

## CATHY A. SANDEEN, PHD, MBA

### CURRENT POSITION

President, California State University East Bay  
25800 Carlos Bee Boulevard  
Hayward CA 94542  
510 885-3877

### EDUCATION

University of California Los Angeles	MBA	Management	2005
University of Utah	PhD	Communication	1992
San Francisco State University	MA	Broadcast Communication	1981
Humboldt State University	BA	Speech Pathology, <i>Summa cum laude</i>	1976

### Additional Education/Certifications

American Council on Education	ACE Fellows Leadership Program	2011
UCLA Anderson School of Management	Corporate Director Certification	2010

### EMPLOYMENT

**California State University East Bay** **2021 – present**  
**President**

Scope and responsibility: Oversees all academic, financial, operational, student affairs, outreach and development of one of the nation's most diverse universities, serving nearly 15,000 students. Situated in the dynamic San Francisco Bay Area, the university employs over 1,700 faculty and staff and has an operating budget of \$217 million.

**Universty of Alaska Anchorage** **2018 – 2021**  
**Chancellor**

Scope and responsibility: Oversaw all academic, financial, operational, student affairs, outreach and development functions for Alaska's largest open access, urban-metropolitan university, serving over 15,000 students in Anchorage and on five community campuses. The university employs approximately 1,800 faculty and staff and has a budget of approximately \$300 million.

Key accomplishments: Effective management of COVID-19 response, the aftermath of a 7.1 earthquake in Anchorage, and major budget reductions. Strong collaboration with faculty senate, other shared governance groups, alumni, and community leaders. Effective communication strategy to enhance UAA's reputation.

**University of Wisconsin** **2014-2018**  
**Chancellor, University of Wisconsin Colleges and University of Wisconsin-Extension**

Scope and responsibility: Oversaw the academic, financial, outreach, and administrative functions of two statewide higher education institutions. UW Colleges encompassed 13 two-year colleges throughout Wisconsin. UW-Extension included Continuing Education, Outreach and E-Learning, Cooperative Extension, Division of Entrepreneurship and Economic Development, Wisconsin Public Radio, Wisconsin Public Television, Instructional Communications Systems and Extension Conference Centers—all statewide. The combined institutions employed 2,200 faculty and staff and had an annual operating budget of \$350 million.

Key accomplishments: Oversaw two major reorganizations within the UW Colleges and UW Cooperative Extension that streamlined structure and operations and achieved over \$8 million in annual savings. Led implementation of a Board of Regents decision to disestablish both institutions and align components with other UW campuses.

**American Council on Education** **2012 - 2014**  
**Vice President, Education Attainment and Innovation**

Scope and responsibility: Oversaw ACE's national agenda to increase postsecondary educational attainment in the US, including coordination among national and international leaders from across higher education, foundations, business, and government. Oversaw the Center for Education Attainment and Innovation, including major grant programs, federal contracts, service activities, partnerships, and development of new initiatives. Served on executive leadership team for the nation's largest and most visible association representing all sectors of higher education.

**University of California Los Angeles** **2006 – 2012**  
**Dean, UCLA Extension**

Scope and responsibility: Academic, financial, operational, enrollment management, outreach, and development functions of a large academic unit within the University of California Los Angeles, a top-ranked research university. Oversaw a \$75 million annual budget, 400 staff, 2,500 part-time faculty serving 50,000 part-time students (approximately 9,000 FTE students). Led strategic planning, entrepreneurial, outreach, government relations, development, and fundraising activities. Also oversew Continuing Education of the Bar, a statewide collaboration between the University of California System and the State Bar of California.

Key accomplishments: New academic program development; financial stewardship resulting in revenue and surplus growth despite challenging economic environment; enhanced relationships and partnerships with UCLA campus units; extensive outreach; growth in grants and other private support; growth in international programs; greater national visibility; and personal research and publication activity. Served on university leadership team.

**University of California Santa Cruz****2000 – 2006**

- **Vice Provost and Dean, University Extension and Summer Session (2002 – 2006)**
- **Dean, University Extension and Summer Session (2000 – 2001)**

Scope and responsibility: Academic, financial, operational, outreach, and development functions of an academic unit within the University of California Santa Cruz, focused in Silicon Valley, serving between 5,000 – 10,000 part-time students per year. Summer Session unit provided regular degree credit courses for matriculated students on campus. Largest annual self-support budget for combined unit was \$25 million. Part of senior management team for UC Santa Cruz.

Key accomplishments: Enhanced outreach to Silicon Valley industries; developed relationships with campus faculty; increased summer session enrollments; oversaw significant organizational transformation efforts due to major technology industry downturn of 2001.

**University of California San Francisco****1990 – 2000**

- **Assistant Dean, Educational Support Services, School of Dentistry (1997 – 2000)**
- **Director, Educational Support Services (1994 – 1997)**
- **Assistant Director, Continuing Education (1992 – 1994)**
- **Management Services Officer, Continuing Education, School of Dentistry (1990 – 1992)**

Scope and responsibility: Increasingly responsible positions focused on building and overseeing a self-support professional development department within one of the professional schools at University of California San Francisco. The Assistant Dean position also included student services for matriculated post-graduate professional students, alumni services, external communication, and development.

Key accomplishments: Increased enrollments and revenue. Department became the largest program in California and one of the largest in the US. Consolidated department combining continuing education, student services, and alumni services became a national model. Received an award from faculty.

**Sandeen, Incorporated, General Manager****1987 – 1990**

Scope and responsibility: Major aspects of business development including finance, administration, marketing, compliance, and investor relations for a start-up toy and sporting goods manufacturing company.

Key accomplishments: Launching a new company from scratch and introducing products into the national market through major retailers.

**Mills College, Visiting Assistant Professor****1985 – 1987**

Taught courses in communication, mass communication, media ethics, and video production. Also advised students and assisted in campus student recruitment efforts.

**Other teaching positions**

<b>Santa Clara University</b>	<b>1984 - 1985</b>
<b>San Jose State University</b>	<b>1983 - 1984</b>
<b>University of Utah</b>	<b>1981 - 1982</b>
<b>Stanford University</b>	<b>Summer 1984</b>
<b>San Francisco State University</b>	<b>1981 - 1989</b>

Taught courses in communication, mass communication, new communication technology, radio production, and video production

**PROFESSIONAL HONORS AND AWARDS**

2019	Inductee	Phi Theta Kappa Honor Society
2009	Research and Scholarship Award	University Professional and Continuing Education Association (UPCEA)
2000	Elected to membership	Omicron Kappa Upsilon, National Honor Society
2000	President's Award	UCSF Dental Alumni Association
1999	Distinguished Colleague of the Year	UC San Francisco School of Dentistry
1998	Appreciation Award	National Dental Association, District VI
1983	Mariner S. Eccles Graduate Fellowship	University of Utah
1982	Mariner S. Eccles Graduate Fellowship	University of Utah
1981	Distinguished Graduate Student	San Francisco State University, Broadcast Communication Arts Department

**SELECTED HONORS AND AWARDS RECEIVED BY UCLA EXTENSION**

2011	Community Catalyst Award	University of California Los Angeles
2011	National Marketing Awards (5 total)	University Professional and Continuing Education Association (UPCEA)
2010	Outstanding Program (national)	UPCEA
2010	Outstanding Nontraditional Student	UPCEA
2009	Outstanding Program (national)	UPCEA
2009	Outstanding Nontraditional Student	UPCEA (Region West)
2009	Outstanding Process or Service	UPCEA (Region West)
2007	Outstanding Process or Service	UPCEA (Region West)

**HONORS AND AWARDS RECEIVED BY UC SANTA CRUZ EXTENSION**

2006	Outstanding Process or Service	UPCEA (Region West)
2006	Outstanding Program (national)	UPCEA
2001	Outstanding Program (national)	UPCEA

## **SELECTED PROFESSIONAL LEADERSHIP ACTIVITY**

- 2019 – present Commissioner, National Commission on Innovation and Competitiveness, Washington DC
- 2020 – 2021 Vice President, Academic, University of the Arctic (UARctic)
- 2020 – 2021 Chair, CEO Board, Great Northwest Athletic Conference
- 2020 – 2021 Council of State Representatives, American Association of State Colleges and Universities, Washington DC
- 2019 – 2021 Mayor’s Climate Action Plan Steering Committee, Municipality of Anchorage, Alaska
- 2019 – 2021 Council on Competitiveness, Washington DC
- 2018 – 2021 Investors Council, Anchorage Economic Development Corporation, Anchorage AK
- 2017 Presidential External Review Committee, Chair, University of Maryland System
- 2014 – 2015 Grantee Advisory Community, Bill & Melinda Gates Foundation
- 2013 – 2018 Research and Innovation Advisory Board, International Higher Education Teaching and Learning Association (HETL)
- 2014 – 2017 University System of Maryland Center for Academic Transformation Advisory Board
- 2013 – 2014 Advisory Board, Servicemembers Opportunity Colleges
- 2013 – 2014 Commission on Quality Assurance and Alternative Higher Education, Council for Higher Education Accreditation
- 2011– 2013 Board of Directors, University Professional and Continuing Association
- 2010 CEO Search Committee, University Professional and Continuing Education Association
- 2009 University Continuing Education Association, Regional Chair Region West
- 2009 UCEA, Program Chair, Region West Annual Conference, October 2009
- 2008 – 2011 Commissioner, Commission on Instructional Technology, University Continuing Education Association
- 2008 – 2011 Council on Extension, Continuing Education and Public Service, National Association of State Universities and Land-Grant Colleges, Executive Committee
- 2008 University Continuing Education Association, Planning Committee Chair, 2008 Executive Assembly
- 2002 – 2004 University Continuing Education Association, Program Chair, 2004 Session
- 2001 – 2002 University Continuing Education Assoc. 2003 Annual Session Committee
- 1999 – 2000 UCSF Academic Business Officers Group Chair (elected)
- 1998 – 1999 American Dental Education Association Chair, CE Division
- 1996 – 1997 Association for Continuing Dental Education President

## **UNIVERSITY SERVICE**

### **University of Alaska**

- 2020 – 2021 UA System Incident Management Team
- 2020 – 2021 UA System Communication Management Team
- 2018 – 2021 Director, University of Alaska Foundation

### **University of Wisconsin**

- 2025 – 2018 WiSys Technology Foundation, Inc. Advisory Committee
- 2015 – 2016 UW System Strategic Planning Steering Committee

### **University of California System**

- 2008 – 2012 Continuing Education of the Bar Governing Committee, Chair
- 2000 – 2012 University Extension Council of Deans
- 2009 – 2010 Education and Curriculum Workgroup, UC Commission on the Future

### **Campus (UCLA)**

- 2012 Online Learning Executive Committee
- 2006 – 2012 EVC/Provost's Executive Council
- 2006 – 2012 Council of Professional School Deans
- 2006 – 2012 Senate Committee on Continuing and Community Education (ex-officio)
- 2010 Task Force on UCLA-TV (Chair)
- 2010 Task Force on Self-Supporting Programs
- 2008 – 2009 Revenue Task Force—Budget Toolbox Project
- 2008 Postdoctoral Career Services Committee
- 2007 – 2008 Campus Downtown Los Angeles Strategy Committee (Chair)

### **Campus (UC Santa Cruz)**

- 2000 – 2006 Chancellor's Cabinet
- 2006 School of Management Steering Committee
- 2006 Succession Management Task Force
- 2006 Summer Session Planning Task Force
- 2002 – 2006 Strategic Communication Council
- 2000 – 2006 Executive Advisory Committee
- 2000 – 2006 Academic Advisory Committee
- 2000 – 2006 Trustee, UCSC Foundation
- 2003 – 2005 WASC Accreditation Review Steering Committee
- 2003 – 2004 Learning Technology Committee
- 2002 – 2003 Revenue Generating Steering Committee
- 2002 – 2003 Instructional Technology Task Force
- 2002 – 2003 Summer Teaching Institute Task Force, Chair
- 2000 – 2001 Enrollment Management Committee
- 2000 – 2001 Summer Session Planning and Implementation Committee
- 2000 – 2002 Silicon Valley Center Steering Committee

### **Campus (UC San Francisco)**

- 2000 WebCT Implementation Group
- 2000 Center for Instructional Technology Advisory Committee
- 2000 Chancellor's Committee on Supportive Work Environment
- 2000 Employee Referral Program Advisory Committee
- 1997 – 2000 Student Financial Services Advisory Committee
- 1997 – 2000 Academic Business Officer's Group Steering Committee
- 1997 – 2000 UCSF Public Safety Committee
- 1995 – 2000 UCSF Student Affairs Group
- 1997 – 2000 Student Health Services Advisory Committee (Chair)
- 1997 – 1999 Teaching and Learning Technology Group
- 1996 – 1998 Americans with Disabilities Coordinating Committee
- 1995 – 1998 Chancellor's Award for Public Service Selection Committee

## SELECTED GRANTS AND PRIVATE SUPPORT

Alternative Credit Guidelines and Ecosystem Bill & Melinda Gates Foundation (Principal Investigator)	\$ 1.89 million	2014
Change and Innovation Lab Lumina Foundation (Principal Investigator)	\$400,000	2013
MOOCs for Credit Research Bill & Melinda Gates Foundation (Principal Investigator)	\$895,484	2012
Student Support Pathway Program Newman's Own Foundation	\$22,000	2011
Student Support Global Sustainability Union Bank of California Foundation	\$11,764	2011
Transition Programs for Students with Intellectual Disabilities into Higher Education (TPSID) US Department of Education	\$2,030,009	2010
Fund for the Improvement of Postsecondary Education (FIPSE) US Department of Education	\$650,975	2010
Endowment to support a Lifelong Learning Program for Older Adults (UCLA) The Bernard Osher Foundation	\$1,000,000	2008
Bridge funding for a Lifelong Learning Program for Older Adults (UCLA) The Bernard Osher Foundation	\$50,000	2008
Renewal support of a Lifelong Learning Program for Older Adults (UCLA) The Bernard Osher Foundation	\$100,000	2007
Renewal support of a Lifelong Learning Program for Older Adults (UCSC) The Bernard Osher Foundation	\$100,000	2006
Renewal support of a Lifelong Learning Program for Older Adults (UCSC) The Bernard Osher Foundation	\$100,000	2005
Renewal support of a Lifelong Learning Program for Older Adults (UCSC) The Bernard Osher Foundation	\$100,000	2004
Development of a Lifelong Learning Program for Older Adults (UCSC) The Bernard Osher Foundation	\$100,000	2003

Osher Scholar Endowment for Student Scholarships (UCSF) The Bernard Osher Foundation	\$1,000,000	1999
---	-------------	------

**SELECTED COMMUNITY AND CORPORATE SERVICE**

2015 – 2018                      Board of Directors, Executive Committee, Wisconsin Chamber Orchestra, Madison WI

2013 – 2014                      Board of Directors, Hoopla.com Entertainment, Inc., Kelowna, British Columbia, Canada

Hoopla.com is a technology start-up that combines online gaming and philanthropy to support nonprofit organizations and to instill a philanthropic culture

2011 – 2012                      Board of Directors, C5 Youth Foundation (C5LA), Los Angeles, CA

CLA is a five-year youth leadership development program spanning grades 8-12. The program is designed to inspire high-potential, at-risk youth from under-resourced environments in Los Angeles to prepare for and obtain higher education and future leadership careers.

2011 – 2013                      Board of Directors, 72U, Los Angeles, CA

72U is a non-profit organization that provides an intensive learning experience to marketing and advertising professionals to foster new ways of thinking, collaborating and tackling modern communication, social, and environmental problems.

**PUBLICATIONS**

**Original articles, book chapters, edited works, and abstracts**

Sandeen, C., Ford, D., and Cavanaugh, C. (2018) Leadership Challenges for Women College and University Presidents: Personal Perspectives from Women Making a Difference In L. Stefani and P. Blessinger (Eds) *Inclusive Leadership in Higher Education: International Perspectives and Approaches*. New York: Routledge.

Sandeen, C. (2015). Loud and Proud First-Generation College Graduate. *Leadership Exchange: Solutions for Student Affairs Management*, Fall 2015. p. 22-23.

Sandeen, C. (2015) Access, Innovation and Our “Sputnik Moment” in Postsecondary Attainment. In D. Shannon and R. Wiltenberg Eds., *Centennial Conversations: Essential Essays in Professional, Continuing, and Online Education*, (p. 215 – 227). Washington, DC: University Professional and Continuing Education Association.

Sandeen, C. (2015). The Balance Sheet on MOOCs: Myth, Hype, and Potential. *Asian Journal of the Scholarship of Teaching and Learning (AJSOTL)*, 5 (1), 9-22.



Sandeen, C., Everhart, D., Seymour, D., Yoshino, K. (2014). *Clarifying Competency-Based Education Terms*. American Council on Education and Blackboard.

Sandeen, C. (2014). Competency-Based Education is Not the New “MOOC.” *The Presidency*, Fall 2014, p. 20-22.

Sandeen, C., ed. (2014). Beyond the Inflection Point: Reimagining Business Models for Higher Education. *Presidential Innovation Lab White Paper Series*. American Council on Education.

Sandeen, C, ed. (2014). Signals and Shifts in the Postsecondary Landscape. *Presidential Innovation Lab White Paper Series*. American Council on Education.

Sandeen, C., ed. (2014). Students of the Future. *Presidential Innovation Lab White Paper Series*. American Council on Education.

Sandeen, C., ed. (2014). Unbundling Versus Designing Faculty Roles. *Presidential Innovation Lab White Paper Series*. American Council on Education.

Sandeen, C. (2014). Forward. In G. S. Levey. *A Gift for the Asking: Eight Principles of Successful Fundraising*. Bozeman, MT: Second River Healthcare.

Sandeen, C. (2013). Integrating MOOCs into the Traditional Higher Education Context in a MOOC 3.0 Era. *Change: The Magazine of Higher Learning*, p. 34-39. (Article also published in *Change* journal’s “2013 Editor’s Choice Article Collection.”)

Sandeen, C. (2013). The New Postsecondary Landscape. *Continuing Higher Education Review*, 77, 29-39.

Sandeen, C. (2013). Toward A New Paradigm: ACE’s Education Attainment Initiative. *The Presidency*, p. 24-28.

Sandeen, C. (2013). Assessment’s Place in the New MOOC World. *Research and Practice in Assessment*.

Sandeen, C. (2012). High Impact Practices: What We Can Learn from the Traditional Undergraduate Setting. *Continuing Higher Education Review*, 76, 81-89.

Sandeen, C. (2011, December 9). View from the Top: College Presidents Talk Shop. *The Chronicle of Higher Education*, p.A25.

Sandeen, C. (2010). Fostering Creativity and Innovation in the Workforce: Selection of Recent Writing. *Continuing Higher Education Review*, 74, 93-99.

Sandeen, C. with S. Hutchinson. (2010). Putting Creativity and Innovation to Work: Continuing Higher Education’s Role in Shifting the Educational Paradigm. *Continuing Higher Education Review*, 74, 81-92.

Sandeen, C. (2009). It's Not Easy Being Green: Green Marketing and Environmental Consumerism in Continuing Higher Education. *Continuing Higher Education Review*, 73, 93-113.

Sandeen, C. (2008). Boomers, Xers, and Millennials—Who are they and what do they really want from continuing higher education? *Continuing Higher Education Review*, 72, 11-31.

Sandeen, C. (2007). Lessons learned from business best-sellers: Applying concepts from *How to Grow when Markets Don't*; *The Tipping Point*; and *Trading Up*. *Continuing Higher Education Review*, 71, 171-182.

Sandeen, C. (2004). Success defined by television: The value system promoted by *PM Magazine*. In L. R. Vande Berg, L. A. Wenner, and B. E. Gronbeck, *Critical approaches to television*, 2<sup>nd</sup> ed. (pp. 420-443). New York: Houghton Mifflin Company.

Sandeen, C. (2004). The new majority: Confronting the changes in our students, our reach, and our institutions. *Continuing Higher Education Review*, 68, 147-162.

Sandeen, C. and Baudek, M. (2001). Current state of dental school-based online continuing dental education courses. *Journal of Dental Education*, 65, 60.

Sandeen, C. (2000). Description and assessment of an approval program for dental school-based continuing education programs. *Journal of Dental Education*, 64, 215.

Sandeen, C., Madson, D, and Casanova, F. (2000). Effectiveness of a pilot project designed to increase annual fund contributions. *Journal of Dental Education*, 54, 200.

Sandeen, C., Perry, D., and Gerbert, B. (1998). Dental hygiene alumni outcomes and curriculum assessment at a baccalaureate degree program. *Journal of Dental Education*, 62, 98.

Sandeen, C. (1997). Pilot of an interactive computer-based teaching and evaluation module on infection control protocols. *Journal of Dental Education*, 61, 224.

Sandeen, C. (1997). Success defined by television. *Critical Studies in Mass Communication*, 14, 77-105.

Sandeen, C. and Compesi, R. (1990). Television production as collective action. In R. Thompson and G. Burns (Eds.), *Making Television: Authorship and the Production Process*. NY: Praeger.

Sandeen, C. (1984). Teacher attitudes toward instructional innovations: Past, present, and future. *International Journal of Instructional Media*, 11, 39-50.

Sandeen, C. and Sillars, M. (1983) Stay the course: Stated and unstated values. *Exetasis*, 7, 13-39.

### **Selected presentations**

Sandeen, C. (2020, December). "Building America's Team." National Competitiveness Forum, Council on Competitiveness, Washington DC (virtual meeting).

Sandeen, C. (2017, November). "Consumer Backlash: How Can Universities Innovate Solutions to Make College More Affordable for Students and Families?" Association of Public and Land-Grant Universities annual meeting, Washington DC.

Sandeen, C. (2017, March). "Competency Based Education Innovation and Beyond." American Council on Education annual meeting, Washington DC.

Sandeen, C. (2014, September). "Innovations in Technology: Changes in the Future Landscape of Higher Education". Plenary address. Learning in a Digital World: 2014 Education Leadership Conference. American Psychological Association, Washington, DC.

Sandeen, C. (2014, September). "Innovation Leadership and Entrepreneurism." Featured speaker/facilitator. Leadership Institute 2014. University of North Carolina at Greensboro, Greensboro, NC.

Sandeen, C. (2014, May). "Access, Innovation, Outcomes". Featured speaker. SUNY Conference on Instruction and Technology, Ithaca, NY.

Sandeen, C. (2014, May). Graduation convocation address. New York University School of Continuing and Professional Studies undergraduate ceremony, NY, NY.

Sandeen, C. (2014, April). "Exploring the MOOC Business Model." Audio podcast. *The Evollution*, April 11, 2014. [http://www.evollution.com/distance\\_online\\_learning/audio-exploring-mooc-business-model/](http://www.evollution.com/distance_online_learning/audio-exploring-mooc-business-model/)

Sandeen, C. (2014, April). "Customized Credentials Come of Age." *U.S. News and World Report* STEM Solutions Conference, Washington, DC.

Sandeen, C. (2014, April). "The Role of MOOCs in Higher Education: Potential, Prospects, and Policy Implications" with Jeff Young. Postsecondary National Policy Institute, New America Foundation, Warrenton, VA.

Sandeen, C. (2014, April). "What Does the Research Say About MOOCs?" Panel moderator. Postsecondary National Policy Institute, New America Foundation, Warrenton, VA.

Sandeen, C. (2014, March). "Enabling Stackable Credentials: The Future is Now." Presenter and moderator. SxSW.edu Conference and Festival, Austin, TX.

Sandeen, C. (2014, March). "MOOCs What's Next?" Presenter and panel moderator. American Council on Education annual meeting, San Diego, CA.

Sandeen, C. (2014, March). "Lessons from the Golden State." Panel moderator. American Council on Education annual meeting, San Diego, CA.

Sandeen, C. (2014, February). "State of US Higher Education." Briefing for Australian Higher Education Leaders. Embassy of Australia, Washington, DC.

Sandeen, C. (2013, November). Digital Democratization of Universities. Panel presentation at Transatlantic Science Week sponsored by the Norwegian Ministry of Education and Research. Washington, DC.

Sandeen, C. (2013, November). Redefining Higher Education: Innovative Practices and Evolving Policies. Panel presentation at Women in Government Relations Education Task Force. Washington, DC.

Sandeen, C. (2013, September). Change, Quality, Scale: The Education Innovation Landscape. Presentation to the Board of Trustees of the University of Massachusetts System. Amherst, MA.

Sandeen, C. (2013, September). Change, Quality, Scale: The Education Innovation Landscape. Keynote presentation at the 2013 Kickoff of the University of Wisconsin Madison Education Innovation Initiative. Madison, WI.

Sandeen, C. (2013, August). Innovation in Higher Education. General Session at the staff convening/retreat of the Council of Regional Accrediting Commissions. Boston, MA.

Sandeen, C. (2013, July). New Postsecondary Education Landscape. Opening keynote at the annual meeting of the Network for Change and Continuous Innovation. Indianapolis, IN.

Sandeen, C. (2013, June). New Postsecondary Education Landscape. Opening keynote at the University System of Georgia Adult Learning Consortium Summer Institute. Savannah, Georgia.

Sandeen, C. (2013, June). Rise of the MOOCs: Foreshadowing the Coming Transformation of Higher Education? Presentation/panel discussion at the Midwest Higher Education Compact Executive Session. Indianapolis, Indiana.

Sandeen, C. (2013, May). Credit, Pathways, and Quality: views from the US and UK. Presentation and panel discussion at the Open and Online Learning Conference, Universities UK (professional association). London, England.

Sandeen, C. (2013, May). MOOCs for Credit: New Pathways, New Credentials. Presentation at the Global Tech Engineering Dean's Meeting. California Institute of Technology, Pasadena, California.

Sandeen, C. (2013, May). What to Make of MOOCs. Presentation/panel discussion at the Education Writer's Association National Seminar. Stanford University, Stanford, California.

Sandeen, C. (2013, April). Success with Massive Open Online courses (MOOCs). Presentation at the Ohio President's Conference, hosted by U.S. Senator Sherrod Brown. U.S. Senate, Washington, DC.

Sandeen, C. (2013, April). Navigating the New Postsecondary Education Landscape. Presentation at the University Professional and Continuing Education annual conference. Boston, Massachusetts.

Sandeen, C. (2013, April). MOOCs for Credit: Current State of -the-Art. Presentation at the Educause Spring Focus Session.

Sandeen, C. (2013, April). New Pathways for Graduate Education and Lifelong Learning: Rethinking Degrees and Certificates and Envisioning New Credentials. Presentation at a workshop sponsored by the University of Illinois at Urbana-Champaign and the National Science Foundation. Urbana-Champaign, Illinois.

Sandeen, C. (2013, March). Roadmap to Attainment. Presentation at the American Council on Education annual meeting. Washington, DC.

Sandeen, C. (2013, January). MOOCs and Other Innovations in the Postsecondary Landscape. Presentation at the Association of American Universities (AAU) Council on Federal Relations annual conference. New Orleans, Louisiana.

Sandeen, C. (2012, March). View from the Presidential Suite: Thoughts about Leadership, Change, and Resilience. Presentation at the University Professional Continuing Education Association annual meeting, Portland, Oregon.

Sandeen, C. , Fleming, C., Hancock, M., Smutz, W. (2012, March). Strategic Partnerships: Innovation through Outside Organizations. Panel presentation at the University Professional Continuing Education Association annual meeting, Portland, Oregon.

Sandeen, C. (2011, October). Attracting a Talented, Diverse Workforce. Presentation at the Fifth Annual California Town and Gown Conference, Berkeley, California.

Sandeen, C. (2010, March). Communication Scenarios: Case Studies. Presentation at the Dean's Leadership Institute 2009-2010. UCLA School of Dentistry, Los Angeles, California.

Sandeen, C. and Hutchinson, S. (2010, April). Putting Creativity to Work. Presentation at the University Continuing Education Association annual meeting, San Francisco, California.

Sandeen, C. (2009, October). It's Not Easy Being Green: Green Marketing and Environmental Consumerism in Continuing Higher Education. Keynote General Session. Presentation at the University Continuing Association Region West annual conference, Santa Fe, New Mexico.

Sandeen, C. (2009, September). Retooling Displaced Professionals. Presentation at the California Workforce Association Workforce Policy and Leadership Conference, Monterey, California.

Sandeen, C. (2009, May). Green Marketing and Environmental Consumerism in US Consumer Markets. Presentation to Tekes (The Finnish Funding Agency for Technology and Innovation), Helsinki, Finland.

Sandeen, C. (2009, May). Update on the Status of University-based Continuing Education in the US. Presentation at the Palmenia Center for Continuing Education University of Helsinki, Helsinki, Finland.

Sandeen, C. (2009, April). "Green Marketing" in Continuing Higher Education: What does this mean and how are students influenced by environmentally friendly programs and practices? Presentation at the University Continuing Education Association annual meeting, Boston, Massachusetts.

Sandeen, C. (2008, October). Boomers, Xers, and Millennials: Real-world market segmentation by generation. Keynote presentation at the University Continuing Education Association Region West Conference, Missoula, Montana.

Sandeen, C. and Kendall, J. (2008, October). Taking Your CE Organization from Good to Great: Applying Lessons Learned from the Book, *Good to Great*, by Jim Collins. Presentation at the University Continuing Education Association Region West Conference, Missoula, Montana.

Sandeen, C. (2008, March). Beyond Boomers, Xers, and Millennials: What Do They *Really* Want? Presentation at the University Continuing Education Association annual meeting, New Orleans, Louisiana.

Sandeen, C. (2007, October). Across the great divide: Generational preferences affecting program design and marketing messages. Presentation at the University Continuing Education Association Region West Conference, Palm Springs, California.

Sandeen, C. (2006, September). Lessons learned from business best-sellers. Presentation at the University Continuing Education Association Region West Conference, Salt Lake City, Utah.

Sandeen, C. (2006, April). The big picture: Using macroeconomic data to predict enrollment trends for professional development programs. Presentation at the University Continuing Education Association annual meeting, San Diego, California.

Sandeen, C. (2003, October). Transforming the future of continuing education in the face of challenge. Presentation at the University Continuing Education Association Western Region annual meeting, Las Vegas, Nevada.

Sandeen, C. and Sherwood, S. (2003, October). Two new deans: Two organizational challenges. Presentation at the University Continuing Education Association Western Region annual meeting, Las Vegas, Nevada.

Sandeen, C. (2003, March). Leadership implications of the major changes affecting higher education. Panelist at the Deans and Directors Institute, University Continuing Education Association annual meeting, Chicago, IL.

Sandeen, C. (2001, November). Growing continuing education through partnering and outsourcing. Session moderator at the Annual Executive Assembly of the University Continuing Education Association, Chicago, IL.

Sandeen, C. and Sandeen, S. (1999, August). Protecting your rights and staying out of trouble: Intellectual property issues affecting current continuing dental education practice. Presentation at the annual meeting of the Association for Continuing Dental Education, Halifax, Nova Scotia.

Sandeen, C. and Grayden, S. (1999, March). Enhancing continuing education presentations: Beyond the talking head. Presentation at the annual meeting of the American Association of Dental Schools, Vancouver, BC.

Sandeen, C., Grayden, S., and Hill, S. (1998, February). Developing successful continuing education activities: The latest principles and techniques. Presentation at the annual meeting of the American Association of Dental Schools, Minneapolis, MN.

Sandeen, C., Compesi, R., and Levitt, R. (1985, February). The San Francisco free speech message program: A ten-year assessment. Presentation at the annual meeting of the Western Speech Communication Association, Fresno, CA.

Sandeen, C. (1983, May). Perspectives on the television production process. Presentation at the annual meeting of the International Communication Association, Dallas, TX.

Sandeen, C. (1983, February). Criticizing the television phenomenon: The *auteur* perspective. Presentation at the annual meeting of the Western Speech Communication, Albuquerque, NM.

Sandeen, C. (1982, November). Toward an *auteur* theory of television. Presentation at the annual meeting of the Speech Communication Association, Louisville, KY.

Sandeen, C. (1982, February). Central control in daytime serial production. Presentation at the annual meeting of the Western Speech Communication, Denver, CO.

### **Selected blog posts and podcasts**

(May need to cut and paste links into search engine to open documents.)

Sandeen, C. (2020, October). Regional Comprehensives' Time to Shine,. University business Magazine, October 30, 2020. <https://universitybusiness.com/public-regional-comprehensives-time-to-shine/?highlight=Sandeen>

Sandeen, C. (2020, July). Student Communication Shouldn't be One-Size-Fits-All. Times Higher Education (THE), July 5, 2020. <https://www.timeshighereducation.com/blog/student-communication-shouldnt-be-one-size-fits-all>

Sandeen, C. (2020, July). The Pandemic Shouldn't Stop Colleges Filling Key Leadership Positions. Education Dive. <https://www.educationdive.com/news/president-speaks-the-pandemic-shouldnt-stop-colleges-filling-key-leadersh/580282/>

Sandeen, C. (2020, June). Preserving Access to Public Higher Ed Amid Crisis. The Key podcast (produced by Paul Fain, sponsored by the Bill & Melinda Gates Foundation) Inside Higher Ed. <https://www.insidehighered.com/quicktakes/2020/06/03/new-podcast-episode-cathy-sandeen-brian-sponsler>

Sandeen, C. (2020, June). UAA is Here when you Need Us. Alaska Journal of Commerce. <https://www.alaskajournal.com/2020-04-15/guest-commentary-uaa-here-when-you-need-us>

Sandeen, C. (2020, April). Keeping Faculty and Learners Engaged While Isolated. The Evollution. [https://evollution.com/managing-institution/operations\\_efficiency/keeping-faculty-and-learners-engaged-while-isolated/](https://evollution.com/managing-institution/operations_efficiency/keeping-faculty-and-learners-engaged-while-isolated/)

Sandeen, C. (2019, August). How to Thrive in the Face of Budget Cuts: Broadening Access to Higher Education. The Evollution. [https://evollution.com/managing-institution/higher\\_ed\\_business/how-to-thrive-in-the-face-of-budget-cuts-broadening-access-to-higher-education/](https://evollution.com/managing-institution/higher_ed_business/how-to-thrive-in-the-face-of-budget-cuts-broadening-access-to-higher-education/)

Sandeen, C.. (2018, June). Building a Culture of Innovation to Break from the Status Quo. The Evollution. [https://evollution.com/managing-institution/higher\\_ed\\_business/building-a-culture-of-innovation-to-break-from-the-status-quo/](https://evollution.com/managing-institution/higher_ed_business/building-a-culture-of-innovation-to-break-from-the-status-quo/)

Sandeen, C. (2017, October). UW-Colleges Restructuring will Broaden Access to Education and Keep Doors Open. The Evollution. <https://evollution.com/attracting-students/accessibility/uw-colleges-restructuring-will-broaden-access-to-education-and-keep-doors-open/>

Sandeen, C. (2017, June). MOOCs Moving on, Moving Up. Inside Higher Education, June 22, 2017. <https://www.insidehighered.com/views/2017/06/22/essay-looking-back-predictions-about-moocs>

Sandeen, C. (2016, Spring). President as Kaleidoscope. President's Newsletter, Spring 2016. Association of Governing Boards. <http://agb.org/newsletter/ceo/2016/spring/president-as-kaleidoscope>

Sandeen, C. (2015, August). If a Female President is Good for the Ivy League, Why Not the Rest of Us? The Conversation, August, 6, 2015. <https://theconversation.com/if-a-female-president-is-good-for-the-ivy-league-why-not-for-the-rest-of-us-45148>

Sandeen, C. (2015 July). What Can We Learn from Sweet Briar's Near Death? The Conversation, July 1, 2015. <https://theconversation.com/what-can-we-learn-from-sweet-briars-near-death-44055>

Sandeen, C. (2015, June). Wisconsin Controversy: With Fewer Tenured Positions, Who Benefits from Academic Freedom? The Conversation, June 25, 2015 . <https://theconversation.com/wisconsin-controversy-with-fewer-tenured-positions-who-benefits-from-academic-freedom-43167>

Sandeen, C. (2014, May). Three Trends Worth Watching for Continuing Education Leaders. *Higher Education Today*, May 5, 2014. <http://higheredtoday.org/2014/05/05/three-trends-worth-watching-for-continuing-education-leaders/>

Sandeen, C. (2014, February). Shifting to a "Rapid Prototype" Model to Hurdle Education Attainment Barriers. *Huffington Post*, February 12, 2014. [http://www.huffingtonpost.com/cathy-sandeen/shifting-to-a-rapid-prototype-model-to-hurdle-education-attainment-barriers\\_b\\_4766970.html](http://www.huffingtonpost.com/cathy-sandeen/shifting-to-a-rapid-prototype-model-to-hurdle-education-attainment-barriers_b_4766970.html)

Sandeen, C. (2014, February). A Year of Higher Education Aha Moments. *Huffington Post*, February 6, 2014. [http://www.huffingtonpost.com/cathy-sandeen/a-year-of-higher-education-aha-moments\\_b\\_4736848.html](http://www.huffingtonpost.com/cathy-sandeen/a-year-of-higher-education-aha-moments_b_4736848.html)

Sandeen, C. (2013, November). A MOOC by Any Other Name? An Online Course. *Higher Education Today*, November 25, 2013. <http://higheredtoday.org/2013/11/25/a-mooc-by-any-other-name-an-online-course/>



Sandeen, C. (2013, November). "Designed by . . ." a Creative and Innovative Workforce. *Huffington Post*, November 18, 2013. [http://www.huffingtonpost.com/cathy-sandeen/designed-by-a-creative-an\\_b\\_4295877.html](http://www.huffingtonpost.com/cathy-sandeen/designed-by-a-creative-an_b_4295877.html)

Sandeen, C. (2013, October). Confronting the Liberal Arts Conundrum. *Huffington Post*, October 16, 2013. [http://www.huffingtonpost.com/cathy-sandeen/confronting-the-liberal-a\\_b\\_4107404.html](http://www.huffingtonpost.com/cathy-sandeen/confronting-the-liberal-a_b_4107404.html)

Sandeen, C. (2013, October). The Emerging World of Alternative Credentials. *Higher Education Today*, October 1, 2013. <http://higheredtoday.org/2013/10/01/the-emerging-world-of-alternative-credentials/>

Sandeen, C. (2013, August). Toward a Permeable, Interconnected Higher Education System. *Huffington Post*, August 21, 2013. [http://www.huffingtonpost.com/cathy-sandeen/toward-a-permeable-interc\\_b\\_3785703.html](http://www.huffingtonpost.com/cathy-sandeen/toward-a-permeable-interc_b_3785703.html)

Sandeen, C. (2013, July). From Hype to Nuanced Promise: American Higher Education and the MOOC 3.0 Era. *Huffington Post*, July 18, 2013. <http://www.huffingtonpost.com/cathy-sandeen/from-hype-to-nua>