

A graduate in a black gown is shown from the back, holding a mortarboard high in the air. The background is a soft, golden sunset with blurred trees. The text 'MESA' is overlaid on the left side of the image.

MESA

Council on Higher Education
as a Strategic Asset

Mission

Unite business, government, non-profit, and higher education leadership in developing an urgent national higher education strategy to raise the global competitive position of the United States.

Driving
U.S. Global
Competitiveness



Keeping our nation secure

Propelling the economic prosperity of
our people and communities

Sustaining our democracy

Impacting Outcomes



AGILE SKILLS ALIGNMENT

Expand the number of individuals with the postsecondary skills and credentials to meet future workforce demands



CLOSE ACHIEVEMENT GAPS

Propel more college students to graduate to unleash the human capital necessary to fuel innovation and economic prosperity



INTERNATIONALLY COMPETITIVE LEVELS OF LEARNING

Drive more students to engage in rigorous coursework that prepares them at internationally competitive levels



Delivering Results

Develop, publish, and promote a set of policy recommendations that are adopted by the U.S. President, Congress, states, and institutions to improve educational outcomes and grow the talent needed to ensure a secure and prosperous United States of America.

Encourage the development of a national plan to guide the effective support and utilization of the nation's higher education strategic assets.

Strategy

BUILD	the Council to represent multiple sectors, organizations, and associations with a stake in national higher education strategy and outcomes
GATHER	existing data and recommendations from Council member organizations
CONVENE	the Council to identify a shared national higher education strategy agenda and elevate cross-cutting recommendations for new models and federal and state policy frameworks
IDENTIFY	existing opportunities to engage a broader audience in the discussion (HESA-hosted session) and build strategic partnerships to advocate for final report and recommendations
PRODUCE	practical resources for board and institutional leaders throughout the process
IMPLEMENT	a communications strategy to elevate issues and recommendations throughout process and build energy and interest in final report

Deliverables

IDENTIFY	priority areas for action to advance higher education's role in strengthening the competitive position, security, and prosperity of the United States
PUBLISH	impactful content promoting ideas generated by the Council that advance HESA priorities
CREATE	resources and toolkits for higher education governing boards and chief executives to position their institutions to support national priorities
PRODUCE	a final report with recommendations for federal, state, and institutional policies and actions to advance HESA priorities to be presented to the President of the United States and the U.S. Congress by June 2024
BUILD	a network of support for the development of a national plan to advance HESA priorities

Multi-Phased Approach

PHASE 1 Recommendation Development

JAN 2023 - JUNE 2024

Build and grow the
HESA Council

Develop policy priorities and
recommendations for federal action

PHASE 2 Outreach & Advocacy

JULY 2024 - DEC 2024

Create awareness of HESA
recommendations and

Infuse recommendations into
the political debate

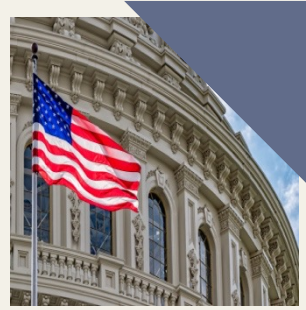
Build public support

PHASE 3 Action For Change

JAN 2025 - ONGOING

Gather political support and
sponsorship for action by the
President and Congress

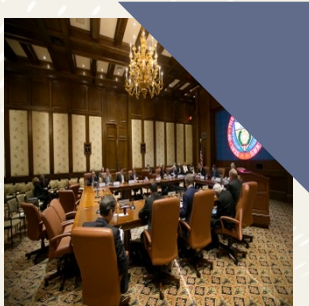
Audiences



U.S. Congress



Governors and State Leaders



Higher Education Boards of Trustees



Higher Education Associations



Presidents and Senior Staff of Colleges and Universities

Key Roles and Team



COMMISSIONERS

National thought leaders that share an interest in advancing the mission of the Council and who can amplify and expand the reach of its work.



AFFILIATED ORGANIZATIONS AND ASSOCIATIONS

Groups with missions that align with HESA and could contribute content to Council convenings, working papers, and reports, and potentially provide financial support.



SENIOR ADVISORS

Individuals with expertise in topics and areas of inquiry of interest to the commission who would inform the development of council convenings, working papers and reports.



COUNCIL STAFF

Individuals providing day-to-day management of the Council and leadership in achieving its goals.

Co-Chairs



Michael Crow, PH.D.

President, Arizona State University



Linda Gooden

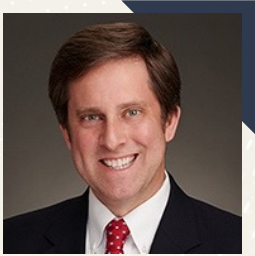
Board Chair, University System of Maryland;
Board Member, ADP, General Motors, Home
Depot & Washington Gas



Robert I. King, J.D.

Interim President, Florida Institute of Technology;
Former Assistant Secretary for Postsecondary Education
in the U.S. Department of Education; Director, AGB

Council Commissioners



Robert Anderson
President, State Higher Education
Executive Officers



Mark Becker
President, Association of Public &
Land Grant Universities
Former President, GA State University



Walter Bumphus
President & CEO, American
Association of Community Colleges



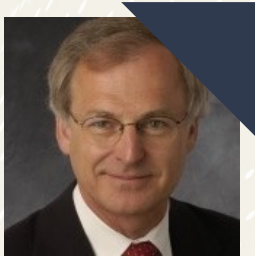
Ted Carter
Vice Admiral, U.S. Navy (retired)
President, University of Nebraska System
Former Superintendent, U.S. Naval Academy



Alexander Cartwright
President,
University of Central Florida



Sharon Davies
President &
CEO, Kettering Foundation



Brian Fitzgerald
CEO, Business HE Forum



Richard Freeland
Former Commissioner of Higher
Education for Massachusetts



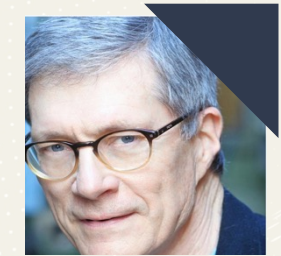
Kysha Wright Frazier
President and CEO, Corporation
for a Skilled Workforce



Mildred Garcia
President, American
Association of State Colleges
& Universities



Julieta Villareal Garcia
Former President, University of
Texas at Brownsville



John Gardner
Founder & Executive
Chair, Gardner Institute

Council Commissioners



Mark Hagerott
Chancellor, North Dakota
University System



Mary Dana Hinton
President, Hollins
University



Danette Howard
Executive in Residence, USC
Race and Equity Center



Keith Krach
Chairman & Co-Founder, Krach
Institute for Tech Diplomacy at Purdue



Arthur Levine
President Emeritus at Teachers
College, Columbia University



Linda Livingstone
President, Baylor University



Devinder Malhotra
Chancellor, Minnesota State
Chair, National Association
of System Heads



Bill McBride
Executive Director, National
Governors Association



Jamie Merisotis
President & CEO, Lumina
Foundation



Barbara Mistick
President, National Association of
Independent Colleges and
Universities



Ted Mitchell
President, American Council
on Education



Richard Myers
General, U.S. Air Force (retired);
Former President, Kansas State
University; Former Chairman, Joint
Chiefs of Staff

Council Commissioners



Michael Rao
President, Virginia
Commonwealth University



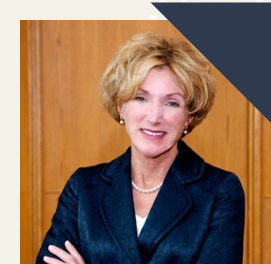
John Ryan
Vice Admiral, U.S. Navy (retired)
Former CEO, Center for Creative
Leadership
Former Superintendent, U.S. Naval
Academy



Cynthia Shapira
Chair, Pennsylvania State System
of Higher Education¹ Board of
Governors
Vice Chair, Brandeis University
Director, AGB



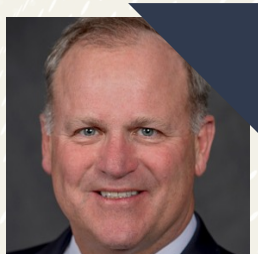
Mariko Silver
President & CEO, Henry Luce
Foundation



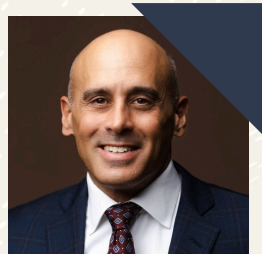
Barbara Snyder
President, Association of American
Universities
Former President, Case Western
Reserve University



Robert Spalding
Brigadier General, U.S. Air Force
(retired)
CEO, SEMPRE
Senior Fellow, Hudson Institute



Henry Stoeber
President & CEO Association
of Governing Boards



Tyson Voelkel
President and CEO, Texas A&M
Foundation



Joseph Votel
General, U.S. Army (retired)
President & CEO, Business
Executives for National Security
Former Commander, U.S.
Central Command



Harry L. Williams
President & CEO Thurgood
Marshall College Fund



David Wilson
President, Morgan State
University; Director, AGB



Deborah Wince-Smith
President & CEO Council on
Competitiveness

Strategic Advisors

- **Derrick Anderson**, Senior Vice President, American Council on Education
- **René Bardorf**, Senior Vice President, Business Executives for National Security
- **William Bates**, Senior Advisor, Council on Competitiveness
- **Bridget Burns**, CEO, University Innovation Alliance
- **Brandon Busted**, Chief Partnership Officer and Global Head, Learn-Work Innovation, Kaplan
- **Terry Hartle**, Senior Fellow, American Council on Education
- **Debra Humphreys**, Vice President of Strategic Engagement, Lumina Foundation
- **Minu Ipe**, Vice Chair and Managing Director, University Design Institute
- **Drew Koch**, Chief Executive Officer, Gardner Institute
- **Ashish Vaidya**, Senior Fellow, American Association of State Colleges & Universities Senior Research Advisor, National Association of System Heads

Staff

- **Lisa Foss**, Executive Director
- **Christina Jacobs**, AGB VP for Marketing & Communications
- **Merrill Schwartz**, AGB Senior Fellow

Affiliated Organizations and Associations



UNIVERSITY OF
CENTRAL FLORIDA



Phase 1 Schedule

KICKOFF MEETINGS

April 26, 2023
1:45-2:45pm ET

FORMAT: 1-HOUR ZOOM VIDEO MEETING

CONVENINGS

June 6, 2023
October 3, 2023
February 12, 2024
May 17, 2024

FORMAT: FULL-DAY, IN-PERSON EVENTS
HELD IN WASHINGTON, D.C.





Thank You

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