

*Tuesday*  
Tuesday, October 5, 2004

**8:30 AM**      **Breakfast**  
Courtyard

**9:00 AM**      **Welcoming Remarks**  
Ballroom  
Mark Gearan, President, Hobart & William Smith Colleges, & Campus Compact Board Chair  
Peter Smith, President, California State University, Monterey Bay  
Charles Reed, Chancellor, California State University

**9:15 AM**      **Exercising Leadership to Promote the Civic Mission of Higher Education**  
Ballroom  
Alexander W. "Sandy" Astin, Founding Director, UCLA Higher Education Research Institute;  
introduction by Judith Hansen, President, Independence Community College

**10:00 AM—**      **Building Allies for the Democracy—The Campaign for Civic Learning in College**  
**11:00 AM**  
Ballroom  
The introduction of a campaign designed to unify the civic and public work of individual campuses, higher education associations, and influential leaders in other sectors.  
Mark Gearan, President, Hobart & William Smith Colleges  
Jodi Anderson, University of California Student Regent  
Constantine W. Curris, President, AASCU  
Carol Schneider, President & CEO, AAC&U

**11:15 AM**      **Making a Public Case for Civic Engagement (Part I)**  
In small groups, talk one-on-one with nationally recognized trustees, legislators, business and foundation leaders, and other presidents about the work on your campus and how it can be leveraged to bring the civic role of higher education into the forefront of American consciousness and debate. The following sectors will be represented:

Courtyard      **PHILANTHROPY** Tashia Morgridge, National Advisory Board Chair, Haas Center for Public Service  
Paul Locatelli, President, Santa Clara University

Conference Rm.      **LEGISLATURE** John Laird, Member, California State Assembly  
Robert Corrigan, President, San Francisco State University

Courtyard      **TRUSTEES** Debra Farar, Chair, Board of Trustees, California State University  
John Welty, President, California State University-Fresno

Boardroom      **CORPORATE** Gary Syman, Board Chair, Jumpstart, and retired partner, Goldman, Sachs & Co.  
Toni Murdock, President, Antioch University Seattle

Ballroom      **FOUNDATIONS** Michael McPherson, President, Spencer Foundation  
George Martin, President, St. Edward's University

**12:30 PM**      **Lunch**  
Courtyard

**1:30 PM —**      **Making a Public Case for Civic Engagement (Part II)**  
**2:30 PM**  
Ballroom  
A panel of influential leaders will build on and respond to the small group conversations from the morning session, outlining their view of the role of higher education in the American democracy. They will describe how the civic activities of colleges and universities impact their different sectors, and provide suggestions for how we can make our case to their peers.  
Introduced and moderated by Peter Smith, with Michael McPherson, Gary Syman, Debra Farar, John Laird and Tashia Morgridge.

**2:45 PM–  
3:45 PM**

### **Public Strategies in Action**

Small group presentations will explore real-world examples of national, state, and local initiatives that have built public support for higher education's civic roles and responsibilities. Topics will include students and presidents working with state legislators, and successful media campaigns.

Ballroom

**AMERICAN DEMOCRACY PROJECT:** Richard Rush, President, California State University, Channel Islands; George Mehaffy, Vice President, American Association of State Colleges and Universities; & Felice Nudelman, College Marketing Manager, *The New York Times*

Boardroom

**RAISE YOUR VOICE CAMPAIGN:** Rollin C. Richmond, President, Humboldt State University; Elaine Ikeda, Executive Director, California Campus Compact; & Eliana Machuca, Student, Humboldt State University

Courtyard

**MICHIGAN BLUE RIBBON COMMISSION ON HIGHER EDUCATION:** Representative Doug Hart (MI) & Kyle Caldwell, President and CEO, ConnectMichigan Alliance

**4:00 PM–  
5:00 PM**

### **Stewards of the Civic Mission—Trustee Perspectives**

Ballroom

As leaders in American society with a keen knowledge of higher education, trustees are a key public audience and are important champions for the civic life of campuses. This panel will feature some of the most engaged trustees nationwide, discussing what they see as the importance of higher education's civic mission and the best ways to foster trustees as champions for your campus's civic efforts.

**MODERATOR:** Eugene Lang, Founder and President, Project Pericles; Trustee, New School University; Founder and Chairman Emeritus, "I Have A Dream" Foundation; and Chairman Emeritus, Swarthmore College

Susan S. Pritzker, Board Chair, Pitzer College

Mark A. Vander Ploeg, Vice Chairman of Investment Banking, Merrill Lynch, and Chair, Board of Trustees, Macalester College

Nilda Soto-Ruiz, Trustee, City University of New York, and Chair, CUNY's Community College Committee

J. Keith Motley, Interim Chancellor, UMASS-Boston, and Trustee, Newbury College

**6:00 PM**

### **Reception**

Golf Clubhouse

#### **An Interactive History of Voting in America**

Dr. Michael Schudson, author of *The Good Citizen: A History of American Civic Life*, with welcome and introduction by Lou Albert, President, Pima Community College

**7:00 PM**

#### **Dinner followed by presentation of the Thomas Ehrlich Faculty Award for Service-Learning**

Golf Clubhouse

Over the past ten years, the Thomas Ehrlich Faculty Award for Service-Learning has served to shine a national spotlight on outstanding faculty and campuses. Join us as we honor Richard M. Eberst of California State University, San Bernardino, the recipient of the 2004 Award.

Introduction by Thomas Ehrlich followed by remarks and Award presentation by Madeleine d'Ambrosio, Executive Director, TIAA-CREF Institute

**8:30 PM**

#### **The Race at Case—The 2004 Vice Presidential Debate**

Golf Clubhouse

Gather around to watch the broadcast from Ohio's Case Western Reserve University (previously recorded 9–10:30 PM EST).

# Wednesday

Wednesday, October 6, 2004

On Wednesday, October, 6, breakfast will be held in the Courtyard.  
All meetings will be held in the Ballroom.

**8:30 AM Breakfast**

**9:00 AM Opening Remarks**

Mark Gearan, President, Hobart & William Smith Colleges, & Campus Compact Board Chair

**Higher Education and the Future of Democracy**

Leon Panetta, former White House Chief of Staff, and co-founder and director of The Panetta Institute; introduction by former US Senator Harris Wofford

**9:45 AM Civic Education on the National Agenda**

Representatives of President George W. Bush and Senator John Kerry will share their candidates' platforms for educating the next generation for active civic engagement.

**10:30 AM Break**

**10:45 AM The Role of the Major Media in Promoting the Civic Education of Young People**

Felice Nudelman, College Marketing Manager, The New York Times

**The Future of The Campaign for Civic Learning in College—  
Challenges and Opportunities for Action**

**MODERATOR:** Martin Jischke, President, Purdue University

Wilson Bradshaw, President, Metropolitan State University

Thomas Gamble, President, Brevard Community College

Elizabeth Zinser, President, Southern Oregon University

**11:45 AM Closing remarks**