



CREDO

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**WOMEN IN  
LEADERSHIP  
INSTITUTE**

2015

## Overview

### WHAT DOES IT TAKE TO BE AN EFFECTIVE HIGHER EDUCATION LEADER?

What opportunities and challenges do women in positions of power and influence face? For this event Credo leaders partner with high-impact experts and sitting college presidents to examine the “I”–Leadership Identity; the “We”–Your Team & Network; and the “It”–What We Need to Accomplish.

Join us for a rich dialogue on the practical experiences of presidents from across the spectrum of private colleges and universities. You'll come away enriched, empowered, and more connected to your fellow presidents.

### TUESDAY, NOVEMBER 10

6:00 Opening Dinner & Keynote

### WEDNESDAY, NOVEMBER 11

8:30 **Session 1** » A Collage of the Intentional Life

10:15 **Session 2** » Women as CEOs: Industry, Higher Education, & the Phases of Leadership

12:00 Lunch & Conversation Tables

1:30 **Session 3** » Driving Culture Change: Case Studies on Women Leaders & Institutional Self-Esteem

3:30 High tea at the O'Henry Hotel, casual networking, & dinner on your own or with colleagues

### THURSDAY, NOVEMBER 12

8:30 **Session 4** » The Right People in the Right Places: Preparing Your Team to Lead Through Change

10:30 **Session 5** » Discernment and Wisdom: Weathering the Presidency & Leading the Next Generation

## Tuesday, November 10

{ 6:00–8:00 PM }

### Opening Dinner & Keynote

With her extensive background in leadership research with women in higher education, our keynote speaker Dr. Susan Madsen will examine the status of women in the field and the lifetime development of women university presidents around the country. She will challenge attendees in their ongoing development in unique ways, creating a reflective environment in which to think toward the future while learning from the research on those who have come before.

» **Dr. Susan Madsen** – Orin R. Woodbury Professor of Leadership and Ethics, Utah Valley University

## Wednesday, November 11

**SESSION 1** { 8:30–10:00 AM }

### A Collage of the Intentional Life

There's no debate about it. The presidency is a personally and professionally taxing endeavor – often extraordinarily so. What are the common challenges and opportunities women share in the leadership arena? This session is about putting it all on the table and exploring the tools to thrive: creating critical space for replenishment, overcoming persistent guilt, building your emotional intelligence, maintaining your filter, and abandoning balance in favor of defining boundaries. We're diving right in to the core of how women embody the leadership space, and will offer ample time for reflection and collaboration with your peers.

» **Joretta Nelson** – Senior Vice President, Credo

» **Dr. Kathi Tunheim** – Associate Professor and Board of Trustees Endowed Chair in Management and Leadership, Gustavus Adolphus College

## SESSION 2 { 10:15 AM–12:00 PM }

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### Women as CEOs: Industry, Higher Education, & the Phases of Leadership

Sometimes a wide-angle lens gives you the best view. In this session, we'll examine through statistics and case studies the realities of women in leadership positions across industry. What are the trends and projections? Where are women leaders coming from, and where are they taking the corporate world? We'll look at how the higher education landscape compares, and how women often approach the natural stages of higher education presidencies differently than male presidents.

- » **Joanne Soliday** – CoFounder, Credo
- » **Dr. Kathi Tunheim** – Associate Professor and Board of Trustees Endowed Chair in Management and Leadership, Gustavus Adolphus College

## { 12:00–1:15 PM }

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### Lunch & Conversation Tables

Issues with your board? Questions about access and equity in staffing and student recruitment? Focused on retention and time to degree? With topics of your choosing, share experience and expertise with your fellow attendees.

## SESSION 3 { 1:30–3:30 PM }

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#### PRESIDENTIAL PANEL

### Driving Culture Change: Case Studies on Women Leaders & Institutional Self-Esteem

What is Institutional Self-Esteem? At its core, it's about changing the culture on your campus to one of accountability, identity, and growth. Research shows that there are particular strengths that women bring to the leadership chair that are critical drivers in the ability to affect culture change. How do women leaders approach this critical element of thriving in innovative ways? Our presidential guests will speak to unique initiatives that boost institutional self-esteem and permeate culture.

- » **Joanne Soliday** – Cofounder, Credo

#### GUEST PRESIDENT SPEAKERS

- » **Dr. Barbara Farley** – Illinois College
- » **Sister Andrea Lee** – St. Catherine University
- » **Amy Novak** – Dakota Wesleyan University

## { 3:30 PM }

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### High tea at the O'Henry Hotel, casual networking, & dinner on your own or with colleagues

## Thursday, November 12

## SESSION 4 { 8:30–10:00 AM }

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### The Right People in the Right Places: Preparing Your Team to Lead Through Change

What do leadership teams need to examine to ensure they have the collective expertise and courage to drive a college forward? What is the president's role in that development? We'll set the context for the shifting higher education landscape and examine issues of vision, urgency, innovation, and collaboration that will be critical for private colleges and universities to thrive through change.

- » **Dr. Joretta Nelson** – Senior Vice President, Credo

#### GUEST PRESIDENT SPEAKER

- » **Dr. Mary Meehan** – Alverno College

## SESSION 5 { 10:30 AM–12:00 PM }

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### Discernment and Wisdom: Weathering the Presidency & Leading the Next Generation

It is often difficult to see the forest for the trees. We'll close the 2015 Institute with the voices of women presidents with more than a decade of experience, exploring their greatest learning moments and reflections on leadership. We will also consider research on what women presidents wish they had known when they entered the office, and the ways in which leaders can plant the critical seed of confidence in the next generation of women in leadership.

- » **Joanne Soliday** – CoFounder, Credo
- » **Dr. Kathi Tunheim** – Board of Trustees Endowed Chair in Management and Leadership, Gustavus Adolphus College

#### GUEST PRESIDENT SPEAKERS

- » **Dr. Jackie Jenkins-Scott** – Wheelock College
- » **Dr. Pamela Balch** – West Virginia Wesleyan College

### **Joretta Nelson, Ph.D.**

*Senior Vice President / Owner, Credo*

Joretta has been in higher education since 1983. Prior to joining Credo she served on the senior teams at Brevard College and Union College in addition to previous positions as a faculty member at Hope International University. Joretta completed a B.A. from the University of California at Los Angeles and graduate coursework at California State University at Fullerton before earning her Ph.D. from Azusa Pacific University. Joretta's dissertation and area of research revolve around student motivation and the role of psychosocial factors in improving conditions for student success. Joretta serves as Senior Vice President and Owner at Credo and leads the area of student success. Contact Joretta at [jnelson@credohighered.com](mailto:jnelson@credohighered.com).

### **Joanne Soliday**

*Founding Partner/Owner*

Joanne has been in private higher education and consulting for more than 35 years. During her tenure at Credo, Joanne has consulted with more than 200 independent colleges and universities. Having served more than 18 years at Elon University, she was part of the institution's growth and transformation, and held multiple roles including positions at the senior cabinet level. Prior to joining Credo she served on the senior cabinet at her alma mater, West Virginia Wesleyan College. Joanne earned a B.A. from West Virginia Wesleyan College, and a M.Ed. from the University of North Carolina at Chapel Hill. She continued her graduate studies in theology at Duke University Divinity School. Joanne currently serves as Founding Partner and Owner at Credo where she helps set strategic direction for the integrated services provided to college and university presidents and their leadership teams. Contact Joanne at [jsoliday@credohighered.com](mailto:jsoliday@credohighered.com).

### **Susan Madsen, Ph.D.**

*Orin R. Woodbury Professor of Leadership and Ethics, Woodbury School of Business, Utah Valley University*

Dr. Madsen has been heavily involved for the last decade in researching the lifetime development of prominent women leaders. She has personally interviewed a host of women university presidents, U.S. governors, and international leaders, and has

a host of books and articles published on her results. Susan has conducted related research in the U.S., the six Arab Gulf countries, China, and in Eastern Europe. She has published nearly 100 articles, chapters, and reports and presents often in local, national, and international settings. She has been an invited speaker at the New York Times and in NGO sessions at the United Nations in New York and Geneva. In addition to her professorship at Utah Valley University, Susan is a Distinguished Visiting Fellow of the Lancaster Leadership Centre in the U.K, a Visiting Fellow of the Faculty of Economics and Business at the University of Zagreb (Croatia), and a Fellow of The Leadership Trust Foundation in Ross-on-Wye, England. Susan is the founder of numerous successful networks, including the International Leadership Association's (ILA) Women and Leadership Affinity Group. She has received numerous awards for her teaching, research, and service. She is a co-editor of the Women and Leadership Book Series. She received her doctorate from the University of Minnesota in human resource development.

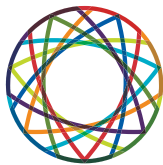
### **Kathi Tunheim, Ph.D.**

*Associate Professor and Board of Trustees Endowed Chair in Management and Leadership in Economics and Management, Gustavus Adolphus College*

Kathi has held executive positions for 25 years in various roles in the corporate sector including Northwest Airlines, Carlson Companies and American Express Financial Advisors. Kathi also founded Tunheim Leadership Group, a leadership and organizational effectiveness consulting firm in Minneapolis. Kathi earned her Ph.D. from the University of Minnesota in Human Resource Development in 2008.

She currently serves as the Board of Trustees Endowed Chair of Management and Leadership in the Economics and Management Department at Gustavus Adolphus College. Her research interests include Higher Ed Management, College Presidents, Presidential Spouses and Gender. She is the Founder of two significant and distinctive programs at Gustavus: The Annual Gustavus Women in Leadership Program and the Gustavus Alumni/Student Mentoring Program. She also chairs the Economics and Management National Advisory Board and the Global Entrepreneurship Program in India.





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