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**Sustainable New Business Models for Higher Education Explored at Executive Workshop**

AAL's Economics of Higher Education workshop to provide chief academic officers with skills to navigate today's environment of higher education.

ATLANTA – The [Academy for Academic Leadership \(AAL\)](http://www.AALgroup.org) will host the inaugural Economics of Higher Education workshop on August 6-8, 2017 at the [Georgia Tech Hotel and Conference Center](#) in Atlanta. Tailored for chief academic officers, provosts, presidents, and trustees of private colleges and universities, the two-day workshop will provide participants with a better understanding of sustainable new business models to address the challenges at their home institutions.

“According to *The Chronicle of Higher Education*'s recent report on the Future of Enrollment, more than four in ten private colleges missed their goals for enrollment and tuition in 2016,” explains N. Karl Haden, Ph.D., AAL President. “The program takes aim at enhancing the technical, communication, leadership, and process skills administrators need to navigate successfully today's ever-changing environment of higher education.” The program curriculum for new and experienced chief academic officers includes:

- Discussing the impact of instructional costs as an institutional cost driver
- Identifying institutional challenges and how schools can prepare to face these obstacles
- Evaluating current business models—what is working and what needs to be fixed
- Exploring the role of institutional governance in leading change
- Identifying the role of the chief academic officer in implementing new business models

“A multitude of internal and external financial struggles are rapidly impacting how institutions maintain the quality of their academic programs,” said James F. Galbally, Jr., Ed.D., AAL Senior Consultant. “In this workshop, we will walk through the entire planning process, discussing the proper technical skills of planning, budgeting, and finance. Then, at the conclusion, our distinguished panel of instructors will bring the workshop full circle, as each participant develops action plans for implementing change at their home institutions. We intend for this program to revitalize administrators' perspectives as they prepare for their upcoming financial planning cycles.”

With decades of higher education administration experience, instructors for the 2017 Economics of Higher Education workshop include:

- Jo Allen, Ph.D., President at Meredith College, Raleigh, North Carolina
- James F. Galbally, Jr., Ed.D., AAL Senior Consultant and President of The Galbally Group
- Matthew Poslusny, Ph.D., Senior Vice President and Provost, Professor of Chemistry at Meredith College, Raleigh, North Carolina

To kick off the executive workshop, Robert Zemsky, Ph.D. will headline as the keynote speaker at an evening dinner reception for attendees on August 6, 2017. Serving for 20 years as Founding Director of the Institute for Research on Higher Education at the University of Pennsylvania, Dr. Zemsky has focused his career on how best to keep universities true to their missions while remaining market smart. The title of Dr. Zemsky's keynote address will be "The Market Imperative: What Market Analysis Has Taught Bob Zemsky."

"What many leaders in higher education—including presidents and chief academic officers—often miss is the critical role that healthy relationships play in leading change, and especially in making and communicating good budget decisions," explains Dr. Jo Allen, Ph.D., Meredith College President. "Whether adopting a new business model to expand revenues, cut expenses, or both, senior leaders benefit from understanding each other's strengths in these important partnerships. Ultimately, relationships are at the heart of good budgetary decisions, drawing on shared or interwoven perspectives on creativity, economic philosophies, tolerances for risk, and personal strengths."

To register or learn more about this unique and workshop for chief academic officers, provosts, presidents, and trustees of private colleges and universities, visit [www.AALgroup.org/Economics](http://www.AALgroup.org/Economics) or call 404-350-2098. The deadline to register is June 30, 2017.

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### **About the Academy for Academic Leadership**

For more than a decade, AAL has been dedicated to advancing people and institutions through professional development and consulting services. Headquartered in Atlanta, AAL provides customized professional development and consulting services for healthcare executives, educators, practitioners, institutions, and associations. AAL activities include leadership development, coaching, strategic planning, change management, team building and curriculum development. For more information about AAL's consulting services or professional development programs, visit [www.AALgroup.org](http://www.AALgroup.org).