2023

ANNUAL CONFERENCE

MARCH 22–24, 2023
WASHINGTON, DC
#UPCEA2023

UPCEA®

JOIN OUR SESSION:

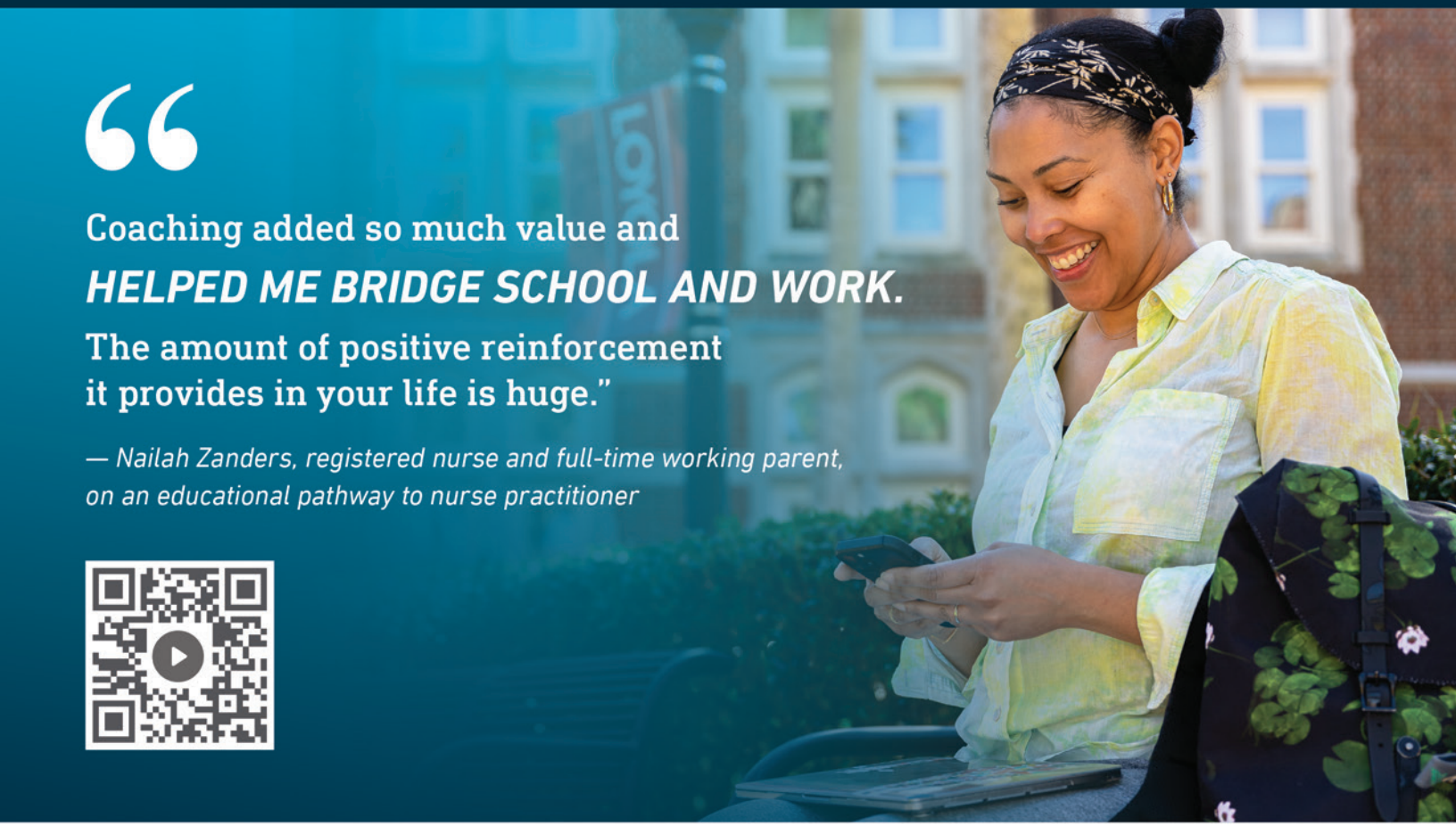
Capturing and Sharing the Voice of the Student in Changing Times

Wed., March 22, 2023 • 3-4 PM

Join us as we discuss key themes we've been hearing from students at a national level — and hear from two adult-serving institutions about how they use student perspectives to become more supportive and "student ready."

PANELISTS:

Kai Drekmeier | *Co-Founder and Chief Development Officer, InsideTrack*
Bill Fritz | *Sr. Director, Admissions & Military Enrollment Operations, Penn State*
Jenni Murphy | *Dean, College of Continuing Education, CSU Sacramento*



"Coaching added so much value and ***HELPED ME BRIDGE SCHOOL AND WORK.*** The amount of positive reinforcement it provides in your life is huge."

— Nailah Zanders, registered nurse and full-time working parent, on an educational pathway to nurse practitioner

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WELCOME TO WASHINGTON DC!

THANK YOU all for being here this week! It is with great excitement that we welcome you to the 2023 Annual UPCEA Conference hosted in-person in Washington DC.

The themes for this year's conference are focused on partnerships, resilience, access and inclusion. We will learn from leaders engaged in innovative global collaborations, interdisciplinary programs, and local partnerships focused on equity. Our work is never easy and it has never been more important. During your time here, make sure you are actively engaged, lending your voice and hearing from others in vivid discussions about the dynamic future for our work in higher education.

We hope you enjoy the dynamic program and creative networking opportunities that the conference provides. The event is a culmination of the work that the 2023 Annual Conference Planning Committee, UPCEA Staff, our session presenters, exhibitors, and many UPCEA volunteer leaders have worked towards. We are excited to share this remarkable experience with you this week.

Angie Kamath, New York University—Co-Chair

Chris Steele, University of Maryland, Baltimore County—Co-Chair

How to Use this Program

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 for full session descriptions, information about our conference exhibitors, and more. The conference website can be found at upcea.edu/annual.

Health and Safety

UPCEA recommends that attendees be up to date on their vaccinations, and wear a properly fitting face mask during UPCEA events at all public indoor spaces. Conference attendees are reminded to be respectful of individual choices made by fellow attendees, UPCEA staff, and others at the conference.

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.

Conference App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the 2023 Annual Conference app.

Download Guidebook for free on Android or iOS, visit guidebook.com/getit, or scan the QR code below.

After the app downloads, open it. Then search for and select "2023 UPCEA Annual Conference—Washington DC."

Scan QR code to download the conference app

Thank you to our Conference App Sponsor

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2023 Annual Conference Planning Committee

Angie Kamath, New York University—Co-Chair

Chris Steele, University of Maryland, Baltimore County—Co-Chair

Gary Chinn, The Pennsylvania State University—Vice Chair for the Annual Conference, Alternative Credentials Network

Kelley Brandt, Boise State University—Vice Chair for the Annual Conference, Business & Operations Network

Sam Larson, Michigan State University—Vice Chair for the Annual Conference, Community & Economic Engagement Network

Marissa Lombardi, The Forum on Education Abroad—Co-Vice Chair for the Annual Conference, International Network

Debra Leahy, California State University, Fullerton—Co-Vice Chair for the Annual Conference, International Network

Kristin Hrynczuk, Western Michigan University—Vice Chair for the Annual Conference, eDesign Collaborative Network

Karina Kogan, Education Dynamics—Vice Chair for the Annual Conference, Marketing, Enrollment Management & Student Success Network

Reba-Anna Lee, Northwestern University—Co-Vice Chair for the Annual Conference, Online Administration Network

Reginald "Reggie" Jackson, Northwestern University—Co-Vice Chair for the Annual Conference, Online Administration Network

Lynda Leavitt, Lindenwood University—Vice Chair for the Annual Conference, Program Planning & Implementation Network

Wendy Boland, American University—At Large Committee Member

Shelly Jobst, Virginia Polytechnic Institute and State University—At Large Committee Member

Jennifer Frank, University of Maryland Global Campus—At Large Committee Member

*Each year, the UPCEA Annual Conference is organized by an advisory committee comprised of UPCEA member-volunteers. If you are interested in being part of the 2024 advisory committee, please connect with any of this year's committee members or visit **upcea.edu/volunteer**.*

VENUE FLOORPLAN

Exhibit Hall · Registration Desk · General Sessions · Concurrent Sessions

UPCEA Registration Desk Hours

Wednesday, March 22
9:00 AM–5:15 PM

Thursday, March 23
7:30 AM–5:00 PM

Friday, March 24
7:30 AM–11:00 AM

Lanyard Sponsor:
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Exhibit Hall Hours

Wednesday, March 22
2:30 PM–5:45 PM

Thursday, March 23
7:30 AM–6:00 PM

Friday, March 24
7:30 AM–10:00 AM

WiFi

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

Network: Hilton Meeting
Password: UPCEA23

Social Media

Continue the conversation online with fellow attendees and speakers during and between sessions. Use **#UPCEA2023** online to stay in touch!

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Optimal support for today's learners requires a combination of data for meaningful engagement, technology to connect with students at scale, and personalized human service at crucial parts of the journey. Anthology has the most comprehensive support offering to evolve the student experience, boost overall enrollment, and improve student outcomes.

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Dr. Richard Muma
President | Wichita State University

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ANNUAL CONFERENCE SCHEDULE

TRACKS

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

LEVELS

- Foundational
- Applied
- Strategic

Mark your calendars for UPCEA's upcoming events. Visit **upcea.edu/events** for more information.

Wednesday, March 22

9:00 AM–5:15 PM
Registration Open
Location: Terrace Foyer

10:00 AM–11:30 AM
UPCEA 2022–23, 2023–24 Boards of Directors Meet

10:30 AM–11:00 AM
Come As You Are Icebreaker
Location: Albright
Icebreakers—some people love them, others hate them, and some may be just a little bit curious. Whether you're a DC local or just got off the plane, come as you are for some fun, informal connecting with other conference attendees.

11:30 AM–12:15 PM
Newcomers Welcome
Location: International Ballroom East
Make connections with other first-time conference attendees and learn how to make the most of your time at the conference.

1:15-2:30 PM
Opening General Session: Sanjeev Arora
Location: International Ballroom Center
2023 Association Award Recipient

1:15 PM–1:20 PM
Welcome Remarks from 2023 UPCEA Annual Conference Co-Chairs, Angie Kamath and Chris Steele

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

1:25 PM–1:35 PM
Presentation of Julius M. Nolte Award for Extraordinary Leadership and Adelle F. Robertson Continuing Professional Educator Award

1:35-2:30 PM
General Session: Sanjeev Arora

Sanjeev Arora, Founder of Project ECHO and the Executive Director of the ECHO Institute

Sanjeev Arora, MD, is the founder of Project ECHO and the Executive Director of the ECHO Institute. Dr. Arora is a Distinguished Professor of Medicine with tenure in the Department of Internal Medicine at the University of New Mexico Health Sciences Center. Dr. Arora is a pioneer in democratizing specialized medical knowledge for the good of humanity. His idea for Project ECHO was grounded in his personal experience as a liver disease specialist practicing in New Mexico whose patients endured an eight-month wait list for appointments and often drove hundreds of miles per visit. Delayed access to care adversely affected patient outcomes, resulting in unnecessary deaths from curable diseases like hepatitis C (HCV). Patients from New Mexico's geographically isolated communities suffered transportation, financial, and caregiver burdens, in addition to their health crises.

2:30 PM–3:00 PM
Networking Break: Visit Exhibit Hall
Location: Exhibit Hall (Columbia)

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3:00 PM–4:00 PM
CONCURRENT SESSION I

Learn the Field before Playing the Game: Understanding your Audiences as you Build Alternative Credentials
Location: Georgetown

Policy

- **Beth Rhoades,** *Weber State University*
- **Shane Farver,** *Weber State University*
- **Jessica DuPont,** *Oregon State University Ecampus*
- **Stacy Snow,** *Kennedy & Company*
- **Moderator: Gary Chinn,** *The Pennsylvania State University*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

From the Ground Up: Digital Badging and Micro-Credentialing Program Development
Location: Monroe

- **Melissa Kaufman,** *Drexel University*
- **Daria LaTorre,** *Duquesne University*
- **Mary Parish,** *Duquesne University*
- **Moderator: Tom Harney,** *Credly*

Federal Policy Update
Location: Cabinet
Policy

- **Chris Murray,** *Thompson Coburn LLP*
- **Kelly Otter,** *Georgetown University*
- **Frank Principe,** *University of Maryland Global Campus*
- **Moderator: Jordan DiMaggio,** *UPCEA*

Global Learning and the Future of Work: Micro-credentialing in Global Education
Location: Fairchild
Faculty

- **Breeda McGrath,** *Chicago School of Professional Psychology*
- **Andrea Custodi,** *CAPA*
- **Moderator: Amy Heitzman,** *UPCEA*

Capturing and Sharing the Voice of the Student in Changing Times
Location: Jefferson West
Policy

- **Jenni Murphy,** *California State University, Sacramento*
- **Bill Fritz,** *The Pennsylvania State University*
- **Kai Drekmeier,** *InsideTrack*
- **Moderator: Karina Kogan,** *EducationDynamics*

Development, Implementation, and Assessment of a College 'Surround and Support' Mentoring Model
Location: Lincoln West

- **Eric Kollar,** *University of West Florida*
- **Moderator: Jackson Boyar,** *Mentor Collective*

Building a Digital Future for Higher Ed: How to Hire, Lead, and Innovate with a Diverse Team of Digital Learning Professionals Who Live All Across the Country
Location: International Ballroom West
Diversity & Inclusion

- **Luis Alvarado,** *American University*
- **Moderator: Tamiko Cooper,** *Everspring*

Does It Have to Be 100% Online?—Explore How Hybrid Enhances Online Learning
Location: International Ballroom East
eDesign Collaborative

- **Lesa Lawson,** *Baylor University*
- **Kate Blom-Lowery,** *Baylor University*
- **Victor Lopez,** *Baylor University*
- **Moderator: Meni Sarris,** *Spur*

Building Learner Outcomes with Stackability: Stories from the Field
Location: Lincoln East

- **Amanda Brantner,** *University of Illinois, Urbana-Champaign*
- **Adam Fein,** *University of North Texas*
- **Robert McDonald,** *University of Colorado Boulder*
- **Quentin McAndrew,** *Coursera*
- **Moderator: Chris Edwards,** *MindEdge*

Accessible and Equitable Learning in a Quasi-Post Pandemic World
Location: Jefferson East
eDesign Collaborative

- **Yakut Gazi,** *Duke University*
- **Warren Goetzel,** *Georgia Institute of Technology*
- **Moderator: Brett Frazier,** *Coursera*

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ANNUAL CONFERENCE SCHEDULE

TRACKS

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

LEVELS

- Foundational
- Applied
- Strategic

Congratulations, award recipients! View details about 2023 Association Award recipients online at **upcea.edu/awards2023**

4:15 PM–5:15 PM

CONCURRENT SESSION II

Implementation of Micro-Credentials Within Higher Education Today. What's Holding Us Back?

Location: Jefferson West

Faculty

- **Rosa Redonnett,** *University of Maine System*
- **Paul Cochrane,** *University of Southern Maine*
- **Claire Sullivan,** *University of Maine System*
- **Moderator: Jeff Angle,** *ISACA*

Opportunity in the Alternative Credential Space: Lessons Learned From 5 Institutions

Location: Monroe

- **Sara Leoni,** *GreenFig*
- **Clay Taylor,** *Texas Tech University*
- **Lesa Hanlin,** *University of Virginia*
- **Rebecca Cook,** *University of Arizona*
- **Lisa Verma,** *Louisiana State University*
- **Moderator: Melissa Peraino,** *UPCEA*

Setting the Stage: Managing Change to Prepare for Growth

Location: Lincoln West

- **Todd Nicolet,** *University of North Carolina, Chapel Hill*
- **Tyler Ritter,** *University of North Carolina, Chapel Hill*
- **Hilary Culbertson,** *University of North Carolina, Chapel Hill*
- **Austin Gold,** *University of North Carolina, Chapel Hill*
- **Jennifer Larson,** *University of North Carolina, Chapel Hill*
- **Moderator: Josh Steele,** *University of Tennessee, Knoxville*

Onboarding New Employees in a 'New Normal': Strategies for Building Community From Day 1

Location: Cabinet

Diversity & Inclusion

- **Ann Taylor,** *The Pennsylvania State University*
- **Stevie Rocco,** *The Pennsylvania State University*
- **Moderator: Colin Lumsden,** *Springboard*

International 101: Establishing and Nurturing Partnerships

Location: Jefferson East

Diversity & Inclusion

- **Tony Pellegrini,** *Southern Utah University*
- **Moderator: Johanna Prado,** *William Patterson University*

Feeding the Content Beast: What's the Right Diet?

Location: Georgetown

- **Eva Marie Hube,** *University of Arizona*
- **Mike Southworth,** *University of Arizona*
- **Moderator: Lee Maxey,** *MindMax*

Building Effective Evaluation Toolkits: Perspectives on Partnerships

Location: International Ballroom West

Faculty

- **Paul Morales,** *Honorlock*
- **Samba Diop,** *Georgia Institute of Technology*
- **David Lawrence-Lupton,** *University of Michigan*
- **Soukaina Lamrani,** *University of Michigan*
- **Moderator: Jennifer Mortensen,** *University of California, Irvine*

Social Justice in Online Course Design: Impacting the Student Experience of Inclusion

Location: Lincoln East

Diversity & Inclusion

- **Donna Dimatteo-Gibson,** *Adler University*
- **Moderator: Javier Motta-Mena,** *University of Texas at Austin*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

Innovation through Supportive Relationships
Location: International Ballroom East

- **Sandra von Doetinchem,** *University of Hawaii at Manoa*
- **Christopher Cellars,** *University of Washington*
- **Inez Bush,** *Otis College of Art & Design*
- **Vanessa Williams,** *Rutgers, the State University of New Jersey*
- **Moderator: Paul Huckett,** *Johns Hopkins University*

5:15 PM–5:45 PM
Affinity Groups: UPlift Participants, UPCEA Course Alumni, González and Milton Scholars
Location: Exhibit Hall (Columbia)
Looking to connect in smaller groups with colleagues participating in one of UPCEA's signature learning opportunities? Join peers participating as PCO Professional and PCO Leader Scholars and Alumni, UPlift Mentorship Program mentors and mentees, and Milton and González Scholars at the gathering tables in the Exhibit Hall.

- **Moderator: Melissa Peraino,** *UPCEA*

5:15 PM–5:45 PM
UPCEA Hosts University Networks and International Associations Meeting
Location: Cardozo
UPCEA will host a meeting of representatives from international peer organizations in the professional, continuing, and online space who are in attendance at the UPCEA Annual Conference, for purposes of camaraderie and networking.

- **Moderator: Amy Heitzman,** *UPCEA*

5:45 PM–7:00 PM
Opening Reception
Location: International Ballroom Center

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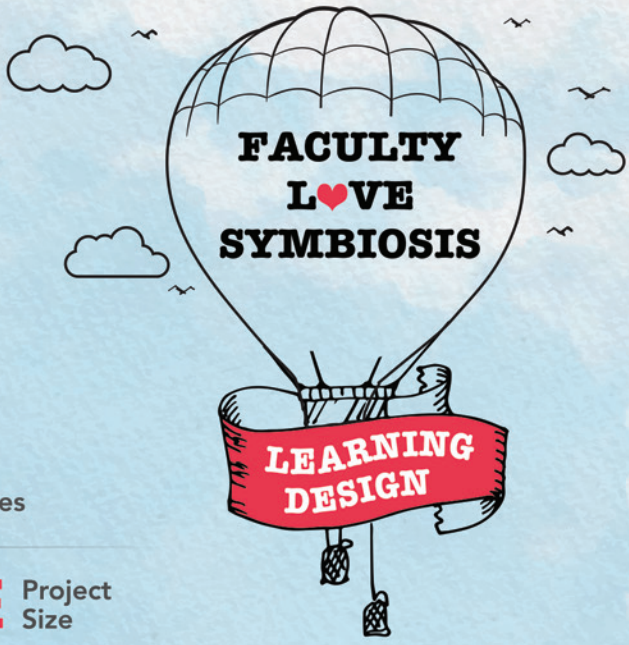

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ANNUAL CONFERENCE SCHEDULE

TRACKS

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

LEVELS

- Foundational
- Applied
- Strategic

Get involved with UPCEA!
Visit **upcea.edu/volunteer**

Thursday, March 23

7:30 AM–5:00 PM
Registration Open
Location: Terrace Foyer

7:30 AM–8:00 AM
Breakfast
Location: Exhibit Hall (Columbia)

7:30 AM–9:15 AM
Institutional Representatives, Council for Chief Online Learning Officers (C-COLO), and Council for Credential Innovation (CCI) Breakfast Briefing *(pre-registration required)*
Location: International Ballroom West

- **Moderator: Dave Cillay,** *Washington State University*

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8:15 AM–9:15 AM

CONCURRENT SESSIONS III

Money Talks: Using Funding Models to Leverage Partnerships
Location: Jefferson West
Policy

- **Melissa Mahan,** *University of Texas at San Antonio*
- **Edwin Blanton,** *University of Texas at San Antonio*
- **Moderator: Lyla Garner,** *Mississippi State University*

Engaging Beyond the University: Resources and Approaches for Extending Program Outreach
Location: Gunston

- **Janelle Simmonds,** *University of Michigan*
- **Ben Anderson,** *University of Michigan*
- **Moderator: Bobbie Godbey,** *InsideTrack*

The NYU SPS Metaverse Collaborative: Accelerating School-Wide Innovation through Teaching, Technology, Research, and Partnership
Location: Monroe
Faculty

- **Vanja Bogicevic,** *New York University*
- **Liz Haas,** *New York University*
- **Recep Karaburun,** *New York University*
- **Moderator: Carmin Chan,** *University of Arizona*

A Case for Decentralized Instructional Design Support
Location: Jefferson East
Faculty

- **Audrey Eagle,** *University of West Florida*
- **Moderator: Nicole Baldassarre,** *InSpace*

Quick March! How to Expand Access, Increase Diversity and Support Students at Your PCO Unit
Location: Lincoln East
Diversity & Inclusion

- **Brian Torkkola,** *University of Minnesota*
- **Jason Zocks,** *2U/edX*
- **Moderator: Saira Cooper,** *Rice University*

Multimedia Integration and its Pedagogical Benefits: Dedicated Spaces and VR Innovations
Location: International Ballroom East
eDesign Collaborative

- **Aviva Doery,** *University of Arizona*
- **Caleb Simmons,** *University of Arizona*
- **Kate Durden,** *University of West Florida*
- **Robert Steven,** *University of Arizona*
- **Moderator: Kellie Artis,** *Virtual Veterans Communities*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

Leveraging Partnerships to Provide In-Demand Microcredentials to Meet the Needs of Emergent Industrys' Workforce
Location: Lincoln West

- **Jim Gaffey,** *Syracuse University*
- **Daniel Kalef,** *Green Flower*
- **Nate Rowe,** *Green Flower*
- **Wendy Lampner,** *The University of Akron*
- **Scott Shireman,** *Coursera*
- **Moderator: Kelly Newell,** *Washington State University*

Prioritizing Academic Innovation at University of Arizona Global Campus
Location: Cabinet

- **Cole McFarren,** *University of Arizona Global Campus*
- **Moderator: Tony Fell,** *Collegis Education*

It's Not Student Services, It Is Serving Students
Location: Georgetown

- **Whitnie Powell,** *Indiana University*
- **Stephanie Tinkel,** *Indiana University*
- **Kayla Scroggins,** *Indiana University*
- **Moderator: Jason Smith,** *Anthology*

9:30 AM–10:30 AM

CONCURRENT SESSIONS IV

Employers' Perspective and Lived Experiences
Location: Georgetown

- **Bruce Etter,** *UPCEA*
- **Tracy Chapman,** *Collegis Education*
- **Tricia McFadden,** *Saint Francis University*
- **John Buerck,** *Saint Louis University*
- **Moderator: Bonnie Cordell,** *Texas Tech University*

Micro-Credentials as a Bridge to Employment
Location: Jefferson West

- **Sasha Goldman,** *Boston University*
- **James Halpert,** *Lightcast*
- **Jude Okpala,** *University of Texas at San Antonio*
- **Claudia Arcolin,** *University of Texas at San Antonio*
- **Moderator: Wendy Boland,** *American University*

Using the UN SDGs as a Pedagogical Framework from Faculty and Staff to Student Curriculum Development
Location: Fairchild

- **Robert Sanders,** *Rollins College*
- **Doragnes Bradshaw,** *Rollins College*
- **Moderator: Erica Bova,** *Northwestern University*

Ensuring that the Shoemaker's Children Do Not Go Barefoot: Professional Development for PCO Staff
Location: Cabinet

- **Jay Halfond,** *Boston University*
- **Nancy Coleman,** *Harvard University*
- **Jenni Murphy,** *California State University, Sacramento*
- **Saira Cooper,** *Rice University*
- **Moderator: Aaron Lawrence,** *SmartBrief*

Working with WIOA
Location: Gunston
Diversity & Inclusion

- **Patricia Cook,** *University of Arizona*
- **Laurel Hogue,** *University of Central Missouri*
- **Karen Haberfeld,** *University of Washington*
- **Ryan Torma,** *University of Minnesota*
- **Moderator: Kristen Vanselow,** *Florida Gulf Coast University*

We Belong, Too—Cultivating and Holding Space in Belonging Initiatives for Distance Students
Location: Lincoln East
Diversity & Inclusion

- **Patricia Milner,** *University of Arkansas*
- **Moderator: Chris Anderson,** *InsideTrack*

How Do You Support Today's Learners? Flexibility? Autonomy? Intentional Support?
Location: Lincoln West
Faculty *Policy*

- **Jasmeial "Jazz" Jackson,** *Thomas Edison State University*
- **Cynthia Baum,** *Thomas Edison State University*
- **Donna DiMatteo-Gibson,** *Adler University*
- **Moderator: Mackenzie MacNeil,** *Modern Campus*

Concurrent Session block continues ▶

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 to 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

Congratulations to both our Bethaida "Bea" González Diversity in Leadership and our Gregory Milton Memorial Scholars! Learn more about our scholars and scholarship opportunities in the conference app.

◀ ***9:30 AM–10:30 AM***
Concurrent Sessions IV continued

Community-Based Approaches to Transform Online Learning at a Large Public University
Location: Jefferson East
Faculty

- **Josh Steele,** *University of Tennessee, Knoxville*
- **Jennifer Gramling,** *University of Tennessee, Knoxville*
- **Moderator: Stephanie Mullette,** *StraighterLine*

AI Transforming Education: Artificial Intelligence has Begun Impacting Education, But the Best is Yet to Come!
Location: International Ballroom East
eDesign Collaborative

- **Ray Schroeder,** *University of Illinois, Springfield*
- **Moderator: Brittany Murchinson,** *Coursera*

Using Market Data To Prioritize Programs
Location: International Ballroom West

- **Scott Jeffe,** *Ruffalo Noel Levitz*
- **Andrea Carrol-Glover,** *Ruffalo Noel Levitz*
- **Rachel Carlton,** *Lakeland University*
- **Moderator: Whitnie Powell,** *Indiana University*

9:30 AM–10:30 AM
RESEARCH ROUNDTABLES
Location: Monroe

- **Moderator: Monica Fletcher,** *UPCEA*

Fostering A Shared Vision: A Participatory Approach for Planning an Online Education Support Unit
Policy

- **Jay Miller,** *University of Kentucky*
- **Tyler Gayheart,** *University of Kentucky*

The Importance of Well Being

- **Nicole Winget,** *Campbell University*

Using Rubrics to Advance Equity and Inclusion for Diverse Populations
Diversity & Inclusion

- **Maggie Morgan,** *Purdue University Global*
- **Jessica Budzinski,** *Purdue University Global*

10:30 AM–11:00 AM
Networking Break: Visit Exhibit Hall
Location: Exhibit Hall (Columbia)

Sponsored by:
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10:30 AM–11:00 AM
UPCEA Online Professional Development Prospective Learner Meeting
Location: Cabinet
Interested in pursuing an online professional development certificate from UPCEA? Learn about how our courses and certificates can help you advance your career and grow your professional network.

- **Moderators: Jay Halfond and Patrick Flanigan,** *UPCEA*

11:00 AM–12:15 PM
General Session: Liv Gjestvang
Location: International Ballroom Center
2023 Association Award Recipient

11:00 AM–11:05 AM
Remarks from UPCEA Board President 2023–2024, Dave Cillay

11:05 AM–11:10 AM
Presentation of Phillip E. Frandson Award for Literature, UPCEA Excellence in Teaching Award, and UPCEA Leadership in Diversity and Inclusive Excellence Award

11:10 AM–12:15 PM
General Session: Liv Gjestvang

Liv Gjestvang, Chief Information Officer, Denison University

Liv Gjestvang recently joined Denison University as Chief Information Officer, where she leads foundational and transformational technology initiatives across the college. Until spring of 2022, Liv worked on Amazon Web Services (AWS) Higher Education Strategy team, where she led Executive and Community Engagement and worked closely with university leaders to address critical challenges at their institutions.

Prior to her work with AWS, Liv spent 15 years at The Ohio State University, serving as Associate Vice President for Learning Technology since 2014. In this role she led enterprise learning tools, classroom technology, and innovative teaching, as well as the Affordable Learning Exchange, saving students $25 million in course content and Digital Flagship, providing free technology and coding curriculum to OSU undergraduates.

12:15 PM–12:30 PM
Lunch Pickup for Network Meetings
Location: Exhibit Hall (Columbia)
Grab your lunch and make your way to a Network Lunch Meeting for lunch with colleagues in your area of professional practice, plus a special Spotlight presentation and award recipient celebration. All conference attendees are welcome at Network Lunch Meetings.

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12:30 PM–1:45 PM
Network Lunch Meetings: Spotlight Sessions and Awards

Alternative Credentials Network | Charting the Path Ahead on Issues and Initiatives Impacting Our Work
Location: Jefferson West
2023 Association Award Recipient

- **Gary Chinn,** *The Pennsylvania State University*
- **Kelly Newell,** *Washington State University*
- **Javier Motta-Mena,** *University of Texas at Austin*
- **Tyler Ritter,** *University of North Carolina, Chapel Hill*
- **Moderator: Chris Edwards,** *MindEdge*

Presentation of UPCEA Innovation in Alternative Credentials Award

Sponsored by:

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Business & Operations Network | Guiding the Future-Ready University
Location: Jefferson East
2023 Association Award Recipient

Policy

- **Amrit Ahluwalia,** *The EvoLLLution: A Modern Campus Illumination*
- **Shawn Miller,** *Duke University*
- **Moderator: Lyla Garner,** *Mississippi State University*

Presentation of Business & Operations Award for Operational Excellence

Sponsored by:

EDUCATION DYNAMICS

Community and Economic Engagement Network | Prison Education Programming: UPCEA Member Initiatives and Outcomes
Location: Lincoln East
2023 Association Award Recipient

- **Jim Fong,** *UPCEA*
- **Jesse Crosson,** *Second Chancer Foundation*
- **Moderator: George Calderaro,** *Columbia University*

Presentation of UPCEA Engagement Award

Sponsored by:

Lightcast

Network Lunch Meetings continue ▶

Thank You to Our Institutional Sponsor

UMBC

ANNUAL CONFERENCE SCHEDULE

TRACKS

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

LEVELS

- Foundational
- Applied
- Strategic

Learn more about UPCEA's new Mentorship Program, UPlift, and our mentor/mentee opportunities at **upcea.edu/uplift**.

◀ ***12:30 PM–1:45 PM***
Network Lunch Meetings continued

International Network | Emerging International Markets: Access, Admissions and Retention Frameworks
Location: Lincoln West
2023 Association Award Recipient

- **Steve Mulligan,** *Study Portals*
- **Elizabeth Valencia-Borgert,** *St. Cloud State University*
- **Patty Milner,** *University of Arkansas*
- **Moderator: Isaac Garcia-Sitton,** *Toronto Metropolitan University*

Presentation of UPCEA International Program of Excellence Award

Sponsored by:
ThriveDX

Marketing, Enrollment and Student Success Network | Creating a student-centered experience across the student journey—Building a comprehensive digital ecosystem for maximum impact
Location: Georgetown
2023 Association Award Recipient

- **Becky McCafferty,** *EducationDynamics*
- **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)

Sponsored by:
anthology

Online Administration Network and eDesign Collaborative Network | Invigorating Avenues for Meaningful Faculty Online Course Development
Location: International Ballroom West
2023 Association Award Recipient

Faculty *eDesign Collaborative*

- **Joy Fuqua,** *Central Washington University*
- **Delayna Breckon,** *Central Washington University*
- **Moderator: Ann Taylor,** *The Pennsylvania State University*

Presentation of UPCEA Award for Strategic Innovation in Online Education

Sponsored by:
Symbiosis EDUCATIONAL CONSULTANTS

Program Planning and Implementation Network | The New Normal and How to Get There!
Location: International Ballroom East
2023 Association Award Recipient

Policy

- **Ann Clarkson,** *New York University*
- **Moderator: Vanessa Williams,** *Rutgers, the State University of New Jersey*

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

Sponsored by:
WILEY University Services

2:00 PM–3:00 PM
CONCURRENT SESSIONS V

Development of a Talent Pipeline: Education and Industry Partnerships
Location: Jefferson East

Faculty

- **Aysegul Timur,** *Florida Gulf Coast University*
- **Kristen Vanselow,** *Florida Gulf Coast University*
- **Moderator: Beth Rubin,** *Campbell University*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

Incentivizing Faculty Development with Certificates and Badges
Location: Lincoln East

Faculty

- **Heather McCullough,** *University of North Carolina System*
- **Pamela Wimbush,** *California State University, Sacramento*

Leveraging Academic and Employer Partnership: Collaborative Approaches to Developing an Interdisciplinary Curriculum
Location: Lincoln West

eDesign Collaborative

- **Anna Zendell,** *Excelsior University*
- **Moderator: Laurel Hogue,** *University of Central Missouri*

Relationships Matter, No Matter What's Going on in the World: The "Glue" to Establishing, Reigniting and Solidifying Partnerships
Location: Cabinet

Diversity & Inclusion

- **Cynthia Kimball Davis,** *Southern Utah University*
- **Shelbie Jones-Alm,** *Southern Utah University*
- **Cole-Makena Hamblin,** *Southern Utah University*
- **Moderator: Nichole Henry,** *Syracuse University*

Concurrent Session block continues ▶

Let's advance higher education together

coursera for campus

With Coursera for Campus, you can attract students and increase enrollments by building on top of your curriculum with innovative, career-aligned courses and microcredentials that strengthen employment outcomes.

Connect with us in person to learn more!

Attend this session:

Leveraging Partnerships to Provide In-Demand Microcredentials to Meet the Needs of Emergent Industries' Workforces

Thursday, March 23, 8:15 a.m.
Room: Lincoln West

You can also visit us in the exhibit hall at Booth 104!

ANNUAL CONFERENCE SCHEDULE

TRACKS

- Alternative Credentials
- Business & Operations
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- International
- Marketing, Enrollment, & Student Success
- Online Administration
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LEVELS

- Foundational
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Check out UPCEA's Online Professional Development Courses. Upskill and learn more about PCO education at **elevate.upcea.edu**

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

Differentiating Your Program in Sea of Sameness
Location: Jefferson West

- **John Albanese,** *Glasgow Caledonian New York College*
- **Kara Eldersveld,** *Anthology*
- **Moderator: Kate Blom-Lowery,** *Baylor University*

Launching Online Short Courses: Lessons Learned on Program Strategy, Market Readiness, and Enrollment Trends
Location: Fairchild
Faculty

- **Derrick Mabbott,** *The University of Cambridge*
- **Suzan Brinker,** *Viv Higher Education*
- **Moderator: Marla Mazer,** *Toronto Metropolitan University*

The Devil's in the Details: Using Technical SEO to Solve Your Website Woes
Location: Monroe

- **Paula French,** *Search Influence*
- **Alicia Jasmin,** *Tulane University*
- **Moderator: Mike Southworth,** *University of Arizona*

Creating Learner-Centered Micro-credential Programs With Design Thinking
Location: International Ballroom East
eDesign Collaborative

- **Todd Foley,** *University of Cincinnati*
- **Luke Dowden,** *Alamo Colleges*
- **Kelly Hoyland,** *1EdTech*
- **Moderator: Daniel Kalef,** *Green Flower*

Can We (Should We?) Give Them What They Think They Want?
Location: Georgetown
Policy

- **Steven Tello,** *University of Massachusetts Lowell*
- **Nancy Ludwig,** *University of Massachusetts Lowell*
- **John Wells,** *University of Massachusetts, Amherst*
- **Kathleen Ives,** *UPCEA*
- **Moderator: Jay Hatcher,** *Wiley University Services*

Improving Faculty Performance Deficits With Performance-Based Review Cadence
Location: International Ballroom West
Faculty

- **Anna Garner,** *University of Phoenix*
- **Rheanna Reed,** *University of Phoenix*
- **Peter Conrad,** *University of Phoenix*
- **Moderator: Steve Ernst,** *LearningMate*

3:00 PM–3:30 PM
Networking Break: Visit Exhibit Hall
Location: Exhibit Hall (Columbia)

Sponsored by:
GREEN FLOWER

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

Extending Our Reach: Supporting the Skills Agenda with Organizational Training
Location: Gunston

- **Wendy Baker,** *University of Toronto*
- **John Lewis,** *University of Toronto*
- **Moderator: Kilinyaa Cothran,** *Washington University in St. Louis*

Strategic Planning 101
Location: Fairchild

- **Kurt Snyder,** *Stanford University*
- **Moderator: Lisa Barr,** *California Institute of the Arts*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

Leveraging AI to Build Workforce Relevant Programs
Location: Jefferson West
eDesign Collaborative

- **Myk Garn,** *Georgia Tech*
- **Robby Robson,** *Eduworks*
- **Moderator: Julie Uranis,** *UPCEA*

Reimagining Student Engagement: Cultivating Student Success through Podcasts & Surveys
Location: Lincoln East
Diversity & Inclusion

- **Dennise Cardona,** *University of Maryland, Baltimore County*
- **Elliot Talbert-Goldstein,** *University of Maryland, Baltimore County*
- **Haley Dolosic,** *Washington University in St. Louis*
- **Sean Armstrong,** *Washington University in St. Louis*
- **Moderator: Melissa Rekos,** *Carnegie*

A Student-Centric Framework for Measuring Credential Value
Location: Cabinet

- **Kacey Thorne,** *Western Governors University*
- **Tyson Heath,** *Western Governors University*
- **Sarah DeMark,** *Western Governors University*
- **Moderator: Chris Edwards,** *MindEdge*

Emerging Realities for International Continuing Education: Balancing Global Missions and Local Responsibilities
Location: Monroe
Policy

- **James Ketterer,** *American University in Cairo*
- **Carola Weil,** *McGill University*
- **William Lee,** *Hong Kong University*
- **Nancy Coleman,** *Harvard University*
- **James Gazzard,** *Cambridge University*
- **Simon Bell,** *Melbourne School of Professional and Continuing Education (MSPACE)*
- **Moderator: Desiree Young,** *ThriveDX*

Playing the Strategic Game of Student Re-entry: What Would You Do?
Location: International Ballroom West
Policy

- **Jen Schwedler,** *University of California, Davis*
- **Marie Martin,** *University of California, Riverside*
- **Michael Pierick,** *University of California, Merced*
- **Sheetal Gavankar,** *University of California, Santa Barbara*

From Catching Up to Leading the Way: Increasing Enrollment and Quality Across Modalities in a Language Program
Location: Georgetown
Faculty

- **Crystal Marull,** *University of Florida*
- **Katherine Brooke,** *Texas Tech University*
- **Moderator: Paula French,** *Search Influence*

Marketing Across Institutional Boundaries
Location: Jefferson East

- **Maya Patterson,** *University of Arizona*
- **Mike Southworth,** *University of Arizona*
- **Julie Gilless,** *University of Maryland, Baltimore County*
- **Elizabeth Regan-Butts,** *University of Maryland, Baltimore County*
- **Moderator: David Baylee,** *EducationDynamics*

But What if It IS a Shoe? Mass Customization and Online Learning
Location: International Ballroom East
Faculty

- **Stevie Rocco,** *The Pennsylvania State University*
- **Ann Taylor,** *The Pennsylvania State University*
- **Moderator: Asim Ali,** *Auburn University*

Program Showcase
Location: Lincoln West

- **Vanessa Williams,** *Rutgers, the State University of New Jersey*
- **Eric Latham,** *University of California, Riverside*
- **Lynda Wilson,** *California State University, Dominguez Hills*
- **Daniel Kalef,** *Green Flower*
- **Lalitha Subramanian,** *University of Washington*
- **Alan Openshaw,** *Brigham Young University*
- **Moderator: Vanessa Williams,** *Rutgers, the State University of New Jersey*

4:30 PM–5:00 PM
Affinity Groups: Birds of a Feather
Location: Exhibit Hall (Columbia)
Birds of a Feather gatherings allow you to connect with colleagues in smaller groups around areas of similar interest. Flock together around topics of mutual interest that you define. Share your ideas and upvote; watch the conference app for announcements and join us in-person at the gathering tables in the Exhibit Hall.

5:00 PM–6:00 PM
Happy Hour
Location: Exhibit Hall (Columbia)
Sponsored by:
Comm100
ETC EDUCATIONAL TESTING CONSULTANTS

ANNUAL CONFERENCE SCHEDULE

TRACKS

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The Future of UPCEA Regions: Virtual Salons!

Looking to spend some time thinking about regional work and connecting with colleagues from the region? Regional Salons are half-day, virtual, curated opportunities for UPCEA members to engage in accessible, no-cost professional development and networking, offering a balance of formal presentations and facilitated, two-way, informal conversation. Salons begin in summer 2023. Learn more at upcea.edu/salons.

Friday, March 24

7:30 AM–11:00 AM
Registration Open
Location: Terrace Foyer

7:30 AM–8:00 AM
Grab and Go Breakfast
Location: Exhibit Hall (Columbia)
Pick up breakfast in the Exhibit Hall and join colleagues connecting by geographic proximity for Breakfast with Regions.

7:45 AM–8:30 AM
Breakfast with Regions
Open to all conference attendees! Join peers from your UPCEA Region for informal learning, networking opportunities, and information about how to get the most from UPCEA. New for 2023: Learn about Regional Salons, the new, virtual modality for regional engagement, starting this summer!

Central—United States: CO, IA, IL, IN, KS, MI, MN, MO, NE, ND, OK, OH, SD, WI; Canada: SK, MB, NU
Location: Lincoln West

Mid-Atlantic—United States: DC, DE, MD, NJ, NY, PA, WV; Canada: ON
Location: Jefferson West

New England—United States: CT, MA, ME, NH, RI, VT; Canada: QC, LB, NF, PE, NS, NB
Location: Jefferson East

South—United States: AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA
Location: Georgetown

West—United States: AK, AZ, CA, HI, ID, MT, NV, NM, OR, UT, WA, WY; Canada: AB, BC, NT, YT
Location: Lincoln East

8:45 AM–9:30 AM
UPCEA Leadership Award Recipient Fireside Chat
Location: International Ballroom Center
2023 Association Award Recipient

Join this lively, informal conversation featuring recipients from leadership-centered award categories of the 2023 UPCEA Association Awards program. Recipients will be invited to share their ideas and experiences around career trajectories, leadership journeys, role challenges and insights, and thoughts about the future of our field.

- **Annette Web,** *University of California, Riverside*
- **Therese Grohman,** *Northwestern University*
- **Karen Gebhardt,** *University of Colorado Boulder*
- **Nancy Makale,** *University of Pennsylvania*
- **Kimberly Underwood,** *University of Phoenix*
- **Jayzona Alberto,** *Stanford University*
- **Moderator: Amy Heitzman,** *UPCEA*

9:30 AM–10:00 AM
Networking Break: Visit Exhibit Hall
Location: Exhibit Hall (Columbia)
Sponsored by:
SEARCHINFLUENCE

10:00 AM–11:00 AM
UPCEA Online PD Faculty Meeting
(by invitation only)
Location: Albright

10:00 AM–11:00 AM
CONCURRENT SESSION VII

New Models of Higher Education: A Showcase in Innovation
Location: Lincoln East
2023 Association Award Recipient

- **Aaron Brower,** *University of Wisconsin Extended Campus*
- **Ryan Specht-Boardman,** *University of Wisconsin Extended Campus*
- **Moderator: Jen Schwedler,** *University of California, Davis*

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

Approaches of Design and Innovation with Skill-Based Stackable Certificates
Location: Cabinet

eDesign Collaborative

- **Peter Boatwright,** *Carnegie Mellon University*
- **Leah Chuchran-Davis,** *iDesign*
- **Kate Marshall,** *iDesign*
- **Moderator: Ursula Bechert,** *University of Pennsylvania*

Operationalizing the Pursuit of Inclusive Excellence: A Candid Conversation around Diversity, Equity, and Inclusion
Location: Jefferson West

Diversity & Inclusion

- **Rich Novak,** *Rutgers, the State University of New Jersey*
- **Shino John,** *Rutgers, the State University of New Jersey*
- **Moderator: Andrea Carroll-Glover,** *RNL*

Implementing an Interest-Based Partnership Model for Collaborative Success
Location: Fairchild

- **Joseph Huston,** *Seminole State College of Florida*
- **Elaine Caggiano,** *Seminole State College of Florida*
- **Moderator: Benjamin Anderson,** *University of Michigan*

Concurrent Session block continues ▶

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A DIVISION OF FUTURE

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We work closely with leading trade associations, professional organizations and corporations to create these news round-ups for their members and industries.

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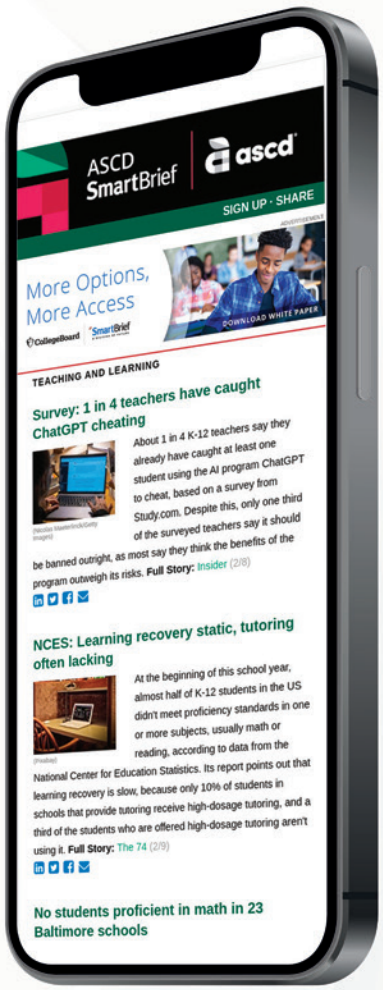

ANNUAL CONFERENCE SCHEDULE

TRACKS

- Alternative Credentials
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- Online Administration
- Program Planning & Implementation

LEVELS

- Foundational
- Applied
- Strategic

Thank you to the hundreds of volunteer leaders that support our work and each other. Looking to get involved with other leaders? Visit **upcea.edu/volunteer**

◀ 10:00 AM–11:00 AM
Concurrent Sessions VII continued

Cultural Competence, First Gen Students, and Study Abroad for Changing Times in Higher Education
Location: Monroe

- **Breeda McGrath,** *The Chicago School of Professional Psychology*
- **Crystal Marull,** *University of Florida*
- **Moderator: Natalie del Sol,** *Florida International University*

Students' Lived Experiences in Transferring Credits: New Empirical Research
Location: Lincoln West

- **Amy Smith,** *StraighterLine*
- **Bruce Etter,** *UPCEA*
- **Moderator: Jennifer Myers,** *University of Virginia*

Rapidly Upskilling Faculty to Support Student Learning & Engagement: Cases from the Field
Location: Georgetown
Faculty

- **Matt Isaia,** *Saint Mary's University of Minnesota*
- **Spencer Wanlass,** *Saint Mary's University of Minnesota*
- **Michael Diamond,** *New York University*
- **Hui-Soo Chae,** *New York University*
- **Moderator: Reba-Anna Lee,** *Northwestern University*

Developing Learner-Centered Online Courses through Innovative and Flexible Approaches to Faculty Development
Location: International Ballroom East
eDesign Collaborative

- **Mindy Maris,** *Foundation for Advanced Education in the Sciences*
- **Jennifer Kagan,** *Foundation for Advanced Education in the Sciences*
- **Hazuki Miwa,** *Foundation for Advanced Education in the Sciences*
- **Morgan Merriman,** *Foundation for Advanced Education in the Sciences*
- **Laleh Omaraie-Hamedani,** *Foundation for Advanced Education in the Sciences*

Improving Access and Student Success By Rethinking Student Billing and Tuition Payment Processes for Adult, Online, and Continuing Education Students
Location: Jefferson East
Diversity & Inclusion

- **Becky Copper Glenz,** *Fitchburg State University*
- **Brian Schremser,** *Fitchburg State University*
- **Moderator: Tomea Knight,** *University of Pennsylvania*

Meeting Post-Pandemic Labour Market Shortages with Competency-Based, Employer-Leveraged Programming
Location: International Ballroom West

- **Anne-Marie Brinsmead,** *Toronto Metropolitan University*
- **Moderator: Matt Jong,** *Modern Campus*

11:00 AM–12:15 PM
Closing General Session: Gregory Fowler
Location: International Ballroom Center
2023 Association Award Recipient

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

VIEW FULL SESSION DETAILS IN THE CONFERENCE APP OR AT UPCEA.EDU/ANNUAL.

11:05 AM–11:10 AM
Presentation of the UPCEA Outstanding Continuing Education Student: Credit Award and the UPCEA Research and Scholarship Award

11:10 AM–12:15 PM
General Session: Gregory Fowler

Gregory Fowler, President, University of Maryland Global Campus

Gregory W. Fowler, PhD, became the seventh president of University of Maryland Global Campus on January 4, 2021. A nationally recognized scholar and leader in developing innovative learning models and experiences for adult and nontraditional populations, he has served on the leadership teams that built what are now the two largest universities in America—both of which serve nontraditional students in nontraditional ways.

Most recently, Fowler served as president of Southern New Hampshire University (SNHU) Global Campus and before that as SNHU's chief academic officer and vice president for academic affairs for its College of Online and Continuing Education. In almost nine years with the university, he led efforts to develop competency-based online and hybrid programs that respond to the rapidly changing demands of the workforce and global communities, including disadvantaged students in Los Angeles, refugees in Africa and the Middle East, and learners in Mexico and Columbia.

12:15 PM
Adjourn

Join us in Boston, Massachusetts, at the Westin Boston Seaport District for the 2024 UPCEA Annual Conference, March 26–28, 2024!

Upcoming Events

July 25–27, Madison, WI
2023 Distance Teaching & Learning (DT&L) and Summit for Online Leadership and Administration + Roundtable (SOLA+R)

November 1–3, Washington, DC
Convergence: Credential Innovation in Higher Education

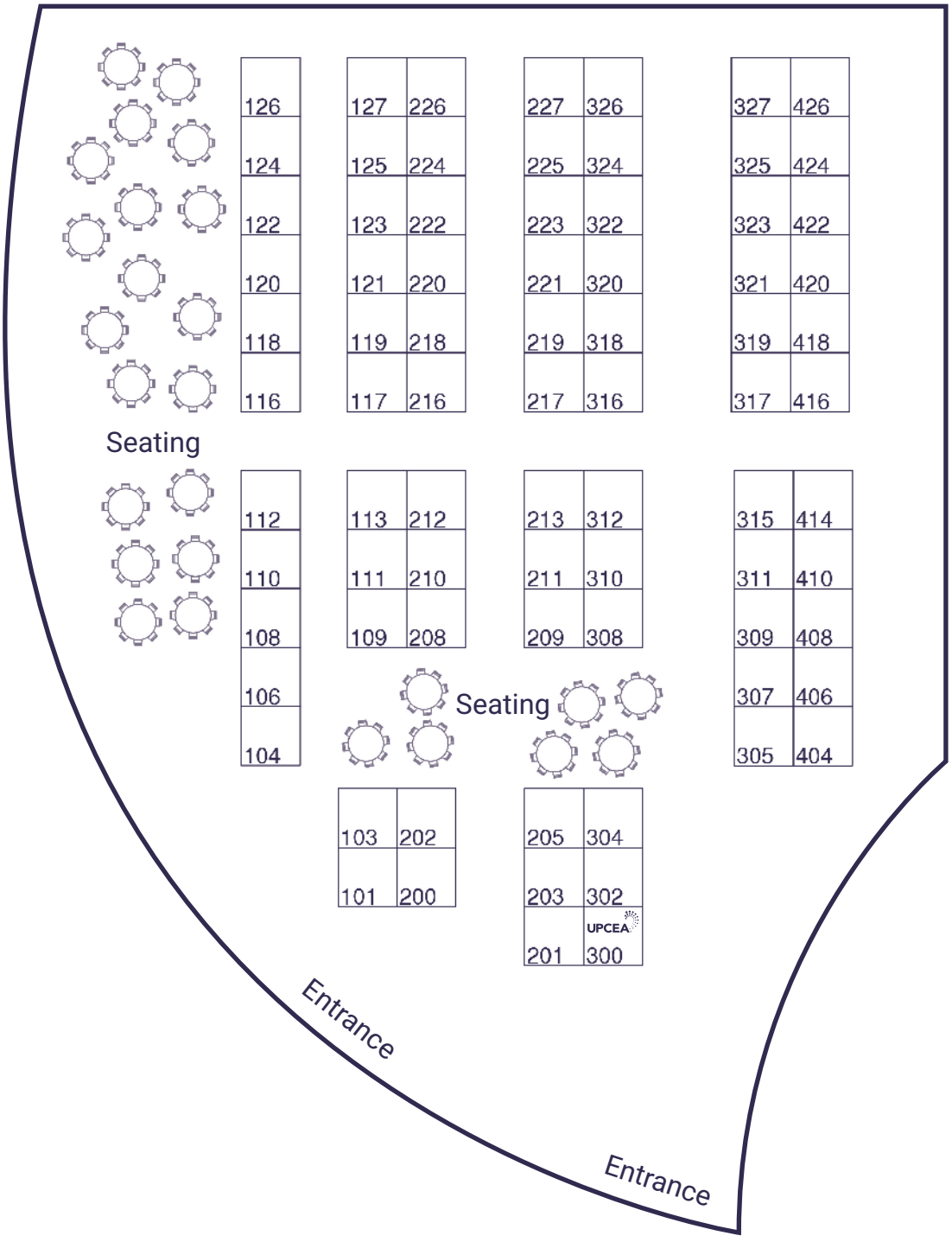
November 29–December 1, Portland, OR
2023 UPCEA MEMS | Marketing, Enrollment Management, and Student Success Conference

March 26–28, 2024, Boston, MA
2024 UPCEA Annual Conference

EXHIBIT HALL MAP

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 "2023 UPCEA Annual Conference—Washington DC."



Annual Conference Exhibit Hall Hours

Wednesday, March 22
2:30 PM–5:45 PM

Thursday, March 23
7:30 AM–6:00 PM

Friday, March 24
7:30 AM–10:00 AM

Have questions?

Visit the UPCEA booth (#300) to learn more about UPCEA and how to make the most of your membership. Making plans to meet up with another attendee? Meet at the UPCEA booth and then find seating nearby!

Exhibitor Happy Hour

Join us for a Happy Hour in the Exhibit Hall at 5:00 PM on March 23—learn more about our exhibitors and enjoy the open bar and networking! Thank you to Comm100 and Educational Testing Consultants for your sponsorship!

Social Media Contest

Follow UPCEA and use **#UPCEA2023** in posts on social media. All posts between March 22–24 using the hashtag will be entered into a drawing to win a prize donated by an exhibitor or sponsor!

Lightcast

Insights to Help Colleges and Universities

Create and maintain relevant programs

Lightcast's data and analysis helps you give your students the education they need to thrive in a competitive job market.

Market programs and drive enrollment

Help prospective students see how the education you provide will launch them towards their personal and professional goals.

Retain and support current students

Give students confidence and clarity about their academic plan and the career path it leads to using Lightcast's data on job opportunities, in-demand skills, and related education options.

Track employment outcomes

Demonstrate program quality to prospective students (and their parents) or look to better understand the career pathways associated with your programs.

Demonstrate your value

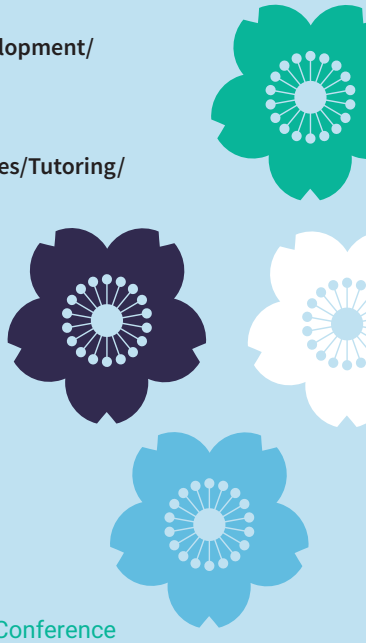
What would your community look like if your institution didn't exist? Lightcast's team of economists will quantify your institution's importance to the local economy and calculate the return on investment it offers to students, taxpayers, and society.

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/SEO/Multimedia Services
- Analytics/Consulting/Research/Data
- Enrollment/Retention/Registration/Strategy
- Student Support & Engagement/Accessibility
- Learning Solutions/Proctoring/Faculty & Teaching Services
- Business Solutions/Staff Efficiency & Training
- Course Design/Curriculum Services/Accreditation/ Credentialing
- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps
- Workforce/Career Development/ Mentoring Services
- Test Preparation Services/Tutoring/ Grant Stewardship
- Textbook Resources/ Data Verification
- Military Veteran Services & Support



Anthology **Booth: 305 & 404**	Full-Funnel Enrollment Management Solutions Student Support and Retention Customer Relationship Management (CRM)
APL nextED **Booth: 302**	Academic Operations Platform Faculty Management & Staffing Accreditation and Compliance Reporting
Apollidon Learning **Booth: 322**	Online Program Marketing and Branding Online Enrollment Growth Online Program Differentiation
Archer Education **Booth: 222**	Marketing and Branding Enrollment Management Student Retention
Association of College and University Educators **Booth: 211**	Evidence-based Teaching Practices Endorsed by ACE
CAEL **Booth: 319**	Building Staff Capacity Initiative Support and Technical Assistance Platforms and Tools
Cambridge Network **Booth: 223**	International Student Recruitment Digital Marketing in Southeast Asia Content Creation
Cambridge University Press & Assessment **Booth: 219**	Online Course Development Partnerships Ready-Made Adaptive Courseware Textbook, eBook and Library Resources
Carnegie **Booth: 304**	Web Design Digital Marketing Slate Optimization
Chair 10 Marketing **Booth: 225**	Enrollment-Focused PPC Advertising Digital Marketing Strategy
Circuit Stream **Booth: 326**	AR/VR Development and Design Career Training

Class Technologies
Booth: 309

- Virtual Classroom
- Digital Live Learning
- Education Software

CLS by Barbri
Booth: 122

- Turnkey Solutions
- Legal Support Staff Training
- Multiple Formats for Courses

Collegis Education
Booth: 213

- Enrollment Growth
- Technology Management
- Data Enablement

Comm100 Network Corporation
Booth: 112

- Live Chat support software for web
- Chatbots and support automation
- Voicebot and voice support automation

Coursera
Booth: 104

- Career training through professional certificates (for students and staff)
- Curriculum integration w/ blended learning or standalone courses
- Private authoring for online learning

Credly by Pearson
Booth: 113

- Digital Credentialing and Badging
- Professional Services Consulting
- Digital Credentialing Education

CyberStronger by Comtech
Booth: 123

- Cybersecurity Skills Assessments
- Cybersecurity Training Labs
- Cybersecurity Awareness

D2L
Booth: 321

- Learning Management System
- Continuing Education
- Online Learning

Digital Marketing Institute
Booth: 422

- Digital Marketing Certifications
- Accreditation for Higher Education Programs
- Industry Validated Content and Curriculum

Drieam
Booth: 414

- Enrollment Management Solutions
- Course & Program Management Solutions
- Business & Operations Solutions

EAB
Booth: 416

- Research
- Technology
- Marketing and Enrollment Solutions

ed2go/Cengage Group
Booth: 116

- Online Courses
- Workforce and Funding Resources
- Student and Enrollment Services

Educational Testing Consultants
Booth: 410

- On-campus & online Test Prep partnerships for admissions tests (GRE, GMAT, LSAT, SAT, ACT, Praxis)
- Youth Summer Programming
- Workforce Development Test Prep

EducationDynamics
Booth: 209 & 308

- Marketing
- Enrollment Management
- Market Research

Elsmere Education
Booth: 125

- Education Process Improvement
- Online Program Enablement Services
- Strategy Development Services

Engageli
Booth: 325

- Learner engagement
- Virtual learning
- Multimodal learning

Entrinsik
Booth: 120

- Registration & Course Management
- E-Commerce & Student Portal
- Reporting & Data Analysis

Everspring
Booth: 111

- Market Research and Portfolio Planning
- Marketing, Recruitment, Student Success and Retention
- Course Design and Development

Examity
Booth: 426

- Online Proctoring; providing a safe and secure, positive user experience
- Live Proctoring with less than 2-1 ratio of test-taker to proctor
- Automated Proctoring with audit for time saving assessments

Fullstack Academy
Booth: 226

- Launching technology bootcamps at universities
- Provide best in-class technology education to attract new students

EXHIBITOR SNAPSHOT

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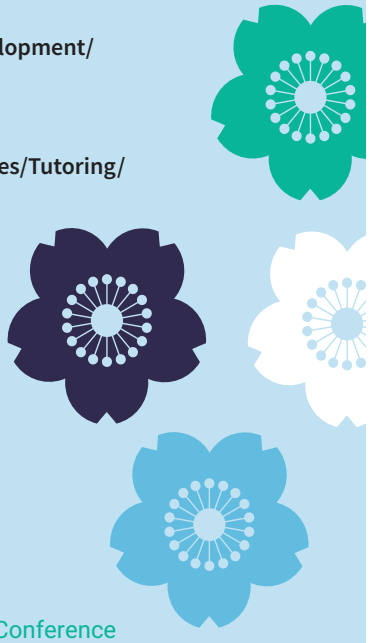
- Enrollment/Retention/Registration/Strategy
- Student Support & Engagement/Accessibility
- Learning Solutions/Proctoring/Faculty & Teaching Services
- Business Solutions/Staff Efficiency & Training
- Course Design/Curriculum Services/Accreditation/ Credentialing
- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps
- Workforce/Career Development/ Mentoring Services
- Test Preparation Services/Tutoring/ Grant Stewardship
- Textbook Resources/ Data Verification
- Military Veteran Services & Support



Green Flower **Booth: 117**	Green Flower partners with universities to offer the highest quality educational programs in Cannabis Medicine & Healthcare, Cannabis Enterprise, Cannabis Agriculture, and Cannabis Compliance and Risk Management
GreenFig **Booth: 126**	Tech Adjacent Programs Industry Certification Curriculum Development Corporate Training Partnerships
Hanover Research **Booth: 124**	Academic Program Development Enrollment Management Solutions Student Success
Harmonize Learning **Booth: 310**	Online discussion and collaboration tools (integrates with Canvas) Increase student engagement Promote inclusive learning & save time for instructors
Honorlock **Booth: 317**	Online Proctoring Solution
iDesign **Booth: 127**	Faculty Centric Online Course Development & Instructional Design Curriculum Mapping and Accreditation Alignment Fee for Service Marketing
InScribe **Booth: 227**	Community Building Platform Student Retention
InsideTrack **Booth: 201**	Prospective Student Coaching Capacity Building Re-Enrollment Coaching
Institute of Data **Booth: 327**	Technology Programming Revenue Sharing Upskilling and Reskilling
ISACA **Booth: 205**	Non-credit certification partnerships For-credit certification partnerships Certifications for degree enrichment partnerships

Kennedy & Company
Booth: 210

- Online and Alt Cred Program Portfolio Research & Growth Strategy
- Slate, Salesforce and other CRM Implementation & Improvement
- Strategic Planning for Enrollment Growth Initiatives including Financial Modeling

LeadSquared
Booth: 424

- End-to-end Education CRM + Marketing Suite
- Automated solutions for student journeys
- Enrollment lead management and application tools

LearningMate
Booth: 312

- Course and content development services
- Data and analytics (student success)
- Managed learning services

Lightcast
Booth: 208

- Information Services
- Software

Lumaverse
Booth: 406

- Robust CE class registration management
- Integration with learning management
- Student portal, certificates of completion, robust reporting

Meazure Learning
Booth: 420

- Test Administration and Delivery
- Advanced Remote Exam Security
- Test Development and Psychometrics

MedCerts
Booth: 224

- Enrollment. MedCerts provides colleges with best-in-class online certification training in the allied health field.
- Cash Flow. MedCerts' programs upskill the workforce and boost partner cashflow through a split tuition plan.
- Articulation. MedCerts lowers the barriers to entry by providing a degree pathway and added savings.

Mentor Collective
Booth: 307

- Student Insights that Inform Institution-Wide Strategies
- Assessment for Sense of Belonging & Self-Efficacy
- Scalable Peer Mentoring Solutions that Optimize Administrative Capacity

MindEdge
Booth: 212

- Professional Certificates and Certifications
- Course Development and Customization
- Hosting and Learner Management

MindMax
Booth: 203

- Enrollment management services & contact center
- Demand generation & full-funnel digital marketing
- Strategic advisory

Modern Campus
Booth: 101 & 200

- Continuing Education and Workforce Development
- Non-traditional Learner Management Platforms
- Grow Enrollments, Increase Revenue and instigate Operational/ Administrative Efficiencies

Motimatic
Booth: 418

- Enrollment & Registration
- Student Success & Persistence
- Outreach & Communication

Old Dominion University
Booth: 121

- Academic and Program Partnerships
- Program Management
- Grant Collaboration

Pearson
Booth: 324

- Higher Ed Courseware
- Digital Learning Platforms
- Personalized Learning Tool

Resilience-Building Leader Program (RBLP)
Booth: 320

- Leadership Certifications

Respondus
Booth: 323

- Cheating prevention technology
- Online proctoring services
- Online test bank network

Riipen
Booth: 220

- Work-based learning platform
- Employer and industry engagement

RNL
Booth: 218

- Continuing Education Enrollment Solutions
- Graduate and Online Enrollment Marketing
- Student Success and Retention Solutions

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/SEO/Multimedia Services
- Analytics/Consulting/Research/Data
- Enrollment/Retention/Registration/Strategy
- Student Support & Engagement/Accessibility
- Learning Solutions/Proctoring/Faculty & Teaching Services
- Business Solutions/Staff Efficiency & Training
- Course Design/Curriculum Services/Accreditation/ Credentialing
- Cyber Security/Technology Services
- Credentials/Certifications/Bootcamps
- Workforce/Career Development/ Mentoring Services
- Test Preparation Services/Tutoring/ Grant Stewardship
- Textbook Resources/ Data Verification
- Military Veteran Services & Support

Rowan Education Services Booth: 311	Enrollment Management Solutions Marketing and Technology Student Services
Search Influence Booth: 106	SEO Digital Advertising Analytics
SmartBrief, a Division of Future Booth: 202	Thought Leadership Brand Awareness Lead Generation
Sophia Learning Booth: 318	Stop out and at-risk student retention services Alternative credit learning platform that students love Self-paced, competency-based general education courses
Spark451 Booth: 408	Enrollment Marketing and Student Search Digital Media Creative Services
Springboard Booth: 119	Bootcamps Turnkey partnership Student outcomes
Spur Group Booth: 216	Technology: Registration and Salesforce Marketing, Branding, and Creative Continuing and Professional Education Consulting
StraighterLine Booth: 108	Alternative credit provider in partnership with 150+ colleges and universities 60+ gen ed courses for students needing extra courses to meet degree requirements Wraparound student support to guide students back to their school of choice
Studyportals Booth: 110	Marketing Enrollment solutions Analytics and Consulting

Symbiosis Educational Consultants Booth: 217	Instructional Design—Affordable customized services (program mapping to course development) Accessibility Services—Accessibility for students with disabilities Multimedia Services—Interactive courses with Storyline; video, voiceovers, and gamification
Tutor.com Booth: 118	24/7, on demand, 1-to-1 tutoring Test Prep Academic Support Platform
ThriveDX Booth: 109	Global Leader in Cybersecurity Training and Solutions Student Retention/Success Coaching The global expert in digital transformation
Traction Rec for Education Booth: 221	Registration/Payment Course/Credit management Reporting & Dashboards
Virtual Veterans Communities Booth: 316	Military/Veteran Marketing & Enrollment Military/Veteran Retention & Success Training for Military/Veteran Support Staff
Wiley University Services Booth: 103	Market Strategy & Program Planning Student Recruitment, Enrollment & Retention Instructional Design & Faculty Development
Xenegrade Booth: 315	Registration Management Solutions

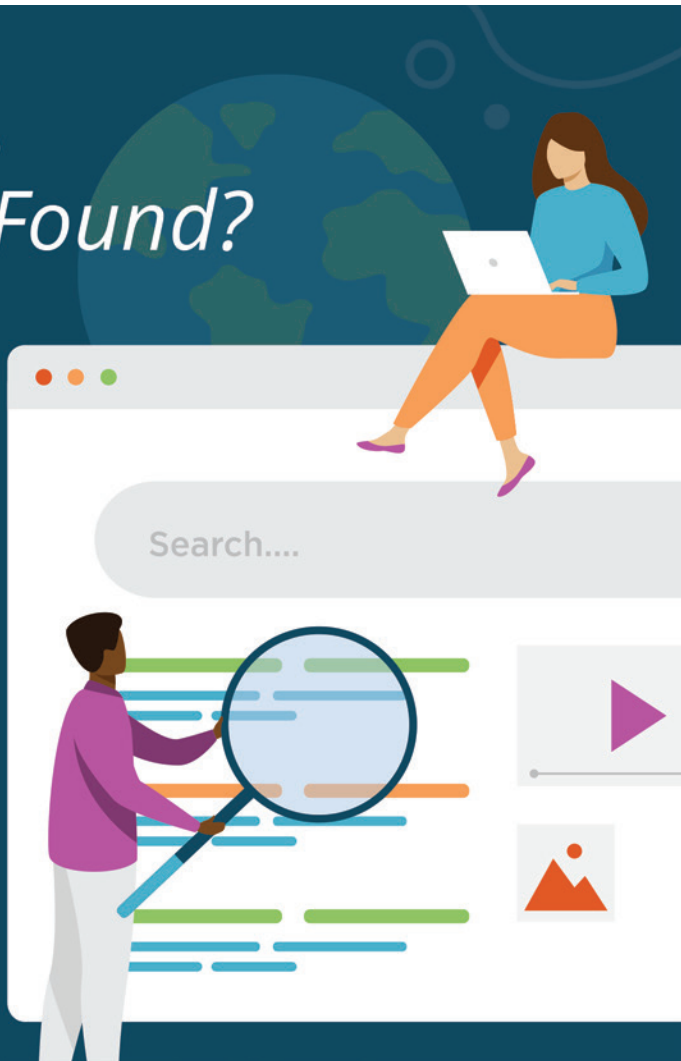
We Googled You.
Want to Know What We Found?

UPCEA & Search Influence conducted an SEO assessment of 100 members to gauge the SEO readiness of PCO units.

Visit our booth to see if you were part of the assessment and to get your results.

SEARCH INFLUENCE | UPCEA Proud Platinum Partner

Search Influence is a women-owned, ROI-focused, digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies that include search engine optimization and paid digital advertising.



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Summit for Online Leadership & Administration + Roundtable (SOLA+R)

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