



UPCEA

Mid-Atlantic Region Conference | 2017

Revolutionary
Access to

Ideas.
Networks.
Solutions.

October 4-6, 2017 | New Brunswick, NJ

Exhibitors and Institutional Sponsors

UPCEA's Mid-Atlantic Region thanks its exhibitors and institutional sponsors for their support of the 2017 conference and the ongoing professional development of its members.

Thank you to our Host Institution and Institutional Sponsors!



Thank you to our Mid-Atlantic Region Exhibitors!



Jaxxon Promotions



Revolutionary Access to Ideas. Networks. Solutions.

Welcome to the 2017 UPCEA Mid-Atlantic Region Conference hosted by Rutgers University!

On many campuses, continuing education units take pride in playing the role of quiet revolutionaries by providing students with innovative opportunities to advance their careers through education. By opening doors and widening access, we lead our institutions to:

- Embrace novel and revolutionary ideas about higher education;
- Access new networks by radically expanding the range of people we serve;
- Conceive and adopt solutions that challenge age-old norms.

This year's conference is revolutionary not only from a historical perspective, but also from a 21st-century perspective. The conference will provide opportunities to develop and share new IDEAS with colleagues. It will help us build NETWORKS of new allies, peers, and partners to help meet the challenges facing continuing, online, and professional education today. And finally, we'll return to our campuses with SOLUTIONS to implement as we solve these challenges going forward. Ideas, Networks, Solutions, to revolutionize our units as we move into a new future.

The conference will incorporate solutions-based workshops to give participants the opportunity to develop practical solutions that they can implement when they return to their institutions. The conference theme reflects UPCEA's focus on revolutionary, innovative thinking, creating the future in higher education as members experiment and innovate, providing colleges, universities, and institutions with opportunities to develop, test, and assess new educational models, platforms, and outcomes.

This conference will also launch the sixth cohort of the Mid-Atlantic region's Emerging Leaders Program. This year-long program begins with a pre-conference workshop at the 2017 conference, continues with a year-long collaborative cohort project, and culminates with a presentation at the 2018 Mid-Atlantic conference. These activities provide participants with the opportunity to collaboratively explore the theory and practice of professional, continuing, and online education leadership with peers from across the Mid-Atlantic region. The program is designed to prepare the next generation of the region's leaders to be revolutionary professionals and educators.

We are thrilled to partner with Rutgers University to bring this conference to you. They fully embody the elements of this year's theme and we are fortunate to have access to their wealth of knowledge about higher and continuing education. Welcome to New Brunswick, NJ. We hope you leave energized and prepared to start your own revolution!

With all best wishes,

Lorelee Isbell
Chair, 2017 UPCEA Mid-Atlantic Region Conference



Get Online at the Conference

To help you get the most out of the 2017 UPCEA Mid-Atlantic Region Conference, we're pleased to offer free wireless internet in all meeting and session rooms, as well as our exhibitors' space!

Network: **Hyatt Meetings**

User Name: **UPCEA**

Password: **2017**

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After the app downloads, open it and search for "UPCEA" then select UPCEA Mid-Atlantic Region Conference 2017.



It's Back! The UPCEA Mid-A Graffiti Wall.

A collaborative and creative way to share your conference experience with your colleagues. Jot down your lessons learned, major takeaways, action items, aha moments, and share them on the UPCEA Mid-A Graffiti Wall. No spray paint required! At the end of the conference we will share and discuss major themes that have emerged from this creative exercise.

Let's Get Social Mid-A!

Tell us each day what's on your mind and what you are getting out of the conference. Tag ALL your social media posts with #MidAConnect. A \$100 Amazon gift card will be awarded on Friday morning to the top social media influencer who has the most posts!



Leaders in Professional, Continuing and Online Education

UPCEA is the leading association for professional, continuing, and online education. Founded in 1915, UPCEA now serves more than 400 institutions, including most of the leading public and private colleges and universities in North America. For 100 years, the association has served its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publications. Based in Washington, D.C., UPCEA also builds greater awareness of the vital link between contemporary learners and public policy issues.

UPCEA advances leadership in professional, continuing, and online education by:

- Enhancing the ability of higher education institutions to provide high quality, continuing and online education programs by promoting standards of good practice in higher education.
- Furthering public awareness about the role of professional, continuing, and online education in the public policy arena.
- Collecting data on administrative practices, such as management, marketing, and program development.
- Sharing scholarship through its professional publication, UPCEA Review, and sharing news about colleagues and program trends through its bi-weekly e-newsletter, the UPCEA Briefing; and studies, consulting, and benchmarking provided by the Center for Research and Marketing Strategy as well as the Center for Online Leadership.
- Promoting excellence through an awards program that recognizes outstanding continuing higher education leadership, educational programs, student services, college and university administrators and faculty, and continuing education students.
- Partnering with industry leaders that have demonstrated their support for professional, continuing, and online higher education and the mission of UPCEA

WEDNESDAY OCTOBER 4, 2017

8:00a-5:00p	Check-in, Registration and Information Table Open	Brunswick Pre-Function Area
8:00a-9:00a	Breakfast for Pre-Conference Attendees	Outside Conf Rm BC
9:00a-11:30a	Pre-Conference Workshop Individual and Organizational Excellence in Higher Education	Conf Rm BC
11:30a-12:00p	Newcomer's Welcome and Orientation	Conf Rm A
12:00p-12:55p	Welcome Luncheon	Brunswick Ballroom
1:00p-1:55p	Keynote Building Inclusiveness Upon a Foundation of Diversity	Brunswick Ballroom

WEDNESDAY OCTOBER 4, 2017

2:00p-3:00p	General Session Evolving Ecosystems and the Impact on the Economy, Education and the Regional Workforce	Brunswick Ballroom
3:00p-3:45p	Exhibitor Showcase, Networking, Refreshment Break	Brunswick Pre-Function Area
3:45p-4:45p	Concurrent #1: Data-Driven Partnerships: Guiding Program Success Using Real-Time Analytics	Conf Rm A
	Concurrent #2: Building the Disability Personas: A University Collaboration to Revolutionize Inclusive Practices	Conf Rm I
	Concurrent #3: Establishing the Value of Community and Economic Engagement to Internal and External Audiences	Conf Rm BC
5:00p-6:00p	Networking Social at Hyatt Regency	Brunswick Pre-Function Area
6:00p	Dinner on your own	

THURSDAY, OCTOBER 5, 2017

7:00a	Morning Walk (or run for the more ambitious)	Hotel Lobby
7:30a-5:00p	Check-In, Registration and Information Table Open	Brunswick Pre-Function Area
7:30a-9:00a	Breakfast	Brunswick Pre-Function Area
8:00a-8:45a	Regional Business and Institutional Reps Meeting	Brunswick Ballroom
9:00a-10:00a	General Session Panel The Universe of Alternative Credentials	Brunswick Ballroom
10:00a-10:30a	Networking, Exhibitor Showcase, Refreshment Break	Brunswick Pre-Function Area
10:30a-11:30a	Concurrent #4 Retaining Online Students: A Snapshot of Current Practices in Higher Education	Conf Rm A
	Concurrent #5: Public Private Community Partnerships - Identify Opportunities, Create Synergies, Enable Greatness	Conf Rm I
	Concurrent #6: Turning Ideas into Reality - Developing Professional Development Programs with Purpose	Conf Rm BC

THURSDAY, OCTOBER 5, 2017

11:45a - 1:00p	Luncheon and Awards Ceremony	Brunswick Ballroom
1:00p-2:00p	General Session Managing Intercultural Interactions in a Challenging Global Higher Education Landscape	Brunswick Ballroom
2:15p-3:15p	Concurrent #7: Using Marketing Data in Support of New Program Development	Conf Rm BC
	Concurrent #8: Networks & Partnerships: Barriers, Roadmaps and Strategies	Conf Rm I
	Concurrent #9: Lessons from an Competency Based Extended Transcript Pilot	Conf Rm A
3:15p-3:45p	Networking, Exhibitor Showcase, Refreshment Break Emerging Leaders Informational Meeting	Brunswick Pre-Function Area Conf Rm A
3:45p-4:45p	Workshop Turning Notes into Action	Brunswick Ballroom
5:30p	Rutgers Hosted Reception *Meet in hotel lobby at 5p	Zimmerli Art Museum

FRIDAY, OCTOBER 6, 2017

8:00a-11:15a	Check-In, Registration and Information Table Open	Brunswick Pre-Function Area
8:00a-8:30a	Breakfast Stations with Exhibitors	Brunswick Pre-Function Area
8:30a-9:30a	General Session Panel The Value of the UPCEA Emerging Leaders Program: Enhancing Leadership Skills; Expanding Professional Networks	Brunswick Ballroom
9:30a-10:30a	Workshop Life Hacking Apps to Improve Your Professional Life	Brunswick Ballroom
10:30a-11:15a	Facilitated Discussion: Mid-Atlantic Graffiti Wall Social Media Contest Announcement - Must Be Present to Win Conference Wrap-up and Adjourn	Brunswick Ballroom



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