



innovations in program development



2008 ucea summer institute | july 6–8, 2008 | san francisco, ca

Becoming an innovation power in professional and continuing education amounts to far more than the development of new programs. A college or university CE organization must have quantitative data to enrich its understanding of potential opportunities, to assess opportunity costs, and build strategies. It necessitates an appreciation of how new technologies and services might enhance an institution's market. It requires a capacity to build partnerships here and abroad. To be competitive in today's dynamic higher education market and create successful innovations in programming, a professional and continuing education organization must have the ability to combine in a superior way the expertise found in a variety of fields.

The **2008 Summer Institute** is designed especially for decision-makers in professional and continuing higher education—including vice presidents, deans, directors, and managers in technology and marketing. It is aimed at leaders who are responsible for promoting innovation, developing strategy, and creating new programs. The Institute features a faculty who are known for their creative thinking and for the development of innovative programs, services, and collaborations.

innovations in program development

2008 ucea summer institute | july 6–8, 2008 | san francisco, ca

Institute Details

- The Institute is intended for continuing education professionals who want to access new thinking that can make a difference in their organizations, and for higher education leaders who want to learn about the opportunities, strategies and practices that define the best in contemporary continuing education.
- All Summer Institute sessions will take place at UC Berkeley's San Francisco Center: University of California Berkeley Extension, South of Market Center, 95 Third Street, San Francisco, CA 94103
- Please note lodging **is not** included in Registration Fees.
- A free copy of the 2008 edition of UCEA's popular book, *Lifelong Learning Trends, (10th Edition)*, will be given to each participant.
- Space at this event is limited. Please be sure to register early.

Hotel

- Summer Institute participants will be staying at the Serrano Hotel, located at 405 Taylor Street, San Francisco, CA, 94102. Phone: 415-885-2500; Website: <http://www.serranohotel.com>.
- The room rate is \$159.00 Single/Double per night. This rate is subject to 14% state and local tax. Please make your hotel reservation by calling 877-294-9709. Be sure to indicate that you are attending the UCEA meeting in order to receive this special rate. The cut-off date is **Tuesday, June 3, 2008**.

Schedule at a Glance

Sunday, July 6, 2008

- 1:30 p.m. Registration Opens
- 4:00–6:00 p.m. Opening Session
- 6:00–7:00 p.m. Reception
- Dinner on your own

Monday, July 7, 2008

- 8:00–8:30 a.m. Continental Breakfast
- 8:30–11:45 a.m. Program Sessions
- 12:00–1:00 p.m. Lunch
- 1:00–4:00 p.m. Program Sessions
- Dinner on your own

Tuesday, July 8, 2008

- 8:00–8:30 a.m. Continental Breakfast
- 8:30–11:45 a.m. Program Sessions
- 12:00–1:15 p.m. Lunch
- 1:15–4:00 p.m. Program Sessions
- 4:00 p.m. Adjourn

Presenters



Kay Kohl



Jim Fong



Joyce Feucht-Haviar



Kristine Billmyer



David Gray

Program

Sunday, July 6, 2008

4:00–6:00 p.m.—Opening Session

Case Studies in Driving Innovation

Moderator: KAY KOHL, CEO and Executive Director, UCEA

- Discovering the Blue Ocean—unmet market needs
- Developing programs for learners in a “flat world”
- Promoting growth in the face of disruptive technologies

6:00–7:00 p.m.—Reception

Program continued on next page

Program

Monday, July 7, 2008

8:00–8:30 a.m.—Continental Breakfast

8:30–10:00 a.m.

Identifying New Markets and Assessing their Potential

Presenter: JIM FONG, President, Diagnostics Plus

- Tide pool tools—Methods for measuring and assessing market opportunities
- How big is your pond?—Measuring your market size and potential
- The great barrier reef—Measuring barriers to entry and competitive strength

10:00–10:15 a.m.—Break

10:15–11:45 a.m.

Evaluating the Results of a Marketing Program

Presenter: JIM FONG, President, Diagnostics Plus

- Preparing for the voyage: Planning and analyzing your marketing mix
- Latitudes and longitudes: Planning, measuring and understanding traditional and electronic marketing success factors and ROI

12:00–1:00 p.m.—Lunch

1:00–2:30 p.m.

Know Thy Self (and Thy Organization) Really, Really Well: Leadership, Innovation, and Capacity Building in Context

Presenter: JOYCE FEUCHT-HAVIAR, Dean, CSU–Northridge

Both effective leadership and meaningful and sustainable innovation are context dependent. That is organizational history, culture, image and aspirations, location, resources, stakeholders, geography, and the cast of characters of each college/university have a significant influence on which program choices will prove successful and which strategies for organizational structure and leadership will be effective. One size never fits all. In this session participants will consider what this means for their own effectiveness as an organizational leader:

- How to develop credibility and engaged support
- How to make program choices
- How to build the organizational capacity needed to sustain positioning and program choices in each college's/university's distinctive context

2:30–2:45 p.m.—Break

2:45–4:00 p.m.

International Opportunities for Professional and Continuing Education Organizations

Presenter: KRISTINE BILLMYER, Executive Director, College of General Studies, University of Pennsylvania

Global engagement offers many affordances and constraints for divisions of continuing professional education contemplating developing a portfolio of global educational initiatives:

- Relating your unit's programs to your institution's global strategy and to its international assets
- Identifying the cross-border education models that have currency for your institution
- Building a balanced international portfolio
- International partnerships: building upon existing relationships and developing new ones
- Risks and benefits of global engagement today

This session will use several case studies to involve decision makers in thinking about the issues involved and making good decisions.

Tuesday, July 8, 2008

8:00–8:30 a.m.—Continental Breakfast

8:30–10:00 a.m.

Capitalizing on Distance Education to Redesign Degree Programs, Increase Capacity, and Improve Services at a Reasonable Cost

Presenter: DAVID GRAY, CEO, UMassOnline

The online medium allows colleges and universities to reach out to new and different market niches and to serve existing students better and more flexibly. The technologies of e-learning also invite new and quite different approaches to the provision of learning programs and associated services. From the individual faculty member to senior administrators, online learning provides the opportunity to rethink and reconstruct the service delivery model, often improving cost-effectiveness through innovation and inter-institutional collaboration.

- Increasing productivity with innovative, portable learning options from prestigious colleges and universities
- Creating affordable, flexible degree programs for working professionals; alignment with the marketplace
- Encouraging faculty innovation in development of online programs
- Redesigning academic, administrative and student services for operational excellence and in response to community needs; encouraging collaboration in the provision of online services

10:00–10:15 a.m.—Break

10:30–11:45 a.m.

Financial Tools for Entrepreneurs

Presenter: KRISTINE BILLMYER, Executive Director, College of General Studies, University of Pennsylvania

Divisions of continuing education often serve as innovators and entrepreneurs within their home institutions and communities. To play this role successfully decision makers need a variety of financial tools and strategies designed with these goals in mind.

- Net contribution model
- Revenue/tuition distribution schemes
- Premium pricing strategies
- Retained earnings model

This session will explore these tools within the context of a new program development protocol. Several case studies will be used to involve decision makers in thinking about using these tools to make decisions.

12:00–1:15 p.m.—Lunch

1:15–2:30 p.m.

Excellence Sells (Internally and Externally)—Combine it with Distinction, Educational Outcomes, and Exceptional Service and You've Really Got Something

Presenter: JOYCE FEUCHT-HAVIAR, Dean, CSU–Northridge

Once you have a good working understanding of your context and the possibilities that affords, crafting programs that are both excellent and distinctive is fundamental to long-term success. Creating and maintaining credibility in the market place and in institutional context depends in the end on the quality of the choices made and the programs and services created. This session will explore in more detail how one develops programs that fit both the institutional context and the marketplace needs. Examples will focus on graduate and mid-career education in the context of the new world of work in a global economy.

- Choosing among options and market research
- Convening faculty and practitioners
- Outcomes-based program design
- Innovation in program design
- Aligning support services (understanding client values)
- Pricing

2:30–2:45 p.m.—Break

2:45–4:00 p.m.

Innovation Opportunities Offered by Blended Learning

Presenter: DAVID GRAY, CEO, UMassOnline

Blended learning models offer colleges and universities the opportunity to mix the best in face-to-face instructional techniques with the very best in content delivery through systems of online learning. There are almost unlimited variations on the blended or hybrid learning theme which can be employed both to improve learning outcomes and to optimize the capacity of institutions to serve growing and diverse student bodies.

This session will explore different approaches to blending and the benefits that blended programs offer to institutions and students.

- Impact of a combination of online and face-to-face learning on attrition rates and learning outcomes
- Designing blended learning—getting the right mix of media and delivery modes
- Managing instructional complexity; managing roles and responsibilities
- Creating a seamless learning experience, while controlling costs

4:00 p.m.—Adjourn

Registration

YES! I will attend the UCEA Summer Institute in San Francisco, CA.

Name: _____ Nickname for Badge: _____

Title: _____

Institution: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Number of years in Continuing Education: _____ Special Needs: For special dietary or access needs, check and UCEA will contact you.

Registration Fees: (includes all sessions, materials, breaks, meal functions and reception)

UCEA Members: \$695 (before June 16, 2008) \$745 (after June 16, 2008)

Non-Members: \$795 (before June 16, 2008) \$845 (after June 16, 2008)

Payment Information

Check for \$_____ is enclosed (made payable to UCEA). Bill my institution: (for Member Institutions only) P.O. # _____

VISA MasterCard Amex Card # _____ Security code: _____

Exp. Date: _____ Signature (required for all credit card charges) _____

Registration must be received by **July 2, 2008**. Tuition includes all sessions, printed institute materials, one copy of *Lifelong Learning Trends*, breakfasts, lunches, and breaks on both days, networking reception on July 6. All Institute activities will take place at UC Berkeley Extension located at South of Market Center, 95 Third Street, San Francisco, CA 94103.

Cancellations/Substitutions: a refund of all but \$75 of the registration fee will be made to attendees whose written notice of withdrawal is received by UCEA prior to July 2, 2008. After this date, no refunds will be made. Substitutions may be made at any time prior to July 2, 2008 or onsite. All substitutions and cancellations must be made in writing to UCEA.

Send registrations to: UCEA Summer Institute, One Dupont Circle, Suite 615, Washington, DC 20036, Fax 202-785-0374

To register online, please visit the Summer Institute website at: <http://www.ucea.edu/profdev/seminars/2008summerinstitute/index.html>

Questions? Contact Natalia Kats, UCEA Director of Conferences, 202-659-3130 or nkats@ucea.edu.