

CONTINUING EDUCATION

Gateway to Innovation, Quality, and Service



UPCEA Mid-Atlantic Region Conference

October 9-11, 2013 Bethesda, Maryland



Thank You!

UPCEA's Mid-Atlantic Region thanks its exhibitors and sponsors for their support of the 2013 regional conference and the ongoing professional development of its members.



Welcome from the Chair

Welcome to the 2013 UPCEA Mid-Atlantic Regional Conference!

This year's conference explores the role of professional, continuing, and online education in the changes afoot in higher education. This conference is designed to facilitate dialogue and collaboration by providing a forum for the exchange of the unique talents and perspectives of front-line, mid-level, and senior leaders in three tracks: leadership, student services, and operations.

Rather than passively existing at the crossroads of such changes, continuing education is actively and dynamically leading the way in the areas of innovation, quality, and service. We do so by serving as a gateway to innovation, quality, and service through the development and expansion of new programs, pedagogies, formats, technologies, audiences, services, economies, and partnerships. Our conference theme builds in part upon its geographic location in Bethesda, Maryland, historically considered to be a "gateway to the nation's capital". (The next time you're in the Hyatt lobby, note the "gateway" road sign in the historic picture on the wall behind the hotel registration desk.)

Our collective success reflects the collaborative nature of professional, continuing, and online educators. The members of the UPCEA Mid-Atlantic conference planning committee, awards committee, and regional cabinet, the staff of the UPCEA national office, and our conference exhibitors and sponsors exemplify the collaborative spirit indeed! I am thankful for the dedication, hard work, and generosity of each of these groups. Without their willingness to commit their time, energy, and expertise, this conference would not be the success that it is destined to be. I urge you to reach out to the UPCEA committees and to our conference exhibitors and sponsors ... and extend a hearty Thank You!

The 2013 conference brings us full circle on a new regional effort to help build the next generation of professional, continuing, and online education leaders. The 2012 conference saw the launch of the Mid-Atlantic Region's Emerging Leaders Program, followed by the cohort's year-long collaborative project. These activities provided participants' with the opportunity to collaboratively explore the theory and practice of continuing education leadership with peers from across the Mid-Atlantic region. The activities of the inaugural cohort will culminate at this year's conference with a presentation of the results of their year-long research project. The second cohort of the Emerging Leaders Program begins with this year's conference ... and it's not too late to join!

Thank you for attending, and I wish you a productive and enjoyable conference!

— Chris

Christina M. Sax
Chair, UPCEA Mid-Atlantic Region
Associate Provost and Dean of Academic Outreach and Innovation, Shippensburg University

Committees

2013 UPCEA Mid-Atlantic Region Conference

Planning Committee

- Mary Coonradt, Executive Administrative Assistant to the Vice President for Extended Education, Excelsior College
- Jeanne Eschbach, Assistant Dean, School of Global & Professional Programs, Marist College
- Micheal Frasciello, Director, Online Learning, College of Engineering and Computer Science, Syracuse University
- Liz Heenan, Assistant Dean, College of Professional and Continuing Studies, La Salle University
- Shelley Hintz, Assistant Director of Academic Support Services, Center for Student Success, University of Maryland University College
- Barbara Leggat, Director, Center for Adult & Continuing Education, Misericordia University
- Carolyn Jankowski, Assistant Dean, School of Professional Development, Stony Brook University
- Lori Mayhew, Program Coordinator, Division of Professional and Continuing Studies, University of Delaware
- Mark Michalisin, Executive Director of Business Development, Center for Educational Measurement, Excelsior College
- Lilian Mina, Assistant Director Program Development and Recruitment, La Salle University
- Beth Mulherrin, Assistant Dean, Undergraduate Initiatives, Center for Student Success, University of Maryland University College
- Christina Sax, Associate Provost and Dean of Academic Outreach and Innovation, Shippensburg University
- Kristine Rabberman, Director, Academic Affairs, Division of Professional and Liberal Education, School of Arts and Sciences, University of Pennsylvania
- Nicole Ritterbeck, Veterans Outreach Coordinator, Coordinator of Special Programs, Continuing Studies Division, School of Education, Innovation and Continuing Studies, Widener University
- Joseph Ugras, Associate Provost and Dean, College of Professional and Continuing Studies, La Salle University

2013 UPCEA Mid-Atlantic Region Awards Committee

- Bobbe Baggio, Director, Instructional Technology Management, College of Professional and Continuing Studies, La Salle University
- Jennifer Becker, Assistant Director of Student Services, School of Global & Professional Programs, Marist College
- Carolyn Callaghan, Associate Dean, Office of Professional, Continuing, and Distance Education, Shippensburg University
- Shelley Hintz (Co-Chair), Assistant Director of Academic Support Services, Center for Student Success, University of Maryland University College
- Karen Oaks (Co-Chair), Assistant Director, Corporate Education and Training, Stony Brook University
- Kristine Rabberman, Director, Academic Affairs, Division of Professional and Liberal Education, School of Arts and Sciences, University of Pennsylvania
- Matthew Weidman, Director of the Exton Campus, Continuing Studies Division, School of Education, Innovation and Continuing Studies, Widener University

2013–2014 UPCEA Mid-Atlantic Region Cabinet

- Chair – Christina Sax, Associate Provost and Dean of Academic Outreach and Innovation, Shippensburg University
- Past-Chair and UPCEA Board Representative – Joe Ugras, Associate Provost and Dean, College of Professional and Continuing Studies, La Salle University
- Chair-Elect – Vacant
- Treasurer – Dayle Thorpe, Director, Division of Professional and Continuing Studies, University of Delaware
- Secretary – Jenna Templeton, Assistant Vice President for Academic Affairs, Chatham University
- Elections and UPCEA Board Alternate Representative – Marvin Glockner, Associate Dean, School of Professional Development, Stony Brook University
- UPCEA Diversity and Inclusiveness Committee Representative – Lori Stania, Enrollment Services Manager, University Outreach, Penn State University

About UPCEA, Conference Logo and Banner, Service Project

About UPCEA

The University Professional and Continuing Education Association (UPCEA; www.upcea.org) is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves more than 365 institutions, including most of the leading public and private colleges and universities in North America. The association serves its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publications. Based in Washington, D.C., UPCEA builds greater awareness of the vital link between adult learners and public policy issues.

Conference Logo and Banner

This year's conference logo and banner were created by Chelsea Rigby, an undergraduate accounting major at Marist College, with minors in business and Spanish. Chelsea worked with the School of Global and Professional Programs for all four of her years at Marist. This position provided her with the opportunity to gain experience in marketing and advertising, and to explore computer design tools.

Service Project

Since 2008, UPCEA's Mid-Atlantic Region has conducted a service project designed to serve the community in which its annual conference is held. This year, in keeping with its commitment to serve the military community, UPCEA Mid-Atlantic has adopted The Walter Reed National Military Medical Center Fisher Houses of the Naval Support Activity in Bethesda, MD. The Fisher Houses provide a "home away from home" for families of patients admitted for medical care at the medical center, and represent the commitment to provide quality care and support to patients and their families during a time of need. Providing five homes for families, the WRNMMC Fisher Houses offer comfortably furnished rooms, with bathrooms, fully equipped kitchens, living, dining and laundry rooms, and play rooms for children. Fisher Houses also provide a variety of consumables, and non-perishable food items, snacks, and drinks to ease the financial burden and stress of families living in the houses for extended periods.

Conference attendees can participate in this service project by contributing monetary donations that will be used to defray the cost of such consumables and non-perishables. Monetary donations in any amount can be made at the UPCEA conference registration desk.

Schedule at a Glance

Wednesday October 9, 2013

7:30 am	Registration, Check-In, and Information Table Opens
7:30 – 9:00 am	Continental Breakfast for Pre-Conference Workshops
8:15 – 11:15 am	Concurrent Pre-Conference Workshops
11:30 am – 12:00 pm	Newcomer's Welcome
12:00 – 1:15 pm	Welcome Luncheon and Opening Speaker
1:30 – 2:30 pm	Keynote Presentation
2:30 – 3:15 pm	Networking, Exhibitor Showcase, Refreshment Break
3:15 – 4:30 pm	Concurrent Sessions
5:30 – 7:30 pm	Networking Social and Exhibitor Showcase
7:00 pm	Dinner On Your Own

Thursday October 10, 2013

7:30 am	Registration, Check-In, and Information Table Opens
7:30 – 9:00 am	Breakfast
8:00 – 8:45 am	UPCEA Mid-Atlantic Business Meeting
9:00 – 10:00 am	Keynote Presentation
10:00 – 10:30 am	Networking, Exhibitor Showcase, Refreshment Break
10:30 – 11:30 am	Concurrent Sessions
11:45 am – 1:30 pm	Awards Luncheon
1:45 – 2:45 pm	Concurrent Sessions
2:45 – 3:45 pm	New Program Showcase, Members Marketing Exchange, Exhibitor Showcase, Refreshment Break
4:00 – 5:00 pm	Concurrent Sessions
5:30 pm	Dinner On Your Own

Friday October 11, 2013

8:00 am	Registration, Check-In, and Information Table Opens
7:30 – 9:00 am	Breakfast
8:00 – 8:45 am	Institutional Representatives Meeting
9:00 – 10:00 am	General Session
10:00 – 10:30 am	Hotel Checkout, Networking, Exhibitor Showcase, Refreshment Break
10:30 – 11:45 am	General Session
11:45 am – 12:15 pm	General Session
12:15 pm	Conference Adjourns

7:30 am –

Registration, Check-In, and Information Table Opens

(Cabinet Foyer)

7:30 – 9:00 am

Continental Breakfast for Pre-Conference Workshops

(Cabinet Foyer)

8:15 – 11:15 am

Concurrent Pre-Conference Workshops

Pre-Conference Workshop – Leadership

(Old Georgetown Room)

Leadership in a Time of Disruptive Change in Higher Education Launch of 2013–2014

Emerging Leaders Cohort

Jim Robinson, Executive Director, Center for Excellence in Public Leadership, George Washington University

This workshop serves a dual purpose. First, this workshop will focus on the special leadership challenges in the context of disruptive change. The workshop will provide a framework of organization development and evolution and challenge participants to identify the special leadership opportunities which are often hidden within an emerging turbulence. In addition, participants will learn to utilize the dynamic energy which can be generated by the Structural Tension Dynamic embedded within our current context in higher education. The workshop will be interactive building on participants' perspectives, experiences, and curiosities. Second, the workshop will also serve as the launching point of the second cohort of the Mid-Atlantic region's Emerging Leaders Program. Workshop participants need not be members of the Emerging Leaders Program. This year-long program begins with a pre-conference workshop at the 2013 conference, continues with a year-long collaborative cohort project, and culminates with a joint presentation at the 2014 Mid-Atlantic conference. These activities provide participants' with the opportunity to collaboratively explore the theory and practice of continuing and online education leadership with peers from across the Mid-Atlantic region.

Pre-Conference Workshop – Nuts and Bolts

(Congressional Room)

State Authorization and SARA: A How-To Guide

Paul Shiffman, Assistant Vice President for Strategic and Governmental Relations, Excelsior College, and Elizabeth Hagovsky, Program Coordinator, UD Online, University of Delaware

This pre-conference workshop will provide an overview of the out-of-state authorization requirements pertaining to distance education, their impact and implications for colleges and universities, and recent efforts to achieve regional and national state-to-state reciprocity agreements. In addition, the presenters will provide a set of tips, resources, materials, and tools that workshop participants can adapt and use at their institution.

Wednesday, October 9

11:30 am – 12:00 pm

Newcomer's Welcome

(Cabinet-Judiciary Suite)

12:00 – 1:15 pm

Welcome Luncheon and Speakers

(Concourse Terrace)

Christina Sax, *UPCEA Mid-Atlantic Chair and Associate Provost and Dean for Academic Outreach and Innovation, Shippensburg University*

Bethaida Gonzalez, *UPCEA Chair-Elect and Dean, University College, Syracuse University*

1:30 – 2:30 pm

Keynote Presentation

(Cabinet-Judiciary Suite)

Change, Quality, Scale: The Education Innovation Landscape

Cathy Sandeen, *Vice President for Education Attainment and Innovation, American Council on Education*

Higher education has entered an era of transformational change. New innovations and ideas emerge on a near daily basis. How might innovations contribute to the national imperative to increase postsecondary attainment? What are major drivers of change? Are new approaches fads and hype? How can we choose wisely about which to take on and when? What are the potential pitfalls? Which might best help respond to the resource and access challenges we face?

Biography: Cathy Sandeen is currently Vice President for Education Attainment and Innovation at the American Council on Education. In this role, she oversees ACE's national agenda to support the return the United States to preeminence in postsecondary educational attainment. Her role includes coordination among national and international leaders from across higher education, foundations, business, and government. She is no stranger to continuing education. From 2006 to 2012, Dr. Sandeen served as dean of UCLA Extension at the University of California Los Angeles. Serving over 50,000 students per year, UCLA Extension is one of the nation's largest programs addressing the needs of nontraditional students with a variety of innovative programs. Overall, Dr. Sandeen has over 22 years of experience in continuing education and professional development at three University of California campuses, has published widely, and has served in various leadership capacities in the field, including the Board of UPCEA.

2:30 – 3:15 pm

Networking, Exhibitor Showcase, Refreshment Break

(Cabinet Foyer)

Sponsored by the American Council on Education

3:15 – 4:30 pm

Concurrent Sessions

Leadership Track (Cabinet-Judiciary Suite)

Characteristics of Emerging Leaders

Dawn Coder, M.Ed., Associate Director of Advising and Learner Success, World Campus and Continuing Education Penn State University; Jeanne Eschbach, Assistant Dean, School of Global and Professional Programs, Marist College; Nancy Low-Hogan, Ph.D., Dean, Continuing Education and Professional Studies, Seton Hall University; Lori Mayhew, Program Coordinator, Division of Professional and Continuing Studies, University of Delaware; Margaret Oakar, M.Ed., Assistant Director, Admission Services for World Campus and Continuing Education Penn State University; Karen M. Oaks, Assistant Director, Corporate Education and Training, Stony Brook University; Theresa Spataro, Program Assistant, College of Professional Studies, New Jersey City University

We are the first Emerging Leaders cohort of UPCEA! We discovered that many times upper-level leaders struggle to fill the roles of managers, directors, etc. (people like us—emerging leaders!). Our executive directors, vice presidents, etc. may come from very different backgrounds and have many responsibilities. Do you want to become a leader in your field? In our presentation we will provide you with the details and results of the survey we distributed to UPCEA members at the annual conference in April 2013. Join us to learn more about the skills, characteristics, and qualities that top level leaders acquired and those they look for in Continuing Education professionals when promoting or hiring!

Student Services Track (Old Georgetown Room)

The Expanding Value-Added Roles of Intensive English Programs

Geraldine de Berly, Senior Associate Dean of University College and Director of the English Language Institute, Syracuse University; Jie (Jenny) Li, Assistant Director of the International Institute, La Salle University; Scott Stevens, Director of the English Language Institute, University of Delaware

English language programs can be valuable assets and resources for institutions as they strive to leverage their existing offerings and expand into new content areas. Through rich content and high-touch services, intensive English programs (IEPs) generate enrollments and revenue and support retention. In this session, continuing education professionals will learn how three different universities — mid-size private, large public and large private — have created structures, programming, and services to recruit international students and link them to other institutional offerings.

Operations Track (Congressional Room)

Town Gown Relations: Building Partnerships with Tangible Outcomes

Kate Hammer, *Community Relations Associate, Office of Government and Community Relations, and*
Elin Riggs, *Director, Office of Off Campus and Commuter Services, Syracuse University*

Syracuse University works in partnership with neighborhood groups, community organizations and the City of Syracuse to ensure the neighborhoods surrounding the SU campus and in Syracuse's urban core remain safe, vibrant and attractive. SU engages students, academic programs, and other offices on campus in collaborative community-based initiatives involving public art, cultural programming, housing, public safety, transportation and economic development to enhance and preserve the living conditions of the University community and nearby neighborhoods. Through the University's vision for Scholarship in Action, SU serves as an anchor institution providing expertise, volunteers, and leveraging of resources to create meaningful and sustained outcomes for both the University and our neighbors. This breakout session will highlight key initiatives of SU's commitment to the Syracuse community which has been gaining national attention from foundations, thought leaders, and higher education organizations.

5:30 – 7:00 pm

Networking Social and Exhibitor Showcase

(Cabinet Foyer)

7:00 pm –

Dinner on Your Own

Thursday, October 10

7:30 am –

Registration, Check-In, and Information Table Opens

(Cabinet Foyer)

7:30 – 9:00 am

Breakfast

(Cabinet Foyer, Old Georgetown Room, and Congressional Room)

8:00 – 8:45 am

UPCEA Mid-Atlantic Regional Business Meeting

(Congressional Room)

9:00 – 10:00 am

Keynote Presentation

(Cabinet-Judiciary Suite)

Being Competency-Based: Rethinking What We Do

Aric Krause, Vice Provost & Dean of the Graduate School, University of Maryland University College

Accrediting bodies, Department of Education, universities — everyone is talking about competency-based education (CBE) as a potential solution to higher ed's problems. What most don't understand is that adopting a competency-based approach requires a rethink of the institution as a whole. Are institutions really ready for such transformation or is it likely another false promise?

Biography: Dr. Aric Krause is Vice Provost & Dean of the Graduate School at University of Maryland University College. He has worked in higher education for 18 years for both private and publicly funded universities. Over the last ten years, Aric has developed competency-based programs for delivery in the United States and in China. As an economist, Aric studies transitioning markets with a current focus on higher education.

10:00 – 10:30 am

Networking, Exhibitor Showcase, Refreshment Break

(Cabinet Foyer)

10:30 – 11:30 am

Concurrent Sessions

Leadership Track (Old Georgetown Room)

Building University to Business (U2B) Partnerships

George Irvine, *Assistant Director, Organizational Learning Solutions, Division of Professional and Continuing Studies, University of Delaware*

Discover new tools and techniques to build dynamic and strong non-credit U2B partnerships to provide greater value to the community and increase revenue for your CE unit. The session will: 1) illustrate the current state of U2B partnerships among UPCEA members, using UPCEA and Educational Advisory Board survey data; 2) define the opportunity to grow a U2B program area; 2) determine what businesses want from a university partner, using customer survey data from UD and LSU; 3) share the 3 Rules of the Table to follow in order to build solid organizational partnerships; and 4) diagnose your CE unit's U2B program area using a Self Diagnostic Tool. The session is focused on how a CE unit can provide value added services to businesses in their community, not how to partner with a vendor to provide services to a business, though we will consider this tactic in the session. The speaker is the Chair of the new UPCEA Outreach, Engagement and Economic Development Network and encourages interested participants in the conference to ask him about "Network Engage" and how they could get involved.

Student Services Track (Congressional Room)

Supporting Online Learners: Understanding Who They Are and What They Need

Heather Chakiris, *Director, Advising and Learner Success, Penn State World Campus and Continuing Education, Penn State University*; **Scott Jeffe**, *Director*, and **Carol Aslanian**, *Founder, Aslanian Market Research*

Online distance learners are at significantly higher risk for dropout due to feelings of isolation. To reduce online learner attrition, institutions must be intentional about developing a support plan that ensures ready access to support services such as advising, registration, technical support, mediation, and academic support. In this panel discussion, industry leaders will discuss the unique characteristics and needs of on-line distance learners and share best practices for positioning your institution as a partner in their success.

Operations Track (Cabinet-Judiciary Suite)

Competency Based Education: Mapping Definitions and Directions

Mary Beth Lakin, *Director, College and University Partnerships, American Council on Education*;
Nan Travers, *Director of Collegewide Academic Review, Empire State College*

This panel discussion will provide an overview of competency-based education, highlighting historical roots, current practices and emerging trends, both home and abroad. Participants will learn about a Lumina project that is developing a comprehensive framework for assessing college level learning based on a meta-analysis of national and international qualifications frameworks. The session also will explore potential impacts resulting from competency-based approaches.

11:45 am – 1:30 pm

Awards Luncheon

(Concourse Terrace)

1:45 – 2:45 pm

Concurrent Sessions

Leadership Track (Old Georgetown Room)

Measuring Career Success of Adult Learners

Melissa Feuer, Executive Director of the Office for Student Engagement, College of Professional Studies, The George Washington University; Paul M. McNeil, Senior Vice Dean, School of Continuing Education, Columbia University; Karen S. DeJarnette, Director Talent and Education Development Center, University College, Syracuse University

Ensuring and measuring the career success of professional students is challenging but critical to the mission of educating and graduating students with core professional skills. We are interested in hearing about your experiences with (1) educating and providing students with career advice and professional development skills, (2) establishing networks and ongoing relationships with employers, particular in diverse areas due to the wide variety of professional programs within a single school, and/or (3) determining and implementing metrics to measure learning outcomes and job outcomes.

Student Services Track (Cabinet-Judiciary Suite)

Taking Your “Show on the Road” — Off Campus Programming

Carolyn Callaghan, Associate Dean of the Office of Professional, Continuing and Distance Education, Shippensburg University of Pennsylvania and Lorelee Isbell, Director of Continuing Education and Conference Services, Dixon University Center, PA State System of Higher Education

As institutions are looking for ways to expand their reach and access, many are exploring the feasibility of taking their programs off campus. This session will discuss the pros and cons of taking programs off campus. Participants will also learn what the process entails — from developing a budget model to gathering market demand data to facilities logistics and planning. Participants will be encouraged to share their experiences with off campus programming.

Operations Track (Congressional Room)

Competitive Enrollment Management — Harnessing Data to Drive Personalization

Craig Maslowsky, Vice President for Enrollment Management and Marketing, Excelsior College

A personalized, meaningful experience for prospective students is crucial to redefining the pre-enrollment experience. Excelsior College employed a comprehensive strategy to renovate enrollment operations. Learn how Excelsior executed the initial steps of its strategy and hear about its plans for future development, including the implementation of a CRM system, marketing automation and a new website.

2:45 – 3:45 pm

**New Program Showcase, Members Marketing Exchange, Exhibitor Showcase, Refreshment Break
(Cabinet Foyer)**

Analytics: Optimizing Big Data Certificate (Non-Credit)

Lori Mayhew, *Program Coordinator, Division of Professional and Continuing Studies, University of Delaware*

Early Childhood Directors Credential

Carolyn Callaghan, *Associate Dean, Office of Professional, Continuing, and Distance Education, Shippensburg University*

Master of Patent Practice

Toni Marsh, *Associate Dean for New Initiatives, George Washington University*

**An Asset-Based Works-In-Progress Approach to Meeting College-Level Writing Expectations
Across the Curriculum**

Connie Sharpe Ruohomaki, *Adjunct Professor, University of Maryland University College*

**Establishing a Cross-Generational Community of Sports Studies: Industry Professionals,
Graduate Students, and High School Learners at Columbia University's School of
Continuing Education**

Lucas Rubin, *Program Director, Graduate Program in Sports Management, School of Continuing Education, Columbia University*

**Identifying and Assessing Adult Student Pathways to Matriculation: Empirical Analysis of
Student Satisfaction, Service Delivery, and Retention**

Patricia Griffin, *Associate Dean, Saint Joseph's University*

UPCEA Diversity and Inclusiveness Committee

Lori Stania, *Enrollment Services Manager, University Outreach, Penn State University*

4:00 – 5:00 pm

Concurrent Sessions

Leadership Track (Congressional Room)

Critical CE Trends: Demographic, Marketing, Occupational and Technology Shifts

Jim Fong, *Director of the Center for Research & Consulting, University Professional and Continuing Education Association*

Continuing education units continue to be on the frontlines of educational, technological and workforce innovation. In the last decade, many units invested into online infrastructures, staffing and marketing to meet the demands of a global and mobile-enabled workforce. However, in the past few years, many units have been asked to address MOOC trends, generate new revenues, respond to increased competition, realign marketing departments, integrate CRM, develop new programs and support community and outreach. How can we better prepare ourselves for the next decade? This session will address changing demographics, anticipated technologies, innovative staffing and organizational changes and new approaches to marketing and CRM.

Student Services Track (Old Georgetown Room)

Demystifying Open Educational Resources: OERs to Support Teaching and Learning

Janet M. Paulovich, *Director English Language Learning and Adult Education, Anne Arundel Community College and STEM Bridge Team Lead on the National STEM Consortium project*

Open Educational Resources (OERs) expand access to high quality instructional resources to support effective teaching and learning. This session will include highlights of OER initiatives and strategies for identifying, evaluating, adopting, and/or developing OERs. Two key grant projects, National STEM Consortium (NSC) STEM Bridge and Bridge to Success, will be showcased.

Operations Track (Cabinet-Judiciary Suite)

Badges: What, How, and Why

Amy McQuigge, *Coordinator of Open Education, Office of Research, Innovation, and Open Education, Empire State College*; **Paula Hogard**, *Director, Continuing Education*; **Jeannine Hanes**, *Assistant Director, Continuing Education*; and **Kyle Peck**, *Research Fellow and Professor, Penn State University*

Badges are being discussed everywhere from the boardroom to the classroom. What are the ins and outs of this form of credentialing and how might badges work in continuing education? This panel includes the perspectives of colleagues who have implemented badges in a variety of settings — from a NASA grant focused on professional development in teachers, to a professional conference, and Master of Arts program.

5:30 pm

Dinner on Your Own

Friday, October 11

8:00 am –

Registration, Check-In, and Information Table Opens

(Cabinet Foyer)

7:30 – 9:00 am

Breakfast

(Cabinet Foyer, Old Georgetown Room, and Congressional Room)

8:00 – 8:45 am

UPCEA Institutional Representatives Meeting

(Congressional Room)

9:00 – 10:00 am

General Session

(Cabinet-Judiciary Suite)

Driving Institutional Change: How Online Strategy is Creating ‘Winners’ and ‘Losers,’ What that Means for Traditional Continuing Education Units, and Why it Matters to UPCEA

Bob Hansen, *Chief Executive Officer, University Professional and Continuing Education Association*

In this session, Bob Hansen shares brief profiles of several representative institutions approaching online education in very different ways. He reflects on the implications of those stories, both for the future of our universities and the professions served by UPCEA. A dialogue with conference participants concludes the session.

Biography: Dr. Robert J. Hansen was named Chief Executive Officer of the University Professional & Continuing Education Association in September 2010. He previously served as Associate Provost for University Outreach at the University of Southern Maine, a regional public university serving 10,000 students. Prior to that position, he spent six years at Saint Xavier University of Chicago as Assistant to the President & Secretary of the Corporation, and then as founding Executive Director of Orland Park Campus & Off-Campus Programs. Hansen also previously served as an education policy aide in the administration of former Illinois governor, Jim Edgar. Hansen earned a B.S. in Psychology from the University of Illinois, an M.A. in English Language and Literature from the University of Michigan, and a Ph.D. in English from the University of Notre Dame.

10:00 – 10:30 am

Hotel Checkout, Networking, Exhibitor Showcase, Refreshment Break

(Cabinet Foyer)

10:30 – 11:45 am

General Session – Strategic Approaches to Using MOOCs

(Cabinet-Judiciary Suite)

Adventures with MOOCs

Jacqueline P. Candido, *Director, Online Learning, Arts & Sciences* and Amy Bennett, *Director, Course Operations, Open Learning, University of Pennsylvania*

The journey into massive open online courses (MOOCs) started just over a year ago at The University of Pennsylvania. Presenters will provide an overview of their organization and engagement across campus. The team will share a variety of offerings, statistics and achievements since the start of the initiative. Learn how Penn is using the Coursera platform to engage large audiences across a variety of topics. Specific focus will describe the path of one popular calculus course. This course has moved from a standard MOOC to an ACE credit offering, to a new high school program launched in Philadelphia this year.

11:45 am – 12:15 pm

General Session – Common Themes and Future Directions

(Cabinet-Judiciary Suite)

Designing a Connectivist Metaliteracy MOOC to Promote Collaborative Learning

Tom Mackey, *Dean, Center for Distance Learning, SUNY Empire State College*

SUNY Empire State College and the University at Albany collaborated to design a Connectivist Metaliteracy MOOC that facilitates course sharing between the two institutions. This partnership connects learners at the undergraduate and graduate levels with participants from around the world, and includes both credit and non-credit options. As a reinvention of information literacy, metaliteracy supports the production and distribution of information in social media environments (Mackey and Jacobson, 2011) and is ideal for the connectivist MOOC format. This discussion of the Metaliteracy MOOC and two previous MOOCs offered by Empire State College will describe the pedagogical benefits of this format.

12:15 pm

Conference Adjourns

Save the Date

Save the date for the 2014 UPCEA Mid-Atlantic Regional conference ...

October 8–10, 2014

... location to be announced soon!



