



101ST ANNUAL CONFERENCE

THE NEW IMPERATIVE FOR HIGHER EDUCATION:

Building Opportunity for Contemporary Learners

April 7–9, 2016

Hilton San Diego Bayfront

San Diego • California

UPCEA

Leaders in Professional, Continuing
and Online Education

COACHING SOLUTIONS FOR STUDENT AND INSTITUTIONAL SUCCESS

InsideTrack works with higher education institutions to improve quality student enrollment, retention and student satisfaction, on-time graduation and career readiness. The powerful combination of our personalized coaching methods, uCoach® technology platform, consulting, training, and capacity building services complement and enhance your resources.



Passionate

InsideTrack coaches are highly trained professionals with expertise in helping students and institutions through the entire student lifecycle: from student fit and program selection, to developing a positive mindset and identifying obstacles to career readiness.



Scalable

InsideTrack supports your institution in developing a highly effective, adaptable and scalable coaching program that reduces risk and generates long-term sustainability. We combine analytics, student alerts, individualized scores and multi-channel engagement to deliver personalized coaching to the right students at the right time.



Versatile

Our experience has allowed us create customized and impactful coaching solutions for many diverse student populations and institution types.



Experienced

Since 2001, InsideTrack has coached 1+ million students and assisted 1300+ programs in reaching their goals.



Effective

Career Coaching

95% of students agree that Career Coaching helped them make progress toward their professional development/career goals.

Retention Coaching

12% higher retention and 13% higher graduation in peer-reviewed study involving 10,000 adult students at 8 institutions.

Enrollment Coaching

One leading public online university client achieved:

2.7X

Payback in the first 2 years

46% ▲

Improvement in enrollment conversion

9.75% ▼

Reduction in melt



Insightful

Our coaching methods in combination with our powerful uCoach™ technology platform generate valuable insights for institutions on student decision-making behavior and the effectiveness of current institutional policies and programs.



Proven

The results are clear: coaching has a clear impact on retention and completion rates. Moreover, the expenditure is much smaller than that which would be required under an alternative policy.

Dr. Eric Bettinger

Stanford University School of Education



STANFORD
UNIVERSITY



A NONPROFIT, NONPARTISAN ORGANIZATION

ies WHAT WORKS
CLEARINGHOUSE



Welcome to the UPCEA 101st Annual Conference!

Thank you all for joining us as we work to build the opportunities our learners need to be truly competitive in the new global knowledge economy. We hope that you'll make the most of your time at the conference, and here in San Diego.

This first Annual Conference in UPCEA's second century would not have been possible without the hard work of the 2016 Annual Conference Advisory Committee and the UPCEA Staff. We extend our deep gratitude and appreciation 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 higher education's new imperative!

BOB HANSEN

Chief Executive Officer
UPCEA

DAVE KING

Oregon State University
Conference Chair



2016 UPCEA ANNUAL CONFERENCE ADVISORY COMMITTEE

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Director, Center for Online Leadership

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Director, Membership and Engagement

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TUESDAY, APRIL 5, 2016

12-1 P.M.

UPCEA 2015-16 AND 2016-17
BOARDS OF DIRECTORS LUNCH

1-5 P.M.

UPCEA 2015-16 AND 2016-17
BOARDS OF DIRECTORS MEETING

6:30-8:45 P.M.

UPCEA 2015-16 AND 2016-17
BOARDS OF DIRECTORS RECEPTION
AND DINNER

WEDNESDAY, APRIL 6, 2016

8:30-9 A.M.

UPCEA 2015-16 AND 2016-17
BOARDS OF DIRECTORS BREAKFAST

9 A.M.-4 P.M.

UPCEA 2015-16 AND 2016-17
BOARDS OF DIRECTORS MEETING

4:15-5 P.M.

2016 AND 2017 ANNUAL CONFERENCE
ADVISORY COMMITTEES MEET

6-7:30 P.M.

LEADERSHIP RECEPTION
By invitation only
2015-16 and 2016-17 Boards of Directors
2015-16 and 2016-17 Regional Councils
2015-16 and 2016-17 Network
Leadership Teams
2016 and 2017 Annual Conference
Advisory Committees
Past Presidents
Honored Guests

THURSDAY, APRIL 7, 2016

8-9 A.M.

REGIONAL CABINET MEETING
2015-16 and 2016-17 Regional Chairs and
Regional Representatives to the Board

8-9 A.M.

NETWORK SENATE MEETING
2015-16 and 2016-17 Network Chairs

9:15-11:45 A.M.

2015-16 AND 2016-17
NETWORK LEADERSHIP TEAMS AND
REGIONAL COUNCILS MEET

9:30-10:30 A.M.

HOLISTIC REVIEW OF NETWORKS TASK
FORCE MEETING

10:45-11:45 A.M.

CENTER FOR ONLINE LEADERSHIP
ADVISORY COUNCIL MEETING

11:30 A.M.-12:45 P.M.

UPCEA PAST PRESIDENTS' LUNCH

12:15-1:30 P.M.

WELCOME LUNCH
Sponsored by Blackboard Student
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OPENING GENERAL SESSION

ROBERT REICH

Former Secretary of Labor, Professor, Author,
and Advisor to Presidents

1:45-2:45 P.M.

CONCURRENT SESSION I
EXHIBITOR DEMONSTRATION SESSIONS

2:45-3:15 P.M.


NETWORKING BREAK

3:30-4:30 P.M.

CONCURRENT SESSION II
EXHIBITOR DEMONSTRATION SESSIONS

5-7 P.M.

OPENING RECEPTION IN EXHIBIT HALL
Sponsored by Exhibitors and Sponsors



TIMES AND EVENTS ARE LISTED HERE.
FOR MORE DETAILS ON TOPICS
AND LOCATIONS, SEE THE FULL
CONFERENCE SCHEDULE THAT BEGINS
ON PAGE 13 OF THIS PROGRAM.



FRIDAY, APRIL 8, 2016

7:30–8 A.M.

CONTINENTAL BREAKFAST
Sponsored by Noodle Partners

7:30–8 A.M.

2015–16 AND 2016–17 UNBOUND
EDITORIAL BOARDS MEET

8–9 A.M.

CONCURRENT SESSION III
EXHIBITOR DEMONSTRATION SESSIONS

9:15–10:15 A.M.

GENERAL SESSION
RESHMA SAUJANI
Founder and CEO, Girls Who Code

10:15–10:45 A.M.

COFFEE WITH EXHIBITORS

10:45 A.M.–12 P.M.

POLICY COMMITTEE MEETING

10:45 A.M.–12 P.M.

UPCEA NETWORK MEETINGS AND
AWARDS PRESENTATION
International Network
Leadership and Strategy Network
Marketing, Enrollment, and
Student Services Network
Online Leadership and
Administration Network
Outreach, Engagement, and
Economic Development Network
Program Innovation Network
Network for Small and Specialized
Institutions

12:15–1:45 P.M.

GENERAL SESSION AND LUNCH:
THE STATE OF THE ASSOCIATION AND
AWARDS PRESENTATION

BOB HANSEN
UPCEA

DAVID SCHEJBAL
University of Wisconsin-Extension

1:45–2:45 P.M.

CONCURRENT SESSION IV
EXHIBITOR DEMONSTRATION SESSIONS

2:45–3:15 P.M.

COFFEE WITH EXHIBITORS

3:15–4:15 P.M.

GENERAL SESSION
MARK CAFFERTY
President and CEO, San Diego Regional
Economic Development Council

DAVID GRAHAM
Deputy Chief Operating Officer,
Neighborhood Services, City of San Diego

MARYWALSHOK
Associate Vice Chancellor of
Public Programs and the Dean of Extension,
University of California, San Diego

4:30–5:30 P.M.

CONCURRENT SESSION V
EXHIBITOR DEMONSTRATION SESSIONS

5:30–7 P.M.

NETWORKING RECEPTION
Sponsored by Helix

7 P.M.

DINNER GROUPS
Meet in Hotel Lobby



SATURDAY, APRIL 9, 2016

7:45–8:15 A.M.

2015–16 AND 2016–17
MEMBERSHIP COMMITTEES MEET

8–8:30 A.M.

CONTINENTAL BREAKFAST

8:30–9:30 A.M.

CORPORATE ADVISORY COUNCIL
BREAKFAST MEETING

8:30–9:30 A.M.

UPCEA REGIONAL BUSINESS MEETINGS
Central Region
Mid-Atlantic Region
New England Region
South Region
West Region

9:30–10 A.M.

COFFEE WITH EXHIBITORS

10–11 A.M.

CONCURRENT SESSION VI
EXHIBITOR DEMONSTRATION SESSIONS

11:15 A.M.–12:15 P.M.

CLOSING GENERAL SESSION
HOLGER MUELLER
Expert on the Workforce of Tomorrow,
VP and Principal Analyst
Constellation Research

1:15–1:45 P.M.

TOWN HALL

1:45 P.M.

ADJOURN

Post-Conference: Program Innovation Excursion

Ticketed Event

Sponsored by

UC San Diego | Extension

2–2:30 P.M.

TRANSPORTATION FROM
CONFERENCE HOTEL TO UNIVERSITY
OF CALIFORNIA, SAN DIEGO

2:30–3 P.M.

NETWORKING, LIGHT REFRESHMENTS

3–5 P.M.

PANEL PRESENTATION

5–5:30 P.M.

BREAK AND TRANSPORTATION
TO DINNER

5:30–7:30 P.M.

DINNER AT LOCAL RESTAURANT
(SPECIAL MENU FOR PARTICIPANTS)

7:30–8 P.M.

TRANSPORTATION
TO CONFERENCE HOTEL



Connecting universities with students and businesses

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emsi



Letter from UPCEA President

David Schejbal, UPCEA President 2015–2016

Dean, Continuing Education, Outreach and E-Learning – University of Wisconsin-Extension

Dear Colleagues,

In 2015, we celebrated the 100th anniversary of UPCEA. This year, we celebrate the dawn of UPCEA's second century. This new beginning is fitting, because the role of continuing and professional education has changed tremendously. The students we serve – adult, nontraditional students who come in and out of school, who are married and working, and who have an array of responsibilities that extend far beyond the walls of academe – are now the vast majority of college students.

The demographic changes in college-goers mirror the new needs in the national and global markets for a more highly educated and skilled workforce. Lifelong learning is no longer a euphemism for learning in retirement; it is now a necessity for gainful employment.

Demographic and workforce changes have created new pressures on and opportunities for higher education, and UPCEA is responding. The Summit for Online Leadership, the Online Leadership Roundtable, and the **Hallmarks of Excellence in Online Leadership** create an extremely powerful set of resources for institutions engaged in online instruction. These resources are essential for remaining current and for maintaining high-quality, effective programs.

In addition to online education, UPCEA is pushing the boundaries of higher education by exploring alternative credentialing and competency-based education. Although continuing education units have been engaged in alternative credentialing for many years through noncredit programs, certificates, and other non-degree credentials, the changes in the world have given rise to the need for a better structure for all kinds of credentials so that they are transparent to employers, portable from job to job, and stackable toward more advanced credentials. To meet this challenge, UPCEA partnered with the Lumina Foundation to launch a contest for a prototype of alternative credentials that will serve as a model going forward. Results from the contest will be available at the 2016 Summit for Online Leadership.

The influence of UPCEA on the national scene has grown significantly. The **Hallmarks of Excellence in Online Leadership** have been endorsed by 7 other associations, including the American Council on Education, EDUCAUSE, NACUBO, Quality Matters, and others. UPCEA has also been in conversations with the U.S. Department of Education about competency-based education and alternative credentialing, and about how UPCEA can help lead the national efforts to increase educational attainment. **UNBOUND**, the UPCEA e-journal, launched in January to much acclaim, and attendance at the regional and national conferences has grown by nearly fifty percent. UPCEA is truly an association on the move.

The success of UPCEA is the success of its members. An organization that depends on leader-servant volunteers who engage at the regional and national levels, who run networks, conduct research and contribute to scholarship, and who gather regularly to teach and learn from one another, UPCEA is our professional home. I have been extremely privileged to serve as UPCEA president at the dawn of UPCEA's second century, and I am indebted to the exceptional leadership of the entire UPCEA staff as well as to the counsel and support from colleagues across the higher education spectrum. I look forward to seeing you all over the next few days in San Diego. We have much work to do to help lead the future of higher education, and the national conference is an excellent venue to continue that work.

Best regards,

David Schejbal



The UPCEA
South Region

congratulates

ALICE WARREN

of

North Carolina State University

on her election
to the
Presidency of UPCEA
for 2016–2017

CONFERENCE FAST FACTS

First-Time Attendees

If this is your first time at the UPCEA Annual Conference, please: Don't miss the chance to meet your Conference Buddy (if you opted to be assigned one), and network with other attendees and association leaders at the Welcome Lunch and Opening General session on Thursday, April 7 at 12:15 p.m. Also be sure to visit the UPCEA Booth (#112) in the Innovation Hall during the opening reception and coffee breaks 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 Sapphire level. The Registration Desk is open at the following times:
Thursday, April 7 from 7 a.m.–5:30 p.m.
Friday, April 8 from 7 a.m.–5:30 p.m.
Saturday, April 9 from 7:30–11 a.m.

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 and Awards Presentations will be held Friday, April 8 from 10:45 a.m. - Noon. 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 Business Meetings

Regional business meetings will be held on Saturday, April 9 from 8:30–9:30 a.m. Be sure to grab breakfast starting at 8 a.m. before heading into your Region's business meeting. 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 via Guidebook 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.

Innovation Hall

The Innovation Hall is located on the Sapphire level. Hours for the Innovation Hall are as follows:
Thursday, April 7 from 2:45–7 p.m.
Friday, April 8 from 10:15 a.m.–3:15 p.m.
Saturday, April 9 from 8–10 a.m.

SPECIFIC EVENTS IN THE INNOVATION HALL

THURSDAY, APRIL 7, 2016

11:30 A.M.–12 P.M.

EXHIBITOR MEET/GREET

Exhibitors only! Grab a coffee and meet your UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

2:45–3:15 P.M.

GRAND OPENING OF INNOVATION HALL COFFEE WITH EXHIBITORS

2:45–7 P.M.

INNOVATION HALL OPEN

5–7 P.M.

OPENING RECEPTION IN THE INNOVATION HALL HOSTED BY EXHIBITORS AND SPONSORS

FRIDAY, APRIL 8, 2016

10:15 A.M.–3:15 P.M.

INNOVATION HALL OPEN

10:15–10:45 A.M.

COFFEE WITH EXHIBITORS

2:45–3:15 P.M.

COFFEE WITH EXHIBITORS

SATURDAY, APRIL 9, 2016

8–10 A.M.

INNOVATION HALL OPEN

9:30–10 A.M.

COFFEE WITH EXHIBITORS PRIZE GIVEAWAYS

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.

THANK YOU SPONSORS

THANK YOU

FOR HELPING TO MAKE THIS YEAR'S ANNUAL CONFERENCE POSSIBLE!



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**College of Continuing and
Professional Education**



California State University
SAN MARCOS



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UNIVERSITY**

College of
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UCI Extension

UCLA Extension

UC San Diego | Extension



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Letter from Incoming UPCEA President

Alice Warren, UPCEA President 2016–2017
Vice Provost for Continuing Education, North Carolina State University



I am delighted to serve as the incoming president of UPCEA in its 101st year of engaging professionals in our field across the United States and into Canada. I am proud to be a part of UPCEA in this historic year, following the 90th Anniversary of our division, McKimmon Center for Extension and Continuing Education, at NC State, and personally being recognized as one of a small number of women who have led UPCEA as President.

What a great profession we have chosen! How rewarding it can be to know that we extend the knowledge and resources of our institutions to those who seek professional development through continuing and online education. They come to us to elevate their educational knowledge, to increase their work skills, to challenge their analytical thinking to solve problems, to test their innovations, and to enhance their quality of life.

We are making a difference in their lives – an impact that is told many times over by the stories of success that they tell.

We also know, the landscape of higher education is changing. We hear the reports on TV, we read the stories in newspapers, journals, and online. Higher education is changing at such a rapid rate that is difficult to adequately describe, comprehend, manage and/or maintain the pace. Yes, change is challenging and often times, downright frightening. But change also creates opportunities for new organizational models, new business practices, more efficient and effective processes, new growth potential, innovative programs, identification of new funding sources, new partners and more collaborators.

By attending the UPCEA Annual Conference, you have made a wise decision to continue your own professional and career development. You will speak with and engage with other exceptional leaders and developing professionals from a diverse group of institutions; you will attend unique and informative sessions; you will explore San Diego with friends and colleagues; you will network with corporate sponsors and learn of new products and services; you will hear dynamic speakers address key topics of interest; and you will reflect upon what you have heard and who you have met. In other words, your batteries will be recharged! You will be better prepared to return home to tackle the challenges that will be waiting for you.

I am glad you have chosen to spend the next several days at the UPCEA Annual Conference. I look forward to working with you and being of service to this great association.

Best wishes,

Alice S. Warren
Alice S. Warren
UPCEA President, 2016–2017



SAVE THE DATES
2016 SUMMIT
FOR ONLINE
LEADERSHIP



KEYNOTE SPEAKERS INCLUDE:

Zakiya Smith
Strategy Director
Lumina Foundation

Darrel Kirch
President and CEO
Association of American Medical Colleges (AAMC)

Terry Hartle
Senior Vice President
Division of Government and Public Affairs
American Council on Education (ACE)

JUNE 27-29, 2016
WASHINGTON HILTON
WASHINGTON, D.C.



WHAT'S CORE?

CORE (Collaborative Online Relationships) is UPCEA's professional networking platform. Network with members, access the membership directory, search and store 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 more on highly specialized areas of practice.

New to CORE? Visit our easy tutorial:
<http://upcea.edu/core101>

LEADERSHIP MEETINGS SCHEDULE

TUESDAY, APRIL 5, 2016

12–1 P.M.

UPCEA 2015-16 AND 2016-17 BOARDS OF DIRECTORS LUNCH

SAPPHIRE 411

1–5 P.M.

UPCEA 2015-16 AND 2016-17 BOARDS OF DIRECTORS MEETING

SAPPHIRE 411

6:30–8:45 P.M.

UPCEA 2015-16 AND 2016-17 BOARDS OF DIRECTORS RECEPTION AND DINNER

WEDNESDAY, APRIL 6, 2016

8:30–9 A.M.

UPCEA 2015-16 AND 2016-17 BOARDS OF DIRECTORS BREAKFAST

SAPPHIRE 411

9 A.M.–4 P.M.

UPCEA 2015-16 AND 2016-17 BOARDS OF DIRECTORS MEETING

SAPPHIRE 411

4:15–5 P.M.

2016 AND 2017 ANNUAL CONFERENCE ADVISORY COMMITTEES MEET

SAPPHIRE 400A

6–7:30 P.M.

LEADERSHIP RECEPTION, BY INVITATION

ELEVATION ROOM

THURSDAY, APRIL 7, 2016

8–9 A.M.

2015-16 AND 2016-17 REGIONAL CABINETS MEET
Regional Chairs and Regional Representatives to the Board

SAPPHIRE BOARDROOM

8–9 A.M.

2015-16 AND 2016-17 NETWORK SENATES MEET
Network Chairs

SAPPHIRE GREEN ROOM

9:15–11:45 A.M.

2015-16 AND 2016-17 NETWORK LEADERSHIP TEAMS AND REGIONAL COUNCILS MEET

International Network Leadership Team

SAPPHIRE 410

Leadership and Strategy Network Leadership Team

SAPPHIRE 400A

Marketing, Enrollment, and Student Services Network Leadership Team

AQUA 300

Network for Small and Specialized Institutions Leadership Team

AQUA AB

9:15–11:45 A.M.

2015-16 AND 2016-17 NETWORK LEADERSHIP TEAMS AND REGIONAL COUNCILS MEET CONTINUED

Online Leadership and Administration
Network Leadership Team

COBALT 500

Outreach, Engagement, and Economic Development
Network Leadership Team

AQUA 310

Program Innovation Network Leadership Team

AQUA 314

Central Regional Council

SAPPHIRE P

Mid-Atlantic Regional Council

SAPPHIRE L

New England Regional Council

SAPPHIRE D

South Regional Council

SAPPHIRE 411

West Regional Council

SAPPHIRE H

9:30–10:30 A.M.

HOLISTIC REVIEW OF NETWORKS TASK FORCE MEETING

SAPPHIRE GREEN ROOM

10:45–11:45 A.M.

CENTER FOR ONLINE LEADERSHIP ADVISORY COUNCIL MEETING

SAPPHIRE BOARDROOM

11:30 A.M.–12:45 P.M.

UPCEA PAST PRESIDENTS' LUNCH

POOL CLUB

FRIDAY, APRIL 8, 2016

7:30–8 A.M.

2015-16 AND 2016-17 UNBOUND EDITORIAL BOARDS MEET

SAPPHIRE BOARDROOM

10:45 A.M.–12 P.M.

POLICY COMMITTEE MEETING

SAPPHIRE BOARDROOM

SATURDAY, APRIL 9, 2016

7:45–8:15 A.M.

2015-16 AND 2016-17 MEMBERSHIP COMMITTEES MEET

SAPPHIRE BOARDROOM

8:30–9:30 A.M.

CORPORATE ADVISORY COUNCIL BREAKFAST MEETING

SAPPHIRE GREEN ROOM



INTERNATIONAL



MARKETING, ENROLLMENT
MANAGEMENT, AND STUDENT
SERVICES



OUTREACH, ENGAGEMENT,
AND ECONOMIC DEVELOPMENT

ONLINE LEADERSHIP
AND ADMINISTRATION



EMERGING LEADERS

UPCEA's 101st Annual Conference offers **9** tracks with more concurrent sessions than ever before 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 Emerging Leaders track with sessions to help the next generation of higher ed leaders hone their skills, as well as an Alternative Credentialing track for those interested in this expanding area of higher education. 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

ALTERNATIVE
CREDENTIALING



LEADERSHIP AND STRATEGY



PROGRAM
INNOVATION



SMALL AND SPECIALIZED
INSTITUTIONS

CONFERENCE SCHEDULE

WEDNESDAY, APRIL 6, 2016

4:15–5 P.M.

2016 AND 2017 UPCEA ANNUAL CONFERENCE ADVISORY COMMITTEES MEET

SAPPHIRE 400A

6–7:30 P.M.

UPCEA LEADERSHIP RECEPTION, BY INVITATION

Hosted by Annual Conference Institutional Sponsors

ELEVATION ROOM

2015–16 and 2016–17 Board of Directors
2015–16 and 2016–17 Regional Councils
2015–16 and 2016–17 Network Leadership Teams
2016 and 2017 Annual Conference Advisory Committees
Past Presidents
Honored Guests

THURSDAY, APRIL 7, 2016

8–9 A.M.

2015–16 AND 2016–17 UPCEA REGIONAL CABINETS MEET

SAPPHIRE BOARDROOM

8–9 A.M.

2015–16 AND 2016–17 UPCEA NETWORK SENATES MEET

SAPPHIRE GREEN ROOM

9:15–11:45 A.M.

2015–16 AND 2016–17 UPCEA NETWORK LEADERSHIP TEAMS AND REGIONAL COUNCILS MEET

International Network Leadership Team

SAPPHIRE 410

Leadership and Strategy Network Leadership Team

SAPPHIRE 400A

Marketing, Enrollment, and Student Services Network Leadership Team

AQUA 300

Network for Small and Specialized Institutions Leadership Team

AQUA AB

Online Leadership and Administration Network Leadership Team

COBALT 500

Outreach, Engagement, and Economic Development Network Leadership Team

AQUA 310

Program Innovation Network Leadership Team

AQUA 314

Central Regional Council

SAPPHIRE P

Mid-Atlantic Regional Council

SAPPHIRE L

New England Regional Council

SAPPHIRE D

South Regional Council

SAPPHIRE 411

West Regional Council

SAPPHIRE H

10:45–11:45 A.M.

UPCEA CENTER FOR ONLINE LEADERSHIP ADVISORY COUNCIL MEETING

SAPPHIRE BOARDROOM

11:30 A.M.–12:45 P.M.

UPCEA PAST PRESIDENTS' LUNCH

POOL CLUB

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the
CONFERENCE APP
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Go mobile with the
101st Annual Conference app!
Download **Guidebook** in the
Apple App Store or Google Play, or visit
guidebook.com/getit.

After the app downloads, open it
and search for "UPCEA," then select
"UPCEA 101st Annual Conference - San Diego."

CONFERENCE SCHEDULE

12:15–1:30 P.M.

WELCOME LUNCH

Sponsored by Blackboard Student Lifecycle Services

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OPENING GENERAL SESSION


ROBERT REICH

FORMER SECRETARY OF LABOR, PROFESSOR, AUTHOR
AND ADVISOR TO PRESIDENTS

SAPPHIRE BALLROOM

1:45–2:45 P.M.

CONCURRENT SESSION I

 **Competency-Based Education (CBE) Workshop**
Part 1: Case Study

SAPPHIRE L

Featuring case studies presented by a select group of Educate Online's Program Management Partners, this session will highlight unique CBE academic program designs, methods to align competencies with employer needs, marketing practices to attract qualified students, technology to enhance the CBE learning experience and services to support student success.

RENAE SCHUMANN

HOUSTON BAPTIST UNIVERSITY

RUSSELL K. MAYER

MERRIMACK COLLEGE

FR. JAMES BURNS

BOSTON COLLEGE

MODERATOR

CAROL VALLONE

EDUCATE ONLINE

 **Four under Forty**

Best in Show: UPCEA West Regional Conference

SAPPHIRE D

Emerging leaders share their ideas about the future for professional, continuing, and online education, and discuss their outlook for the profession and reflections on their own leadership journeys.

JOHN BINKLEY

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

ALICIA FAN

CALIFORNIA STATE UNIVERSITY, FULLERTON

RICARDO LORENZANA

BRANDMAN UNIVERSITY

HEI FOK

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

MODERATOR

JENNI MURPHY

CALIFORNIA STATE UNIVERSITY, SACRAMENTO



 **Unique Opportunities in ASEAN: Focus on Indonesia**

SAPPHIRE 400A

Indonesia will be the fourth largest higher education market in the world by 2020 – yet the country lacks world-class universities to meet the challenges of population growth and economic development. The Putera Sampoerna Foundation has made innovative and successful partnerships possible for U.S. higher education partners in the country.

DOUG WEIMER

LOUISIANA STATE UNIVERSITY

DAVE KING

OREGON STATE UNIVERSITY

AL JAEGER

SAMPOERNA UNIVERSITY

MODERATOR

MARSHALL SCHOTT

SAMPOERNA UNIVERSITY

 **State of the Organization: A Survey of Continuing and Professional Education Organizations in the U.S.**

FINANCE/OPERATIONS

AQUA 300

How does your continuing education and/or professional studies organizational structure compare to institutions across the country? Learn about common reporting lines and the location of non-program functions, explore differences in program offerings and discuss strategic questions like role in degree completion. Bring your organizational chart for the best interactive experience.

SANDI PERSHING

UNIVERSITY OF UTAH

JODI EMERY

UNIVERSITY OF UTAH

NATHANAEL MARTIN

UNIVERSITY OF UTAH

JAMES ELDER

UNIVERSITY OF UTAH

MODERATOR

MICHAEL HUFFMAN

VIRGINIA COMMONWEALTH UNIVERSITY

SESSION TRACK KEY

 INTERNATIONAL

 LEADERSHIP AND STRATEGY

 MARKETING, ENROLLMENT
MANAGEMENT, AND STUDENT SERVICES

 PROGRAM INNOVATION

 ONLINE LEADERSHIP AND ADMINISTRATION

 OUTREACH, ENGAGEMENT, AND
ECONOMIC DEVELOPMENT

 EMERGING LEADERS

 SMALL AND SPECIALIZED INSTITUTIONS

 ALTERNATIVE CREDENTIALING



UPCEA TALKS

UPCEA Talks are short, succinct idea introductions of no more than ten minutes given by solo presenters in quick succession. Part “TED Talk,” part “speed dating,” part “elevator speech,” UPCEA Talks provide quick dissemination of cutting edge information on the hottest of topics:

INNOVATIVE BUSINESS MODELS

Thursday, April 7, 1:45–2:45 P.M.

SUCCESSION PLANNING AND LEADERSHIP DEVELOPMENT

Friday, April 8, 8–9 A.M.

STRATEGIC SOLUTIONS TO ENROLLMENT CHALLENGES

Friday, April 8, 1:45–2:45 P.M.

ANALYTICS, DATA, DASHBOARDS

Friday, April 8, 4:40–5:30 P.M.

UPCEA Talks: Innovative Business Models

FINANCE/OPERATIONS

SAPPHIRE H

Curated by the UPCEA Leadership and Strategy Network

A curated series of short, idea-introducing presentations given by single presenters in quick succession during an hour-long concurrent session.

MODERATOR

VICKIE COOK

UNIVERSITY OF ILLINOIS, SPRINGFIELD

Growing Online Education through an Innovative Business Model

Oregon State University’s Ecampus successfully created and implemented an innovative business revenue share model that enabled it to grow the number of online courses and programs with an incentive for academic partners. This talk will explain the model, how it has evolved and why it has been so successful.

LISA TEMPLETON

OREGON STATE UNIVERSITY

Innovative Program Model for Professional Learning

Learn about UWEO’s innovative model for teacher professional development which features a jumpstart summer institute, followed by a school-year cohort model, held onsite in district locations – and how this two-step model is building high participation and low attrition.

JULIE KANG

UNIVERSITY OF WASHINGTON

Powering an Innovative Digital Community for Alumni

University of Chicago Graham School partnered with Alumni Relations to devise a strategy for engaging alumni using new modalities which connect alumni to innovative content while building community. Piloted in late 2015, the resulting University of Chicago Continuum is an online hub for alumni to discover, debate, and explore ideas.

JULIA BRADY

THE UNIVERSITY OF CHICAGO

Herbs or Spices: Competency-based Education or Prior Learning Assessment: What’s the Difference?

Herbs and spices both add flavor to food yet they are different. The same can be said of competency-based education and prior learning assessment – both allow the assessment of learning yet they are indeed different. Quickly discern the difference between CBE and PLA, and how they can matter to your institution.

ROXANNE GONZALES

CLARION UNIVERSITY

CONFERENCE SCHEDULE

A Return on Investment Paradigm for Student Success

SAPPHIRE P

Colorado State University-Global Campus (CSU-Global) engages non-traditional adult students for Bachelor's and Master's degrees. The university's ability to not only attract but retain its students is credited in part to its dedicated approach to providing students with multiple and data-driven points of return-on-investment (ROI) on their path to a degree.

BECKY TAKEDA-TINKER

COLORADO STATE UNIVERSITY-GLOBAL

MODERATOR

KAREN SIBLEY

BROWN UNIVERSITY

Social Storytelling: Using Social Media to Connect with your Students at the Next Level

Best in Show: UPCEA Marketing and Enrollment Management Seminar, Institutional

AQUA AB

Building an effective brand presence on social media today requires telling your brand story in creative ways that encourage engagement – and allows your students and supporters take over part of that story. Learn about how to tell your story effectively on various platforms, how to involve staff, students, and community partners to enhance your story and help it reach a wider audience, and find free resources for improving your social media content marketing.

CHERYL RODEWIG

KENNESAW STATE UNIVERSITY

MODERATOR

LAURA SEGALL

CALIFORNIA STATE UNIVERSITY, SAN MARCOS



Managing Online Accessibility: Systems, Processes, and KPIs for Online Administration

SAPPHIRE 410

WKU's Distance Learning (DL) unit engaged in a lengthy process to refine online learning accessibility efforts. Using various sources, the DL team identified areas for improvement and key performance indicators (KPIs) for their efforts. WKU built a robust process for ensuring accessibility in online courses and actively monitors those efforts.

JULIE URANIS

WESTERN KENTUCKY UNIVERSITY

ANNE HONAKER

WESTERN KENTUCKY UNIVERSITY

MODERATOR

REED SCULL

UNIVERSITY OF WYOMING

A New Model for Workforce Alignment in Pennsylvania

SAPPHIRE 411

Effective use of data is critical throughout the program development lifecycle: planning new workforce development programs, assessing the success of existing workforce development programs, and demonstrating the impact of workforce development programs. This session will outline how Pennsylvania's higher education system is using data at the system and institution level.

CHRISTINA SAX

SHIPPENSBURG UNIVERSITY

LUKE JANKOVIC

EMSI

MODERATOR

PATRICIA MALONE

STATE UNIVERSITY OF NEW YORK AT STONY BROOK

Lighting the Torch and Passing it Along: Fostering In-Demand Skills in Non-Traditional Online Learners

COBALT 500

Ryerson University recently partnered in an initiative titled "Entrepreneurial Mentoring: Cultivating the Art." Through this interactive session, discover useful examples of teaching and learning strategies employed in the initiative, including an examination of the role of mentors/mentees, along with strategies to actively apply elements of Ryerson's experience to your own context.

LINDA KOECHLI

RYERSON UNIVERSITY

MAUREEN GLYNN

RYERSON UNIVERSITY

JEAN DE SOUSA-HITZLER

RYERSON UNIVERSITY

MODERATOR

DAVE JARRAT

INSIDETRACK

Meeting the Needs of Contemporary Learners through an Online Health Information Administration Degree

AQUA 314

Stephens College online Health Information Administration degree meets the needs of contemporary learners. Graduates are prepared for RHIA certification and to join a profession facing staffing shortfalls. This session explores how a small college administers a quality program with limited resources and contributes to the overall mission of the institution.

GREGORY OCHOA

STEPHENS COLLEGE

MARGARET LEDDA

STEPHENS COLLEGE

MODERATOR

RADHIKA SESHAN

BELLEVUE COLLEGE

CONFERENCE SCHEDULE

Innovative Program Showcase: Credit

AQUA 310

Curated by the Program Innovation Network

In each of two showcases curated by the Program Innovation Network (one credit, one noncredit), three institutions will share actionable take-aways resulting from cutting-edge programmatic solutions to issues commonly faced by UPCEA members, in short, sequenced presentations during one hour-long concurrent session.

MODERATOR

CHRIS LABELLE

UNIVERSITY OF NEW HAMPSHIRE

Philadelphia Teacher Residency (PTR): A Blended, Stackable, Residency Program for Adult Learners

Discussion will highlight the design, development, and implementation of a teacher certification program focused on career changers.

WILLIAM LYNCH

DREXEL UNIVERSITY

SARAH ULRICH

DREXEL UNIVERSITY

LARRY KEISER

DREXEL UNIVERSITY

Innovation in Competency-Based Learning

A discussion of how the University of Wisconsin System has been innovating in competency-based education and service to the adult learner with the UW Flexible Option program.

LAURA KITE

UNIVERSITY OF WISCONSIN

Innovative Approaches to Teaching Music and the Arts Online

A demonstration of an online course showing innovative approaches to teaching music and the arts online.

DEBBIE CAVALIER

BERKLEE COLLEGE OF MUSIC

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.

2:45–3:15 P.M.

NETWORKING BREAK

INNOVATION HALL

3:30–4:30 P.M.

CONCURRENT SESSION II

UPCEA-Lumina Foundation Challenge: Creating a Common Currency for Alternative Credentials

SAPPHIRE L

The United States cannot reach its degree attainment goals using only traditional milestones – and yet, the recent proliferation of alternative credentials (certificates, badges, endorsements, etc.), lacks a common “currency” recognized by employers, academics, and students alike. In this session, learn about the outcome of the UPCEA challenge which sought a prototype of a credential that can signal to employers in clear, verifiable ways that an individual can communicate effectively.

DAVID SCHEJBAL

UNIVERSITY OF WISCONSIN-EXTENSION

MODERATOR

ALICE WARREN

NORTH CAROLINA STATE UNIVERSITY

Building Online Transformational Experiences: International Field Experiences

SAPPHIRE 400A

This session will provide insight about how The Chicago School of Professional Psychology engages online students in a transformational learning experience in field experience courses through international partnerships. Discussion will include development of the online course, in-country international work, and data analysis of student global competency growth.

TIFFANY MASSON

THE CHICAGO SCHOOL OF PROFESSIONAL PSYCHOLOGY

ALISHA DEWALT

THE CHICAGO SCHOOL OF PROFESSIONAL PSYCHOLOGY

MODERATOR

JASON LEMON

UNIVERSITY OF SAN DIEGO

Drowning in Data? How to Develop a Robust Data Ecosystem for Reporting and Decision-Making

SAPPHIRE H

Professional and continuing education administrators face a tsunami of data and technology, but rarely have the systems in place to organize information meaningfully or access the right institutional data. Rowan University discusses overcoming organizational and IT hurdles to create a flexible, robust data ecosystem for reporting and decision-making.

JEFF HAND

ROWAN UNIVERSITY

BOB SELFRIDGE

TMMDATA

MODERATOR

LINDSEY HAMLIN

SOUTH DAKOTA STATE UNIVERSITY

CONFERENCE SCHEDULE

 **Federal Policy Update:
The High Stakes of the 2016 Election**

COBALT 500

The stakes could not be higher in this presidential election year, the outcome of which will influence the most significant updates in federal higher education legislation: the reauthorization of the Higher Education Act (HEA). Attendees will gain information about how online learning and contemporary learners fit into the conversation, how this election will change the higher education landscape, and how best to get involved in a meaningful way.

GREG FERENBACH
COOLEY, LLC

KEN SALOMON
THOMPSON COBURN, LLC

MODERATOR
JORDAN DIMAGGIO
UPCEA

 **How a Customer Experience Strategy Can
Revolutionize PCO: A Panel Discussion**

AQUA 310

Leaders from a variety of organizations will examine how investing in an intentional customer service strategy helps your institution stand out. We will look at how institutions are currently implementing and/or building plans and how the human-centered design process is key to crafting successful student experiences.

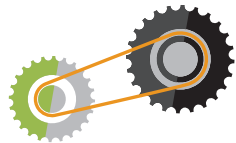
BRIAN COOK
CALIFORNIA STATE UNIVERSITY, EAST BAY

WAYNE SMUTZ
UNIVERSITY OF CALIFORNIA, LOS ANGELES

MERCEDES SURATY-CLARKE
UNIVERSITY OF HOUSTON

SHAUN GUMMERE
STORY+STRUCTURE

MODERATOR
GUY FELDER
STORY+STRUCTURE



GET ONLINE AT THE CONFERENCE

To help you get the most out of the Conference, we're pleased to offer free wireless internet in all meeting and session rooms, as well as the Innovation Hall.

NETWORK
UPCEA

PASSWORD
UPCEA2016

(Please note, the password is case sensitive.)

 **Growing Online with Personalized Experiences**
Best in Show: UPCEA Marketing and Enrollment Management Seminar, Corporate

SAPPHIRE P

Leaders in online learning are on the front lines of building custom experiences for students who have many different motivations and needs, often bridging the gap between student expectations and the best learning experience possible. In this lively discussion, participants will learn about the ways which institutions can implement enrollment and recruitment strategies to reach and engage new online students in a manner that is customized to individual and personal needs.

ALBY SALSA
BRANDMAN UNIVERSITY

CHRISTINA FLEMING
BLACKBOARD STUDENT LIFECYCLE SERVICES

MODERATOR
JASON SMITH
HARVARD UNIVERSITY



 **Fostering an Inclusive Environment when
Developing an Online Course**

Sponsored by the Diversity & Inclusiveness Committee


SAPPHIRE 410

In this presentation you will learn about the current landscape of the online student population, the correlation between this population and technology gaps that they commonly face, and best practices in creating an online course environment that is both inclusive and culturally aware.

OBIAGELI SNEED
ARIZONA STATE UNIVERSITY

MONIQUE JONES
ARIZONA STATE UNIVERSITY

MODERATOR
DAWN GAYMER
WESTERN MICHIGAN UNIVERSITY

 **Learning beyond the Campus:
Developing Effective External Partnerships**

FINANCE/OPERATIONS

SAPPHIRE 411

Higher education plays a crucial role in economic development, and meaningful engagement with employer groups is vital to this process. Ways to create effective partnerships with business, institutional, and community organizations and measure their success will be explored, with case studies serving as examples.

URSULA BECHERT
UNIVERSITY OF PENNSYLVANIA

MODERATOR
WENDY EVERS
CALIFORNIA STATE UNIVERSITY, SAN MARCOS

CONFERENCE SCHEDULE

Innovative Program Showcase: Noncredit

NONCREDIT

AQUA AB

Curated by the Program Innovation Network

In each of two showcases curated by the Program Innovation Network (credit, noncredit), three institutions will share actionable take-aways resulting from cutting-edge programmatic solutions to issues commonly faced by UPCEA members in short, sequenced presentations during one hour-long concurrent session.

MODERATOR

LUCY MAILLETTE

MICHIGAN STATE UNIVERSITY

Stanford University and Industry Education: A Case Study on Blended Learning

This discussion will focus on a case study between Stanford and an industry partner which draws on blended learning to meet workforce needs.

PAUL MARCA

STANFORD UNIVERSITY

Summer 2015 "EducationUSA" Academy: A Partnership between Two Institutions

This discussion will highlight two, four-week high school programs focused on Central and Latin American students in partnership with the U.S. Department of State.

GERALDINE DE BERLY

SYRACUSE UNIVERSITY

PATRICIA JUZA

UNIVERSITY OF COLORADO, BOULDER

Designing the Future of the University: A New Model for Liberal and Professional Education

This session will showcase a partnership between continuing and professional education and traditional research faculty, including the methodology employed and the resulting model to integrate a BA and Master of Professional Studies (MPS) within a four-year period.

KELLY OTTER

GEORGETOWN UNIVERSITY

Zero to 60 in Two Years: Starting a Continuing Studies Program at a Liberal Arts College

AQUA 314

From institutional planning at the trustee level to securing authorization and startup, this talk will explore the necessary elements for launching a new office of graduate and continuing studies at a small liberal arts college.

MICHAEL SHAUGHNESSY

WASHINGTON & JEFFERSON COLLEGE

MODERATOR

TONI CONSTANTINO

MARIST COLLEGE

Building a Program Road Map

AQUA 300

In this session we will walk through the steps used to develop a program road map – an analytic tool used to evaluate the efficacy of potential/new programs and the sustainability of existing programs. This is a hands-on workshop (bring your laptop/mobile device!).

D. TERRY RAWLS

APPALACHIAN STATE UNIVERSITY

JIM FONG

UPCEA

MODERATOR

ING PHANSAVATH

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Higher Education and Employability: New Models for Integrating Study and Work

SAPPHIRE D

Recipient of the UPCEA 2016 Philip E. Frandson Award for Literature

Making a crucial contribution to the current reassessment of higher education in the United States, *Higher Education and Employability* focuses on how colleges and universities can collaborate with businesses in order to serve the educational and professional interests of their students.

PETER STOKES

HURON CONSULTING GROUP

MODERATOR

JUDITH POTTER

MCGILL UNIVERSITY

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.

5–7 P.M.

OPENING RECEPTION

Hosted by Annual Conference Exhibitors and Sponsors

INNOVATION HALL

Maximize Enrollment

Engage Students

Achieve Efficiencies

Achieve your continuing education program goals with Jenzabar Higher Reach.

Learn more: jenzabar.com/upcea2016

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Jenzabar student information systems are **chosen more often** than any other SIS.*

ERP	Continuing Education	Retention	Managed Services	Analytics	LMS	CRM
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*Based on total new institution sales of higher education student information systems during the 2009 – 2014 period.

CONFERENCE SCHEDULE

FRIDAY, APRIL 8, 2016

7:30–8 A.M.

CONTINENTAL BREAKFAST


Hosted by Noodle Partners

SAPPHIRE FOYER



8–9 A.M.

CONCURRENT SESSION III

 Digital Badging and the Future of Learning, Certification, and Advising

SAPPHIRE D

Despite growing support for digital badges, many issues remain, including how digital badges may cause the content, assessments, and delivery options in courses to change, how they will be represented on transcripts and how they may cause professional roles and financial models to evolve. In this session you'll learn about progress being made by leading universities and how they are resolving the issues.

KYLE PECK

THE PENNSYLVANIA STATE UNIVERSITY

BEVIN HERNANDEZ

THE PENNSYLVANIA STATE UNIVERSITY

CATHERINE AUGUSTINE










THE PENNSYLVANIA STATE UNIVERSITY


MODERATOR

MICHAEL EDDY

PURDUE UNIVERSITY

SESSION TRACK KEY

-  INTERNATIONAL
-  LEADERSHIP AND STRATEGY
-  MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES
-  PROGRAM INNOVATION
-  ONLINE LEADERSHIP AND ADMINISTRATION
-  OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT
-  EMERGING LEADERS
-  SMALL AND SPECIALIZED INSTITUTIONS
-  ALTERNATIVE CREDENTIALING

 UPCEA Talks: Succession Planning & Leadership Development

SAPPHIRE H

A curated series of short, idea-introducing presentations given by single presenters in quick succession during an hour-long concurrent session.

MODERATOR

MARY NIEMIEC

UNIVERSITY OF NEBRASKA

Nurturing Leadership

Nurturing leadership is an important component of the successful implementation of any comprehensive, campus-wide initiative requiring collaboration at multiple levels and across organizational boundaries. Developing and empowering others within an organization to see themselves as leaders and who take a leadership role requires a culture of collaboration, mentorship and ownership – and it requires a systemic approach.

TANYA JOOSTEN

UNIVERSITY OF WISCONSIN-MADISON

Leadership in 21st Century University Extension: Honoring Tradition and Fostering Innovation

Extension has a 100+ year history at our land grant universities, but how can we maximize its reach and potential in today's environment? This UPCEA Talk will address key organizational strengths and challenges/opportunities that leaders can take into consideration as they strategize the future of their extension and/or continuing and professional education units.

ERIC DUNKER

OREGON STATE UNIVERSITY

Does Succession Breed Success in Academic Organizations with eLearning Divisions?

Succession planning in a traditional organization has logical pathways, but what happens when eLearning positions and responsibilities suddenly don't fit with the next selected person? It is time to recognize the "gray area" that eLearning administrators fit into and how to identify succession along with opportunities in your organization.

SHER DOWNING

UNIVERSITY OF SOUTH CAROLINA PALMETTO COLLEGE

Effectively Developing the Leaders of Tomorrow

This UPCEA Talk addresses best practices, strategies, and a blueprint for leadership development and succession planning within continuing and professional education organizations, with a special emphasis on how to develop challenging "stretch assignments" for existing high potential candidates.

KAREN DOWDALL-SANDFORD

UNIVERSITY OF WASHINGTON

CONFERENCE SCHEDULE

Continuing and Professional Education in Latin America: Institutional Perspectives

SAPPHIRE 400A

Panelists from Latin American continuing and professional education programs will share and discuss present challenges and opportunities they face as they expand their global reach in their region and beyond.

JUAN JOSÉ PACHECO MARTÍNEZ

UNIVERSIDAD POPULAR AUTÓNOMA DEL ESTADO DE PUEBLA, MEXICO

PAOLA CONCEPCIÓN REYES QUIROZ

UNIVERSIDAD POPULAR AUTÓNOMA DEL ESTADO DE PUEBLA, MEXICO

LOLITA CARRILLO

UNIVERSIDAD EXTERNADO DE COLOMBIA, COLOMBIA

ANA VELAZCO LOZADA

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ, PERU

MARCO LORENZATTI

UNIVERSIDAD BLAS PASCAL, ARGENTINA

MODERATOR

ELIZABETH VALENCIA-BORGERT

ST. CLOUD STATE UNIVERSITY

When Innovation and Reality Collide

SAPPHIRE P

Push innovation and disruption together with accreditation, institutional policy, culture, budgetary constraints and state laws. Add media hype and vendor promises. Stir in enrollment goals. Spin around three times and walk a straight line to strategic planning. Dizzy yet? Join us for conversation around navigating the landscape of continuous change.

JAVIER REYES

UNIVERSITY OF ARKANSAS

SANDRA GLADNEY

UNIVERSITY OF OREGON

SUSAN ELKINS

UNIVERSITY OF SOUTH CAROLINA

MODERATOR

KIM SIEGENTHALER

UNIVERSITY OF MISSOURI

Leverage Content Marketing to Engage and Expand Your Student Population

Best in Show: UPCEA New England Regional Conference

SAPPHIRE 411

Discover options to embrace the content economy and how to create and promote relevant content. We'll share examples from the College of Online Education at Johnson and Wales University, who is playing the content game successfully, and provide some proven tips for managing your content and promotion strategies.

JOSHUA MCCARTHY

JOHNSON & WALES UNIVERSITY

LINDSAY MARTIN

KEYPATH EDUCATION

MODERATOR

CHARLIE OROSZ

BAY STATE COLLEGE



Student Characteristics that Predict Persistence and Performance in Online Courses and the Face-to-Face Equivalents at a Four-Year Private, Northeastern University

AQUA 300

Using multilevel linear modeling, this study attempts to identify the student characteristics that predict persistence and performance in online and face-to-face courses while controlling for all available institutional variables at a four-year private northeastern university.

KAREN BULL

SYRACUSE UNIVERSITY

MODERATOR

KIM OBBINK

MONTANA STATE UNIVERSITY

Employer Perceptions of Online Learning in 2015

AQUA 310

Plenty of research has been conducted about employer perceptions of online learning. However, rapid technological change suggests it's time to revisit this. We will share findings from a recent qualitative study, as well as recommendations for leaders to help improve employer perceptions, and therefore increase the ultimate employability of their graduates.

JENNIFER HUMBER

THE UNIVERSITY OF ALABAMA

SARAH MACDONALD

JAMES MADISON UNIVERSITY

MODERATOR

NICOLE GISLASON

UNIVERSITY OF WEST FLORIDA

What's in a Region? Programming Aligned to Regional Needs

AQUA 314

What's in a region? Understanding regional differences can allow better alignment of your programming to your regional needs. Panelists will focus on proven practices to find the right programs to meet community needs and to how to identify and execute effective and creative regional programming to maximize enrollment and produce a return on investment.

JEET JOSHEE

CALIFORNIA STATE UNIVERSITY, LONG BEACH

DOUG WEIMER

LOUISIANA STATE UNIVERSITY

PAUL PIERPOINT

NORTHAMPTON COMMUNITY COLLEGE

MODERATOR

MENI SARRIS

JENZABAR

CONFERENCE SCHEDULE

Building Opportunity: Developing Noncredit, Online, Continuing Education Units

NONCREDIT AND FINANCE/OPERATIONS

SAPPHIRE 410

Join us for a lively and candid discussion of lessons learned from four start-ups of noncredit, online programs. You will learn about the pitfalls and rewards of putting continuing and professional online education opportunities into operation from both instructional design and lifelong learning perspectives.

ANNE HONAKER

WESTERN KENTUCKY UNIVERSITY

MODERATOR

JARROD MURRAY

VALDOSTA STATE UNIVERSITY

Academic Credentialing for Military Service Members and Veterans

AQUA AB

This presentation will share results, best practices and lessons learned from a four-year, private northeastern university's efforts to create a military-to-academic crosswalk, identifying transfer credit opportunities for military occupations. Attendees will review a variety of military course learning outcomes and transcript systems in order to increase familiarity with military credentialing.

VICTORIA WILLIAMS

SYRACUSE UNIVERSITY

MODERATOR

JOY MCGUIRL-HADLEY

STETSON UNIVERSITY

Senior Leader Forum: Part 1: Deep Dive: What is the Emerging Role for PCO?

SAPPHIRE L

Designed for senior leaders in professional, continuing, and online education, the forum provides an opportunity for peer-to-peer networking and discussion of the most pressing issues of common interest and concern (ex: CBE, alternative credit, campus climate, fundraising, federal policy changes, analytics, etc.).

SANDI PERSHING

UNIVERSITY OF UTAH

JOE SHAPIRO

SAN DIEGO STATE UNIVERSITY

Fireside Conversations: Diversity and Inclusion on Campus

Sponsored by the Diversity & Inclusiveness Committee

COBALT 500

Members of the UPCEA Diversity & Inclusiveness Committee will lead informal, table-based conversations to provide attendees an opportunity to discuss climates on their respective campuses and to gain resources for diversity and inclusivity efforts for professional, continuing, and online education.

DAWN GAYMER

WESTERN MICHIGAN UNIVERSITY

JANICE SITZES

NORTH CAROLINA STATE UNIVERSITY

JOHN LABRIE

NORTHEASTERN UNIVERSITY

KIMBERLY ZASKI

UPCEA

MODERATOR

BEA GONZALES

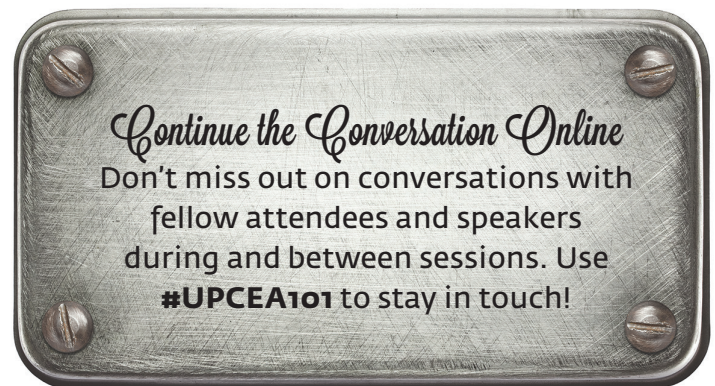
SYRACUSE UNIVERSITY

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.



CONFERENCE SCHEDULE

9:15–10:15 A.M.

GENERAL SESSION

SAPPHIRE BALLROOM

RESHMA SAUJANI

FOUNDER AND CEO, GIRLS WHO CODE

10:15–10:45 A.M.

COFFEE WITH EXHIBITORS

INNOVATION HALL

10:45 A.M.–12 P.M.

UPCEA NETWORK MEETINGS AND AWARD PRESENTATIONS

Open to all attendees

Network Meetings and Award 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. Acting as “affinity groups” within the larger organization, Networks each host 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

AQUA 310

The UPCEA International Leadership Award, the UPCEA International Program of Excellence Award, and the inaugural UPCEA Global Program Award for International Partners will be presented. Also at this meeting, UPCEA will formally sign an agreement with RECLA, a sister organization which supports continuing education in Latin America and Europe, for the purposes of promoting networking and collaborative program opportunities for members.

UPCEA LEADERSHIP AND STRATEGY NETWORK

SAPPHIRE D

UPCEA MARKETING, ENROLLMENT MANAGEMENT AND STUDENT SERVICES NETWORK

SAPPHIRE H

The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented.

UPCEA ONLINE LEADERSHIP AND ADMINISTRATION NETWORK

SAPPHIRE L

The UPCEA Strategic Innovation in Online Education Award will be presented.

UPCEA PROGRAM INNOVATION NETWORK

AQUA 300

The UPCEA Award for Outstanding Program, credit and noncredit categories, will be presented.

UPCEA OUTREACH, ENGAGEMENT & ECONOMIC DEVELOPMENT NETWORK

SAPPHIRE P

The UPCEA Engagement Award will be presented.

UPCEA NETWORK FOR SMALL & SPECIALIZED INSTITUTIONS

SAPPHIRE 410



MARK YOUR CALENDARS

JUNE 27–29, 2016

UPCEA Online Leadership Roundtable + Summit for Online Leadership and Strategy
WASHINGTON, DC

NOVEMBER 8–10, 2016

25th Annual Marketing and Enrollment Management Seminar
WEST PALM BEACH, FLORIDA

CONFERENCE SCHEDULE

12:15–1:45 PM

GENERAL SESSION LUNCH: THE STATE OF THE ASSOCIATION AND AWARD PRESENTATIONS

SAPPHIRE BALLROOM

BOB HANSEN


UPCEA

DAVID SCHEJBAL

UNIVERSITY OF WISCONSIN-EXTENSION

1:45–2:45 P.M.

CONCURRENT SESSION IV

 Trending Higher: The Emergence of Alternative Credentials – Results of UPCEA Center for Research and Marketing Strategy (CREMS) Benchmarking Study on Alternative Credentialing and Noncredit Programming
Powered by Pearson

NONCREDIT

SAPPHIRE D

Microcredentials, nanocredentials, badges...staying current on emerging trends in education is a challenge. It is also the lifeblood of the work that we do to prepare students for an ever-shifting professional landscape. UPCEA and Pearson recently partnered to help address these challenges by creating a survey on the adoption of alternative credentials. In this engaging session, you will learn about the driving factors behind this joint survey and will be among the very first to find out the results.

JIM FONG

UPCEA

PETER JANZOW

PEARSON

MODERATOR

WAYNE SMUTZ

UNIVERSITY OF CALIFORNIA, LOS ANGELES

 Lessons from Leaders: UPCEA Mid-Atlantic Region Emerging Leaders Cohort 2015

COBALT 500

The 2015 Emerging Leaders Cohort interviewed leaders in higher education fields to discover and identify the knowledge, skills and abilities that leaders possess in their areas which can be shared and utilized by all. The emerging stories can also serve as anecdotal inspiration for those aspiring to higher leadership positions.

CAROLYN CALLAGHAN

SHIPPENSBURG UNIVERSITY

MELISSA FEUER

THE GEORGE WASHINGTON UNIVERSITY


JOELLEN SHENDY

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR

KRISTINE RABBERMAN

UNIVERSITY OF PENNSYLVANIA

 Dos and Don'ts of Working with Government Sponsored International Programs

NONCREDIT

SAPPHIRE 400A

How do you jumpstart internationalization with noncredit government sponsored programs? How do you assess the opportunities and mitigate the risks? Senior leaders share their experience, successes and failures and provide a template to keep your efforts focused.

GUIDO KRICKX

SAN FRANCISCO STATE UNIVERSITY

GERALDINE DE BERLY

SYRACUSE UNIVERSITY

TERRENCE GRAHAM

CALIFORNIA STATE UNIVERSITY, LONG BEACH

MODERATOR

REBECCA FOX

UNIVERSITY OF MIAMI

 Lean Thinking in Higher Education

Best in Show: UPCEA South Regional Conference

SAPPHIRE 410

Wish your team could get more done? While “Lean” originated in manufacturing, it’s now applied in industries like higher education to systematically eliminate anything that slows processes or adds little value. We’ll look at 5 common areas of waste and 3 lean techniques: process mapping, Sprint initiatives, and Kanban boards.

SARAH MACDONALD

JAMES MADISON UNIVERSITY

JON HORN

JMH CONSULTING

MODERATOR

BETH LAVES

WESTERN KENTUCKY UNIVERSITY



 Review of Literature on Part-Time Student Persistence: Implications for Continuing and Professional Education

AQUA 300

After reviewing the literature and research on student persistence among post-traditional students attending part-time undergraduate and graduate programs, we will then discuss the implications for our own institutions to increase part-time student persistence based on these findings.

SCOTT GREENBERG

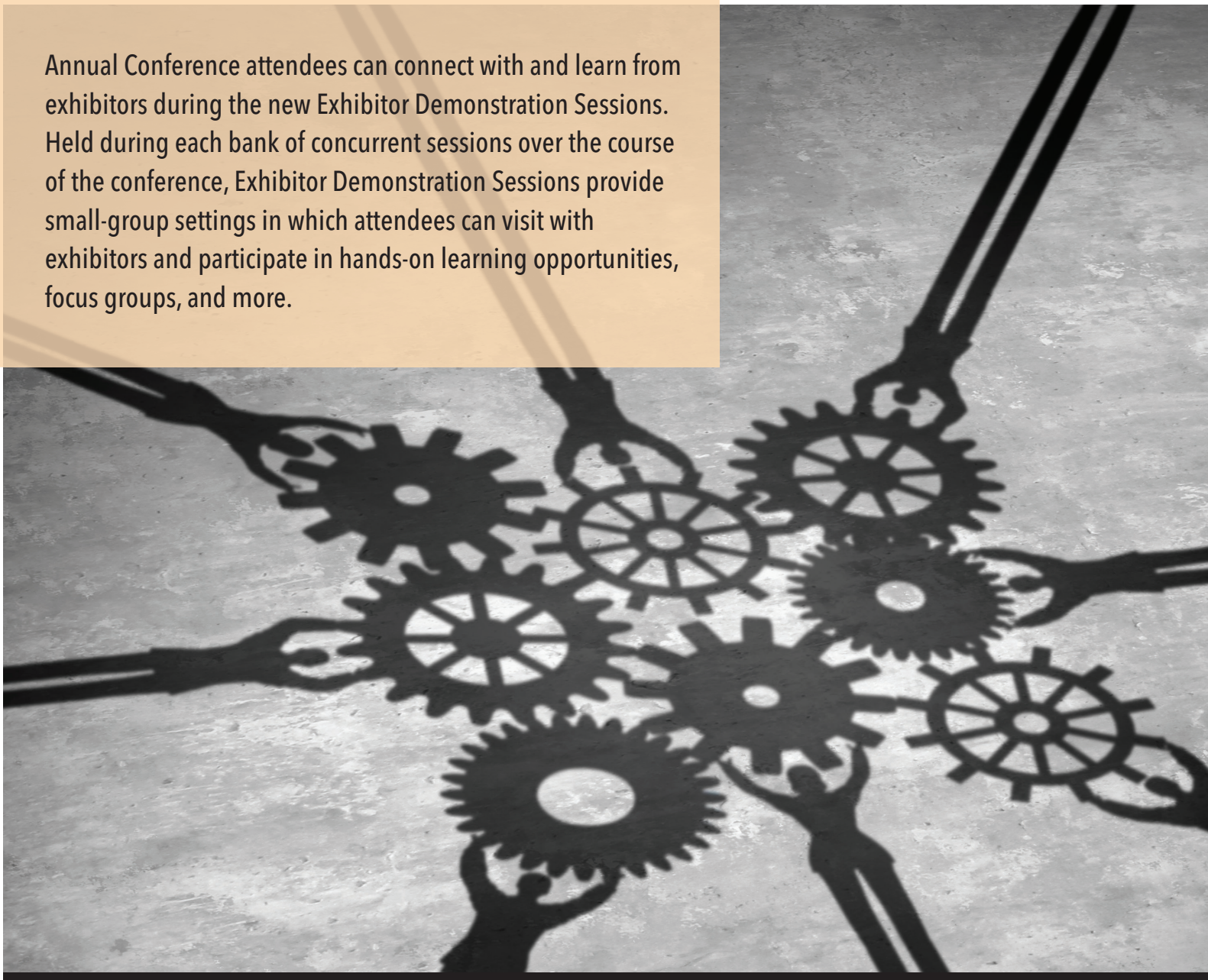
FRAMINGHAM STATE UNIVERSITY

MODERATOR

PATRICK GERAYTA

BLACKBOARD STUDENT LIFECYCLE SERVICES

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.



EXHIBITOR DEMONSTRATION SESSIONS

Attend Exhibitor Demonstration Sessions at the following dates and times in Aqua CD. Check out the conference app on Guidebook for more information on when particular exhibitors will present!

THURSDAY, APRIL 7, 2016

1:45–2:45 P.M. | 3:30–4:30 P.M.

FRIDAY, APRIL 8, 2016

8–9 A.M. | 1:45–2:45 P.M. | 4:30–5:30 P.M.

SATURDAY, APRIL 9, 2016

10–11 A.M.

CONFERENCE SCHEDULE

UPCEA Talks: Strategic Solutions to Enrollment Challenges

SAPPHIRE P

Curated by the UPCEA Marketing, Enrollment Management, and Student Services Network

A curated series of short, idea-introducing presentations given by single presenters in quick succession during an hour-long concurrent session.

Developing a Seamless Spectrum of Access

Being demand-driven in the education market starts with having products that address the needs of learners. At Oregon State we are building a seamless spectrum of access for learners from raw research data on one end all the way to fully online graduate degree programs.

DAVE KING, MODERATOR
OREGON STATE UNIVERSITY

Open SUNY Institutional Readiness and Enrollment Planning Roundtable

Come to this session to learn about two services Open SUNY is offering to its 64 campuses to help them think strategically about enrollment planning for online learning, understand what it takes to ensure quality in online learning, and assess their capabilities against quality assurance measures.

KIM SCALZO
SUNY SYSTEM ADMINISTRATION

Communication Bootcamp: Using the Online Course to Build/Reinforce Professional Communication Skills

NONCREDIT

Online courses, across all disciplines and certificate topics, are writing-intensive environments (discussion boards, blogs, etc.). This is a prime opportunity to train learners in professional communication skills, including netiquette, presentations, and daily communication. This, in turn, substantially contributes to the quantifiable ROI of noncredit courses and certificates.

JULIE MOSS
SAN DIEGO STATE UNIVERSITY

Traditional Programs Reimagined Through Design Thinking: How one University Converted a Traditional F2F Program to a Renewed and Redeveloped Online Program

Learn about our process of conversion of face-to-face programs to a flipped/online format within a strategically targeted population focused on pharmaceutical sciences and research.

ERIK BURNS
UNIVERSITY OF WISCONSIN-MADISON

Developing Engaging, Useful, and Fun Leadership Training

How do you get businesses excited about your leadership training? Are you tapping non-traditional resources for leadership training? Utah Valley University Professional Education began a training series with our Culinary Arts Institute that helped jumpstart our Leadership Trainings for corporate entities.

MICHAEL WALKER
UTAH VALLEY UNIVERSITY

The Wonders and Challenges of the One-Person Marketing Office

Best in Show: UPCEA Mid-Atlantic Regional Conference

AQUA AB

Many professional, continuing, and online units must perform a seemingly impossible task: deliver intelligent, high-return marketing campaigns while employing just a single staff person (or no dedicated staff at all). Building upon the insights of three single-person marketing units, this session will draw heavily upon the experience of the audience to collect and share proven solutions to the eternal marketing challenge of promotion on a shoestring budget.

JIM MORRIS
RUTGERS UNIVERSITY

JENNIFER VALERA
RUTGERS UNIVERSITY

DANIELLE HENRIQUEZ
RUTGERS UNIVERSITY

MODERATOR
CHRISTINA SAX
SHIPPENSBURG UNIVERSITY



Is an OPM (Online Program Management) the Right Choice for You?

AQUA 310

This presentation will review the pros and cons of choosing an OPM, going it alone, or trying a hybrid model. Learn how to best look at your current institutional resources and make the OPM (or not) decision that best fits your needs.

SUSAN KRYCZKA
EXCELSIOR COLLEGE

JODI ASHBROOK
EXCELSIOR COLLEGE

MODERATOR
RICHARD NOVAK
RUTGERS UNIVERSITY

Competency-based Education (CBE): An Exciting New Model for Providing Greater Access and Affordability in Higher Education

SAPPHIRE L

The Competency-Based Education model presents an exciting new method for delivering education to students in a more accessible and cost effective manner. However, it presents operational challenges including financial aid, admissions, registration, billing, and transcripts. This presentation will focus on how to effectively navigate both educational delivery and operational challenges.

CHARLES BULLOCK
BRANDMAN UNIVERSITY

PHILLIP DOOLITTLE
BRANDMAN UNIVERSITY

MODERATOR
JO ANNE SHEA
THE UNIVERSITY OF TEXAS AT AUSTIN



RESEARCH 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. This session will host six synchronous, hour-long conversations.

SAPPHIRE H

Defining a Successful Leadership Pathway: Women in Academia and the Role of Institutional Support
Institutional support for women higher education leaders is an important success factor but not well documented. This session will examine the role of institutional support in the development of women higher education leaders and the mapping of a more defined leadership pathway for aspiring women leaders.

SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY

Enabling Persistence of Veteran Students through Institutional Support Programs and Policies
This discussion will present findings from a 2015 dissertation that examined the relationship between institutional support mechanisms and veteran student persistence at North Carolina community colleges. Many of the lessons learned are transferable to four-year institutions and can help them maximize limited resources to serve their veteran student population.

JANICE SITZES
NORTH CAROLINA STATE UNIVERSITY

Academic Achievement and Persistence in Online Self-Paced Courses
Studies of achievement and persistence in online self-paced coursework are lacking but relevant due to increased MOOC and competency-based offerings and other forms of flexible delivery. This presentation compares outcomes in like eight- and 16-week courses to open enrollment self-paced courses in which students take several months to complete.

TERRIE NAGEL
UNIVERSITY OF MISSOURI-COLUMBIA

Action Research for Improved Practice

This discussion will highlight research regarding four examples of collaborative inquiry opportunities, illustrating the interactions between practitioners and scholars and the conditions in which mutually beneficial exchanges occur. Roundtable attendees will explore the common ground shared by scholars and practitioners through interactive discussion of one or more of four examples while also learning how to strengthen future interactions.

ALAN KNOX
UNIVERSITY OF WISCONSIN-MADISON

Career-Technical Students in Baccalaureate Programs: Predictors of the Intent to Persist and Satisfaction with Educational Pathways

This roundtable will examine research surrounding the outcomes and impact of community college enrollment, specifically for those students that have completed career-technical credentials and matriculate to a four-year institution. Notably, this research emphasizes that career-technical transfer students possess efficacious feelings regarding their academic work and suggests that academic self-efficacy increases as academic stress increases.

JULIE URANIS
WESTERN KENTUCKY UNIVERSITY

Leadership Behaviors and Ambidexterity in Online Learning Units

Given the complex challenges that online leaders face, it is critical that they have the right leadership skill sets to be successful. This session will explore ambidextrous leadership as a potential framework to navigate the tension between exploring new ways to achieve outcomes while at the same time improving upon existing methods.

NANCY COLEMAN
KEYPATH EDUCATION

CONFERENCE SCHEDULE

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.

2:45–3:15 P.M.

COFFEE WITH EXHIBITORS

INNOVATION HALL

3:15–4:15 P.M.

GENERAL SESSION: “SMART CITY” SAN DIEGO

SAPPHIRE BALLROOM

MARK CAFFERTY

PRESIDENT AND CEO
SAN DIEGO REGIONAL ECONOMIC DEVELOPMENT COUNCIL

DAVID GRAHAM

DEPUTY CHIEF OPERATING OFFICER, CITY OF SAN DIEGO

MARY WALSHOK

ASSOCIATE VICE CHANCELLOR OF PUBLIC PROGRAMS AND
DEAN OF EXTENSION, UNIVERSITY OF CALIFORNIA, SAN DIEGO

4:30–5:30 P.M.

CONCURRENT SESSION V

Competency-Based Education (CBE) Workshop Part 2: Leveraging Resources

SAPPHIRE L

Through service-mapping the student experience, Western Kentucky University was able to identify opportunities to leverage existing policies and processes to develop the first modular competency-based education (CBE) bachelor-completion program in Kentucky. WKU will share how they partnered with key stakeholders to develop a CBE program using existing policies and resources.

JULIE URANIS

WESTERN KENTUCKY UNIVERSITY

TANJA BIBBS

WESTERN KENTUCKY UNIVERSITY

MODERATOR

JOELLEN SHENDY

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

Responding to Institutional Priorities and Strategizing Changes: Tales from Professional, Continuing and Online Education Units of Four Universities

SAPPHIRE 410

Professional, continuing, and online education leaders are increasingly challenged by their institutions to align their units' priorities with those of their universities, whether for regional economic development, international outreach, or online education. Four universities of varying structural models will share their experiences in responding to institutional priorities and strategic change management.

SOMA CHAKRABARTI

UNIVERSITY OF DELAWARE

GUIDO KRICKX

SAN FRANCISCO STATE UNIVERSITY

NORA LEWIS

UNIVERSITY OF PENNSYLVANIA

CHRISTINA SAX

SHIPPENSBURG UNIVERSITY

MODERATOR

ALICE WARREN

NORTH CAROLINA STATE UNIVERSITY

Current Issues in International Education: A Mock Debate

SAPPHIRE 400A

In this dynamic and highly interactive mock debate, participants will discover the trends and issues in international education. Topics include: enrollment management, infrastructure timelines, diversity/inclusion, and the optimal learning environment.

I. JOYCE CHANG

UNIVERSITY OF CENTRAL MISSOURI

VICKI ORCUTT

UNIVERSITY OF CENTRAL MISSOURI

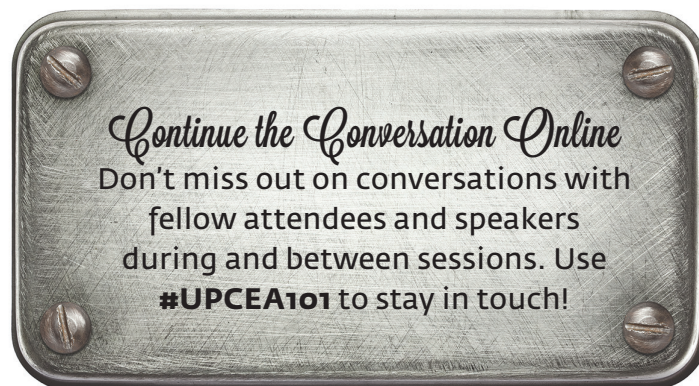
LAUREL HOGUE

UNIVERSITY OF CENTRAL MISSOURI

MODERATOR

ROBERT WAGNER

UTAH STATE UNIVERSITY



CONFERENCE SCHEDULE

🔑 Partnerships with Academic Units:
Whose Money is it Anyway?

FINANCE/OPERATIONS

SAPPHIRE P

Meet with the chief business officers from the professional, continuing, and/or online education units within four distinctive universities to discuss best practices and inherent challenges creating collaborative, but mutually beneficial programmatic partnerships with their schools and colleges.

CLARK WESTMORELAND
UNIVERSITY OF WASHINGTON

PATRICE MILES
GEORGIA INSTITUTE OF TECHNOLOGY

BOB RUDE
UNIVERSITY OF CALIFORNIA, IRVINE

SCOTT SHIREMAN
UNIVERSITY OF CALIFORNIA, BERKELEY

MODERATOR
JOE MIERA
UNIVERSITY OF NEW MEXICO

🔑 Fostering a Data-Driven Culture in Higher Education: Results of UPCEA Center for Research & Marketing Strategy Benchmarking Study on Enrollment Metrics and Key Performance Indicators
Powered by Helix Education

SAPPHIRE 411

In a world of "big data," some higher education institutions leverage metrics as a means to control costs and maximize impact. Others treat the on-going use of metrics as a competitive advantage. However, despite the challenges of a changing workforce, technology, and educational landscape, many units still make too many critical decisions based on intuition. That's why UPCEA and Helix partnered to create a survey on the use of metrics in critical areas such as enrollment management, marketing, analytics, program development and online program management. In this session, attendees will get a snapshots on where units are in these important operational areas.

JIM FONG
UPCEA

KARI KOVAR
HELIX EDUCATION

📣 Jumpstart: Creating a Learning Plan for the Online, Adult Learner

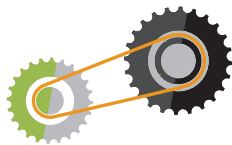
AQUA 310

Adult students have come to higher education with diverse backgrounds and experiences. UMUC's Jumpstart uses a learner-focused model, with the goal of finding the best pathway to meet each individual student's needs through more intentional academic planning, advising, and the use of analytics to improve student retention and success.

MARGO COLEMAN-SEIFFERT
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

BETH MULHERRIN
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR
CHRIS NICHOLSON
UNIVERSITY OF DENVER



GET ONLINE AT THE CONFERENCE

To help you get the most out of the Conference, we're pleased to offer free wireless internet in all meeting and session rooms, as well as the Innovation Hall.

NETWORK
UPCEA

PASSWORD
UPCEA2016

(Please note, the password is case sensitive.)

2016

Online Leadership Roundtable

June 27, 2016
Washington Hilton > Washington, D.C.

UPCEA
Leaders in Professional, Continuing and Online Education

ONLINE LEADERSHIP
ROUND TABLE

CONFERENCE SCHEDULE

UPCEA Talks: Analytics, Data, Dashboards

FINANCE/OPERATIONS

SAPPHIRE H

Curated by the UPCEA Network Vice Chairs for Research, Information, and Emerging Trends (RIET)

A curated series of short, idea-introducing presentations given by single presenters in quick succession during an hour-long concurrent session.

How to Stop Drowning in Data and Start Getting Insights

Real-time analytics show the current status and historical trends of key performance indicators and such tools help to minimize team efforts and optimize resources. This short talk will highlight best practices for navigating through what can be overwhelming amounts of data and how to make data-driven decisions at the pace necessary for dynamic higher education environments.

DIANA SHAW

GEORGETOWN UNIVERSITY

Visualizing Competency-Based Learning

Unlocking the promise of competency-based learning relies on good data and real-time mapping of a student's progress. Learn how Capella University uses sophisticated data dashboards and analytics to help motivate students, inform faculty and advisors, and demonstrate mastery to employers.

DICK SENESE

CAPELLA UNIVERSITY

Recruit to Retain, Retain to Recruit: Using Data to Complete the Other Half of Your Enrollment Growth Story

This session will focus on the data and processes that can align admissions requirements with retention analytics, helping institutions create a higher propensity for matching students and programs, as well as retain more of the students on which they spent time and dollars to recruit.

CHERRON HOPPE

HELIX EDUCATION

Dashboards and Data Integration for Open Enrollment Courses

With nontraditional models swiftly becoming the new norm, traditional semester views don't shine the light we need to make data-driven decisions. From enrollment to revenue, look at cross campus data integration and automated dashboards which Georgia Tech developed to assist colleagues in staying on top of and gauging performance.

NICOLE DE VRIES, MODERATOR

GEORGIA INSTITUTE OF TECHNOLOGY

Online Leadership Roundtable: On the Horizon

SAPPHIRE D

Keeping abreast of the new forces impacting higher education requires a short, medium, and long-range view. Whether the issue is technology, pedagogy, or local, state or national policy, the challenge is to keep current as well as forecast trends. This session will feature members of the UPCEA Center for Online Leadership Advisory Council evaluating and assessing the trends to watch for 2016.

RAY SCHROEDER

UPCEA

MARY NIEMIEC

UNIVERSITY OF NEBRASKA

WITT SALLEY

CLEMSON UNIVERSITY

MODERATOR

VICKIE COOK

UNIVERSITY OF ILLINOIS, SPRINGFIELD

Culture Shock: What Today's Generation of Digital Natives Means for Higher Education

Best in Show: UPCEA Central Regional Conference

COBALT 500

Featuring the results of a multi-year, multi-method research project to benchmark changes in today's college students, attendees will explore the unique characteristics of today's students, the challenges and changes that digital natives and non-traditional students bring to our collegiate cultures, and the implications for professional, continuing, and online education.

DIANE DEAN

ILLINOIS STATE UNIVERSITY

MODERATOR

STEVE VANDENAVOND

NORTHERN MICHIGAN UNIVERSITY



Extending Outreach through Creative Business Modeling

FINANCE/OPERATIONS

AQUA AB

The need for creative business modeling is increasingly relevant to the effort to transform higher education and extend its reach. Our panel will present and work with participants on a range of business models. Bring your business challenge to this interactive workshop and work through it with our experts.

HUNTINGTON LAMBERT

HARVARD UNIVERSITY

CYNTHIA BELLIVEAU

UNIVERSITY OF VERMONT

BEA GONZALEZ

SYRACUSE UNIVERSITY

MODERATOR

LEE MAXEY

MINDMAX

CONFERENCE SCHEDULE

Institutional Innovation Roundtables

AQUA 300

Institutional Innovation Roundtables are table-based, small-group, guided discussions about a specific institutional case study or program innovation, presented by representatives from each of the Institutional Sponsors of the 101st Annual Conference during one concurrent session. This session will host five synchronous, hour-long conversations:

MODERATOR

KIMBERLY ZASKI

UPCEA

Career Insurance: A New Way to Fund Those Who Need Continuing Education

The dynamic and at times volatile American economy can lead to employee layoffs. Often such individuals turn to continuing education. The irony – the unemployed who most need access to education often don't have money to pay for it. UCLA Extension's Innovation is to offer Career Insurance in collaboration with insurance providers.

WAYNE SMUTZ

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Faculty Engagement – An Essential Element for Student Success

Student success is our core mission at California State University, Long Beach. Several strategic initiatives have been taken to achieve this goal. One of them is to engage faculty in all aspects of the process whether the project is focused domestically or globally.

JEET JOSHEE

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Instructional Design, Using a Collaborative Method to Create Innovative Programs

Come discuss the lessons we have learned that led to best practices for collaboration between Instructional Designers and Course Content Experts to create dynamic, media rich, authentic learning experiences for our students.

JENNIFER MURPHY

UNIVERSITY OF CALIFORNIA, IRVINE

Have a Successful Program? Build on It!

Successful programs are the perfect platform for expansion and growth. Increase the entrepreneurial reputation of your College, develop new partnerships, and create more interest by thinking outside of the box. We will highlight the strategies San Diego State University College of Extended Studies has taken to “shake things up.”

GIANA RODRIGUEZ

SAN DIEGO STATE UNIVERSITY

Prior Learning Assessment: Implementation and Student Engagement

The knowledge acquired outside the classroom is extremely valuable. National University has a process for turning this learning from professional experience into academic credit. Students enroll in a course that will teach them how to build an experiential learning portfolio that can earn up to 22.5 course credits.

ROXANNE KYMAANI

NATIONAL UNIVERSITY

Online Bachelor's Degrees: Moving beyond Access toward Student Success

AQUA 314

Successful online degree completion programs require balancing a series of complex variables. This collaborative session will involve participants in defining student success in bachelor degree completion programs. Presenters will examine strategies for blending adult and resident students, discuss use of learning analytics to inform retention, and describe use of e-portfolios.

DANIELLE ALLSOP

UNIVERSITY OF WASHINGTON

CATHERINE MUTTI-DRISCOLL

UNIVERSITY OF WASHINGTON

MARK ELLISON-TAYLOR

UNIVERSITY OF WASHINGTON

MODERATOR

GREG MILTON

SONOMA STATE UNIVERSITY

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.

5:30–7 P.M.

NETWORKING RECEPTION

Hosted by Helix Education

BAYFRONT LAWN



helix EDUCATION

7:15 P.M.

DINNER GROUPS DEPART

HOTEL LOBBY

CONFERENCE SCHEDULE

SATURDAY, APRIL 9, 2016

8–8:30 A.M.

CONTINENTAL BREAKFAST

SAPPHIRE FOYER

8:30–9:30 A.M.

UPCEA REGIONAL BUSINESS MEETINGS

Open to all attendees

Regional Business 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. 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 Business 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

SAPPHIRE L

MID-ATLANTIC REGION

DC, DE, MD, NJ, NY, PA, WV; ON

SAPPHIRE P

NEW ENGLAND REGION

CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC

SAPPHIRE H

SOUTH REGION

AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA

SAPPHIRE 410

WEST REGION

AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT

SAPPHIRE D

9:30–10 A.M.

COFFEE WITH EXHIBITORS

INNOVATION HALL

10–11 A.M.

CONCURRENT SESSION VI

Competency-Based Education (CBE) Workshop Part 3: Peer-Mentoring Hosted by Table Facilitators: Speed Dating

SAPPHIRE L

In a "round robin" or "speed-dating" format, attendees will have the opportunity for short, table-based visits with peers engaged in CBE on their campuses, for idea-sharing and networking.

MODERATOR

JULIE URANIS

WESTERN KENTUCKY UNIVERSITY

*Table Topic #1: Governance, Institutional
Decision-Making/Rationale*

WILLIAM LYNCH

DREXEL UNIVERSITY

NANCY MCDONALD

WILMINGTON UNIVERSITY

Table Topic #2: General Education Curriculum Design

MELANIE BORREGO

BRANDMAN UNIVERSITY

*Table Topic #3: Evidence-based Curriculum; Wrap-around Learning
Support and Coaching Models*

ANNE-MARIE BRINSMEAD

RYERSON UNIVERSITY

DIJANA PRASKAC

RYERSON UNIVERSITY

Table Topic #4: Institutional Partnerships

JAMES CAMPBELL










UNIVERSITY OF WISCONSIN-MADISON

Table Topic #5: Small Schools Case Study

ROXANNE GONZALES

CLARION UNIVERSITY

SESSION TRACK KEY

-  INTERNATIONAL
-  LEADERSHIP AND STRATEGY
-  MARKETING, ENROLLMENT
MANAGEMENT, AND STUDENT SERVICES
-  PROGRAM INNOVATION
-  ONLINE LEADERSHIP AND ADMINISTRATION
-  OUTREACH, ENGAGEMENT, AND
ECONOMIC DEVELOPMENT
-  EMERGING LEADERS
-  SMALL AND SPECIALIZED INSTITUTIONS
-  ALTERNATIVE CREDENTIALING

“IF YOUR ACTIONS
INSPIRE OTHERS TO
DREAM MORE, LEARN
MORE, DO MORE AND
BECOME MORE, YOU
ARE A LEADER.”

— JOHN QUINCY ADAMS

Congratulations to all 2016 UPCEA award winners — we honor your extraordinary commitment and leadership.

Special congratulations to Northwestern University School of Professional Studies Dean **Thomas F. Gibbons**, voted to receive the Julius M. Nolte Award for Extraordinary Leadership, and faculty member **Felicity Vabulous**, winner of the UPCEA Excellence in Teaching Award.

Northwestern

**SCHOOL OF
PROFESSIONAL STUDIES**

CONFERENCE SCHEDULE

Show Me the Data! PCO Transformations and Storytelling Narratives

SAPPHIRE H

In this collaborative session, speakers from Northeastern University and the University of British Columbia will explore some of the internal and external changes that have transformed professional, continuing, and/or online education (PCO) over the last decade and will remain influential in the years to come. Presenters will also consider strategies for communicating with campus stakeholders to deepen understanding of PCO's unique contributions in a time of significant organizational change.

KEVIN CURRIE
NORTHEASTERN UNIVERSITY

MARY HOLMES
UNIVERSITY OF BRITISH COLUMBIA

JUDITH PLESSIS
UNIVERSITY OF BRITISH COLUMBIA

MODERATOR
VICKI BRANNOCK
BRANDMAN UNIVERSITY

Motivating and Managing Millennials (and Millennial Managers)

AQUA 314

Millennials are quickly becoming managers and leaders in higher education – and having been raised in digital households and nurtured in transformative working environments, these up-and-comers have formidable skills! Panelists will share their stories, discuss their strengths, and identify challenges of thriving in the field and what it takes to manage, motivate, mentor and retain them. This interactive session will help current deans, directors and other non-Millennials face the challenge of better understanding and nurturing the next generation of leaders.

AMY LEVINE
GEORGETOWN UNIVERSITY

JASON SMITH
HARVARD UNIVERSITY

MOLLY NELSON
UPCEA

MODERATOR
JIM FONG
UPCEA

Senior Leader Forum: Part Two: Defining Deliverables and What's Next?

SAPPHIRE P

Using data from an advance poll of UPCEA member institutional representatives, responses from table-discussion of senior leaders in Part One of this two-part Forum, and the all-attendee "idea board" hosted in the foyer of the conference hotel, senior leaders gather to create a plan for the coming year, i.e. a Hot List of trends and action items and help craft ways that UPCEA can leverage these data to support leaders in their daily work.

SANDI PERSHING
UNIVERSITY OF UTAH

JOE SHAPIRO
SAN DIEGO STATE UNIVERSITY

Building an Out-of-State Presence

SAPPHIRE D

Building an out-of-state presence for a public university that is 110 years old was no small task. Learn from leaders who developed an innovative solution to a host of monumental higher education challenges through careful collaboration, an entrepreneurial mind-set, and solid business strategy.

DAVID POWELL
WESTERN MICHIGAN UNIVERSITY

DANIEL GUYETTE
WESTERN MICHIGAN UNIVERSITY

EARLIE WASHINGTON
WESTERN MICHIGAN UNIVERSITY

LUCIENNE PEARS
CHARLOTTE COUNTY, FLORIDA

MODERATOR
DAWN GAYMER
WESTERN MICHIGAN UNIVERSITY

Introduction to Strategic Enrollment Planning (SEP)

AQUA 300

Skip this session if: you have a solid understanding of SEP; you want a step-by-step SEP guide; change is not in the cards. Attend this session if: you want an introduction to SEP; you want broad templates for unit SEPs and program annual recruitment plans; you are open to exploring new approaches.

CHRIS NICHOLSON
UNIVERSITY OF DENVER

MODERATOR
KIM FRISCH
REGIS UNIVERSITY

CONFERENCE SCHEDULE

Leveraging Marketing Technology to Make Data-Informed Decisions that Drive Enrollment

AQUA 310

You may have seen the UPCEA webinar or in-person presentation “Embracing Marketing Technology to Accelerate Enrollment Growth,” which examined the 21st century student and what technology is available to help you market to this audience. What follows in this session is how to implement these tools to drive enrollment.

CHRISTOPHER CASALE
UNIVERSITY OF SOUTH FLORIDA

STEPHANIE SKUPIEN
UNIVERSITY OF SOUTH FLORIDA

MODERATOR
NANCY COLEMAN
KEYPATH EDUCATION

Building and Evaluating International Partnerships: Two Case Studies with Wider Applications

SAPPHIRE 400A

This session will examine two of George Washington University’s international partnerships, one with Tanzania and one with Saudi Arabia, and will focus on challenges of building and managing international partnerships, evaluation of these partnerships, and strategies for success. Lessons learned from these global ventures can be applied across institutions.

CYRUS HOMAYOUNPOUR
THE GEORGE WASHINGTON UNIVERSITY

TONI MARSH
THE GEORGE WASHINGTON UNIVERSITY

MODERATOR
FIROUZEH MANSOURIAN
CALIFORNIA STATE UNIVERSITY, MONTEREY BAY

Straight Lines and Guided Pathways: Lowering Costs and Improving Quality by Streamlining Online Courses and Programs

FINANCE/OPERATIONS

SAPPHIRE 410

Learn how UMUC streamlined 32 online degree programs in order to eliminate confusing course choices for students and advisors, reduce course inventories, and, ultimately, lower costs.

MATTHEW PRINEAS
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

KIMBERLY UNDERWOOD
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

MODERATOR
NATE ROWE
KEYPATH EDUCATION

UPCEA Hallmarks of Excellence in Online Leadership: Implementation

AQUA AB

Discussed in glorious detail, this session will provide attendees the chance to hear about how UPCEA’s *Hallmarks of Excellence in Online Leadership* were applied in three unique contexts. Following a short introduction to the Hallmarks by their lead author, panelists will share their own stories – the nitty-gritty, so to speak, including successes as well as the occasional “oops” moment.

SUSAN ALDRIDGE
DREXEL UNIVERSITY

GERRY HANLEY
CALIFORNIA STATE UNIVERSITY SYSTEM

DEBBIE CAVALIER
BERKLEE COLLEGE OF MUSIC

MODERATOR
JAY HALFOND
BOSTON UNIVERSITY

Macro to Micro, Part I: Identifying the Economic and Social Impact of California State University Extended Education

FINANCE/OPERATIONS

SAPPHIRE 411

CSU Extended Education leaders will share the beginning of a journey aimed to implement new ways to measure value and impact through data collection and storytelling. Through short presentations and facilitated discussion, leaders will discuss the need and purpose for a pilot study, the intended audiences, and expected outcomes.

SHEILA THOMAS
CALIFORNIA STATE UNIVERSITY

MODERATOR
DICK SENESE
CAPELLA UNIVERSITY

Exhibitor Demonstration Sessions

AQUA CD

Annual Conference attendees can connect with and learn from exhibitors during the new Exhibitor Demonstration Sessions. Held during each bank of concurrent sessions over the course of the conference, Exhibitor Demonstration Sessions provide small-group settings in which attendees can visit with exhibitors and participate in hands-on learning opportunities, focus groups, and more.

See mobile event app and print program insert for schedule.

CONFERENCE SCHEDULE

11:15 A.M.–12:15 P.M.

CLOSING GENERAL SESSION

SAPPHIRE BALLROOM

HOLGER MUELLER

EXPERT ON THE WORKFORCE OF TOMORROW,
VICE PRESIDENT AND PRINCIPAL ANALYST
CONSTELLATION RESEARCH

1:15–1:45 P.M.

TOWN HALL

SAPPHIRE 410

BOB HANSEN

UPCEA

ALICE WARREN

NORTH CAROLINA STATE UNIVERSITY

1:45 P.M.

ADJOURN

SEE YOU IN CHICAGO IN 2017!

SATURDAY, APRIL 9, 2016

Post-Conference: Universities as Partners in Regional Innovation

Hosted by *The University of California, San Diego*

UC San Diego | Extension

SEPARATE, ADVANCE REGISTRATION REQUIRED.

Cities around the globe are struggling with how to grow 21st century technologies, businesses and talent. Economic research makes clear that universities play a pivotal role in that process. Nowhere is this truer than in San Diego. Over a 50 year period, the Torrey Pines Mesa Research Park has developed an array of research institutions anchored by University of California, San Diego, which have contributed to the development of numerous science-based clusters creating 140,000 new high-wage jobs and changing the face of the regional economy.

In this unique UPCEA Annual Conference post-conference excursion, attendees will take a deep dive into this science-based innovation ecosystem. Hosted by a prestigious panel of experts and moderated by Dr. Mary Walshok, Associate Vice Chancellor of Public Programs and the Dean of Extended Studies at University of California, San Diego, attendees will then explore how research and educational institutions are evaluating the demands of this sector and developing state-of-the-art programs to meet the knowledge and skill requirements for the workforce that fuels San Diego's innovative economy.

PANELISTS

TIMOTHY SCOTT

PRESIDENT, PHARMATEK

SEAN BARR

SENIOR VICE PRESIDENT, ECONOMIC DEVELOPMENT
SAN DIEGO REGIONAL ECONOMIC DEVELOPMENT COUNCIL

ROSIBEL OCHOA

EXECUTIVE DIRECTOR, VON LIEBIG ENTREPRENEURISM CENTER
JACOBS SCHOOL OF ENGINEERING
UNIVERSITY OF CALIFORNIA, SAN DIEGO

PAUL ROBEN

ASSOCIATE VICE CHANCELLOR FOR INNOVATION & TECHNOLOGY
COMMERCIALIZATION
UNIVERSITY OF CALIFORNIA, SAN DIEGO

MODERATOR

MARY WALSHOK

ASSOCIATE VICE CHANCELLOR OF
PUBLIC PROGRAMS AND THE DEAN OF EXTENSION
UNIVERSITY OF CALIFORNIA, SAN DIEGO



2–2:30 P.M.

TRANSPORTATION FROM CONFERENCE HOTEL
TO UNIVERSITY OF CALIFORNIA, SAN DIEGO

2:30–3 P.M.

NETWORKING, LIGHT REFRESHMENTS

3–5 P.M.

PANEL PRESENTATION

5–5:30 P.M.

BREAK AND TRANSPORTATION TO DINNER

5:30–7:30 P.M.

DINNER AT LOCAL RESTAURANT
SPECIAL MENU FOR PARTICIPANTS

7:30–8 P.M.

TRANSPORTATION TO CONFERENCE HOTEL

FIRST-TIME UPCEA ANNUAL CONFERENCE ATTENDEES

WELCOME

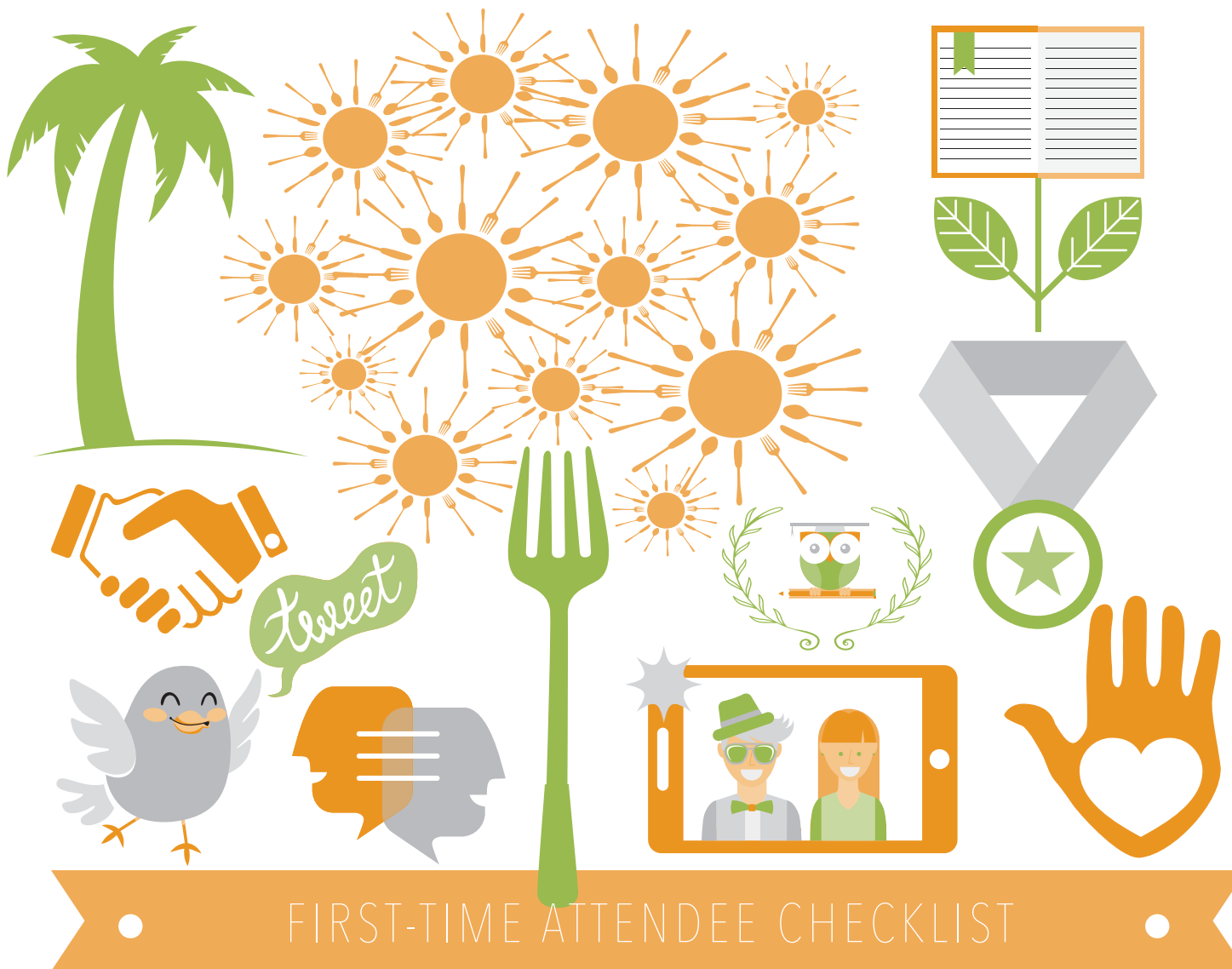
READ ON TO ENSURE YOU MAKE THE MOST OUT OF YOUR

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. First-time attendees who requested a Conference Buddy during registration have been assigned one, 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 UPCEA, by stopping by the **UPCEA Booth** (#112) in the Innovation Hall and visiting with Region and Network Ambassadors during any of the networking breaks.

Specifically for **Emerging Leaders**, a series of concurrent sessions throughout the Annual Conference provide opportunities for deep dives into leadership development, honed especially for the contexts of professional, continuing, and online education. Emerging leader sessions (noted by the ribbon icon) are presented by highly engaged and experienced UPCEA volunteer leaders. Emerging leaders should take special note of the UPCEA Talks session focused on Succession Planning and Leadership Development, on Friday morning at 8 A.M. in Sapphire H. New for 2016, UPCEA Talks are short, succinct idea introductions of no more than ten minutes given by solo presenters in quick succession.

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 Booth in the Innovation Hall by 9:30 a.m. on Saturday, April 9 for your chance to win a prize!



FIRST-TIME ATTENDEE CHECKLIST

MEET

- Network Leaders at a Network Session on Friday, April 8 at 10:45 a.m.
- Regional Leaders at your Regional Business Meeting on Saturday, April 9 at 8:30 a.m.
- Board members (look for attendee badges with "Board Member" ribbons!)
- UPCEA CEO Bob Hansen
- Current UPCEA President David Schejbal
- Incoming UPCEA President Alice Warren
- Network and Region Ambassadors at the UPCEA Booth in the Innovation 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 7:15 p.m. on Friday, April 8)

GET INVOLVED

- Take a selfie with your Conference Buddy – and post it on Twitter with #UPCEA101
- Download the conference app, Guidebook, and search “UPCEA,” then select “UPCEA 101st Annual Conference - San Diego”
- Rate a session through conference app
- Tweet about a session using #UPCEA101
- Visit the Innovation Hall on the Sapphire Level
- Complete your UPCEA Scavenger Hunt, and submit it at the UPCEA Booth before 9:30 a.m. on Saturday, April 9 to be eligible to win a prize!
- Attend a Network Meeting and Awards Presentation – Friday, April 8 from 10:45 a.m.–12 p.m. (see program for room details)
- Attend a Regional Business Meeting – Saturday, April 9 from 8:30–9:30 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 #UPCEA101
- Read information about award recipients in conference program (page 60)

BE SOCIAL

- Take a San Diego tourist picture
- Attend the Welcome Lunch and Opening General Session on Thursday, April 7 at 12:15 p.m.
- Attend the evening receptions on Thursday, April 7 at 5 p.m. in the Innovation Hall and Friday, April 8 at 5:30 p.m. on the Bayfront Lawn
- 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 Booth in the Innovation Hall by 9:30 a.m. on Saturday, April 9 and be entered to win a prize! The prize drawing will take place at 9:45 a.m. on Saturday, April 9 at the UPCEA Booth. You must be present to win. Good luck, and have fun getting to know UPCEA!



Name

Institution

CONGRATULATIONS TO KIM FRISCH DEAN OF ADMISSIONS AT REGIS UNIVERSITY

For receiving the Dorothy Durkin Award
for Strategic Innovation in Marketing
and Enrollment Management



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THANK YOU

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Marketing, Enrollment, and Student Services Track



Outreach, Engagement, and Economic Development Track



Online Leadership and Administration Track



Program Innovation Track



Alternative Credentialing Track

SESSIONS BY TRACK

INTERNATIONAL - SPONSORED BY SAMPOERNA UNIVERSITY

Building and Evaluating International Partnerships: Two Case Studies with Wider Applications
Building Online Transformational Experiences: International Field Experiences
Continuing and Professional Education in Latin America: Institutional Perspectives
Current Issues in International Education: A Mock Debate
Dos and Don'ts of Working with Government Sponsored International Programs
Unique Opportunities in ASEAN: Focus on Indonesia

LEADERSHIP AND STRATEGY - SPONSORED BY HELIX EDUCATION

Building an Out-of-State Presence
Drowning in Data? How to Develop a Robust Data Ecosystem for Reporting and Decision-Making
Federal Policy Update: The High Stakes of the 2016 Election
Lean Thinking in Higher Education
Partnerships with Academic Units: Whose Money is it Anyway?
Fostering a Data-Driven Culture in Higher Education: Results of UPCEA Center for Research & Marketing Strategy Benchmarking Study on Enrollment Metrics and Key Performance Indicators
Senior Leader Forum: Part 1: Deep Dive: What is the Emerging Role for PCO?
Senior Leader Forum: Part Two: Defining Deliverables and What's Next?
State of the Organization: A Survey of Continuing and Professional Education Organizations in the U.S.
UPCEA Talks: Innovative Business Models

- Growing Online Education through an Innovative Business Model
- Herbs or Spices: Competency-based Education or Prior Learning Assessment: What's the Difference?
- Innovative Program Model for Professional Learning
- Powering an Innovative Digital Community for Alumni

When Innovation and Reality Collide

MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES - SPONSORED BY BLACKBOARD

STUDENT LIFECYCLE SERVICES

A Return on Investment Paradigm for Student Success
Growing Online with Personalized Experiences
How a Customer Experience Strategy Can Revolutionize PCO: A Panel Discussion
Introduction to Strategic Enrollment Planning (SEP)
Jumpstart: Creating a Learning Plan for the Online, Adult Learner
Leverage Content Marketing to Engage and Expand Your Student Population
Leveraging Marketing Technology to Make Data-Informed Decisions that Drive Enrollment
Review of Literature on Part-Time Student Persistence: Implications for Continuing and Professional Education
Social Storytelling: Using Social Media to Connect with your Students at the Next Level
The Wonders and Challenges of the One-Person Marketing Office
UPCEA Talks: Analytics, Data, Dashboards

- How to Stop Drowning in Data and Start Getting Insights
- Visualizing Competency-Based Learning
- Recruit to Retain, Retain to Recruit: Using Data to Complete the Other Half of Your Enrollment Growth Story
- Dashboards and Data Integration for Open Enrollment Courses

UPCEA Talks: Strategic Solutions to Enrollment Challenges

- Developing a Seamless Spectrum of Access
- Open SUNY Institutional Readiness and Enrollment Planning Roundtable
- Communication Bootcamp: Using the Online Course to Build/Reinforce Professional Communication Skills
- Traditional Programs Reimagined Through Design Thinking:
How one University Converted a Traditional F2F Program to a Renewed and Redeveloped Online Program
- Developing Engaging, Useful, and Fun Leadership Training

SESSIONS BY TRACK

PROGRAM INNOVATION - SPONSORED BY INSIDETRACK

Academic Credentialing for Military Service Members and Veterans

Building a Program Road Map

Building Opportunity: Developing Non-credit, Online, Continuing Education Units

Innovative Program Showcase: Credit

- Philadelphia Teacher Residency (PTR): A Blended, Stackable, Residency Program for Adult Learners
- Innovation in Competency- Based Learning
- Innovative Approaches to Teaching Music and the Arts Online

Innovative Program Showcase: Noncredit

- Stanford University and Industry Education: A Case Study on Blended Learning
- Summer 2015 "EducationUSA" Academy: A Partnership between Two Institutions
- Designing the Future of the University: A New Model for Liberal and Professional Education

Institutional Innovation Roundtables

- Career Insurance: A New Way to Fund Those Who Need Continuing Education
- Faculty Engagement – An Essential Element for Student Success
- Instructional Design, Using a Collaborative Method to Create Innovative Programs
- Have a Successful Program? Build on It!
- Prior Learning Assessment: Implementation and Student Engagement

Lighting the Torch and Passing it Along: Fostering In-Demand Skills in Non-Traditional Online Learners

Online Bachelor's Degrees: Moving beyond Access toward Student Success

ONLINE LEADERSHIP AND ADMINISTRATION - SPONSORED BY KEYPATH EDUCATION

Culture Shock: What Today's Generation of Digital Natives Means for Higher Education

Competency-based Education (CBE): An Exciting New Model for Providing Greater Access and Affordability in Higher Education

Employer Perceptions of Online Learning in 2015

Is an OPM (Online Program Management) the Right Choice for You?

Fostering an Inclusive Environment when Developing an Online Course

Managing Online Accessibility: Systems, Processes, and KPIs for Online Administration

Online Leadership Roundtable: On the Horizon

Straight Lines and Guided Pathways: Lowering Costs and Improving Quality by Streamlining Online Courses and Programs

Student Characteristics that Predict Persistence and Performance in Online Courses and the Face-to-Face Equivalents at a Four-Year

Private, Northeastern University

UPCEA Hallmarks of Excellence in Online Leadership: Implementation

OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT - SPONSORED BY MINDMAX

A New Model for Workforce Alignment in Pennsylvania

Extending Outreach through Creative Business Modeling

Learning beyond the Campus: Developing Effective External Partnerships

Macro to Micro, Part I: Identifying the Economic and Social Impact of California State University Extended Education

What's in a Region? Programming Aligned to Regional Needs

SESSIONS BY TRACK

SMALL AND SPECIALIZED INSTITUTIONS

Meeting the Needs of Contemporary Learners through an Online Health Information Administration Degree
Zero to 60 in Two Years: Starting a Continuing Studies Program at a Liberal Arts College

ALTERNATIVE CREDENTIALING - SPONSORED BY PEARSON

Competency-Based Education (CBE) Workshop Part 1: Case Study
Competency-Based Education (CBE) Workshop Part 2: Leveraging Resources
Competency-Based Education (CBE) Workshop Part 3: Peer-Mentoring hosted by Table Facilitators: Speed Dating
Digital Badging and the Future of Learning, Certification, and Advising
Trending Higher: The Emergence of Alternative Credentials - Results of UPCEA Center for Research and Marketing Strategy (CREMS)
Benchmarking Study on Alternative Credentialing and Noncredit Programming
UPCEA-Lumina Foundation Challenge: Creating a Common Currency for Alternative Credentials

EMERGING LEADERS

Four under Forty
Lessons from Leaders: UPCEA Mid-Atlantic Region Emerging Leaders Cohort 2015
Motivating and Managing Millennials (and Millennial Managers)
Responding to Institutional Priorities and Strategizing Changes: Tales from Professional, Continuing and Online Education Units of Four Universities
Show Me the Data! PCO Transformations and Storytelling Narratives
UPCEA Talks: Succession Planning & Leadership Development

- Nurturing Leadership
- Leadership in 21st Century University Extension: Honoring Tradition and Fostering Innovation
- Does Succession Breed Success in Academic Organizations with eLearning Divisions?
- Effectively Developing the Leaders of Tomorrow

INNOVATION HALL

Guide



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.

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INNOVATION HALL GUIDE

About the Innovation Hall

The Innovation Hall is located on the Sapphire level and opens at 2:45 p.m. on Thursday, April 7. The Opening Reception is being held in the Hall from 5–7 p.m. on Thursday. 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 Innovation Hall

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. Connect with exhibitors and others throughout the conference to complete your UPCEA Scavenger Hunt. With a completed Scavenger Hunt, you could be at next year's conference for free!

Exhibitor Demonstration Sessions

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UPCEA Grand Prize Drawing

Fill out the spaces on your UPCEA Scavenger Hunt and be eligible for UPCEA's Grand Prize Drawing. It's easy: just complete the activities in the Scavenger Hunt, like meeting exhibitors and attending sessions. Find your Scavenger Hunt in your registration packet or at the Registration Desk.

The Grand Prize is a complimentary registration for the 2017 UPCEA Annual Conference in Chicago, Illinois, March 22–24, 2017. Prize drawing takes place in the Innovation Hall on Saturday, April 9 at 9:45 a.m. You must be present to win. Good luck!

UPCEA Booth

Stop by the UPCEA Booth (#112) in the Innovation Hall and visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer! And recharge at our charging station – keep those laptops and mobile devices going all day long. Be sure to bring your own cord!

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 Booth!

Refreshments and Networking

The Innovation Hall will be the location of the Opening Reception and Coffee Breaks. This is the prime location for refueling and connecting with colleagues.

SPECIFIC EVENTS IN THE INNOVATION HALL

THURSDAY, APRIL 7, 2016

11:30 A.M.–12 P.M.

EXHIBITOR MEET/GREET

Exhibitors only! Grab a coffee and meet your UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

2:45–3:15 P.M.

GRAND OPENING OF INNOVATION HALL COFFEE WITH EXHIBITORS

2:45–7 P.M.

INNOVATION HALL OPEN

5–7 P.M.

OPENING RECEPTION IN INNOVATION HALL HOSTED BY EXHIBITORS AND SPONSORS

FRIDAY, APRIL 8, 2016

10:15 A.M.–3:15 P.M.

INNOVATION HALL OPEN

10:15–10:45 A.M.

COFFEE WITH EXHIBITORS

2:45–3:15 P.M.

COFFEE WITH EXHIBITORS

5:30–7 P.M.

NETWORKING RECEPTION

SATURDAY, APRIL 9, 2016

8–10 A.M.

INNOVATION HALL OPEN

9:30–10 A.M.

COFFEE WITH EXHIBITORS PRIZE GIVEAWAYS

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.

EXHIBITORS AT A GLANCE

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AUGUSOFT.....	211	JST COACHING & TRAINING	403
BLACKBOARD STUDENT LIFECYCLE SERVICES	306	KEYPATH EDUCATION.....	401
BURNING GLASS	109	MINDMAX	210
CAMPUSCE.....	106	MORANTECHNOLOGY.....	200
CAREER STEP.....	510	PARCHMENT	508
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INNOVATION HALL GUIDE

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.

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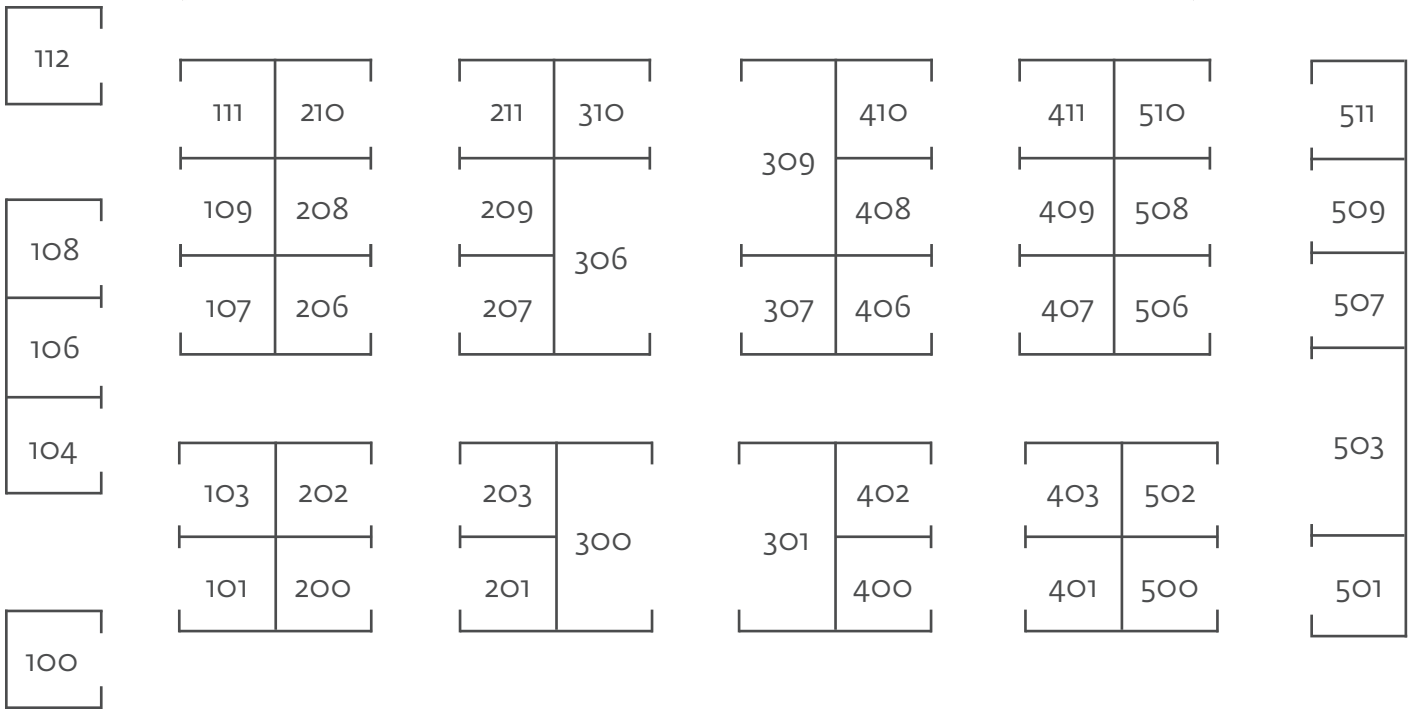
UPCEA Booth

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Network and Region Ambassadors

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EXHIBITORS AT A GLANCE



ENTRANCE



Stop by the UPCEA Booth, 112, to visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

LOCATED OFF THE WEST SAPPHIRE FOYER ON THE SAPPHIRE LEVEL

UPCEA CONFERENCE EXHIBITORS

ACROBATIQ BOOTH 507

Backed by Carnegie Mellon University, Acrobatiq is a learning optimization and analytics company. Our platform enables the development and delivery of online adaptive learning programs. Predictive insights generated from student learning data provide educators with information about which learners need help, and where, so more students can excel at learning.

ALISON PENDERGAST

alison@acrobatiq.com
www.acrobatiq.com

ALL CAMPUS BOOTH 411

All Campus partners with traditional universities to grow online enrollment. We provide the marketing investment, know-how, and service level required for success. We structure our services around your university's goals, needs, and operations. Our tuition-sharing model provides the investment, marketing and enrollment expertise you need to reach a national audience.

KYLE SHEA

kshea@allcampus.com
www.allcampus.com

APOLLIDON LEARNING BOOTH 406

Apollidon partners with institutions of higher learning to deliver effective marketing outreach for new and existing education programs. Our mission is simple – to connect students and faculty around the world to leading educational programs. We provide market research and strategic marketing services that accelerate student enrollments. We are committed to upholding the integrity of a partner university's curricula, brand, and reputation. We provide student support services that convert potential qualified students to enrollments. We focus on delivering exceptional customer service from program applications to program graduation.

SUSAN KELLY

susan.kelly@apollidon.com
apollidon.com

AUGUSOFT BOOTH 211

Augusoft® develops and maintains Lumens® – the first cloud-based (SaaS) enrollment management system designed for the continuing education industry. Complementing traditional academic systems, Lumens is designed for continuing, community and corporate education, and workforce development programs in the US and Canada.

BRIAN BERLIN

brian.berlin@augusoft.net
www.augusoft.net

BLACKBOARD STUDENT LIFECYCLE SERVICES BOOTH 306

Blackboard's Student Lifecycle Services drive enrollment and student persistence by helping institutions of all sizes optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering a personalized support experience for students and faculty.

PATRICK GARAYTA

patrick.garayta@blackboard.com
www.blackboard.com/sites/student-services/

BURNING GLASS BOOTH 109

Burning Glass is a leading developer of web-based labor market analytic and job matching applications for the education and workforce sectors. Our technology analyzes millions of online job postings from 21,000 sources, providing real-time intelligence on jobs and skills in demand to inform program design and expansion, employer outreach, and career services.

PETE MASSAR

pmassar@burning-glass.com
www.burning-glass.com

CAMPUSCE BOOTH 106

CampusCE software solves the online registration, reporting, and program management challenges typically faced by continuing education and professional development programs. The CampusCE education management system includes an e-commerce platform, student information system, and dashboard reporting tool that has been developed using Microsoft .NET technology and a Microsoft SQL server database.

AMANDA GAFFNEY

amandag@CampusCE.com
www.CampusCE.com

CAREER STEP BOOTH 510

Career Step, an online career-education company with 20+ years of experience, offers quality training in allied health, administrative services, and technology. Partner with Career Step to add profitable, turn-key curriculum solutions, complete with valuable marketing resources, and help your students gain the skills necessary to smoothly transition to the workplace.

TIMOTHY REYNOLDS

tim.reynolds@careerstep.com
www.careerstep.com/partner

CARNEGIE COMMUNICATIONS BOOTH 501

Carnegie Communications has been at the forefront of integrated, response-driven enrollment marketing and recruitment for over 30 years. Through customized, cutting-edge digital solutions and a multi-channel lead generation platform, Carnegie connects higher education institutions with the target audience they seek.

MELISSA REKOS

mrekos@carnegiecomm.com
www.carnegiecomm.com

UPCEA CONFERENCE EXHIBITORS

CENTER FOR LEGAL STUDIES BOOTH 206

We are the largest continuing education and professional development provider that focuses solely on paralegal and legal support training. Our flexible formats, affordable tuition and award winning curriculum make CLS courses a top choice for adult students. Contact us today to discuss offering our programs at your school.

STEPHANIE ELIO
saelio@legalstudies.com
www.legalstudies.com

COLLEGIS EDUCATION BOOTH 509

Collegis Education is passionate about education and driven by the technology that keeps institutions moving forward. We deliver integrated technology and enrollment solutions customized to help you stay relevant, drive new revenue and improve your student experience. Services encompass online program development, technology management, marketing and engagement, corporate education solutions and competency-based education.

DREW MELENDRES
drew.melendres@collegiseducation.com
www.collegiseducation.com

COURSEARC BOOTH 208

CourseArc is an intuitive, 100% web-based authoring tool that allows anyone to create beautiful, interactive and accessible online courses. CourseArc was designed for nontechnical personnel to develop content without requiring development experience. Once you have built your course, it's easy to integrate the content into your LMS using LTI.

KATIE EGAN
katie@coursearc.com
www.coursearc.com

DESTINY SOLUTIONS BOOTH 503

Destiny Solutions catalyzes world-class customer engagement with learners. Top institutions across The U.S. and Canada use our student-centric SaaS application, Destiny One, to enable the business excellence needed to grow programs and enhance customer engagement with learners. We are also the founders of The EvoLLLution.

ALAN GLASER
aglaeser@destinysolutions.com
www.destinysolutions.com

EDUCATE ONLINE BOOTH 410

Educate Online provides institutions with comprehensive CBE Online Program Management – an end-to-end solution for partners to quickly and effectively develop and launch online CBE degrees. We assess market opportunities, develop CBE portfolio strategies; provide marketing, recruiting, enrollment management services; provide a CBE app; and executive coaching/advising to support student retention.

COLLEEN MALLOY
colleen.malloy@educate-online.com
www.educate-online.com

EFFECTIVE STUDENT MARKETING BOOTH 506

Effective Student Marketing, Inc. is a digital marketing agency and Google Partner that embraces transparency and results-oriented marketing. It integrates marketing strategies that use paid search and social media advertising, search engine and conversion rate optimization, and content marketing to help higher education institutions engage with students, graduates, and prospects to achieve their student enrollment and retention goals.

KEITH SCHEIB
kscheib@effectivestudentmarketing.com
www.effectivestudentmarketing.com

ELLUCIAN BOOTH 402

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.

JOE FISHER
joe.fisher@ellucian.com
www.ellucian.com

EMSI BOOTH 201

Emsi works to connect universities with students and businesses in order to develop in-demand programs, establish and communicate economic impact, and drive student success. Ultimately, Emsi provides education professionals with the labor market intelligence needed to build a better workforce and nurture strong local economies, businesses, and graduates.

JOHN MARONE
john.marone@economicmodeling.com
www.economicmodeling.com

ENTRINSIK BOOTH 309

Enrole provides a software as a service, cloud platform, for registration, course management, ecommerce and robust reporting, where tracking CE's, order history, and automating daily functions enables your team to focus on workload not processes. Entrinsik leverages 30 years of software experience emphasizing on flexibility, scalability, reliability, and best-practices.

SIMONE MCGRATH
simone@entrinsik.com
www.entrinsik.com

EVERSPRING BOOTH 400

Everspring partners with leading universities to create a unified online strategy and deliver the full suite of tools to make it a reality. Everspring is a team of educators, innovators, leaders, and operators. We bridge the gap between the existing institutional capabilities and what's needed to deliver online degree programs with excellence well into the future.

TRACY THOMSON
tracy.thomson@colloquy360.com
www.everspringpartners.com

UPCEA CONFERENCE EXHIBITORS

HELIX EDUCATION BOOTH 301

Helix Education maximizes higher education enrollment growth by delivering data-driven services and technologies across the student lifecycle. Our outsourced program management, enrollment marketing and retention solutions have been successfully helping institutions find, enroll, retain, teach and graduate the post-traditional learner for more than 40 years.

KARI KOVAR

kkovar@helixeducation.com
www.helixeducation.com

HOBSONS BOOTH 502

Hobsons EMS works with you to collect the unique information needed to recruit, enroll, and retain non-traditional students. Our philosophy of mutual learning allows us to see past the uncertainty of the changing online market and create data-driven insights that will empower your institution to achieve the next level.

ANDY GRUBER

andy.gruber@hobsons.com
www.ems.hobsons.com

HR CERTIFICATION INSTITUTE® BOOTH 409

HR Certification Institute® (HRCI®) is the recognized leader of the only nationally accredited certification programs that human resource management generalists earn to demonstrate various levels of HR mastery, knowledge and real-world experience. HRCI's premier family of credentials includes the aPHR™, PHR®, SPHR®, GPHR®, PHRI®, SPHRI® and California-specific designations.

JACKIE BERDY

jackie.berdy@hrci.org
www.hrci.org

HUMAN RESOURCE CERTIFICATION PREPARATION, L.C. BOOTH 511

HRCP provides comprehensive study materials for human resource (HR) certification preparation. We can help you put together a preparation course for the HR professionals in your community. Adding certification preparation courses to your offerings supports continuing education initiatives in your community and can generate revenue for your school.

TERRI VARNELL

terriz@hrcp.com
www.hrcp.com

JAXXON PROMOTIONS BOOTH 203

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 300

Jenzabar, Inc. is a leading provider of enterprise software, strategies, and services developed exclusively for higher education. The company offers integrated, innovative solutions to advance the goals of academic and administrative offices across the campus and throughout the student life cycle. As a trusted partner serving more than 1,300 campuses worldwide, Jenzabar has over four decades of experience supporting the higher education community. Jenzabar is headquartered in Boston, Massachusetts.

PETE DENLY

pete.denly@jenzabar.com
www.jenzabar.com

JMH CONSULTING, INC. BOOTH 202

JMH Consulting provides both strategic online marketing and recruiting as well as 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. JMH is known for leveraging online marketing and attracting the right prospective student and more prospective students. JMH Consulting helps universities enrich the lives and careers of those students – ultimately creating stronger communities.

NICOLE FOERSCHLER HORN

nfoerschler@jmhconsulting.com
www.jmhconsulting.com

JST COACHING & TRAINING BOOTH 403

JST Coaching & Training provides research-based coach training to colleges and universities for faculty and staff. We deliver customized programs to meet the needs of your institution and your student population, providing proven skills and strategies to improve the retention and graduation rates of students in post-secondary education.

JODI SLEEPER-TRIPLETT

jodi@jstcoaching.com
www.jstcoaching.com

KEYPATH EDUCATION BOOTH 401

Keypath Education, formerly known as PlattForm, has been changing lives through education for more than 26 years. We serve the entire student journey and partner with higher education institutions worldwide to launch programs, grow enrollment, improve learning and connect education to careers for the world's most prepared students. Keypath Education is headquartered in Kansas City with offices in Chicago; Ann Arbor, Michigan; Toronto, Canada; London, United Kingdom; Coventry, United Kingdom; and Melbourne, Australia.

NATE ROWE

nate.rowe@keypathedu.com
www.keypathedu.com

UPCEA CONFERENCE EXHIBITORS

MINDMAX BOOTH 210

MindMax is a managed services marketing and enrollment solutions partner. We have years of experience partnering with extension schools, divisions of continuing education and schools of professional studies to extend their offerings and build enrollments. People love working with us, and not just because we get results.

LEE MAXEY

lmaxey@mindmax.net
www.mindmax.net

MORANTECHNOLOGY BOOTH 200

Moran Technology Consulting helps institutions cost-effectively address their technology-related challenges. We provide strategic IT planning, assessments and governance development, ERP planning, support and audits, cloud migration planning, security assessments, identity management and enterprise authentication solutions, process reengineering, and interim IT management services to maximize technology resource investment benefits.

CHARLIE MORAN

charlie.moran@morantechnology.com
www.MoranTechnology.com

PARCHMENT BOOTH 508

Parchment believes credentials matter. Providing a convenient platform to securely send and receive credentials online has established Parchment as the leader in eTranscript exchange. Since 2003, we have exchanged over 20 million credentials. Our send network, reaching 22% secondary and 13% postsecondary schools, is dedicated to turning credentials into opportunities.

JASON WEAVER

jweaver@parchment.com
www.parchment.com

PEARSON BOOTH 500

Pearson is the world's learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

BLAIR TUCKMAN

blair.tuckman@pearson.com
www.pearsoned.com

PLEXUSS BOOTH 111

For years colleges have been sending expensive pamphlets & brochures to students with little impact on a prospective student's decision. By utilizing Plexuss, colleges now have an opportunity to engage interested students throughout their high school education. A college on the East Coast now has access to students across the country and internationally. Colleges will have an opportunity to provide information that will impact a student's decision. For example, a student in New York may have never known or considered colleges in Texas, and students in Florida may not know the program for them is in California. Plexuss uncovers opportunities for both students and colleges.

SINA SHAYESTEH

sina.shayesteh@plexuss.com
www.plexuss.com

PROCTORFREE BOOTH 209

ProctorFree is a completely on-demand, automated proctoring solution. With the use of machine learning, computer algorithms, and biometrics, ProctorFree provides an accurate proctoring solution that is scalable, user-friendly, and the most cost-effective option available to colleges and universities.

ERIC MCGEE

eric@proctorfree.com
proctorfree.com

SMARTSPARROW BOOTH 307

Smart Sparrow is a global ed-tech company pioneering interactive and adaptive technology. Our learning design platform empowers instructors and learning designers to create next-generation learning experiences that are truly engaging, relevant and personal and then continuously improve them using real-time learner analytics. Students are better supported and more motivated to succeed.

DENA MAPES

dena.mapes@smartsparrow.com
www.smartsparrow.com

SOPHIA LEARNING, LLC BOOTH 103

Get more students to and through your institution's degree programs with Sophia's self-paced, competency-based online college courses. Sophia's courses are recommended by the American Council on Education (ACE) for college credit.

GARRETT LAUDERDALE

garrett.lauderdale@sophia.org
www.sophia.org

UPCEA CONFERENCE EXHIBITORS

SPARKROOM BOOTH 108

Sparkroom provides full-service, data-driven marketing and technology solutions designed to measure marketing effectiveness and enhance student recruitment efforts. We work proactively as an extension of your marketing, enrollment and admissions teams, off-loading day-to-day management tasks while providing strategic solutions and resources to achieve your enrollment targets.

MARCELO PARRAVICINI

marcelo.parravicini@sparkroom.com
www.sparkroom.com

STORY+STRUCTURE BOOTH 107

Story+Structure is a human-centered innovation design firm. By creating meaningful engagement between people and organizations, we help organizations become experience driven.

GUY FELDER

guy@storyandstructure.com
storyandstructure.com

STRAIGHTERLINE BOOTH 407

StraighterLine's partner programs help colleges grow enrollment and increase student retention – for free. Each year, thousands of StraighterLine students enroll at StraighterLine's articulating partner colleges knowing their ultra-affordable, high-quality StraighterLine courses will be accepted for credit.

BURCK SMITH

bsmith@straighterline.com
www.straighterline.com

STUDYPORTALS BOOTH 104

StudyPortals is the international study choice platform, enabling students to find and compare their study options across borders. With over 100,000 published courses from over 2,100 participating universities and over 13 million visitors per year, StudyPortals is a leading information source for study seekers. For universities, StudyPortals is a key channel for international student recruitment.

ANDREW JOHNSON

andrew@studyportals.com
www.studyportals.com

TARGETX BOOTH 100

TargetX, the leading CRM company in higher education, is reimagining the student experience through campuswide solutions. Built on the Salesforce platform – TargetX offers a complete suite of products, including a mobile-designed admissions application and student engagement platform. Known for innovative technology and industry expertise, TargetX is a trusted CRM provider.

TYLER KREITZ

kreitz@targetx.com
www.targetx.com

THE LEARNING HOUSE, INC. BOOTH 101

The Learning House, Inc., through its proprietary cloud-based technology platform, helps colleges and universities create, manage and grow high-quality online degree programs and courses. Partnering with more than 75 schools, Learning House enables institutions to efficiently and affordably achieve their online education goals.

JOHN HATCHER

jhatcher@learninghouse.com
www.learninghouse.com

TMMDATA BOOTH 310

TMMData provides flexible data management solutions that enable seamless integration, analysis, and visualization of data from nearly any source, including unique institutional legacy systems. We enhance your ability to plan, evaluate, and report on credit and noncredit activities, ultimately placing the ability to transform data into knowledge at your fingertips.

DARREN WAGNER

darren.wagner@tmmdata.com
www.tmmdata.com

WILEY BOOTH 207

Wiley Education Services 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 services, technology, insights and content that support our education partners to achieve improved institutional performance and learners to achieve their goals.

DIANA KUHIWCZAK

dkuhiwczak@wiley.com
www.wiley.com

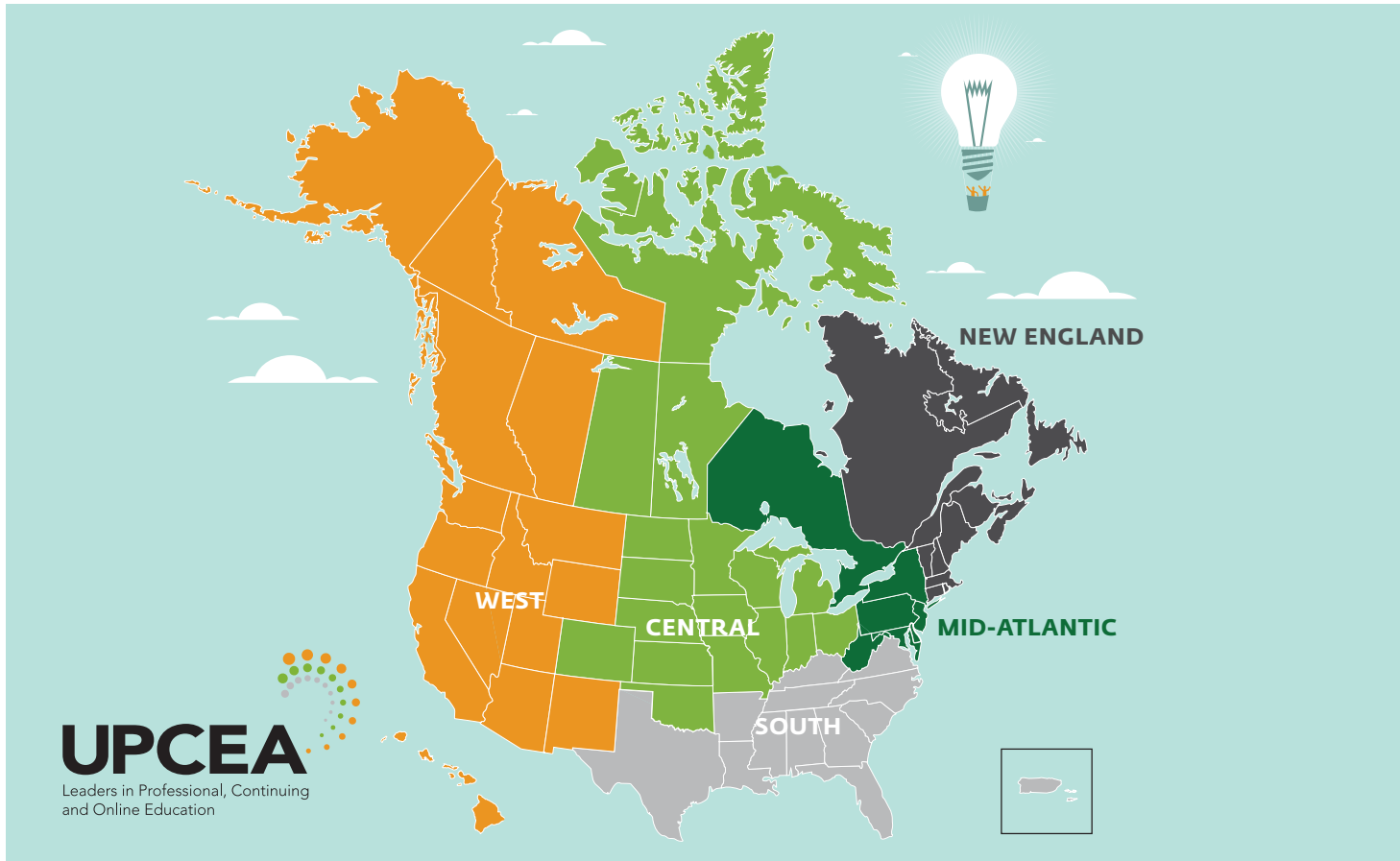
XENEGRAD BOOTH 408

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

REGIONAL INFORMATION



SEPTEMBER OCTOBER

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JOIN YOUR COLLEAGUES AT THE 2016 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!

SAVE THE DATES

2016 Regional Conferences

WEST

SEPTEMBER 28-30, 2016
Sheraton Albuquerque Uptown |
Albuquerque, New Mexico
conferences.upcea.edu/west

MID-ATLANTIC

OCTOBER 5-7, 2016
Westin Annapolis | Annapolis, Maryland
conferences.upcea.edu/mid-atlantic

SOUTH

OCTOBER 13-15, 2016
Magnolia Dallas Park Cities | Dallas, Texas
conferences.upcea.edu/south

CENTRAL

OCTOBER 17-19, 2016
Omni Severin Hotel | Indianapolis, Indiana
conferences.upcea.edu/central

NEW ENGLAND

OCTOBER 26-28, 2016
Hyatt Regency Newport | Newport, Rhode Island
conferences.upcea.edu/new-england

THANK YOU EXHIBITORS

THANK YOU
WE VALUE YOU AND YOUR PARTICIPATION!

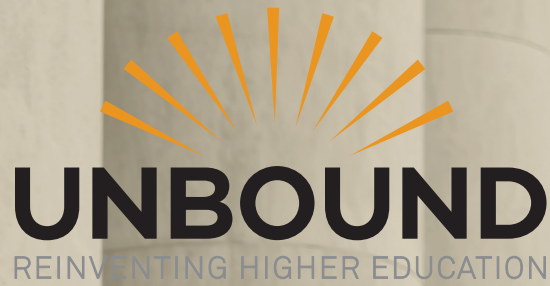


THANK YOU EXHIBITORS



Expanding the Reach of Higher Education





UNBOUND

REINVENTING HIGHER EDUCATION

UPCEA'S NEW E-JOURNAL IS HERE!

UNBOUND: Reinventing Higher Education is an online journal intended for all those who are interested in higher education issues, especially those that affect adult students. We aim to engage a broad audience of readers and contributors who are interested in important trends and innovations in education. In addition to professionals in higher education, audiences and contributors may include leaders of corporations and industries, communities, advocacy groups, nonprofits or government bodies – anyone who cares deeply about the future of education.

EXPLORE THE INAUGURAL ISSUE OF UNBOUND AT UNBOUND.UPCEA.EDU

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.

THOMAS F. GIBBONS NORTHWESTERN UNIVERSITY

Presented on Friday, April 8, during the State of the Association and Awards Lunch 12:15 –1:45 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.

AMY JOHNSON OAKLAND UNIVERSITY CENTER FOR HUMAN ANIMAL INTERVENTIONS

Presented on Friday, April 8, during the State of the Association and Awards Lunch 12:15 –1:45 p.m.

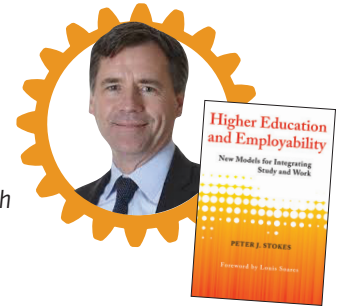


PHILLIP E. FRANDSON AWARD FOR LITERATURE

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.

PETER J. STOKES HIGHER EDUCATION AND EMPLOYABILITY: NEW MODELS FOR INTEGRATING STUDY AND WORK

Presented on Friday, April 8, during the State of the Association and Awards Lunch 12:15 –1:45 p.m.



DOROTHY DURKIN AWARD FOR STRATEGIC INNOVATION IN MARKETING AND/OR 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.

KIM FRISCH REGIS UNIVERSITY

Presented on Friday, April 8, during the State of the Association and Awards Lunch 12:15 –1:45 p.m.



ASSOCIATION AWARDS

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.

**INFORMATION ACCESSIBILITY DESIGN AND POLICY
CERTIFICATE PROGRAM
COLLEGE OF APPLIED HEALTH SCIENCES
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN**

*Presented on Friday, April 8, during the
State of the Association and Awards Lunch
12:15 – 1:45 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.

**FELICITY VABULAS
NORTHWESTERN UNIVERSITY**

**ARIC RINDFLEISCH
UNIVERSITY OF ILLINOIS AT
URBANA-CHAMPAIGN**

*Presented on Friday, April 8, during the
State of the Association and Awards Lunch
12:15 – 1:45 p.m.*



OUTSTANDING PROFESSIONAL, CONTINUING, AND/OR ONLINE EDUCATION STUDENT – CREDIT

The Outstanding Continuing Education Student Award recognizes outstanding student achievement in professional and continuing education.

**LORI ST. PIERRE
MONTANA STATE UNIVERSITY,
BOZEMAN**

**JACQUELINE ANNE WILSON-SCHAU
KANSAS STATE UNIVERSITY**

*Presented on Friday, April 8, during the
State of the Association and Awards Lunch
12:15 – 1:45 p.m.*



OUTSTANDING PROFESSIONAL, CONTINUING, AND/OR ONLINE EDUCATION STUDENT – NONCREDIT

The Outstanding Continuing Education Student Award recognizes outstanding student achievement in professional and continuing education.

**NATALIA M. HIGGINS
KENNESAW STATE UNIVERSITY**

*Presented on Friday, April 8, during the
State of the Association and Awards Lunch
12:15 – 1:45 p.m.*



ASSOCIATION AWARDS

OUTSTANDING PROGRAM – CREDIT

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

CONFLICT RESOLUTION CERTIFICATE KANSAS STATE UNIVERSITY

*Presented on Friday, April 8, during the Program Innovation Network Session
10:45 a.m.–12 p.m.*

KANSAS STATE
UNIVERSITY

OUTSTANDING PROGRAM – NONCREDIT

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

SOCIAL MEDIA MARKETING STRATEGY UNIVERSITY OF DELAWARE

*Presented on Friday, April 8, during the Program Innovation Network Session
10:45 a.m.–12 p.m.*

UNIVERSITY OF
DELAWARE

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.

K. CYRUS HOMAYOUNPOUR COLLEGE OF PROFESSIONAL STUDIES THE GEORGE WASHINGTON UNIVERSITY

*Presented on Friday, April 8, during the International Network Session
10:45 a.m.–12 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.

FULBRIGHT-HAYS GROUP PROJECT ABROAD (GPA) PROGRAM: ADVANCED CHINESE LANGUAGE IMMERSION UNIVERSITY OF MASSACHUSETTS BOSTON

*Presented on Friday, April 8, during the International Network Session
10:45 a.m.–12 p.m.*



UPCEA GLOBAL PROGRAM AWARD FOR INTERNATIONAL PARTNERS

UPCEA recognizes globalization as one of the key forces molding higher education today. The Association aims to encourage international university and organizational participation with UPCEA through recognition of their efforts to foster global connections. This new award supports the work of non-U.S. universities who are engaged in developing and managing professional, continuing, and/or online education for the global students and workforce. The Association honors exemplary and/or innovative programming by a non-U.S. institution that creates international educational opportunities for students and/or faculty.

EMERGING MARKET INITIATIVES, SCHOOL OF MANAGEMENT UNIVERSIDAD EXTERNADO DE COLOMBIA

*Presented on Friday, April 8, during the International Network Session
10:45 a.m.–12 p.m.*



ASSOCIATION AWARDS

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.

execMBA
TRULASKE COLLEGE OF BUSINESS
UNIVERSITY OF MISSOURI

Presented on Friday, April 8, during the Marketing, Enrollment Management, and Student Services Network Session
10:45 a.m.-12 p.m.



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

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GET ONLINE AT THE CONFERENCE

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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.

WESTERN KENTUCKY UNIVERSITY

CENTER FOR ONLINE LEARNING, RESEARCH AND SERVICE
UNIVERSITY OF ILLINOIS SPRINGFIELD

Presented on Friday, April 8, during the Online Leadership and Administration Network Session
10:45 a.m.-12 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.

RICE UNIVERSITY
GLASSCOCK SCHOOL OF CONTINUING STUDIES

AVID CENTER

Presented on Friday, April 8, during the Outreach, Engagement, and Economic Development Network Session
10:45 a.m.-12 p.m.



REGIONAL AWARDS

CENTRAL

INNOVATIVE PROGRAM AWARD (NON-CREDIT)

GRAIN ELEVATOR AND PROCESSING SOCIETY (GEAPS)
Continuing Education and Credentials Program
Kansas State University

MATURE PROGRAM AWARD (NON-CREDIT)

COUNCIL FOR PUBLIC SCHOOL IMPROVEMENT
Kansas State University

MATURE PROGRAM AWARD (CREDIT)

DOCTOR OF NURSE PRACTICE PROGRAM
MU Sinclair School of Nursing, University of Missouri

EXCELLENCE IN TEACHING AWARD

RICK SCHEIDT
Kansas State University

PROFESSIONAL CONTINUING EDUCATOR AWARD

AMY JOHNSON, DIRECTOR
Center for Human Animal Interventions
Oakland University

JOHN L. CHRISTOPHER OUTSTANDING LEADERSHIP AWARD

MICHAEL EDDY
Purdue University

OUTSTANDING CONTINUING EDUCATION STUDENT AWARD (CREDIT)

JACQUELINE ANNE WILSON-SCHAU
Kansas State University

CONTINUING EDUCATION SUPPORT SPECIALIST AWARD – STAFF IN A SUPPORT ROLE

JENNIFER KOONTZ
University of Minnesota

MID-ATLANTIC

OUTSTANDING PROGRAM AWARD

GIFTED EDUCATION CERTIFICATE PROGRAM
Rutgers University

OUTSTANDING PROGRAM AWARD

SOCIAL MEDIA MARKETING STRATEGY
University of Delaware

PARTNERSHIP AWARD

CYBER UNIVERSITY
University of Maryland University College and
Booz Allen Hamilton

ENGAGEMENT AWARD

LEADERSHIP CERTIFICATE
University of Delaware and Christiana Care Health System

FACULTY AND STAFF DEVELOPMENT AWARD

INNOVATION SYMPOSIUM SERIES
Shippensburg University

OUTSTANDING CONTINUING EDUCATION STUDENT AWARD

DARREN W. FINN
University of Pennsylvania

EXCELLENCE IN TEACHING AWARD

DR. KRISTINE L. RABBERMAN
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NEW ENGLAND

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FULBRIGHT-HAYS GROUP PROGRAM ABROAD (GPA)
THE CHINA PROGRAM CENTER
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University of Massachusetts – Lowell

OUTSTANDING CONTINUING EDUCATION STUDENT AWARD

MICHAEL MUNSON
University of Maine

OUTSTANDING SERVICE TO CONTINUING EDUCATION

DR. CAROL WILLIAMS
Eastern Connecticut State University

ENGAGEMENT AWARD

CENTER FOR INNOVATION AND EXCELLENCE
IN ELEARNING (CIEE)
College of Advancing and Professional Studies
University of Massachusetts Boston

REGIONAL AWARDS

SOUTH

PROFESSIONAL CONTINUING EDUCATOR AWARD

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**PROGRAM OF EXCELLENCE AWARD
(CREDIT)**

ADULT DEGREE PROGRAM
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**PROGRAM OF EXCELLENCE AWARD
(NON-CREDIT)**

GEORGIA TECH LANGUAGE INSTITUTE
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PROGRAMS FOR SPECIAL POPULATIONS AWARD

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University of North Carolina at Chapel Hill

**CONTINUING EDUCATION STUDENT AWARD
(CREDIT)**

BOBBIE EICHER
Georgia Institute of Technology

**CONTINUING EDUCATION STUDENT AWARD
(NONCREDIT)**

NATALIA HIGGINS
Kennesaw State University

UPCEA SOUTH ENGAGEMENT AWARD

JENNIFER GIGLIOTTI
Rice University

WEST

OUTSTANDING CREDIT PROGRAM AWARD

BACHELOR OF SCIENCE IN FISHERIES AND
WILDLIFE SCIENCES
Oregon State University, Ecampus

OUTSTANDING NON-CREDIT PROGRAM AWARD

HORNET HEARTSAVER PROGRAM
Sacramento State

OUTSTANDING SERVICE AWARD

CAROL A. CREIGHTON
University Extended Education
California State University, Fullerton

**OUTSTANDING NON-TRADITIONAL
STUDENT AWARD**

LORI ST. PIERRE
Graduate Certificate in Addiction Counseling
Montana State University, Bozeman

**EMERGING PROFESSIONAL CONTINUING
OR ONLINE EDUCATOR AWARD**

ILANKO SUBRAMANIAM
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EXCELLENCE IN TEACHING AWARD

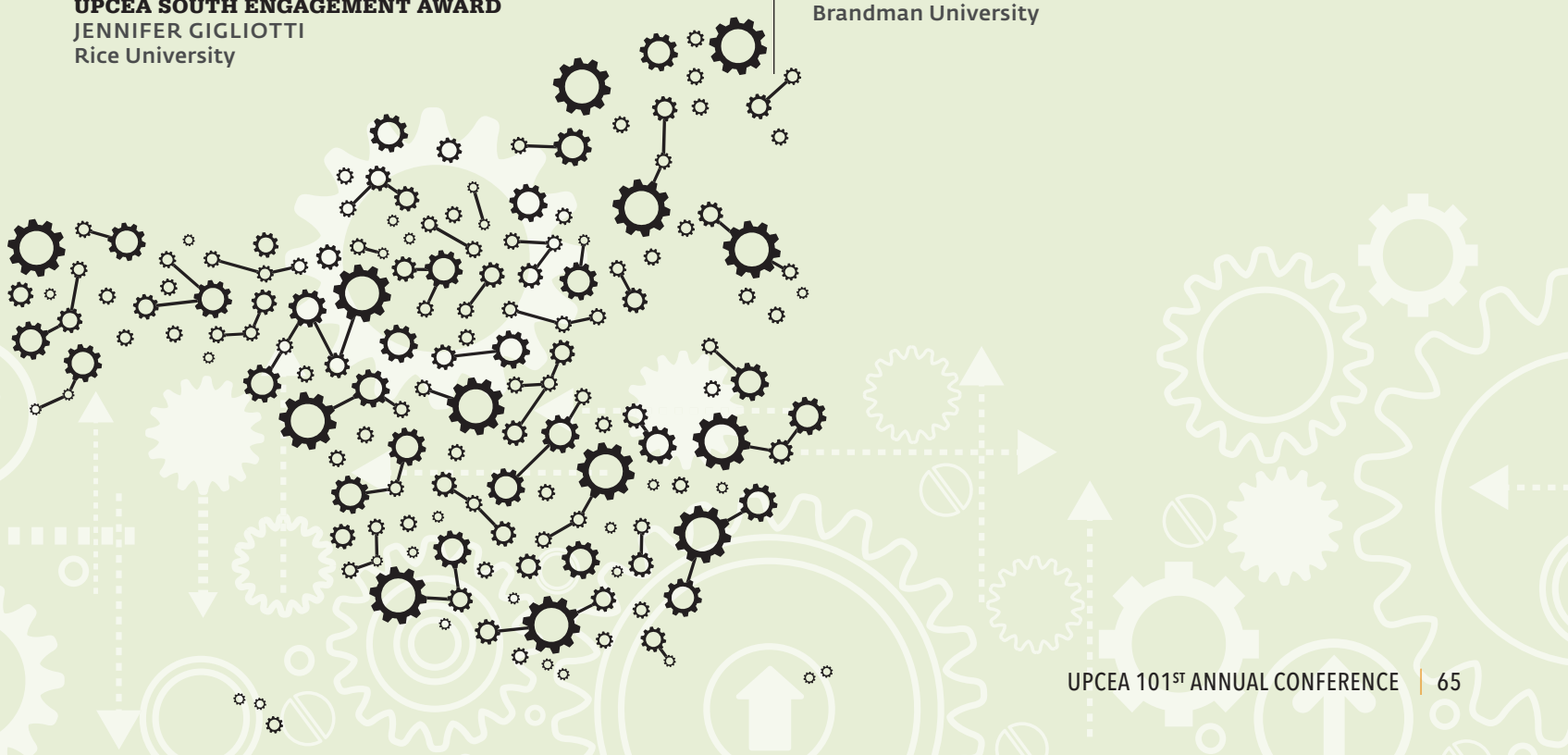
MARGARET E. PICKARD
University of Nevada, Las Vegas

WEST ENGAGEMENT AWARD

CERTIFICATE IN LOCALIZATION:
CUSTOMIZING THE SOFTWARE WORLD
University of Washington, Educational Outreach

**OUTSTANDING ADMINISTRATIVE PROCESS
OR SERVICE AWARD**

ONLINE REGISTRATION FOR INDUCTION CREDITS
Brandman University



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RECOGNITION OF DISTINGUISHED SERVICE

The following professional, continuing, and online education professionals were active members of UPCEA at the time of their official retirement from the field.

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St. Cloud State University

KATHLEEN BURKE

Johns Hopkins University

JOHN BURGESSON

St. Cloud State University

BILLY CANNADAY

University of Virginia

MICHAEL EDDY

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BILL MCCLURE

University of Massachusetts Amherst

CONNIE MOKEY

The George Washington University

KAY SEBASTIAN

St. Cloud State University

LINDA SPIRE

Kansas State University

IN MEMORIAM

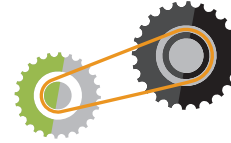
JAMES G. (JIM) HROMAS

December 16, 1944–October 12, 2015

Dr. James Gilbert Hromas passed away on October 12, 2015 at the age of 70. Jim attended Oklahoma State University, where he received a B.S. in Accounting, an MBA, and a Ph.D. in Marketing. After time working for AMOCO and NASA, Jim returned to OSU and was Assistant Director (1970–74), Associate Director (1975–79), and Director (1980–89) of OSU Business Extension in the College of Business. He became an Assistant Professor, Marketing in 1984 and was promoted to Associate Professor in 1989. He became Director of University Extension in 1991 and Dean in 1994. In 1997, he became Dean, University Extension, International and Economic Development and served as Dean and Director of the School of International Studies from 1998–2004. He was Director of International Education and Outreach and Director of the School of International Studies from 2004–10. Jim served on the Board of directors for UPCEA (then UCEA) from 1999–2001, and 2007–2010. Jim was awarded the Walton S. Bittner Service Citation for Outstanding Service to UPCEA in 2008.

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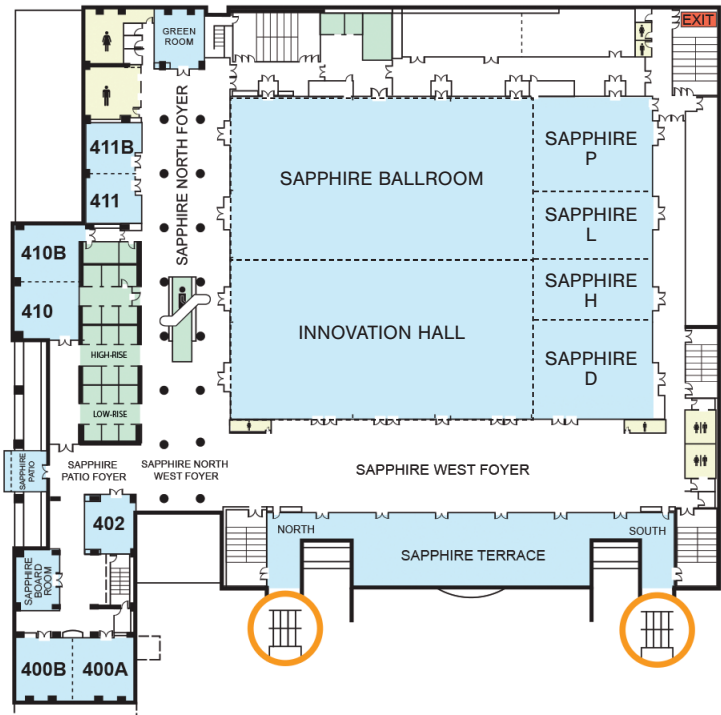
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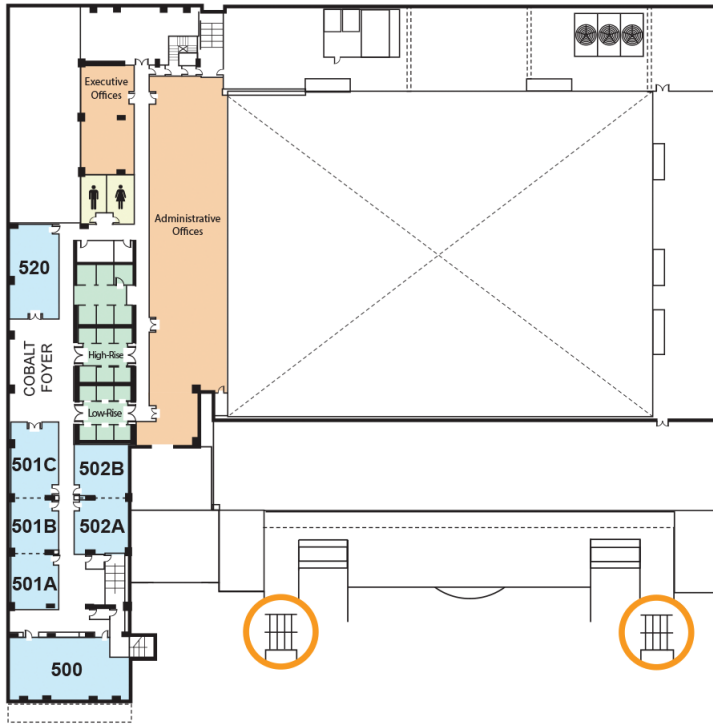
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HOTEL FLOORPLAN

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DATA-DRIVEN

ENROLLMENT GROWTH

3 WAYS TO CONNECT WITH US AT UPCEA ANNUAL CONFERENCE



ENROLLMENT GROWTH GALA ON THE GREEN

Friday April 8th 5:30-7^{PM}
Hilton Front Lawn

You're cordially invited to join us for the *biggest* event of the 2016 UPCEA Annual Conference. We're partnering with UPCEA to **bring enrollment growth to life** in a *big* way for a night of networking on the lawn. Come for the unique experience, stay for the opportunity to connect with your peers.



POST-TRADITIONAL PROGRAM GROWTH RESEARCH FINDINGS

Friday, April 8th 4:30-5:30^{PM}

Attend our speaking session with **Jim Fong**, Director of UPCEA Center for Research and Marketing Strategy, and our own **Kari Kovar**, VP of Strategic Partnerships at Helix Education, as they explore recent findings about how UPCEA member institutions are launching, growing, and managing their post-traditional programs.



TALK DATA-DRIVEN ENROLLMENT GROWTH

Booth #301

Whether you want to learn more about our **Outsourced Program Management**, **Enrollment Marketing**, or **Retention Services**, join us in the exhibit hall where we're showcasing enrollment growth in a *big* way. Learn how we've helped institutions find, enroll, retain, teach, and graduate the post-traditional learner for more than 40 years.



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