

UPCEA 2019

Annual Conference

March 27-29, 2019

Seattle, WA

Photo courtesy of Aldoastro Photography

The brightest minds.
The leading institutions.



“

Going back to school was not easy. Having a coach there to motivate me through the difficult times and troubleshoot challenges has been invaluable.

VALERIE DIXON,
STUDENT
BRANDMAN UNIVERSITY

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WELCOME

to the 2019 UPCEA Annual Conference!

THANK YOU all for joining us at this year's event. During your time at the conference, we invite you to think about how to embrace a future filled with possibility while maintaining your core values. Professional, continuing, and online education units have the vision, tools, and knowledge to lead our institutions in serving lifelong learners. Providing everyone with the right education at the right time in their lives to thrive in an ever changing society is up to us. With this shared ethos in mind, we hope that you'll make the most of your time at the conference, and here in Seattle.

This year's Annual Conference would not have been possible without the hard work of the 2019 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 embracing this moment of opportunity and to facing the inevitable challenges together.

Bob Hansen
Chief Executive Officer, UPCEA

Rovy Bronon
University of Washington, Conference Chair

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2019 Annual Conference Advisory Committee

- Sandi Pershing**, University of Utah
- Brenda Blazekovic**, Eastern Washington University
- Dean Claud**, Old Dominion University
- Paola Curcio-Kleinman**, New York University
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Schedule at a Glance

Times and events are listed here. For more details on topics and locations, see the full conference schedule that begins on **page 10** of this program.

Tuesday, March 26, 2019

- 10:30–11:30 a.m.** 2018–2019 and 2019–2020 Executive Committees of the UPCEA Board of Directors Meet
- 12:00–4:30 p.m.** 2018–2019 and 2019–2020 UPCEA Boards of Directors Meet
- 4:45–5:45 p.m.** 2019 and 2020 Annual Conference Advisory Committees Meet
- 6:00–7:30 p.m.** UPCEA Volunteer Leadership and Institutional Representative Reception *(by invitation)*

Wednesday, March 27, 2019

- 7:30 a.m.–5:30 p.m.** Registration Desk Open
Sponsored by 
- 8:00–10:30 a.m.** UPCEA Emerging Leaders Pre-Conference: Leveraging Strengths for Leadership Excellence in Professional, Continuing, and Online Education*
- 8:00–10:30 a.m.** UPCEA 2019 Online Leadership Roundtable
Sponsored by Student Services by Blackboard
- 10:45 a.m.–12:00 p.m.** Network, Regional, and National Council for Online Education Leadership Meetings
- 11:30–12:45 p.m.** UPCEA Past Presidents' Lunch *(by invitation)*
- 12:00–1:00 p.m.** 2018–19 and 2019–20 Regional Cabinets and Network Senates Meet
- 12:45–1:15 p.m.** Newcomer's Welcome
- 1:30–3:00 p.m.** Opening General Session *Who is Us: The Future of American Identity—Eric Liu*
- 3:00–3:30 p.m.** Networking Break in Exhibit Hall *Meet & Greet with Eric Liu*
Break sponsored by 
- 3:45–4:45 p.m.** Concurrent Session I
- 5:00–6:30 p.m.** Opening Reception in Exhibit Hall

Thursday, March 28, 2019

- 7:30 a.m.–5:30 p.m.** Registration Desk Open
- 7:30–9:30 a.m.** Institutional Representatives Breakfast Briefing**
- 8:00–9:15 a.m.** Master Class: Past UPCEA Emerging Leader Program Participant Gathering**
- 8:30–9:30 a.m.** Continental Breakfast
- 9:30–10:30 a.m.** Concurrent Session II
- 10:30–11:00 a.m.** Networking Break in Exhibit Hall
- 11:00 a.m.–12:00 p.m.** Concurrent Session III
- 12:00–12:15 p.m.** Lunch Pick-up
Lunch Sponsored by Student Services by Blackboard
- 12:15–1:30 p.m.** UPCEA Network Lunch Meetings and Awards Presentations
- 1:45–2:45 p.m.** Concurrent Session IV
- 2:45–3:15 p.m.** Networking Break in Exhibit Hall
- 3:15–4:15 p.m.** General Session *From Warrior Brain to Artist Brain: Helping Veterans Transition from War to University—Richard Casper*
- 4:30–5:30 p.m.** Concurrent Session V
- 5:30–6:30 p.m.** Happy Hour
Sponsored by Student Services by Blackboard
- 7:00 p.m.** Dinner Groups

Friday, March 29, 2019

- 8:00–11:15 a.m.** Registration Desk Open
- 7:45–8:30 a.m.** UPCEA Emerging Leaders Capstone Session**
- 8:00–9:00 a.m.** School Spirit Continental Breakfast
- 8:30–9:30 a.m.** UPCEA Regional Business Meetings
- 9:30–10:00 a.m.** Networking Break in Exhibit Hall
- 10:00–11:00 a.m.** Concurrent Session VI
- 11:15 a.m.–12:15 p.m.** Closing General Session *The Future of Work—Michelle Weise*

*separate registration required
**pre-registration required

Customize your 2019 Annual Conference experience!

The 2019 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!

Tracks

The 2019 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 six Networks, as well as with this year's special Digital Strategy and Innovation track:



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

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

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 Seattle! Thank you for the opportunity to serve as your President this year. It has been one of the greatest honors of my life. I am looking forward to learning and engaging with you all at this incredible Annual Conference.

I had the tremendous privilege of visiting all of UPCEA's Regions this year. I am grateful to have personally met so many of you, and for the myriad ways that we worked together to elevate our profession. Many of you heard parts of my story this year, and I thank you for listening and for hearing with your hearts. I also thank you for the countless ways that you each see people—people like me—and their unique pathways, and then build innovative programs to meet them where they are. Thank you for opening the doors to our institutions for folks for whom doors may be heavier, more complicated, or seemingly inaccessible.

UPCEA benefits us all in so many ways. It teaches us about our field. It encourages us to be leaders of the highest knowledge and character. It celebrates you as an individual for who you are and what you bring to the world, and empowers you to do the same for others. This association is growing and moving in incredible ways. This year, we engaged in strategic conversations around volunteer leadership and the future of our association. We elevated our focus on diversity and inclusion through a task force creating a framework to guide us into the future. We continued our intentional focus on alternative credentials and refined our thinking around the future of our students, our units, and our institutions. We continue our work on defining rubrics for our *Hallmarks of Excellence in Professional, and Continuing Education*. We engaged emerging leaders in new ways and brought together thought leaders at every level. We piloted our first joint "super" regional conference, which was a tremendous success.

I have never been more proud to be part of this association than I am today. I look forward to this time together with you, and to seeing what great things come next. Thank you to the countless volunteer leaders and dedicated staff who strive to make our experiences as members robust and fulfilling. Thank you to the Annual Conference Advisory Committee for delivering to us our first sold out conference. Thank you to the UPCEA Board of Directors, and to my team at the University of Utah, who so patiently stood by and supported me throughout this year. Wishing all the best to our incoming President, Nelson Baker of Georgia Tech, who is a tremendous colleague and leader.

May you each find something here in Seattle that will enrich you, your students, your units, and your institutions now and into the future. May you each do your part to build an infrastructure of opportunity across the lifespans of your students. As we grow and change, may we do so together, in connection to one another and to the communities we serve. May we convene courageous and inclusive conversations and may we build elevated lives together. All my best to you for an amazing conference, and for the future that you are shaping.

Sandi Pershing
UPCEA President 2018-2019
University of Utah

The UPCEA South
Region Congratulates

NELSON BAKER

of the Georgia Institute of Technology



On his election to the presidency
of UPCEA for 2019–2020.

Conference Fast Facts

Conference App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the 2019 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 "2019 UPCEA Annual Conference—Seattle."

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WiFi

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

Network: **Sheraton-Seattle-Meeting-Room**
Password: **UPCEA2019**

Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA2019** on Twitter to stay in touch!!

Registration

The UPCEA Conference Registration Desk, sponsored by MindMax, is located in the Grand Foyer on the second floor. The Registration Desk is open at the following times:

Wednesday, March 27
from 7:30 AM–5:30 PM

Thursday, March 28
from 7:30 AM–5:30 PM

Friday, March 29
from 8:00–11:15 AM

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 27 at 12:45 PM** in the Cirrus Ballroom. Also be sure to visit the UPCEA Booth (211) 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!

Emerging Leaders

Emerging Leaders are mid-level professionals aspiring to more senior roles in professional, continuing, and online education. Look out for sessions tagged as 'Emerging Leaders' throughout the conference!

UPCEA Network Lunch Meetings and Awards Presentations

UPCEA Network Lunch Meetings and Awards Presentations will be held on Thursday, March 28 at 12:15 PM. 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 29 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.

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.

Charging Stations

Recharge your devices in the Metropolitan Ballroom foyer at our complimentary charging stations.

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Specific Events in the Exhibit Hall

The Exhibit Hall is located in the Grand Ballroom on the second floor. Hours for the Exhibit Hall are as follows:

Wednesday, March 27, 2019

11:30 AM–12:00 PM

Exhibitor Meet and Greet

Exhibitors only! Meet the UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

3:00–3:30 PM

Grand Opening of Exhibit Hall + Networking Break

Meet & Greet with Eric Liu

3:00–6:30 PM

Exhibit Hall Open

5:00 PM

Opening Reception

Thursday, March 28, 2019

8:30 AM–5:30 PM

Exhibit Hall Open

8:30 AM

Breakfast

10:30–11:00 AM

Networking Break with Exhibitors

2:45–3:15 PM

Networking Break with Exhibitors

Friday, March 29, 2019

8:00–11:15 AM

Exhibit Hall Open

8:00 AM

Breakfast

9:30–10:00 AM

Networking Break with Exhibitors

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, Sponsors!

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

Institutional Sponsors



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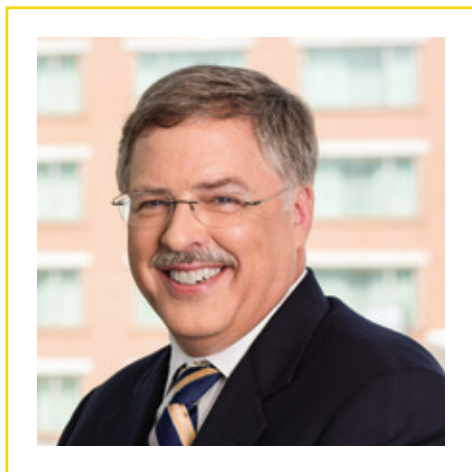
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Letter from Incoming UPCEA President



As the incoming president of UPCEA, I am honored to serve you and humbled to follow in the footsteps of peers who have made notable contributions to our field. For 104 years, UPCEA has engaged professional and continuing educators across North America, and beyond, to advance our common mission and bring transformational education to lifelong learners. As a member of UPCEA since 2004, I am proud to belong to this network of committed professionals, and I'm deeply grateful for the opportunities I've had to learn, collaborate, and grow.

In these ever-changing times, we must be agile and innovative to be able to meet the needs of our learners, institutions, and communities. As the demand for learning continues to grow along our lifetime, both in careers and society, and the number of traditional college students declines, higher education faces new challenges. Having served these learners for decades, our units are on the forefront of this evolving landscape. With significant experience and our passion for lifetime education, we are ideally poised to take the lead in shaping the future of higher education.

As we navigate change and guide our institutions to this new era of learning, UPCEA is an essential resource to us. As members of this collective, we will have the most success when we share our knowledge and align our passions to pursue common goals. It is also essential for us to engage across our campuses and articulate the needs of the learners we know so well, obtaining the expertise of our faculties in the engagement of new learning. We have an incredible opportunity to define the university of the future.

I look forward to this conference—and to the year ahead—as we confront the challenges in our field and explore ways to turn them into opportunities. I encourage you to make the most of your time at this important event. Share your knowledge with colleagues, expand your network, take home new information for your teams, and enjoy the camaraderie!

Most of all, thank you for your dedication to UPCEA, for sharing your expertise with so many others, and for your passion to continue a lifetime of learning. Together we can build the future of professional and continuing education.

Nelson C. Baker, Ph.D.

UPCEA President 2019-2020

Dean, Professional Education
Georgia Institute of Technology

Leadership Meetings Schedule

Tuesday, March 26, 2019

12:00 PM–4:30 PM

2018–19 and 2019–20 UPCEA Boards of Directors Meet

Location: Diamond

4:45 PM–5:45 PM

2019 and 2020 Annual Conference Advisory Committees Meet

Location: Boren

6:00 PM–7:30 PM

UPCEA Volunteer Leadership and Institutional Representative Reception

Location: Cirrus

(by invitation)

- 2018–19 and 2019–20 Boards of Directors
- 2018–19 and 2019–20 Regional Councils
- 2018–19 and 2019–20 Network Leadership Teams
- 2019 and 2020 Annual Conference Advisory Committees
- Association Awards Committee
- Frandson Award Committee
- Diversity and Inclusiveness Committee
- Unbound Editorial Board
- Marketing and Enrollment Management Seminar Planning Committee
- National Council for Online Education Advisory Council
- eDesign Collaborative Advisory Council
- Corporate Advisory Council
- Policy Committee
- Institutional Representatives
- Past Presidents
- Honored Guests

Sponsored by:



Wednesday, March 27, 2019

10:45 AM–12:00 PM

2018–19 and 2019–20 Network Leadership Team and Regional Council Meetings

- Business & Operations Network Leadership Meeting
Location: Virginia
- Community and Economic Engagement Network Leadership Meeting
Location: University
- International Network Leadership Meeting
Location: Seneca
- Marketing, Enrollment, & Student Services Network Leadership Meeting
Location: Columbia
- Online Administration Network Leadership Meeting
Location: Jefferson
- Program Planning and Implementation Network Leadership Meeting
Location: Jefferson
- Central Region Council Meeting
Location: Issaquah
- Mid-Atlantic Region Council Meeting
Location: Greenwood
- New England Region Council Meeting
Location: Kirkland
- South Region Council Meeting
Location: Leschi
- West Region Council Meeting
Location: Issaquah

10:45 AM–12:00 PM

National Council for Online Education Advisory Board Meeting

Location: Medina

12:00 PM–1:00 PM

2018–19 and 2019–20 Regional Cabinets (Current + Incoming Regional Board Representatives) Meet

Location: Diamond A

12:00 PM–1:00 PM

2018–19 and 2019–20 Network Senates (Current + Incoming Network Chairs) Meet

Location: Diamond B

Friday, March 29, 2019

8:30 AM–9:30 AM

Corporate Advisory Council Meeting
(by invitation)

Location: Boren

Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

Tuesday, March 26, 2019

12:00 PM–4:30 PM

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Location: Diamond

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- National Council for Online Education Advisory Council
- eDesign Collaborative Advisory Council
- Corporate Advisory Council
- Policy Committee
- Institutional Representatives
- Past Presidents
- Honored Guests

Sponsored by:



Wednesday, March 27, 2019

7:30 AM–5:30 PM

Registration Desk Open

Location: Grand Foyer

8:00 AM–10:30 AM

Pre-Con: Emerging Leaders: Leveraging Strengths for Leadership Excellence in Professional, Continuing, and Online Education (*pre-conference; separate registration required*)

Location: Cedar

Emerging Leaders



With three immediately actionable insights in mind, this interactive workshop will examine leadership behaviors within the context of professional, continuing, and online higher education. First, to identify and leverage personal leadership strengths, you'll complete and discuss the Clifton StrengthsFinder assessment. Second, to identify the unique strengths and challenges of your organization, you'll review Excellence in Higher Education—a model for organizational assessment and improvement. Finally, you'll identify opportunities to apply your personal leadership strengths to address the needs of your organization.

- **Ralph Gigliotti**, Rutgers, The State University of New Jersey

8:00 AM–10:30 AM

UPCEA 2019 Online Leadership Roundtable (*pre-conference; separate registration required*)

Location: Ravenna



Whether you are launching a new online initiative or leading a well-established online enterprise, a key component of your work is advocacy and embracing work that can create lasting and meaningful change at your institution. These change initiatives might involve reminding institutional leaders of the importance of a strategy for online/distance learning, securing commitments for action, and emphasizing the important role online learning has in innovative teaching and learning practices, among others. During the Roundtable Convening,

continues on next page

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peers will lead business case exercises and explore approaches institutions have used to develop and execute effective strategies for distance/online education success. Roundtable facilitators will share an organizational change formula in collaborative problem-solving to identify options and tactics to achieve institutional change and advocate for online learning enterprises.

- **Moderator: Kim Siegenthaler,**
University of Missouri

10:45 AM–12:00 PM

2018–19 and 2019–20 Network Leadership Team and Regional Council Meetings

- Central Region Council Meeting
Location: Issaquah
- Mid-Atlantic Region Council Meeting
Location: Greenwood
- New England Region Council Meeting
Location: Kirkland
- South Region Council Meeting
Location: Leschi
- West Region Council Meeting
Location: Issaquah
- Business & Operations Network Council Meeting
Location: Virginia
- Community and Economic Engagement Network Council Meeting
Location: University
- International Network Council Meeting
Location: Seneca
- Marketing, Enrollment, & Student Services Network Council Meeting
Location: Columbia
- Online Administration Network Council Meeting
Location: Jefferson
- Program Planning and Implementation Network Council Meeting
Location: Jefferson

10:45 AM–12:00 PM

National Council for Online Education Leadership Meeting

Location: Medina

11:30 AM–12:45 PM

UPCEA Past Presidents' Lunch

(by invitation)

Location: Boren

12:00 PM–1:00 PM

2018–19 and 2019–20 Regional Cabinets (Current + Incoming Regional Board Representatives)

Location: Diamond A

12:00 PM–1:00 PM

2018–19 and 2019–20 Network Senates (Current + Incoming Network Chairs)

Location: Diamond B

12:45 PM–1:15 PM

Newcomer's Welcome

Location: Cirrus Ballroom

1:30 PM–3:00 PM

Opening General Session

Location: Metropolitan Ballroom

- **1:30–1:35 PM:** Welcome Remarks from 2019 UPCEA Annual Conference Chair, Rovy Branon
- **1:35–1:45 PM:** Indigenous Peoples' Welcome, Muckleshoot Tribe
- **1:45–1:50 PM:** Presentation of the Julius M. Nolte Award for Extraordinary Leadership
- **1:50–1:55 PM:** Presentation of the UPCEA Leadership in Diversity Award
- **1:55–2:00 PM:** Remarks from UPCEA CEO, Bob Hansen
- **2:00–3:00 PM:** General Session
Who is Us: The Future of American Identity

Eric Liu, Founder and CEO, Citizen University



Eric Liu is the founder and CEO of Citizen University and executive director of the Aspen Institute Citizenship and American Identity Program. He is the author of several books, including "You're More Powerful Than You Think: A Citizen's Guide to Making Change Happen," "A Chinaman's Chance," "The Gardens of Democracy," and "The Accidental Asian." Eric served as a White House speechwriter and policy adviser for President Bill Clinton. He is a regular columnist for CNN.com and a correspondent for TheAtlantic.com.

3:00 PM–3:30 PM

Networking Break in Exhibit Hall

Location: Grand Ballroom

Meet & Greet with Eric Liu

Break sponsored by



Oregon State University
Ecampus

3:45 PM–4:45 PM

CONCURRENT SESSION I

Balancing Work, Life, and a Terminal Degree

Location: Jefferson

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.

- **Kelly Newell,** *Washington State University*
- **Jon Matsuda,** *University of Hawaii*
- **Janice Sitzes,** *North Carolina State University*
- **Donna SanMiguel,** *California State University San Marcos*
- **Kate White,** *California State University East Bay*
- **Christina Trombley,** *Drake University*
- **Dee Masiello,** *Boston College*
- **Sarah Dysart,** *University of Michigan*
- **Karen Bull,** *Syracuse University*
- **Regina Cash,** *California State University, Los Angeles*
- **Moderator: Amy Heitzman,** *UPCEA*

Concurrent Session block continues on next page →

Conference Schedule

Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **Digital Strategy and Innovation—NEW!**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

← 3:45–4:45 PM

Concurrent Session I continued

Best in Show Central: From None to Known: Fostering and Managing Rapid Online Growth

Location: Cedar

Emerging Leaders



Starting a centralized online/extended learning unit requires strategies that align with the history, core values, structure, and climate of individual colleges and universities. In this presentation, leaders from a large and a mid-size institution will discuss their recent journeys in building new centralized online units for their campuses. Presenters will highlight major decision points that impact long-term success, discuss options and potential positive and negative outcomes, and bring to light unforeseen catalysts and barriers.

- **Steve VandenAvond**, Northern Michigan University
- **Robert Griffiths**, Ohio State University
- **Moderator: Mark Bernhard**, University of Southern Indiana; Chair-Elect, UPCEA Central Region

Creating a Seamless Student Experience: Humanizing the Online Orientation, Removing Barriers, and Embracing Innovation and Technologies

Location: Issaquah



Join this interactive discussion about how two institutions responded to changing student expectations to deliver a holistic, data-informed approach to student support. Highlights include a bold initiative in which Bama by Distance Student Services launched a new model for online student orientation, designed with University's Innovation Team, placing student identity and relationship before functional knowledge of university systems. We'll also examine how Wichita State University streamlined services to remove service barriers by expanding access to 24-7 support, increasing self-help functionality, and launching proactive enrollment coaching.

- **Jennifer Roth-Burnette**, University of Alabama
- **Sonya Dunkin**, University of Alabama
- **Megan Welborn**, University of Alabama
- **Mark Porcaro**, Wichita State University
- **Moderator: Jason Smith**, Student Services by Blackboard

Designing for Diverse Audiences: Leveraging Personas

Location: Redwood



Personas can be used to inform processes across higher education, including admissions, marketing, instruction, and student outreach by creating learner-centric, tailored experiences. These products meet the needs of diverse learners by delivering authentic, relevant content that speaks to individual learners' demographics, professional situations, and academic aspirations. Learn how two institutions leverage personas to influence all

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aspects of program delivery, including program design, development, and student recruitment. Take away practical tools that you can implement at your organization.

- **Andrea Schaumann**, *Rollins College*
- **Juan Mavo-Navarro**, *University of Toronto*
- **Jen Gordon**, *University of Toronto*
- **Moderator: Inez Bush**, *Otis College of Art & Design*

Marketing-at-Scale: Optimizing and Personalizing the Learner's Journey in the World's First Degrees-at-Scale

Location: Metropolitan Ballroom



Georgia Tech was the first university in the world to offer online degrees-at-scale that delivered high quality education at a disruptive price. But marketing-at-scale came with challenges to personalization and opportunities for efficiency. Learn how Georgia Tech has brought these degrees to market through the cornerstones of a rock-solid enrollment marketing plan utilizing research, personas, messaging, and a digital-first strategy emphasizing personalization. See how empathetic strategy and understanding the learner point-of-view drives targeting and segmentation to build awareness and drive the messaging and timing of interactions through the enrollment funnel.

- **Chris Walker**, *Georgia Institute of Technology*
- **Mont Rogers**, *Georgia Institute of Technology*
- **Stephen Fain**, *Georgia Institute of Technology*
- **Moderator: Keith Bailey**, *University of West Virginia*

Partnerships between Universities, Companies, Civil Society and Governments for Sustainable Development: Latin-American Experiences

Location: Willow A



For more than 20 years, RECLA (Continuing Education Network of Latin America and Europe) has been promoting continuing education as a driver of sustainable development in Latin America and Europe. In this session, we will share some recent experiences on this journey, present concrete examples of how innovative partnerships with the private sector, civil society, and governments have driven impact, and highlight opportunities for other UPCEA members to get involved in these programs.

- **María del Rosario Bozón**, *RECLA*
- **Moderator: Elizabeth Valencia-Borgeri**, *St. Cloud State University*

Increase Enrollment and Reduce Costs: Using Market Data to Evaluate Academic Programs

Location: Willow B



Learn how to use market data, including information on student demand, employment, competition, and program margins, to improve the productivity of your program portfolio and restore growth to a mature program. Purdue University and Wiley Education Services will share how they leveraged insights on student demand to grow their MS in Communications program without investing heavily in added resources. Marquette University and Gray Associates will focus on the process used to make better, faster program decisions that were supported by the faculty and administration.

- **David Capranos**, *Wiley Education Services*
- **Bart Collins**, *Purdue University*
- **Steve Probst**, *Gray Associates, Inc.*
- **Carrienne Hayslett**, *Marquette University*
- **Moderator: Jill Klein**, *American University*

The New Startups: Continuing Education Units and Online Colleges

Location: Aspen

Emerging Leaders



In this session, three seasoned professionals will share their experiences in standing up new units that could be called a "startup business" within their universities. They will share challenges and opportunities, and offer insights that will be helpful for others establishing new programs, courses, and units. This is primarily a question and answer session with participation from the audience sharing challenges and solutions.

- **James Shaeffer**, *Old Dominion University*
- **David Schejbal**, *Marquette University*
- **Nancy Coleman**, *Wellesley College*
- **Moderator: Joel Hauff**, *University of Arizona*

How to Produce and Promote an eBook

Location: Ravenna



By now, everyone knows the value of content in your marketing and enrollment plan. This session will discuss how to amplify your strategy through producing and publishing an eBook. Participants will learn why they should consider making an eBook part of their marketing efforts, how to plan for success, explore design options, and how to distribute an eBook for ultimate impact.

- **Shannon Hatch**, *Johnson & Wales University*
- **Casey Liddle**, *ThruLine Marketing*
- **Moderator: Jack Rodenfels**, *University of North Carolina, Chapel Hill*

5:00 PM–6:30 PM

Opening Reception in Exhibit Hall

Location: Grand Ballroom

Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

Thursday, March 28, 2019

7:30 AM–5:30 PM

Registration Desk Open

Location: Grand Foyer

7:30 AM–9:30 AM

IR Breakfast Briefing: PCO 2025

Location: Cirrus Ballroom



The 2019 UPCEA Institutional Representatives Briefing, hosted at the Annual Conference, provides an opportunity for senior leaders in professional, continuing, and online education (PCO) to connect with peers, to discuss together the changing landscape of higher education, and to consider ways in which to craft their own strategies and leadership pathways. This year's briefing will begin with a dynamic, facilitated panel featuring three university presidents, who will each share their unique perspectives on organizational and market forces that are emerging, how they are responding at their institutions, and how UPCEA members will lead us into the near-term future (2025!). Following this plenary format, senior leaders will then have the opportunity for smaller, in-depth conversations at tables with peers. Finally, time will be preserved for brief reports from tables.

- **Betty Vandenbosch**, *Purdue Global*
- **Susan Aldridge**, *Drexel University*
- **Ruth Watkins**, *University of Utah*
- **Sandi Pershing**, *University of Utah*
- **Bob Hansen**, *UPCEA*
- **Amy Heitzman**, *UPCEA*
- **Moderator: Donna Harris**, *Founder, 1776*

8:00 AM–9:15 AM

Master Class: Past UPCEA Emerging Leader Program Participant Gathering

Location: Willow A

Emerging Leaders

Pre-registration required.

For past participants of the 2018 Regional Emerging Leader Program, this interactive workshop will provide an opportunity to reconsider individual strengths in the context of professional, continuing, and online higher education, as well as an opportunity to continue to examine your leadership pathway. Please bring your CliftonStrengths Top Five.

- **Ralph Gigliotti**, *Rutgers, The State University of New Jersey*
- **Moderator: Kris Rabberman**, *University of Pennsylvania*

8:30 AM–9:30 AM

Continental Breakfast

Location: Grand Ballroom

Registration

The UPCEA Conference Registration Desk is located in the Grand Foyer on the second floor. The Registration Desk is open at the following times:

Wednesday, March 27
from 7:30 AM–5:30 PM

Thursday, March 28
from 7:30 AM–5:30 PM

Friday, March 29
from 8:00–11:15 AM

9:30 AM–10:30 AM CONCURRENT SESSION II

A Tale of Three Institutions: Successes, Challenges, and Pitfalls in Creating and Maintaining Online Courses

Location: Redwood



Three institutions with differing scales, stages of maturity, and needs, have all experienced challenges in online course development. However, their experiences offer valuable insights into the development of online courses and learning resources. Academic administrators and design team members explore some of the similarities in their successes, challenges, and pitfalls in creating and maintaining online courses, including scalability, quality, accessibility.

- **Ilianna Kwaske**, Tulane University
- **David Dumonde**, Tulane University
- **Paul Hockett**, Johns Hopkins University
- **Nathan Graham**, Johns Hopkins University
- **Gretchen Jones**, University of Maryland University College
- **Beth Mulherrin**, University of Maryland University College
- **Moderator: Carol Gering**, University of Oregon

Best in Show New England: Practical Strategies for Motivating and Retaining Post-Traditional Online Learners

Location: Issaquah

Emerging Leaders



This session will focus on strategies for designing instruction for the post-traditional learner that promotes retention and motivation. Starting from an overview of the recent research on retention and motivation strategies specific to this student population, we will explore as a group practical applications of this research. Participants will be encouraged to share best practices they have developed that support the success of a diverse population of students.

- **Paul Cochrane**, University of Southern Maine
- **Moderator: Stacy Chiamonte**, Worcester Polytechnic Institute; Chair, UPCEA New England Region

Bringing the Future University Closer to Employers and Learners: The Evolving Role of Continuing Education

Location: Willow B



Continuing Education (CE) divisions sit at the hub of a triangle that brings together students, employers, and the main campus. But as some main campuses lag in meeting the needs of the other two groups, CE divisions have a major role to play in modernizing the campus and positioning themselves at the center of university. This presentation will share insights from leaders across North America—and examples from an experienced campus executive—on how to accomplish this.

- **Amrit Ahluwalia**, The EvolLLution
- **Maureen MacDonald**, University of Toronto
- **Moderator: Josh Herron**, Anderson University

Challenges and Issues: A Conversation Regarding Micro-Credentials

Location: Cedar



Alternative Credentials are important to the future of understanding cradle-to-career opportunities in Professional Education. Institutions interested in considering the use of micro-credentialing face many challenges and issues. This session will be presented from the perspective of panelists who are dealing with the issues and challenges of alternative credentials. The panelists will suggest pathways for institutions to consider as they work toward cradle-to-career opportunities.

- **Janet Staker Woemer**, University of Wisconsin
- **Linda Kingston**, Winona State University
- **Patricia Cook**, University of Arizona
- **Asim Ali**, Auburn University
- **Jacqui Williams**, University of Melbourne
- **Moderator: Ray Schroeder**, University of Illinois Springfield/UPCEA

Concurrent Session block continues on next page →

Conference Schedule

Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **Digital Strategy and Innovation—NEW!**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

← 9:30 AM–10:30 AM
Concurrent Session II continued

Community Engagement and Training in University Continuing and Professional Education Schools

Location: Aspen



Professional and continuing education units develop programs that complement and optimize their university's community engagement, training activities, and economic development outcomes. Examples include Columbia University programs that enhance commitments in the University's community benefits agreement, New Jersey Institute of Technology trainings for Newark residents, University of Central Missouri service training in careers for its community, St. Cloud State University offerings for the under/unemployed and the local community, and Western Washington University's student-led world language training for employees.

- **George Calderaro**, *Columbia University*
- **Gail Ruhland**, *St. Cloud State University*
- **Gale Spak**, *New Jersey Institute of Technology*
- **Andrew Blick**, *Western Washington University*
- **Kirsten Drickey**, *Western Washington University*
- **Moderator: Laurel Hogue**, *University of Central Missouri*

Leveraging Technology to Create Linguistic Bridges in the Online Space

Location: Ballard



Isolation, anonymity, and a lack of personalization are common challenges to developing successful dynamic distance learning programs. In addition, the number of students taking coursework in a second language continues to grow. By leveraging technologies and course design strategies, we create accessible, engaging, and personalized online learning spaces. In examples of two inverse contexts, pedagogical and design approaches are highlighted: non-native English speakers enrolled in continuing education coursework at the University of Washington and second language learners of Spanish in an experiential-based online language program at the University of Florida.

- **Crystal Marull**, *University of Florida*
- **Julie Scales**, *University of Washington*
- **Sandra Janusch**, *University of Washington*
- **Moderator: Craig Lundsten**, *Emeritus*

Social Media

Get online at Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA2019** on Twitter to stay in touch!!

Gen X Moms and Gen Z Daughters: A Discussion about the Shifts in Student Expectations of Higher Education and the Workforce

Location: Jefferson



Three UPCEA leaders will guide a discussion with their Gen Z daughters, all in high school heading into college, or early in their college careers, on a variety of issues that are core to the association's mission. For the past several years, as administrators and faculty, we have studied the shifting needs and demands of Millennials as our students and our workforce. This session aims to enlighten attendees with first-hand insights about the next college-going population's expectations, hopes, concerns, attitudes about technology, credentials, money, and the world of work into which they will be entering.

- **Kelly Otter**, Georgetown University
- **Sandi Pershing**, University of Utah
- **Moderator: Amy Heitzman**, UPCEA

Welcome Online Students: Collaborating to Build Flexible Orientation Experiences for Online Learners

Location: Ravenna



Orientation is a quintessential moment for residential students heading off to college. But what about online learners? IU Online is creating flexible, scaffolded orientation experiences that allow students to select resources relevant to them. Join us for a lively discussion-focused presentation and test drive some of our orientation experiences.

- **Mitchell Farmer**, Indiana University
- **Julia Sanders**, Indiana University
- **Robert Smith**, Indiana University—Purdue University Indianapolis
- **Moderator: Andrea Gross**, University of Denver

MicroMasters and Other New On-Ramps to Graduate Degrees

Location: Metropolitan Ballroom

Emerging Leaders



In this cutting-edge session, examine the state of Harvard's and MIT's pathways initiatives, MicroMaster's offerings, and overall growth on edX and other platforms. Through lively discussion, learn about what the future of modular, stackable, portable credentialing might mean to the ongoing unbundling of higher education.

- **Tracy Tan**, MIT
- **Moderator: Hunt Lambert**, Harvard University

Using Culture to Supercharge the Continuing Education Unit

Location: Willow A

Emerging Leaders



How can all levels of staff recognize and harness the power of culture to move the unit forward? Does your unit intentionally link office culture to mission? How does your team respond to organizational change? Using Sturt's pillars of culture and Tuckman's stages of team development to highlight the interdependence of content, process, and feelings, this interactive session will help you link your unit's culture to the mission of your unit or institution and super charge a positive culture!

- **Nicole Westrick**, Temple University
- **Maggie Place**, Widener University
- **Moderator: Jorge Zumaeta**, Florida International University

10:30 AM–11:00 AM

Networking Break in Exhibit Hall

Location: Grand Ballroom

11:00 AM–12:00 PM CONCURRENT SESSION III

Personalizing Support for Northeastern's Adult STEM Career Changers

Location: Issaquah



Northeastern University's Align program is giving students from any academic background the ability to earn a master's degree in computer science. With plans to graduate 1,000 students annually by 2022, learn how Align's leadership is employing near-peer mentorship as an economic, scalable student support solution to increase student satisfaction and retention.

- **Catherine Gill**, Northeastern University
- **Jackson Boyar**, Mentor Collective
- **Moderator: Katie O'Neal**, Southern Methodist University

Best in Show SUPER: To Partner or Not to Partner? How an Institution Decided to Partner With an OPM and Then Changed Its Mind

Location: Willow A

Emerging Leaders



Auburn University's most recent Strategic Plan called for starting undergraduate degree completion programs in select areas. In order to jumpstart its efforts in 2014, Auburn opted to partner with an OPM. In 2018, Auburn ended its partnership. This conversation will allow participants to go through an exercise to determine scenarios where working with an OPM is advisable for an institution, lessons learned in establishing a partnership, and key ways of transitioning from an OPM relationship to in-house management.

- **Asim Ali**, Auburn University
- **Moderator: Karen Bull**, Syracuse University; Chair, UPCEA Mid-Atlantic Region

Concurrent Session block continues on next page →

Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

← 11:00 AM–12:00 PM

Concurrent Session III continued

Building a Sustainable Business Model for Online Education

Location: Redwood

Emerging Leaders



This workshop will provide administrators a hands-on opportunity to engage in the academic budget planning employed at the University of Arizona, used to help units plan for building fully-online degree programs. Led by leaders of central administration, the facilitators will walk participants through the financial planning exercise employed at the university. Participants will leave with digital tools they may adapt and use at their own institutions to engage academic departments in the planning process.

- **Vincent Del Casino**, *University of Arizona*
- **Joel Hauff**, *University of Arizona*
- **Joshua Steele**, *University of Arizona*
- **Moderator: Mary Niemiec**, *University of Nebraska*

Collaborative Teaching and Scholarship in Indonesia

Location: Ballard



This is a collaborative presentation by a joint team from The Chicago School, USA and Universitas Sanata Dharma, Indonesia. We will showcase the innovative collaboration that has taken place over the past four years between the two universities half a world away from each other. Specific strategies used to engage in continuing education, professional development, scholarly collaboration, and internationalization of curriculum will be discussed.

- **Breda McGrath**, *The Chicago School of Professional Psychology*
- **Patricia Perez**, *The Chicago School of Professional Psychology*
- **Maria Margaretha Sri Hastuti**, *Sanata Dharma University*
- **Moderator: Anneli Adams**, *University of California, Davis*

Extending University Knowledge Through Unique Strategic Partnerships: Lessons for Practitioners From Two Innovative Case Studies

Location: Jefferson



In this collaborative session between developers of California State University East Bay's Alameda County MPA and the University of Delaware's Christiana Care Health System PocketMBA, participants will hear about two strategic partnerships that extended university expertise in teaching and research to outside organizations. Each case study presentation will follow parallel themes: context, partners, objectives, program format, challenges, outcomes, and key lessons that can be replicated by practitioners. This session is well suited for higher education outreach professionals, executive education practitioners, and instructional designers, or anyone interested in evidence of state universities leveraging innovative educational partnerships.

- **Toni Fogarty**, *California State University, East Bay*
- **George Irvine**, *University of Delaware*
- **Erin Sicuranza**, *University of Delaware*
- **John Stocker**, *University of Delaware*
- **Moderator: Laura Jo Swartley**, *University of Washington*

Going the Distance: Providing Meaningful Support for Faculty at Every Level

Location: Willow B



In this session, we'll explore approaches two teams take to foster trusting relationships with faculty to help prepare them to deliver meaningful online experiences for their diverse student populations. We'll discuss the layers of support provided to meet faculty where they are and to accommodate for their varying needs, objectives, availability, and experience. We discuss the importance of trust and relationship building to empower faculty to innovate and be lifelong learners,

continues on next page

continued from page 18

much like their own students. We will also outline the roles and team structure essential to providing this level of support at scale.

- **Kerry Foley**, *Harvard University*
- **Karina Lin**, *Harvard University*
- **Allan Guenther**, *University of Alabama*
- **Cheryl Bosarge**, *University of Alabama*
- **Moderator: Joan Halsey**, *Washington State University*

Higher Education Reimagined

Location: Metropolitan Ballroom



Reinventing higher education has become a well-worn trope in the Age of Disruption, though many higher education leaders have yet to engage in an authentic assessment of their campus' response to disruption. Are we really meeting the needs of today's learners, who are nothing like the learners a generation ago? Is our value proposition reflective of learner needs, or merely a product of our legacy business models? Are we sufficiently responding to demands—from policymakers, employers, and the public at large—that reflect the needs of students and the communities we serve? Moderated by Paul Fain of

Inside Higher Ed, this panel will explore some of the most promising emerging models of postsecondary education, and the impediments they face.

- **Nina Huntemann**, *edX*
- **Nelson Baker**, *Georgia Institute of Technology*
- **Sharon Leu**, *U.S. Department of Education*
- **Moderator: Paul Fain**, *Inside Higher Ed*

Concurrent Session block continues on next page →

Empower Your Learners.

Stop by Booth 306 to learn how Credly helps UPCEA members engage learners, build career pathways, and improve student outcomes.

CREDLY.COM

Credly is a robust network of education institutions and organizations working together to create opportunities in the workforce that support lifelong learning.

Conference Schedule

Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **Digital Strategy and Innovation—NEW!**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

← 11:00 AM–12:00 PM
Concurrent Session III continued

Research Roundtables

Location: Cedar

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:

- **Moderator: Emily Lewis, Indiana Wesleyan University**

Best Online Practices that Correlate with Achievement in an Undergraduate STEM Course



Given the rapid growth in institutions providing online degree programs, establishing a strong foundation and research base about how the design and implementation of online courses affects student achievement is critical, in order for online education to get rid of the negative reputation that it sometimes carries. As a step toward this goal, our purpose was to present how we design a STEM course and to investigate how much our design contributed to student achievement.

- **Emma Brady, University of Florida**

Changing Publicness of Research Universities



Professional, continuing, and online education (PCO) professionals engage with the community in order to extend university knowledge for societal benefit. Such engagement can best be understood as part of a university's publicness, or the ongoing synthesis of a university's belief in the value of public engagement and the frequency and extent of such public engagement. This research roundtable posits a dynamic understanding of research university publicness over time in order to understand how publicness has changed in the past, how it could change in the future, and how such change will affect the public engagement of PCO units.

- **George Irvine, University of Delaware**

Faculty Perceptions of Institutional Change From Online Education



Drawing on the presenter's dissertation research, this session will describe the ways that faculty members perceive online education to be changing their universities and discuss relevant approaches to change management that fit this research.

- **Bryan Blakeley, Boston College**

Charging Stations

Recharge your devices in the Metropolitan Ballroom foyer at our complimentary charging stations.

Sponsored by EAB

PATHs: A Framework for Identifying and Measuring Learner Analytics in Online Learning Environments



Most Learning Management Systems store big data that could be used to understand and predict real patterns of individual behaviors within online and blended learning environmental contexts. These data, which could be extracted from course reports, contain both student-level data and course-level data. Overall, the data generated from the course reports is a good measure of various interactions (most notably, Learner-Content interactions); and can be summed up as consisting of posts, hits, access, and time spent on contents— together referred to as PATH (Posts, Access, Time, and Hits). PATH impacts on student outcomes such as final grade in the course, grade on discussion board posts, and other formative and summative assessments are further explored.

- **Oluwakayode Adebawale**,
University of Illinois Springfield

The Impact of Alternative Credentials



This study focused on the value, impact, effectiveness, and accessibility of alternative programs for nontraditional students. With the number of nontraditional students entering higher education today it is more important than ever to ensure that students are aware of their options and have a realistic understanding of what they need to do to be qualified for their preferred career.

- **Kate White**, *California State University, East Bay*

Scaling Mastery Outcomes From a Course to College Level



We use learning analytics and mastery-based approaches to generate pilot data for two of our programs at the LMS account level. Using this pilot data, we built models to correlate the student outcome metrics of grades and mastery, as well as to predict long-term student success. The outcome of resulting assessments include students, program directors, and administrators. Outcomes from this research are a foundational step to create a framework to scale these efforts across campus.

- **Bobbie Kite**, *University of Denver*
- **Nicolas Pares**, *University of Denver*

Take Two Kant Lectures and Call Me in the Morning: Leveraging Educational Technology to Improve Well-Being in Seniors With Dementia and at Risk for Cognitive Decline



In this study we examined the technology requirements for providing a sustained educational experience for seniors living in long term care or retirement residences across several comparison groups. Content was delivered using streaming technology compared with face to face and pre-recorded courses across a number of selected disciplines. We discuss how to create partnerships between healthcare and higher education for improvement of the quality of life and well-being of seniors across the continuum of aging.

- **Aviva Altschuler**, *Baycrest Health Sciences*
- **Melanie Santarossa**, *Ryerson University*

Time to Degree



Time to degree is important to define and articulate, to help develop persistence and retention strategies. Research will be presented showing whether taking online classes reduces time to degree for campus students and whether time to degree is similar for student subgroups. University of Missouri (MU) students admitted to online programs are assigned distance student codes. Campus students may also generally enroll in online classes. Enrollment and completion patterns for MU students who graduated AY2016–AY2018 will be discussed.

- **Terrie Nagel**, *University of Missouri*

Results and Implications of the 2018 UPCEA Marketing Survey

Location: Ravenna



In the middle of your budgeting or strategic planning process? UPCEA has marketing and enrollment management metrics from the 2018 UPCEA Marketing and Enrollment Management Survey. Join our session for a snapshot of marketing budgets and staffing, media spending, and professional development needs.

- **Chris Nicholson**, *University of Denver*
- **Rebecca Badger**, *Oregon State University*
- **Moderator: Jim Fong**, *UPCEA*

Concurrent Session block continues on next page →

Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

← 11:00 AM–12:00 PM

Concurrent Session III continued

Tools for Successful Courageous Conversations: Resources and Framework for Identity, Diversity, and Inclusion Development

Location: Aspen

Emerging Leaders



The UPCEA Diversity & Inclusion committee is creating a framework and practical toolset for use by UPCEA and its members. In this session, University of Washington and University of Utah will present successful examples that have worked for their programs. There will also be an opportunity for participants to share their ideas and provide feedback on the UPCEA Diversity & Inclusion framework. Ideas collected will benefit the entire UPCEA member community and participants will have tools to take with them to develop their own diversity efforts.

- **Nicole Batt**, *University of Utah*
- **Rachel Everitt**, *University of Utah*
- **Peter Wallis**, *University of Washington*
- **Lena Hopkins**, *University of Washington*
- **Courtney Jones-Vanderleest**, *University of Washington*
- **Sandi Pershing**, *University of Utah*
- **Lalitha Subramanian**, *University of Washington*
- **Moderator: William Bajor**, *East Stroudsburg University*

12:00 PM–12:15 PM

Lunch Pick-up

Location: Grand Ballroom Foyer

Come and grab your lunch to-go outside of the Exhibit Hall before heading to one of the Network Lunch Meeting and Awards Presentation. You can find beverage stations outside of the Network meeting rooms. Additional seating is also available inside the Exhibit Hall.

Lunch sponsored by

Student Services
by **Blackboard**

12:15 PM–1:30 PM

UPCEA Network Lunch Meetings and Awards Presentations
Open to all attendees

Network Lunch 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 six 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. These lunch meetings offer multiple opportunities for informal learning and networking with other attendees, as well as information about how to get the most from UPCEA.

Business & Operations Network Awards Lunch

Location: Redwood

The UPCEA 11th Hour Award for Business and Operations will be presented.

Community and Economic Engagement Network Awards Lunch

Location: Willow B

The UPCEA Engagement Award will be presented.

International Network Awards Lunch

Location: Willow A

The UPCEA International Leadership Award and UPCEA International Program of Excellence Award will be presented.

Marketing, Enrollment, & Student Services Network Awards Lunch

Location: Ravenna

The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented.

Online Administration Network Awards Lunch

Location: Cedar

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

Program Planning and Implementation Network Awards Lunch

Location: Cirrus Ballroom

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

1:45 PM–2:45 PM CONCURRENT SESSION IV

A Tale of Two Strategies: Innovative Assessments Supporting Competency-Based Learning

Location: Willow A



Boosting the value of today's higher education system and preparing students for life means adopting practical and applied approaches to education. This session shares two complementary strategies for offering competency-based education (CBE) programming with a convergence around confidence-based learning and assessment strategies. A well-defined assessment strategy takes into account organizational goals, affordances, and constraints, and can provide personalized and adaptive learning experiences, along with innovative degree and learning options. Our first case study will examine processes and practices to shift towards CBE at the program level, while our second case will explore applications of CBE that complement existing pedagogical frameworks.

- **Matt Devlin**, University of Toronto
- **Robert Wagner**, Utah State University
- **John Louviere**, Utah State University
- **Rene Eborn**, Utah State University
- **Moderator: Nancy Salzman**, Brandman University

Adopting a User Experience Approach for New Strategic Alignment and Growth

Location: Aspen



What happens when a unit transitions from being part of a centralized Continuing Education department to a decentralized unit? This case study focuses on lessons from a major organizational restructuring and transition. We will highlight some of the key milestones of our transition such as determining a value proposition, adopting a user-centric approach, embracing a new culture, creating efficiencies, and optimizing opportunities.

- **Graham McIntosh**, University of British Columbia
- **Raquel Collins**, University of British Columbia
- **Moderator: Chris Guymon**, University of Chicago

Best in Show West: Boise State Passport to Education: Integrating 21st Century Degree Pathways with a 21st Century Partnership and Tuition Model

Location: Ravenna



Our Passport to Education program is a new and innovative way to help returning and new students to Boise State University through a subscription-based tuition model. We have drastically reduced tuition for part-time non-traditional adults to complete their degree. With up to a 30% discount on tuition we've packaged a fully online, credit for prior learning-honoring degree pathways that can have concentrations in Leadership, Business, and Design Thinking. We've partnered with a local credit union, CapEd Credit Union, to deliver high-quality, low-cost education from a metropolitan research university of distinction.

- **Rebecca Morgan**, Boise State University
- **Jon Schneider**, Boise State University
- **Peter Risse**, Boise State University
- **Moderator: Annette Webb**, University of California, Riverside; Chair-Elect, UPCEA West Region

Concurrent Session block continues
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Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

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

Building Pathways to Opportunity: Northeastern-Year Up Partnership

Location: Willow B



Northeastern University's College of Professional Studies and Year Up have forged a unique partnership to create pathways to opportunity and career advancement. In this highly interactive presentation, representatives from Northeastern and Year Up share their experiences and illustrate how this partnership delivers on the promise of higher education among young adult learners and provides the skill sets and knowledge demanded by today's employers.

- **Paula Boyum**, *Northeastern University*
- **Moderator: Anne-Marie Brinsmead**, *Ryerson University*

Building the Plane While We Fly It: Forging Partnerships and Delivering Results in Online Programs

Location: Issaquah



The presenters will discuss how the Provost-level offices within the Universities of Michigan and Illinois at Urbana-Champaign built relationships with college partners and other campus administrative and support units to support online program development. We will discuss techniques and strategies for operating together as a team to ensure the effective delivery of quality programs.

- **Sarah Dysart**, *University of Michigan*
- **Mike Daniel**, *University of Michigan*
- **Jason Mock**, *University of Illinois at Urbana-Champaign*
- **Kostas Yfantis**, *University of Illinois at Urbana-Champaign*
- **Moderator: Christina Sax**, *Maryland University of Integrative Health*

Create Your Personal Board of Directors

Location: Jefferson

Emerging Leaders



Successful leaders purposefully identify and utilize a complementary group of advisors, champions and advocates. Board of Directors. Sounding Board. Kitchen Cabinet. Council of Advisors. All names for an intentional group of people you consult with regularly for advice and feedback. The team you choose should have different contributions. But how do you know the right mix of individuals? This workshop guides you through the process of identifying your team that best fits professional and personally.

- **Mary Angela Baker**, *Salisbury University*
- **Moderator: Amy Heitzman**, *UPCEA*

Federal Policy Update: Insights from DC

Location: Cedar

Policy



Please join us for a session that will discuss the varied and busy education agenda in Washington. The Department of Education and its rulemaking committees start to weigh-in on major issues of importance to the distance and adult education community. Congressional leadership changes to Democratic in the House, meaning new oversight of the Administration. Renewal of the Higher Education Act (HEA) is past overdue, and conversations are ongoing regarding the next reauthorization. We'll walk you through what to watch and what has been going on. Hear from legal and policy experts on a host of issues in governance and regulation.

- **Chris Murray**, *Thompson Coburn LLP*
- **Dick Senese**, *Capella University*
- **Russ Poulin**, *WCET*
- **Moderator: Jordan DiMaggio**, *UPCEA*

Influence of Organizational Structure and Communication and Design Strategies on New Program Development Processes

Location: Redwood

Emerging Leaders



Most continuing education units have well-defined program approval processes, but this can include for-credit or non-credit, undergraduate or graduate, summer, custom, executive, online, hybrid, workshop, and other offerings. Given this complexity, how do units organize themselves to efficiently explore, propose, and implement new programs? How is the idea generation phase supported? Who works on new development initiatives? Do organizational networks facilitate the exchange of information? What are best practices in program design and implementation processes? Hear what's worked (or hasn't worked) at five different academic institutions and then engage in lively discussions to help identify best practices in program development.

- **Ilan Jacobsohn**, *The New School*
- **Shira Richman**, *The New School*
- **Janice Sitzes**, *North Carolina State University*
- **Chip Futrell**, *North Carolina State University*
- **Kelly Newell**, *Washington State University*
- **Gail Ruhland**, *St. Cloud State University*
- **Moderator: Ursula Bechert**, *University of Pennsylvania*

Driving Growth and Innovation With International Mobility of Learners and Programs

Location: Ballard

Emerging Leaders



The landscape of today's global audience is shifting due to higher immigration barriers, increasing competition, and program innovation. How are leaders in professional, continuing, and online education driving growth and an innovation agenda for international markets? What are the key opportunities, challenges, and strategies to realize institutional goals in this market? This interactive panel discussion will bring together an expert panel from diverse institutional perspectives and encourage participants to reflect, explore, and share various global engagement strategies.

- **Nelson Baker**, *Georgia Institute of Technology*
- **Brian Cook**, *California State University, East Bay*
- **James Gazzard**, *University of Cambridge*
- **Kelly Otter**, *Georgetown University*
- **Moderator: Rahul Choudaha**, *Studyportals*

The Online Thaw: The Long Awaited Emergence of International Markets

Location: Metropolitan Ballroom



International markets for online education lagged far behind those in the US for the past two decades. The common explanation was that international students preferred on-ground learning and/or preferred to study in the US or elsewhere. With changes in federal immigration policies, coupled with a rise in acceptance of online learning, that dynamic appears to be changing. Panelists will discuss growth opportunities that are driving their strategy, and share where these emerging markets may be headed.

Introduced by **Allan Fisher**, *Emeritus*

- **Tom Gibbons**, *Northwestern University*
- **Mitsue Shiokawa**, *Old Dominion University*
- **Breeda McGrath**, *The Chicago School of Professional Psychology*
- **Moderator: John Caron**, *Endicott College*

2:45 PM–3:15 PM

Networking Break in Exhibit Hall

Location: *Grand Ballroom*

Conference Schedule

Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **Digital Strategy and Innovation—NEW!**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

3:15 PM–4:15 PM

General Session

Location: Metropolitan Ballroom

- **3:15–3:20 PM:** Remarks from UPCEA President 2018–2019, Sandi Pershing
- **3:20–3:30 PM:** Presentation of the Adelle F. Robertson Emerging Professional Continuing Educator Award, Walton S. Bittner Service Citation for Outstanding Service in UPCEA, and Phillip E. Frandson Award for Literature
- **3:30–4:15 PM:** General Session
From Warrior Brain to Artist Brain: Helping Veterans Transition from War to University

Richard Casper, Founder, CreatiVets



Richard co-founded CreatiVets and currently serves as the Director of Programming.

Richard served four years as an infantryman in the United States Marine Corps, with a combat deployment in Fallujah, Iraq. During his deployment, he was hit by four IEDs in just four short months, causing him to suffer from a traumatic brain injury. Upon returning home, Richard found it hard to adjust and suffered from PTS until he discovered the healing power of music and art. After experiencing firsthand the impact music and art had on his own recovery, Richard co-founded CreatiVets to help other veterans who are suffering.

4:30 PM–5:30 PM

CONCURRENT SESSION V

Lessons Learned from Managing a USAID Funded Graduate Business Education Program in Bosnia

Location: Ballard



Establishing a graduate business program in an emerging market has its share of challenges; however, it is possible and can provide great benefit to local students and U.S. institutions. This presentation reviews the challenges, successes, and failures of the GBEP program in Bosnia.

- **John Stocker**, *University of Delaware*
- **Moderator: Erica Bova**, *Northwestern University*

In Search of Operational Excellence in Continuing and Professional Education: Case Studies from The George Washington University and the University of Cambridge

Location: Cedar



The drive to excel is universal. Delve into two examples of how institutions turn a critical eye on themselves to improve processes, support growth, develop staff, and ultimately deliver an enhanced student experience and a student-centered education. GW will share the results of their self-audit, with special attention to their marketing, recruitment, and admissions units. The University of Cambridge will

continues on next page

Exhibit Hall

The Exhibit Hall is located in the Grand Ballroom on the second floor. Hours for the Exhibit Hall are as follows:

Wednesday, March 27
from 3:00–6:30 PM

Thursday, March 28
from 8:30 AM–5:30 PM

Friday, March 29
from 8:00–11:15 AM

continued from page 26

reflect on the pros and cons of their 18-month process to develop and implement a new organizational structure.

- **James Gazzard**, *University of Cambridge*
- **Corinne Boz**, *University of Cambridge*
- **Tim Landucci**, *University of Cambridge*
- **Cyrus Homayounpour**, *The George Washington University*
- **Haydn Kuprevich**, *The George Washington University*
- **Moderator: Karen Ferguson**, *Colorado State University-Global Campus*

Internal and External Strategies for an Enterprise-Wide, Industry-Validated Badging Program

Location: Willow B

Emerging Leaders



Agile institutions are providing learning opportunities which meet employers demands for upskilling and new skilling professional development. Join Institutional and digital credentialing experts to explore proven strategies for connecting to tomorrow's jobs through custom-designed curriculum, targeted coursework, and industry certifications, then conferring recognition for skills learned through verifiable digital credentials. You will learn how the combination of employer engagement in curriculum planning and digital credentials fuels the job economy.

- **Gary Matkin**, *University of California, Irvine*
- **Anne Reed**, *State University of New York at Buffalo*
- **Moderator: Pete Janzow**, *Credly*

International MOUs: Lessons Learned From Partnerships with International Universities

Location: Ballard



Establishing and managing successful partnerships with universities is a key aspect of internationalization for many institutions. As continuing education programs find future growth overseas, and increase global student mobility, they quickly discover that cultivating partnerships often takes longer than expected and there are many speed bumps along the way. In this presentation, members of UPCEA's International Network will showcase lessons learned from partnerships with universities and secondary schools in Europe, Asia, Africa, South America, and Australia, as well as share a case study on developing strategic partnerships to increase global student mobility at US institutions.

- **John Caron**, *Endicott College*
- **Breeda McGrath**, *The Chicago School of Professional Psychology*
- **Terry Borg**, *Northern Illinois University*
- **Marissa Lombardi**, *EF Education First*
- **Moderator: Cecile Schoberle**, *University of Colorado Denver*

Learning Engineering: Evidence-Based Strategies for Continuous Learning Outcome Improvement

Location: Willow A

Emerging Leaders



The book *Breakthrough Leadership in the Digital Age: Using Learning Science to Reboot Schooling* (2013), provided inspiration for a "learning engineering" group at the Harvard Extension School. Those efforts included a global workshop and collaboration across industry, nonprofits, foundations, professors, and practitioners that resulted in the book *Learning Engineering for Online Education: Theoretical Contexts and Design-Based Example* (2018). This session is designed to share key ideas and approaches to learning engineering from this project and how others can implement similar strategies.

- **Chris Dede**, *Harvard University*
- **Gabe Abrams**, *Harvard University*
- **Moderator: Rita Burrell**, *Purdue University*

UPCEA Online Administration Network Presents a Tech Showcase

Location: Jefferson



- **Moderator: Terrie Nagel**, *University of Missouri*

Supporting New and Innovative Learning Opportunities

This presentation will cover the role that the University of Florida College of Liberal Arts and Sciences is playing in the development and delivery of 100% online undergraduate degrees. In addition, the unique design process used to develop 100% online laboratories will be described. An analysis of the impact these laboratories had on learning outcomes will be reported. Results from an ongoing study using virtual reality versions of the online laboratories will be discussed.

- **Brian Harfe**, *University of Florida*

Concurrent Session block continues on next page →

Conference Schedule

Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
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-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

← 4:30 PM–5:30 PM
Concurrent Session V continued

How to Use Virtual Machines to Expand Virtual Learning Simulation Access

Virtual reality and virtual world learning simulations increase student engagement at the same time open source virtual world platforms with viewer-based building tools are a cost-efficient choice for educational institutions. This session details how an institution used virtual machine software to create a virtualized viewer for the OpenSimulator virtual world platform—to overcome the previous high-end computing device impediment and enable virtual learning simulations to be accessed by all types of computing devices.

- **Kay McLennan**, *Tulane University*

Bringing the Outside, In: A Step in the Direction of AR in Online Courses

Online programs connect learners from locations around the globe to one another. But how often do they bring locations to learners? Purdue University's Master of Science Engineering Technology (MSET) program took a step toward Augmented Reality-enhanced courses by working with companies and open source technologies to bring places and people to learners. In this session, we will showcase several "toward-AR" interactive activities employed in the courses and discuss how they enhance learning experiences for Purdue's students.

- **Duane Dunlap**, *Purdue University*
- **Luke Cable**, *Wiley Education Services*

Expanding Reach Via a Micro Campus Network

Location: Aspen



The University of Arizona developed a Micro-Campus Network with international institutions. The goal is to establish a physical presence which enables the delivery of our degree programs to students while serving as a hub for international relationships. The Office of Digital Learning plays an important role in working with professors on a collaborative flipped classroom. This session highlights the opportunities and challenges faced during the creation of the Micro-Campus Network via a panel of experts.

- **Cristina Castaneda**, *University of Arizona*
- **Gabriela Valdez**, *University of Arizona*
- **Angela Gunder**, *University of Arizona*
- **Melody Buckner**, *University of Arizona*
- **Brent White**, *University of Arizona*
- **Moderator: Lily Fu**, *Massachusetts Institute of Technology*

Re-positioning and Re-engineering the Liberal Arts Degree

Location: Metropolitan Ballroom

Emerging Leaders



As our education ecosystems continue to emphasize and push people toward STEM degrees and training and away from the liberal arts, what can and should liberal arts programs do? Do liberal arts programs have a place in our skill-based economy? It is well-known that demand for technical skills that come from STEM programs is high, but can liberal arts colleges and programs better position what they offer to better position students for success? Recent research indicates that the demand exceeds supply for jobs related to artificial intelligence, robotics and analytics, professions requiring a liberal arts degree may be decreasing. UPCEA and Emsi are conducting research with recent liberal arts graduates and employers to determine new strategies for the future liberal arts graduate in the new economy.

- **Jim Fong**, UPCEA
- **Rob Sentz**, Emsi
- **Moderator: Daria LaTorre**, Alvernia University

Trends in Innovation and Improvements to Noncredit Programs

Location: Issaquah



Continuing education has seen major transformations in program development and delivery, particularly with the growth of online education. In this open discussion round-table session, participants will learn about examples of innovative program design focused on action-learning in a manufacturing environment and programs designed to scale, and ways in which outcomes like student retention and engagement can be improved. Participants are then invited to discuss current and emerging trends in non-credit continuing education and to share ideas on how different institutions address these changes.

- **Paul Del Piero**, University of Washington
- **Naomi Bogenschutz**, University of Washington
- **Lalitha Subramanian**, University of Washington
- **Tish Miller**, MIT Professional Education
- **Eszter Szabó**, Arconic
- **Sandra von Doetinchem**, University of Hawai'i at Manoa
- **Moderator: Kim McNutt**, California State University, Dominguez Hills

UPCEA Talk: Marketing and Enrollment Management Technology

Location: Redwood



- **Moderator: Paola Curcio-Kleinman**, New York University

Degree Program Recruitment Tactics Using Salesforce

The purpose of this UPCEA Talk is not to promote Salesforce, but rather to demonstrate to our colleagues that being equipped with a tool such as Salesforce has its advantages when recruiting prospects to fill a program. More and more we are tasked with growing existing as well as new degree and graduate-level certificate programs. The main focus will be on existing programs that are not performing well in terms of student enrollment.

- **Matthew Reimers**, California State University, Long Beach

Extending Your Marketing Reach with Marketing Automation

Marketing automation tools improve performance at each stage of the marketing funnel, align marketing efforts with university recruiting, and increase effectiveness. Gain an understanding of marketing automation best practices and lessons learned, based on implementations of two of the most popular platforms—Marketo and Pardot.

- **Clair Dorsey**, Old Dominion University
- **Eric McGee**, JMH Consulting, a Division of Education Dynamics

To Chatbot or Not to Chatbot

Considering adding a chatbot to your marketing, enrollment, and student success communication tools? So are we! This talk will share research into areas of greatest effectiveness for chatbot usage, as well as the value proposition of AI technology enabling students to engage with the institution via SMS (text messaging). How should hand-offs from chatbots to humans work? Get a sense of Oregon State University's journey from chatbot curiosity to prototypes to our current strategy.

- **Ian Cavalier**, Oregon State University Ecampus

Concurrent Session block continues on next page →

Conference Schedule

Tracks

-  **Business & Operations**
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-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

← 4:30 PM–5:30 PM
Concurrent Session V continued

Winning Recipes for a Successful Design Team Structure

Location: Ravenna



Join us as we reveal the ingredients that have led to the creation of several successful curriculum design units. We will also cover our approach to refining our recipes to stay current and allow for opportunities for cross-institutional collaborations.

- **Ryan Anderson**, University of Wisconsin System
- **Karen Dowdall-Sanford**, University of Washington
- **Moderator: Camille Funk**, University of California, Irvine/UPCEA

5:30 PM–6:30 PM

Happy Hour

Location: Grand Foyer

Sponsored by

Student Services
by Blackboard

7:00 PM

Dinner Groups

Meet in Hotel Lobby

Friday, March 29, 2019

7:45 AM–8:30 AM

UPCEA Emerging Leader Program Capstone Session: Recapping the Program and Next Steps

Location: Jefferson

Emerging Leaders



Participants will be guided in this opportunity to reflect upon their experiences and invited to consider next steps, including opting-in to a future cohort of peers, earning a credential (badge) recognizing this experience, and to learning about future volunteer leadership opportunities within UPCEA.

- **Amy Heitzman**, UPCEA

8:00 AM–11:15 AM

Registration Desk Open

Location: Grand Foyer

8:00 AM–9:00 AM

School Spirit Continental Breakfast

Location: Grand Ballroom

8:00 AM–9:00 AM

Fireside Chat: Inclusive Excellence

Location: Seneca

- **Sandi Pershing**, University of Utah
- **Moderator: Bill Bajor**, East Stroudsburg University

8:30 AM–9:30 AM

Corporate Advisory Council Meeting
(by invitation)

Location: Boren

WiFi

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

Network: **Sheraton-Seattle-Meeting-Room**
Password: **UPCEA2019**

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 UPCEA 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 Update*Location: Willow A*

CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI; MB, NU, SK

Mid-Atlantic Region Update*Location: Redwood*

DC, DE, MD, NJ, NY, PA, WV; ON

New England Region Update*Location: Ravenna*

CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC

South Region Update*Location: Willow B*

AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA

West Region Update*Location: Cedar*

AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT

9:30 AM–10:00 AM**Networking Break in Exhibit Hall***Location: Grand Ballroom***10:00 AM–11:00 AM**
CONCURRENT SESSION VI**Building for Success and the New Innovation Imperative***Location: Metropolitan Ballroom***Emerging Leaders**

Forward-leaning universities are increasingly realizing that while innovation "happens" on their campus, it is often not strategic or even necessarily intentional. In some instances, innovation goes unnoticed in the digital and professional education space, and in other instances institutions spotlight innovation in discrete units charged with leading campus innovation. This panel will share three models for approaching innovation, and will reflect more broadly on the nature of innovation in higher education, both today and tomorrow.

- **Kemi Jona**, *Northeastern University*
- **Sean Hobson**, *Arizona State University*
- **Sasha Thackaberry**, *Louisiana State University*
- **Moderator: Richard Novak**, *Rutgers, the State University of New Jersey*

Connected Reporting: Implementing Strategic, Iterative Assessment Solutions for Extension Operations*Location: Cedar*

As needs for robust, critical reporting in continuing education operations increase, professionals should be familiar with methods to generate reliable reporting to meet the needs of decision-makers in their organization. In this session, presenters will share their experiences and areas of discovery with iterative reporting processes to address emerging reporting needs, including communication with stakeholders to identify needs, development of standards and reporting essentials, and overall dissemination strategy.

- **Andrew Blick**, *Western Washington University*
- **Molly Vogel**, *Western Washington University*
- **Moderator: Kelley Brandt**, *Boise State University*

Creating a Champagne Experience on a Beer Budget: Delivering on Modern Learners' Customer Service Expectations*Location: Redwood***Emerging Leaders**

As education becomes more of a commodity, leaders must understand that brand is no longer enough. Today's students shop and bring the same customer service expectations to campus that they apply to the eCommerce space. What lessons can continuing education learn from Amazon and Netflix, despite shrinking budgets? This interactive session will focus on human-centered service strategies that can be implemented at your institution next week. Bring your pain points and sense of humor!

- **Heather Chakiris**, *University of California, Los Angeles*
- **Moderator: Dave Jarrat**, *InsideTrack*

Engaging Community and Industry on Campus: The Case for Collaboration Campus*Location: Willow A***Emerging Leaders**

Arapahoe Community College, Colorado State University, the local K-12 district, the Castle Rock Economic Development Corporation, and local industry collaborated to develop a new \$42 million Collaboration Campus, which opens in August 2019. This new campus will provide seamless connections between K-12, community college, 4-year, and industry with multiple on and off ramps. Hear about the processes, success, and lessons learned by many of the key partners involved in this project.

- **Eric Dunker**, *Arapahoe Community College*
- **Amy Smith**, *Colorado State University*
- **Moderator: Joe Miera**, *University of Nevada, Las Vegas*

Concurrent Session block continues on next page →

Conference Schedule

Tracks



Business & Operations



Community and Economic Engagement



Digital Strategy and Innovation—NEW!



International



Marketing, Enrollment, and Student Services



Online Administration



Program Planning & Implementation

Levels



Foundational



Applied



Strategic

← 10:00 PM–11:00 AM
Concurrent Session VI continued

Pathways from Noncredit to Credit: A Deep Dive

Location: Aspen



Facilitators will highlight the trends in non-credit education and will detail the results of a non-credit to credit survey (sent to UPCEA members in late 2018) and then lead participants in a discussion of the challenges and opportunities of non-credit to credit pathways.

- **Lynda Wilson**, California State University, Dominguez Hills
- **Sandra von Doetinchem**, University of Hawaii at Manoa
- **Randy Jones**, North Carolina State University
- **Jessi Gordon**, University of Missouri
- **Gail Ruhland**, St. Cloud State University
- **Moderator: D.Terry Rawls**, Appalachian State University

2019 Recipient of the Philip E Frandson Award: Free-Range Learning In the Digital Age: Your Path to Success in Life, Career, and College

Location: Ballard



With the emergence of the digital revolution, traditional educational assumptions and programs are being significantly disrupted. Historically, educational practices that attempted to bridge the gap between adults' lives, college, and work were marginalized because our society was information-poor and they defied the dominant academic traditions. Now, the tables are turned. In our information-rich, digitized society, new technologies and data analytics are defining learning opportunities that were previously unimaginable. *Free-Range Learning In the Digital Age: Your Path to Success in Life, Career, and College* will define this new learning space and give the reader the awareness, knowledge, and tools to use it.

- **Peter Smith**, Author
- **Moderator: Maureen MacDonald**, University of Toronto

Are You Ready For Change? Anticipating, Implementing, and Envisioning Innovative Organizational Structures for Online Program Development

Location: Issaquah



The landscape of online continuing education is changing. Competition for online program management on campuses is increasing. What new capabilities do internal online program divisions need to produce similar outcomes to external OPM's? Colleagues from the Office of Academic Innovation at the University of Michigan, Oregon State Ecampus and the University of Washington, Continuum College are all setting strategies & developing new organizational structures to meet this challenge. Join us for a lively conversation on our strategies, goals, and benchmarking, and plan how you can successfully structure an organization for competitive advantage.

- **Karen Dowdall-Sandford**, University of Washington
- **Danielle Allsup**, University of Washington
- **Peter Wallis**, University of Washington
- **Lisa Templeton**, Oregon State University Ecampus
- **Jessica DuPont**, Oregon State University Ecampus
- **Shannon Riggs**, Oregon State University Ecampus
- **David Lawrence-Lupton**, University of Michigan
- **Moderator: Ann H. Taylor**, Penn State University

The 60-Year Curriculum: Moving to Practice

Location: Jefferson



In this session, explore the academic view of the emergent “60-Year Curriculum” including the elements of its coalescing framework and tier plans, examples of institutional leveraging of these concepts, and time for table-based discussion for attendees to map out their own responses.

- **Hunt Lambert**, *Harvard University*
- **Rovy Branon**, *University of Washington*
- **Moderator: Nora Lewis**, *University of Pennsylvania*

University-Workforce Partnerships: New Pathways With Internships and Apprenticeships

Location: Willow B



Internships and apprenticeships are an important response to industry requests for graduates with pertinent workforce experience, hands-on knowledge, and communication, critical thinking, teamwork, and leadership skills. In this session, hear from two institutions about their approaches, successes, and lessons learned. Hear about how University of Missouri supports internships with mobile learning, providing a flexible platform for materials, communication, assessment, and evaluation. Learn how Kapiolani Community College took Hawaii from zero registered health apprenticeships to seventeen in one year, and how to deliver mandated related technical instruction integral to all apprenticeships.

- **Terrie Nagel**, *University of Missouri*
- **Mark Kuhnert**, *University of Missouri*
- **Sally Pestana**, *Kapi'olani Community College*
- **Moderator: Kyle Harkness**, *University of the Pacific*

Using Data Effectively: Turning Information Into Insight

Location: Ravenna



In today's data-rich environment, universities have a vast landscape for assessing everything from market demand to student enrollment trends. All of this information can help us make better decisions and gain valuable insight about our students. It can also overwhelm or mislead. Learn to mitigate risk and find meaningful ways to translate data into stories about students. Whether looking to collect new data through large-scale surveys, or reexamine existing data with a new lens, we will share our experiences of how we helped our organizations make better decisions and avoid common pitfalls in an environment of information overload.

- **Richard Rush**, *University of Victoria*
- **Levent Batur**, *University of Victoria*
- **Claire Lewis**, *University of Washington*
- **Linnéa Mobrand-Volper**, *University of Washington*
- **Moderator: Tracy Kreikemeier**, *Thruline Marketing*

11:15 AM-12:15 PM

Closing General Session

Location: Metropolitan Ballroom

- **11:15-11:20 AM:** Remarks from UPCEA President 2019-2020, Nelson Baker
- **11:20-11:25 AM:** Presentation of UPCEA Excellence in Teaching Award and UPCEA Outstanding Professional, Continuing, and/or Online Education Student (Credit) Award
- **11:25 AM-12:15 PM:** General Session *The Future of Work*

Michelle R. Weise, PhD, SVP, Workforce Strategies, Strada Education Network, Chief Innovation Officer, Strada Institute for the Future of Work



As the SVP, Workforce Strategies, Strada Education Network & Chief Innovation Officer, Strada Institute for the Future of Work, Michelle leads the organization's workforce alignment initiatives as well as innovation and thought leadership priorities. Highly active in and across the various networks of higher education policy, innovation, philanthropy, and institutions, Michelle is dedicated to connecting students to affordable educational pathways into and within the workforce that are validated by employers. She is a senior advisor for Entangled Solutions, serves on the Commission on the Future of Undergraduate Education for the American Academy of Arts and Sciences as well as on the advisory board of Village Capital. She is a columnist for EdSurge and the former Chief Innovation Officer of Sandbox CollABorative, the research and development lab of strategy and innovation at Southern New Hampshire University. She co-authored the book, *Hire Education: Mastery, Modularization, and the Workforce Revolution*, with Clayton Christensen while serving as the Senior Research Fellow in higher education at the Clayton Christensen Institute for Disruptive Innovation.

12:15 PM

Adjourn

10 Tips for Newcomers

Make the Most of the 2019 Annual Conference



Read through the program ahead of time and select the sessions that will be most likely to improve your skills.



Put away your electronic devices and be present.



Attend sessions that are outside of your comfort zone, and try sitting with someone new to expand your network.



Be an active participant, connect with speakers, and ask questions.



Exchange business cards with other attendees, and then connect on LinkedIn.



Join colleagues and attend a Dinner Group on Thursday, March 28.



Talk to the conference exhibitors in the Grand Ballroom. They've worked with many of your colleagues, and have the solutions you need for the challenges facing your institution.



Take advantage of UPCEA's many volunteer opportunities. Fill out the Volunteer Interest Form and turn it in at the UPCEA Booth (#211).



After the conference, review session materials in the CORE library and via the conference app on Guidebook as you implement what you've learned.



Take notes and share a one-page summary of what you learned with your colleagues and leadership team after you return home.



TRAINING A CYBER SECURITY WORKFORCE FOR THE NEXT GENERATION

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expertise with hands-on,
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VOLUNTEER INTEREST FORM

GET INVOLVED WITH UPCEA!

NAME:

TITLE:

INSTITUTION:

EMAIL:

PHONE:

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 winter/early spring and convene spring-spring.

- Business & Operations
- Community & Economic Engagement
- International
- Marketing, Enrollment, and Student Services
- Online Administration
- Program Planning & Implementation
- eDesign Collaborative

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 Registration Desk.

Thank you, Partners!

Student Services
by Blackboard



THANK YOU

to all of this year's
Track Sponsors!



Business & Operations



mindmax



Community and Economic Engagement

WILEY

EDUCATION SERVICES



International



FULLSTACK
EDUCATION



Marketing, Enrollment, and Student Services

Student Services
by **Blackboard**



Online Administration



EMERITUS



Program Planning & Implementation

Emsi

Business & Operations

- Adopting a User Experience Approach for New Strategic Alignment and Growth
- Bringing the Future University Closer to Employers and Learners: The Evolving Role of Continuing Education
- Building a Sustainable Business Model for Online Education **Emerging Leaders**
- Connected Reporting: Implementing Strategic, Iterative Assessment Solutions for Extension Operations
- In Search of Operational Excellence in Continuing and Professional Education: Case Studies from The George Washington University and the University of Cambridge
- The 60-Year Curriculum: Moving to Practice
- The New Startups: Continuing Education Units and Online Colleges **Emerging Leaders**
- Using Culture to Supercharge the Continuing Education Unit **Emerging Leaders**

Community and Economic Engagement

- Building Pathways to Opportunity: Northeastern-Year Up Partnership
- Internal and External Strategies for an Enterprise-Wide, Industry-Validated Badging Program **Emerging Leaders**
- Community Engagement and Training in University Continuing and Professional Education Schools
- Engaging Community and Industry on Campus: The Case for Collaboration Campus **Emerging Leaders**
- University-Workforce Partnerships: New Pathways With Internships and Apprenticeships
- Extending University Knowledge Through Unique Strategic Partnerships: Lessons for Practitioners From Two Innovative Case Studies
- Partnerships between Universities, Companies, Civil Society and Governments for Sustainable Development: Latin-American Experiences

- Tools for Successful Courageous Conversations: Resources and Framework for Identity, Diversity, and Inclusion Development **Emerging Leaders**

Digital Strategy and Innovation—NEW!

- Building for Success and the New Innovation Imperative **Emerging Leaders**
- Higher Education Reimagined
- Marketing-at-Scale: Optimizing and Personalizing the Learner's Journey in the World's First Degrees-at-Scale
- MicroMasters and Other New On-Ramps to Graduate Degrees **Emerging Leaders**
- The Online Thaw: The Long Awaited Emergence of International Markets
- Winning Recipes for a Successful Design Team Structure

Emerging Leaders

- UPCEA Emerging Leaders Pre-Conference: Leveraging Strengths for Leadership Excellence in Professional, Continuing, and Online Education
- Balancing Work, Life, and a Terminal Degree
- Master Class: Past UPCEA Emerging Leader Program Participant Gathering
- Create Your Personal Board of Directors
- UPCEA Emerging Leader Program Capstone Session: Recapping the Program and Next Steps

International

- Collaborative Teaching and Scholarship in Indonesia
- Driving Growth and Innovation With International Mobility of Learners and Programs **Emerging Leaders**
- Expanding Reach Via a Micro Campus Network
- International MOU's: Lessons Learned From Partnerships with International Universities

- Lessons Learned from Managing a USAID Funded Graduate Business Education Program in Bosnia
- Leveraging Technology to Create Linguistic Bridges in the Online Space

Marketing, Enrollment, and Student Services

- Best in Show West: Boise State Passport to Education: Integrating 21st Century Degree Pathways with a 21st Century Partnership and Tuition Model
- Creating a Champagne Experience on a Beer Budget: Delivering on Modern Learners' Customer Service Expectations **Emerging Leaders**
- Gen X Moms and Gen Z Daughters: A Discussion about the Shifts in Student Expectations of Higher Education and the Workforce
- How to Produce and Promote an eBook
- Personalizing Support for Northeastern's Adult STEM Career Changers
- Results and Implications of the 2018 UPCEA Marketing Survey
- UPCEA Talk: Marketing and Enrollment Management Technology:
 - Degree Program Recruitment Tactics Using Salesforce
 - Extending Your Marketing Reach with Marketing Automation
 - To Chatbot or Not to Chatbot
- Using Data Effectively: Turning Information Into Insight
- Welcome Online Students: Collaborating to Build Flexible Orientation Experiences for Online Learners

Online Administration

- A Tale of Three Institutions: Successes, Challenges, and Pitfalls in Creating and Maintaining Online Courses
- Are You Ready For Change? Anticipating, Implementing, and Envisioning Innovative Organizational Structures for Online Program Development

Sessions by Track

- Building the Plane While We Fly It: Forging Partnerships and Delivering Results in Online Programs
- Creating a Seamless Student Experience: Humanizing the Online Orientation, Removing Barriers, and Embracing Innovation and Technologies
- Best in Show Central: From None to Known: Fostering and Managing Rapid Online Growth **Emerging Leaders**
- Learning Engineering: Evidence-Based Strategies for Continuous Learning Outcome Improvement **Emerging Leaders**
- Best in Show SUPER: To Partner or Not to Partner? How an Institution Decided to Partner With an OPM and Then Changed Its Mind **Emerging Leaders**

- UPCEA Online Administration Network Presents a Tech Showcase:
 - Supporting New and Innovative Learning Opportunities
 - How to Use Virtual Machines to Expand Virtual Learning Simulation Access
 - Bringing the Outside, In: A Step in the Direction of AR in Online Courses

Program Planning & Implementation

- A Tale of Two Strategies: Innovative Assessments Supporting Competency-Based Learning
- Designing for Diverse Audiences: Leveraging Personas
- Going the Distance: Providing Meaningful Support for Faculty at Every Level

- Influence of Organizational Structure and Communication and Design Strategies on New Program Development Processes **Emerging Leaders**
- Increase Enrollment and Reduce Costs: Using Market Data to Evaluate Academic Programs
- Best in Show New England: Practical Strategies for Motivating and Retaining Post-Traditional Online Learners **Emerging Leaders**
- Re-positioning and Re-engineering the Liberal Arts Degree **Emerging Leaders**
- Trends in Innovation and Improvements to Noncredit Programs

Emeritus Global Online Degrees

Bringing partner university programs to international students



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booth #100



EMERITUS

About the Exhibit Hall

The Exhibit Hall is located in the Grand Ballroom on the second floor and opens at 3:00 PM on Wednesday, March 27. 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. Use the Exhibitor Snapshot on page 42 to help find your way. 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 2020 UPCEA Annual Conference in Boston, Massachusetts, March 18–20, 2020. Your completed Scavenger Hunt must be turned in at the UPCEA Booth by 10:00 AM on Friday, March 29 to be eligible for the drawing. Winners will be notified via email. Good luck!

UPCEA Booth

Stop by the UPCEA Booth (211) 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.

Specific Events in the Exhibit Hall

Wednesday, March 27, 2019

11:30 AM–12:00 PM

Exhibitor Meet and Greet

Exhibitors only! Meet the UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

3:00–3:30 PM

Grand Opening of Exhibit Hall + Networking Break

Meet & Greet with Eric Liu

3:00–6:30 PM

Exhibit Hall Open

5:00 PM

Opening Reception

Thursday, March 28, 2019

8:30 AM–5:30 PM

Exhibit Hall Open

8:30 AM

Breakfast

10:30–11:00 AM

Networking Break with Exhibitors

2:45–3:15 PM

Networking Break with Exhibitors

Friday, March 29, 2019

8:00–11:15 AM

Exhibit Hall Open

8:00 AM

Breakfast

9:30–10:00 AM

Networking Break with Exhibitors

Exhibitors at a Glance

Company name	Booth #	Company name	Booth #	Company name	Booth #
Archer Education.....	405	Emeritus	100	MindEdge.....	508
Awato	404	Emsi	207	MindMax	300
BestColleges	104	Enrollment Resources	305	Parchment.....	302
Student Services by Blackboard	201/203	Entrinsik	408	Proctorio	500
Burning Glass Technologies	411	ExtensionEngine.....	510	ReachLocal.....	502
CAEL	514	Freedom Learning Group.....	518	ReUp Education	105
CampusCE.....	504	Fullstack Education	205	Shindig	111
Carnegie Dartlet.....	110	Gray Associates	401	SmartBrief.....	410
Chmura Economics & Analytics.....	512	GreenFig	516	Straighterline	109
Course Market	403	HackerU.....	301	Studyportals	409
CreatiVets.....	520	Hanover Research	406	Symbiosis Educational Consultants ...	303
Credly.....	306	HRCP.....	307	ThruLine Marketing	210
Destiny Solutions	206/208	Intuit Education	108	uConnect.....	304
EAB	102	JMH Consulting.....	101	Ungerboeck Software International ...	204
Ed2go	506	Learning House.....	202	Wiley Education Services.....	200
Educational Testing Consultants.....	400	Mentor Collective	103	World Education	107
Ellucian.....	402	Meteor Learning	309	Xenegrade	311



Exhibit Hall Map

Grand Ballroom, Second Floor

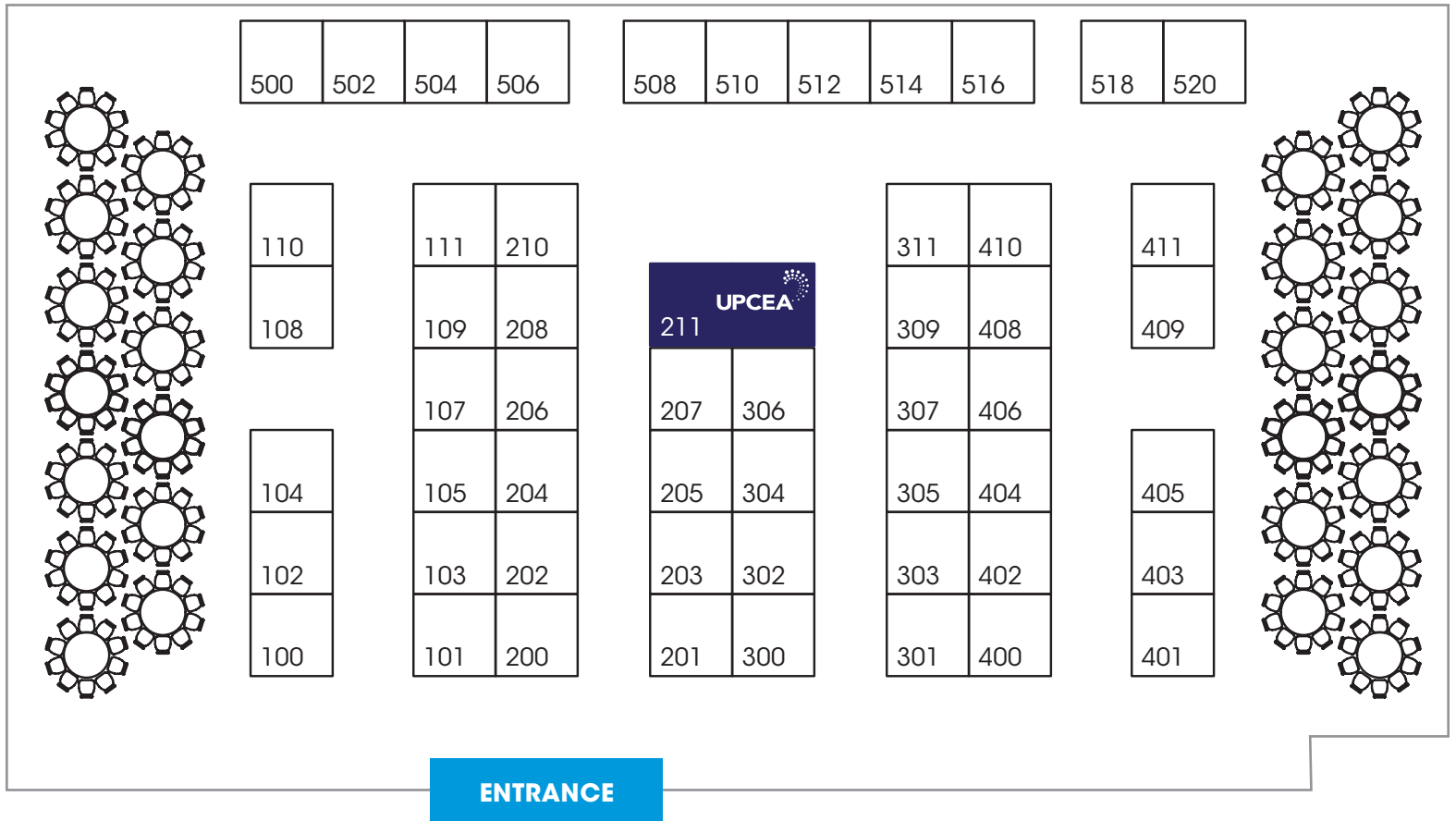


Exhibit Hall Hours

Wednesday, March 27, 2019

3:00–6:30 PM

Thursday, March 28, 2019

8:30 AM–5:30 PM

Friday, March 29, 2019

8:00–11:15 AM

UPCEA Booth

Stop by the UPCEA Booth (211) 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!

Exhibitor Snapshot

Find the tools and services you need with our conference exhibitors.

Exhibitors have listed their top services to help you find the solutions you're looking for.

-
-
-
- Marketing/ Research/Publishing
 - Analytics/Consulting
 - Enrollment/Retention/ Registration + International Recruitment
 - Student Support + Veteran/Military Services
 - Learning Solutions/ Faculty Development
 - Program Administration and Accessibility + Curriculum Services/OPM
 - Technology + Cyber Security/ Data Verification
 - Credentials/Certificates + Coding Bootcamps
 - Workforce/ Career Development
 - Test Preparation
 - Adult Learner Solutions

-
- Archer Education**
 - Enrollment Marketing
 - Digital Marketing Solutions
 - Online Program Recruitment

-
- Awato**
 - Enrollment Management
 - Academic Success
 - Workforce Development

-
- BestColleges**
 - Online Education Trends Data
 - Student Acquisition Services
 - Custom School Profiles

-
- Student Services by Blackboard**
 - Data-Driven Market Research & Performance Marketing
 - Enrollment and Retention Coaching Services
 - Comprehensive Student Support Capabilities Not Tied to an LMS

-
- Burning Glass Technologies**
 - Program Marketing
 - Program Alignment
 - Enrollment

-
- CAEL**
 - Adult Learner Success Tools and Solutions
 - Workforce and Economic Development Solutions and Consulting
 - Talent Management Solutions

-
- CampusCE**
 - Enrollment/Education Management Software
 - Dashboard Reporting
 - Program Consultation with Implementation

-
- Carnegie Dartlet**
 - Digital Marketing
 - Research & Strategy
 - Lead Generation

-
- Chmura Economics & Analytics**
 - Instructional Program Gap Analysis
 - Economic Impact and ROI Studies
 - Labor Market Analytics Software
-

Course Market	<ul style="list-style-type: none"> ■ Instructional Design— Online Course Creation ■ Certificate Creation ■ Certificate Hosting 	Emeritus	<ul style="list-style-type: none"> ■ Online Course and Program Development and Deployment ■ Globally Focused Digital Marketing and Student Support Solutions
CreatiVets	<ul style="list-style-type: none"> ■ Introduction to Art for Combat Veterans ■ Online Class—Songwriting for Combat Veterans ■ Songwriting for Combat Veterans 	Emsi	<ul style="list-style-type: none"> ■ Program Alignment ■ Driving Enrollment ■ Tracking Alumni Employment Outcomes
Credly	<ul style="list-style-type: none"> ■ Digital Credential Management Platform and Services ■ Curriculum and Credential Program Design and External Market Validation ■ Business Network Ecosystem Including Relationships with Education & Training From Major Global Brands 	Enrollment Resources	<ul style="list-style-type: none"> ■ Conversion Optimization for Marketing and Admissions ■ Digital Marketing ■ Enrollment Management Services
Destiny Solutions	<ul style="list-style-type: none"> ■ Customer Life Cycle Management Software ■ SIS For Non-Traditional Learners ■ Registration and Enrollment Software 	Entrinsic	<ul style="list-style-type: none"> ■ Enrollment Management ■ E-Commerce Registration ■ Reporting & Business Analytics
EAB	<ul style="list-style-type: none"> ■ Strategic Enrollment Analysis ■ Digital Marketing ■ Enrollment Management Services 	ExtensionEngine	<ul style="list-style-type: none"> ■ Online Course/ Program Development (No Revenue Sharing)
ed2go	<ul style="list-style-type: none"> ■ Quality Online Courses and Enrollment ■ Partner and Customer Services ■ eCommerce and Digital Solutions 	Freedom Learning Group	<ul style="list-style-type: none"> ■ Instructional Design/Subject Matter Expert Support ■ ADA/Section 508 Accessibility Solutions ■ Online Program Management and Curriculum Design and Development
Educational Testing Consultants	<ul style="list-style-type: none"> ■ Non-Credit Programming: Test Preparation ■ Test Preparation Program Management Consulting ■ Custom Courses Delivered in Face-to-Face and Live-Online Formats 	Fullstack Education	<ul style="list-style-type: none"> ■ Launching Coding Bootcamps at Universities ■ Provide Best-In-Class Technology Education to Attract New Students
Ellucian	<ul style="list-style-type: none"> ■ Employer Engagement ■ Configurable Online Registration and Payment ■ Integration Between Credit and Non-Credit Programs 	Gray Associates	<ul style="list-style-type: none"> ■ Program Evaluation System Using Market Data ■ Program Economics Calculating Contribution Margins ■ Program Workshop to Enable Better Decisions
		GreenFig	<ul style="list-style-type: none"> ■ Live, Virtual Job Readiness Programs in Applied Business Science

Exhibitor Snapshot

Find the tools and services you need with our conference exhibitors.

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■ Marketing/
Research/Publishing

■ Analytics/Consulting

■ Enrollment/Retention/
Registration +
International Recruitment

■ Student Support +
Veteran/Military Services

■ Learning Solutions/
Faculty Development

■ Program Administration and
Accessibility + Curriculum
Services/OPM

■ Technology + Cyber Security/
Data Verification

■ Credentials/Certificates +
Coding Bootcamps

■ Workforce/
Career Development

■ Test Preparation

■ Adult Learner Solutions

HackerU

- Cyber Security and IT Workforce Development
- Cyber Security and IT Training Full Program Management for Professional Programs and Continuing Education
- Professional Career Services

Hanover Research

- Academic Development
- Enrollment Management
- Branding/Marketing

HRCP

- Offer Test Prep Materials for HR Certifications Exams
- Promote and Support Alternate Credentials Including the aPHR, PHR and SPHR Certifications
- Partner With Schools in Adding Courses to the Professional Development Offerings

Intuit Education

- Free Course Software
- Free Course Curriculum
- Student Training and Certification

JMH Consulting

- Enrollment Management Services
- Digital Marketing and Lead Generation
- Lead Qualification

Learning House

- Online Program Management
- Coding Bootcamps
- Enterprise Learning Solutions

Mentor Collective

- Large-Scale Mentorship Program Services (Technology and Services)

Meteor Learning

- Employer Development
- Enrollment Lifecycle Management
- Competency-Based Programming

MindEdge

- Turn Key Continuing Education Platform
 - Online Course Development
 - Partner Benefits Program
-

MindMax	<ul style="list-style-type: none"> Advisory Services Marketing & Enrollment Services Technology Services 	ThruLine Marketing	<ul style="list-style-type: none"> Digital Marketing Organic Lead Generation Strategic Support/ Planning/Analytics
Parchment	<ul style="list-style-type: none"> Comprehensive Credentials Platform—Send and Receive Transcripts Secure Print and Digital Diplomas/Certificates 	uConnect	<ul style="list-style-type: none"> Enrollment Management Career Services Marketing
Proctorio	<ul style="list-style-type: none"> Remote Proctoring ID Verification Plagiarism Detection 	Ungerboeck Software International	<ul style="list-style-type: none"> Registration Services for Courses, Conferences, Seminars and Camps Learner/Attendee CRM Data Privacy Security and PCI Compliance
ReachLocal	<ul style="list-style-type: none"> Digital Advertising and Marketing Social Media Management Native Advertising and Branded Content 	Wiley Education Services	<ul style="list-style-type: none"> Program Design & Development Market Research, Marketing & Enrollment Services Student Retention and Support Services
ReUp Education	<ul style="list-style-type: none"> Enrollment Management Predictive Analytics Student Success 	World Education	<ul style="list-style-type: none"> Top Provider of Career Training Programs Leading to Industry Certification Global Military Benefit Pursuit Strategies for Non-Credit Offerings Regional Marketing Plans for Workforce Development
SmartBrief	<ul style="list-style-type: none"> Digital Marketing/Lead Generation Content Marketing Newsletter Publishing 	Xenegrade	<ul style="list-style-type: none"> Student Registration Management Platform—Since 1991 Power Reporting & Analytical Tools—It's Your Data We Help You Access It Simple Student Interface—Few Clicks From Search to Shopping Cart
Straighterline	<ul style="list-style-type: none"> Real solutions for at risk students Proven outcomes to improve retention and degree completion performance Quick implementation and no budget expenditures 		
Studyportals	<ul style="list-style-type: none"> International Recruitment and Enrollment Digital Marketing Solutions International Market and Recruitment Analytics and Consulting 		
Symbiosis Educational Consultants	<ul style="list-style-type: none"> Custom Online Course Development Online Faculty Development Strategic Consultation 		

UPCEA Annual Conference Exhibitors

Archer Education

Booth 405

Archer Education is the digital marketing agency for colleges and universities that want to reach, enroll, and retain today's generation of learners. We believe there's a smarter path to enrollment growth. And we can help you find it.

[Kris Little](#)
klittle@archeredu.com
archeredu.com

Awato

Booth 404

Awato helps schools increase enrollment and boost retention by creating individual academic and career pathways for students. Schools like Southern New Hampshire University and Central Michigan University use our platform to help students find the best degree program and align it to a career.

[Matthew Guruge](#)
matt@awato.org
awato.org

BestColleges

Booth 104

BestColleges connects students with the schools and online programs that best fit their needs through proprietary research, user-friendly guides, and thought leadership. As a trusted education advisor, we also provide college planning, financial aid, and career resources to help our 100,000 monthly visitors realize life goals and overcome educational barriers.

[Quinn Tomlin](#)
qtomlin@highereducation.com
bestcolleges.com

Student Services by Blackboard

Booth 201/203

Over the last 10 years, Student Services by Blackboard has developed capabilities to help institutions make measurable and sustainable impacts on the student experience. The solutions we deploy help our clients grow enrollment, improve retention and provide support institution support, including a comprehensive One Stop and IT Help Desk offering.

[Patrick Landis](#)
patrick.landis@blackboard.com
bbs.blackboard.com

Burning Glass Technologies

Booth 411

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.

[Betsy Denious](#)
bdenious@burning-glass.com
burning-glass.com

CAEL

Booth 514

The Council for Adult and Experiential Learning (CAEL) is a Strada Education Network affiliate and nonprofit membership organization. We partner with educators, employers, and workforce and economic developers to create lifelong pathways that integrate learning and work in support of engaged participation of adults in thriving talent pipelines and robust economic development.

[Jeannie McCarron](#)
jmccarron@cael.org
cael.org

CampusCE

Booth 504

CampusCE software solves the online registration, program management, reporting, and marketing challenges faced by continuing education programs. CampusCE is a student information system and e-commerce platform designed specifically for Higher Education Continuing Education programs. CampusCE is designed to integrate with campus enterprise solutions including the SIS, LMS, CRM.

[Amanda Gaffney](#)
amandag@campusce.com
campusce.com

Carnegie Dartlet

Booth 110

Carnegie Dartlet is the only communications firm that generates unprecedented human connection through psychometric marketing and team integration. We are leaders and innovators in higher education marketing, offering groundbreaking services in the areas of research, strategy, creative, digital, lead generation, and team building to create clarity and connection inside and outside of institutions.

[Melissa Rekos](#)
mrekos@carnegiedartlet.com
carnegiecomm.com

Chmura Economics & Analytics

Booth 512

Chmura Economics & Analytics serves educational institutions & training providers by providing accurate and timely data to make critical decisions to plan for growth and improvement. Chmura provides customized consulting projects and a premier labor data and economic analytics technology platform, JobsEQ®.

[Kyle West](#)
kyle.west@chmuraecon.com
chmuraecon.com

Course Market

Booth 403

Course Market by iDesign is a one-stop-shop for students and universities interested in alternative credentials and non-degree training aligned with employer needs. Students get on-demand access to timely, workforce-relevant courses and certificates from trusted providers. Universities get the technology and services they need to serve non-traditional students rapidly and nimbly.

[Jared Brueckner](#)

jared.brueckner@idesignedu.org

course.market

CreatiVets

Booth 520

CreatiVets teaches combat veterans struggling with post-traumatic stress and traumatic brain injury to use visual arts and music in healing their unseen wounds of war. Our goal is to help veterans envision and shape their own future beyond the battlefield, using tools they'll have for the rest of their lives.

[Richard Casper](#)

richardcasper@creativets.org

creativets.org

Credly

Booth 306

Credly is helping the world speak a common language about people's knowledge, skills, and abilities. Thousands of employers, training organizations, associations, certification programs, and workforce development initiatives use Credly to help individuals translate their learning experiences into professional opportunities using trusted, portable, digital credentials. We empower organizations to attract, engage, develop, and retain talent with enterprise-class tools that generate data-driven insights to address skills gaps and highlight opportunities through an unmatched global network of credential issuers. Unleash the workforce.

[Pete Janzow](#)

pete@credly.com

info.credly.com

Destiny Solutions

Booth 206/208

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. It allows schools to unite, understand, and control all aspects of their business at once.

[Brian Hurrle](#)

bhurrle@destinysolutions.com

destinysolutions.com

EAB

Booth 102

At EAB, our mission is to make education smarter and our communities stronger. We harness the power of more than 1,500 institutions to uncover and apply proven practices and transformative insights. From kindergarten to college and beyond, EAB partners with education leaders to accelerate progress and drive results in three key areas: enrollment, student success and institutional strategy.

[Jocelyn Powers](#)

jpowers@eab.com

eab.com

ed2go

Booth 506

Partnering with universities across the country, we offer over 775 in-depth online continuing education courses developed and supported by industry experts. With more than 40 Industry Specialties and over 150 Certifications, our Advanced Career Training and Fundamentals courses offer students a flexible option to train for a career move or personal and professional development on their own schedule.

[Rafael Castaneda](#)

rafael.castaneda@cengage.com

ed2go.com

Educational Testing Consultants

Booth 400

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®, GMAT®, LSAT®, Praxis®, SAT®, and ACT® exams. ETC's unique partnership model offers a high-quality continuing education program and a complete range of additional services from providing qualified instructors to expert marketing support.

[Steven Shotts](#)

shotts@etctestprep.com

etctestprep.com

Ellucian

Booth 402

Ellucian is the world's leading provider of software and services that power the essential work of colleges and universities. More than 2,500 institutions in 50+ countries rely on Ellucian to enhance operations and enrich the student experience for nearly 20 million students.

[Marcia Daniel](#)

Marcia.Daniel@ellucian.com

ellucian.com

Emeritus

Booth 100

Emeritus collaborates with leading universities to deliver online certificates and degrees, reaching more than 30,000 learners around the world in multiple fields of study. Our experienced team draws from a comprehensive set of capabilities to match the needs of each institution we serve.

[Craig Lundsten](#)

craig.lundsten@emeritus.org

emeritus.org

UPCEA Annual Conference Exhibitors

Emsi

Booth 207

Emsi provides colleges and universities with labor market data to help build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions use Emsi to align programs with regional needs, drive enrollment, connect students with successful careers, measure employment outcomes, and demonstrate their economic impact. Visit economicmodeling.com.

[Aaron Olanie](#)

aolanie@economicmodeling.com

economicmodeling.com

Enrollment Resources

Booth 305

At Enrollment Resources, we create conversion rate breakthroughs for our clients. We provide the tools they need to increase student enrollment and revenue without having to spend more on marketing or hire additional staff. The results are effective marketing campaigns, productive admissions staff, happier students, and a stronger bottom line.

[Gregg Meiklejohn](#)

gregg@enrollmentresources.com

enrollmentresources.com

Entrinsik

Booth 408

Enrole cloud registration, course management, eCommerce, BI reporting software will streamline functions, increase enrollment and reduce costs. Designed specifically for: Continuing & Community Education, Professional & Workforce Development, Custom Training, Summer Camps and Lifelong Learning. Entrinsik leverages 30+ years of software design experience emphasizing flexibility, reliability, scalability and security.

[Simone McGrath](#)

simone@entrinsik.com

entrinsik.com/enrole

ExtensionEngine

Booth 510

We work with you, dream with you and create with you to deliver online learning experiences as unique as your vision, pedagogy, and brand—without revenue sharing. We are a services firm with expertise in Strategy, Software Development, Project Management, Instructional Design, Creative, and Marketing.

[Scott Moore](#)

drscottmoore@extensionengine.com

extensionengine.com

Freedom Learning Group

Booth 518

Freedom Learning Group is a digital courseware developer and education consultancy supporting publishers, colleges and universities, and OER—fighting the underemployment of American Military Spouses and Veterans with advanced subject matter expertise—allows FLG to provide our clients with an unprecedented level of high-quality education and training solutions, content development and review, accessibility compliance, and organizational and strategy development.

[Stacey Ecelbarger](#)

stacy@freedomlearninggroup.com

freedomlearninggroup.com

Fullstack Education

Booth 205

Fullstack Education is the university service arm of Fullstack Academy, the nation's top coding bootcamp. We partner with leading universities to bring best-in-class, turnkey programs to their students.

[Matan Evrany](#)

matan.evrany@fullstackacademy.com

www.fullstackacademy.com

Gray Associates

Booth 401

Gray Associates, Inc. is a strategy consulting firm focused on higher education. We help education clients develop fact-based portfolio and marketing strategies that maximize outcomes for students, the school, and its constituencies. To support our client work, we have developed an industry-leading database that combines information on inquiry volumes, demographics, competition, and employment.

[Bob Atkins](#)

bob.atkins@grayassociates.com

www.grayassociates.com

GreenFig

Booth 516

GreenFig partners with higher education institutions to provide students with the skills and experience they need to be job-ready in today's economy. GreenFig connects schools to leading technology providers and corporations through its unique experiential learning model. Students quickly gain in-demand technology certifications, hands-on experience, and career networking opportunities.

[Nathan Gamble](#)

nathan.gamble@greenfig.com

greenfig.com

HackerU

Booth 301

HackerU has over 20 years of experience as Israel's premier IT and Cyber Security training and upskilling education provider. The company's US division partners with top-tier universities and continuing education departments to build a Cyber Security workforce equipped with the expertise to combat the growing national cyber threat.

[Carole Lewandowski](#)

carole@hackeru.com

hackerusa.com

Hanover Research

Booth 406

Hanover is a leading research and analytics firm that helps higher education institutions of all sizes and types tackle critical academic and administrative challenges. Our expert analysts develop a customized plan for each partner, using multiple research methodologies to deliver the insights institutions need to make informed decisions.

[Greg Conforti](#)

gconforti@hanoverresearch.com

hanoverresearch.com

HRCP

Booth 307

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.

[Jen Throckmorton](#)

jen@hrcp.com

www.hrcp.com

Intuit Education

Booth 108

Intuit Education is committed to fulfilling Intuit's mission of Powering Prosperity for the next generation of entrepreneurs and accountants, and the educators who support them. Through Intuit Education, your students can receive free access to QuickBooks Online. Plus, educators receive free curriculum, resources, and one-on-one guidance from the Intuit Education team.

[Josh Phelon](#)

josh_phelon@intuit.com

intuit.com/t/education-program

JMH Consulting

Booth 101

JMH Consulting, a division of EducationDynamics, provides strategic marketing and enrollment management services for adult and online programs. EducationDynamics is the leader in finding, recruiting and retaining high-quality students. We build customized solutions that fit your enrollment goals and budget.

[Nicole Foerschler Horn](#)

nfoerschler@jmhconsulting.com

jmhconsulting.com

Learning House

Booth 202

The Learning House, Inc. is an academic program manager that offers a broad portfolio of technology-enabled education solutions. With a focus on data-driven decision making, Learning House is on the leading edge of higher education, delivering more students, more graduates and better outcomes.

[Jay Hatcher](#)

jhatcher@learninghouse.com

learninghouse.com

Mentor Collective

Booth 103

Mentor Collective redefines your university's connection with your students to inspire engagement, sense of belonging and career readiness through mentorship. Our network of partners are forward-thinking institutions who work with us to provide over 35,000 students access to a mentor to solve the challenges of student success. To learn more, visit www.mentorcollective.org.

[Jackson Boyer](#)

jackson@mentorcollective.org

mentorcollective.org

Meteor Learning

Booth 309

Meteor addresses critical skills gap with its ecosystem of higher educational partners and employers. We invest capital and provide a full suite of services enabling the identification, development, marketing, and scaling of employer-aligned programs, focused on delivering life changing results for adult learners.

[William Rieders](#)

william.rieders@meterolearning.com

meteorlearning.com

MindEdge

Booth 508

MindEdge is an online learning company that serves higher education and professional development organizations with high demand courses and certificates. Since 1998 MindEdge has partnered with organizations to provide highly engaging self-paced content and solutions that help to keep pace with rapidly changing learner needs.

[Angel Pettitt](#)

apettitt@mindedge.com

www.mindedge.com

MindMax

Booth 300

With an exclusive focus on higher education, MindMax is a trusted advisor to many of the nation's top universities, helping them connect to today's adult learners and reach their enrollment goals. We deliver measurable results for our partner institutions through a tailored approach of advisory services, marketing and enrollment services, and technology services.

[Lee Maxey](#)

lmaxey@mindmax.net

mindmax.net

UPCEA Annual Conference Exhibitors

Parchment

Booth 302

At our core, Parchment believes credentials matter. Providing a convenient platform to help institutions and individuals securely send and receive credentials, such as transcripts and diplomas, online has established Parchment as the leader in eTranscript exchange. Since 2003, 30 million credentials have been exchanged between Parchment's member network of senders and receivers. This network, reaching 25% secondary and 20% postsecondary schools in the U.S., is the gateway to turning credentials into opportunities.

Chris Hart

chart@parchment.com

www.parchment.com

Proctorio

Booth 500

Proctorio's live and fully automated, remote proctoring service provides a scalable, cost-effective solution for protecting academic integrity by validating student identities, activities, and originality during online exams. Proctorio's customizable exam settings allow instructors to set-up unscheduled, on-demand exam proctoring specific to their assessment needs.

Ian Bartzak

ian@proctorio.com

proctorio.com

ReachLocal

Booth 502

ReachLocal, part of the USA TODAY NETWORK, possesses expertise in online enrollment marketing. With a presence in 14 countries, we work with colleges worldwide. We are a pioneer in digital marketing—for well over a decade we have combined award-winning technology with experienced people and industry knowledge.

www.reachlocal.com

Tom Kang

tom.kang@reachlocal.com

reachlocal.com/us/en

ReUp Education

Booth 105

ReUp Education is a high-tech and high-touch solution focused on raising graduation rates by bringing back dropouts. Using a proprietary data, marketing solutions, and technology, ReUp has identified a way to effectively engage with students who have 'stopped out' of college or university, and partners with schools to clear the path for students to re-enroll and graduate.

Nate Rowe

nate@reupeducation.com

reupeducation.com

Shindig

Booth 111

Shindig addresses the dual shortcomings of current online learning platforms. It's unique, patented video chat technology enables both robust teacher to student interactivity optimal for instruction, and the free form student to student interactivity requisite for student body formation, cohesion and retention. It recently received recognition as a 2017 Cool Vendor in Social Software and Collaboration from prestigious technology review consultancy Gartner Group. EmergingEdTech.com recently called Shindig, "A Pioneering Technology for the School of Tomorrow."

Chris Downs

christopher@shindig.com

shindig.com

SmartBrief

Booth 410

SmartBrief is the leading digital media publisher of targeted business news and information by industry. By combining technology and editorial expertise, SmartBrief delivers the most relevant industry news—curated daily from thousands of sources—in partnership with leading trade associations, professional societies, nonprofits and corporations.

Aaron Lawrence

alawrence@smartbrief.com

smartbrief.com

Straighterline

Booth 109

StraighterLine was founded in 2008 and has been partnering with colleges and universities (currently over 130) since it's inception providing self-paced online general education course via flexible delivery pathways. The benefits of partnering with StraighterLine include: real solutions for at-risk students; proven outcomes to improve retention and degree completion performance; and quick implementation and no budget expenditures.

Kevin Struckhoff

kstruckhoff@straighterline.com

straighterline.com

Studyportals

Booth 409

Studyportals is the international study choice platform, enabling students to find and compare their study options across borders. With over 150,000 published courses from over 3,050 participating universities and over 36 million users in 2018, Studyportals is the world's leading information source for study seekers.

Peggy Kelleher

peggy@studyportals.com

studyportals.com

Symbiosis Educational Consultants

Booth 303

Symbiosis Educational Consultants builds affordable online courses and degree programs that create student-centered and pedagogically strong learning experiences. The firm has developed over 300 custom online courses for higher-ed institutions. By providing expert instructional design, faculty development, strategic consulting, and staff augmentation, Symbiosis offers a refreshing, à la carte approach to online learning.

Joseph Thomas

joe@symbiosised.com

symbiosised.com

ThruLine Marketing

Booth 210

We help students discover higher education opportunities and inspire them to take the first step toward a better career. We partner with higher education institutions to remain the constant in the student experience—from a student's first search to matching with the right school to putting their skills to work.

[Karl Ploeger](#)

karl.ploeger@thru-line.com

thru-line.com

uConnect

Booth 304

uConnect is a higher education marketing platform that helps schools leverage the career resources and services they already have to more confidently make, and effectively deliver on, the promise of career advancement.

[David Kozhuk](#)

david@gouconnect.com

gouconnect.com

Ungerboeck Software International

Booth 204

Ungerboeck allows you to centralize event information in one place for compliance, auditability, security, campus safety, customer service, staff productivity and overall piece of mind. Ungerboeck has robust capabilities from event management to registration and beyond. In addition, all financial workflows are managed in a PCI compliant, GAAP compliant manner.

[Jill Newman](#)

jill.newman@ungerboeck.com

ungerboeck.com

Wiley Education Services

Booth 200

Wiley Education Services is a leading provider of comprehensive, tailored higher education services to universities around the world. We currently support over 60 partners, more than 600 programs, and over 5,000 courses, encompassing on campus, online, and hybrid models. By extending our partners' global reach, creating operational efficiencies, and improving learning experiences and outcomes across the student lifecycle, we help our partners achieve success in an increasingly competitive and dynamic market.

[Wayne Parkins](#)

mparkins@wiley.com

edservices.wiley.com

World Education

Booth 107

World Education is a leading online course provider. We partner with top colleges and universities across the nation to provide career training and professional development that empowers individuals in their desired career pathway. As the fastest growing provider of workforce certification programs, World Education is your strategic partner of choice.

[Chris Gores](#)

chris@worldeducation.net

worldeducation.net

Xenegrade

Booth 311

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.

[Chuck Johnson](#)

cjohnson@xenegrade.com

xenegrade.com



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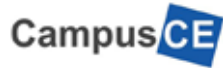
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Thank you, Exhibitors!



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 Wednesday, March 27 at 1:30 p.m.

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.



Richard Novak
Rutgers, The
State University of
New Jersey

WALTON S. BITTNER SERVICE CITATION

Presented on Thursday, March 28 at 3:15 p.m.

The Walton S. Bittner Service Citation is given to express appreciation to a member for outstanding service in professional, continuing, and/or online education at his/her institution, and service of major significance to UPCEA.

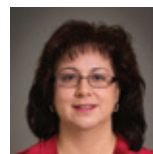


Patrice Miles
Georgia Institute
of Technology

ADELLE F. ROBERTSON CONTINUING PROFESSIONAL EDUCATOR AWARD

Presented on Thursday, March 28 at 3:15 p.m.

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.



Kim Holka
Oakland University

PHILLIP E. FRANDSON AWARD FOR LITERATURE

Presented on Thursday, March 28 at 3:15 p.m.

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.



**Free Range Learning
in the Digital Age**
Peter Smith

**DOROTHY DURKIN AWARD
FOR STRATEGIC INNOVATION
IN MARKETING AND/OR
ENROLLMENT MANAGEMENT**

Presented on Thursday, March 28 at 12:15 p.m. during the Marketing, Enrollment, and Student Services Network Lunch

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.



Steven Kendus
University of Delaware

LEADERSHIP IN DIVERSITY AWARD

Presented on Wednesday, March 27 at 1:30 p.m.

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.



Mitchell Springer
Purdue University

EXCELLENCE IN TEACHING AWARD

Presented on Friday, March 29 at 11:15 a.m.

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 noncredit programs and who have provided inspirational teaching to continuing education students.



Kathy Sherman-Morris
Mississippi State University

**OUTSTANDING PROFESSIONAL,
CONTINUING, AND/OR ONLINE
EDUCATION STUDENT—CREDIT**

Presented on Friday, March 29 at 11:15 a.m.

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



Stephen Brennan
University of Minnesota

OUTSTANDING PROGRAM—CREDIT

Presented on Thursday, March 28 at 12:15 p.m. during the Program Planning and Implementation Network Lunch

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



College of Education

**MS Education Learning
Design and Technology**
Purdue University

**OUTSTANDING
PROGRAM—NONCREDIT**

Presented on Thursday, March 28 at 12:15 p.m. during the Program Planning and Implementation Network Lunch

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

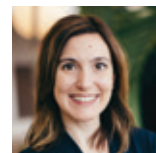


**Missouri K-12 ESOL
Certification Preparation**
University of Missouri-Columbia

INTERNATIONAL LEADERSHIP AWARD

Presented on Thursday, March 28 at 12:15 p.m. during the International Network Lunch

The UPCEA International Leadership Award recognizes an individual for representing innovative leadership in one or more of the following areas: educational programs and services; administrative practices; collaborations and partnerships; or research.



Marissa Lombardi
Education First

Awards Program/ Association Awards

INTERNATIONAL PROGRAM OF EXCELLENCE AWARD

Presented on Thursday, March 28 at 12:15 p.m. during the International Network Lunch

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.



The International Psychology Doctorate Online Program

The Chicago School of Professional Psychology

11th HOUR AWARD FOR BUSINESS AND OPERATIONS

Presented on Thursday, March 28 at 12:15 p.m. during the Business & Operations Network Lunch

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



Independent Learning Transcript Project Team

University of Wisconsin, Continuing Education, Outreach & E-Learning

EXCELLENCE IN ADVANCING STUDENT SUCCESS AWARD

Presented on Thursday, March 28 at 12:15 p.m. during the Marketing, Enrollment, and Student Services Network Lunch

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.



Costas Spirou
Berklee Online

The UPCEA Award for Excellence in Advancing Student Success is sponsored by
insidetrack

AWARD FOR STRATEGIC INNOVATION IN ONLINE EDUCATION

Presented on Thursday, March 28 at 12:15 p.m. during the Online Administration Network Lunch

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.



Transforming the Entire University through Innovations in Online Education

University of Arizona

ENGAGEMENT AWARD

Presented on Thursday, March 28 at 12:15 p.m. during the Community and Economic Engagement Network Lunch

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.



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Academy of Global Logistics

California State University, Long Beach, College of Continuing & Professional Education

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SEAN JOHNSTON - Fullstack Graduate/
Engineer @ 

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Awards Program / Regional Awards

Central

Adelle F. Robertson Emerging Professional Continuing Educator

Kimberly Holka
Oakland University

Outstanding Program (Credit)

Master of Science in Data Science and Analytics
University of Missouri—Columbia

Outstanding Program (Non-Credit)

Missouri K–12 ESOL Certification Preparation
University of Missouri—Columbia

Excellence in Teaching

Huston Gibson
Kansas State University

John L. Christopher Outstanding Leadership Award

Steve VandenAvond
Northern Michigan University

Outstanding Continuing Education Student Award

Stephen Brennan
University of Minnesota

Continuing Education Support Specialist Award

Sarah Reasoner
Kansas State University

Engagement Award

OUCARES Pre-Employment Skills Training Program
Oakland University Center for Autism Outreach Services

Excellence in Advising

Jessica Parker
Western Michigan University

Excellence in Instructional Design Award

Digital Badges in Course Design
Purdue University

Research and Scholarship Award

Mark Kuhnert and Terrie Nagel
University of Missouri—Columbia

Mid-Atlantic

Excellence in Teaching Award

James O. Pawelski, Ph.D.
University of Pennsylvania

Alexander Charters Emerging Professional Continuing Educator Award

Anthony G. Boehm
The Catholic University of America

Marketing & Promotions: Electronic Award

LaShay Long & Gary Steel
The Catholic University of America

Outstanding Continuing Education Student

Akudo Ijeoma Ejelonu
University of Pennsylvania

Outstanding Continuing Education Student

Deborah J. Nicholson
The Catholic University of America

Outstanding Program Award (Non-Credit)

Nicole Westrick, Doris Clowney & Vanessa Williams
Temple University

Partnership [Institutional and/or Business]

University of Pennsylvania English Language Programs
University of Pennsylvania

New England

Exemplary Teaching Award

Chandler Coyle
Berklee Online

Leadership and Service Award

Paul Cochrane
University of Southern Maine

Outstanding Continuing Education Support Specialist Award—Staff in a Support Role

Joan Deal
Worcester Polytechnic Institute

Outstanding Student Award

Luis R. Colon, Jr.
Providence College

South

Outstanding Service to Continuing Education

Andrea Schaumann
Rollins College

Emerging Continuing Education Leader

Jeffrey Grant
The University of Tennessee at Chattanooga

Continuing Education Faculty (Credit)

Kathy Sherman-Morris
Mississippi State University

Continuing Education Student (Non-Credit)

Kenneth Danter
Kennesaw State University

Programs for Special Populations

Longwood LIFE
Longwood University

Program of Excellence (Credit)

Dr. Susan Elkins, Chancellor
University of South Carolina
Palmetto College

Program of Excellence (Non-Credit)

Medical Assisting Certificate
Kennesaw State University

Engagement Award

Texas Tech University Llano River Field Station
Tom Arsuffi, Ph.D.; Karen Lopez, Robert Stubblefield; Texas Tech University Llano River Field Station; Texas Parks and Wildlife Department; Texas State Soil and Water Conservation Board; Hill Country Alliance; & Texas A&M Texas Water Resource Institute

West

Excellence in Teaching

Michael P.Toothman
University of California Riverside

Engagement Award

Center for International Trade & Transportation and the Port of Long Beach Academy of Global Logistics at Cabrillo High School
California State University, Long Beach

Outstanding Administrative Process or Service

Records Retention, Academic Programs
University of Washington
Continuum College

Outstanding Credit Program

Master of Science in Health Care Administration
California State University, Long Beach

Outstanding Non-Credit Program

Ghostwriting Professional Designation Program
California State University, Long Beach

Outstanding Service

Carmin Chan
University of Arizona

Upcoming UPCEA Events

Mark Your Calendar

2019 eDesign Collaborative ThinkTank Roadshow

May 3, 2019

University of Wisconsin (Virtual)

2019 eDesign Collaborative ThinkTank Roadshow

July 19, 2019

UC Irvine (Virtual)

2019 Mid-Atlantic Region Conference

October 2-4, 2019

Pittsburgh, PA

2019 eDesign Collaborative ThinkTank Roadshow

October 4, 2019

Brigham Young University (Virtual)

2019 South Region Conference

October 14-16, 2019

Lake Buena Vista, FL

SUPER 2019: Central & West Regional Conference

October 23-25, 2019

Denver, CO

2019 Marketing and Enrollment Management Seminar

December 4-6, 2019

New Orleans, LA

2020 Summit for Online Leadership and Administration + Roundtable

February 4-6, 2020

New Orleans, LA

2020 UPCEA Annual Conference and New England Region Conference

March 18-20, 2020

Boston, MA

2021 UPCEA Annual Conference

April 7-9, 2021

Washington, DC



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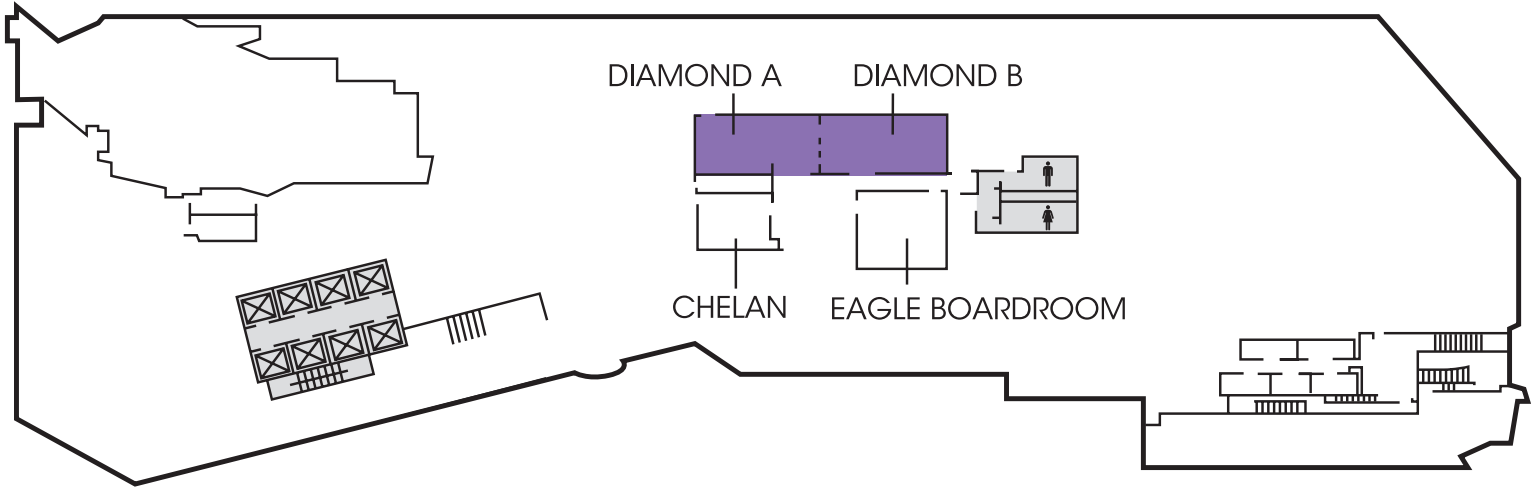
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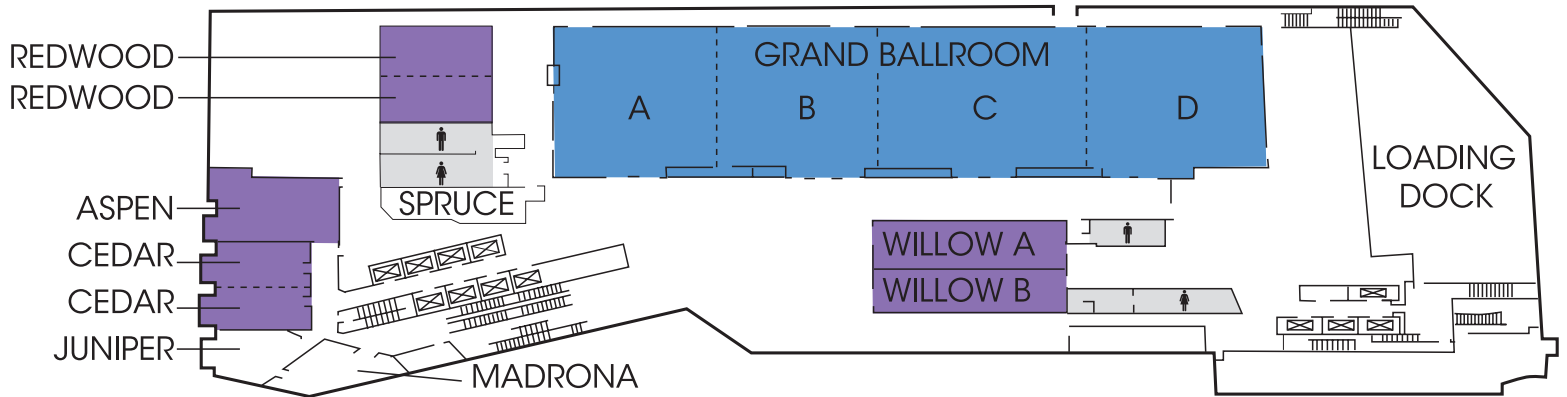
First Floor

- Concurrent Session
- Exhibit Hall



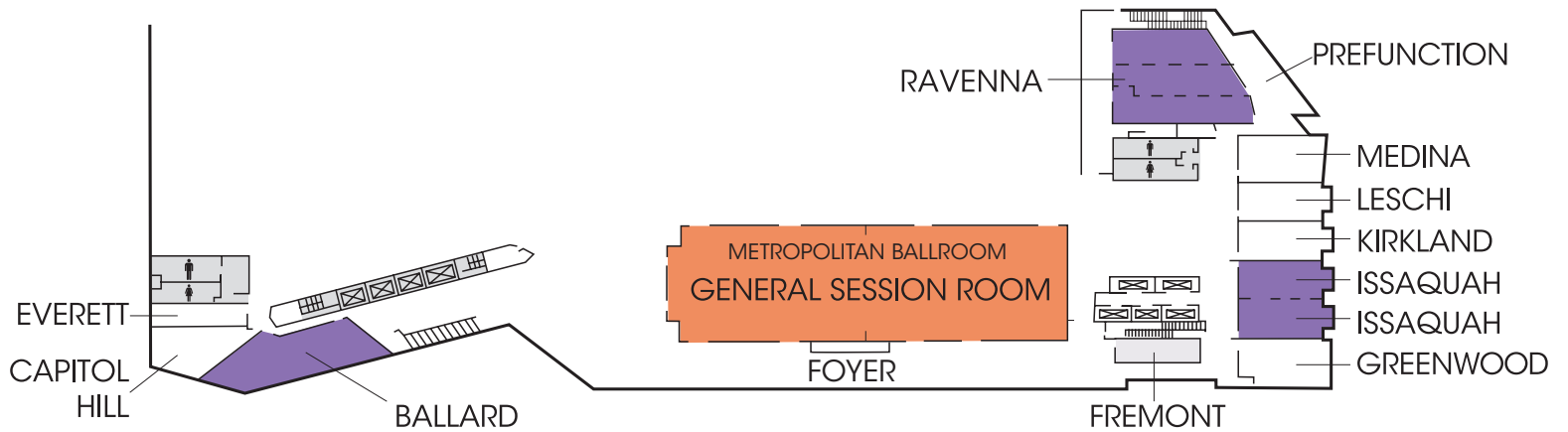
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- Concurrent Session
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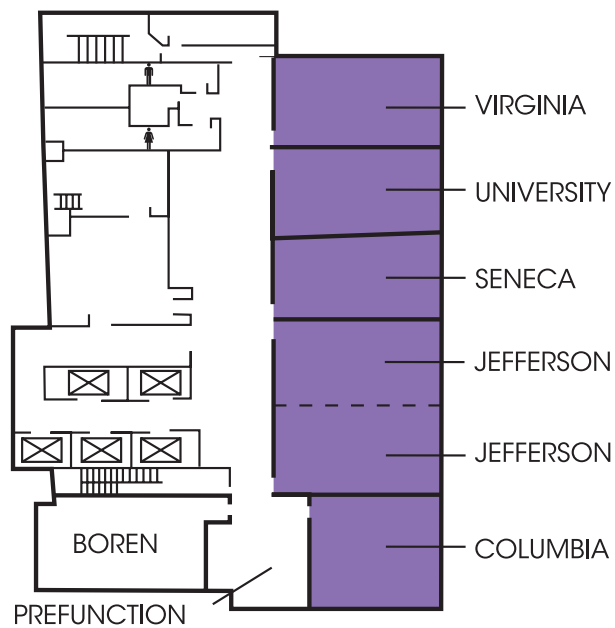
Third Floor

- Concurrent Session
- Exhibit Hall



Fourth Floor

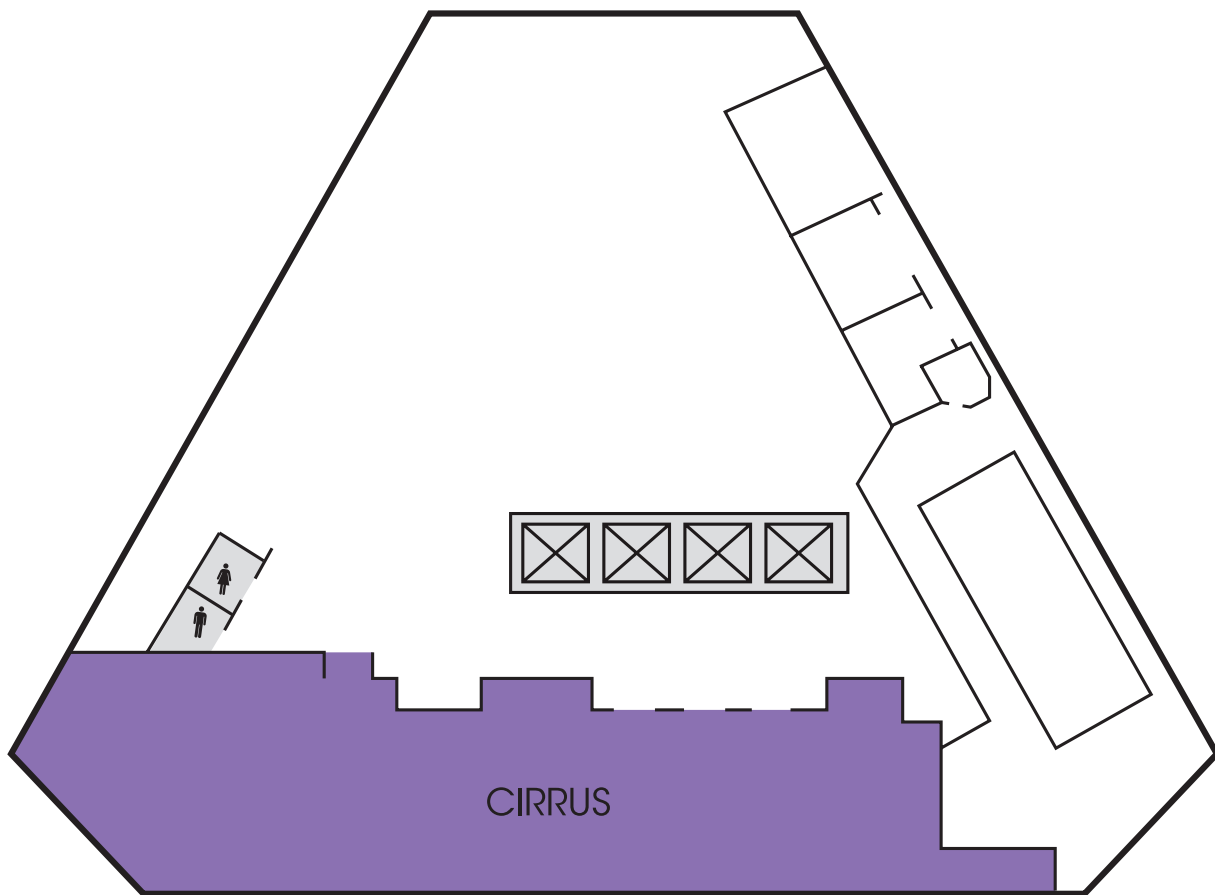
- Concurrent Session
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Hotel Floorplan

Thirty-Fifth Floor

- Concurrent Session
- Exhibit Hall





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1001 Hingham Street, Suite 300
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