

2103 UPCEA New England Regional Conference



# Challenging Convention

## Risks & Rewards

# At-A-Glance

**Wednesday, October 23**  
**Thursday, October 24**  
**Friday, October 25**

The Cliff House Resort + Spa  
Ogunquit, ME

# Wednesday, October 23

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|--------------|---|
| 10:00am      | <b>Registration Opens - Lobby outside Coastal A</b>   |
| 12:00-5:30pm | <b>Exhibitor Tables Open - Coastal A</b>  |
| 1:00-1:15pm  | <b>Welcome - Amphitheater</b><br><i>Alice Szlosek, University of Massachusetts Amherst, Regional Chair</i><br><i>Pam Robinson, American International College, Regional Chair-elect</i>   |
| 1:15-2:45pm  | <b>Opening Keynote - Amphitheater</b><br><b>The Gates Unbarred: The Current and Future of Higher Ed in the Global Knowledge Economy</b><br><i>Hunt Lambert, Harvard University</i>  |
| 2:45-3:00pm  | <b>Refreshment Break - Coastal A</b>  |
| 3:00-4:00pm  | <b>Session 1 (concurrent) - Coastal B</b><br><b>You're a CE Administrator - Now What?</b><br><i>Bill McClure, UMass Amherst</i>   |
|              | <b>Session 2 (concurrent) - Coastal C</b><br><b>Collaborative Partnerships: No Stone Unturned</b><br><i>Suzanne Murphy and Gwendolyn DeCicco, Saint Joseph's College of Maine</i>   |
|              | <b>Session 3 (concurrent) - Amphitheater</b><br><b>Online Learners 2013: What Do They Want and How Do They Want It?</b><br><i>Scott Jeffe, Aslanian Market Research</i><br><i>Adrienne Franciosi, Lasell College</i>            |
| 4:00-4:15 pm | <b>Refreshment Break - Coastal A</b>  |
| 4:15-5:15 pm | <b>Session 4 (concurrent) - Coastal C</b><br><b>Pitfalls &amp; Opportunities: An Evolution of Westfield State University's Non-Credit Programming</b><br><i>Meaghan Arena and Jessica Tansey, Westfield State University</i>    |
|              | <b>Session 5 (concurrent) - Amphitheater</b><br><b>UPCEA's New Consulting Initiative: Strategic Transformation for Continuing and Online Education</b><br><i>Jay Halfond, Boston University</i><br><i>Robert Hansen, UPCEA</i>  |
|              | <b>Session 6 (concurrent) - Coastal B</b><br><b>Service Design: Continuing Ed's New Secret Competitive Advantage</b><br><i>Chokdee Rutirasiri and Shaun Gummere, story + structure</i><br><i>David Sim, Brandeis University</i> |
| 5:30-6:30 pm | <b>Reception, Exhibitor Introductions and Outstanding Service Award - Coastal A</b>   |
| 6:45-9:30 pm | <b>Lobster bake - Spa Café</b>  |

# Thursday, October 24

9:00am-4:30pm	Exhibitor tables - <i>Coastal A</i>
8:00-8:45am	Breakfast - <i>Spa Café</i>
8:45-9:00am	Program Awards presentation - <i>Spa Café</i>
9:00-10:00am	<b>Session 7 (concurrent) - Amphitheater</b> <b>Moving from Gut Reactions to Informed Assessments: Creating a Culture of Data-Driven Decision Making</b> <i>Brian Murphy Clinton and Rachael Denison, Northeastern University College of Professional Studies</i> <b>Session 8 (concurrent) - Coastal C</b> <b>Online and Over There: Innovations in Study Abroad for Online Learners</b> <i>MaryThompson-Jones and Kelly Otter, Northeastern University</i> <b>Session 9 (concurrent) - Coastal B</b> <b>LOOK, LEAP, and LAND: Paths to College for ESOL Adults</b> <i>Anne Hubbard and Kathryn Quina, University of Rhode Island</i>
10:00-10:30am	Exhibitor visits, raffle, refreshment break - <i>Coastal A</i>
10:30am-12:00pm	<b>Session 10 (concurrent) - Coastal B</b> <b>StartUp Approach to Change Management and Marketing in Higher Ed</b> <i>David Sim and Amy Christian, Brandeis University</i> <b>Session 11 (concurrent) - Coastal C</b> <b>Organizing for Agility: The Changing Structure of Distance Education Units</b> <i>Nancy Coleman, Boston University</i> <b>Session 12 (concurrent) - Amphitheater</b> <b>Square Peg in a Round Hole: Developing Student Retention Models in Programs Designed for Adult Learners</b> <i>Rachael Denison and Matthew Hendrickson, Northeastern University</i>
12:15-2:45pm	Lunch & Learn Opportunities - <i>Spa Café</i>
2:45-3:15pm	Exhibitor visits, raffle - <i>Coastal A</i>
3:15-4:45pm	<b>General Session - Amphitheater</b> <b>CE Leaders Emeritus Panel: Using Our Experience to Challenge Convention</b> <i>Sue Nesbitt, retired from University of Connecticut, Sybil Smith, retired from Brandeis University, Dave Watson, retired from St. Joseph's College, and Bill White, retired from Worcester State University</i>
5:15-6:30pm	Reception, Exhibitor Raffle, Outstanding Faculty & Student Award presentations - <i>Coastal A (Dinner on own)</i>

# Friday, October 25

8:00-9:00am	Breakfast and General Business Meeting - <i>Spa Café</i>
9:00am-12:00pm	Exhibitor Tables - <i>Coastal A</i>
9:15-10:15 am	<b>Session 13 (concurrent) - Amphitheater</b> <b>Critical CE Trends: Demographic, Marketing, Occupational and Technology Shifts</b> <i>Jim Fong, UPCEA</i> <b>Session 14 (concurrent) - Coastal B</b> <b>Experiential Curriculum: An Online Challenge</b> <i>Kevin Bell and Anne Hammer, Northeastern University</i>
10:15-10:45 am	Check-out Break
10:45-12:00pm	<b>General Session - Amphitheater</b> <b>Here if You Need Me: Inspiration for Adult Learners</b> <i>Kate Braestrup, Chaplain, Maine Warden Service, community minister, and best-selling author</i>
12:00-1:30pm	Lunch, Evaluations and Vacation Drawing - <i>Dining Room</i>
1:30-1:50pm	Wrap-up - <i>Dining Room</i> Start planning for next year—2014 conference in Vermont!

## 2013 At-A-Glance



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