



Scanning the Horizon

Opportunities for Discovery

2016 UPCEA Mid-Atlantic Region Conference



UPCEA

Westin Annapolis
Annapolis, MD
October 5-7, 2016

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The logo features a stylized sun or horizon line on the left, with several horizontal lines of varying lengths extending to the right, creating a sense of depth and movement. The text "Scanning the Horizon" is positioned above "Opportunities for Discovery".

Scanning the Horizon

Opportunities for Discovery

Welcome to the 2016 UPCEA Mid-Atlantic Region Conference!

The theme of the 2016 UPCEA Mid-Atlantic conference is "Scanning the Horizon: Opportunities for Discovery in Continuing, Professional, and Online Education", reflecting the challenges faced by contemporary continuing, professional, and online education units as we seek to innovate and grow. As we look inward to determine how best to develop the next generations of leaders in higher education, we also look outward to explore how we can best serve our communities and stakeholders in the face of continued economic, political, social, and cultural pressures. The 2016 Mid-Atlantic regional conference is designed to provide practical models for success as continuing, professional, and online education units scan the horizon for new opportunities to innovate, develop, and grow, as we also learn from our past experiences. Presentations are geared towards individuals in leadership, operations, and student services roles and are aligned with UPCEA's networks. The conference theme also reflects the role that UPCEA is playing on regional and national levels, serving as advocates for quality, innovation, leadership, professional development, research, and benchmarking in continuing, professional, and online education.

The conference will also launch the fourth cohort of the Mid-Atlantic region's Emerging Leaders Program. This year-long program begins with a pre-conference workshop at the 2016 conference, continues with a year-long collaborative cohort project, and culminates with a presentation at the 2017 Mid-Atlantic conference. These activities provide participants with the opportunity to collaboratively explore the theory and practice of continuing education leadership with peers from across the Mid-Atlantic region. The program is designed to prepare the next generation of the region's leaders.

This year's theme also reflects the many ways in which Annapolis and the 2016 host institution, the University of Maryland University College (UMUC) (www.umuc.edu), have discovered opportunities to innovate and lead. Annapolis has a rich tradition in leadership and service, represented by the history of the US Naval Academy. From 1649, when its earliest settlers, English Puritans, settled on the western shore of Chesapeake Bay in search of religious freedom, to the 1700s, when the renamed settlement Annapolis became a cultural center in the Colonies, the residents of Annapolis have sought out new ways to sail, think, explore, live. The rich tradition of seafaring in Annapolis relates to our interest in navigating a challenging present to sail into a more promising future. In many ways, our host university UMUC has done exactly this, providing educational opportunities for students from across the globe for the past 65 years, including strong online programs with a complete range of student services available. UMUC has a strong tradition of serving the needs of military students, veterans, and their families, as it has also prepared students to work in new careers, identified new employment trends and met the economic needs of regional, national, and international communities. We are delighted you have joined us in vibrant Annapolis, as we scan the horizon to discover new opportunities to meet 21st century-challenges in continuing, professional and online education.

With all best wishes,

Kristine Rabberman, University of Pennsylvania
Chair, 2016 UPCEA Mid-Atlantic Region Conference



Get Online at the Conference

To help you get the most out of the 2016 UPCEA Mid-Atlantic Region Conference, we're pleased to offer free wireless internet in all meeting and session rooms, as well as our exhibitors' space!

Network: **Westin Conference**

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After the app downloads, open it and search for "UPCEA" then select UPCEA Mid-Atlantic Region Conference 2016.



NEW This Year! The UPCEA Mid-A Graffiti Wall.

A collaborative and creative way to share your conference experience with your colleagues. Jot down your lessons learned, major takeaways, action items, aha moments, and share them on the UPCEA Mid-A Graffiti Wall. No spray paint required! At the end of the conference we will share and discuss major themes that have emerged from this creative exercise.



UPCEA is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves more than 400 institutions, including most of the leading public and private colleges and universities in North America. For 100 years, the association has served its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publications. Based in Washington, D.C., UPCEA also builds greater awareness of the vital link between contemporary learners and public policy issues.

UPCEA advances leadership in professional, continuing, and online education by:

- Enhancing the ability of higher education institutions to provide high quality, continuing and online education programs by promoting standards of good practice in higher education.
- Furthering public awareness about the role of professional, continuing, and online education in the public policy arena.
- Collecting data on administrative practices, such as management, marketing, and program development.
- Sharing scholarship through its professional publication, UPCEA Review, and sharing news about colleagues and program trends through its bi-weekly e-newsletter, the UPCEA Briefing; and studies, consulting, and benchmarking provided by the Center for Research and Marketing Strategy as well as the Center for Online Leadership.
- Promoting excellence through an awards program that recognizes outstanding continuing higher education leadership, educational programs, student services, college and university administrators and faculty, and continuing education students.
- Partnering with industry leaders that have demonstrated their support for professional, continuing, and online higher education and the mission of UPCEA

Learn more at www.UPCEA.edu

Wednesday, October 5, 2016

8:00 a.m. – 6:00 p.m.	Check-in, Registration and Information Table Open	Capitol Pre-Function
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8:00 a.m. – 9:00 a.m.	Breakfast for Pre-Conference Attendees	Outside Capitol ABC
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9:00 a.m. – 11:45 a.m.	Pre-Conference #1: Course Design with eDesign Collaborative	Capitol A
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9:00 a.m. – 11:45 a.m.	Pre-Conference #2: Learning from the Future	Capitol C
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Noon – 1:15 p.m.	Welcome Luncheon	Capitol D
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1:15 p.m. – 2:00 p.m.	Keynote: Lt. General John Sattler, (USMC Ret.) US Naval Academy	Capitol D
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2:00 p.m. – 2:45 p.m.	Exhibitor Showcase, Networking, Refreshment Break	Capitol Pre-Function
2:45 p.m. – 3:45 p.m.	Concurrent #1: Navigating Challenging Waters: Turn this Ship Around!	Capitol A
2:45 p.m. – 3:45 p.m.	Concurrent #2: What Do Senior Leaders Need to Know about Instructional Design(ers)?	Capitol B
2:45 p.m. – 3:45 p.m.	Concurrent #3: Case Study: A Partnership between a University and a Major Health Care System	Capitol C
3:45 p.m. – 4:15 p.m.	Newcomer's Welcome Session	Capitol D
4:00 p.m. – 5:30 p.m.	Networking Reception	Capitol Pre-Function
5:30 p.m.	Dinner on Your Own	Annapolis

Thursday, October 6, 2016

7:30 a.m. – 5:30 p.m.	Check-in, Registration and Information Table Open	Capitol Pre-Function
7:30 a.m. – 9:00 a.m.	Breakfast	Capitol D
8:00 a.m. – 8:45 a.m.	Regional Business and Institutional Reps Meeting	Capitol D
9:00 a.m. – 10:00 a.m.	Keynote: Peter Smith, Orkand Chair and Professor of Innovative Practices in Higher Education, University of Maryland University College	Capitol D
10:00 a.m. – 10:30 a.m.	Exhibitor Showcase, Networking, Refreshment Break	Capitol Pre-Function
10:30 a.m. – 11:30 a.m.	Concurrent Session #4: Operate Your CE Unit Like a Business to Stay in Business	Capitol A
10:30 a.m. – 11:30 a.m.	Concurrent Session #5: Bridging the Faculty-Admin Divide: Strategies for Success	Capitol B
10:30 a.m. – 11:30 a.m.	Concurrent Session #6: Faculty Appreciation at a Distance	Capitol C
11:45 a.m. – 1:00 p.m.	Luncheon and Awards Ceremony	Capitol D
1:00 p.m. – 2:00 p.m.	Concurrent Session #7: Higher Education's Innovative Response to Student Debt and Looking Beyond the Horizon	Capitol A
1:00 p.m. – 2:00 p.m.	Concurrent Session #8: Online Leadership: A Model for Creating a Collaborative Team to Support Faculty with Course Conversion	Capitol B

1:00 p.m. – 2:00 p.m.	Concurrent Session #9: Giving a Voice to Adult Learners	Capitol C
2:00 p.m. – 2:30 p.m.	Exhibitor Showcase, Networking, Refreshment Break	Capitol Pre-Function
2:30 p.m. – 3:30 p.m.	Concurrent Session #10: Put Your Data to Work: How to Develop a Robust Data Ecosystem for Reporting and Decision-Making	Capitol A
2:30 p.m. – 3:30 p.m.	Concurrent Session #11: Standing out in the Crowd: Differentiating your Program, Institution and Brand	Capitol B
2:30 p.m. – 3:30 p.m.	Concurrent Session #12: Design Thinking in Strategic Planning and Human Centered Change Management in Continuing Education Administration: A Case Study	Capitol C
3:45 p.m. – 4:45 p.m.	Concurrent Session #13: Balancing Work, Family and a Terminal Degree: Completion Strategies for Professional Development Professionals	Capitol A
3:45 p.m. – 4:45 p.m.	Concurrent Session #14: Exploring New Waters: Collaborating with Industry Partners	Capitol B
3:45 p.m. – 4:45 p.m.	Concurrent Session #15: Enabling a Culture of Innovation	Capitol C
5:00 p.m.	Dinner on Your Own	Annapolis

Friday, October 7, 2016

7:30 a.m. – 11:45 a.m.	Check-in, Registration and Information Table Open	Capitol Pre-Function
7:30 a.m. – 8:30 a.m.	Breakfast	Capitol D
8:30 a.m. – 9:30 a.m.	Concurrent Session #16: Emerging Technologies for Online, Continuing and Professional Education	Capitol A
8:30 a.m. – 9:30 a.m.	Concurrent Session #17: Jobs of the Future and the Emergence of Alternative Credentials	Capitol C
9:30 a.m. – 9:45 a.m.	Exhibitor Showcase, Networking, Refreshment Break	Capitol Pre-Function
9:45 a.m. – 10:30 a.m.	General Session Panel: Navigating Change: Tend to Your Career Too	Capitol D
10:30 a.m. – 11:30 a.m.	Facilitated Discussion: Trends on the Graffiti Wall Social Media Contest Winner Announced. You must be present to win!	Capitol D
11:30 a.m.	Conference Adjourns	



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and Online Education

