

## Panels

### CONFERENCE PANELS

- **Riding the Wave of Demographic Change: Promoting Access and Opportunity within the Context of Meritocracy**
- **Defining Readiness: Knowing It When We See It**
- **The Impact of Tuition and Student Aid on College Choice and Student Success**
- **Toward a Comprehensive Enrollment Model**
- **A Way Forward: Identifying Critical Research Questions**

The Center for Enrollment Research, Policy and Practice (CERPP) at the University of Southern California brings together scholars, practitioners, and policymakers to examine college enrollment issues and practices and better meet the collective needs of students, institutions, and society.

# CERPP

## Speakers

### SPEAKERS

- Sandy Baum**  
*Skidmore College  
The College Board*
- Wayne Camara**  
*The College Board*
- Arlene Wesley Cash**  
*Spelman College*
- Youlonda Copeland-Morgan**  
*The College Board*
- Karen Symms Gallagher**  
*University of Southern California*
- Saul Geiser**  
*University of California Berkeley*
- Donald E. Heller**  
*The Pennsylvania State University*
- Don Hossler**  
*Indiana University*
- David Kalsbeek**  
*DePaul University*
- Michael Kirst**  
*Stanford University*
- George Kuh**  
*Indiana University*
- Jerome Lucido**  
*University of Southern California*
- James S. McCoy**  
*Louisiana State University*
- C. L. Max Nikias**  
*University of Southern California*
- Shirley Ort**  
*University of North Carolina at Chapel Hill*
- Harry Pachon**  
*Tomás Rivera Policy Institute*
- Gary Rhoades**  
*University of Arizona*
- Morton O. Schapiro**  
*Williams College*
- Bill Schilling**  
*University of Pennsylvania*
- Scott Andrew Schulz**  
*University of Southern California*
- N. Bruce Walker**  
*University of Texas at Austin*

## Keynotes

### KEYNOTE ADDRESSES

**Monday, August 4, 6:00 p.m.**  
**Omni Hotel, Los Angeles**

#### MICHAEL S. MCPHERSON

Michael S. McPherson is the fifth President of the Spencer Foundation. Prior to joining the Foundation in 2003 he served as President of Macalester College in St. Paul, Minnesota for seven years.



A nationally known economist whose expertise focuses on the interplay between education and economics, McPherson spent the 22 years prior to his Macalester presidency as professor of economics, chairman of the Economics Department, and dean of faculty at Williams College in Williamstown, Massachusetts. He holds a B.A. in Mathematics, an M.A. in Economics, and a Ph.D. in Economics, all from the University of Chicago.

**Tuesday, August 5, 6:00 p.m.**  
**Omni Hotel, Los Angeles**

#### CAROLYN WEBB DE MACÍAS

Carolyn Webb de Macías was appointed USC vice president for external relations in January 2002. She provides strategic direction and leadership for the university's outreach programs, including civic and community relations, government relations, the Community Education Academy and the Good Neighbors Campaign as well as federal- and state-funded educational and economic-development programs. From 2005–2006, she served as a senior advisor to Mayor Antonio R. Villaraigosa providing counsel in a variety of areas, including education policy. She is also a founding member of the new Partnership of Los Angeles Schools Board and was recently appointed to the Los Angeles Advisory Board for the Alliance for Regional Collaboration to Heighten Educational Success (ARCHES).



**MON 8 | 4 | 08**

6:00 p.m.  
Omni Hotel, Los Angeles  
**KEYNOTE ADDRESS:**  
Michael S. McPherson

**TUE 8 | 5 | 08**

8:15 a.m.–4:00 p.m.  
USC Davidson  
Conference Center

**PANELS**

6:00 p.m.  
Omni Hotel, Los Angeles  
**KEYNOTE ADDRESS:**  
Carolyn Webb de Macías

**WED 8 | 6 | 08**

8:30 a.m.–12:00 p.m.  
USC Davidson  
Conference Center  
**PANELS**