



**Live Online Web Seminar Series**  
**Focusing on the Core Skills of**  
**Communication, Ethics, Collaboration and Mentoring**

Hosted by the Institute for Community College Development [www.iccd.cornell.edu](http://www.iccd.cornell.edu) and Interact Communications, a public relations and marketing firm specializing in the needs of community colleges [www.interactcom.com](http://www.interactcom.com).

***Core Skills: Mastering the Essentials***



Join us for one or all four exclusive 1 1/2-hour  
LIVE events!  
Wednesdays 1:00 pm Eastern Standard Time

February 20, 2008

**The Ethics Trap: How to be "True to Your School" (and Yourself)**

March 19, 2008

**1 + 1 = 5 or The Power of Collaboration in Community Colleges**

April 16, 2008

**Getting the Thinking-Talking Public (and Politicians) on Your Side**

May 7, 2008

**Mentoring the Next Generation So You Can Retire Someday**

**An invitation from Dr. Pamela Cox-Otto, President, Interact Communications**

Your professional success depends on communicating with your constituencies, setting the standards in ethics, partnering to make resources go farther, and preparing those who will help you now and replace you later.

Join Dr. Pamela Cox-Otto and four national leaders in Communications, Ethics, Collaboration and Mentorship in a series of web seminars designed to give practical, timely solutions to leadership challenges.

**Who should enroll:**

- Individual leaders who are committed to improving their leadership skills.
- Leadership teams who want to work together toward more effective leadership.
- Campuses or systems who want to provide opportunities for growth for emerging and Potential leaders.

**Individual and Site Registration Available**

[www.iccd.cornell.edu](http://www.iccd.cornell.edu)

Individual Registration:

- o one web seminar (**\$95**)
- o all four web seminars (**\$345**)

Site Registration: (4 or more individuals at one site)

- o one web seminar (**\$295**)
- o all four web seminars (**\$995**)

**Ethics – Wednesday, February 20, 2008, 1:00-2:30 Eastern Standard Time**

***The Ethics Trap: How to be "True to Your School" (and Yourself)***

***Dr. Lee Rasch with Dr. Pamela Cox-Otto***

Community colleges (and their leaders) are frequently all things to all people. While these roles are not necessarily in conflict, they do require balance, heart, and a core sense of what is right. Keeping these roles straight, being honest and balancing efficacy with ethics is a major leadership challenge of our time. Lee Rasch, President of Western Technical College (Wisconsin), joins Pamela Cox-Otto to outline this challenge and provide concrete ways to find that balance. They will provide powerful counsel on how to lead your college without sacrificing your professional duties.

**Collaboration – Wednesday, March 19, 2008, 1:00-2:30 Eastern Standard Time**

***1 + 1 = 5 or The Power of Collaboration in Community Colleges***

***Dr. Michele Johnson with Dr. Pamela Cox-Otto***

Collaboration often goes beyond ensuring that everyone gets along and uses resources effectively. Collaboration is about taking advantage of the magic that can happen when everyone commits their experience, expertise and enthusiasm to attain a common goal. Michele Johnson, Chancellor of Pierce College (Washington state), joins Pamela Cox-Otto to provide concrete ways to improve the quality (and quantity) of collaboration within your college and your communities. How do you get engagement, support and the power of collaboration to work for the college? Johnson and Cox-Otto share practical, powerful, and unique ways to tip the scale from conflict to collaboration.

**Communication – Wednesday, April 16, 2008, 1:00-2:30 Eastern Standard Time**

***Getting the Thinking-Talking Public (and Politicians) on Your Side***

***Suzanne Ames with Dr. Pamela Cox-Otto***

The institutional survival of your college depends on how it is perceived by the community, and on public support from the legislature, at the polls, and from the community at large. Suzanne Ames, Director of Communications for the State Board for Community and Technical Colleges in Washington State, joins Pamela Cox-Otto, to provide concrete ways you can and should communicate with this critical constituency. Ames and Cox-Otto will cover timing, techniques and tips to get the nay-sayers on your side, and reinforce support that will boost enrollment, increase financial support, and build a base of long-term political support.

**Mentoring – Wednesday, May 7, 2008, 1:00-2:30 Eastern Standard Time**

***Mentoring the Next Generation So You Can Retire Someday***

***Dr. Denise Vujnovich with Dr. Pamela Cox-Otto***

Mentoring is one of the most satisfying experiences available for those of us who have left the classroom and moved into college leadership. It involves recognizing potential and helping people find their own possibilities. Denise Vujnovich, Vice President of Student Services at Western Technical College (Wisconsin), joins Pamela Cox-Otto (her one-time mentor) in providing practical ways to identify talent, support it, and offer mentorship that actually reaches the Gen X and Gen Y generations without exasperating them. How do you get potential leaders to take on new challenges (without new pay), and develop the skills they will need to survive in our challenging (and often political) arena? Vujnovich and Cox-Otto will provide insight and tips to reach the people we hope will succeed us.

**PRESENTER BIOS:**

**Dr. Pam Cox-Otto, Ph.D.**, has been a television news reporter, a college vice president, and a corporate vice president. She is currently president of Interact Communications and serves on the faculty at the University of Minnesota. Cox-Otto has more than 25 years experience in media relations and communications, as well as 20 years experience with two-year colleges. A published author in communications, web design and marketing, she is a leader in generational issues inside community colleges. Her colleagues say: "If Robin Williams had been a woman, he would have been Pam."

**Lee Rasch, Ed.D.**, has been a community college leader in Illinois and Wisconsin, and has been the President of Western Technical College since 1989. Lee is involved in numerous state and national initiatives including Chair of the State Institutional Effectiveness Model for the Wisconsin Technical College System, Chair of the WTCS Statewide Marketing Consortium, twice Chair of the WTCS Presidents' Association, and Chair of the Legislative Committee of the WTCS Presidents' Association. Nationally, Rasch is a member of the executive committee for the Continuous Quality Improvement Network (CQIN).

**Michele Johnson, Ph.D.**, is the Chancellor of Pierce College in Washington, a two-campus district south of Seattle. Michele has been a member of the faculty, a dean, a president and now a chancellor in various community colleges. She has worked to develop collaborative efforts inside her college, as well as public and private partnerships with businesses and the

broader community. Johnson used her wealth of experience in directing Pierce College in successfully completing a major capital campaign in 2007.

**Suzanne Ames** has been the Director of Communications for the Washington State Board for Community and Technical Colleges since 2004. She works with college presidents and the State Board in coordinating state-wide communications, working with the media, and directing state level messaging, as well as serving as the spokesperson for the Board. Prior to her state role, Suzanne worked with Cascadia College and the Herald newspaper in Everett, Washington.

**Denise Vujnovich, Ed.D.**, is the Vice President of Student Services at Western Technical College in Wisconsin. She has moved from financial aid clerk to senior leadership over the last 20 years, being mentored and mentoring new generations of community college leaders.



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