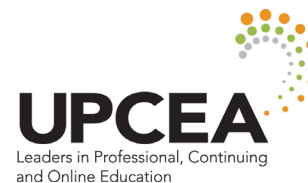


2014 Award Winners



Continuing Education Faculty Award

Daniela Ioannides

*University of Massachusetts-Boston
College of Advancing and Professional Studies*

Continuing Education Student Award

Lewis Jennings Rider, Jr.

Eastern Connecticut State University

Outstanding Service to Continuing Education

Joanne DiBello

University of Rhode Island, Providence Campus

Engagement Award

**A Partnership with International Brotherhood
of Electrical Workers-Local 103**

Wentworth Institute of Technology

Innovative and Creative Credit Programming Award

The Nantucket Semester Program

*University of Massachusetts-Boston
College of Advancing and Professional Studies*

2014 UPCEA New England Conference



Driving Change

**October 29 - 31, 2014
Equinox Resort & Spa
Manchester, VT**

Keynote Speaker



Personalized Learning Changes Everything

Linda Schott, Ph.D.
President, University of Maine at Presque Isle

Linda Schott grew up on a cattle ranch in Texas. A first-generation college student, Schott attended Baylor University and received a B.A. in History and German in 1979. She then attended Stanford University, earning an M.A. in History in 1982 and a Ph.D. in History and Humanities in 1986. Dr. Schott returned to Texas to begin her teaching career, working at Texas State University, at Texas Lutheran University, and at the University of Texas at San Antonio where she was an assistant and associate professor of History and American Studies as well as the Director of the Center for the Study of Women and Gender. In 2003, Dr. Schott moved to Eastern Michigan University as Director of the Women's and Gender Studies Program. In 2006 she became head of the Department of History and Philosophy as well as Associate Dean of the College of Arts and Sciences. In 2008, Dr. Schott became the Dean of the School of Arts, Humanities, and Social Sciences at Fort Lewis College in Durango, Colorado. In 2012, Dr. Schott was named as the eleventh president of the University of Maine at Presque Isle.

Dr. Schott is a specialist in intellectual history and the history of women in the United States. She has published several articles on women in Texas and in the peace movement and is also the author of *Reconstructing Women's Thoughts: The Women's International League for Peace and Freedom, 1915-1941*, published by Stanford University Press in 1997.

Dr. Schott is married to Thomas Fuhrmark and is the mother of four children: Decker, 25 who lives in Michigan; and Jack, Michael and Virginia who reside with her and Tom at the President's House on the UMPI campus. Dr. Schott enjoys hiking and camping with her family and relaxing at home with the family's dog Zorra, and their four cats, Pouncer, Squeaky, Callie, and Honey.

LOCATION: Manchester Room

Wednesday agenda

8:30am	Breakfast - 2014 Committee Members • Dorset Room
10:00am	Registration Opens • Manchester Foyer
11:30am-12:30pm	Experiential Learning: Fly Fishing • Front Desk
12:00-5:30pm	Exhibitors Open • Bennington Room
1:00-1:15pm	Welcome • Manchester Room <i>Pam Robinson, American International College, UPCEA Regional Chair & Conference Chair, and Charlie Orosz, Bay State College, UPCEA Regional Chair-Elect</i>
Opening Keynote 1:15-2:45pm	Personalized Learning Changes Everything • Manchester Room <i>Linda Schott, Ph.D., President, University of Maine at Presque Isle</i>
2:45-3:00pm	Break, Exhibitors & Raffle • Bennington Room
Concurrent Sessions 3:00-4:00pm	A1. How Universities Can Effectively Leverage Marketing Partnerships • Rockwell A <i>Ruth Ann Murray, Boston University, and Lee Maxey, MindMax</i>
	A2. A Deeper Dive into Demographics and Trends • Rockwell B <i>Jim Fong, Director, UPCEA Center for Research and Consulting</i>
	A3. Before You Invest-Investigate: How Ready is Your Institution to Launch an Online Program? • Rockwell C <i>Susan Kryczka and Michael Sullivan, Excelsior College</i> How to Select an Online Development Model <i>Kevin Currie and Chuck Kilfoye, Northeastern University</i>
4:00-4:15pm	Break, Exhibitors & Raffle • Bennington Room
Concurrent Sessions 4:15-5:15pm	B4. Navitas Pathway for International Students • Rockwell A <i>Mary Barrett and Alyssa Brooks, University of Massachusetts-Lowell</i>
	B5. Assessment Using ePortfolios • Rockwell B <i>Michelle Capozzoli and Johanna Herrick-Phelps, Granite State College</i>
	B6. SARA Update: The State Authorization Reciprocity Agreement • Rockwell C <i>Michael Leamy and Catherine Canney, Fitchburg State University, and Kiley Danchise-Curtis, New England Board of Higher Education</i>
5:30-6:30pm	Reception & Exhibitor Introductions • Battenkill Room
6:45-9:30pm	Conference Dinner & Award Presentations • Colonnade Room



Wednesday concurrent

3:00-4:00 pm

Session A1

How Universities Can Effectively Leverage Marketing Partnerships

Ruth Ann Murray, Boston University, and Lee Maxey, MindMax

Ruth Ann Murray, Assistant Dean of the Center for Professional Education, and Lee Maxey, CEO of MindMax, will provide a behind-the-scenes look at the successes and challenges of working together in a partnership to launch and maintain a successful relationship between a university and marketing partner.

LOCATION: Rockwell A

Session A2

A Deeper Dive into Demographics and Trends

Jim Fong, Director, UPCEA Center for Research and Consulting

While having a strategic approach to new programming and delivery is critical, being able to adapt them to 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.

LOCATION: Rockwell B

Session A3

Before You Invest-Investigate: How Ready is Your Institution to Launch an Online Program?

Susan Kryczka and Michael Sullivan, Excelsior College

This session will outline the areas that can make or break a new online initiative. We will review a checklist of areas to consider, standards of operation, and how relatively small investments upfront can save you time, money, and effort on research assessments, IT support, faculty issues, and brand management.

How to Select an Online Development Model

Kevin Currie and Chuck Kilfoye, Northeastern University

As online education has matured over the years, three basic models for course and program creation have emerged: 1) contracting with a third-party Outside Education Service Provider (OESP), 2) forming an internal instructional design unit to create courses using full-time faculty and their content knowledge, and 3) educating and assisting faculty (both full-time and adjunct) in the creation of their own online courses. This presentation will review each model and discuss when and how you might institute each model, how to segment out parts of each for economy and scalability, and what to look for when creating vendor relationships or partnerships. There will be a discussion with examples of internal resources required, financial investment necessary, and the return on investment that can be expected from each relationship and internal effort. Northeastern University has been involved in distance education since 1972 and has been conducting online courses since 1998. The online unit currently supports over 3,500 course sections per year. Northeastern University Online Executive Director Kevin R. Currie and Senior Director Chuck Kilfoye currently use all three models and will discuss how these decisions were made and the outcomes of each.

LOCATION: Rockwell C

Wednesday concurrent

4:15 - 5:15 pm

Session B4

Navitas Pathway for International Students

Mary Barrett and Alyssa Brooks, University of Massachusetts-Lowell

The Navitas at UML program has grown significantly since inception. The population of international undergraduate students on campus has doubled during that time, broadening the diversity of the educational experience for the entire university community. Providing access to higher education to as broad a reach as possible is an important mission for Online and Continuing Education at UMass Lowell.

LOCATION: Rockwell A

Session B5

Assessment Using ePortfolios

Michelle Capozzoli and Johanna Herrick-Phelps, Granite State College

Granite State College embedded ePortfolios throughout their graduate degree programs to be utilized for student and programmatic assessment. Our professional graduate degrees blend course outcomes, professional standards and personal experience using action learning to enhance student learning. This process is captured in two ePortfolios: Programmatic and Capstone. Both generate data which is used to assess student achievement and programmatic effectiveness.

LOCATION: Rockwell B

Session B6

SARA Update:

The State Authorization Reciprocity Agreement

Michael Leamy and Catherine Canney, Fitchburg State University, and Kiley Danchise-Curtis, New England Board of Higher Education

This session will take a look at the history of state authorization and where it currently stands today. Presenters will discuss the current status of federal law, the landscape of state laws, and policy on the federal, regional and state levels. The presentation will also address the impact on schools, students, and policymakers and regulators.

LOCATION: Rockwell C

Thursday agenda

8:00-8:55am

Breakfast • Manchester Room

C7. College to Careers: Competencies Through Badges • Rockwell A

Pete Janzow, Pearson VUE, and Charlie Orosz, Bay State College

Concurrent Sessions

9:00-10:00am

C8. Building Community Online • Rockwell B

Brad Hatfield, Berklee Online

C9. Dollars and Sense: A Primer in Revenue Models • Rockwell C

Pat Butler Lofman, University of Connecticut, and Bill McClure, University of Massachusetts-Amherst

10:00-10:30am

Break, Exhibitors & Raffle • Bennington Room

D10. Connecticut's 'Go Back to Get Ahead' College Completion Initiative • Rockwell A

Lori Pendleton, Charter Oak State College, Jennifer L. Amiccucci, 'Go Back to Get Ahead,' and Carol J. Williams, Eastern Connecticut State University

Concurrent Sessions

10:30am-12:00pm

D11. Social Media in Continuing Education • Rockwell B

Cara Chatellier, Brandeis University

Reaching the Right Prospect Anywhere Online in Real Time

Karen Rhoda, University of Massachusetts-Dartmouth, and Pat Riley and Ben Sandman, 5HD

Increase Enrollment by Optimizing Your Internet Marketing Campaign Across Multiple Channels

Linda Fanaras, Millennium Integrated Marketing

D12. An Online Faculty and Course Development Model • Rockwell C

Ren Whitaker and Jesse Schreier, Brown University

Engage and Empower Your Online Faculty: Leveraging Media and Web Tools to Optimize the Online Course Development Experience

Scott Miller, Brown University

Be Proactive: Best Practices for Online Course Accessibility

Jennifer Pope, Northeastern University

12:00-1:15pm

Lunch with UPCEA National Leaders: President and CEO • Manchester Room

Bea Gonzalez, President, and Bob Hansen, Chief Executive Officer, UPCEA



continued on next page...

Thursday agenda cont.

Concurrent Sessions 1:15-2:10pm	E13. Leadership Development Unbound: Trends, Opportunities and Resources • Rockwell A <i>Amy Heitzman, Chief Learning Officer, UPCEA</i>
1:15-2:10pm	E14. This is How We Roll: Supporting Online Instructors at UMass-Amherst CPE • Rockwell B <i>Marisha Marks, Jennifer Page, and Kyle Kraus, University of Massachusetts-Amherst</i>
Concurrent Sessions 2:15-3:10pm	Experiential Learning: Fly Fishing • Front Desk
2:15-3:10pm	F15. Neural Integration for the Development of Complex Thinking in Discussion Board Engagements • Rockwell A <i>Richard Maybury, Peak Performance Group</i>
2:15-3:10pm	F16. Winter Session • Rockwell B <i>Bill McClure, University of Massachusetts-Amherst</i>
3:15-3:30pm	Experiential Learning: Fly Fishing • Front Desk
General Session 3:30-4:45pm	Break • Bennington Room
5:00-6:30pm	Becoming the Driver of Change • Manchester Room <i>Richard Maybury, Peak Performance Group</i>
6:30pm	Reception, Raffle & Award Presentations • Colonnade Room
	Dinner (on your own)

Thursday concurrent

9:00 - 10:00 am

Session C7

College to Careers: Competencies Through Badges

Pete Janzow, Pearson VUE, and Charlie Orosz, Bay State College

Competency-based learning and Open Badging are approaches gaining favor because they emphasize learning outcomes and accelerate degree completion, especially for non-traditional students. By introducing Open Badges to represent competencies, schools can bridge the gap between the classroom and the workplace. When course competencies are linked to job requirements, graduating students can more easily translate classroom learning to meet employer needs. In this session, attendees will see how colleges can use competency-based learning models and web-enabled badges to increase retention, improve transparency, and communicate job-readiness to their employer networks.

LOCATION: Rockwell A

Session C8

Building Community Online

Brad Hatfield, Berklee Online

This presentation will demonstrate successful approaches to building community in online learning using meet and greet video posts, collaborative projects, weekly video conference “office hours,” connecting with other “outside” courses (to more closely mirror professional work environments), and encouraging student feedback on classmates’ assignment posts.

LOCATION: Rockwell B

Session C9

Dollars and Sense: A Primer in Revenue Models

Pat Butler Lofman, University of Connecticut, and Bill McClure, University of Massachusetts-Amherst

One thing is sure; Continuing Education units are always evolving and changing. The driving forces may include academic mission, institutional structure, administration goals, or marketplace needs. Although finances may not be a stated objective, sooner or later the money matters. Session will include discussion regarding the restructuring of continuing education and the influence on revenue sharing and financial models.

LOCATION: Rockwell C

Thursday concurrent

10:30 am-12:00 noon

Session D10

Connecticut's 'Go Back to Get Ahead' College Completion Initiative

Lori Pendleton, Charter Oak State College, Jennifer L. Amiccuci, 'Go Back to Get Ahead,' and Carol J. Williams, Eastern Connecticut State University

Connecticut state colleges and universities with support from Connecticut's Governor have embarked upon "Go Back to Get Ahead"—an initiative which offers free courses to incentivize former students to complete their degrees. Panelists include the lead on the initiative, the program administrator, and a representative from one of the institutions to which students were referred. They will share what they have learned about collaboration among institutions and how best to serve these adult students. Topics will include:

- Difficulties in reaching out to students who have left your institution
- Challenges and rewards of collaborating across institutions
- Barriers faced by adults desiring to re-enter higher education
- Best incentives for return-to-college adult students
- Features adult students are looking for to complete their degree
- Interest level in online vs. hybrid vs. face-to-face programs.

LOCATION: Rockwell A

Session D11

Social Media in Continuing Education

Cara Chatellier, Brandeis University

Social media is an integral element to any marketing campaign. Utilizing social media in a continuing education environment has countless benefits including: increasing student and faculty engagement, increasing event awareness, promoting deadlines, and more. There truly is no downside to using the free social tools that are available at our fingertips. Only one question remains: how? This session will explain the basics of using social media in continuing education and will include tutorials on how to use popular social media outlets including: LinkedIn, Instagram, Facebook, Twitter and Wordpress. Next, you will learn how to incorporate a social media plan into your institution's marketing plan. Finally, we will cover tips to maximize your content and increase engagement.

Session D11 info continued on next page...

Session D11 continued...

Reaching the Right Prospect Anywhere Online in Real Time

Karen Rhoda, University of Massachusetts-Dartmouth, and Pat Riley and Ben Sandman, SHD

You know prospective students spend more time online than ever. But how do you market your programs to the right student in the right place at the right time online? Learn about exciting tools and strategies that institutions of any size, from digital rock stars to digital newbies, can use to market more efficiently and grow enrollment.

Increase Enrollment by Optimizing Your Internet Marketing Campaign Across Multiple Channels

Linda Fanaras, Millennium Integrated Marketing

Discover how to generate leads, recruit and retain students, and expand public awareness of your institution through the creative development and execution of a tailored internet marketing campaign. Using an innovative hub-and-spoke internet marketing model, your on- and offline strategies will become a cohesive digital solution that achieves results.

LOCATION: Rockwell B

Session D12

An Online Faculty and Course Development Model

Ren Whitaker and Jesse Schreier, Brown University

We developed this model to define, illustrate, and hold our team and faculty accountable to our online course development processes. Since implementation, both ID and faculty benefit from a more efficient and enjoyable course development experience, and faculty are more effective as online instructors. We encourage anyone responsible or interested in online course or faculty development to attend.

Engage and Empower Your Online Faculty: Leveraging Media and Web Tools to Optimize the Online Course Development Experience

Scott Miller, Brown University

As online programs continue to grow, the time and resource demands for instructional designers and online development teams have likewise increased. How can you utilize a few simple tools to create resources that empower faculty and optimize the course development process for both instructors and instructional designers?

Session D12 info continued on next page...

Session D12 continued...

Be Proactive: Best Practices for Online Course Accessibility

Jennifer Pope, Northeastern University

This session will focus on proactive and practical approaches to building accessibility into online curricula focusing on faculty training/development, coaching and mentoring, and course quality reviews.

LOCATION: Rockwell C

1:15-2:10 pm

Session E13

Leadership Development Unbound: Trends, Opportunities and Resources

Amy Heitzman, Chief Learning Officer, UPCEA

Designed for newcomers, new members, and emerging leaders, this interactive session will provide context for leadership in the changing landscape of professional, continuing, and online education. Through presentation and dialogue, attendees will gain access to leadership resources and trends, as well as opportunities for skill development and engagement with peers in the New England region

LOCATION: Rockwell A

Session E14

This is How We Roll: Supporting Online Instructors at UMass-Amherst CPE

Marisha Marks, Jennifer Page and Kyle Kraus, University of Massachusetts- Amherst

UMass Amherst Continuing & Professional Education (C&PE) runs 500+ online courses each year, covering four semesters, at both the graduate and under-graduate level. The C&PE eLearning team manages the operations of online courses, including user accounts, instructor support, training, communication, and more. In this session, you will learn about how the Instructional Designers contribute to eLearning operations.

LOCATION: Rockwell B

Thursday concurrent

2:15-3:10 pm

Session F15

Neural Integration for the Development of Complex Thinking in Discussion Board Engagements

Richard Maybury, Peak Performance Group

Designing Discussion Board engagements to develop innovative, creative and analytic capability requires techniques that result in neural integration (neural remapping and plasticity). This seminar presents Discussion Board research and methods to employ Socratic, spontaneous, unstructured and multi-disciplined cognitive development. Be prepared, some of the concepts might seem a bit heretical to existing practices.

LOCATION: Rockwell A

Session F16

Winter Session

Bill McClure, University of Massachusetts-Amherst

Winter Session is a valuable academic term for both the campus and students. Students are able to complete another course; for the campus, it is an opportunity to use facilities in January, a potential source of revenue, and for graduate students to teach a course. With proper planning, Winter Session becomes the fourth term in the academic year. Let's discuss.

LOCATION: Rockwell B

Thursday General Session

Becoming the Driver of Change



Richard Maybury, Ph.D.
President and CEO, Peak Performance Group

Like a 17th century sailing ship captain who combined the tools of his trade with experience and instinct to focus on interpreting the seas, skies and winds, weather change can be anticipated. Anticipation enables the skipper to use the changing seas to his or her advantage and possibly plot new courses representing emerging opportunities. Continuing Education in many universities offers broad-range benefits while often and paradoxically being under-appreciated and viewed as an appendage to the core mission. This can require CE operations to be self-sufficient and entrepreneurial, persistently having to re-affirm its quantitative and qualitative value to the school, its traditional and non-traditional programs and students, community, and sometimes the fiscal health of the institution.

This presentation focuses on techniques for analyzing, anticipating and planning for sea changes in Continuing Education markets, customers, and shifts in higher education. This enables CE leaders to shift energy from reacting and managing change to a more entrepreneurial approach, anticipating and proactively leading the change process.

LOCATION: Manchester Room

About Richard Maybury

Dr. Richard Maybury is an organizational psychologist and the president of Peak Performance Group, Inc. Richard's specialization is in organization behavior, business and organizational assessment, motivation, human performance research, transformational learning, adult education, global business transformation and strategic development. He has worked in more than 40 countries and with over 500 clients (for-profit, not-for-profit and governmental) conducting research and empowering critical people and teams in support of global strategic business planning and execution, transformational change, and the execution of high value initiatives. Currently, he is a professor in the Post University Malcolm Baldrige School of Business MBA program, and is a fellow in the Fielding University Institute for Social Innovation. Richard earned his doctorate and master's degrees in Human and Organizational Development from Fielding University, and his BA in Clinical Psychology and Computer Science from the Massachusetts College of Liberal Arts, and completed the Leadership Educators Program at the Harvard University Kennedy School of Government.

Friday agenda

8:00-9:00am Breakfast & General Business Meeting • Manchester Room

G17. Leading in a Time of Rapid Change:
Moderated by Bob Hansen, UPCEA • Rockwell A
Karen Sibley, Brown University, and Cynthia Belliveau, University of Vermont

Concurrent Sessions
9:15-10:15am

G18. Riding in Tandem: Technology and Pedagogy • Rockwell B
Jaya Kannan and Amanda Moras, Sacred Heart University

G19. The Art and Science of Presentations • Rockwell C
Suzan Nelson and Paul Cochrane, St. Joseph's College of Maine

10:15-10:45am Check-out Break • Bennington Room

Closing Session
10:45am-12:00noon

Harnessing the Power of Hip Hop in Higher Ed • Manchester Room
Peter Plourde, aka Professor Lyrical, Northeastern University

12:00-1:30pm Lunch, Centennial Preview & Hotel Drawing • Manchester Room

12:00-1:30pm 2015 Planning Committee Meeting • Dorset Room
Start planning for next year!

Come and enjoy a Vermont tradition!

Learn about fly fishing from Orvis Instructor Peter Kutzer. Peter will introduce you to the wonders of fly fishing in free, one-hour lessons/demonstrations.

To join the fun...

Choose one of these times:

Wednesday, October 28 • 11:30 am - 12:30 pm

Thursday, October 29 • 1:15 pm - 2:10 pm

Thursday, October 29 • 2:15 pm - 3:10 pm

Meet at the Equinox Resort front desk

Wear a jacket and comfortable shoes for the short walk to the Orvis Fly Fishing School.

We will leave the resort on time so if you are late, simply join us at the Orvis Fishing School building. Weather permitting, the lessons/demonstrations will be outdoors.

Friday concurrent

9:15-10:15am

Session G17

Leading in a Time of Rapid Change: Moderated by Bob Hansen, UPCEA CEO

Karen Sibley, Brown University and Cynthia Belliveau, University of Vermont

Join Karen and Cynthia for a conversation about leading in a time of rapid change. Karen's group offers well-established academic pre-college programs and is developing executive programs. As Dean of the School of Professional Studies at Brown and past President of UPCEA, Karen knows what it takes to lead a successful organization. Cynthia, Dean of Continuing Education at UVM, teaches in the Department of Nutrition and Food Science. She established a sustainable business practices program to integrate the work of the business and environmental faculty, and has consulted in the public and private sectors.

LOCATION: Rockwell A

Session G18

Riding in Tandem: Technology and Pedagogy

Jaya Kannan and Amanda Moras, Sacred Heart University

We are designing a new strategic faculty development framework to enhance digital fluencies and pedagogical practices. Using the recent Summer Institute as a case study, we will explore the effectiveness of college-based teams working toward achieving program goals, analyze the challenges in implementation, and present a networked learning model.

LOCATION: Rockwell B

Session G19

The Art and Science of Presentations

Suzan Nelson and Paul Cochrane, St. Joseph's College of Maine

Developing and presenting workshops is both an art and a science. Whether you want to be a presenter or have presented before, this lively program will help you elevate your skills and understanding of concepts related to speaking and presenting information publicly.

Friday Closing Session

Harnessing the Power of Hip Hop in Higher Ed

Peter Plourde
a.k.a. "Professor Lyrical"
**Professor, Northeastern University,
Artist and Musician**



"Professor Lyrical" is an artist, educator and award-winning rapper known for using the positive aspects of Hip Hop culture to empower citizens to self-advocate for socioeconomic change. He's also a full-time Lecturer of Mathematics within Northeastern University's College of Professional Studies in Boston, Massachusetts. He teaches within an innovative first year program known as Foundation Year, and also teaches undergraduate math majors at Northeastern who have minors in teaching mathematics. He regularly speaks and performs at institutions and organizations seeking to harness the power of Hip Hop culture to foster positive change and is known for creatively using the power of music and mathematics to build culture in the classroom, bridging connections to the larger outside communities he serves.

LOCATION: Manchester Room

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