



Virginia Union University

2021 University Conference

August 17, 2021--9:00AM – 5:00 PM

Virtual

IN RELENTLESS PURSUIT OF EXCELLENCE

CAMPUS PRAYER WALK (8:00-8:45AM) (IN-PERSON)

Lead by: Rev. Chatmon

OPENING PLENARY (9:00-9:55AM) (ALL) (VIRTUAL)

KEY

Virtual sessions consist of at least four presentations that may be of interest to various groups. Select one presentation per session.

A FACULTY**B STAFF****C ALL****D STUDENT****SESSION 1 (10:00 AM – 10:55 AM)****A. Presenter:** Ima Hicks

Presentation Title: Teaching & Learning Strategies for ‘The Relentless Pursuit of Excellence’

Abstract: Students can disrupt a class but so can teachers. Teacher misbehaviors can also get in the way of learning. Sometimes these teacher behaviors are unintentional. Sometimes they are misunderstood by students. Sometimes teachers are tired and less focused than they should be. Whatever the cause, confronting actions that get in the way of learning is beneficial. The proposed workshop will explore disruptive student and faculty behavior and describe ways to reduce and respond to such behavior by identifying factors contributing to uncivil interactions in the college/university classroom and negatively affecting the overall learning environment for students or contributing to instructors' stress and discontent. Reflecting upon offensive, intimidating, or hostile behavior that interferes with students' ability to learn and instructors' ability to teach, participants will review and discuss practical strategies designed to both prevent or respond to disrespect and disruptions in the college/university classroom.

Learning Outcomes:

- As a result of the workshop, participants will
 - Become familiar with classroom incivility research, whether they be students or faculty.
 - Understand student and faculty incivility in higher education.
 - Learn how to reduce incivility in the university/college classroom.

B. Presenter: Keisha Pope

Presentation Title: "The Importance of Customer Service & the Student Experience in the Recruitment Process"

Abstract: Customer service requires institutions to develop certain skills for dealing with customers. Among the most important skills when dealing with customers is the ability to comprehend and respond to their needs and concerns appropriately. Good customer service begins with complete knowledge of the customer, his conditions, aspirations and challenges. In addition, discipline in customer service is sensitive towards upholding the principles of the customers, sharing critical information about them and identifying their needs in order to provide excellent services to both internal and external customers. This sessions will discuss the needs of our students and provide tools to ensure they receive a quality experience during the recruitment process.

Learning Outcomes:

- By participating in the session, participants will be able to identify the needs of our students and how to address them properly to ensure a smooth, seamless, and positive experience to ensure they enroll, matriculate, and graduate.

C. Presenter: Dr. Allia Carter & Dr. Terrell Strayhorn**Presentation Title:** "Quality Value Management in a Post-COVID Reality"

Abstract: Most higher education leaders have not had to lead through a pandemic, but now leaders are called upon to manage through the convergence of two pandemics--COVID-19, a global health crisis, and a historic racial reckoning--that have upended higher education in unexpected ways. As campus leaders, we are all navigating new territory while faced with new concerns, uncertainty, and yet must be future-focused and optimistic as we chart plans for "Emerging STRONGER," celebrating resilience, renewal, and return. Leaders must do this by celebrating the strength and tenacity of their institutions, faculty, staff, and students, but must also keep their eye on issues of "quality" and "value," as well as institutional effectiveness, in accelerating adaptability, ensuring business continuity, and forging new degrees, markets, and operations in a post-COVID reality. In this session, the presenters offer "Quality Value Management" (QVM) as a framework for pandemic leadership. They use a single institution as a provocative "case study" from which all leaders can learn the lesson learned, accomplishment, challenges, and strategies for future improvement.

Learning Outcomes:

- By participating in this session, participants will be able to:
 - Define sense of belonging at work and its importance to our work and goal(s) at Virginia Union.
 - Recall specific elements of "sense of belonging" (at work) and how it applies to day-to-day work environments.
 - Delineate the role that managers/leaders play in fostering sense of belonging for employees and teams.
 - Identify and explain at least three (3) specific strategies for boosting belonging at work.

D. Presenter: Dr. Brock Mayers**Presentation Title:** "Follow Me Bro: Leveraging Social Media in Effectively Reaching Gen Z"

Abstract: Considering the prevalence of social media use amongst postsecondary student populations, it has become increasingly more important to meet student needs in these spaces. This workshop will provide an overview of various social media platforms and how higher education professionals can proactively leverage these spaces to engage students "where they are" and provide service and support accordingly.

Learning Outcomes:

- Familiarity with social media platforms used by post secondary students.
- Understand the benefits of using social media to meet student needs.
- Develop a social media strategy to support student needs.

SESSION 2 (11:00AM – 11:55 AM)**Special Session****Presenter:** Dr. MarQuita Carmichael**Presentation Title:** Empathy and Grief**A. Presenter:** Erica Jackson**Presentation Title:** "99 Problems but FERPA Ain't One"

Abstract: The Family Educational Rights and Privacy Act (FERPA) was enacted into law in 1974 to protect the privacy of student education records. As a higher education institution, it is important to know and understand how to release student information to prevent violations. This presentation, 99 Problems but FERPA Ain't One, will be geared towards introducing and educating the faculty and staff on student rights under this specific law. Attendees will gain knowledge on the purpose of FERPA, understand FERPA terms, how to readily apply student's rights under FERPA and when exceptions can be made, and how to prevent violations. Attendees will also participate in an interactive scenario to apply learned content.

Learning Outcomes:

- By participating in this session, participants
 - will be able to understand the what and why of FERPA,
 - be able to define FERPA terms,
 - apply student's rights under FERPA and exceptions, and (4) how to prevent FERPA violations.

B. Presenter: Victoria Nichols**Presentation Title:** "The Landscape of Higher Education from an Admissions & Recruitment Standpoint"

Abstract: In order to understand the playing field it will be important to address the landscape of higher education from an admissions and recruitment standpoint. This presentation will be an informative session and will touch upon every aspect of our institution. It will address a variety of areas such as: 1) the innovation of recruitment 2) defining our competitors; 3) the benefits of attending; 4) the brand awareness and 5) our student experiences to name a few.

Learning Outcomes:

- Understand the mindset of a prospective student.
- Identify if your area/department markets to a student audience.
- Grade you department from a student recruitment perspective.

Session 2 11:00AM-11:55AM (con'd)**C. Presenter:** Maco Faniel**Presentation Title:** "Diversity, Equity & Inclusion at HBCUs: A State of the Field"**D. Presenter:** Mark James**Presentation Title:** "50 Years of Silence: Black Student-Athlete Resistance of Social Injustice and the Role of HBCUs"

Abstract: This qualitative meta-synthesis studied the inequities of HBCUs as it pertains to the NCAA and the black student-athlete. The study adopted the CRT and Social Constructivism paradigm and synthesized and interpreted the findings of eighteen purposefully sampled empirical qualitative studies. Sixteen emerging themes were identified through the use of semantical coding and theming. Through a two-tiered approval process, article saturation, and methodical coding, findings indicate that sixteen themes show both support and contradictions in NCAA's inequities' perceptions and practices. The implications for professional and college student-athletes in the pursuit of inequalities with black student-athletes are answered, as is the need for additional research to be conducted in the future.

Learning Outcomes:

- The meta-synthesis was designed around three central questions:
 - 1-How does the relationship between the NCAA and HBCUs contribute to HBCUs' inequalities in recruiting Black student-athletes in collegiate football?
 - How does the relationship between the NCAA and HBCUs contribute to the inequalities that affect Black student-athletes in collegiate football in terms of the finances of HBCUs?
 - How does the relationship between the NCAA and HBCUs contribute to the inequalities that affect Black student-athletes in collegiate football regarding administrative relations?

SESSION 3 "How To" (1:00 PM – 1:55 PM)**Presenter:** Dr. Charles Prince**✂Presentation Title:** "360-Degree Student Equity Audit"

Abstract: This session it to explore with colleagues best practice strategies that help explore equity gaps that exist amongst the student body. In this session, colleagues will discuss key strategies to improving enrollment, student success, retention and graduation. Participants will leave with strategies they will be able to implement institutionally.

Learning Outcomes:

- Gain best practice research on closing the equity gap.
- Learn how to understand and evaluate equity.
- Gain insight from colleagues about this work and how it can transform the student experience.

Session 3 1:00PM-1:55PM (cont'd)**✂Presenter:** Dr. Linda Jackson**Presentation Title:** "Power Twins: Professionalism & Six Sigma"

Abstract: Professionalism and Six Sigma are essential ingredients to reaching excellence. Mastering your professionalism driven by Six Sigma application and practices creates synergies that flawlessly influence excellence in leadership and administration. If you want to take your skills, talent, and job performance to the next level sign up to learn about the Power Twins: Professionalism and Six Sigma.

Learning Outcomes:

- Participants will be able to identify their professional acumen; thus, connecting the Power Twins.
- Participants will be able to immediately add and apply Power Twins tools.
- Participants will be able to use the Power Twins to influence and impact excellence in their overall workplace performance.

✂Presenter: Robin Jefferson**Presentation Title:** "Online Requisition Processing & Purchase Orders"

Abstract: I will walk participants through how to create an online requisition. I will start with how the accounts are set up, where they need to go to create the requisition, required documentation, how to track it, time frame, next steps, what they can expect. How to determine if check has been cut.

Learning Outcomes:

- How to create an online requisition.
- How to track the status of their requisition.
- How to use GL Account Lookup to determine if invoice has been entered into the system or if check has been cut. Best practices.

✂Presenter: Dr. Jerald West**Presentation Title:** "BIET: What We Have to Offer & Best Security Practices"**✂Presenter:** Greg Lewis**Presentation Title:** "Use of the P Card"**SESSION 4 (2:00 PM – 2:55 PM)****A. Presenter:** Dr. Mignon Jacobs**Presentation Title:** "Measure Twice: The Art Behind the Science of Assessment"

Abstract: Though assessment shapes the quality of our lives and displays measures or standards we have normalized or taken assessment for granted. Let us think for a moment of the bridges we cross as we drive, the food we eat, our taxes, our airline travel, the voting precincts, the clothes we wear. We have been made aware of the discussion of the US infra-structures, particularly the aging bridges and water systems. Every field has established standards by which to ensure excellence or safety standards. We trust that the FAA, FDA will uphold safety standards and assess the adherence to these standards. For the higher educational arena, assessment is integral to accreditation as a means of quality assurance. According to the Council of Higher Education (CHEA) and the recognized regional accreditation, "Accreditation" is review of the quality of higher education institutions and programs. In the United

States, accreditation is a major way that students, families, government officials, and the press know that an institution or program provides a quality education."

Learning Outcomes:

- This discussion explores the principles of assessment that will allow participants to
 - To identify the best practices of assessment in their particular work area
 - To utilize assessment as a tool for improvement in achieving excellence
 - To communicate assessment results as a shared value of quality and student transformation

B. Presenter: Tunesha Witcher

Presentation Title: "Integrating Microsoft Teams into VUU"

Abstract: Microsoft Teams is one of Microsoft's latest innovative technologies that provide a collaborative workspace within Microsoft Office 365. With today's current learning environment constantly changing; staying connected at a distance presents a number of challenges. Join me to learn how the Microsoft Teams platform can be a hub for your learning and workplace conversations, collaborative teamwork, video chats, and document sharing while learning and working at a distance, learn to use the basic and advanced features, maximize teams features to set and schedule office hours / appointments, and taking advantage of the breakout rooms capabilities.

Learning Outcomes:

- Gain a basic understanding of Microsoft Teams features and functions,
- Develop effective strategies for creating, structuring, and managing Teams for academic or job performance,
- Gain a working knowledge of attending and managing Teams breakout rooms.

C. Presenter: Dr. Ingrid Bircann- Barkey

Presentation Title: "Universad para Todos y Todas: Universidad for All"

Abstract: This presentation will describe the mission and vision of Universidad Virginia Union, and how its implementation fits in Virginia Union University's 2025 Best in Class plan. It includes a timeline and description of the various programs and initiatives for students, families, professionals, external institutions and agencies as well as VUU faculty and staff.

Learning Outcomes:

- By participating in this session, participants will be able to:
 - Learn about the mission and vision of Universidad
 - Know about opportunities for learning Spanish and travel abroad
 - Gain a better understanding of how they play a role in the success of Universidad

D. Presenter: Jessica Gilbert

Presentation Title: "Modeling Workforce Development & Training 5 C's: Communication, Critical Thinking, Collaboration, Curiosity & Creativity"

SESSION 5 (3:00 PM – 3:55 PM)

A. Presenter: Dr. Corey Scott & Dr. Darius Beechaum

Presentation Title: "Student Success: Past, Present & Future"

B. Presenter: Mylaka Simpson & Dr. Debra Martin

Presentation Title: "Expanding the Culture of Graduate Life at VUU"

Abstract: This session would provide information to the university as a whole on recruitment efforts, partnerships and the expansion of graduate studies for current and prospective graduate students. This session will include enrollment growth opportunities and shift in academic thought around expanding graduate studies at VUU.

Learning Outcomes:

- Identify graduate programs offered at the University, In addition, academic support initiatives centered around building a graduate studies culture.

C. Presenter: Dr. Jeff Harlow

Presentation Title: "Tomorrow Starts Today for Everyone: QEP Action for Faculty & Staff"

Abstract: This panel discussion will review the nature and purpose of the QEP, explore initial data from the Year I Cohort, and explore the implications of the QEP for all faculty and staff for student success.

Learning Outcomes:

- By participating in this session, participants will be able to:
 - 1) understand the nature and purpose of the QEP.
 - 2) identify strategies for how every faculty or staff person can actively engage in the QEP.

D. Presenter: Dr. Natalie Delbridge & Dr. Robin Davis

Presentation Title: "Retaining Online Millennial Learners in Higher Education"

Learning Outcomes:

- By participating in this session, participants will be able to:
 - Increase student engagement in online classrooms with rigor and improve current practices.
 - Revitalize online faculty to increase presence in the course room for our technologically savvy millennials.
 - Enhance media platform to motivate, engage, and inspired students

CONCLUDING SESSION 4:00PM-4:55 PM

VIRTUAL PARTY 5:00 PM -6:00 PM