Challenge Grant and the Pennsylvania Information Management System. Aside from working for Pennsylvania’s Department of Education in higher education policy roles, Wil has held senior development positions, as the director of development at Pennsylvania State University and at the University of Florida’s Machen Florida Opportunity Scholars Program. In both positions, he fought to secure funding to support access and success initiatives for historically underrepresented students.
Bob Schaeffer  
**Public Education Director, FairTest: National Center for Fair & Open Testing**

Bob Schaeffer has served as Public Education Director of FairTest, the National Center for Fair & Open Testing, since its founding in 1985. He also is a member of the organization’s Board of Directors. Prior to the creation of FairTest, Mr. Schaeffer was Editorial Writer at the NBC-TV affiliate in Boston and Research Director of the Massachusetts Legislature’s Joint Committee on Human Services and Elderly Affairs. He also worked for several years as a research associate at the Education Research Center of the Massachusetts Institute of Technology (MIT), where he was both an undergraduate and graduate student. Bob Schaeffer is the author of Standardized Tests and Teacher Competence (School Voices, Fall, 1996) coauthor of Standing Up to the SAT (ARCO/Simon & Schuster, 1989) and a contributor to SAT Wars: The Case for Test-Optional College Admissions (Teachers College Press, 2012). He has also coauthored many FairTest publications, including, Standardized Tests and Our Children: A Guide to Testing Reform, Implementing Performance Assessments, The SAT Coaching Cover-Up, Test Scores Do Not Equal Merit, and Sex Bias in College Admissions Tests: How Women Lose Out.

Jim Wolfston  
**President and CEO of CollegeNET, Inc.**

Jim Wolfston is President and CEO of CollegeNET, Inc., a Portland, Oregon-based company that develops and operates Web-based, administrative systems for higher education institutions worldwide. CollegeNET is also the creator and publisher of the Social Mobility Index (SMI; www.socialmobilityindex.org). The SMI measures the extent to which a college or university admits economically disadvantaged students at lower tuition, supports their academic progress through graduation, and prepares them to obtain well paying jobs. The purpose of the SMI is to recast the competition for “prestige” among institutions so that it drives factors that improve access, affordability, and graduation rate, and thereby advances higher education’s contribution to economic mobility. CollegeNET also directly supports greater affordability and access to higher education through its www.collegenet.com student forum. Students cite and debate topics, vote for each other, and compete for scholarships. CollegeNET has awarded more than $2 million in college scholarships to date through this site. Jim has spoken and written on broader policy and service issues for higher education, with articles published in the The Chronicle of Higher Education, Inside Higher Education, and the Wall Street Journal.
Since 2001, we’ve been dedicated to supporting educational institutions and others in making measurable improvements in student enrollment, completion and career readiness. We’ve worked with thousands of programs across a range of educational systems, including rural high schools, community college systems and traditional four-year universities.

Our adaptive, cost-effective solutions combine professional coaching, consulting, technology and data analytics, and generate insights about the student experience that enable institutions to continuously improve.

Helping colleges and universities close achievement gaps.

"As a first-generation college student, I have seen that seeking out the right resources and advice is actually far wiser than trying to go it alone. I feel like it helped me find my strengths and build connections, not only to individuals but also to the school community as a whole.” — Vinlisa Khoeum, student coached by InsideTrack

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"If we fail then the forces that contributed to Brexit, the envy and isolationism not just in the UK but around the world that spring from not sharing, of cultures driven by a narrow definition of wealth and a failure to divide it more fairly, both within nations and across national borders, will strengthen. If that were to happen, I would not be optimistic about the long-term outlook for our species.”

Stephen Hawking
The Guardian

Find out how your institutions can better support students throughout their educational journey. Visit insidetrack.com, programs@insidetrack.com, or call 1.800.884.6371.

Higher Education Can Solve Hawking's Problem
by Jim Wolfston
President, CollegeNET, Inc.
Walking Instructions from SpringHill Suites to Broderick Dining Commons

- Cross Hampton Blvd at 45th Street
- Head North on Hampton Blvd towards 49th street (campus will be on your left)
- Turn Left at 49th Street (football stadium will be on your right)
- Continue up 49th Street until you reach the Broderick Dining Commons (you will pass the Webb Center and Diehn Center for the Performing Arts)

If you have any questions or need assistance please call: 757-683-6702