

**UPCEA**

*RESILIENCE.*

**97<sup>TH</sup> ANNUAL CONFERENCE • PORTLAND, OREGON**

**MARCH 28-30, 2012**

**CONFERENCE PROGRAM**

# 97th UPCEA Annual Conference Schedule at a Glance

Times and events are listed here – for more details on topics and locations see the full Conference Schedule that begins on page 10 of this program book.

## Tuesday, 3.27.2012

9:00-11:00 a.m.  
Executive/Finance Committee Meeting

1:00-2:30 p.m.  
2011-2012 Board of Directors Meeting

2:45-3:45 p.m.  
Combined 2011-2012 and 2012-2013  
Boards of Directors Meeting

4:00-5:30 p.m.  
2012-2013 New Board of Directors  
Orientation

6:30-9:00 p.m.  
Board of Directors Reception/Dinner

## Wednesday, 3.28.2012

8:00 a.m.  
Registration Opens

9:00 -4:00 p.m.  
New & Aspiring Leaders Program

Noon-12:30 p.m.  
New & Aspiring Leaders Lunch

10:00-10:45 a.m.  
Leadership Orientation

11:00-11:45  
Regional & Network Leadership Meetings

Noon-12:30 p.m.  
Institutional Representatives Luncheon

12:30-1:30 p.m.  
UPCEA Annual Business Meeting

1:45-5:00 p.m.  
Areas of Practice Intensives

5:00-7:30 p.m.  
Exhibit Hall & Activities Center Opening  
Reception

## Thursday, 3.29.2012

7:00 a.m.  
Registration Opens

7:00-8:00 a.m.  
Guided Neighborhood Walk (optional)

8:00-10:00 a.m.  
Opening General Session with Keynote  
Speaker Carl Safina (includes breakfast)

10:00-10:30 a.m.  
Refreshment Break in Exhibit Hall &  
Activities Center

10:30-Noon  
Concurrent Sessions — Series I

Noon-1:30 p.m.  
Lunch Buffet in Exhibit Hall & Activities  
Center

1:45-2:20 p.m.  
Concurrent Sessions — Series II

2:20-2:50 p.m.  
Refreshment Break in Exhibit Hall &  
Activities Center

3:00-4:15 p.m.  
Concurrent Sessions — Series III

4:30-5:15 p.m.  
2012 Seminar on the Management of  
Online Programs Steering Committee  
Meeting

Regional Cabinet & Membership  
Committee Meeting

Diversity & Inclusiveness Committee  
Meeting

5:00-6:00 p.m.  
Regional Receptions

6:00-9:30 p.m.  
Annual Banquet

## Friday, 3.30.2012

7:00 a.m.  
Registration Opens

7:00-7:45 a.m.  
Guided Neighborhood Walk (optional)

8:00-9:20 a.m.  
General Session with Keynote Speaker  
Michael Horn

9:30-10:30 a.m.  
Concurrent Sessions — Series IV

10:30-10:45 a.m.  
Refreshment Break in Exhibit Hall &  
Activities Center

10:45 a.m.-Noon  
Concurrent Sessions -- Series V

Noon-1:15 p.m.  
Regional Lunches/Business meetings

1:30-2:30 p.m.  
Concurrent Sessions — Series VI

2:30-3:30 p.m.  
Colleague Conversations by areas of  
interest

2:30-3:30 p.m.  
New & Aspiring Leaders Program

3:30 p.m.  
CONFERENCE ADJOURNS

# Higher Education Teaching Series

## Modules for Faculty Development



OISE announces a series of 5 online modules promoting excellence in teaching targeted to new and experienced college and university faculty, part-time instructors and teaching assistants.

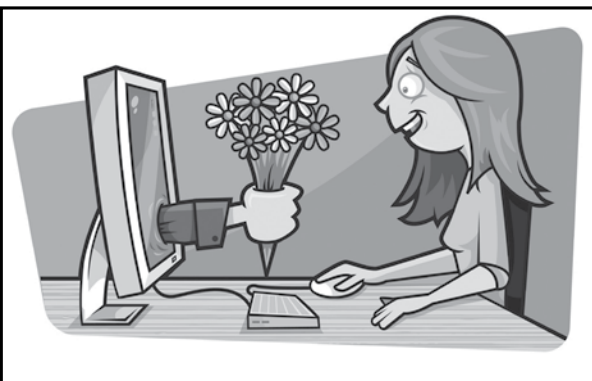
### Modules

- Planning for Learning
- Integrating Online Technology for Learning
- Assessing for Learning
- Teaching for Learning
- Exploring Strategies for Learning

- Modules are meant for faculty development educators to complement the faculty learning goals within your college or university. Excellent resources to fully support improving teaching skills and guide faculty in online or in-class teaching environments. Use individually or upload to your LMS.
- Professionally produced and media rich, each module can stand alone. Each module contains all that the learner needs to complete the module and gain a foundational knowledge in the principle of teaching and include: learning objectives, embedded workbook for planning, follow-up and reflection, icons that create ease of navigability, all required readings, suggested reading list and key research, evaluation and assessment tools, and glossary of teaching terms.



[www.oise.utoronto.ca/FacultyDevelopment](http://www.oise.utoronto.ca/FacultyDevelopment)



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# UPCEA *RESILIENCE.*

97<sup>TH</sup> ANNUAL CONFERENCE • PORTLAND, OREGON  
MARCH 28-30, 2012

Welcome to UPCEA's 97th Annual Conference. The theme for the conference is *Resilience* and the programmatic touchstone is *Sustainability* within our field. The two are different sides of the same coin: to be resilient, we must be sustainable; and if we are sustainable, we will be resilient. To meet some of the biggest challenges that face our society—globalization, hyper-connectivity, the national budget, and energy and climate—we must understand the issues, strategize about how to meet them, and plan next steps. The 2012 conference is designed to help participants do that.

Higher education has an enormous role to play in helping to meet these challenges. Our sector represents much of the “brain trust” of our nation, building knowledge and developing talent. Professional and continuing education plays a uniquely important role because it allows schools, programs, and units to extend their resources to audiences far beyond their walls. The voice of professional and continuing education is the voice that speaks to the adult and nontraditional learner; it is the voice that engages, connects, extends, and bonds.

The conference consists of six distinct tracks, five of which are aligned with key areas of practice. The sixth track focuses on building a deep understanding of sustainability, and is highlighted by a keynote presentation from Carl Safina, a

prominent ecologist and marine conservationist and president of The Blue Ocean Institute. The sustainability track will include four afternoon field trips (participants choose one) to explore how social, environmental, and economic systems really work. The trip will use our location in Portland and the Pacific Northwest as the backdrop for the topic. The conference's other keynote speaker, Michael B. Horn, is the co-founder and executive director of education at Innosight Institute—a not-for-profit think tank devoted to applying the theories of disruptive innovation to problems in the social sector.

The 2012 UPCEA Annual Conference will help participants address the critical challenges that face us today and that will continue to face us well into the future. I'd also like to acknowledge our corporate sponsors who contribute so much to making our conference such a well-rounded and enjoyable event for all. I look forward to experiencing this with you.

Thank you for joining us!

David Schejbal  
University of Wisconsin-Extension  
Conference Planning Committee Chair

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UPCEA thanks New York University School of Continuing and Professional Studies for the design of the Annual Conference logo.



UPCEA is proud to be a member of the ASAE Convene Green Alliance, an education and outreach community for meetings professionals dedicated to creating eco-friendly, socially beneficial meetings and events. To learn more, visit [www.convenegreen.com](http://www.convenegreen.com).

UPCEA is proud to support environmental sustainability by printing this program on paper certified by the Forest Sustainability Council (FSC). We also reduced paper handouts in the registration bags by putting exhibitor handouts on a sustainable bamboo USB jump drive included in your registration bag. Be sure to check it out!



## Celebrating a Year of Key Accomplishments

It was nearly 100 years ago that the 22 founding member institutions of the National University Extension Association (NUEA) came to together to address the challenges they faced in 1915. Charles Van Hise, in his address at the first NUEA meeting, said:

*If society were perfectly organized, each individual would have an opportunity to develop to the fullest degree the endowments given him by nature whether they be large or small. . . . This then is the purpose of University Extension—to carry light and opportunity to every human being in all parts of the nation; this is the only adequate ideal of service for the university.*

Advocating for providing access to those who cannot come to our campus and to assist individuals develop to their “fullest degree” appear and reappear as an endless thread of discussion and concern throughout our Association’s maturation. That thread is reflected in our name changes from the NUEA to the National University Continuing Education Association (NUCEA) to the University Continuing Education Association (UCEA) to our name today, the University Professional Continuing Education Association (UPCEA).

As a next step for our Association, we undertook an ambitious strategic planning process under President Elect Tom Gibbons. We began with the Leadership Summit in Toronto, where 100 colleagues analyzed results from the McKinley Advisors report and suggested new strategic directions for UPCEA. The drafting team, assisted by four subcommittees, developed a draft plan that was shared with membership on the UPCEA web site as well as presented at each regional meeting. What I am most proud of was our efforts to make this process as transparent as possible and to maximize member input.

With much of our attention focused on the strategic plan, it is amazing to look back and see that we accomplished a number of other things. We partnered with WCET to produce a study, “What are Colleges Doing (Or Not Doing) about State Authorization” (many thanks to Beth Meyer and UCPEA’s Jim Fong). We convened a “Summit on the Future of Online Learning” in partnership with ACHE, which led to the creation of a task force that will explore how to build the foundation for inter-organizational cooperation on advocacy in the online arena. David Schejbal led our Annual Conference Planning Committee in re-making our showcase event. This year’s conference features five professional development tracks aligned with areas of practice and a special issues track on sustainability. Many thanks to David, the track chairs, and the planning committee for their hard work.

In completing my year as president, what strikes me most is the recognition that the heart of our association is the commitment of our colleagues, who generously volunteer their time and talent. If the measure of the health of an association is the amount of volunteerism by members, UPCEA is a very healthy organization indeed!

As we celebrate our 97th year as an association and prepare for our 100th year, I believe we are taking another important step in reinventing our association, continuing our tradition of leadership in advocating for expanding access to higher education, and advancing leadership in professional, continuing, and online education.

James M. Shaeffer Sr.  
Associate Vice Provost for Outreach and Engagement  
James Madison University  
UPCEA President, 2011-2012

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## UPCEA Priorities for 2012-2013

As we enter a new program year, UPCEA is poised to be the premier association for higher education institutions offering professional, continuing, adult, and online education. We have made tremendous strides forward because of the vision and dedication of so many UPCEA volunteers and leaders who came before us, especially in these past few years under the superb leadership of Judy Ashcroft and Jim Schaeffer and the support of dedicated staff in the Washington, DC office. The UPCEA Strategic Plan, which so many of us have worked together to create over this past year, will be our blueprint for the future.

For the first time, we present these priorities below to put forth a shared vision of the association as its fundamental structure, activities and priorities will continue to evolve over this next year and beyond. We believe our priorities are aligned with the specific recommendations of the Strategic Plan and its guiding principles embedded in the document: providing greater service to members, making the association more accessible to CE professionals, professionalizing our business functions, and making UPCEA a more relevant voice for our field and the students we serve.

In 2012-2013, we seek to accomplish the following:

- Gain widespread acceptance of the Strategic Plan and associated Bylaws.
- Successfully launch the new Networks and work with committee leadership and members to develop a dynamic vision and focused agenda.
- Effectively transition to a new model of partnership with the Regions that will enable them to focus more of their creative energy on strategic vision and member activities.
- Empower the Board of Directors to be a more

strategic body and a partner with the CEO in setting the direction of the association.

- Evolve our new Center for Research and Consulting to provide new research for all members and affordable custom research for small and large institutions.
- Diversify UPCEA revenue streams to ensure a financially stable association.
- Create and implement an effective membership campaign and pursue new corporate partnerships to join the growing list of new business collaborations with the association.
- Offer new and innovative programs that reach new CE audiences, such as the first Seminar on the Management of Online Programs, and use technology to provide greater access.
- Extend the reach and the voice of UPCEA by exploring new engagements with other national and international organizations serving adult learners.

We hope all of you will embrace these priorities and help us reach them during the year ahead. Thank you and we hope you enjoy the UPCEA Annual Conference.

Thomas F. Gibbons  
UPCEA President,  
2012-2013

Robert J. Hansen  
UPCEA Chief Executive  
Officer





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# CONFERENCE FAST FACTS

## First Time Attendees

If this is your first time at a UPCEA Annual Conference, please:

- Don't miss the All Conference Opening Breakfast on Thursday. It's an opportunity to hear what's in store at the Conference and to talk with colleagues from across the country and beyond about common interests and projects.
- Be sure to attend your Regional Lunch and Business Meeting from Noon to 1:15 p.m. on Friday, March 30. Here you can learn more about the professional development opportunities UPCEA offers at the regional and national levels.
- UPCEA staff members are available to help you and answer any questions at the UPCEA Registration Desk located on the Lower Concourse of the Hilton Portland & Executive Tower.

## UPCEA Conference Registration

The UPCEA Conference Registration Desk is located on the Lower Concourse of the Hilton Portland & Executive Tower.

*Registration - Plaza Foyer*

The Registration Desk is open at the following times:


Wednesday, March 28 .....	8:00 a.m.–6:00 p.m.
Thursday, March 29 .....	7:00 a.m.–5:00 p.m.
Friday, March 30 .....	7:00 a.m.–3:30 p.m.

## Name Badge Designations

Name Badges must be worn for admission to all Conference activities.

- White badges: ..... Full Conference Attendees
- Purple badges: ..... Exhibitors/Company Representatives
- Blue badges: ..... Thursday registration only
- Orange badges: ..... Friday registration only
- Green badges: ..... Social registration

## Conference Video Recordings

In partnership with Sonic Foundry, UPCEA will stream live video for attendees who have registered for a virtual conference pass. The pass will allow access to two Area Intensives, 12 concurrent sessions and both Opening General Sessions. Sessions with this icon indicate that they will be video recorded: 

## Media Coverage

Members of the media are invited to cover most sessions; please obtain a Name Badge at the Registration Desk to gain access to sessions.

## UPCEA Regional Lunches/Business Meetings

Regional business meetings will be held during lunch on Friday, March 30, from Noon to 1:15 p.m. Take advantage of this opportunity to meet other CE professionals from your geographic area, and discuss issues and programming activities important to your Region.

## UPCEA Annual Business Meeting & Institutional Representatives Luncheon

Institutional Representatives are encouraged to attend the annual UPCEA Business Meeting on Wednesday, March 28, from Noon to 1:30 p.m. to discuss and vote on the new Strategic Plan and Bylaws. A pre-meeting lunch from Noon to 12:30 is open to UPCEA institutional representatives (or their designee). The business meeting will follow and will be open to all members.

## UPCEA Leadership Meetings

10:00-10:45 a.m. .... Leadership Orientation

- Who should attend? Members of the Board of Directors, Commissioners, COP chairs, Global Associates Executive Committee members, Regional leaders, and provisional Network leadership.

11:00-11:45 a.m. .... Network Orientation

- Who should attend? Commissioners, COP chairs, Global Associates Executive Committee members, and provisional Network leadership.

11:00-11:45 a.m. .... Regional Leadership

- Who should attend? Regional leaders.

## Exhibit Hall & Activities Center

The Exhibit Hall & Activities Center is located in the Sheraton Hall. Hours for the Exhibit Hall & Activities Center are as follows:

Wednesday, March 28 .....	5:00 p.m. - 7:30 p.m.
Thursday, March 29 .....	10:00 a.m. - 4:30 p.m.
Friday, March 30 .....	9:15 a.m. - 12:00 p.m.

## Specific Events hosted in the Exhibit Hall & Activities Center:

### Wednesday, March 28

Networking Reception ..... 5:00 p.m.-7:30 p.m.

### Thursday, March 29

Refreshment Break ..... 10:00 a.m. - 10:30 a.m.  
C. Safina Book Signing

# CONFERENCE FAST FACTS

## Thursday, March 29

Lunch ..... 12:00 p.m.-1:30 p.m.  
M. Walshok Book Signing 12:00-12:30 p.m.

## Thursday, March 29

Refreshment Break .....2:20 p.m.-2:50 p.m.

## Friday, March 30

Refreshment Break ..... 10:30 a.m.-10:45 a.m.  
UPCEA Grand Prize Drawing  
M. Horn Book Signing

### Prize Drawing Card & Grand Prize

Look for an UPCEA prize drawing card in your registration packet. Prize drawings sponsored by UPCEA, Exhibitors, and Industry Partners will be made throughout Exhibit Hall & Activities Center open hours. The Grand

Prize is a complimentary registration for the 2013 UPCEA Annual Conference in Boston, MA!

- You must be present to win.
- To be eligible for the drawings, you must visit and have your prize card signed by at least 10 vendors in the Exhibit Hall & Activities Center.

### Session Evaluation Forms

Your feedback is important to us! An online evaluation form will be emailed to you immediately after the Conference.

### Hold Harmless Clause/Smoking Policy

UPCEA is not liable and accepts no responsibility for any accidents, injuries, or losses pursuant to imbibing alcoholic beverages or for any other reason on or off premises at the Conference. Please refrain from smoking in all meeting rooms and hotel public space as per local ordinances.

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# CONFERENCE SCHEDULE

TUESDAY 3.27.2012

WEDNESDAY 3.28.2012

UPCEA recognizes that university continuing education professionals must be proficient in several disciplines to succeed in today's demanding higher education environment. Therefore, this conference offers sessions in the five tracks listed below plus a special issues track on sustainability. Each is color coded as shown for easy identification in this conference schedule. Look for the color key at the bottom left of each left-hand page in the schedule for easy reference if needed.

- **Distance Education**
- **Enrollment Management and Marketing**
- **Outreach, Engagement, and Economic Development**
- **Leadership and Strategy**
- **Program Development and Management**
- **Sustainability**

## Tuesday, 3.27.2012

### Leadership Meetings

9:00-11:00 a.m.

**Executive/Finance Committee Meeting**  
*Studio Suite*

1:00-2:30 p.m.

**2011-2012 Board of Directors Meeting**  
*Council Suite*

2:45-3:45 p.m.

**Combined: 2011-2012 and 2012-2013**  
*Council Suite*

4:00-5:30 p.m.

**2012-2013 New Board of Directors Orientation**  
*Council Suite*

## Wednesday, 3.28.2012

8:00 a.m.

**Registration Opens**

9:00 a.m.-4:00 p.m.

**New & Aspiring Leaders Program**  
*Pavilion East*

10:00-10:45 a.m.

**Leadership Orientation**  
*Grand Ballroom II*

- Who should attend? Members of the Board of Directors, Commissioners, COP chairs, Global Associates Executive Committee members, Regional leaders, and provisional Network leadership.

11:00-11:45 a.m.

**Network Orientation**  
*Pavilion West*

- Who should attend? Commissioners, COP chairs, Global Associates Executive Committee members, and provisional Network leadership.

11:00-11:45 a.m.

**Regional Leadership**  
*Broadway*

- Who should attend? Regional leaders.

Noon-12:30 p.m.

**New & Aspiring Leaders Lunch**  
*Alexander's (23rd floor)*

Noon-1:30 p.m.

**Institutional Representatives Luncheon and UPCEA Annual Business Meeting**  
*Grand Ballroom I*

Institutional Representatives are encouraged to attend this meeting to discuss and vote on the new Strategic Plan and Bylaws. A pre-meeting lunch from Noon to 12:30 is open to UPCEA institutional representatives (or their designee). The business meeting will follow and will be open to all members.

1:45-5:00 p.m.

**Areas of Practice Intensives (see page 12 for details)**

3:15-3:30 p.m.

**Refreshment Break**

5:00-7:30 p.m.

**Exhibit Hall & Activities Center Opening Reception**

# The results are in!

## The UPCEA-InsideTrack Success Infrastructure Survey

The University Professional & Continuing Education Association and InsideTrack surveyed UPCEA member institutions on their initiatives to measure and enhance adult student success. Here's what a few leaders in professional, continuing, and online higher education have to say about the results:



“For the first time, we have access to outcome measures across a broad range of adult-serving programs and universities. These data provide benchmarking opportunities previously unavailable to administrators in post-traditional higher education.”

**John Ebersole**  
President  
Excelsior University  
UPCEA Past President



“This survey identifies the need for initiatives designed to enhance adult student success and provides a foundation for defining outcome measurement in non-traditional programs.”

**James Shaeffer**  
Associate Vice Provost  
James Madison University  
UPCEA President



“This survey demonstrates the value of the research partnership between InsideTrack and the UPCEA Center for Research and Consulting. It contains actionable insights our members can use to increase student and institutional success.”

**Robert Hansen**  
Chief Executive Officer  
UPCEA

### See the results presentation by:

Jim Fong, Director, Center for Research and Consulting, UPCEA

Kai Drekmeier, Founder and President, InsideTrack

**Friday, March 30, 2012**  
**10:45 a.m. - 12:00 p.m.**

### For more information

To obtain a copy of the survey results, contact Jim Fong, Director, UPCEA Center for Research and Consulting at 814.308.8424 or [jfong@upcea.edu](mailto:jfong@upcea.edu). For information on InsideTrack, a mission-driven company providing executive-style coaching to college students, contact us at 415.243.4440 or visit [www.insidetrack.com](http://www.insidetrack.com).

## Track Launch: Conference Begins

1:45-5:00 p.m.

### Areas of Practice Intensives

#### A Systems Approach to the Future of Distance Education in Colleges and Universities: Research, Development and Implementation

1:45-2:15 p.m.

Broadway I/II

*Moderator:* **Rick Shearer**, The State University of Pennsylvania  
*Speaker:* **Farhad “Fred” Saba**, San Diego State University

American institutions of higher education led the world in the 20th Century. Today, because of reduced state funding and a dramatic increase in demand for higher education in advanced economies they need to modify their approach to growth and development if they want to keep their leadership position. Distance education, employed in a systems approach to research, development and implementation, offers a unique opportunity to increase access, flexibility and learning achievement while decreasing costs. The presenter will share more than 30 years of research results with the audience and discuss the results with the distinguished panel.

#### Realities, Practices, and Myths of the Distance Education Ecosystem: Panel Response to “A Systems Approach to the Future of Distance Education in Colleges and Universities: Research, Development and Implementation”

2:30-3:15 p.m.

Broadway I/II

*Moderator:* **Beth Meyer**, University of California-San Diego  
*Panelists:* **Fred Saba**, San Diego State University; **Ray Schroeder**, University of Illinois-Springfield; **Janet Poley**, American Distance Education Consortium (ADEC)

#### Strategic Advocacy with State and Federal Policymakers: A How-to Discussion

3:30-4:30 p.m.

Broadway I/II

*Moderator:* **Ray Schroeder**, University of Illinois-Springfield  
*Speakers:* **Jeannie Yockey-Fine**, DowLohnes; **Ronda Menlove**, Utah State University; **Eric Denna**, University of Utah and the Utah System of Higher Education; **Robert Wagner**, Utah State

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

University; **Diane Johnson**, Utah State University

With an increasing number of state and federal policies and challenging budget reductions impacting distance higher education, it is critical that educational leaders master the advocacy skills needed to work effectively with policymakers. State and federal policies will be highlighted, and successful strategies for interacting with policymakers will be shared.

#### Distance Education Community of Practice Awards

4:30-5:00 p.m.

Broadway I/II

#### Continuing Education in the Decades Ahead? The Future Is Already Here.

1:45-3:15 p.m.

Parlor B/C

*Moderator:* **Cheryl Aubuchon**, Eastern Michigan University  
*Speaker:* **Carol Aslanian**, Education Dynamics

Continuing educators have been serving adult students for many, many years. The new majority of the college-going population is now a cherished commodity among all our colleagues—large and small, public, private, and for-profit. Who are they and how have they changed as consumers of higher education? What do they want from what providers, in what formats, and with what assistance? Continuing education is at a crossroads but there is choice all around us. Attend this session to help map your next steps in preparing your institution for change.

#### Five Enrollment Management Fundamentals for Professional, Graduate and Continuing Education Leaders

3:30-5:00 p.m.

Parlor B/C

*Moderators:* **Kimberly Zaski**, Extended Studies-University of Nevada, Reno; **Rebecca Egsieker**, Georgia Institute of Technology

*Speakers:* **Stephanie Platteter**, University of Minnesota, College of Continuing Education; **Tim Copeland**, DemandEngine

Professional, graduate, and continuing education programs often take a limited view of marketing. Many focus on marketing and communication tactics and technologies while failing to connect the dots between the market, educational opportunities, and program mission. Enrollment management, a systemic, comprehensive, and data-driven approach to identify, attract, and enroll desired students, provides a well-developed paradigm for the professional, graduate, and continuing (PGCE) education leader. In this session, learn the five enrollment management fundamentals that every PGCE program should adopt, regardless of mission, size, or program mix. Learn how the University of Minnesota’s College of Continuing Education has successfully applied enrollment management fundamentals to achieve desired goals.

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# CONFERENCE SCHEDULE

## Reinventing Continuing Education: New Concepts, Tools and Partnerships for the 21st Century

1:45-3:15 p.m.

Pavilion West

**Moderators:** Pat Malone, Stony Brook University; **Birgit Green**, Texas Tech University

**Speaker:** Mary Walshok, University of California-San Diego

The field of continuing and adult education is no longer primarily about assuring access and appropriate learning strategies for adults. Increasingly, continuing education enterprises are being called upon to help their communities by increasing the understanding of technological and global forces on local economies, and by contributing to the reinvention of regional economies through strategic partnerships, renewal of regional talent pool, and by increasing local access to global ideas and initiatives. To do this requires data, analytic tools, convening authority, interpretive and integrative skills, new models of delivery, multiple modes of financing, and new performance metrics. This session will introduce successful practices and contexts for continuing education in both academic and community settings that lead to vital knowledge delivery and talent development that is needed.

## Closing the Jobs Gap through Partnership: Panel Response to Reinventing Continuing Education: New Concepts, Tools and Partnerships for the 21st Century

3:30-5:00 p.m.

Pavilion West

**Moderator:** Mary Walshok, University of California-San Diego  
**Speakers:** Pat Malone, Stony Brook University; **Marshall Schott**, University of Houston; **Beth Meyer**, University of California-San Diego

In the 21st century economy, a lingering global downturn and major transitions in legacy industries require a fresh approach to continuing education. In a world where there are people without jobs and jobs without qualified people, continuing studies programs can deliver practical, strategic education and training to close this job gap.

## Redefining Resilience: Leading Change Through Strategic Analyses and Accountability

1:45-3:15 p.m.

Pavilion East

**Moderator:** Dawn Gaymer, Western Michigan University  
**Speakers:** Joseph Ugras, La Salle University; **Linda Glessner**,

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

University of Texas – Austin; **Emily C. Richardson**, Stetson University; **Rita Martinez-Purson**, University of New Mexico; **Wayne Smutz**, The Pennsylvania State University; **Robert Manuel**, Georgetown University

This session will examine the planning processes for strategic program organization of departments, functions and systems, as well as how CE units are evaluated to demonstrate their value and the characteristics that make them resilient through organizational changes. Presenters will share case studies, methodologies, data and national research results with attendees.

## View from the Presidential Suite: Thoughts about Leadership, Change, and Resilience

3:30-4:15 p.m.

Pavilion West

**Moderator:** Patricia Book, University of Northern Colorado  
**Speaker:** Cathy Sandeen, UCLA Extension, University of California Los Angeles

Learn about leadership from those who have done it longest and at the highest levels. Based on in-depth, one-on-one interviews with 30 college and university presidents from a range of institutions, this interactive session includes: communication, culture, vision-setting, leading through influence, community building, decision-making, teambuilding, values, and resilience.

4:15-5:00 p.m.

## Small Discussion Groups and Brief-Outs

Pavilion East

## Creating and Sustaining Innovation: Challenges and Successes in High Risk/High Value Collaboration

1:45-3:15 p.m.

Galleria North

**Moderator:** Reed Scull, University of Wyoming  
**Speakers:** Andrea Gregg, The Pennsylvania State University; **Cecelia Merkel**, The Pennsylvania State University; **Heather Chakiris**, The Pennsylvania State University; **Wayne Smutz**, The Pennsylvania State University; **Karen Sibley**, Brown University

Organizations need to be agile, responsive, and innovative to meet the evolving needs of adult distance education learners. In this panel we present the experience of two organizations, Penn State World Campus and Brown University, which are developing strategies to address disruptive change and inspire collaboration in their respective organizations.

## A Leader's Guide to Embracing Risk and Failure

3:30-5:00 p.m.

Galleria North

**Moderators:** Darcie Milazzo, Georgetown University; **Ed Donovan**, Chatham University

**Speaker:** Robert Manuel, Georgetown University

Risk - the quantifiable likelihood of loss - is an ordinary



# CONFERENCE SCHEDULE

aspect of life in continuing education. Growth without risk is unlikely. Too much risk – or not enough – can bring failure. Understanding how you handle the failure and manage it in the space you occupy is what matters. In this session, designed for deans, directors, and program managers alike, we will define risk, assess our individual tolerance for it, identify the real costs of misreading risk, and increase our collective acceptance of risk to build more resilient, truly innovative programming.

## Environment, Society, and Economy: Understanding Sustainability and the Triple Bottom Line

1:45-5:00 p.m.

Galleria South

*Moderator:* **David Schejbal**, University of Wisconsin Extension

*Speakers:* **Brian and Mary Nattrass**, Founders and Managing Partners of Sustainability Partners

International consultants and strategists on sustainability, Drs. Brian and Mary Nattrass have helped guide NASA, the U.S. Army, Nike, Starbucks, Hyatt, North Face, Target and many others toward more sustainable business practices. They are the authors of *Dancing with the Tiger: Learning Sustainability Step by Natural Step*; *The Natural Step for Business: Wealth, Ecology, The Evolutionary Corporation*; and other books. Brian and Mary's depth of knowledge about real-world sustainability efforts will help us better understand how businesses and the government view sustainability, and where opportunities lie for continuing education.

5:00-7:30 p.m.

**Exhibit Hall & Activities Center Opening Reception**

## Thursday, 3.29.2012

7:00-7:45 a.m.

**Guided Neighborhood Walk (optional)**

Hotel Lobby

8:00-10:00 a.m.

**Opening General Session (includes Breakfast)**

Grand Ballroom

(See next page for complete details)

10:00-10:30 a.m.

**Refreshment Break in Exhibit Hall and Activities Center**

Carl Safina Book Signing

10:30-Noon

**Concurrent Sessions — Series I**

**Student Perspectives of Quality in Online Courses** 

10:30-11:05 a.m.

Pavilion West

*Moderator:* **Clark Hickman**, University of Missouri-St. Louis

*Speaker:* **Penny Ralston-Berg**, Instructional Designer, Penn

WEDNESDAY 3.28.2012

THURSDAY 3.29.2012

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# CONFERENCE SCHEDULE

8:00-10:00 a.m.

## Opening General Session (includes breakfast)

Grand Ballroom

### Caught in the Same Net: The Ocean and Us

*Introduction:* David Schejbal, University of Wisconsin-Extension

*Speaker:* Carl Safina, Founding President, Blue Ocean Institute

Conservation of nature is inextricably intertwined with all human struggles—the quest for economic stability, the desire for peace, the quest for human dignity. The tension between nature and human need is dynamic, each deeply requiring the other, a condition demanding that we work in defense of both. Taking from his most recent work, *The View from Lazy Point*, Carl Safina explores how current institutions of philosophy, religion, and economic are out of sync with scientific realities—and what this means for higher education.



## Awards Presentation I

*Award Presenter:* James Shaeffer,  
James Madison University

### Excellence in Teaching Award

W. Daniel Edge, Oregon State University Extended Campus

### Excellence in Teaching Award

L. Susan Williams, Kansas State University

*Award Presenter:* Sue C. Maes,  
Kansas State University

### Julius M. Nolte Award for Extraordinary Leadership

Roger Whitaker, The George Washington University

*Award Presenter:* Margaret, “Peg” Wherry,  
Montana State University

### Outstanding Program Award—Credit

Jesuit Commons; Marie Friedman, Regis University

### Outstanding Program Award—Noncredit

Counseling & Psychology Psychotherapy Professional Development; Stanley Weisner, University of California-Berkeley

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

What do students have to say about quality? What makes a quality online course? This study includes data from approximately 3,000 students from 31 institutions. The study is designed not to predict behavior, but rather to take a snapshot of student opinions about quality and inform our course design practices.

## Online Learning 2.0: Strategies for a Maturing Market

11:15-Noon

Pavilion West

*Moderator:* Ray Schroeder, University of Illinois-Springfield

*Speakers:* John LaBrie, Northeastern University; Sean Gallagher, Northeastern University

Established academic providers in the market as well as new online aspirants can no longer assume rapid growth without a careful and intentional strategic approach. This session will highlight best practices and recommendations from Northeastern University’s business strategy- and data-driven approach to online program growth, which has delivered strong results and has become the backbone of Northeastern’s recent establishment of a regional campus strategy. Specific topics discussed include approaches to rapidly develop, convert, and deploy online curriculum, master teacher models and faculty incentive initiatives as well as the strategic use of data and analytics to identify and develop programs.

## Data-Driven Decision-Making for Continuing Education

10:30-Noon

Broadway I/II

*Moderator:* Stacy Snow, University of Missouri

*Speakers:* Jim Fong, Cheri Simpson, UPCEA Center for Research and Consulting; Janet Gifford, Linfield College; Jenna Templeton, Chatham University

The UPCEA Center for Research and Consulting will share its national research and case studies with Linfield College and Chatham University during this session.

## Getting Engaged: The Role of Continuing Education Units in Promoting Economic and Workforce Development

10:30-Noon

Pavilion East

*Moderator:* Burt Bargerstock, Michigan State University

*Speakers:* Wayne Smutz, The Pennsylvania State University; Dennis Pendleton, University of California – Davis; Marshall Schott, University of Houston

This panel discussion will feature three experienced continuing education leaders discussing their roles in ensuring their institutions are fully engaged promoting economic and workforce development in their respective regions. This moderated discussion will take a global view of the role universities can play and offer specific strategies that can be pursued to place institutions at the center promoting economic progress and job creation.



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# CONFERENCE SCHEDULE

## Strategic Leadership in Uncertain Times

10:30-Noon

*Broadway III/IV*

*Moderator:* **Rita Martinez-Purson**, University of New Mexico  
*Speakers:* **Sandria Stephenson**, Texas State University; **Sheila Thomas**, California State University, Long Beach; **Frederick Pawlicki**, University of Kansas; **Gina M. Cregg**, University of Kansas; **Soma Chakrabarti**, University of Kansas; **Zachary J. Gredlics**, University of Kansas; **Eric Bullard**, California State University, Long Beach; **Justin Cassity**, California State University, Long Beach; **Jenni Murphy**, California State University, Long Beach

Participants will learn how to assess their institution's readiness for change and explore how to use tools like the Balanced Scorecard to facilitate strategic operating and performance measurement. Learn how one continuing education unit reevaluated its vision and goals to implement changes after the loss of a revenue-generating source.

## Extending the Brand: Quality Assurance in Continuing Education at Highly Selective Universities

10:30-Noon

*Parlor A/B/C*

*Moderator:* **Richard Garrett**, Eduventures  
*Speakers:* **Kathleen Burke**, George Washington University; **Judith Babbitts**, Johns Hopkins University; **Bill Cannady**, University of Virginia; **Chris Proulx**, eCornell

Extending institutional brand at selective institutions is challenging for continuing education and professional studies units. Credit and non-credit programs alike are expected to live up to, and extend, institutional brand. This panel examines ways in which different quality assurance measures can be effectively implemented to ensure that internal and external expectations are met.

## Growing and Developing CE Faculty Capacity

10:30-Noon

*Galleria North*

*Moderator:* **Al Powell**, Colorado State University  
*Speakers:* **Jason Wyrick**, University of Denver; **Scott Greenberg**, Framingham State University; **Gary Cruze**, Emory University; **Jon Huibregtse**, Framingham State University

Growing faculty capacity creates a spirit of collaboration, support, and synergy where all parties win. More specifically, increased capacity benefits adult learners, faculty, the continu-

ing education entity and the institution. Participants will learn ways to define and measure faculty capacity, how to create hiring and assessment strategies, and how to grow faculty capacity as a strategy for successful accreditation scrutiny as well as modes of investing in the CE unit's infrastructure. Discover how these practices can improve CE's brand and give CE faculty a stronger voice.

## A Practical, Liberal Education: Why this Concept Needn't be an Oxymoron

10:30-Noon

*Ballroom II*

*Moderator:* **Kai Drekmeier**, Inside Track  
*Speakers:* **Darcie Milazzo**, The Pennsylvania State University; **Heather Chakiris**, The Pennsylvania State University; **David King**, Oregon State University; **Max Sotak**, Regis University; **Kai Drekmeier**, InsideTrack

With an urgent need to focus on career success, many higher education leaders worry that the principles of a liberal education will be regarded as something "nice to have" rather than an educational imperative. Our panelists will explore how universities—whether through degree or certificate programs—can meet both traditional academic requirements and the needs of today's adult learners. This important debate is top-of-mind across higher education as educators and policy influencers grapple with important issues such as the transformation of workers by economic class, the role of postsecondary education in pathways of access, and increasing demands on higher education to prepare students to become effective workers and citizens.

## Sustainability Panel I: Jobs, Politics and Relationships

10:30-Noon

*Galleria South*

*Moderator:* **Bill Koty**, University of British Columbia  
*Speakers:* **Carl Safina**, Founding President, Blue Ocean Institute; **Mary Walshok**, University of California-San Diego; **Rex Burkholder**, Portland Metro Councilor; **Mike Wetter**, Intertwine Alliance

The conversation continues as keynote speaker Carl Safina is joined by a panel of distinguished experts, including sociologist Mary Walshok, Portland Metro Councilor Rex Burkholder, and Intertwine Alliance board member Mike Wetter to discuss issues pertaining to sustainability and to engage the audience in a thoughtful dialogue.

Noon-1:30 p.m.

**Lunch Buffet in the Exhibit Hall & Activities Center**

(Mary Walshok Book Signing from Noon-12:30 p.m.)

Noon-1:30 p.m.

**New & Aspiring Leaders Luncheon**

*Forum Suite*

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

# CONFERENCE SCHEDULE

Noon-1:30 p.m.  
**Corporate Advisory Council Luncheon (By Invitation)**  
*Alexander's (23rd Floor)*

Noon-1:30 p.m.  
**Past Presidents Luncheon**  
*Director's Suite*

1:45-2:20 p.m.  
**Concurrent Sessions — Series II**

## **"Turboscaling" Your Adult Online Education Business**

1:45-2:20 p.m.  
*Broadway I/II*  
*Moderator: Beth Meyer, University of California-San Diego*  
*Speakers: Wayne Smutz, The Pennsylvania State University; Shaul Kuper, Destiny Solutions*

Pressed to effectively engage constituents and deliver financial goals, many traditional institutions are hampered by "we've always done it this way" systems. Penn State World Campus is executing a major initiative to overhaul and scale how it does business with its adult online students and will share their approach, successes, and lessons to date.

## **Innovations in Online Proctoring**

1:45-2:20 p.m.  
*Broadway III/IV*  
*Moderator: Julie Uranis, Eastern Michigan University*  
*Speakers: Michelle Sherbino, Loyalist College; Rick Beaudry, B Wyze Group*

Deans and directors are facing challenges in reducing delivery costs, in competition for global students, and in changes in how students learn. Live online proctoring is evolving with the increased demand for distance education. Learn how to create a seamless at home learning experience, from online learning to online exam writing.

## **Recruiting Online Students: What's Different?**

1:45-2:20 p.m.  
*Parlor A/B/C*  
*Moderator: Michele Long, University of Denver*  
*Speakers: David Eby, Southern New Hampshire University; Murray Smith, ESM*

Many institutions approach the enrollment process for online students the same way as on-ground students, yet online students have different needs and expectations. Join ESM and SNHU to learn how to make the enrollment process for online students efficient and supportive. Topics will include communication touch points, response times, marketing mix, institutional policies, and organizational infrastructure.




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THURSDAY 3.29.2012

# CONFERENCE SCHEDULE

## How Strategic Partnerships and Predictive Modeling Tools Can Spark Admissions

1:45-2:20 p.m.

Galleria South

*Moderator:* **Janet Gifford**, Linfield College

*Speakers:* **Maurice “Buddy” Shoe**, Mid-American Christian University; **Jen Sigler**, Hobsons Media; **Andrew Gruber**, Hobsons Media

See how one university is successfully marketing their programs online through harnessing new technology that finds your specific target audience online. Learn what to ask your online marketing partner. Finally, listen to an enrollment counselor explain the cultural change within the organization as new marketing initiatives send them quality prospects.

## Thriving in Partnership/Making Dollars and Sense

1:45-2:20 p.m.

Broadway III/IV

*Moderator:* **Birgit Green**, Texas Tech University

*Speakers:* **Deena Boeck**, University of British Columbia; **Peter Moroney**, University of British Columbia

Explore the concepts behind successful partnering. We introduce practical tools for assessing partner relationships and examine financial models designed to support different risk/reward scenarios. Leave with a deeper understanding of how to enhance your existing partnerships and strategies to support the creation of new programs with both inter- and intra-institutional partners.

## Reconstituting a Continuing Education Division to Degree-Granting Academic Unit: Opportunities & Challenges

1:45-2:20 p.m.

Pavilion East

*Moderator:* **Pat Butler-Lofman**, University of Connecticut

*Speakers:* **Philip DiSalvio**, University of Massachusetts Boston; **Dennis Maxey**, University of Massachusetts Boston

The recent reconstitution of the University of Massachusetts Boston Division of Continuing, Corporate & Distance Education into a degree granting academic unit (University College) has presented a number of leadership challenges and opportunities. This presentation will provide the conference participants with an overview of the transition process and the concomitant leadership issues that have arisen. This case study from the field could be helpful to colleagues who are considering a similar reorganizational strategy.

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

## Maximizing the Sustainability of CE Programs: A Multidimensional Review of Programs

1:45-2:20 p.m.

Pavilion West

*Moderator:* **Judy Ashcroft**, University of South Florida

*Speakers:* **Reed Scull**, University of Wyoming; **Karim Cherif**, University of California, Los Angeles Extension; **Lynda Wilson**, University of California, Los Angeles Extension

Market viability, academic relevancy, pedagogical currency, administrative infrastructure, and financial viability are just some of the elements of a multidimensional view for evaluating program sustainability. The presenters will draw upon programmatic examples based on their experience in both credit and non-credit programming to demonstrate their concept of sustainability. Templates for conducting both an environmental scan and a product life cycle analysis for assessing a program's sustainability will be shared, and participants will be provided opportunities to explore sustainability through an application of relevant factors to their own programs.

1:45-4:00 p.m.

## Guided Neighborhood Sustainability Excursions

Hotel Lobby

1. Handcrafting Portland's 20-Minute Neighborhoods – see how commercial areas integrate with existing neighborhoods.
2. A Corridor Transition – focus on well-planned urban renewal.
3. Portland's Maturing Streetcar Neighborhood – view green architecture in action.
4. SoWa: a High-Density Streetcar Neighborhood – study sustainable high-density urban living.

2:20-2:50 p.m.

Refreshment Break in the Exhibit Hall & Activities Center

3:00-4:15 p.m.

Concurrent Sessions — Series III

## Developing an Online Orientation Program that Addresses the Support Needs of Adult Learners

3:00-3:45 p.m.

Broadway I/II

*Moderator:* **Kim Obbink**, Montana State University

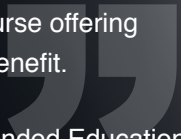
*Speaker:* **Richard Brungard**, The State University of Pennsylvania

This presentation will explore what support resources adult learners need, according to the literature and then discuss the online orientation program that is in development at Penn State World Campus and how that institution is trying to meet the needs of learners at a distance.



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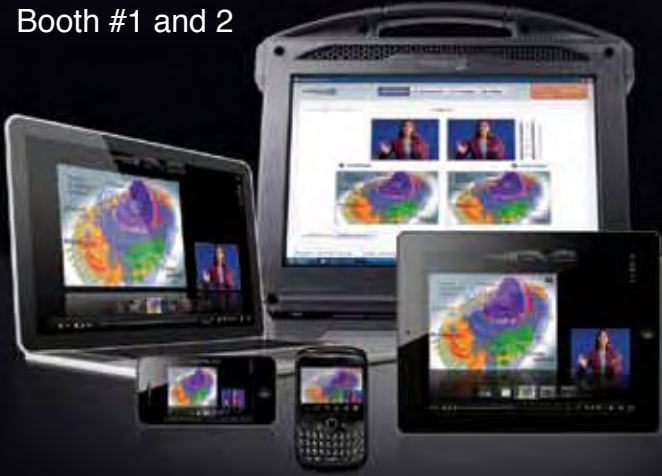
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# CONFERENCE SCHEDULE

## Restoring Resources and Replenishing Energy Flow in an e-Learning Ecosystem: A Case Study for Data-Driven Program Design and Effective Practices

3:45-4:15 p.m.

Broadway I/II

**Moderator:** Margaret Gunderson, University of Missouri-Columbia

**Speaker:** Mary Rose Grant, University of Missouri-St. Louis

This session explores the paradigm shift in the way learning is designed and delivered in an e-learning ecosystem and investigates how data niches complement and expand learning analytics to support and maintain the infrastructure of the system. This holistic approach promotes interactions, monitors change and revitalizes energy flow and resources.

## Engaging Adult Learners: Research-Driven Integrated Marketing Planning

3:00-4:15 p.m.

Pavilion West

**Moderator:** Cheryl Aubuchon, Eastern Michigan University

**Speakers:** Amy Routhier, Western Michigan University; Adam Hilton and Steve Winchester, Datamark; Jennifer Copeland, DemandEngine

The professional, graduate and continuing education marketplace is increasingly competitive and constantly changing. While the channels and technologies used to access programs seem limitless, campus budgets are not. Are you connecting with adult learners via the channels they prefer, based on the online behaviors they engage in, and are they finding the information they seek? Are you maximizing interactive marketing as a key lead generation vehicle? How are you using what you know about adult learners and interactive marketing together in the development of an integrated marketing plan? Join us for results of a follow-up study of over 2,000 adults nationwide, their preferences, behaviors, and your opportunities, interactive marketing do's and don'ts, and how to take steps to develop an integrated plan.

## Closing the Job Gap: Creating Credentials and Partnerships for the 21st Century

3:00-4:15 p.m.

Galleria North

**Moderator:** Lisa Templeton, Oregon State University

**Speakers:** Peter Walton, Simon Fraser University; Birgit

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

Green, Texas Tech University

In the 21st century economy a lingering global downturn and major transitions in legacy industries requires a fresh approach to continuing education. In a world where there are people without jobs and jobs without qualified people, continuing studies programs can deliver practical, strategic education and training to close this job gap.

## Developing Creative Human Capital through Arts Education

3:00-3:35 p.m.

Galleria South

**Moderator:** Pat Malone, Stony Brook University

**Speakers:** Amy Gantman, Kathleen Masselink, Inez Bush, and Michele Jaquis, Otis College of Art and Design

In this session, discover the importance of an arts education in developing an innovative workforce and examine specific programs the Otis College of Art and Design utilize toward this goal such as Young Artist Workshops, Portfolio Preparation, Summer of Art, Professional Development for Teachers, and Teacher Credential Preparation and Community Arts Engagement Minors and Certificates. The discussion will focus on connecting the dots between the Otis Report on the Creative Economy, 21st century learning skills, and creative social intelligence in fostering creative human capital.

## Stackable Skills: An Approach to Career and Workforce Development

3:40-4:15 p.m.

Galleria North

**Moderator:** Manon Pardue, Western Kentucky University

**Speaker:** Amy Hyams, Education Consulting Services

Continuing educators are perfectly positioned to assist students in not just getting a job, but also establishing a rewarding career by facilitating the development of "stackable skills." This presentation will illustrate a successful approach for not only helping students prepare for a rewarding career path, but also keeping them coming back to your program to continue their education and training.

## Organizational Models and Leadership Presence for High Performing Teams

3:00-4:15 p.m.

Broadway III/IV

**Moderator:** Lisa Braverman, Long Island University

**Speakers:** Darcie Milazzo, Georgetown University; Dave Cillay, Washington State University; Ed Donovan, Chatham University

This is a split session on leadership and strategy. The first session will present a case study for a new organizational model for operating Washington State University Online. The model "floats" personnel to timely tasks, positions resources appropriately to scale for growth without a 1:1 expansion rate, and maximizes operational capacity with minimal downtime. The second session focuses on leadership presence—a requirement for the operational reality of leading CE units.



# CONFERENCE SCHEDULE

The ability to be present, reflective and leading in the moment is the promise of leadership in higher education. This highly experiential workshop will provide practice and tools for the leadership of high-performance teams.

## Stepping Up, Moving Forward: Hallmarks in Lifelong Learning for People 50+

3:00-4:15 p.m.

*Pavilion East*

*Moderators:* **Ruth Heller**, University of Oregon; **Debbie Baldini**, University of Missouri-St. Louis

*Speakers:* **Mary Nichols**, University of Minnesota; **Ruth Price**, Simon Fraser University; **Roz Kaplan**, Simon Fraser University; **Steve Garfinkel**, Rice University

Successive generations have engaged in learning programs for many reasons. But perhaps three main reasons stand out: personal growth, community engagement, and career enhancement. How can educational institutions best respond to these learning expectations? Is there a single solution for a large heterogeneous group of people who are growing older and who have differing life experiences? This presentation will promote the need for options that meet the expanding needs of people 50+.

4:30-5:15 p.m.

## Conference Planning Committee Meetings

### 2012 Seminar on the Management of Online Programs Steering Committee

*Forum Suite*

### Regional Cabinet & Membership Committee

*Executive Suite*

### Diversity & Inclusiveness Committee

*Council Suite*

5:00-6:00 p.m.

### Regional Receptions

*New England - Pavilion East*

*Mid-Atlantic - Pavilion West*

*Central - Broadway I/II*

*South - Broadway III/IV*

*West - Galleria North*

*Harvard Alumni - Galleria South*

6:00-9:30 p.m.

### Annual Banquet

*Grand Ballroom*

6:00-6:30 p.m. Reception

6:30-7:30 p.m. Dinner

7:30-9:30 p.m. Program and Performance: Jazz in Portlandia: Reflections on the History of Jazz in Portland with Darrell Grant, Assistant Professor of Music, Portland State University

## Friday, 3.30.2012

7:00-7:45 a.m.

### Guided Neighborhood Walk (optional)

*Hotel Lobby*

8:00-9:20 a.m.

### General Session

*Grand Ballroom*

## Passing of the Gavel: Transition of Presidential Leadership



## Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns"

*Introducer:* **Tom Gibbons**, Northwestern University

*Speaker:* **Michael Horn**, Co-founder and Executive Director of Education at Innosight Institute

In an era when nontraditional students are quickly becoming the norm, how do we serve this audience with traditional models, institutional structures, and missions? The answer is we don't, we never have—and we can't. Through the use of disruption though, we can offer new structures to best serve the students whose lives we hope to further. Michael Horn, co-author of *Disrupting Class*, introduces the role of disruption and shares implications of pioneering and adapting to disruptive change. By introducing a common language around disruptive innovation, participants will begin to think through issues in professional, continuing, and online education in counter-intuitive ways, will disarm the threat of disruption, and harness its capacity to create opportunities to deliver our missions in even more effective ways.

## Awards Presentation II

*Award Presenter:* **Cristina Ruggiero**, University of Pittsburgh

### Outstanding Continuing Education Student Award

**Jonas Caballero**, University of Pittsburgh

*Award Presenter:* **Jennifer Gigliotti-Labay**, Rice University

### Adelle F. Robertson Award

**Lori Stania**, The Pennsylvania State University

*Award Presenter:* **Karen Sibley**, Brown University

### Phillip E. Frandson Award for Literature

**Taylor Walsh**, author of *Unlocking the Gates: How and Why Leading Universities are Opening up their Courses*

THURSDAY 3.29.2012

FRIDAY 3.30.2012

9:30-10:30 a.m.

**Concurrent Sessions — Series IV**

## The Pendulum Swings: Centralization and Decentralization in Distance Education

9:30-10:30 a.m.

*Pavilion West*

*Moderator: David Cillay*, Washington State University

*Speakers: Ken Udas*, UMASS Online; *Peter Diplock*, University of Connecticut; *Audra Barrett*, Dallas County Community College District; *Richard Hezel*, Hezel Associates, LLC

How does the institution ensure that it will maintain its market presence, service to its core community, and sound distance learning management through the shift? The panel addresses tensions and variations of solutions -- research on management and strategy, perspectives of statewide system management, a large community college system, and the decentralization process at a major university.

## Rebuilding the World Campus Website – Maximizing a Brand’s Positioning

9:30-10:30 a.m.

*Broadway III*

*Moderator: Chokdee Rutirasiri*, Story + Structure

*Speakers: Clarabelle Lin*, Penn State World Campus; *Amy Dubin*, Campos Inc

Within a website redesign project, Penn State World Campus (WC) initiated a study of its brand within the context of the broader university’s brand and how it may be different for online learners: How did the non-traditional learner perceive it compared to other brands and to their ideal description of an online institution website? What did they expect and need from an online institution’s website? Come learn about how WC, with its market research partner, Campos Inc, designed and conducted an immersive study with prospective students that helped to answer questions about perception and images of the WC brand, its competitors and the new strategic brand positioning that the study helped them to shape.

## Strategic Partnerships – Innovation through Outside Organizations

9:30-10:30 a.m.

*Pavilion East*

*Moderator: Chris Tilghman*, Inside Track

*Speakers: Nicholas Allen*, University of Maryland University

College; *Carol Fleming*, James Madison University; *Cathy Sandeen*, University of California at Los Angeles; *Chris Tilghman*, InsideTrack

Universities are increasingly partnering with outside organizations to differentiate in a crowded marketplace, increase their efficiency, and innovate while minimizing risk. Our panelists will share their insights on the best time to partner, the process for evaluating potential partners, and frameworks for successful partnerships.

## Leveraging Competitive Strategies for Efficiency and Effectiveness

9:30-10:30 a.m.

*Broadway III/IV*

*Moderator: Rich Novak*, Rutgers University

*Speaker: Sandria S. Stephenson*, Texas State University-San Marcos

This interactive workshop highlights the implementation of the Value Chain Analysis (VCA) in support of CHE’s mission. Attendees will be asked to identify and share their personal experiences with the use of the VCA in advancing their service mission story.

## Course Development and Design Beyond the LMS: Contrasting Case Studies of Using Cutting-edge Technology to Enhance CE Unit Resilience

9:30-10:30 a.m.

*Galleria North*

*Moderator: George Irvine*, University of Delaware

*Speakers: Henry Van Zyl*, Thomas Edison State College; *Al Powell*, Colorado State University

There is a wide diversity of distance education technology available for continuing education units to choose from and, more importantly, integrate into their course development, design and program management processes. Come and learn from two contrasting case studies about building business resilience by integrating appropriate and survivable technologies: apps, clouds, tablets, online course platforms, lecture capture, and conferencing. We will consider how technology can affect course design and development; how organizational culture and processes must be considered to successfully use technology; what the key questions are to ask before choosing and using distance education technology.

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

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# CONFERENCE SCHEDULE

## Sustainability Panel II: The Economics of Sustainability

9:30-10:30 a.m.

Galleria South

**Moderator:** James Shaeffer, James Madison University  
**Speakers:** Michael Horn, Innosight Institute; Sheila Martin, Portland State University; Meryl Redisch, Portland Audubon Society; Brian Deal, University of Illinois

On Friday morning, the sustainability track will engage keynote speaker Michael Horn in a panel discussion immediately after his lecture. The panel will include Portland State environmental economist Sheila Martin; executive director of the Portland Audubon Society Meryl Redisch; and Illinois architect and urban planning professor Brian Deal.

10:30-10:45 a.m.

### Refreshment Break in the Exhibit Hall & Activities Center

Michael Horn Book Signing

10:45 a.m.-Noon

### Concurrent Sessions -- Series V

## Providing Online Learners a Seamless Pathway for Success: From Search to Graduation

10:45 a.m.-Noon

Pavilion West

**Moderator:** Marie Cini, University of Maryland University College

**Speakers:** Sarah Horn, Ivy Bridge College; Jean Floten, Western Governors University, Washington; Roxy Branon, University of Wisconsin-Extension; Colleen Howes, University of Wisconsin-Extension

In this split session, hear from two sets of presenters who will share successful models of technology utilized for student support, from recruitment to degree completion. In an interactive discussion, learn about Ivy Bridge College and Western Governors University's innovative student support models that use a blended approach to student services—a combination of high-tech e-learning solutions and highly personal and interactive mentorship and support—to support college completion. The University of Wisconsin System eCampus website is a convenient gateway to more than 100 online degree and certificate programs offered by the 26 campuses of the UW System. This presentation will describe the process for creating the eCampus website, brand identity, marketing strategy, tactics and evaluation.

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

## Emerging Media Panel: Social Media and Mobile Apps

10:45 a.m.-Noon

Pavilion East

**Moderator:** Leslie Snyder, The University of North Carolina Charlotte

**Speakers:** Simona Boucek, Oregon State University Extended Campus; Tyler Hansen, Oregon State University Extended Campus; Chokdee Rutirasiri, Story + Structure

Marketing and enrollment management in today's market seem to always include a need for social media usage. This panel will challenge attendees to rethink their social media strategy including how to build a "brand personality" and how to think of themselves as product managers and developers.

## Partnerships for College Preparedness: Recruitment, Retention, and Beyond

10:45 a.m.-Noon

Broadway I/II

**Moderator:** Roxanne Gonzalez, Regis University

**Speakers:** Jennifer Gigliotti, Rice University; Kathleen Burns, University of Missouri - St. Louis; Cheryl Liveh, Portland State University; Betsy Esposito, The Pennsylvania State University; Elizabeth Lasher, The Pennsylvania State University

Impacting college-preparedness happens on different levels and with different audiences: K-12, adult students, and those who teach and support them. In this panel discussion, presenters from four different institutions will share innovative models for building successful programs through strategic educational partnerships. Models discussed include the Center for Student Success and the Transitions: College and Career Prep program at Penn State University, dual credit programs at the University of Missouri-St. Louis, and the Center for College Readiness at Rice University. In addition to discussing programs, services, financial models, structures, staffing, marketing and recruitment, panelists will share their strategies for building effective partnerships that benefit students, teachers, and administrators alike.

## Nontraditional Student Success – Insights from the CRC Success Infrastructure Survey

10:45 a.m.-Noon

Broadway III/IV

**Moderator:** Pat Butler-Lofman, University of Connecticut

**Speaker:** Jim Fong, UPCEA; Kai Drekeimer, InsideTrack

Where does your institution stand relative to others on key measures of student success? What initiatives and practices are most effective in improving outcomes for adult learners? Join us to discuss findings from the Nontraditional Student Success Infrastructure Survey conducted by the UPCEA CRC in partnership with InsideTrack.

# CONFERENCE SCHEDULE

## Roundtables: Data-driven Decision Making to Build Enrollment, Enhance Programming, and Improve Outcomes

The following three simultaneous roundtables will address three different topics.

10:45 a.m.-Noon

*Galleria North*

*Moderator: Monique LaRocque*, University of Southern Maine

## Defining, Measuring and Improving Student Success: A Look at Key Performance Indicators at Several Leading Universities

*Speakers: Lori Stania*, Penn State World Campus; *Mike Urness*, InsideTrack; *Lynn Olson*, Saint Joseph's College of Maine

This panel of senior administrators will use case studies to highlight their processes for defining and measuring key outcomes and how that information informs effective program management. They will focus on data collection processes that produce "actionable insights," incorporate an effective feedback loop, and support continuous quality improvement.

## The Art of Sizing Your New Program's Market in a Shape-shifting Economic Landscape

*Speakers: Rebecca Pearson*, New York University School of Continuing and Professional Studies

The most important question confronting anyone thinking about new program development is determining the size of its potential market. There isn't an easy answer for this because a "market" is not a thing, but an idea. You can't see a market, but you only have an idea that it exists. So, if you can't see something, but you want to measure it, how do you do this? And how do you do this in today's shape-shifting economic landscape.

## Using Data to Drive Programming and Optimization

*Speakers: Edwin Schmeirer*, Georgetown University; *Kristen Consolo*, Georgetown University

Since 2005, Georgetown University's School of Continuing Studies has launched six new Masters in Professional Studies programs and 10 new or revised non-credit certificate programs. The school's enrollment has increased from 1,200 to 7,500 students while quality targets and outcomes have improved. Cost-effective, data-driven techniques have played a critical role in the school's success.

Noon-1:15 p.m.

## Regional Lunches/Business Meetings

*New England - Grand Ballroom I*

*Mid Atlantic - Grand Ballroom II*

*South - Forum Suite*

*Central - Alexander's (23rd Floor)*

*West - Parlor A/B*

1:30-2:30 p.m.

## Concurrent Sessions — Series VI

### Distance Education Track: Roundtables

The following three simultaneous roundtables will address three different topics.

1:30-2:30 p.m.

*Broadway I/II*

*Moderators: Margaret Gunderson*, University of Missouri-Columbia; *Julie Uranis*, Eastern Michigan University

### Developing a "Knowledge-Pull" Education System: An e-Commerce Approach for Outreach Entities

*Moderators: Margaret Gunderson*, University of Missouri-Columbia; *Julie Uranis*, Eastern Michigan University

*Speaker: Christopher Smith*, University of Wisconsin-Stout

This session will provide information about the need for "knowledge pull" learning development and delivery systems. A pull approach is learner-centric, relying upon "made to order" processes and creating learning offerings on demand. The presented system incorporates mobile technologies and e-commerce-driven information gathering, demand-driven development processes, and market-driven assessment systems.

### What your Students Aren't Telling You: Insights from Student Coaching Professionals

*Speakers: Mike Urness, Melanye Thompson, Brandon Lee*, InsideTrack

Coach-student conversations generate valuable feedback for universities on the student experience. Join a panel of experienced, professional coaches from InsideTrack as they discuss what working adults are telling them about their college experience—which could be different from what you are hearing directly.

### Instructional Competencies Matched with Designer Skills: Symbiotic Relationships in the E-learning Ecosystem

*Speaker: Mary Rose Grant*, University of Missouri-St. Louis

This session presents a data-driven process for identification and validation of online teaching competencies and how they have changed in the past 10 years. Participants will explore how matching instructional designer skills with competencies enhances mutualism in this symbiotic relationship and drives diversity and co-evolution within the e-learning ecosystem.

# CONFERENCE SCHEDULE

## CRM Panel: Tips for Success in Navigating Pre- and Post-Implementation

1:30-2:30 p.m.

Galleria North

*Moderator:* **Amy Routhier**, Western Michigan University  
*Speakers:* **Leslie Snyder**, The University of North Carolina Charlotte; **Jessica DuPont**, Oregon State University - Extended Campus; **Ian Cavalier**, Oregon State University - Extended Campus; **Cheryl Vawter**, Whitworth University; **Susan Cook**, Whitworth University; **Yancy Oshita**, Destiny Solutions

Join panelists from Oregon State University, University of North Carolina-Charlotte and Whitworth University who will share highlights from their CRM journey. Whether you're a newbie to this field or a seasoned post-implementation veteran, this panel discussion will highlight a variety of lessons learned throughout the planning, implementation and continuous improvement of CRM in your continuing education unit.

## Embracing Change: Connecting Employment Needs with Industry Workforce Trends

1:30-2:30 p.m.

Pavilion East

*Moderator:* **Mercedes Suraty-Clarke**, University of Houston  
*Speakers:* **Wendy Evers**, San Diego State University; **Nancy Salzman**, Brandman University, part of the Chapman University System; **Glen Worthington**, Brandman University, part of the Chapman University System; **Jonathan Tice**, Destiny Solutions

Sustainable, successful workforce programs come from a focused effort in making the connections with industry partners and workforce trends. The session presents the relevant research statistics and data in the corporate as well as workforce arena, and showcases this information from three separate, but innovative perspectives.

## Reflective Practice and Organizational Structure: Remaining Resilient in Changing Times

1:30-2:30 p.m.

Broadway III/IV

*Moderator:* **Cathy Sandeen**, University of California, Los Angeles  
*Speakers:* **Carol Fleming**, James Madison University; **Sarah MacDonald**, James Madison University; **Lindsay Aldrich**, James Madison University; **Horacio Sosa**, Rowan University  
Three universities describe how looking at each others'

organizational structures helped them think about new ways to provide innovative educational opportunities. We provide heuristics and models to help other institutions think about organizational structure, look at strategies for optimizing performance through structure, and ways of generating new streams of revenue.

## The OSU Extended Campus's Intake Team: Implementing a Successful Process for Evaluating Proposals

1:30-2:30 p.m.

Pavilion West

*Moderator:* **Nicole Gislason**, University of West Florida  
*Speakers:* **Dianna Fisher**, Oregon State University; **Lisa Templeton**, Oregon State University; **Alfonso Bradoch**, Oregon State University

The Intake Team at OSU Ecampus streamlined and improved the process of reviewing and funding course proposals. All proposals are submitted in a consistent manner via a custom-programmed Web form that feeds into a database designed by the team. This has been a major success and our process could easily be implemented at other CE units.

2:30-3:30 p.m.

Colleague Conversations by areas of interest

## Distance Education Track

Broadway I/II

*Facilitators:* **Fred Saba**, San Diego State University; **Ray Schroeder**, University of Illinois-Springfield; **Janet Poley**, American Distance Education Consortium (ADEC); **David Kendrick**

## Enrollment Management and Marketing Track

Pavilion West

*Facilitators:* **Cheryl Aubuchon**, Eastern Michigan University; **Heather Chakiris**, The State University of Pennsylvania; **Stacy Snow**, University of Missouri; **Michelle Long**, University of Denver

## Outreach, Engagement, and Economic Development Track

Pavilion East

*Facilitators:* **Marshall Schott**, University of Houston; **Birgit Green**, Texas Tech University; **Pat Malone**, Stony Brook University

- Distance Education
- Enrollment Management and Marketing
- Outreach, Engagement, and Economic Development
- Leadership and Strategy
- Program Development and Management
- Sustainability

# CONFERENCE SCHEDULE

## Leadership and Strategy Track

*Broadway III/IV*

*Facilitators:* **Joseph Ugras**, La Salle University; **Linda Glessner**, University of Texas – Austin; **Emily C. Richardson**, Stetson University; **Rita Martinez-Purson**, University of New Mexico; **Wayne Smutz**, The Pennsylvania State University; **Robert Manuel**, Georgetown University; **Dawn Gaymer**, Western Michigan University

## Program Development and Management Track

*Galleria North*

*Facilitators:* **Reed Scull**, University of Wyoming; **Ed Donovan**, Chatham University; **Darcie Milazzo**, Georgetown University; **Debbie Baldini**, University of Missouri-St. Louis; **George Irvine**, University of Delaware

## Sustainability Track

*Galleria South*

*Facilitators:* **Brian and Mary Nattrass**, Founders and Managing Partners of Sustainability Partners; **Dave Szatmary**, University of Washington; **Greg Trudeau**, University of Wisconsin-Extension; **Robert Wiltenburg**, Washington University in St. Louis

Topic: Applying UPCEA lessons of sustainability to programs at our home institutions.

2:30-3:30 p.m.

## New & Aspiring Leader Program

*Council Suite*

3:30 p.m.

**CONFERENCE ADJOURNS**

## NOTES

# New & Aspiring Leaders Program Schedule

New and aspiring leaders in professional and continuing education will enhance their leadership abilities and build their professional network during this participatory professional development experience held during the 2012 Annual Conference. Addressing the top competencies leaders need as researched by the Leadership and Management Commission, information will be presented through presentations, case study, guided activities, and a panel. Participants will be engaged through interaction in discussions and activities designed to customize competencies to their individual needs.

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## Wednesday, March 28, 2012

8:30 a.m.

### **Continental Breakfast**

*Alexander's (23rd Floor)*

9:00-9:30 a.m.

### **Welcome; Introductions; Overview**

*Alexander's (23rd Floor)*

9:30-Noon

### **Guest Speaker: Innovative Interactive Session**

*Alexander's (23rd Floor)*

Noon-12:30 p.m.

### **Networking Lunch**

*Alexander's (23rd Floor)*

12:30 -1:30 p.m.

### **Leadership & Resiliency; Self-reflection Exercise**

*Alexander's (23rd Floor)*

1:30 -1:45 p.m.

Break

### **Redefining Resilience: Leading Change Through Strategic Analyses and Accountability**

1:45 -3:15 p.m.

*Alexander's (23rd Floor)*

3:15 -3:30 p.m.

Break

*Alexander's (23rd Floor)*

## **Competencies of Internationalism and Global Sustainability**

*Moderator: Lisa Braverman, Long Island University*

**Speaker: UPCEA President-Elect Karen Sibley, Brown University**

**3:30 -4:30 p.m.**

*Alexander's (23rd Floor)*

**4:30 p.m.-5:00 p.m.**

### **Wrap-up; Goal Setting**

*Alexander's (23rd Floor)*

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## Thursday, March 29

Noon-12:30 p.m.

### **Networking Lunch**

*Forum Suite*

12:30 -1:30 p.m.

### **Moderated Panel Discussion**

*Forum Suite*

*Moderators: Mary Angela Baker, St. Catherine University;*

**Stacy McCracken, The University of Texas at Austin**

*Speakers: Bea Gonzalez, Syracuse University; Cathy Sandeen, University of California, Los Angeles; Emily Richardson, Stetson University*

*Pavilion East*

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## Friday, March 30

2:30 -3:30 p.m.

### **Colleague Conversations; Wrap-up**

*Moderator: Stacy McCracken, The University of Texas at Austin*

*Council Suite*

*Program Facilitators:*

**Mary Angela Baker, St. Catherine University**

**Lisa Braverman, Long Island University**

**Stacy McCracken, The University of Texas at Austin**



# Exhibit Hall & Activities Center Highlights

- The Exhibit Hall & Activities Center is located on the Parking Level of the Hilton's Main Building.
- The Exhibit Hall & Activities Center opens at 5:00 p.m. on Wednesday, March 28.
- The Opening Reception is being held in the Exhibit Hall & Activities Center from 5:00 p.m. – 7:30 p.m. on Wednesday, March 28. Be sure to bring your complimentary drink tickets!
- Refreshment breaks, prize drawings and book signings throughout the Conference.

## Exhibit Hall & Activities Center Schedule

### Wednesday, March 28, 2012

10:00 a.m. – 4:00 p.m. ....Exhibitor Setup  
 5:00 p.m. – 7:30 p.m. .... Exhibit Hall Open  
 5:00 p.m. – 7:30 p.m. ....Networking Reception

### Thursday, March 29, 2012

10:00 a.m. – 4:30 p.m. .... Exhibit Hall Open  
 10:00 a.m. – 10:30 a.m. ....Refreshment Break  
 and Carl Safina Book Signing

12:00 p.m. – 1:30 p.m. ....Lunch Buffet  
 and Mary Walshok Book Signing  
 2:20 p.m. – 2:50 p.m. ....Refreshment Break

### Friday, March 30, 2012

9:15 a.m. – 12:00 p.m. .... Exhibit Hall Open  
 10:30 a.m. – 10:45 a.m. .... Refreshment Break, Michael Horn  
 Book Signing, and UPCEA Grand Prize Drawing

## UPCEA Grand Prize Drawing!

Fill out the 10 spaces on your exhibit prize card to be eligible for UPCEA's Grand Prize Drawing. It's easy. Just visit the exhibitors during the conference and remember to ask for their autographs on your prize card. Prize cards can be found in your registration packet and are available at the Registration Desk.

The Grand Prize is a complimentary registration for the UPCEA 2013 Annual Conference in Boston, Massachusetts. You must be present at the drawing to win. Grand Prize Drawing takes place in the Exhibit Hall & Activities Center on Friday, March 30 at 10:40 a.m. Good luck!

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# Exhibitors at a Glance

Aceware Systems, Inc. ....	Booth 31	Eduventures .....	Booth 58
Active Network.....	Booth 28	Entrinsik, Inc.....	Booth 60
Alpha Sigma Lambda.....	Booth 57	ESM.....	Booth 50/51
Augusoft .....	Booth 36	Hezel Associates .....	Booth 43
Belardi/Ostroy .....	Booth 40	Hobsons.....	Booth 29
Boston Reed Company.....	Booth 59	InsideTrack .....	Booth 41/42
Burning Glass International .....	Booth 61	Institute of Management	
B Virtual Inc. ....	Booth 46/47	Accountants .....	Booth 25
Campos Inc.....	Booth 34/35	Jaxxon Promotions, Inc. ....	Booth 45
Career Step.....	Booth 56	Jenzabar .....	Booth 27
Center for Research and Consulting ....	Booth 22	JMH Consulting .....	Booth 30
The Center for Legal Studies .....	Booth 38	KNEXT .....	Booth 65
The College Network.....	Booth 23	Learning House, Inc.....	Booth 64
Colloquy .....	Booth 32/33	Pearson Learning Solutions.....	Booth 13
Dalton Education .....	Booth 52	Project Management Institute .....	Booth 26
Deltak.....	Booth 53	Sonic Foundry.....	Booth 1/2
Demand Engine .....	Booth 54/55	Ungerboeck Software International ....	Booth 39
Destiny Solutions.....	Booth 48/49	W.I.T.S.....	Booth 44
Educational Testing Consultants .....	Booth 62		
Education To Go.....	Booth 37		

*Exhibitor List as of March 8, 2012*

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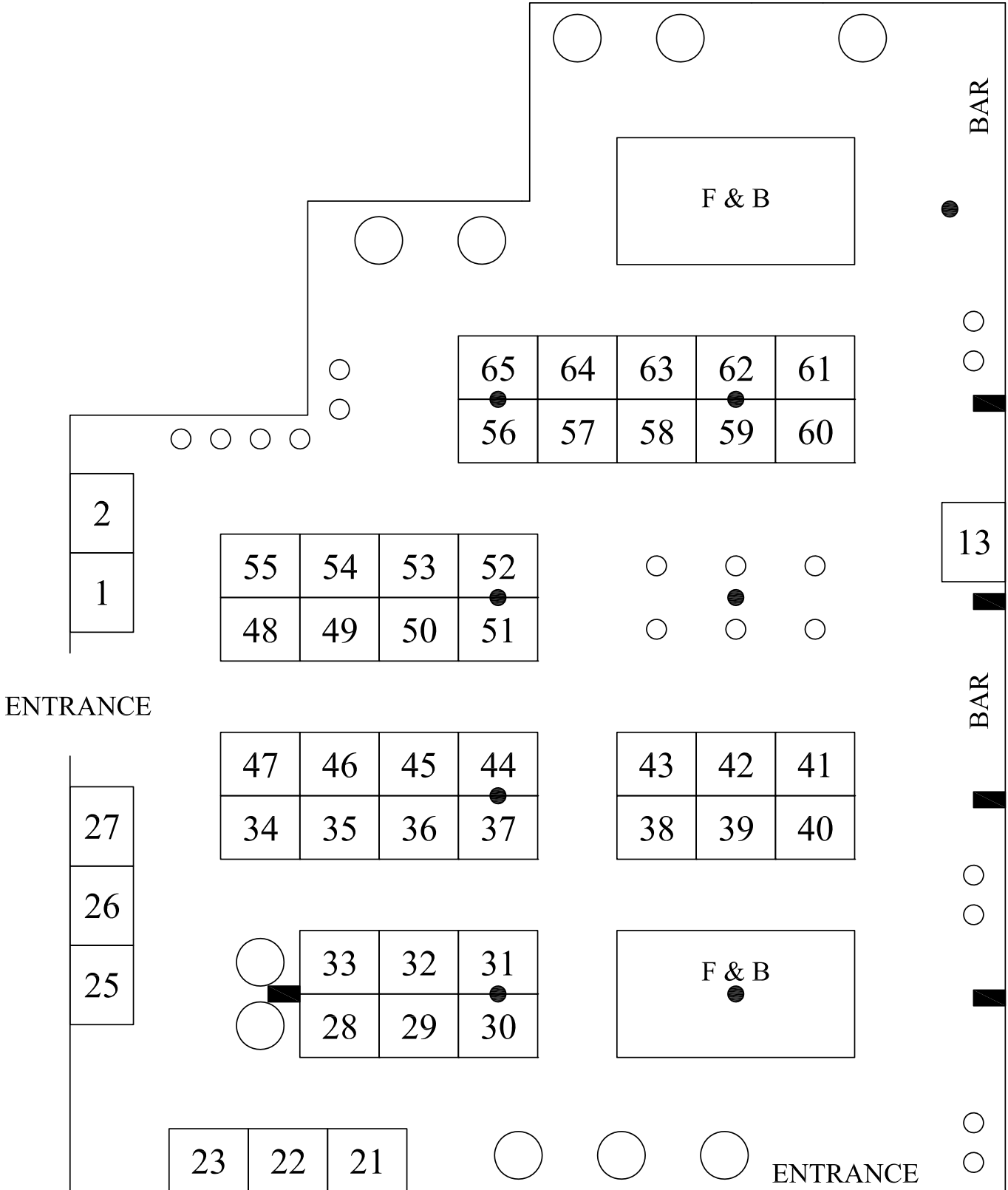
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# Exhibit Hall & Activities Center Floor Plan



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# UPCEA Conference Exhibitors

Exhibitor List as of March 8, 2012

## **Aceware Systems, Inc. – Booth 31**

For over 25 years, Aceware Systems has helped CE professionals plan, market and process registrations for programs. Developed by and for university continuing educators, Aceware's solutions are comprehensive, affordable and are backed by a 100% money back satisfaction guarantee.

### **Chuck Havlicek, President**

7480 Dyer Road  
Manhattan, KS 66502  
Phone: 785-537-2937  
chuck@aceware.com  
www.aceware.com

## **Active Network – Booth 28**

Active Network, Events, is the world's largest provider of integrated event management software. Active's comprehensive solution includes a range of event technologies from on-demand event registration and attendee management to conference management technology and services. Active's software is designed to help organizations of all sizes increase event efficiency and improve return on investment through automation and integrated data management.

### **Anthony Owens, Sales Manager**

10182 Telesis Court, Suite 100  
San Diego, CA 92121  
Phone: 888-543-7223  
anthony.owens@activenetwork.com  
www.activenetwork.com

## **Alpha Sigma Lambda – Booth 57**

Alpha Sigma Lambda is an honor society which partners with universities and colleges to recognize the outstanding achievements of adults who accomplish academic excellence while facing competing interests of home and work. The Society has over 300 chapters, each dedicated to the advancement of scholarship and the recognition of scholastic achievement.

### **Pam Collins, Executive Director**

Eastern Illinois University  
600 Lincoln Avenue  
Charleston, IL 61920  
Phone: 217-581-7106  
pjcollins@eiu.edu  
www.alphasigmamalambda.org

## **Augustsoft – Booth 36**

Augustsoft® develops and maintains Lumens®, a cloud-based (SaaS) enrollment management system designed specifically for the continuing education industry. Lumens provides continuing education programs with the ability to manage their open enrollment, workforce development, and corporate education businesses all in one system. Visit [www.augusoft.net](http://www.augusoft.net) to see Lumens in action.

### **Beth Moorhead, Director of Marketing & Business Development**

8441 Wayzata Boulevard  
Minneapolis, MN 55426  
Phone: 763-331-8306  
beth.moorhead@augusoft.net  
www.augusoft.net

## **Belardi/Ostroy – Booth 40**

Belardi/Ostroy is a full service direct marketing company specializing in data management and brokerage. One of their greatest strengths is assisting continuing education departments choose highly targeted postal and email lists for their enrollment efforts. They provide both business and consumer lists, covering every imaginable category including subscribers, mail order buyers, consumer demographics and much more.

### **Don Yaffe, Senior Account Executive**

16 West 22nd Street, Eleventh Floor  
New York, NY 10010  
Phone: 212-381-1713  
dony@belardiostroy.com  
www.belardiostroy.com

## **Boston Reed Company – Booth 59**

**Boston Reed Company** partners with adult schools, community colleges, and universities to add hybrid, online and in-classroom, instructor-led allied health training programs to their fee-based catalog. For over 20 years, they have provided creative solutions to grow educational organizations with low financial risk and sizable profits. They provide students with the most advanced healthcare training at the lowest price designed for the busy adult.

### **Dr. Wendy Flint, Senior Vice President**

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Napa, CA 94558  
Phone: 707-307-5000  
wflint@bostonreed.com  
www.bostonreed.com

# UPCEA Conference Exhibitors

## **Burning Glass International – Booth 61**

Burning Glass International, a leading provider of labor market analytics and career exploration solutions, delivers the real-time labor market intelligence you need to target program mix based on jobs and skills in high demand, identify opportunities for program expansion, support career exploration, and facilitate job and internship placement.

### **Anna Carey, Finance Manager**

One Faneuil Hall Market, Fourth Floor  
Boston, MA 02109  
Phone: 617-227-4800  
acarey@burning-glass.com  
www.burning-glass.com

## **B Virtual Inc. – Booth 46/47**

B Virtual Inc. is a global leader in outsourced support services. The key to the Company's success is their dedication to building partnerships. They work with higher education institutions to custom create live online exam proctoring services. B Virtual's superior technology allows students to write their exams online in a live proctored and secure environment, from the comfort of their homes. By partnering with B Virtual, colleges and universities around the world expand their reach by offering education courses in a seamless experience from online learning to online exam writing.

### **Tim Dewey, Chief Operating Officer**

3651 Peachtree Parkway, Suite E-146  
Suwanee, GA 30024  
Phone: 678-823-6588  
tim.dewey@bvirtualinc.com  
www.bvirtualinc.com

## **Campos Inc – Booth 34/35**

Campos Inc is expert in designing custom market research studies and turning the data into insights. They partner with you to define your needs, focus your planning, and help you meet your goals for increasing enrollment at your institution.

### **Amy Dubin, Executive Vice President**

216 Boulevard of the Allies  
Pittsburgh, PA 15222  
Phone: 412-471-8484 X512  
adubin@campos.com  
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## **Career Step—Booth 56**

Career Step, a leading online education company, offers allied health programs, including medical transcription and editing, medical coding and billing, pharmacy technician, and medical administrative assistant. Partner with Career Step to offer these online programs and help your students gain the skills necessary to smoothly transition to the workplace.

### **Tommy Maestas, Account Executive**

4692 N. 300 West, Suite 150  
Provo, UT 84604  
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www.careerstep.com

## **Center for Research and Consulting – Booth 22**

UPCEA created the Center for Research and Consulting in response to the need for benchmarking information and actionable market research among the Association's nearly 360 colleges and universities. The Center uses a variety of research tools including electronic surveys, demographic and occupational databases, focus groups and qualitative research, competitive and pricing analysis, statistical models and other methods.

### **Jim Fong, Director**

Phone: 814-308-8424  
jffong@upcea.edu  
www.upcea.edu/crc

## **The Center for Legal Studies – Booth 38**

The Center for Legal Studies (CLS) offers legal studies courses in conjunction with hundreds of colleges and universities nationwide in the following formats: live lecture, online, DVD, and text-only. The curriculum is updated by CLS to remain current and on-pace with the newest trends in the legal industry. Recognizing the state-of-the-art technology and ease of use, online courses created by CLS were awarded top honors by Thomson West Publishing International.

### **Stephanie Elio, Business Development Manager**

523 Park Point Drive, #320  
Golden, CO 80401  
Phone: 800-522-7737  
saelio@legalstudies.com  
www.legalstudies.com

## **The College Network – Booth 23**

The College Network is an educational solutions company that has helped hundreds of thousands of individuals advance their education and careers with college degrees and professional certificates from the country's foremost colleges and universities. The College Network partners with institutions to develop innovative on-ramps to programs and deliver highly-qualified enrollees.

### **Emily Huntzinger, Marketing Development Specialist**

3815 River Crossing Parkway, Suite 260  
Indianapolis, IN 46240  
Phone: 317-566-2669  
ehuntzinger@collegenetwork.com  
www.collegenetwork.com

## **Colloquy – Booth 32/33**

Colloquy supplies academic institutions with integrated distance learning services. They provide dedicated teams who apply proprietary feasibility research, marketing, innovative recruiting and retention strategies, curriculum design services, and high-powered technology to deliver end-to-end distance learning systems. Partnering with Colloquy, public and private institutions that are seeking to start or expand their online offerings are able to invest in their faculty and focus on educating their students, rather than investing in the infrastructure of an online system. Colloquy is a part of the Kaplan, Inc. family, a subsidiary of The Washington Post Company.

### **Averie Connell, Sales Support Manager**

3333 S. Congress Avenue  
Delray Beach, FL 33445  
Phone: 561-381-6350  
aconnell@colloquy360.com  
www.colloquy360.com

## **Dalton Education – Booth 52**

Dalton Education is a leading provider of innovative education solutions in financial planning. The founders of Dalton Education and creators of their Certified Financial Planner courses have helped thousands of financial professionals earn the CFP® Certification marks. Their education programs combine premiere university partners and the leading CFP® review course in the industry, The Dalton Review®, for unparalleled preparation for the CFP® Certification Examination.

### **Dave Saben, Vice President of Sales**

5400 Laurel Springs Parkway, Suite 202  
Suwanee, GA 30043  
Phone: 877-426-2373  
davesaben@dalton-education.com  
www.dalton-education.com

## **Deltak – Booth 53**

Deltak has been an innovator in online learning for 15 years. Through collaborative partnerships, Deltak works with colleges and universities to expand the reach of their degree programs. Partners benefit from Deltak's expertise in market strategy, operational management, marketing, student recruitment & retention services, faculty support, and online course development. Visit [www.Deltak-Innovation.com](http://www.Deltak-Innovation.com)

### **Ed Gaynor, Business Development Manager**

851 Trafalgar Court, Suite 420  
Maitland, FL 32751  
Phone: 407-618-5352  
ed.gaynor@deltak-innovation.com  
www.deltak-innovation.com

## **Demand Engine – Booth 54/55**

Demand Engine is a marketing consulting, technology, and online services company supporting higher education enrollment marketing. DemandEngine helps colleges and universities effectively execute marketing strategies to uncover demand for their programs and nurture relationships to achieve desired goals. Their expertise includes developing comprehensive interactive enrollment marketing strategies including email marketing programs, search engine marketing, touchpoint management, and social strategy.

### **Jennifer Copeland, Vice President, Client Success**

127 Abercorn St., Suite 301  
Savannah, GA 31401  
Phone: 912-354-8007  
j.copeland@demandengine.com  
www.demandengine.com

## **Destiny Solutions – Booth 48/49**

Destiny Solutions is the leading innovator of lifelong learning business solutions. Since 2001, Destiny Solutions has delivered breakthrough technology designed exclusively to meet the divergent needs of non-traditional higher education. Their flagship product, Destiny One,™ is the only business solution that offers integrated constituent, enrollment and administrative management on a single software platform. Crafted with the lifelong learner in mind, Destiny One is the most complete, agile and trusted business solution. It transforms traditional administrative systems so educators can grow revenue, enhance student experience and success, and improve operational efficiency.

### **Yancy Oshita, Chief Marketing Officer**

40 Holly Street, Suite 800  
Toronto, Ontario, Canada M4S 3C3  
Phone: 416-480-0500 X229  
yoshita@destinysolutions.com  
www.destinysolutions.com

# UPCEA Conference Exhibitors

## **Education To Go – Booth 37**

Education To Go (ed2go) is the leader in the online continuing education and career training markets. Their ever-growing catalog of Online Instructor-Led Courses and Career Training Programs provides students online learning solutions for professional and workforce development, continuing education, career skills training, certificate programs, and personal enrichment.

### **Jerry Weisberg, Vice President and General Manager**

40880 Country Center Drive, Suite G  
Temecula, CA 92591  
Phone: 951-491-8939  
jerry.weissberg@cengage.com  
www.ed2go.com

## **Eduventures – Booth 58**

Eduventures partners with senior leaders at over 300 colleges and universities across the United States. As a research and consulting firm, Eduventures is committed to providing higher education institutions with cost-effective, data-driven insight and guidance to achieve organizational goals and solve pressing challenges.

### **Annie Flores, Marketing Assistant**

101 Federal Street  
Boston, MA 02110  
Phone: 617-532-6051  
aflores@eduventures.com  
www.eduventures.com

## **Entrinsik, Inc. – Booth 60**

Based in Raleigh, North Carolina since 1984, Entrinsik develops, implements, and supports Information Management Solutions for the education and event planning industries. Entrinsik's SEMtek ERP solution features full e-commerce capabilities and well-tuned operational functions to provide professional and continuing education organizations with a comprehensive enterprise solution based on best practices. The Semtek solution also includes the award winning Informer Web Reporting software for ad hoc reporting and analysis.

### **Simone McGrath, Director of Semtek Sales and Marketing**

7501 Creedmoor Road, Suite 102  
Raleigh, NC 27613  
Phone: 919-900-8730  
simone@entrinsik.com  
www.entrinsik.com

## **ESM – Booth 50/51**

ESM provides student lifecycle solutions to help students enroll, graduate and succeed. Leveraging its highly trained people, performance-driven processes and advanced technology, ESM complements an institution's in-house teams. As a premier Business Process Outsourcer (BPO), ESM operates the largest education-only contact center in the country. Their student lifecycle solutions include retention services, help desk resources, career placement services, counseling services, and analytic services.

### **Murray Smith, Chief Marketing Officer**

8740 Lucent Boulevard, #300  
Highlands Ranch, CO 80129  
Phone: 303-957-2928  
msmith@esm-sls.com  
www.esm-sls.com

## **Hezel Associates – Booth 43**

Hezel Associates has investigated innovative education practices and explored market opportunities since 1987. They investigate challenges and help learning institutions find solutions. From innovations in education delivery to institutional positioning and larger statewide issues, Hezel Associates delivers research that informs strategic decision making.

### **Helen Dewey, Director, Business Strategy**

731 James Street, Suite 300  
Syracuse, NY 13203  
Phone: 315-422-3512 X214  
helen@hezel.com  
www.hezel.com

## **Hobsons – Booth 29**

Hobsons supports education professionals in the preparation, recruitment, management, and advancement of students. Hobsons provides innovative solutions that make it easy for students to make the best decisions throughout their education lifecycle. Featured at UPCEA, Hobsons Media Services creates integrated digital marketing programs that extend the culture, message and mission of your campus and its programs.

### **Andy Gruber, Vice President of Media Services**

50 E. Business Way, Suite 300  
Cincinnati, OH 45241  
Phone: 800-927-8439  
agruber@hobsons.com  
www.hobsons.com



## **InsideTrack – Booth 41/42**

InsideTrack is the nation's leading provider of student coaching services. Their mission is to improve student engagement, persistence, and success. Since 2001, they have coached more than 350,000 students across a broad range of universities, including Penn State University, University of Dayton, Florida State University, and Columbia University. InsideTrack Coaching has been proven to improve graduation rates by 15 percent in more than 55 controlled studies.

### **Dave Jarrat, Director of University Marketing**

150 Spear Street, Suite 900  
San Francisco, CA 94105  
Phone: 415-321-5069  
dave.jarrat@insidetrack.com  
www.insidetrack.com

## **Institute of Management Accountants – Booth 25**

The Institute of Management Accountants (IMA), the association of accountants and financial professionals in business, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking, and advocacy of the highest ethical business practices. IMA has a global network of more than 60,000 members in 120 countries and 200 local chapter communities. IMA provides localized services through its offices in Montvale, N.J., USA; Zurich, Switzerland; Dubai, UAE; and Beijing, China.

### **Jodi Ryan, Director, Educational/Corporate Partnerships**

10 Paragon Drive  
Montvale, NJ 07645  
Phone: 201-474-1556  
jryan@imanet.org  
www.imanet.org

## **Jaxxon Promotions, Inc. – Booth 45**

Jaxxon Promotions, Inc. remains committed to enhancing your competitiveness and profit through the use of promotional products. Advertising specialties absolutely do provide repeated exposure to your image and school. Jaxxon offers practical items as well as ones that are new and different. Your choice! Also, remember Jaxxon for all of your tradeshow needs – table covers, banners, flags and displays.

### **Carol Blitz, Manager**

3708 Hempland Road  
Montville, PA 17554  
Phone: 717-569-6890  
carol@jaxxonpromotions.com  
www.jaxxonpromotions.com

## **Jenzabar – Booth 27**

Jenzabar is a leading provider of software and services exclusively for higher education. With more than 40 years of experience delivering enterprise solutions to colleges and universities, Jenzabar is a trusted technology partner on more than 700 campuses worldwide. The Company is dedicated to driving institutional success in the key areas of enrollment, retention, and advancement.

### **Tess Curran, Event Coordinator**

101 Huntington Avenue, Suite 2200  
Boston, MA 02199  
Phone: 617-492-9099 X486  
tess.curran@jenzabar.com  
www.jenzabar.com

## **JMH Consulting – Booth 30**

JMH Consulting transforms your online marketing with a ruthlessly, data-driven team of industry trendsetters! JMH partners with continuing and executive education departments to market, launch, manage, and enhance educational experiences. They provide performance-driven marketing and consulting solutions to increase your enrollment, diversity your programs, and improve your profitability.

### **Elizabeth Rupp, Director of Marketing**

892 Rosedale Road NE  
Atlanta, GA 30306  
Phone: 404-965-4107 x702  
erupp@jmhconsulting.com  
www.jmhconsulting.com

## **KNEXT – Booth 65**

KNEXT, an independent Kaplan Higher Education subsidiary, is an education software and solutions company focused on helping institutions build and enhance prior learning assessment and online portfolio solutions. They help institutions recruit adult learners and increase both persistence and graduation rates by enabling individuals to translate prior learning into college credit.

### **Susan Huggins, Business Development Director**

1515 W. Cypress Creek Road  
Ft. Lauderdale, FL 33309  
Phone: 954-515-3202  
shuggins@knext.com  
www.knext.com

## **Pearson Learning Solutions – Booth 13**

Pearson Learning Solutions, a global leader in education technology and services, develops personalized learning environments, award-winning online learning programs, and client-driven solutions which advance, improve, and measure the teaching and learning experience. Pearson's innovative technology offerings include Pearson LearningStudio, Professional Online Educator, EQUELLA, MyLabs, and CourseConnect.

### **Scott Nickerson, Event Specialist**

One Lake Street  
Upper Saddle River, NJ 07458  
Phone: (201) 236-5884  
scott.nickerson@pearson.com  
www.pearsonlearningsolutions.com.

## **Project Management Institute – Booth 26**

Project Management Institute (PMI) is the world's largest project management member association representing more than 600,000 practitioners in over 185 countries. Institutions teaching project management may become PMI Registered Education Providers (R.E.P.s). Eighty percent of organizations seeking training in project management prefer to work with a PMI R.E.P.

### **Oxana Ahern, Marketing Communications Specialist**

14 Campus Boulevard  
Newtown Square, PA 19073  
Phone: 610-356-4600 X1241  
oxana.ahern@pmi.org  
www.pmi.org

## **Sonic Foundry – Booth 1/2**

Over 1,000 colleges trust Mediasite by Sonic Foundry to automatically webcast their lectures, meetings and events. Instructors teach as usual without learning new technology, students report better grades and schools reach new audiences online. See how leading colleges use Mediasite: [www.sonicfoundry.com/case-studies/hied](http://www.sonicfoundry.com/case-studies/hied). Watch best practice webinars for online learning: [www.sonicfoundry.com/knowledge-center/webcasts](http://www.sonicfoundry.com/knowledge-center/webcasts).

### **Erica St. Angel, Vice President of Marketing**

222 West Washington Avenue  
Madison, WI 53703  
Phone: 608-443-1620  
ericas@sonicfoundry.com  
www.sonicfoundry.com

## **Ungerboeck Software International – Booth 39**

Ungerboeck Software International is the world leader in end-to-end continuing education software for colleges and universities. For most organizations, Ungerboeck Software delivers the capabilities of three or more software packages at a fraction of the cost including registration, event management, space booking and scheduling, surveys and more.

### **Stacie Bauer, Marketing Coordinator**

100 Ungerboeck Park  
O'Fallon, MO 63368  
Phone: 636-300-5606  
stacieb@ungerboeck.com  
www.ungerboeck.com

## **W.I.T.S. – Booth 44**

W.I.T.S. has partnered with the fitness industry and colleges to national certify the workforce. All of their programs are employer driven due to shortages for qualified staff. They have six-week live courses as well as blended versions which have been approved for college credits and CEUs for occupational therapists, massage therapists and athletic trainers. They are a recognized education provider by the American Council on Education (ACE).

### **Jay Del Vecchio, President & CEO**

206 76th Street  
Virginia Beach, VA 23451  
Phone: 888-330-9487  
witsjd@cox.net  
www.witseducation.com

The UPCEA Central Region  
congratulates  
Thomas F. Gibbons  
of Northwestern University



on election to the  
presidency of the  
University Professional and  
Continuing Education  
Association for 2012–13



University Professional &  
Continuing Education Association

[www.upcea.edu](http://www.upcea.edu)

## UPCEA AWARDS PROGRAM

At the 1953 Annual Conference of the National University Extension Association (NUEA), which was the forerunner of UPCEA, Robert Browne of the University of Illinois gave a speech honoring Tom Shelby, retiring Dean of the Division of Extension at the University of Texas. Browne conferred on Shelby the FX Key in honor of service to extension. Engraved on the key was "Fellow of Extension," the year, and the Association's initials. This was the first recognition award given by the Association.

The Association's Awards Program has grown to include Association-wide, Community of Practice, and Regional Awards. Through these awards, UPCEA recognizes its members' outstanding contributions to the Association and the field, as well as their achievements in innovative programming, marketing and promotion, community development, and services, research and publications, and many other areas.

To the following recipients of this year's awards and honors, UPCEA extends its congratulations.

## ASSOCIATION-WIDE AWARDS

### Julius M. Nolte Award for Extraordinary Leadership

The Julius M. Nolte Award for Extraordinary Leadership is the most prestigious of all UPCEA awards. First established in 1965, the award is given to an individual in recognition of unusual and extraordinary contributions to the cause of continuing education on the regional, national, and/or international level. The award honors the memory of Julius M. Nolte, a pioneer in the field of continuing higher education. Nolte served as Dean of General Extension at the University of Minnesota from 1934-1962. He served as NUEA President in 1950-51, and was Secretary/Treasurer of the Association from 1956 to 1964.

**This award will be given at the Opening General Session on Thursday, March 29, from 8:30-9:30 a.m.**



**Roger Whitaker, Professor of Higher Education Administration and Sociology, George Washington University**

Roger's focus on perfecting the "university of the future" is well recognized. He serves as the founding Dean and lead strategist for an entrepreneurial, market-focused, innovative new degree-granting program at GW. The College

of Professional Studies is testament to his broad understanding of higher education and of the need to establish strong colleges, differently conceived, that serve and advocate for adult students. And as a founding member of UPCEA's Global Associates, Roger has consistently advocated for a global perspective in how higher education addresses student needs. His contributions have transcended many boundaries and put into practice the principals upon which UPCEA is founded.

### Adelle F. Robertson Continuing Professional Educator Award

The Adelle F. Robertson Professional Continuing Educator Award recognizes the scholarship, leadership and contributions to the profession of an outstanding continuing professional educator who has entered the field within the past five to 10 years. The Award is dedicated to the memory of Adelle Robertson, whose career in continuing education spanned 30 years. Robertson served as a member of UPCEA's Board of Directors from 1979-1985 and as President from 1983-1984. Robertson set a standard of excellence in her own pursuits and inspired others to seek excellence in theirs.

**This award will be given at the General Session on Friday, March 30, from 8:15-9:15 a.m.**



**Lori Stania, The Pennsylvania State University**

Lori was this year's recipient of the Alexander Charters Award as the outstanding Mid-Atlantic educator with less than 10 years in the profession. She is known for her extraordinary capabilities in adapting to the changes of continuing education as well as for her compassion and understanding of the unique qualities of the adult student. Lori works tirelessly to make sure that the needs of current and potential adult learners are met. She endeavors to smooth out the financial aid and technology systems so that not only do adults have access to higher education, but that they are also successful -- success and not just access to higher education is her goal.

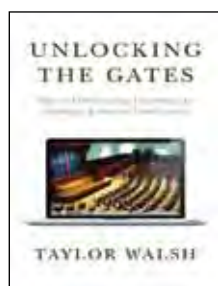
## Phillip E. Frandson Award For Literature

The Phillip E. Frandson Award for Literature recognizes the author and publisher of an outstanding work of continuing higher education literature. It is given in memory of Phillip E. Frandson, Dean of Extension, University of California, Los Angeles, and NUEA President, 1977–78.

**This award will be given at the General Session on Friday, March 30, from 8:15-9:15 a.m. Excellence in Teaching Award**

### Taylor Walsh, author of *Unlocking the Gates: How and Why Leading Universities are Opening up their Courses*

Over the past decade, a small revolution has taken place at some of the world's leading universities, as they have started to provide free access to undergraduate course materials--including syllabi, assignments, and lectures--to anyone with an Internet connection. Although universities don't offer online credit or degrees, efforts like these are beginning to open up elite institutions--and may foreshadow significant changes in the way all universities approach teaching and learning.



*Unlocking the Gates* is one of the first books to examine this important development. Drawing on a wide range of sources, including extensive interviews with university leaders, Taylor Walsh traces the evolution of these online courseware projects and considers the impact they may have, both inside elite universities and beyond. *Unlocking the Gates* tells an important story about this form of online learning--and what it might mean for the future of higher education.

## Excellence in Teaching Award

The UPCEA Excellence in Teaching Award is presented to individuals who have provided outstanding teaching, course development, mentoring of students, and service to continuing education. This award recognizes those who have made significant contributions to credit or non-credit programs and who have provided inspirational teaching to continuing education students.

**This award will be given at the Opening General Session on Thursday, March 29, from 8:30-9:30 a.m.**



### L. Susan Williams, Associate Professor of Sociology and Criminology, Kansas State University

“Brilliant, innovative, unconventional, caring” are some of the words students use to describe Susan Williams’ teaching. She is described by her peers as what many of them aspire to be with their students, but never quite attain.

Susan sets a standard for excellence in teaching with her innovation, organizational skills and a lot of charisma. She serves as a role model for faculty and graduate students and her courses are often used as cutting-edge examples of best practices for online instruction. Her excellence in teaching has been recognized with a number of teaching awards, most recently the University’s Excellence in Teaching Award from the Division of Continuing Education in 2010.

### W. Daniel Edge, Department Head, Oregon State University Extended Campus



This spring, the OSU Ecampus will unveil an online Professional Science Master’s in Fisheries and Wildlife Administration, the only program of its kind in the United States and the result of a passionate commitment – led by Dan Edge – to bring OSU’s expertise to distance students worldwide. Despite his department’s enormous growth in recent years, Dan serves as advisor, arbitrator and facilitator, working hard to help all of OSU’s students succeed, and his open-door policy encourages students to drop in for career, research and personal advice. His management of his

## Awards and Honors Committee (2011-2012)

- Bili Mattes, Harrisburg University of Science & Technology, Chair
- Jack Azzaretto, University of West Florida
- Marie Barber, University of Nebraska, Lincoln
- Dave Cillay, Washington State University
- Robert Colley, Syracuse University
- Steve Ehrlich, Washington University in St. Louis
- Tom Fisher, Appalachian State University
- Jay Halfond, Boston University
- Jim Narduzzi, University of Richmond
- Deb Tyksinski, SUNY Institute of Technology
- Margaret (Peg) Wherry, Montana State University-Bozeman

department is regularly held up as a pinnacle of academic leadership. The result of Dan's excellence as a teacher, adviser and department head is a rapidly growing number of distance students who leave OSU well-equipped to perform the professional duties related to their field.

### Outstanding Continuing Education Student Award

The Outstanding Continuing Education Student Awards recognizes outstanding student achievement in professional and continuing education.

**This award will be given at the General Session on Friday, March 30, from 8:15-9:15 a.m.**



**Jonas Caballero, University of Pittsburgh**

Jonas Caballero is regarded by his academic advisors as an extraordinary individual, whose educational ambitions are fueled by his passion for better understanding of the Middle East and to mobilize people to participate in human rights and peace efforts. Caralero is both an academic and grass-

roots leader who has worked in communities in the U.S. and abroad for close to a decade as a human rights advocate, peace activist, journalist, photographer, media relations coordinator, performer, and educator. A dean's list scholar and the recipient of a nontraditional student study abroad scholarship, Jonas has most recently received the Fulbright U.S. Student grant to the United Kingdom, the most competitive Fulbright grant to win, which will allow him to enter the Middle Eastern Studies program at the University of Cambridge.

### Outstanding Program Award—Credit

The Outstanding Program-Credit Award recognizes outstanding professional and continuing education programs allowing students to earn academic credit.

**This award will be given at the Opening General Session on Thursday, March 29, from 8:30-9:30 a.m.**



#### Jesuit Commons, Regis University

The objectives of the Jesuit Commons – Higher Education at the Margins (JCHEM) Program are to bring together the expertise of Jesuit Commons and



*Marie Friedman,  
Regis University*

the Jesuit Refugee Service to offer tertiary education to refugee populations across the world via the internet and on-line learning techniques. Through the program, Regis University awards a credit-bearing Diploma, consisting of forty-five credit hours to two refugee populations at Kakuma Camp in Kenya and Dzaleka Camp in Malawi, respectively, via distance delivery. The objective of the program is to bring refugees into a wider community of academic study, to engage their minds and equip them with skills that can be applied today, within their refugee populations. It does not re-create a past that existed before becoming a refugee, nor bring closer a better future afterwards, but it does offer the possibility of a life worth living today.

### Outstanding Program Award—Non-Credit

The Outstanding Program-Non-Credit Award recognizes outstanding professional and continuing education programs that do not offer credit.

**This award will be given at the Opening General Session on Thursday, March 29, from 8:30-9:30 a.m.**



#### Counseling & Psychotherapy Professional Development Series, UC Berkeley Extension

To improve the quality of services and help facilitate more specialized learning among mental health professionals in the Bay Area, UC Berkeley Extension has created new curricula that meet the need of a changing profession. Eight innovative, new professional programs have been developed, each of which include a series of ceu workshops, which lead to a certificate of completion from UNEX. These workshops help mental health clinicians stay current with the most up-to-date skills required for re-licensure in California every two years. It also helps them to work more effectively with the elderly, children/youth, and veterans as well as treat those with specific presenting problems.



*Stanley Weisner,  
University of  
California-Berkeley*

## 2012 Distinguished Service

The following continuing educators were active members of UPCEA at the time of their official retirement from the continuing education field.

### *Deceased:*

Dee Henderson – University of Nevada - Reno

### *Retired:*

Robert Buerki – The Ohio State University

Mary Grant – University of Missouri – St. Louis

Rebecca Johnson – University of Florida

Norman Loewenthal – University of North Carolina at Chapel Hill

Sue Nesbitt – University of Connecticut

Sharon Nevins – Oklahoma State University

Muriel Oaks – Washington State University

Sandi Rhoades – Southern Illinois Univ.-Carbondale

Bob (William) White – University of Maine

## Distance Learning (DL) Awards

### **Program of Excellence Outstanding Program Award**

University of California Davis, Extension, Professional Concentration in Autism Spectrum Disorders

### **Program of Excellence Honorable Mention Program Award**

University of Northern Colorado, Ph.D. in Nursing Education

### **Program of Excellence Honorable Mention Program Award**

Regis University, Jesuit Commons: Higher Education at the Margins

### **College Credit Distance Distinguished Course Award**

Berklee College of Music, Music Supervision

### **College Credit Distance Meritorious Course Award**

University of Illinois, Urbana-Champaign, Severe and Hazardous Weather

### **K-12 Distance Learning Distinguished Course Award**

Brigham Young University, ARAB 43, First-Year Arabic, Part 2  
K-12 Distance Learning Meritorious Course Award  
University of Nebraska-Lincoln, BUSH 037 055: Entrepreneurship

### **Non-Credit Distance Distinguished Course Award**

Thunderbird School of Global Management, Thunderbird Online, Advanced Global Marketing Strategy

## Marketing and Publications CoP Awards

NOTE: The Marketing and Publications CoP Awards will be announced at the 21st Annual Marketing Seminar to be held November 7-9, 2012 in New Orleans. Details regarding the awards submissions will be posted online this summer.

## UPCEA Fall 2011 Regional Awards

### Central

#### **Innovative Program Award**

Credit: Horticultural Therapy Graduate Certificate, Kansas State University

Non-credit: NurseryWorks, Kansas State University

#### **Mature Program**

Credit: Food Science, Kansas State University

Non-credit: Music Symposium, Kansas State University

#### **Excellence in Teaching and Faculty Service**

Dr. Goutam Chakraborty, Oklahoma State University

#### **Research and Publication**

Cheryl Aubuchon, Eastern Michigan University

#### **Continuing Education Support Specialist**

Rosanna Vail, Kansas State University

### Mid-Atlantic

Program Development (Credit or Non-Credit)

University College Master Academic Plan (MAP) Advisory

Model, University College of Syracuse University

Teaching Artist Certificate Program, University of the Arts

#### **Institutional/Business Partnership Award**

The Industrial Certification and Training Program (ICT),

University College of Syracuse University

#### **Faculty and Staff Development Award**

Online Summer Seminar Series for Faculty, University of

Maryland University College

#### **Marketing and Promotions: Broadcast**

DoCS Branding Campaign, Rutgers, The State University of New Jersey

#### **Marketing and Promotions: Electronic**

Website Redesign, Penn State University - World

#### **Alexander Charters Outstanding Continuing Educator Award**

Lori A. Stania, Penn State University

#### **Outstanding Leadership/Distinguished Service**

Geraldine De Berly, University College of Syracuse University

#### **Outstanding Continuing Education Student**

Tremain Smith, University of the Arts

Jonas Caballero, University of Pittsburgh

## New England

### Outstanding Continuing Education Student Award

Cynthia Limoges, University of Rhode Island

### Outstanding Continuing Education Faculty Award

Chris Vericker, Emmanuel College

### Innovative and Creative Programming Award

Continuing and Professional Education's Doctor of Nursing Practice (DNP-Online) Program, University of Massachusetts Amherst

## South

### Outstanding Service to Continuing Education

Norman Loewenthal, University of North Carolina at Chapel Hill

### Program of Excellence (Credit)

University Incubator, Western Kentucky University

### Program of Excellence (Non-Credit)

Explore Summer Program, University of West Florida

### Continuing Education Faculty Award

Dr. Courtland Chaney, LSU Continuing Education

### Emerging Continuing Education Leader

Pat Watson, University of Texas at Austin

### Programs for Special Populations Award

Alabama Assistive Technology Expo and Conference, Auburn University

### Continuing Education Student Award

Marvin Henderson, Tulane University

## West

### Outstanding Administrative Process or Service

Extended Campus – Intake Team, Oregon State

### Outstanding Credit Program

Advanced Certificate in Web and Mobile Applications Development, San Diego State University

### Outstanding Non-Credit Program

Teen CAMPX Career Exploration Academies, San Diego State University

## Memorials

### Richard N. Baisden

#### Founding Dean of UC Irvine's Continuing Education Programs

Richard N. Baisden, Founding Dean of UC Irvine's continuing education programs, died December 28, 2010. Baisden served as Dean of the university's continuing education programs for 23 years, beginning in 1965.

A World War II veteran with five battle stars, Baisden joined UCLA Extension in the early 1950s as Associate Director of Programs in Southern California. In this role, he organized the first educational program to carry UCI's name in 1962. UCI's founding Chancellor, Daniel G. Aldrich, asked Baisden to establish continuing education programs to introduce the university to the growing county, and over the next 23 years Baisden built one of the leading continuing education programs in the state. In 1985, he began the construction of the postmodern classroom and administration buildings that house University Extension today. His contributions to UCI will endure, as will the fond memories of those who knew him.

### Dorothy Durkin

#### Associate Dean for Strategic Development and Marketing New York University's School of Continuing and Professional Studies

Dorothy Durkin, Associate Dean for Strategic Development and Marketing at New York University's School of Continuing and Professional Studies, died August 15, 2011.

"Dorothy was a beloved colleague, generous and caring friend, brilliant far-sighted institutional leader, and passionate advocate for NYU-SCPS," said SCPS Dean Robert S. Lapiner. "She served NYU-SCPS and the University with dedication, creative vision, intellectual energy, and love for 41 years." During her tenure, Durkin created and oversaw strategic initiatives using data analytics, market research, and Learner Relationship Management (LRM) processes to drive growth and retention and to promote student loyalty. She served on UPCEA's Board of Directors as commissioner for Futures and Markets, and in 2007 received the Walton S. Bittner Citation for Outstanding Service. She is survived by her husband, David L. Hawthorne, her son, David F. Hawthorne, and her mother and father.



**Dee Henderson**  
**Associate Vice Provost for Extended Studies**  
**University of Nevada, Reno**

University of Nevada, Reno Associate Vice Provost for Extended Studies Dee W. Henderson, Ph.D., died Saturday, January 7, at University of Utah Hospital in Salt Lake City following a brief illness. He was 73.

Named Associate Dean of the University's College of Extended Studies in 2001, Henderson served in that position most recently as associate vice provost for Extended Studies, for the past 10 years. Active throughout the community and a member of a number of local nonprofit boards and associations, Henderson also was the director of the University's Fleischmann Planetarium and Science Center. During his tenure with Extended Studies, he led outreach efforts for continuing and distance education, directing professional development and academic credit programs for lifelong learners locally, regionally and globally. He served on several university boards and committees and was a commissioner for UPCEA.

Prior to joining Extended Studies, Henderson served as dean of professional studies at The Richard Stockton College of New Jersey, where he was responsible for undergraduate and graduate programs, including business studies, computer and information sciences, teacher education, distance education, and occupational therapy.

Henderson received his doctorate in public administration in 1973 from the American University in Washington, D.C. His post-doctoral studies include a selected executive leadership program at Harvard University and a Wilton Park Fellowship in Sussex, England. He is survived by his wife, Mary, seven children, 31 grandchildren and two great-grandchildren.

## Announcing New Association Awards for 2013!

### **The Dorothy Durkin Award for Strategic Innovation in Marketing and Enrollment Management**

This award recognizes an individual for achievement in strategic planning, marketing innovation or enrollment management success. A key element in all areas is demonstration of creativity layered on a foundation of strategic thinking. Awardees will have exhibited leadership and commitment to achieving a responsive, student-centric culture at their institution.

Dorothy Durkin transformed the New York University School of Continuing and Professional Studies through a 40-year career focused on staying ahead of the curve in advertising trends, data-driven decision making and student relationship management. Coaching and mentoring was important to Durkin, as were the relationships she fostered through UPCEA. Her definition of success included commitment to integrating innovation, research and student success.

### **International Leadership Award**

UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and in-

novative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance.

This Award recognizes an individual for representing innovative leadership in one or more of the following areas: educational programs and services; administrative practices; collaborations and partnerships; or research. A key element in all areas is demonstration of creativity and commitment to achieve international impact.

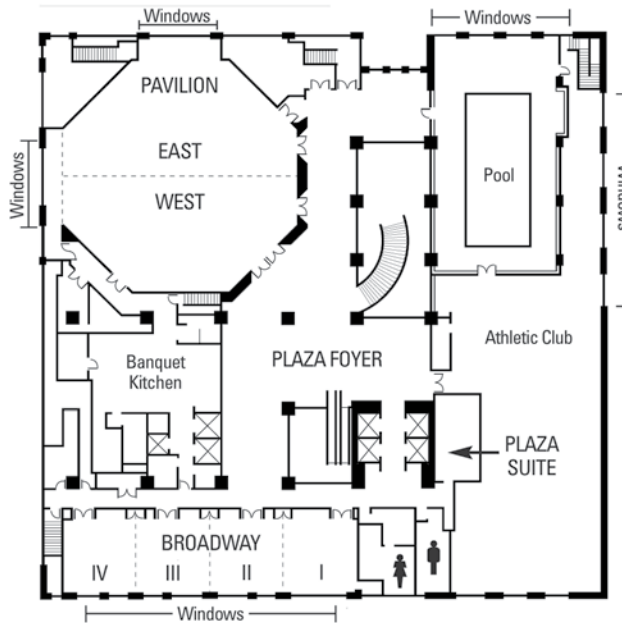
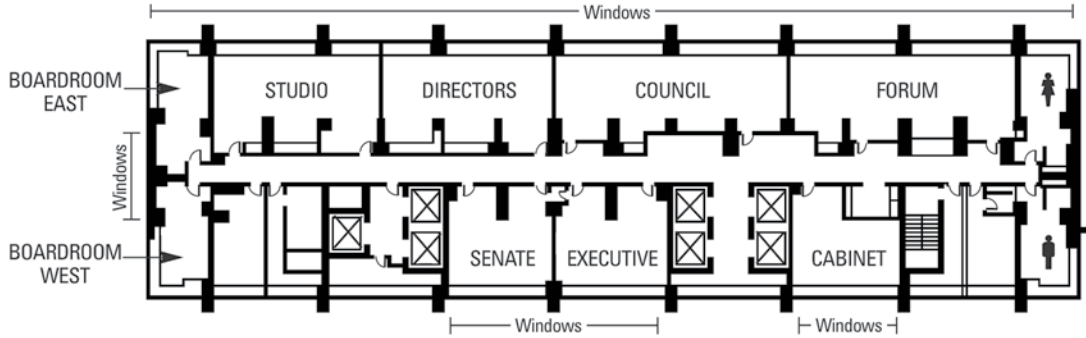
### **International Program of Excellence Award**

UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and innovative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance.

This Award recognizes a program of excellence in one or more of the following areas: educational programs and services; administrative practices; collaborations and partnerships; or research. A key element in all areas is demonstration of creativity and commitment to achieve global impact.

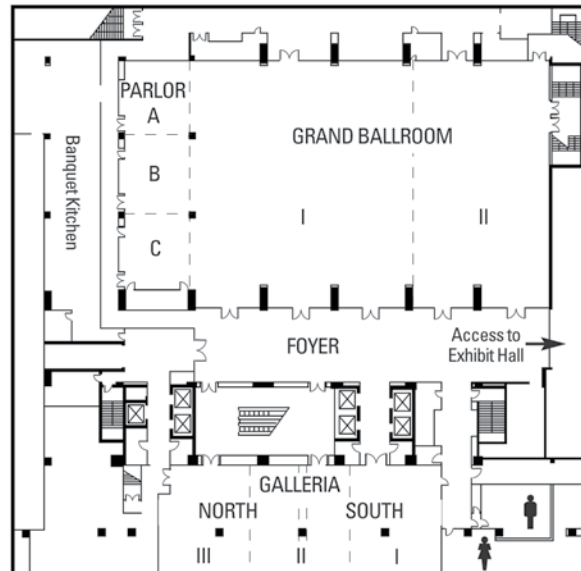
# Hotel Floorplan

## THIRD FLOOR



## PLAZA LEVEL

## BALLROOM LEVEL





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- Designing Data-Driven Marketing Strategies
- Benchmarking with Other Organizations
- Assisting with Pricing and Value Decisions
- Identifying Marketing, Brand and Program Strengths

The UPCEA Center for Research and Consulting leverages staff and consultant expertise while basing decisions on information collected from surveys; expert interviews; focus groups; and secondary, competitive and occupational databases.

**For more information, please visit: [www.upcea.edu/crc](http://www.upcea.edu/crc)**

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