

# Council on Competitiveness University Leadership Forum Agenda

June 6-7, 2023

## *The Value of Higher Education*

Marquette University  
Milwaukee, WI

**As of 5/1/23**

### **Tuesday, June 6**

**5:00 p.m. Welcome Reception**

Location: St. Kate's The Arts Hotel <https://www.saintkatearts.com/>  
139 E Kilbourn Ave,  
Milwaukee, WI, 53202

**6:00 p.m. Opening Dinner hosted by President Michael Lovell, Marquette University**

Location: St. Kate's The Arts Hotel

**Dinner Keynote:** Honorable Mayor Cavalier Johnson (invited)

### **Wednesday, June 7**

#### **O'BRIEN HALL MARQUETTE UNIVERSITY**

**8:30 a.m. Registration and Breakfast**

**9:00 a.m. Welcoming Remarks**

- Mike Lovell, President, Marquette University
- The Honorable Deborah Wince-Smith, President & CEO, Council on Competitiveness

**9:10 a.m. The State of the Forum**

*Since its creation in 2019, the University Leadership Forum has established itself as a powerful voice in making case for higher education as a competitiveness differentiator for the United States. Through regular briefings, actionable statements, and creative messaging, the Forum's members have impacted federal policy. Building upon this foundation, the Forum looks to strengthen the case for higher education to students, parents and policymakers in 2023 and beyond.*

- Bill Bates, Senior Advisor, Council on Competitiveness

**9:20 a.m. Morning Keynote Conversation – The Evolving ROI of Higher Education**

Presidents and Chancellors from a diverse group of colleges and universities will lead a conversation with Forum members on the evolving nature of higher education's return on investment for students and families.

**9:50 a.m. The Corporate Perspective—When is a 4-year Degree Required?**

*As more and more companies remove a requirement for a BS or BA, how should colleges and universities more explicitly link the experience of higher education to the opportunities in the workforce without losing the holistic experience of a college/university education?*

- Eric Humphrey – Senior Vice President for Human Resources, Froedtert Healthcare
- Mary Bauerschmidt – Vice President for Human Resources, Snap-on

**10:20 a.m. Break**

**10:35 a.m. The Power of Partnerships**

*Presentations by Business Partners to Marquette University on replicable partnership models and their value in connecting students with career opportunities.*

**11:15 a.m. Finding Innovation at the Intersection of Disciplines**

A moderated discussion highlighting specific models at colleges and universities across the country where efforts are being made to break down walls between disciplines and create opportunities for students, faculty and entrepreneurs.

**11:45 a.m. Leveraging the “Voice” of the Forum to Impact Policy**

*Open Discussion: Forum leadership will lead a discussion on what issues and in what forums can the ULF play the greatest role in impacting policy? Following up on the recent meeting with Senator Warner, the Forum will tackle the question of open access to federal research balanced with ongoing security concerns.*

**12:30 p.m. Lunch (O'Brien Hall)**

**1:00 p.m.**      **Closing Keynote – A CEO’s Perspective (We will have an announcement on this soon)**

**2:15 p.m.**      **University tour and viewing of the [J. R. R. Tolkien Collection](#)**