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

You could ask Valerie what she thinks of Brandman’s 15% increase in persistence. But she’s probably too busy registering for the next term to answer.

InsideTrack’s adaptive student success solutions increases enrollment, persistence, graduation, and career readiness for all student populations. We can coach your students directly, or work with you to enhance your own student support program.
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 Branon  
University of Washington, Conference Chair

UPCEA Staff

Jordan DiMaggio, Director of Policy and Digital Strategy
Joe Fedak, Director of Events and Programming
Jim Fong, Chief Research Officer & Director, Center for Research and Strategy
Camille Funk, Director, eDesign Collaborative
India Gaskins, Associate Director of Business Operations and Finance
Opal Hawkins, Chief Financial Officer
Amy Heitzman, Deputy Chief Executive Officer and Chief Learning Officer
Brandan Kaiser, Associate Director of Membership and Communications
Molly Nelson, Vice President of Marketing and Communications
Jacqueline Romero, Project Coordinator
Ray Schroeder, Director, National Council for Online Education
Julie Uranis, Vice President for Online and Strategic Initiatives
Kimberly Zaski, Vice President of Membership and Corporate Engagement

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
Patricia Feldman, Arizona State University
Geoff Foy, Pacific Lutheran University
Carol Gering, University of Oregon
Earl Gibbons, Western Washington University
Michele Gribbins, University of Illinois Springfield
Mike Jones, University of Connecticut
Khusro Kidwai, University of Maine
Marissa Lombardi, Education First
Jeni Lutey, Eastern Washington University
Kelly Newell, Washington State University
Lynda Rogers, University of California, Santa Cruz
Mike Schroder, California State University, San Marcos
Mark Veljkov, Bellevue College

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### Tuesday, March 26, 2019

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<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>10:30–11:30 a.m.</td>
<td>Executive Committees of the UPCEA Board of Directors Meet</td>
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<tr>
<td>12:00–4:30 p.m.</td>
<td>UPCEA Boards of Directors Meet</td>
</tr>
<tr>
<td>4:45–5:45 p.m</td>
<td>Annual Conference Advisory Committees Meet</td>
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<tr>
<td>6:00–7:30 p.m.</td>
<td>UPCEA Volunteer Leadership and Institutional Representative Reception (by invitation)</td>
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### Wednesday, March 27, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:30 a.m.–5:30 p.m.</td>
<td>Registration Desk Open</td>
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<tr>
<td>8:00–10:30 a.m.</td>
<td>UPCEA Emerging Leaders Pre-Conference: Leveraging Strengths for Leadership Excellence in Professional, Continuing, and Online Education*</td>
</tr>
<tr>
<td>8:00–10:30 a.m.</td>
<td>UPCEA 2019 Online Leadership Roundtable (Sponsored by Student Services)</td>
</tr>
<tr>
<td>10:45 a.m.–12:00 p.m.</td>
<td>Network, Regional, and National Council for Online Education Leadership Meetings</td>
</tr>
<tr>
<td>11:30–12:45 p.m.</td>
<td>UPCEA Past Presidents’ Lunch (by invitation)</td>
</tr>
<tr>
<td>12:00–1:00 p.m.</td>
<td>Regional Cabinets and Network Senates Meet</td>
</tr>
<tr>
<td>12:45–1:15 p.m.</td>
<td>Newcomer’s Welcome</td>
</tr>
<tr>
<td>1:30–3:00 p.m.</td>
<td>Opening General Session Who is Us: The Future of American Identity—Eric Liu</td>
</tr>
<tr>
<td>3:00–3:30 p.m.</td>
<td>Networking Break in Exhibit Hall Meet &amp; Greet with Eric Liu (Break sponsored by Oregon State University Ecampus)</td>
</tr>
<tr>
<td>3:45–4:45 p.m.</td>
<td>Concurrent Session I</td>
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<tr>
<td>5:00–6:30 p.m.</td>
<td>Opening Reception in Exhibit Hall</td>
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### Thursday, March 28, 2019

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<tr>
<td>7:30 a.m.–5:30 p.m.</td>
<td>Registration Desk Open</td>
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<tr>
<td>7:30–9:30 a.m.</td>
<td>Institutional Representatives Breakfast Briefing**</td>
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<tr>
<td>8:00–9:15 a.m.</td>
<td>Master Class: Past UPCEA Emerging Leader Program Participant Gathering**</td>
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<tr>
<td>8:30–9:30 a.m.</td>
<td>Continental Breakfast</td>
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<tr>
<td>9:30–10:30 a.m.</td>
<td>Concurrent Session II</td>
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<tr>
<td>10:30–11:00 a.m.</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>11:00 a.m.–12:00 p.m.</td>
<td>Concurrent Session III</td>
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<tr>
<td>12:00–12:15 p.m.</td>
<td>Lunch Pick-up</td>
</tr>
<tr>
<td>12:15–1:30 p.m.</td>
<td>UPCEA Network Lunch Meetings and Awards Presentations</td>
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<tr>
<td>1:45–2:45 p.m.</td>
<td>Concurrent Session IV</td>
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<tr>
<td>2:45–3:15 p.m.</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>3:15–4:15 p.m.</td>
<td>General Session From Warrior Brain to Artist Brain: Helping Veterans Transition from War to University—Richard Casper</td>
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<tr>
<td>4:30–5:30 p.m.</td>
<td>Concurrent Session V</td>
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<tr>
<td>5:30–6:30 p.m.</td>
<td>Happy Hour (Sponsored by Student Services)</td>
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<tr>
<td>7:00 p.m.</td>
<td>Dinner Groups</td>
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### Friday, March 29, 2019

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

*separate registration required  
**pre-registration required
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.

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.
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.”

Sponsored by: HackerU

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.

Sponsored by: EAB

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

CONTINUUM COLLEGE
UNIVERSITY of WASHINGTON

Oregon State University
Ecampus

WASHINGTON STATE UNIVERSITY
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Student Services
by Blackboard

inside track.

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EDUCATION SERVICES

UPCEA Strategic Alliance
and Media Partner

THE CHRONICLE
of Higher Education®
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
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<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Tuesday, March 26, 2019</td>
<td>12:00 PM–4:30 PM</td>
<td>2018–19 and 2019–20 UPCEA Boards of Directors Meet</td>
<td>Diamond</td>
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<td>4:45 PM–5:45 PM</td>
<td>2019 and 2020 Annual Conference Advisory Committees Meet</td>
<td>Boren</td>
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<td>6:00 PM–7:30 PM</td>
<td>UPCEA Volunteer Leadership and Institutional Representative Reception</td>
<td>Cirrus</td>
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<td>• Marketing and Enrollment Management Seminar Planning Committee</td>
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<td>- Western Washington University, Extended Education</td>
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| 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 Regional Council Meeting                                           | Virginia         |
|                         |                   | • Community and Economic Engagement Network Regional Council Meeting                              | University       |
|                         |                   | • International Network Regional Council Meeting                                                  | Seneca           |
|                         |                   | • Marketing, Enrollment, & Student Services Network Regional Council Meeting                     | Columbia         |
|                         |                   | • Online Administration Network Regional Council Meeting                                           | Jefferson        |
|                         |                   | • Program Planning and Implementation Network Regional Council Meeting                            | Jefferson        |
|                         |                   | • Central Region Council Meeting                                                                 | Issaquah         |
|                         |                   | • Mid-Atlantic Region Council Meeting                                                             | Greenwood        |
|                         |                   | • New England Region Council Meeting                                                             | Kirkland         |
|                         |                   | • South Region Council Meeting                                                                  | Leschi           |
|                         |                   | • West Region Council Meeting                                                                   | Issaquah         |
|                         | 10:45 AM–12:00 PM | National Council for Online Education Advisory Board Meeting                                    | Medina           |
|                         | 12:00 PM–1:00 PM  | 2018–19 and 2019–20 Regional Cabinets (Current + Incoming Regional Board Representatives) Meet | Diamond A        |
| Friday, March 29, 2019  | 8:30 AM–9:30 AM   | Corporate Advisory Council Meeting (by invitation)                                              | Boren            |
|                         | 12:00 PM–1:00 PM  | 2018–19 and 2019–20 Network Senates (Current + Incoming Network Chairs) Meet                   | Diamond B        |
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

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,
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

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**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

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**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

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**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**


**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

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**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 →

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Onsite Program | 11
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**

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**

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
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-Borgert, St. Cloud State University

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

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.

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- **María del Rosario Bozón**, RECLA
- **Moderator**: Elizabeth Valencia-Borgert, St. Cloud State University
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 Huckett, Johns Hopkins University
- Nathan Graham, Johns Hopkins University
- Gretchen Jones, University of Maryland
- 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

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 Chiaramonte, 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

Onsite Program | 15
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!!

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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

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

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

Networking Break in Exhibit Hall
Location: Grand Ballroom

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

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 →→
Building a Sustainable Business Model for Online Education
Location: Redwood

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.

• Breeda 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
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

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

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**Credly**

**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.
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

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**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 Adebowale, 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

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
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

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### Conference Schedule

<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Location/Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM–12:00 PM</td>
<td>Concurrent Session III continued</td>
<td>Emerging Leaders</td>
</tr>
<tr>
<td>12:00 PM–12:15 PM</td>
<td>Lunch Pick-up</td>
<td>Grand Ballroom Foyer</td>
</tr>
<tr>
<td>12:15 PM–1:30 PM</td>
<td>UPCEA Network Lunch Meetings and Awards Presentations</td>
<td>Open to all attendees</td>
</tr>
</tbody>
</table>

Lunch sponsored by Blackboard

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

Location: Aspen

**Emerging Leaders**

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.

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 on next page
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
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

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**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

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**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 Domininon 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
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 PTSD 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
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

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**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

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**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

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**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

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Concurrent Session block continues on next page
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

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 Hawaiʻi at Manoa
• Moderator: Kim McNutt, California State University, Dominguez Hills

UPCEA Talk: Marketing and Enrollment Management Technology
Location: Redwood

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
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 UCPEA and/or the field of professional, continuing, and online education. Regional composition is noted below and includes geographically contiguous Canadian provinces. While UPCEA Regions are formal structures designed to enhance the value of membership, Regional Business Meetings hosted at the Annual Conference are open to all attendees, offering opportunities for informal learning, networking with other attendees, as well as information about how to get the most from UPCEA.

Central Region 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-thinking 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 ➞
Facilitators will highlight the trends in noncredit 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**

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

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 Allsop**, 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
- Royv 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

- 11:20–11:25 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 CoLABorative, 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.

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For more information Visit us at booth 301

www.hackerusa.com info@hackerusa.com
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!
THANK YOU
to all of this year’s Track Sponsors!
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<td>• In Search of Operational Excellence in Continuing and Professional Education: Case Studies from The George Washington University and the University of Cambridge</td>
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<td>• The 60-Year Curriculum: Moving to Practice</td>
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<td>• The New Startups: Continuing Education Units and Online Colleges</td>
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<td>• Using Culture to Supercharge the Continuing Education Unit</td>
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<td><strong>Community and Economic Engagement</strong></td>
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<td>• Building Pathways to Opportunity: Northeastern-Year Up Partnership</td>
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<tr>
<td>• Internal and External Strategies for an Enterprise-Wide, Industry-Validated Badging Program</td>
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<td>• Community Engagement and Training in University Continuing and Professional Education Schools</td>
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<tr>
<td>• Engaging Community and Industry on Campus: The Case for Collaboration Campus</td>
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<tr>
<td>• University-Workforce Partnerships: New Pathways With Internships and Apprenticeships</td>
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<tr>
<td>• Extending University Knowledge Through Unique Strategic Partnerships: Lessons for Practitioners From Two Innovative Case Studies</td>
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<tr>
<td>• Partnerships between Universities, Companies, Civil Society and Governments for Sustainable Development: Latin-American Experiences</td>
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<td><strong>Digital Strategy and Innovation—NEW!</strong></td>
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<tr>
<td>• Building for Success and the New Innovation Imperative</td>
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<td>• Higher Education Reimagined</td>
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<td>• Marketing-at-Scale: Optimizing and Personalizing the Learner’s Journey in the World’s First Degrees-at-Scale</td>
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<td>• MicroMasters and Other New On-Ramps to Graduate Degrees</td>
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<tr>
<td>• The Online Thaw: The Long Awaited Emergence of International Markets</td>
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<td>• Winning Recipes for a Successful Design Team Structure</td>
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<td><strong>Emerging Leaders</strong></td>
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<tr>
<td>• UPCEA Emerging Leaders Pre-Conference: Leveraging Strengths for Leadership Excellence in Professional, Continuing, and Online Education</td>
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<tr>
<td>• Balancing Work, Life, and a Terminal Degree</td>
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<tr>
<td>• Master Class: Past UPCEA Emerging Leader Program Participant Gathering</td>
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<td>• Create Your Personal Board of Directors</td>
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<td>• UPCEA Emerging Leader Program Capstone Session: Recapping the Program and Next Steps</td>
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<td><strong>International</strong></td>
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<td>• Collaborative Teaching and Scholarship in Indonesia</td>
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<td>• Driving Growth and Innovation With International Mobility of Learners and Programs</td>
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<td>• Expanding Reach Via a Micro Campus Network</td>
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<td>• International MOU’s: Lessons Learned From Partnerships with International Universities</td>
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<td><strong>Marketing, Enrollment, and Student Services</strong></td>
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<td>• Best in Show West: Boise State Passport to Education: Integrating 21st Century Degree Pathways with a 21st Century Partnership and Tuition Model</td>
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<td>• Creating a Champagne Experience on a Beer Budget: Delivering on Modern Learners’ Customer Service Expectations</td>
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<td>• Gen X Moms and Gen Z Daughters: A Discussion about the Shifts in Student Expectations of Higher Education and the Workforce</td>
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<td>• How to Produce and Promote an eBook</td>
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<td>• Personalizing Support for Northeastern’s Adult STEM Career Changers</td>
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<td>• Results and Implications of the 2018 UPCEA Marketing Survey</td>
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<td>• 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</td>
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<tr>
<td>• Using Data Effectively: Turning Information Into Insight</td>
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<td>• Welcome Online Students: Collaborating to Build Flexible Orientation Experiences for Online Learners</td>
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<td><strong>Online Administration</strong></td>
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<tr>
<td>• A Tale of Three Institutions: Successes, Challenges, and Pitfalls in Creating and Maintaining Online Courses</td>
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<tr>
<td>• Are You Ready For Change? Anticipating, Implementing, and Envisioning Innovative Organizational Structures for Online Program Development</td>
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</table>
• 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
• Learning Engineering: Evidence-Based Strategies for Continuous Learning Outcome Improvement
• Best in Show SUPER: To Partner or Not to Partner? How an Institution Decided to Partner With an OPM and Then Changed Its Mind

- 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
- 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
- Re-positioning and Re-engineering the Liberal Arts Degree
- Trends in Innovation and Improvements to Noncredit Programs

Emeritus Global Online Degrees
Bringing partner university programs to international students

Visit us at booth #100
emeritusglobaldegrees.org
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

<table>
<thead>
<tr>
<th>Wednesday, March 27, 2019</th>
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<tbody>
<tr>
<td>11:30 AM–12:00 PM</td>
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<tr>
<td>Exhibitor Meet and Greet</td>
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<tr>
<td>Exhibitors only! Meet the UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.</td>
</tr>
<tr>
<td>3:00–3:30 PM</td>
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<tr>
<td>Grand Opening of Exhibit Hall + Networking Break</td>
</tr>
<tr>
<td>Meet &amp; Greet with Eric Liu</td>
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<tr>
<td>5:00 PM</td>
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<tr>
<td>Opening Reception</td>
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<tr>
<th>Thursday, March 28, 2019</th>
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<tr>
<td>8:30 AM–5:30 PM</td>
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<td>Exhibit Hall Open</td>
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<tr>
<th>Friday, March 29, 2019</th>
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<tbody>
<tr>
<td>8:00 AM</td>
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<tr>
<td>Exhibit Hall Open</td>
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Onsite Program | 41
## Exhibitors at a Glance

<table>
<thead>
<tr>
<th>Company name</th>
<th>Booth #</th>
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<tbody>
<tr>
<td>Archer Education</td>
<td>405</td>
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<tr>
<td>Awato</td>
<td>404</td>
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<tr>
<td>BestColleges</td>
<td>104</td>
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<tr>
<td>Student Services by Blackboard ...201/203</td>
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<tr>
<td>Burning Glass Technologies</td>
<td>411</td>
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<tr>
<td>CAEL</td>
<td>514</td>
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<tr>
<td>CampusCE</td>
<td>504</td>
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<tr>
<td>Carnegie Dartlet</td>
<td>110</td>
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<tr>
<td>Chmura Economics &amp; Analytics</td>
<td>512</td>
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<tr>
<td>Course Market</td>
<td>403</td>
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<tr>
<td>CreatiVets</td>
<td>520</td>
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<tr>
<td>Credly</td>
<td>306</td>
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<tr>
<td>Destiny Solutions</td>
<td>206/208</td>
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<tr>
<td>EAB</td>
<td>102</td>
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<tr>
<td>Ed2go</td>
<td>506</td>
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<tr>
<td>Educational Testing Consultants</td>
<td>400</td>
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<td>Ellucian</td>
<td>402</td>
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<tr>
<td>Emeritus</td>
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<td>Emsi</td>
<td>207</td>
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<tr>
<td>Enrollment Resources</td>
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<td>Entrinsik</td>
<td>408</td>
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<tr>
<td>ExtensionEngine</td>
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<td>Freedom Learning Group</td>
<td>518</td>
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<td>Fullstack Education</td>
<td>205</td>
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<td>Gray Associates</td>
<td>401</td>
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<td>GreenFig</td>
<td>516</td>
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<td>HackerU</td>
<td>301</td>
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<td>Hanover Research</td>
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<td>HRCP</td>
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<td>Intuit Education</td>
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<td>JMH Consulting</td>
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<td>Learning House</td>
<td>202</td>
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<td>Mentor Collective</td>
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<td>Meteor Learning</td>
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<td>MindEdge</td>
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<td>MindMax</td>
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<td>Parchment</td>
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<td>Proctorio</td>
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<td>ReachLocal</td>
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<td>ReUp Education</td>
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<td>Shindig</td>
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<td>SmartBrief</td>
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<td>Straighterline</td>
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<tr>
<td>Studyportals</td>
<td>409</td>
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<tr>
<td>Symbiosis Educational Consultants</td>
<td>303</td>
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<td>ThruLine Marketing</td>
<td>210</td>
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<td>uConnect</td>
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<td>Ungerboeck Software International</td>
<td>204</td>
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<tr>
<td>Wiley Education Services</td>
<td>200</td>
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<tr>
<td>World Education</td>
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<td>Xenegrade</td>
<td>311</td>
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</table>
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

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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.

### Exhibitor Snapshot

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<tr>
<th>Exhibitor</th>
<th>Services</th>
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<tbody>
<tr>
<td>Archer Education</td>
<td>Enrollment Marketing</td>
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<td>Digital Marketing Solutions</td>
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<td>Online Program Recruitment</td>
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<td>Awato</td>
<td>Enrollment Management</td>
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<td>Academic Success</td>
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<td>Workforce Development</td>
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<td>Best Colleges</td>
<td>Online Education Trends Data</td>
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<td>Student Acquisition Services</td>
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<td>Custom School Profiles</td>
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<td>Student Services by Blackboard</td>
<td>Data-Driven Market Research &amp; Performance Marketing</td>
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<td></td>
<td>Enrollment and Retention Coaching Services</td>
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<td>Comprehensive Student Support Capabilities Not Tied to an LMS</td>
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<tr>
<td>Burning Glass Technologies</td>
<td>Program Marketing</td>
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<td>Program Alignment</td>
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<td>Enrollment</td>
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<td>CAEL</td>
<td>Adult Learner Success Tools and Solutions</td>
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<td>Workforce and Economic Development Solutions and Consulting</td>
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<td>Talent Management Solutions</td>
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<td>CampusCE</td>
<td>Enrollment/Education Management Software</td>
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<td>Dashboard Reporting</td>
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<td>Program Consultation with Implementation</td>
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<td>Carnegie Dartlet</td>
<td>Digital Marketing</td>
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<td>Research &amp; Strategy</td>
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<td>Lead Generation</td>
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<td>Chmura Economics &amp; Analytics</td>
<td>Instructional Program Gap Analysis</td>
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<td>Economic Impact and ROI Studies</td>
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<td>Labor Market Analytics Software</td>
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<td>Company</td>
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<td><strong>Course Market</strong></td>
<td>Instructional Design—Online Course Creation</td>
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<td>Certificate Creation</td>
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<td>Certificate Hosting</td>
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<td><strong>CreatiVets</strong></td>
<td>Introduction to Art for Combat Veterans</td>
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<td>Online Class—Songwriting for Combat Veterans</td>
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<td>Songwriting for Combat Veterans</td>
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<td><strong>Credly</strong></td>
<td>Digital Credential Management Platform and Services</td>
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<td>Curriculum and Credential Program Design and External Market Validation</td>
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<td>Business Network Ecosystem Including Relationships with Education &amp; Training From Major Global Brands</td>
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<td><strong>Destiny Solutions</strong></td>
<td>Customer Life Cycle Management Software</td>
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<td>SIS For Non-Traditional Learners</td>
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<td>Registration and Enrollment Software</td>
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<td>Strategic Enrollment Analysis</td>
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<td>Enrollment Management Services</td>
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<td><strong>ed2go</strong></td>
<td>Quality Online Courses and Enrollment</td>
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<td>Partner and Customer Services</td>
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<td>eCommerce and Digital Solutions</td>
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<td><strong>Educational Testing Consultants</strong></td>
<td>Non-Credit Programming: Test Preparation</td>
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<td>Test Preparation Program Management Consulting</td>
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<td>Custom Courses Delivered in Face-to-Face and Live-Online Formats</td>
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<td><strong>Ellucian</strong></td>
<td>Employer Engagement</td>
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<td>Configurable Online Registration and Payment</td>
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<td>Integration Between Credit and Non-Credit Programs</td>
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<td><strong>Emeritus</strong></td>
<td>Online Course and Program Development and Deployment</td>
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<td>Globally Focused Digital Marketing and Student Support Solutions</td>
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<td>Program Alignment</td>
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<td>Driving Enrollment</td>
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<td>Tracking Alumni</td>
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<td>Employment Outcomes</td>
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<td><strong>Enrollment Resources</strong></td>
<td>Conversion Optimization for Marketing and Admissions</td>
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<td>Enrollment Management</td>
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<td>E-Commerce Registration</td>
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<td>Reporting &amp; Business Analytics</td>
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<td><strong>ExtensionEngine</strong></td>
<td>Online Course/ Program Development (No Revenue Sharing)</td>
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<td><strong>Freedom Learning Group</strong></td>
<td>Instructional Design/Subject Matter Expert Support</td>
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<td>ADA/Section 508 Accessibility Solutions</td>
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<td>Online Program Management and Curriculum Design and Development</td>
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<td><strong>Fullstack Education</strong></td>
<td>Launching Coding Bootcamps at Universities</td>
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<td>Provide Best-In-Class Technology Education to Attract New Students</td>
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<td><strong>Gray Associates</strong></td>
<td>Program Evaluation System Using Market Data</td>
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<td>Program Economics Calculating Contribution Margins</td>
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<td>Program Workshop to Enable Better Decisions</td>
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<td><strong>GreenFig</strong></td>
<td>Live, Virtual Job Readiness Programs in Applied Business Science</td>
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Exhibitors have listed their top services to help you find the solutions you’re looking for.

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<td>HackerU</td>
<td>- Cyber Security and IT Workforce Development</td>
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<td>- Cyber Security and IT Training</td>
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<td>Full Program Management for Professional Programs and Continuing Education</td>
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<td>- Professional Career Services</td>
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<td>Hanover Research</td>
<td>- Academic Development</td>
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<td>- Enrollment Management</td>
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<td>- Branding/Marketing</td>
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<td>HRCP</td>
<td>- Offer Test Prep Materials for HR Certifications Exams</td>
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<td>- Promote and Support Alternate Credentials Including the aPHR, PHR and</td>
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<td>SPHR Certifications</td>
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<td>- Partner With Schools in Adding Courses to the Professional Development</td>
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<tr>
<td>Intuit Education</td>
<td>- Free Course Software</td>
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<td>- Free Course Curriculum</td>
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<td>- Student Training and Certification</td>
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<td>JMH Consulting</td>
<td>- Enrollment Management Services</td>
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<td>- Lead Qualification</td>
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<td>Learning House</td>
<td>- Online Program Management</td>
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<td>- Coding Bootcamps</td>
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<td>- Enterprise Learning Solutions</td>
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<tr>
<td>Mentor Collective</td>
<td>- Large-Scale Mentorship Program Services (Technology and Services)</td>
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<tr>
<td>Meteor Learning</td>
<td>- Employer Development</td>
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<td>- Enrollment Lifecycle Management</td>
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<td>- Competency-Based Programming</td>
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<td>MindEdge</td>
<td>- Turn Key Continuing Education Platform</td>
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<td>- Online Course Development</td>
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<td>MindMax Advisory Services</td>
<td>Marketing &amp; Enrollment Services</td>
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<td>Parchment</td>
<td>Technology Services</td>
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<td>Proctorio</td>
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<td>ReachLocal</td>
<td>Digital Advertising and Marketing</td>
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<td>ReUp Education</td>
<td>Enrollment Management</td>
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<td>SmartBrief</td>
<td>Digital Marketing/Lead Generation</td>
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<td>Straighterline Real</td>
<td>Solutions for at risk students</td>
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<td>Proven outcomes to improve retention and degree completion performance</td>
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<td>Quick implementation and no budget expenditures</td>
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<td>Studyportals</td>
<td>International Recruitment and Enrollment</td>
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<td>Digital Marketing Solutions</td>
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<td>International Market and Recruitment Analytics</td>
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<td>Consultants</td>
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<td>Strategic Consultation</td>
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<td>ThruLine Marketing</td>
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<td>Organic Lead Generation</td>
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<td>Strategic Support/Planning/Analytics</td>
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<td>Marketing</td>
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<td>Ungerboeck Software</td>
<td>Registration Services for Courses, Conferences, Seminars and Camps</td>
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<td>International</td>
<td>Learner/Attendee CRM</td>
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<td>Wiley Education Services</td>
<td>Data Privacy Security and PCI Compliance</td>
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<td>World Education</td>
<td>Program Design &amp; Development</td>
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<td>Market Research, Marketing &amp; Enrollment Services</td>
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<td>Student Retention and Support Services</td>
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<td>Xenegrade</td>
<td>Student Registration Management Platform-Since 1991</td>
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<td>Power Reporting &amp; Analytical Tools—It's Your Data We Help You Access It</td>
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<td>Simple Student Interface—Few Clicks From Search to Shopping Cart</td>
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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
bbss.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
mrrekos@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

UPCEA Annual Conference Exhibitors
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 Hurle
bhurtle@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

Educause
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
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
greggi@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

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

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

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

Onsite Program
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 Bartczak
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 leader 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

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

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

UPCEA Annual Conference Exhibitors
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
Grow your enrollments using proven strategies

By increasing your ability to provide high-touch, transparent, and proactive support to prospective and admitted students, you will see significant yield increases.

Let’s talk!
Visit blackboard.com/studentservices and request a free consultation about your institution and learn how we can help support your institution’s enrollment and admissions process.
Thank you, Exhibitors!
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

**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

**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

**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

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 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

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

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

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.

Stephen Brennan
University of Minnesota

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.

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

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.

Purdue University

College of Education
MS Education Learning Design and Technology
Purdue University
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 inside track.

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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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 Ekins, 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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Onsite Program | 65
Our Track Record

20%
Average year-over-year increase in enrollments we realize for our clients

$165M
Revenue generated from non-credit program enrollments

2M+
The number of students MindMax has impacted

Our Solutions

ADVISORY
We connect university goals with actionable, data-driven marketing and enrollment plans. Starting with assessment, focused questioning, and research, MindMax Advisory develops and delivers actionable data-supported blueprints and roadmaps.

MARKETING & ENROLLMENT SERVICES
We deliver measurable results by integrating with existing marketing teams to provide complimentary expertise, capacity, or full-sourced solutions.

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We power universities with best-in-class technology solutions. We are platform agnostic and optimize within your existing solutions or through our cloud-hosted technologies.

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