Summer University
2004
Letter from the President

I look forward to our participation in the first annual Utah Valley State College Summer University conference. Your participation is a key. This three-day skill building, leadership development conference is designed with you in mind. A variety of subject-area experts, both internal and external to the College, will facilitate sessions in an informative, interactive manner. The conference will not be just “seat time.” To the contrary, it is hoped that participants will actively engage themselves in dialogue and in learning throughout the conference.

All full- and part-time staff, administrators and many of our faculty will be participating in the Summer University. This event is an investment in UVSC’s most important asset—its people. The program has been designed with two goals in mind. First, to familiarize UVSC employees with a deeper understanding of the College: its history, elements of the institution that are integral to its operation, plans for the future, and challenges and opportunities confronting the College. Second, the conference is designed to provide personal and professional leadership development training. A number of topics pertaining to effective supervision, management and leadership skills have been incorporated into the program. Recognizing that all employees at UVSC are leaders and are charged with carrying out certain responsibilities, sessions have been incorporated that will help further develop their skills and abilities in a variety of areas.

I am confident that “graduates” of Summer University 2004—even the most seasoned UVSC employees—will walk away with a renewed sense of interest and commitment in their stewardships as a member of the team responsible for making Utah Valley State College “happen.”

I look forward to our time together at Summer University 2004.

William A. Sederburg
President, Utah Valley State College
# Summer University 2004: UV Rays

**AT A GLANCE**

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<tr>
<td><strong>8:00 – 8:30 a.m.</strong></td>
<td>Registration Session A</td>
<td>Registration Session C</td>
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<td><strong>8:30 – 8:40 a.m.</strong></td>
<td>SU Kick-off A</td>
<td>Keynote Presentation: William Keim Session C</td>
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<td><strong>8:40 – 9:40 a.m.</strong></td>
<td>Keynote Presentation: Lynne Lancaster Session A</td>
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<td><strong>9:40 – 9:50 a.m.</strong></td>
<td>Break</td>
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<td><strong>9:50 – 10:50 a.m.</strong></td>
<td>Concurrent Sessions A1</td>
<td>Concurrent Sessions C1</td>
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<td><strong>10:50 – 11:00 a.m.</strong></td>
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<td><strong>11:00 a.m. – 12:00 p.m.</strong></td>
<td>Concurrent Sessions A2</td>
<td>Concurrent Sessions C2</td>
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<td><strong>12:00 – 1:00 p.m.</strong></td>
<td>Lunch (Both Sessions)</td>
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<td><strong>1:00 – 1:30 p.m.</strong></td>
<td>Registration Session B</td>
<td>Registration Session D</td>
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<td><strong>1:30 – 1:40 p.m.</strong></td>
<td>SU Kick-off B</td>
<td>Keynote Presentation: William Keim Session D</td>
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<td><strong>1:40 – 2:40 p.m.</strong></td>
<td>Keynote Presentation: Lynne Lancaster Session B</td>
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<td><strong>2:40 – 2:50 p.m.</strong></td>
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<td>Concurrent Sessions B1</td>
<td>Concurrent Sessions D1</td>
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<td><strong>3:50 – 4:00 p.m.</strong></td>
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<tr>
<td><strong>4:00 – 5:00 p.m.</strong></td>
<td>Concurrent Sessions B2</td>
<td>Concurrent Sessions D2</td>
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## Schedule

**Wednesday, May 12, 2004 – Morning Session A**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 to 8:30 a.m.</td>
<td>Registration</td>
<td>Student Center Commons</td>
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<td><strong>Summer University Kick-off</strong></td>
<td>Activity Center</td>
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<td>President Sederburg</td>
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<td>8:40 to 9:40 a.m.</td>
<td><strong>Keynote Presentation</strong></td>
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<td>Lynne Lancaster, President, BridgeWorks, LLC</td>
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<td></td>
<td><em>Are You Trying to Find Forrester</em></td>
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<td><em>When You Should Stand and Deliver?</em></td>
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<td><em>Connecting with Four Generations</em></td>
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<td><em>of Staff and Students</em></td>
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<td></td>
<td>Quality Improvement and You</td>
<td>Ballroom</td>
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<td><em>(Cragun, PM Design Team)</em></td>
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<td>PBA: An Innovative Transparent Process</td>
<td>SC 206 C</td>
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<td><em>(Strategic Directions Committee)</em></td>
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<td>Communicating the UVSC Message</td>
<td>Centre Stage</td>
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<td><em>(Hall)</em></td>
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<td>Customer Service</td>
<td>SC 214</td>
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<td><em>(Davidson)</em></td>
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<td>Student Conflict Management and Mediation</td>
<td>SC 206 AB</td>
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<td><em>(Chivers)</em></td>
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<td>North by Northwest – Directions for UVSC’s Future</td>
<td>SC 206 GH</td>
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<td><em>(Accreditation Executive Committee)</em></td>
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<td>Tips to Staying Healthy &amp; Happy at Work</td>
<td>SB 203</td>
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<td>Workplace Etiquette</td>
<td>PE 106</td>
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<td><em>(Garfield)</em></td>
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<td>Work Smarter, Not Harder</td>
<td>LA 101</td>
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<td>The Language of Teams</td>
<td>SC 213 B</td>
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Wednesday, May 12, 2004 Morning Session A (Continued)

11:00 to Noon  
**Concurrent Sessions A2**
- Quality Improvement and You – Cont. (Cragun, PM Design Team)  
  Ballroom
- The Language of Teams – cont. (Anderson)  
  SC213 B
- Balance and Renewal (McMurray)  
  SB 203
- Communicating the UVSC Message (Hall)  
  Centre Stage
- North by Northwest – Directions for UVSC’s Future (Accreditation Executive Committee)  
  SC 206 GH
- How Extraordinary Leaders are Developed (Zenger)  
  SC 206 AB
- Tips for Training the Adult Learner: It’s Not Child’s Play (Wiesenberg)  
  SC 206 C
- Max & Max: Unleashing Potential in People…and Dogs! (Richards)  
  LA 101
- Coaching the Student Athlete (Keim)  
  SC 214
- UV Ray Creativity that Avoids Workplace Sunburn (Bartlett)  
  PE 106

Noon to 1:00 p.m.  
**Lunch**
Menu: Pasta Bar  
Entertainment: Johnny “B”  
Quad

Wednesday, May 12, 2004 – Afternoon Session B

Noon to 1:00 p.m.  
**Lunch**
Menu: Pasta Bar  
Entertainment: Johnny “B”  
Quad

1:00 to 1:30 p.m.  
**Registration**  
Student Center Commons

1:30 to 1:40 p.m.  
**Summer University Kick-off**  
President Sederburg  
Activity Center

1:40 to 2:40 p.m.  
**Keynote Presentation**  
Lynne Lancaster, President, BridgeWorks, LLC
*Are You Trying to Find Forrester When You Should Stand and Deliver? Connecting with Four Generations of Staff and Students*  
Activity Center
Wednesday, May 12, 2004 Afternoon Session B (Continued)

2:40 to 2:50 p.m.  Break

2:50 to 3:50 p.m.  Concurrent Sessions B1

- Quality Improvement and You  Ballroom  (Cragun, PM Design Team)
- PBA: An Innovative Transparent Process  SC 206 C  (Strategic Directions Committee)
- Communicating the UVSC Message  Centre Stage  (Hall)
- Customer Service  SC 214  (Davidson)
- How Extraordinary Leaders are Developed  SC 206 AB  (Zenger)
- North by Northwest – Directions for UVSC’s Future  SC 206 GH  (Accreditation Executive Committee)
- Tips to Staying Healthy & Happy at Work  SB 203  (Smith)
- Workplace Etiquette  PE 106  (Garfield)
- Work Smarter, Not Harder  LA 101  (Sorensen)
- The Language of Teams  SC 213 B  (Anderson)

3:50 to 4:00 p.m.  Break

4:00 to 5:00 p.m.  Concurrent Sessions B2

- Quality Improvement and You – Cont.  Ballroom  (Cragun, PM Design Team)
- The Language of Teams – Cont.  SC 213B  (Anderson)
- Balance and Renewal  SB 203  (McMurray)
- Communicating the UVSC Message  Centre Stage  (Hall)
- Student Conflict Management and Mediation  SC 206 AB  (Chivers)
- North by Northwest – Directions for UVSC’s Future  AC 206 GH  (Accreditation Executive Committee)
- Tips for Training the Adult Learner: It’s Not Child’s Play  SC 206 C  (Wiesenbereg)
- Max & Max: Unleashing Potential in People...and Dogs!  LA 101  (Richards)
- Coaching the Student Athlete  SC 214  (Keim)
- UV Ray Creativity that Avoids Workplace Sunburn  PE 106  (Bartlett)
Thursday, May 13, 2004 – Morning Session C

8:00 to 8:30 a.m. Registration
Student Center Commons

8:30 to 9:30 a.m. Keynote Presentation
Activity Center
William Keim, Ph.D., Will Keim Speaks! Inc.
Leadership for the 21st Century:
10 Characteristics for Effective Leadership

9:30 to 9:45 a.m. Break

9:45 to 10:45 a.m. Concurrent Sessions C1

• Quality Improvement and You
  (Cragun, PM Design Team) Ballroom
• PBA: An Innovative Transparent Process
  (Strategic Directions Committee) SC 206 A
• Communicating the UVSC Message
  (Hall) Centre Stage
• North by Northwest – Directions for
  UVSC’s Future
  (Accreditation Executive Committee) SC 206 GH
• Motivating and Preparing Employees for Change
  (Madsen) PE 101
• Working Together Toward a Common Goal
  (Reynolds & Jex) Quad
• Luminis: Welcome to the Portal
  (Tobler) LA 101
• Creating Positive Moments of Truth
  (Litchford) SC 213 B
• One-On-One With Bill: The Suggestion Box
  (Sederburg) SC 206 B
• Crucial Conversations Overview
  (Miller) SC 206 A

10:45 to 11:00 a.m. Break

11:00 to Noon Concurrent Sessions C2

• Quality Improvement and You – Cont
  (Cragun, PM Design Team) Ballroom
• Crucial Conversations Overview – Cont
  (Miller) SC 206 A
• Building Appreciation of Diversity
  (Chamberlain) SC 214
• Communicating the UVSC Message
  (Hall) Centre Stage
• North by Northwest – Directions
  for UVSC’s Future
  (Accreditation Executive Committee) SC 206 GH
• Higher Education Governance
  (Cook) SC 206 B
• Campus Master Plan
  (Michaelis) LA 101
Thursday, May 13, 2004 Morning Session C (Continued)

- Influencing the Legislature (Peterson) SC 206 C
- Building Community in a Multicultural Environment (Keim) SC 213 B
- Advising Issues 101 R (Bellon) PE 101

Noon to 1:00 p.m. Lunch
Menu: Hamburger Combo
Entertainment: Jason Hewlett Quad

Thursday, May 13, 2004 – Afternoon Session D

Noon – 1:00 p.m. Lunch
Menu: Hamburger Combo
Entertainment: Jason Hewlett Quad

1:00 to 1:30 p.m. Registration
Student Center Commons

1:30 to 2:30 p.m. Keynote Presentation
William Keim, Ph.D., Will Keim Speaks! Inc.
*Leadership for the 21st Century: 10 Characteristics for Effective Leadership*
Activity Center

2:30 to 2:45 p.m. Break

2:45 to 3:45 p.m. Concurrent Sessions D1
- Quality Improvement and You (Cragun, PM Design Team) Ballroom
- PBA: An Innovative Transparent Process (Strategic Directions Committee) SC 206 C
- Communicating the UVSC Message (Hall) Centre Stage
- North by Northwest – Directions for UVSC’s Future (Accreditation Executive Committee) SC 206 GH
- Motivating and Preparing Employees for Change (Madsen) PE 101
- Working Together Toward a Common Goal (Reynolds & Jex) Quad
- Luminis: Welcome to the Portal (Tobler) LA 101
- Creating Positive Moments of Truth (Litchford) SC 213 B
- One-On-One With Bill: The Suggestion Box (Sederburg) SC 206 B
- Crucial Conversations Overview (Miller) SC 206 A

3:45 to 4:00 p.m. Break
Thursday, May 13, 2004 Afternoon Session D (Continued)

4:00 to 5:00 p.m. **Concurrent Sessions D2**
- Quality Improvement and You – Cont. (Cragun, PM Design Team)
- Crucial Conversations Overview – Cont. (Miller)
- Building Appreciation of Diversity (Chamberlain)
- Communicating the UVSC Message (Hall)
- North by Northwest – Directions for UVSC’s Future (Accreditation Executive Committee)
- Higher Education Governance (Cook)
- Campus Master Plan (Michaelis)
- Influencing the Legislature (Peterson)
- Building Community in a Multicultural Environment (Keim)
- Advising Issues 101 R (Bellon)

UVSC’s Future

4:00 to 5:00 p.m. **Concurrent Sessions D3**
- Quality Improvement and You – Cont. (Cragun, PM Design Team)
- Crucial Conversations Overview – Cont. (Miller)
- Building Appreciation of Diversity (Chamberlain)
- Communicating the UVSC Message (Hall)
- North by Northwest – Directions for UVSC’s Future (Accreditation Executive Committee)
- Higher Education Governance (Cook)
- Campus Master Plan (Michaelis)
- Influencing the Legislature (Peterson)
- Building Community in a Multicultural Environment (Keim)
- Advising Issues 101 R (Bellon)

Friday, May 14, 2004 – Morning Division Sessions (All Employees)
Remember to wear your Aloha attire!!!

8:00 to 11:00 a.m. **Division Sessions (Under the direction of the Vice Presidents)**
- Academic Affairs (Cook)
- Administration and External Affairs (Peterson)
- Executive (Sederburg)
- Institutional Advancement (Wilson)
- Student Affairs & Strategic Planning (Duckworth)

11:00 a.m. **Break – Gathering for Concluding Session**

11:15 to 11:45 a.m. **Concluding Remarks**
President Sederburg
Activity Center

11:45 to Noon **Hula Practice**
Quad

Noon to 12:15 p.m. **Guinness World Record Attempt**
Largest Hula Dance Lesson
Quad

12:30 to 1:30 p.m. **LUAU – Summer University Graduation Celebration**
Quad
(Pick up “Graduation” Certificate at the Registration Tables, Student Center Commons)
Utah Valley State College
Summer University 2004:: UV Rays

Keynote Speaker Biographies

**Lynne Lancaster.** Keynote Presentation – Wednesday

Lynne C. Lancaster is co-founder, with business partner David Stillman, of BridgeWorks, a company dedicated to speaking, writing and consulting on generational issues in the workplace and the marketplace. Lynne and David are the rare combination of a classic Baby Boomer and an entrepreneurial Generation Xer who, together, explore the sometime frustrating, often hilarious, and always thought-provoking challenges of communicating between generations.

Lynne is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota with a B.A. in English literature. She earned her stripes as a management consultant, coaching managers and senior executives on communication strategy. As president of Lancaster Consulting Group, Lynne developed a corporate clientele that included Coca-Cola, Pillsbury, The Principal Financial Group, Ralston Purina and Fidelity Investments. She also served as an adjunct faculty member at the University of Minnesota’s Carlson School of Management. Her work with CEO author Harvey Mackay resulted in five best-selling business books, including *Swim with the Sharks Without Being Eaten Alive, Sharkproof,* and, most recently, *Pushing the Envelope . . . All the Way to the Top.*

Lynne is married to a savvy Traditionalist and is stepmother to two Generation Xers.

**William Keim.** Keynote Presenter – Thursday

Will Keim has spoken to more students on more campuses about actualizing peak performance and leadership than anyone in our nation. His corporate clients include AT&T, IBM, State Farm Insurance, several State human resources and development organizations, and Delta Airlines. He is the author of *The Education of Character: Lessons for Beginners, Spirit Journey, Life after College, The Truth About College, The Tao of Christ* and is a contributing author to *Chicken Soup for the College Soul, Let Your Leadership Speak,* and *Greek Inspirations.* Educator, Residence Hall Director, Educational Program Coordinator, 4 Year Division 1 Varsity Letterman in baseball, and Campus Minister, Will Keim understands today’s students, staff and faculty and the major issues facing them.

As Dr. Keim says, “my goal is to deliver speeches that are precise in detail, persuasive in appeal, and passionate in delivery. My approach is confrontive, honest and direct. I want to impact the lives of the students and audience members in a positive way. It is my hope to challenge them, make them think, and offer them a chance to laugh and reflect.”

Dr. Keim received his Ph.D. from Oregon State University and holds a BA and MA from the University of the Pacific.
Utah Valley State College

Summer University 2004: UV Rays

Concurrent Session Presenters

Advising Issues 101R Presented by: Margaret Bellon, Director of Graduation and Transfer Services


Campus Master Plan Coordinated by Jim Michaelis, Associate Vice President, Facilities

Coaching the Student Athlete Presented by: William Keim, Ph.D., Will Keim Speaks! Inc.

Communicating the UVSC Message Presented by: Derek Hall, Director of College Relations

Creating Positive UVSC Moments of Truth Presented by: David Litchford, Professor, Management and Organizational Communication

Crucial Conversations™ Overview Presented by: Kevin Miller, Founder, VisionBound International

Customer Service Presented by: JD Davidson, Dean, Wasatch Campus

Higher Education Governance Presented by: Brad Cook, Vice President, Academic Affairs

How Extraordinary Leaders Are Developed Presented by: John H. (Jack) Zenger

Influencing the Legislature Coordinated by: Val Peterson, Vice President, Administration and External Affairs

Luminis: Welcome to the Portal Presented by: Dave Tobler

The Language of Teams Presented by: Travis Anderson, President, Strategic Leadership Consulting

Max and Max: Unleashing Potential in People... and Dogs! Presented by: Grant Richards, Professor, Behavioral Science

Motivating and Preparing Employees for Change Presented by: Susan Madsen, Assistant Professor of Management

North By Northwest – Directions for UVSC’s Future Presented by: Accreditation Executive Committee

One-On-One with Bill: The Suggestion Box Presented by: William Sederburg, President, Utah Valley State College

PBA: An Innovative Transparent Process Coordinated by SDC Co-chairs Juanita Benioni, Assistant Professor, School of Education and Ian Wilson, Vice President, Institutional Advancement and Marketing

Quality Improvement/Performance Management Presented by: Shane Cragun, Consultant, Petrous & Performance Management Design Team Members

Student Conflict Management and Mediation Presented by: Clay Chivers, Director of Dispute Resolution

Tips for Training the Adult Learner: It’s Not Child’s Play Presented by: Mark Wiesenberg, Manager of Training and Development Services, Human Resource Services

Tips to Staying Healthy and Happy at Work Presented by Emilee Smith, Assistant Coordinator Wellness Education

UV Ray Creativity that Avoids Workplace Sunburn Presented by: Barry L. Bartlett, Director, Best Practices Institute of Utah

Work Place Etiquette Presented by: John Garfield, General Manager, Provo Marriott Hotel

Work Smarter, Not Harder Presented by Denise Hodgkin, Assistant Professor, College Success

Working Together Toward a Common Goal Presented by: Kimberly Reynolds, Coordinator of Outdoor Education and Kendall Jex, Outdoor Education Store Manager