

# 2018

## UPCEA Annual Conference

March 14–16, 2018  
Baltimore, MD

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The leading institutions.



“

**Going back to school was not easy. Having a coach there to motivate me through the difficult times and troubleshoot challenges has been invaluable.**



VALERIE DIXON,  
STUDENT  
BRANDMAN UNIVERSITY

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# WELCOME

## to the 2018 UPCEA Annual Conference!

**THANK YOU** all for joining us as we espouse and support inclusion, partnership, and access, and work to further these goals as schools of professional, continuing, and online education. In our work, we engage students at all points in their lives and careers, encourage them to rethink what is possible, and if we are successful, inspire them to seek something greater than themselves. With this shared ethos in mind, we hope that you'll make the most of your time at the conference, and here in Baltimore.

This year's Annual Conference would not have been possible without the hard work of the 2018 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 learning, connecting, and exploring how we may best serve our students for years to come.

### **Bob Hansen**

Chief Executive Officer  
UPCEA

### **Kelly Otter**

Georgetown University  
Conference Chair

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## **2018 Annual Conference Advisory Committee**

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**Keith Bailey**, West Virginia University  
**Antonius Bittmann**, Rutgers the State University of New Jersey  
**Brandon Boulter**, Johns Hopkins University  
**Lauren Burns**, Colorado State University-Global Campus  
**Paola Curcio-Kleinman**, New York University  
**Dennis DiLorenzo**, New York University  
**Carol Fleming**, James Madison University  
**Michele Gribbins**, University of Illinois Springfield  
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**Khusro Kidwai**, University of Maine  
**James Monaghan**, The Catholic University of America  
**Kris Rabberman**, University of Pennsylvania  
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**Christopher Steele**, University of Maryland Baltimore County  
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## **UPCEA Staff**

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**Joe Fedak**, Associate Director of Events and Programming  
**Jim Fong**, Chief Research Officer & Director, Center for Research and Strategy  
**Camille Funk**, Director, eDesign Collaborative  
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**Molly Nelson**, Vice President of Marketing and Communications  
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**Jacqueline Romero**, Project Coordinator  
**Ray Schroeder**, Director, National Council for Online Education  
**Julie Uranis**, Vice President for Online and Strategic Initiatives  
**Kimberly Zaski**, Vice President of Membership and Corporate Engagement

# SCHEDULE AT A GLANCE

Times and events are listed here. For more details on topics and locations, see the full conference schedule that begins on page 10 of this program.

## Tuesday, March 13, 2018

10:30–11:30 AM

2017–2018 and 2018–2019 Executive Committees of the UPCEA Boards of Directors Meeting

12:00–4:00 PM

2017–2018 and 2018–2019 UPCEA Boards of Directors Meeting

4:15–5:00 PM

2017–2018 and 2018–2019 Annual Conference Advisory Committees Meet

6:00–7:30 PM

UPCEA Volunteer Leadership and Institutional Representative Reception  
*By invitation only*

*Sponsored by*



## Wednesday, March 14, 2018

8:00 AM–5:00 PM

Registration Desk Open

*Sponsored by*



**mindmax**

8:30–11:30 AM

Network and Regional Leadership Meetings

11:30–12:45 PM

UPCEA Past Presidents' Lunch  
*By invitation only*

1:15–1:45 PM

Newcomer's Welcome

2:00–3:30 PM

Opening General Session | Lessons Learned on the Journey from Engineer to World Changer—Donna Harris

*Sponsored by*

**insidetrack**

3:30–4:00 PM

Networking Break in Exhibit Hall

4:15–5:15 PM

Concurrent Session I

5:30–7:00 PM

Opening Reception in Exhibit Hall

*Hosted by Exhibitors and Sponsors*

## Thursday, March 15, 2018

7:30 AM–5:30 PM

Registration Desk Open

*Sponsored by*



**mindmax**

7:30–8:30 AM

Breakfast in Exhibit Hall

8:00–9:00 AM

Concurrent Session II

9:00–9:30 AM

Networking Break in Exhibit Hall

9:30–10:30 AM

Concurrent Session III

10:45 AM–12:00 PM

UPCEA Network Meetings and Awards Presentations

12:15–1:45 PM

General Session & Lunch | Frugal Innovation: Doing More with Less in Education—Simone Ahuja

*Lunch sponsored by*

**Blackboard**

1:45–2:45 PM

Concurrent Session IV

2:45–3:15 PM

Coffee and Dessert with Exhibitors

3:15–4:15 PM

General Session | Neuro-marketing and Brain-fluence: Persuasion and Today's Learner—Roger Dooley

4:30–5:30 PM

Concurrent Session V

5:30–6:30 PM

Happy Hour

*Sponsored by*



**ThruLine**  
MARKETING

7:00 PM

Dinner Groups

## Friday, March 16, 2018

8:00–11:15 PM

Registration Desk Open

*Sponsored by*



**mindmax**

8:00–9:00 AM

Breakfast in Exhibit Hall

8:30–9:30 AM

UPCEA Regional Business Meetings

9:45–10:45 AM

Concurrent Session VI

10:45–11:15 AM

Networking Break in Exhibit Hall

11:15–12:15 PM

Closing General Session | The Learning & Development Landscape

# Customize your 2018 Annual Conference experience!

The 2018 Annual Conference has something for everyone. Choose the concurrent sessions that best meet your needs. Look for the track and level icons on each concurrent session!

## Tracks




The 2018 UPCEA Annual Conference offers 6 tracks of concurrent sessions to address specific areas of practice important to professional, continuing, and online education. Concurrent sessions are organized to align with UPCEA's Networks:

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

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.

## Levels

The content of each concurrent session has been assigned a level to help you identify the sessions that will be most relevant based on your professional experience.

-  **Foundational**—For those new to the higher education field, and/or to the particular area of practice or topic of a session. Foundational-level sessions help participants gain and build understanding of new or less familiar topics.
-  **Applied**—For those with a robust understanding of a particular topic ready to gain additional knowledge to be put to practical use. Many participants in applied-level sessions have been in the higher education field for 5+ years.
-  **Strategic**—For those at a more senior level in higher education. Strategic-level sessions are for those required to do strategic visioning, set goals, and create strategies to meet those goals, and many participants have been in the higher education field for 10+ years.

# Letter from UPCEA President



I'm pleased to welcome all of you to the 2018 UPCEA Annual Conference in Baltimore. Let me offer a big thank you to everyone involved in organizing this wonderful gathering—conference chair Kelly Otter, the planning team, and the staff at UPCEA.

When I addressed last year's conference as incoming president, I identified three major themes that I believe are core to our profession and really define who we are. First, lifelong learning: educational opportunities that are relevant and available to students at all points in their lives and careers. Second, access to higher-educational opportunities that are not available through traditional university programs. Third, creativity and an entrepreneurial spirit in the way we deliver educational opportunities to our learners. I noted that our work in all three of those areas makes us more vital than

ever. My work for UPCEA this past year has only confirmed that.

Working with you, our members, as well as the impressive staff at UPCEA, we were able to make progress on several fronts to put those broader themes into practice. A key area where UPCEA can help our member institutions differentiate themselves is the advances we have made in exploring alternative credentials. Continuing, professional, and online educators need to think beyond the certificate and the degree if we are to remain relevant in today's crowded post-secondary educational marketplace. Through gatherings like UPCEA's November 2017 alternative credentials event—where we convened leaders from higher education, business, and government—we have continued to bring attention to how this nascent form of education might better serve both students and employers. You'll be hearing more about UPCEA's work in this area in the future—including at this conference. I hope you seek opportunities to learn more about alternative credentials and to pilot them at your institutions.

Internally, within UPCEA, we have a new challenge: our membership. Our members, those who pay dues to keep UPCEA financially viable, are institutions rather than individuals. In the past few years, we've seen a decline in institutional members. We've tried various approaches to address this, with only limited success. As a result, this past fall we undertook a survey of member and non-member institutions to allow them to tell us what we're providing that they want—and what we're not providing. Based in part on results from that survey, UPCEA CEO Bob Hansen and I formed a task force that is charged with taking a hard look at our value proposition and the services we provide in order to improve UPCEA's appeal

to members and non-members alike. It is imperative that we stay in tune with UPCEA's clientele if we are to be successful. We should receive recommendations from this task force in early fall.

Perhaps the most satisfying aspect of this past year for me has been the continued success of our regional conferences. Our Annual Conference is the highlight of UPCEA's calendar every year, but not everyone can make it to this gathering. The regional conferences are more accessible to more of our members, and also allow us to bring our collective creativity to bear on issues that we have in common with our regional partners. Every time I attend a regional event, I always come away impressed with how engaged our members are with each other, and with the networks of innovation built there—the kind that always arise from the face-to-face sharing of ideas among talented, committed educators. These are the kinds of energized events we need to continue to hold for our membership. Thanks to all of those in the regions who made those conferences such a smashing success this past fall.

Let me end by again thanking the Annual Conference organizers, and the dedicated UPCEA leadership and staff, who did a fantastic job keeping me on-task this year. Thanks also to our volunteer leadership groups: our board of directors, our regional leadership, and our professional networks. And finally, thank you to all of UPCEA's members. You are the future of continuing, professional, and online education. I've been proud to serve as your president this past year.

**Wayne Smutz**  
**UPCEA President 2017–2018**

Dean of Continuing Education and Extension  
University of California, Los Angeles

The UPCEA West  
Region Congratulates

**SANDI PERSHING**

of the University of Utah



On her election to the presidency  
of UPCEA for 2018–2019.

# Conference Fast Facts

## Specific Events in the Exhibit Hall

### Wednesday, March 14, 2018

**11:30 AM–12:00 PM**

#### Exhibitor Meet and Greet

Exhibitors only! Meet the UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

**3:30–4:00 PM**

#### Grand Opening of Exhibit Hall

- Tech Tips

**3:30–7:00 PM**

#### Exhibit Hall Open

**5:30 PM**

#### Opening Reception

*Hosted by Exhibitors and Sponsors*

### Thursday, March 15, 2018

**7:30 AM–5:30 PM**

#### Exhibit Hall Open

**7:30 AM**

#### Breakfast

**9:00–9:30 AM**

#### Networking Break with Exhibitors

- Tech Tips

**2:45–3:15 PM**

#### Coffee and Dessert with Exhibitors

- Presentation of Leadership in Diversity Award, Meet and Greet with UPCEA Diversity & Inclusiveness Committee
- Tech Tips

### Friday, March 16, 2018

**8:00–11:15 AM**

#### Exhibit Hall Open

**8:00 AM**

#### Breakfast

**10:45–11:15 AM**

#### Networking Break with Exhibitors

- Meet & Greet with 2018 Association Award Recipients
- Tech Tips
- Grand Prize Drawing

## Conference App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the 2018 Annual Conference app. Download **Guidebook** in the Apple App Store or Google Play, or visit [guidebook.com/getit](http://guidebook.com/getit). After the app downloads, open it. Then search for and select “2018 UPCEA Annual Conference—Baltimore.”

## WiFi

Get online at the conference with free wireless internet in all meeting and session rooms, as well as the Exhibit Hall.

Network: **Marriott\_CONF**

Password: **UPCEA103**

## Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA103** on Twitter to stay in touch!

## UPCEA Conference Registration

The UPCEA Conference Registration Desk is located at the Grand Ballroom Registration on the Third Floor. The Registration Desk is open at the following times:

**Wednesday, March 14** from 8:00 AM–5:00 PM

**Thursday, March 15** from 7:30 AM–5:30 PM

**Friday, March 16** from 8:00–11:15 AM

## First-Time Attendees

If this is your first Annual Conference, don't miss the chance to network with other first-time attendees and meet UPCEA volunteer leaders at the **Newcomers' Welcome on Wednesday, March 14 at 1:15 PM**. Also be sure to visit the UPCEA Booth (313/412) in the Exhibit hall during the opening reception and networking breaks to learn from current Network and Region Leaders how you can get involved with UPCEA!

*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.*

## Emerging Leaders

Emerging Leaders are mid-level professionals aspiring to more senior roles in professional, continuing, and online education. Join the Emerging Leaders and Conference Buddies Meet on March 14 at 3:30 PM in Kent AB, and look out for sessions tagged as 'Emerging Leaders' throughout the conference.

## UPCEA Network Meetings and Award Presentations

Network Meetings and Awards Presentations will be held on Thursday, March 15 at 10:45 AM. 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 Friday, March 16 at 8:30 AM. Be sure to grab breakfast starting at 8:00 AM 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.

## 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.

## Exhibit Hall

The Exhibit Hall is located in the Harborside Ballroom on the Fourth Floor. Hours for the Exhibit Hall are as follows:

**Wednesday, March 14** from 3:30–7:00 PM

**Thursday, March 15** from 7:30 AM–5:30 PM

**Friday, March 16** from 8:00–11:15 AM



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# Letter from Incoming UPCEA President



It is such an honor for me to serve as the incoming president of UPCEA. For 103 years, this association has engaged continuing, professional, and online educators across the United States and Canada. I have been a member of UPCEA for nearly 14 years, and am so grateful for the work that is done by this association on behalf of our profession. Most importantly, I am grateful for the work that you all do on behalf of your students, your institutions, and your communities.

Ours is the story of access, discovery, exploration and impact. We are about opening the doors of our institutions to everyone. We are about discovering new pathways to learning. We are about taking our institutions and our students into new territories of learning. We are about impact.

We must engage with our communities, with this association, and with each other. Our work has never been more important than it is today. In these changing and difficult times, we must come together to raise one another up. Through education, our communities grow and change. Through education, we come together as humans.

The future requires leaders who can adapt, empathize, be bold, and speak the languages of others. Go forward with heart and compassion. Know that you are educators and providers of access, no matter your role, and my hope is that you will always raise the voices and lives of those around you.

The opportunities to learn and connect through this association, and at this conference are rich and incredible. Our diverse perspectives and experiences drive our innovations and define our work.

Enjoy this conference. Meet new people. Learn from them. Learn their stories. Tell them yours. Tell them on your campuses too. Ask yourselves frequently what doors you are opening for others. I look forward to working with you, and thank you for being here.

**Sandi Pershing**

**UPCEA President 2018–2019**

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

# LEADERSHIP MEETINGS SCHEDULE

## Tuesday, March 13, 2018

**10:30–11:30 AM**

2017–18 and 2018–19 Executive Committees of the UPCEA Board of Directors

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**12:00–12:30 PM**

2017–18 and 2018–19 UPCEA Board of Directors Lunch

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**12:30–4:00 PM**

2017–18 and 2018–19 UPCEA Board of Directors

---

**4:15–5:00 PM**

2018 and 2019 Annual Conference Advisory Committees

---

**6:00–7:30 PM**

UPCEA Volunteer Leadership and Institutional Representative Reception  
*By invitation only*

*Location: Waterview Room*

*Sponsored by*



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- 2017–18 and 2018–19 Boards of Directors
- 2017–18 and 2018–19 Regional Councils
- 2017–18 and 2018–19 Network Leadership Teams
- 2018 and 2019 Annual Conference Advisory Committees
- Association Awards Committee
- Frandson Award Committee
- Diversity and Inclusiveness Committee
- *Unbound* Editorial Board
- Marketing and Enrollment Management Seminar Planning Committee
- National Council for Online Education Advisory Council
- eDesign Collaborative Advisory Council
- Corporate Advisory Council
- Policy Committee
- Institutional Representatives
- Past Presidents
- Honored Guests

## Wednesday, March 14, 2018

**8:00–9:00 AM**

2018 Mid-Atlantic and South Super-Regional Leadership Planning Team  
*Location: Grand Ballroom 1–2*

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**9:15–10:15 AM**

2017–18 and 2018–19 Regional Cabinets (Current + Incoming Regional Board Representatives)  
*Location: Dover AB*

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**9:15–10:15 AM**

2017–18 and 2018–19 Network Senates (Current + Incoming Network Chairs)  
*Location: Grand Ballroom 3–4*

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**10:30–11:00 AM**

Hallmarks of Excellence for Professional & Continuing Education Rubrics Authors  
*Location: Kent C*

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**10:30–11:45 AM**

2017–18 and 2018–19 Network Leadership Teams and Regional Councils

- Business & Operations Network Leadership Team  
*Location: Grand Ballroom 7–8*
  - Community and Economic Engagement Network Leadership Team  
*Location: Grand Ballroom 7–8*
  - International Network Leadership Team  
*Location: Dover AB*
  - Marketing, Enrollment, and Student Services Network Leadership Team  
*Location: Grand Ballroom 9–10*
  - Online Administration Network Leadership Team  
*Location: Grand Ballroom 9–10*
  - Program Planning and Implementation Network Leadership Team  
*Location: Dover AB*
  - Central Regional Council  
*Location: Grand Ballroom 3–4*
  - Mid-Atlantic Regional Council  
*Location: Grand Ballroom 1–2*
  - New England Regional Council  
*Location: Dover C*
  - South Regional Council  
*Location: Grand Ballroom 1–2*
  - West Regional Council  
*Location: Grand Ballroom 3–4*
- 

**11:30–12:45 PM**

UPCEA Past Presidents' Luncheon  
*Location: Waterview C*

## Friday, March 16, 2018

**8:00–8:30 AM**

2017–18 and 2018–19 Membership Committees (Current + Incoming Regional Membership Coordinators)  
*Location: Waterview A*

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**8:30–9:30 AM**

Corporate Advisory Committee  
*Location: Waterview B*

---

**8:30–9:30 AM**

National Council for Online Education Advisory Board Meeting  
*Location: Kent C*

# Conference Schedule

## Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

## Tuesday, March 13, 2018

**12:30–4:00 PM**  
2017–18 and 2018–19 UPCEA  
Board of Directors  
*Location: Dover AB*

**4:15–5:00 PM**  
2018 and 2019 Annual Conference  
Advisory Committees  
*Location: Board Room*

**6:00–7:30 PM**  
UPCEA Volunteer Leadership and  
Institutional Representative Reception  
*By invitation only*  
*Location: Waterview Room*

- 2017–18 and 2018–19 Boards of Directors
- 2017–18 and 2018–19 Regional Councils
- 2017–18 and 2018–19 Network Leadership Teams
- 2018 and 2019 Annual Conference Advisory Committees

- Association Awards Committee
- Frandson Award Committee
- Diversity and Inclusiveness Committee
- Unbound Editorial Board
- Marketing and Enrollment Management Seminar Planning Committee
- National Council for Online Education Advisory Council
- eDesign Collaborative Advisory Council
- Corporate Advisory Council
- Policy Committee
- Institutional Representatives
- Past Presidents
- Honored Guests

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ADVANCED  
ACADEMIC  
PROGRAMS

## Wednesday, March 14, 2018

**8:00 AM–5:00 PM**  
Registration Desk Open  
*Location: Grand Ballroom Registration*  
*Sponsored by*



**8:00–9:00 AM**  
2018 Mid-Atlantic and South Super-  
Regional Leadership Planning Team  
*Location: Grand Ballroom 1–2*

**9:15–10:15 AM**  
2017–18 and 2018–19 Regional  
Cabinets (Current + Incoming Regional  
Board Representatives)  
*Location: Dover AB*

**9:15–10:15 AM**  
2017–18 and 2018–19 Network Senates  
(Current + Incoming Network Chairs)  
*Location: Grand Ballroom 3–4*

**10:30–11:00 AM**  
Hallmarks of Excellence for Professional  
& Continuing Education Rubrics Authors  
*Location: Kent C*

**10:30–11:45 AM**  
2017–18 and 2018–19 Network  
Leadership Teams and Regional Councils

- Business & Operations Network Leadership Team  
*Location: Grand Ballroom 7–8*
- Community and Economic Engagement Network Leadership Team,  
*Location: Grand Ballroom 7–8*
- International Network Leadership Team  
*Location: Dover AB*
- Marketing, Enrollment, and Student Services Network Leadership Team  
*Location: Grand Ballroom 9–10*
- Online Administration Network Leadership Team  
*Location: Grand Ballroom 9–10*
- Program Planning and Implementation Network Leadership Team  
*Location: Dover AB*
- Central Regional Council  
*Location: Grand Ballroom 3–4*

*continues on next page*

continued from page 10

- Mid-Atlantic Regional Council  
*Location: Grand Ballroom 1–2*
- New England Regional Council  
*Location: Dover C*
- South Regional Council  
*Location: Grand Ballroom 1–2*
- West Regional Council  
*Location: Grand Ballroom 3–4*

**11:30–12:45 PM**

**UPCEA Past Presidents' Luncheon**

*Location: Waterview C*

**1:15–1:45 PM**

**Newcomer's Welcome**

*Location: Grand Ballroom 1–2*

**2:00–3:30 PM**

**Opening General Session**

*Location: Grand Ballroom 5–6*

- 2:00–2:15 PM: Welcome Remarks from UPCEA CEO, Bob Hansen
- 2:15–2:25 PM: Presentation of Julius M. Nolte Award for Extraordinary Leadership
- 2:25–3:30 PM: General Session | Lessons Learned on the Journey from Engineer to World Changer
- *Donna Harris, Cofounder, 1776*



Donna Harris is Cofounder of 1776, a global incubator and seed fund that works with entrepreneurs, corporations and government leaders to accelerate innovation to solve the complex challenges of the future. Under her leadership 1776 has grown from an idea to a globally recognized brand at the center of worldwide startup activity. Launched in 2013, 1776 has campuses in Washington, DC, Arlington, Virginia, San Francisco, New York, and Dubai and operates a venture capital fund making investments worldwide.

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**3:30–4:00 P.M.**

**Networking Break in Exhibit Hall**

*Location: Harborside Ballroom*

- *Tech Tips: Generating Collaboration Using Gamification*  
Creating conference games to help encourage collaboration and generate interactions between people, workshops, and vendors can be achieved using a mobile app. Come see how Rutgers ran their in-house game and how we can share the experience and our lingering questions to help others use this technology effectively in their own conferences and engagement.

**3:30–4:00 PM**

**Emerging Leaders + Conference Buddies Meet**

*Location: Kent AB*

**4:15–5:15 PM**

**Concurrent Session I**

**Managing Online Innovation and Change At a Strategic Level: Examples and Perspectives From Three Institutions**

*Location: Grand Ballroom 1–2*



In the 21<sup>st</sup> century, innovation and change are synonymous with higher education, with online education at the forefront. Successful leaders know that coming up with an innovative idea is just the tip of the iceberg. In this presentation, leaders from three universities will share examples and best practices on turning innovative ideas into successful initiatives, moving organizations forward while adapting institutional culture and operations for long-term positive impact. Presenters will include contemporary examples of how to overcome resistance and create a vision that leads to success and measurable outcomes. Join us for a discussion that will help you apply principles of leadership that can affect real, positive change at your institution.

- *Chris Foley, Indiana University*
- *John Louviere, Utah State University*
- *Kim Obbink, Montana State University, Bozeman*
- *Sharon Wavle, Indiana University*
- *Moderator: Robert Wagner, Utah State University*

**Community-University Boundary Spanners**

*Location: Dover AB*



**Emerging Leaders**

This professional development workshop provides an opportunity for outreach and engagement university personnel to coalesce around their roles, skills, values, opportunities, and challenges, and learn new ways to strengthen outreach and engagement practices. During this workshop, staff will identify their distinct roles, skills, and professional identity as boundary spanners, as well as identify a community of practice as a strategy for strengthening outreach and engagement practices. Those staff whose job responsibilities include coordinating and supporting campus outreach and engagement programs, and who want to engage in individual reflection on their own work and practice, as well as their role in and contribution to larger outreach and engagement systems should attend.

- *Carol Fleming, James Madison University*
- *Moderator: Long Huynh, Kansas State University*

**Portraits of Diverse Adult Learners: Successful Models on an HBCU Campus That Matter**

*Location: Laurel CD*



The adult learner referred to as the nontraditional student 24 or older is rapidly becoming the new "norm" on college campuses across the United States. According to several reports, enrollment rates for nontraditional students are steadily increasing while enrollment rates for traditional students are on the decline. With the current economic and workforce demands, there is a critical need to recruit and prepare adult students with the necessary skills and competencies to assume leadership roles in the 21<sup>st</sup> century and beyond. This session will discuss successful strategies to attract, retain, and graduate adult students with successful examples from an HBCU campus.

- *David Ryan Couto, Morgan State University*
- *Jamilah Dennis, Morgan State University*
- *Sharon Taylor, Morgan State University*
- *Laco Johnson, Morgan State University*
- *Moderator: Willie Bragg, Morgan State University*

**Concurrent Session block continues on next page**



# Conference Schedule

## Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**



4:15–5:15 PM  
Concurrent Session I continued

### *Fireside Chat: The Challenges of Re-Orienting a Traditional Institution Toward the Modern Student*

Location: Grand Ballroom 3–4



The “traditional” students of old have given way to a much more diverse and distributed student body, but many of our institutions haven’t kept pace. So, how can we help our institutions re-orient themselves toward the modern student and provide the type of credentials, supports, and experience these students need? Join us for a fireside chat with Rovy Branon, Vice Provost, and Risa deGorgue, Senior Director of Marketing & Enrollment at University of Washington Continuum College, as they describe the transformation their institution is undergoing, the lessons they’ve learned and the outcomes they’ve seen. Through a lively, interactive discussion, attendees will gain insights on everything from executive decision-making and organizational change management to program selection and the effective use of outside partners. For anyone looking to support their institution in keeping pace with changing student demographics, this session is a must.

- Rovy Branon, University of Washington
- Risa De Gorgue, University of Washington
- Dave Jarrat, InsideTrack
- Moderator: Chris Nicholson, University of Denver

### *Succession Planning: Tales From a Successor-Predecessor Duo*

Location: Grand Ballroom 9–10



What if your dream position arrives and you cannot pass it up? What if your supervisor leaves and surprise!, you are asked to lead the area or assume additional responsibilities? What if you’re leaving and need to do an unexpected mind-meld with the person stepping in to fill your shoes? Join a former first- and second-in-command duo as they discuss succession planning in a constantly evolving continuing, professional, and online education field. They will engage the audience as they reflect on the outcomes of their actual succession planning—what worked and what didn’t, what they wished they knew beforehand and would have done differently, and how such leadership changes affect online and continuing education at the institutional level. Additional discussion points include strategic preparation for succession planning for the unit and individual skill sets, and strategies for new team building and rebuilding after a leadership departure.

- Carolyn Callaghan, Shippensburg University
- Christina Sax, Maryland University of Integrative Health
- Moderator: Greg Milton, Sonoma State University

### *Leaders Leading Through Corporate and Government Relationships*

Location: Dover C



Taking your unit to the next level of revenue generation can happen through contract training of your corporate and government partners. In this session participants will hear from a current President and CEO and a former Dean on how to identify, oversee and operate long-term community partnerships. Learn how to build strong and sustainable corporate relationships, the benefit of setting up contract training programs, and the best practices for streamlining the process.

- John Maykoski, Graduate School USA
- Meni Sarris, Jenzabar
- Moderator: Dee Masiello, Boston College

### *International Programs With Mind, Hand, and Heart—The MIT Experience*

Location: Atlantic



In 2017, MIT ran a program on innovation in the UAE which saw men and women working together on project teams, something rarely demonstrated in the Middle East. Participants from previously disadvantaged communities in South Africa, attended a transportation workshop and broke out into a native song as a 'thank you' to the faculty team. MIT's Professional Education International Programs seek to not only export leading technical knowledge and expertise but to support the social advancement of society and humanity. This session will address the benefits of being mission-led while simultaneously having to achieve financial targets. Learn about adapting program content and designs responding to cultural traits and sensitivities for mutual success.

- *Bhaskar Pant, MIT Professional Education*
- *Moderator: Brian Cook, California State University, East Bay*

### *The Future of Credentials: Challenges, Opportunities, and the Imperative of Alternative Models*

Location: Laurel AB



#### **Alternative Credentials**

UPCEA held a major convening on the Future of Credentials late last fall in Washington, DC. A cross-section of thought leaders—from higher education, corporate America, public policymakers and non-profit organizations—engaged in a lively debate about the growing consensus that the future of credentials is going to look different than the traditional degree milestones that currently define educational pathways today. This panel will build upon themes developed at the Washington convening and engage the audience in exploring the challenges and opportunities for alternative credentials.

- *Sean Gallagher, Northeastern University*
- *Wayne Smutz, University of California, Los Angeles*
- *Jason Tyszko, U.S. Chamber of Commerce Foundation*
- *Moderator: Goldie Blumenstyk, The Chronicle of Higher Education*

### *An Insider's Guide To [Planning for the Inevitable] Generation Z and Higher Education*

Location: Essex



Whether your target markets are Millennials or Generation X, or corporate or international, Generation Z is going to quickly reshape expectations for education. They will reshape programmatic demand, credentialing, delivery and marketing among other functions. This session goes under the microscope and links behavioral preferences to higher education operations and planning.

- *Jim Fong, UPCEA Center for Research and Strategy*
- *Moderator: Stephanie Platteter, University of Minnesota*

### *Online Alumni Giving*

Location: Grand Ballroom 7-8



Are alumni of online degree programs an untapped resource for colleges and universities in terms of donor participation and charitable giving, or do those alumni forget about their institutions the minute they turn off their computers? Learn about work being done in this area, related challenges and opportunities, and preliminary findings from a study exploring alumni giving patterns across institutions of higher education. Attendees will participate in a discussion with presenters on ways to increase institutional awareness of the importance of alumni of online programs to colleges and universities.

- *Rob Bruce, Rice University*
- *Faye Lesht, University of Wisconsin—Extension*
- *David Schejbal, University of Wisconsin—Extension*
- *Roxanne Shiels, Penn State University*
- *Moderator: Jon Harbor, Purdue University*

### **5:30–7:00 P.M.**

#### **Opening Reception in Exhibit Hall**

Location: Harborside Ballroom

Hosted by Exhibitors and Sponsors

## Thursday, March 15, 2018

### **7:00–8:00 AM**

#### **Institutional Representatives**

#### **Breakfast Briefing: Innovation and an Entrepreneurial Mind-Set**

Location: Waterview

The 2018 UPCEA Institutional Representatives Briefing, hosted at the Annual Conference, provides an opportunity for senior leaders in professional, continuing, and online education (PCO) to connect with peers, to discuss together the changing landscape of higher education, and to consider ways in which to craft their own strategies and leadership pathways. The briefing will begin with a dynamic lightning round hosted by some of the most respected, experienced leaders in our field. These short, extemporaneous updates will address facets of one of the most pressing challenges in higher education today: innovation and an entrepreneurial mind-set. Following this plenary format, senior leaders will then have the opportunity for smaller, in-depth conversations at tables with peers. Finally, time will be preserved for brief reports from tables.

- *Josh Kim, Dartmouth College*
- *Sandi Pershing, University of Utah*
- *Nelson Baker, Georgia Institute of Technology*
- *David Israel, University of Melbourne*
- *Moderator: Susan Aldridge, Drexel University*

### **7:30 AM–5:30 PM**

#### **Registration Desk Open**

Location: Grand Ballroom Registration

Sponsored by



### **7:30–8:30 AM**

#### **Breakfast in the Exhibit Hall**

Location: Harborside Ballroom

# Conference Schedule

## Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
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## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

**8:00–9:00 AM**

### Concurrent Session II

#### **Budget Models and Organizational Structures: An Exploration**

Location: Laurel AB



At tables, participants will share and explore the opportunities and challenges of their different operational and budget models. Participants should be prepared to provide context with a 2-minute elevator speech about their budget model and another about their organizational structure. There is no lecture or presentation in this session: just interaction with your colleagues.

- *Lyla Garner, Mississippi State University*
- *Beth Laves, Western Kentucky University*
- *D Terry Rawls, Appalachian State University*
- *Moderator: Randy Jones, North Carolina State University*

#### **International Student Recruitment, Retention, and Success: From Outreach and Support To Optional Practical Training**

Location: Atlantic



Recruiting international students remains an important part of enrollment management strategies at many U.S. institutions. While most campuses provide marketing resources and programming to attract international students, relatively few give any thought to designing pre-departure and during degree efforts, post-degree work support, and re-entry programming which are also important factors in international student engagement and success. This session will provide strategies for designing programs and resources with integrated student outcomes as intentional parts of the design element.

- *Melissa Feuer, The George Washington University*
- *Cyrus Homayounpour, The George Washington University*
- *Gary Rhodes, California State University, Dominguez Hills*
- *Moderator: Andy Casiello, Old Dominion University*

#### **Increasing Marketing Efficiency With Market Data**

Location: Grand Ballroom 3–4



To address the increasingly crowded marketing landscape in higher education, see how two universities use various metrics of data to drive their marketing efforts from initial program ideation to implementation. Specific topics include the use of labor market data to keep a pulse on regional economic activity directly affecting job concentration, employer demand, and talent supply, as well as a deep dive into a launch process that engages in market research, audience profiling, and budgeting conducted prior to launching any program marketing.

- *Davia Rose Lassiter, Kennesaw State University*
- *Tyler Ritter, University of North Carolina, Chapel Hill*
- *Jack Rodenfels, University of North Carolina, Chapel Hill*
- *Bob Hieronymus, Emsi*
- *Moderator: Eric McGee, JMH Consulting*

#### **Managing a Diverse Program Portfolio**

Location: Grand Ballroom 9–10



#### **Emerging Leaders**

Learn about human resource perspectives related to managing a portfolio of diverse continuing education programs and offerings that often require varied leadership approaches. The presenters will outline project management tools that have helped them as managers while empowering staff to take ownership of projects. This presentation will help attendees learn how to better articulate staffing and resource needs to senior leadership. We will conclude by exploring the theme of leading through change, acknowledging budget constraints and the need to justify staffing decisions to your team and senior leadership.

- *Maggie Place, Widener University*
- *Nicole Westrick, Temple University*
- *Moderator: Kristine Rabberman, University of Pennsylvania*



### Program Planning & Implementation Network Diverse/Underserved Populations Showcase

Location: Essex



- *Moderator: Pamela Wimbush, Hampton University*

- *Addressing the Educational Needs of Non-Traditional Military Affiliated Students*

The University of Virginia (UVA) conducted a study to better understand the educational needs of non-traditional military affiliated students. The study's principal focus was to identify the salient factors used by this population in their selection of academic institutions and educational programs. Additionally, the study aimed to evaluate the alignment of UVA's non-traditional educational offerings to the needs of this population. The results suggested that this population's institutional and programmatic decision making is primarily driven by three factors: the institution's degree of being military-friendly, academic program flexibility, and cost.

- *Alan Fiorello, University of Virginia*
- *Creating an Inclusive Learning Environment From Admissions to Alumni Relations*

Learners enrolled in online, hybrid, and blended programs require more than technology-enabled courses—they anticipate and expect an overall learning experience focused on their success. Support structures created for on-campus students do not always translate to students in online programs and the remote situation can often make support more necessary. In addition, despite the advances in technology which improve accessibility, most programs still present barriers to students who have visual, auditory, cognitive, and/or physical disabilities that prevent them from gaining full benefit from learning opportunities. These barriers can occur anywhere in the learning lifecycle: admissions, enrollment, registration, financial aid, course work, student support, graduation, alumni—the full spectrum of academic and student services. Illustrated with real-life examples, this presentation will discuss how to ensure that all students are being appropriately served across their entire learning experience.

- *Scott Ready, Blackboard*

- *An Innovative and Collaborative Approach to Online Program Design in Health Care Continuing Education: Meeting the Diverse Needs of Adult Learners in Multiple Programs*

The Bachelor of Professional Studies in Health Sciences Management (BPHM) within the School of Continuing and Professional Studies (SCPS) at the University of Virginia is an online program for working allied healthcare professionals. This program integrates diversity and inclusion within the curriculum and integrates pedagogies in a flexible online format to meet the needs of diverse students with varied learning styles. The program focuses on building a strong learning community, based on the community of inquiry framework including social, cognitive and teaching presence. Intra-institutional collaboration between the BPHM program, the Graduate Certificate in Health Sciences Management (HSM), and the Bachelor of Interdisciplinary Studies program offers relevant, flexible learning opportunities for a variety of students, preparing them with the leadership, communication, and cultural competency skills for managing a diverse workforce. Collaboration initiatives include dual-listed courses for graduate and undergraduate students, the HSM concentration, and electives in information technology and human resources.

- *Ana Abad-Jorge, University of Virginia*
- *Maria Kronenburg, University of Virginia*

- *Holistic Academic Progression: An Interprofessional Model and Approach*

This session identifies strategies for online adult student outreach, methods for connecting with community organizations, creating co-admission agreements between two-year and four-year institutions, and supporting students in a holistic interprofessional approach from the point of initial contact with the institution to degree conferment. Key roles include outreach coordinator, admission counselor, academic advisor, and faculty members. Acknowledging that each role has unique responsibilities, discover strategies for holistic academic progression to graduation. This model provides high support for busy professional students who incorporate education into their established lifestyle.

- *Reese Hiller, Linfield College*
- *Anna Harrington, Linfield College*
- *Melissa Robinson, Linfield College*
- *Jessica Mole, Portland State University*
- *Learning Strategies and Program Assessment in Mandated Continuing Education Professional Programs*  
Mandatory continuing professional education is intended to keep workforce current with economic, social, and technological changes; however, it has had a number of unintended and negative effects: decrease in student motivation and engagement, limited pedagogical experience of instructors, lack of accountability and proper assessment. Lack of unifying standards, the short-term format, and lack of resources needed to evaluate learning outcomes makes adequate assessment of continuing professional education problematic. This presentation explores alternative method that can be used to assess such programs. In the absence of measures of learning outcomes, evaluating students' use of learning strategies can be a useful proxy for assessing student learning outcomes and teaching quality in professional development programs. This presentation is based on the doctoral study of a continuing professional program that utilized multiple surveys and observations to identify students' level of learning strategies use. This research employs a person-centered approach to motivation-learning strategy clusters.
- *Olga Chaban, Rutgers, The State University of New Jersey*

Concurrent Session block  
continues on next page



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-  **Foundational**
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-  **Strategic**



**8:00–9:00 AM**  
**Concurrent Session II continued**

**Turn Learners Into Earners With Prior Credit and Open Badges**  
*Location: Dover C*



### Alternative Credentials

Forward-thinking universities have invested time and resources to find the most effective methods to recognize and apply students' prior learning in ways that are more agile and responsive to the workforce than ever before. Capella University empowers students to fast track degrees by awarding credit for recognized certifications, while Northeastern University recently announced that it accepts IBM open badges for credit across three professional master's degree programs. In this session, learn which market shifts drove these universities to respond to both student and employer needs in such a dramatic fashion. Discover the obstacles each university faced in making these changes, and explore the best practices that generated success for their programs. Understand the role of open badges play in these programs, and leave with tangible next steps for how your institution can leverage prior credit and corporate-sponsored badging programs to attract new students and accelerate degree earning and workforce readiness.

- *Kemi Jona, Northeastern University*
- *Nick White, Capella University*
- *Pete Janzow, Pearson*
- *Moderator: Jenni Murphy, California State University, Sacramento*

**We Planned an Orientation but Built a Shopping Cart: Transforming Orientation Into a Customizable Student Resource**

*Location: Dover AB*



**Unlimited**

**Best in Show: Central**

IU Online developed a comprehensive orientation program for fully online undergraduate students, but utilization patterns quickly refocused development. Evidence from Student Success Coaches and LMS access data revealed that students were using the orientation in an unexpected way. In moving away from a linear orientation of pre-programmed modules, IU Online's student onboarding becomes a flexible experience: a one-stop shop for resources, information, and actual human support. Onboarding allows students to find relevant information at key moments of their experience with online learning, connect with other tailored services like online math and writing support, and explore the LMS while preparing for classes to start. Beyond sharing the portal, we will discuss the design process, lessons learned, and how we collaborated with admissions to leverage onboarding to address melt. Finally, we will talk about how we are sharing our work across the institution, including an initial pilot for online graduate students.

- *Alison Bell, Indiana University—Purdue University Indianapolis*
- *Mitchell Farmer, Indiana University*
- *Julia Sanders, Indiana University*
- *Robert Smith, Indiana University*
- *Moderator: Jessica DuPont, Oregon State University*

## Download the Conference App!

Download **Guidebook** in the Apple App Store or Google Play, or visit [guidebook.com/getit](http://guidebook.com/getit). After the app downloads, open it. Then search for and select "2018 UPCEA Annual Conference—Baltimore."

### *Empowering Teaching Excellence— Implementing Digital Badges for Faculty Development*

Location: Grand Ballroom 1–2



#### Alternative Credentials

#### Best in Show: West

The ETE 10 program provides a framework of teaching-related experiences which can help instructors in the career-long process of developing expertise as a teacher. A growing body of literature supports the use of microcredentials and digital badging for faculty development in higher education, and a recent study suggests that microcredentialing is valuable in allowing participants to personalize learning goals by allowing instructors to personalize professional development and make it more individually meaningful. Learn how the ETE 10 program was planned and implemented to serve as a framework for instructors to engage in a variety of different teaching-related experiences, while incorporating the flexibility of personalize learning.

- *Travis Thurston, Utah State University*
- *Erin Wadsworth-Anderson, Utah State University*
- *Moderator: Melissa Thomas, Salisbury University*

### *How Universities Are Responding to Trump Administration Policies on Immigration*

Location: Laurel CD



#### Policy

This session will feature a panel of experts from universities, political advocates and strategic advisors for the education sector. Panelists will share their perspectives on the impact of Trump Administration policies on immigration and how they are impacting students and scholars at colleges and universities. Participants will discuss in roundtables how their universities are responding to the policy changes and share with the larger group.

- *Dennis Di Lorenzo, New York University*
- *Kristen Reek, Johns Hopkins University*
- *Nora Lewis, University of Pennsylvania*
- *Kenneth Salomon, Thompson Coburn LLP*
- *Wayne Smutz, University of California, Los Angeles*
- *Moderator: John Caron, Johns Hopkins University*

### *System Models of Collaborative Distance Programs*

Location: Grand Ballroom 7–8



Some university systems are moving to a collaborative approach to distance education in which multiple campuses contribute courses and administrative support to shared online programs. Systems structure their collaborative efforts in various ways, but typically share similar goals for doing so, such as cost-efficiency, increased accessibility or reducing program duplication. Revenue share models and administrative structures also reflect the cultures and goals of the campuses making up the university system. These collaborative efforts provide numerous benefits to students, participating campuses and the university system, but are not without challenges. In this interactive presentation, panelists will provide brief descriptions of the collaborative approaches taken by their university systems. They will address reasons for a collaborative approach, administrative structure, financial model and key challenges. The audience will be invited to engage with panelists in discussion about their collaborative efforts.

- *Susan Elkins, University of South Carolina*
- *Chris Foley, Indiana University*
- *David Schejbal, University of Wisconsin—Extension*
- *Kim Siegenthaler, University of Missouri*
- *Moderator: Antonius Bittman, Rutgers, The State University of New Jersey*

9:00–9:30 A.M.

#### Networking Break in Exhibit Hall

Location: Harborside Ballroom

- *Tech Tips: Drone Tech and Occupational Futures*

Come learn from Jim Fong, Director of UPCEA's Center for Research and Strategy about how drone technology is changing the future of jobs and how we can engage our students. Technology is changing quickly, and drones can move just as fast! Come see a drone in flight, and learn about how you can apply these future job outlays to your institutional advantage.

9:30–10:30 AM

#### Concurrent Session III

### *Building the Disability Personas: A University Collaboration To Revolutionize Inclusive Practices*

Location: Dover AB



#### Unlimited

#### Best in Show: Mid-Atlantic

Join the Penn State Outreach and Online Education Disability Persona Team in an engaging conversation about how we use personas to start the conversation on building an inclusive and empathetic learning environment. We use these personas to help others engage in conversations, challenge their perspectives, and show how a university collaboration can make a difference in training, practices, and procedures.

- *Terry Watson, Penn State University*
- *Sonya Woods, Penn State University*
- *Moderator: Brandon Boulter, Johns Hopkins University*

### *It Takes a Village: A Blueprint for Planning Successful Short-Term Study Abroad Programs*

Location: Laurel CD



#### Emerging Leaders

This session is for those who are responsible for developing, leading, or managing short-term education abroad programs. We will cover a full spectrum of topics from program development, risk mitigation, coveting institutional buy-in, design and implementation and everything in between. This session will also explore the roles and responsibilities of upper administration, faculty, staff, students, marketing, travel, operations, and external and overseas stakeholders.

- *Brian Cook, California State University, East Bay*
- *Balvinder Kumar, California State University, East Bay*
- *Moderator: Mary Angela Baker, Salisbury University*

Concurrent Session block  
continues on next page



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 **9:30–10:30 AM**  
**Concurrent Session III continued**

### **Program Planning & Implementation** **Network Professional Masters Showcase** *Location: Essex*



- **Moderator:** *Khusro Kidwai, University of Maine*
- ***A Guide To Programming in the Professional Master's Degree Space***  
This session explores the shared elements of two programs, the delivery of degree programs at local employer sites through Penn State's Mont Alto Campus and the development of a non-credit business education program for architects through a partnership between the West Jersey Chapter of the American Institute of Architects (AIA) and Temple University's Tyler School of Art Division of Architecture & Environmental Design and University College. The success of collaborative programs requires an equal commitment from all, careful planning, an understanding of what each partner brings and commits (resources), identification/mitigation of risks, and the desire to meet a need with a creative (and innovative) solution that leverages open communication and transparency. Penn State Mont Alto and Temple University share the do's and don'ts of effective collaborations through the PARTNER approach and a win/win/win orientation, including real-world examples and lessons learned. Participants will explore ideas for partnerships at their own campuses through a facilitated discussion and worksheet.
  - *Seth Meisel, University of Wisconsin—Whitewater*
  - *John Stone, University of Wisconsin—Extension*

- ***Collaborative Development of Standards for Excellence in Online Graduate Professional Programs***

In fall of 2017 the University of Maine's Division of Lifelong Learning and the Graduate School received funding from the Provost's Office for the UMaine Graduate OnLine Degrees (UMaineGOLD) initiative. UMaineGOLD initiative's goal is to develop a comprehensive framework for designing online graduate professional programs of the highest quality. It is recognized that the success of UMaineGOLD hinges on the quality of collaborations between academic departments, Graduate School, and the Division of Lifelong Learning. This session describes the highly collaborative process of developing standards for UMaineGOLD. These standards included process information and artifacts, success metrics, and business processes in key areas of online program operations, including: market research; marketing; inquiry and enrollment advising; application processing; and course design. In this session, we describe the process of arriving at the UMaineGOLD Standards on the basis of standards developed by UPCEA, OLC, Quality Matters and other entities.

- *Khusro Kidwai, University of Maine*
- *Monique LaRocque, University of Maine*

## WiFi

Get online at the conference with free wireless internet in all meeting and session rooms, as well as the Exhibit Hall.

**Network: Marriott\_CONF**  
**Password: UPCEA103**

- *Ethics By Design: Mission Driven Courses Across MPS degrees*

The School of Continuing Studies at Georgetown University offers a range of Masters of Professional Studies degrees. Given our mission-driven commitment to educating people for others, each degree includes an Ethics course, developed at the time the degree was launched. Our challenge was to create a collaborative redesign process to amplify the mission of the school across programs. Strong ethics courses connect each student with our mission, and animate their professional lives. In this session we will share information on our process that could be adapted to creating any global redesign with mission at its heart: our innovative design thinking process to achieve consensus among faculty; concrete outcomes and opportunities to share curricular elements; and next steps for continuing the work to ensure that our mission resonates across the curriculum.

- Uwe Brandes, Georgetown University
- Cynthia Chance, Georgetown University

- *Implementing Lean Six Sigma Strategies To Improve a Quality Management Degree Program*

This session will discuss the deployment of Lean Six Sigma methodology and mindset to improve the Masters of Science and Bachelors of Science programs in Quality Management in the College of Extended and International Education at California State University Dominguez Hills. Lean Six Sigma techniques were used to improve program assessment and success metrics. As a result, the curriculum and online delivery modality have improved significantly, along with student and faculty engagement. Organizations across the world have achieved numerous benefits by deploying Lean Six Sigma. In this session, we will demonstrate how the application of Lean Six Sigma and the mindset of continuous improvement increased student and faculty satisfaction.

- Gurpreet Singh, California State University Dominguez Hills
- Lynda Wilson, California State University Dominguez Hills

- *Under the Hood of Degrees-at-Scale: The Georgia Tech Experience*

Georgia Tech launched its second at-scale degree in August 2017, a \$10,000 master of science in Analytics, building upon the successful model of its \$7,000 master of science degree in Computer Science which now has 6,000 enrolled students. We are often asked how we are able to create programs that respond to the Iron Triangle challenge of higher education: cost, quality, and access. How do we keep the program affordable for a large number of students, who would not otherwise get this degree, while maintaining the excellence of the Georgia Tech brand? In this session, we will open the hood and share our recipe for success from multiple perspectives: learning design, student services, technology platform, as well as financial modeling. The program also provides a noncredit-to-credit pathway through an edX MicroMasters® degree, creating additional insight into understanding learner progression, lead generation, and a progressive program administration.

- Yakut Gazi, Georgia Institute of Technology
- Patrice Miles, Georgia Institute of Technology

**Business & Operations Network UPCEA Talks: Data & Technology**

Location: Grand Ballroom 9-10



- **Moderator:** Teri Fuller, University of Denver
- *Building and Implementing an Digital Technology Roadmap: Bridging the Gap Between Institutional Objectives, Data Demands and Technology Selection*  
This session focuses on the importance of having a technology roadmap that incorporates current digital demands, online user experience of the student, considers data needs that are in disparate applications and requires the right technology tools to meet today's continuing education demands. The presenters will discuss the challenges institutions face with disparate data and managing an online student experience that encourages conversion and repeat enrollments using UCLA Extension as a case study.
  - Wayne Smutz, University of California, Los Angeles
  - Adnan Adamji, Xcelacore
  - Mansoor Anjarwala, Xcelacore

- *REPORTER: An Enterprise Level Approach for Supporting Institutional Noncredit Activities*

In the non-credit, outreach and engagement world, the lack of available automated or enterprise applications to manage the admission, enrollment, and financial transactions of participants is generally the reality. Despite institutions' commitment to operational efficiency, the majority of higher education management of non-credit programs and activities is fragmented and comprised of a disparate set of systems and processes. While the current decentralized structure keeps institutions adaptive and innovative, it confounds institutions' ability to report, analyze their collaborative work, and to measure the impact of these efforts. Discover how NC State navigated the multi-year journey to our solution. We will share our experience as we moved from traditional off-the-shelf software approaches to an opportunity for digital transformation via an Application Platform as a Service, established business services standards and developed a customized enterprise level system. This presentation will provide experiences and lessons learned from customers, business services and IT.

- Adalia Sova, North Carolina State University
- Wendy Laing, North Carolina State University
- Jack Foster, North Carolina State University

Concurrent Session block continues on next page

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9:30–10:30 AM  
Concurrent Session III continued

### *The Workforce Development Apprenticeship: Developing Future Leaders for the Workforce Development Industry*

Location: Dover C



The “Workforce Development Professional” state-registered apprenticeship program is the first of its kind in California and is opening pathways to provide training opportunities for workforce development employees to find higher wages, better benefits and more avenues to promotions. Learn how CSU Long Beach, Los Angeles and Sacramento, the California Workforce Association and the California Division of Apprenticeship Standards collaborated with industry leaders to combine job-related technical instruction with structured on-the-job learning experiences to deliver this exciting new program. This successful and innovative job training strategy produces graduates with the advanced skills needed to pursue more competitive jobs in the workforce development industry.

- *Babette Jimenez, California State University, Sacramento*
- *Jenni Murphy, California State University, Sacramento*
- *Christine Irion, California State University, Sacramento*
- *Bob Lanter, California Workforce Association*
- *Moderator: Gail Ruhland, St. Cloud State University*

### *Research Roundtables*

Location: Kent AB



#### **Unlimited**

- *Moderator: Kate Ford, University of Maryland University College*
- *Adding Value: Data-Driven Decision Making*  
How can institutions that offer online or continuing education programs address the needs of students, potential students in the workforce seeking advancement or a career change, and employers? The University of Missouri has invested several million dollars since 2013 in new programs, as a request for proposal (RFP) process with MU’s schools and colleges has resulted in nearly 30 new online program offerings. To assist academic units, the research unit at Mizzou Online has begun adding value for students and academic partners by producing market research and other reports upon request. This information is invaluable as it helps the academic unit determine whether an online program is viable prior to completing the RFP, or how to enhance an online program to improve career pathways and other outcomes for students. These reports provide information about online competitors, market demand, desired competencies, job titles, top employers, future projections and salary levels.
  - *Terrie Nagel, University of Missouri*



- *Arizona State University: Using the CWiC Framework To Evaluate New Learning Technologies*

In Summer 2017, Instructional Designers and faculty at Arizona State University (ASU) used a combination of staff input, impact analysis and the interactive Courseware in Context (CWiC) Framework's Feature Analysis to evaluate the impact of their use of Yellowdig, a social learning platform that adds a social layer on top of existing university and enterprise software to engage and incentivize students, on students' performance. In this session, we will present the analysis that was conducted, explaining what was done, what was measured, and why it is important. We will also explain how this relates to student learning outcomes, and how using a particular framework assisted ASU in evaluating learning software.

- *Patrick Pettyjohn, Arizona State University*
- *Shaunak Roy, Yellowdig*

- *Evidence and Exemplars of Effective Online Course Design-Delivery Administration*

This session features the implementation and outcomes of a Quality Assurance for Online courses program across the 23-campus California State University. Since 2011, this involved development of a course design-delivery instrument, related professional development courses, and a cadre of certified peer reviewers for analysis, redesign, and certification of online courses. Continued program progression has led to development of an open access Quality Assurance Resource Repository (QuARRy) that serves to disseminate and inform effective practice through objectives-indexed exemplars. Another significant program feature is a Student Quality Assurance Impact Research (SQuAIR) effort through which the impact of QA professional development experiences and course certification on student success (e.g., course GPAs, Course Completion Rates, closing equity gaps) are measured. These analyses serve to both affirm and inform ongoing QA efforts and further validate online learning. Participants will be engaged around many program elements and resources available for adoption via Creative Commons.

- *Brett Christie, California State University, Office of the Chancellor*

- *How Do the Costs of Online Instruction Measure Up To Face-To-Face? Understanding the True Costs of Instruction*

As funding for higher education tightens, institutional interest in online education continues to grow. But to many administrators, the costs to develop and deliver online courses can seem high in comparison to face-to-face instruction, as resources such as instructional designers, multimedia specialists, and programmers are added to the mix to ensure quality. Previous researchers have explored the costs related to providing online education, but have such examinations take all costs into account, particularly on the face-to-face side of the equation, to ensure a fair comparison? In this session, we will share an overview of past research findings, looking closely at the variables that are "counted" when assessing development and delivery costs. We will then engage the audience in a discussion that explores the gaps in the literature, working together to co-create a research agenda designed to help us all better understand the true cost comparisons and make better strategic decisions.

- *Stevie Rocco, Penn State University*
- *Ann Taylor, Penn State University*
- *The National Student Clearinghouse Comes To Continuing Education*  
We recently learned about the National Student Data Clearinghouse and it was suggested we run our continuing education students at the BYU Salt Lake Center against it to learn more about their educational history and how the students' participation with our unit fit into their overall educational journey. As soon as we learned about this possibility we knew we needed to share our findings. Some of the questions this clearinghouse is helping us answer include the following: Were these students who enrolled for a semester or two at our continuing education unit ever admitted to a degree-seeking program? Where were they before? Where did they go afterwards? How many institutions did they ultimately attend? Which ones? How many of them ultimately graduated with a bachelor's degree? How long did it take them to receive a degree? What could our institution do more to retain the students longer?
- *Julie Swallow, Brigham Young University*

- *Future Ready: Aligning Internationalization Strategies With Emerging Growth Opportunities*

Location: Atlantic



As institutions prepare for the impending "unbundling" of higher education, they are rethinking and innovating their portfolio of degree programs to complement with non-degree, professional training, intensive English and blended learning. This is especially critical in an environment of increasing competition for talent, resources and reputation. The future of international higher education is likely to be accelerated by institutional strategies that leverage partnerships, technology and insights to meet shifting student demand. This interactive panel discussion will bring together leaders from diverse institutional contexts on how they are experimenting with new models, prioritizing their resources and aligning their strategies to maximize the potential of global growth opportunities.

- *GianMario Besana, DePaul University*
- *Geraldine de Berly, University of Massachusetts Amherst*
- *David Di Maria, University of Maryland, Baltimore County*
- *Jeet Joshee, California State University, Long Beach*
- *Moderator: Rahul Choudaha, StudyPortals*

Concurrent Session block continues on next page



# Conference Schedule

## Tracks

-  Business & Operations
-  Community and Economic Engagement
-  International
-  Marketing, Enrollment, and Student Services
-  Online Administration
-  Program Planning & Implementation

## Levels

-  Foundational
-  Applied
-  Strategic



9:30–10:30 AM  
Concurrent Session III continued

### How To Create a Guerrilla Video Team In-House

Location: Laurel AB



We've all seen the buzz around video marketing—increases email click through rates by 200–300 percent, increases conversion up to 80% when embedded in landing pages, and 90 percent of consumers report that video helps them with purchasing decisions. Now that you are convinced that video is a “must have” in your marketing mix, visit our session to learn how to create a cost effective, agile guerrilla video team in-house. We'll help you answer common questions like: How do I find the right people? How much should I budget for equipment?

What equipment should I get? What kind of projects should I undertake for the most effect, and how do I successfully tell my story?

- Zen Yieh, University of California, Irvine
- Russell Kawaguchi, University of California, Irvine

### A Case Study for Insourcing Online Program Development and Support

Location: Grand Ballroom 7–8



There are several qualified providers occupying the space for turnkey online program development and support, and large volume programs that drive enrollments for a college or university are easy wins for this type of arrangement. But what about niche programs? Does your school have smaller enrollment degrees or certificates that you'd like to put online and wondering where to start? Are you looking for a solution that positions your unit to produce revenue and drive new enrollments? Come learn about our model that works collaboratively with schools and colleges across the university to make degrees from Syracuse University accessible to those who would not otherwise be able to attend. We'll address topics like: administration, budget/funding, facilities, faculty/staff, ideation, and marketing/recruitment. Do you have a model that works at your institution? If so, come share your experience!

- Karen Bull, Syracuse University
- Jim Gaffey, Syracuse University
- Nichole Henry, Syracuse University
- Eileen Julian, Syracuse University
- Moderator: Sarah Dysart, Loyola University of Chicago

### Building Your Professional Profile

Location: Grand Ballroom 3–4



#### Career Development

Your everyday job can be part of a bigger story. Learn about building your professional profile and actively shaping your career from those who've been there before. Hear about the key inflection points in speakers' career paths, how to identify your own, and key steps you can take today to create the career opportunities you want for yourself, your teams, and your organization.

- Susan Carkeek, Virginia Commonwealth University
- Amy Heitzman, UPCEA
- Thomas Kowalik, formerly of Binghamton University
- Rod McDavis, AGB Search
- Moderator: Bob Hansen, UPCEA

## Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use #UPCEA103 on Twitter to stay in touch!



*The Career Accelerator: Massively Expanding Noncredit Access at the University of Washington*

Location: Grand Ballroom 1–2



**Alternative Credentials**

The University of Washington's Continuum College (UWC<sup>2</sup>) currently serves more than 55,000 learners per year. About 4500 of those are learning in noncredit certificates. Demand for the hottest programs is growing faster than Continuum College can add capacity. In fall 2017, UWC<sup>2</sup> launched our "Career Accelerator" (CA) to add capacity in key noncredit programs. Most of the 100 certificates offered by UWC<sup>2</sup> are offered part-time face-to-face and about 40% offer some form of online option. The CA is massively expanding capacity by offering programs in 4 distinct formats (part-time face-to-face, accelerated face-to-face, part-time online, and self-paced online). Each format is designed to maximize the benefits of the approach but all formats align to the same outcomes. The flexibility of CA programs provides options for meeting the goals of global businesses and new student audiences. This session describes the CA rationale, the work to make it happen, and plans for next steps.

- *Rovy Branon, University of Washington*
- *Sandra Janusch, University of Washington*
- *Andrew Hoover, University of Washington*
- *Moderator: Alan Fiorello, University of Virginia*

**10:45 AM–12:00 PM**  
**UPCEA Network Meetings and Awards 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 six 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 six 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 BUSINESS & OPERATIONS NETWORK**  
Location: Grand Ballroom 1–2  
The UPCEA 11<sup>th</sup> Hour Award for Business and Operations will be presented.
- **UPCEA COMMUNITY AND ECONOMIC ENGAGEMENT NETWORK**  
Location: Grand Ballroom 9–10  
The UPCEA Engagement Award will be presented.
- **UPCEA INTERNATIONAL NETWORK**  
Location: Dover AB  
The UPCEA International Program of Excellence Award will be presented.
- **UPCEA MARKETING, ENROLLMENT MANAGEMENT AND STUDENT SERVICES NETWORK**  
Location: Grand Ballroom 3–4  
The UPCEA Excellence in Advancing Student Success Award, graciously underwritten by InsideTrack, will be presented.

- **UPCEA ONLINE ADMINISTRATION NETWORK**  
Location: Grand Ballroom 7–8  
The UPCEA Strategic Innovation in Online Education Award will be presented.
- **UPCEA PROGRAM PLANNING AND IMPLEMENTATION NETWORK**  
Location: Essex  
The UPCEA Award for Outstanding Program, credit and noncredit categories, will be presented.

**12:15–1:45 P.M.**

**General Session & Lunch**

Location: Grand Ballroom 5–6

- 12:30–12:35 PM: Presentation of Adelle F. Robertson Continuing Professional Educator Award
- 12:35–1:45 PM: General Session | Frugal Innovation: Doing More with Less in Education
- *Simone Ahuja, DDS, Innovation Strategist and bestselling author of Juguad Innovation and the forthcoming Disrupt It Yourself*



Dr. Simone Ahuja is the founder of Blood Orange, an innovation and strategy advisory firm.

Headquartered in Minneapolis with global teams, Blood Orange has developed a fast and frugal innovation methodology that helps companies develop more innovative ideas and move them through to execution.

*Hosted by the UPCEA Diversity & Inclusiveness Committee.*

*Lunch sponsored by*

**Blackboard**

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-  **Applied**
-  **Strategic**

**1:45–2:45 PM**

**Concurrent Session IV**

**Enrolling To Retain: Five Strategies To Improve Online Student Growth and Persistence**

*Location: Dover AB*



**Best in Show: South**

Engaging a potential online learner who will persist to graduation requires a strategic approach to the enrollment process. In this session, learn five strategies for developing and implementing a successful process focusing on enrolling students geared toward graduating.

- *Daria Tecco LaTorre, Alvernia University*
- *Julie Delich, The Learning House, Inc.*
- *Moderator: Liz Fillman, Virginia Commonwealth University*

**PARTNER to Win/Win/Win: A Model for Successful Collaborations**

*Location: Grand Ballroom 1–2*



This session explores the shared elements of two programs, the delivery of degree programs at local employer sites through Penn State's Mont Alto Campus and the development of a non-credit business education program for architects through a partnership between the West Jersey Chapter of the American Institute of Architects (AIA) and Temple University's Tyler School of Art Division of Architecture & Environmental Design and University College. The success of collaborative programs requires an equal commitment from all, careful planning, an understanding of what each partner brings and commits (resources), identification/mitigation of risks, and the desire to meet a need with a creative (and innovative) solution that leverages open communication and transparency. Penn State Mont Alto and Temple University share the do's and don'ts of effective collaborations through the PARTNER approach and a win/win/win orientation, including real-world examples and lessons learned. Participants will explore ideas for partnerships at their own campuses through a facilitated discussion and worksheet.

- *Diane Chamberlin, Penn State University*
- *Helen McGarry, Penn State University*
- *Nicole Westrick, Temple University*
- *Laura Hricko, Temple University*
- *Moderator: Jarrod Murray, Valdosta State University*

**Spatial Thinking and Strategic Decision-Making in Continuing Ed**

*Location: Grand Ballroom 3–4*



**Emerging Leaders**

Spatial thinking harnesses the ability to use space to analyze demographic data for assisting in strategic planning, locating potential collaborations, and rethinking marketing strategies. To think spatially with regard to marketing continuing education programs is to consider location, distribution, associations, and networks. It is to question why people and institutions are located where they are and to visualize relationships that may or may not be obvious. Using ESRI's ArcGIS, Google Earth, internal and external data, the Continuing Education Program at Temple University now performs software-based queries and analysis of the spatial distributions of our constituencies to visualize participant distributions, dispersion, and proximity, all of which can be used in planning. This interactive session will offer participants thought-provoking spatial-thinking activities, demonstrate both proprietary and free software for GIS and related inquiries, and discuss the results, to date, of our work in the office of Continuing Education at Temple.

- *Betsy Reese, Temple University*
- *Moderator: Joellen Shendy, University of Maryland University College*

### ***Becoming a Data-Driven School To Create Value for Learners***

Location: Grand Ballroom 9–10



Recently, the McKinsey Global Institute indicated that data driven organizations are 23 times more likely to acquire customers, six times as likely to retain those customers, and 19 times as likely to be profitable as a result. This presentation outlines the University of Toronto School of Continuing Studies journey in establishing decision support tools across the life cycle of our students' experience with the school. From enrolment forecasting, section planning, enrollment support services through to course evaluations and grade reports we will highlight the analytic tools and methods that support academic planning and decision making and how this translates into creating value for our learners. Discussion will also highlight the challenges the School faces in our quest to embrace value-driven decision-making. Using our experience as a case study, the presentation will also share guiding principles and proven practices to help your data analytics strategy be a success.

- *Steven Boyle, University of Toronto*
- *Michael Kung, University of Toronto*
- *Moderator: Patrice Miles, Georgia Institute of Technology*

### ***Networks and Partnerships: Creating and Implementing Partnerships With Industry and the Community***

Location: Dover C



This interactive session will use a case study to discuss a roadmap in the creation and implementation of successful interdisciplinary partnerships that address the needs of academia, professional learners, and the community. The case study will include the perspectives from different sectors (e.g. community, industry and academia) about how they worked together to create and implement successful partnerships. The presentation will include the following topics: program overview, strategic planning, identifying needs and creating a collaborative environment, discussing corrective measures needed for evolving programs, and providing a general roadmap on how to approach partnerships. Participants will also complete a strategic planning exercise.

- *Ana-Rita Mayol, University of Pennsylvania*
- *Moderator: Janice Sitzes, North Carolina State University*

### ***Tales From the Old Country: The Fall and Rise of Continuing Education in England***

Location: Atlantic



Following a significant change to student financing rules in 2007 and subsequent significant course fee increases, the number of adult students engaged in England in part-time lifelong learning declined by 50 percent during the ensuing decade. At the same time around two thirds of the specialist continuing education units in English universities either closed or greatly reduced in scope. While documenting the causal factors and sectorial consequences of this decline, this session will focus on the increasingly optimistic policy landscape that is now beginning to emerge, particularly as UK Government, English regional economic development agencies, industry, communities and individuals reflect on the consequences that the Brexit referendum will have on the knowledge economy. The session will further consider the new Apprenticeship Levy and its likely impact on continuing education, and will utilize case studies from the University of Cambridge Institute of Continuing Education to highlight a range of key issues.

- *James Gazzard, University of Cambridge*
- *Emma Jennings, University of Cambridge*
- *Moderator: Michael Huffman, Virginia Commonwealth University*

### ***Exponential Growth: Executive Ed at JHU's Carey Business School***

Location: Laurel CD



With exponential growth, Johns Hopkins University's Carey Business School has grown executive education exponentially over the past two years with no signs of slowing down. Learn how Carey achieved this growth and continues to innovate to meet market demand. As one of the fastest growing areas in higher education today, executive ed offers new opportunities for students and is highly aligned with employer demand. In this session, we will also share nationwide trends for professional and executive ed including where we see greatest demand, the impact exec ed can have on the university's bottom line, examples of the top players both in and outside of higher ed, as well as some of the unique challenges that come with pioneering new models of education.

- *Pam Williams, Johns Hopkins University*
- *Jacqueline Hammond, Blackboard*
- *Moderator: James Novak, Embry-Riddle Aeronautical University*

### ***Implementing Big Data CBE University CE Program As Job Engine for Millennials***

Location: Laurel AB



Looking at the intersection between competency-based CE Fast Tracks with high-end skills' acquisition in areas of deep labour market shortages, and, Job Engines for our adult learners, this session simulates a successful Big Data Analytics program "in action": a lab Makerspace with just-in-time customized learner support, expert practitioners, a virtual coach, labor market updates, soft skills mentorship, and career search support. The takeaway from participating experientially in this real-to-life, "creative practice" simulation consists of innovative, practical solutions to take back to our home institutions on the deeply relevant topic of "workforce demand" programs that become job engines for adult learners.

- *Anne-Marie Brinsmead, Ryerson University*
- *Alex Ferworn, Ryerson University*
- *Moderator: Dani Salvadori, University of the Arts London*

**Concurrent Session block continues on next page**



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## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**



1:45–2:45 PM

Concurrent Session IV continued

### **Online Administration Network Deep Dive: Online Faculty Development** Location: Essex



- **Moderator:** *Judee Richardson, University of Wisconsin-Extension*
- **Flipping Our Feedback To Faculty: Leading Change and Promoting Camaraderie With Metrics in Competency-Based Education**  
Fueled by a desire to promote collegiality and positive reinforcements, the University of Wisconsin—Extension and University of Wisconsin Milwaukee joined together to develop a data-informed faculty improvement model. Rooted in a common desire to support student success, the model is designed to correct common faculty challenges that were inadvertent barriers to students in the UW Flexible Option competency-based education program. This idea and model came about for two main reasons: a strong preference for reinforcing desired versus correcting undesirable practices, and a commitment to designing a sustainable, continuous faculty improvement model for UW Flex. We will share our strategies, hiccups, and data during this interactive session.
  - *Judee Richardson, University of Wisconsin—Extension*
- **Soaring To New Heights: Online and Hybrid Course Design Faculty Development**  
The Soaring with Online Learning Faculty Development program at Salisbury University has been assisting faculty in developing online and hybrid courses since 2005. This presentation will explore the design of the faculty development program, the topics covered during the program, the application process and incentives for faculty, practical strategies applied for developing hybrid and online courses and ongoing efforts to keep faculty current with various strategies.
  - *Melissa Thomas, Salisbury University*

- **Structures and Strategies for an Innovative Culture**

Finding the right model for supporting and administering online programs takes time and experimentation. As Anderson University experienced tremendous growth in its online and blended programming during the last several years, the move from a decentralized model to a hybridized model has been led by the internal team who support the design, development, and delivery of online and blended programming across the institution. Through engaging and creative faculty development programming and incentives over the last six years, the Center for Innovation and Digital Learning has built momentum for a more innovative, entrepreneurial culture. Building in that culture and a realignment of the Center's resources, we've implemented course and program coordinators across online and hybrid courses and programs in a step toward a more hybridized administration model. This session will discuss strategies for building innovative, relevant educational experiences, creating structures to sustain them, and aligning funding to support it all.

- *Josh Herron, Anderson University*
- *Benjamin Deaton, Anderson University*
- **Taming the C.O.L.T.: Getting Your Administrators To Improve Online Education**  
This open discussion will start with a brief presentation of C.O.L.T. (Coordinators of Online Learning and Teaching), a group of administrators and lead faculty responsible for managing online programs within their departments. The broad aim of the group is to improve online education by sharing best management practices and opening lines of communication between departments. The group discusses and resolves administrative issues that are common to all, as well as unique for different types of programs. This support network for online coordinators advises each other with the aim of continuous improvement for the whole community. Topics that may be discussed include: infrastructure, implementing systems, developing community to support and enrich online education, among others. It is believed that the C.O.L.T. model is both low cost and replicable for other colleges to build an online administrator professional community with knowledge and skills need to improve online education.
  - *Brian Redmond, Penn State University*

• *The Evolution of a Comprehensive Online Faculty Development and Engagement Program*

Many online programs have a basic certification requirement for their online faculty. Is this enough? Does it truly meet the professional development needs of your online faculty? Learn about how Gwynedd Mercy University is taking a strategic approach to building a comprehensive faculty development program that supports and engages online faculty from initial hire and beyond. Our program of robust faculty support has led to increased student satisfaction and retention with minimal investment of resources. Share your experiences and gain new insights to support your faculty and by extension, your students' success.

- *Mary Sortino, Gwynedd Mercy University*
- *Jill Winnington, Gwynedd Mercy University*

*Responding to the Changing Landscape of Professional, Continuing, and Online Higher Education*

Location: Grand Ballroom 7-8



**Unlimited**

If the changing landscape of higher education has become a cliché in recent years, the need to respond to challenges associated with that change is no less urgent. Indeed, only those who proactively respond with innovation and creativity are flourishing. In this session, UPCEA's Chief Research Officer Jim Fong will briefly share key insights from white paper ("The Changing Landscape of PCE") he co-authored with Ray Schroeder and Jay Halfond. Leaders from three very different missions will then discuss the strategic environment they faced, and the innovations they developed in response.

- *Jim Fong, UPCEA Center for Research and Strategy*
- *Cynthia Belliveau, University of Vermont*
- *Jason Ruckert, Embry-Riddle Aeronautical University*
- *Becky Takeda-Tinker, CSU Global*
- *Moderator: Bob Hansen, UPCEA*

**2:45-3:15 P.M.**

**Coffee and Dessert with Exhibitors**

Location: Harborside Ballroom

- *Presentation of Leadership in Diversity Award, Meet & Greet with UPCEA Diversity & Inclusiveness Committee*
- *Tech Tips: Virtual Graduation with Telepresence Robots—IRL Considerations*  
How do your online students participate in campus activities such as graduation ceremonies? In 2017, Rutgers University successfully piloted graduation for online students through the use of telepresence technology via robots. Come and learn about the technical and logistical considerations of using this technology in real life (IRL).



THURSDAY

# Conference Schedule

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-  **Business & Operations**
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## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**

### 3:15–4:15 P.M.

#### General Session

*Location: Grand Ballroom 5–6*

- 3:15–3:20 PM: Presentation of Outstanding Continuing Education Student: Credit Award
- 3:20–3:25 PM: Remarks from UPCEA President 2017–2018, Wayne Smutz
- 3:25–4:15 PM: General Session | Neuro-marketing and Brain-fluence: Persuasion and Today's Learner
- *Roger Dooley, Creator and Publisher of Neuromarketing*



Roger Dooley is an author, international keynote speaker, and consultant. He is a recognized expert in the use of brain and behavior research to improve marketing, sales, and customer experience. Dooley is the author of the best-selling *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing* (John Wiley & Sons), which has been translated into six languages. He writes the popular blog *Neuromarketing* columns at [Forbes.com](http://Forbes.com) and [Entrepreneur.com](http://Entrepreneur.com).

### 4:30–5:30 PM

#### Concurrent Session V

*Paths To Centralizing Support Services for Online Education: The Case of Rutgers*

*Location: Laurel AB*



Having offered online education since 1996, Rutgers is taking some important steps towards centralizing support services for online teachers and learners university-wide. But the path from the early online experiments to a more structured and centrally controlled framework has been neither linear nor easy. In fact, several different developments have been converging to bring us to this place, much like pieces of a large mosaic coming together. These include, among others, the strategic development of fully online degree programs (“Rutgers Online”); the realignment of several instructional technology staff units under a newly formed entity within the Division of Continuing Studies (“Teaching and Learning with Technology”); the consolidation of technology licenses across the university; the search for a single Learning Management System; accessibility initiatives across all online courses and university websites; and increasing use of quality benchmarks in online education, including Quality Matters standards and the *UPCEA Hallmarks of Excellence in Online Leadership*.

- *Antonius Bittmann, Rutgers, The State University of New Jersey*
- *Moderator: Donna San Miguel, California State University, San Marcos*

The UPCEA Conference Registration Desk is located at the Grand Ballroom Registration on the Third Floor. The Registration Desk is open at the following times:

Wednesday, March 14 from  
8:00 AM–5:00 PM

Thursday, March 15 from  
7:30 AM–5:30 PM

Friday, March 16 from  
8:00–11:15 AM

### *Appreciative Inquiry: A Positive Approach To Change*

Location: Grand Ballroom 9–10



#### **Best in Show: New England**

Appreciative inquiry (AI) is based on a simple assumption that every organization has something that works right—and AI begins by identifying what is positive and connecting to it in ways that heighten energy and vision for change. This strength-based perspective is far more successful than one which is rooted in a focus on deficits. In this powerful session, discuss the unintended consequences of deficit or problem-based change approaches, and contrast them with the focus on using strengths to create shared positive images of future possibilities that underlies the AI theory and method.

- *Lori Herz, University of Rhode Island*
- *Deborah Mathews, University of Rhode Island*
- *Moderator: Edward Howard, Virginia Commonwealth University*

### *Business & Operations Network UPCEA Talks: Faculty & Staff Development*

Location: Essex



- *Moderator: Janet Staker Woener, University of Wisconsin—Madison*
- *Building an Adjunct Faculty Development Structure*  
With tight budgets and limited resources, the Wentworth Institute of Technology College of Professional and Continuing Education has defined a way to provide adjunct faculty the services and acknowledgement they seek. A faculty structure is presented that offers a path toward recognition, long-term teaching, development, and service opportunities. The focus is on implementing, building, and maintaining the structure, as well as methods to partner with academic departments. Examples of the structure include faculty titles, service opportunities, and the correlation of course evaluation results to long-term teaching goals. Research, data sources, and experiences are shared on which the structure is based. Benefits, challenges, and lessons learned are reviewed. Attendee input on successful strategies from their home institutions will be solicited through the conference and spotlighted within the presentation.
  - *Kimberly Hall, Wentworth Institute of Technology*
- *Building and Developing a Faculty Body*  
What does it mean to be a 'school?' UVA's School of Continuing and Professional Studies tackled this question seven years ago. One step towards answering the question: establishing a faculty body beyond the pool of hundreds of wage faculty. This session will cover the steps taken, the benefits gained and lessons learned.
  - *Cindy Reed, University of Virginia*
  - *Ray Johnson, University of Virginia*
  - *Barbara Kessler, University of Virginia*

- *Strengthening Your Inner Core: Implementing a Mentorship Program That Is Valued By Staff*

Successful organizations today rely on strong teams and the ongoing development of staff. Staff look for unique opportunities to increase their skill set; mentoring is one such opportunity. Implementing a Mentorship Program in your unit can provide staff the ability to broaden their work perspective and produce the ability for staff to connect with a more seasoned staff member so that they can grow professionally. This session will begin with a research-based introduction to mentoring, and provide guidelines for what is good, or effective (and bad, or ineffective) mentoring in the context of continuing and professional education. The purpose and value of an internal mentoring program will also be discussed. Presenters will share the model and process that they used to implement a mentoring program in the Rutgers Division of Continuing Studies, share lessons learned, and explore participant/program outcomes based on interviews and surveys of the pilot study.

- *Barbara Rusen, Rutgers, The State University of New Jersey*
- *David Shernoff, Rutgers, The State University of New Jersey*
- *Pedagogy To Practice: Competency Based Staff Development Models*  
Learn how the University of Maryland University College's Office of the Registrar is using AACRAO's Professional Competencies as the foundation for a competency based staff professional development model. This program uses an industry aligned set of competencies tied with a project-based approach, including rubrics and assessments, to allow staff to grow and demonstrate targeted competencies. In this session, you will learn how to leverage existing resources to engage and guide staff in ways that mirror our pedagogical competency based methods. See how, with facilitated discussion, this framework can be modified to meet the unique needs of your office.
  - *Insiya Bream, University of Maryland University College*
  - *Joellen Shendy, University of Maryland University College*

**Concurrent Session block continues on next page**



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4:30–5:30 PM  
Concurrent Session V continued

### *Higher Ed Technology Trends Impacting Teaching and Learning*

Location: Grand Ballroom 7–8



#### **Emerging Leaders**

From cloud-based resources and wearable technologies to augmented and virtual reality and driverless vehicles, a steady stream of technological advances will continue to impact learning in unexpected ways. We will discuss the latest technology trends in higher education and how they will impact the online and traditional classrooms while exploring student-centered learning and heutagogical practices. The concept of heutagogy expands our current thinking of pedagogy and andragogy to look at self-determined learning. Emerging technologies support heutagogy by making learning more pervasive and ubiquitous, giving learners more opportunities to determine what, where, when and with whom learning takes place. Connecting information from a variety of fields and individuals is necessary to add depth and breadth to the self-determined learner's knowledge base. As educators, we can create the curiosity to find and explore connections between many sources while using emerging technologies that can lead learners to new knowledge and enhanced learning. As the need to justify technology expenditures grows, the presenters will share results of a case study of learning at scale at the University of Illinois Urbana-Champaign and how multimedia learning was used to improve learning performance.

- *Vickie Cook, University of Illinois at Springfield*
- *Adam Fein, University of Illinois at Urbana-Champaign*
- *Michele Gribbins, University of Illinois at Springfield*
- *Ray Schroeder, University of Illinois at Springfield*
- *Jose Vazquez, University of Illinois at Urbana-Champaign*
- *Moderator: Nancy Coleman, Wellesley College*

### *Bridging Programs for Internationally Educated Professionals: Connecting Communities, Campus, and Labor Market Demands*

Location: Dover C



Every year, Ontario receives a significant number of highly educated immigrants. Skilled immigrants bring with them higher education, valuable skills, and work experience. However, once they arrive, internationally educated professionals (IEPs) face significant labor integration challenges such as lack of Canadian work experience; lack of knowledge about Canadian workplace practices; limited professional networks; systemic challenges related to professional regulatory bodies; and employer's inability to correctly interpret and assess an IEP's prior education and work experience. Universities have an important role in bridging the gaps between this skilled immigrant-talent pool and Ontario's employers. Ontario Universities responded to this challenge through the implementation of Bridging Programs for internationally educated professionals. We will discuss what we learned in creating sustainable bridging programs in a variety of professional areas and identify broader implications for supporting pathways between institutions, diverse populations and the labor market.

- *Jose A. Garcia, Ryerson University*
- *Moderator: Mercedes Ponce, Florida International University*



### *Bridging Oceans: Creating Culturally Sustainable Curriculum Models in Global Education*

Location: Atlantic



High quality education, with robust educational outcomes, strong collaboration and strategic curriculum delivery, is not solely an American desire. Thousands of students and educational professionals around the world travel the globe to achieve such a dream. We have seen it first hand as part of the Galileo-Saudi Arabia Educational Leadership Project. With decades of educational experience, we knew that freshly designed curriculum models would be required to reach and teach this new level of global learner—individuals with strong educational pedagogy, curriculum paradigms, and delivery systems through their own experiences, yet seeking a more global, research-based perspective. We developed robust curriculum models that proved highly effective while being culturally sensitive and allowing room to build their own individual capacity for educational growth. We look forward to sharing some of these effective curriculum models in the hopes of expanding international partnerships and enhancing global education and discussions.

- *Anne Donato, Oakland University*
- *Suzanne Klein, Oakland University*
- *Moderator: Gian Mario Besana, DePaul University*

### *Analyze This! How To Transform Data Into Insights*

Location: Grand Ballroom 3-4



Evidence-driven decision making is recognized as an effective approach in strategic and operational planning. Despite the hype surrounding data analytics, institutional data remains underutilized. Ryerson University has an established reputation of being a progressive urban institution delivering learning that is aligned to labour market needs. With extensive use of analytics, the institution proactively responds to emerging societal, economic and industry needs and pedagogical innovations to maintain an advantage in a competitive landscape. This session will share a range of strategies in utilizing institutional data, and showcase successful practices for collecting business intelligence. The presentation will illustrate that evidence-driven outcomes enable iterative improvements, replicability, enhanced accountability, and just-in-time interventions to optimize programming. The presenters will take the audience through a spectrum of data applications, and highlight primary and secondary research methodologies used to inform program development. Through a variety of examples, common challenges and strategies for addressing them will be provided.

- *Dijana Praskac, Ryerson University*
- *Jean de Sousa-Hitzler, Ryerson University*
- *Moderator: James Duguid, Anderson University*

### *MicroMasters Articulating to Your Master's Degrees*

Location: Grand Ballroom 1-2



There are 40 MicroMasters from 24 universities on edX. The host university will accept credit for MicroMasters if learners complete the verified certificate, take the proctored exams, apply, and are admitted to the master's program. At MIT, the MicroMasters in Supply Chain Management (SCM) has completed its first cycle with over 600 graduated learners in May 2017. It has greatly improved the supply chain management graduate program's applicant pool. About 130 of these graduated learners applied to MIT and 40 were accepted to the blended master's program. MIT has collaborated with a few other universities that also recognize the SCM MicroMasters credential to their graduate programs. There are still many highly qualified learners who are in need of getting into graduate programs somewhere. Where will they continue their studies?

- *Hunt Lambert, Harvard University*
- *Tracy Tan, MIT Open Learning*
- *Moderator: Rich Novak, Rutgers, The State University of New Jersey*

**Concurrent Session block continues on next page**



# Conference Schedule

## Tracks

-  Business & Operations
-  Community and Economic Engagement
-  International
-  Marketing, Enrollment, and Student Services
-  Online Administration
-  Program Planning & Implementation

## Levels

-  Foundational
-  Applied
-  Strategic



4:30–5:30 PM  
Concurrent Session V continued

### *Innovation, Entrepreneurship, and Lifelong Learning in Summer Sessions: The Role of Online and Continuing Education Units*

Location: Dover AB



Participation in summer and winter sessions serves to instill appreciation for lifelong learning in our students. These intersessions vary in size, structure and voice within their institutions, but share a commitment to student success, innovation, and lifelong learning, and the twin goals of revenue generation and support of their university's academic mission. Despite reduced state funding, budget cuts, and decentralized budget systems, successful summer sessions can meet fiscal responsibilities for self-support and entrepreneurial activity. In this interactive session, summer and winter session leaders at three large public research universities will discuss their common continuing education mission and the challenges and opportunities each face in achieving it. Panelists will share the strategies they use to build and refine their summer programs and develop new revenue streams in alignment with the strategic goals of their universities. Audience members are invited to share their own experiences and questions in this engaging session.

- Keith Bailey, West Virginia University
- Elizabeth Beasley, Rutgers, The State University of New Jersey
- Soma Chakrabarti, University of Wisconsin—Madison
- Moderator: Pat Matthews, Washington University in St. Louis

### *Federal Update: A Busy Year in Washington*

Location: Laurel CD



#### Policy

Please join us for a session that will discuss the varied and busy education agenda in Washington. We'll start with an update on the reauthorization of the Higher Education Act, which cleared the House education committee in December and is now under active consideration by the Senate education committee. From there, we'll provide an overview of the major rulemakings underway at the US Department of Education, directly from one of the actual negotiators. Finally, we'll cover the changed landscape of net neutrality, including its impact on higher education and potential paths forward in Congress. Hear from legal and policy experts on a host of topics that all institutions should be following!

- Aaron Lacey, Thompson Coburn LLP
- Christopher Murray, Thompson Coburn LLP
- Kristin Smith, Thompson Coburn LLP
- Moderator: Scott Weimer, Virginia Polytechnic and State University

### *Balancing Work, Family, and a Terminal Degree: Completion Strategies for Professional Development Professionals*

Location: Kent AB



#### Career Development

#### Emerging Leaders

This interactive discussion will provide you with insights on how to balance the demands of a 40+ hour/week job, family/personal life, and the pursuit of a terminal degree. Whether contemplating the journey or already under way, this session will help you see it to completion and avoid becoming ABD.

- Julie Uranis, UPCEA
- Janice Sitzes, North Carolina State University
- Gail Ruhland, St. Cloud State University
- Karen Bull, Syracuse University
- Moderator: Amy Heitzman, UPCEA

5:30-6:30 PM

Location: Grand Ballroom Foyer

#### Happy Hour

Sponsored by



7:00 P.M.

#### Dinner Groups

Meet in hotel lobby

## Friday, March 16, 2018

**8:00–11:15PM**

**Registration Desk Open**

Location: Grand Ballroom Registration

Sponsored by



**8:00–9:00 A.M.**

**Breakfast**

Location: Harborside Ballroom

**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
- **Location: Essex**
- **MID-ATLANTIC REGION**  
DC, DE, MD, NJ, NY, PA, WV; ON
- **Location: Grand Ballroom 9–10**
- **NEW ENGLAND REGION**  
CT, MA, ME, NH, RI, VT; NB, NL, NS, PE, QC
- **Location: Grand Ballroom 7–8**
- **SOUTH REGION**  
AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA
- **Location: Grand Ballroom 1–2**
- **WEST REGION**  
AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; AB, BC, NT, YT
- **Location: Grand Ballroom 3–4**

**9:45–10:45 AM**

**Concurrent Session VI**

**Leadership in a Creative Continuing and Distance Education Organization**

Location: Grand Ballroom 9–10



With the number of non-traditional students on the rise, now is the perfect time to turn your extension school, online education, or CE department into a high-demand educational powerhouse that keeps students coming back for more. Leaders need to understand the best strategies and tools that are needed to work in an organization built on innovation and creativity. In this session, hear from industry leaders on their leadership styles and the styles of those within their institution they observed and collaborated with to bring successful ideas and techniques to their departments. This session will include practical outcomes for you to leverage at your institution. Leadership styles and techniques will be introduced and identified. You will also be able to devise a plan for taking their leadership style and implementing new strategies and technologies to work with your teams.

- *Asim Ali, Auburn University*
- *Melissa Walden, Texas A&M University System*
- *Meni Sarris, Jenzabar*
- *Moderator: Lynn Clemons, Mercer University*

**Serving Those Who Have Served**

Location: Dover C



MyCAA, TA, GI Bill...oh my! Are you ready to serve those who have served? Do you need a crash course on demystifying distinct military benefits and their various audiences? If your department has a goal to support the military community and you would like to understand the breadth of what is possible with non-credit course offerings, this is your session! Join an informative discussion on how your institution can make a difference supporting military learners and their families. This session will also touch on the recent announcement of the Forever GI Bill and how it further inspires the call to action. Enroll more students, bring in new revenue, and establish meaningful career pathways that properly align with the various benefits.

- *Haywood Gordon, World Education LLC*
- *Chip Futrell, North Carolina State University*

**International Collaboration Through the Latin American & European Continuing Education Network (RECLA)**

Location: Dover AB



International collaboration is a key success factor on the present and future of Continuing Education, among academic institutions involved in this field. To create significant contributions, the Latin American and European Continuing Education Network (RECLA)—created over 20 years ago—promotes different initiatives among its members. Such initiatives have allowed these institutions to enrich their continuing education value proposition, while sharing experiences, best practices and creating collaboration initiatives to improve the state of the art of this academic field in the region. Through this presentation, the main characteristics, results and impact created by RECLA are outlined. Also, the specific experience of Tecnológico de Monterrey—a Mexican university and active member of RECLA—is presented. The projects, collaboration and results achieved represent relevant findings for future work to be performed, to enrich university-based continuing education as a key success factor for professional development.

- *Marco Serrato, Tecnológico de Monterrey*
- *Moderator: Aaron Guy, California State University, San Marcos*

**Concurrent Session block  
continues on next page**



# Conference Schedule

## Tracks

-  **Business & Operations**
-  **Community and Economic Engagement**
-  **International**
-  **Marketing, Enrollment, and Student Services**
-  **Online Administration**
-  **Program Planning & Implementation**

## Levels

-  **Foundational**
-  **Applied**
-  **Strategic**



**9:45–10:45 AM**  
**Concurrent Session VI continued**

**Guiding Student Success:  
One Course at a Time**  
**Location: Laurel AB**



Adult students who enroll in Penfield College of Mercer University have faced significant barriers that prevented them from completing their educational goals. In fall of 2015, as part of its retention program, the College began requiring all new adult learners to enroll in a newly redesigned student success course, “The Culture of the University.” This 3 credit hour course was designed to help adults transition smoothly to Mercer and to foster their academic success and professional growth. The course is taught by carefully selected faculty and offered to students in face-to-face, hybrid, and online delivery formats. Presenters will share lessons learned, strategies used to gain faculty and student services support, instructional approaches used to achieve the course’s learning objectives, and feedback from students and faculty regarding their perception of the value of the course. Presenters will also share data on the course’s impact on student success and retention.

- *Gail Johnson, Mercer University*
- *Lynn Clemons, Mercer University*
- *Moderator: Antonio Quarterman, University of Pittsburgh*

**From None To Known: A Five-Year Journey Launching Online Education**  
**Location: Laurel CD**



About five years ago, Ohio State created the Office of Distance Education and eLearning to coordinate and advance the institution’s online efforts. Starting a centralized unit in a decentralized institution required effective strategies and relationships to achieve the highest priority needs across building infrastructure, programming, compliance, and marketing, all the while building and achieving buy-in among university colleagues. This panel discussion and open conversation reflects on the journey, the successes and ah-ha moments, that attendees can use to reflect on their own institutional set-up and best practices.

- *Robert Griffiths, Ohio State University*
- *Lucy Ramos, Ohio State University*
- *Lisa Siefker, Ohio State University*
- *Jennifer Simmons, Ohio State University*
- *Moderator: Steve VandenAvond, Northern Michigan University*

**The 60-Year Curriculum**  
**Location: Grand Ballroom 3–4**



UPCEA members serve students across their learning life. Many institutional leaders are trying to understand what it would mean to purposefully curate a learner’s learning opportunities in a future environment of 110-year life spans, half of jobs being obsolete every ten years, learners expecting to have 20–40 jobs in 3–5 distinct career paths, badges, block chain type credentialing and unbundled education. No one yet knows what the 60-year curriculum is, but we do know it has important dimensions that we need to identify and articulate with peers.

- *Hunt Lambert, Harvard University*
- *Dennis DiLorenzo, New York University*
- *Rovy Branon, University of Washington*
- *Gary Matkin, University of California, Irvine*
- *Moderator: Thomas Gibbons, Northwestern University*

## Exhibit Hall

The Exhibit Hall is located in the Harborside Ballroom on the Fourth Floor. Hours for the Exhibit Hall are as follows:

**Wednesday, March 14** from 3:30–7:00 PM  
**Thursday, March 15** from 7:30 AM–5:30 PM  
**Friday, March 16** from 8:00–11:15 AM

### **What Can Loan Default Rates Tell Us About the Future Job Market?**

Location: Grand Ballroom 1–2



#### **Alternative Credentials**

Student loan defaults in the U.S. has been a largely ignored issue and often passed on to government and defaulters to address. However, with a new administration and impending changes, how can professional, continuing and online education units be best prepared. This session reviews factors that may be associated with student loan defaults and through the Chmura Student Loan Default Model isolates a number of potential determinants. The results have been organized in a whitepaper and a discussion around occupations and credentials will be part of the session.

- *Jim Fong, UPCEA Center for Research and Strategy*
- *Christine Chmura, Chmura Economics & Analytics*
- *Moderator: Ted Rockwell, University of Colorado, Boulder*

#### **Institutional Innovation Roundtables: Sponsor Spotlight**

Location: Kent AB

Institutional Innovation Roundtables are synchronous, 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 2018 Annual Conference during one hour-long concurrent session. Roundtable presenters share their experiences and ideas and then promote the sharing of thoughts, solutions, and questions among their table's attendees. More details can be found in the conference app.

- *Moderator: Brandan Kaiser, UPCEA*

### **Bringing Mobility Skills to the Forefront: A Critical Role for Professional and Continuing Education**

Location: Grand Ballroom 7–8



#### **Emerging Leaders**

Soft skills, non-cognitive skills, non-technical skills, interpersonal proficiency are terms used to describe the 'people skills' identified by employers as essential for success in today's workplace. A more current term, mobility skills, describes how these skills help learners move laterally (across disciplines) as well as vertically (within them). Despite the growing need, employers increasingly complain of a gap in these skills in new graduates. Why are they underdeveloped in higher education, and what can professional and continuing education units do to address this need? This session will propose answers to those questions and inspire others to take action through highlighting national and international work on mobility skill development in higher education, and through providing examples from the University of Utah and the nonprofit Education Design Lab of initiatives to develop and authenticate mobility skills in both adult learners and degree-seeking students.

- *Sandra Janusch, University of Washington*
- *Andrea Miller, The University of Utah*
- *Don Fraser, Education Design Lab*
- *Moderator: Barbara Kessler, University of Virginia*

#### **10:45–11:15 A.M.**

##### **Networking Break in Exhibit Hall**

Location: Harborside Ballroom

- *Meet & Greet with 2018 Association Award Recipients*
- *Tech Tips: The Whiteboard—Reimagined!*  
Google has created a cool new piece of technology for online collaboration via an electronic white board that can connect people across distances, and also keep the in-class experience more engaging. The Google Jamboard will be displayed for a demo as to how PCO units can use this with their teams and students.

#### **11:15–12:15 P.M.**

##### **Closing General Session**

Location: Grand Ballroom 5–6

- 11:15–11:20 AM: Presentation of Excellence in Teaching Award and Research and Scholarship Award
- 11:20–11:25 AM: Remarks from UPCEA President 2018–2019, Sandi Pershing
- 11:25–12:15 PM: General Session | The Learning & Development Landscape  
In this dynamic panel discussion, the intersection of higher education, employer demands, and corporate training will be explored. As the very nature of work is changing, how are institutions responding? What commonalities are emerging in terms of employer needs? How do we forecast and what technologies will get us there?



- *Jason Wingard, Columbia University*
- *Mike Adelstein, Potomac Photonics*
- *Claudia Neill, SECU*
- *Moderator: Kelly Otter, Georgetown University*

#### **12:15 PM**

##### **Adjourn**

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Jobs That Don't Yet Exist

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# 10 Tips for Newcomers

## *Make the Most of the 2018 Annual Conference*



Read through the program ahead of time and select the sessions that will be most likely to improve your skills.



Put away your electronic devices and be present.



Attend sessions that are outside of your comfort zone, and try sitting with someone new to expand your network.



Be an active participant, connect with speakers, and ask questions.



Exchange business cards with other attendees, and then connect on LinkedIn.



Join colleagues and attend a Dinner Group on Thursday, March 15.



Talk to the conference exhibitors in the Harborside Ballroom. They've worked with many of your colleagues, and have the solutions you need for the challenges facing your institution.



Take advantage of UPCEA's many volunteer opportunities. Fill out the form on page 38 of this program and turn it in at the UPCEA Booth (#313).



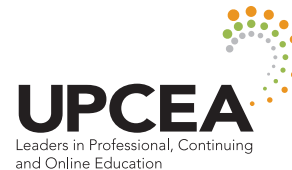
After the conference, review session materials in the CORE library and via the conference app on Guidebook as you implement what you've learned.



Take notes and share a one-page summary of what you learned with your colleagues and leadership team after you return home.

# GOT A MINUTE?

GET INVOLVED WITH UPCEA!



NAME:

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EMAIL:

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PHONE:

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TITLE:

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INSTITUTION:

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UPCEA offers volunteer leadership opportunities for members in two main ways: Networks (affinity groups based on areas of practice) and Regions (geographical areas):

## NETWORKS

Get involved with one of the UPCEA Networks: Help design a webinar, curate a conference track, or sit on a committee aligned with one of the major areas of practice for UPCEA members. Timeline: Network leadership teams/committees usually coalesce in the late fall/early winter and convene spring-spring.

- Business & Operations
- Community & Economic Engagement
- International
- Marketing, Enrollment, and Student Services
- Online Administration
- Program Planning & Implementation

## REGIONS

Or get involved with your UPCEA Region: Help plan a regional conference, contribute to a regional awards program, or host a regional professional development event. Timeline: regional councils/committees usually coalesce in the late fall/early winter and convene spring to spring.

- Central (CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI)
- Mid-Atlantic (DC, DE, MD, NJ, NY, PA, WV)
- New England (CT, MA, ME, NH, RI, VT)
- South (AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA)
- West (AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY)

*Please submit this completed volunteer interest form at the UPCEA Booth (#313/412).*



**THANK  
YOU**

To all of This Year's  
**Track Sponsors!**



 Business & Operations

**Blackboard**

 Marketing, Enrollment, and Student Services



 Community and Economic Engagement

**NATIONAL COUNCIL  
FOR ONLINE EDUCATION**

 Online Administration



 International



 Program Planning & Implementation

# Session By Track



## Business & Operations

- *Appreciative Inquiry: A Positive Approach To Change*
- *Becoming a Data-Driven School To Create Value for Learners*
- *Budget Models and Organizational Structures: An Exploration*
- *Business & Operations Network UPCEA Talks: Data & Technology*
- *Business & Operations Network UPCEA Talks: Faculty & Staff Development*
- *Leadership in a Creative Continuing and Distance Education Organization*
- *Managing a Diverse Program Portfolio*
- *Succession Planning: Tales From a Successor-Predecessor Duo*



## Community and Economic Engagement

- *Bridging Programs for Internationally Educated Professionals: Connecting Communities, Campus, and Labor Market Demands*
- *Community-University Boundary Spanners*
- *Leaders Leading Through Corporate and Government Relationships*
- *Networks and Partnerships: Creating and Implementing Partnerships With Industry and the Community*
- *Serving Those Who Have Served*
- *The Workforce Development Apprenticeship: Developing Future Leaders for the Workforce Development Industry*
- *Turn Learners Into Earners With Prior Credit and Open Badges*

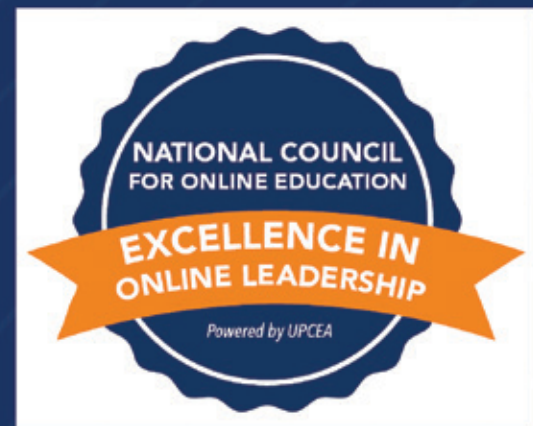


## International

- *Bridging Oceans: Creating Culturally Sustainable Curriculum Models in Global Education*
- *Future Ready: Aligning Internationalization Strategies With Emerging Growth Opportunities*
- *How Universities Are Responding to Trump Administration Policies on Immigration*
- *International Collaboration Through the Latin American & European Continuing Education Network (RECLA)*
- *International Programs With Mind, Hand, and Heart—The MIT Experience*
- *International Student Recruitment, Retention, and Success: From Outreach and Support to Optional Practical Training*
- *It Takes a Village: A Blueprint for Planning Successful Short-Term Study Abroad Programs*
- *Tales From the Old Country: The Fall and Rise of Continuing Education in England*

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## Marketing, Enrollment & Student Services

- *An Insider's Guide to Generation Z and Higher Education*
- *Analyze This! How To Transform Data Into Insights*
- *Building the Disability Personas: A University Collaboration to Revolutionize Inclusive Practices*
- *Enrolling To Retain: Five Strategies to Improve Online Student Growth and Persistence*
- *Exponential Growth: Executive Ed At JHU's Carey Business School*
- *Fireside Chat: The Challenges of Re-Orienting a Traditional Institution Toward the Modern Student*
- *Guiding Student Success: One Course At a Time*
- *How to Create a Guerrilla Video Team In-House*
- *Increasing Marketing Efficiency With Market Data*
- *Portraits of Diverse Adult Learners: Successful Models on an HBCU Campus That Matter*
- *Spatial Thinking and Strategic Decision-Making in Continuing Ed*
- *We Planned an Orientation but Built a Shopping Cart: Transforming Orientation Into a Customizable Student Resource*



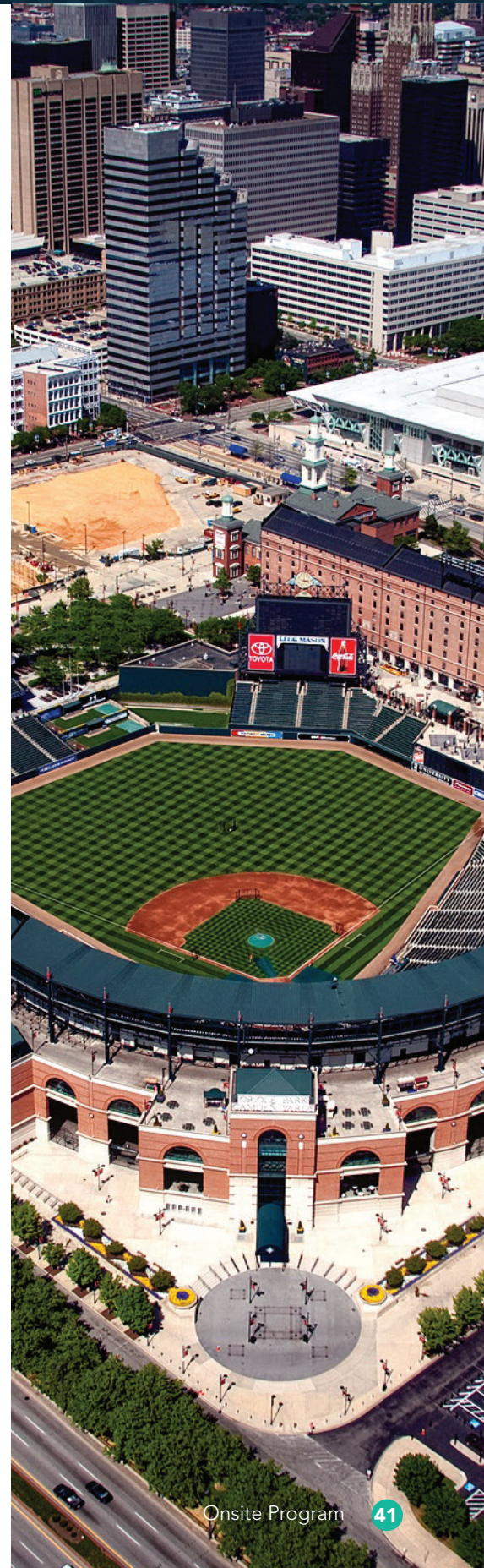
## Online Administration

- *A Case Study for Insourcing Online Program Development and Support*
- *From None To Known: A Five-Year Journey Launching Online Education*
- *Higher Ed Technology Trends Impacting Teaching and Learning*
- *Online Administration Network Deep Dive: Online Faculty Development*
- *Online Alumni Giving*
- *Paths To Centralizing Support Services for Online Education: The Case of Rutgers*
- *System Models of Collaborative Distance Programs*



## Program Planning & Implementation

- *Bringing Mobility Skills To the Forefront: A Critical Role for Professional and Continuing Education*
- *Empowering Teaching Excellence—Implementing Digital Badges for Faculty Development*
- *Implementing Big Data CBE University CE Program As Job Engine for Millennials*
- *Innovation, Entrepreneurship, and Lifelong Learning in Summer Sessions: The Role of Online and Continuing Education Units*
- *Managing Online Innovation and Change At a Strategic Level: Examples and Perspectives from Three Institutions*
- *MicroMasters Articulating To Your Master's Degrees*
- *Occupational Shifts and Higher Education Credentials*
- *PARTNER To Win/Win/Win: A Model for Successful Collaborations*
- *Program Planning & Implementation Network Professional Masters Showcase*
- *Program Planning and Implementation Network Diverse/Underserved Populations Showcase*
- *The 60-Year Curriculum*
- *The Career Accelerator: Massively Expanding Noncredit Access at the University of Washington*



# Exhibit Hall Guide

## Specific Events in the Exhibit Hall

### Wednesday, March 14, 2018

**11:30 AM–12:00 PM**

#### **Exhibitor Meet and Greet**

Exhibitors only! Meet the UPCEA staff and fellow exhibitors. Use this time to get acquainted with the space, ask questions, and network.

**3:30–4:00 PM**

#### **Grand Opening of Exhibit Hall**

- Tech Tips

**3:30–7:00 PM**

#### **Exhibit Hall Open**

**5:30 PM**

#### **Opening Reception**

*Hosted by Exhibitors and Sponsors*

### Thursday, March 15, 2018

**7:30 AM–5:30 PM**

#### **Exhibit Hall Open**

**7:30 AM**

#### **Breakfast**

**9:00–9:30 AM**

#### **Networking Break with Exhibitors**

- Tech Tips

**2:45–3:15 PM**

#### **Coffee and Dessert with Exhibitors**

- Presentation of Leadership in Diversity Award, Meet & Greet with UPCEA Diversity & Inclusiveness Committee
- Tech Tips

### Friday, March 16, 2018

**8:00–11:15 AM**

#### **Exhibit Hall Open**

**8:00 AM**

#### **Breakfast**

**10:45–11:15 AM**

#### **Networking Break with Exhibitors**

- Meet & Greet with 2018 Association Award Recipients
- Tech Tips
- Grand Prize Drawing

## About the Exhibit Hall

The Exhibit Hall is located in the Harborside Ballroom on the Fourth Floor and opens at 3:30 PM on Wednesday, March 14. The Opening Reception is being held in the Hall starting at 5:30 PM on Wednesday. This is a great opportunity to visit with our valued exhibitors.

## Exciting Features of the Exhibit 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!

## 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 2019 UPCEA Annual Conference in Seattle, Washington, March 27–29, 2019. Your completed Scavenger Hunt must be turned in at the UPCEA Booth by 9:30 AM on Friday, March 16 to be eligible for the drawing. Winners will be notified via email. Good luck!

## UPCEA Booth

Stop by the UPCEA Booth (313/412) in the Exhibit Hall and visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

## Network and Region Ambassadors

Wondering how to get involved with UPCEA as a volunteer leader? Chat with the Network and Region Ambassadors during all of the Networking 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 Exhibit Hall will be the location of the Opening Reception, Networking Breaks, and Breakfast. This is the prime location for refueling and connecting with colleagues.

## Tech Tips

Come view quick, 15-minute demonstrations of some of the latest tools and technologies for higher education in the casual setting of the Exhibit Hall during Networking Breaks. Over coffee, connect with peers and discover ways to enrich your teaching as well as your own learning, in these short, engaging sessions! Topics: drones, robotics, gamification, and distance learning technologies. Hear from experts like UPCEA's own Jim Fong and interact with new tech from Google!

## Charging Stations

Recharge your devices in the Harborside Foyer at our complimentary charging stations, sponsored by EAB.

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.

Blackboard

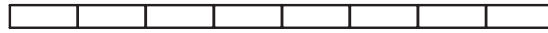
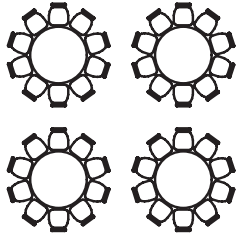


# Exhibitors at a Glance

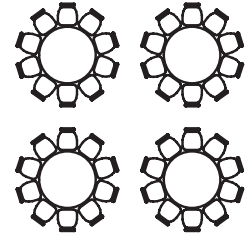


Company name	Booth #	Company name	Booth #	Company name	Booth #
5HD	407	Educational Testing Consultants	212	PCH Labs	210
Acrobatiq	111	ExtensionEngine	401	Pearson	300
Alloy Solutions Group	202	Focus EduVation	103	PlayPosit	411
Belardi Wong	406	HackerUSA	410	Proctorio	109
Blackboard	303/305	HR Certification Institute	508	ReachLocal	203
Burning Glass Technologies	405	Human Resource Certification Preparation, L.C.	512	Shearwater	101
CampusCE	205	iDesign	206	Story +Structure	201
Carnegie Dartlet	207	Jaxxon Promotions, Inc.	302	StudyPortals	211
Chmura Economics & Analytics	308	Jenzabar	301/400	The Learning House, Inc.	200
Condensed Curriculum International	204	JMH Consulting	312	Thruline Marketing	311
CourseArc	506	Jornaya	113	uConnect	403
Credly	306	MindEdge Learning	510	UPCEA Center for Research and Strategy	412
Destiny Solutions	307/309	MindMax	213	WEVO	208
Education Advisory Board (EAB)	304	Moran Technology Consulting	402	Wiley Education Services	310
EMSI	413	Natives Group	404	World Education, LLC	408
Entrinsik, Inc.	209	Parchment	500	Xenegrade	409

# Exhibit Hall Map



Food & Beverage



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209	308
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205	304
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201	300

UPCEA	
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301	400

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407	506
405	504
403	502
401	500

Entrance

## Exhibit Hall Hours

**Wednesday, March 14**  
3:30 PM–7:00 PM

**Thursday, March 15**  
7:30 AM–5:30 PM

**Friday, March 16**  
8:00 AM–11:15 AM

## UPCEA Booth

Stop by the UPCEA Booth, 313/412, to visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer!

Visit us in the Harborside Ballroom on the Fourth Floor!

# UPCEA Annual Conference Exhibitors

## 5HD

Booth 407

5HD is a digital-first, full-service advertising agency that doesn't subscribe to the old agency model. We do more than ads; we design holistic communications strategies. We improve your existing customer experience with a combination of strategy, technology, creative, and data to convert the metric that matters: enrollment.

Pat Riley

[pat@5hdagency.com](mailto:pat@5hdagency.com)  
[5hdagency.com](http://5hdagency.com)

## Acrobatiq

Booth 111

Acrobatiq is a Carnegie Mellon University learning technology and analytics company helping organizations to design, deliver, and scale highly engaging and interactive eLearning programs that dynamically adapt to each learner's needs, producing measurable gains in learning, retention, and recall.

Alison Pendergast

[alison@acrobatiq.com](mailto:alison@acrobatiq.com)  
[acrobatiq.com](http://acrobatiq.com)

## Alloy Solutions Group

Booth 202

We are a fusion of extensive knowledge and experience from inside and outside the ivory tower. Merging our Dean-level leadership experience and CMO background, we work with you to customize sustained enrollment growth plans using data-driven strategies and tactics that consider your existing resources, programmatic opportunities, and alignment with the institution.

Sarah Steinberg

[sarah@sbsteinberg.net](mailto:sarah@sbsteinberg.net)  
[alloysolutionsgroup.com](http://alloysolutionsgroup.com)

## Belardi Wong

Booth 406

What began in 1997 as a direct response marketing company has grown with the needs of our community of clients to provide a full-service digital and direct marketing solutions firm that completes the entire customer journey.

Don Yaffe

[dony@belardiwong.com](mailto:dony@belardiwong.com)  
[belardiwong.com](http://belardiwong.com)

## Blackboard

Booth 303/305

Student Lifecycle Services by Blackboard focuses on boosting institutional performance and increasing student success in partnership with your institution. We partner with institutions of all sizes to optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering an engaging, personalized support experience for students and faculty.

Jesse Boeding

[jesse.boeding@blackboard.com](mailto:jesse.boeding@blackboard.com)  
[blackboard.com/studentsservices](http://blackboard.com/studentsservices)

## Burning Glass Technologies

Booth 405

Burning Glass Technologies delivers job market analytics that empower educators, employers, and workers to make data-driven decisions. Burning Glass connects education and job markets, with data that identify the skill gaps that keep job seekers and employers apart.

Betsy Denious

[bdenious@burning-glass.com](mailto:bdenious@burning-glass.com)  
[burning-glass.com](http://burning-glass.com)

## CampusCE

Booth 205

CampusCE software solves the online registration, program management, reporting, and marketing challenges faced by all types of Continuing Education programs. The CampusCE Education Management System (EMS) is a student information system and e-commerce platform designed for the needs of open enrollment or dual enrollment programs. CampusCE designs, develops, and hosts a suite of on-demand software services for colleges, universities, and institutes of higher education. CampusCE clients include Professional Development, Continuing Education, Workforce Training, Lifelong Learning, Kids' Adventures, and Conferences & Events programs at colleges and universities throughout the US and Canada.

Amanda Gaffney

[solutions@campusce.com](mailto:solutions@campusce.com)  
[campusce.com](http://campusce.com)

## Carnegie Dartlet

Booth 207

Carnegie Dartlet is a full lifecycle marketing firm providing services ranging from transformational reputation research and strategy to industry-leading marketing execution. Carnegie Dartlet is the union of two of higher education's most innovative companies: Carnegie Communications and Dartlet. We connect students to the right-fit colleges and universities and vice versa through innovative marketing solutions. We are Carnegie Dartlet—let's go!

Melissa Rekos

[mrekos@carnegiecomm.com](mailto:mrekos@carnegiecomm.com)  
[www.carnegiecomm.com](http://www.carnegiecomm.com)



## CourseArc

Booth 506

CourseArc is a cloud-based tool for easy creation of engaging, interactive, device responsive, and accessible courses that fully meet WCAG 2.0 AA requirements. Intuitive design means subject matter experts or instructional designers can author content quickly. LMS integration is seamless through LTI, including secure passage of scores to the gradebook.

[Denise Kelly](#)  
[denise@coursearc.com](mailto:denise@coursearc.com)  
[coursearc.com](http://coursearc.com)

## Credly

Booth 306

Credly is a leading digital credential platform that empowers organizations and individuals to recognize, communicate and track verified achievements. Credly seamlessly integrates with hundreds of applications that schools, employers and associations use every day. Organizations using Credly issue portable and secure digital credentials that recognize and delight earners, and gain actionable data and insights about how and where those credentials are being used.

[Pat Leonard](#)  
[pleonard@credly.com](mailto:pleonard@credly.com)  
[credly.com](http://credly.com)

## Chmura Economics & Analytics

Booth 308

Chmura Economics & Analytics is an applied economic consulting firm specializing in quantitative research and technology solutions delivering advanced economic and labor market analysis. Our specialties include economic development, curriculum relevancy as it relates to occupational demand, regional training and skills requirements, workforce development, economic impact studies, and custom publications.

[Wilson Cox](#)  
[wilson.cox@chmuraecon.com](mailto:wilson.cox@chmuraecon.com)  
[chmuraecon.com](http://chmuraecon.com)

## Condensed Curriculum International, Inc.

Booth 204

Since 1993, Condensed Curriculum International (CCI) has supported educational institutions in communities nationwide with leading eLearning and traditional content focused on healthcare and other in-demand disciplines. Dedicated to high-quality classroom solutions, best-in-class eLearning content, and solid community partnerships, CCI has the professional expertise and experience to meet your institution's needs.

[Brian Nevius](#)  
[kevinb@condensedcurriculum.com](mailto:kevinb@condensedcurriculum.com)  
[condensedcurriculum.com](http://condensedcurriculum.com)

## Destiny Solutions

Booth 307/309

Destiny One, is customer lifecycle management software for higher education administrators serving non-traditional students. It integrates with main-campus systems, engages students with an Amazon-like experience, optimizes staff efficiency, and provides business intelligence empowering data-driven decisions. It allows schools to unite, understand, and control all aspects of their business at once.

[Shaul Kuper](#)  
[skuper@destinysolutions.com](mailto:skuper@destinysolutions.com)  
[destinysolutions.com](http://destinysolutions.com)

## Education Advisory Board (EAB)

Booth 304

EAB is a best practice research and technology firm that helps graduate and online programs achieve their growth goals by reaching, engaging and enrolling adult learners through customized, multi-channel marketing services.

[Petia Whitmore](#)  
[pwhitmore@eab.com](mailto:pwhitmore@eab.com)  
[eab.com](http://eab.com)

## EMSI

Booth 413

Emsi provides labor market data that helps universities build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions use Emsi's services to align programs with regional needs, strengthen enrollment, connect students to successful careers, and demonstrate their economic impact. Visit [economicmodeling.com](http://economicmodeling.com).

[Aaron Olanie](#)  
[aolanie@economicmodeling.com](mailto:aolanie@economicmodeling.com)  
[economicmodeling.com](http://economicmodeling.com)

## Entrinsik, Inc.

Booth 209

Enrole registration, course management and reporting software is web-based and hosted, making life simple by removing the IT burden from staff. Enrole is designed specifically for: Continuing education; Professional development; Workforce development; CEU's & Certificate programs; Community outreach & summer camps; Lifelong learning programs; Conferences & training seminars; and Customized training.

[Simone McGrath](#)  
[simone@entrinsik.com](mailto:simone@entrinsik.com)  
[entrinsik.com/enrole](http://entrinsik.com/enrole)

## Educational Testing Consultants

Booth 212

Educational Testing Consultants offers test preparation programs in partnership with universities, colleges, and other educationally focused organizations. ETC's suite of courses includes programs for the GRE®, GMAT®, LSAT®, SAT®, and ACT® exams. ETC's unique partnership model offers a high-quality continuing education program and a complete range of additional services from providing qualified instructors to expert marketing support.

[Steve Shotts](#)  
[shotts@etctestprep.com](mailto:shotts@etctestprep.com)  
[etctestprep.com](http://etctestprep.com)

# UPCEA Annual Conference Exhibitors

## ExtensionEngine

Booth 401

ExtensionEngine develops Custom Learning Experiences for high-end online programs and courses. We are a professional services firm working on a fee-for-service basis that helps universities with strategy, software development, course development, instructional design, creative, and marketing. We do only what you need and get paid by the hour, which means no revenue sharing. We work with those who think big, innovate and want distinctive learner-centric online experiences.

Scott Moore

[drscottmoore@extensionengine.com](mailto:drscottmoore@extensionengine.com)  
[extensionengine.com](http://extensionengine.com)

## Focus EduVation

Booth 103

Focus EduVation has combined expertly crafted content with innovative media to deliver e-Learning solutions that allow the users to stay on task in a memorable and unique way. Our services and learning solutions are personalized and customized to help improve learner outcomes on all levels. With our new processes and techniques, we bring high levels of knowledge, freshness, and talent to the ever-evolving field of e-Learning.

Jennifer Reed

[jennifer.r@focuseduvation.com](mailto:jennifer.r@focuseduvation.com)  
[focuseduvation.com](http://focuseduvation.com)

## HackerUSA

Booth 410

HackerUSA brings to the U.S. the expertise and knowledge of Israel's #1 cybersecurity education provider, know-how acquired through 20 years of experience in cyber preparedness.

Matan Evrany

[matan@hackerusa.com](mailto:matan@hackerusa.com)  
[hackerusa.com](http://hackerusa.com)

## HR Certification Institute

Booth 508

The HR Certification Institute® (HRCI®) premier family of fully accredited credentials includes the aPHR™ those who are new to the field, including students, the PHR® and SPHR® that demonstrate mastery of HR in the United States, the GPHR® for cross-border practitioners, California-specific PHRca®, and international certifications.

Jackie Berdy

[Jackie.Berdy@hrci.org](mailto:Jackie.Berdy@hrci.org)  
[hrci.org](http://hrci.org)

## Human Resource Certification Preparation, L.C.

Booth 512

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](mailto:terriz@hrcp.com)  
[hrcp.com](http://hrcp.com)

## iDesign

Booth 206

Course Market by iDesign helps colleges and universities transform existing courses and content into certificates and credentials that enable working adults to develop in-demand skills and competencies. With our partner Universities, we're making good on shared commitments to workforce relevance, access, and affordability at a time when badges, certificates, and stackable credentials are growing in value among learners and employers alike.

Whitney Kilgore

[whitney.kilgore@idesignedu.org](mailto:whitney.kilgore@idesignedu.org)  
[course.market](http://course.market)

## Jaxxon Promotions, Inc.

Booth 302

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

Carol Blitz

[carol@jaxxonpromotions.com](mailto:carol@jaxxonpromotions.com)  
[jaxxonpromotions.com](http://jaxxonpromotions.com)

## Jenzabar

Booth 301/400

Jenzabar is higher education's trusted advisor, offering technology solutions and services that are tailored to fit the evolving needs of institutions both today and in the future. We collaborate with our clients to ensure our software and services drive performance across campus and throughout the full student lifecycle. Exclusively serving higher education, more colleges and universities selected a Jenzabar student information system over any other SIS during the past six years.

Peter Denly

[peter.denly@jenzabar.com](mailto:peter.denly@jenzabar.com)  
[jenzabar.com](http://jenzabar.com)

## JMH Consulting

Booth 312

JMH Consulting provides strategic enrollment management for non-traditional students. Our services are completely customized and, unlike other firms, your school retains ownership of the assets built throughout the engagement. Our unique approach combines sophisticated technologies and relationship-based advising to attract the right students and help them succeed.

Nicole Foerschler Hornn

[foerschler@jmhconsulting.com](mailto:foerschler@jmhconsulting.com)  
[jmhconsulting.com](http://jmhconsulting.com)

## Jornaya

Booth 113

Jornaya is the consumer journey insight platform that provides publishers, marketers, analytics, and compliance professionals with the highest-resolution view of the consumer buying journey. It is the only technology platform that witnesses both first- and third-party consumer interactions in real time and across devices.

[Phil Perlman](#)  
[pperlman@jornaya.com](mailto:pperlman@jornaya.com)  
[jornaya.com](http://jornaya.com)

## MindEdge Learning

Booth 510

Founded by MIT and Harvard educators, MindEdge has earned a reputation as a premium quality, online educational provider. MindEdge serves higher education, continuing education, and professional development providers with certificates, courses and learning technologies that result in high levels of learner satisfaction.

[Jack Birolini](#)  
[jbirolini@mindedge.com](mailto:jbirolini@mindedge.com)  
[mindedge.com](http://mindedge.com)

## MindMax

Booth 213

MindMax provides strategic guidance, proven processes, and the latest digital tools to optimize online marketing and enrollment operations for university-affiliated continuing and professional education organizations. We are a trusted advisor to many of the nation's top universities, and have transformed hundreds of online programs, impacting over 1 million students.

[Lee Maxey](#)  
[lmaxey@mindmax.net](mailto:lmaxey@mindmax.net)  
[mindmax.net](http://mindmax.net)

## Moran Technology Consulting

Booth 402

Moran Technology Consulting helps institutions cost-effectively address their technology-related challenges. We provide strategic IT planning, IT assessments and governance development, ERP/SIS 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.

[Craig Foley](#)  
[Craig.Foley@MoranTechnology.com](mailto:Craig.Foley@MoranTechnology.com)  
[morantechnology.com](http://morantechnology.com)

## Natives Group

Booth 404

The World's Student Marketing Group. The Natives Group; Net Natives, Natives Global Consultancy, Akero, Student Hut, Edurank, The Student Trading Exchange, Netizen Natives, National Clearing Survey. 150 strong, Natives Group has offices in Brighton, Portsmouth, London, Changsha and New York.

[Tom Hinkley](#)  
[tom.hinkley@netnatives.com](mailto:tom.hinkley@netnatives.com)  
[natives.group](http://natives.group)

## Parchment

Booth 500

Parchment provides a convenient platform to securely send and receive digital academic credentials and is recognized as the most comprehensive digital credential management service. Since 2003, Parchment has exchanged more than 20 million credentials. The Parchment send network, reaching 25% secondary and 17% postsecondary enrollments, is dedicated to turning credentials into opportunities.

[Joe Cornelius](#)  
[jcornelius@parchment.com](mailto:jcornelius@parchment.com)  
[parchment.com](http://parchment.com)

## PCH Labs

Booth 210

PCH Labs has chosen the 2018 UPCEA Annual Conference as the place to unveil a new concept intended to transform the way students register and pay for non-credit courses. Stop by our booth to find out more.

[Chokdee Rutirasiri](#)  
[chokdee@pchlabs.co](mailto:chokdee@pchlabs.co)  
[pchlabs.co](http://pchlabs.co)

## Pearson

Booth 300

Learning is a never-ending road of discovery, challenge, inspiration, and wonder. For many, it is the route to a job to support their family or the skills to help them progress in their career. That's why Pearson is focused on helping learners at every stage of the journey discover a love of learning that helps provide opportunities throughout their lives. Because wherever learning flourishes, so do people.

[Jason Simmons](#)  
[jason.simmons@pearson.com](mailto:jason.simmons@pearson.com)  
[pearson.com/us](http://pearson.com/us)

## PlayPosit

Booth 411

With PlayPosit, instructors harness the power of interactive video to blend, flip, or conduct teacher-led instruction easily, accountably and with data in the driver's seat. We offer comprehensive solutions that include training, live tech supports, LMS LTI integration, white-labeled players and an admin layer to use PlayPosit for professional development.

[Sue Germer](#)  
[sue@playposit.org](mailto:sue@playposit.org)  
[playposit.org](http://playposit.org)

# UPCEA Annual Conference Exhibitors

## Proctorio

Booth 109

Proctorio is a fully automated, remote proctoring service that provides a scalable, cost-effective solution to validating test-taker identities and activity during online exams. Proctorio ensures the integrity of distance learning and online certifications while allowing institutions to set-up unscheduled, on-demand proctoring specific to their assessment needs.

[Jon Lacivita](#)  
[jonl@proctorio.com](mailto:jonl@proctorio.com)  
[proctorio.com](http://proctorio.com)

## ReachLocal

Booth 203

ReachLocal, part of the USA TODAY NETWORK, possesses expertise in online enrollment marketing. With a presence in 14 countries, we work with colleges worldwide. We are a pioneer in digital marketing—for well over a decade we have combined award-winning technology with experienced people and industry knowledge.

[Tom Kang](#)  
[tom.kang@reachlocal.com](mailto:tom.kang@reachlocal.com)  
[reachlocal.com](http://reachlocal.com)

## Shearwater

Booth 101

Shearwater is dedicated to the success of today's student. We partner with leading colleges and universities to increase persistence and retention through personalized, tech-enabled peer mentoring programs that cultivate a sense of belonging, close the opportunity gap, and engage your community in meaningful ways.

[Jackson Boyar](#)  
[jackson@shearwaterintl.com](mailto:jackson@shearwaterintl.com)  
[shearwater.io](http://shearwater.io)

## Story+Structure

Booth 210

Since 2007, Story+Structure has partnered with a number of professional & continuing education units to help them become "experience driven"—this means being intentional about your brand promise by creating a holistic, people-first experience. Embracing customer experience is a process that requires a fundamental shift in how your business behaves and is organized.

[Chokdee Rutirasiri](#)  
[chokdee@storyandstructure.com](mailto:chokdee@storyandstructure.com)  
[storyandstructure.com](http://storyandstructure.com)

## StudyPortals

Booth 211

StudyPortals is the international study choice platform, enabling students to find and compare their study options across borders. With over 114,000 published courses from over 3,050 participating universities and over 29 million users in 2017, StudyPortals is a leading information source for study seekers. For universities, StudyPortals is a results-based channel for international student recruitment.

[Steven Mulligan](#)  
[steven@studyportals.com](mailto:steven@studyportals.com)  
[studyportals.com](http://studyportals.com)

## The Learning House, Inc.

Booth 200

The Learning House, Inc. is an academic program manager that offers a broad portfolio of technology-enabled education solutions. With a focus on data-driven decision making, Learning House is on the leading edge of higher education, delivering more students, more graduates and better outcomes.

[Jay Hatcher](#)  
[jhatcher@learninghouse.com](mailto:jhatcher@learninghouse.com)  
[learninghouse.com](http://learninghouse.com)

## Thruline Marketing

Booth 311

Thruline Marketing offers a full suite of marketing services including research, consulting and inquiry generation. We help schools excel at reaching the right students through data-driven marketing campaigns and highly engaged inquiries. Our proprietary benchmark data enables us to put together the optimal marketing plan for your institution.

[Tracy Kreikeimeier](#)  
[tracy.kreikeimeier@thru-line.com](mailto:tracy.kreikeimeier@thru-line.com)  
[thru-line.com](http://thru-line.com)

## uConnect

Booth 403

uConnect works with institutions to elevate career readiness for students. With uConnect, a school can more effectively support all students, including those in online and continuing ed. programs by driving deeper and earlier student engagement and developing more purposeful career pathways, resulting in improvements to recruitment, persistence and outcomes.

[David Kozhuk](#)  
[david@gouconnect.com](mailto:david@gouconnect.com)  
[gouconnect.com](http://gouconnect.com)

## UPCEA Center for Research and Strategy

Booth 412

Whether assessing the viability of a new program, finding out how you stack up with the competition or reviewing your program portfolio, the UPCEA Center for Research and Strategy provides research and data to help move your unit forward. The Center offers a variety of custom research options at the best value in the industry.

[Jim Fong](#)  
[jfong@upcea.edu](mailto:jfong@upcea.edu)  
[upcea.edu/crs](http://upcea.edu/crs)

## **WEVO**

Booth 208

WEVO lets you test and improve website conversion before going live. It is a platform for digital marketers that helps achieve higher conversion, faster. The artificial intelligence and crowdsourcing technology predicts testing outcomes, provides audience insight and informs a better website.

[Dan Strauss](#)

[dstrauss@wevoconversion.com](mailto:dstrauss@wevoconversion.com)

[wevoconversion.com](http://wevoconversion.com)

## **Wiley Education Services**

Booth 310

Wiley Education Services works with universities around the world to deliver outstanding higher education services and solutions. Wiley customizes the right combination of people, processes, and technologies to best meet institutions' unique objectives, enhancing their ability to attract, support, and retain students, while optimizing their existing resources.

[Tony Fell](#)

[tfell@wiley.com](mailto:tfell@wiley.com)

[edservices.wiley.com](http://edservices.wiley.com)

## **World Education, LLC**

Booth 408

We believe that online education is a game changer for career empowerment. We are student focused and outcomes oriented.

We operate at the intersection of high tech and high touch. As the fastest growing provider of online workforce certification programs to universities, World Education is your strategic partner of choice.

[Haywood Gordon](#)

[haywood@worldeducation.net](mailto:haywood@worldeducation.net)

[worldeducation.net](http://worldeducation.net)

## **Xenegrade**

Booth 409

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.

[Scott Searles](#)

[ssearles@xenegrade.com](mailto:ssearles@xenegrade.com)

[xenegrade.com](http://xenegrade.com)

# Educational Testing Consultants

Test Prep That Gets Results



**ETC**



## *Test Prep Partners With America's Most Trusted Universities*

Our programs provide a comprehensive review of tested subjects, an easy to follow preparation plan, standardized test tips and strategies, and all the materials needed to master these important exams. Each program has been carefully developed to ensure your students' success. Contact us to find out how ETC can help you bring quality and affordable test preparation to your university program.



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**LSAT<sup>®</sup>**



**SAT<sup>®</sup>**



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# Thank You, Exhibitors!



# Awards Program—Association Awards

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.

## **JULIUS M. NOLTE AWARD FOR EXTRAORDINARY LEADERSHIP**

*Presented on Wednesday, March 14 at 2:00 p.m.*

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.

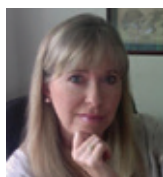


**Alice Warren**  
North Carolina  
State University

## **ADELLE F. ROBERTSON CONTINUING PROFESSIONAL EDUCATOR AWARD**

*Presented on Thursday, March 15 at 12:15 p.m.*

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.



**Julie Damron**  
Brigham Young  
University

## **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.

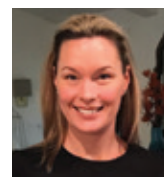


**Joseph Aoun,**  
Northeastern University  
*Robot-Proof: Higher  
Education in the Age of  
Artificial Intelligence*

## **DOROTHY DURKIN AWARD FOR STRATEGIC INNOVATION IN MARKETING AND/OR ENROLLMENT MANAGEMENT**

*Presented on Thursday, March 15, during the Marketing, Enrollment Management, and Student Services Network Session 10:45 a.m.–12 p.m.*

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.



**Stefany Sanders**  
Georgia Institute  
of Technology—  
Professional  
Education



### LEADERSHIP IN DIVERSITY AWARD

*Presented on Thursday, March 15 at 2:45 p.m.*

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.



**Tribal Leadership  
and Community  
Development Certificate  
UCLA Extension**

### EXCELLENCE IN TEACHING AWARD

*on Friday, March 16 at 11:15 a.m.*

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.



**Lee Manzer**  
Oklahoma State  
University

### RESEARCH AND SCHOLARSHIP AWARD

*Presented on Friday, March 16 at 11:15 a.m.*

The UPCEA Research and Scholarship Award recognizes either significant new research with implications for professional practice in the field of continuing higher education, or an individual UPCEA member whose long-term commitment to the conduct of exemplary research has made a significant contribution to the literature and professional practice in the field of continuing higher education.



**Oregon State University**  
Ecampus

**Research Preparation  
and Engagement of  
Instructional Designers  
in U.S. Higher Education**  
Oregon State University

### OUTSTANDING PROFESSIONAL, CONTINUING, AND/OR ONLINE EDUCATION STUDENT—CREDIT

*Presented on Thursday, March 15 at 3:15 p.m.*

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



**Theresa  
Whitlock-Wild  
Lewis-Clark  
State College**

### OUTSTANDING PROGRAM—CREDIT

*Presented on Thursday, March 15, during  
the Program Planning and Implementation  
Network Session 10:45 a.m.–12 p.m.*

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



UNIVERSITY OF WISCONSIN  
**DATA SCIENCE**

**Collaborative Online Master  
of Science in Data Science**  
University of Wisconsin—  
Extension (offered in  
partnership with  
UW—Eau Claire,  
UW—Green Bay,  
UW—La Crosse,  
UW—Oshkosh,  
UW—Stevens Point, and  
UW—Superior)

### OUTSTANDING PROGRAM—NONCREDIT

*Presented on Thursday, March 15, during  
the Program Planning and Implementation  
Network Session 10:45 a.m.–12 p.m.*

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

**W CONTINUUM COLLEGE**  
UNIVERSITY of WASHINGTON  
Professional & Continuing Education

**Continuum College, Career  
Accelerator Initiative**  
University of Washington

# Awards Program—Association Awards

## UPCEA INTERNATIONAL PROGRAM OF EXCELLENCE AWARD

*Presented on Thursday, March 15, during the International Network Session 10:45 a.m.–12 p.m.*

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.



**Grain Elevator and Processing Society (GEAPS)—Kansas State University Grain Distance Education Program**  
Kansas State University  
Global Campus

## UPCEA ENGAGEMENT AWARD

*Presented on Thursday, March 15, during the Community and Economic Engagement Network Session 10:45 a.m.–12 p.m.*

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.



**Flint Water Study Team**  
Virginia Tech

## UPCEA AWARD FOR EXCELLENCE IN ADVANCING STUDENT SUCCESS

*Presented on Thursday, March 15, during the Marketing, Enrollment Management, and Student Services Network Session 10:45 a.m.–12 p.m.*

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.



*Pictured is John Darland, Psychology Department Chair.*

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

**Master of Arts in Psychology**  
The Chicago School of Professional Psychology

## UPCEA AWARD FOR STRATEGIC INNOVATION IN ONLINE EDUCATION

*Presented on Thursday, March 15, during the Online Administration Network Session 10:45 a.m.–12 p.m.*

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.



**Graduate Online—Melbourne**  
University of Melbourne

## UPCEA 11<sup>th</sup> HOUR AWARD FOR BUSINESS AND OPERATIONS

*Presented on Thursday, March 15, during the Business & Operations Network Session 10:45 a.m.–12 p.m.*

The UPCEA 11<sup>th</sup> Hour Award for Leadership is given to an individual, team or unit in recognition of exemplary character, ethics, and decisive action in times of dire circumstances or emergencies.



**University of Washington Continuum College Facilities Team**  
University of Washington Continuum College

# Awards Program—Regional Awards

## Central

### Innovative Program (Credit)

Master of Arts in Journalism with an emphasis on Interactive Media  
University of Missouri—Columbia

### Mature Program (Credit)

Personal Financial Planning Program  
Kansas State University

### Mature Program (Non-Credit)

K-State Leadership Seminar  
Kansas State University

### Excellence in Teaching

Stephen Ball  
University of Missouri

### John L. Christopher Outstanding Leadership Award

Bob Stine  
University of Minnesota

### Outstanding Continuing Education Student Award (Credit)

Kayla Savage  
Kansas State University

### Continuing Education Support Specialist Award—Staff in a Support Role

Ashley Nietfeld  
Kansas State University Global Campus

### Engagement Award

UFM Community Learning Center  
Kansas State University Global Campus

### Excellence in Advising

Kate VanDerKolk  
Grand Valley State University

## Mid-Atlantic

### Excellence in Teaching Award

Elizabeth Wimer  
Syracuse University

### Outstanding Continuing Education Student

Marion Chandler  
Wilmington University

### Outstanding Continuing Education Student

Krista Fowler  
Wilmington University

### Outstanding Continuing Education Student

Kenneth Baldwin  
The Catholic University of America

### Engagement Award

The NJ Data Book  
Rutgers—The State University of New Jersey and The Fund for New Jersey

### Faculty & Staff Development

UP Online  
Syracuse University

### Faculty & Staff Development

Hybrid and Online Training (HOT)  
Wilmington University

### Outstanding Program Award

Rutgers—New Brunswick  
Writers' Conference  
Rutgers—The State  
University of New Jersey

### Partnership [Institutional and/or Business]

uCoach Partnership  
Penn State World Campus and InsideTrack

## New England

### Adelle F. Robertson Emerging Professional Continuing Educator Award

Tom Rudolph  
Berklee Online

### Exemplary Teaching Award

Beth Wilson  
Worcester Polytechnic Institute

### Innovative and Creative Programming Award

IONM (Intraoperative Neuromonitoring)  
University of Connecticut

### Leadership and Service Award

John O'Leary  
University of Rhode Island

### Outstanding Continuing Education Support Specialist Award—Staff in a Support Role

Janet Danylieko  
University of Massachusetts, Amherst

### Outstanding Student Award

Karen Duey  
Johnson & Wales University

# Awards Program—Regional Awards

## South

### Outstanding Service to Continuing Education

Kim Luzius  
University of Alabama

### Continuing Education Faculty

Audrey Anton  
Western Kentucky University

### Engagement Award

Flint Water Study Team  
Virginia Tech

### Continuing Education Student

Megan Harpine  
Kennesaw State University

### Emerging Continuing Education Leader

Josh Herron  
Anderson University

### Professional Continuing Educator

Tim Sanders  
Kennesaw State University

### Program of Excellence (Non-Credit)

North Carolina Racial Equity Network Team  
University of North Carolina, Chapel Hill

### Programs for Special Populations

Veterans Education Training and Transition Program (Vet<sup>2</sup>)  
Georgia Tech

## West

### Emerging Continuing Education Professional

Julie Damron  
Brigham Young University

### Engagement Award

Workforce Development Professional Apprenticeship Program  
College of Continuing Education at Sacramento State

### Outstanding Administrative Process or Service

GPS Scholarship (Summer/Intersession), School of Extended & International Education  
Sonoma State University

### Outstanding Credit Program

Certificate in Applied Animal Behavior  
University of Washington  
Continuum College

### Outstanding Non-Credit Program

Animal Shelter Management Certificate: Lifesaving-Centered, Center for Professional and Continuing Education  
University of the Pacific

### Outstanding Student

Theresa Whitlock-Wild  
Lewis-Clark State College



# Notes

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# Upcoming UPCEA Events

## Mark Your Calendar

### 2018 eDesign Collaborative ThinkTank Roadshow

April 12, 2018

Utah State University (Virtual)

### 2018 SOLA+R—Summit for Online Leadership and Administration + Roundtable

June 18–20, 2018

Washington Hilton  
Washington, DC

### 2018 eDesign Collaborative ThinkTank Roadshow

June 18–20, 2018

Georgetown University  
(In-Person and Virtual)

### 2018 eDesign Collaborative ThinkTank Roadshow

September 21, 2018

Oregon State University (Virtual)

### 2018 Central Region Conference

September 26–28, 2018

Marriott St. Louis Grand  
St. Louis, MO

### SUPER 2018: Mid-Atlantic & South Regional Conference

October 1–3, 2018

Bethesda North Marriott  
Greater Washington, DC

### 2018 West Region Conference

October 15–17, 2018

Hilton Long Beach  
Long Beach, CA

### 2018 New England Region Conference

October 24–26, 2018

Renaissance Providence  
Providence, RI

### 2018 Marketing and Enrollment Management Seminar

November 7–9, 2018

Hilton Long Beach  
Long Beach, CA

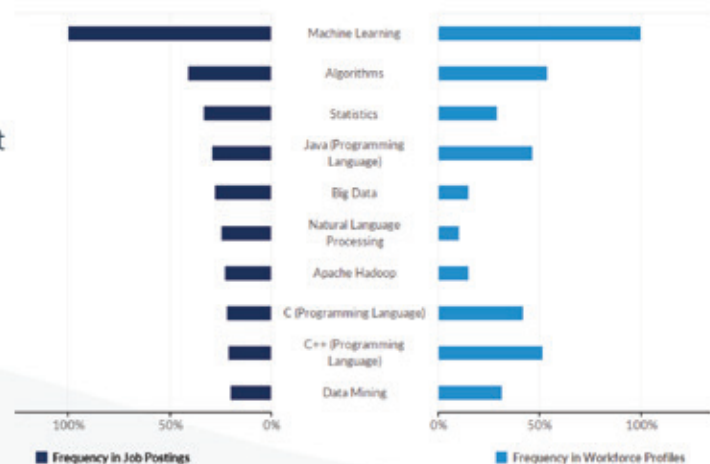
### 2019 UPCEA Annual Conference

March 27–29, 2019

Sheraton Seattle  
Seattle, WA

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- Detailed employment data to segment the market
- Employment outcomes of your alumni



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# Student Services by Blackboard

Your partner in growing enrollment for professional, continuing, and online education programs.

To learn more, visit us at booth 303/305.

Join us **Thursday, March 15 at 1:45pm** as Johns Hopkins' Pam Williams and Jacqueline Hammond co present:  
*Exponential Growth: Executive Ed at JHU's Carey Business School*

*Check the event app for the 2018 UPCEA-Blackboard research release on the Priorities of Continuing Ed.*



**Blackboard**

# Thank You, Volunteers!

Thank you to all UPCEA Volunteer Leaders for your service!

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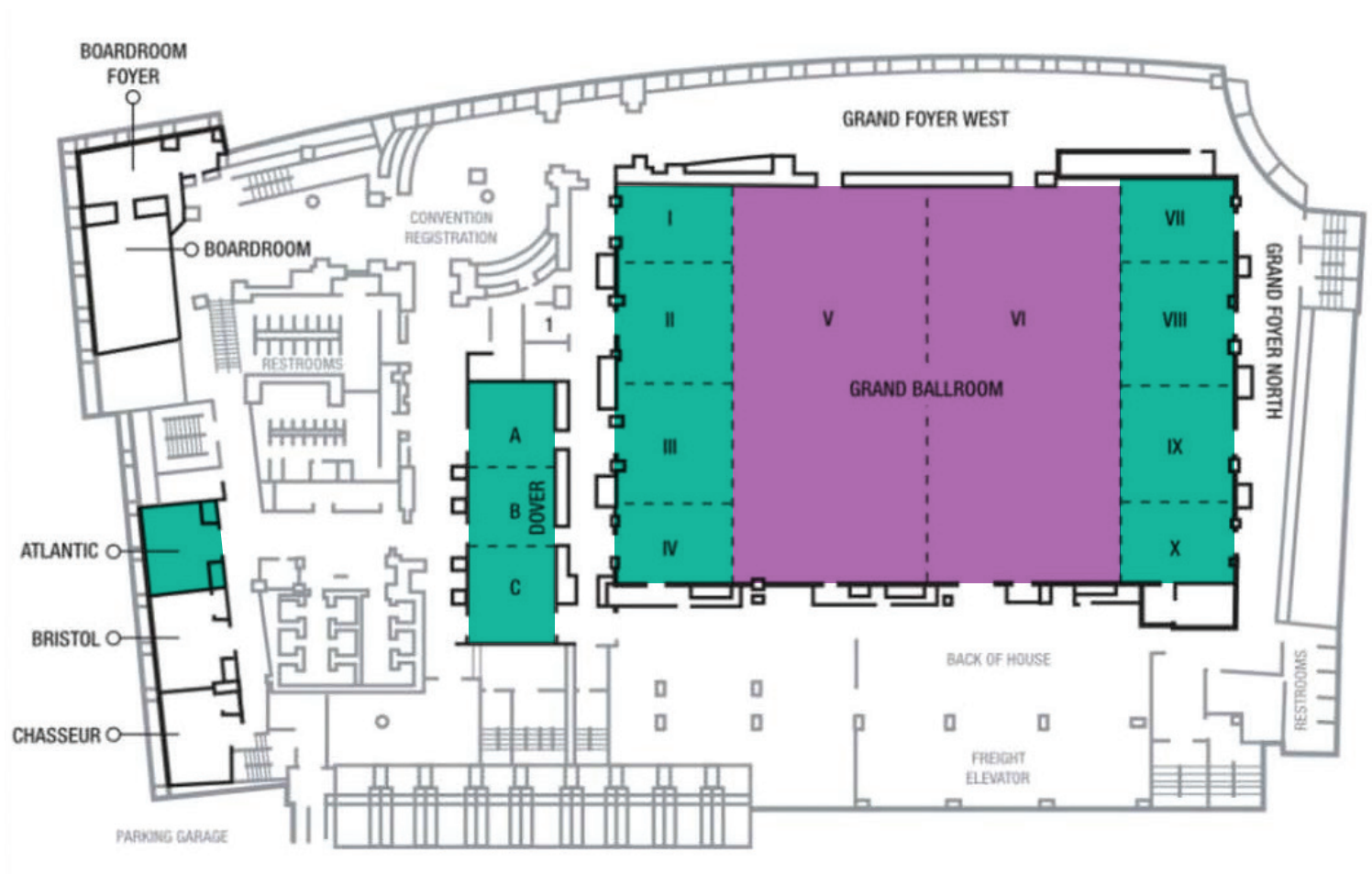
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# Hotel Floorplan

## Third Floor

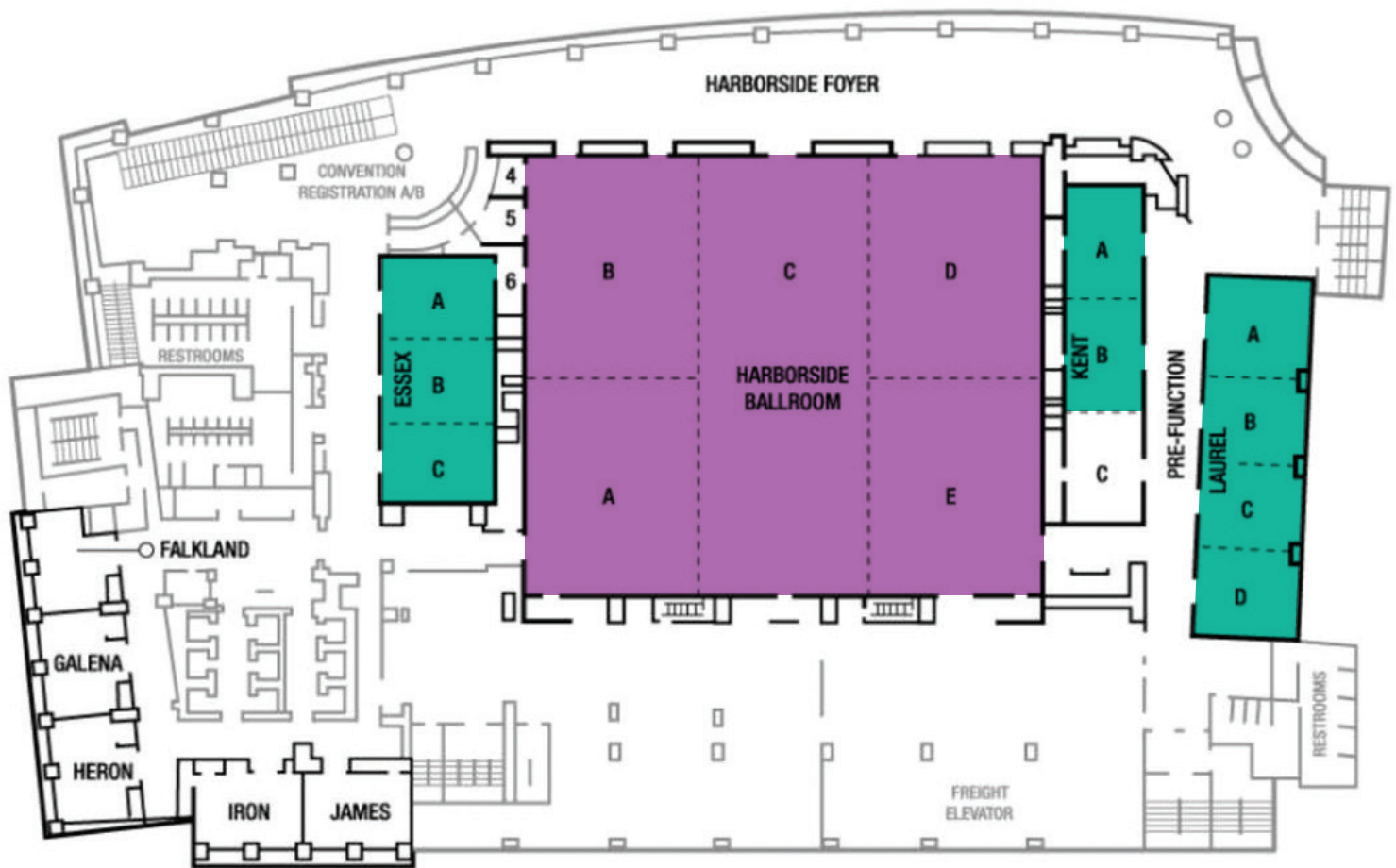
- Concurrent Session
- General Session



# Hotel Floorplan

## Fourth Floor

- Concurrent Session
- Exhibit Hall





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### 20%

Average year-over-year increase in enrollments we realize for our clients



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The number of students MindMax has impacted

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We connect university goals with actionable, data-driven marketing and enrollment plans. Starting with assessment, focused questioning, and research, MindMax Advisory develops and delivers actionable data-supported blueprints and roadmaps.

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Summit for Online Leadership and  
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**JUNE 18–20, 2018**

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WASHINGTON, DC

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