2017
UPCEA
ANNUAL
CONFERENCE

March 22-24 | Chicago, IL

The brightest minds.
The leading institutions.

UPCEA

Welcome to the 2017 UPCEA Annual Conference!

Thank you all for joining us as we recognize our rich history in the field of professional, continuing, and online education, and develop collaborative solutions for some of the most challenging issues facing higher education today. We hope that you'll make the most of your time at the conference, and here in Chicago.

This year's Annual Conference would not have been possible without the hard work of the 2017 Annual Conference Advisory Committee and the UPCEA Staff. We extend our deep gratitude and appreciation to each of these individuals for all of their service to the association, and their efforts to bring to fruition a remarkable conference experience for all of our attendees.

Here's to collectively exploring, advocating, and leading future change in higher education here in Chicago!

Bob Hansen
Chief Executive Officer
UPCEA

Dawn Gaymer
Western Michigan University
Conference Chair

2017 Annual Conference Advisory Committee

Ryan Anderson, University of Wisconsin, Extension
Deborah Baldini, University of Missouri, St. Louis
Vickie Cook, University of Illinois, Springfield
Nancy Corgel, Syracuse University
Steve Ehrlich, Washington University in St. Louis
Adam Fein, University of Illinois, Urbana-Champaign
Tom Gibbons, Northwestern University
Michele Gribbins, University of Illinois, Springfield
Jon Harbor, Purdue University
Dee Masiello, Dean College
Mary Niemiec, University of Nebraska
Sherry Quinn, Oakland University
Jason Rhode, Northern Illinois University
Rob Schnieders, University of Chicago
Ray Schroeder, UPCEA, University of Illinois, Springfield
Gayla Stoner, University of Illinois, Chicago
Steve Thaxton, Northwestern University
Robert Wagner, Utah State University
Alice Warren, North Carolina State University

UPCEA Staff

Phillip Arcaini, Events and Programming Coordinator
Lori Derkay, Chief Operating Officer
Jordan DiMaggio, Associate Director of Policy and Communications
Joe Fedak, Associate Director of Events and Programming
Jim Fong, Director, Center for Research and Marketing Strategy
India Gaskins, Associate Director of Business Operations and Finance
Amy Heitzman, Deputy Chief Executive Officer and Chief Learning Officer
Molly Nelson, Director of Marketing and Communications
Varsha Patel, Member Services Coordinator
Ray Schroeder, Director, Center for Online Leadership
Julie Uranis, Vice President for Online and Strategic Initiatives
Kimberly Zaski, Director of Membership and Engagement

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 12 of this program.

Tuesday, March 21, 2017

12:30 PM–3:45 PM
2016–17 and 2017–18 UPCEA Boards of Directors Meeting

4:15 PM–5:00 PM
2017 and 2018 Annual Conference Advisory Committees Meeting

6:00 PM
UPCEA Volunteer Leadership and Institutional Representative Reception
By invitation only
- 2016–17 and 2017–18 Boards of Directors
- 2016–17 and 2017–18 Regional Councils
- 2016–17 and 2017–18 Network Leadership Teams
- 2017 and 2018 Annual Conference Advisory Committees
- Diversity and Inclusiveness Committee
- Unbound Editorial Board
- Marketing and Enrollment Management Seminar Planning Committee
- Center for Online Leadership Advisory Council
- Corporate Advisory Council
- Institutional Representatives
- Past Presidents
- Honored Guests

Sponsored by **MINDMAX**

Wednesday, March 22, 2017

8:30 AM–9:30 AM
2016–17 and 2017–18 Regional Cabinets Meet

8:30 AM–9:30 AM
2016–17 and 2017–18 Network Senates Meet

8:30 AM–9:30 AM
2016–17 and 2017–18 Membership Committees Meet

9:30 AM–9:45 AM
Leadership Meeting Coffee Break

9:45 AM–11:00 AM
2016–17 and 2017–18 Network Leadership Teams and Regional Councils Meet

11:15 AM–12:00 PM
Newcomer's Welcome

11:30 AM–12:45 PM
UPCEA Past Presidents' Lunch

12:00 PM–1:30 PM
Welcome Lunch and Opening General Session
From Corrective Action to Competitive Advantage: How Diversity is Reshaping Our World
- *Steve Pemberton, Vice-President, Diversity and Inclusion and Global Chief Diversity Office, Walgreens Boots Alliance*

1:45 PM–2:45 PM
Concurrent Session I

2:45 PM–3:15 PM
Networking Break with Exhibitors

3:30 PM–4:30 PM
Concurrent Session II

5:00 PM
Opening Reception
Hosted by Exhibitors and Sponsors

Thursday, March 23, 2017

7:30 AM–8:30 AM
Continental Breakfast

8:00 AM–9:00 AM
Concurrent Session III

9:15 AM–10:15 AM
General Session
Profiles in Leadership and Innovation

10:15 AM–10:45 AM
Networking Break with Exhibitors

10:45 AM–12:00 PM
UPCEA Network Meetings and Awards Presentation
- International Network
- Marketing, Enrollment, and Student Services Network
- Online Leadership and Administration Network
- Outreach, Engagement, and Economic Development Network
- Program Innovation Network

12:15 PM–1:45 PM
General Session Lunch
Toward an Adult Learner Agenda: Policy, Influence, Strategy
- *Jamie Merisotis, President & CEO, Lumina Foundation*

Lunch sponsored by **Blackboard**

1:45 PM–2:45 PM
Concurrent Session IV

2:45 PM–3:15 PM
Networking Break with Exhibitors

3:15 PM–4:15 PM
General Session
The Collaboration Imperative: Balancing Response, Resource, and Innovation
- *Barbara McFadden Allen, Executive Director, Big Ten Academic Alliance*
- *Daniel Linzer, Provost, Northwestern University*

4:30 PM–5:30 PM
Concurrent Session V

6:30 PM
Dinner Groups

Friday, March 24, 2017

8:00 AM–9:00 AM
School Spirit Breakfast

8:30 AM–9:30 AM
UPCEA Regional Business Meetings
- Central Region
- Mid-Atlantic Region
- New England Region
- South Region
- West Region

9:30 AM–10:00 AM
Networking Break with Exhibitors

10:00 AM–11:00 AM
Concurrent Session VI

11:15 AM–12:15 PM
Closing General Session
Building Innovation and Iteration into Our Educational Policies and Practices
- *Jaime Casap, Education Evangelist, Google*

12:15 PM
Adjourn

Optional Post-Event Tour
Selected by the 2017 Annual Conference Advisory Committee, a post-event tour option:

Friday, March 24, 2017
1:00 PM–2:45 PM
Untouchables' Gangster Tour
Cost: $30.00, payable directly to the tour company.

Customize your 2017 Annual Conference experience!

The 2017 Annual Conference has something for everyone. Choose the concurrent sessions that best meet your needs. Look for the track and level icons on each concurrent session!

The 2017 UPCEA Annual Conference offers 7 tracks of concurrent sessions to address specific areas of practice important to professional, continuing, and online education. Concurrent sessions are organized to align with UPCEA's Networks:

- *International*
- *Leadership and Strategy*
- *Marketing, Enrollment, and Student Services*
- *Outreach, Engagement, and Economic Development*
- *Online Leadership and Administration*
- *Program Innovation*
- *(NEW in 2017) Business and Operations.*

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.

Levels

New for the 2017 Annual Conference! The content of each concurrent session has been assigned a level to help you identify the sessions that will be most relevant based on your professional experience.

- *Foundational*—For those new to the higher education field, and/or to the particular area of practice or topic of a session. Foundational-level sessions help participants gain and build understanding of new or less familiar topics.

- *Applied*—For those with a robust understanding of a particular topic ready to gain additional knowledge to be put to practical use. Many participants in applied-level sessions have been in the higher education field for 5+ years.

- *Strategic*—For those at a more senior level in higher education. Strategic-level sessions are for those required to do strategic visioning, set goals, and create strategies to meet those goals, and many participants have been in the higher education field for 10+ years.

Letter from UPCEA President

Welcome to the 102ⁿᵈ year of UPCEA! It is a pleasure to share this exciting, action-packed, information-charged Annual Conference with you!

AS YOU KNOW, we have transitioned beyond our 100ᵗʰ Anniversary as an association. We have embraced the **Hallmarks of Excellence in Online Leadership** by representing creative professionals in the design and delivery of online education as well as the leaders of online programs. We are adapting to new trends of continuing, professional and online education by becoming the providers of alternative credentials, certificates and badge programs. We are uncoupling traditional offerings and strategically presenting these much needed, content-loaded programs in shorter time sequences to address immediate educational needs, or retraining of adults and non-traditional students. We understand that our units will be the leaders in this market and are becoming more innovative in our content offerings, pricing structures and delivery modes. We understand and appreciate the need to collaborate with academic partners across our institutions as well as those partners external to our campuses. The reality is education beyond K–12 is significantly different than it was 10 years ago. As professionals in continuing and online education, we understand the changes that must be made, the flexibility of access, affordability, and the use of technology to ensure student success. It is our entrepreneurial spirit that carries us through these challenging times and prepares us to deal with the challenges of higher education going forward.

This year has been very productive for UPCEA. The 2016 Regional Conferences were very successful and included dynamic speakers, engaging concurrent sessions, and networking galore. The **Review of Networks Task Force** has conducted an intensive review of the association's professional Networks, resulting in the "sun setting" of two networks, the renaming of a couple of the networks to more adequately identify their mission areas, reorganizing the leadership positions of the networks, and the creation of a new network for **Business and Operations.** All of these changes will begin to go into effect at the Annual Conference. The **Presidential Task Force on Branding** has studied the association's "brand" to determine market strengths and positioning of UPCEA and its centers of expertise going forward. A national taskforce was organized and charged with the creation of the **Hallmarks of Excellence for Professional and Continuing Education**, a document that has already been shared with many of you. UPCEA continues to be a strong association because of the vision, expertise and leadership of our national office staff, the purposeful decision making and leadership of the Board of Directors, and Regional and Network volunteer leaders.

It has been an honor for me to serve as the President of UPCEA. I am most grateful to the entire staff of the national office, the UPCEA Board of Directors, the leaders of standing committees and task forces and the leaders within the Regions and Networks. It has been a joy to work with you. I am also grateful to the executive leaders of NC State for supporting me to serve in this capacity, and to the leaders of McKimmon Center for Extension and Continuing Education, who have kept the programs and services underway and the "home fires" under control this year. Thank you to the Annual Conference Advisory Committee for developing an exceptional conference. Make the most of the conference and return home supercharged to deal with the issues facing us as we continue down the pathway of professional, continuing, and online education. Thank you all for making my year as President a wonderful experience!

Best wishes,

Alice S. Warren

Alice Warren, UPCEA President 2016–2017
Vice Provost for Continuing Education
North Carolina State University

The UPCEA West
Region Congratulates

WAYNE SMUTZ

of the University of California, Los Angeles

**On his election to the presidency
of UPCEA for 2017–2018**

Conference Fast Facts

Specific Events in the Exhibit Hall

Wednesday, March 22, 2017

11:30 AM–12:00 PM
Exhibitor Meet and Greet
Exhibitors only! Meet your UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

2:45 PM–3:15 PM
Grand Opening of Exhibit Hall
Coffee and dessert with Exhibitors

2:45 PM–7:00 PM
Exhibit Hall Open

5:00 PM
Opening Reception
Hosted by Exhibitors and Sponsors

Thursday, March 23, 2017

7:30 AM–5:30 PM
Exhibit Hall Open

7:30 AM
Continental Breakfast

10:15 AM–10:45 AM
Networking Break with Exhibitors
Tech Tips

2:45 PM–3:15 PM
Networking Break with Exhibitors
- 2017 Phillip E. Frandson Award Book Signing
- Tech Tips

Friday, March 24, 2017

8:00 AM–11:00 AM
Exhibit Hall Open

8:00 AM
School Spirit Breakfast

9:30 AM–10:00 AM
Networking Break with Exhibitors
Meet and Greet with 2017 Association Award Recipients

Conference App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the 2017 Annual Conference app. Download **Guidebook** in the Apple App Store or Google Play, or visit **guidebook.com/getit**. After the app downloads, open it. Then search for and select "2017 UPCEA Annual Conference—Chicago."

WiFi

Get online at the conference with free wireless internet in all meeting and session rooms, as well as the Exhibit Hall.
Network: UPCEA2017
Password: UPCEA102

Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA102** online to stay in touch!

UPCEA Conference Registration

The UPCEA Conference Registration Desk is located in Chicago Promenade on Level 4. The Registration Desk is open at the following times:
Wednesday, March 22 from 8:00 AM–4:30 PM
Thursday, March 23 from 7:30 AM–5:30 PM
Friday, March 24 from 8:00 AM–12:00 PM

First-Time Attendees

If this is your first Annual Conference, don't miss the chance to network with other first-time attendees and meet UPCEA volunteer leaders at the **Newcomers' Welcome on Wednesday, March 22 at 11:15 AM**. Also be sure to visit the UPCEA Booth (#519) in the Exhibit hall during the opening reception and networking breaks to learn from current Network and Region Leaders how you can get involved with UPCEA!

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 Network Meetings and Award Presentations

Network Meetings and Awards Presentations will be held on Thursday, March 23 at 10:45 AM. Be sure to attend your Network's event and to honor your colleagues who have been selected to receive awards for outstanding accomplishments in the Networks' areas of practice.

UPCEA Regional Business Meetings

Regional Business Meetings will be held on Friday, March 24 at 8:30 AM. Be sure to grab breakfast starting at 8:00 AM before heading into your Region's business meeting. Take advantage of this opportunity to meet other professional, continuing, and online education professionals from your geographic area, and discuss issues and programming activities important to your Region.

Session Evaluations

Your feedback is important to us! On-site, you can use the conference app via Guidebook to give session feedback. After the conference, attendees can expect an email containing a link to a survey which will invite overall conference feedback as well as any additional comments about sessions.

Exhibit Hall

The Exhibit Hall is located in Riverwalk AB on Level 1. Hours for the Exhibit Hall are as follows:
Wednesday, March 22 from 2:45 PM–7:00 PM
Thursday, March 23 from 7:30 AM–5:30 PM
Friday, March 24 from 8:00 AM–11:00 AM

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 Annual Conference.

Thank You, Conference Sponsors!

Thank you for helping to make this year's Annual Conference possible!

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Letter from Incoming UPCEA President

I am honored to serve as the incoming president of UPCEA. For 102 years, this great organization has united continuing educators throughout North America in our common mission to deliver extraordinary learning experiences to our students. I've been a member of UPCEA since 1982, and I'm truly thankful for how much I've been able to learn and grow professionally by networking with talented, committed colleagues at events like this one.

"LIFELONG LEARNING" has been a buzzword for decades now, but as I see it, the era of *true* lifetime learning is just getting started. The dynamic nature of the 21st-century global economy, and the rapidity with which businesses and jobs change mean that continual learning is a necessity for everyone. We have become, and indeed are, the future of learning.

The work that we do is more important now than it has ever been. There is a growing and significant economic divide in America. Education, specifically higher education, is one tool that can be used to prepare Americans for the types of roles that are increasingly emerging in the 21st-century economy and that can contribute to closing the income gap. It is my strong belief that it is an integral part of UPCEA's mission to offer individuals and our communities the kind of hope that only education can bring. That's why our history of offering second, third, and even fourth chances to those who seek education is so relevant at this time. We have a responsibility to be accessible to all individuals who seek to transform their lives through learning, regardless of whether that occurs through face-to-face or online.

As we pursue these core values of accessibility and lifelong learning, it is critical that we remain engaged with our campuses. If we are the future of learning, then we need to regularly share with our colleagues on campus the lessons we're learning on the front lines. Many on campus are starting to look to us for leadership in terms of focus, agility, and outcomes. Let's not disappoint them. Perhaps the best way to connect with them is through student stories that both inform and inspire. I'm sure you all have many of them. Start sharing!

Thank you for being here, and enjoy the conference!

Sincerely,

Wayne Smutz

Wayne Smutz, UPCEA President 2017–2018
Dean of Continuing Education and UCLA Extension, University of California, Los Angeles

Leadership Meetings Schedule

Tuesday, March 21, 2017

10:30 AM–11:30 AM
2016–17 and 2017–18 Executive Committees of the UPCEA Boards of Directors

12:30 PM–3:45 PM
2016–17 and 2017–18 UPCEA Boards of Directors
Location: Mayfair

4:15 PM–5:00 PM
2017 and 2018 Annual Conference Advisory Committees
Location: Illinois Boardroom

6:00 PM
UPCEA Volunteer Leadership and Institutional Representative Reception,
By Invitation
Location: Fountainview
Sponsored by **MINDMAX**

Wednesday, March 22, 2017

8:30 AM–9:30 AM
2016–17 and 2017–18 Regional Cabinets (Current + Incoming Regional Chairs, Regional Representatives to the Board of Directors)
Location: Colorado

8:30 AM–9:30 AM
2016–17 and 2017–18 Network Senates (Current + Incoming Network Chairs)
Location: Missouri

8:30 AM–9:30 AM
2016–17 and 2017–18 Membership Committees (Current + Incoming Regional Membership Coordinators)
Location: Mississippi

9:30 AM–9:45 AM
Leadership Meeting Coffee Break
Location: Level 2 Foyer

9:45 AM–11:00 AM
2016–17 and 2017–18 Network Leadership Teams and Regional Councils
- International Network Leadership Team
  Location: Mayfair
- Marketing, Enrollment, and Student Services Network Leadership Team
  Location: Erie
- Online Leadership and Administration Network Leadership Team
  Location: Huron
- Outreach, Engagement, and Economic Development Network Leadership Team
  Location: Michigan A
- Program Innovation Network Leadership Team
  Location: Michigan B
- Business and Operations Network Steering Committee
  Location: Mayfair
- Central Regional Council
  Location: Missouri
- Mid-Atlantic Regional Council
  Location: Ohio
- New England Regional Council
  Location: Ontario
- South Regional Council
  Location: Mississippi
- West Regional Council
  Location: Colorado

11:15 AM–12:00 PM
UPCEA Center for Online Leadership Advisory Council
Location: Illinois Boardroom

11:30 AM–12:45 PM
UPCEA Past Presidents' Lunch
Location: Fountainview

Friday, March 24, 2017

8:30 AM–9:30 AM
Corporate Advisory Council
Location: Illinois Boardroom

Download the Conference App!

Download **Guidebook** in the Apple App Store or Google Play, or visit **guidebook.com/getit**. After the app downloads, open it. Then search for and select "2017 UPCEA Annual Conference—Chicago."

Conference Schedule

Tracks

🌐 International

🚩 Leadership and Strategy

📣 Marketing, Enrollment, and Student Services

🤝 Outreach, Engagement, and Economic Development

🖱️ Online Leadership and Administration

⚙️ Program Innovation

🔧 Business and Operations

Levels

➕ Applied

🎯 Strategic

⚙️ Foundational

Tuesday, March 21, 2017

4:15 PM–5:00 PM
2017 and 2018 Annual Conference Advisory Committees
Location: Illinois Boardroom

6:00 PM
UPCEA Volunteer Leadership and Institutional Representative Reception, *By Invitation*
Location: Fountainview
- 2016–17 and 2017–18 Boards of Directors
- 2016–17 and 2017–18 Regional Councils
- 2016–17 and 2017–18 Network Leadership Teams
- 2017 and 2018 Annual Conference Advisory Committees
- Diversity and Inclusiveness Committee
- Unbound Editorial Board
- Marketing and Enrollment Management Seminar Planning Committee
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Wednesday, March 22, 2017

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2016–17 and 2017–18 Regional Cabinet Meetings
Location: Colorado
Current + Incoming Regional Chairs, Regional Representatives to the Board of Directors

8:30 AM–9:30 AM
2016–17 and 2017–18 Network Senate Meetings
Location: Missouri
Current + Incoming Network Chairs

8:30 AM–9:30 AM
2016–17 and 2017–18 Membership Committee Meetings
Location: Mississippi
Current + Incoming Regional Membership Coordinators

9:30 AM–9:45 AM
Leadership Meeting Coffee Break
Location: Level 2 Foyer

9:45 AM–11:00 AM
2016–17 and 2017–18 Network Leadership Team and Regional Council Meetings
- International Network Leadership Team
  Location: Mayfair
- Marketing, Enrollment, and Student Services Network Leadership Team
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  Location: Missouri
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  Location: Ohio
- New England Regional Council
  Location: Ontario
- South Regional Council
  Location: Mississippi
- West Regional Council
  Location: Colorado

11:15 AM–12:00 PM
UPCEA Center for Online Leadership Advisory Council Meeting
Location: Illinois Boardroom

11:15 AM–12:00 PM
Newcomer's Welcome and "Conference Buddy" Introductions
Location: Superior AB

11:30 AM–12:45 PM
UPCEA Past Presidents' Lunch
Location: Fountainview

12:00 PM–1:30 PM
**Welcome Lunch and Opening
General Session**
*From Corrective Action to Competitive
Advantage: How Diversity is Reshaping
Our World*
Location: Chicago Ballroom

- *Steve Pemberton, Vice-President,
Diversity and Inclusion and Global Chief
Diversity Office, Walgreens Boots Alliance*

Steve Pemberton is Vice-President, Diversity and Inclusion and Global Chief Diversity Officer for Walgreens Boots Alliance, the first global pharmacy-led, health and wellbeing enterprise in the world, employing 370,000 people in 25 countries. Prior to that he served as Chief Diversity Officer for Walgreens, becoming the first person to hold that position in the historic company's 117 year history. He is widely considered a subject matter expert on matters of diversity and inclusion and its importance to the sustainability of organizations and the communities they serve.

1:45 PM–2:45 PM
Concurrent Session I
*International Student Support Center:
a Holistic Model for International Student
Support Success*
Location: Ohio

The International Student Support Center serves the international community within the NYU School of Professional Studies. We provide academic and social support to facilitate student success and adjustment to life in New York City. Offerings include academic enhancement workshops, one-on-one English language tutoring, cultural conversations, social events, community outings, a student club and more.

- *Anna Condoulis, New York University*
- *Elizabeth Izaki, New York University*
- *Moderator: Mary Angela Baker,
Salisbury University*

*Institutional Representatives Forum:
Opening Session*
Location: Superior AB

The 2017 UPCEA Institutional Representatives Forum, hosted at the 2017 Annual Conference, provides an opportunity for senior leaders in professional, continuing, and online education (PCO) to connect with peers, discuss together the changing landscape of higher education, and consider ways in which to craft their own strategies and leadership pathways. This two-part series will begin with this all-Institutional Representative (IR) forum, addressing the most pressing challenges in higher education today such as organizational structure, strategic planning, authentic leadership, and entrepreneurial approaches. Following this opening plenary session, IRs are invited to select one of three, facilitated breakout sessions repeated throughout the conference to allow small groups of senior leaders to explore in more depth the opening panel discussion topics.

- *Sandi Pershing, University of Utah*
- *Bea González, Syracuse University*
- *Wayne Smutz, University of California,
Los Angeles*
- *Moderator: Bob Hansen, UPCEA*

*When To Fire Your Cannon, and
Other Practical Leadership Lessons
for Adult Education*
Location: Missouri

Emerging Leaders

Lessons from leadership literature can drive success in management, organizational systems, and business success in adult education. Join our diverse panel as they discuss concepts that have shaped their leadership practices and share case studies on applying those ideas in adult education.

- *Tracey Taylor-O'Reilly, York University*
- *Sarah MacDonald, James
Madison University*
- *Jon Horn, JMH Consulting*
- *Moderator: Michael Huffman, Virginia
Commonwealth University*

*Content Marketing—Promote Your
Stories Better, Faster, Cheaper*
Location: Mayfair

In this session, you'll hear about Brown's School of Professional Studies content marketing journey—how we fired up our marketing efforts with storytelling. You'll learn how to multi-purpose stories from other departments, create editorial calendars, and fold PR and traditional marketing efforts into an integrated, comprehensive content marketing strategy.

- *Jo Lee, Brown University*
- *Moderator: Lesley Nichols,
Emerson College*

*Expanding Access and Meeting
Community Needs: Partnerships,
Pipelines, and Pathways*
Location: Michigan A

This session highlights unique institutional and community partnerships that have resulted in state-of-the art, industry-based curriculum and strengthened equity and access to educational and economic opportunities for underrepresented and low-income students. Presenters will discuss promoting student success via mentoring, industry, campus, and community partnerships, and peer networks, as well as successes and challenges.

- *Birgit Green, Texas Tech University*
- *Nicole Batt, University of Utah*
- *Rachel Everitt, University of Utah*
- *Moderator: Nicole Gislason, University of
West Florida*

Conference Schedule

Tracks

🌐 International

🚩 Leadership and Strategy

📣 Marketing, Enrollment, and Student Services

🤝 Outreach, Engagement, and Economic Development

🖱️ Online Leadership and Administration

⚙️ Program Innovation

🔧 Business and Operations

Levels

➕ Applied

🎯 Strategic

⚙️ Foundational

1:45 PM–2:45 PM

`Concurrent Session I` *continued*

Creating Comprehensive Professional Development for a Large Instructional Design Team
Location: Ontario

🖱️ ➕

This session will cover FIU Online's efforts toward planning and implementing the Instructional Design Core Curriculum (IDCC), a comprehensive professional development initiative for its instructional design team. We will also present the results of a research study into the perceptions and effectiveness of the IDCC program.
- *Matthew Acevedo, Florida International University*
- *Jessica Rodriguez, Florida International University*
- *Gus Roque, Florida International University*
- *Moderator: Sarah Dysart, Loyola University Chicago*

First Point of Student Engagement: Orientation
Location: Mississippi

⚙️ ⚙️

This presentation is about how a large university set out to actively engage online and transfer students using orientation delivered on an adaptive technological platform. The presentation will outline the design and technology used, the importance of early engagement, and adaptive learning pedagogy.
- *Roger Wen, California State University, East Bay*
- *Monica Munoz, California State University, East Bay*
- *Cheryl Saelee, California State University, East Bay*
- *Marguerite Hinrichs, California State University, East Bay*
- *Ayellee Adam, California State University, East Bay*
- *Moderator: Gregory Milton, Sonoma State University*

Anyone Can Advocate for Accessible Learning Technology
Location: Michigan B

🖱️ ⚙️

`Best in Show—Central`
You're looking to purchase an educational technology solution. How can you ensure that you are making an accessible selection? How can you advocate for inclusion in design? In this session, you'll have the opportunity to role-play with fictitious sales representatives for a variety of educational technology solutions.
- *Kristina Wilson, Northwestern University*
- *Moderator: Steve VandenAvond, Northern Michigan University*

Tell Your Story: Creating Data-Driven Narratives
Location: Erie

🔧 ➕

`Best in Show—South`
We're all proud of the work we do and the impact we have . . . but are you telling that story? A proactive approach to data analysis and narratives supports your work and the needs of your stakeholders. In this session, we'll discuss identifying KPIs, data visualization, and communicating complex concepts to stakeholders.
- *Patrick Flanigan, Western Kentucky University*
- *Julie Uranis, UPCEA*
- *Moderator: Liz Fillman, Virginia Commonwealth University*

2:45 PM–3:15 PM
Networking Break in Exhibit Hall
Location: Riverwalk AB

3:30 PM–4:30 PM
Concurrent Session II
Building and Implementing Your Global Engagement Strategy
Location: Ohio

Over the past two years, we identified well-defined strengths of our school to build a global engagement strategy that included global degree programs; short-term and online courses; global access; and wrap-around student services. This session presents the challenges, accomplishments, setbacks, and disappointments we have experienced in going global.
- *Walter Rankin, Georgetown University*
- *Jeremy Stanton, Georgetown University*
- *Kelly Otter, Georgetown University*
- *Moderator: Soma Chakrabarti, University of Delaware*

Diversity in Your Strategy: Why it Matters
Location: Erie

Best in Show—New England
A discussion of diversity makes people feel uncomfortable. On the national scene, our politics and protests over shootings of young black men have certainly intensified and often polarized the discussion. We have not yet become a post-racial society. Census and polltakers remind us that we are increasingly becoming a more diverse country. Over the next decade, more American cities will become majority-minority. Virtually every university and college has a diversity statement, but few have a diversity strategy. As educational leaders, issues of racial and cultural diversity need to be part of our academic, staffing and enrollment strategy. The world for which we are preparing our students demands nothing less. This talk will explore how to begin incorporating a diversity strategy into your unit's overall strategy and why this is a particularly important issue for continuing education units to address.
- *John LaBrie, Northeastern University*
- *Moderator: Christine Dolan, University of Rhode Island*

Weathering the Storms of Crisis
Location: Michigan B

What's the crisis du jour at your institution? For professional, continuing, and online education? State funding cuts, racial unrest, Title IX investigation, faculty strike, sexual assault, academic fraud, academic integrity, and enrollment decline top the charts. Join us for facilitated and highly interactive discussions around thriving in the midst of crisis.
- *Stacy Snow, University of Missouri*
- *Sandra Gladney, University of Oregon*
- *Scott Howell, Brigham Young University*
- *Wayne Smutz, University of California, Los Angeles*
- *Moderator: Kim Siegenthaler, University of Missouri*

History and Context of Professional, Continuing, and Online Education, Part I: A History
Location: Superior AB

Emerging Leaders
For 102 years, UPCEA leaders and advocates have responded to social, cultural, and political issues through delivering education, providing access, and facilitating collaboration. This session will provide critical context to our field of professional, continuing, and online education (PCO) and equip new professionals and emerging leaders with tools from history to address current and future issues.
Attendees of this special two-part series, ideal for those new to professional, continuing, and online education, will become eligible to claim a badge denoting "PCO 101".
- *Dawn Gaymer, Western Michigan University*
- *Fred Beuttler, University of Chicago*
- *Moderator: Jon Harbor, Purdue University*

The Happiness Advantage in Higher Education
Location: Huron

Sometimes working in a university is tough. Sometimes there is stress. Sometimes teams get in a funk. This is why building a culture that taps into "the happiness advantage" matters. Learn seven principles in Shawn Achor's, "The Happiness Advantage" and how they can be applied to positively impact your culture.
- *Carol Fleming, James Madison University*
- *Nicole Foerschler Horn, JMH Consulting*
- *Moderator: Jon Matsuda, University of Hawaii at Manoa*

Ready, S.E.T., Go! Developing a Student Experience Team (S.E.T.)
Location: Mississippi

This session will explore the structure and curriculum of the Student Experience Team at the University of Chicago's Graham School. Session participants will engage in a visioning process to examine possibilities of creating and implementing a similar approach to enhancing the student experience at their institution.
- *Lisa Malvin, University of Chicago*
- *Jarquetta Egeston, University of Chicago*
- *Moderator: Heather Chakiris, University of California, Los Angeles*

Conference Schedule

Tracks

International

Leadership and Strategy

Marketing, Enrollment, and Student Services

Outreach, Engagement, and Economic Development

Online Leadership and Administration

Program Innovation

Business and Operations

Levels

Applied

Strategic

Foundational

3:30 PM–4:30 PM
Concurrent Session II *continued*

What Do We Do with Distance Education Research Findings? Developing New Instructional and Institutional Practices
Location: Missouri

Let's talk about how to interpret research findings from several National Distance Education and Technological Advancement (DETA) Research Center-supported studies. In this session, we'll determine what these findings mean for us and our institutions, turn these results into new or altered practices in our online programs, and diffuse these innovative practices across our institutions for students, instructors/faculty, support staff, and administrators.
- *Tanya Joosten, University of Wisconsin—Milwaukee*
- *Rachel Cusatis, University of Wisconsin—Milwaukee*
- *Moderator: Terrie Nagel, Univesity of Missouri, Columbia*

Modeling the UPCEA Hallmarks of Excellence in Online Leadership
Location: Mayfair

Emerging Leaders
This session will focus on what the UPCEA Hallmarks of Excellence in Online Leadership look like across institutional organizational models. We will explore how institutions operationalize the Hallmarks, focusing on leadership aspects of creating a foundation in which an online program can thrive through alignment with institutional mission, vision, and branding.
- *Ray Schroeder, University of Illinois Springfield and UPCEA*
- *Gayla Stoner, University of Illinois Chicago*
- *Adam Fein, University of Illinois Urbana—Champaign*
- *Moderator: Vickie Cook, University of Illinois Springfield*

Millennials and the Future of Employment: Data, Analytics, and Demography
Location: Michigan A

In this deep dive, we will consider a nimble response to ever-changing 21st-century populations and workforce imperatives through an accelerated, adaptive, data driven, discovery-centric, synthesis-focused, and collaborative competency-based education makerspace environment.
- *Jim Fong, UPCEA*
- *Anne-Marie Brinsmead, Ryerson University*
- *Moderator: Kim McGaw, Rice University*

Aligning Federal Education Policies, Workforce Development Needs, and Adult Students: The National Adult Learner Coalition
Location: Ontario

Earlier this year, four organizations joined together to fill a vacuum in the higher education policy community which, until now, lacked a unified voice representing the adult learner and the institutions that serve them. With support from Lumina Foundation, the Council for Adult and Experiential Learning (CAEL), the Online Learning Consortium (OLC), Presidents' Forum, and UPCEA formed the National Adult Learner Coalition. This session will focus on the Coalition's recent white paper with suggestions on federal policies that align post-secondary education and America's workforce development goals. This session will briefly share goals, key policy challenges, institutional building blocks, and opportunities facing students and the institutions that serve them, and then engage the audience in a conversation about how to mobilize colleges and universities, employers, government, and other key constituencies to advance the adult learner agenda.
- *Marie Cini, University of Maryland University College*
- *Jordan DiMaggio, UPCEA*
- *Becky Klein-Collins, CAEL*
- *Scott Weimer, Virginia Tech*

5:00 PM
Opening Reception in Exhibit Hall
Location: Riverwalk AB
Hosted by Exhibitors and Sponsors

Thursday, March 23, 2017

7:30 AM
Continental Breakfast in Exhibit Hall
Location: Riverwalk AB

8:00 AM–9:00 AM
Concurrent Session III
Cultural Factors That Affect The Way Students Participate in Classrooms: Effective Practices for Teaching in Multicultural Classrooms
Location: Huron

Today's multicultural classrooms require that faculty possess competencies for teaching all students. However, many faculty members find themselves underprepared to teach in multicultural classrooms. This workshop examines the competencies that faculty need to teach in multicultural classrooms. Participants will take away a training model for faculty on intercultural communication and competency.
- *John Caron, Johns Hopkins University*
- *Marissa Lombardi, Northeastern University*
- *Moderator: Brian Cook, California State University, East Bay*

What's in a Name? Starting with "Why?"
Location: Ohio

Best in Show—West

Are you considering a change in your continuing education or online unit name? Join Dr. Rovy Branon, vice provost for the recently renamed University of Washington Continuum College, for an engaging discussion on the importance of starting with "Why?" as you consider a new name.
- *Rovy Branon, University of Washington*
- *Moderator: Jamelle Wilson, University of Richmond*

Revenue Generation in Contract Training and Workforce Development
Location: Colorado

Modern employers are investing in workforce training, continuing education, and professional development like never before. Certification programs and badges are growing. What are you doing to address this need while increasing enrollment and profitability? We will discuss challenges, strategies, and examples to grow programs and start new ones.
- *Tim Gilrain, Drexel University*
- *Meni Sarris, Jenzabar*
- *Mike Schroder, California State University, San Marcos*
- *Moderator: Andrew Billingsley, North Carolina State University*

Finding Our Place: Engaging and Developing Promising Continuing Education Leaders
Location: Missouri

Emerging Leaders

Emerging Leaders (mid-level professionals who aspire to more senior roles in professional, continuing, and online education) desire to build a positive reputation within their office, cultivate relationships on campus, and establish a presence in the field. They may face a myriad of challenges: a lack of mentorship or investment from senior leaders, isolation, and job dissatisfaction. In light of these challenges, how could their growth be facilitated? This interactive session will discuss those challenges, the role of senior leaders in developing leaders within their organizations, and ways the field can be more inclusive and supportive.
- *Tomika Ferguson, James Madison University*
- *Alice Warren, North Carolina State University*
- *Moderator: Jason Smith, Georgetown University*

Institutional Representatives Forum: Breakout Option A
Location: Erie

One of three facilitated breakout sessions repeated throughout the conference to allow small groups of senior leaders to dive deeply into the opening panel discussion topics. *Seating is limited—advanced RSVP encouraged.*
- *Kelly Otter, Georgetown University*
- *Sandi Pershing, University of Utah*
- *Debbie Cavalier, Berklee College of Music*
- *Moderator: Rich Novak, Rutgers University*

High Touch Recruiting and Advising—When They Don't Come to You, You Go to Them
Location: Michigan A

We will focus on how the University of Denver University College uses proactive recruiting and solution-oriented advising to increase student yields and student success for our adult learners. We will discuss how this mode of engaging can serve as a catalyst to a student's development, and will ultimately retain more students quarter over quarter.
- *Andrea Gross, University of Denver*
- *Laura Froseth, University of Denver*
- *Moderator: Sherry Quinn, Oakland University*

Designing and Implementing High Impact Alternative Credential Programs: Badge Program Lessons from Leaders
Location: Ontario

Thinking about using digital badges with your programs for professionals? Concerned about how to ensure that your badges have real impact for learners and relevance for employers? Don't know where to start? Learn the key questions to consider and hear from leading university programs who are answering these questions and more in this hands-on alternative credential badge program workshop.
- *Andrea Miller, University of Utah*
- *Moses Wolfenstein, University of Wisconsin*
- *Peter Janzow, Pearson*
- *Moderator: Carol Howard, Brandman University*

WEDNESDAY

THURSDAY

Conference Schedule

Tracks

International

Leadership and Strategy

Marketing, Enrollment, and Student Services

Outreach, Engagement, and Economic Development

Online Leadership and Administration

Program Innovation

Business and Operations

Levels

Applied

Strategic

Foundational

8:00 AM–9:00 AM

Concurrent Session III *continued*

Extended Education Fee For Service— A Defensible Model
Location: Mississippi

Extended Education divisions and colleges come under scrutiny and some skepticism when it comes to charging fees for services to campus partners. Come learn how California State University-Dominguez Hills College of Extended and International Education came up with a defensible model for tuition, fees and administrative costs associated with operating the self-supporting college. This session will encourage discussion among attendees on how they charge for services and what percentage is returned to the university.
- *Kim McNutt, California State University— Dominguez Hills*
- *Moderator: Radhika Seshan, University of California, Los Angeles*

Market Research 101: A Primer for Integrating an External Voice in the PCO Culture
Location: Mayfair

One important component of our data-driven environment is market research and how it can influence new and existing program decisions, assist with market/marketing positioning, and accelerate campus decisions related to professional, continuing, and online (PCO) education. This fast-paced session is for the novice looking to understand how the market research process can work for PCO teams and will address basic tools and techniques, apply case studies, and offer ways to communicate results of market research.
- *Jim Fong, UPCEA*
- *Moderator: Sarah Sharp-Aten, University of California, Riverside*

Growing Online Degree Programs: Bridging Expectation Gaps Between Faculty and Administrators
Location: Michigan B

The gap in expectations of online degree programs between faculty and administrators deters program growth. Participants in this session will explore the nature of this gap and how it might be overcome. We will also explore the possibility of a multi-institution research effort to develop a shared toolkit to bridge the expectations gap.
- *Michael Eddy, Purdue University*
- *Robin Cunningham, Purdue University*
- *Chris Hansen, Wiley Education Services*
- *Moderator: Michele Gribbins, University of Illinois Springfield*

UPCEA Talks: Change Management
Location: Superior AB

- *Moderator: Nancy Coleman, Wellesley College*

A curated series of three, short, idea-introducing presentations given by single presenters in quick succession during an hour-long concurrent session:

- *Leadership and Succession Planning in a Purpose-Driven Organization*
  The University of Southern Indiana's Division of Outreach and Engagement is comprised of many units. Hear how this diverse, wide-spanning division galvanized itself by creating an organizational purpose, "Unleashing Potential, Expanding Knowledge."
    - *Mark Bernhard, University of Southern Indiana*

- *Seizing Leadership Opportunities: A Practical Framework for Implementing Change and Innovation*
  The Petrocelli College of Continuing Studies at Fairleigh Dickinson University has just experienced the retirement of its dean after forty years of service. As the unit strategizes its next phase of growth, it is transforming its strategic mission to become an innovator of contemporary, market-driven, global offerings.
    - *Lisa Braverman, Fairleigh Dickinson University*

- *Success Planning: Leaving with Grace and Humor*

  Leaving a position isn't always a choice. However, preparing well for a smooth transition can be a conscious effort on the part of leaders at any time of their careers. This interactive session will cover skillful ways to "leave" even while "staying" as well as when actually departing a position.
  - *Faye Lesht, University of Illinois at Urbana—Champaign*

9:15 AM–10:15 AM
General Session
Profiles in Leadership and Innovation
Location: Chicago Ballroom
- *Bea González, Syracuse University*
- *Susan Koch, University of Illinois—Springfield*
- *Sean Gallagher, Northeastern University*

10:15 AM–10:45 AM
Networking Break in Exhibit Hall
Location: Riverwalk AB
Tech Tips
Come view quick, 10-minute demonstrations of some of the latest tools and technologies for higher education in the casual setting of the Exhibit Hall. Over coffee, connect with peers and discover ways to enrich your teaching as well as your own learning! Topics: social media and virtual/augmented reality tools.
- *Jason Rhode, Northern Illinois University*
- *Michele Gribbins, University of Illinois Springfield*
- *Ryan Anderson, University of Wisconsin-Extension*

10:45 AM–12:00 PM
UPCEA Network Meetings and Awards Presentations
Award Presentations
Open to all attendees
Network Meetings and Award 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. Acting as "affinity groups" within the larger organization, Networks each host 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
Location: Ontario
The UPCEA International Leadership Award, the UPCEA International Program of Excellence Award, and the inaugural UPCEA Global Program Award for International Partners will be presented.

UPCEA Marketing, Enrollment Management and Student Services Network
Location: Mayfair
The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented.

UPCEA Online Leadership and Administration Network
Location: Superior AB
The UPCEA Strategic Innovation in Online Education Award will be presented.

UPCEA Program Innovation Network
Location: Michigan B
The UPCEA Award for Outstanding Program, credit and noncredit categories, will be presented.

UPCEA Outreach, Engagement & Economic Development Network
Location: Michigan A
The UPCEA Engagement Award will be presented.

12:15 PM–1:45 PM
General Session Lunch
Toward an Adult Learner Agenda: Policy, Influence, Strategy
Location: Chicago Ballroom
- *Jamie Merisotis, President & CEO, Lumina Foundation*

  Jamie Merisotis is a globally recognized leader in philanthropy, higher education, and public policy. Since 2008, he has served as president and CEO of Lumina Foundation, one of the largest private foundations in the U.S. and a driving force for increasing Americans' success in higher education. He previously served as co-founder and president of the nonpartisan, Washington, DC-based Institute for Higher Education Policy, and as executive director of a bipartisan national commission on college affordability appointed by the President and Congressional leaders. Merisotis is the author of the highly-regarded 2015 book America Needs Talent, published by RosettaBooks.
  Lunch sponsored by **Blackboard**

1:45 PM–2:45 PM
Concurrent Session IV
Navigating the Higher Education Enrollment Landscape
Location: Mississippi

The higher education landscape is complex. In this session, we will explore current trends, benchmarking data, technology enhancements, media mix, and the overall strategic initiatives that are shaping the enrollment landscape. We will provide actionable information to guide your future enrollment management strategy.
- *Aaron Edwards, Keypath Education*
- *Joshua McCarthy, Johnson & Wales University*
- *Moderator: Rita Bunch, University of California, Davis*

THURSDAY

Conference Schedule

Tracks

- International
- Leadership and Strategy
- Marketing, Enrollment, and Student Services
- Outreach, Engagement, and Economic Development
- Online Leadership and Administration
- Program Innovation
- Business and Operations

Levels

- Applied
- Strategic
- Foundational

1:45 PM–2:45 PM
Concurrent Session IV *continued*

Transactional Models of International Programming
Location: Ohio

International programming requires the additional complexity of identifying a model that will facilitate the transaction in terms of marketing, recruitment, and financial procedures. This session will explore the costs and benefits of three transactional models: external agent, internal expert, direct contract. The models will be explored from a programmatic perspective.

- *Terry Borg, Northern Illinois University*
- *Pati Sievert, Northern Illinois University*
- *Moderator: Bethany Craig, University of Illinois Chicago*

Jobs of the Future
Location: Superior AB

Our economy is on the cusp of major transformation, as big data, energy, robotics, healthcare and financial systems are rapidly changing. As a result, our economy will create jobs we've never seen before. The workforce, which has been built primarily off the bachelor's degree or training programs, is starting to bend, but will it buckle? This presentation will take a supply and demand approach featuring the MasterCard approach and outlook toward workforce readiness, preparedness and job creation; to EdX's proactive response in bridging the needs of business and industry to higher education.

- *Jim Fong, UPCEA*
- *Johannes Heinlein, edX*
- *Maureen Doran-Houlihan, MasterCard*
- *Moderator: Ali Eskandarian, George Washington University*

Balancing Work, Family, and a Terminal Degree: Completion Strategies for Professional Development Professionals (Or, UPCEA Members as Nontraditional Degree Seekers)
Location: Erie

Emerging Leaders

This interactive discussion will provide you with insights on how to balance the demands of a 40+ hour/week job, family/personal life, and the pursuit of a terminal degree. Whether contemplating the journey or already under way, this session will help you see it to completion and avoid becoming ABD.

- *Karen Bull, Syracuse University*
- *James Campbell, University of Richmond*
- *Kyle Harkness, University of the Pacific*
- *Kelly Newell, Washington State University*
- *Janice Sitzes, North Carolina State University*
- *Julie Uranis, UPCEA*
- *Moderator: Amy Claire Heitzman, UPCEA*

Institutional Representatives Forum: Breakout Option B
Location: Mayfair

One of three facilitated breakout sessions repeated throughout the conference to allow small groups of senior leaders to dive deeply into the opening panel discussion topics. *Seating is limited—advanced RSVP encouraged.*

- *Mary Niemiec, University of Nebraska*
- *Tom Gibbons, Northwestern University*
- *David Schejbal, University of Wisconsin—Extension*
- *Moderator: Alice Warren, North Carolina State University*

Preparing for the Higher Education Act Reauthorization: Effective Leadership During Change
Location: Missouri

During 2017, the Higher Education Act (HEA) reauthorization will likely be completed by the 115th Congress. Many other pieces of higher education will be talked about and debated in congress. This session will discuss the most likely changes and their potential impact upon higher education. Learn about effective personal and institutional leadership strategies to navigate uncertain times and ways to maintain and develop an advocacy plan with limited resources.
- *Judee Richardson, University of Wisconsin Extension*
- *Vince Sampson, Cooley LLP*
- *Ken Solomon, Thompson Coburn, LLP*
- *Moderator: Jordan DiMaggio, UPCEA*

End the Madness of Complexity: Create an Actionable Strategic Enrollment Plan
Location: Huron

Countless strategic enrollment and marketing plans are born from a daunting and laborious process that, all too often, results in a document that sits on a shelf. This presentation will provide tangible approaches to developing a strategic plan with immediate takeaways that everyone attending can put into action immediately.
- *Kim Frisch, Regis University*
- *Jeff Johnson, Primacy*
- *Moderator: Chris Nicholson, University of Denver*

Creating and Fostering a Regional Innovation and Talent Ecosystem: University Engagement for Capacity Building
Location: Michigan A

The University of Southern Indiana (USI) initiated a consortium called the I-69 Innovation Corridor centered on building capacity and establishing a higher education pipeline through collaboration in community and industry. USI piloted projects, programs, and services using a metric known as the Innovation Index to allow for measurement and replication.
- *Michael Thissen, University of Southern Indiana*
- *Moderator: Patricia Malone, State University of New York at Stony Brook*

Transitioning from Operations to Strategy: What the Aspiring Online Leader Needs to Know
Location: Colorado

Emerging Leaders

Are you in a new online leadership position, or do you aspire to transition from a support or operations role to a leadership position in your institution? Join in this conversation with online leaders who have recently made the transition as they share tips from their own experience.
- *Sarah Dysart, Loyola University Chicago*
- *Cheryl Boncuore, Lake Forest Graduate School of Management*
- *Moderator: Jason Rhode, Northern Illinois University*

The MPS is the New MBA: An Integrative Model for Graduate Professional Curriculum Development
Location: Michigan B

This session focuses on the increasing value of the master of professional studies (MPS), and presents a method of program development that integrates research with matrices offered by Lumina Foundation and the Council of Graduate Schools. These approaches incorporate the study of demand with the identification of new competencies.
- *Kelly Otter, Georgetown University*
- *Walter Rankin, Georgetown University*
- *Sarah O'Connor, Georgetown University*
- *Moderator: Lucy Maillette, Michigan State University*

Defining a New Entrepreneurism for Professional & Continuing Education
Location: Ontario

Are you a risk taker? Join our panel in this lively discussion on how intelligent risk, in the true entrepreneurial sense, can help strengthen and build your PCE unit.
- *Lynda Rogers, UCSC Extension, Silicon Valley*
- *Nelson Baker, Georgia Institute of Technology*
- *John LaBrie, Northeastern University—Toronto*
- *Moderator: Lee Maxey, MindMax*

Institutional Innovation Roundtables: Sponsor Spotlight
Location: Riverwalk AB

Institutional Innovation Roundtables are synchronous, table-based, small-group, guided discussions about a specific institutional case study or program innovation, presented by representatives from each of the Institutional Sponsors of the 2017 Annual Conference during one hour-long concurrent session. Roundtable presenters share their experiences and ideas and then promote the sharing of thoughts, solutions, and questions among their table's attendees. More details can be found in the conference app.
- *Social Media vs. Traditional Marketing: How Much of Each to Use, North Carolina State University*
- *Breaking Down Silos: Cross-Department Strategizing for Curriculum Innovation, Northwestern University*
- *Planning your Digital Education Strategy—Engaging the Campus Community, Purdue University*
- *Is Your Institution Ready for Competency-based Education, Utah State University*
- *Innovation, Access, and Outreach: Partnerships for Success at Western Michigan University, Western Michigan University*
- *Moderator: Kim Zaski, UPCEA*

2:45 PM–3:15 PM
Networking Break in Exhibit Hall
Location: Riverwalk AB
Tech Tips
Come view quick, 10-minute demonstrations of some of the latest tools and technologies for higher education in the casual setting of the Exhibit Hall. Over coffee, connect with peers and discover ways to enrich your teaching as well as your own learning! Topics: mobile apps for student engagement, and virtual/augmented reality tools.
- *Jason Rhode, Northern Illinois University*
- *Michele Gribbins, University of Illinois Springfield*
- *Ryan Anderson, University of Wisconsin—Extension*

Networking Break block continues on next page

Conference Schedule

Tracks

- International
- Leadership and Strategy
- Marketing, Enrollment, and Student Services
- Outreach, Engagement, and Economic Development
- Online Leadership and Administration
- Program Innovation
- Business and Operations

Levels

- Applied
- Strategic
- Foundational

2:45 PM–3:15 PM

Networking Break in Exhibit Hall *continued*

Book Signing in the Exhibit Hall

Hosted by the 2017 Phillip E. Frandson Award for Literature, Sean Gallagher, *The Future of University Credentials: New Developments at the Intersection of Higher Education and Hiring*

3:15 PM–4:15 PM

General Session

The Collaboration Imperative: Balancing Response, Resource, and Innovation
Location: Chicago Ballroom

- *Barbara McFadden Allen, Executive Director, Big Ten Academic Alliance*

  Barbara McFadden Allen is the Executive Director of the Big Ten Academic Alliance, the nation's premier higher education consortium. She has been with the organization for 23 years—serving as Executive Director for the last 16.

- *Daniel Linzer, Provost, Northwestern University*

  Daniel I. Linzer became Provost of Northwestern University on September 1, 2007. He is Northwestern University's Chief Academic Officer and an ex officio member of the faculty of each school. In this role he:
  - Supervises the educational policies and academic priorities of the University.
  - Encourages and coordinates initiatives in undergraduate and graduate education.
  - Oversees preparation of the university's annual budget.
  - Acts on faculty appointments and promotions.
  - Directs allocation of resources and space to academic units.
  - Is the acting chief executive officer in the absence of the President.

4:30 PM–5:30 PM

Concurrent Session V

Framework for International Online Education: Criteria and Recommendations
Location: Ohio

Through panel and facilitated discussions, this session will establish the key criteria for developing a framework for international online education. It will address the importance of setting institutional goals and priorities, establishing thorough policies and procedures, and building a technology infrastructure to address these issues.

- *Soma Chakrabarti, University of Delaware*
- *Robert Wagner, Utah State University*
- *Lauren Burns, Colorado State University—Global Campus*
- *John Caron, Northeastern University*
- *Moderator: Andrew Casiello, Old Dominion University*

Debuting the UPCEA Hallmarks of Excellence for Professional and Continuing Education
Location: Mayfair

Emerging Leaders

This session unveils, for the first time, the new *UPCEA Hallmarks of Excellence in Professional and Continuing Education*—a vision of the roles and responsibilities of our profession, developed by a nationwide task force of leaders in professional and continuing education. Its authors will be on hand to share their thoughts and perspectives. Given our evolving field and changing institutional realities, these Hallmarks provide a second-century perspective of what leaders, current and emerging, should identify as the key facets and aspirations of this increasingly critical component of American higher education.

- *Debbie Cavalier, Berklee College of Music*
- *Tom Gibbons, Northwestern University*
- *Hunt Lambert, Harvard University*
- *Rich Novak, Rutgers University*
- *Kelly Otter, Georgetown University*
- *Sandi Pershing, University of Utah*
- *Jim Shaeffer, Old Dominion University*
- *Karen Sibley, Brown University*
- *Moderator: Jay Halfond, Boston University*

Shifting from Transactional to Transformational Leadership to Effect Positive Change in Professional, Continuing, and Online Education
Location: Mississippi

Emerging Leaders

This session examines the development of professional strategy and leadership by providing the methodology that prepares continuing, professional, online, and executive education divisions for today's competitive marketplace. Shifting an organization from transactional leadership to transformational leadership produces the insights and continuous improvement required to build an organization's health and revenues.
- *Eric Roe, University of Texas at Austin*
- *Tom Marin, MarketCues, Inc.*
- *Moderator: Lynda Rogers, University of California, Silicon Valley*

The Future of University Credentials: New Developments at the Intersection of Higher Education and Hiring
Location: Colorado

Recipient of the UPCEA 2017 Philip E. Frandson Award for Literature
The Future of University Credentials offers a thorough and urgently needed overview of the burgeoning world of university degrees and credentials. At a time of heightened attention to how universities and colleges are preparing young people for the working world, questions about the meaning and value of university credentials have become especially prominent. Author Sean Gallagher guides us through this fast-changing terrain, providing much-needed context, details, and insights.
- *Sean Gallagher, Northeastern University*
- *Moderator: Maureen MacDonald, University of Toronto*

Institutional Representatives Forum: Breakout Option C
Location: Erie

One of three facilitated breakout sessions repeated throughout the conference to allow small groups of senior leaders to dive deeply into the opening panel discussion topics. *Seating is limited—advanced RSVP encouraged.*
- *Stacy Snow, University of Missouri*
- *Vickie Cook, University of Illinois Springfield*
- *John LaBrie, Northeastern University Toronto*
- *Moderator: Rovy Branon, University of Washington*

New Student Survey and Research Insights: Defining a Student Experience That Promotes Student Success
Location: Huron

Get a first look at brand new research and survey results of current and prospective students, ages 18–35. Blackboard, in partnership with UPCEA, will share how they learned what students want and expect from their learning experience, what keeps them motivated and engaged, and ultimately what they need to succeed. You'll find out how Gen Z's and Millennials' needs differ, how expectations vary across demographics, degree types, and how some common conceptions about what students want and need may be off the mark. Join us and leave with actionable insights and supporting evidence for making highly effective adjustments to your current student experience, services and support models.
- *Jim Fong, UPCEA*
- *Christina Fleming, Blackboard*
- *Moderator: Carolyn Jankowski, Stony Brook University*

Optimizing Your Online Presence: Best Practices for Digital Marketing, Web, and Social Media
Location: Michigan B

In this session we will cover the core concepts of inbound marketing, social media management, and user-centered design for web and mobile. Participants will leave understanding how to create a strategic communications plan that maximizes engagement across channels, and how to apply best practices in UX/UI to increase conversions.
- *Tanya Ilse, Georgetown University*
- *Moderator: Lauren Bruce, Purdue University*

Osher Lifelong Learning Institutes: The Similarities and Differences of Success
Location: Ontario

Osher Lifelong Learning Institutes (OLLIs) span 50 states with 154,000+ engaged member/learners "50 and better." Each is as unique as its host university. Yet key similarities bring success to their distinct academies. This session features three Illinois programs, their national association, and recent research on the 119 thriving outreach programs.
- *Steve Thaxton, Northwestern University*
- *Christine Catanzarite, University of Illinois Urbana—Champaign*
- *Kirsty Montgomery, Northwestern University*
- *Michelle Riggio, Bradley University*
- *Moderator: Steve Thaxton, Northwestern University*

THURSDAY

Conference Schedule

Tracks

International

Leadership and Strategy

Marketing, Enrollment, and Student Services

Outreach, Engagement, and Economic Development

Online Leadership and Administration

Program Innovation

Business and Operations

Levels

Applied

Strategic

Foundational

4:30 PM–5:30 PM

Concurrent Session V *continued*

Performance Improvement Excellence ("PIE") Talk: Faculty Matters
Location: Michigan A

Best in Show—Mid-Atlantic

We've recently reexamined our faculty role with a focus on performance improvement excellence in order to better serve faculty—from hiring, to training, to teaching, to promotions. We will share a "talk show" style presentation highlighting the research and planning that took place to develop an improved faculty experience.

- *Heather Welzant, University of Maryland University College*
- *Allison Woods, University of Maryland University College*
- *Brogan Hetrick, University of Maryland University College*
- *Moderator: Kristine Rabberman, University of Pennsylvania*

Experiential Learning Models: Helping Students Curate their Professional Identities Throughout Their Academic Journey
Location: Missouri

This workshop will guide participants through a spectrum of experiential programs offered at Northeastern University. Panelists will hone in on two of our most innovative programs: The Experiential Network (XN) and the International Field Study Experience (IFSE). Both programs partner with industry and align experiential opportunities to academic program outcomes.

- *Marissa Lombardi, Northeastern University*
- *Charles Kilfoye, Northeastern University*
- *Moderator: Dalia Hanna, Ryerson University*

Research Roundtables
Location: Riverwalk AB

- *Moderator: Ing Phansavath, University of California, Los Angeles*

Research 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. This session will host a series of synchronous conversations:

- *Improving Time Spent Studying: Achieving Academic Success with Pattern*

  In this Roundtable, we'll tell a story about the average Purdue student, "Sue Dent". Sue was successful in high school without having to exert a lot of effort. What will she do when she comes to Purdue?
  - *Bethany Croton, Purdue University*

- *The Next New Focus for Online Education Units*

  Distance education research units can bring in money and positively impact reputations, so why aren't there more of them? Presenters from Oregon State University Ecampus will share how our research unit brought in over $1M, launched a podcast, and facilitated a national study all in its first year.
  - *Katie Linder, Oregon State University*
  - *Lisa Templeton, Oregon State University*

- *Academic Achievement and Persistence in Online Self-Paced Courses*

  Research will be presented related to the achievement and persistence of students enrolled in online self-paced courses using 11,829 enrollment records from the University of Missouri. Course satisfaction, modality, academic level, gender, prior experience, enrollment time, active completion time, and persistence were studied. Model building using hierarchical linear modeling occurred, and modality decisions will also be discussed.
  - *Terrie Nagel, University of Missouri*

- *Daring to Disrupt: Emerging Competency-Based Education Models*
Before implementing a sustainable Competency-Based Education (CBE) model, institutions need to determine an approach that fits their size and scalability, realize cost efficiencies, and understand enrollment considerations. Learn about different models featured in a new Lumina Foundation study and hear from institutions that have already implemented a CBE program.
  - *Brendan Farley, Walden University*

- *Preparing for Tomorrow's Workforce On-Time: The Power of Non-Credit Certificates*
This Roundtable will open with an introduction of the University Extended Education's program development model for non-credit certificates at California State University Fullerton. The meat of the discussion will focus on exploring different professional development models, identifying areas of challenges, and exploring opportunities to add innovative practices.
  - *Alicia Fan, California State University, Fullerton*

UPCEA Talks: Strategic Planning
Location: Superior AB

- *Moderator: Mary Cohen, University of Chicago*
A curated series of three, short, idea-introducing presentations given in quick succession during an hour-long concurrent session:

- *Collaborative Strategic Planning to Support Program Innovation*
How can collaborative strategic planning help your team generate new ideas while remaining focused on your most important priorities? We'll share tools and resources that allow managers to efficiently gather input from team members, create community, encourage ownership and accountability, and support ongoing innovation.
  - *Soo La Kim, Northwestern University*
  - *Peter Kaye, Northwestern University*
  - *Erica Bova, Northwestern University*
  - *Khusro Kidwai, Northwestern University*

- *Inclusive Leadership in Organizational Realignment*
Organizational realignment can cause leaders to feel as though they need to move either fast or slow. However, there is a middle ground that involves information gathering, setting a vision, and involving your internal leadership team in an iterative process. Come learn about a path toward a more agile organization.
  - *Melissa Lubin, James Madison University*
  - *Carol Fleming, James Madison University*
  - *Sarah MacDonald, James Madison University*

- *Synergies in Program Development Within a University Office: A Case Study*
We are the innovators of educational opportunities on campus. By taking advantage of the synergies provided by being within the same office, the Online Development and Marketing teams—in collaboration with curricular leadership—developed an excellent and unique degree program that satisfied a key university goal and opportunity.
  - *Ilan Jacobshon, The New School*
  - *Sephora Markson Hartz, The New School*

6:30 PM
Dinner Groups
Location: Meet in Hotel Lobby

Friday, March 24, 2017

8:00 AM–9:00 AM
School Spirit Breakfast in Exhibit Hall
Location: Riverwalk AB
At this breakfast, we encourage you to wear something from your current institution (or your alma mater)! This is a great way to get to know other attendees and show your school spirit! If you prefer, feel free to represent your college or university by wearing school colors. Certain tables will also be designated for UPCEA's five geographical Regions to give you the opportunity to meet with colleagues from neighboring institutions. *Friday is a casual day.*

8:30 AM–9:30 AM
UPCEA Regional Business Meetings
Open to all attendees
Regional Business 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. 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 Business 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
Location: Ontario

Mid-Atlantic Region
DC, DE, MD, NJ, NY, PA, WV; ON
Location: Mayfair

New England Region
CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC
Location: Superior AB

South Region
AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA
Location: Michigan B

West Region
AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT
Location: Michigan A

9:30 AM–10:00 AM
Networking Break in Exhibit Hall
Location: Riverwalk AB
Meet & Greet with 2017 Association Award Recipients

Conference Schedule

Tracks

🌐 International

🚩 Leadership and Strategy

📢 Marketing, Enrollment, and Student Services

🤝 Outreach, Engagement, and Economic Development

🖱️ Online Leadership and Administration

⚙️ Program Innovation

🔧 Business and Operations

Levels

➕ Applied

🎯 Strategic

⚙️ Foundational

10:00 AM–11:00 AM
Concurrent Session VI
Ensuring IT Software Project Failure: Why Organizations Don't Do the Right Things Before the Project Begins
Location: Michigan A

🔧 ➕

Senior operations leaders from University of Washington's Continuum College will present and facilitate a discussion surrounding the nuances of IT project management. The topics of political undercurrents, strong executive sponsorship, and disciplined change management will be at the forefront of the discussion.
- *Clark Westmoreland, University of Washington*
- *Chris Powell, University of Washington*
- *Moderator: Laurie Ward, University of Denver*

Strategic Engagement and Partnerships Essential to Leading Institutional Internationalization Initiatives
Location: Mississippi

🌐 🎯

Presenters will discuss opportunity and strategy for engagement of professional and continuing education (PCE) units in internationalization initiatives. Specifically, a case study involving the integration of PCE and international program areas will be provided. The potential PCE units to lead campus internationalization efforts and credential global competencies will be discussed.
- *Kari Knutson Miller, California State University, Fullerton*
- *Chris Swarat, California State University, Fullerton*
- *Moderator: Robert Wagner, Utah State University*

History and Context of Professional, Continuing, and Online Education, Part II: Context for Leadership
Location: Erie

🚩 ⚙️

`Emerging Leaders`

This session will examine common threads and best practices among institutions and units engaged in university professional and continuing education. The session will link historical learnings with current practices to provide an enlightened perspective and understanding of the field for new professionals and emerging leaders.
*Attendees of this special two-part series, ideal for those new to professional, continuing, and online education, will become eligible to claim a badge denoting "PCO 101".
- *Dawn Gaymer, Western Michigan University*
- *Julie Uranis, UPCEA*
- *Moderator: Rich Novak, Rutgers University*

Let the Data Do the Talking: Leveraging Real-Time Marketing Intelligence to Predict and Align Future Offerings
Location: Ontario

📢 ➕

Harvard Extension School and StudyPortals will present data and case studies on: product offerings, structure, and audience segmentation of a growing extension school; global trends in supply versus demand for extension and professional programs; and using data and continuous measurement to fine-tune strategy and optimize execution.
- *Kelly Leslie, Harvard University*
- *Edwin van Rest, StudyPortals*
- *Moderator: Nicole De Vries, Georgia Institute of Technology*

Advanced Management Program in Corporate Reputation
Location: Michigan B

Learn about the Universidad Externado De Colombia's corporate reputation program for top business executives. Established in 2013, the program uses case studies to explore multiple facets of reputation management, including internal reputation, brand value, social responsibility, communication in times of crisis, innovation, corporate governance and trust-building, and reputational management tools and models.
- *Lolita Carrillo, Universidad Externado de Colombia*
- *Maria Chaves, Universidad Externado de Colombia*
- *Moderator: Lisa Verma, Louisiana State University*

Moving Beyond Online Education— Quality Learning Experiences for All
Location: Huron

Are you ready to think beyond online learning? This presentation considers the internal capabilities and approaches to learning design that you need so that learners can benefit from high quality programs delivered in multiple formats. The University of Washington will share how its new Academic Excellence unit addresses these challenges.
- *Karen Dowdall-Sandford, University of Washington*
- *Danielle Allsop, University of Washington*
- *Peter Wallis, University of Washington*
- *Mark Ellison-Taylor, University of Washington*
- *Moderator: Albert Powell, Colorado State University*

Transforming the Academy from Within: Benchmarking Institutional Success in Online Education
Location: Mayfair

Emerging Leaders

Following UPCEA's landmark initiative on *Hallmarks of Education in Online Leadership*, this session debuts a national survey—conducted by the UPCEA Center for Research and Marketing Strategy—to assess progress in this emerging and critically important domain of higher education. Join the study's authors for the unveiling of their findings.
- *Jay Halfond, Boston University*
- *Vickie Cook, University of Illinois—Springfield*
- *Jim Fong, UPCEA*
- *Moderator: Bob Hansen, UPCEA*

Assessing Student Learning: Strategies for Success
Location: Ohio

Leaders in higher education know the importance of assessing student learning, but often face barriers as to how to measure learning in an effective and sustainable manner. This session will lay the foundation of building dynamic online courses and leveraging cutting edge technology to support the mastery of measurable learning outcomes. A discussion of two different model implementations and post-model efficacy analyses will be outlined as a means of discussing best practices in assessing data to make a positive impact on student learning. Participants will engage in an interactive data input and output analysis as well as group discussion.
- *JW Warner, Georgetown University*
- *Tiffany Masson, The Chicago School of Professional Psychology*
- *Alisha DeWalt, The Chicago School of Professional Psychology*
- *Moderator: Nancy Corgel, Syracuse University*

Workforce-Aligned, Competency-Based Degrees: Driving Value for Working Professionals
Location: Missouri

Employers are increasingly relying on higher education to address huge skills gaps by delivering a highly-skilled, job-ready workforce with deep knowledge in functional areas able to apply expertise across topics. BC's online, competency-based, workforce-aligned Master of Healthcare Administration degree is meeting this need. Hear college, employer and student/employee perspectives on this win-win-win model.
- *Carol Vallone, Meteor Learning*
- *Fr. James Burns, Boston College*
- *Rich Guarino, Lahey Clinic Hospital*
- *Moderator: Ursula Bechert, University of Pennsylvania*

UPCEA Talks: Data Analytics and Data Management
Location: Superior AB

- *Moderator: Robert Bruce, University of North Carolina, Chapel Hill*

A curated series of three, short, idea-introducing presentations given in quick succession during an hour-long concurrent session:

- *Data-Driven Business Intelligence in Professional, Continuing, and Online Education*
  Administrators need to make numerous crucial decisions each day, but without the right business intelligence you're left guessing. This session will discuss how to collect data and use interactive visualizations for maximum transparency and insights. This session will help you take control of your data and how you use it!
  - *Chad Rowe, Destiny Solutions*
  - *Nicole M. Westrick, Temple University*

Conference Schedule

- *In Pursuit of Excellence: Beyond Peer Data*
  Learn how CSU-Global manages beyond peer outcomes in academic programs, student and financial operations, enrollment and retention, and stakeholder engagement. In this session, CSU-Global leadership will share its data-driven frameworks and philosophies that have driven innovation to provide results that exceed national norms.
  - *Lauren Burns Colorado State University-Global Campus*

- *Academic Plan: Insights for Optimizing Design of Key Performance Indicators*
  Through this interactive workshop, we will share tactical approaches in designing Key Performance Indicators for strategic reporting, an evolving area in institutional accountability and competitiveness. The session will facilitate rich discussion and reflection, and equip participants with better understanding of practices in deriving comprehensive performance indicators for tracking progress.
  - *Dijana Praskac, Ryerson University*
  - *Jean de Sousa-Hitzler, Ryerson University*

11:15 AM–12:15 PM
Closing General Session
Building Innovation and Iteration into Our Educational Policies and Practices
Location: Chicago Ballroom
- *Jaime Casap, Education Evangelist, Google*

  Jaime Casap is the Education Evangelist at Google. Jaime evangelizes the power and potential of technology and the web as enabling and supporting tools in pursuit of promoting inquiry-driven project-based learning models. Working with the Google for Education Team, Jaime collaborates with school systems, educational organizations, and leaders focused on building innovation and iteration into our education policies and practices.

12:15 PM
Adjourn

1:00–2:45 PM | Friday, March 24, 2017
Selected by the 2017 Annual Conference Advisory Committee, a post-event tour option:

Untouchables' Gangster Tour

Tour guides present an accurate account of the activities that were going on in Chicago during the 1920's and '30's (prohibition). Guests will hear accurate accounts of the exploits of Capone, Moran, Dillinger and the rest of the boys! Guests remain on the bus for the duration of the tour. Some sites included are: The St. Valentine's Day Massacre, Holy Name Cathedral, and a brewery that was used illegally during prohibition. It's a very interesting tour but also very entertaining because the Gangster Guides are also actors who take on the persona of gangsters and have fun with it.

The tour is one hour and 45 minutes (2 hours depending on traffic). Guests remain seated for the duration of the tour.

Cost: $30.00, payable directly to the tour company. Visit gangstertour.com/activities/da-original-gangster-tour/ for more information and to register.

Pick up/drop off: 600 North Clark Street, near the intersection of Clark and Ohio.

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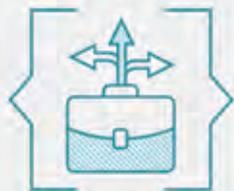
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TRILOGY EDUCATION SERVICES

FIRST-TIME UPCEA ANNUAL CONFERENCE ATTENDEES

WELCOME

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 connecting throughout the Annual Conference. First-time attendees will meet Conference Buddies during the **Newcomer's Welcome** session on Wednesday, March 22. Questions? Stop by the Registration Desk for assistance.

Learn more about the main volunteer structures within UCPEA, by stopping by the **UPCEA Booth** (#519) in the Exhibit Hall and visiting with Region and Network Ambassadors during any of the networking breaks.

Specifically for **Emerging Leaders**, a series of concurrent sessions throughout the Annual Conference provide opportunities for deep dives into leadership development, honed especially for the contexts of professional, continuing, and online education. Emerging leader sessions (noted by "Emerging Leaders" tag) are presented by highly engaged and experienced UPCEA volunteer leaders. Emerging leaders should take special note of the two-part session on the history and context of continuing, professional, and online education. These sessions will serve as a primer for those new to UPCEA and the field.

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 (10 conference to-dos and your contact information) at the UPCEA Booth in the Exhibit Hall by 10:00 AM on Friday, March 24 for your chance to win a prize!

FIRST-TIME ATTENDEE CHECKLIST

MEET

- ☐ Network Leaders at a Network Session on Thursday, March 23 at 10:45 a.m.
- ☐ Regional Leaders at your Regional Business Meeting on Friday, March 24 at 8:30 a.m.
- ☐ Board members (look for attendee badges with "Board Member" ribbons!)
- ☐ UPCEA CEO Bob Hansen
- ☐ Current UPCEA President Alice Warren
- ☐ Incoming UPCEA President Wayne Smutz
- ☐ Network and Region Ambassadors at the UPCEA Booth 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 (for dinner on Thursday, March 23) at the Registration Desk

GET INVOLVED

- ☐ Take a selfie with your Conference Buddy – and post it on Twitter with #UPCEA102
- ☐ Download the conference app, Guidebook, and search "UPCEA," then select "2017 UPCEA Annual Conference - Chicago"
- ☐ Rate a session through conference app
- ☐ Tweet about a session using #UPCEA102
- ☐ Visit the Innovation Hall in Riverwalk AB on Level 1
- ☐ Complete your UPCEA Scavenger Hunt (found in your conference bag) , and submit it at the UPCEA Booth before 10 a.m. on Friday, March 24 to be eligible to win a prize!
- ☐ Attend a Network Meeting and Awards Presentation – Thursday, March 23 from 10:45 a.m.–12 p.m. (see program for room details)
- ☐ Attend a Regional Business Meeting – Friday, March 24 from 8:30–9:30 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 #UPCEA102
- ☐ Read information about award recipients in the conference program (page 46)

BE SOCIAL

- ☐ Take a Chicago tourist picture
- ☐ Attend the Welcome Lunch and Opening General Session on Wednesday, March 22 at 12:15 p.m.
- ☐ Attend the Opening Reception on Wednesday, March 22 at 5 p.m.
- ☐ 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 Booth in the Exhibit Hall by 10 a.m. on Friday, March 24 and be entered to win a prize! Winners will be notified via email. Good luck, and have fun getting to know UPCEA!

Name _____

Institution _____

Email/Phone _____

Making higher ed amazing

Join industry thought leaders for a special presentation:

Revenue Generation in Contract Training and Workforce Development

Thursday, March 23
8-9:00am
Room: Huron

Presented by:
Tim Gilrain, Drexel University
Meni Sarris, Jenzabar
Mike Schroder, California State University, San Marcos

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GOT A MINUTE?
GET INVOLVED WITH UPCEA!

UPCEA
Leaders in Professional, Continuing
and Online Education

NAME: _____

EMAIL: _____

PHONE: _____

TITLE: _____

INSTITUTION: _____

UPCEA offers volunteer leadership opportunities for members in two main ways: Networks (affinity groups based on areas of practice) and Regions (geographical areas):

NETWORKS
Get involved with one of the UPCEA Networks: Help design a webinar, curate a conference track, or sit on a committee aligned with one of the major areas of practice for UPCEA members. Timeline: Network leadership teams/committees usually coalesce in the late fall/early winter and convene spring-spring.

- ☐ International
- ☐ Marketing, Enrollment, and Student Services
- ☐ Online Leadership and Administration
- ☐ Outreach, Engagement, and Economic Development
- ☐ Program Innovation
- ☐ Business and Operations - *NEW!*

REGIONS
Or get involved with your UPCEA Region: Help plan a regional conference, contribute to a regional awards program, or host a regional professional development event. Timeline: regional councils/committees usually coalesce in the late fall/early winter and convene spring to spring.

- ☐ Central (CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI)
- ☐ Mid-Atlantic (DC, DE, MD, NJ, NY, PA, WV)
- ☐ New England (CT, MA, ME, NH, RI, VT)
- ☐ South (AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA)
- ☐ West (AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY)

Please submit this completed volunteer interest form at the UPCEA Booth (#519).

THANK YOU

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📢 Marketing, Enrollment, and Student Services Track

MINDMAX

🖱 Online Leadership and Administration Track

Ⓟ Pearson

🤝 Outreach, Engagement, and Economic Development Track

Sessions By Track

International Track

- Building and Implementing Your Global Engagement Strategy
- Cultural Factors That Affect The Way Students Participate in Classrooms: Effective Practices for Teaching in Multicultural Classrooms
- Framework for International Online Education: Criteria and Recommendations
- International Student Support Center: a Holistic Model for International Student Support Success
- Strategic Engagement and Partnerships Essential to Leading Institutional Internationalization Initiatives
- Transactional Models of International Programming

Leadership and Strategy Track

- Debuting the UPCEA Hallmarks of Excellence for Professional and Continuing Education
- Diversity in Your Strategy: Why it Matters
- Institutional Representatives Forum: Opening Session
- Institutional Representatives Forum: Breakouts A, B, and C
- Jobs of the Future
- Preparing for the Higher Education Act Reauthorization: Effective Leadership During Change
- The Future of University Credentials: New Developments at the Intersection of Higher Education and Hiring
- The Happiness Advantage in Higher Education
- UPCEA Talks: Change Management
  - *Seizing Leadership Opportunities: A Practical Framework for Implementing Change and Innovation*
  - *Leadership and Succession Planning in a Purpose-Driven Organization*
  - *New Educational Futures*

- UPCEA Talks: Data Analytics and Data Management
  - *Data-Driven Business Intelligence in Professional, Continuing, and Online Education*
  - *In Pursuit of Excellence: Beyond Peer Data*
  - *Academic Plan: Insights for Optimizing Design of Key Performance Indicators*
- UPCEA Talks: Strategic Planning
  - *Collaborative Strategic Planning to Support Program Innovation*
  - *Inclusive Leadership in Organizational Realignment*
  - *Synergies in Program Development Within a University Office: A Case Study*
- Weathering the Storms of Crisis
- What's in a Name? Starting with "Why?"

Marketing, Enrollment, and Student Services Track

Sponsored by Blackboard

- Content Marketing—Promote Your Stories Better, Faster, Cheaper
- End the Madness of Complexity: Create an Actionable Strategic Enrollment Plan
- High Touch Recruiting and Advising— When They Don't Come to You, You Go to Them
- Let the Data Do the Talking: Leveraging Real-Time Marketing Intelligence to Predict and Align Future Offerings
- Market Research 101: A Primer for Integrating an External Voice in the PCO Culture
- New Student Survey and Research Insights: Defining a Student Experience That Promotes Student Success
- Optimizing Your Online Presence: Best Practices for Digital Marketing, Web, and Social Media
- Ready, S.E.T., Go! Developing a Student Experience Team (S.E.T.)

Online Leadership and Administration Track

Sponsored by MindMax

- Anyone Can Advocate for Accessible Learning Technology
- Creating Comprehensive Professional Development for a Large Instructional Design Team
- Growing Online Degree Programs: Bridging Expectation Gaps Between Faculty and Administrators
- Modeling the UPCEA Hallmarks of Excellence in Online Leadership
- Moving Beyond Online Education— Quality Learning Experiences for All
- Performance Improvement Excellence ("PIE") Talk: Faculty Matters
- Transitioning from Operations to Strategy: What the Aspiring Online Leader Needs to Know
- Transforming the Academy from Within: Benchmarking Institutional Success in Online Education
- What Do We Do with Distance Education Research Findings? Developing New Instructional and Institutional Practices

Outreach, Engagement, and Economic Development Track

Sponsored by Pearson

- Advanced Management Program in Corporate Reputation
- Creating and Fostering a Regional Innovation and Talent Ecosystem: University Enagement for Capacity Building
- Defining a New Entrepreneurism for Professional & Continuing Education
- Designing and Implementing High Impact Alternative Credential Programs: Badge Program Lessons from Leaders
- Expanding Access and Meeting Community Needs: Partnerships, Pipelines, and Pathways

- Osher Lifelong Learning Institutes: The Similarities and Differences of Success
- Revenue Generation in Contract Training and Workforce Development

Program Innovation Track

- Assessing Student Learning: Strategies for Success
- Experiential Learning Models: Helping Students Curate their Professional Identities Throughout Their Academic Journey
- First Point of Student Engagement: Orientation
- Millennials and the Future of Employment: Data, Analytics, and Demography
- The MPS is the New MBA: An Integrative Model for Graduate Professional Curriculum Development
- Workforce-Aligned, Competency-Based Degrees: Driving Value for Working Professionals

Business and Operations Track

- Ensuring IT Software Project Failure: Why Organizations Don't Do the Right Things Before the Project Begins
- Extended Education Fee For Service—A Defensible Model
- Navigating the Higher Education Enrollment Landscape
- Tell Your Story: Creating Data-Driven Narratives

Emerging Leaders Sessions

- Balancing Work, Family, and a Terminal Degree: Completion Strategies for Professional Development Professionals (Or, UPCEA Members as Nontraditional Degree Seekers)
- Finding Our Place: Engaging and Developing Promising Continuing Education Leaders

- History and Context of Professional, Continuing, and Online Education, Part I: A History
- History and Context of Professional, Continuing, and Online Education, Part II: Context for Leadership
- Shifting from Transactional to Transformational Leadership to Effect Positive Change in Professional, Continuing, and Online Education
- When To Fire Your Cannon, and Other Practical Leadership Lessons for Adult Education

Exhibit Hall Guide

Specific Events in the Exhibit Hall

Wednesday, March 22, 2017

11:30 AM–12:00 PM
Exhibitor Meet and Greet
Exhibitors only! Meet your UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

2:45 PM–3:15 PM
Grand Opening of Exhibit Hall
Coffee and dessert with Exhibitors

2:45 PM–7:00 PM
Exhibit Hall Open

5:00 PM
Opening Reception in Exhibit Hall
Hosted by Exhibitors and Sponsors

Thursday, March 23, 2017

7:30 AM–5:30 PM
Exhibit Hall Open

7:30 AM
Continental Breakfast

10:15 AM–10:45 AM
Networking Break with Exhibitors
Tech Tips

2:45 PM–3:15 PM
Networking Break with Exhibitors
- 2017 Phillip E. Frandson Award Book Signing
- Tech Tips

Friday, March 24, 2017

8:00 AM–11:00 AM
Exhibit Hall Open

8:00 AM
School Spirit Breakfast

9:30 AM–10:00 AM
Networking Break with Exhibitors
Meet and Greet with 2017 Association Award Recipients

About the Exhibit Hall

The Exhibit Hall is located in Riverwalk AB on Level 1 and opens at 2:45 PM on Wednesday, March 22. The Opening Reception is being held in the Hall starting at 5:00 PM on Wednesday. This is a great opportunity to visit with our valued exhibitors.

Exciting Features of the Exhibit Hall

Check out the array of service providers here to help you—and your institution—find solutions. Our friendly and helpful industry community invites you to explore their offerings—and discuss possibilities. Connect with exhibitors and others throughout the conference to complete your UPCEA Scavenger Hunt. With a completed Scavenger Hunt, you could be at next year's conference for free!

UPCEA Grand Prize Drawing

Fill out the spaces on your UPCEA Scavenger Hunt and be eligible for UPCEA's Grand Prize Drawing. It's easy: just complete the activities in the Scavenger Hunt, like meeting exhibitors and attending sessions. Find your Scavenger Hunt in your registration packet or at the Registration Desk.

The Grand Prize is a complimentary registration for the 2018 UPCEA Annual Conference in Baltimore, Maryland, March 14–16, 2018. Your completed Scavenger Hunt must be turned in at the UPCEA Booth by 10:00 AM on Friday, March 24 to be eligible for the drawing. Winners will be notified via email. Good luck!

UPCEA Booth

Stop by the UPCEA Booth (#519) in the Exhibit Hall and visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

Network and Region Ambassadors

Wondering how to get involved with UPCEA as a volunteer leader? Chat with the Network and Region Ambassadors during all of the Networking Breaks to learn more about volunteer leadership and figure out your best path to involvement. Find Network and Region Ambassadors at the UPCEA Booth!

Refreshments and Networking

The Exhibit Hall will be the location of the Opening Reception, Networking Breaks, and Breakfast. This is the prime location for refueling and connecting with colleagues.

UPCEA's partners support you in building and growing your program, and achieving your enrollment and financial goals. Together with our partners, we can continue to reach new frontiers in continuing, professional, and online education.

Interested in what our partners have to offer?
Visit our website to find out more about these organizations.
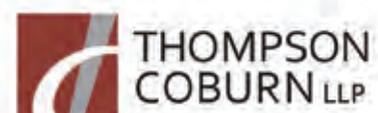
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EDUCATION SERVICES

CHMURA
Economics & Analytics

Cooley
LLP

JMH.
CONSULTING

THOMPSON
COBURN LLP

Exhibitors at a Glance

Exhibit Hall Map

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Roundtables
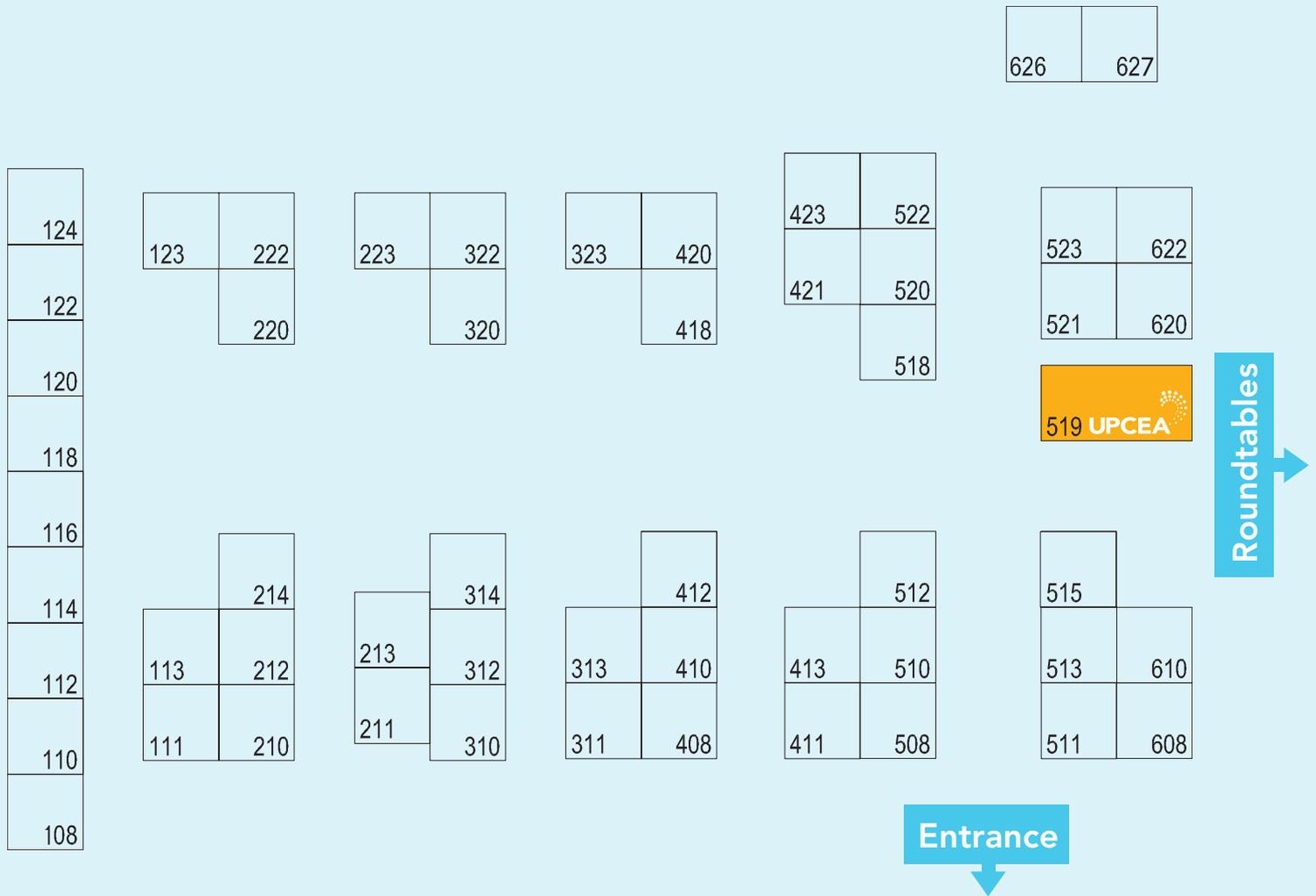
Entrance

Exhibit Hall Hours

Wednesday, March 22
2:45 PM–7:00 PM

Thursday, March 23
7:30 AM–5:30 PM

Friday, March 24
8:00 AM–11:00 AM

UPCEA Booth

Stop by the UPCEA Booth, 519, to visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

Visit us in the Exhibit Hall in Riverwalk AB on Level 1!

UPCEA Annual Conference Exhibitors

Alpha Sigma Lamda Honor Society
Booth 626

Alpha Sigma Lambda (First in Scholarship and Leadership) is an honor society which partners with colleges and universities 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.
Carrie Johnson
cejohnson@eiu.edu
alphasigmalambda.org

BenchPrep
Booth 521

BenchPrep is helping millions of people all around the world learn better and faster by leveraging the power of technology, data, and innovative instructional design models. BenchPrep provide online prep services for national technology companies and higher education providers. BenchPrep HR is the best-selling PHR/SPHR Prep Course.
Scott Monsky
scott@benchprep.com
benchprep.com

Blackboard
Booth 411/413

Blackboard's Student Lifecycle Services drive enrollment, retention and ultimately, student success by helping institutions optimize their student experience holistically, from inquiry to completion. We partner with institutions of all sizes to optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering an engaging, personalized support experience for students and faculty.
Amy Loder
Amy.Loder@blackboard.com
www.blackboard.com/

Burning Glass Technologies
Booth 110

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Burning Glass analyzes hundreds of millions of job postings and real-life career transitions to deliver real-time strategic intelligence, offer crucial insights, and help job seekers and employers bridge the skill gap.
Dan Silverburg
dsilverburg@burning-glass.com
http://burning-glass.com

Cambridge Educational Services
Booth 310

Generate new revenue streams with your own test preparation program. Increase student enrollments with highly profitable testprep course offerings at prices significantly lower than private courses—providing a valuable community service. With Cambridge Educational Services, see student scores skyrocket along with the prestige of your institution.
Yuval Trachtenberg
trachtenberg@cambridgeed.com
www.cambridgeed.com

CampusCE
Booth 520

CampusCE software is a student information system and e-commerce platform with business intelligence, marketing, and course building functionality. Ask CampusCE about integration with enterprise systems and mobile responsive sites. CampusCE includes all the tools a continuing education program needs to manage schedules, students, instructors, publishing, and more.
Amanda Gaffney
solutions@CampusCE.com
www.CampusCE.com

Carnegie Communications LLC
Booth 211

Carnegie Communications has been at the forefront of integrated, response-driven enrollment marketing and recruitment for over 30 years. Through customized, cutting-edge digital solutions and a multi-channel lead generation platform, Carnegie connects higher education institutions with their target undergraduate, graduate, international, non-traditional and transfer audiences.
Melissa Rekos
mrekos@carnegiecomm.com
carnegiecomm.com

Career Step
Booth 627

Career Step is an online school offering career-focused education designed to help students quickly enter the workforce. The school is committed to providing the best education with interactive learning tools; one-on-one instructor support by phone, email, and chat; and comprehensive graduate resources to help students transition from education to employment.
Tyson Mehlhoff
tyson.mehlhoff@careerstep.com
www.careerstep.com/academic-partnerships

ClearScholar
Booth 111

ClearScholar is a student engagement platform that connects students and institutions. ClearScholar delivers a personalized, mobile student experience that includes a mobile student ID and curated events, news and activities that align with students specific interests and needs. Universities utilize the platform to encourage student engagement and drive student outcomes.
Josh Williams
josh@clearscholar.com
clearscholar.com

CreatorUp
Booth 113
CreatorUp is a team of creative and strategic pros, helping clients navigate a changing media landscape. We power clients like Google, YouTube, and SXSW with custom content, digital strategy and the world's best digital media training. We're here because we're passionate about sharing industry-leading knowledge to unlock the power of content.
Haseeb Omar
haseeb@creatorup.com
creatorup.com

Destiny Solutions
Booth 410/412
Destiny One is customer lifecycle management software for higher education administrators serving non-traditional students. It integrates with main-campus systems, engages students with an Amazon-like experience, optimizes staff efficiency, and provides business intelligence empowering data-driven decisions. Destiny One lets schools unite, understand and control all aspects of their business at once.
Brian Hurrle
bhurrle@destinysolutions.com
http://destinysolutions.com/

Digital Marketing Institute
Booth 223
As the leading certification body in digital marketing and selling, we provide world-class programs that ensure graduates are industry-ready and instantly employable. Our network of partners in the U.S. benefit from offering our digital certifications by tapping into new revenue streams, expanding into new markets and increasing enrolments.
Meliha Gogic
meliha@digitalmarketinginstitute.com
digitalmarketinginstitute.com

Educational Testing Consultants (ETC)
Booth 314
Educational Testing Consultants offers test preparation programs in partnership with universities, colleges, and other educationally focused organizations. ETC's suite of courses includes programs for the GRE General®, GMAT®, LSAT®, SAT®, and ACT® exams. ETC's unique partnership model offers a high quality continuing education program that is fully supported by the continuing education and test preparation experts at Educational Testing Consultants.
Steven Shotts
shotts@etctestprep.com
etctestprep.com

Effective Student Marketing
Booth 214
ESM Digital is a digital marketing agency and Premier Google Partner that embraces transparency and results-oriented marketing. It integrates marketing strategies that use paid search and social media advertising, search engine and conversion rate optimization, and content marketing to help higher education institutions engage with students, graduates, and prospects to achieve their student enrollment and retention goals.
Keith Scheib
kscheib@esmdigital.com
esmdigital.com

EMSI
Booth 610
At Emsi, we're passionate about working with and through universities to prosper regional economies and the lives of students. As a CareerBuilder company, Emsi is uniquely positioned to bring labor market data and employer insight to program alignment, career exploration, marketable skills, and alumni outcomes.
Aaron Olaine
aolaine@economicmodeling.com
www.economicmodeling.com/

Entrinsik
Booth 418/420
Enrole provides software as a service, cloud platform, for registration, course management, ecommerce and robust reporting. Automating daily functions enables your team to focus on workload not processes. Entrinsik leverages over 30 years of experience emphasizing flexibility, scalability, reliability, and utilizes best-practices learned from non-credit continuing & professional education.
Simone McGrath
simone@entrinsik.com
www.entrinsik.com

HR Certification Institute®
Booth 518
The HR Certification Institute® (HRCI®), headquartered in the U.S., is the premier credentialing organization for the human resources profession. For 40 years, HRCI has set the standard for HR mastery and excellence around the globe.
Cheryl Lucas
cheryl.lucas@hrci.org
www.hrci.org

Human Resource Certification Preparation, L.C.
Booth 116
HRCP provides comprehensive study materials for human resource (HR) certification preparation. We can help you put together a preparation course for the HR professionals in your community. Adding certification preparation courses to your offerings supports continuing education initiatives in your community and can generate revenue for your school.
Terri Varnell
terriz@hrcp.com
www.hrcp.com

UPCEA Annual Conference Exhibitors

Instructional Connections, LLC
Booth 118

Instructional Connections is a fully integrated provider of high quality instructional support services to colleges and universities that offer online courses and degree programs. Universities work collaboratively with Instructional Connections to deliver high quality courses at an affordable cost. Within the online course, students are assigned an Academic Coach. Often the Academic Coach is the student's initial point of contact, and acts in much a similar fashion that a traditional teaching assistant does in a university.
John Forrester
john.forrester@iconnect-na.com
www.instructionalconnections.com

International Institute For Learning, Inc.
Booth 220

IIL delivers learning and development solutions that help people and organizations succeed. We specialize in training and certification, coaching and mentoring, consulting and customized course development in the areas of Project, Program and Portfolio Management; Business Analysis; Lean Six Sigma; Agile; ITIL®; Leadership and Interpersonal Skills. Visit us at iil.com.
Michael Borges
michael.borges@iil.com
www.iil.com

Jaxxon Promotions, Inc.
Booth 313

Jaxxon Promotions remains committed to enhancing your competitiveness and profit through the use of promotional products. Advertising specialties absolutely do provide repeated exposure to your image. We can do anything that you can put a logo on, including wearables, as well as tradeshow needs—table covers, banners, flags, presentation folders.
Carol Blitz
carol@jaxxonpromotions.com
www.jaxxonpromotions.com

Jenzabar
Booth 511/513

Jenzabar student information systems have been chosen more often than any other SIS over the past five years. Exclusively serving higher education, Jenzabar software and services are designed to drive higher performance in every department at your institution. Jenzabar collaborates with clients to make higher education amazing.
Peter Denly
peter.denly@jenzabar.com
www.jenzabar.com

JMH Consulting, Inc.
Booth 508

JMH Consulting provides strategic marketing, enrollment management, and programming for non-traditional students. Our services are completely customized and, unlike other firms, your school retains ownership of the assets built throughout the engagement. Our unique approach combines sophisticated technologies and relationship-based advising to attract the right students and help them succeed.
Nicole Foerscher Horn
nfoerschler@jmhconsulting.com
www.jmhconsulting.com

Keypath Education
Booth 323

Keypath Education has partnered with more than 4,000 higher education institutions worldwide to launch programs, grow enrollment, improve learning and connect education to careers. Since its beginning more than 25 years ago, Keypath Education has been dedicated to changing lives through education.
Aaron Edwards
aaron.edwards@keypathedu.com
www.keypathedu.com

MeteorLearning
Booth 421

Meteor Learning partners with private colleges and universities to develop high-quality, workforce-aligned degrees. We invest capital and provide a full suite of services to enable higher education to cost-effectively and quickly launch degrees that build enrollments and drive new revenue streams from working professionals seeking degrees that support career progression.
Colleen Malloy
colleen.malloy@meteorlearning.com
www.meteorlearning.com

MindMax
Booth 512

MindMax provides strategic guidance, proven processes, and the latest digital tools to optimize online marketing and enrollment operations for university-affiliated continuing and professional education organizations. We are a trusted advisor to many of the nation's top universities, and have transformed hundreds of online programs, impacting over 1 million students.
Lee Maxey
lmaxey@mindmax.net
www.mindmax.net

Moran Technology Consulting
Booth 515

Moran Technology Consulting helps institutions cost-effectively address their technology-related challenges. We provide strategic IT planning, IT assessments and governance development, ERP/SIS planning, support and audits, cloud migration planning, security assessments, identity management and enterprise authentication solutions, process reengineering, and interim IT management services to maximize technology resource investment benefits.
Craig Foley
craig.foley@morantechnology.com
www.MoranTechnology.com

Motimatic
Booth 122

The Motimatic system delivers behavioral science-based messages to students through the social media and digital communications networks they already use, including Facebook, Instagram, Pinterest, and Twitter, as well as through SMS and email. The messages, designed to encourage students to persist and engage in their coursework, appear in place of the online advertising that they would normally encounter on social media sites. Customers include top-tier universities, continuing education programs and online schools.

Chris Tilghman
ctilghman@motimatic.com
www.motimatic.com

Motivis Learning
Booth 312

Motivis Learning is a Learning Relationship Management (LRM) platform that fully integrates learning management, student information, and community tools into a single system because giving educators a clear view of the full student narrative empowers them to deliver personalized learning experiences.

Colin Irose
colin@motivislearning.com
motivislearning.com

MultiView
Booth 322

MultiView specializes in full service behavioral marketing campaigns that increase awareness by using unique knowledge, proprietary data and compelling creative. We help you ensure that the latest trends in professional, continuing and online education are seen by students to assist with recruitment and retention.

Visit mulitiview.com to learn more.

Wesley Papini
wpapini@multiview.com
www.multiview.com

Parchment
Booth 620

Parchment believes credentials matter. Providing a convenient platform to securely send and receive credentials online has established Parchment as a leader in eTranscript exchange. Since 2003, we have exchanged over 20 million credentials. Our send network, reaching 22% secondary and 13% postsecondary schools, is dedicated to turning credentials into opportunities.

Hilary Butler
hbutler@parchment.com
www.parchment.com

Pearson
Booth 408

Pearson is the world's learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. For more information about Pearson, visit www.pearsoned.com.

Caroline Leary
caroline.leary@pearson.com
www.pearsoned.com

ProspectCloud
Booth 510

ProspectCloud helps develop comprehensive student personas, and executes against those personas by delivering a curated, highly focused audience of actual prospects for recruitment and marketing efforts. ProspectCloud concentrates on solutions for graduate- and executive- level programs with a keen eye to recruiting from a dynamic, well-seasoned, and qualified workforce ecosystem.

Jonas Seider
jonas.seider@prospect-cloud.com
www.prospect-cloud.com/edu

Software Secure
Booth 622

PSI/Software Secure provides assessment solutions for any learning environments in higher education, K–12 and certification programs. With over 450 customers, it is the only full-service test administration company that offers everything from student authentication and item creation tools to proctoring in any modality including kiosks, mobile and record and review.

Brendan Bellefeuille
brendanb@psionline.com
www.softwaresecure.com

Sparkroom
Booth 108

The award-wining leader in higher education performance marketing, Sparkroom provides full-service, data-driven marketing strategy, marketing services and technology solutions that address the full customer lifecycle. We focus on efficiently identifying and attracting student prospects that matriculate and graduate.

Kathy Bryan
kathy.bryan@sparkroom.com
www.sparkroom.com

Story+Structure
Booth 320

Story+Structure is a human-centered innovation design firm. By creating meaningful engagement between people and organizations, we help organizations become experience driven.

Guy Felder
guy@storyandstructure.com
storyandstructure.com

UPCEA Annual Conference Exhibitors

StudyPortals
Booth 123

At StudyPortals, we help universities and educators to generate high-quality enrolments on the world's leading online marketing platform for education. We work with over 2,500 schools around the world, assisting them in meeting enrollment goals and have dedicated platforms to promote continuing, and online education programs. In 2016 alone, over 19 million unique visitors used our platforms to find the perfect study program. Connect with them at the earliest point in their search and make sure your programs can be found.

Andrew Johnson
andrew@studyportals.com
https://www.studyportals.com/institutions

TargetX
Booth 114

TargetX, the leading CRM company in higher education, is reimagining the student experience through campuswide solutions. Built on the Salesforce platform—TargetX offers a complete suite of products, including a mobile-designed admissions application and student engagement platform. Known for innovative technology and industry expertise, TargetX is a trusted CRM provider.

Katlin Hess
hess@targetx.com
www.targetx.com/

The Center for Legal Studies
Booth 213

Designed specifically for Continuing Education and Professional Development students, we are the largest provider that focuses solely on paralegal and legal support training. Our flexible formats (Online, Live Lecture & Independent Study), Affordable Tuition and Award Winning Curriculum make CLS courses a top choice for adult students. Contact us today to discuss offering our turnkey programs at your school.

Stephaine Elio
saelio@legalstudies.com
www.legalstudies.com

The Learning House, Inc.
Booth 608

The Learning House, Inc., through its proprietary cloud-based technology platform, helps colleges and universities create, manage and grow high-quality online degree programs and courses. Partnering with more than 50 schools, Learning House enables institutions to efficiently and affordably achieve their online education goals.

Neil Salyer
nsalyer@learninghouse.com
www.LearningHouse.com

Velocify
Booth 210

Velocify® is a leading provider of cloud-based intelligent enrollment management software designed for schools that compete for students. Velocify helps admissions departments improve enrollment rates by driving rapid inquiry response, improved process discipline and productivity, and actionable insights.

Steve Davis
sdavis@velocify.com
www.velocify.com

Wiley Education Services
Booth 311

Wiley Education Services is a core business unit of Wiley, a global provider of knowledge and learning services. Wiley Education Services uniquely understands the process of designing and implementing innovative learning experiences and comprehensive solutions that address today's higher education challenges. Through trusted collaborative relationships, Wiley provides services, technology, insights and content that support their education partners to achieve improved institutional performance and learners to achieve their goals. More information at: edservices.wiley.com.

Tony Fell
tfell@wiley.com
edservices.wiley.com

World Education, LLC
Booth 212

World Education's mission is to provide the highest quality education and training to help students achieve career success. We operate at the intersection of high tech and high touch. We believe in creating a positive learning journey for students by providing superior service, comprehensive online content, and expert coaching.

Candice Markham
candice@worldeducation.net
www.worldeducation.net

Xenegrade Corp
Booth 120

The XenDirect Student Registration System provides quick ROI by helping you increase registrations, reduce unnecessary costs, improve data integrity, and make better programming decisions with built in Reporting and Business Intelligence. Since 1991, Xenegrade has met the registration needs of Continuing Education, Adult Education, Community Education and Workforce Development organizations.

Sandra Krantz
skrantz@xenegrade.com
www.xenegrade.com

Thank You, Exhibitors!

BenchPrep

Blackboard

burningglass

CAMBRIDGE Educational Services

CampusCE

CARNEGIE

Clear Scholar

Creator Up!

CareerStep Academic Partnerships

Destiny Solutions

digital marketing institute

ETC Educational Testing Consultants

ESM Digital

Emsi

entrinsik

HR Certification Institute

hrcp

Instructional Connections

IIL

Jaxxon Promotions

JENZABAR

JMH Consulting

Keypath

Meteor Learning

MindMax

MORAN

Motimatic

motivis learning

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psi Software Secure a psi business

sparkroom

story+structure

studyportals

TargetX

The Center for Legal Studies

LEARNINGHOUSE

Velocify

WILEY

world education.net

Xenegrade

Awards Program—Association Awards

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.

Julius M. Nolte Award for Extraordinary Leadership
Presented on Thursday, March 23, at 9:15 AM.

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.

Bethaida "Bea" González
Syracuse University

Adelle F. Robertson Continuing Professional Educator Award
Presented on Wednesday, March 22, at 12:00 PM.

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.

Nicole de Vries
Georgia Institute of Technology

Phillip E. Frandson Award For Literature
Presented on Thursday, March 23 at 9:15 AM.

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.

Sean Gallagher
The Future of University Credentials:New Developments at the Intersection of Higher Education and Hiring

Honorable Mentions:

Handbook of Research on Competency-Based Education in University Settings, Karen Rasmussen, Pamela Northrup, and Robin Colson

Disrupting Adult and Community Education, Robert C. Mizzi, Tonette S. Rocco, and Sue Shore

Dorothy Durkin Award for Strategic Innovation in Marketing and/or Enrollment Management
Presented on Wednesday, March 22 at 12:00 PM.

The Dorothy Durkin Strategic Innovation 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.

**Davia Rose Lassiter
Kennesaw State University**

Leadership In Diversity Award
Presented on Thursday, March 23, at 3:15 PM.

UPCEA encourages understanding, appreciation and the celebration of diversity, and the championing of equal access to education—inclusive of those who identify with different cultures, racial and ethnic backgrounds, sexual orientations, gender identities, religious beliefs, and physical disabilities. The UPCEA Diversity Leadership Award, established in 2010, recognizes an individual or a program representing best practices in promoting the educational success of diverse students. This award recognizes outstanding accomplishment in one or more of the following areas: research, educational programs and services, administrative practice, or organizational commitment.

Paul Stapleton, University of North Carolina at Chapel Hill

Excellence in Teaching Award
Presented on Friday, March 24, at 11:15 AM.

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.

Courtney Stewart, Utah State University

Ning Chen, California State University, Fullerton

Awards Program—Association Awards

Research and Scholarship Award
Presented on Thursday, March 23, at 3:15 PM.

The UPCEA Research and Scholarship Award recognizes either significant new research with implications for professional practice in the field of continuing higher education, or an individual UPCEA member whose long-term commitment to the conduct of exemplary research has made a significant contribution to the literature and professional practice in the field of continuing higher education.

Jerry Daday, Western Kentucky University

CITL Research Team, "MOOCs: Participant Activity, Demographics, and Satisfaction" in Online Learning, University of Illinois at Urbana—Champaign
Pictured are lead researchers Sara Shrader and Maryalice Wu.

Outstanding Professional, Continuing, and/or Online Education Student—Credit
Presented on Thursday, March 23 at 12:15 PM.

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

Rodolfo "Mr. Rudy" Castillo, Sacramento State University

Timothy Andrew Bryant, Syracuse University

Outstanding Professional, Continuing, and/or Online Education Student—Noncredit
Presented on Thursday, March 23 at 12:15 PM.

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

Jermile Richards Kennesaw State University

Outstanding Program—Credit
Presented on Thursday, March 23, during the Program Innovation Network Session 10:45 AM–12 PM

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

Georgia Tech Online Master of Science in Computer Science, Georgia Institute of Technology

Outstanding Program—Noncredit
Presented on Thursday, March 23, during the Program Innovation Network Session 10:45 AM–12 PM

The Outstanding Program—Noncredit Award recognizes outstanding professional and continuing education programs that do not offer credit.

University Learning Store, University of Wisconsin-Extension

UPCEA International Leadership Award
Presented on Thursday, March 23, during the International Network Session 10:45 AM–12 PM

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.

**John LaBrie,
Northeastern University**

Madhu Viswanathan, University of Illinois at Urbana—Champaign

UPCEA International Program Of Excellence Award
Presented on Thursday, March 23, during the International Network Session 10:45 AM–12 PM

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.

South American Outreach Program, Berklee Online

Global Leadership Development Program, George Washington University

UPCEA Award for Excellence in Advancing Student Success
Presented on Thursday, March 23, during the Marketing, Enrollment Management, and Student Services Network Session 10:45 AM–12 PM
The UPCEA Award for Excellence in Advancing Student Success is sponsored by

insidetrack.

UPCEA recognizes student success is paramount to the mission of every institution of higher education. Professional and continuing education units realize they must provide strategic and cross-functional projects, initiatives, and services that maximize success of the adult or non-traditional student. To that end, UPCEA aims to play an active role in preparing members for advancing the success of students in both credit and non-credit programs by acknowledging best practices and initiatives that "move the needle" in the advancement of student success.

execMBA, Academic Advising & Student Disability Services Team, The Pennsylvania State University, World Campus

UPCEA Award For Strategic Innovation In Online Education
Presented on Thursday, March 23, during the Online Leadership and Administration Network Session 10:45 AM–12 PM

The award recognizes an institution of higher education (i.e. campus, system, or consortium) that has, at an institutional level, set and met innovative goals focused on online education and been strategic in the planning, development, implementation and sustainability in line with the institutional mission. Examples include authentic institutional online organizational structure, partnership models to achieve specific goals, maximizing resource efficiencies, improving the learning experience for faculty and students, or the use of technology and learning design to advance online education and address institutional goals.

BPCC's Open Campus, Bossier Parish Community College

Awards Program—Association Awards

UPCEA 11th Hour Award for Leadership
Presented on Thursday, March 23 at 9:15 AM.

The UPCEA 11th Hour Award for Leadership is given to an individual, team or unit in recognition of exemplary character, ethics, and decisive action in times of dire circumstances or emergencies.

Susan Koch, University of Illinois—Springfield

UPCEA Engagement Award
Presented on Thursday, March 23, during the Outreach, Engagement, and Economic Development Network Session 10:45 AM–12 PM

The UPCEA Engagement Award recognizes an outstanding mutually-beneficial exchange of knowledge and resources between a member institution and one or more external constituents such as local communities, corporations, government organizations, or associations. The recognized partnership will demonstrate a knowledge partnership that has resulted in a measurable and sustainable shared impact in areas such as economic development, community development, workforce training, or capacity building.

SPD/FREE Human Services Programs Collaboration
Stony Brook University School of Professional Development & Family Residences and Essential Enterprises, Inc.

CONGRATULATIONS to the recipients of this year's awards and honors!

Awards Program— 2016 Regional Awards

Central

Innovative Program Award (Credit)
Master of Public Health with an emphasis in Health Promotion and Policy
University of Missouri

Innovative Program Award (Non-Credit)
University Learning Store
David Schejbal, Dean
University of Wisconsin-Extension
Division of Continuing Education, Outreach and E-Learning

Mature Program Award (Credit)
BSN@Home Collaborative
Online Program

Mature Program Award (Non-Credit)
Integrated Pest Management (IPM) programs
Gary Bennett, Ph.D
Purdue University

Excellence in Teaching Award
Ellen Gundlach
Purdue University

John L. Christopher Outstanding Leadership Award
Terrie R. Nagel
University of Missouri
Mizzou Online

Research and Publication Award
Amy J. Pilcher
Iowa State University

Outstanding Continuing Education Student Award (Credit)
Amy J. Pilcher
Iowa State University

Continuing Education Support Specialist Award— Staff in a Support Role
Maleah Lundeen
Kansas State University Global Campus

Engagement Award
Women Managing the Farm Conference
Janet Barrows
Gregg Hadley
Debbie Hagenmaier
Kansas State University Global Campus

Excellence in Advising Award
Sandra Sites
University of Missouri-Columbia

Mid-Atlantic

Excellence in Teaching Award
Christine Royce
Shippensburg University

Outstanding Continuing Education Student Award
Eddy Y. Morales
University of Pennsylvania

Outstanding Continuing Education Student Award
Timothy Andrew Bryant
Bachelor of Science in Public Health, Summa Cum Laude
David B. Falk College of Sport & Human Dynamics
University College, Syracuse University

Dorothy Durkin Award: Marketing & Promotions, Broadcast or Print
Shippensburg University's Integrated Marketing Campaign for Winter Term 2015/16
Kristin L. Lovett
Shippensburg University

Engagement Award
SPD/FREE Human Services Programs Collaboration
Stony Brook University—School of Professional Development
Family Residences and Essential Enterprises, Inc.

Faculty & Staff Development Award
Teaching Adult Learners Online
Professional Development Program
Dr. Marie Bountrogianni
The G. Raymond Chang School of Continuing Education
Ryerson University

Marketing & Promotions: Electronic
Drexel University Online Test Drive
Susan C. Aldridge, Ph.D.
Kimberly David-Chung
Drexel University Online
Drexel University

Outstanding Program Award (credit or non-credit)
Master of Science in Data Analytics
Dr. Elena Gortcheva
The Graduate School
University of Maryland University College

Partnership Award [Institutional and/or Business]
Master of Science in Data Analytics Partnership with IBM
Dr. Elena Gortcheva
The Graduate School, University of Maryland University College
Academic Programs for IBM Data & Analytics, Big Data University, IBM Analytics Platform Services

New England

Innovative and Creative Programming Award— Noncredit Program
Berklee Online and Inter-American Development Bank (IDB) collaboration

Outstanding Continuing Education Faculty Award
Dr. Tom Rudolph
Berklee Online

Awards Program— 2016 Regional Awards

CONGRATULATIONS to the recipients of this year's awards and honors!

Outstanding Continuing Education Student Award
Alexandra Deckoff-Jones
University of Massachusetts—Lowell

Engagement Award
MATHTEACH
Collaboration between Harvard University Division of Continuing Education and Texas Graduate Center

South

Continuing Education Faculty Award
Allen Cannedy
North Carolina State University

Continuing Education Student Award (Non-credit)
Jermile Richards
Kennesaw State University

Emerging Continuing Education Leader Award
Nicole de Vries
Georgia Institute of Technology

Professional Continuing Educator Award
John R. Edwards
Kennesaw State University

Program of Excellence (Credit)
Online Master of Science Computer Science
Georgia Tech College of Computing, in collaboration with Georgia Tech Professional Education, Udacity, and AT&T

Program of Excellence (Non-credit)
Summer Youth Program
Southern Methodist University

Programs for Special Populations Award
ICT100x (Information and Communication Technology Accessibility) MOOC
AMAC Accessibility Solutions and Research Center
Georgia Institute of Technology

UPCEA South Engagement Award
Incumbent Worker Training Program
Louisiana State University
Turner Industries Group, LLC
Louisiana Workforce Commission

Research and Scholarship Award
Jerry Daday
Western Kentucky University

West

Outstanding Credit Program
FlexU Intensive Course Program
Academic Programs Unit in Continuing Education & Community Engagement
University of Utah

Outstanding Non-Credit Program
Certificate in Agile Development
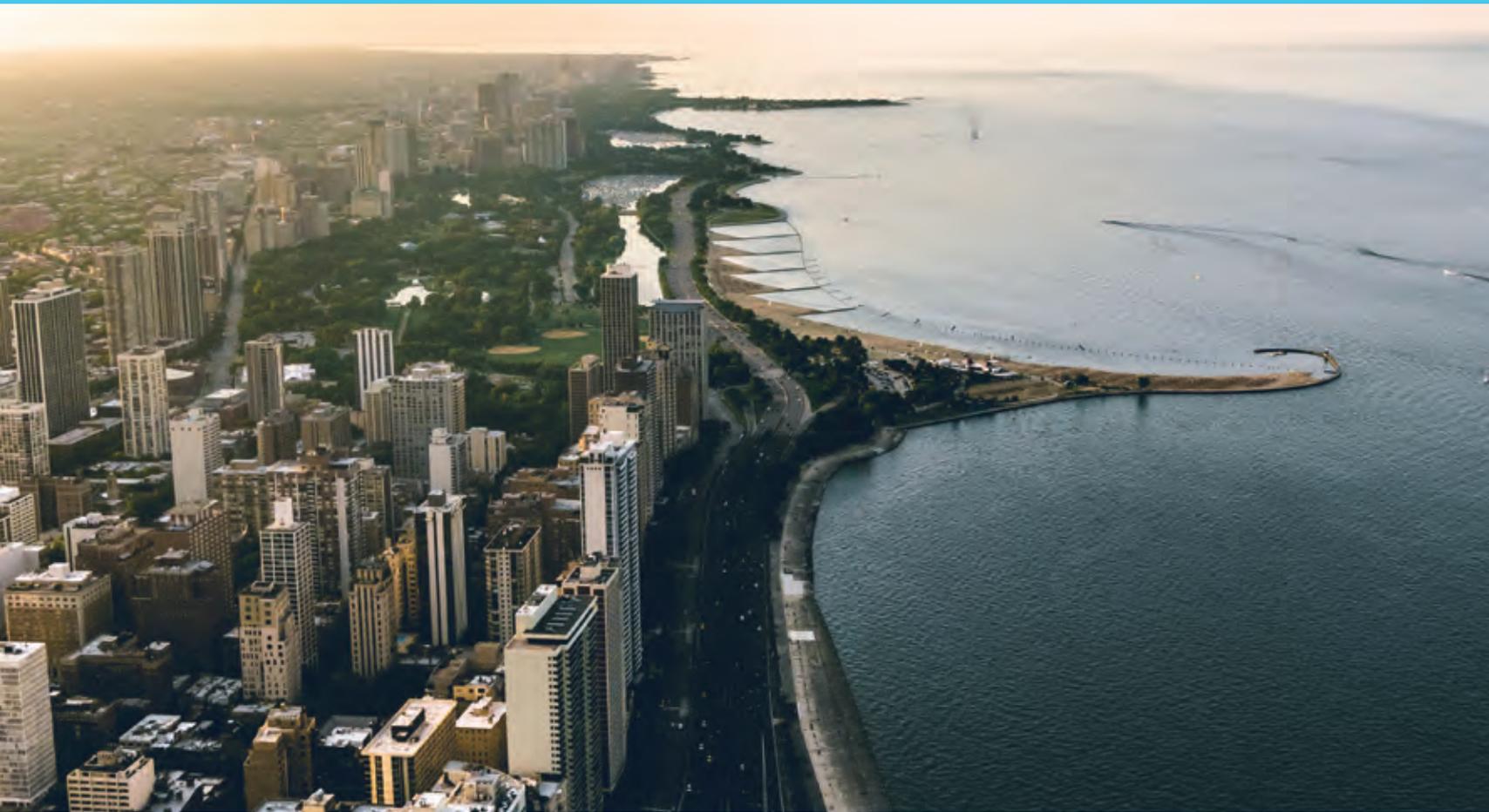University of Washington
Educational Outreach

Excellence in Teaching Award
Dr. Courtney Stewart
School of Teacher Education and Leadership
Utah State University

Outstanding Non-Traditional Student Award
Rodolfo "Mr. Rudy" Castillo
California State University, Sacramento

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Chair
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University of Denver

Frandson Award Committee Chair
Maureen MacDonald
University of Toronto

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Brian Cook
California State University, East Bay

Leadership and Strategy Network
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New York University

Online Leadership and Administration Network
Terrie Nagel
University of Missouri

Outreach, Engagement, and Economic Development Network
Charlene Ashton
California State Polytechnic University, Pomona

Program Innovation Network
Rebecca Cook
University of Arizona

Network for Small and Specialized Institutions
Joy McGuirl-Hadley
Stetson University

Notes

Notes

Upcoming UPCEA Events

MARK YOUR CALENDAR

2017 Online Leadership Roundtable
June 14, 2017

Hilton San Diego Bayfront
San Diego, CA

2017 Summit for Online Leadership
June 14–16, 2017

Hilton San Diego Bayfront
San Diego, CA

2017 West Region Conference
September 25–27, 2017

Renaissance Seattle Hotel
Seattle, WA

2017 Mid-Atlantic Region Conference
October 4–6, 2017

Hyatt Regency New Brunswick
New Brunswick, NJ

2017 South Region Conference
October 11–13, 2017

The Westin Richmond
Richmond, VA

2017 Central Region Conference
October 18–20, 2017

Crowne Plaza Detroit Downtown Riverfront
Detroit, MI

2017 New England Region Conference
October 25–27, 2017

Westin Portland Harborview
Portland, ME

2017 Marketing and Enrollment Management Seminar
December 5–7, 2017

Washington Hilton
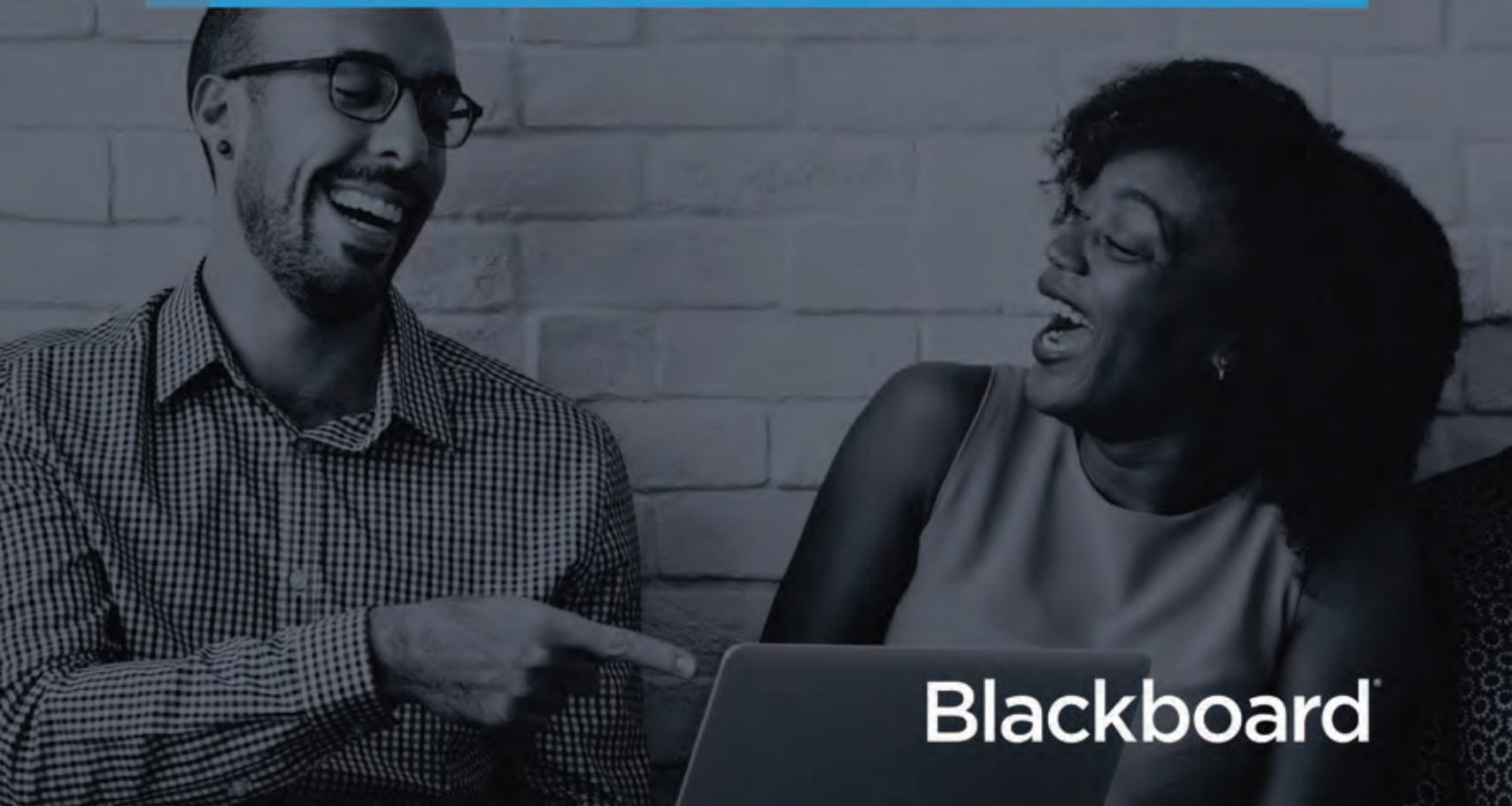Washington, DC

2018 UPCEA Annual Conference
March 14–16, 2018

Baltimore Marriott Waterfront
Baltimore, MD

Thank You, Volunteers!

Thank you to all UPCEA Volunteer Leaders for your service!

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Vicki Brannock, Brandman University

THANK YOU!

Recognition of Distinguished Service

The following professional, continuing, and online education professionals were active members of UPCEA at the time of their official retirement from the field.

Kathleen Burke, Johns Hopkins University

Pat Butler Lofman, University of Connecticut

Kim Jarigese, University of New Mexico

Bill McClure, University of Massachusetts Amherst

James Pappas, University of Oklahoma

Dave Stewart, Kansas State University Global Campus

In Memoriam

John F. Ebersole
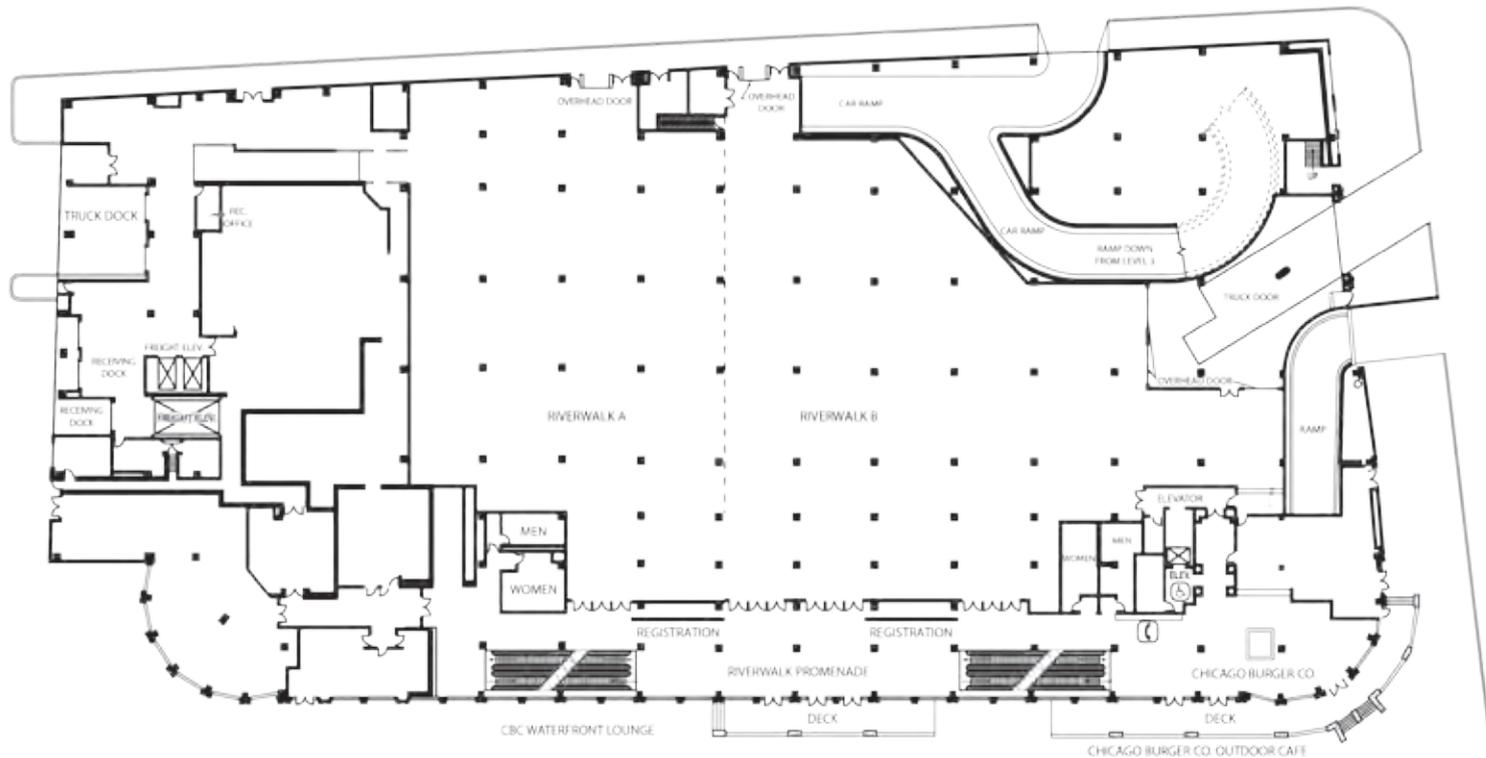
April 4, 1944–November 23, 2016

John Frederick Ebersole died November 23, 2016. Ebersole was an American educator, author, columnist, president of Excelsior College (2006 to 2016), CEO of the President's Forum, and former UPCEA president. Ebersole's dedication and accomplishments in our profession have been great and his impact on non-traditional students has been, and will be, long lasting. He was a champion of adult learners, online education, prior learning assessment, workforce development, and the education of military personnel and veterans.

Ebersole's career as an educator began at John F. Kennedy University. He eventually held positions at the University of California, Berkeley, Colorado State University, and Boston University, where he developed "BU Global" as well as Boston University's award-winning online program. In addition, he developed the CSUN Network for Learning. He held a Sandler Fellowship at Harvard University's Kennedy School of Government.

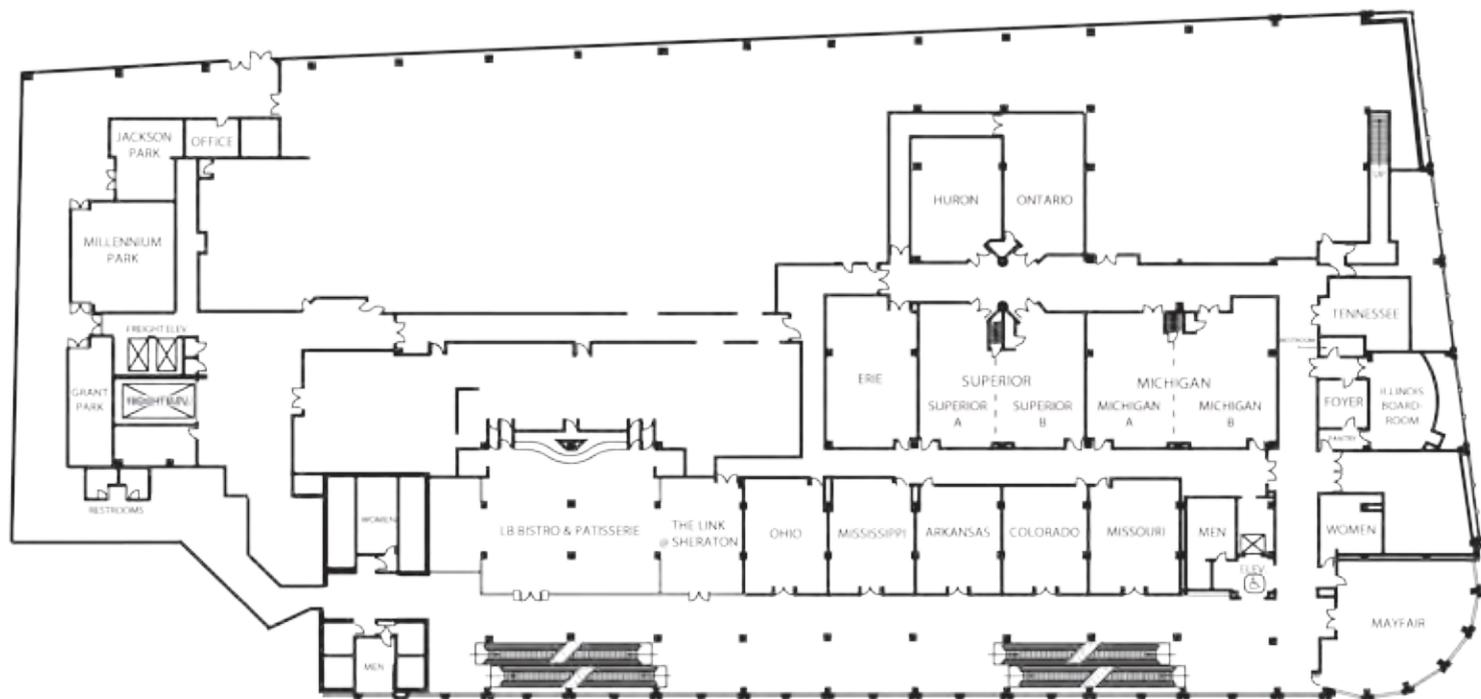Ebersole, a Vietnam War veteran, served in the U.S. Coast Guard from 1962–1983, achieving the rank of Commander (O-5) and receiving numerous military decorations, including two Bronze Stars. He held three commanding officer positions, including the USCGC Cape Morgan (Charleston, SC, 1968–1969), USCGC Point Grace (Cat Lo, Vietnam, 1969–1970), and Pacific Area Training Team (Alameda, CA, 1979–1981).

Hotel Floor Plan

Riverwalk Level 1

TRUCK DOCK

REC OFFICE

OVERHEAD DOOR

OVERHEAD DOOR

CAR RAMP

CAR RAMP

RAMP DOWN FROM LEVEL 3

TRUCK DOOR

RECEIVING DOCK

FREIGHT ELEV.

RECEIVING DOCK

FREIGHT ELEV.

RIVERWALK A

RIVERWALK B

OVERHEAD DOOR

RAMP

ELEVATOR

MEN

WOMEN

MEN

WOMEN

ELEV.

REGISTRATION

REGISTRATION

RIVERWALK PROMENADE

CHICAGO BURGER CO.

CBC WATERFRONT LOUNGE

DECK

DECK

CHICAGO BURGER CO. OUTDOOR CAFE

Meeting Room Level 2

JACKSON PARK

OFFICE

HURON

ONTARIO

MILLENNIUM PARK

TENNESSEE

FREIGHT ELEV.

GRANT PARK

FREIGHT ELEV.

ERIE

SUPERIOR

SUPERIOR A

SUPERIOR B

MICHIGAN

MICHIGAN A

MICHIGAN B

FOYER

ILLINOIS BOARD-ROOM

RESTROOMS

WOMEN

LB BISTRO & PATISSERIE

THE LINK @ SHERATON

OHIO

MISSISSIPPI

ARKANSAS

COLORADO

MISSOURI

MEN

WOMEN

MEN

ELEV.

MAYFAIR

Hotel Floorplan

SHERATON BALLROOM III

SHERATON BALLROOM IV

CHICAGO BALLROOM VII

CHICAGO BALLROOM VIII

SHERATON CHICAGO BALLROOM

SHERATON BALLROOM II

CHICAGO BALLROOM IX

FREIGHT ELEV.

SHERATON BALLROOM I

SHERATON BALLROOM V

CHICAGO BALLROOM VI

CHICAGO BALLROOM X

ELEV. FLOORS 18- 34

WOMEN

MEN

ELEV. FLOORS 7- 17

WOMEN

MEN

REGISTRATION

BALLROOM PROMENADE

REGISTRATION

BALLROOM OFFICE

ELEV.

SAVE THE DATE

2018 UPCEA Annual Conference
March 14–16, 2018 | Baltimore, Maryland
Baltimore Marriott Waterfront
See you in 2018!

UPCEA