

A panoramic view of the Seattle skyline at sunset. The sky transitions from a deep blue at the top to a bright orange and yellow near the horizon. The city's buildings are silhouetted against the bright sky, with the Space Needle standing out prominently in the center. In the background, the snow-capped Mount Rainier is visible under the orange glow of the setting sun.

2017 UPCEA WEST REGION CONFERENCE

SEPTEMBER 25–27

RENAISSANCE SEATTLE HOTEL

SEATTLE, WA

2017 UPCEA WEST REGION CONFERENCE

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WELCOME

We are thrilled you are joining us for the 2017 UPCEA West Region Conference as we explore best practices and emerging trends in professional, continuing and online education.

In the changing landscape of higher education, we must all be innovators. How do we innovate? By drawing on our creativity, knowledge, and networks to develop cutting-edge programs. By staying abreast of emerging trends and technology to enhance our skillsets and benefit our students. By building important relationships with colleagues to inquire, share and learn from one another.

This year's West Region Conference provides an excellent opportunity to build these relationships and inspire the innovator in you! Learn about the latest marketing and branding techniques, innovation in program development, alternative credentialing, designing successful financial models, leading effective CE units, business development ideas, cutting-edge digital initiatives, and more. Our popular Emerging Leaders Pre Conference and Dean's Panel will return, where you can discuss opportunities, challenges and best practices with seasoned leaders in our field. And, of course, you will have ample time to connect with friends, old and new, at conference networking events.

We are thrilled to partner with the University of Washington as host university this year. What better place to explore innovation and emerging trends in continuing education than in Seattle, a city known for blazing trails in technology? Seattle provides a unique backdrop intellectually, as well as aesthetically. You may choose to visit the famous Space Needle, take a walk through Pike Place Market, or simply enjoy a custom-brewed cup at one of the many fine coffee shops Seattle has to offer. For those drawn to the great outdoors, you can take advantage of numerous hiking, biking, kayaking, and other outdoor activities just outside the city.

I look forward to connecting with you at the conference and continuing these conversations throughout the year!

Amy Ginder
UPCEA West Region Chair
University of Nevada, Reno

Shelly Wang
2017 West Region
Past Chair, UPCEA

Amy Ginder
2017 West Region
Chair, UPCEA

Saralyn Smith
2017 West Region
Chair Elect, UPCEA

AT-A-GLANCE

MONDAY, SEPTEMBER 25

9–10am	Newcomers Welcome Session	Salon A
10–11:45am	Emerging Leaders Pre-Conference	Salon A
Noon–1pm	Welcome Luncheon	Courtyard Ballroom
1–1:30pm	Dessert with Exhibitors; Networking	Courtyard Foyer
1:30–2:30pm	Concurrent Sessions 1	Refer to Program Guide
2:45–3:45pm	Concurrent Sessions 2	Refer to Program Guide
3:45–4:15pm	Exhibitor Showcase; Networking	Courtyard Foyer
4:15–5:15pm	General Session	Courtyard Ballroom
5:15–6:30pm	Opening Reception: Virtual Reality and Augmented Reality Open House	28th Floor
6:30pm	Dinner on Your Own/Optional Dinner Groups (Meet in hotel lobby)	

TUESDAY, SEPTEMBER 26

8–9am	Networking Breakfast	Courtyard Ballroom
9–10am	Keynote General Session	Courtyard Ballroom
10–10:30am	Exhibitor Showcase; Networking	Courtyard Foyer
10:30–11:30am	Concurrent Sessions 3	Refer to Program Guide
11:30am–1pm	Awards Luncheon	Courtyard Ballroom
1:15–2:15pm	Concurrent Sessions 4	Refer to Program Guide
2:15–2:45pm	Dessert with Exhibitors; Networking	Courtyard Foyer
2:45–3:45pm	General Session	Courtyard Ballroom
3:45–4:15pm	Prize Drawing and Announcements	Courtyard Ballroom
4:45–6:45pm	Off-site Excursion/Reception	
6:45pm	Dinner on Your Own/Optional Dinner Groups (Meet at Starbucks Reserve Roastery after excursion)	

WEDNESDAY, SEPTEMBER 27

9–10am	Business Breakfast Meeting	Courtyard Ballroom
10–11am	Dean's Panel	Courtyard Ballroom
11am–Noon	Wrap-up and Grand Prize Drawing	Courtyard Ballroom

Download the 2017 UPCEA West Region Conference Guidebook App for full schedule at guidebook.com/getit.



NEWCOMERS WELCOME SESSION

MONDAY, SEPTEMBER 25
9–10am

Are you a first-time UPCEA West conference attendee and wondering how to maximize your conference and UPCEA experience? Look no further than the opening Newcomers Welcome Session where we will help to fully immerse you in the following ways:

- » Meet fellow first time attendees and other UPCEA colleagues (*We make friends fast!*)
- » Learn about UPCEA benefits and website resources (*We all love swag!*)
- » Learn how you can participate in future conferences (*Yay participation!*)
- » Become stewards for your organization (*Spread the love!*)
- » and more (*If we can pack it in!*)

EMERGING LEADERS PROGRAM

MONDAY, SEPTEMBER 25
10–11:45am

UPCEA's Hallmarks of Excellence (<http://upcea.edu/resources/hallmarks/>) detail the key competencies for the exceptional continuing education leader. The Emerging Leaders session will spend time focusing on Professionalism, one of the seven pillars of Excellent Practices, which must define and flow across all aspects of our work. It is how we earn champions across our institutions and become the influencers we need to be in order to move our units forward.

Professionalism's key performance indicators result in enhancing collaboration with the campus at large, expanding community based partnerships and ties to external stakeholders, increasing engagement with internal stakeholders, increasing offerings of innovative programming and altruistic offerings to underserved, mentoring young members of the professional continuing education community, and much more.

Working together in small groups with leaders at multiple levels, participants will each walk away with templates and projects to implement over the next year.

FACILITATOR

Nancy Salzman

Dean, Brandman University School of Extended Education

MENTORS

Jenni Murphy, Ed.D.

Associate Dean, College of Continuing Education,
Sacramento State University

Lisa Templeton

Associate Provost, Extended Campus, Oregon State University

Mark Wheeler

Dean, Extended Studies at Boise State University

AGENDA

Locations for concurrent sessions are listed throughout the detailed program agenda on pages 5–12. Please find locations for all meals, receptions and general sessions on the At-A-Glance schedule on page 3.

Monday, September 25

9–10am	Newcomers Welcome Session
10–11:45am	Emerging Leaders Pre-Conference Program
Noon–1pm	Welcome Luncheon
1–1:30pm	Dessert with Exhibitors; networking
1:30–2:30pm	Concurrent Sessions 1

WestTalk Session*

Marketing, Enrollment & Student Services

Location: Salon B

WHO SHOULD ATTEND?

Program Managers / Program Developers /
Marketing Managers / Website Designers

Early Engagement Promotes Distance Student Success

PRESENTER(S):

Kyle Whitehouse, Assistant Director of Student Services, Oregon State Ecampus

Amy Riley, Student Success Manager, Oregon State Ecampus

DESCRIPTION:

The Oregon State (OSU) Ecampus Student Success Team piloted three initiatives offering proactive outreach and support for newly admitted students through their first year of enrollment. Program goals included optimizing a small staff, creating tiered services based on student need, providing multiple access points, and increasing academic outcomes (GPA, completion and term-to-term retention) and self-efficacy skills indicative of student success (self-confidence, connection to the university, identifying/using resources). First year review has revealed positive outcomes to-date:

- » Increased engagement with students and ability to tag and track the decision-making behaviors of online students between admission and enrollment

* WestTalk Sessions consist of two 15-minute presentations on related content during the same concurrent session hour, and the audience stays for both. There is time allotted for Q&A with each group.

- » 95% student acceptance rates, engagement pattern data, and increased student-to-student connection
- » Increases in term GPA, course completion and term-to-term retention rates; strong satisfaction and increased confidence scores per student self-report measures

We are eager to share what we are learning and to discuss similar efforts with others. To help mediate the short format, we will be happy to follow-up with colleagues who have additional questions or want to continue the conversation. Handouts and summarized outcomes will be available.

First Point of Student Engagement: Orientation

PRESENTER(S):

Roger Wen, Senior Director, Online Campus, California State University, East Bay

Marguerite Hinrichs, Director, Student Life & Leadership, California State University, East Bay

DESCRIPTION:

Roberts and McNease's (2010) research shows that as levels of student involvement/engagement increase so does student retention in higher education. Cal State East Bay identified the first point of engagement as online orientation. Our Student Life & Leadership team wanted to expand access to orientation for our diverse student population. The goal was to mirror the on ground orientation, yet allow students access at their own place, pace, and based on their individual needs. We also wanted robust data analytics so we could learn about our incoming students, and reach out to them more effectively. Research of several different platforms led us to Smart Sparrow's adaptive design technology to create a personalized online orientation experience for each student. Students move through prioritized information in a self-selected sequence. Adaptive feedback, presented as a screen hint, a video, a graph, can be triggered by an interaction or response from the student, the time spent on a screen or the number of question attempts. The resulting data analytics, allows Cal State East Bay to identify interests, challenges or additional resources that students might need.



The Use of Student Outcomes for Program Planning

Program Planning & Implementation

Location: Salon C

WHO SHOULD ATTEND?

Program Managers / Program Developers / Marketing Managers

PRESENTER(S):

Tieming Lin, Director of Research and Reporting Services, University of Washington Continuum College

Aaron Olanie, Major Account Executive, Emsi

DESCRIPTION:

Identifying and keeping up with marketable skills is integral to program planning and curriculum alignment. Job postings signal what skills employers and HR professionals think they want. While useful, job postings data are fraught with limitations and only tells part of the story. This session will highlight research at the University of Washington Continuum College using used Emsi data that compares the skills of their alumni with the rest of the market, identifies marketable skills and trends, and provides insight on program level outcomes at a more granular level than ever before.

Emerging Technologies for Online, Continuing and Professional Education

Business & Operations

Location: Salon A

WHO SHOULD ATTEND?

Deans / Associate Deans / Marketing Professionals / Instructional Designers

PRESENTER(S):

Ray Schroeder, UPCEA

DESCRIPTION:

Important new trends are emerging in online learning that will soon impact our continuing and professional education programs. Augmented reality; virtual reality; artificial intelligence and blockchain distribution architecture will alter the way in which we conceive, deliver and distribute credentialing for our online programs in the near future. This session will provide you with the background and resources to stay abreast of the development of these key technologies.

2:45–3:45pm

Concurrent Sessions 2

WestTalk Session*

Community & Economic Engagement

Location: Salon B

WHO SHOULD ATTEND?

Program Managers / Program Developers / Directors of Community Outreach

Community Based Programming: An Osher Lifelong Learning Model

PRESENTER(S):

Natalie Lecher, OLLI-UW Director, University of Washington Continuum College

DESCRIPTION:

Join me to discuss the popular interest of providing programming to the wider community—in the wider community. This session will discuss the opportunity to bring academic programming to a population that may not desire or may not be able to come to a central campus. We will discuss our strategies including:

- » Creating a sponsored a lecture series that can be replicated to offer a community service and great public relations for your institution
- » Providing a community-based group to support ongoing adult programming through courses and lectures
- » The potential of offering online streaming to both groups of people and individuals in their own homes.

Building a Successful Community Partnership Program—A Case Study

PRESENTER(S):

Kevin Nemeth, Director, Extended Campus, Montana State University Billings

Jennifer Reiser, Chief Operating Officer, Billings Chamber of Commerce

DESCRIPTION:

Moving Up—New Manager Training is a low impact program that takes place once per month for five months and promises to help individuals develop interpersonal knowledge and skills to be an effective manager. It was developed in partnership with the Billings Chamber of Commerce Next Gen group and features instructors from the chamber, local businesses and universities.

* WestTalk Sessions consist of two 15-minute presentations on related content during the same concurrent session hour, and the audience stays for both. There is time allotted for Q&A with each group.

Input received from young professionals and employers resulted in a program that, instead of focusing on technical skills, targets interpersonal skill development that most new managers list as the most challenging. It culminates with a showcase by a local business that has implemented strategies to build a supportive and collaborative work environment. This session will focus on the process we used to develop the program, including design elements, program topics, and some of the challenges that are emerging.

Creating the Optimal Financial Structure for Organizational Success

Business & Operations

Location: Courtyard Ballroom

WHO SHOULD ATTEND?

Deans / Associate Deans / Directors / Procurement Divisions Program Coordinators

PRESENTER(S):

Radhika Seshan, Associate Dean of Business Development & Chief Operating Officer, UCLA

Meni Sarris, Director, Continuing Education Strategic Consulting Services, Jenzabar

DESCRIPTION:

With the number of nontraditional students on the rise, there is an opportunity to turn your extension school or CE department into a high-demand educational powerhouse. Your non-traditional learner programs can become a center of perpetual return on investment for your institution. Financial structures must adapt to support compliance, growth, and planning to meet the changing needs of the organization. Organizations pivot year after year and make changes in their processes and roles to maintain alignment. It is necessary to evaluate the financial side of the organization and make sure every employee, at every level, is doing their part to assure compliance, analyze business rules, develop optimal efficiencies, and streamlined processes. Come learn how to examine your organization and understand how to ensure you are moving in the right direction.



Empowering Teaching Excellence — Implementing Digital Badges for Faculty Development

Program Planning & Implementation

Location: Salon A

WHO SHOULD ATTEND?

Instructional Designers / Faculty Development Professionals / Program Developers

PRESENTER(S):

Travis Thurston, Senior Instructional Designer and Faculty Development Coordinator, Utah State University

Erin Wadsworth-Anderson, Instructional Designer, Utah State University

DESCRIPTION:

The ETE 10 program provides a framework of teaching-related experiences which can help instructors in the career-long process of developing expertise as a teacher. "Learning doesn't stop when we achieve a degree or accept a new position; badges serve as microcredentials of achievement beyond the transcript or career step" (Diaz, Smith, & Petrillo, 2014, p. 2). A growing body of literature supports the use of microcredentials and digital badging for faculty development in higher education. A recent study suggests that microcredentialing is valuable in allowing participants to personalize learning goals by allowing instructors to personalize professional development and make it more individually meaningful (Gamrat, Zimmerman, Dudek, & Peck, 2014). Learn how the ETE 10 program was planned and implemented to serve as a framework for instructors to engage in a variety of different teaching-related experiences, while incorporating the flexibility of personalized learning.

Corporate Training: Working with Employers Today and Creating Pathways to a Degree

Marketing, Enrollment & Student Services

Location: Salon C

WHO SHOULD ATTEND?

Corporate Training Managers / Workforce Development Coordinators / Program Developers

PRESENTER(S):

Bob Tran, Marketing Manager, Brandman University

DESCRIPTION:

Many postsecondary institutions now include some form of corporate or custom training division. In an era of shrinking

training budgets and a plethora of content sources such as MOOCs, YouTube, and Lynda.com, it is a challenging time for colleges and universities to compete in this space. Brandman University commissioned a multi-part market study of employers in its home region—and beyond—in order to fully understand: what employers need, how they deploy scarce resources, how they decide who they will work with, who they have to convince when they want to use an external provider, and much more. This session will outline key findings, discuss strategies for being successful in this highly competitive market segment, and describe how Brandman is using Corporate Training as a pathway to degree programs.

3:45–4:15pm Exhibitor showcase; networking

4:15–5:15pm General Session

The Evolving Regional Workforce: How the Workforce is Adapting to Gen Z and Young Millennials

Location: Courtyard Ballroom

Beginning with a snapshot of job trends both nationally and globally, this presentation will forecast evolving industries and sectors of growth as well as how these developments are fueling the demand for alternative credentials. Data sources will include nation-wide benchmarking and employer data as well as a special focus on regional workforce elements.



Jim Fong, Director,
UPCEA Center for Research and Strategy

5:15–6:30pm Opening reception and Virtual Reality and Augmented Reality Open House

Location: 28th Floor

Virtual reality (VR) and augmented reality (AR) have been a staple of popular culture for decades, but they are finally becoming a reality. Join conference exhibitors and attendees at this informal reception to get a feel for what these new technologies are like and how they might impact our work. Several UPCEA West member institutions will bring VR & AR devices for attendees to test drive and will be on-hand to talk about how their institutions are meeting the training needs they are creating.

6:30pm Dinner on Your Own / Optional Dinner Groups

Tuesday, September 26

8–9am Networking Breakfast

9–10am Keynote General Session

Calling BS in a Data-Driven World

Location: Courtyard Ballroom

The world is awash in BS. Pandering politicians, winking advertisers, startup soothsayers, television “experts”, and even some scientists use the news media to promulgate half-truths, misrepresentations and sometimes outright lies. In response, Jevin West and his colleague, Carl Bergstrom, created a class and website aimed at combatting this misinformation—callingbullshit.org—with a particular emphasis on data, figures, visualizations, and statistics. In this session, he will discuss how to identify and respond to BS in data we encounter in our personal and professional lives. In particular, he will help us decipher what is involved in the higher ed push for “Big Data” and show some visualization techniques that can help us communicate data more clearly and accurately.



Dr. Jevin West, Assistant Professor,
University of Washington

10–10:30am Exhibitor showcase; networking

10:30–11:30am Concurrent Sessions 3

The Advisory Board Advantage: Leveraging Industry Expertise to Deliver In-Demand Outcome-based Learning

Community & Economic Engagement

Location: Salon C

WHO SHOULD ATTEND?

Program Managers / Program Developers /
Directors of Community Outreach

PRESENTER(S):

Paula McArdle, Assistant Director, Academic Programs,
Professional and Continuing Education, University of Washington,
Continuum College

McKay Caruthers, Assistant Director, Academic Programs,
University of Washington, Continuum College

Lalitha Subramanian, Assistant Director, Academic Programs,
University of Washington, Continuum College

DESCRIPTION:

Advisory boards represent a critical element in program development. Comprised of professionals from business, non-profits and government agencies, boards advise on dynamic trends in their respective industries for the creation of new programs. Advisors also ensure the relevance of long-standing programs by keeping learning outcomes up-to-date in ever-changing fields. Learn how the involvement of boards is mutually beneficial to local industry and the institution of higher learning. Join us to discuss best practices for identifying and recruiting influential board members as well as how to facilitate productive advisory board meetings with diverse perspectives. By tapping the minds of the top thinkers, doers and leaders in key industries, institutions of higher learning can offer a transformational professional development experience.

It Was Almost Called GAS: Using a Scholarship Program and its Marketing Campaign to Increase Enrollment, Accessibility, and Revenue

Marketing, Enrollment & Student Services

Location: Salon A

WHO SHOULD ATTEND?

Program Managers / Program Developers / Marketing Managers / Outreach and Recruitment Professionals

PRESENTER(S):

Julie Shell, Summer/Winter Sessions Coordinator, School of Extended & International Education, Sonoma State University

Jennifer Haynes, Marketing Coordinator, Sonoma State University

Kimberly Baptista, Administrative Services Coordinator, Sonoma State University

Jessica Hansen, Program Coordinator, Sonoma State University

Judy Vincenti, Financial and Business Coordinator, Sonoma State University

DESCRIPTION:

Have you ever considered using a strategic scholarship program to increase enrollments and accessibility, but weren't sure what was involved or how well it would work? Join us to explore how we developed our GPS scholarship to improve access for students with need, increase general enrollments in self-support summer and winter programs, and further Sonoma State University's graduation rate initiative. We developed program objectives, invested resources (time, money, staff), built collaborative partnerships across campus, developed and implemented a strategic marketing plan in cooperation with SSU's student PR

firm, and tracked the results. The marketing campaign and the 400 scholarships awarded drove larger enrollment and generated sufficient revenue to recover our initial investment and grow the program in the future. Using our experience as a self-support unit launching a large-scale, need-based scholarship program at a public university, we'll discuss choosing your target population, resolving potential logistical challenges, working with students on a marketing campaign, and evaluating the results. Finally, we will ask you to brainstorm with us on how to refine the process moving forward.

10 Top Metrics to Measure Your Unit's Business Success

Business & Operations

Location: Salon B

WHO SHOULD ATTEND?

Deans / Associate Deans / Program Developers / Strategists

PRESENTER(S):

Radhika Seshan, Associate Dean of Business Development & Chief Operating Officer, UCLA

Lee Maxey, CEO, MindMax

DESCRIPTION:

What does it really mean to be a data-driven organization? Are you measuring the right metrics to measure your success—without diminishing the value of mission? Our experts will share stories of the challenges institution's face when addressing what data to measure and offer the 10 most impactful metrics for units to measure. This presentation will encourage audience participants to share their own challenges around determining the best use of data, how to budget for and resource the collection and analysis of data, and how to better attend to institutional mission through the appropriate use of data. Join this in-depth conversation between presenters and audience participants that will highlight the key metrics institutions need to work with to better understand and manage our businesses and serve our students.

11:30am–1pm Awards Luncheon

Location: Courtyard Ballroom

UPCEA members are doing amazing work at their institutions. Please join us for lunch and a presentation to honor and celebrate their innovative programs and professional achievements.

UCLA Global: Improving Access to Students

International
Location: Salon C

WHO SHOULD ATTEND?

International Program Professionals / Deans / Associate Deans

PRESENTER(S):

Mike Buczkowski, Chief Marketing Officer, UCLA

DESCRIPTION:

According to NAFSA, the almost 1 million foreign students in the U.S. contributed \$32.8 billion to the U.S. economy during the 2015–2016 academic year. The chance to gain an educational experience and degree from a first-class American university has long been limited to families and individuals who could afford to send their children or immigrate to the U.S. With the launch of UCLA Global, the university is improving access not only to lower income students, but also to the far reaches of the globe. Allowing students in cities such as Tokyo, Hong Kong, and Mumbai, to acquire professional certificates and degrees from UCLA provides an alternative to often overcrowded and unforgiving educational systems. Furthermore, with the use of blended learning strategies and interactive learning, students gain exposure to different cultures and develop global thinking.

Who Says e-Learning Pricing Can't Be Transparent?

Business & Operations
Location: Salon B

WHO SHOULD ATTEND?

Program Managers / Program Developers

PRESENTER(S):

Melanie Mitchell, Director, Professional and Continuing Education, Oregon State University

Tamara Mitchell, Instructional Designer, Oregon State University

Danny Powers, Instructional Designer, Oregon State University

DESCRIPTION:

Custom e-learning courses do not have a single set cost because every course is unique in regards to its requirements, content, and the needs of the learners it serves. Oregon State University will provide an easy to use tool will help you quickly determine

the estimated cost of your next e-Learning course based on your specified requirements and situation. Come learn the various individual factors that affect the amount of instructional design time needed to create your next e-Learning course.

Apprenticeship Programs: Alternative Credentialing Offering New Options and Making an Economic Impact

Community & Economic Engagement
Location: Salon A

WHO SHOULD ATTEND?

Program Managers / Program Developers / Workforce Development Professionals

PRESENTER(S):

Babette Jimenez, Senior Program Developer, California State University, Sacramento

Jenni Murphy, Associate Dean, California State University, Sacramento

Matt Hidalgo, Program Director, California Workforce Association

DESCRIPTION:

Alternative credentialing is changing the face of education. Learn how Continuing Education can play an integral role in this new pathway. The "Workforce Development Professional", a state-registered apprenticeship program, is the first of its kind in California and is providing training opportunities for workforce development employees to find higher wages, better benefits and more avenues to promotions.

Hear how Sacramento State, College of Continuing Education partnered with CSU Long Beach and Los Angeles to combine job-related technical instruction with structured on-the-job learning experiences to deliver this exciting new program. This apprenticeship program is a successful and innovative job training strategy which produces graduates with the advanced skills needed to pursue more competitive jobs in the workforce development industry.

The benefits of collaborating with other educational institutions, your local workforce development boards, employers in the region and the Division of Apprenticeship Standards will be highlighted.

2:15–2:45pm Dessert with Exhibitors; networking

2:45–3:45pm General Session

The Universe of Alternative Credentials: A Panel Discussion

Location: Courtyard Ballroom

Business, industry, and changing demographics suggest the demand for traditional four year degrees will remain flat or decline, while alternative credentials will increase. Suppliers of alternative credentialing can come from a number of places, but will higher education keep pace? This presentation will showcase essential elements of the Alternative Credential landscape, including foundation support, advocacy for badging and micro-credentialing, institutional responses, and benchmarking data which defines the emerging trends in alternative credentials.

PANELISTS:



Wayne Smutz, Dean of Continuing Education and UCLA Extension, University of California Los Angeles



Rovy Branon, Vice Provost, University of Washington, Continuum College



Melanie Mitchell, Director of Professional and Continuing Education, Oregon State University Extended Campus



Nancy Salzman, Dean, Brandman University School of Extended Education

MODERATOR:



Bob Hansen, CEO, UPCEA

3:45–4:15pm Prize Drawing and any announcements

4:45–6:45pm Off-site Excursion and Reception (included): Starbucks Reserve Roastery & Tasting Room Tour (see sidebar for details)

6:45pm Dinner on Your Own/Optional Dinner Groups



Starbucks Reserve Roastery & Tasting Room Tour

1124 Pike Street

Hosted by the University of Washington
Continuum College

Join us for drinks while discovering the art, science and craft of inspired coffee at Starbucks Reserve Roastery & Tasting Room in Seattle's vibrant Capitol Hill neighborhood. This one-of-a-kind coffee shrine captures the past, present and future of Starbucks, just nine blocks from the original store. You will be treated to brewing demonstrations and tastings at the Experience Bar and guided tours of the facility and roasting process. The Roastery and Tasting Room is a short 15 minute walk from the hotel; however, a shuttle bus will be provided for those who would prefer transportation to the event.

The shuttle bus will rotate between the hotel and Starbucks every 20 minutes throughout the event, with the first hotel pick-up beginning at 4:45pm downstairs at the hotel front entrance on 6th Avenue. The last shuttle back to the hotel will depart Starbucks at 7:15pm. For those who would prefer to walk, maps will be available at the UPCEA West Registration Desk.

Wednesday, September 27

9–10am Business breakfast meeting

10–11am General Session

Dean's Panel: Leading in a Time of Change

Join us for the final session of the conference as we explore a candid conversation with prominent thought leaders in the field. Continuing education units are expected to lead innovations and to provide much needed funding to our institutions. How are we meeting these needs? What are key emerging trends we should be monitoring and implementing? What issues will be at the forefront of our field in three years?

FACILITATOR:

Rovy Branon, Vice Provost, University of Washington
Continuum College

PANELISTS:

Kim Obbink, Executive Director, Extended University,
Montana State University

Sandi Pershing, Assistant Vice President of Outreach &
Engagement, Dean of Continuing Education, University of Utah

Lisa Templeton, Associate Provost, Extended Campus,
Oregon State University

Mark Wheeler, Dean, Extended Studies at Boise State University

11am–Noon Wrap-up and Grand Prize Drawing

Noon Adjourn

UPCEA 2017–18 West Regional Leadership

CHAIR

Amy Ginder, University of Nevada, Reno
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Saralyn Smith, Pacific Lutheran University
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2017 UPCEA WEST REGION CONFERENCE PLANNING COMMITTEE

CONCURRENT SESSIONS

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Richard Moala (Cal State East Bay)

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LaNelda Rolley (University of Nevada, Las Vegas)

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Viviane Lopuch (Seattle University)

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Melissa Nakamura (University of Hawaii)
Saralyn Smith (Pacific Lutheran University)

EMERGING LEADERS

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Nancy Salzman (Brandman University)

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