Schedule

Wednesday, October 22

Tracks:

❂ Data Driven Decision Making   ❋ Developing Partnerships   ▲ Alternative Sources of Credit

❖ Organizational Management   ■ Online and SARA Regulations   ● Best Practices in Course Management

8:30-11:15 a.m.   **Emerging Leaders** | Ballroom
Emerging Leaders Program
This workshop will provide an overview of leadership theories within the context of continuing higher education organizations. Participants will engage in self-reflection activities through individual assessments and leave with tools for developing a customized leadership development plan.
Dan Gaymer, Western Michigan University

12:00-1 p.m.   **Lunch** | Ballroom
Opening Lunch and Welcome
Bob Stine, University of Minnesota

1:00-2:00 p.m.   **Keynote** | Ballroom
David Longanecker, Western Interstate Commission for Higher Education

2:00-2:30 p.m.   **Break**

2:30-3:20 p.m.   **CONCURRENT SESSIONS**

Salon A	Salon B	Salon C
❂ **Analytics in Action! Data-Driven Marketing**	● **Getting Community Members "On Track" to Degree Attainment**	❋ **Building Collaborative Partnerships: How a Graduate Extended Studies Program Succeeds**
This session will focus on the essential stages of creating and implementing a strategic web analytics marketing plan from scratch. Learn to love the data that provide targeted results and come away with tips for developing an effective plan, gaining buy-in, and creating a culture of metrics at your organization.	How well is your campus marketing to the adult learners in your own backyard? Learn from our On Track program and engage your campus and community partners to move these students with some college but no degree to degree attainment, growing a skilled workforce in your community in the process.	The director of the New Directions in Politics and Public Policy graduate extended studies program will present approaches for partnership development and statewide outreach to support students planning to enter government and nonprofit careers.
Victoria Harben, University of Denver	*Ron Jackson,* Kansas State University	*Kathryn Cheever,* CU Denver
Christina Trombley, Moderator	*Marie Friedman,* Moderator	*Jason Maseberg-Tominson,* Moderator

Wednesday, October 22 (continued)

Tracks:
☀ Data Driven Decision Making   ✲ Developing Partnerships   ▲ Alternative Sources of Credit
❖ Organizational Management   ■ Online and SARA Regulations   ● Best Practices in Course Management

3:30-4:20 p.m.   **CONCURRENT SESSIONS**

Salon A
☀ Admission Data: What More Can It Tell Us? Using Data to Increase Application to Enrollment Conversion Rate
Learn what University of Denver University College discovered when they partnered with Pearson Consulting Services to analyze raw admission and enrollment data with the goal of increasing conversion percentage. We'll discuss the people, process, analysis, conclusions, and recommendations needed to make a positive impact. The findings may surprise you, too.
Michelle Long, University of Denver; *Brian Epp,* Pearson North America Higher Ed Services; *Lindsay Baun,* Pearson North America Higher Ed Services

Salon B
▲ The Changing Higher Education Landscape and Strategies to Exploit Opportunities
We all read about and directly *feel* how quickly higher education is changing. These changes come with many challenges, but they also provide opportunities. Whether and how institutions capitalize on opportunities depends heavily on institutional culture, leadership, risk tolerance, and an array of other variables. In this session, we will discuss briefly why SIU Extended Campus chose to develop Access SIU and why UW-Extension has become a leader in competency-based education. The aim of this session will not be to show and tell about SIU and UWEX programs; rather, it will be to focus on how to develop institution-viable strategies to capitalize on emerging opportunities in continuing and professional education. Each presenter will speak for about 10 minutes, and the rest of the time will be spent in engagement with the audience to discuss the changing landscape of our field and how to take advantage of the cracks and crevasses in the edifice.
David Schejbal, University of Wisconsin; *Gayla Stoner,* Southern Illinois University

Salon C
❖ Synchronizing Distance Education at a Large Public Institution
Distance Education is an increasingly viable option for institutions and students. However, starting a coordinated, centralized distance education initiative from nothing is an incredibly time consuming endeavor with competing priorities at every level. Learn from your peers reflecting on the good and bad one year into the process.
Robert Griffiths, The Ohio State University; *Jennifer Simmons,* The Ohio State University

4:30-5:15 p.m.   **Regional Board meeting**

6:00-9:00 p.m.   **Reception** | Wynkoop Brewery, 1634 18th Street, Denver

Thursday, October 23

7:30-8:00 a.m.   **Morning Beverages |** 2nd. Floor Foyer

8:00-8:45 a.m.   **Business Meeting |** Ballroom

9:00-9:45 a.m.   **Keynote |** Ballroom
Making Connections: Community Partnerships in an Era of Limited Higher Education Resources
Stephen Jordan, Metropolitan State University-Denver

9:45-10:45 a.m.   **General Session |** Ballroom
Accreditation Issues Facing Continuing Higher Education: Prior Learning Assessments, Dual Credit, and Competency-Based Education
Widespread efforts to increase the number of college graduates nationally, often called the "Completion Agenda," increasingly involves schools of outreach and continuing education, as these units have long been in the forefront of efforts to educate adults, returning part-time students, and others once called "non-traditional." As CE leaders implement innovations such as PLA credit, dual credit, and Competency-Based Education toward this end, they must be aware of limits and best-practice guidelines established by accreditors. This session will provide an overview of HLC criteria and offer advice on how to introduce such innovations while remaining in compliance.

Jeff Rosen, Higher Learning Commission

10:45-11:15 a.m. **Break**

11:15 a.m.-
12:10 p.m.

CONCURRENT SESSIONS

Salon A	Salon B	Salon C
❖ KAIZAN! Improve and Grow! Learning to Do More with Less in Higher Education Using Lean Six Sigma Analysis	**■ SARA Update - State Authorization Regulations and Reciprocity**	**❋ Responding to Health Care Workforce Needs for Operating Room Nurses: A Denver Case Study**
This presentation will review how curriculum development at Colorado State University-Global Campus takes a multidimensional approach to course design. The process of using multi-perspective design teams to drive the instructional model will be presented to attendees, who will walk away with ideas of implementing similar processes at their own institutions.	Although the U.S. Department of Education has put federal regulations for state authorization on hold, states expect institutions to follow their laws and regulations before out-of-state institutions can enroll students. Given the complexity and expense of gaining authorization in multiple states, it seems clear that a reciprocal agreement, is the most promising way to ease the burdens of institutional compliance for state authorization. SARA is a voluntary agreement among its member states that establishes comparable national standards for interstate offering of postsecondary distance education courses and programs. We will update you on existing and changing state regulations, what is next for the federal regulations, and provide an overview of SARA.	The Partnership invites representatives of hospitals, other health care organizations, and institutions of higher education to address workforce needs. Learn how individuals from the Partnership, staff of Metropolitan State University of Denver, and hospital representatives collaborated to design a specialty nursing course addressing a critical shortage of perioperative nurses in Denver.
Melody Carducci, Purdue University *Marie Friedman,* Moderator	*Marianne Boeke,* WCET; *Jenny Parks,* Midwestern Higher Ed Compact *Christina Trombley,* Moderator	*Carol Svendsen,* Metropolitan State University-Denver; *Linda Stroup,* Metropolitan State University-Denver; *Judy Emery,* Greater Metro Denver Healthcare Partnership *Jason Maseberg-Tominson,* Moderator

Thursday, October 23 (continued)

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12:30-1:30 p.m.   **Awards Lunch | ** St. Cajetan's Center

1:30-2:30 p.m.   **Deans Panel**
David Schejbal, University of Wisconsin Extension; *Janna Oakes,* Regis University; *Steve VandenAvond,* UW-Green Bay

2:30-3 p.m.   **Break**

3:00-3:50 p.m.   **CONCURRENT SESSIONS**

Salon A	Salon B	Salon C
☀ **Case Study for Developing Data Dashboards**	● **How to Successfully Develop and Manage Multi-Layered Online Courses**	▲ **College Courses in High Schools: Benefits and Challenges**
This presentation will use a case study as a way to guide participants in creating dashboards to support decision-making within their programs. UW-Green Bay's Adult Degree Program has created dashboards, based on strong data definitions and clear reasoning, to assess metrics in the program and project for future growth.	This presentation will review how curriculum development at Colorado State University-Global Campus takes a multidimensional approach to course design. The process of using multi-perspective design teams to drive the instructional model will be presented to attendees, who will walk away with ideas of implementing similar processes at their own institutions.	This presentation about the evolution of the CU Succeed Gold and Silver programs at CU Denver will provide two models to deliver concurrent or dual enrollment programs to high schools through extended education.
Christina Trombley, UW-Green Bay	*Lori Poole,* Colorado State University-Global Campus	*Danny Martinez,* University of Colorado-Denver
Lori Crese, Moderator	*Terrie Nagel,* Moderator	*Bob Stine,* Moderator

4:15-5:00 p.m.   **General Session | ** Ballroom
A Deeper Dive into Demographics and Trends
While having a strategic approach to new programming and delivery is critical, being able to adapt to the market shifts and trends is essential. The UPCEA Center for Research and Consulting has assisted units to better understand and identify occupational, technological, and demographic shifts related to their target markets, programming, marketing, and delivery. The session will build off past CRC trend presentations and focus more on how changing technologies are impacting specific occupations and demographic groups, and begin a dialogue of action on how to best address these developments. The session will continue to explore evolving demographic cohorts and their dependence on technology, as well as take a regional look at occupational trends, challenges, and opportunities.
Jim Fong, UPCEA

5:15-7:15 p.m.   **Reception | ** University of Colorado-Denver, CU Denver Academic Building, Room 2500,
1201 Larimer Street (corner of Speer Blvd.), Denver

Friday, October 24

7:30-8:00 **Morning Beverages** | 2nd. Floor Foyer

8:00-9:00 a.m. **General Session** | Ballroom (all morning)
❖ **Centralization vs. Decentralization: Do You Fit In?**
Michelle Piskulich, Oakland University; *Albert Powell,* Colorado State University

9:00-9:30 a.m. **Break**

9:30-10:30 a.m. **Centennial Panel**
100 Years of Continuing Education Success
Sue Maes, Kansas State University; *Anne Heinz,* University of Colorado; *Bob Wiltenberg,* Washington University
Penny Tiedt, Moderator

10:30-11:00 a.m. **General Session**
UPCEA and the Future of Continuing Education
Bob Hansen, UPCEA

11:15 a.m.- **Optional Tour and Lunch**
1:00 p.m. Join MSU Denver Hospitality, Tourism, and Events professor Dr Chad Gruhl from 11:30 a.m.-1:00 p.m. for a tour of their state-of-the-art facility that's connected to the Marriott, followed by a lunch served in the student-run restaurant. The menu is a la carte with an average lunch costing $10. Credit cards accepted.

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