

50  
YEARS  
EST. 1969



HIGHER  
EDUCATION  
PROGRAM

### Save the Date: February 14-15, 2020

Over the course of the 2019-2020 school year, the School of Education is celebrating 50 years since the start of the Higher Education Administration program at William & Mary. Save the date for a two-day reunion celebration planned for February 14-15, 2020. We'll be convening alumni, faculty, and higher education professionals from across the Commonwealth to connect and discuss current issues surrounding higher education. Save the date for a fun, engaging weekend at your alma mater!



### Prospective Student Day

Higher Education faculty and students were excited to talk to prospective students about the program. Hopefully, we will see some of these faces again soon! If you would like to recommend someone for the program, please use the "Refer A Student" button at the end of the newsletter.

## WHAT'S HAPPENING?

### The Branding in Higher Education Class Welcomed an International Guest Lecturer

On September 18, the Branding in Higher Education class taught by Dr. Jeffrey Papa welcomed guest lecturer Robert Skillen, Vice President for Advancement at the University of New Brunswick, who discussed the university's systematic and robust branding journey.

Branding is a hot topic among higher education marketers and communicators. The guest lecture provided a valuable opportunity for students to engage in a thoughtful conversation and rethink campus-wide branding initiatives in higher education. Learn more about this news by visiting the [School of Education's website](#).

*Pictured as follows: Dr. Jeffrey Papa (first row), and Robert Skillen, Vice President of Advancement, University of New Brunswick (second row, third from left)*



### HESA Speaker Series

HESA's first Speaker Series of the semester was on September 19. This talk featured Betsy Harrison who serves as the Dean of Student Affairs and the Title IX Coordinator at Thomas Nelson Community College. The students heard about her journey in higher education and had the opportunity to seek advice about their future career paths.



*Pictured as follows: First row, left to right: Jenna Patel; Jenny Fam; Alexis Michalos. Second row, left to right: Jalen Mask; Jingjing Liu; Betsy Harrison, Dean of Student Services, Thomas Nelson Community College; Haley Naiser; and Ashley Dustin*

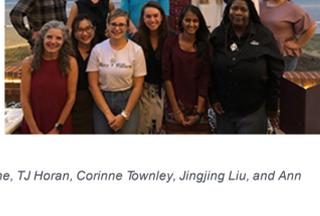


### Higher Ed Salon: The State of College Admissions

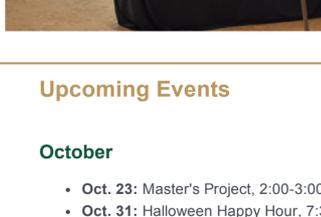
The first Higher Ed Salon of the year was held on October 8 at the School of Education. This salon featured a panel of admissions officers from across the state including William & Mary, Christopher Newport University, Hampton University, Old Dominion University, the University of Richmond and Thomas Nelson Community College. The group discussed recent issues in college admissions.

### Higher Ed On Tap

The first Higher Ed on Tap of the year was held on September 26 at New Paul's Deli in Williamsburg. Our students, alumni and faculty had a wonderful conversation about the issues of disruptive innovation in higher education.



*Pictured as follows: First row, left to right: Dr. Eddy, Jenny Fam, Ashley Dustin, Jenna Patel, and Kirstin Byrd. Second row, left to right: Robert Thompson, Elizabeth Eldredge, Ben Boone, TJ Horan, Corinne Townley, Jingjing Liu, and Ann Griffin.*



### Dean's Reception for Doctoral Candidates

Doctoral students in the Higher Education program attended a reception with Dean Spencer Niles on October 17. Students got to mingle with faculty, staff and the dean.

## Upcoming Events

### October

- Oct. 23: Master's Project, 2:00-3:00 p.m., SOE 3107
- Oct. 31: Halloween Happy Hour, 7:30 p.m.

### November

- Nov. 11: Jamestown Settlement Day
- Nov. 13-16: ASHE Annual Conference—Portland, OR
- Nov. 14-16: Virginia Student Service Conference
- Nov. 28: HESA Friendsgiving



## Alumni Admissions Ambassador and Alumni Mentor Programs

The Alumni Admissions Ambassador and Alumni Mentor programs are having their inaugural year in the School of Education! These programs are a great way for alumni to stay connected to W&M and for current students to gain a trusted advisor.

Alumni Admissions Ambassadors will be matched with newly admitted students (up to five) to provide guidance during the admission process.

Alumni Mentors will be connected with current students (up to two), offering networking opportunities in the field and supporting students as they prepare for post-graduation.

[Learn more about the program](#)

**School of Education Students:** Take advantage of this opportunity for career guidance from alumni in your field. As you prepare to graduate, alumni can provide assistance with career preparation including building your resume, expanding your skillset, and networking.

[Sign up now](#)

## STUDENT HIGHLIGHTS



### Dawn Edmiston

Dawn Edmiston, an Ed.D. candidate in the Higher Education program, recently contributed a chapter on "Brand Matters: Leveraging the Power of Personal Branding to Achieve Professional Success" in *Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success*. Dawn is the Clinical Professor of Marketing at William & Mary's Raymond A. Mason School of Business. Congratulations to Dawn on this accomplishment.

## ALUMNI *in the* SPOTLIGHT

### Madeline Smith and Kristen Tarantino

Madeline Smith (Ph.D. '17) and Kristen Tarantino (Ph.D. '16) recently released a co-edited text entitled "[Generally Speaking: The Impact of General Education on Student Learning in the 21st Century](#)", by Myers Education Press. The text offers an extensive overview of how the general education curriculum affects student learning and career readiness at two- and four-year institutions. Additionally, the text provides case studies on current innovations in general education from contributing authors across the United States, including faculty and assessment professionals. The text was recently featured in *The Chronicle of Higher Education's* "[Selected New Books on Higher Education](#)" section. Congratulations to Madeline and Kristen on this new book.

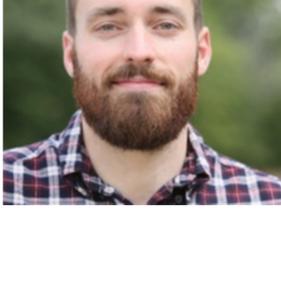


### Lisa Heuvel

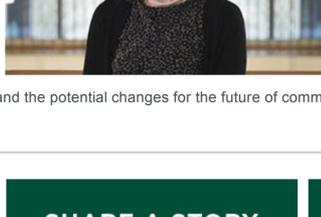
Lisa Heuvel (Ed.D. '11) and her colleagues at Plimoth Plantation were recently awarded a [National Endowment for the Humanities \(NEH\)](#) grant for work on the legacy of the Mayflower's arrival and the Plymouth Colony. The project is titled "[Beyond the Mayflower: New Voices from the Mayflower](#)". Lisa will co-direct an institute at Plimoth Plantation for elementary, middle and high school teachers to be held in Summer 2020. Lisa is an Adjunct Associate Professor in the Department of Leadership and American Studies at [Christopher Newport University](#) and a member of the Mindful Leadership Program at [Atlantic University](#) in Virginia Beach. Congratulations to Lisa on this accomplishment.

### Charlie Foster

Charlie Foster (M.Ed. '17) [has been appointed Director of the new Office of Student Veteran Engagement](#) at William & Mary. The Office of Student Veteran Engagement is centrally-located on campus in the Sadler Center and serves as a one-stop-shop that provides student veterans with comprehensive information on services and resources from faculty and staff across the university. In the Office of Student Veteran Engagement, Charlie will manage the pilot program and assess its impact. Congratulations to Charlie on his new position and leadership.



## FACULTY HIGHLIGHTS



### Dr. Eddy's New Publication

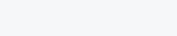
Dr. Pamela Eddy, Professor of Higher Education, had an article published in the Harvard Business Review entitled "[Community Colleges Need to Evolve as Students' Needs Do.](#)" In the article, Dr. Eddy discusses the main challenges facing community colleges and the potential changes for the future of community colleges.

**SHARE A STORY**  
Let us know what you're up to!

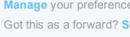
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