TUESDAY, MARCH 31, 2015
8–9 A.M.
CONTINENTAL BREAKFAST
AND CONCURRENT SESSIONS III
9:15–10:15 A.M.
GENERAL SESSION –
THE STATE OF THE ONLINE
UNIVERSITY: WHAT LIES AHEAD?
Paul J. LeBlanc
Southern New Hampshire University
10:15–10:45 A.M.
COFFEE WITH EXHIBITORS
11 A.M.–12:15 P.M.
NETWORK MEETINGS
AND AWARDS PRESENTATIONS
12:30–2 P.M.
GENERAL SESSION AND LUNCH:
THE STATE OF THE ASSOCIATION
AND AWARDS PRESENTATION
Bob Hansen
UPCEA
Bea González
Syracuse University
2:15–3:15 P.M.
CONCURRENT SESSIONS IV
3:15–3:45 P.M.
COFFEE WITH EXHIBITORS
FRANDSON BOOK SIGNING
3:45–4:45 P.M.
CONCURRENT SESSIONS V
5–6:30 P.M.
CENTENNIAL CELEBRATION
SPONSORED BY BLACKBOARD
6:45 P.M.
DINNER GROUPS
MEET IN HOTEL LOBBY

WEDNESDAY, APRIL 1, 2015
8–9 A.M.
BREAKFAST AND REGIONAL MEETINGS
Central Region
Mid-Atlantic Region
New England Region
South Region
West Region
8–8:45 A.M.
CORPORATE ADVISORY COUNCIL
WORKING BREAKFAST
9–9:45 A.M.
GENERAL SESSION:
A CENTENNIAL CONVERSATION
Daniel Shannon
University of Chicago
Robert Wiltenburg
Washington University in St. Louis
Marie Cini
University of Maryland University College
9:45–10:30 A.M.
GENERAL SESSION:
ENTERING THE SHIFT AGE
David Houle
Futurist
10:30–11 A.M.
COFFEE WITH EXHIBITORS
CENTENNIAL CONVERSATIONS
BOOK SIGNING
11 A.M.–12:15 P.M.
CONCURRENT SESSIONS VI
12:15–1:15 P.M.
GENERAL SESSION AND CLOSING
LUNCH: ACCESS, EDUCATION,
AND TODAY’S WORKFORCE
Anthony P. Carnevale
Georgetown University
1:30–2 P.M.
TOWN HALL:
BUILDING THE NEXT 100 YEARS
Bob Hansen
UPCEA
2 P.M.
ADJOURN
3 P.M.
CAPITOL BUILDING TOUR

POST-CONFERENCE:
UPCEA INTERNATIONAL BRIEFING
TICKETED EVENT
FOCUS ON SOUTHEAST ASIA:
THAILAND, INDONESIA, VIETNAM
HIGHER EDUCATION IN CONTEXT
6–7 P.M.
RECEPTION
7–8:30 P.M.
DINNER AND PRESENTATION
Scot Marciel
Principal Deputy Assistant Secretary to
the Bureau of East Asian and Pacific Affairs,
U.S. Department of State; Former U.S.
Ambassador to Indonesia

THURSDAY, APRIL 2, 2015
8 A.M.
COFFEE SERVICE
8:15–9 A.M.
Anthony Kholiha
Director, Office of
Global Educational Programs
U.S. Department of State
Jarred Butto
Program Officer, Bureau of Educational and
Cultural Affairs, U.S. Department of State
9–9:45 A.M.
Bernie Burrola
U.S. Executive Director
U.S.—Indonesia Joint Education Council
9:45–10:30 A.M.
Tien Le
Chief Economic Counselor
Embassy of Vietnam
10:45–11:30 AM
Md Amin Md Taff
Minister Counselor (Education)
Embassy of Malaysia
11:30 A.M.–12:15 P.M.
Mark Ashwill
Managing Director
Capstone Vietnam
12:15 PM
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*Based on total new institution sales of higher education student information systems during the 2009 - 2013 period.
Welcome to the UPCEA 100th Annual Conference! Thank you all for joining us at this historic event as we celebrate a century of reinventing higher education! We hope that you’ll make the most of your time at the conference, and here in our nation’s capital.

This Centennial Celebration would not have been possible without the hard work of the 2015 Annual Conference Advisory Committee, and the UPCEA Staff. We extend our deepest gratitude to each of these individuals for all of their service to the association, and their efforts to bring to fruition a remarkable conference experience for all of our attendees.

Here’s to another 100 years!

BOB HANSEN
Chief Executive Officer
UPCEA

MARIE CINI
University of Maryland University College
Conference Chairs

RICHARD NOVAK
Rutgers University

2015 UPCEA ANNUAL
CONFERENCE ADVISORY
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Director, Center for Online Leadership and Strategy

KIMBERLY ZASKI
Director, Membership and Engagement

Continue the conversation online! Don’t miss out on conversations with fellow attendees and speakers during and between sessions. Use #UPCEA100 on Twitter to stay in touch!
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VISIT THE WORLD LEADER IN CONNECTING LEARNING TO LIFE

UPCEA 2015 Conference | Booths #400 & 402
Letter from UPCEA President

Bea González UPCEA President 2014–2015, Dean, University College – Syracuse University

Welcome to this momentous occasion as we celebrate 100 years of UPCEA. It’s a pleasure to share this milestone with our friends and colleagues as we look back on how far we’ve come as an organization and look forward to the challenges and opportunities before us. The theme of the conference – Access, Innovation, Engagement: A Century of Reinventing Higher Education – is very fitting because it embodies the mission of UPCEA from the very beginning. For many years, UPCEA worked in the margins of higher education. But as we grew and became stronger, we also became a valuable resource for the colleges and universities we serve. Our talents, skills, and programs are more central to our institutions than ever before.

This century has encompassed five generations – from the generation of 1914 to the Millennials. As the needs of our students change, our strategies for serving them must continually evolve. The development of innovative programming and technology and providing access and flexibility is essential to their success. However, we must not lose sight of our core values – to facilitate change in a dynamic society, to promote productivity, enhance personal growth, and maintain good social order.

I have attended meetings in every region, where I have seen the very best in education, innovation and leadership. I have seen firsthand the talent and commitment to access, workforce development, professional development, and engagement. We are a community of conveners, advocates, researchers, and educators who work every day to have our voices heard across campuses, regions, and around the world. We have the ability to campaign for the benefit of our students by becoming an active voice in higher education policies. Our students and our delivery modes are not well understood or supported by government regulations and with more than 400 member institutions, we have the influence to initiate change, beginning with the Higher Education Reauthorization Act.

We have flourished these past 100 years because of our passion and vision and because we are committed to providing the best – to our students, our universities, and to each other.

I want to thank the conference planners who worked especially hard to create this exceptional program and celebration. I want to thank all of the past presidents who have joined us – for their work, inspiration, and insight. I also want to thank the association for its commitment to our professional development.

Here’s to another 100 years of “reinventing higher education.”

Bea González
UPCEA President, 2014–2015
The UPCEA Central Region congratulates DAVID SCHEJBAL of University of Wisconsin-Extension on the election to the Presidency of UPCEA for 2015-2016.
Conference Fast Facts

FIRST-TIME ATTENDEES
If this is your first time at a UPCEA Annual Conference, please: Don’t miss the chance to meet your Conference Buddy, and network with other first-time attendees and association leaders at the Welcome Lunch (space limited; pre-registration required), Monday, March 30, at Noon. This is a “must do” for new members, non-member attendees, and first-time Annual Conference attendees, and a great way to kick off the UPCEA Annual Conference. Also be sure to visit the UPCEA Embassy in the Exhibit Hall during the opening reception and coffee breaks with exhibitors to learn from current Network and Region Leaders how you can get involved with UPCEA!

UPCEA CONFERENCE REGISTRATION
The UPCEA Conference Registration Desk is located on the Ballroom level. The Registration Desk is open at the following times:
Monday, March 30 from 7:30 a.m.–6 p.m.
Tuesday, March 31 from 7:30 a.m.–5 p.m.
Wednesday, April 1 from 7:30 a.m.–2 p.m.

CONFERENCE VIDEO RECORDINGS
UPCEA will capture video of select conference sessions through a partnership with Sonic Foundry. The Online Pass will allow access to all general sessions, all concurrent sessions (slides and audio only), and all awards presentations. Sessions with this icon indicate that they will be captured. Go to upcea.edu/onlinepass

MEDIA COVERAGE
Members of the media are invited to cover most sessions; please obtain a name badge at the Registration Desk to gain access to sessions.

UPCEA NETWORK MEETINGS AND AWARDS PRESENTATIONS
Network Meetings/Award Presentations will be held Tuesday, March 31 from 11 a.m.–12:15 p.m. Be sure to attend your Network’s event and to honor your colleagues who have been selected to receive awards for outstanding accomplishments in the Networks’ areas of practice.

UPCEA REGIONAL BREAKFASTS/BUSINESS MEETINGS
Regional business meetings will be held during breakfast on Wednesday, April 1 from 8–9 a.m. Take advantage of this opportunity to meet other professional, continuing, and online education professionals from your geographic area, and discuss issues and programming activities important to your Region.

SESSION EVALUATIONS
Your feedback is important to us! On-site, you can use the conference app to give session feedback. After the conference, attendees can expect an email containing a link to a survey which will invite overall conference feedback as well as any additional comments about sessions.

EXHIBIT HALL
The Exhibit Hall and Activities Center is located in the Renaissance Ballroom on the Ballroom level. Hours for the Exhibit Hall are as follows:
Monday, March 30 from 6–8 p.m.
Tuesday, March 31 from 10 a.m.–5 p.m.
Wednesday, April 1 from 9–11 a.m.

Specific Events in the Exhibit Hall
Monday, March 30, 2015
6–8 P.M.
OPENING RECEPTION

Tuesday, March 31, 2015
10 A.M.–5 P.M.
EXHIBIT HALL AND ACTIVITIES CENTER OPEN
10:15–10:45 A.M.
NETWORKING AND REFRESHMENT BREAK
3:15–3:45 P.M.
NETWORKING AND REFRESHMENT BREAK
FRANDSON BOOK SIGNING

Wednesday, April 1, 2015
9–11 A.M.
EXHIBIT HALL AND ACTIVITIES CENTER OPEN
10:30–11 A.M.
NETWORKING AND REFRESHMENT BREAK
CENTENNIAL CONVERSATIONS BOOK SIGNING
10:45 A.M.
UPCEA GRAND PRIZE DRAWING

Fill out the 10 spaces on your UPCEA Passport and be eligible for UPCEA’s Grand Prize Drawing. It’s easy; just visit the exhibitors and the UPCEA Embassy during the conference and remember to ask for their autographs on your Passport. Passports can be found in your registration packet and are available at the Registration Desk.

The Grand Prize is a complimentary registration for the 101st UPCEA Annual Conference in San Diego, California, April 6–8, 2016. Prize drawing takes place in the Exhibit Hall and Activities Center on Wednesday, April 1 at 10:45 a.m. You must be present to win. Good luck!

UPCEA is not liable and accepts no responsibility for any accidents, injuries, or losses pursuant to imbibing alcoholic beverages or for any other reason on or off premises at the Annual Conference.
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Letter from Incoming UPCEA President

David Schejbal
UPCEA President 2015–2016,
Dean, Continuing Education, Outreach and E-Learning –
University of Wisconsin-Extension

I am delighted to serve as the incoming president of UPCEA on the centennial of its foundation. For me as the continuing education dean in University of Wisconsin-Extension, this is a very personal honor because UPCEA began 100 years ago at the UW.

As I think about the future of the Association and of higher education in general, I am both optimistic and a little nervous. The changes that we see and feel in our field are real, and they are evolving at unprecedented rates. Spurred by intersecting factors including the economy, globalization, technology, and social and cultural changes, higher education cannot continue to do business as usual. We must adjust and address new needs and new markets because our society requires and demands it.

In the past, continuing education units often worked on the margins of institutions. Having no disciplines that we could call our own, we worked with the academic units to extend institutional reach to students who were not the primary audience of our campuses. That model is changing quickly, and we have become the mainstream. According to the U.S. Department of Education, adult students (age 25 and older) are expected to comprise 41 percent of the higher education market by 2019, and if we include all nontraditional students, including those who attend school part time, work, are parents, and have an array of other obligations, nontraditional students already make up the majority of college students. These students have needs and requirements that are different from their in-residence colleagues, and we are better equipped to help them succeed than any other units on our campuses.

Our time is now. Let’s build collaborative partnerships with each other; let’s develop new models of education and educational delivery; and let’s use our expertise to design and define the future of higher education. I believe that the next decade in higher education will be incredibly exciting, and UPCEA is going to be a key contributor. Because UPCEA is your association, I strongly encourage you to use it, build it, and lead it; and I look forward to helping you do that.

Warm regards,

David Schejbal
UPCEA President, 2015–2016
SAVE THE DATE

2015 UPCEA ONLINE LEADERSHIP ROUNDTABLE
The Forum for Chief Online Learning Officers
JUNE 17–18, 2015
SHERATON BOSTON HOTEL ★ BOSTON MASSACHUSETTS

THE SECOND ANNUAL ONLINE LEADERSHIP ROUNDTABLE is a two-day, exclusive meeting of top educators. Attendees have the opportunity to explore collaborative opportunities and develop strategic responses for the future of online learning.

This small roundtable, hosted by Berklee College of Music, Boston College, Boston University, Harvard University, and Northeastern University, is the ideal venue in which to work with other senior leaders responsible for advancing online learning at their institution.
SUNDAY, MARCH 29, 2015

11 A.M.–1 P.M.
PRESIDENTIAL SUITE

1:30–4:30 P.M.
PENN QUARTER

4:45–5:15 P.M.
2015 AND 2016 ANNUAL CONFERENCE ADVISORY COMMITTEES
MEETING ROOM 15

MONDAY, MARCH 30, 2015

8–8:45 A.M.
ALL INCOMING LEADER ORIENTATION
MOUNT VERNON A&B
2015–2016 Board of Directors, Network Leaders, and Regional Councils

9–9:45 A.M.
NEW NETWORK LEADER ORIENTATION
MOUNT VERNON A&B
2015–2016 Incoming Network Chairs-Elect and all Associate Chairs

10–10:45 A.M.
REGIONAL CABINET MEETING
MEETING ROOM 2
2014–2015 and 2015–2016 Regional Chairs and Regional Representatives to the Board

10–10:45 A.M.
NETWORK SENATE MEETING
MEETING ROOM 3
2014–2015 and 2015–2016 Network Chairs

11–11:45 A.M.
International Network Leadership Team
MEETING ROOM 2
Leadership and Strategy Network Leadership Team
MEETING ROOM 3
Marketing, Enrollment, and Student Services Network Leadership Team
MEETING ROOM 4
Online Management and Design Network Leadership Team
MEETING ROOM 5
Outreach, Engagement, and Economic Development Network Leadership Team
CONGRESSIONAL C
Program Management and Innovation Network Leadership Team
CONGRESSIONAL C
Network for Small and Specialized Institutions Leadership Team
MOUNT VERNON A
Central Region Council
MOUNT VERNON A
West Region Council
MOUNT VERNON A
South Region Council
MOUNT VERNON B
Mid-Atlantic Region Council
MOUNT VERNON B
New England Region Council
MOUNT VERNON B

11:30 A.M.–1:15 PM
UPCEA PAST PRESIDENTS’ LUNCH
MEETING ROOM 7
UPCEA’s Centennial Conference offers 10 tracks to address specific areas of practice important to professional, continuing, and online education. Concurrent sessions are organized to align with UPCEA’s Networks, along with an “UPCEA Unbound” track that applies more broadly, an “Emerging Leaders” track with sessions to help the next generation of higher ed leaders hone their skills, as well as the “Online Leadership and the C-Suite” track for CIOs, and a track for those interested in Policy issues. Each network is designed to be a “professional home” for members, and to serve professionals practicing in the defining areas of this vibrant and growing sector of higher education. Visit UPCEA.edu to learn more and join a network.
MONDAY, MARCH 30, 2015

12–1:15 P.M.
WELCOME LUNCH
CONGRESSIONAL A/B
New Members, Non-member Attendees, and First-Time Annual Conference Attendees
Space Limited – Pre-Registration Required

Sponsored by emsi

1:30–2:15 P.M.
WELCOME
GRAND BALLROOM
BOB HANSEN
UPCEA
BEA GONZÁLEZ
SYRACUSE UNIVERSITY
CATHY SANDEEN
UNIVERSITY OF WISCONSIN COLLEGES AND UNIVERSITY OF WISCONSIN-EXTENSION

2:15–2:45 P.M.
OPENING GENERAL SESSION OP
GRAND BALLROOM
DR. JILL BIDEN
Prior to moving to Washington, Dr. Biden taught English at a community college in Delaware, at a public high school and at a psychiatric hospital for adolescents. She earned her Doctorate in Education from the University of Delaware in January of 2007. Her dissertation focused on maximizing student retention in community colleges. Dr. Biden also appreciates more than most the challenges our students face - she earned both of her Master’s Degrees while working and raising a family.

3–4 P.M.
CONCURRENT SESSION I

CONTINUING, PROFESSIONAL, AND INTERNATIONAL EDUCATION: SHARED COMPETENCIES OP
MEETING ROOM 2
The opportunities for professional, continuing, and online units to provide programming abroad because of their agility, delivery capabilities (technological and physical), and access to multidisciplinary expertise enable them to be significantly engaged in international education. Harnessing data produced by UPCEA (2014) and NAFSA (2007) surveys, this session presents a composite image of the characteristics of leaders engaged in international programs, including personal skill sets and program portfolios, targets and growth indices.

GERALDINE DE BERLY
SYRACUSE UNIVERSITY

MODERATOR
ERIC BULLARD
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

FRONT AND CENTER ON THE HIGHER ED STAGE: ALTERNATE ENROLLMENT MARKETS AND RESPONSIVE LEADERSHIP OP
CONGRESSIONAL A
This session embraces the fast-paced evolution of institutional expectations for the performance of professional, continuing, and/or online (PCO) units and looks at the changes in leadership capacity such dynamism requires. The presenters will provide case studies and pose questions to attendees in advance of the conference; data from responses and feedback on-site will provide for engaging, lively discussion about the ways in which leadership tactics and styles must change to meet the demands of the times. Outcomes include insights about aligning skills and mission to advance organizational work, ideas to involve and empower staff, and how to address these evolving challenges sustainably.

KAREN SIBLEY
BROWN UNIVERSITY
CYNTHIA BELLVEAU
UNIVERSITY OF VERMONT
ANNE-MARIE BRINSMEAD
RYERSON UNIVERSITY
ALEX FERWORN
RYERSON UNIVERSITY

MODERATOR
DAWN GAYMER
WESTERN MICHIGAN UNIVERSITY

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In partnership with Sonic Foundry, UPCEA is providing an Online Pass to the conference, available to UPCEA members for $399 ($599 for non-members). The pass, which includes all six general sessions, every concurrent session, and all awards presentations, provides on-demand viewing for your entire institution. For those unable to attend the event, this is a great opportunity to take advantage of the resources UPCEA has to offer. Purchase on-site during the Conference, and get the full Online Pass for the special price of $299!
**PATHWAY TO DEGREE COMPLETION: A SYSTEMATIC APPROACH TO ASSISTING NEAR DEGREE COMPLETERS**

**MOUNT VERNON B**

University of Maryland University College will illustrate a model for assisting adult students who have stopped out to re-engage and finish their degrees. Attendees will be able to create a strategy for engaging and re-enrolling students near degree completion, and share best practices for student outreach and support.

**ELIZABETH MULHERRIN**  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

**PERSHAILE YOUNG**  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

**MODERATOR**  
CHRIS TILGHMAN  
INSIDETRACK

**STRATEGIC PROGRAM DEVELOPMENT**

**MEETING ROOM 4**

Finding the right intersection of faculty expertise, student need, and employment trends lies at the heart of strategic program development. Techniques to explore new program opportunities, construct high-quality curricula, foster strong student cohorts, incorporate professional and experiential learning opportunities, and implement different measures of program success will be discussed.

**URSULA BECHERT**  
UNIVERSITY OF PENNSYLVANIA

**MODERATOR**  
MONIQUE LAROCQUE  
UNIVERSITY OF MAINE

**TRANSFORMING STUDENT LEARNING: PROGRAM DESIGN, OPEN RESOURCES, AND A NEW ROLE FOR FACULTY**

**CONGRESSIONAL B**

Many schools appear to be pursuing competency-based education (CBE) as a matter of design, not as a philosophical undertaking. CBE values learning mastery, which implicitly suggests integrative demonstration through the acts of demonstrated creation. University of Maryland University College’s plan breaks ranks with others pursuing CBE, using different approaches to faculty, learning resources, and “courses.”

**KARA VAN DAM**  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

**ARIC KRAUSE**  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

**MODERATOR**  
MARY NIEMIEC  
UNIVERSITY OF NEBRASKA

**UNIVERSITY TO BUSINESS (U2B): UNDERSTANDING AND MANAGING SOCIAL MEDIA, SALES CYCLES, AND PROPOSALS TO GROW PARTNERSHIPS**

**MEETING ROOM 5**

Discover new tools and techniques to build dynamic noncredit University to Business (U2B) partnerships to provide greater value to the community and increase revenue. The key topics covered will include effectively combining traditional and non-traditional platforms including social media to promote your programs, pricing programs for sustainability, managing the sales cycle for more profitable outcomes, and closing techniques that lead to valuable long-term partnerships.

**LISA VERMA**  
LOUISIANA STATE UNIVERSITY

**JANICE SITZES**  
NORTH CAROLINA STATE UNIVERSITY

**ANDREW BILLINGSLEY**  
NORTH CAROLINA STATE UNIVERSITY

**EMMANUEL SARRIS**  
JENZABAR

**MODERATOR**  
JASON CURRIER  
JENZABAR

**THE OPENING DOOR: PROFESSIONAL, CONTINUING, AND ONLINE EDUCATION LEADERSHIP’S EMERGING PATHWAY TO HIGHER EDUCATION’S C-SUITE**

**MOUNT VERNON A**

Continuing, professional, and online education (PCO) has been thrust to the forefront of educational innovation, thus creating an opening for top PCO leaders. This presentation will explore the trends and map the growing relevance of PCO leadership roles, experiences, and skills as a pathway to chief executive roles in broader universities.

**JOHN LABRIE**  
NORTHEASTERN UNIVERSITY

**SEAN GALLAGHER**  
NORTHEASTERN UNIVERSITY

**MODERATOR**  
SHEILA THOMAS  
CALIFORNIA STATE UNIVERSITY SYSTEM
SMALL INSTITUTIONS FORUM

CONGRESSIONAL C
Leaders from four unique, small and/or specialized institutions share their experiences through dialogue with attendees and the sharing of resources. Four specific areas will be examined, including navigating an online strategy, staying mission-centered while also exploring new initiatives, building a culture of growth (often with limited resources), and negotiating institutional change.

ORLANDO TAYLOR
FIELDING GRADUATE UNIVERSITY

WILLIE BRAGG
MORGAN STATE UNIVERSITY

KATHY MARTIN
LEWIS-CLARK STATE COLLEGE

JOY HADLEY
STETSON UNIVERSITY

MODERATOR
ROXANNE GONZALEZ
CLARION UNIVERSITY

LEARNER-CENTRIC: THE NEW NORMAL

MEETING ROOM 3
New learning pathways are emerging, driven by the needs of today’s learners. Unfortunately, we still deliver education based on institution-centric practices. What’s needed is a “learner centric” approach, one that includes various learning vehicles, assets, and tools, all focused on the learner. Drawing on her experience with the Department of Education and now Blackboard, Inc., Katie Blot will walk attendees through the drivers of change and propose tenets of a learner-centric approach and what institutions can do to ensure student success.

KATIE BLOT
BLACKBOARD, INC.

MODERATOR
BOB HANSEN
UPCEA

GROWTH STRATEGIES: STRATEGIC REINVESTMENT IN INFRASTRUCTURE

CONGRESSIONAL A
Distance enrollment growth expectations combined with academic decentralization sparked Mizzou Online’s growth strategy, which centered on re-investment in infrastructure. This strategy permits the bypassing of many traditional obstacles and gives greater control over outcomes. A brief presentation followed by discussion will enable participants to share ideas for growth and campus partnerships.

KIM SIEGENTHALER
UNIVERSITY OF MISSOURI

STACY SNOW
UNIVERSITY OF MISSOURI

MODERATOR
CHUCK KILFOYE
NORTHEASTERN UNIVERSITY

REVITALIZE YOUR PROGRAMMING:
A NEW PERSPECTIVE ON COMMUNITY ENGAGEMENT

CONGRESSIONAL C
This session will demonstrate a marketing approach that calls on strategic community involvement as the cornerstone of innovative branding and content creation of a winning certificate program. Whether you are a staff of one or 100, this approach will help you leverage the community/students/advisors as ambassadors of your programs.

GIANA RODRIGUEZ
SAN DIEGO STATE UNIVERSITY

LESLEY REILLY
SAN DIEGO STATE UNIVERSITY

MODERATOR
SUSAN SHORT
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY
**LEVERAGING THE POWER OF COLLABORATION TO DEVELOP AN ONLINE PROFESSIONAL DEVELOPMENT MODEL**

**MOUNT VERNON B**

What happens when three organizations join together to create a professional development model focused on sharing successful online teaching practices? Representatives from three organizations developed a platform for faculty to share online teaching experiences. The result is a collaborative website that showcases how to design, develop, and teach online courses.

RYAN ANDERSON  
UNIVERSITY OF WISCONSIN-EXTENSION  
TERRY TAO  
UNIVERSITY OF WISCONSIN-EXTENSION  
MODERATOR  
NANCY CORGEL  
SYRACUSE UNIVERSITY

**IS PARTNERING TO PERFECTION POSSIBLE? THE INS & OUTS OF EFFECTIVE PARTNERING FOR SUCCESS**

**MEETING ROOM 5**

Why would two higher education institutions partner to build and market one school’s online programs and then team with an outside marketing company for additional help? Learn how the University of New Haven, Excelsior College, and JMH Consulting are doing just that to increase online courses and generate enrollments.

MARSHA HAM  
UNIVERSITY OF NEW HAVEN  
SUSAN KRYCZKA  
EXCELSIOR COLLEGE  
NICOLE FOERSCHLER HORN  
JMH CONSULTING

**HYBRID STRATEGIES FOR CENTRALIZED/DECENTRALIZED ONLINE PROGRAM SUPPORT AND SERVICES**

**MEETING ROOM 4**

The results of an evaluation of an operational model which supports online education at a private, 4-year northeastern university will be discussed. Using a modified version of the Quality Scorecard, online program administrators at different schools/colleges within a single institution completed the Scorecard based on their perspective.

KAREN ZANNINI BULL  
SYRACUSE UNIVERSITY  
MICHAEL J. FRASCIELLO  
SYRACUSE UNIVERSITY  
VICTORIA WILLIAMS  
SYRACUSE UNIVERSITY  
MODERATOR  
BEN MEREDITH  
EASTERN WASHINGTON UNIVERSITY

**WHAT THE HECK IS THIS THING CALLED ENGAGEMENT? AND, WHAT SHOULD IT LOOK LIKE?**

**MEETING ROOM 3**

This hands-on workshop will facilitate collaborative work amid small groups, each creating aspirational definitions of engagement, and then speculating on models of what engagement could look like at an institution of higher education. Groups will present their ideas and share feedback with fellow attendees, and, collectively, create best practices of “engagement.”

NICHOLAS SWARTZ  
JAMES MADISON UNIVERSITY  
CAROL FLEMING  
JAMES MADISON UNIVERSITY  
MODERATOR  
WENDY EVERS  
CALIFORNIA STATE UNIVERSITY, SAN MARCOS

**LOCAL LEADERS: COLLABORATION THAT DRIVES INNOVATION**

**MOUNT VERNON A**

Via current and aspirational case studies and robust audience discussion, this panel of local leaders will illustrate the nature of innovative partnerships and how these strategic alliances work to support funding and/or mission. Can the microcosm of the Nation’s Capital demonstrate the ways in which opportunities and constraints both depend on and benefit from strategic use of locality, scale, and key networks?

ARIC KRAUSE  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE  
CAROLA WEIL  
AMERICAN UNIVERSITY  
KELLY OTTER  
GEORGETOWN UNIVERSITY  
SARA THOMPSON  
CATHOLIC UNIVERSITY  
MODERATOR  
CHRIS LABELLE  
OREGON STATE UNIVERSITY
INNOVATION ROUNDTABLES

Roundtables are table-based, small-group, guided discussions about a specific and timely topic, question, or issue facing professional, continuing, or online education. Roundtable presenters share their experiences and ideas and then promote the sharing of thoughts, solutions, and questions among table’s attendees.

AN INTERNATIONAL EDUCATION IN VIETNAM: INFORMATION, INSIGHTS & (OCCASIONALLY) INTRIGUE

Roundtable 1
Be a part of an interactive conversation with international educator Mark Ashwill, who leads human resource development opportunities in Vietnam, bringing higher education institutions and the private sector together through innovative programming.

MARK ASHWILL
CAPSTONE VIETNAM

SCHOLARSHIP OF PROFESSIONAL, CONTINUING, AND ONLINE EDUCATION: MOVING IDEAS AND QUESTIONS TOWARDS PUBLICATION

Roundtable 2
Professional, Continuing, and Online Education (PCO) are fast growing segments of higher education, and yet we don’t do as much as we could to generate scholarship. Join us for an interactive session where audience members will brainstorm research questions around the areas in which we work, and form teams to address those questions.

SARAH MACDONALD
JAMES MADISON UNIVERSITY

JENNIFER HUMBER
UNIVERSITY OF ALABAMA

HOW SEO + CONTENT MARKETING KILLED YOUR HOME PAGE (AND WHY THAT’S A GOOD THING)

Roundtable 3
Is your search engine optimization (SEO) strategy more focused on attracting search bots than people? The evolution of search has pulled the rug out from under traditional metrics and SEO tactics. In this interactive session, examine how you can innovate to hone in on student needs and questions allowing you to plan data-driven content and identify ROI-focused metrics.

LESLEY HELMUTH
HARVARD UNIVERSITY

ANDREW GARBERSON
LUNAMETRICS

BUILDING BRIDGES: ENROLLMENT RETENTION AND ADVISING

Roundtable 4
Recently Lasell College embarked on a new vision for graduate student enrollment requiring a close collaboration between Graduate Admissions and Graduate and Professional Studies. This presentation provides an overview of the process and challenges, with recommendations to institutions and a discussion of issues still being worked out.

ADRIENNE FRANCIOSI
LASELL COLLEGE

GILLIAN STANLEY
LASELL COLLEGE

WHAT STUDENTS WANT YOU TO KNOW ABOUT COURSE DESIGN

Roundtable 5
If students could design courses, what technologies and techniques would they use? How would they encourage communication and engagement while reducing the amount of time faculty need to spend on correspondence and administration? Learn student preferences for course design and structure and ways to reduce time spent on course administration.

AMY PILCHER
IOWA STATE UNIVERSITY

BUILDING SUCCESSFUL CAMPUS/COMMUNITY PARTNERSHIPS: LESSONS LEARNED

Roundtable 6
Three long-standing, successful collaborations at UC Berkeley Extension – local, region-wide and international – are described with a focus on ‘lessons learned’ as well as key elements that have made each successful: academic leadership, an outcomes focus, diversified funding mechanisms, and three tailored marketing strategies. Guided, participatory discussion will follow.

STANLEY WEISNER
UNIVERSITY OF CALIFORNIA, BERKELEY

RAMU NAGAPPAN
UNIVERSITY OF CALIFORNIA, BERKELEY

PATRICK BROWN
UNIVERSITY OF CALIFORNIA, BERKELEY
SERVING UNDERREPRESENTED AND MARGINALIZED STUDENTS THROUGH ONLINE DEGREES AND PROGRAMS

Roundtable 7

Are online programs a good option to help augment higher education access for Native American, Latino/a American, and other under-served communities? What barriers to such adoption might there be? What synergies and opportunities exist? Are traditional programs offered online able to be culturally relevant and accessible for these students? What can and should online education practitioners be doing to reach these important populations?

KELLY NEWELL
WASHINGTON STATE UNIVERSITY

FEMALE STUDENT VETERANS: RECENT RESEARCH, NEW PARADIGMS

Roundtable 8

A distinctive (and growing) subpopulation in higher education, female student veterans choose college, transition to and connect with campus, and persist to degree in ways very different from male veterans and female nonveterans. In this small-group setting, discuss new research about female student veterans and discover actionable ways to support this audience at your institution.

AMY HEITZMAN
UPCEA

4:45–5:45 P.M.
ACCELERATING ENROLLMENT: EXECUTIVE FORUM, HOSTED BY UPCEA AND BLACKBOARD
Blackboard Worldwide Headquarters
Space limited; attendance by invitation
JIM FONG
UPCEA
BROOK BOCK
BLACKBOARD

6–8 P.M.
OPENING RECEPTION
HOSTED BY EVENT EXHIBITORS
EXHIBIT HALL

INTERNATIONAL
LEADERSHIP AND STRATEGY
MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES
PROGRAM MANAGEMENT AND INNOVATION
ONLINE MANAGEMENT AND DESIGN
OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT
EMERGING LEADER
POLICY
ONLINE LEADERSHIP AND THE C-SUITE
UPCEA UNBOUND

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TUESDAY, MARCH 31, 2015

8–9 A.M.
CONTINENTAL BREAKFAST
MEETING LEVEL FOYER AND BALLROOM LEVEL FOYER

8–9 A.M.
CONCURRENT SESSION III

THE ROLE OF SOCIAL NETWORKS IN INTERNATIONAL EDUCATION: A HYBRID APPROACH
MEETING ROOM 2
This program will disseminate information about the use of a social network through the development of a partnership between a university in the Netherlands and a university in the United States that devised a teacher education community of practice via LMS, VOIP, and face-to-face meetings.
BARBARA SCHWARTZ-BECHET
NORTHERN ILLINOIS UNIVERSITY
MODERATOR
ROBERT WAGNER
UTAH STATE UNIVERSITY

BUILDING BLOCKS FOR PROFESSIONAL AND CONTINUING EDUCATION PROFESSIONALS: A FRESH LOOK AT COMPETENCIES
CONGRESSIONAL B
What does it take to be a Professional, Continuing, and/or Online (PCO) leader? What are PCO leaders asked to do that requires a new or different skill set to lead in today’s rapidly changing higher education environment? More importantly, what competencies do seasoned and aspiring professionals need to advance their careers, their institutions, and the field? During this interactive session, session leaders will present both a vertical and horizontal look at comparative survey data, as well as solicit input from attendees about how new initiatives might influence growth for professionals and leaders. Through guided exercise, session leaders will capture the discussion in order to build a matrix of qualities and competencies that reflect the discussion and inform future UPCEA programming.
ERIC BULLARD
CALIFORNIA STATE UNIVERSITY, LOS ANGELES
CHRISTINE IRON
CALIFORNIA STATE UNIVERSITY, SACRAMENTO
JENNI MURPHY
CALIFORNIA STATE UNIVERSITY, SACRAMENTO
MODERATOR
SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY SYSTEM

“YOU KNOW, IT’S NOT REALLY A DASHBOARD…” SELECTING AND SHARING METRICS TOWARD DATA-DRIVEN DECISIONS
MOUNT VERNON A
Are you working to develop a reporting dashboard of meaningful metrics to share with senior leadership to encourage data-driven decision making? Join members of the University of Richmond School of Professional & Continuing Studies as they discuss their experience developing a reporting dashboard for CRM, SIS, and web visit metrics.
JAMES CAMPBELL
UNIVERSITY OF RICHMOND
DANIEL HOCUTT
UNIVERSITY OF RICHMOND
PHIL MELITA
UNIVERSITY OF RICHMOND
MODERATOR
STACY SNOW
UNIVERSITY OF MISSOURI, COLUMBIA

STUDENT PERSISTENCE AS A THREE-TIERED APPROACH
MEETING ROOM 5
Loyola University Chicago’s School of Continuing and Professional Studies has restructured its degree programs to increase student success. This remarkable 100% success rate is fostered through a three-tiered curriculum that clarifies students’ goals and builds their confidence, implementing a choice of flexible delivery formats.
WALTER PEARSON
LOYOLA UNIVERSITY CHICAGO
JEANNE WIDEN
LOYOLA UNIVERSITY CHICAGO
AMY JORDAN
LOYOLA UNIVERSITY CHICAGO
MODERATOR
JEFF ROBY
UNIVERSITY OF OKLAHOMA

SYNCHRONIZING DISTANCE EDUCATION AT A LARGE PUBLIC INSTITUTION
MOUNT VERNON B
Distance education is an increasingly viable option for institutions and students. However, starting a coordinated, centralized distance education initiative from nothing is incredibly time consuming with competing priorities at every level. Learn from your peers reflecting on their own ups and downs one year into the process.
ROBERT GRIFFITHS
THE OHIO STATE UNIVERSITY
JENNIFER SIMMONS
THE OHIO STATE UNIVERSITY
MODERATOR
JOHN KANNAPELL
BLACKBOARD
THE CITY OF MADISON AND TULANE UNIVERSITY: A PARTNERSHIP

MEETING ROOM 4
Days of brick-and-mortar have not come to an end. All across the USA are small towns looking for ways to increase educational opportunities for their citizens and induce new businesses. The partnership between Tulane University and the city of Madison, Mississippi, can serve as a model for anyone interested in considering this worthwhile endeavor.

RICK MARKSBURY
TULANE UNIVERSITY

STEVE VASSALLO
ECONOMIC DEVELOPMENT CONSULTANT
MODERATOR
LISA VERMA
LOUISIANA STATE UNIVERSITY

POLICY 101: AN INTRODUCTION TO INSTITUTIONAL ADVOCACY

CONGRESSIONAL C
Panelists will dive deeply into internal modes of advocacy such as navigating institutional government affairs processes and how to gain attention for professional, continuing, and online efforts, as well as external overviews of how Washington, D.C., works and how to connect with the Hill.

FRANCINE PFEIFFER
RUTGERS UNIVERSITY

ERIC PERSONS
SYRACUSE UNIVERSITY

SARAH DUFENDACH
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE
MODERATOR
BEA GONZÁLEZ
SYRACUSE UNIVERSITY

BUSINESS MODEL MEETS INNOVATION, PART II, HOSTED BY UPCEA AND NACUBO

CONGRESSIONAL A
Part I of Business Model Meets Innovation, a general session at the Summit for Leadership and Strategy, featured John Walda, “edupreneur” Burck Smith, and co-editor of Inside Higher Education, Scott Jaschik. As we continue the conversation, John Walda will interview three dynamic leaders from very different institutional contexts – an Ivy League dean with roots in both private industry and a public global campus; the president of Drexel Online, a spinoff enterprise now in the process of re-integrating with the main university; and Peter Smith, former college president and thought leader now charged with leading Kaplan’s Academic Strategies and Development. Against the backdrop of this intriguing cross-section of perspectives, the panelists engage in a conversation about where higher education is headed, and why.

HUNTINGTON LAMBERT
HARVARD UNIVERSITY

PETER SMITH
OPEN COLLEGE AT KAPLAN UNIVERSITY

SUSAN ALDRIDGE
DREXEL UNIVERSITY
MODERATOR
JOHN WALDA
NACUBO

KEY FINDINGS FROM JOINT STUDY OF ADULT LEARNER PERSISTENCE AND DEGREE COMPLETION

MEETING ROOM 3
To address the lack of publicly available data on the success of adults returning to college, UPCEA partnered with ACE, InsideTrack, NASPA, and the National Student Clearinghouse to jointly issue benchmarking data for non-first-time (NFT) and first-time (FT) students and preliminary results revealed surprising disparities. In this session, attendees will review the study’s full findings and discuss their implications.

KEVIN KRUGER
NASPA

DEB SEYMOUR
ACE

DAVE JARRAT
INSIDETRACK
MODERATOR
JIM FONG
UPCEA

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DOCUMENTING OUR STORY: RESEARCH, COLLECTIONS, AND MEDIA IN THE HISTORY OF UPCEA

MEETING ROOM 14

Syracuse University Libraries holds the largest and most comprehensive compilation of English-language materials in the field of adult and continuing education. The collections, consisting of manuscript, print, visual, and media materials, come from all over the world and document the international history and development of the field. Access to the collections is free and open to the public, and each year the [past UPCEA president] Alexander N. Charters Adult Education Grants-in-Aid Program provides funding for practitioners and researchers who are interested in exploring the history and practice of adult education to use the collections. In this session, attendees will be introduced to the collections, their relevance within recent transformations of the field, and how they may be used as a resource for educators of adults today.

LUCY MULRONEY
SYRACUSE UNIVERSITY
MODERATOR

SARAH MACDONALD
JAMES MADISON UNIVERSITY

9:15–10:15 A.M.
GENERAL SESSION – THE STATE OF THE ONLINE UNIVERSITY: WHAT LIES AHEAD?
GRAND BALLROOM
PAUL J. LEBLANC
SOUTHERN NEW HAMPSHIRE UNIVERSITY

10:15–10:45 A.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

10:15–10:45 A.M.
PLATFORM DEMONSTRATION – SEELIO:
INCREASE INSTITUTIONAL OUTCOMES AND CREATE THE WORLD’S MOST PREPARED STUDENTS WITH STUDENT LIFECYCLE PORTFOLIOS™
INNOVATION PAVILION

Seelio is a student-focused, service-based, student lifecycle portfolio™. Seelio empowers students to connect the dots between their education and career goals by capturing and reflecting on their learning experiences and showcasing their 21st century skills. Students gain a strong and differentiating digital identity and Seelio’s best practices enable institutions to leverage portfolios to help with:
- Enrollment/marketing
- Retention/engagement
- Learning outcomes/assessment
- Career readiness/preparation

In this interactive demonstration see real examples of Seelio in action and learn how to actively engaging students with student lifecycle portfolios can help you achieve your institutional goals.

FACILITATOR
COLIN IROSE
SEELIO’S DIRECTOR OF PARTNERSHIPS

11 A.M.–12:15 P.M.
NETWORK MEETINGS AND AWARDS PRESENTATIONS OPEN TO ALL ATTENDEES

Network Meetings and Awards Presentations are gatherings of attendees who share a common practice – for example, student services, or online management, or international programming, for the purposes of networking, peer to peer learning, and the recognition of excellence. Like “affinity groups” within the larger organization, Networks are the professional home for UPCEA members, and each hosts a series of annual deliverables, varying from curating a track at the Annual Conference to supporting webinars, specialty seminars, and practice-specific awards. While the seven UPCEA Networks are formal structures and membership in one or more is a benefit of UPCEA membership, Network Meetings hosted at the Annual Conference are open to all attendees and prior affiliation is not required. Some Networks will host a formal presentation during their Network Meeting, and most will also present one or more Network-affiliated Association Awards. All seven will offer multiple opportunities for informal learning and networking with other attendees, as well as information about how to get the most from UPCEA.

UPCEA INTERNATIONAL NETWORK
MEETING ROOM 2

The UPCEA International Leadership Award and the UPCEA International Program of Excellence Award will be presented. In addition, Mark Ashwill of Capstone Vietnam will host a presentation entitled International Recruitment Strategies, which will be followed by time for discussion with the audience.

UPCEA LEADERSHIP & STRATEGY NETWORK
CONGRESSIONAL A

The inaugural UPCEA 11th Hour Award for Leadership in Times of Crisis will be presented. In addition, a “lightning-round” presentation entitled Thriving on the Roller Coaster of Organizational Change, will feature the following facilitators: Michel Bellini, University of Illinois at Urbana-Champaign; Robert (Rob) Bruce, University of North Carolina at Chapel Hill; Debbie Cavalier, Berklee College of Music; Wayne Smutz, University of California, Los Angeles; Moderator: Faye L. Lesht, University of Illinois at Urbana-Champaign.

UPCEA MARKETING, ENROLLMENT MANAGEMENT & STUDENT SERVICES NETWORK
CONGRESSIONAL B

The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented. In addition, a special, never-before-released white paper stemming from the 2014 UPCEA Marketing Survey will be presented by the UPCEA Center for Research and Consulting.
UPCEA ONLINE MANAGEMENT & DESIGN NETWORK
CONGRESSIONAL C
The UPCEA Strategic Innovation in Online Education Award will be presented.

UPCEA PROGRAM MANAGEMENT & INNOVATION NETWORK
MOUNT VERNON B
The UPCEA Award for Outstanding Program, credit and noncredit categories, will be presented.

UPCEA OUTREACH, ENGAGEMENT & ECONOMIC DEVELOPMENT NETWORK
MOUNT VERNON A
The inaugural UPCEA Engagement Award will be presented. In addition, the award’s recipient will engage attendees in a short Q&A presentation.

NEW! UPCEA NETWORK FOR SMALL & SPECIALIZED INSTITUTIONS
MEETING ROOM 3
The new Network for institutions under 5,000 full-time students and/or are focused on a particular market or niche will convene for the first time at the 2015 UPCEA Annual Conference. The session will also feature a presentation by James Narduzzi, University of Richmond, on the topic of Thinking Big: Commonalities and Lessons Learned about Scale.

12:30–2 P.M.
GENERAL SESSION AND LUNCH – THE STATE OF THE ASSOCIATION AND AWARDS PRESENTATION OR GRAND BALLROOM
BOB HANSEN
UPCEA
BEA GONZÁLEZ
SYRACUSE UNIVERSITY

2:15–3:15 P.M.
CONCURRENT SESSION IV

ONLINE AND OVERSEAS: TALES FROM FOUR INSTITUTIONS OR MEETING ROOM 2
This panel presentation will highlight best practices and lessons learned in international online education as experienced in various university settings. Initial discussions and information exchange will start in advance of the session via UPCEA CoRe, furthered by the panel at the conference.

ROBERT WAGNER
UTAH STATE UNIVERSITY
TERRENCE GRAHAM
CALIFORNIA STATE UNIVERSITY, LONG BEACH
DENNIS MAXEY
UNIVERSITY OF MASSACHUSETTS, BOSTON
MODERATOR
SOMA CHAKRABARTI
UNIVERSITY OF DELAWARE

ORGANIZATIONAL CHANGE: A MODEL MOVING FORWARD OR CONGRESSIONAL B
SMALL
What do a small liberal arts college and a large public research institution have in common? Organizational change! Forward-thinking institutional reorganizations at UI-Springfield and UI-Urbana have created new organizational structures that have paved the way for administrative support units to foster innovation to support teaching and learning across delivery methods.

VICKIE COOK
UNIVERSITY OF ILLINOIS, SPRINGFIELD
ADAM FEIN
UNIVERSITY OF ILLINOIS, URBANA CHAMPAIGN
FAYE LESHT
UNIVERSITY OF ILLINOIS, URBANA CHAMPAIGN
MODERATOR
RAY SCHROEDER
UNIVERSITY OF ILLINOIS, SPRINGFIELD, AND UPCEA

NUTS & BOLTS: BUILDING A RETENTION PLAN FOR ADULT LEARNERS OR CONGRESSIONAL A
Question: What do you get when you combine a directive to build a formal retention plan for adult learners, a retention rookie, and an overwhelming sea of data? Answer: A happy ending. Join Mercer University’s enrollment management team and learn the nuts and bolts of successfully building your first retention plan.

MEGAN DELONG
MERCER UNIVERSITY
MELISSA CRUZ
MERCER UNIVERSITY
AMANDA BENTLEY
MERCER UNIVERSITY
MODERATOR
DALE LEATHERWOOD
PLATTFORM

BENCHMARKING FOR SUCCESS: UPCEA’S SALARY AND STRUCTURE SURVEY OR MEETING ROOM 14
Every two years, our association undertakes a major initiative to provide member institutions key operational metrics. Formerly called UPCEA’s Management Survey, this year’s study focuses on salary and compensation, revenues (gross and net), budgeting and staffing. The presentation will cover what large, mid-size and smaller institutions look like across these key metrics. Additional analysis will also be presented on outsourcing, the mix of credit/non-credit enrollments, revenue sharing and the composition of online versus face-to-face enrollments.

JIM FONG
UPCEA
MODERATOR
JESSICA DUPONT
OREGON STATE UNIVERSITY
WHAT KIND OF PROJECT MANAGER AM I?  
MEETING ROOM 3
Although every project is different, each requires a planned, organized approach. This hands-on workshop will help attendees better understand the role of the project manager in organizational success as well as to recognize their own unique project management skills and how to hone those in the context of our field and our own individual settings.
JENNIFER CARTER
VIRGINIA TECH
MODERATOR
LUCY MAILLETTE
MICHIGAN STATE UNIVERSITY

FOUR CORE PRINCIPLES FOR ALTERNATE FORMAT PROGRAMS
MEETING ROOM B
Explore four core principles for your alternate format programs, including common assessment, the use of course modules and standardized syllabi, clearly defined academic workload expectations, and Alternative Instructional Equivalencies (AIEs).
PAUL NARDONE
MISERICORDIA UNIVERSITY
MORGAN SADOWSKI
MISERICORDIA UNIVERSITY
MODERATOR
CHRISTINA SAX
SHIPPENSBURG UNIVERSITY

NAVIGATING CHANGE IN THE FACE OF RESISTANCE: ONLINE LANGUAGE TEACHING IN THE 21ST CENTURY
MEETING ROOM C
This presentation reflects the process of developing online language curricula and positioning them as viable alternatives to programs that heretofore utilized traditional pedagogy. Through two case studies, one focused on online language program proficiency outcomes, the other on online language course design, presenters demonstrate lessons learned about programming and pedagogical best practices and how those lessons increased opportunities for innovative strategies which, in turn, increased enrollment and strengthened program quality, while meeting the evolving needs of increasingly diverse students.
LISA TEMPLETON
OREGON STATE UNIVERSITY
SUSANA RIVERA-MILLS
OREGON STATE UNIVERSITY
SEBASTIAN HEIDUSCHKE
OREGON STATE UNIVERSITY
MODERATOR
DANA POOLE
WASHINGTON & JEFFERSON COLLEGE

A CASE STUDY OF COMMUNITY PARTNERSHIP: SHOULD WE DO IT AGAIN?
MEETING ROOM 4
Does it make sense to partner with other organizations in your community on a high profile event or program without receiving any financial income? We will examine this question through a case study of what happened when community organizations joined together to bring a high profile speaker to Richmond, Virginia.
KATHY LAING
UNIVERSITY OF RICHMOND
MODERATOR
TOMIKA FERGUSON
JAMES MADISON UNIVERSITY

POLICY BRIEFING
MEETING ROOM A
2015 is shaping up to be the most significant year in federal education lawmaking in decades. The federal laws that govern K–12 and higher education have each been reauthorized once over the last fifteen years, and Congress will be tackling both this year. The Higher Education Act has significant impact to the UPCEA community. Chris Murray and Vince Sampson will give background where eLearning has and will fit into the conversation, what the main topics will be, and how best to get involved in a meaningful way.
CHRIS MURRAY
THOMPSON COBURN, LLP
VINCE SAMPSON
COOLEY, LLC
MODERATOR
DAVID SCHEJBAL
UNIVERSITY OF WISCONSIN-EXTENSION

PLA PRIMER
MEETING ROOM 5
A growing number of institutions are launching or expanding credit for prior learning (CPL) programs and services to meet increased demand among contemporary college students. At the same time, institutions face a plethora of challenges regarding how to create and sustain good policy and practice. Join this session to learn more about current trends, challenges, and research as well as recent state, regional, and national initiatives that are making CPL central to nationwide discussions on attainment and innovation. Attendees will take part in a lively discussion on key elements for developing and sustaining effective policies and practices, from institutional culture and faculty engagement to funding for sustainability and metrics on CPL and completion.
MARY BETH LAKIN
ACE
MODERATOR
PAUL COCHRANE
UNIVERSITY OF SOUTHERN MAINE

CONFERENCE SCHEDULE
3:15–3:45 P.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

3:15–3:45 P.M.
FRANDSON BOOK SIGNING
EXHIBIT HALL

3:45–4:45 P.M.
CONCURRENT SESSION V

SYNCHDL: EXPOSITION AND DEVELOPMENT OF A SYNCHRONOUS ONLINE METHODOLOGY
MEETING ROOM 2
At the University of Washington Educational Outreach we have found success in employing synchronous distance learning (SynchDL) technology to disseminate noncredit certificate offerings to an international audience. While there are several advantages in adopting this technology, we are cognizant of its limitations and are continually striving to overcome these constraints.

LALITHA SUBRAMANIAN
UNIVERSITY OF WASHINGTON
NAOMI BOGENSCHUTZ
UNIVERSITY OF WASHINGTON
ERIK BANSLEBEN
UNIVERSITY OF WASHINGTON
MODERATOR
ELIZABETH VALENCIA-BORGERT
ST. CLOUD STATE UNIVERSITY

LEADERSHIP FROM THE GROUND UP: SMALL SCHOOL EXPERIENCES
MEETING ROOM 4
In this presentation individuals will learn in three “TED-like” talks about leadership at three uniquely different small institutions. They will offer their perceptions of what it takes to be a manager and leader in times of change while grappling with the day-to-day operations inherent to a small unit.

EMILY RICHARDSON
QUEENS UNIVERSITY OF CHARLOTTE
HARRY STARN
CALIFORNIA LUTHERAN UNIVERSITY
MICHAEL SHAUGHNESSY
WASHINGTON & JEFFERSON COLLEGE
MODERATOR
LAURA BRENER
LINFIELD COLLEGE

ADULT STUDENT GAINS: MEASURING AND COMMUNICATING THE VALUE OF CREDIT CREDENTIALS TO THE PROSPECT
CONGRESSIONAL A
Hobsons and the UPCEA Center for Research and Consulting have conducted research on the adult learner to measure gains in job security, increased salaries or improved esteem factors as a result of earning a credential. In year two of the study, additional institutions have joined to further improve the benchmarks.

JIM FONG
UPCEA
AMANDA MASON-SINGH
HOBSONS
MODERATOR
CATHY MARIS
UNIVERSITY OF DENVER

BEYOND BUILDING BRIDGES: CONNECTING PK–12, POSTSECONDARY AND COMMUNITY LEADERSHIP WITH A P20+ APPROACH
MEETING ROOM 4
At Murray State University, one of the ways we develop P20+ pioneers is through a new, innovative doctor of education program that equips professionals from the PK–12, postsecondary education, business and nonprofit sectors to build bridges and break down silos for effective educational leadership.

TERESA CLARK
MURRAY STATE UNIVERSITY
JENNIFER WYATT
MURRAY STATE UNIVERSITY
RANDY WILSON
MURRAY STATE UNIVERSITY
MODERATOR
CATHY MARIS
RICE UNIVERSITY

ADVISORY GROUPS: ROLES, RESPONSIBILITIES, AND PITFALLS
MOUNT VERNON B
Advisory groups have the potential to provide valuable guidance and feedback to administrators. Creating an advisory group and identifying its roles and responsibilities is critical to avoiding problems that can derail discussion and cause discord among members. Join us for a lively discussion and words of wisdom on how to engage an advisory group and create meaningful work and discussions that support operations at your institution.

KIM L. SIEGENTHALER
UNIVERSITY OF MISSOURI
MELINDA STEARNS
PENNSYLVANIA STATE UNIVERSITY
WILLIAM MCCLURE
UNIVERSITY OF MASSACHUSETTS, AMHERST
MODERATOR
JULIE URANIS
WESTERN KENTUCKY UNIVERSITY
EXPLORING THE WORLD OF INCUBATION IN HIGHER EDUCATION

MEETING ROOM 5

Incubation is widely recognized as one of the most effective tools for economic development. What can it do for university campuses? Learn how one of the top ranked university-associated business incubators, Los Angeles Cleantech Incubator (LACI), and their college and university partners are developing successful satellite incubators.

JULIA POTTER
CALIFORNIA STATE UNIVERSITY NORTHRIDGE

FRED H. WALTI II
LOS ANGELES CLEANTECH INCUBATOR

MODERATOR
KAREN GIRTON-SNYDER
HIGHER EDUCATION CONSULTANT

FROM PYRAMIDS TO PUZZLES – BUILDING AN EMPOWERED ADMINISTRATIVE TEAM

MEETING ROOM 3

During this session, participants will share strategies for assessing one’s own organizational culture and implementing new strategies and tactics to align a teams’ capability with their organizational aspirations. Participants will engage in conversations covering structures, approaches and strategic management tactics.

AMY LEVINE
GEORGETOWN UNIVERSITY

KYLE BURNS
GEORGETOWN UNIVERSITY

MODERATOR
DEBBIE CAVALIER
BERKLEE COLLEGE OF MUSIC

SARA UPDATE: THE STATE AUTHORIZATION RECIPROCITY AGREEMENT

Best in Show New England

CONGRESSIONAL B

This session will examine the history of state authorization reciprocity agreement (SARA) and where it currently stands today. Presenters will discuss the current status of federal law, the landscape of state laws, and policy as it relates to the federal, regional and state levels. The presentation will also address SARA’s impact on schools, students, and policymakers and regulators.

MICHAEL LEAMY
FITCHBURG STATE UNIVERSITY

CATHERINE CANNEY
FITCHBURG STATE UNIVERSITY

KILEY DANCHISE-CURTIS
NEW ENGLAND BOARD OF HIGHER EDUCATION

MODERATOR
JAMES SHAEFFER
OLD DOMINION UNIVERSITY

CIO AND PCO LEADER ROUNDTABLE, HOSTED BY UPCEA AND EDUCAUSE

MOUNT VERNON A

The first in a series of sessions jointly developed by UPCEA and EDUCAUSE to bring together Chief Information Officers (CIOs), Chief Online Learning Officers (COLOs), and leaders of professional, continuing, and online units (PCO) to address common issues, including how best to advance the institution and serve students as a team. How should CIOs, COLOs and PCO leaders best promote integrated planning and shared goals? What are the important student data analytics and how should we use them either individually or collaboratively? How can institutions cultivate an informed and collaborative faculty governance system in technology areas?

RAY SCHROEDER
UNIVERSITY OF ILLINOIS, SPRINGFIELD, UPCEA

MICHAEL HITES
UNIVERSITY OF ILLINOIS SYSTEM

MODERATOR
DAVE KING
OREGON STATE UNIVERSITY

2015 RECIPIENT OF THE PHILIP E. FRANDSON AWARD FOR LITERATURE

MEETING ROOM 14

Laura Bierema and Sharan Merriam, co-authors of Adult Learning: Linking Theory and Practice, are the 2015 recipients of the Philip E. Frandson Award for Literature which recognizes excellence in the scholarship of professional, continuing, and online education.

LAURA BIEREMA
UNIVERSITY OF GEORGIA

MODERATOR
JUDITH POTTER
MCGILL UNIVERSITY

5–6:30 P.M.

CENTENNAL CELEBRATION

CARNegie LIBRARY AT THE
HISTORICAL SOCIETY OF WASHINGTON, D.C.
801 K STREET, NW
DIRECTLY ACROSS K STREET
FROM THE CONFERENCE HOTEL

Sponsored by Blackboard

7 P.M.

DINNER GROUPS DEPART
Meet in Hotel Lobby
This collection of essays from leading thinkers in the field of continuing education guides readers through the recent transformation from traditional to dynamic new forms of practice. This volume has been edited into topical conversations; it demonstrates how universities are reinventing themselves in order to meet the needs of the 21st century as well as the nontraditional students they serve. *Centennial Conversations* is a valuable resource for campus leaders, higher education researchers, and policy makers.

Get Yours Today!

*Centennial Conversations*

Essential Essays in Professional, Continuing, and Online Education

*Centennial Conversations* is available for purchase at the special attendee price of $19.95. Visit the UPCEA Embassy in the Exhibit Hall and Activities Center to learn more.
WEDNESDAY, APRIL 1, 2015

8–9 A.M.
BREAKFAST AND REGIONAL MEETINGS
OPEN TO ALL ATTENDEES
MEETING LEVEL FOYER AND BALLROOM LEVEL FOYER
Regional Meetings leverage attendees’ geographical proximity by providing accessible annual events each fall which feature localized content and awards programs, as well as robust networking, which is particularly beneficial for those new to UCPEA and/or the field of professional, continuing, and online education. Unlike Networks, which function as “affinity groups,” Regional composition is noted below and includes geographically contiguous Canadian provinces. While UPCEA Regions are formal structures designed to enhance the value of membership, Regional Meetings hosted at the Annual Conference are open to all attendees, offering opportunities for informal learning, networking with other attendees, as well as information about how to get the most from UPCEA.

CENTRAL REGION
CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI; MB, NU, SK
MOUNT VERNON A

MID-ATLANTIC REGION
DC, DE, MD, NJ, NY, PA, WV; ON
CONGRESSIONAL A

NEW ENGLAND REGION
CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC
CONGRESSIONAL C

SOUTH REGION
AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA
CONGRESSIONAL B

WEST REGION
AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT
MOUNT VERNON B

8–8:45 A.M.
CORPORATE ADVISORY COUNCIL
WORKING BREAKFAST
MEETING ROOM 16

9–9:45 A.M.
GENERAL SESSION: A CENTENNIAL CONVERSATION
GRAND BALLROOM
DANIEL SHANNON
UNIVERSITY OF CHICAGO
ROBERT WILtenBurg
WASHINGTON UNIVERSITY IN ST. LOUIS
MARIE CINI
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

9:45–10:30 A.M.
GENERAL SESSION: ENTERING THE SHIFT AGE
GRAND BALLROOM
DAVID HOULE
FUTURIST
INTRODUCTION
RICH NOVAK
RUTGERS UNIVERSITY

10:30–11 A.M.
COFFEE WITH EXHIBITORS
EXHIBIT HALL

10:30–11 A.M.
CENTENNIAL CONVERSATIONS BOOK SIGNING
AND PRIZE DRAWINGS AT UPCEA EMBASSY
EXHIBIT HALL

11 A.M.–12 P.M.
CONCURRENT SESSION VI
INTERNATIONAL PARTNERSHIP: OUTCOMES WORTH THE EFFORT
MEETING ROOM 2
Developing a program at one institution can be an arduous effort; the effort multiplies when two institutions partner to create and deliver a new program. Done well, this effort produces not only excellent student opportunity but substantial learning for key staff at each institution and new professional colleagues and friends.
KAREN SIBLEY
BROWN UNIVERSITY
PAT McHugh
BROWN UNIVERSITY
MODERATOR
CYRUS HOMAYOUNPOUR
THE GEORGE WASHINGTON UNIVERSITY
**NONCREDIT DEPARTMENT**

**BEST PRACTICES WORKSHOP**

**CONGRESSIONAL A**

Designed for practitioners, this interactive workshop will allow attendees to address several of the issues unique to noncredit, and brainstorm best practices and solutions for funding, personnel, marketing, program design, and more.

**KELLY NEWELL**
WASHINGTON STATE UNIVERSITY GLOBAL CAMPUS

**MODERATOR**

**JENNI MURPHY**
CALIFORNIA STATE UNIVERSITY, SACRAMENTO

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**TOP 5 STRATEGIC MISTAKES IN ONLINE MARKETING**

**MOUNT VERNON B**

Online marketing is moving fast. Keeping up with changing platform features and best practices is tough, but critical for success. Here’s a peek at the top strategic mistakes in this arena: not tracking your marketing dollars, focusing on the wrong metrics, talking like a robot, marketing like its 2012, and speaking to Jane Doe like she’s John Six Pack!

**LISA EMERY**
WESTERN MICHIGAN UNIVERSITY

**JON HORN**
JMH CONSULTING

**MODERATOR**

**SKIP DARMODY**
BRIDGEWATER STATE UNIVERSITY

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**CREATING A NEW STUDENT EXPERIENCE FOR A CONNECTED WORLD**

**MEETING ROOM 5**

California State University, East Bay, implemented a new CRM designed to encompass the entire student experience: website redesign, content management system implementation, recruiting and enrollment funnel design, as well as a new “shopping-cart” registration experience. This comprehensive approach has led to an entirely new, unified student experience, successfully managed by a lean staff. In this session, explore crucial levels of buy-in needed from senior and departmental leadership, what front-line staff needs to understand, as well as key data points from before and after the new experience.

**DAN BELLONE**
CALIFORNIA STATE UNIVERSITY, EAST BAY

**GUY FELDER**
STORY+STRUCTURE

**MODERATOR**

**VICKI BRANNOCK**
BRANDMAN UNIVERSITY

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**JEDI MIND TRICKS TO LIVEN UP ANY CLASSROOM**

**MEETING ROOM 3**

During this hands-on workshop, attendees will learn about audience engagement techniques used in hugely successful comedy shows like Blue Man Group and Cirque du Soleil, and how to apply them, successfully, to the classroom.

**KIM MCGAW**
RICE UNIVERSITY

**MODERATOR**

**SHANNON MCDONALD**
UNIVERSITY OF CALIFORNIA, SAN DIEGO

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**ONLINE MANAGEMENT: EMERGING TRENDS AND NEW INITIATIVES**

**CONGRESSIONAL C**

Join leaders in online education for this discussion on new initiatives and trends in online education. Panelists will share the new initiatives that support their nationally ranked online degree programs as well as discuss their institutional approach to new trends in online learning, like competency-based education programs.

**BILL LYNCH**
DREXEL UNIVERSITY

**BETH LAVES**
WESTERN KENTUCKY UNIVERSITY

**LISA TEMPLETON**
OREGON STATE UNIVERSITY

**MODERATOR**

**RAY SCHROEDER**
UNIVERSITY OF ILLINOIS, SPRINGFIELD, AND UPCEA

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**CREATING EFFECTIVE PARTNERSHIPS WITH INSTITUTIONAL AND COMMUNITY PARTNERS**

**MEETING ROOM 4**

This session describes how Wentworth Institute outreaches and develops partnerships with trade, industry associations and community colleges, to design education and training opportunities for their members.

**LIEM TRAN**
WENTWORTH INSTITUTE OF TECHNOLOGY

**MODERATOR**

**TYLER RITTER**
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
THE FUTURE OF HIGHER EDUCATION:
A PARADIGM IN FLUX
MOUNT VERNON A
We will explore forces impacting higher education, from the regulation to technology to politics and the economy. Institutions that can sustainably and continuously reinvent themselves will win the future. This session will begin an important conversation about the imperative to innovate and how we must be a catalyst for change.

ROVY BRANON
UNIVERSITY OF WASHINGTON

DAVID SCHEJBAL
UNIVERSITY OF WISCONSIN-EXTENSION

MODERATOR
ROBERT BRUCE
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

AN INTERACTIVE SESSION
WITH FUTURIST DAVID HOULE
CONGRESSIONAL B
Following his general session, David will spend time with attendees in a smaller setting, answering questions about his presentation, his work, and other topics relative to the future. The results of this conversation may develop into a shared discussion about the future of continuing education, on-going professional education, life-long learning and the profound transformation all of these will undergo in the next 5–10 years.

MODERATOR
RICH NOVAK
RUTGERS UNIVERSITY

POST-CONFERENCE: UPCEA INTERNATIONAL BRIEFING
Ticketed Event
FOCUS ON SOUTHEAST ASIA:
THAILAND, INDONESIA, VIETNAM
HIGHER EDUCATION IN CONTEXT
The International Briefing acts as way to both inform the UPCEA membership about important arenas of international education as well as to serve as a primer for a smaller group of members who travel to select locations based on member demand and participant interest. The 2015 UPCEA International Briefing, hosted as a post-conference to the 2015 UPCEA 100th Annual Conference, will focus on programming opportunities between U.S. institutions and entities in East Asia.

THURSDAY, APRIL 2, 2015
8 A.M.
COFFEE SERVICE
MOUNT VERNON A/B

8:15–9 A.M.
ANTHONY KHOLIHA
DIRECTOR, OFFICE OF GLOBAL EDUCATIONAL PROGRAMS
U.S. DEPARTMENT OF STATE

JARRED BHUTTO
PROGRAM OFFICER, BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS, U.S. DEPARTMENT OF STATE

9:45–10:30 A.M.
TIEN LE
CHIEF ECONOMIC COUNSELOR
EMBASSY OF VIETNAM

10:45–11:30 A.M.
MD AMIN MD TAFF
MINISTER COUNSELOR (EDUCATION)
EMBASSY OF MALAYSIA

11:45–12:30 A.M.
MARK ASHWILL
MANAGING DIRECTOR
CAPSTONE VIETNAM

FULL CONFERENCE SCHEDULE
READ ON TO ENSURE YOU MAKE THE MOST OUT OF YOUR CONFERENCE EXPERIENCE: Conference Buddies are engaged UPCEA leaders who have volunteered to mentor first-time attendees by sitting together at the Welcome Lunch and connecting throughout the Annual Conference. Each first-time attendee is assigned a Conference Buddy and can expect communication in advance of the Annual Conference. Questions? Stop by the Registration Desk for assistance.

Learn more about the main volunteer structures within UCPEA, by stopping by the UPCEA Embassy in the Exhibit Hall and visiting with Region and Network Ambassadors during any of the breaks.

Specifically for Emerging Leaders, one session each day of the Annual Conference provides a deep dive into leadership skill development, honed especially for the contexts of professional, continuing, and online education. Emerging leader sessions, noted at left, are presented by highly engaged and experienced UPCEA volunteer leaders, in partnership with moderators who are members of the leadership team for the Leadership and Strategy Network.

Finally, don’t forget to complete (and submit!) the First-Time Attendee Checklist on the following pages. The checklist activities will help you get the most out of the conference while also getting to know UPCEA. Be sure to submit your completed checklist at the UPCEA Embassy in the Exhibit Hall and Activities Center by 10 a.m. on Wednesday, April 1 for your chance to win a prize!
### FIRST-TIME ATTENDEE CHECKLIST

#### MEET
- Network Leaders at a Network Session on Tuesday at 11 a.m.
- Regional Leaders at your Regional Breakfast Meeting on Wednesday at 8 a.m.
- Board members (look for attendee badges with “Board Member” ribbons!)
- UPCEA CEO Bob Hansen
- Current UPCEA President Bea González
- Incoming UPCEA President David Schejbal
- Network and Region Ambassadors at the UPCEA Embassy in the Exhibit Hall
- Your Conference Buddy!

#### SIGN UP
- For a Network – log into upcea.edu on the homepage, click “My Account,” then click “Join a Network!”*
- To volunteer with UPCEA – ask the Network and Region Ambassadors how!*  
- For a dinner group at the Registration Desk  
  (dinner groups depart from the lobby at 7 p.m. on Tuesday, March 31)
GET INVOLVED

☐ Take a selfie with your Conference Buddy – and post it on Twitter with #UPCEA100
☐ Download the conference app, Guidebook, and search “UPCEA,” then select “2015 UPCEA 100 Annual Conference”
☐ Rate a session through conference app
☐ Tweet about a session using #UPCEA100
☐ Visit the Exhibit Hall and Activities Center in the Renaissance Ballroom on the Ballroom level
☐ Complete your Exhibit Hall Passport, and submit it at the UPCEA Embassy before 10 a.m. on Wednesday, April 1 to be eligible to win a prize!
☐ Attend a Network Meeting and Awards Presentation – Tuesday, March 31 from 11 a.m.–12:15 p.m. (see program for room details)
☐ Attend a Regional Meeting and Breakfast – Wednesday, April 1 from 8–9 a.m. (see program for room details)

LEARN

☐ Attend two or more sessions in a track
   Session 1: ___________________________________________________________________________________
   Session 2: ___________________________________________________________________________________
☐ Tweet a question to a presenter on Twitter using #UPCEA100
☐ Read information about award recipients in conference program (pages X-X)

BE SOCIAL

☐ Take a DC tourist picture
☐ Attend the Welcome Lunch on Monday, March 30 at Noon (Space limited; pre-registration required)
☐ Attend the evening receptions on Monday, March 30 at 6 p.m. in the Exhibit Hall and Activities Center and Tuesday, March 31 at 5 p.m. at the Carnegie Library
☐ Update your CORE profile – visit core.upcea.edu/home to login*
☐ Post on CORE – visit core.upcea.edu/home*
☐ Like the UPCEA Facebook page – search “UPCEA” on Facebook.com
☐ Join the UPCEA LinkedIn group – search “UPCEA” on LinkedIn.com

*UPCEA Members Only

Complete 10 of these conference to-dos, and submit your completed checklist at the UPCEA Embassy in the Exhibit Hall and Activities Center by 10 a.m. on Wednesday, April 1 and be entered to win a prize! The prize drawing will take place at 10:45 a.m. on Wednesday, April 1 at the UPCEA Embassy. You must be present to win. Good luck, and have fun getting to know UPCEA!

Name

Institution
“If society were perfectly organized, each individual would have an opportunity to develop to the fullest degree the endowments given him by nature whether they be large or small…..This then is the purpose of University Extension – to carry light and opportunity to every human being in all parts of the nation; this is the only adequate ideal of service for the university.”

Charles Van Hise,
Remarks at the National University Extension Association’s inaugural meeting, 1915

UPCEA would like to recognize our founding member institutions for carrying forward the vision of our field so eloquently expressed by Charles Van Hise at our association’s first meeting.

UNIVERSITY OF CALIFORNIA
THE UNIVERSITY OF CHICAGO
UNIVERSITY OF COLORADO
COLUMBIA UNIVERSITY
HARVARD UNIVERSITY
UNIVERSITY OF IDAHO
INDIANA UNIVERSITY
IOWA STATE UNIVERSITY
THE UNIVERSITY OF IOWA
UNIVERSITY OF KANSAS
THE UNIVERSITY OF MICHIGAN
UNIVERSITY OF MINNESOTA
UNIVERSITY OF MISSOURI
UNIVERSITY OF NORTH CAROLINA
THE UNIVERSITY OF OKLAHOMA
THE PENNSYLVANIA STATE UNIVERSITY
THE UNIVERSITY OF PENNSYLVANIA
UNIVERSITY OF PITTSBURGH
UNIVERSITY OF SOUTH CAROLINA
UNIVERSITY OF SOUTH DAKOTA
UNIVERSITY OF VIRGINIA
UNIVERSITY OF WISCONSIN

“We over the last 100 years, delivery formats may have changed and technology has become our partner in education. But we remain focused on our core values as outlined by Charles Van Hise 100 years ago and that is – providing opportunity and access, facilitating change in a dynamic society, enhancing personal growth, promoting economic development, and strengthening our democracy. That is the enduring mission of continuing education and lifelong learning.”

Bea González
UPCEA President 2014-2015

We also extend our thanks to all UPCEA members for their continued service to the field of professional, continuing, and online education, and persistent efforts in moving forward the association’s mission.
SESSIONS BY TRACK

INTERNATIONAL
- Continuing, Professional, and International Education: Shared Competencies
- Breaking Ground on an Intensive English Program: Small Institution Success
- The Role of Social Networks in International Education: A Hybrid Approach
- Online and Overseas: Tales from Four Institutions
- SynchDL: Exposition and Development of a Synchronous Online Methodology
- International Partnership: Outcomes worth the Effort

LEADERSHIP AND STRATEGY
- Front and Center on the Higher Ed Stage: Alternate Enrollment Markets and Responsive Leadership
- Growth Strategies: Strategic Reinvestment in Infrastructure
- Roundtable: Scholarship of Professional, Continuing, and Online Education: Moving Ideas and Questions towards Publication
- Building Blocks for Professional and Continuing Education Professionals: A Fresh Look at Competencies
- Organizational Change: A Model Moving Forward
- Leadership from the Ground up: Small School Experiences
- Noncredit Department Best Practices Workshop

MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES
- Pathway to Degree Completion: A Systematic Approach to Assisting Near Degree Completers
- Revitalize Your Programming: A New Perspective on Community Engagement
- Roundtable: How SEO + Content Marketing Killed Your Home Page (And Why That’s a Good Thing)
- Roundtable: Building Bridges: Enrollment Retention and Advising
- “You know, it’s not really a dashboard...” Selecting and Sharing Metrics toward Data-Driven Decisions
- Nuts & Bolts: Building a Retention Plan for Adult Learners
- Benchmarking for Success: UPCEA’s Salary and Structure Survey
- Adult Student Gains: Measuring and Communicating the Value of Credit Credentials to the Prospect
- Top 5 Strategic Mistakes in Online Marketing
- Creating a New Student Experience for a Connected World

PROGRAM MANAGEMENT AND INNOVATION
- Strategic Program Development
- Leveraging the Power of Collaboration to Develop an Online Professional Development Model
- Is Partnering To Perfection Possible? The Ins & Outs of Effective Partnering For Success
- Student Persistence as a Three-Tiered Approach
- What Kind of Project Manager am I?
- Four Core Principles for Alternate Format Programs
- Beyond Building Bridges: Connecting PK–12, Postsecondary and Community Leadership with a P20+ Approach
- Jedi Mind Tricks to Liven Up Any Classroom

ONLINE MANAGEMENT AND DESIGN
- Transforming Student Learning: Program Design, Open Resources, and a New Role for Faculty
- Hybrid Strategies for Centralized/Decentralized Online Program Support and Services
- Roundtable: What Students Want you to Know about Course Design
- Synchronizing Distance Education at a Large Public Institution
- Navigating Change in the Face of Resistance: Online Language Teaching in the 21st Century
- Advisory Groups: Roles, Responsibilities, and Pitfalls
- Online Management: Emerging Trends and New Initiatives
OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT

University to Business (U2B): Understanding and Managing Social Media, Sales Cycles, and Proposals to Grow Partnerships
What the Heck is this Thing Called Engagement? And, What Should it Look Like?
Roundtable: Building Successful Campus/Community Partnerships: Lessons Learned
The City of Madison and Tulane University: A Partnership
A Case Study of Community Partnership: Should We Do It Again?
Exploring the World of Incubation in Higher Education
Creating Effective Partnerships with Institutional and Community Partners

EMERGING LEADER

The Opening Door: Professional, Continuing, and Online Education Leadership’s Emerging Pathway to Higher Education’s C-Suite
From Pyramids to Puzzles – Building an Empowered Administrative Team
The Future of Higher Education: A Paradigm in Flux

POLICY

Policy 101: An Introduction to Institutional Advocacy
Policy Briefing
SARA Update: The State Authorization Reciprocity Agreement

ONLINE LEADERSHIP AND THE C-SUITE

Business Model Meets Innovation, Part II, Hosted by UPCEA and NACUBO
CIO and PCO Leader Roundtable, Hosted by UPCEA and EDUCAUSE

UNBOUND

Small Institutions Forum
Learner-Centric: The New Normal
Local Leaders: Collaboration that Drives Innovation
Roundtable: Serving Underrepresented and Marginalized Students through Online Degrees and Programs
Roundtable: Female Student Veterans: Recent Research, New Paradigms
Key Findings from Joint Study of Adult Learner Persistence and Degree Completion
Documenting Our Story: Research, Collections, and Media in the History of UPCEA
PLA Primer
2015 Recipient of the Philip E. Frandson Award for Literature
An Interactive Session with Futurist David Houle

Thank You

Blackboard

for Sponsoring the

Online Management and Design Track

Thank You

Blackboard

for Sponsoring the

Marketing, Enrollment and Student Services Track
Think you know Blackboard? Think again.

Students are your customers. We can help you serve them.

More than delivering the best in LMS technologies, over 30% of our staff works side-by-side with universities to help attract, enroll, engage and support students.

Think about this ...

› 3 million students across the nation have received our support
› University of Southern Mississippi became the #1 online learning provider in the state by enrollment
› Our enrollment management interactions exceed 2 million annually
› Embry Riddle Aeronautical University realized a 14% increase in year-over-year applications with our help
› We’ve handled more than 6 million total student support calls
› 8,000 employer-to-student connections have been made by our team for internships and jobs

Re-discover what Blackboard can do for you.

Check us out at blackboard.com/lifecycleservices
Everyone Needs a Helping Hand

UPCEA’s partners support you in building and growing your program, and achieving your enrollment and financial goals. Together with our partners, we can continue to reach new frontiers in continuing, professional, and online education.

Interested in what our partners have to offer? Visit our website to find out more about these organizations.
Exhibit Hall and Activities Center Guide

ABOUT THE EXHIBIT HALL AND ACTIVITIES CENTER
The Exhibit Hall and Activities Center is located in the Renaissance Ballroom on the ballroom level and opens at 6 p.m. on Monday, March 30. The Opening Reception is being held in the Hall from 6–8 p.m. on Monday. This is a great opportunity to visit with our valued exhibitors. Be sure to bring your complimentary drink tickets that you receive when you register for the conference.

EXCITING FEATURES OF THE EXHIBIT HALL AND ACTIVITIES CENTER
Check out the array of service providers here to help you – and your institution – find solutions. Our friendly and helpful industry community invites you to explore their offerings – and discuss possibilities. Be sure to mingle with at least 9 exhibitors and the UPCEA Embassy and have them sign your Passport. With a completed passport, you could be at next year’s conference for free!

INNOVATION PAVILION
The Innovation Pavilion will offer mini-sessions on relevant and innovative solutions important to those in the field of professional, continuing, and online education. Free to all conference attendees, UPCEA top-level Industry Partners will showcase their expertise through live demonstrations – and be available for questions and further discussion. Grab a coffee and pull up a chair to the Innovation Pavilion, adjacent to the Exhibit Hall.

UPCEA GRAND PRIZE DRAWING
Fill out the 10 spaces on your UPCEA Passport and be eligible for UPCEA’s Grand Prize Drawing. It’s easy: just visit the exhibitors and the UPCEA Embassy during the conference and remember to ask for their autographs on your Passport. Passports can be found in your registration packet and are available at the Registration Desk.

The Grand Prize is a complimentary registration for the 101st UPCEA Annual Conference in San Diego, California, April 6–8, 2016. Prize drawing takes place in the Exhibit Hall and Activities Center on Wednesday, April 1 at 10:45 a.m. You must be present to win. Good luck!

CHARGING STATION
Recharge in the Exhibit Hall and Activities Center at UPCEA’s Charging Station. Keep those laptops and mobile devices going all day long! Be sure to bring your own cord!

UPCEA BOOTH
Stop by the UPCEA Embassy in the Exhibit Hall and Activities Center and visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

NETWORK AND REGION AMBASSADORS
Wondering how to get involved with UPCEA as a volunteer leader? Chat with the Network and Region Ambassadors during all of the Networking and Refreshment Breaks to learn more about volunteer leadership and figure out your best path to involvement. Find Network and Region Ambassadors at the UPCEA Embassy!

REFRESHMENTS AND NETWORKING
The Exhibit Hall and Activities Center will be the location of the Opening Reception and Coffee Breaks. This is the prime location for refueling and connecting with colleagues.

Exhibit Hall Schedule
Monday, March 30, 2015
6–8 P.M.
OPENING RECEPTION

Tuesday, March 31, 2015
10 A.M.–5 P.M.
EXHIBIT HALL AND ACTIVITIES CENTER OPEN
10:15–10:45 A.M.
NETWORKING AND REFRESHMENT BREAK
3:15–3:45 P.M.
NETWORKING AND REFRESHMENT BREAK
FRANDSON BOOK SIGNING

Wednesday, April 1, 2015
9–11 A.M.
EXHIBIT HALL AND ACTIVITIES CENTER OPEN
10:30–11 A.M.
NETWORKING AND REFRESHMENT BREAK
CENTENNIAL CONVERSATIONS BOOK SIGNING
10:45 A.M.
UPCEA GRAND PRIZE DRAWING

Fill out the 10 spaces on your UPCEA Passport and be eligible for UPCEA’s Grand Prize Drawing. It’s easy: just visit the exhibitors and the UPCEA Embassy during the conference and remember to ask for their autographs on your Passport. Passports can be found in your registration packet and are available at the Registration Desk.

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Visit the Innovation Pavilion to hear directly from UPCEA Top-Level Industry Partners about innovative initiatives that provide value to the field of professional, continuing, and online education. Conference attendees will see a live demonstration, and have the opportunity to ask questions and talk further with the demo presenters. Please join us at the Innovation Pavilion (adjacent to the Exhibit Hall and Activities Center) for what will be an engaging and informative experience!

SEELIO: INCREASE INSTITUTIONAL OUTCOMES AND CREATE THE WORLD’S MOST PREPARED STUDENTS WITH STUDENT LIFECYCLE PORTFOLIOS
TUESDAY, MARCH 31 AT 10:15-10:45 A.M.

Seelio is a student-focused, service-based, student lifecycle portfolio™. Seelio empowers students to connect the dots between their education and career goals by capturing and reflecting on their learning experiences and showcasing their 21st century skills. Students gain a strong and differentiating digital identity and Seelio’s best practices enable institutions to leverage portfolios to help with:

- Enrollment/marketing
- Retention/engagement
- Learning outcomes/assessment
- Career readiness/preparation

In this interactive demonstration see real examples of Seelio in action and learn how to actively engaging students with student lifecycle portfolios can help you achieve your institutional goals.

**FACILITATOR**

COLIN IROSE
SEELIO’S DIRECTOR OF PARTNERSHIPS

<table>
<thead>
<tr>
<th>EXHIBITORS AT A GLANCE</th>
<th>INTERNATIONAL INSTITUTE</th>
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EXHIBIT HALL AND ACTIVITY CENTER HOURS
Monday, March 30 from 6–8 p.m.
Tuesday, March 31 from 10 a.m.–5 p.m.
Wednesday, April 1 from 9–11 a.m.

CHARGING LOUNGE
Relax and network with other attendees while you keep your devices fully charged!

BOOK SIGNING

INNOVATION PAVILION

UPCEA EMBASSY

ENTRANCE

Don’t forget to bring your Passport to the UPCEA Embassy!
ACEWARE SYSTEMS, INC.
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ACEware provides, scalable, affordable, non-credit course management and registration solution. Includes integrated tools for data-driven and targeted marketing, customer relationship management, class scheduling, instructor contracting and payment, online registration, and powerful reporting capabilities for data analysis. With exceptional customer service ACEware is a comprehensive, easily implemented registration software solution.

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sharon@aceware.com
www.aceware.com

ALPHA SIGMA LAMBDA
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Alpha Sigma Lambda is an honor society which partners with colleges and universities to celebrate the scholarship and leadership of adult students in higher education. ASL is devoted to the advancement of scholarship and the recognition of nontraditional students continuing their higher education to honor superior scholarship and leadership in adult students.

PAMELA COLLINS
collinsp@philau.edu
www.alphasigmalambda.org

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beth.moorhead@augusoft.net
www.augusoft.net

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www.bisk.com

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Blackboard believes that the student experience should be at the center of any service-delivery model. That’s what makes our approach in today’s student-consumer market so successful. Learn all the ways Blackboard can help your institution find and target prospective students, improve student engagement, or expand your online program offering.

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jason.simmons@blackboard.com
www.blackboard.com

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BOOTH 109
Burning Glass Technologies is the leader in job matching and labor market analytics solutions for the education and workforce sectors. Our technologies analyze millions of job postings from close to 40,000 sources, providing educators with real-time intelligence on skills in demand to inform program design and expansion, employer outreach, and career services.

KELLY BAILEY
kbailey@burning-glass.com
www.burning-glass.com

CAMPUSCE
BOOTH 404
CampusCE software solves the online registration, reporting, marketing, and program management challenges faced by non-credit or dual credit programs. CampusCE is a student information system, an e-commerce platform, and program management software with robust reporting and marketing functionality rolled into one application.

AMANDA GAFFNEY
amandag@campusece.com
www.CampusCE.com

CAREER STEP
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Career Step is an online school offering career-focused education designed to help students quickly enter the workforce. The school is committed to providing the best education with interactive learning tools; one-on-one instructor support by phone, email, and chat; and comprehensive graduate resources to help students transition from education to employment.

TIMOTHY REYNOLDS
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www.careerstep.com/partner
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aconnell@colloquy360.com
www.universityinnovations.com

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Destiny Solutions creates software for universities and colleges that helps them to successfully attract, manage and maintain their non-traditional students. Our software satisfies the specific needs of continuing education extensions, corporate training divisions, international programs, online schools and other units with distinctive requirements, while enforcing system-wide objectives across the institution.
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www.destinysolutions.com

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GLEN BERGER
glen.berger@ed4online.com
www.ed4online.com

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ETC specializes in providing test preparation services to college and university outreach and continuing education programs. We offer contract classes for pre-selected groups as well as open enrollment classes for the community at large.
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www.etctestprep.com

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Ellucian delivers an innovative portfolio of technology solutions and strategic guidance to help education institutions thrive in a dynamic world. More than 2,400 institutions in 40 countries look to Ellucian for the ideas that will move education forward, helping people everywhere discover their futures through learning.
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www.ellucian.com

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EMSI provides colleges and universities with the labor market data they need to build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions trust EMSI’s services to help align programs to local needs, boost enrollment, connect students to successful careers, and demonstrate their economic impact.
LUKE JANKOVIC
luke@economicmodeling.com
www.economicmodeling.com

ENTRINSIK, INC.
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Entrinsik develops state of the art software applications to improve efficiency, productivity, and day to day operations of businesses.
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• Provide practical, professional, real world learning experiences
• Connect you to a community that supports you during your studies – and beyond
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accelerated.gmercyu.edu

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STEVE WINCHESTER
SWinchester@HelixEducation.com
www.HelixEducation.com

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Hobsons helps educators, administrators, students, and families maximize success through every stage of the learning lifecycle. Hobsons’ personalized learning, academic planning, postsecondary enrollment, and student support solutions serve millions of students across more than 10,000 schools, colleges, and universities worldwide.
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HRCI certification is the highest standard in the world for HR Professionals. Over 135,000 HR professionals in more than 100 countries are HRCI certified. Holding an HRCI credential demonstrates relevance, competence, experience, credibility and dedication to human resources to your employers, clients, staff members and professional peers.

STEPHANIE RUNYAN
stephanie.runyan@hrci.org
www.hrci.org

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With a wholly-owned network of operating companies all over the world and clients in more than 150 countries, IIL is a global leader in training, consulting, coaching and mentoring, as well as customized course development. Our core competencies include: Project, Program and Portfolio Management; Business Analysis; Microsoft® Project and Project Server; Lean Six Sigma; PRINCE2®; ITIL®v; Agile; Leadership and Interpersonal Skills; and Corporate Consciousness and Sustainability.

MICHAEL BORGES
michael.borges@iil.com
www.iil.com

JAXXON PROMOTIONS, INC.
BOOTH 302
Jaxxon Promotions remains committed to enhancing your competitiveness and profit through the use of promotional products. Advertising specialties absolutely do provide repeated exposure to your image. We can do anything that you can put a logo on, including wearables, as well as tradeshow needs – table covers, banners, flags, presentation folders.

CAROL BLITZ
carol@jaxxonpromotions.com
www.jaxxonpromotions.com

JENZABAR
BOOTH 301/303
Jenzabar is a leading provider of enterprise software, strategies, and services developed exclusively for higher education. The company offers innovative solutions across the student lifecycle including the fastest growing continuing education solution. Serving more than 1,000 campuses worldwide, Jenzabar has over four decades of experience supporting the higher education community.

JASON CURRIER
Jason.Currier@jenzabar.com
www.jenzabar.com

JMH CONSULTING, INC
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A proven higher education thought leader, JMH Consulting provides both strategic online marketing and full service certificate programs to create new revenue streams for universities and colleges. Unlike other online higher education providers, the programs created by JMH Consulting are ultimately owned by the university.

NICOLE FOERSCHLER
nfoerschler@jmhconsulting.com
www.jmhconsulting.com

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JOHN ALFORD
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www.sonicfoundry.com/mediasite

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MindMax provides thoughtful deployment of marketing, enrollment and lead management, and consulting solutions to create lasting partnerships. We align our solutions to your goals and work hand-in-glove with your team to increase expertise and attain statistically significant results. People love working with us, and not just because we get results.

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qperkson@mindmax.net
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NATE ROWE
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www.plattform.com
Proctorio is a game changer for online education and exam administration. Its automated proctorless software provides universities with the scalable, cost-effective solution they need to validate a student’s identity and activity during an online exam. The result? Confidence that the students enrolled in academic programs are those doing the work.

MIKE OLSEN
hello@proctorio.com
www.proctorio.com

ProctorU provides distance proctoring services for institutions that offer examinations online. The service allows examinees to test from anywhere in a secure environment using only a computer, webcam and high-speed Internet connection. ProctorU offers live, person-to-person, real-time monitoring to more than 500 colleges, universities and certification organizations worldwide.

JASON RUPERT
jrupert@proctoru.com
www.proctoru.com

Solomon EOS partners with Higher Education to provide Lean Six Sigma training to Corporations and students through your continuing education or academic offerings. Using our turnkey system provides an efficient, effective, and affordable process that sets your graduates apart and establishes your institution as a trendsetter.

THOMAS KERR
tkerr@solomon-eos.com
www.solomon-eos.com

Story+Structure is a human-centered design from that likes to innovate by applying principles such as empathy, intuition, and friendliness to our work. We’ve crafted unique applications to manage workflow, increase student recruiting and engagement, and train people across the country. We like to make services, products, and web experiences better.

GUY FELDER
guy@storyandstructure.com
www.storyandstructure.com

StraightLine helps students reach their full potential by putting them on a straighter line towards the degree of their choice, the career of their dreams, and the life they’ve always wanted – on their budget and on their schedule.

BURCK SMITH
bsmith@straigterline.com
www.straigterline.com

StudyPortals is the International Study Choice Platform. Our mission: “Empowering the world to choose (for) education”. How? By making study-choice transparent, globally. We currently have more than 1,600 participating universities in 46 countries, helping them with easier and more effective international marketing & recruitment solutions.

PATRICK RIFE
patrick@studyportals.com
www.studyportals.com

A leading higher education CRM company, TargetX provides solutions to help colleges build relationships with their most important constituencies – all built on the powerful Salesforce.com platform. With its 16-year reputation for innovative technology and industry expertise, TargetX has become one of the most trusted higher education CRM providers.

ANTHONY MOZZONE
mozzone@targetx.com
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UIU Link is the Marketplace of Collegiate Cooperation.™ Through its technology platform, UIU Link improves access to higher education while helping colleges and universities and their faculties to optimize revenue sources, expand enrollment opportunities, and build relationships with other institutions. All the while, honoring each institution’s level of selectivity and credentialing criteria.

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www.uiulink.com
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Wiley Ed Solutions uniquely understands the process of designing and implementing innovative learning experiences and comprehensive solutions that address today’s higher education challenges. Through trusted collaborative relationships, we provide content, technology, services and insights that support our education partners to achieve improved institutional performance and learners to achieve their goals.
DIANA KUHIWCZAK
dkuhiwczak@wiley.com
www.wiley.com

WORLD EDUCATION, LLC
BOOTH 204
A World of eLearning. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education serves thousands of students and partners worldwide.
CANDICE MARKHAM
candice@worldeducation.net
www.worldeducation.net

XENEGRADE
BOOTH 112
The XenDirect Student Registration System provides quick ROI by helping you increase registrations, reduce unnecessary costs, improve data integrity, and make better programming decisions with built in Reporting and Business Intelligence. Since 1991, Xenegrade has met the registration needs of Continuing Education, Adult Education, Community Education and Workforce Development organizations.
SANDRA KRANTZ
skrantz@xenegrade.com
www.xenegrade.com

WHAT’S CORE?
CORE (Collaborative Online Relationships) is UPCEA’s professional networking platform. Network with members, access the membership directory, store and search for documents in the online library, and collaborate with peers.
View, post, and participate in all discussions via the Open Forum. Be sure to join a network to have access to document repositories, announcements, and long-length blog posts on highly specialized areas of practice.
New to CORe? Visit our easy tutorial: http://upcea.edu/core101
SAVE THE DATES
2015 Regional Conferences

WEST
SEPTEMBER 30–OCTOBER 2, 2015
The Westin Long Beach
Long Beach, CA
conferences.upcea.edu/west

MID-ATLANTIC
OCTOBER 7–9, 2015
DoubleTree by Hilton Philadelphia Center City
Philadelphia, PA
conferences.upcea.edu/mid-atlantic

SOUTH
OCTOBER 14–16, 2015
Hyatt Regency Savannah
Savannah, GA
conferences.upcea.edu/south

CENTRAL
OCTOBER 19–21, 2015
The Madison Concourse Hotel
Madison, WI
conferences.upcea.edu/central

NEW ENGLAND
OCTOBER 28–30, 2015
Wentworth by the Sea
New Castle, NH
conferences.upcea.edu/new-england

JOIN YOUR COLLEAGUES AT THE 2015 REGIONAL CONFERENCES!

UPCEA’s regional conferences are an accessible opportunity for you to network with and learn from other continuing and online education professionals in your geographic area.

Mark your calendars! You don’t want to miss out on the chance to connect with others from your region!
Thank You to our exhibitors! We value you and your participation!
The UPCEA Center for Online Leadership and Strategy (COLS) is dedicated to helping member institutions leverage online education as a critical strategic asset, and to serving as a valued resource for professional administrators charged with building and sustaining successful programs.

COLS is focused on helping institutions best manage the complicated enterprise of online education through this dynamic period in higher education.

FIND OUT MORE TODAY AT UPCEA.EDU/COLS.
Awards Program

At the 1953 Annual Conference of the National University Extension Association (NUEA), which was the forerunner of UPCEA, Robert Browne of the University of Illinois gave a speech honoring Tom Shelby, retiring Dean of the Division of Extension at the University of Texas. Browne conferred on Shelby the FX Key in honor of service to extension. Engraved on the key was “Fellow of Extension,” the year, and the Association’s initials. This was the first recognition award given by the Association.

The Association’s Awards Program has grown to include Association-wide, Community of Practice, and Regional Awards. Through these awards, UPCEA recognizes its members’ outstanding contributions to the Association and the field, as well as their achievements in innovative programming, marketing and promotion, community development, and services, research and publications, and many other areas.

To the following recipients of this year’s awards and honors, UPCEA extends its congratulations.

ASSOCIATION AWARDS

JULIUS M. NOLTE AWARD FOR EXTRAORDINARY LEADERSHIP
The Julius M. Nolte Award for Extraordinary Leadership is the most prestigious of all UPCEA awards. First established in 1965, the award is given to an individual in recognition of unusual and extraordinary contributions to the cause of continuing education on the regional, national, and/or international level. The award honors the memory of Julius M. Nolte, a pioneer in the field of continuing higher education. Nolte served as Dean of General Extension at the University of Minnesota from 1934–1962. He served as NUEA President in 1950–51, and was Secretary/Treasurer of the Association from 1956 to 1964.

JAMES SHAEFFER
OLD DOMINION UNIVERSITY

Presented on Tuesday, March 31, during the State of the Association and Awards Lunch
12:30–2 p.m.

WALTON S. BITTNER SERVICE CITATION FOR OUTSTANDING SERVICE IN UPCEA
The Walton S. Bittner Service Citation, established in 1968, recognizes a member for outstanding contributions to continuing education at his or her institution, and for service of major significance to UPCEA. The award was initiated in appreciation of Bittner’s long-term commitment as a NUEA executive officer, and in recognition of the devotion with which he served the Association. Bittner was Secretary/Treasurer of NUEA from 1927–1956.

JENNIFER WOOLEY
GEORGIA INSTITUTE OF TECHNOLOGY

Presented on Tuesday, March 31, during the State of the Association and Awards Lunch
12:30–2 p.m.
ADELLE F. ROBERTSON CONTINUING PROFESSIONAL EDUCATOR AWARD
The Adelle F. Robertson Professional Continuing Educator Award recognizes the scholarship, leadership and contributions to the profession of an outstanding continuing professional educator who has entered the field within the past five to 10 years. The Award is dedicated to the memory of Adelle Robertson, whose career in continuing education spanned 30 years. Robertson served as a member of UPCEA’s Board of Directors from 1979–1985 and as President from 1983–1984. Robertson set a standard of excellence in her own pursuits and inspired others to seek excellence in theirs.

KAREN SMITH
KENNESAW STATE UNIVERSITY
Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

PHILLIP E. FRANDSON AWARD FOR LITERATURE
The Phillip E. Frandson Award for Literature recognizes the author and publisher of an outstanding work of continuing higher education literature. It is given in memory of Phillip E. Frandson, Dean of Extension, University of California, Los Angeles, and NUEA President, 1977–78.

SHARAN B. MERRIAM AND LAURA L. BIEREMA
ADULT LEARNING: LINKING THEORY AND PRACTICE
Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

DOROTHY DURKIN AWARD FOR STRATEGIC INNOVATION IN MARKETING AND ENROLLMENT MANAGEMENT
The Dorothy Durkin Strategic Innovation Award recognizes an individual for achievement in strategic planning, marketing innovation or enrollment management success. A key element in all areas is demonstration of creativity layered on a foundation of strategic thinking. Awardees will have exhibited leadership and commitment to achieving a responsive, student-centric culture at their institution.

STACY SNOW
UNIVERSITY OF MISSOURI
Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

LEADERSHIP IN DIVERSITY AWARD
UPCEA encourages understanding, appreciation and the celebration of diversity, and the championing of equal access to education—inclusive of those who identify with different cultures, racial and ethnic backgrounds, sexual orientations, gender identities, religious beliefs, and physical disabilities. The UPCEA Diversity Leadership Award, established in 2010, recognizes an individual or a program representing best practices in promoting the educational success of diverse students. This award recognizes outstanding accomplishment in one or more of the following areas: research, educational programs and services, administrative practice, or organizational commitment.

ROBERT BRUCE
UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL
Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.
EXCELLENCE IN TEACHING AWARD
The UPCEA Excellence in Teaching Award is presented to individuals who have provided outstanding teaching, course development, mentoring of students, and service to continuing education. This award recognizes those who have made significant contributions to credit or non-credit programs and who have provided inspirational teaching to continuing education students.

NEIL DIERCKS
BERKLEE COLLEGE OF MUSIC

Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

OUTSTANDING CONTINUING EDUCATION STUDENT – CREDIT
The Outstanding Continuing Education Student Award recognizes outstanding student achievement in professional and continuing education.

GITA SELEH
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

OUTSTANDING CONTINUING EDUCATION STUDENT – NONCREDIT
The Outstanding Continuing Education Student Award recognizes outstanding student achievement in professional and continuing education.

MOISES ARROYO
KENNESAW STATE UNIVERSITY

Presented on Tuesday, March 31, during the State of the Association and Awards Lunch 12:30–2 p.m.

OUTSTANDING PROGRAM – CREDIT
The Outstanding Program—Credit Award recognizes outstanding professional and continuing education programs allowing students to earn academic credit.

STATEWIDE COOPERATIVE EdD PROGRAM
UNIVERSITY OF MISSOURI

Presented on Tuesday, March 31, during the Program Management & Innovation Network Session 11 a.m.–12:15 p.m.

OUTSTANDING PROGRAM – NONCREDIT
The Outstanding Program—Noncredit Award recognizes outstanding professional and continuing education programs that do not offer credit.

STEVE SINCLAIR AND SHERRY FOLDVARY
CALIFORNIA STATE UNIVERSITY, NORTH RIDGE, SPEECH LANGUAGE PATHOLOGY ASSISTANT (SLPA) FIELDWORK EXPERIENCE PROGRAM

Presented on Tuesday, March 31, during the Program Management and Innovation Network Session 11 a.m.–12:15 p.m.
UPCEA INTERNATIONAL LEADERSHIP AWARD
UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and innovative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance.

KRISTINE BILLMYER
COLUMBIA UNIVERSITY

Presented on Tuesday, March 31, during the International Network Session
11 a.m.–12:15 p.m.

UPCEA INTERNATIONAL PROGRAM OF EXCELLENCE AWARD
UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and innovative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance.

MAPUCHE PROJECT
ST. CLOUD STATE UNIVERSITY

Dr. John Burgeson, Dean of the Center for Continuing Studies at St. Cloud State University, was an essential force on the Mapuche Project.

PROYECTA 100K
CALIFORNIA STATE UNIVERSITY, SACRAMENTO INTERNATIONAL PROGRAMS

Sarah Rodriguez, International Programs coordinator at Sacramento State College of Continuing Education, directed the Proyecta 100K program.

Presented on Tuesday, March 31, during the International Network Session
11 a.m.–12:15 p.m.

UPCEA 11TH HOUR AWARD FOR LEADERSHIP IN TIMES OF CRISIS
The UPCEA 11th Hour Award for Crisis Leadership is given to an individual, team or unit in recognition of exemplary character, ethics, and decisive action in times of crisis, defined as a threat to the organization or institution, sudden or unexpected change, evident need for response, and/or limited time to make decisions.

CENTER FOR CONTINUING AND PROFESSIONAL EDUCATION
GEORGETOWN UNIVERSITY

Presented on Tuesday, March 31, during the Leadership and Strategy Network Session
11 a.m.–12:15 p.m.
UPCEA AWARD FOR EXCELLENCE IN ADVANCING STUDENT SUCCESS

UPCEA recognizes student success is paramount to the mission of every institution of higher education. Professional and continuing education units realize they must provide strategic and cross-functional projects, initiatives, and services that maximize success of the adult or non-traditional student. To that end, UPCEA aims to play an active role in preparing members for advancing the success of students in both credit and non-credit programs by acknowledging best practices and initiatives that “move the needle” in the advancement of student success.

MARIE CINI
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

Presented on Tuesday, March 31, during the Marketing, Enrollment Management, and Student Services Network Session
11 a.m.–12:15 p.m.

The UPCEA Award for Excellence in Advancing Student Success is sponsored by

UPCEA AWARD FOR STRATEGIC INNOVATION IN ONLINE EDUCATION

The award recognizes an institution of higher education (i.e. campus, system, or consortium) that has, at an institutional level, set and met innovative goals focused on online education and been strategic in the planning, development, implementation and sustainability in line with the institutional mission. Examples include authentic institutional online organizational structure, partnership models to achieve specific goals, maximizing resource efficiencies, improving the learning experience for faculty and students, or the use of technology and learning design to advance online education and address institutional goals.

ROGER BROWN
BERKLEE COLLEGE OF MUSIC

Presented on Tuesday, March 31, during the Online Management and Design Network Session
11 a.m.–12:15 p.m.

UPCEA ENGAGEMENT AWARD

The UPCEA Engagement Award recognizes an outstanding mutually-beneficial exchange of knowledge and resources between a member institution and one or more external constituents such as local communities, corporations, government organizations, or associations. The recognized partnership will demonstrate a knowledge partnership that has resulted in a measurable and sustainable shared impact in areas such as economic development, community development, workforce training, or capacity building.

WENTWORTH INSTITUTE OF TECHNOLOGY AND IBEW LOCAL 103

Presented on Tuesday, March 31, during the Outreach, Engagement, and Economic Development Network Session
11 a.m.–12:15 p.m.
UPCEA 2014 REGIONAL AWARDS

Central

INNOVATIVE PROGRAM AWARD (CREDIT)
JOURNALISM AND MASS COMMUNICATION
Online Master of Mass Communication –
South Dakota State University

INNOVATIVE PROGRAM AWARD (NONCREDIT)
PHARMACY LEADERSHIP CERTIFICATE
Ferris State University

MATURE PROGRAM AWARD – CREDIT
MASTER OF AGRIBUSINESS
Kansas State University

MATURE PROGRAM AWARD – NONCREDIT
CU SCIENCE DISCOVERY
University of Colorado, Boulder

CONTINUING EDUCATION SUPPORT SPECIALIST AWARD - STAFF IN A SUPPORT ROLE
MARY EMERSON BOWEN
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RESEARCH AND PUBLICATION AWARD
TERRIE NAGEL
University of Missouri – Mizzou Online

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DEBRA HAGENMAIER
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University of Colorado, Boulder

EXCELLENCE IN TEACHING AWARD
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Iowa State University

PROFESSIONAL CONTINUING EDUCATOR AWARD
RONALD JACKSON
Kansas State University

ENGAGEMENT AWARD
MINI MBA PROGRAM
Ferris State University

Mid-Atlantic

DOROTHY DURKIN AWARD
MASTER OF ENVIRONMENTAL STUDIES STRATEGIC RECRUITMENT MARKETING PLAN
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Kennesaw State University

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OUTSTANDING CREDIT PROGRAM AWARD
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University of Washington, Educational Outreach

OUTSTANDING NONCREDIT PROGRAM AWARD
CRAFT BREWERY STARTUP WORKSHOP
Oregon State University

OUTSTANDING NON-TRADITIONAL STUDENT AWARD
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BARBARA ENDICOTT-POPOVSKY
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