

University Professional & Continuing Education Association  
South Regional 2013 Conference  
October 16 - 18, 2013  
Birmingham, Alabama

Hosted By Auburn University



Reflect, Rethink, Respond

## Schedule at a Glance

### UPCEA South 2013

#### Tuesday

5:30 PM - 6:30 PM  
6:30 PM

Conference Planning Committee Meeting  
Dinner on your own, gather informally in hotel lobby

#### Wednesday

10:00 AM - 10:45 AM  
11:00 AM - 4:00 PM  
11:30 AM - 5:30 PM  
11:30 AM - Noon  
Noon - 1:00 PM  
1:15 PM - 2:15 PM  
2:30 PM - 3:30 PM  
3:30 PM - 4:00 PM  
4:00 PM - 5:00 PM  
5:00 PM - 5:30 PM  
5:30 PM

UPCEA South Executive Cabinet Meeting  
Conference Registration  
Exhibit Hall Open  
First-time Attendee Orientation and Mentor Connection  
Lunch, Welcome Remarks from UPCEA President Karen Sibley  
Concurrent Sessions Featuring UPCEA Networks  
Keynote Address  
Break, with book signing by Dr. Wayne Flynt  
Concurrent Sessions Featuring UPCEA Networks  
Please take this time to visit with exhibitors  
Networking Dinner, optional

#### Thursday

8:30 AM - 6:15 PM  
8:30 AM - 9:00 AM  
9:15 AM - 10:15 AM  
10:15 AM - 10:30 AM  
10:30 AM - 11:45 AM  
11:45 AM - Noon  
Noon - 1:15 PM  
1:30 PM - 2:30 PM  
2:30 PM - 3:00 PM  
3:00 PM - 4:00 PM  
4:15 PM - 5:15 PM  
5:15 PM - 6:15 PM  
6:15 PM - 9:00 PM

Exhibit Hall Open  
Breakfast  
Concurrent Sessions Featuring UPCEA Networks  
Break  
Workforce Panel  
Break  
UPCEA South Business Meeting and Awards Luncheon  
Concurrent Sessions Featuring UPCEA Networks  
Break, with book signing by Barnett Wright  
Town Hall Meeting, Remarks from UPCEA CEO Bob Hansen  
Concurrent Sessions Featuring UPCEA Networks  
Reception sponsored by ETC  
Networking Dinner at Todd English P.U.B.

#### Friday

8:30 AM - Noon  
8:30 AM - 9:15 AM  
9:30 AM - 10:30 AM  
10:45 AM - 11:55 AM  
11:55 AM - Noon

Exhibit Hall Open  
Breakfast  
Concurrent Sessions Featuring UPCEA Networks  
General Session, Discussion on Diversity and Inclusiveness  
Adjournment

## UPCEA SOUTH 2013

### REGIONAL CONFERENCE: **Reflect, Rethink, Respond**

Greetings Friends!

Welcome to Birmingham. Our UPCEA South Cabinet, the Planning Committee, UPCEA staff, and Auburn University selected a variety of special events to enrich the professional development of educators in our field. The University Professional & Continuing Education Association (UPCEA) is the leading association for professional, continuing, and online educators. Founded in 1915, UPCEA now serves more than 365 institutions, including most of the leading public and private colleges and universities in North America. UPCEA South's 3-day regional meeting attracts educators from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia. Our theme in 2013, **Reflect, Rethink, Respond**, pays tribute to the 50th anniversary of the Civil Rights Movement. A photography exhibition has been made available courtesy of The University of Alabama College of Continuing Studies, The Birmingham News, and AL.com. The exhibit includes more than 20 photographs depicting the Civil Rights Movement, including many photos never before shared publicly.

Karen Sibley, UPCEA's president and dean of Continuing Education at Brown University, opens our 2013 event at noon on October 16. Concurrent sessions, planned by UPCEA South's professional development chair, Sarah MacDonald of James Madison University, present opportunities throughout our conference to **rethink** proven practices and **respond** to trends and issues in continuing education. Wayne Flynt, Distinguished University Professor Emeritus from Auburn University, will deliver our keynote address, *Learning Outside the Box: Public Intellectuals in Crisis Times*. Flynt's research includes 11 books that focus largely on the historical, economic, and social fabric of Alabama. Day two includes a plenary panel discussion, *Educating the Educators on Training Gaps in the Labor Force*. Invited panelists include experts in workforce and economic development as well as a representative from The Coca-Cola Company. The panel will identify

examples of workforce education at its best, and provide information about the unmet needs of tomorrow's labor force. On Thursday afternoon, UPCEA's CEO Bob Hansen hosts a town hall meeting *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*. In this session, he 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.

Networking events planned for Birmingham provide the opportunity to **reflect** with UPCEA colleagues and corporate sponsors. Steve Shotts, UPCEA South Cabinet member and CEO of ETC will sponsor a reception on Thursday evening. The UPCEA South Regional Conference is fortunate to have earned the support of several generous sponsors and exhibitors. Their financial support, products, and services are essential to the success of our association and to the field of continuing higher education. Join me in thanking sponsors personally as you visit their exhibits.

Finally, I extend heartfelt thanks to the conference planning committee, led by UPCEA South Chair-Elect Carol Fleming of James Madison University, as well as our hosts from Auburn University, John Freeze and Claire Twardy. UPCEA member-volunteers, UPCEA staff, sponsors, and members like you make events like this one special. We appreciate your participation this week.

A handwritten signature in black ink, appearing to read 'Nicole Gislason'. The signature is fluid and cursive, with a small circular stamp or mark at the end of the line.

Nicole Gislason  
Chair, UPCEA South  
University of West Florida

## Honoring Past Civil Rights Leaders

*To stay in line with our theme of the Civil Rights Movement we have named each of the breakout rooms after four civil rights leaders that were highly engaged with the movement.*

### **Fannie Lou Hamer (born Fannie Lou Townsend)**

October 6, 1917 – March 14, 1977

Fannie Lou Hamer was a prominent activist for voting and civil rights. Hamer was instrumental in organizing Mississippi Freedom Summer for the Student Nonviolent Coordinating Committee (SNCC). In 1964, Hamer helped found the Mississippi Freedom Democratic Party, established in opposition to her state's all-white delegation. That same year, as the party's vice-chair, she attended the Democratic National Convention in Atlantic City, New Jersey. She brought the civil rights struggle in Mississippi to the attention of the entire nation during a televised session at the convention.

### **Dorothy Irene Height**

March 24, 1912 – April 20, 2010

Dorothy Height was an American administrator, educator, and an activist for women's and civil rights, specifically focused on the issues of African-American women. In 1957, Height was named president of the National Council of Negro Women and held that position for 40 years. During the height of the Civil Rights Movement, she organized "Wednesdays in Mississippi," which brought black and white women from the North and South together to create a dialogue of understanding. Height was awarded the Presidential Medal of Freedom in 1994 and the Congressional Gold Medal in 2004 for her work.

### **John Lewis**

February 21, 1940

John Lewis became a leader of the Civil Rights Movement as president of the Student Nonviolent Coordinating Committee (SNCC) and delivered a speech at the August 28, 1963 March on Washington as their representative. He also participated in the Nashville Student Movement (1959 - 1962) with other civil rights leaders Diane Nash, James Bevel, and Bernard Lafayette. Since 1987, Lewis has represented the 5th District of Georgia in the United States House of Representatives.

### **Roy Wilkins**

August 30, 1901 – September 8, 1981

Roy Wilkins was a prominent civil rights activist from the 1930s to the 1970s. Wilkins was named the executive director of the National Association for the Advancement of Colored People (NAACP) in 1955. He had an excellent reputation as an articulate spokesperson for the Civil Rights Movement having participated in the March on Washington in 1963, the Selma to Montgomery March in 1965, and the March Against Fear in 1966.

## UPCEA SOUTH 2013

### Sheraton Birmingham

#### Tuesday

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5:30 PM - 6:30 PM  
Room 410

**Conference Planning Committee Meeting**  
*UPCEA South Chair-Elect, Carol Fleming, James Madison University*

6:30 PM

**Dinner on your own**, gather informally in hotel lobby

#### Wednesday

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10:00 AM - 10:45 AM  
Room 410

**UPCEA South Executive Cabinet Meeting**  
*UPCEA South Chair, Nicole Gislason, University of West Florida*

11:00 AM - 4:00 PM  
Lobby

**Conference Registration**

11:30 AM - 5:30 PM  
Foyer

**Exhibit Hall Open**

11:30 AM - Noon  
Fannie Lou Hamer Room

**First-time Attendee Orientation and Mentor Connection**  
*Hosted by Sarah MacDonald, James Madison University and Steven Shotts, Educational Testing Consultants (ETC)*

Noon - 1:00 PM  
John Lewis Room

**Lunch**  
**Welcome Remarks from UPCEA President Karen Sibley, Dean of Continuing Education, Brown University**

1:15 PM - 2:15 PM

**Concurrent Sessions Featuring UPCEA Networks**

Roy Wilkins Room

[Program Management and Innovation Network](#)  
**Establishing a Competency-Based Model**  
*Suzanne Sager, Lipscomb University*

This presentation will provide attendees with an overview of how Lipscomb University has developed a competency-based Assessment and Development Center and the academic program developed to potentially award credit-by-assessment. Topics addressed include a rationale for development, overview of the program, and opportunities/challenges.

Fannie Lou Hamer Room

Online Management and Design Network

**Interested in Developing a Professional Development Certificate Program for Online Educators? Let's Talk.**

*Josh Michael, University of Alabama*

The University of Alabama's College of Continuing Studies offers a professional development program designed to give educators who are developing courses and teaching online the foundation they need to be successful. This presentation will focus on program creation, factors affecting decision making, and lessons learned.

Dorothy Height Room

Outreach, Engagement, and Economic Development Network

**Conversational Community Spanish – Case Studies in Cross-Sector Collaboration**

*Edward Howard, Eleanor Sharp, and Laura Pilati, Virginia Commonwealth University*

Discover how VCU's Office of Continuing Studies has developed university, interdepartmental, and community collaborations to address the needs of the burgeoning Spanish-speaking population in the Greater Richmond region through the delivery of customized conversational Spanish language and culture courses for health care providers, first responders, nonprofits, and the business community.

2:30 PM - 3:30 PM

John Lewis Room

**Auburn University's Keynote Address**

**Learning Outside the Box: Public Intellectuals in Crisis Times**

*Dr. Wayne Flynt, Distinguished University Professor Emeritus, Auburn University*

Many of us live through public crises during our lives. When such events occur, we find our tiny academic worlds shaken, our assumptions about education often suddenly irrelevant to the larger issues of our times. Using the 1960s Civil Rights Movement in Birmingham as an example, Dr. Flynt will discuss how events can distinctly shape us as well as be shaped by us. He will also discuss the ways such events can be mainstreamed into academic culture, careers, and institutions.



**About the speaker:** J. Wayne Flynt, Ph.D., is Distinguished University Professor Emeritus at Auburn University, and a longtime faculty member of the Department of History. A widely recognized and award-winning scholar, Dr. Flynt is the author of numerous books on Southern Culture, Alabama politics, Southern religion, education reform, and poverty. His memoir, *Keeping the Faith: Ordinary People, Extraordinary Lives*, which chronicles many events at Auburn during his academic career, was published in 2011. A champion of the Land-Grant mission of outreach and faculty engagement, Dr. Flynt chaired Auburn's Committee on

Assessment of Outreach, which contributed to the definition and criteria for outreach scholarship in use today in the University Faculty Handbook.

Wednesday cont.

3:30 PM - 4:00 PM

Foyer

**Break**, with book signing by Dr. Wayne Flynt

4:00 PM - 5:00 PM

Fannie Lou Hamer Room

**Concurrent Sessions Featuring UPCEA Networks**

Program Management and Innovation Network

**The Value of Career Preparation and Learning Outcome Assessments in Programming**

Angela Marshall Honaker, JMH and Nicole Gislason, University of West Florida

This presentation will demonstrate key elements of career preparation that are simple to implement into certificate programs. The case studies shared with attendees will offer elements to be implemented for both asynchronous and synchronous program formats. Additionally, ways to evaluate success of career preparation elements will also be addressed.

Dorothy Height Room

Marketing, Enrollment, and Student Services Network

**Tuning In: Choosing Channels for Online Awareness Marketing**

Sarah MacDonald, James Madison University and Jon Horn, JMH

Online marketing channels offer a highly targeted way to reach audiences that may not be aware of your offerings. They are also often more cost-effective than most traditional awareness marketing techniques. Whether you have \$5,000 or \$50,000, join us to learn how to put online awareness marketing to work for you!

Roy Wilkins Room

Outreach, Engagement, and Economic Development Network

**Customized and On-Site Education to Work for Your Continuing Education Organization**

Andrew Billingsley, North Carolina State University

Put the power of customized and on-site education to work for your continuing education organization. You can modify existing classes for your local market or create new customized education that delivers targeted, measurable results to your clients! In this session, we will discuss effective pricing strategies, simple needs assessment techniques, and learning outcome tools.

5:00 PM - 5:30 PM

Foyer

**Please take this time to visit with exhibitors**

5:30 PM

**Networking Dinner**, optional



## Thursday

8:30 AM - 6:15 PM

*Foyer*

**Exhibit Hall Open**

8:30 AM - 9:00 AM

*John Lewis Room*

**Breakfast**

9:15 AM - 10:15 AM

*John Lewis Room*

**Concurrent Sessions Featuring UPCEA Networks**

Marketing, Enrollment, and Student Services Network  
**Using Business Intelligence to Reflect, Rethink, and Respond**

*Marina Kelly and Lon Thomas, North Carolina State University*

Data, data everywhere and not a chance to think! If this is how you feel about the information you own in relation to your programs, this session is for you! Join us as we look at how NC State University is moving to using Business Intelligence to better serve its constituents.

*Dorothy Height Room*

Online Marketing and Design/Leadership Strategy Network  
**Wonderland or Never Never Land: How Do You Perceive Online Education?**

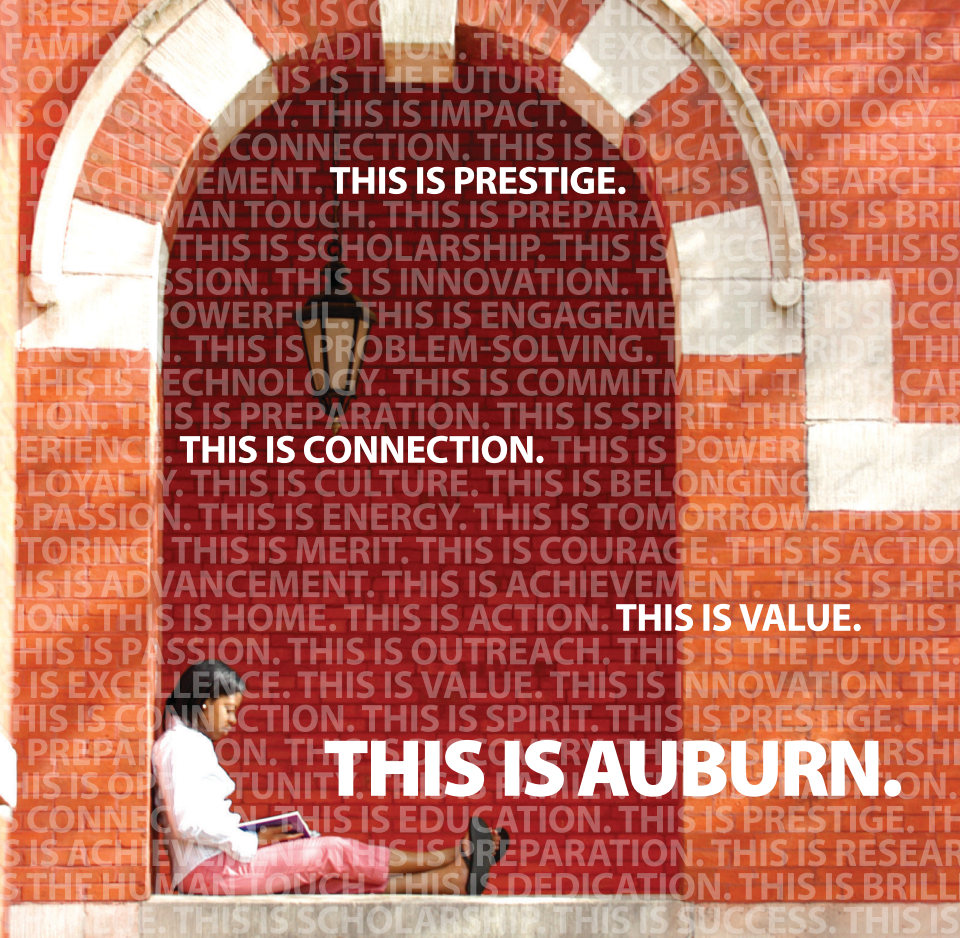
*Andrew Lawrence, Bluefield College*

As various discussions around online learning intensify, everyone will continue to develop opinions of it. The question is: How do you – as a leader – contribute to fostering a positive perception within your organization? This presentation will provide leaders with tools to transform negative views within their online learning realm.

10:15 AM - 10:30 AM

*Foyer*

**Break**



**THIS IS PRESTIGE.**

**THIS IS CONNECTION.**

**THIS IS VALUE.**

**THIS IS AUBURN.**

Whether you've known about Auburn all your life or are just learning about this university, we invite you to discover the real Auburn.

This is a university whose alumni include the CEO of Apple, the founders of Habitat for Humanity and Wikipedia, an Oscar-winner, sports legends, and astronauts. Graduates are recruited by top companies around the globe.

This is a university where you will make friends for a lifetime with a 250,000-strong, worldwide network of alumni.

This is a university that will surprise you, impress you, and propel you to success.



**AUBURN**  
UNIVERSITY

[auburn.edu](http://auburn.edu)

Thursday cont.

10:30 AM - 11:45 AM

John Lewis Room

### Workforce Panel

#### Educate the Educators on Training Gaps in the Labor Force

**Samuel N. Addy**, Ph.D., Director and Research Economist, University of Alabama Center for Business and Economic Research

**David Cooper**, Project Manager, Power Delivery Services, Alabama Power

**Dennis Hopper**, Technical Services Manager, Alabama Department of Economic and Community Affairs, Workforce Development Division

**Becky T. Rogers**, SPHR, Director of Learning & Development, Coca-Cola Bottling Company United

**Linda Sumblin**, Executive Director, Workforce Development Board, State of Florida Region II

**Joe A. Summers**, Ph.D., Director, Auburn University Economic & Community Development Institute

This panel will provide an overview of workforce education at its best, and discuss the unmet training needs that can be filled by university educators. Participants will learn how to better serve business and industry.

11:45 AM - Noon

Foyer

### Break

Noon - 1:15 PM

John Lewis Room

### UPCEA South Business Meeting and Awards Luncheon

Business Meeting Led by Chair Nicole Gislason and Presentation of Awards led by Alan Fiorello

The business meeting will include a roll call of states, introduction of officers, financial and committee reports, and general announcements. **All members are welcome and encouraged to attend!**

1:30 PM - 2:30 PM

Fannie Lou Hamer Room

### Concurrent Sessions Featuring UPCEA Networks

Marketing, Enrollment, and Student Services Network  
**Turning Sponsorships into Opportunities**

Gary Creek and Johnnie Blackburn, University of Alabama

The opportunity to sponsor campus events can take many forms; it can create awareness, impact program opportunities, and generate conversations about the diverse audiences we serve. The University of Alabama's College of Continuing Studies sponsored a traveling exhibit of some never before published photos of the Civil Rights Movement, and will share their process in supporting the exhibit as well as outcomes of that sponsorship.

Roy Wilkins Room

Leadership and Strategy Network

**Managing the Risk of Youth Programs and Activities on Your Campus: Policy Development and Implementation**

*Hope Stockton and Christopher O'Gwynn, Auburn University*

This interactive workshop will explore strategies for developing and implementing an institutional policy safeguarding youth on campus. The program will explore Auburn University's process, policy, and implementation as a case study and engage on high intensity issues in small groups. Participants will leave with a toolkit for policy development.

Dorothy Height Room

Online Management and Design Network

**Improving Online Webinars and Meetings**

*Carroll Scherer, Rice University*

We have all attended online webinars and meetings that failed to capture our attention, were ineffective, or did not engage the participants in the experience. In this interactive workshop, participants will pick up ideas for improving online presentations that can easily be implemented, whether presenting online yourself or coaching others.

2:30 PM - 3:00 PM

Foyer

**Break**, with book signing by Barnett Wright, author of

*1963: How the Birmingham Civil Rights Movement Changed America and the World*

3:00 PM - 4:00 PM

John Lewis Room

**Town Hall Meeting**

**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**

*UPCEA CEO, Bob Hansen*

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.

4:15 PM - 5:15 PM

### Concurrent Sessions Featuring UPCEA Networks

Roy Wilkins Room

Marketing, Enrollment, and Student Services Network

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

*Jim Fong, UPCEA*

Continuing education units continue to be on the front lines of education, technological, and workforce innovation. However, the rate of change is accelerating; how can we prepare for what's next? This session will use data to address changing demographics, anticipated technologies, innovative staffing and organizational changes, and new approaches to marketing and CRM.

Fannie Lou Hamer Room

Leadership and Strategy Network

#### **Getting the Most From Your Vendor**

*Carol Fleming, James Madison University, Nicole Foerschler Horn, JMH, Steve Shotts, ETC, and Chokdee Rutirasiri, Story+Structure*

Most CE departments have a vendor partnership. A bad one wastes time and resources and a good one results in departmental growth and increased opportunities. In this presentation we have gathered a panel of trusted CE vendors for an open dialogue around how to get the most from your relationship.

Dorothy Height Room

Marketing, Enrollment, and Student Services Network

#### **Bring Them Back For More: Implementing a Referral Program**

*Kim Luzius, Blair Jennings, and Tena King, University of Alabama*

The University of Alabama's College of Continuing Studies recently implemented Build-on-Bama, an incentive/referral program designed to encourage graduates to continue their education. Presenters will discuss the development process, challenges faced, and program results.

5:15 PM - 6:15 PM

### Reception sponsored by ETC

Foyer

6:15 PM - 9:00 PM

**Networking Dinner at Todd English P.U.B.**, individual reservations required

## Friday

8:30 AM - Noon  
*Foyer*

### Exhibit Hall Open

8:30 AM - 9:15 AM  
*John Lewis Room*

### Breakfast

9:30 AM - 10:30 AM

### Concurrent Sessions Featuring UPCEA Networks

*Dorothy Height Room*

#### Outreach, Engagement, and Economic Development Network

#### **Scaffolding Outreach to Build Professional Competencies in Nontraditional Learners**

*Kathleen Hale, Auburn University*

This session explores the concept of competency-based curriculum for professional public administrators. The practices used in Auburn University's MPA Program for continuing education for election administrators and voter registrars will demonstrate this. The session illustrates techniques for co-creation of knowledge and innovation through faculty and professional interaction around public administration theory and practice in jurisdictions across the country.

*Roy Wilkins Room*

#### Marketing, Enrollment, and Student Services Network

#### **Do you Deserve the Students You Need?**

*Tyler Ritter, University of North Carolina at Chapel Hill and  
Chokdee Rutirasiri, Story+Structure*

In this interactive session the presenters will provide insights on developing the foundation for a strong recruiting strategy based in empathy and the understanding that we must deserve each student that registers/applies for our programs.

*Fannie Lou Hamer Room*

#### Leadership and Strategy Network

#### **Rethinking Evaluation: Assessing for Impact and Improvement**

*John Freeze and Ralph Foster, Auburn University*

This workshop presents strategies and best practices for assessing learning outcomes responsive to accreditation principles. The program will include a case study of Auburn University's development of model outreach outcomes and assessment processes. Participants will be led in an interactive exercise in developing assessment models for various program outcomes.

10:45AM - 11:55 AM  
*John Lewis Room*

### General Session

#### **Discussion on Diversity and Inclusiveness**

11:55 AM - Noon  
*John Lewis Room*

### Adjournment by Chair and Chair-Elect

## UPCEA SOUTH ACKNOWLEDGEMENTS

The UPCEA South Regional Conference is very fortunate to have the support of several generous sponsors and exhibitors. Their continued support and conference participation help to make our regional gatherings possible, and for this we are extremely grateful. We would like to invite all participants to visit each of our exhibitors during the conference. Additionally, some of our sponsors will have the opportunity to share presentations during the concurrent sessions. We invite you to learn about the many ways that our sponsors are committed to providing the highest quality of educational experiences for adult learners.

UPCEA South would like to extend a special 'Thank You' to Chuck Havlicek from ACEware for providing a scholarship to help fund one of our first-time attendees.

## UPCEA SOUTH CABINET 2013

Chair:	Nicole Gislason, University of West Florida
Chair-Elect:	Carol Fleming, James Madison University
Past Chair:	Mercedes Suraty-Clark, University of Houston
Secretary:	Dana Willet, Austin Peay State University
Treasurer:	John Freeze, Auburn University
Board Representative:	Beth Laves, Western Kentucky University
Alternate Representative:	Steven Shotts, ETC
Member-at-Large:	Sarah MacDonald, James Madison University
Member-at-Large:	Bill O'Connor, Stetson University

## UPCEA SOUTH PLANNING COMMITTEE 2013

Teresa Clark, Lipscomb University  
Chris Cloudman, Stetson University  
Elizabeth Fillman, Virginia Commonwealth University  
Alan Fiorello, University of Virginia  
Carol Fleming, James Madison University  
John Freeze, Auburn University  
Kim Luzius, University of Alabama  
Sarah MacDonald, James Madison University  
Jeff Treichel, University of Texas-Austin  
Claire Twardy, Auburn University  
Lisa Verma, Louisiana State University

## SPECIAL THANKS TO THE FOLLOWING UPCEA STAFF

Jordan DiMaggio  
Kandace Gilligan  
Amy Heitzman  
Shelby Scango  
Cheri Simpson

THANK YOU TO OUR SPONSORS



THANK YOU TO OUR EXHIBITORS

