SUNDAY, MARCH 29, 2015

11 A.M.–1 P.M.
UPCEA 2014–2015 AND
2015–2016 EXECUTIVE COMMITTEES
PRESIDENTIAL SUITE

1:30–4:30 P.M.
UPCEA 2014–2015 AND
2015–2016 BOARDS OF DIRECTORS
PENN QUARTER

4:45–5:15 P.M.
2015 AND 2016 ANNUAL CONFERENCE
ADVISORY COMMITTEES
MEETING ROOM 15

6–7:30 P.M. (REGISTRATION OPENS AT 5:30)
LEADERSHIP RECEPTION
2014–2015 and 2015–2016 Boards of Directors, Regional Councils, Network Leadership Teams, the 2015 and 2016 Annual Conference Advisory Committees, past presidents, and honored guests.
GEORGETOWN UNIVERSITY SCHOOL OF CONTINUING STUDIES
640 MASSACHUSETTS AVENUE, NW, WASHINGTON, 20001

MONDAY, MARCH 30, 2015

8–8:45 A.M.
ALL INCOMING LEADER ORIENTATION
MOUNT VERNON A&B
2015–2016 Board of Directors, Network Leaders, and Regional Councils

9–9:45 A.M.
NEW NETWORK LEADER ORIENTATION
MOUNT VERNON A&B
2015–2016 Incoming Network Chairs-Elect and all Associate Chairs

10–10:45 A.M.
REGIONAL CABINET MEETING
MEETING ROOM 2
2014–2015 and 2015–2016 Regional Chairs and Regional Representatives to the Board

10–10:45 A.M.
NETWORK SENATE MEETING
MEETING ROOM 3
2014–2015 and 2015–2016 Network Chairs

11–11:45 A.M.
2014–2015 AND 2015–2016 NETWORK LEADERSHIP TEAMS AND REGIONAL COUNCILS MEET

International Network Leadership Team
MEETING ROOM 2

Leadership and Strategy Network Leadership Team
MEETING ROOM 3

Marketing, Enrollment, and Student Services Network Leadership Team
MEETING ROOM 4

Online Management and Design Network Leadership Team
MEETING ROOM 5

Outreach, Engagement, and Economic Development Network Leadership Team
CONGRESSIONAL C

Program Management and Innovation Network Leadership Team
CONGRESSIONAL C

Network for Small and Specialized Institutions Leadership Team
MOUNT VERNON A

Central Region Council
MOUNT VERNON A

West Region Council
MOUNT VERNON A

South Region Council
MOUNT VERNON B

Mid-Atlantic Region Council
MOUNT VERNON B

New England Region Council
MOUNT VERNON B

11:30 A.M.–1:15 PM
UPCEA PAST PRESIDENTS' LUNCH
MEETING ROOM 7

UPCEA's Centennial Conference offers 10 tracks to address specific areas of practice important to professional, continuing, and online education. Concurrent sessions are organized to align with UPCEA's Networks, along with an "UPCEA Unbound" track that applies more broadly, an "Emerging Leaders" track with sessions to help the next generation of higher ed leaders hone their skills, as well as the "Online Leadership and the C-Suite" track for CIOs, and a track for those interested in Policy issues. Each network is designed to be a "professional home" for members, and to serve professionals practicing in the defining areas of this vibrant and growing sector of higher education. Visit UPCEA.edu to learn more and join a network.

INTERNATIONAL TRACK

LEADERSHIP AND STRATEGY TRACK

MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES TRACK

PROGRAM MANAGEMENT AND INNOVATION TRACK

ONLINE MANAGEMENT AND DESIGN TRACK

OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT TRACK

EMERGING LEADER TRACK

POLICY TRACK

ONLINE LEADERSHIP AND THE C-SUITE

UPCEA UNBOUND TRACK

MONDAY, MARCH 30, 2015

12–1:15 P.M.
WELCOME LUNCH
CONGRESSIONAL A/B
New Members, Non-member Attendees, and First-Time Annual Conference Attendees
Space Limited – Pre-Registration Required

Sponsored by **emsi**

1:30–2:15 P.M.
WELCOME
GRAND BALLROOM
BOB HANSEN
UPCEA
BEA GONZÁLEZ
SYRACUSE UNIVERSITY
CATHY SANDEEN
UNIVERSITY OF WISCONSIN COLLEGES AND UNIVERSITY OF WISCONSIN-EXTENSION

2:15–2:45 P.M.
OPENING GENERAL SESSION OP
GRAND BALLROOM
DR. JILL BIDEN
Prior to moving to Washington, Dr. Biden taught English at a community college in Delaware, at a public high school and at a psychiatric hospital for adolescents. She earned her Doctorate in Education from the University of Delaware in January of 2007. Her dissertation focused on maximizing student retention in community colleges. Dr. Biden also appreciates more than most the challenges our students face - she earned both of her Master's Degrees while working and raising a family.

OP

Share the Conference with Your Entire Team via the Online Pass, and Receive Institution-Wide, On-Demand Access for Up to One Full Year
★ ★ ★
In partnership with Sonic Foundry, UPCEA is providing an Online Pass to the conference, available to UPCEA members for $399 ($599 for non-members). The pass, which includes all six general sessions, every concurrent session, and all awards presentations, provides on-demand viewing for your entire institution. For those unable to attend the event, this is a great opportunity to take advantage of the resources UPCEA has to offer. Purchase on-site during the Conference, and get the full Online Pass for the special price of $299!

3–4 P.M.
CONCURRENT SESSION I

⊕ **CONTINUING, PROFESSIONAL, AND INTERNATIONAL EDUCATION: SHARED COMPETENCIES** OP
MEETING ROOM 2
The opportunities for professional, continuing, and online units to provide programming abroad because of their agility, delivery capabilities (technological and physical), and access to multidisciplinary expertise enable them to be significantly engaged in international education. Harnessing data produced by UPCEA (2014) and NAFSA (2007) surveys, this session presents a composite image of the characteristics of leaders engaged in international programs, including personal skill sets and program portfolios, targets and growth indices.
GERALDINE DE BERLY
SYRACUSE UNIVERSITY
MODERATOR
ERIC BULLARD
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

⚷ **FRONT AND CENTER ON THE HIGHER ED STAGE: ALTERNATE ENROLLMENT MARKETS AND RESPONSIVE LEADERSHIP** OP
CONGRESSIONAL A
This session embraces the fast-paced evolution of institutional expectations for the performance of professional, continuing, and/or online (PCO) units and looks at the changes in leadership capacity such dynamism requires. The presenters will provide case studies and pose questions to attendees in advance of the conference; data from responses and feedback on-site will provide for engaging, lively discussion about the ways in which leadership tactics and styles must change to meet the demands of the times. Outcomes include insights about aligning skills and mission to advance organizational work, ideas to involve and empower staff, and how to address these evolving challenges sustainably.
KAREN SIBLEY
BROWN UNIVERSITY
CYNTHIA BELLVEAU
UNIVERSITY OF VERMONT
ANNE-MARIE BRINSMEAD
RYERSON UNIVERSITY
ALEX FERWORN
RYERSON UNIVERSITY
MODERATOR
DAWN GAYMER
WESTERN MICHIGAN UNIVERSITY

📢 PATHWAY TO DEGREE COMPLETION: A SYSTEMATIC APPROACH TO ASSISTING NEAR DEGREE COMPLETERS OP

MOUNT VERNON B

University of Maryland University College will illustrate a model for assisting adult students who have stopped out to re-engage and finish their degrees. Attendees will be able to create a strategy for engaging and re-enrolling students near degree completion, and share best practices for student outreach and support.

ELIZABETH MULHERRIN
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

PERSHAIL YOUNG
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR
CHRIS TILGHMAN
INSIDETRACK

⚙ STRATEGIC PROGRAM DEVELOPMENT OP

MEETING ROOM 4

Finding the right intersection of faculty expertise, student need, and employment trends lies at the heart of strategic program development. Techniques to explore new program opportunities, construct high-quality curricula, foster strong student cohorts, incorporate professional and experiential learning opportunities, and implement different measures of program success will be discussed.

URSULA BECHERT
UNIVERSITY OF PENNSYLVANIA

MODERATOR
MONIQUE LAROCQUE
UNIVERSITY OF MAINE

📶 TRANSFORMING STUDENT LEARNING: PROGRAM DESIGN, OPEN RESOURCES, AND A NEW ROLE FOR FACULTY OP

CONGRESSIONAL B

Many schools appear to be pursuing competency-based education (CBE) as a matter of design, not as a philosophical undertaking. CBE values learning mastery, which implicitly suggests integrative demonstration through the acts of demonstrated creation. University of Maryland University College's plan breaks ranks with others pursuing CBE, using different approaches to faculty, learning resources, and "courses."

KARA VAN DAM
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

ARIC KRAUSE
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR
MARY NIEMIEC
UNIVERSITY OF NEBRASKA

💬 UNIVERSITY TO BUSINESS (U2B): UNDERSTANDING AND MANAGING SOCIAL MEDIA, SALES CYCLES, AND PROPOSALS TO GROW PARTNERSHIPS OP

Best in Show South NONCREDIT

MEETING ROOM 5

Discover new tools and techniques to build dynamic noncredit University to Business (U2B) partnerships to provide greater value to the community and increase revenue. The key topics covered will include effectively combining traditional and non-traditional platforms including social media to promote your programs, pricing programs for sustainability, managing the sales cycle for more profitable outcomes, and closing techniques that lead to valuable long-term partnerships.

LISA VERMA
LOUISIANA STATE UNIVERSITY

JANICE SITZES
NORTH CAROLINA STATE UNIVERSITY

ANDREW BILLINGSLEY
NORTH CAROLINA STATE UNIVERSITY

EMMANUEL SARRIS
JENZABAR

MODERATOR
JASON CURRIER
JENZABAR

🏅 THE OPENING DOOR: PROFESSIONAL, CONTINUING, AND ONLINE EDUCATION LEADERSHIP'S EMERGING PATHWAY TO HIGHER EDUCATION'S C~SUITE OP

MOUNT VERNON A

Continuing, professional, and online education (PCO) has been thrust to the forefront of educational innovation, thus creating an opening for top PCO leaders. This presentation will explore the trends and map the growing relevance of PCO leadership roles, experiences, and skills as a pathway to chief executive roles in broader universities.

JOHN LABRIE
NORTHEASTERN UNIVERSITY

SEAN GALLAGHER
NORTHEASTERN UNIVERSITY

MODERATOR
SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY SYSTEM

🔓 SMALL INSTITUTIONS FORUM OP
SMALL
CONGRESSIONAL C

Leaders from four unique, small and/or specialized institutions share their experiences through dialogue with attendees and the sharing of resources. Four specific areas will be examined, including navigating an online strategy, staying mission-centered while also exploring new initiatives, building a culture of growth (often with limited resources), and negotiating institutional change.

ORLANDO TAYLOR
FIELDING GRADUATE UNIVERSITY

WILLIE BRAGG
MORGAN STATE UNIVERSITY

KATHY MARTIN
LEWIS-CLARK STATE COLLEGE

JOY HADLEY
STETSON UNIVERSITY

MODERATOR
ROXANNE GONZALES
CLARION UNIVERSITY

🔓 LEARNER-CENTRIC: THE NEW NORMAL OP
MEETING ROOM 3

New learning pathways are emerging, driven by the needs of today's learners. Unfortunately, we still deliver education based on institution-centric practices. What's needed is a "learner centric" approach, one that includes various learning vehicles, assets, and tools, all focused on the learner. Drawing on her experience with the Department of Education and now Blackboard, Inc., Katie Blot will walk attendees through the drivers of change and propose tenets of a learner-centric approach and what institutions can do to ensure student success.

KATIE BLOT
BLACKBOARD, INC.

MODERATOR
BOB HANSEN
UPCEA

4–4:30 P.M.
NETWORKING BREAK
GRAND BALLROOM FOYER

4:30–5:30 P.M.
CONCURRENT SESSION II

🌐 BREAKING GROUND ON AN INTENSIVE ENGLISH PROGRAM: SMALL INSTITUTION SUCCESS OP
SMALL
MEETING ROOM 2

Washington & Jefferson College successfully launched a new Intensive English program serving multiple campus constituencies; this presentation outlines the program's planning, budgeting, curriculum development, launch, and impact. Presenters include an administrator and program director to highlight successful cross-campus collaboration for this new initiative and a discussion of high impact programs at small institutions.

MICHAEL SHAUGHNESSY
WASHINGTON & JEFFERSON COLLEGE

DANA POOLE
WASHINGTON & JEFFERSON COLLEGE

MODERATOR
DENNIS MAXEY
UNIVERSITY OF MASSACHUSETTS BOSTON

🔑 GROWTH STRATEGIES: STRATEGIC REINVESTMENT IN INFRASTRUCTURE OP
CONGRESSIONAL A

Distance enrollment growth expectations combined with academic decentralization sparked Mizzou Online's growth strategy, which centered on re-investment in infrastructure. This strategy permits the bypassing of many traditional obstacles and gives greater control over outcomes. A brief presentation followed by discussion will enable participants to share ideas for growth and campus partnerships.

KIM SIEGENTHALER
UNIVERSITY OF MISSOURI

STACY SNOW
UNIVERSITY OF MISSOURI

MODERATOR
CHUCK KILFOYE
NORTHEASTERN UNIVERSITY

📣 REVITALIZE YOUR PROGRAMMING: A NEW PERSPECTIVE ON COMMUNITY OP ENGAGEMENT
CONGRESSIONAL C

This session will demonstrate a marketing approach that calls on strategic community involvement as the cornerstone of innovative branding and content creation of a winning certificate program. Whether you are a staff of one or 100, this approach will help you leverage the community/students/advisors as ambassadors of your programs.

GIANA RODRIGUEZ
SAN DIEGO STATE UNIVERSITY

LESLIE REILLY
SAN DIEGO STATE UNIVERSITY

MODERATOR
SUSAN SHORT
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

⚙ LEVERAGING THE POWER OF COLLABORATION TO DEVELOP AN ONLINE PROFESSIONAL DEVELOPMENT MODEL OP

MOUNT VERNON B

What happens when three organizations join together to create a professional development model focused on sharing successful online teaching practices? Representatives from three organizations developed a platform for faculty to share online teaching experiences. The result is a collaborative website that showcases how to design, develop, and teach online courses.

RYAN ANDERSON
UNIVERSITY OF WISCONSIN-EXTENSION

TERRY TAO
UNIVERSITY OF WISCONSIN-EXTENSION

MODERATOR
NANCY CORGEL
SYRACUSE UNIVERSITY

⚙ IS PARTNERING TO PERFECTION POSSIBLE? THE INS & OUTS OF EFFECTIVE PARTNERING FOR SUCCESS OP

MEETING ROOM 5

Why would two higher education institutions partner to build and market one school's online programs and then team with an outside marketing company for additional help? Learn how the University of New Haven, Excelsior College, and JMH Consulting are doing just that to increase online courses and generate enrollments.

MARSHA HAM
UNIVERSITY OF NEW HAVEN

SUSAN KRYCZKA
EXCELSIOR COLLEGE

NICOLE FOERSCHLER HORN
JMH CONSULTING

⋙ HYBRID STRATEGIES FOR CENTRALIZED/ DECENTRALIZED ONLINE PROGRAM SUPPORT AND SERVICES OP

MEETING ROOM 4

The results of an evaluation of an operational model which supports online education at a private, 4-year northeastern university will be discussed. Using a modified version of the Quality Scorecard, online program administrators at different schools/colleges within a single institution completed the Scorecard based on their perspective.

KAREN ZANNINI BULL
SYRACUSE UNIVERSITY

MICHAEL J. FRASCIELLO
SYRACUSE UNIVERSITY

VICTORIA WILLIAMS
SYRACUSE UNIVERSITY

MODERATOR
BEN MEREDITH
EASTERN WASHINGTON UNIVERSITY

💬 WHAT THE HECK IS THIS THING CALLED ENGAGEMENT? AND, WHAT SHOULD IT LOOK LIKE? OP

MEETING ROOM 3

This hands-on workshop will facilitate collaborative work amid small groups, each creating aspirational definitions of engagement, and then speculating on models of what engagement could look like at an institution of higher education. Groups will present their ideas and share feedback with fellow attendees, and, collectively, create best practices of "engagement."

NICHOLAS SWARTZ
JAMES MADISON UNIVERSITY

CAROL FLEMING
JAMES MADISON UNIVERSITY

MODERATOR
WENDY EVERS
CALIFORNIA STATE UNIVERSITY, SAN MARCOS

🔓 LOCAL LEADERS: COLLABORATION THAT DRIVES INNOVATION OP

MOUNT VERNON A

Via current and aspirational case studies and robust audience discussion, this panel of local leaders will illustrate the nature of innovative partnerships and how these strategic alliances work to support funding and/or mission. Can the microcosm of the Nation's Capital demonstrate the ways in which opportunities and constraints both depend on and benefit from strategic use of locality, scale, and key networks?

ARIC KRAUSE
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

CAROLA WEIL
AMERICAN UNIVERSITY

KELLY OTTER
GEORGETOWN UNIVERSITY

SARA THOMPSON
CATHOLIC UNIVERSITY

MODERATOR
CHRIS LABELLE
OREGON STATE UNIVERSITY

INNOVATION ROUNDTABLES
CONGRESSIONAL B

Roundtables are table-based, small-group, guided discussions about a specific and timely topic, question, or issue facing professional, continuing, or online education. Roundtable presenters share their experiences and ideas and then promote the sharing of thoughts, solutions, and questions among table's attendees.

⊕ AN INTERNATIONAL EDUCATION IN VIETNAM: INFORMATION, INSIGHTS & (OCCASIONALLY) INTRIGUE
Roundtable 1

Be a part of an interactive conversation with international educator Mark Ashwill, who leads human resource development opportunities in Vietnam, bringing higher education institutions and the private sector together through innovative programming.

MARK ASHWILL
CAPSTONE VIETNAM

☞ SCHOLARSHIP OF PROFESSIONAL, CONTINUING, AND ONLINE EDUCATION: MOVING IDEAS AND QUESTIONS TOWARDS PUBLICATION
Roundtable 2

Professional, Continuing, and Online Education (PCO) are fast growing segments of higher education, and yet we don't do as much as we could to generate scholarship. Join us for an interactive session where audience members will brainstorm research questions around the areas in which we work, and form teams to address those questions.

SARAH MACDONALD
JAMES MADISON UNIVERSITY

JENNIFER HUMBER
UNIVERSITY OF ALABAMA

📣 HOW SEO + CONTENT MARKETING KILLED YOUR HOME PAGE (AND WHY THAT'S A GOOD THING)
Roundtable 3

Is your search engine optimization (SEO) strategy more focused on attracting search bots than people? The evolution of search has pulled the rug out from under traditional metrics and SEO tactics. In this interactive session, examine how you can innovate to hone in on student needs and questions allowing you to plan data-driven content and identify ROI-focused metrics.

LESLIE HELMUTH
HARVARD UNIVERSITY

ANDREW GARBERSON
LUNAMETRICS

📣 BUILDING BRIDGES: ENROLLMENT RETENTION AND ADVISING
Roundtable 4

Recently Lasell College embarked on a new vision for graduate student enrollment requiring a close collaboration between Graduate Admissions and Graduate and Professional Studies. This presentation provides an overview of the process and challenges, with recommendations to institutions and a discussion of issues still being worked out.

ADRIENNE FRANCIOSI
LASELL COLLEGE

GILLIAN STANLEY
LASELL COLLEGE

🔊 WHAT STUDENTS WANT YOU TO KNOW ABOUT COURSE DESIGN
Roundtable 5

If students could design courses, what technologies and techniques would they use? How would they encourage communication and engagement while reducing the amount of time faculty need to spend on correspondence and administration? Learn student preferences for course design and structure and ways to reduce time spent on course administration.

AMY PILCHER
IOWA STATE UNIVERSITY

💬 BUILDING SUCCESSFUL CAMPUS/ COMMUNITY PARTNERSHIPS: LESSONS LEARNED
Roundtable 6

Three long-standing, successful collaborations at UC Berkeley Extension – local, region-wide and international – are described with a focus on 'lessons learned' as well as key elements that have made each successful: academic leadership, an outcomes focus, diversified funding mechanisms, and three tailored marketing strategies. Guided, participatory discussion will follow.

STANLEY WEISNER
UNIVERSITY OF CALIFORNIA, BERKELEY

RAMU NAGAPPAN
UNIVERSITY OF CALIFORNIA, BERKELEY

PATRICK BROWN
UNIVERSITY OF CALIFORNIA, BERKELEY

🔓 SERVING UNDERREPRESENTED AND MARGINALIZED STUDENTS THROUGH ONLINE DEGREES AND PROGRAMS
Roundtable 7

Are online programs a good option to help augment higher education access for Native American, Latino/a American, and other under-served communities? What barriers to such adoption might there be? What synergies and opportunities exist? Are traditional programs offered online able to be culturally relevant and accessible for these students? What can and should online education practitioners be doing to reach these important populations?

KELLY NEWELL
WASHINGTON STATE UNIVERSITY

🔓 FEMALE STUDENT VETERANS: RECENT RESEARCH, NEW PARADIGMS
Roundtable 8

A distinctive (and growing) subpopulation in higher education, female student veterans choose college, transition to and connect with campus, and persist to degree in ways very different from male veterans and female nonveterans. In this small-group setting, discuss new research about female student veterans and discover actionable ways to support this audience at your institution.

AMY HEITZMAN
UPCEA

4:45–5:45 P.M.
ACCELERATING ENROLLMENT: EXECUTIVE FORUM, HOSTED BY UPCEA AND BLACKBOARD
Blackboard Worldwide Headquarters
Space limited; attendance by invitation
JIM FONG
UPCEA
BROOK BOCK
BLACKBOARD

6–8 P.M.
OPENING RECEPTION
HOSTED BY EVENT EXHIBITORS
EXHIBIT HALL

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🌐 INTERNATIONAL

🔑 LEADERSHIP AND STRATEGY

📣 MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES

⚙️ PROGRAM MANAGEMENT AND INNOVATION

📶 ONLINE MANAGEMENT AND DESIGN

💬 OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT

🏅 EMERGING LEADER

❄️ POLICY

📱 ONLINE LEADERSHIP AND THE C-SUITE

🔓 UPCEA UNBOUND

TUESDAY, MARCH 31, 2015

8–9 A.M.
CONTINENTAL BREAKFAST
MEETING LEVEL FOYER AND BALLROOM LEVEL FOYER

8–9 A.M.
CONCURRENT SESSION III

🌐 THE ROLE OF SOCIAL NETWORKS IN INTERNATIONAL EDUCATION: A HYBRID APPROACH OP
MEETING ROOM 2

This program will disseminate information about the use of a social network through the development of a partnership between a university in the Netherlands and a university in the United States that devised a teacher education community of practice via LMS, VOIP, and face-to-face meetings.

BARBARA SCHWARTZ-BECHET
NORTHERN ILLINOIS UNIVERSITY

MODERATOR
ROBERT WAGNER
UTAH STATE UNIVERSITY

🔑 BUILDING BLOCKS FOR PROFESSIONAL AND CONTINUING EDUCATION PROFESSIONALS: A FRESH LOOK AT COMPETENCIES OP
CONGRESSIONAL B

What does it take to be a Professional, Continuing, and/or Online (PCO) leader? What are PCO leaders asked to do that requires a new or different skill set to lead in today's rapidly changing higher education environment? More importantly, what competencies do seasoned and aspiring professionals need to advance their careers, their institutions, and the field? During this interactive session, session leaders will present both a vertical and horizontal look at comparative survey data, as well as solicit input from attendees about how new initiatives might influence growth for professionals and leaders. Through guided exercise, session leaders will capture the discussion in order to build a matrix of qualities and competencies that reflect the discussion and inform future UPCEA programming.

ERIC BULLARD
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

CHRISTINE IRON
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

JENNI MURPHY
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

MODERATOR
SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY SYSTEM

📢 "YOU KNOW, IT'S NOT REALLY A DASHBOARD…" SELECTING AND SHARING METRICS TOWARD DATA-DRIVEN DECISIONS OP
MOUNT VERNON A

Are you working to develop a reporting dashboard of meaningful metrics to share with senior leadership to encourage data-driven decision making? Join members of the University of Richmond School of Professional & Continuing Studies as they discuss their experience developing a reporting dashboard for CRM, SIS, and web visit metrics.

JAMES CAMPBELL
UNIVERSITY OF RICHMOND

DANIEL HOCUTT
UNIVERSITY OF RICHMOND

PHIL MELITA
UNIVERSITY OF RICHMOND

MODERATOR
STACY SNOW
UNIVERSITY OF MISSOURI, COLUMBIA

⚙️ STUDENT PERSISTENCE AS A THREE-TIERED APPROACH OP
MEETING ROOM 5

Loyola University Chicago's School of Continuing and Professional Studies has restructured its degree programs to increase student success. This remarkable 100% success rate is fostered through a three-tiered curriculum that clarifies students' goals and builds their confidence, implementing a choice of flexible delivery formats.

WALTER PEARSON
LOYOLA UNIVERSITY CHICAGO

JEANNE WIDEN
LOYOLA UNIVERSITY CHICAGO

AMY JORDAN
LOYOLA UNIVERSITY CHICAGO

MODERATOR
JEFF ROBY
UNIVERSITY OF OKLAHOMA

📡 SYNCHRONIZING DISTANCE EDUCATION AT A LARGE PUBLIC INSTITUTION OP
Best in Show Central
MOUNT VERNON B

Distance education is an increasingly viable option for institutions and students. However, starting a coordinated, centralized distance education initiative from nothing is incredibly time consuming with competing priorities at every level. Learn from your peers reflecting on their own ups and downs one year into the process.

ROBERT GRIFFITHS
THE OHIO STATE UNIVERSITY

JENNIFER SIMMONS
THE OHIO STATE UNIVERSITY

MODERATOR
JOHN KANNAPELL
BLACKBOARD

💬 THE CITY OF MADISON AND TULANE UNIVERSITY: A PARTNERSHIP OP
MEETING ROOM 4

Days of brick-and-mortar have not come to an end. All across the USA are small towns looking for ways to increase educational opportunities for their citizens and induce new businesses. The partnership between Tulane University and the city of Madison, Mississippi, can serve as a model for anyone interested in considering this worthwhile endeavor.

RICK MARKSBURY
TULANE UNIVERSITY

STEVE VASSALLO
ECONOMIC DEVELOPMENT CONSULTANT

MODERATOR
LISA VERMA
LOUISIANA STATE UNIVERSITY

❄ POLICY 101: AN INTRODUCTION TO INSTITUTIONAL ADVOCACY OP
CONGRESSIONAL C

Panelists will dive deeply into internal modes of advocacy such as navigating institutional government affairs processes and how to gain attention for professional, continuing, and online efforts, as well as external overviews of how Washington, D.C., works and how to connect with the Hill.

FRANCINE PFEIFFER
RUTGERS UNIVERSITY

ERIC PERSONS
SYRACUSE UNIVERSITY

SARAH DUFENDACH
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR
BEA GONZÁLEZ
SYRACUSE UNIVERSITY

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"2015 UPCEA 100 Annual Conference."

📋 BUSINESS MODEL MEETS INNOVATION, PART II, HOSTED BY UPCEA AND NACUBO OP
CONGRESSIONAL A

Part I of Business Model Meets Innovation, a general session at the Summit for Leadership and Strategy, featured John Walda, "edupreneur" Burck Smith, and co-editor of Inside Higher Education, Scott Jaschik. As we continue the conversation, John Walda will interview three dynamic leaders from very different institutional contexts – an Ivy League dean with roots in both private industry and a public global campus; the president of Drexel Online, a spinoff enterprise now in the process of re-integrating with the main university; and Peter Smith, former college president and thought leader now charged with leading Kaplan's Academic Strategies and Development. Against the backdrop of this intriguing cross-section of perspectives, the panelists engage in a conversation about where higher education is headed, and why.

HUNTINGTON LAMBERT
HARVARD UNIVERSITY

PETER SMITH
OPEN COLLEGE AT KAPLAN UNIVERSITY

SUSAN ALDRIDGE
DREXEL UNIVERSITY

MODERATOR
JOHN WALDA
NACUBO

🔓 KEY FINDINGS FROM JOINT STUDY OF ADULT LEARNER PERSISTENCE AND DEGREE COMPLETION OP
MEETING ROOM 3

To address the lack of publicly available data on the success of adults returning to college, UPCEA partnered with ACE, InsideTrack, NASPA, and the National Student Clearinghouse to jointly issue benchmarking data for non-first-time (NFT) and first-time (FT) students and preliminary results revealed surprising disparities. In this session, attendees will review the study's full findings and discuss their implications.

KEVIN KRUGER
NASPA

DEB SEYMOUR
ACE

DAVE JARRAT
INSIDETRACK

MODERATOR
JIM FONG
UPCEA

🔓 DOCUMENTING OUR STORY: RESEARCH, COLLECTIONS, AND MEDIA IN THE HISTORY OF UPCEA OP

MEETING ROOM 14

Syracuse University Libraries holds the largest and most comprehensive compilation of English-language materials in the field of adult and continuing education. The collections, consisting of manuscript, print, visual, and media materials, come from all over the world and document the international history and development of the field. Access to the collections is free and open to the public, and each year the [past UPCEA president] Alexander N. Charters Adult Education Grants-in-Aid Program provides funding for practitioners and researchers who are interested in exploring the history and practice of adult education to use the collections. In this session, attendees will be introduced to the collections, their relevance within recent transformations of the field, and how they may be used as a resource for educators of adults today.

LUCY MULRONEY
SYRACUSE UNIVERSITY

MODERATOR
SARAH MACDONALD
JAMES MADISON UNIVERSITY

9:15–10:15 A.M.
GENERAL SESSION – THE STATE OF THE ONLINE UNIVERSITY: WHAT LIES AHEAD? OP

GRAND BALLROOM

PAUL J. LEBLANC
SOUTHERN NEW HAMPSHIRE UNIVERSITY

10:15–10:45 A.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

10:15–10:45 A.M.
PLATTFORM DEMONSTRATION – SEELIO: INCREASE INSTITUTIONAL OUTCOMES AND CREATE THE WORLD'S MOST PREPARED STUDENTS WITH STUDENT LIFECYCLE PORTFOLIOS™

INNOVATION PAVILION

Seelio is a student-focused, service-based, student lifecycle portfolio™. Seelio empowers students to connect the dots between their education and career goals by capturing and reflecting on their learning experiences and showcasing their 21st century skills. Students gain a strong and differentiating digital identity and Seelio's best practices enable institutions to leverage portfolios to help with:
• Enrollment/marketing
• Retention/engagement
• Learning outcomes/assessment
• Career readiness/preparation
In this interactive demonstration see real examples of Seelio in action and learn how to actively engaging students with student lifecycle portfolios can help you achieve your institutional goals.

FACILITATOR
COLIN IROSE
SEELIO'S DIRECTOR OF PARTNERSHIPS

11 A.M.–12:15 P.M.
NETWORK MEETINGS AND AWARDS PRESENTATIONS OPEN TO ALL ATTENDEES OP

Network Meetings and Awards Presentations are gatherings of attendees who share a common practice – for example, student services, or online management, or international programming, for the purposes of networking, peer to peer learning, and the recognition of excellence. Like "affinity groups" within the larger organization, Networks are the professional home for UPCEA members, and each hosts a series of annual deliverables, varying from curating a track at the Annual Conference to supporting webinars, specialty seminars, and practice-specific awards. While the seven UPCEA Networks are formal structures and membership in one or more is a benefit of UPCEA membership, Network Meetings hosted at the Annual Conference are open to all attendees and prior affiliation is not required. Some Networks will host a formal presentation during their Network Meeting, and most will also present one or more Network-affiliated Association Awards. All seven will offer multiple opportunities for informal learning and networking with other attendees, as well as information about how to get the most from UPCEA.

UPCEA INTERNATIONAL NETWORK
MEETING ROOM 2

The UPCEA International Leadership Award and the UPCEA International Program of Excellence Award will be presented. In addition, Mark Ashwill of Capstone Vietnam will host a presentation entitled International Recruitment Strategies, which will be followed by time for discussion with the audience.

UPCEA LEADERSHIP & STRATEGY NETWORK
CONGRESSIONAL A

The inaugural UPCEA 11th Hour Award for Leadership in Times of Crisis will be presented. In addition, a "lightning-round" presentation entitled Thriving on the Roller Coaster of Organizational Change, will feature the following facilitators: Michel Bellini, University of Illinois at Urbana-Champaign; Robert (Rob) Bruce, University of North Carolina at Chapel Hill; Debbie Cavalier, Berklee College of Music; Wayne Smutz, University of California, Los Angeles; Moderator: Faye L. Lesht, University of Illinois at Urbana-Champaign.

UPCEA MARKETING, ENROLLMENT MANAGEMENT & STUDENT SERVICES NETWORK
CONGRESSIONAL B

The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented. In addition, a special, never-before-released white paper stemming from the 2014 UPCEA Marketing Survey will be presented by the UPCEA Center for Research and Consulting.

UPCEA ONLINE MANAGEMENT & DESIGN NETWORK
CONGRESSIONAL C

The UPCEA Strategic Innovation in Online Education Award will be presented.

UPCEA PROGRAM MANAGEMENT & INNOVATION NETWORK
MOUNT VERNON B

The UPCEA Award for Outstanding Program, credit and noncredit categories, will be presented.

UPCEA OUTREACH, ENGAGEMENT & ECONOMIC DEVELOPMENT NETWORK
MOUNT VERNON A

The inaugural UPCEA Engagement Award will be presented. In addition, the award's recipient will engage attendees in a short Q&A presentation.

NEW! UPCEA NETWORK FOR SMALL & SPECIALIZED INSTITUTIONS
MEETING ROOM 3

The new Network for institutions under 5,000 full-time students and/or are focused on a particular market or niche will convene for the first time at the 2015 UPCEA Annual Conference. The session will also feature a presentation by James Narduzzi, University of Richmond, on the topic of Thinking Big: Commonalities and Lessons Learned about Scale.

12:30–2 P.M.
GENERAL SESSION AND LUNCH – THE STATE OF THE ASSOCIATION AND AWARDS PRESENTATION OP
GRAND BALLROOM

BOB HANSEN
UPCEA

BEA GONZÁLEZ
SYRACUSE UNIVERSITY

2:15–3:15 P.M.
CONCURRENT SESSION IV

⊕ ONLINE AND OVERSEAS: TALES FROM FOUR INSTITUTIONS OP
MEETING ROOM 2

This panel presentation will highlight best practices and lessons learned in international online education as experienced in various university settings. Initial discussions and information exchange will start in advance of the session via UPCEA CORe, furthered by the panel at the conference.

ROBERT WAGNER
UTAH STATE UNIVERSITY

TERRENCE GRAHAM
CALIFORNIA STATE UNIVERSITY, LONG BEACH

DENNIS MAXEY
UNIVERSITY OF MASSACHUSETTS, BOSTON

MODERATOR
SOMA CHAKRABARTI
UNIVERSITY OF DELAWARE

⌗ ORGANIZATIONAL CHANGE: A MODEL MOVING FORWARD OP
CONGRESSIONAL B
SMALL

What do a small liberal arts college and a large public research institution have in common? Organizational change! Forward-thinking institutional reorganizations at UI-Springfield and UI-Urbana have created new organizational structures that have paved the way for administrative support units to foster innovation to support teaching and learning across delivery methods.

VICKIE COOK
UNIVERSITY OF ILLINOIS, SPRINGFIELD

ADAM FEIN
UNIVERSITY OF ILLINOIS, URBANA CHAMPAIGN

FAYE LESHT
UNIVERSITY OF ILLINOIS, URBANA CHAMPAIGN

MODERATOR
RAY SCHROEDER
UNIVERSITY OF ILLINOIS, SPRINGFIELD, AND UPCEA

📣 NUTS & BOLTS: BUILDING A RETENTION PLAN FOR ADULT LEARNERS OP
CONGRESSIONAL A

Question: What do you get when you combine a directive to build a formal retention plan for adult learners, a retention rookie, and an overwhelming sea of data? Answer: A happy ending. Join Mercer University's enrollment management team and learn the nuts and bolts of successfully building your first retention plan.

MEGAN DELONG
MERCER UNIVERSITY

MELISSA CRUZ
MERCER UNIVERSITY

AMANDA BENTLEY
MERCER UNIVERSITY

MODERATOR
DALE LEATHERWOOD
PLATTFORM

📣 BENCHMARKING FOR SUCCESS: UPCEA'S SALARY AND STRUCTURE SURVEY OP
MEETING ROOM 14

Every two years, our association undertakes a major initiative to provide member institutions key operational metrics. Formerly called UPCEA's Management Survey, this year's study focuses on salary and compensation, revenues (gross and net), budgeting and staffing. The presentation will cover what large, mid-size and smaller institutions look like across these key metrics. Additional analysis will also be presented on outsourcing, the mix of credit/non-credit enrollments, revenue sharing and the composition of online versus face-to-face enrollments.

JIM FONG
UPCEA

MODERATOR
JESSICA DUPONT
OREGON STATE UNIVERSITY

⚙ WHAT KIND OF PROJECT MANAGER AM I? OP
MEETING ROOM 3

Although every project is different, each requires a planned, organized approach. This hands-on workshop will help attendees better understand the role of the project manager in organizational success as well as to recognize their own unique project management skills and how to hone those in the context of our field and our own individual settings.

JENNIFER CARTER
VIRGINIA TECH

MODERATOR
LUCY MAILLETTE
MICHIGAN STATE UNIVERSITY

⚙ FOUR CORE PRINCIPLES FOR ALTERNATE FORMAT PROGRAMS OP
Best in Show Mid-Atlantic
MOUNT VERNON B

Explore four core principles for your alternate format programs, including common assessment, the use of course modules and standardized syllabi, clearly defined academic workload expectations, and Alternative Instructional Equivalencies (AIEs).

PAUL NARDONE
MISERICORDIA UNIVERSITY

MORGAN SADOWSKI
MISERICORDIA UNIVERSITY

MODERATOR
CHRISTINA SAX
SHIPPENSBURG UNIVERSITY

🔊 NAVIGATING CHANGE IN THE FACE OF RESISTANCE: ONLINE LANGUAGE TEACHING IN THE 21ST CENTURY OP
CONGRESSIONAL C

This presentation reflects the process of developing online language curricula and positioning them as viable alternatives to programs that heretofore utilized traditional pedagogy. Through two case studies, one focused on online language program proficiency outcomes, the other on online language course design, presenters demonstrate lessons learned about programming and pedagogical best practices and how those lessons increased opportunities for innovative strategies which, in turn, increased enrollment and strengthened program quality, while meeting the evolving needs of increasingly diverse students.

LISA TEMPLETON
OREGON STATE UNIVERSITY

SUSANA RIVERA-MILLS
OREGON STATE UNIVERSITY

SEBASTIAN HEIDUSCHKE
OREGON STATE UNIVERSITY

MODERATOR
DANA POOLE
WASHINGTON & JEFFERSON COLLEGE

💬 A CASE STUDY OF COMMUNITY PARTNERSHIP: SHOULD WE DO IT AGAIN? OP
MEETING ROOM 4

Does it make sense to partner with other organizations in your community on a high profile event or program without receiving any financial income? We will examine this question through a case study of what happened when community organizations joined together to bring a high profile speaker to Richmond, Virginia.

KATHY LAING
UNIVERSITY OF RICHMOND

MODERATOR
TOMIKA FERGUSON
JAMES MADISON UNIVERSITY

✳ POLICY BRIEFING OP
MOUNT VERNON A

2015 is shaping up to be the most significant year in federal education lawmaking in decades. The federal laws that govern K–12 and higher education have each been reauthorized once over the last fifteen years, and Congress will be tackling both this year. The Higher Education Act has significant impact to the UPCEA community. Chris Murray and Vince Sampson will give background where eLearning has and will fit into the conversation, what the main topics will be, and how best to get involved in a meaningful way.

CHRIS MURRAY
THOMPSON COBURN, LLP

VINCE SAMPSON
COOLEY, LLC

MODERATOR
DAVID SCHEJBAL
UNIVERSITY OF WISCONSIN-EXTENSION

🔓 PLA PRIMER OP
MEETING ROOM 5

A growing number of institutions are launching or expanding credit for prior learning (CPL) programs and services to meet increased demand among contemporary college students. At the same time, institutions face a plethora of challenges regarding how to create and sustain good policy and practice. Join this session to learn more about current trends, challenges, and research as well as recent state, regional, and national initiatives that are making CPL central to nationwide discussions on attainment and innovation. Attendees will take part in a lively discussion on key elements for developing and sustaining effective policies and practices, from institutional culture and faculty engagement to funding for sustainability and metrics on CPL and completion.

MARY BETH LAKIN
ACE

MODERATOR
PAUL COCHRANE
UNIVERSITY OF SOUTHERN MAINE

3:15–3:45 P.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

3:15–3:45 P.M.
FRANDSON BOOK SIGNING
EXHIBIT HALL

3:45–4:45 P.M.
CONCURRENT SESSION V

🌐 SYNCHDL: EXPOSITION AND DEVELOPMENT OF A SYNCHRONOUS ONLINE METHODOLOGY OP
NONCREDIT
MEETING ROOM 2

At the University of Washington Educational Outreach we have found success in employing synchronous distance learning (SynchDL) technology to disseminate noncredit certificate offerings to an international audience. While there are several advantages in adopting this technology, we are cognizant of its limitations and are continually striving to overcome these constraints.

LALITHA SUBRAMANIAN
UNIVERSITY OF WASHINGTON

NAOMI BOGENSCHUTZ
UNIVERSITY OF WASHINGTON

ERIK BANSLEBEN
UNIVERSITY OF WASHINGTON

MODERATOR
ELIZABETH VALENCIA-BORGERT
ST. CLOUD STATE UNIVERSITY

🔑 LEADERSHIP FROM THE GROUND UP: SMALL SCHOOL EXPERIENCES OP
CONGRESSIONAL C
SMALL

In this presentation individuals will learn in three "TED-like" talks about leadership at three uniquely different small institutions. They will offer their perceptions of what it takes to be a manager and leader in times of change while grappling with the day-to-day operations inherent to a small unit.

EMILY RICHARDSON
QUEENS UNIVERSITY OF CHARLOTTE

HARRY STARN
CALIFORNIA LUTHERAN UNIVERSITY

MICHAEL SHAUGHNESSY
WASHINGTON & JEFFERSON COLLEGE

MODERATOR
LAURA BRENER
LINFIELD COLLEGE

📣 ADULT STUDENT GAINS: MEASURING AND COMMUNICATING THE VALUE OF CREDIT CREDENTIALS TO THE PROSPECT OP
CONGRESSIONAL A

Hobsons and the UPCEA Center for Research and Consulting have conducted research on the adult learner to measure gains in job security, increased salaries or improved esteem factors as a result of earning a credential. In year two of the study, additional institutions have joined to further improve the benchmarks.

JIM FONG
UPCEA

AMANDA MASON-SINGH
HOBSONS

MODERATOR
CHRIS NICHOLSON
UNIVERSITY OF DENVER

⚙️ BEYOND BUILDING BRIDGES: CONNECTING PK–12, POSTSECONDARY AND COMMUNITY LEADERSHIP WITH A P20+ APPROACH OP
MEETING ROOM 4

At Murray State University, one of the ways we develop P20+ pioneers is through a new, innovative doctor of education program that equips professionals from the PK–12, postsecondary education, business and nonprofit sectors to build bridges and break down silos for effective educational leadership.

TERESA CLARK
MURRAY STATE UNIVERSITY

JENNIFER WYATT
MURRAY STATE UNIVERSITY

RANDY WILSON
MURRAY STATE UNIVERSITY

MODERATOR
CATHY MARIS
RICE UNIVERSITY

📶 ADVISORY GROUPS: ROLES, RESPONSIBILITIES, AND PITFALLS OP
MOUNT VERNON B

Advisory groups have the potential to provide valuable guidance and feedback to administrators. Creating an advisory group and identifying its roles and responsibilities is critical to avoiding problems that can derail discussion and cause discord among members. Join us for a lively discussion and words of wisdom on how to engage an advisory group and create meaningful work and discussions that support operations at your institution.

KIM L. SIEGENTHALER
UNIVERSITY OF MISSOURI

MELINDA STEARNS
PENNSYLVANIA STATE UNIVERSITY

WILLIAM MCCLURE
UNIVERSITY OF MASSACHUSETTS, AMHERST

MODERATOR
JULIE URANIS
WESTERN KENTUCKY UNIVERSITY

💬 EXPLORING THE WORLD OF INCUBATION IN HIGHER EDUCATION OP
MEETING ROOM 5

Incubation is widely recognized as one of the most effective tools for economic development. What can it do for university campuses? Learn how one of the top ranked university-associated business incubators, Los Angeles Cleantech Incubator (LACI), and their college and university partners are developing successful satellite incubators.

JULIA POTTER
CALIFORNIA STATE UNIVERSITY NORTHRIDGE

FRED H. WALTI II
LOS ANGELES CLEANTECH INCUBATOR

MODERATOR
KAREN GIRTON-SNYDER
HIGHER EDUCATION CONSULTANT

🏅 FROM PYRAMIDS TO PUZZLES – BUILDING AN EMPOWERED ADMINISTRATIVE TEAM OP
MEETING ROOM 3

During this session, participants will share strategies for assessing one's own organizational culture and implementing new strategies and tactics to align a teams' capability with their organizational aspirations. Participants will engage in conversations covering structures, approaches and strategic management tactics.

AMY LEVINE
GEORGETOWN UNIVERSITY

KYLE BURNS
GEORGETOWN UNIVERSITY

MODERATOR
DEBBIE CAVALIER
BERKLEE COLLEGE OF MUSIC

❋ SARA UPDATE: THE STATE AUTHORIZATION RECIPROCITY AGREEMENT OP
Best in Show New England
CONGRESSIONAL B

This session will examine the history of state authorization reciprocity agreement (SARA) and where it currently stands today. Presenters will discuss the current status of federal law, the landscape of state laws, and policy as it relates to the federal, regional and state levels. The presentation will also address SARA's impact on schools, students, and policymakers and regulators.

MICHAEL LEAMY
FITCHBURG STATE UNIVERSITY

CATHERINE CANNEY
FITCHBURG STATE UNIVERSITY

KILEY DANCHISE-CURTIS
NEW ENGLAND BOARD OF HIGHER EDUCATION

MODERATOR
JAMES SHAEFFER
OLD DOMINION UNIVERSITY

🏆 CIO AND PCO LEADER ROUNDTABLE, HOSTED BY UPCEA AND EDUCAUSE OP
MOUNT VERNON A

The first in a series of sessions jointly developed by UPCEA and EDUCAUSE to bring together Chief Information Officers (CIOs), Chief Online Learning Officers (COLOs), and leaders of professional, continuing, and online units (PCO) to address common issues, including how best to advance the institution and serve students as a team. How should CIOs, COLOs and PCO leaders best promote integrated planning and shared goals? What are the important student data analytics and how should we use them either individually or collaboratively? How can institutions cultivate an informed and collaborative faculty governance system in technology areas?

RAY SCHROEDER
UNIVERSITY OF ILLINOIS, SPRINGFIELD, UPCEA

MICHAEL HITES
UNIVERSITY OF ILLINOIS SYSTEM

MODERATOR
DAVE KING
OREGON STATE UNIVERSITY

🔓 2015 RECIPIENT OF THE PHILIP E. FRANDSON AWARD FOR LITERATURE OP
MEETING ROOM 14

Laura Bierema and Sharan Merriam, co-authors of *Adult Learning: Linking Theory and Practice*, are the 2015 recipients of the Philip E. Frandson Award for Literature which recognizes excellence in the scholarship of professional, continuing, and online education.

LAURA BIEREMA
UNIVERSITY OF GEORGIA

MODERATOR
JUDITH POTTER
MCGILL UNIVERSITY

5–6:30 P.M.
CENTENNIAL CELEBRATION
CARNEGIE LIBRARY AT THE
HISTORICAL SOCIETY OF WASHINGTON, D.C.
801 K STREET, NW
DIRECTLY ACROSS K STREET
**FROM THE CONFERENCE HOTEL**

Sponsored by **Blackboard**

7 P.M.
DINNER GROUPS DEPART
Meet in Hotel Lobby

CENTENNIAL
conversations

Essential Essays in Professional, Continuing, and Online Education

CENTENNIAL
conversations

Essential Essays in
Professional, Continuing,
and Online Education

Edited by Daniel W. Shannon and Robert Wiltenburg

1915–2015
UPCEA
Leaders in Professional, Continuing
and Online Education
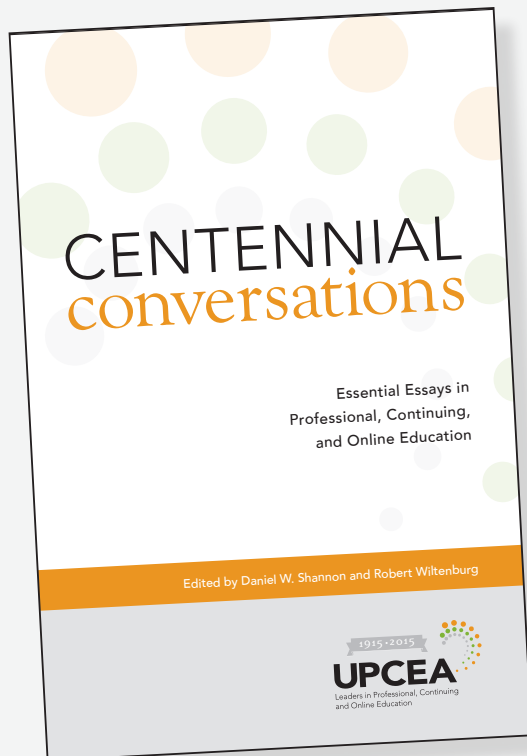
This collection of essays from leading thinkers in the field of continuing education guides readers through the recent transformation from traditional to dynamic new forms of practice. This volume has been edited into topical conversations; it demonstrates how universities are reinventing themselves in order to meet the needs of the 21st century as well as the nontraditional students they serve. *Centennial Conversations* is a valuable resource for campus leaders, higher education researchers, and policy makers.

WEDNESDAY, APRIL 1, 2015

8–9 A.M.
BREAKFAST AND REGIONAL MEETINGS
OPEN TO ALL ATTENDEES
MEETING LEVEL FOYER AND BALLROOM LEVEL FOYER

Regional Meetings leverage attendees' geographical proximity by providing accessible annual events each fall which feature localized content and awards programs, as well as robust networking, which is particularly beneficial for those new to UCPEA and/or the field of professional, continuing, and online education. Unlike Networks, which function as "affinity groups," Regional composition is noted below and includes geographically contiguous Canadian provinces. While UPCEA Regions are formal structures designed to enhance the value of membership, Regional Meetings hosted at the Annual Conference are open to all attendees, offering opportunities for informal learning, networking with other attendees, as well as information about how to get the most from UPCEA.

CENTRAL REGION
CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI; MB, NU, SK
MOUNT VERNON A

MID-ATLANTIC REGION
DC, DE, MD, NJ, NY, PA, WV; ON
CONGRESSIONAL A

NEW ENGLAND REGION
CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC
CONGRESSIONAL C

SOUTH REGION
AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA
CONGRESSIONAL B

WEST REGION
AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT
MOUNT VERNON B

8–8:45 A.M.
CORPORATE ADVISORY COUNCIL
WORKING BREAKFAST
MEETING ROOM 16

9–9:45 A.M.
GENERAL SESSION: A CENTENNIAL CONVERSATION OP
GRAND BALLROOM

DANIEL SHANNON
UNIVERSITY OF CHICAGO

ROBERT WILTENBURG
WASHINGTON UNIVERSITY IN ST. LOUIS

MARIE CINI
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

9:45–10:30 A.M.
GENERAL SESSION: ENTERING THE SHIFT AGE OP
GRAND BALLROOM

DAVID HOULE
FUTURIST

INTRODUCTION
RICH NOVAK
RUTGERS UNIVERSITY

10:30–11 A.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

10:30–11 A.M.
CENTENNIAL CONVERSATIONS BOOK SIGNING
AND PRIZE DRAWINGS AT UPCEA EMBASSY
EXHIBIT HALL

11 A.M.–12 P.M.
CONCURRENT SESSION VI

🌐 **INTERNATIONAL PARTNERSHIP: OUTCOMES WORTH THE EFFORT** OP
MEETING ROOM 2

Developing a program at one institution can be an arduous effort; the effort multiplies when two institutions partner to create and deliver a new program. Done well, this effort produces not only excellent student opportunity but substantial learning for key staff at each institution and new professional colleagues and friends.

KAREN SIBLEY
BROWN UNIVERSITY

PAT MCHUGH
BROWN UNIVERSITY

MODERATOR
CYRUS HOMAYOUNPOUR
THE GEORGE WASHINGTON UNIVERSITY

🔑 NONCREDIT DEPARTMENT BEST PRACTICES WORKSHOP OP

NONCREDIT

CONGRESSIONAL A

Designed for practitioners, this interactive workshop will allow attendees to address several of the issues unique to noncredit, and brainstorm best practices and solutions for funding, personnel, marketing, program design, and more.

KELLY NEWELL
WASHINGTON STATE UNIVERSITY GLOBAL CAMPUS

MODERATOR
JENNI MURPHY
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

📣 TOP 5 STRATEGIC MISTAKES IN ONLINE MARKETING OP

MOUNT VERNON B

Online marketing is moving fast. Keeping up with changing platform features and best practices is tough, but critical for success. Here's a peek at the top strategic mistakes in this arena: not tracking your marketing dollars, focusing on the wrong metrics, talking like a robot, marketing like its 2012, and speaking to Jane Doe like she's John Six Pack!

LISA EMERY
WESTERN MICHIGAN UNIVERSITY

JON HORN
JMH CONSULTING

MODERATOR
SKIP DARMODY
BRIDGEWATER STATE UNIVERSITY

📣 CREATING A NEW STUDENT EXPERIENCE FOR A CONNECTED WORLD OP

Best in Show West

MEETING ROOM 5

California State University, East Bay, implemented a new CRM designed to encompass the entire student experience: website redesign, content management system implementation, recruiting and enrollment funnel design, as well as a new "shopping-cart" registration experience. This comprehensive approach has led to an entirely new, unified student experience, successfully managed by a lean staff. In this session, explore crucial levels of buy-in needed from senior and departmental leadership, what front-line staff needs to understand, as well as key data points from before and after the new experience.

DAN BELLONE
CALIFORNIA STATE UNIVERSITY, EAST BAY

GUY FELDER
STORY+STRUCTURE

MODERATOR
VICKI BRANNOCK
BRANDMAN UNIVERSITY

⚙️ JEDI MIND TRICKS TO LIVEN UP ANY CLASSROOM OP

MEETING ROOM 3

During this hands-on workshop, attendees will learn about audience engagement techniques used in hugely successful comedy shows like Blue Man Group and Cirque du Soleil, and how to apply them, successfully, to the classroom.

KIM MCGAW
RICE UNIVERSITY

MODERATOR
SHANNON MCDONALD
UNIVERSITY OF CALIFORNIA, SAN DIEGO

📶 ONLINE MANAGEMENT: EMERGING TRENDS AND NEW INITIATIVES OP

CONGRESSIONAL C

Join leaders in online education for this discussion on new initiatives and trends in online education. Panelists will share the new initiatives that support their nationally ranked online degree programs as well as discuss their institutional approach to new trends in online learning, like competency-based education programs.

BILL LYNCH
DREXEL UNIVERSITY

BETH LAVES
WESTERN KENTUCKY UNIVERSITY

LISA TEMPLETON
OREGON STATE UNIVERSITY

MODERATOR
RAY SCHROEDER
UNIVERSITY OF ILLINOIS, SPRINGFIELD, AND UPCEA

💬 CREATING EFFECTIVE PARTNERSHIPS WITH INSTITUTIONAL AND COMMUNITY PARTNERS OP

SMALL

MEETING ROOM 4

This session describes how Wentworth Institute outreaches and develops partnerships with trade, industry associations and community colleges, to design education and training opportunities for their members.

LIEM TRAN
WENTWORTH INSTITUTE OF TECHNOLOGY

MODERATOR
TYLER RITTER
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

⚜ THE FUTURE OF HIGHER EDUCATION: A PARADIGM IN FLUX OP

MOUNT VERNON A

We will explore forces impacting higher education, from the regulation to technology to politics and the economy. Institutions that can sustainably and continuously reinvent themselves will win the future. This session will begin an important conversation about the imperative to innovate and how we must be a catalyst for change.

ROVY BRANON
UNIVERSITY OF WASHINGTON

DAVID SCHEJBAL
UNIVERSITY OF WISCONSIN-EXTENSION

MODERATOR
ROBERT BRUCE
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

🔓 AN INTERACTIVE SESSION WITH FUTURIST DAVID HOULE OP

CONGRESSIONAL B

Following his general session, David will spend time with attendees in a smaller setting, answering questions about his presentation, his work, and other topics relative to the future. The results of this conversation may develop into a shared discussion about the future of continuing education, on-going professional education, life-long learning and the profound transformation all of these will undergo in the next 5–10 years.

MODERATOR
RICH NOVAK
RUTGERS UNIVERSITY

12:15–1:15 P.M.
GENERAL SESSION AND CLOSING LUNCH:
ACCESS, EDUCATION, AND TODAY'S WORKFORCE OP

GRAND BALLROOM

ANTHONY P. CARNEVALE
GEORGETOWN UNIVERSITY

1:30–2 P.M.
TOWN HALL: BUILDING THE NEXT 100 YEARS

CONGRESSIONAL A

MODERATOR
BOB HANSEN
UPCEA

2 P.M.
ADJOURN

3 P.M.
CAPITOL BUILDING TOUR

FULL

POST-CONFERENCE: UPCEA INTERNATIONAL BRIEFING

Ticketed Event
FOCUS ON SOUTHEAST ASIA:
THAILAND, INDONESIA, VIETNAM
HIGHER EDUCATION IN CONTEXT

The International Briefing acts as way to both inform the UPCEA membership about important arenas of international education as well as to serve as a primer for a smaller group of members who travel to select locations based on member demand and participant interest. The 2015 UPCEA International Briefing, hosted as a post-conference to the 2015 UPCEA 100th Annual Conference, will focus on programming opportunities between U.S. institutions and entities in East Asia.

6–7 P.M.
RECEPTION
MOUNT VERNON A/B

7–8:30 P.M.
DINNER AND PRESENTATION

SCOT MARCIEL
PRINCIPAL DEPUTY ASSISTANT SECRETARY TO THE BUREAU OF EAST ASIAN AND PACIFIC AFFAIRS, U.S. DEPARTMENT OF STATE; FORMER U.S. AMBASSADOR TO INDONESIA

THURSDAY, APRIL 2, 2015

8 A.M.
COFFEE SERVICE
MOUNT VERNON A/B

8:15–9 A.M.

ANTHONY KHOLIHA
DIRECTOR, OFFICE OF GLOBAL EDUCATIONAL PROGRAMS U.S. DEPARTMENT OF STATE

JARRED BHUTTO
PROGRAM OFFICER, BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS, U.S. DEPARTMENT OF STATE

9–9:45 A.M.

BERNIE BURROLA
U.S. EXECUTIVE DIRECTOR U.S.–INDONESIA JOINT EDUCATION COUNCIL

9:45–10:30 A.M.

TIEN LE
CHIEF ECONOMIC COUNSELOR EMBASSY OF VIETNAM

10:45–11:30 A.M.

MD AMIN MD TAFF
MINISTER COUNSELOR (EDUCATION) EMBASSY OF MALAYSIA

11:30 A.M.–12:15 P.M.

MARK ASHWILL
MANAGING DIRECTOR CAPSTONE VIETNAM

12:15 P.M.
ADJOURN

FIRST-TIME UPCEA ANNUAL CONFERENCE ATTENDEES

WELCOME

Monday, March 30, 2015

3–4 P.M.

THE OPENING DOOR: PROFESSIONAL, CONTINUING, AND ONLINE EDUCATION LEADERSHIP'S EMERGING PATHWAY TO HIGHER EDUCATION'S C~SUITE

MOUNT VERNON A

JOHN LABRIE
NORTHEASTERN UNIVERSITY

SEAN GALLAGHER
NORTHEASTERN UNIVERSITY

MODERATOR
SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY SYSTEM

Tuesday, March 31, 2015

3:45–4:45 P.M.

FROM PYRAMIDS TO PUZZLES – BUILDING AN EMPOWERED ADMINISTRATIVE TEAM

MEETING ROOM 3

AMY LEVINE
GEORGETOWN UNIVERSITY

KYLE BURNS
GEORGETOWN UNIVERSITY

MODERATOR
DEBBIE CAVALIER
BERKLEE COLLEGE OF MUSIC

Wednesday, April 1, 2015

11 A.M.–12 P.M.

THE FUTURE OF HIGHER EDUCATION: A PARADIGM IN FLUX

MOUNT VERNON A

ROVY BRANON
UNIVERSITY OF WASHINGTON

DAVID SCHEJBAL
UNIVERSITY OF WISCONSIN-EXTENSION

MODERATOR
ROBERT BRUCE
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

READ ON TO ENSURE YOU MAKE THE MOST OUT OF YOUR CONFERENCE EXPERIENCE: **Conference Buddies** are engaged UPCEA leaders who have volunteered to mentor first-time attendees by sitting together at the **Welcome Lunch** and connecting throughout the Annual Conference. Each first-time attendee is assigned a Conference Buddy and can expect communication in advance of the Annual Conference. Questions? Stop by the Registration Desk for assistance.

Learn more about the main volunteer structures within UCPEA, by stopping by the **UPCEA Embassy** in the Exhibit Hall and visiting with Region and Network Ambassadors during any of the breaks.

Specifically for **Emerging Leaders**, one session each day of the Annual Conference provides a deep dive into leadership skill development, honed especially for the contexts of professional, continuing, and online education. Emerging leader sessions, noted at left, are presented by highly engaged and experienced UPCEA volunteer leaders, in partnership with moderators who are members of the leadership team for the Leadership and Strategy Network.

Finally, don't forget to complete (and submit!) the **First-Time Attendee Checklist** on the following pages. The checklist activities will help you get the most out of the conference while also getting to know UPCEA. Be sure to submit your completed checklist at the UPCEA Embassy in the Exhibit Hall and Activities Center by 10 a.m. on Wednesday, April 1 for your chance to win a prize!
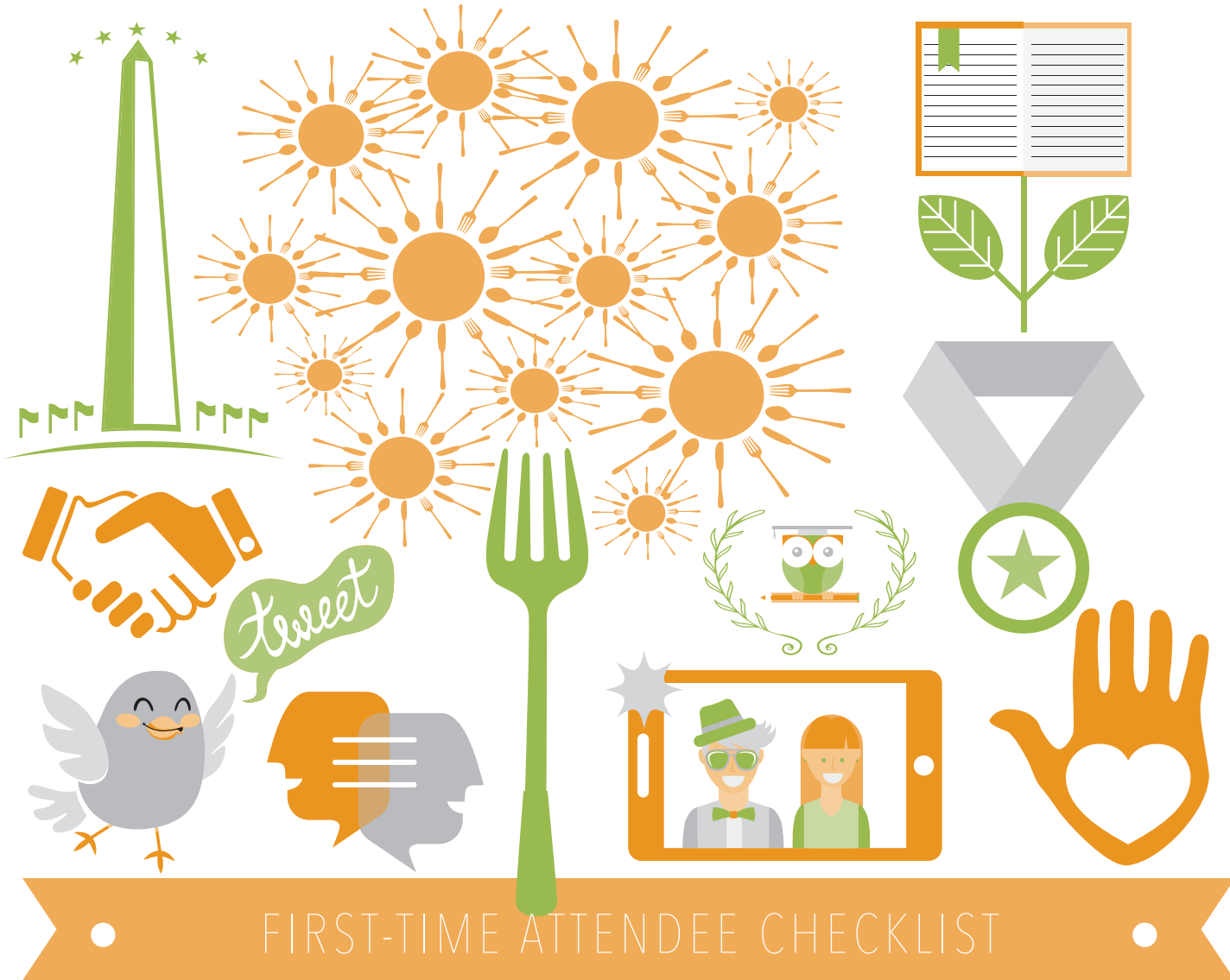
FIRST-TIME ATTENDEE CHECKLIST

MEET

- ☐ Network Leaders at a Network Session on Tuesday at 11 a.m.
- ☐ Regional Leaders at your Regional Breakfast Meeting on Wednesday at 8 a.m.
- ☐ Board members (look for attendee badges with "Board Member" ribbons!)
- ☐ UPCEA CEO Bob Hansen
- ☐ Current UPCEA President Bea González
- ☐ Incoming UPCEA President David Schejbal
- ☐ Network and Region Ambassadors at the UPCEA Embassy in the Exhibit Hall
- ☐ Your Conference Buddy!

SIGN UP

- ☐ For a Network – log into upcea.edu on the homepage, click "My Account," then click "Join a Network!"*
- ☐ To volunteer with UPCEA – ask the Network and Region Ambassadors how!*
- ☐ For a dinner group at the Registration Desk
  (dinner groups depart from the lobby at 7 p.m. on Tuesday, March 31)

GET INVOLVED

☐ Take a selfie with your Conference Buddy – and post it on Twitter with #UPCEA100

☐ Download the conference app, Guidebook, and search "UPCEA,"
then select "2015 UPCEA 100 Annual Conference"

☐ Rate a session through conference app

☐ Tweet about a session using #UPCEA100

☐ Visit the Exhibit Hall and Activities Center in the Renaissance Ballroom on the Ballroom level

☐ Complete your Exhibit Hall Passport, and submit it at the UPCEA Embassy before 10 a.m. on
Wednesday, April 1 to be eligible to win a prize!

☐ Attend a Network Meeting and Awards Presentation – Tuesday, March 31 from 11 a.m.–12:15 p.m.
(see program for room details)

☐ Attend a Regional Meeting and Breakfast – Wednesday, April 1 from 8–9 a.m.
(see program for room details)

LEARN

☐ Attend two or more sessions in a track

Session 1: _____

Session 2: _____

☐ Tweet a question to a presenter on Twitter using #UPCEA100

☐ Read information about award recipients in conference program (pages X-X)

BE SOCIAL

☐ Take a DC tourist picture

☐ Attend the Welcome Lunch on Monday, March 30 at Noon (Space limited; pre-registration required)

☐ Attend the evening receptions on Monday, March 30 at 6 p.m. in the Exhibit Hall and Activities Center
and Tuesday, March 31 at 5 p.m. at the Carnegie Library

☐ Update your CORe profile – visit core.upcea.edu/home to login*

☐ Post on CORe – visit core.upcea.edu/home*

☐ Like the UPCEA Facebook page – search "UPCEA" on Facebook.com

☐ Join the UPCEA LinkedIn group – search "UPCEA" on LinkedIn.com

*UPCEA Members Only

Complete 10 of these conference to-dos, and submit your completed checklist at the UPCEA Embassy in the Exhibit Hall and Activities Center by 10 am on Wednesday, April 1 and be entered to win a prize! The prize drawing will take place at 10:45 am on Wednesday, April 1 at the UPCEA Embassy. You must be present to win. Good luck, and have fun getting to know UPCEA!

Name _____

Institution _____

"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."

Charles Van Hise,
Remarks at the National University Extension Association's inaugural meeting, 1915

UPCEA would like to recognize our founding member institutions for carrying forward the vision of our field so eloquently expressed by Charles Van Hise at our association's first meeting.

UNIVERSITY OF CALIFORNIA	UNIVERSITY OF MINNESOTA
THE UNIVERSITY OF CHICAGO	UNIVERSITY OF MISSOURI
UNIVERSITY OF COLORADO	UNIVERSITY OF NORTH CAROLINA
COLUMBIA UNIVERSITY	THE UNIVERSITY OF OKLAHOMA
HARVARD UNIVERSITY	THE PENNSYLVANIA STATE UNIVERSITY
UNIVERSITY OF IDAHO	THE UNIVERSITY OF PENNSYLVANIA
INDIANA UNIVERSITY	UNIVERSITY OF PITTSBURGH
IOWA STATE UNIVERSITY	UNIVERSITY OF SOUTH CAROLINA
THE UNIVERSITY OF IOWA	UNIVERSITY OF SOUTH DAKOTA
UNIVERSITY OF KANSAS	UNIVERSITY OF VIRGINIA
THE UNIVERSITY OF MICHIGAN	UNIVERSITY OF WISCONSIN

We also extend our thanks to all UPCEA members for their continued service to the field of professional, continuing, and online education, and persistent efforts in moving forward the association's mission.

"Over the last 100 years, delivery formats may have changed and technology has become our partner in education. But we remain focused on our core values as outlined by Charles Van Hise 100 years ago and that is – providing opportunity and access, facilitating change in a dynamic society, enhancing personal growth, promoting economic development, and strengthening our democracy. That is the enduring mission of continuing education and lifelong learning."

Bea González
UPCEA President 2014-2015