

CONCURRENT SESSIONS

CACUBO 2010 Annual Meeting

Concurrent Session Tracks (color coded):

Cultivating Leadership

Enterprise Risk Management and Compliance

Technical Skills

Hot Topics

Cultivating Leadership

Robert Hetzel and John Tillman, University of WI - LaCrosse; Bruce Maas, University of WI - Milwaukee ~ *Developing Best IT Practices Through A Peer Review Process* In effort to enhance best practices and improve the delivery of IT services to campus stakeholders, UW La-Crosse initiated an external peer review to examine the state of technology on its campus including IT services, resources, and organizational structure. This presentation will discuss the peer review process and findings for improving IT services and recommendations for Best IT Practices.

Marilyn Kuhn, IUPUI ~ *Effective and Efficient Process Improvement* Accelerated Improvement Process (AIP) addresses the misperception that process improvement takes too much time and no one knows how to do it. AIP provides a structure and time-frame to help groups improve simple to complex processes in a reasonable amount of time to function more efficiently.

Natalie Krawitz and David Sheahan University of MO System; James Kadamus Sightlines ~ *A System's Approach To Stewardship - The University Of Missouri's Plan For The Future of Campus Facilities* The University of Missouri (UM) system is developing a new strategy for stewarding the system's 4 campuses/400 buildings/13m gsf of academic space. UM is using a process of performance measurement called Return on Physical Assets developed by Sightlines, to define the backlog of needs, document the impact of capital investment, and measure the effectiveness of facilities operations.

Jason Spratt, Tralicia Lewis, and Julia Lash, IUPUI ~ *Concerning Behaviors On Campus: IUPUI's Approach - The Behavioral Consultation Team* Responding to instances of concerning, disruptive or violent behavior on higher education campuses has become a national focus since the unfortunate tragedy at Virginia Tech. Come learn about IUPUI's approach and how the Behavioral Consultation Team (BCT) receives referrals on not only concerning student behavior, but also faculty and staff behavior.

William O'Donnell, Indiana University - South Bend ~ *The Business Officer's Tool Kit* Business Officers come into supervisory, management and leadership roles with the technical skills they need but not always some of the other skills they need. This session will give the Business Officer tools that will prove helpful and effective. The information presented in this session is the type of information not commonly provided in university curriculums or in training or conference sessions. Attendees will

learn skills that will assist them in being effective leaders and managers by helping them deal with their greatest challenges.

Mike Mayher and Bert Diehl Lakeland Community College; Bill Davis Siemens ~ *Going Green Doesn't Have to be Sexy* ~ Lakeland Community College is recognized for its energy conservation leadership in Ohio and nationally. The college's program will detail the practical, incremental approach taken in Lakeland's "Energy Journey." Setting the standard statewide, the journey resulted in a sustainable, one-year reduction of energy use of 40 percent.

Enterprise Risk Management and Compliance

John Walda, NACUBO ~ *Report on the Colleges and Universities Compliance Project* In 2008, the Internal Revenue Service mailed a compliance survey to approximately 400 colleges and universities. It asked institutions to furnish a wide range of data related to endowment management and performance, executive compensation and benefits, and UBIT. The Associations of Governing Boards (AGB) and NACUBO commissioned Ernst and Young to do an independent study of the completed surveys. Learn what the analysis showed about financial transparency and accountability, salaries, and the comparability of tax revenues between nonprofits and small businesses. Take part in a discussion that explores the implications of the findings for higher education, the general public, and policy makers.

Ruth Anderson University of WI System; Ken Krinicky CoreRisk LTD; Jan Hanson University of WI I – Superior; Tom Sonnleitner University of WI - Oshkosh ~ *Building Bridges Across Campus Silos: The Power Of ERM* Enterprise Risk Management (ERM) is a process that manages an institution's material strategic, operational, financial, and insurable risks on which an institution's reputation rests. This session presents the practical lessons learned from developing, implementing, and embedding an ERM program on two diverse campuses at a statewide university system. Learn how a major university system and two of its institutions partnered with a risk management consulting firm to develop a process for introducing enterprise risk management practices into the day to day operation of higher education.

Kathleen McNeeley Indiana University; Angela Morelock BKD ~ *Tips & Lessons Learned: Fraud Detection & Prevention* Colleges and universities have unique fraud risks due to the amount of classified information they deal with on a day-to-day basis. Fraud can significantly impair an institution's financial performance and undermine business objectives. Join us to hear about colleges and universities that learned about fraud the hard way. Gather insight from others' experiences and receive often overlooked prevention tips that can benefit your organization. Anyone involved in business—managers, owners, board members, controllers and outside auditors—will benefit from this enlightening presentation, which will instruct institutions how to better protect themselves by detecting early warning signs and adopting best practices for handling suspected fraud.

Michael Braughton University of Indianapolis; Brenda Buetow Crowe Horwath ~ *Using Data Analytics To Detect Fraud - For Rookies And Owners* The Institute of Internal Auditor's "2009 IT Audit Benchmarking Study" reports that 76% of respondents use software for data analysis within the internal audit function but only 46 percent use software to detect fraud. Some would say that this statistic in itself is a red flag. Learn easy steps you can use today and a methodology you can use tomorrow.

Susan Schomacker and Lois Tatro Wichita State University; Paul Knight TouchNet ~ *Dotting the I's And Crossing the T's Of Payment Card Compliance*

In order to effectively manage risk, colleges and universities need to adopt a comprehensive, enterprise-wide strategy around PCI (Payment Card Industry) compliance. However, July 1, 2010 is the deadline for compliance with the newest regulations - PA-DSS (Payment Application Data Security Standard) and PTS (PIN Transaction Security). These regulations are "game changers" for all software vendors, point-of-sale operations, and campus merchants. Wichita State University will outline how they have utilized a mix of campus policy and technology solutions to ensure their compliance.

Carla Sanderson, Union University ~ *Invited Session Lessons Learned from Leading Through Disaster* An F4 tornado struck the Union University campus in February 2008 destroying 70% of residential life and damaging all but one academic building. The damage was estimated at \$47 million. After a two week class suspension and the relocation of various classes and 1000 residential life students off campus, the spring semester restarted and was completed on time. A prompt and decisive response enabled the University to open in the fall semester with new residence halls and repaired buildings. Focus will be given during the presentation to people-directed decision making, the importance of Town and Gown relationships and the financial realities of recovery.

Technical Skills

Karla Dowd and Cuba Plain University of MO System; Scott Song and Jeffrey Radtke Blue Stone International, LLC ~ *How The University Of Missouri System Is Using Hyperion Strategic Finance To Improve Strategic Financial Planning And Communication* Decision makers at the University of Missouri System ("UM System") determined that we needed more powerful and agile tools to analyze the effects of changing economic circumstances and alternative strategies on financial performance. They needed a solution that went beyond budgeting and short-term operational planning to address the more-complex modeling challenges inherent in strategic planning such as changes in market values and investment returns as well as treasury decisions on future balance sheets and ratios. UM System embarked on a market research process of software tools to meet these needs. This presentation will discuss how UM System is using its selected tool, Hyperion Strategic Finance, to integrate and enhance multiple planning processes such as strategic planning and forecasting, operational budget policy analysis, and treasury decisions.

P Brett Hammond TIAA-CREF; Marty Lebowitz Morgan Stanley ~ *A Cutting Edge Look at the Endowment Model of Investing* Many larger endowments and foundations have adopted a broadly diversified asset allocation strategy with only a small amount of traditional U.S. equities and bonds. This technique, known as the "endowment model of investing," has demonstrated consistent long-term performance and attracted the attention of numerous institutional and individual investors. In the presentation "A Cutting Edge Look at The Endowment Model of Investing" the presenters will examine how the model provides truly outstanding real returns, while keeping a close eye on the risks associated with this method of investing. Along the way, the presenters offer practical advice on incorporating the endowment model into your institutions' investment endeavors and reveal what it takes to make this method work in the real world.

Richard Walstra Dominican University ~ *Enrollment Forecasting And Financial Modeling: An Integrated Process* This session presents a cycle that integrates enrollment forecasting, budget

development, and financial modeling. We will explore the annual cycle, consider academic and administrative responsibilities, and look at a spreadsheet model that links enrollment forecasts to financial performance, including contribution margins by school.

Patrick Huddleston Mount Union College; Joyce Dulworth BKD ~ *Form 990: Where Have We Been And Where Are We Going* Reflections on the 2008 Form 990 and its impact on your organization. Has it changed behaviors? Is there really greater transparency? Is the Board now engaged, better informed and more able to identify potential risk? How do you compare with your peers? Moving on to this year, what are the next steps? What significant changes have been implemented? Changes to the forms and instructions are reviewed to help your organization be better prepared. Identification and discussion of many subtle yet significant differences in the updated forms.

Susan Tate Capital University; Rachel Spurlock Crowe Horwath ~ *Compensation, Fringe Benefits, And Related Employment Tax Issues* The IRS recently announced that a focus of its upcoming audit efforts will be related to employment taxes. This session will focus on the tax implications and compliance related to worker classification, compensation, taxable benefits, gift cards, institutional credit cards, personal use of cell phones, and other fringe benefits.

Mary Rauschenberg, Deloitte & Touche ~ *Invited Session Federal Tax Update* The past year has been one full of changes in the tax world. Whether it is the redesigned Form 990, the College and University Compliance Check, Employment Tax Audits or Healthcare Reform, there have been many changes impacting colleges and universities. Join us for a summary of some of the most significant changes that will have an impact at your campus. Not only will we discuss the changes, but also practical approaches on how to address them.

Hot Topics

Michael Wukmer and Eileen Moore Ice Miller ~ *Social Media Best Practices: Protecting and Promoting Your Institution.* The growth of social media sites has been explosive. No longer are these sites simply used for personal reasons. Along with corporate America, colleges and university are using sites like Facebook, Twitter, LinkedIn, and YouTube to market their institutions, as well as interact with and recruit new faculty, staff, and students. Ice Miller attorneys are counseling clients on the legal and business issues associated with social media. We are currently conducting a study of the ways that colleges and universities are using social media and analyzing any policies that they have developed and adopted. This session will present the result of our study; address risk management issues; and provide best practices in social media.

Betty Roberts University Central Missouri; Chad Rembolt Trane; Santanu Nath S&S Engineering ~ *Development Of A Budget Neutral Comprehensive Green And Deferred Maintenance Program* Hear why the University of Central Missouri (UCM), a state university with 11,000 undergraduate and graduate students, is embarking on an unprecedented \$ 36.1 million project that will radically reduce energy consumption and the university's carbon footprint, while making a significant improvement to the learning environment. According to Arah Schuur, Director of Clinton Climate Initiatives (CCI) Energy Efficiency Building Retrofit Program, "this is the largest higher education project in the U.S. that CCI has been involved with to go into construction, and it's going to be a shining example for us around the world." The University of Central Missouri's comprehensive approach to greening its campus while addressing deferred maintenance will leapfrog UCM ahead in

its green and deferred maintenance goals, and will cast UCM as a role model on sustainability in the U.S. This effort will assist UCM in its mission to attract outstanding students, faculty, and staff.

Tara Sciscoe and Chris Sears, Ice Miller, LLP ~ *Invited Session: Health Care Reform Panel* Health care reform – whether it comes comprehensively or incrementally – will affect employers and the health plans they offer. New benefit mandates, "pay or play" requirements, ERISA modifications, wellness incentives, retiree health subsidies, new taxes on plans, and other reforms will force employers to analyze and modify their employee health plans. This session will explain and analyze the current state of health reform – whether proposed or passed – and will discuss how colleges and universities can cope with the changes.

Charles Tegen, Clemson University ~ *GASB Update* Higher education reporting standards are ever changing. This session will provide an overview of recent and anticipated activities of the Governmental Accounting Standards Board and factors impacting reporting requirements for public higher education. Upon completion of this session, participants will be able to identify changes that impact their institution and action that are required to be prepared to meet the requirements of these changes.

Tom Guinan – University of Notre Dame ~ *FASB Update* This session will include a brief update on FASB activities specifically as they may impact the higher education environment. Among the topics to be discussed: an update on the FASB codification implementation; continuing development of fair value accounting and disclosures for alternative investments, pension plans, and contributions; subsequent event reporting; the joint FASB/IASB lease accounting project.

TDB by CACUBO board at June meeting ~ *Invited Presentation: The New CACUBO Leadership Program*