Breakout Descriptions & Presenter Info

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Breakout Sessions #1

On Track to College Graduation: Collective Impact for Student Success
~PHENND (part of University of Penn)/CASE/Chestnut Hill College

This workshop will showcase the work of a new collective impact initiative in Philadelphia, CASE (College Access and Success Ecosystem), with specific emphasis on the work of the On Track to College Gradation Action Team. For the past two years, the College Graduation Action Team has piloted and refined several initiatives, two of which will be highlighted. First, is our work around FAFSA Renewals or re-engagement. Second, is our work around Summer Melt and reducing barriers to matriculation by improving checklists for admitted students.

Participants will learn about both initiatives and have an opportunity to develop initial plans to implement the ideas on their own campuses.

Presenters:

Hillary Kane, Director for the Philadelphia Higher Education Network for Neighborhood Development (PHENND). PHENND, which is part of the University of Pennsylvania, is a consortium of over 25 institutions of higher education in the Greater Philadelphia region that seeks to help campuses connect to their communities through mutually beneficial service and service-learning partnerships. Since Ms. Kane joined PHENND in 1999, the organization has increased its membership, developed new multi-university programs and partnerships, and become a leader in the field of service-learning. Under her leadership, PHENND has developed particular expertise in K-16 Partnerships, with an emphasis on college readiness and success. PHENND has partnered with the School District of Philadelphia for over 15 years on all of its GEAR UP grants as well as the K-16 VISTA project which places 20 full-time AmeriCorps VISTAs in public schools and District offices. hillarya@phennd.org

Janine Wright, K-16 Partnerships Manager, PHENND joined PHENND in the summer of 2020. Prior to PHENND she spent over twenty-five years in the nonprofit sector focused primarily on college access and success, community-based education and engagement and professional development. She served as the Assistant Director for Minority Recruitment at the University of Pennsylvania and was part of the inaugural staff of the Philadelphia Education Fund's College Access Program (later serving twice as its director). Janine also managed the E3 Centers project at the Philadelphia Youth Network and directed the agency's professional development initiatives for network members. jwright126@phennd.org

Ellen Ridyard, Director of Collaborations & Partnerships, Philadelphia Education Foundation, serves as the inaugural leader of the backbone organization. eridyard@philaedfund.org

Krista Bailey Murphy, Ph.D. VP for Strategic Innovation and Title IX Coordinator, Chestnut Hill College holds a Ph.D. in Educational Psychology from Temple University, where her dissertation focused on risk mitigation strategies amongst high-risk, high-achieving college students. She also has an MA from The Ohio State University in Higher Education and Student Affairs and a BA from Ursinus.

With nearly eighteen years at Chestnut Hill College, Krista has transitioned from Student Life to her current role supporting Student Success, Neurodiversity, and the Center for Accessibility and Learning Services. Grounded in the Sisters of Saint Joseph's charism and CHC's mission, she is committed to fostering just relationships that honor the dignity of all persons and advance diversity, equity, and inclusion. murphyk@chc.edu

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How Healthy is Your Capital Program?
~MBP

How does your institution's capital program compare to its peers? This session unveils the results of the 2026 AICUP Capital Program Benchmark, a confidential benchmarking initiative completed by AICUP member institutions. Attendees will gain exclusive insights into the strengths, challenges, and emerging trends shaping higher education capital programs, along with practical strategies to strengthen governance, financial stewardship, collaboration, and decision-making, thereby improving project and program outcomes.

Presenters:

Kevin Hayes., Service Line Manager, Program Consulting, MBP, leads MBP's Program Consulting practice, where he helps owners strengthen the planning, governance, and delivery of complex capital programs. With more than 20 years of experience in the AEC industry, Kevin's expertise includes strategic planning, stakeholder alignment, program evaluations, risk identification, and organizational performance. Having led hundreds of consulting engagements, he is known for helping clients simplify complex challenges, make data-informed decisions, and improve program outcomes through a collaborative, practical approach focused on long-term success. khaynes@mbpce.com

Gerry Timothy, PE, CCM, CCP, VP, Services Line Manager, MBP, has nearly 30 years of experience in project management, design, construction, and commissioning. He has supported public and private owners across higher education, healthcare, K-12, commercial, and government markets, helping organizations successfully plan and deliver complex capital projects. Gerry's expertise includes project and construction management, commissioning, risk management, cost estimating, scheduling, and contract administration. He works closely

with owners to strengthen project delivery, improve collaboration among stakeholders, and successfully manage complex capital programs from planning through occupancy. gtimothy@mbpce.com

MBP is an AICUP Corporate Affiliate

Recover, Access, Protect: Enterprise Cyber Resilience at Exclusive AICUP Pricing
~ePlus Technology

Ransomware and cyber-attacks on higher education keep rising, putting institutional data, operations, and reputation at risk, often at schools with lean IT teams. This session introduces four specially priced offerings for AICUP members. Together they build layered resilience without adding internal staff.

- **Rubrik:** air-gapped, immutable backup and rapid ransomware recovery. It is fully managed by the Chester County Intermediate Unit (CCIU), which provides 24/7/365 monitoring and restore support.
- **Zscaler:** a cloud-native Zero Trust platform and VPN alternative, also managed by CCIU. It inspects all web and encrypted traffic for on-campus and remote users. There is no hardware to manage, and privacy controls are FERPA-aligned.
- **SentinelOne:** AI-driven endpoint protection, EDR, and 24/7 managed detection and response, with one-click remediation and rollback. SentinelOne was named a Leader in the 2025 Gartner Magic Quadrant for Endpoint Protection Platforms.
- **Nutanix:** a simplified hybrid cloud infrastructure platform with built-in data protection and ransomware resilience. It gives schools a cost-effective way to adjust their data center strategy to market conditions, and it is also available at special AICUP pricing.

Attendees will learn how these solutions work together to secure recovery, access, endpoints, and infrastructure. They will also see how CCIU's managed services model and AICUP-negotiated pricing put enterprise-grade protection within reach for independent colleges and universities.

Presenters:

Brandon Holmes, Account Executive, ePlus Technology, is the contact for the AICUP Data Security Software Program and the Nutanix for AICUP Institutions Program. BHolmes@EPLUS.com

Chris Gerriets, Senior Solutions Architect, ePlus Technology is an Enterprise Architect at ePlus with over 20 years of comprehensive IT experience architecting and implementing solutions across diverse customer environments. As the enterprise architect behind Pennsylvania's current statewide cybersecurity agreements, Chris has been instrumental in designing and implementing multiple PA Security offerings. These innovative solutions bring enterprise-grade cybersecurity protection to Pennsylvania schools, intermediate units, and local government agencies in a unique offering that is specifically tailored to the needs and budget constraints of education and public-sector organizations. chris.gerriets@eplus.com

ePlus is one of the AICUP Member Preferred (AMP) providers of the Data Security Software and the Nutanix for AICUP Institutions.

Step Up Your Game in Media Monitoring
~AICUP/Agility PR Solutions

In today's complex media landscape, understanding what's being said about your institution—across legacy media, social channels, search results, and AI platforms—is essential. This session demystifies media monitoring and shows you how to do it effectively at any budget level.

We'll start with the fundamentals: what media monitoring is and why it matters for your institution's reputation and strategic goals. Then we'll dive into practical free tools (Google Alerts and beyond) with real examples, before exploring how different departments—admissions, athletics, advancement, and communications—can tailor monitoring strategies to their specific objectives.

You'll discover why GEO and AI insights are increasingly important, and see how focused monitoring generates actionable stories that drive real outcomes. We'll wrap up by introducing Agility Media Monitoring, AICUP's newest shared service platform, with a closer look at how it compares to industry standards and special pricing options for members.

Leave with concrete takeaways, tool recommendations, and the confidence to implement a monitoring strategy that works for your school—and a preview of how to turn your findings into compelling stories.

Presenters:

Tony Gilbert, Communications Director, AICUP works directly with the President on multiple communication fronts, including writing and promoting AICUP news stories, media relations, social media, and producing AICUP publications. gilbert@aicup.org

Leeah Kim, Senior Account Executive, Agility PR Solutions is the liaison for the AICUP AgilityPR Solutions Platform. leeah.kim@agilitypr.com

AgilityPR is the AICUP Member Preferred (AMP) provider of the AgilityPR Solutions Platform.

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Breakout Sessions #2

Retention & 1st Year Course Work: Integrating Retention Analytics & Scheduling ~Misericordia University/Spherical LLC

Colleges possess extensive information that could help them identify students who may struggle during the first year, but that information is often dispersed across systems and disconnected from the decisions that shape students' experiences. Misericordia University and Higher Ed Studios will demonstrate two integrated tools: a Retention Tool that identifies students' likelihood of attrition and the factors contributing to that risk, and a Registration Simulator that uses student, curricular, and institutional information to construct appropriate first-semester schedules. The session will examine how predictive information, targeted interventions, and intentional course placement can be combined—while preserving human oversight—to improve administrative efficiency and first-year student success.

Presenters:

Daniel J. Myers, President of Misericordia University. A sociologist by training, he previously held faculty and administrative positions at American University, Marquette University, and the University of Notre Dame. At Misericordia, he has supported the development of data-informed administrative tools intended to improve student success, institutional effectiveness, and decision-making. His current work includes initiatives involving enrollment, retention, academic innovation, and the responsible use of institutional data and emerging technologies in higher education. dmyers@misericordia.edu

Micah Corning-Myers, Lead Developer at Higher Ed Studios and a Software Development Engineer at Spherical LLC. He leads the technical development of software that translates complex institutional data, policies, and administrative processes into practical tools. He is the lead developer of the Retention Tool and Registration Simulator presented in this session, working to integrate predictive analysis, curricular and scheduling rules, user review, and student information into configurable decision-support systems for colleges and universities.

How to Use Spend Analytics to Strengthen Your Financial Strategy
~E&I Cooperative Services

As higher education leaders seek innovative ways to address financial pressures, many are uncovering opportunities hidden within their institution's spend data. Join fellow AICUP campus leaders for a panel discussion on how E&I Cooperative Services Strategic Spend Assessment has helped their institution identify savings opportunities, optimize spending, and support broader financial and operational goals.

Presenters:

Jon Kokos, Sourcing Consultant at E&I Cooperative Services. In his current role, Jon leverages his expertise to assist CFOs and CBOs in developing and implementing procurement strategies that optimize financial resources, streamline operations, and enhance overall institutional effectiveness. As a former small college CFO, Jon brings firsthand insight into the unique challenges faced by tuition-driven institutions—particularly in purchasing and procurement. His proven track record in improving operational efficiency makes him a valuable resource for institutions navigating today's challenging higher education landscape.

Prior to joining E&I, Jon held leadership roles at both public and private higher education institutions in the Southeast for more than twenty years. Originally from Pittsburgh and an alum of two AICUP member institutions, he currently resides near Columbia, South Carolina, and enjoys spending time outdoors and with his family. kokos@eandi.org

Sheyna Arthur, Sourcing Consultant at E&I Cooperative Services. She is a procurement and operations leader with more than 20 years of experience helping organizations improve efficiency, navigate change, and strengthen sourcing strategies. As a Sourcing Consultant with E&I Cooperative Services, she partners with higher education institutions to identify procurement opportunities, drive contract utilization, and deliver strategic value. Her background spans procurement, compliance, project management, organizational transformation, and contract transition support for higher education and government organizations. sarthur@eandi.org

E&I is the member preferred program (AMP) provider of the AICUP Aggregated Group Purchasing Program.

The AI-Ready Campus: Turning Siloed Data into Smarter Decisions with Workday Data Cloud ~Workday

As higher education institutions navigate shifting enrollment trends, rising administrative demands, and resource constraints, leveraging modern cloud and AI technologies has moved from a strategic goal to an operational necessity.

This session explores how colleges and universities can harness Workday AI Agents, advanced machine learning features, and Workday Data Cloud to drive institutional agility, enhance student success, and streamline campus-wide operations across finance, HR, and student administration.

Attendees will discover how Workday's next-generation AI agents automate complex workflows—from optimizing student support touchpoints to reducing manual reporting burdens for faculty and staff. We will dive into how Workday Data Cloud serves as the single source of truth, connecting disparate campus data sources securely to deliver actionable, real-time analytics.

Presenters:

Justin Brantley is a Core Account Executive at Workday with over 10 years of higher education experience, helping institutions modernize legacy systems, connect data, and leverage technology and AI to drive smarter decisions. justin.brantley@workday.com

Steven Forman is a Principal Enterprise Architect at Workday, focusing on Higher Education transformation for the last 12 years. Having worked in the Higher Ed ERP world for over 25 years, he brings a unique perspective on how AI technology can transform an institution. steven.forman@workday.com

Melissa Cresswell, AVP-Library & Information Technology Services, Bryn Mawr College, where she helps guide enterprise systems and digital transformation initiatives. Her work spans Workday, project and portfolio management, and AI, with a focus on connecting technology, people, and processes to support institutional priorities. mcresswell@brynmawr.edu

Workday is the AICUP Member Preferred (AMP) provider of the Workday for Small Institutions.

Stop Missing Media Opportunities: Turn Stats into Stories w/AICUP Data ~AICUP

AICUP generates powerful data and stories every day—but many institutions aren't leveraging them. This session shows you exactly what you're missing and how to turn AICUP resources into compelling local narratives that shape perception.

We'll explore underutilized AICUP assets: impact reports, regional and school-specific data, career outcomes, and hundreds of stories waiting for a local angle. You'll see real examples—from Veterans Day surveys to nursing initiatives to student success stories—and learn why storytelling matters more than ever in an AI-driven landscape where GEO (and story citations) now outpace SEO.

The stakes are clear: as anti-college narratives proliferate online, your institution needs counter-narratives grounded in real outcomes and student success. We'll examine how leading schools have remixed AICUP

stories across platforms—videos, TikTok, Instagram, op-eds, podcasts—and why a single story, told multiple ways, creates exponential impact.

Leave with concrete models, actionable AICUP resources, and a toolkit for turning data into stories that resonate with parents, prospective students, legislators, and the public.

Presenter:

Tony Gilbert, Communications Director, AICUP works directly with the President on multiple communication fronts, including writing and promoting AICUP news stories, media relations, social media, and producing AICUP publications. He has a passion for writing and storytelling, and brings a variety of experience in marketing and communications. gilbert@aicup.org

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Breakout Sessions #3

Using Data & AI Tools to Support Institutional Decision-Making
~Carnegie Mellon University

Higher education's analytics bottleneck is rarely the absence of data. It is the time and expertise required to turn data into an answer a leader can act on. The rapid rise of AI offers answers to address this gap. This session presents an overview of data analytics and AI development in higher education and will introduce two pilot projects at Carnegie Mellon University to demonstrate the promise of AI use in administrative decision-making. The landscape review and the pilot case studies point to two distinct gains: faster transformation of data into insight for decision-makers, and improved quality, consistency, and timeliness of the data itself. Attendees will leave with a realistic view of where AI accelerates analytics today, the data readiness each use case demands, and a starting sequence for institutions considering similar work.

Presenter:

Dr. Henry Zheng is Carnegie Mellon University's inaugural Vice Provost for Institutional Effectiveness and Planning. He leads institutional research, data science, and advanced analytics functions. In this role, he provides strategic leadership for the university's data reporting, strategic analytics, and organizational assessment functions. Dr. Zheng has authored numerous peer-reviewed articles and white papers and is a frequent speaker at national and regional conferences. He is the editor of Big Data on Campus: Data Analytics and Decision Making in Higher Education (Johns Hopkins University Press) and the author of the forthcoming MIT Press book, The Analytical Advantage. Previously, Dr. Zheng served as the Associate Vice President at Ohio State University and the Vice Provost for Institutional Research at Lehigh University.
henryz@andrew.cmu.edu

From Energy Expense to Strategic Asset: A CFO and Facilities Playbook for Campus Resilience ~Constellation

Colleges are being asked to manage rising costs, aging infrastructure, and limited capital without compromising the campus experience. This session will explore practical ways CFOs and facilities leaders can address these challenges together. From demand response and peak-cost management to utility data, energy efficiency, and infrastructure resilience, participants will discover opportunities to reduce financial risk, improve operational reliability, and create value from resources their campuses may already have.

Presenters:

Patrick Winemiller, Manager - Onsite Solutions, Constellation patrick.winemiller@constellation.com
John Leimbach, Business Development Manager, Constellation John.Leimbach@constellation.com
Blaire Miller, Senior Business Development Manager blaire.miller@constellation.com

Constellation is the endorsed co-provider of the AICUP Energy Management & Procurement program.

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