# 2012 UPCEA SEMINAR ON THE MANAGEMENT OF ONLINE PROGRAMS

## NOVEMBER 6-8, 2012

# PROGRAM BOOK

University Professional &
Continuing Education Association

# 10 Faculty Perspectives on What Works in Lecture Capture

"I was concerned that streaming courses may encourage absent-eeism but the attendance has been 100 percent, and they are all viewing the lecture as well. I think that is remarkable. It tells me the students are interested in going back for learning purposes."

— **Dr. Imran Currim**
Chancellor's Professor of Marketing
The Paul Merage School of Business
University of California, Irvine

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"The fact that we use Mediasite for students to do practice interviews, role playing, peer critiques, self and faculty assessments helps our students stand out against other job candidates. Of our students who go into the workforce, the job placement approaches 100 percent."

— **Deirdre Jones**
Associate Director and Instructor
Schmidt School of Professional Sales
University of Toledo

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"Mediasite levels the playing field for the distance students, who are every bit as good—and in many cases better—than campus students. Learning via Mediasite, they do well on exams, show tremendous insight on projects and ask provok-ing questions."

— **Dr. Douglas Montgomery**
Regents Professor
Ira A. Fulton School of Engineering
Arizona State University

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"Course offerings are very intense and highly visual. Using Mediasite our students end up sitting at the equivalent of an actual dental chair with a front row seat. They can go back into the lecture capture to a point that's important to them, and have the faculty member, who has just finished doing the demonstration, right there to answer their questions."

— **Dr. James Craig**
Professor and Educational Consultant
School of Dentistry
University of Maryland, Baltimore

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"When you're getting ready to stream a class, your success is going to depend on your attitude. If you come into it thinking this is going to be pain and suffering, it's going to be a frustrating experience. If you come into it with a more positive attitude, you will have a rewarding experience and grow as an instructor."

— **Dr. Anne-Marie Lerner**
Assistant Professor , School of Engineering
University of Wisconsin – Platteville

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"I'm getting extremely positive feedback. We have the person speaking in one window and the slides very clearly presented and in sync in the other window. Mediasite has been absolutely integral to us delivering this seminar series to a worldwide audience."

— **Dr. Glenn Geher**
Professor/Director of Evolutionary Studies
State University of New York at New Paltz

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"Here's what I call hybrid teaching. I record a Mediasite lecture and ask students to view it as homework. Then when they come to class, we use that time to engage in active dialogue versus having just a couple of minutes to answer questions at the end. Having an active discussion is an effective and really appealing way to teach."

— **Dr. Christina Eyers**
Assistant Professor
Central Michigan University

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"The biggest challenge from the instructor view was feeling that people were judging my teaching. But as soon as students watched and gave feedback I realized this isn't about judging. Mediasite captures the classroom experience – they hear me, they hear their peers, and they learn from that."

— **Dr. Jennifer Flatt**
Associate Dean and Professor
University of Wisconsin – Marinette

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"I could not promote deep learning in the way that I do without Mediasite lecture capture. I'm using video streaming for mentoring messages, for coaching and for lectures themselves."

— **Dr. Diane Zorn**
Course Editor, York University

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"Students like the idea that, when they did meet in the classroom, if they had watched the lecture captures ahead of time, then they were able to use the class time to talk to the faculty, and ask more engaging questions."

— **Dr. Pamela Havice**
Associate Professor, Clemson University

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**sonicfoundry.com/whatworks**

## Tuesday, November 6, 2012

**7:30 a.m. - 1:00 p.m.**
**Registration**
*Celestin Ballroom Foyer*

**1:00 -2:30 p.m.**
**General Session**
**Place Matters: Local Strategies for a National Online Market**
*Celestin I-III*

**2:30 - 3:00 p.m.**
**Coffee Break**

**3:00-4:30 p.m.**
**General Session**
**The Best of Both Worlds: What Non-profit and Proprietary Universities Can Learn from Each Other**
*Celestin I-III*

**4:30-5:30 p.m.**
**Featured Session**
**Inter-Organizational Task Force on Online Learning: Joint Recommendations from UPCEA, Sloan-C, ACHE, WCET, EDUCAUSE, and ADEC**
*Celestin I-III*

**4:30-5:30 p.m.**
**Concurrent Sessions**

**Scaling for Growth: Effectively Managing Online Instructor Training and Course Development**
*Bolden*

**Conflicted: Faculty and Online Education, 2012**
*Oliver*

**6:00 - 7:30 p.m.**
**Networking Reception in Exhibit Hall**
*Celestin IV*

## SPECIAL THANKS TO HOBSONS

Thank you to **Hobsons** for its generous sponsorship of Internet for conference attendees!

## Wednesday, November 7, 2012

**8:00 - 8:30 a.m.**
**Breakfast**
*Celestin I-III*

**8:30-10:00 a.m.**
**Featured Sessions**

**State Authorization Dynamics: Updates and Solutions Following the 2012 Election**
*Celestin I-III*

**The Emerging Open Online Learning Environment**
*Bucktown*

**10:00 - 10:30 a.m.**
**Coffee Break in Exhibit Hall**
*Celestin IV*

**10:30 a.m. - 12 noon**
**Featured Session**
**A Scalable Online Course Development Model**
*Laine*

**10:30 a.m. - 12 noon**
**Concurrent Sessions**

**Navigating the Open Road of MOOCs and Badges**
*Celestin I-III*

**Flexible E-learning Programs for a Global Workforce**
*Johnson*

**Innovating at the Periphery to Extend Harvard's Core**
*Oliver*

**12:00 - 1:00 p.m.**
**Lunch in Exhibit Hall**
*Celestin IV*

**1:00-2:30 p.m.**
**General Session**

**Choosing a Pathway for Bringing Online Programs to Scale: Using External Partnerships or Building on Internal Capacity**
*Celestin I-III*

**2:30-3:00 p.m.**
**Coffee Break in Exhibit Hall**
*Celestin IV*

**3:00-4:30 p.m.**
*Concurrent Sessions*

**High Tech & High Touch Recruitment: Using E-Marketing Strategies in Piloting and Sustaining Programs**
*Celestin I-III*

**Institutional Transformation: How Online Education is Influencing Strategy, Policy, Practices, and Relationships**
*Johnson*

**Creating Exceptional Services for Online Students and Faculty: A Toolkit for Building the Right Infrastructure**
*Oliver*

**4:30-5:30 p.m.**
**Concurrent Sessions**

**Scaling Online Learning in Tandem: Partnering with an Educational Services Company to Launch Online Degrees**
*Ory*

**Assessing Outcomes in Online and Face-to-Face Classes: A Comparative Study**
*Celestin I-III*

**Partnering with External Associations as a Strategy for Success**
*Johnson*

**Changing the Design Model: Moving from Content Presentation to Activity Based Design**
*Oliver*

**Open evening**

## Thursday, November 8, 2012

**8:00-8:30 a.m.**
**Breakfast**
*Celestin Ballroom Foyer*

**8:30-9:30 a.m.**
**General Session**
**Online Management and Design Network Panel**
*Celestin I-III*

**9:30-11:00 a.m.**
**Concurrent Sessions**

**Building Online Student Services From the Ground Up: A Review of Lessons, Challenges, and Initiatives from Program Infancy Through Maturity**
*Oliver*

**Top Ten List of Effectively Managing Online Programs Including Best Practices for Transitioning Face to Face Programs to Online**
*Celestin I-III*

**Distance Learning: The Cart Before the Horse? Whoa!!**
*Johnson*

**A Research Based Approach to Improving Social Pedagogy in Blended and Online Programs**
*Ory*

**11:00 - 11:30 a.m.**
**Coffee Break In Exhibit Hall**
*Celestin IV*

**11:30 a.m.-12:30 p.m.**
**Concurrent Sessions**

**Decentralized to Centralized Support Services: Experiences & Lessons Learned at UW-Stout**
*Celestin I-III*

**We Are. . .Penn Staters, Too! Building a Co-curricular Student Experience for Penn State Online Distance Learners**
*Oliver*

**Developing California's State Supervision Online Certificate Program**
*Johnson*

**Innovations in Online Proctoring and 24x7 Student Services**
*Laine*

**12:30 p.m.**
**Closing Remarks**
*Celestin I-III*
**Seminar Adjourns**

# WELCOME!

It's great to be in the "Big Easy" for an exciting three days as we address today's most important issues in higher education. Online learning has come of age at a time in which the impact of the economy has put unprecedented pressure on our colleges and universities. The advent of massive open online courses (MOOCs), state authorization, and increasing national competition are converging to elevate the management of online learning programs to mission-critical status in our institutions. We are fortunate to have assembled the best and brightest innovative leaders in this field to share their perspectives and identify the best paths to success for all of us.

We are most fortunate to have colleagues from Northeastern University to kick off our seminar with a presentation of cutting-edge approaches to implement local strategies in a national marketplace. Those who took in their presentation in Portland know that they are at the top of our field in developing and managing the online program. Also on Tuesday, we have superb panels on learning what the for-profit and non-profit institutions can learn from one another. UPCEA Chief Executive Officer Bob Hansen and I will lead a discussion on the inter-organizational task force that UPCEA is leading on the future of online learning. Also during this first afternoon, we have a session by Stefano Stefan of UC Irvine on successful scaling strategies, and Rich Novak of Rutgers gives us insight into the conflicted interests and priorities of faculty members. All this leads up to the opening reception hosted by our exhibitors.

Two of the leading national experts on state authorization compliance strategies – Jeannie Yockey-Fine of DowLohnes and Sharyl Thompson of the American College of Education – head our agenda on Wednesday to bring us all up-to-date on the current expectations and initiatives to most economically and efficiently meet state and territory regulations. At the same time, Marie Cini and I will provide an update on the emerging open online environment, including MOOCs and how to respond to this massive initiative. Much more on MOOCs, best practices, and emerging opportunities in online distance learning fill the rest of Wednesday, and a dozen other informative sessions jammed with useful takeaways fill out the day leading to a night out in the "Big Easy."

Our final morning of sessions starts with David Cillay of Washington State, Mary Niemiec of Nebraska, and Julie Uranis of Eastern Michigan University sharing plans and programs of the new Online Management and Design Network. This will be followed by a great lineup of information-packed sessions throughout our final morning.

I know you will enjoy the conference and leave with many ideas, plans and collaboration opportunities to lead your online learning programs to even greater success in the coming year!

Best,

*Ray Schroeder*
*Associate Vice Chancellor for Online Learning, University of Illinois at Springfield*
*Chair, UPCEA Seminar on the Management of Online Programs*
*UPCEA Innovation Fellow*

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### 2012 UPCEA Seminar on the Management of Online Programs Steering Committee

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# SEMINAR ON THE MANAGEMENT OF ONLINE PROGRAMS PROGRAM

## Download the Seminar App Today!

**UPCEA debuts a new conference app at the New Orleans events which allow attendees to view the schedule in real-time, connect with other attendees and speakers, as well as evaluate sessions.**

**For more information and instructions on downloading the app, visit upcea.edu.**

## Tuesday, November 6, 2012

**7:30 a.m. - 1:00 p.m.**
**Registration**
*Celestin Ballroom Foyer*

**1:00 -2:30 p.m.**
**General Session**

### Place Matters: Local Strategies for a National Online Market  OP

Presenters: Kevin Bell, Northeastern University Online; Sean Gallagher, Northeastern University Online
*Celestin I-III*
Institutions typically think about outside of region/national online opportunities as being one big homogenous market. Instead, the case is made for considering the notion of strategizing and acting in a locally aligned fashion where "place matters," a concept deeply aligned with professional and continuing education units' missions and purposes. Presenters share how tailored and regionally-customized strategies help enable deeper understanding of regional markets, employer needs and labor market trends, as well as compliancy needs of state-level regulations, how to strategically source faculty and recruit students in diverse locations, and to build community among students in various settings.:

**2:30 - 3:00 p.m.**
**Coffee Break**

**3:00-4:30 p.m.**
**General Session**

### The Best of Both Worlds: What Non-profit and OP Proprietary Universities Can Learn from Each Other

Presenters: John Ebersole, Excelsior College; Peter Smith, Kaplan University; Sondra Stallard, Strayer University; Marie Cini, University of Maryland University College; Kai Drekmeier, Inside Track.
*Celestin I-III*
While nonprofit universities have eschewed the concept of customer-service in higher education, proprietary universities have excelled in creating a culture of service to the adult learner. Our panelists will explore the value of a student-centric culture, while maintaining a laser focus on outcomes. Their insights will challenge preconceived ideas about each segment.

**4:30-5:30 p.m.**
**Featured Session**

### Inter-Organizational Task Force on Online Learning: Joint Recommendations from UPCEA, Sloan-C, ACHE, WCET, EDUCAUSE, and ADEC

Presenters: Robert Hansen, UPCEA; Ray Schroeder, University of Illinois, Springfield; Bruce Chaloux, Executive Director of Sloan-C
*Celestin I-III*
Recommendations from the April 2012 meeting of the Inter-Organizational Task Force. In the wake of the Summit on the Future of Online Learning, held in September 2011 in Chicago, UPCEA convened a group of participating organizations to craft

## Online Pass!

**In partnership with Sonic Foundry, UPCEA will capture 36 total sessions from the Marketing Seminar and the Online Seminar for live streaming and on-demand viewing as part of the Online Pass. Included are all six general sessions for both seminars, as well as 30 concurrent sessions. Sessions with the OP icon will be captured and streamed/archived for on-demand viewing.**

**Learn more at upcea.edu/onlinepass.**

a comprehensive advocacy agenda for public policymakers and university leadership. Representatives from UPCEA, Sloan-C, EDUCAUSE, WCET, ACHE, and ADEC met in Washington, DC to kick off the process. In New Orleans, Ray Schroeder (Chair of the Inter-Organizational Task Force), Bob Hansen, CEO of UPCEA, and Bruce Chaloux of Sloan-C will share the Task Force recommendations and engage the audience on the key points raised in the report.

**4:30-5:30 p.m.**
**Concurrent Sessions**

### Scaling for Growth: Effectively Managing Online Instructor Training and Course Development OP
Presenter: Stefano Stefan, University of California, Irvine - Extension
*Bolden*
Expanding an institution's portfolio of online courses in times of limited staff resources requires well-defined and repeatable processes for training new instructors and managing course development. We'll explore effective practices for accomplishing these two goals based on experience gained at the University of California, Irvine Extension.

### Conflicted: Faculty and Online Education, 2012 OP
Presenter: Rich Novak, Rutgers University
*Oliver*
A new national study by Inside Higher Ed and the Babson Survey Research Group, "Conflicted: Faculty and Online Education, 2012» reported on the results of two national surveys, one of faculty members and the other of academic administrators, especially those responsible for academic technology. The study focuses on what aspects of digital life faculty members are embracing and which they do not use or do not like. This interactive session will provide a high-level summary of the report, amplified by some of the presenter's own experiences with faculty and deans, and will engage the participants in sharing their experiences. Novak will then facilitate a process with participants in building a top ten list of solutions in addressing faculty concerns and a "Top 10" list of faculty concerns yet to be addressed.

**6:00 - 7:30 p.m.**
**Networking Reception in Exhibit Hall**
*Celestin IV*

## Wednesday, November 7, 2012

**8:00 - 8:30 a.m.**
**Breakfast**
*Celestin I-III*

**8:30-10:00 a.m.**
**Featured Sessions**

### State Authorization Dynamics: Updates and Solutions Following the 2012 Election OP
Presenters: Jeannie Yockey-Fine, DowLohnes; Sharyl Thompson, American College of Education
*Celestin I-III*
Two of the leading national experts on state authorization regulations will present an update on state fees and regulations, including strategies to minimize costs while enabling maximum state coverage for online programs. Updates will include status reports on current requirements, options for reciprocity (SARA) and what the 2012 elections mean. Financial models for dealing with the cost of compliance as well as best practices in terms of ramping up in response will be shared.

### The Emerging Open Online Learning Environment OP
Presenters: Ray Schroeder, University of Illinois, Springfield; Marie Cini, University of Maryland University College
*Bucktown*
This is the year that open online learning comes of age. With a wide range of open learning start-ups from MIT and Harvard forming edX, Coursera bringing together Princeton, Stanford, Michigan and UPenn, Udacity led by Google's Sebastian Thrun, Open Yale, and a host of other initiatives, the geography of higher education is forever changed. Online badges and certificates abound. What does this mean for our distance learning initiatives? How do we remain competitive in this environment?

**10:00 - 10:30 a.m.**
**Coffee Break in Exhibit Hall**
*Celestin IV*

**10:30 a.m. - 12 noon**
**Featured Session**
### A Scalable Online Course Development Model
Presenters: Kevin Currie, Northeastern University Online; Chuck Kilfoye, Northeastern University Online
*Laine*
Northeastern University Online's multipoint process of faculty training, instructional design support, readiness checks, quality review, and evaluation, ensures that our instructors learn and apply best practices for teaching online. Our readiness and quality monitoring, and reporting, is informed by research and aligned with standards and rubrics to identify the use of evidenced-based pedagogy and appropriate technology in our online courses.

**10:30 a.m. - 12 noon**
**Concurrent Sessions**

## Navigating the Open Road of MOOCs and Badges OP

Presenter: Gary Matkin, University of California, Irvine
*Celestin I-III*

To respond to the demand for less expensive degree education, universities are leveraging open education to create MOOCs and low cost degrees. Explore the current status of the major players in open education, assess options available to institutions, and find strategies for entry or continued involvement in open education.

## Flexible E-learning Programs for a Global Workforce

Presenters: Octavio Heredia, Arizona State University Ira A. Fulton Schools of Engineering; Amy Wolsey, Arizona State University A. Fulton Schools of Engineering
*Johnson*

ASU and Intel Vietnam have developed a graduate program to meet the diverse needs of the employees within the lntel workplace. We will discuss this partnership, along with the implementation, online delivery, and ways to sustain successful corporate partnerships for effective workforce development.

## Innovating at the Periphery to Extend Harvard's Core OP

Presenters: Henry Leitner, Harvard University; Catalina Laserna, Harvard University
*Oliver*

The Harvard Extension School has transformed from a peripheral role as "evening school" for local area adults to an academic environment available 24/7 to a growing population of enthusiastic students around the world. Its distance education activities are faculty-driven and function as a laboratory in which creative ideas are pursued.

**12:00 - 1:00 p.m.**
**Lunch in Exhibit Hall**
*Celestin IV*

**1:00-2:30 p.m.**
**General Session**

## Choosing a Pathway for Bringing Online Programs to Scale: Using External Partnerships or Building on Internal Capacity OP

Presenter: Wendy Drexler, Brown University; Richard Novak, Rutgers University
*Celestin I-III*

The world of online learning continues to grow at a healthy rate, outpacing the growth of higher education on campus. Aside from several elite private institutions, nearly all higher education institutions offer online courses and most offer some online degrees.

In a world that is highly competitive, universities that are looking to distinguish themselves in this market do so in various ways, some by creating niche programs and others by looking to bring their online programs to a large scale. This session explores two different pathways to building to scale: using the resources of an outside partner or building upon internal institutional infrastructure and resources.

**2:30-3:00 p.m.**
**Coffee Break in Exhibit Hall**
*Celestin IV*

**3:00-4:30 p.m.**
**Concurrent Sessions**

## High Tech & High Touch Recruitment: Using E-Marketing Strategies in Piloting and Sustaining Programs OP

Presenters: Patricia Clary, Brandman University; Craig Lamb, SUNY Empire State College; Kelly Mollica, SUNY Empire State College
*Celestin I-III*

This presentation will walk attendees through the Brandman University's development process of an e-marketing campaign for their new Global Professional in Human Resources (GPHR) course. In addition, SUNY Empire State College's current e-marketing strategies for sustaining their vast undergraduate degree programs will be shared. Both institutions will provide e-marketing examples that would fit anyone's budget and provide data driven results for each strategy employed.

## Institutional Transformation: How Online Education is Influencing Strategy, Policy, Practices, and Relationships

Presenters: Andy Casiello, Old Dominion University; Heather Huling, Old Dominion University; Christina Sax, Shippensberg University
*Johnson*

Institutions of higher education are grappling with a diverse set of complex issues related to the management of online education, and which have the potential to facilitate institutional transformation. This session will provide a common framework for addressing such issues and problems, characterized by inclusive and transparent conversations with campus constituents and external partners. Case studies from Old Dominion and Shippensburg universities will apply this common framework to addressing their respective issues of competitive positioning in distance education and evolving institutional policies and practices.

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### Creating Exceptional Services for Online Students and Faculty: A Toolkit for Building the Right Infrastructure OP

Presenters: Lauren Mounty, Marist College; Toni Constantino, Marist College
*Oliver*

Marist College is one of the nation's leading institutions with regards to technology and is widely known for its partnership with IBM. Marist's online BA/BS in Liberal Studies program was recently ranked by U.S. News & World Report, which evaluated national programs across three categories: faculty credentials and training; student services and technology; and teaching practices and student engagement. Of the 170 online programs ranked, Marist was listed in the top 25 for faculty credentials. Marist's online BA/BS in Liberal Studies program is available within its School of Global and Professional Programs. The School has also recently launched a new online BS in Liberal Studies program with a focus on Leadership and Professional Studies. This system is built upon Sakai, an open-source technology developed by a group of leading international colleges and universities, including Marist.

**4:30-5:30 p.m.**
**Concurrent Sessions**

### Scaling Online Learning in Tandem: Partnering with an Educational Services Company to Launch Online Degrees OP

Presenters: Michael Eddy, Purdue University; Robin Cunningham, Purdue University; Marin Moder, Deltak; Jay Winkler, Deltak
*Ory*

What challenges confront a traditional public university in working with an educational services provider to scale up its online degree programs? In this group presentation, administrators from Purdue and Deltak will discuss the administrative, academic, and cultural challenges they faced in their partnership to launch new online master degrees at Purdue.

### Assessing Outcomes in Online and Face-to-Face Classes: A Comparative Study OP

Presenters: Jeffrey B. Larson, Barry University; David Clinefelter, The Learning House, Inc.
*Celestin I-III*

This session presents a comparison of student achievement in online and face-to-face versions of general education (distribution) courses at Barry University. The same key assignment was used in both versions of each course. Signature (Master) courses are used online and achievement data is being collected to guide course revisions.

### Partnering with External Associations as a Strategy for Success

Presenter: Laura Ricke, Western Kentucky University; Randy Deere, Western Kentucky University; Bruce Whitehead, Western Kentucky University
*Johnson*

Interested in finding new avenues for student recruitment? Adding value to students' academic experience? Proactively pursuing strategies that increase your programs' job placement disclosure metrics? This session will provide an outline of WKU's partnerships with professional associations as a leveraging strategy to enhance value in its online graduate programs.

### Changing the Design Model: Moving from Content Presentation to Activity Based Design OP

Presenters: Andrea Gregg, The Pennsylvania State University; Amanda Mulfinger, The Pennsylvania State University; Cece Merkel, The Pennsylvania State University
*Oliver*

The ongoing evolution of technology around distance education and online learning may dictate that it is time for a new – and maybe better – design model. A model where learning activities are at the center of the design, where students are tasked with finding relevant content and interactions in order to solve the presented problems.

**Open evening**

## Thursday, November 8, 2012

**8:00-8:30 a.m.**
**Breakfast**
*Celestin Ballroom Foyer*

**8:30-9:30 a.m.**
**General Session**

### UPCEA Online Management and Design Network Panel OP

Presenters: Dave Cillay, Washington State University; Mary Niemiec, University of Nebraska; Julie Uranis, Eastern Michigan University
*Celestin I-III*

Join leaders from the UPCEA Online Management & Design Network in a dialogue about this new community, how to join and connect with peers engaged in online education, and the Network's role in developing content for the 2013 Seminar on the Management of Online Programs and a track focused on the issues of online and distance education at the 2013 Annual Conference.

**9:30-11:00 a.m.**
**Concurrent Sessions**

## Building Online Student Services From the Ground Up: A Review of Lessons, Challenges, and Initiatives from Program Infancy Through Maturity OP

Presenter: Amy Gieseke, University of Southern Maine; Kelly Newell, Washington State University
*Oliver*

Online student services are the backbone of any good online continuing education program. This interactive session will highlight lessons learned, tips for success, and take home tools from a budding online program at USM, as well as provide perspective on building a true campus experience for online students at WSU.

## Top Ten List of Effectively Managing Online Programs Including Best Practices for Transitioning Face to Face Programs to Online OP

Presenters: Kyle Harkness, University of the Pacific; Amanda Mulfinger, Penn State World Campus
*Celestin I-III*

Learn how the Center for Professional and Continuing Education at the University of the Pacific transformed a successful in-seat Substance Abuse Counseling Certificate Program into an on-line success.

## Distance Learning: The Cart Before the Horse? Whoa!!

Presenters: Maureen Hencmann, Regis University; Adam Samhouri, Regis University
*Johnson*

As institutions seek to enter the online arena at a program or school level, they often put the cart before the horse. Leadership overlooks the preliminary work necessary to prepare their institution for the challenges of distance learning. The presentation will explore these foundations and a systematic approach to implementation.

## A Research Based Approach to Improving Social Pedagogy in Blended and Online Programs OP

Presenters: Marni Stein, Columbia University; Sean York, Pearson eCollege
*Ory*

Findings outlined from groundbreaking research at Columbia University's School of Continuing Education aimed at identifying pedagogical design, approach and technology factors that impact social knowledge networking in blended and online graduate programs.

**11:00 - 11:30 a.m.**
**Coffee Break In Exhibit Hall**
*Celestin IV*

**11:30 a.m.-12:30 p.m.**
**Concurrent Sessions**

## Decentralized to Centralized Support Services: Experiences & Lessons Learned at UW-Stout

Presenter: Doug Stevens, University of Wisconsin-Stout
*Celestin I-III*

This presentation will focus on the lessons learned in formation of a new support unit on campus for online programs. The University of Wisconsin-Stout has been providing online courses from within each of the four colleges since 1998. Programmatic growth has prompted the move to a centralized model of support.

## We Are. . .Penn Staters, Too! Building a Co-curricular Student Experience for Penn State Online Distance Learners OP

Presenter: Heather Chakiris, Penn State World Campus
*Oliver*

Connecting online distance learners to your institution, and each other, outside of their courses is an undervalued yet critical piece of the online student retention puzzle. Hear how Penn State World Campus' Student Engagement Team is recreating the "Penn State student experience" for its learners studying online around the world.

## Developing California's State Supervision Online Certificate Program

Presenters: Christine Irion, Sacramento State University; Deborah George, Sacramento State University; Geoff Herbert, Sacramento State
*Johnson*

This presentation will outline the process used to develop the State Supervision Online Certificate Program which meets the mandated supervisory training requirement for all State of California supervisors. The 80-hour, instructor-led, competency based e-learning program was developed in Moodle and designed to meet the ADA requirements of the state.

## Innovations in Online Proctoring and 24x7 Student Services

Joel Whitesel, Ball State University; Rick Beaudry, B Virtual Inc.

Explore the people, process and technology that are driving online student services. Learn how Ball State and others have transitioned to the arena of online exams and opened up support services for online learners 24/7. Find out why Ball State is seeing this as a marketable innovative student and faculty service.
*Laine*

**12:30 p.m.**
## Closing Remarks

Ray Schroeder, University of Illinois, Springfield, and chair, UPCEA Seminar on the Management of Online Programs
*Celestin I-III*
**Seminar Adjourns**

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JENZABAR

KNEXT

millennium
integrated marketing

LEARNINGHOUSE
Your Online Education Partner

monster
MediaWorks

mediasite
by sonicfoundry

SCSi-MEDIA
An Affiliate of the Southern California School of Interpretation

story+structure

# A Very Special Thank You to our UPCEA Industry and Strategic Alliance Partners

**We Value You and Your Support!**

## Platinum Level Partners

B·Virtual Inc.

HOBSONS

insidetrack

## Silver Level Partners

ASLANIAN MARKET RESEARCH
POWERED BY EducationDynamics

COLLOQUY

Deltak
WHERE ACADEMICS AND INNOVATION CONVERGE

JENZABAR

## Strategic Alliance Partners

DemandEngine

DowLohnes GovernmentStrategies LLC
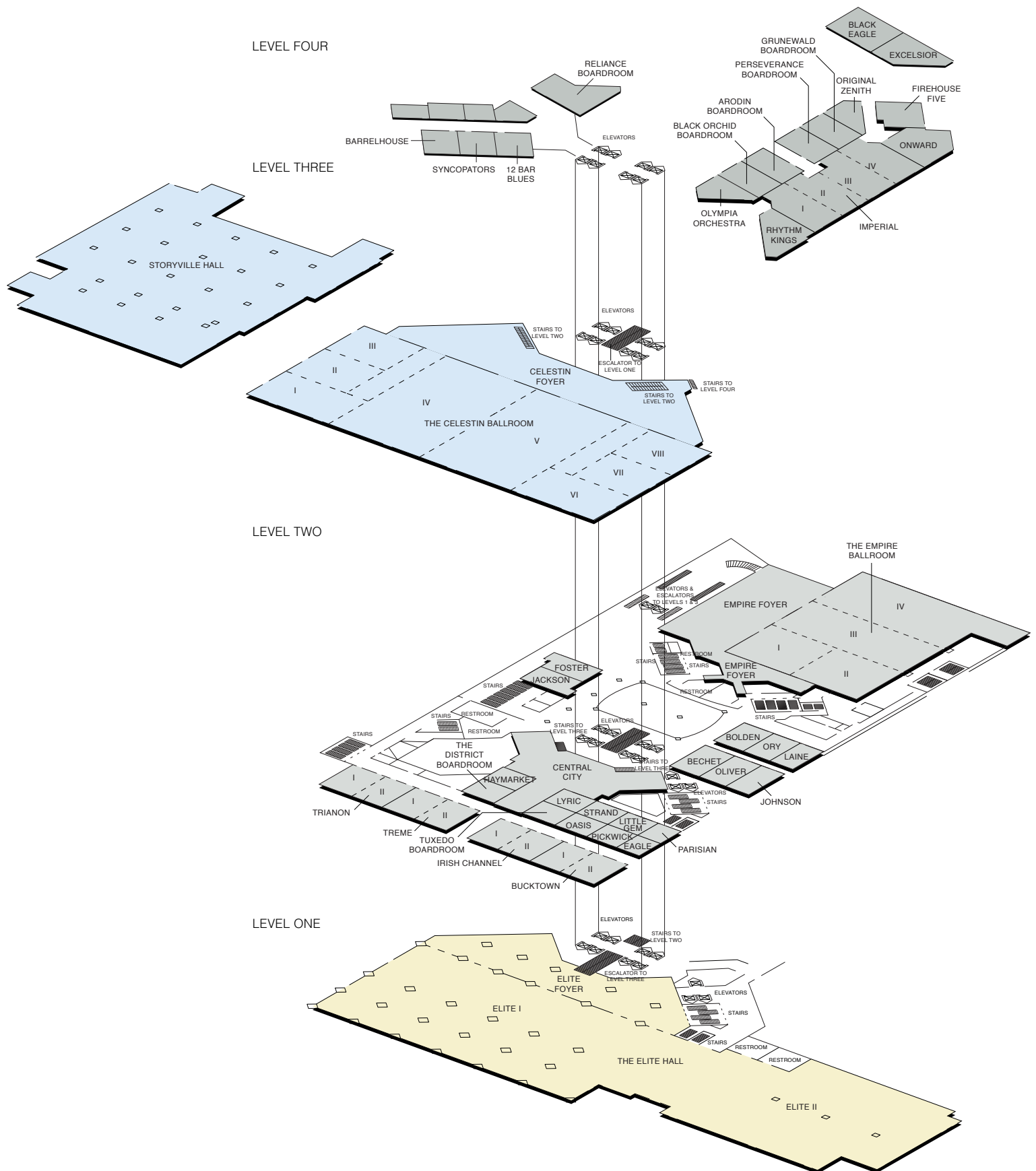
mediasite by sonicfoundry

## Corporate Membership

Corporate membership is available to business entities that provide goods and services within the higher education sector, consistent with UPCEA's mission to "advance leadership in professional, continuing, and online education."

Welcome to all of our new 2012 Corporate Members!

# HYATT REGENCY NEW ORLEANS

LEVEL FOUR

LEVEL THREE

LEVEL TWO

LEVEL ONE

RELIANCE BOARDROOM

BARRELHOUSE

SYNCOPATORS

12 BAR BLUES

ELEVATORS

BLACK EAGLE

EXCELSIOR

GRUNEWALD BOARDROOM

PERSEVERANCE BOARDROOM

ORIGINAL ZENITH

FIREHOUSE FIVE

ARODIN BOARDROOM

BLACK ORCHID BOARDROOM

ONWARD

IV

III

II

I

OLYMPIA ORCHESTRA

RHYTHM KINGS

IMPERIAL

STORYVILLE HALL

STAIRS TO LEVEL TWO

ELEVATORS

ESCALATOR TO LEVEL ONE

STAIRS TO LEVEL FOUR

STAIRS TO LEVEL TWO

III

II

I

IV

CELESTIN FOYER

THE CELESTIN BALLROOM

V

VIII

VII

VI

THE EMPIRE BALLROOM

ELEVATORS & ESCALATORS TO LEVELS 1 & 3

EMPIRE FOYER

IV

III

I

II

RESTROOM

STAIRS

EMPIRE FOYER

RESTROOM

FOSTER

JACKSON

STAIRS

STAIRS

RESTROOM

RESTROOM

STAIRS TO LEVEL THREE

ELEVATORS

STAIRS

THE DISTRICT BOARDROOM

HAYMARKET

CENTRAL CITY

STAIRS TO LEVEL THREE

BOLDEN

ORY

LAINE

BECHET

OLIVER

STAIRS

TRIANON

I

II

I

II

TREME

TUXEDO BOARDROOM

IRISH CHANNEL

LYRIC

STRAND

OASIS

LITTLE GEM

PICKWICK

EAGLE

I

II

I

II

BUCKTOWN

ELEVATORS

STAIRS

JOHNSON

PARISIAN

ELEVATORS

STAIRS TO LEVEL TWO

ELITE FOYER

ESCALATOR TO LEVEL THREE

ELEVATORS

STAIRS

ELITE I

STAIRS

RESTROOM

RESTROOM

THE ELITE HALL

ELITE II

06.11

14