UPCEA®

ANNUAL CONFERENCE

ORLANDO

UPCEA 2022

APRIL 11-14, 2022

#UPCEA2022

"InsideTrack gave me the ***STRENGTH AND SELF-CONFIDENCE*** I needed to go back and finish school."

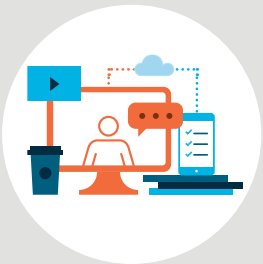
—Willena Glaster

Returned to college after 20 years, graduated from Brandman University

FOSTERING GREATER STUDENT SUCCESS

Learners like Willena persist and succeed when they have the support of InsideTrack coaching. We partner with colleges and universities to help increase enrollment, retention, completion and career readiness using our evidence-based coaching methodology. As a nonprofit, we are mission-aligned to help all learners achieve their educational and career goals. Our proven, student-centered approach has served over 2.6 million learners and more than 250 partners. How can we help your team?

SOLUTIONS FOR HIGHER EDUCATION:



Coaching Programs

Capacity Building, Training & Consulting

Hear Willena's full story and explore our 2021 Impact Report:

insidetrack®

LEARN MORE: insidetrack.org

WELCOME TO ORLANDO!

THANK YOU all for joining us for this year's very special events in Orlando. This week marks the first time that we are hosting both the Annual Conference and the Summit for Online Leadership and Administration + Roundtable (SOLA+R) in one place, and perhaps more significantly, our return to in-person conferences after two years of virtual gatherings. We are immensely grateful for your attendance with us this week.

During your time in Orlando, I invite you to consider the tremendous opportunities of the future. Online and professional continuing education units are adaptable, resilient, entrepreneurial—all qualities that have defined our field since its inception. Our community is uniquely positioned to lead the way in expanding access to learners across the continuum, today, and over their lifetimes. We have the vision, tools, and knowledge to equip our learners to thrive in the face of a rapidly changing society and economy. With this shared ethos in mind, I hope that you'll make the most of your time this week.

This year's events were made possible by the hard work of the 2022 Annual Conference Advisory Committee, the 2022 'SOLA+R Squad,' UPCEA Staff, our session presenters, and UPCEA's many volunteer leaders. I extend the deepest 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 experience for all of our attendees.

Here's to embracing this moment of opportunity, and to facing the future together.

Bob Hansen
Chief Executive Officer, UPCEA

Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA2022** online to stay in touch!

Health and Safety Policy Reminder

In order to receive a conference badge—which is required to attend all conference sessions and events—attendees must provide either proof of COVID-19 vaccination, or proof of a negative COVID-19 PCR test result from within 72 hours prior to checking in at the UPCEA registration desk. All attendees must wear a properly fitting face mask (covering from the bridge of the nose to past the chin) in all UPCEA conference indoor spaces. By attending the conference(s), attendees agree to abide by the onsite guidelines in place at the time of event. Anyone not adhering to the guidelines will be asked to leave or be removed from the event premises and will be required to surrender their event badge. Read our full Health and Safety policy at **upcea.edu/health**.

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 and Summit for Online Leadership and Administration.

How to Use this Program

Analog and digital—a magical combination! For the most robust experience, be sure to reference this program alongside the conference app and/or conference website on your phone, tablet, or laptop. Look out for links and QR codes throughout this program for digital access to full session descriptions, information about our conference exhibitors, and more. Conference websites can be found at **upcea.edu/annual** and **upcea.edu/summit**.

Conference App

Create your own schedule, connect with your fellow attendees, ask questions during sessions, and stay up-to-date with announcements and schedule changes with the 2022 Annual Conference / Summit for Online Leadership and Administration app.

Download Guidebook in the Apple App Store or Google Play, visit **guidebook.com/getit**, or scan the QR code below.

After the app downloads, open it. Then search for and select "UPCEA 2022 Conferences - Orlando."

Scan QR code to download the conference app

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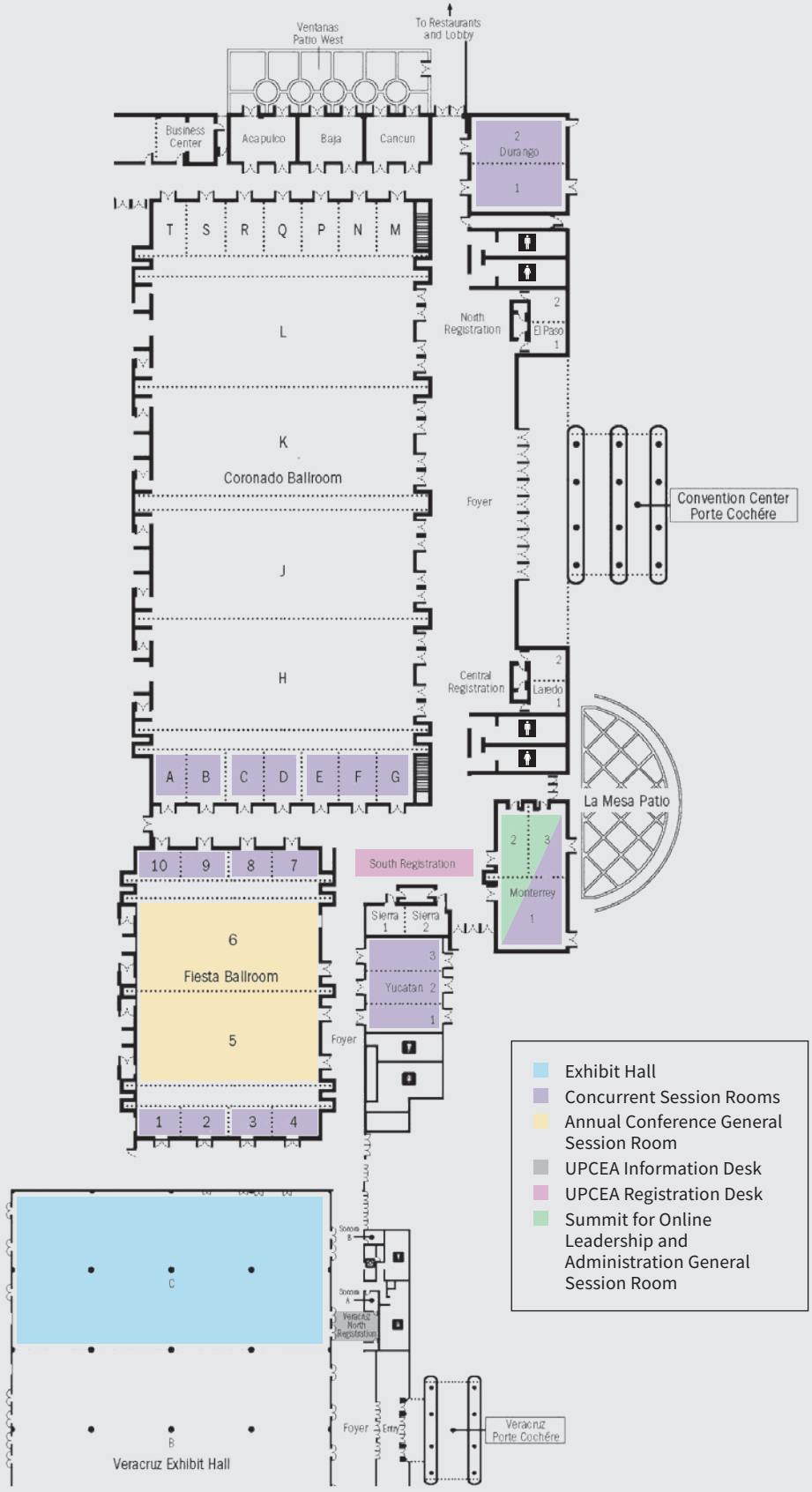
VENUE FLOORPLAN

Disney's Coronado Springs Resort Convention Center



UPCEA REGISTRATION DESK HOURS

Monday, April 11
9:00 AM–5:30 PM

Tuesday, April 12
7:00 AM–5:30 PM

Wednesday, April 13
7:00 AM–4:30 PM

Thursday, April 14
8:30 AM–12:00 PM

Registration desk and badge printing sponsor:

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ANNUAL CONFERENCE EXHIBIT HALL HOURS

Tuesday, April 12
2:30 PM–6:30 PM

Wednesday, April 13
7:00 AM–4:45 PM

Thursday, April 14
8:00 AM–12:00 PM

WiFi

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

Join the **Disney Convention Center Guest** network.

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ANNUAL CONFERENCE SCHEDULE

Monday, April 11

5:30 PM–7:00 PM
Opening Reception—Official start of 2022 UPCEA Annual Conference
Location: Cabanas Beach
(Open to both Summit and Annual Conference attendees)

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SB

FOURTH REV

UPCEA Diversity and Inclusive Excellence Committee

Character appearance sponsored by:

Comm100

Tuesday, April 12

1:15 PM–2:30 PM
Opening General Session | Aimée Eubanks Davis
Location: Fiesta 5–6

1:15–1:20 PM
Welcome Remarks from 2022 UPCEA Annual Conference Co-Chairs, Susan Catron and Thomas Cavanagh

1:20–1:25 PM
Remarks from UPCEA CEO, Bob Hansen

1:30–1:35 PM
Presentation of Adelle F. Robertson Continuing Professional Educator Award and UPCEA Leadership in Diversity and Inclusive Excellence Award

1:35–2:30 PM
General Session | Aimée Eubanks Davis
Founder and CEO, Braven (formerly Beyond Z)

Aimée Eubanks Davis is the founder and CEO of Braven, a nonprofit organization that was established in 2013 to ensure that first-generation and low-income college students have the skills, confidence, networks and experiences they need to land strong first jobs. Growing up in low-income and underrepresented communities in Chicago and working with young people from similar backgrounds, Aimée was inspired to start Braven based on her deep passion and belief that our next generation of leaders will emerge from everywhere. Braven operates in the Bay Area, Chicago, Newark, and New York City and has worked with 1600 Fellows.

Scan QR code or visit upcea.edu/qanda to ask questions during General Sessions

2:30 PM–3:00 PM
Networking Break: Visit Exhibit Hall and Poster Presentations
Location: Veracruz C

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3:00 PM–4:00 PM

CONCURRENT SESSIONS I

'Reimagine Workforce Online Career Training as You Know It' Reimagine Arkansas Workforce Project D.O.E. Grant
Location: Fiesta 1–2

- **Mandy Eppley,** *University of Arkansas*
- **Tara Dryer,** *University of Arkansas*
- **Moderator: David Cashwell,** *Modern Campus*

Community-Engaged Program Development: The Process for Developing a New Masters in Community Leadership
Location: Yucatan

- **Allison Jones,** *University of Maryland Baltimore County*
- **Christopher Steele,** *University of Maryland Baltimore County*
- **Moderator: Kelley Brandt,** *Boise State University*

Developing Institutional Infrastructure to Enable a Blended Online Learning Strategy Through Optimal Distribution of Support
Location: Durango

- **Sarah Dysart,** *University of Michigan*
- **Mike Daniel,** *University of Michigan*
- **Lauren Atkins-Budde,** *University of Michigan*
- **Moderator: Jay Hatcher,** *Wiley University Services*

Incorporating Virtual Reality into Your Graduate Nursing Skills Lab
Location: Coronado AB

- **Melissa Burdi,** *Purdue University Global*
- **Abbey Elliott,** *Purdue University Global*
- **Moderator: Stevie Rocco,** *Penn State University*

Operation Rescue: UPCEA Research on Reengaging the Disengaged Student
Location: Monterrey

- **Jim Fong,** *UPCEA*
- **Amy Smith,** *StraighterLine*
- **Jerry Rhead,** *Michigan State University*
- **Katie Dawson,** *University of Louisiana System*
- **Moderator: Rene Eborn,** *University of Southern Utah*

Starting Small: Implementing Digital Badging for Existing Programs as a Foundation for Growth
Location: Fiesta 7–8

- **Hilary Culbertson,** *University of North Carolina, Chapel Hill*
- **Alexandra Lamperti,** *University of North Carolina, Chapel Hill*
- **Moderator: Anna-Bradley Schoenfeld,** *Riipen*

Strategizing and Delivering a Portfolio of Micro-Courses and Micro-Credentials
Location: Fiesta 3–4

- **John Lewis,** *University of Toronto*
- **Juan Mavo-Navarro,** *University of Toronto*
- **Moderator: Daniel Kalef,** *Green Flower*

The Why and How of Adopting a "Skills" Framework
Location: Coronado CD

- **Jacque Varsalona,** *Wilmington University*
- **Morgan Halpert,** *Emsi Burning Glass*
- **Jennifer Lasater,** *Purdue University Global*
- **Moderator: Kim Luzius,** *University of Michigan*

Using Real-Time Data of International Student Search Behavior, to Inform Your Recruitment Strategies for 2022 and Beyond; Based on the Lingering Effects of COVID-19
Location: Fiesta 9–10

- **Kelly Pierce,** *Georgia Institute of Technology*
- **Margaret Cook,** *Studyportals*
- **Moderator: Andrea Gross,** *University of Denver*

What Have We Learned? Leveraging Data-Informed Decision-Making for Improving Outcomes and Quality
Location: Coronado EFG

- **Rob Robinson,** *Blackboard*
- **Justin Louder,** *Texas Tech University*
- **Moderator: Marissa McGee,** *Indiana University*

4:15 PM–5:15 PM

CONCURRENT SESSIONS II

Branding and Belonging: Harvard CE's Approach to Community Building
Location: Monterrey

- **Nancy Coleman,** *Harvard University*
- **Ross Pearo,** *Harvard University*
- **Moderator: Aaron Lawrence,** *SmartBrief*

Concurrent Session block continues ▶

TRACKS

- Alternative Credentials
- Business & Operations
- Community and Economic Engagement
- eDesign Collaborative
- International
- Marketing, Enrollment, & Student Success
- Online Administration
- Program Planning & Implementation

LEVELS

- Foundational
- Applied
- Strategic

UPCEA REACH 2022

Remember to log on May 3–4 for 2022 UPCEA Annual Conference REACH, included for free with your on-site registration! There's still time to register your team, visit **conferences.upcea.edu/REACH22**

ANNUAL CONFERENCE SCHEDULE

◀ ***4:15 PM–5:15 PM***
Concurrent Sessions II continued

Building a Digital Marketing Microcredential at Western Governors University
Location: Fiesta 7–8

- **Michelle Love,** *Western Governors University*
- **Sara Leoni,** *GreenFig*
- **Moderator: Brian Blakeley,** *University of Washington*

Changing with the Times: Can Traditional, Non-profit Universities Compete in the World of Online Giants?
Location: Durango

- **Steven Tello,** *University of Massachusetts Lowell*
- **Nancy Ludwig,** *University of Massachusetts Lowell*
- **Joe Bartolomeo,** *University of Massachusetts Amherst*
- **Moderator: JP Moran,** *Coursera*

Emerging Themes, Trends, and Critical Issues in Global Learning
Location: Fiesta 3–4

- **Breeda McGrath,** *Chicago School of Professional Psychology*
- **Crystal Marull,** *University of Florida*
- **Isaac Garcia-Sutton,** *Ryerson University*
- **Lisa Miller,** *University of California, Riverside*
- **Steve Mulligan,** *Study Portals*
- **Moderator: Marissa Lombardi,** *Education First*

Innovating Work-Based Learning Programs: Meeting Diverse Learner Needs and Measuring Success
Location: Coronado CD

- **Midia Shikh Hassan,** *Riipen*
- **April Abernethy,** *University of Colorado, Boulder*
- **Moderator: Tara Dryer,** *University of Arkansas*

Shark Tank: Would you invest in this online program expansion initiative?
Location: Yucatan

- **Christine Bauer,** *Boise State University*
- **Kelley Brandt,** *Boise State University*
- **Moderator: Alissa Oleck,** *University of Wisconsin*

Should I Stay or Should I Go? Conducting a Comprehensive LMS Review at Your Institution
Location: Coronado EFG

- **Jason Rhode,** *Northern Illinois University*
- **Moderator: Lyla Garner,** *Mississippi State University*

The Classroom Plus Model: Using a Flipped Design to Optimize Learning and Collaboration
Location: Coronado AB

- **Mark Koulianos,** *University of South Florida*
- **Kimberly Allison,** *University of South Florida*
- **Megan Sauer,** *University of South Florida*
- **Moderator: Jon Poole,** *Nearpod*

The Effects of Resource Dependency on Decisions by Public Service Administrators to Offer Local Government Training Service to the State
Location: Fiesta 1–2

- **Stacy Jones,** *University of Georgia*
- **Moderator: Sara Gulbrandsen,** *Saint Louis University*

The Power of Partnerships: Meeting the Educational Needs of the Nascent Cannabis Industry
Location: Fiesta 9–10

- **Troy Hargrove,** *Saint Louis University*
- **Matt Lachey,** *Collegis Education*
- **Ashley Nicklay,** *Collegis Education*
- **Moderator: Terese Madden,** *University of Texas at Arlington*

5:30 PM–6:30 PM
Reception in Exhibit Hall
Location: Veracruz C

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UPCEA Diversity and Inclusive Excellence Committee

Wednesday, April 13

7:15 AM–8:15 AM
Breakfast
Location: Veracruz C

7:15 AM–8:45 AM
2022 UPCEA Institutional Representatives Annual Breakfast Briefing + Council for Credential Innovation Convening
(Pre-registration required)
Location: Monterrey

Executive Guide to PCO Research: Data-Driven Decisions to Meet the Need of Today's Learner

The 2022 UPCEA Institutional Representatives Annual Briefing, this year hosted in conjunction with the Council for Credential Innovation, provides an opportunity for senior leaders in professional, continuing, and online education (PCO) to connect with peers, to be briefed on the most pressing topics of our field today, and to discuss together ways each can be best positioned for the future. This year's briefing will begin with a presentation on cutting-edge benchmarking data, fueled by the UPCEA Center for Research & Strategy. Following this presentation will be a lively panel discussion featuring senior PCO leaders representing various types of institutions, concluding with small group discussions and ample time for audience questions.

- **Nancy Coleman,** *Harvard University*
- **Jim Fong,** *UPCEA*
- **Bob Hansen,** *UPCEA*
- **Moderator: Susan Catron,** *University of California, Davis*
- **Panelists:**
  Asim Ali, *Auburn University*
  Gary Chinn, *Penn State University*
  Tatum Thomas, *DePaul University*

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8:15 AM–9:15 AM

CONCURRENT SESSIONS III

Centering Equity: Considering LMS and Case Study Creation for Accessible Learning
Location: Fiesta 3–4

- **Abram Hedtke,** *Saint Mary's University of Minnesota*
- **Lyndsay Wing,** *University of Michigan*
- **Moderator: Wayne Parkins,** *LearningMate*

Creating Access to Education: How UCF's ChargeUP! Program is Bringing In-Demand Skills to Displaced Workers
Location: Fiesta 1–2

- **Chris Rose,** *University of Central Florida*
- **Sheryl Friedman,** *2U*
- **Moderator: George Calderaro,** *Columbia University*

Explore the World from Home: Cultural Immersion via Virtual Exchange
Location: Fiesta 9–10

- **Crystal Marull,** *University of Florida*
- **Moderator: Isaac Garcia-Sutton,** *Ryerson University*

Gator Pathways: Enhancing Access to the University of Florida
Location: Durango

- **Nico Rose,** *University of Florida Online*
- **Rhiannon Pollard,** *University of Florida Online*
- **Evangeline Cummings,** *University of Florida Online*
- **Moderator: Ginny Garayta,** *Blackboard*

Concurrent Session block continues ▶

TRACKS

- Alternative Credentials
- Business & Operations
- Community and Economic Engagement
- eDesign Collaborative
- International
- Marketing, Enrollment, & Student Success
- Online Administration
- Program Planning & Implementation

LEVELS

- Foundational
- Applied
- Strategic

CONGRATULATIONS, AWARD RECIPIENTS!

View details about 2021 Regional, 2021 MEMS, and 2022 Association Award recipients online at **upcea.edu/awards2022**

ANNUAL CONFERENCE SCHEDULE

◀ *8:15 AM–9:15 AM*
Concurrent Sessions III continued

Giving Credit Where Credit Is Due: Bridging the Non-credit, Credit Divide
Location: Fiesta 7–8

- **Deirdre Christofalo,** *New Jersey Institute of Technology*
- **Desiree Young,** *ThriveDX*
- **Moderator: Brian Crose,** *Seminole State University*

Keep Calm and Stay Compliant: A Collaborative Approach to Regulatory Licensure Disclosures
Location: Coronado EFG

- **Ilona Hajdu,** *Indiana University*
- **Sharon Wavle,** *Indiana University*
- **Moderator: Joel Whitesel,** *Ball State University*

STEM Ready Pathway Program: Create a Program Seamlessly Providing High School Students a Pathway to Achieve a University Degree
Location: Yucatan

- **Sarah Gardenghi,** *University of Maryland Baltimore County*
- **Sara Wells,** *The Universities at Shady Grove*
- **Moderator: Michael Friedman,** *StraighterLine*

The 4 "I's" of Building Online Programs and Student Support Capacity
Location: Coronado AB

- **Anne Jewett,** *University of Virginia*
- **Jenny Provo Quarles,** *University of Virginia*
- **Bernadette Poerio,** *University of Virginia*
- **Moderator: Chris Hansen,** *Everspring*

Using Cross-Functional Teams to Guide Organizational Restructuring
Location: Coronado CD

- **Heather McCullough,** *University of North Carolina at Charlotte*
- **Moderator: Yissel Salafsky,** *University of Arizona*

9:30–10:30 AM

CONCURRENT SESSIONS IV

Architecture of Engagement: Using Digital Badges to Support Community, Professional Development, and Teaching Excellence
Location: Fiesta 3–4

- **Travis Thurston,** *Utah State University*
- **Moderator: Chris Edwards,** *MindEdge*

Creating Inclusive Online Learning Environments for Students with Disabilities
Location: Monterrey

- **Tay McEdwards,** *Oregon State University Ecampus*
- **Earlee Kerekes-Mishra,** *Oregon State University*
- **Moderator: Michelle Hertzke,** *Iowa State University*

Developing Liberal Arts Lifelong Learning Programs in the Middle East
Location: Fiesta 9–10

- **James Ketterer,** *American University in Cairo*
- **Moderator: Sandra Janusch,** *University of Washington*

No, This is Not Your Ceiling, PCO Leaders Can Go HIGHER!
Location: Coronado EFG

- **Robert Wagner,** *Utah State University*
- **Jason Ruckert,** *Embry-Riddle Aeronautical University*
- **Moderator: Lisa Templeton,** *Oregon State University*

Practicing What We Preach: UPCEA's Venture into Online Professional Development Certificates
Location: Yucatan

- **Kelly Otter,** *Georgetown University*
- **Roxanne Gonzales,** *New Mexico Highlands University*
- **Michael Jones,** *University of Connecticut*
- **Moderator: Jay Halfond,** *UPCEA*

Public Private Partnerships: The Why, How, and When to Pursue Them
Location: Fiesta 1–2

- **Nori Barajas-Murphy,** *InStride*
- **Whitney Kilgore,** *iDesign*
- **Lauren Atkins Budde,** *University of Michigan*
- **Moderator: Laurel Hogue,** *University of Central Missouri*

SARA Solutions: Resources for Interstate Distance Education Now and in the Future
Location: Fiesta 7–8

- **Marianne Boeke,** *NC-SARA*
- **Moderator: Reba-Anna Lee,** *Northwestern University*

Taming the Wild West: Coordinating PCO in a Decentralized University
Location: Coronado AB

- **Art Markman,** *The University of Texas at Austin*
- **Toni Wegner,** *The University of Texas at Austin*
- **Erin Harris,** *The University of Texas at Austin*
- **Moderator: Mike Embry,** *InsideTrack*

USF Online Strategic Approach: Blending credit and industry certs to meet future workforce demand
Location: Coronado CD

- **Cynthia DeLuca,** *University of South Florida*
- **Christine Brown,** *University of South Florida*
- **Mark Koulianos,** *University of South Florida*
- **Moderator: Sanam Raza,** *Springboard*

In Their Own Words: Retention of Active-duty Military and Military Veterans

Location: Durango

- **David Schejbal,** *Excelsior College*
- **Moderator: Chris Steele,** *University of Maryland, Baltimore County*

RESEARCH ROUNDTABLES

Location: Veracruz C

- **Moderator: Bruce Etter,** *UPCEA*

High Impact Practices: Strategies for faculty Professional development

- **Holley Handey,** *University of West Florida*

Increasing Faculty Participation in Online Learning

- **Melissa Kaufman,** *Drexel University*

The Seven People You'll Meet Starting Online Programs: A Case Study

- **Jason Johnston,** *University of Kentucky*

Understanding the Recruitment, Admissions, and Enrollment Experiences of Nontraditional Students Across Generations

- **James Campbell,** *University of Richmond*

Is Scalability Enough? A Deeper Look at Inclusivity in Growing Online Programs

- **Abby Rose,** *University of Colorado Boulder*
- **Kaitlyn Rye,** *University of Colorado Boulder*
- **Mika Puseman,** *University of Colorado Boulder*

Engaging Post Traditional Alumni

- **Michael Frasciello,** *Syracuse University*
- **Jeffry Comanici,** *Syracuse University*

Benefits and Challenges of Learning Analytics in Higher Education

- **Carrie Hansel,** *Indiana University*

The Road to Online Program Management Independence

- **Andrea Carroll-Glover,** *St. Mary's University of Minnesota*

10:30 AM–11:00 AM
Networking Break: Visit Exhibit Hall and Poster Presentations
Location: Veracruz C

TRACKS

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- Community and Economic Engagement
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LEVELS

- Foundational
- Applied
- Strategic

MONDAY
TUESDAY
WEDNESDAY
THURSDAY

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ANNUAL CONFERENCE SCHEDULE

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11:00 AM–12: 15 PM
General Session | Sheryl WuDunn
Location: Fiesta 5–6

11:00–11:05 AM
Welcome Remarks from UPCEA Board President 2022–2023, Lisa Templeton

11:05–11:10 AM
Presentation of Excellence in Teaching Award and UPCEA Research and Scholarship Award

11:10 AM–12:15 PM
General Session | Sheryl WuDunn
Business Executive, Writer, Lecturer, and Pulitzer Prize Winner

Sheryl WuDunn, the first Asian-American reporter to win a Pulitzer Prize, is a business executive and best-selling author. She co-founded FullSky Partners, a consulting firm focusing on double-bottom line ventures in new media, technology and healthcare services. She is a venture partner at Piedmont Partners Group Ventures, which invests in growth companies in the U.S. She is also nominated for the Board of Overseers at Harvard University, running as a graduate of the Harvard Business School to serve as many faculty, students, and alumni as possible to help keep the university as great as it can be.

Scan QR code or visit upcea.edu/qanda to ask questions during General Sessions

12:15 PM–12:30 PM
Pickup lunch and make your way to your Network Lunch Meeting!
Location: Veracruz C

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12:30 PM–1:30 PM
Network Lunch Meetings: Spotlight Sessions and Awards

eDesign Collaborative + Online Administration
Location: Monterrey
Sponsored by EducationDynamics and APL nextED
Considerations for New Program Development

- **Kim Siegenthaler,** *Georgia State University*
- **Lisa Braverman,** *Excelsior College*
- **Daniel Kalef,** *Green Flower*
- **Moderators: Paul Huckett,** *Johns Hopkins University and* **Carrie Hansen,** *University of Indiana*

Presentation of UPCEA Award for Strategic Innovation in Online Education and UPCEA Outstanding Service in Postsecondary Instructional Design Award

Marketing, Enrollment & Student Success
Location: Durango
Sponsored by Blackboard
Culturally Inclusive Enrollment Management: Strategies for Designing Day-to-Day Staff Development

- **Sarah Wanger,** *Indiana University*
- **Moderator: Marleigh Perez,** *Oregon State University*

Presentation of Dorothy Durkin Award for Strategic Innovation in Marketing and Enrollment Management and UPCEA Award for Excellence in Advancing Student Success (sponsored by InsideTrack)

Business & Operations
Location: Coronado EFG
Sponsored by Everspring
Doing Your Job While Interviewing For It: Surviving a Simultaneous Presidential and Provost Transition

- **Nelson Chipman,** *Point Park University*
- **Moderator: Michael Jones,** *University of Connecticut*

Presentation of Business & Operations Award for Operational Excellence

Program Planning and Implementation
Location: Yucatan
Sponsored by Wiley University Services
How Can You Help Students Grow OUTSIDE of Your Course?

- **Ann Taylor,** *Penn State University*
- **Moderator: Sandra von Doetinchem,** *University of Hawaii at Manoa*

Presentation of Outstanding Program: Noncredit Award and Outstanding Program: Credit Award

Community and Economic Engagement
Location: Coronado AB
Sponsored by Emsi Burning Glass
Professional Success: Empowering Students to Find Success Through Professional Skills

- **Jody DeKorte,** *Purdue University Global*
- **Michele Riley,** *Purdue University Global*
- **Kathy Ingram,** *Purdue University Global*
- **Moderator: Laurel Hogue,** *University of Central Missouri*

Presentation of UPCEA Engagement Award

Alternative Credentials
Location: Coronado CD
Sponsored by MindEdge
So Much More Than A Transcript: The Power and Potential of Digital Badges for Career Self-Advocacy

- **Carrie Wandler,** *Saint Mary's University of Minnesota*
- **Andrea Carroll-Glover,** *Saint Mary's University of Minnesota*
- **Moderator: Melissa Peraino,** *Grand Valley State University*

International
Location: Fiesta 9–10
Sponsored by ThriveDX

- **Moderator: Sandra Janusch,** *University of Washington*

Presentation of UPCEA International Program of Excellence Award and UPCEA International Leadership Award

2:00 PM–3:00 PM

CONCURRENT SESSIONS V

A Whole New World: 5 Tools Anyone Can Use to Make Incredible International Learning Happen Online
Location: Fiesta 9–10

- **Maikel Alendy,** *Florida International University*
- **Moderator: Maria Jose "MJ" Bassett,** *Purdue Global University*

Bifurcated Advising: Improving College Access and Retention—From the Start!
Location: Durango

- **Carmin Chan,** *University of Arizona*
- **Grace Hurd,** *University of Arizona*
- **Moderator: Karina Kogan,** *EducationDynamics*

Concurrent Session block continues ▶

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LEVELS

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MARK YOUR CALENDARS FOR UPCEA'S UPCOMING EVENTS.

Visit **upcea.edu/events** for more information

ANNUAL CONFERENCE SCHEDULE

◀ *2:00 PM–3:00 PM*
Concurrent Sessions V continued

Embracing Equity, Diversity, Inclusion, & Access in the First Year Seminar for Non-traditional Online Learners
Location: Yucatan

- **Tyler Bell,** *Syracuse University*
- **Ken Cooper,** *Syracuse University*
- **Moderator: Tanya Vincent,** *Western Kentucky University*

Getting Started With Digital Credentials: Perspectives From Two Research Institutions
Location: Monterrey

- **Rovy Branon,** *University of Washington*
- **Art Markman,** *University of Texas at Austin*
- **Bryan Blakeley,** *University of Washington*
- **Moderator: Trina Poe,** *Emsi Burning Glass*

Implementing a New Online Course Development Process: Tales From an Instructional Design Team
Location: Fiesta 1–2

- **Kim Luzius,** *University of Michigan*
- **Frederique Laubepin,** *University of Michigan*
- **Moderator: Tracy Chapman,** *Collegis Education*

R2-D2, C-3PO, & K12 PD : A Community Collaboration to Bring AI to the Classroom
Location: Coronado AB

- **Josh Herron,** *Anderson University*
- **Katie Wolfe-Burleson,** *Anderson University*
- **Benjamin Deaton,** *Anderson University*
- **Moderator: Jane Morgan,** *Florida Atlantic University*

The Central Role of PCE in Driving Institutional Online Strategies
Location: Coronado CD

- **Amrit Ahluwalia,** *The EvoLLLution*
- **Eric Bullard,** *University of California, Los Angeles*
- **Tanya Zlateva,** *Boston University*
- **Moderator: Tom Cavanagh,** *University of Central Florida*

Virtual Study Abroad Course Development
Location: Fiesta 3–4

- **Breeda McGrath,** *The Chicago School of Professional Psychology*
- **Moderator: Jorge Zumaeta,** *Florida International University*

Does the Rise of In-house Corporate Education and Training Certificates Pose a Threat to Higher Ed Continuing Education Programs? Extending the Conversation from UPCEA 2021 Regions Week
Location: Fiesta 7–8

- **Sandra von Doetinchem,** *University of Hawaii at Manoa*
- **Annette Webb,** *University of California, Riverside*
- **Lee Maxey,** *MindMax*
- **Stacy Chiaramonte,** *Worcester Polytechnic Institute*
- **Moderator: Colleen Johnson,** *University of Wisconsin, Madison*

What's in Your Portfolio? And What Are You Doing About It?
Location: Coronado EFG

- **Stephanie Platteter,** *University of Minnesota*
- **Bob Stine,** *University of Minnesota*
- **Moderator: Anni Schleicher,** *Salesforce.org*

3:00 PM–3:30 PM
Networking Break: Visit Exhibit Hall and Poster Presentations
Location: Veracruz C

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3:30 PM–4:30 PM
CONCURRENT SESSIONS VI

At Your Service: Bringing Community Engagement and Service Learning to an Online University
Location: Fiesta 1–2

- **Catherine Flynn,** *Purdue University Global*
- **Tricia Berry,** *Purdue University Global*
- **Jeffrey Buck,** *Purdue University Global*
- **Moderator: Alan Manly,** *Harmonize*

Building Hyflex: Optimizing Learning Outcomes and Promoting Connection Through Intentional Course Design and Inclusive Instructional Solutions
Location: Coronado AB

- **Timothy Loatman,** *Collegis Education*
- **Phillip (PJ) Way,** *Northern Arizona University*
- **Christina Cavage,** *University of Central Florida*
- **Jonathan Poole,** *Nearpod*
- **Moderator: Travis Thurston,** *University of Southern Utah*

Diversity Equity and Inclusion Resource Library
Location: Coronado EFG

- **Saira Cooper,** *Rice University*
- **Nichole Henry,** *Syracuse University*
- **Moderator: Shino John,** *Rutgers University*

Faculty Development in a COVID World: How Two Universities Promote Excellence in Teaching and Learning
Location: Durango

- **Ediz Kaykayoglu,** *Central Washington University*
- **Joy Fuqua,** *Central Washington University*
- **Emily Breuker,** *University of Phoenix*
- **Moderator: Kathleen Gibson,** *APL nextED*

Never Let a Good Crisis Go To Waste: Innovating Enrollment & Engagement Under Lockdown
Location: Monterrey

- **Taryn Conoway,** *University of Wisconsin, Madison*
- **Tim Dalby,** *University of Wisconsin, Madison*
- **Pat Walsh,** *University of Wisconsin, Madison*
- **Moderator: Jaime Oleksik,** *Carnegie*

Partnerships at Public Universities: A Tale of Two Institutions
Location: Yucatan

- **Robert Squires,** *Western Washington University*
- **Sandra Janusch,** *University of Washington*
- **Keith Kelley,** *Western Washington University*
- **Moderator: Desiree Young,** *ThriveDX*

Skills Alignment at Scale
Location: Fiesta 7–8

- **Kate Parker,** *LearningMate*
- **Dan Blickensderfer,** *IMS Global*
- **Joshua Heyman,** *Southern New Hampshire University*
- **Stuart Vanorny,** *LearningMate*
- **Moderator: Yakut Gazi,** *Georgia Institute of Technology*

Supporting Program Development in a Mixed Funding Model
Location: Coronado CD

- **Trisha Wells,** *University of Maryland Baltimore County*
- **Christopher Steele,** *University of Maryland Baltimore County*
- **Allison Jones,** *University of Maryland Baltimore County*
- **Moderator: Doragnes Bradshaw,** *Rollins College*

Using Language Immersion to Accelerate Career Development for International Students
Location: Fiesta 9–10

- **Domi Enders,** *Columbia University*
- **Diane Spizzirro,** *Columbia University*
- **Shelley Saltzman,** *Columbia University*
- **Brittany Ober,** *Columbia University*
- **Moderator: Danay Barata,** *Florida International University*

Considerations for New Program Development
Location: Fiesta 3–4

- **Kim Siegenthaler,** *Georgia State University*
- **Lisa Braverman,** *Excelsior College*
- **Daniel Kalef,** *Greenflower*
- **Moderator: Paul Huckett,** *Johns Hopkins University*

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- Online Administration
- Program Planning & Implementation

LEVELS

- Foundational
- Applied
- Strategic

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ANNUAL CONFERENCE SCHEDULE

Thursday, April 14

8:15 AM–9:15 AM

Breakfast with Regions: Regions Respond

Pick up breakfast in Veracruz C starting at 8:00 AM and make your way to your Region!

Central—Location: Yucatan
Mid-Atlantic—Location: Coronado EFG
New England—Location: Coronado CD
South—Location: Monterrey
West—Location: Durango

8:15 AM–9:15 AM

Informational Meeting: LGBTQ Leaders in Higher Education

Location: Fiesta 9–10

8:45 AM–9:15 AM

UPCEA Online Professional Development Prospective Learner Information Session

Location: Coronado AB

9:30 AM–10:30 AM

CONCURRENT SESSIONS VII

Adjunct Faculty Support Through Customizable Course-Specific Templates

Location: Coronado AB

- **Audrey Eagle,** *University of West Florida*
- **Moderator: Teresa Kuruc,** *University of Arizona Global Campus*

Data (Plus Technology) Are King: How to Use Technology to Develop Data-Driven Marketing Strategies for Recruitment of Adult Students

Location: Durango

- **Cyrus Homayounpour,** *The George Washington University*
- **Amanda Gillespie,** *The George Washington University*
- **Moderator: Lee Maxey,** *MindMax*

(Really) Everybody Hurts: Creating Innovative Faculty Training in Times of Crisis Using Alternative Subject Experts

Location: Fiesta 3–4

- **Tracy Craven,** *Mississippi State University*
- **Moderator: April Wolf,** *Purdue University*

Designing for DE&I: Strategies for Equitable Adult, Continuing and Online Education Programming

Location: Yucatan

- **Richard Senese,** *Capella University*
- **Thomas Stewart,** *National University System*
- **Kelly Otter,** *Georgetown University*
- **Michael Collins,** *Jobs for the Future*
- **Moderator: David Cillay,** *Washington State University*

Indiana Leads the Way: An Achievement Wallet for Every State

Location: Fiesta 1–2

- **Kacey Thorne,** *Western Governors University*
- **Darin Hobbs,** *Western Governors University*
- **Alex Kaplan,** *IBM*
- **Kym Lavigne-Hinkley,** *Markle*
- **Moderator: Lesa Hanlin,** *University of Virginia*

Lift and Shift: The University Model in the Age of Acceleration

Location: Coronado EFG

- **Dean Goon,** *Embry-Riddle Aeronautical University*
- **John Boekenoogen,** *Embry-Riddle Aeronautical University*
- **Moderator: Clay Taylor,** *Texas Tech University*

No Passports Required: PCO on a Global Stage

Location: Monterrey

- **Nancy Coleman,** *Harvard University*
- **James Gazzard,** *University of Cambridge*
- **Simon Bell,** *University of Melbourne*
- **James Ketterer,** *American University of Cairo*
- **William Lee,** *Hong Kong University*
- **Carola Weil,** *McGill University*
- **Moderator: Amy Heitzman,** *UPCEA*

Through the Wormhole! Realigning Development Strategies Post COVID

Location: Coronado CD

- **Sunay Palsole,** *Texas A & M University*
- **Justin Louder,** *Texas Tech University*
- **Shawn Miller,** *Duke University*
- **Moderator: Ann Taylor,** *Penn State University*

Innovation & Impact through Strategic Enterprise Partnerships

Location: Fiesta 9–10

- **Colleen Johnson,** *University of Wisconsin, Madison*
- **Laura Thomas,** *University of Wisconsin, Madison*
- **Nori Barjas-Murphy,** *InStride*
- **Yu Tze Shelly Wang,** *InStride*
- **Moderator: Mili Maldonado,** *Universidad Del Sagrado Corazon*

To Grow Alternative Credentials, Build Your Registration Team

Location: Fiesta 7–8

- **Ryan Torma,** *University of Minnesota*
- **Katherine Hagberg,** *University of Minnesota*
- **Moderator: Stacy Chiaramonte,** *Worcester Polytechnic Institute*

10:30 AM–11:00 AM
Networking Break: Visit Exhibit Hall and Poster Presentations
Location: Veracruz C

11:00 AM–12:15 PM
Closing General Session | Paul LeBlanc
Location: Fiesta 5–6

11:00–11:05 AM
Welcome Remarks from UPCEA Board President 2021–2022, Nancy Coleman

11:05–11:10 AM
Presentation of Outstanding Continuing Education Student: Credit Award and Phillip E. Frandson Award for Literature

11:10 AM–12:15 PM
General Session | Paul LeBlanc
President, Southern New Hampshire University

Dr. Paul J. LeBlanc is President of Southern New Hampshire University (SNHU). Under the 18 years of Paul's direction, SNHU has grown from 2,800 students to over 170,000 learners and is the largest non-profit university in the country. Paul serves on the American Council of Education (ACE) Board, and served on the National Academies of Sciences, Engineering and Medicine's Board on Higher Education and Workforce. He has worked as a Senior Policy Advisor to Under Secretary Ted Mitchell in the US Department of Education. In 2018, Paul was awarded the prestigious TIAA Institute Hesburgh Award for Leadership Excellence in Higher Education. His new book *Students First: Equity, Access, and Opportunity in Higher Education* was published by Harvard Education Press, and is the 2022 Phillip E. Frandson Award for Literature recipient.

Scan QR code or visit upcea.edu/qanda to ask questions during General Sessions

12:15 PM
Adjourn

Thank you, Partners!

UPCEA's partners are organizations that have demonstrated their support for professional, continuing, and online higher education and the mission of UPCEA. We extend our gratitude to all our partners for their contributions the association and our field.

Learn more about UPCEA's partners at **upcea.edu/partners**.

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LEVELS

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- Applied
- Strategic

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Poster presentations are available for viewing in the **Exhibit Hall (Veracruz C)** throughout the entire conference!

A Comprehensive Approach to Reskilling Through Coaching and Certification Acquisition

- **Kelvin Bentley,** Western Governors University
- **Kristy McCann,** *GoCoach*
- **Rebecca Taylor,** *GoCoach*

A Global Rebrand Amidst A Global Pandemic

- **Mandy Johnson,** The University of Alabama Online
- **Megan Welborn,** The University of Alabama Online

Active Learning in a Ubiquitously Blended World

- **Whitney Kilgore,** iDesign
- **Stephanie Moore,** University of New Mexico
- **Andreina Bloom Parisi-Amon,** Engageli

Alternative Credentials: Myths and Realities

- **Nick White,** SEI
- **Adele Webb,** Capella University

ArcGIS Story Maps: An Innovative Method for Showcasing Continuing Education Program Impacts

- **Dixie Cartwright,** Mississippi State University

Boosting Your Online Administration Efficiency by Automating Complex Course Operations for a Large Online Program

- **Dylan Fenton,** University of Pennsylvania
- **Edward Tao,** University of Pennsylvania

Change and Grief Theory: A Four Year Journey to Online Programming

- **Patrick Wilson,** New Mexico Highlands University
- **Roxanne Gonzales,** New Mexico Highlands University
- **Dhanila Parboteeah,** New Mexico Highlands University
- **David Capranos,** Wiley Educational Services

Collaboration and Processes for Implementing a Non-credit Registration Solution (NRS)

- **Steven Harris,** University of Maryland, Baltimore County
- **LaMar Davis,** University of Maryland, Baltimore County

Comparing the Efficacy of Online Collaboration Tools in Secondary and Post-Secondary Classrooms

- **Doug Feldmann,** Northern Kentucky University

Controlling for Enrollment: Life Happens . . . but Are You Coming?

- **Jesse Boeding,** Signal Vine
- **Andrea Gross,** University of Denver

Core Principles for At-Scale Platform Partnerships

- **Yakut Gazi,** Georgia Institute of Technology

Designing a Practitioner-focused, Fully Online, Terminal Degree Program

- **Nancy Hastings,** University of West Florida
- **Byron Havard,** University of West Florida

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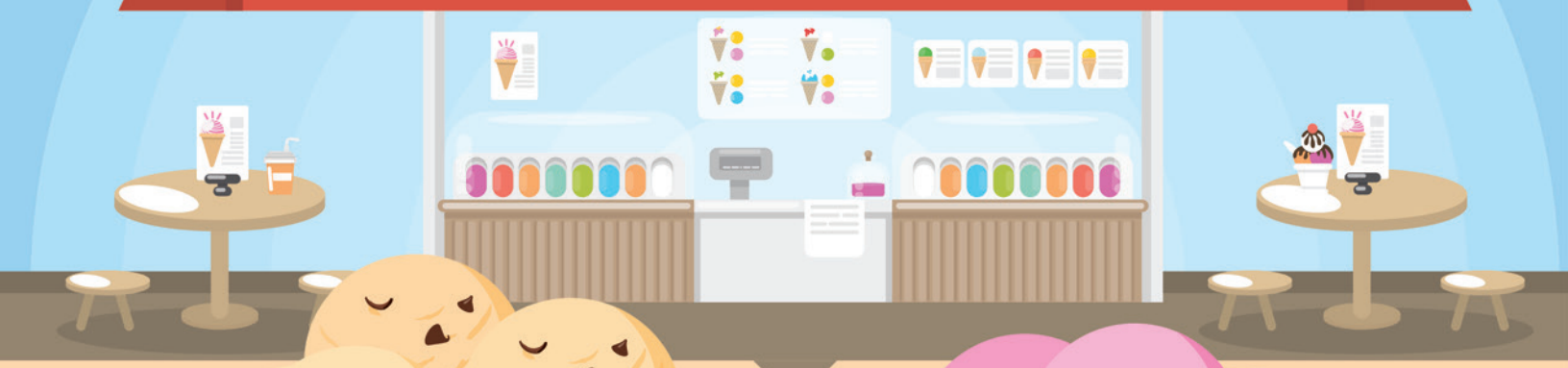

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Developing New Online Programs in Six to Nine Months

- **Maricel Lawrence,** Purdue University Global
- **Lyndsey Lis,** Kaplan North America

Developing Positive Cross-Departmental Technology Support Partnerships During Times of Crisis

- **Evan Straub,** University of Michigan
- **Angela Marocco,** University of Michigan

Discussions that Build Community, Not Just a Letter Grade—Can We Stop Being 'Darth Grader' in LMS Discussions?

- **Tawnya Means,** University of Illinois
- **Brian Verdine,** Yellowdig

E-Learners Index: Today's Landscape of Online Education

- **Lisa Braverman,** Excelsior College
- **Karina Kogan,** EducationDynamics

From Grassroots to the Highly Orchestrated: Online Leaders Share Their Stories of the Evolving Online Organizational Landscape in Higher Ed

- **Bettyjo Bouchey,** National Louis University
- **Erin Gratz,** Orange Coast College
- **Jason Johnston,** University of Kentucky
- **Carlos Morales,** Tarrant County College

From the Dark Age to the Digital Age: Program Development and Re-Vitalization

- **Lisa Shappee,** Kansas State University
- **Kirsten Zoller,** Kansas State University Salina

How a Professor and Learning Designer Collaborated to Transform the Student Experience

- **Regardt Ferriera,** Tulane University
- **Marc Harrington,** Ease Learning

How to Engage Your Students on a Personal Level, in an Online Environment

- **Sara Lambie,** Indiana University
- **Stephanie Tinkel,** Indiana University
- **Kara Newman,** Indiana University

How to Launch New Online Programs

- **Matt Pagano,** Net Natives
- **Jennifer Lonchar,** Net Natives
- **Jimmy Hart,** The University of Alabama

Inclusion and Human Dignity: Creating Inclusive and Supportive Learning Environments

- **Andrea Carroll-Glover,** Saint Mary's University of Minnesota
- **Carrie Wandler,** Saint Mary's University of Minnesota
- **Leon Dixon,** Saint Mary's University of Minnesota

Innovation & Impact through Strategic Enterprise Partnerships

- **Colleen Johnson,** University of Wisconsin, Madison
- **Laura Thomas,** University of Wisconsin, Madison
- **Nori Barajas-Murphy,** InStride
- **Yu Tze Shelly Wang,** InStride

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It's High Time We Define What to Expect in Our Hyflex, Hybrid, Online, and On-Campus Courses: Operationalizing Expectations and Leveraging the Power of the LMS, Faculty, and Instructional Design Team to Optimize the Learning Experience

- **Ilianna Kwaske,** Tulane University
- **Ronni Tyger,** Tulane University

Landlords Don't Work on University Timelines: Building Faster, More Equitable Emergency Relief Systems

- **John Clark,** WGU Labs
- **Jason Levin,** WGU Labs
- **David Helene,** Edquity

Leadership Lessons: We Hyflexed, Now What?

- **Bettyjo Bouchey,** National Louis University

Let's Discuss: Graduate Student Onboarding in the Online Space from A–Z

- **Heidi Hopkins,** University of Arizona
- **Marla Rodriguez,** University of Arizona
- **Amber Deschenes,** Fitchburg State University
- **Jennifer Murray,** Fitchburg State University

Orientation in the Time of COVID: Innovation in the Face of Constraints

- **Lisa Miller,** University of California, Riverside
- **Ery Millan-Coffey,** University of California, Riverside

Predoctoral Education and Training in Clinical Psychopharmacology

- **Gerardo Rodriguez-Menendez,** The Chicago School of Professional Psychology
- **Breeda McGrath,** The Chicago School of Professional Psychology
- **Dina Glaser,** The Chicago School of Professional Psychology

Remote Learning: Pivoting During COVID-19 To Succeed

- **Shane Huff,** University of Texas at Arlington
- **Cory Eyler,** ed2go
- **Jim Fong,** UPCEA

Serving Those Who Serve: USNCC + Arizona Online Pilot Program

- **Grace Hurd,** University of Arizona
- **Heidi Creel,** University of Arizona

Show Your Work: Capturing, Defining, and Planning for Future Iterations of Learning Technology Support Services

- **Amy Coleman,** Georgia State University
- **Eric Floyd,** Georgia State University

Some College, No Degree, What's Next?

- **Laurel Hogue,** University of Central Missouri
- **Breanne Simkin,** Excelsior College
- **Lee Maxey,** MindMax

Stay With Me Now: Cross-Functional Collaborative Yield Strategies

- **Marissa McGee,** Indiana University
- **Sarah Wanger,** Indiana University

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- Widget Builder
- SkillsMatch

Track alumni career accomplishments

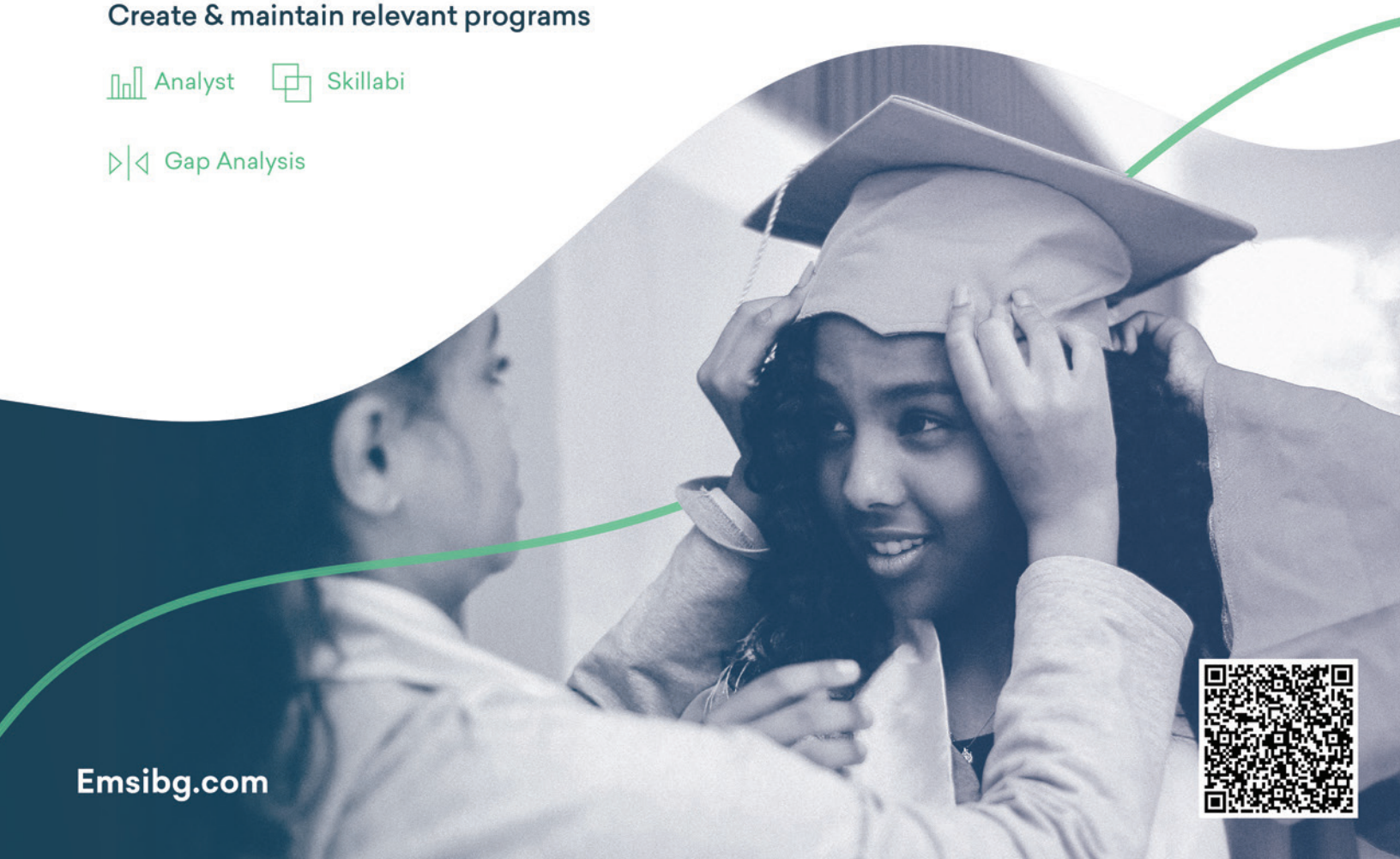
- Alumni Outcomes
- GoRecruit

Demonstrate institutional value

- Economic Impact

Create & maintain relevant programs

- Analyst
- Skillabi
- Gap Analysis



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The Benefits of Scale: The Big Programs Are Getting Bigger. So What?

- **Nydia MacGregor,** Santa Clara University
- **Michael Miller,** Everspring

The Workers Are Alright: Year 3 of a Survey Study on Remote Work Perceptions for Higher Education Instructional Design Teams

- **Dan Arnold,** Oakland University
- **Mel Edwards,** Purdue University
- **Qin Li,** University of Utah
- **Olysha Magruder,** Johns Hopkins University
- **Shaun Moore,** Oakland University

Thrifty Data: Utilizing Student Search Behavior to Inform How You Spend Your Limited Budget

- **Steven Mulligan,** Studyportals

Transforming Large, Online Classes Through an Integrated Model of Practice-Based Curriculum and Just-In-Time Support

- **Ryan Meuth,** Arizona State University
- **Phill Miller,** Arizona State University

Translating the Online Hidden Curriculum: Intersection of Students Services and Faculty Development

- **Roderick Simmons,** University of Michigan
- **Evan Straub,** University of Michigan

Uncovering Student Needs to Enhance Student Outcomes and Retention

- **Jason Rhode,** Northern Illinois University
- **Brenda Helen Sheingold,** George Mason University
- **Melanie Davis,** Wiley Education Services

Understanding Your Future Online, Professional, and Adult Student

- **Chris Lynett,** Lasell University
- **Will Lamb,** EAB

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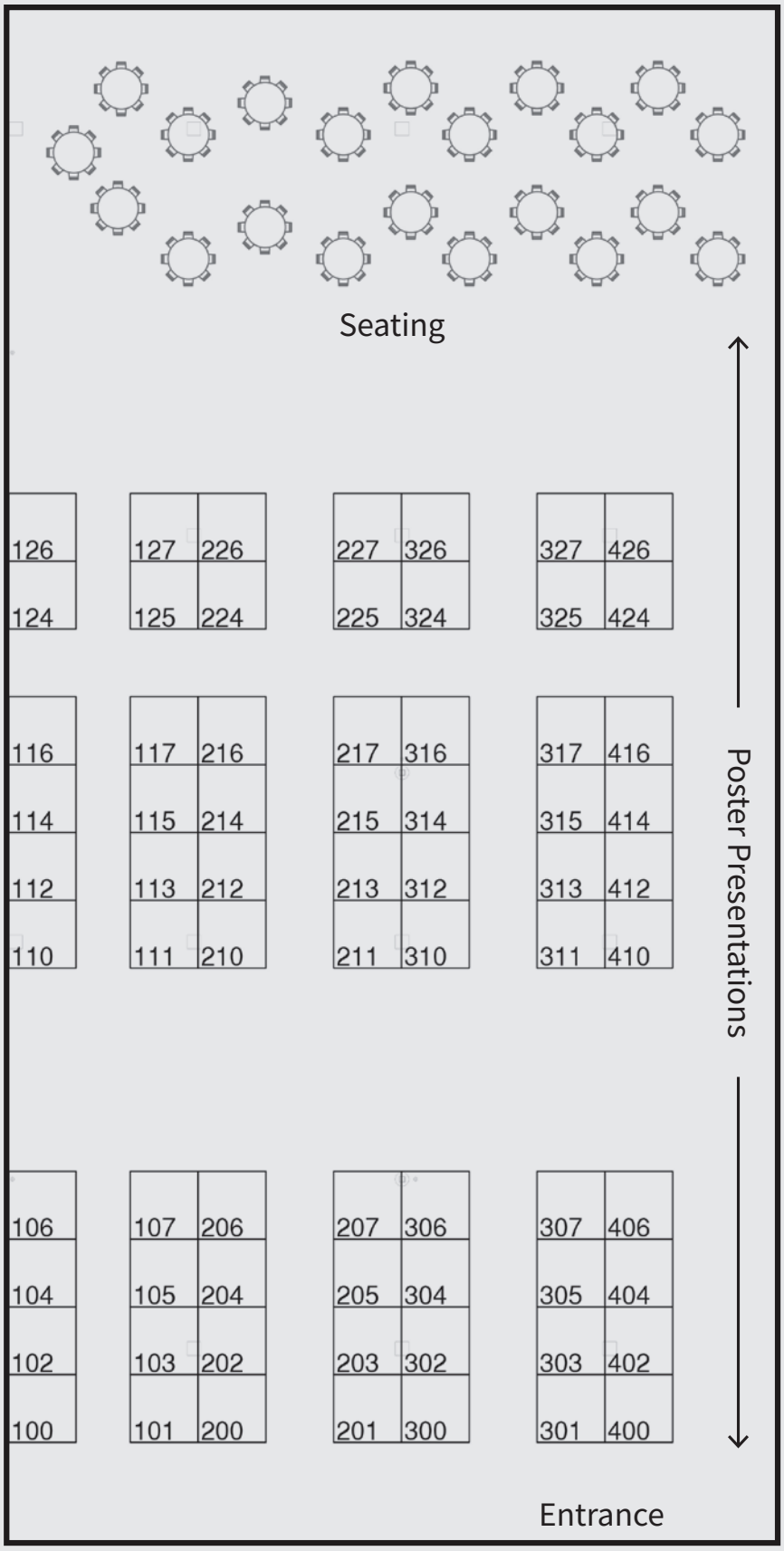
EXHIBIT HALL MAP



ANNUAL CONFERENCE EXHIBIT HALL HOURS

Tuesday, April 12
2:30 PM–6:30 PM

Wednesday, April 13
7:00 AM–4:30 PM

Thursday, April 14
8:00 AM–11:00 AM

LEARN MORE ABOUT OUR EXHIBITORS!

Visit the conference app in Guidebook to learn more about each exhibitor! The app is FREE to download for Android and iOS. In Guidebook, search "UPCEA 2022 Conferences – Orlando."

HAVE QUESTIONS?

Visit the UPCEA information desk at the Veracruz North Registration Desk just outside of the Exhibit Hall

EXHIBITOR RECEPTION

Join us for the reception in the Exhibit Hall at 5:30 PM on April 12—learn more about the exhibitors and enjoy the open bar and networking! Sponsored by the UPCEA Diversity & Inclusive Excellence Committee.

SOCIAL MEDIA CONTEST

Follow UPCEA on Twitter and Facebook and use **#UPCEA2022** in a post on either platform. All posts between April 11–14 using the hashtag will be entered into a drawing to win a prize donated by an exhibitor or sponsor!

EXHIBITOR SNAPSHOT

Find the tools and services you need with our conference exhibitors.

Exhibitors have listed their top services to help you find the solutions you're looking for.

- Marketing/Branding/PR & Web Design
- Analytics/Consulting/Research/Strategic Planning
- Enrollment/Retention/Registration
- Student Support & Engagement/Accessibility
- Learning Solutions & Contract Management/Staff Efficiency
- OPM/Course Design/Curriculum Services/ Accreditation
- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps/ Summer Camps
- Workforce/Career Development/Internship Management
- Test Preparation Services & Tuition Solutions
- Proctoring Services/Data Verification & Faculty/ Staff Recruitment
- Telehealth Services & Mental Health Wellness

AllCampus **Booth: 225**	Online Program Management Marketing, Enrollment, and Retention Instructional Design
APL nextED **Booth: 301**	Faculty Management & Staffing Contracts & Compensation Management Faculty/Staff Recruitment
Blackboard **Booth: 201 & 300**	Online Program Management Research & Strategy Marketing & Enrollment Management
CampusCE **Booth: 102**	Education management software that simplifies the student e-commerce experience Full suite of student & prospect management, course management, facilities management, and instructor management tools designed for Continuing Education Integrations with Enterprise Systems including PeopleSoft, Ellucian, Canvas, Blackboard, D2L, Moodle, ed2go and more
Capital Education **Booth: 412**	Enrollment Management: Admissions/Financial Aid/Retention Learning Resources: Programs/ Faculty Development/Online Learning/Assessment Strategic Planning and Communications: Branding/ Marketing/Organizational Change/ Strategic Planning
Carnegie **Booth: 302**	Digital Marketing Website Design Custom Research
Class Technologies **Booth: 314**	Teaching and Learning Tool Virtual Classroom Education Technology
CLS by Barbri **Booth: 215**	Online Courses

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- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps/ Summer Camps
- Workforce/Career Development/Internship Management
- Test Preparation Services & Tuition Solutions
- Proctoring Services/Data Verification & Faculty/ Staff Recruitment
- Telehealth Services & Mental Health Wellness

Collegis Education **Booth: 311**	Grow Enrollments Deliver Quality Learning Experiences Manage Strategic Technology Development
Comm100 **Booth: 110**	Live Chat Chat Bot Enrollment Management
Coursera **Booth: 211**	Career Training Curriculum Integration (w/ blended learning or standalone courses)
Cygnus Education **Booth: 206**	Performance Marketing Campaign/Lead Management & Compliance Technology Enrollment Management Solutions
D2L **Booth: 213**	Student Success Online Learning Continuing Education
Digital Marketing Institute **Booth: 315**	Program Accreditation for Universities/Colleges Industry Recognized Micro-credentials Curriculum Development
EAB **Booth: 326**	Strategic Portfolio and Market Planning Audience Generation and Targeting Yield and Enrollment Management
Ease Learning **Booth: 313**	Learning Design Workforce-aligned Programs Help Desk
ed2go **Booth: 306**	Quality online courses Enrollment, customer, and student services eCommerce and digital solutions
EducationDynamics **Booth: 101 & 200**	Marketing Enrollment Management Market Research

Emsi Burning Glass
Booth: 207

- Labor market data to help optimize program offerings
- Labor market data to help connect students to programs and careers
- Labor market data to help communicate outcomes and impact

Entrinsik, Inc
Booth: 227

- Registration & Course Management
- Real-Time Analytical Reporting
- Student E-Commerce Registration

ETC
Booth: 127

- Test Preparation Classes
- Summer Camps
- Online Test Preparation Classes

Everspring
Booth: 107

- Strategic Planning
- Course Development
- Marketing & Enrollment

Focus EduSolutions
Booth: 117

- E-learning
- Online Course Development
- Marketing and Research

Fullstack Academy
Booth: 112

- Launching Technology Bootcamps at Universities
- Provide Best In-Class Technology Education to Attract New Students

Green Flower
Booth: 217

- High-quality cannabis education programs in Healthcare, Agriculture, Law and Policy and Business

GreenFig
Booth: 404

- In-demand, online certificate programs in partnership with higher education to bridge the digital skills gap
- Credentials for in-demand business technologies (Google, Salesforce, HubSpot, etc.)
- Focused on high-growth disciplines like Digital Marketing Science, Business Analytics, Sales Development, Sales Operations, and more

Guild Education
Booth: 424

- Increase equitable access to education and opportunity for America's workforce

Harmonize by 42 Lines
Booth: 305

- Learner Collaboration Platform
- Visual & Engaging Online Discussions
- Increase Student Engagement

Honorlock
Booth: 402

- Online Proctoring

HRCP
Booth: 325

- Content Provider
- Turnkey Programs
- Course Development Assistance

InScribe
Booth: 214

- Student Engagement
- On-Demand Support
- Retention

InsideTrack
Booth: 307

- Capacity Building & Training
- Prospective Student Coaching
- Persistance Coaching

InSpace
Booth: 316

- Video Conferencing
- Online Collaboration
- Student Engagement Platform

Jobspeaker
Booth: 202

- Re-Skilling
- Credit for Prior Learning
- Employer Engagement

Kennedy & Company
Booth: 426

- Online Structure, Growth & Budgeting
- OPM Negotiation & Selection
- Enrollment Management Strategy & CRM Selection

LearningMate
Booth: 204

- Digital Curriculum, Instructional Design & Assessment Solutions
- Stackable Credentials & Professional Badging
- Technology & Support Services

Leif
Booth: 100

- Tuition Payment Solutions
- Outcomes Tracking
- Career Services

EXHIBITOR SNAPSHOT

Find the tools and services you need with our conference exhibitors.

Exhibitors have listed their top services to help you find the solutions you're looking for.

- Marketing/Branding/PR & Web Design
- Analytics/Consulting/Research/Strategic Planning
- Enrollment/Retention/Registration
- Student Support & Engagement/Accessibility
- Learning Solutions & Contract Management/Staff Efficiency
- OPM/Course Design/Curriculum Services/ Accreditation
- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps/ Summer Camps
- Workforce/Career Development/Internship Management
- Test Preparation Services & Tuition Solutions
- Proctoring Services/Data Verification & Faculty/ Staff Recruitment
- Telehealth Services & Mental Health Wellness

MindEdge Booth: 310	Continuing Education & Professional Development For-Credit Solutions Stackable Credentials
MindMax Booth: 303	Advisory Services Digital Marketing Enrollment Management Services
Modern Campus Booth: 111 & 210	Staff Efficiency Student Success Enrollment Growth
Motimatic Booth: 414	Enrollment Management Strategic Enrollment Marketing Digital Marketing Services
Nearpod Booth: 312	Increase participation Unlock learning insights Improve learning & course outcomes
Net Natives Booth: 327	Marketing/Branding Enrollment Management Online Course Development
Online Education Services (OES) Booth: 104	Data & Analytics Services Instructional Design Services Increase Retention, Persistence and Institutional Efficiencies
PlayPosit Booth: 106	Active Learning Platform Playlists and Certifications Instructional Design Support
Purdue University Global Booth: 115	Online education Incorporating virtual learning and training Developing new online programs
Regpack Booth: 224	Online Registration Software Online Payments Client Billing

Riipen
Booth: 205

- Experiential Learning
- Internship Management
- Employer Partnerships

RNL
Booth: 226

- Graduate and Online Recruitment
- Digital Lead Generation
- Market Research, Insights and Strategy

SmartBrief
Booth: 304

- Enrollment Marketing

Springboard
Booth: 203

- Online Bootcamps
- Marketing and Recruiting
- Workforce/Employment

StraighterLine
Booth: 400

- Extend Pathway Program provides solutions for non-traditional, at-risk, stopped-out and other challenging student populations
- Connect Pathway Program serves students who need gen ed courses or extra courses to meet degree requirements

Studyportals—the Global Study Choice Platform
Booth: 324

- Marketing
- Recruitment
- Consultancy

The Virtual Care Group
Booth: 212

- Student Services
- Telehealth Services

Thinking Cap Agency: Education Marketing Division of Refuel Agency
Booth: 317

- Qualified Student Lead Generation
- Proprietary Higher Ed Research
- Data-Driven Precision Student Targeting

ThriveDX
Booth: 410

- Digital Skills Bootcamps
- Workshops
- Professional Consulting

uConnect
Booth: 216

- Career Services
- Marketing & Content Management
- Student engagement

University of Florida
Booth: 105

- Professional Development
- Online Course Development

UWill
Booth: 114

- Student Mental Health
- Student Wellness
- Online Wellness Environment

VisionPoint Marketing
Booth: 113

- Advanced Recruitment and Enrollment Analytics/Forecasting
- Integrated Marketing
- Brand and Creative

Web Courseworks
Booth: 125

- Online Learning
- Learning Technologies
- Consulting Services

Wiley University Services
Booth: 406

- Market Strategy & Program Planning
- Student Recruitment, Enrollment & Retention
- Instructional Design & Faculty Development

Xenegrade
Booth: 416

- Online Registration Management
- Business Intelligence and Analytics
- Separate Instructor Portal

Yellowdig
Booth: 103

- Active Learning
- Student Engagement
- Community Building

SOLA+R SCHEDULE

Tuesday, April 12

7:00 AM–8:00 AM
Breakfast
Location: La Mesa Patio

8:00 AM–9:15 AM
General Session | A New Future: The Online Enterprise as a Driver of Quality for the Institution
Location: Monterrey

While distance education is certainly not new in the landscape of postsecondary education, the global pandemic is shining a spotlight on the importance of quality distance education. Could we leverage these quality discussions to address instruction at the institutional level, inclusive of other modalities? Rather than relying solely on faculty and academic leadership to be the arbiters of quality, can and should online leaders be involved in overall instructional quality discussions? Can our current bifurcated and distributed approach to quality survive? Join our panelists for a provocative discussion focused on bringing online quality frameworks (UPCEA's Hallmarks of Excellence in Online Leadership, Quality Matters' quality assurance system for teaching and learning, and the accreditors' 21st Century Guidelines for Distance Learning) to institutional campus instructional quality discussions.

Deb Adair,
Quality Matters

David Cillay,
Global Campus, Washington State University

Heather Perfetti,
Middle States Commission on Higher Education

Lori Williams,
NC-SARA

Moderator: Roxanne Gonzales,
New Mexico Highlands University

Scan QR code or visit upcea.edu/qanda to ask questions

9:30 AM–10:30 AM

CONCURRENT SESSIONS III

Delivering a Virtual Career Services Experience for Online and Adult Learners
Location: Coronado AB

- **Kyle Whitehouse,** *Oregon State University Ecampus*
- **Moderator: Barbara Kopp Miller,** *The University of Toledo*

Integrating Affordable, Accessible, and Scalable Virtual Reality (VR) In Online Courses
Location: Coronado EFG

- **Tania Heap,** *University of North Texas*
- **Ruthanne "Rudi" Thompson,** *University of North Texas*
- **Adam Fein,** *University of North Texas*
- **Moderator: Josh Steele,** *The University of Tennessee, Knoxville*

Repurpose, Reuse, Recycle: How to Get the Most Out of Your Online Offerings
Location: Coronado CD

- **Stevie Rocco,** *Penn State University*
- **Ann Taylor,** *Penn State University*
- **Moderator: Melissa Lubin,** *James Madison University*

Strategic Planning at Lightning Speed: Working With Online Teams in a Condensed Time Frame
Location: Monterrey

- **Judy Lewandowski,** *Purdue University Global*
- **Jacob Askeroth,** *Purdue University Global*
- **Moderator: Cynthia Baum,** *Thomas Edison State University*

The Pathways to Opportunity are Paved with Skills
Location: Yucatan

- **Sarah DeMark,** *Western Governors University*
- **Kacey Thorne,** *Western Governors University*
- **Naomi Boyer,** *Education Design Lab*
- **Moderator: Laurel Hogue,** *University of Central Missouri*

10:45 AM–11:45 AM

CONCURRENT SESSIONS IV

A Unified Vision: How Baylor University is Building a Cohesive Institutional Online Strategy
Location: Coronado AB

- **Sandy Bennett,** *Baylor University*
- **Cole Galyon,** *Blackboard*
- **Kara Eldersveld,** *Blackboard*
- **Moderator: Kris Rabberman,** *University of Pennsylvania*

Enable Your Independence: Online Program Management that Keeps You In Control
Location: Yucatan

- **Michael Frasciello,** *Syracuse University*
- **Holly Tapper,** *RNL*
- **Greg O'Brien,** *RNL*
- **Moderator: Steve VandenAvond,** *Northern Michigan University*

Reinvesting MOOC Revenue to Incentivize Teaching Innovation at a Research University
Location: Coronado EFG

- **Ira Gooding,** *Johns Hopkins University*
- **Olysha Magruder,** *John Hopkins University*
- **Moderator: Cheryl Murphy,** *University of Arkansas*

Shrinking the Skills Gap: Utilizing Labor Market Data, University-Wide Collaboration, and Employer Engagement to Prepare Graduates With Skills for Careers of Today and the Future
Location: Monterrey

- **Jennifer Katz,** *Purdue University Global*
- **Adam Bufka,** *Purdue University Global*
- **Moderator: Christina Trombley,** *Drake University*

Using Dashboards to Improve Online Instruction
Location: Coronado CD

- **Kim Siegenthaler,** *Georgia State University*
- **Chad Marchong,** *Georgia State University*
- **Moderator: Bettyjo Bouchey,** *National Louis University*

11:45 AM
Adjourn; Lunch (on your own)
The following locations at Disney's Coronado Springs Resort serve lunch:

- El Mercado de Coronado
- Rix Sports Bar & Grill

TRACKS

- Alternative Credentials
- Business & Operations
- Community and Economic Engagement
- eDesign Collaborative
- International
- Marketing, Enrollment, & Student Success
- Online Administration
- Program Planning & Implementation

LEVELS

- Foundational
- Applied
- Strategic

MONDAY

TUESDAY

SOLA+R SCHEDULE

Monday, April 11

9:30 AM–12:00 PM
Council of Chief Online Learning Officers Roundtable Convening
(Pre-registration required)
Location: Yucatan

From Niche to Necessity: Integrated Campus Services and the Changing Role of the Online Enterprise
The pandemic has shifted how colleges and universities design and deliver education and the corresponding support to students and faculty. One notable change is the desire for universal access to technology-mediated support services regardless of course delivery modality. But what does that mean for online enterprises, charged with and sometimes solely-funded by online learning tuition? How do online teams shift from serving a subpopulation of faculty and learners to an entire institution? What campus systems and processes need to change to accommodate the integration? How do online leaders collaborate with their peers across the institution to create campus infrastructures that support learners across modalities? Join online leaders as they share how they are filling a new critical role on their campuses by designing and delivering support services for all.

Scan QR code or visit upcea.edu/qanda to ask questions

12:00 PM–1:30 PM
Lunch (on your own)
The following locations at Disney's Coronado Springs Resort serve lunch:
- El Mercado de Coronado
- Rix Sports Bar & Grill

1:30 PM–2: 45 PM
Opening General Session
Enchanting Learners: Delivering on Expectations and Innovating New Online Experiences | Dan Cockerell, *Walt Disney World*
Location: Monterrey

There's no better example of balancing tradition and experiences with innovation than our host location, Walt Disney World®. Dan Cockerell spent most of his professional career ensuring those who visited the Magic Kingdom had the experiences they had come to rely upon as well as new opportunities to learn and explore.

Walt Disney World must meet guest expectations and brand promises but constantly innovate and create new experiences, much like institutions of higher education must innovate and create new opportunities for learners. The lessons learned during Walt Disney World's 50 years in operation can inform higher education, specifically a 60-year curriculum. Join us as Dan unlocks some of the secrets that make Disney properties lifetime destinations, causing people to return time and again.

Scan QR code or visit upcea.edu/qanda to ask questions

2:45 PM–3:00 PM
Networking Break
Location: La Mesa Patio

3:00 PM–4:00 PM
CONCURRENT SESSIONS I

After the Pivot: Strategic Evolution of Online Education in the Research Institution
Location: Monterrey
- **Reba-Anna Lee,** *Northwestern University*
- **Chris Foley,** *Indiana University*
- **Bob Rubinyi,** *University of Minnesota*
- **Moderator: Susan Seal,** *Mississippi State University*

Feast or Famine: Addressing Disparities in Financial Aid for Online Adult Learners
Location: Yucatan
- **Jessica Dupont,** *Oregon State University Ecampus*
- **Marleigh Perez,** *Oregon State University Ecampus*
- **Moderator: Kristen Brown,** *University of Louisville*

Implementing a Practical and Powerful Data-Informed Course Improvement Process
Location: Coronado CD
- **Chris Millet,** *Penn State University*
- **Moderator: Heather McCullough,** *University of North Carolina at Charlotte*

Improving Collaborative Online Initiatives: Building Trust, Improving Communications, and Creating a Culture of Creativity
Location: Coronado AB
- **Susan Elkins,** *University of South Carolina Palmetto College*
- **Tina Parscal,** *Colorado Community College System*
- **Stacy Snow,** *Kennedy and Company Education Strategies*
- **Moderator: Craig Wilson,** *University of Arizona*

Problem with Publics
Location: Coronado EFG
- **Rene Eborn,** *Utah State University*
- **Sasha Thackaberry,** *National University*
- **Moderator: Gerald Rhead,** *Michigan State University*

4:15 PM–5:15 PM

CONCURRENT SESSIONS II

Carpe Data: Data-Driven Strategic Planning Framework for Your Institutional Online Portfolio

Location: Coronado CD

- **Erica Chown,** *Boise State University*
- **Christine Bauer,** *Boise State University*
- **Moderator: Beth Rubin,** *Campbell University*

Confronting the Changing Landscape of Online Education

Location: Coronado EFG

- **Suzana Diaz Rosencrans,** *The University of Texas at San Antonio*
- **Melissa Vito,** *The University of Texas at San Antonio*
- **Moderator: Asim Ali,** *Auburn University*

Equity, Diversity, and Inclusion: A Pathway Forward for Course Design

Location: Coronado AB

- **Ryan Anderson,** *UW Extended Campus*
- **Amy Lane,** *UW Extended Campus*
- **Kristine Pierick,** *UW Extended Campus*
- **Moderator: Ann Taylor,** *Penn State University*

It's Complicated! Examining Online Student Enrollment Histories to Improve Recruitment and Retention

Location: Monterrey

- **Chris Foley,** *Indiana University*
- **Sharon Wavle,** *Indiana University*
- **Moderator: Carmin Chan,** *University of Arizona*

What We've Learned After 30 Years in Online Education

Location: Yucatan

- **Hal Morgan,** *University of Phoenix*
- **Moderator: Julie Thalman,** *West Virginia University*

5:30 PM–7:00 PM

Opening Reception

Location: Cabanas Beach

(Open to both Summit and Annual Conference attendees)

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LEVELS

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- Applied
- Strategic

MONDAY

TUESDAY

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