

Essential Communication Skills for Women Leaders in Higher Education

Tuesday, October 28, 2014 | 8:30 a.m. - 12:45 p.m.

Michael J. Adanti Student Center, Southern Connecticut State University

8:30 a.m. Check-In/Breakfast and Networking - Ballroom B

9:05 a.m. Welcome Remarks

Michelle Helmin, *Former CTAWN State Chair*

Dr. Sandra Affenito, *Current CTAWN State Chair and Associate Provost and Dean, School of Health and Natural Sciences, University of Saint Joseph*

Dr. Tracy Tyree, *Vice President for Student Affairs, Southern Connecticut State University*

9:15 a.m. Keynote Address - Ballroom B

External Forces Impacting Higher Education: Which Way Forward?

Judy Greiman, *President, Connecticut Conference of Independent Colleges*

Ms. Greiman will review today's demographic and economic challenges and the impact on higher education. She will also highlight preliminary recommendations of Connecticut's Commission on Higher Education.

10:00 a.m. Response Panel - Ballroom B

Ann Clark, *Provost and Executive Vice President, Goodwin College*

Dr. Sandra Palmer, *Provost and Interim Dean of Student Affairs, Manchester Community College*

Dr. Christine Siegel, *Associate Vice President for Academic Affairs, Fairfield University*

Dr. Tracy Tyree, *Vice President for Student Affairs, Southern Connecticut State University*

10:30 a.m. Break - Ballroom B

10:45 a.m. Workshops

News Media: Trick or Treat? - ASC 301

Janice Palmer, *Media Relations Specialist, Central Connecticut State University*

Maureen McGuire, *Director of Brand Development, UConn Health Center*

Networking Ahead for Women: Learn to Connect and Build Relationships that Create Opportunities for Yourself and Others - Ballroom B

Kathy McAfee, *America's Marketing Motivator, Executive Presentation Coach & Professional Speaker, Kmc Brand Innovation, LLC*

11:40 a.m. Workshops

Social Media for Business and Personal Use: Benefits and Potential Pitfalls - Ballroom B

Bianca Slota, *Former Multimedia Communications Specialist, UConn School of Law; Former Press Secretary, Governor Peter Shumlin, Vermont; and full-time student, UConn School of Law*

Managing Human Resources: Essential Communication Strategies - ASC 301

Jaye Bailey, *Chief of Staff and Vice President for Organizational Development, Southern Connecticut State University*

12:25 p.m. Getting Involved/Special Recognition/Final Words - Ballroom B

Michelle Helmin, *Former CTAWN State Chair*

Dr. Sandra Affenito, *Current CTAWN State Chair and Associate Provost and Dean, School of Health and Natural Sciences, University of Saint Joseph*

An CTAWN Institutional Representative Meeting will be held after the conference concludes in Ballroom B.

Please consider bringing a non-perishable food item for donation to a local charity.
The collected items will be and delivered to a local shelter by the end of the day.