

FRIDAY, 4.13.07

7:00 a.m.–5:00 p.m.

CONFERENCE REGISTRATION

7:15–8:30 a.m.

REGIONAL BREAKFASTS/  
NEWCOMER'S ORIENTATION

Take advantage of this opportunity to meet colleagues, both old and new, from your region while learning about UCEA and its professional development offerings on the regional and national levels.

Cost is \$12. See line FF on registration form to indicate which regional breakfast you will attend.

8:45–10:00 a.m.

GENERAL SESSION

### Impact of Genomics on Business and Society

*Presiding:* ROBERT WILTENBURG, Washington University

*Speaker:* JUAN ENRIQUEZ



Juan Enriquez, bestselling author, businessman, and academic, is currently Chairman and CEO of Biotechonomy LLC, a life sciences research and investment firm. He was the Founding Director of the Harvard Business School Life Sciences Project, and author of

the global bestseller *As the Future Catches You: How Genomics & Other Forces are Changing Your Life, Work, Health & Wealth* (selected by Amazon's editors as one of the best business books of the year) and, *The Untied States of America: Polarization, Fracturing, and Our Future*, which explores why some countries are successful while others fall apart.

He is one of the world's preeminent authorities on the economic and political impacts of the life sciences. Enriquez is also an expert on the dynamics of the knowledge economy and the other social and political forces that are driving change in America and the world today.

10:00–10:45 a.m.

REFRESHMENT BREAK IN EXHIBIT HALL

BOOK SIGNING AND GRAND PRIZE DRAWING!



Weidemann



Smutz



Marrocco



Burgeson



Loomis



Aceves



Rhead



Hill

10:45 a.m.–12:00 p.m.

CONCURRENT SESSIONS—SERIES III

Track 1: Workforce Development for a Global Economy

### A Holistic Response to the Global Economic Challenge: Creating Competitive States and Vibrant Communities by Integrating Work Force, Economic, and Community Development

*Presenters:* CRAIG D. WEIDEMANN, WAYNE D. SMUTZ, Penn State

Universities must play a critical role in helping states and communities respond to the challenge of the 21st century's New Economy. Continuing education units, as university/community brokers, have a vital role in providing new strategies for innovation, revitalization, and in some cases survival. The increasing interdependence of workforce, economic and community development provides one avenue through which continuing education can demonstrate its strategic role.

Track 2: Civil Society and Community Engagement

### Meaningful Engagement—Bringing Values to Life

*Presenter:* M.J. (MIMI) MARROCCO, University of St. Michael's College in the University of Toronto

Remember the adage about “how to eat an elephant”? This session examines the power of “one”—one bite, one person, one department at a time—to transform a company, a country or even a global community. By integrating the affective impact of art and the power of slow knowledge with the principles of change management, the continuing education division of a small liberal arts college within the University of Toronto has developed a unique certificate program in Corporate Social Responsibility that is small in size (maximum 15 students a year), but growing in impact. (And yes, our visual aids include an “elephant in the room.”)

Track 3: Global Thinking/Local Impact

### Scaling the Great Wall: Program and Project Collaborations with China

*Presenters:* Moderator: JOHN BURGESON, St. Cloud State University

*Panelists:* FRED LOOMIS, Arcadia University; PATRICIA ACEVES, St. Cloud State University; GERALD RHEAD, Michigan State University, MSU Global; CHUCK HILL, University California-Irvine

New ventures, particularly those across the globe, offer unique challenges and opportunities. Discover how to approach the “start-up” process work through a business planning model, and learn about methodologies that have led to successful and sustainable programs currently being offered in China.

Track 4: Continuous Reinvention: The Value and Values of Continuing Education

## Beyond Numbers to So What?: Lessons Learned from Six Years of Measuring the Value of Continuing Education Programs

Presenter: MARY CRAVE, University of Wisconsin

This session will demonstrate and review the administrative, training, technical, and collegial support needed for an institution-wide Program Impact Initiative. The University of Wisconsin-Extension, a national leader and model in impact evaluation, will discuss how they've measured and communicated program value to legislators, local decision makers and constituents, as well as improved programs.

Track 4: Continuous Re-invention: The Value and Values of Continuing Education

## Re-inventing and Re-packaging: Competency-Based Programming for Continuing Professional Education

Presenters: LINDA HALLIBURTON, TOM NORMAN, THOMAS DOHM, and ANDY MERRILL, University of Minnesota

The College of Continuing Education (CCE) re-built its non-credit portfolio upon a foundation of in-demand workplace competencies and re-structured it to be "learner friendly" for working professionals. CCE partnered with the Office of Measurement Service to create an up-front training needs assessment and an end-of-course evaluation based on these competencies.

Track 4: Continuous Re-invention: The Value and Values of Continuing Education

## Designing Degree Completion Programs to Support Social and Economic Priorities

Presenters: KAY KOHL and ROBYN DIETTER, UCEA

More and more jobs require the higher level knowledge and skills associated with a baccalaureate degree. This session will examine baccalaureate degree completion programs designed by universities for adult learners. Drawing upon survey data and student interviews gathered as part of a Lumina Foundation supported project, the presenters will discuss best practices that contribute to student success, the development of curricula that respond to regional needs, and the impact of an earned degree on the career prospects of adult students



Crave



Halliburton



Norman



Kohl



Diether



Shaeffer



Stokes

12:00-1:30 p.m.

SPECIAL UCEA CORPORATE SPONSOR SESSION  
(Snacks will be provided at this session)

## Strategic Partnerships for Building Futures and Changing Lives

Moderator: JAMES SHAEFFER, James Madison University

Speakers: KENDRICK MCLISH, Vice President, Marketing, eCollege; PETER STOKES, Executive Vice President, Eduvenures

Continuing higher education is being called upon to educate diverse audiences to solve new problems in a society that is being reshaped by technological, economic, and social changes that are both global and local. How do we continue to redefine the role of continuing higher education in this changing environment?

An emerging model in addressing this question for many institutions is to seek and establish a strategic partnership with other institutions and with corporate sponsors.

This session will feature UCEA's commercial entities addressing the question of "how do we continue to redefine the role of continuing higher education in this changing environment?" As part of this conversation, the presenters will address what they look for in a strategic partnership, how they can work together in creating a business model that allows "them" to succeed and "us" to succeed, and the important role corporate partners play in not only a dialogue with one institution but the importance of engaging multiple institutions in the dialogue of sharing data and developing research based best practices.

12:00-1:30 p.m.

MARKETING & PUBLICATIONS  
COMMUNITY OF PRACTICE AWARDS LUNCH

Sponsored by *The New York Times*

Presiding: NORMAN "TUT" BAILEY, Penn State University

Come celebrate this year's best marketing and promotional publications! The Marketing and Publications CoP will recognize and honor member professionals and institutions for their outstanding creative and strategic marketing works.

Cost is \$15. See line GG on registration form.

12:00-1:30 p.m.

2008 CONFERENCE PLANNING COMMITTEE MEETING

12:00-1:30 p.m.

PAST PRESIDENTS' LUNCH

1:30–2:45 p.m.

## UCEA COMMUNITY OF PRACTICE SESSIONS

## Distance Learning

**Best Practices of Blended Programs: Students Taking Online and Face-to-Face Courses**

*Presiding:* CLARK J. HICKMAN, University of Missouri-St. Louis  
*Presenters:* DIANNE JAMIESON-NOEL, Simon Fraser University;  
 BARBARA A. MACAULAY, UMassOnline; SUE MAES, Kansas State University

This panel discussion will highlight institutions that offer blended programs, serving the students who take a mixed course load of online and face-to-face courses. The presenters intend that this session will create a dialogue between colleagues about this growing trend.

## Futures and Change

**Strengths-Based Management**

*Presiding:* JIMMY DAVIS, Belmont University  
*Presenter:* SUSAN WILLIAMS, Belmont University

Most of us who manage continuing education organizations struggle to consistently get the best from our people. We intend to, but simply put, we don't. This session will introduce strengths-based management and provide an overview of how leaders in continuing education can use such methods in hiring and developing staff and faculty. Williams will lead an interactive session that allows us to experience one of the tools of strengths-based management, and will provide resources and examples based on use of such methods at Belmont University.

## Quality Assurance

**Quality Assurance: The Enduring Frontier**

*Presiding:* DEE W. HENDERSON, University of Nevada, Reno  
*Presenters:* DEE W. HENDERSON, and REED SCULL, University of Nevada, Reno

As quality assurance practices evolve and more institutions adopt methods to ensure accountability through outcome measures, accreditation standards, and so on, overviewing some key aspects of the quality history and present uses may provide some insights for future applications. Presenters will explore some recent case studies on accreditation and community service. These cases, when contrasting against capital intensive industries with knowledge-based enterprises, may suggest alternate and effective ways to provide quality outcomes for the institution.

## Research

**An Oasis from Learn-to-Earn: Adult, Working-Class, Liberal Arts Graduates Make Meaning of their Learning Careers at Harvard**

*Presiding:* SHERRY MILLER BROWN, University of Pittsburgh  
*Presenter:* SUZANNE SPREADBURY, Harvard Extension School.

When it comes to working adults and their educational experiences, most research in the United States focuses on how education improves job skills and makes adult students more desirable to employers. Most researchers conclude that adult students, in general, and working-class students, in particular, are more interested in job training than liberal arts learning. The purpose of this study is to examine what motivates 18 adult students in an open-enrollment liberal arts degree program at Harvard Extension School. All of these students grew up in working-class families and many are living working-class lives as adults. This qualitative, narrative study reveals that institutional adult education is often more about intellectual curiosity and validating one's intellectual identity than about job training.

## Workforce and Economic Development

**How Can We Impact Public Policy?**

*Presiding:* MARK B. STAHL, University of New Orleans;  
 KELLY AIKEN, University of Massachusetts-Amherst

This session will highlight issues discussed at the January Workforce Forum in Sarasota.

Economic Development has been added to the name of the CoP to reflect the growing trend among workforce professionals at four-year universities and regional economic development organizations to initiate projects that combine these two related concepts. The session will discuss the opportunity to impact public policy through creative partnership opportunities; there will be discussion related to advocacy and community that may provide opportunities for members to benefit (from funding programs, partnerships, and leadership roles) by taking an active role in influencing public policy. Finally, this session will provide opportunities for those interested in assuming CoP leadership roles related to integrating workforce and economic development projects and to identifying advocacy agendas that benefit member institutions.



Coal Harbour, Vancouver

1:30–2:45 p.m.

## BEST PRACTICES SESSIONS

During these Best Practices sessions, there will be three unrelated presentations on the showcase topic in one session room.

Topic—Track 2: Civil Society and Community Engagement

### The Filters of Engagement: Exploring the Space Between Exclusion and Inclusion

Presenter: DEBBIE BELL, Simon Fraser University

University-community engagement (or outreach) has come of age in many urban centers over the last two decades. The level of commitment to outreach activities ranges from high profile centers of community engagement located in the office of the president to other schools where the community engagement activities quietly, and in some cases subversively, take place on the fringe of mainstream academic activity. This presentation will critically examine the practice of university engagement with socially excluded communities.

### Continuing Educators as Civic Professionals

Presenter: THEODORE R. ALTER, Penn State University

What does it mean for continuing educators to be civic professionals? What does it mean for continuing education practice to work “for public-regarding ends and in a public-regarding way?” How do civic professionalism and “public-regarding” practice contribute to building community, nurturing civil society, and fostering democracy? These issues will be explored conceptually and the preliminary findings of a new research initiative at Penn State University focused on these issues will be reported at this proposed best practices forum.

### The Matrix Revealed: CE Leadership in Four Dimensions

Presenter: PETER MORONEY, The University of British Columbia

In this session, participants will explore a new conceptual model: the Continuing Education Leadership Matrix. This compelling and highly practical model posits the aptitudes, values, orientations and competencies that define continuing education leadership and innovation in higher education.

For the continuing educator, the CE Leadership Matrix serves as a heuristic guide to assessing one’s own contributions within the matrix. For those who manage continuing education units of any size, the framework serves as a guide to organizational development.



Burgess



Dunlop



Carey



Chaloux



Shea



Carl

1:30–2:45 p.m.

### Live Vicariously! Innovative Tales from SFU

Presenters: TOM NESBIT, ROWENA HART, KATHERINE MCMANUS, YOSEF WOSK, ALAN ABERBACH, WENDY DU STEINBERG, and GORDON PRICE, Simon Fraser University

Simon Fraser University has a long and rich tradition of providing innovative continuing education. This session will highlight several of its program areas (Writing & Publishing, Canadian Academy of Independent Scholars, Seniors’ Outreach Program, International Teaching Assistants, and the City Program) and show how they contribute to the university’s overall goals of scholarly outreach and engagement.

3:00–4:30 p.m.

### CONCURRENT SESSIONS—SERIES IV

Track 1: Workforce Development for a Global Economy

### Are We There Yet? The Journey of Re-positioning a Non-credit Certificate Program in Management

Presenters: SUSAN BURGESS, CATHERINE C. DUNLOP, Simon Fraser University

The Simon Fraser University non-credit Certificate Program in Management (CPM) has been in place since 1993, with courses related to the program offered since the 1980s. Recent contextual changes led to a self-study of the program. The findings from the self-study provide insight into current trends in workforce education. This session will focus on effective practices related to the self-study research process, key findings and the resulting program re-positioning.

Track 1: Workforce Development for a Global Economy

### Who Should Create a “Consumer Reports” for the Online Student?

Presenters: KATE M. CAREY, Ohio Learning Network; BRUCE CHALOUX, Southern Regional Education Board; RICHARD GARRETT, Eduventures; PAT SHEA, WCET; LINDA CARL, University of North Carolina-Chapel Hill

How can students find an online course that suits their needs? Who should develop sites providing comparative information? What can existing consumer sites teach us about designing a system that informs the marketplace? This program will examine the problems with and possibilities of developing comparative consumer information for the online consumer.

Track 2: Civil Society and Community Engagement

**The Mentored Learning Community Model as a Community-Building Tool**

*Presenters:* PAUL P. FREDDOLINO, Michigan State University; GERALD RHEAD, Michigan State University, MSU Global

The Mentored Learning Community Model combines the best features of face-to-face, videoconferencing, and online instruction with local mentors and learners. The presentation will demonstrate use of the model in a statewide, five-community MSW degree program, and discuss opportunities and challenges in replicating the model among diverse target groups to enhance community engagement.

Track 3: Global Thinking/Local Impact

**Managing Global Partnerships**

*Presenters:* GREG HOROWITT and MARY LINDENSTEIN WALSHOK, University of California, San Diego; GARY W. MATKIN and LARRY COOPERMAN, University of California, Irvine

Two international initiatives from the University of California: distance learning experts at UC Irvine Extension describe the promises and obstacles in the digital exportation of U.S. higher education; and representatives of the Global CONNECT unit at UCSD Extension describe a partnership to expand research opportunities and enterprise development in San Diego.

Track 4: Continuous Reinvention: The Values and Value of Continuing Education

**Translating Institutional Renewal into Action**

*Presenters:* KRISTINE BILLMYER, KRISTINE RABBERMAN and MARNI BAKER STEIN, University of Pennsylvania

Penn's College of General Studies recently reorganized to create a culture aligned with larger institutional goals and values. We describe how plans for institutional renewal were translated into actions by CGS staff, providing a model for programs seeking to create new ways of thinking and being during profound organizational change.



Freddolino



Horowitz



Walshok



Matkin



Cooperman



Billmyer



Rabberman



Stein



Parks



Merickel

Track 4: Continuous Reinvention: The Values and Value of Continuing Education

**Reinventing Change: The Evolving Organization and Commissions**

*Presenters:* SANDRA PARKES, University of Utah; RITA MARTINEZ-PURSON, University of New Mexico; EMILY RICHARDSON, Widener University; JUDAH ROSENWALD, University of California-Berkeley; MARK MERICKEL, Oregon State University; ROBERT HANSEN, University of Southern Maine

This presentation provides an introduction to and overview of the three UCEA national commissions and 14 Communities of Practice (CoPs). The presenters will discuss each of their commission's 2007-08 agendas and activities. Richardson and Parkes will discuss the Learning, Instruction, and Technology Commission's three initiatives: Blended Learning; Degree Completion; and Emerging Technology. Martinez-Purson and Rosenwald will present the Leadership and Management Commission's initiatives: Organizational Models and Strategies for Recruitment, Retention, and Morale Building. Merickel and Hansen will present the Futures and Markets Commission's initiatives of Strategic Planning; Market Growth and Market Trends; and Telling the CE Story. The UCEA CoPs and Commissions are two important ways for members to network across institutions, the nation, and the world. If networking within the fields of distance and continuing education with your colleagues and peers is important to your institution's success...don't miss this session!

6:00-7:00 p.m.

RECEPTION

7:00-10:00 p.m.

ANNUAL BANQUET AND ENTERTAINMENT

The price of the Banquet is included with your registration fee. For guest tickets only, see line MM on the registration form.

