

THURSDAY, 4.12.07

7:00 a.m.–5:00 p.m.

CONFERENCE REGISTRATION

7:00 a.m.–8:30 a.m.

OPENING THE CONVERSATION:

ALL-CONFERENCE BREAKFAST

Conference Overview: GARY MILLER, Pennsylvania State University, Conference Planning Committee Chair

This opening breakfast session is included in the registration fee and is an important component of the 2007 UCEA conference. All those attending the conference will be assigned randomly to a table. This will give everyone an opportunity to meet and talk with new colleagues from across the nation and around the globe. A facilitator at each table will invite each member of the table to talk briefly about their institution, their role, how its continuing higher education unit is configured, and how the challenges facing higher education in the last five years have impacted their institutions. This session will start the conversation about the larger themes of the conference at the level of individual institutions and individual professionals.

8:45–10:00 a.m.

CONCURRENT SESSIONS—SERIES I

Track 1: Workforce Development in a Global Society

A New-Fangled Use for the Three-Legged Stool: A Forward Looking Workforce Education Program for Public Sector Employees

Presenters: EUGENE J. MONACO, University at Albany, SUNY; ONNOLEE SMITH, Director Workforce and Organizational Development Unit, New York State Governor's Office of Employee Relations; CLIFF MERCHANT, Director, Human Recourses and Education, New York State Public Employees Federation

Using a case-study approach, this session will describe how a collaborative education and training program was established with a state government, a public employees union, and an academic institution to meet the needs of more than 51,000 professional scientific and technical employees in a rapidly changing public workforce environment, addressing both emerging trends and current job training requirements.



Monaco



Hansen



Bortnick



Hoffman



Lawrence



Lightfoot



Baker



Crain

Track 2: Civil Society and Community Engagement

Civic Engagement via the Arts and Humanities for Baby Boomers and Beyond

Moderator: ROBERT HANSEN, University of Southern Maine

Panel Members: BARRY BORTNICK, UCLA Extension; SUSAN HOFFMAN, San Francisco State University; TONI LAWRENCE, University of California Riverside Extension; KALI LIGHTFOOT, University of Southern Maine

Innovative and emerging strategies engage older adults in programs that are personally enriching and further the notion of engendering civic life and a civil society. This panel presentation on the latest research provides examples of programs within the arts and humanities that incorporate civic engagement elements, be they local, regional, or beyond.

Track 2: Civil Society and Community Engagement.

New Roads for Personal Enrichment and Informed Civic Leadership

Presenters: DAVID MENNINGER, CATHERINE SHOWALTER, UCLA Extension; ELOISA GONZALEZ, Los Angeles County Department of Health Services, Public Health

Continuing education goes beyond what public agencies offer and serves to link community interests with informed decision-making by public policy leaders. This session will focus on three diverse program efforts by UCLA Extension and the County of Los Angeles - 1) the Osher Lifelong Learning Institute, 2) training for Planning Commissioners, and 3) community outreach about the public health impacts of the "built environment". Opportunities, logistics, and potential outcomes associated with continuing education's role in the development of civic knowledge for public life and action will be examined. UCLA Extension's Osher program for older adults will be discussed in the context of how opportunities for personal enrichment can lead into a greater awareness of community affairs and result

Van Dusen Botanical Garden



Join us in Vancouver

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in a renewed commitment to civic engagement. A series of seminars for Planning Commissioners developed by the Extension Public Policy Program with support from the California Department of Transportation will be used to illustrate the value to citizen public servants of specialized training that prepares them to make better informed decisions about transportation, land use and the environment. Finally, the efforts of the Los Angeles County Public Health Department to foster awareness of the health impacts of the human-made spaces in which most social and civic life transpires - the built environment - will be discussed as an applied example of outreach and education resulting in beneficial land use policy changes in our communities.

Track 3: Global Thinking/Local Impact

From Roots to Wings—Using the Success of an Innovative Degree Completion Program to Transform Graduate Business and Law Education

Presenters: JOHN BAKER, THOMAS ALLEN CRAIN, and TONI UNGARETTI, Johns Hopkins University

This presentation shares an innovative, learning outcomes-based bachelor degree completion program and its adaptation in the transformation of graduate business and law education. It highlights the program philosophy, design, implementation, and evaluation, as well as its consequent influence on the re-design of new and existing graduate programs.



Gas Town Steam Clock



Ungaretti



Kinsey



Martinez-Purson



Rosenwald



Lane



Menninger



Showalter



Gonzalez

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

The Perils and Promise of Reorganization: Preparation, Survival and Opportunity

Sponsored by: The Commission on Leadership and Management
Moderator: SUSAN KINSEY, University of Pittsburgh
Panelists: RITA MARTINEZ-PURSON, University of New Mexico; JUDAH ROSENWALD, University of California-Berkeley; SUSAN LANE, University of Massachusetts-Dartmouth

The Commission on Leadership and Management studies the institutional trends that affect the organization of continuing education. The centralization-decentralization spectrum is one aspect of CE organization—and often the most dramatic example of reorganization. But concentration only on that dichotomy obscures the subtleties involved in reorganization and may obstruct genuine opportunities for CE growth. Rather than concentrating on the threat that reorganization might pose, CE leaders must analyze the conditions that lead to institutional reorganization, shape the resulting organizational forms, weather the reorganization process, and learn to thrive in the new environment.

The panel will examine three aspects of reorganization:

- The conditions within an institution that are precursors to substantial reorganization, both a move to decentralization or one to centralization. By studying such conditions, CE leaders may learn to guide or influence substantial change at the institutional level.
- The (often) traumatic time during reorganization: preservation of staff/budget, assisting/resisting change, understanding the motives of institutional-level actors.
- The opportunities that arise after reorganization, i.e., recognizing new clients, establishing additional partnerships, and aligning with institutional goals.

10:00–10:30 a.m.

COFFEE BREAK WITH EXHIBITORS

This year's Exhibit Hall will be full of outstanding companies ready to meet your every program need! It's a one-stop shop for hardware, software, customized resource and support service; plus, find the expertise to help you solve your most difficult management and marketing challenges.

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British Columbia, Canada

Conference Schedule

10:30 a.m.–12:00 p.m.

OPENING GENERAL SESSION

Presiding: BARBARA SCOTT, Southern Oregon University, UCEA President

Extinction or Survival: The Global Biodiversity Crisis



Speaker: WADE DAVIS, Cultural Anthropologist, Explorer

We are in a race against time to preserve countless species of plants and animals. Wade Davis takes you on a journey across the globe to survey the progress. Wade Davis is an Explorer-in-Residence at the National Geographic Society.

Named by the Geographic as one of the “Explorers for the Millennium,” Davis is an anthropologist and plant explorer who received his Ph.D. in ethnobotany from Harvard University.

Davis spent three years in the Amazon and Andes searching for new medicinal drugs, before heading to Haiti to investigate folk poisons used to create zombies. This investigation is chronicled in his book *The Serpent and the Rainbow*, an international bestseller. From Haiti, Davis moved to Borneo, where he lived among the Penan, the last nomads of Southeast Asia. His recent travels have taken him to East Africa, the high Arctic, Tibet, the Orinoco of Venezuela, and the deserts of Mali and Burkina Faso.

Just as there is a biological web of life, there is also a cultural and spiritual web of life—what Davis and National Geographic have taken to calling the “ethnosphere”—the sum total of all the thoughts, beliefs, myths, and institutions brought into being by the human imagination.

12:00–1:45 p.m.

INSTITUTIONAL REPS LUNCH

Presiding: BARBARA SCOTT, Southern Oregon University, UCEA President

When the Ice Melts: Why Climate Change in the Arctic Matters So Much

Speaker: MICHAEL BYERS, Academic Director, The Liu Institute for Global Issues, University of British Columbia



Michael Byers is Professor of Political Science and Canada Research Chair in Global Politics and International Law at the University of British Columbia. Prior to 2005, he was Professor of Law and Director of Canadian Studies at Duke University. From 1996–1999 he was a Fellow of Jesus College, Oxford. Professor Byers writes and teaches on issues of Arctic sovereignty, environmental protection, Canada-U.S. relations, military force, terrorism, and international law. He is the author of *War Law: Understanding International Law and Armed Conflict* (Grove/Atlantic, New York), *The Role of Law in International Politics* (Oxford University Press) and *United States Hegemony and the Foundations of International Law* (Cambridge University Press). He is a regular contributor to the *London Review of Books*, *Globe and Mail*, and *Toronto Star*.

Cost is \$48. See line AA on registration form.

Note:

Lunch is open to UCEA Institutional Reps, their alternates or their designees only.

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IMPORTANT NOTE:

A **passport** is now required for all air and sea travel to Canada. Please be sure your passport is up-to-date, or apply for one now to avoid the rush.

For more information, please visit www.travel.state.gov.



12:00 p.m.–1:45 p.m.

COMMUNITY OF PRACTICE AWARD LUNCHEONS AND BUSINESS MEETINGS

Conferences and Professional Programs

Presiding: JOY MILLARD, University of Missouri-Columbia

Join the Conferences and Professional Programs Community of Practice at its annual awards luncheon and business meeting. The Stanley C. Robinson Distinguished Service, Faculty Service, and Exemplary Programming Awards will be presented. The business meeting will include reports from the Executive Committee, programming discussions, and plans for activities for the upcoming year. We need your participation and involvement if this is your interest area.

Cost is \$26. See line BB on registration form.

Distance Learning

Presiding: RANDALL M. DOERNEMAN, University of Oklahoma; GEORGE HOEMANN, University of Tennessee

People and programs that have excelled in the categories of Programming; Leadership and Service; and Research and Publication will be honored and celebrated by the Distance Learning Community of Practice. An informative and energizing annual business meeting will be conducted immediately following the awards presentation.

Cost is \$26. See line CC on registration form.

Futures and Change

Presiding: JIMMY DAVIS, Belmont University

The Futures and Change Community of Practice will meet over lunch to plan the next year’s activities for the CoP and to elect new leadership.

Cost is \$26. See line DD on registration form.

Liberal Learning

Presiding: TONI LAWRENCE, University of California-Riverside

Join the Liberal Learning Community of Practice at its Annual Business Meeting/Lunch. At this session, plans for the coming year will be discussed as well as the “passing of the torch” to a new chair.

Cost is \$26. See line EE on registration form.



Grouse Mountain, Vancouver

2:00–3:15 p.m.

COMMUNITY OF PRACTICE SESSIONS

Conferences and Professional Programs

Contract Negotiations for Conferencing Professionals

Presiding: CHRISTOPHER DUFOUR, Penn State University

Presenter: JULIE TATE, University of Oklahoma

This session is designed to assist those negotiating conference agreements. It will cover terms and conditions, as well as negotiating strategies: using a RFP as your first negotiating tool; creating a contract checklist; knowing your deal breakers and your compromise language; and performing risk assessment.

Distance Learning

Quality Matters

Presiding: WILLIAM MCCLURE, University of Massachusetts-Amherst

Presenter: CHRISTINA M. SAX, University of Maryland University College

Quality assurance is of prime importance to various stakeholders in higher education. To address this priority, the FIPSE-funded Quality Matters™ (QM) project has created an inter-institutional continuous improvement process for assuring the quality of online courses. The credibility, reliability, and strength of this project stems from three core features of the project: 1) a faculty-centered peer-review process, 2) review criteria and a rubric based in the research literature, national standards of best practice, and instructional design principles, and 3) participation that is open, collaborative, and supportive. This session will summarize the nationwide QM project, as well as research findings from online course reviews, faculty training programs, adaptation of the QM process and tools by various institutions, and the development of rubrics for other course delivery formats and venues.

Marketing and Publications

Alumni Matter: Marketing Practices to Unleash the Lifetime Relationship

Presiding: NORMAN “TUT” BAILEY, Penn State University

Presenters: SARAH SCHUTT, University of Wisconsin-Madison; BETSY BEDIGIAN, Hezel Associates

According to “2006 State of Continuing Education Marketing: How Does Your University Size Up?,” up to 45 percent of college and university enrollments are adult learners. As adults seek to reinvent themselves to meet changing roles in their work or personal life, many turn to their alma mater for further education needs. However, many may not, a public testament to what many in continuing education may be experiencing—the responsibility for helping their institution maintain a long-term relationship with students that extends well beyond the alumni office. Savvy continuing education marketers recognize that alumni are likely to turn to their alma mater for further education and guidance if given the right motivation. New strategies are required to manage lifetime relationships and provide real value for the student and institutions. This session will explore how colleges and universities best

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respond to the needs of this segment.

Military Education

Mobile Learning and the Military—Any Time and Any Place

Presiding: KIMBERLY B. KELLEY, University of Maryland University College

Presenters: JEFFREY P. CROSEY and CAROL THOMPSON, Defense Activity for Non-Traditional Education Support (DANTES)

Educating America's mobile military population presents challenges. Emerging technologies now make courses on iPads and PDAs possible, allowing service members to complete courses regardless of the number of times they are transferred during their term of duty. Learn what courses and delivery systems are now available and how service members use them.

Outreach and Engagement

Promising Practices in Engagement: Building Partnerships for Impact

Presiding: JERI CHILDERS, Virginia Tech

Presenters: MARY GRANT, University of Wisconsin-Extension; ALICE WARREN, North Carolina State University; LISA BRAVERMAN, SUNY Fashion Institute of Technology

This session will share promising practices in engagement. The UCEA Community of Practice on Outreach and Engagement has been conducting a survey of promising practices in engagement and this session will be an opportunity to share trends in the field and examples of these promising practices. Lessons learned include practices related to building sustainable partnerships for engagement, funding engagement activities, measuring the impact of programs, and documenting and evaluating engaged scholarship.

Student and Customer Services

Models for Recruitment and Retention

Presiding: GAILYNN VALDES, Arizona State University

Presenter: LEAH LOMMEL, Arizona Universities Network; GLORIA PICKAR, Compass Knowledge Group; JANET ROSS KENDALL, Washington State University

Institutions are increasingly challenged to try new methods of recruiting and retaining students. This session considers three models that offer distinctive ways of reaching and/or retaining students.

Arizona Universities Network (AZUN)—an independent call center funded by the Arizona Board of Regents to serve the three Arizona state universities, staffed by Northern Arizona University.

Compass Knowledge Group—a private company that provides recruitment and retention services for 20 distance learning programs that they support for eight diverse not-for-profit universities.

Washington State University—an in-house system of student outreach and support using advisors and support programs/

software to attract and retain students.

2:00–3:15 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 1: Workforce Development for a Global Economy

The SSUET Experience—A Successful Model for Developing Countries

Presenter: MUKHTAR AHMED NAQVI, Sir Syed University of Engineering & Technology

The Continuing Education Program of Sir Syed University of Engineering & Technology has effectively fulfilled the career advancement needs of a large number of individuals. The program aims at imparting up-to-date knowledge and practical training for a broad spectrum of courses in the fields of Engineering, Information Technology Applications, and preparation for various International Certifications. More than 7,000 participants benefited from the program in the last six years.

A network of around 500 modern computers and about 18 well-equipped laboratories in the Computer and Electronic Engineering Departments are used for practical training in courses. The availability of such a laboratory setup at SSUET helps provide hands-on training to each student. In line with the academic policy and public service orientation of the University, due attention is focused on every aspect of the courses. These distinctive features combined with a vigil monitoring setup and rigorous performance evaluation make this program a model for other institutions, especially in developing countries.

An Innovative Partnership in Workforce Development: Balancing Client Requirements and Academic Standards

Presenters: JOHN FRASER, Ryerson University; Filip Ferkovic, IBM Canada; JOHN BAMFORD, Procom Solutions Group

Large corporations are seeking partnerships with academic institutions for the delivery of workforce educational programs to meet strategic business needs. The G. Raymond Chang School at Ryerson University is currently working with IBM Canada and Procom Solutions Group to develop a succession planning-oriented education program for main frame computer management to meet an anticipated skills deficiency when the current cohort of mainframe IT professional reaches retirement. The Management Group formed from the partnership between the three organizations provides a comprehensive recruitment, assessment, education and placement service which can be targeted to the needs of both corporate partners as well as their shared clients.

How to Transform and Re-energize Your Organization: What We Can Learn From Corporate America

Presenters: BELINDA BISCOE, University of Oklahoma; CAPPY LELAND, Performance Dashboard, Inc.; NAJ SHAIK, University of Illinois Urbana-Champaign

To survive in a competitive marketplace, management needs a cost effective, web-based organizational assessment tool. This study describes the development and implementation of a best practice psychometric-based organizational assessment tool by a staffing and HR solutions company that resulted in an

increase in productivity, performance and revenues.
3:15–3:45 p.m.

REFRESHMENT BREAK IN EXHIBIT HALL

3:45–5:00 p.m.

CONCURRENT SESSIONS—SERIES II

Track 1: Workforce Development for a Global Economy

Developing Innovative and Responsive Graduate Credit Certificate Programs for Mid-career Professionals

Presenters: JOYCE FEUCHT-HAVIAR, PAUL D. KRIVONOS, HENRIK MINASSIANS, California State University, Northridge

This session focuses on the development of credit certificate programs for mid-career professionals. Such programs can play a critical part in helping people add a second area of expertise in their field, add agility and mobility to their current careers, or open new career options in the world of work.

Track 2: Civil Society and Community Engagement

Symbiosis and Innovation Among Three Osher Lifelong Learning Institutes (OLLI) and Three Universities: Mutual Interests in Older Adult Students

Presenter: STEVE BENSON, University of Minnesota; MARVIN HUNT, University of Kansas; MARVIN SCHLAFFER, Rutgers University

Three major universities house Osher Lifelong Learning Institutes (OLLI). OLLI leaders will address their universities' and the OLLIs' mutual interests in older students. Through the provision of an innovative curriculum, use of facilities, and administration, universities enhance the OLLIs, while the ability of OLLIs to bring lifelong learners to the campus enhances the universities.

Track 3: Global Thinking/Local Impact

UNLV-St Jude: A Trans-National University Partnership

Presenters: CAROLYN B. YUCHA, PATRICIA T. ALPERT, RICHARD C. LEE, University of Nevada-Las Vegas

The presentation describes an innovative trans-university partnership involving the UNLV School of Nursing and its Division of Continuing Education and St Jude University in the Philippines, designed to use e-learning and face-to-face instruction to assist individuals with medical degrees from Philippine Universities to earn a Nurse Practitioner license in the United States.



Feucht-Haviar



Krivonos



Minassians



Benson



Hunt



Schlafler



Yucha



Alpert



Lee

Track 4: The Value and Values of Continuing Education

Persistence and Attrition in Two Adult Education Contexts: Online and Non-Traditional Students

Presenters: CHRISTINE L. PERSICO, Empire State College, SUNY; JIA FRYDENBERG, University of California Irvine

Analyses of student persistence or attrition are crucial for institutions to formulate and implement their retention strategies. This interactive presentation will introduce two scenarios: one from online continuing professional education and one from an undergraduate degree program, the latter focusing on underserved students. The primary issue in online continuing education is the timing and potential causes of student non-completion. Additionally, this presentation will compare online and onground CE persistence in a two-year longitudinal study. The undergraduate study will provide a review of research that identifies retention risk factors for underserved students. As a corollary, research validated for more than 20 years at a major university utilizing non-cognitive variables in their admissions process will demonstrate the effectiveness this approach has for enrolling and graduating a substantially higher percentage of underserved students.

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

Interactive Marketing Channels to Watch in 2007

Presenter: TIM COPELAND, Georgia Institute of Technology

Emerging channels such as blogs, podcasts, and webinars are potential new media to market to students. And according to some "experts," if you are not doing them, your future is bleak. Others now consider interactive channels, such as email, web, and paid and natural search, traditional marketing channels. Who's right?

This session examines emerging interactive marketing channels for 2007 and what they may mean for you. Get the latest research on expectations and how interactive marketers are using these channels. Discover specific ideas and recommendations that you can implement immediately, regardless of the size of your institution.

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

Emerging Technologies: Tools and Issues for Continuing Educators

Presenters: ROBERT M. BROWN, University of North Carolina-Greensboro; MARGARET S. GUNDERSON, University of Missouri-Columbia; THEODORE STONE, University of Maryland University College; EMILY C. RICHARDSON, Widener University

PODS? Wikis? Blogs? Clickers? Does this sound like a new language? It is—and it defines the new emerging technologies that can and are being used by higher education. In this session learn about both the hardware and software tools that can be considered for continuing education. The panelists will introduce you to possible uses, and also give you insight into issues you may want to consider before spending more money.



Persico



Frydenberg



Copeland



Brown



Gunderson



Stone



Richardson

5:15–6:15 p.m.

UCEA REGIONAL BUSINESS MEETINGS

6:15–7:15 p.m.

REGIONAL RECEPTIONS

7:15–8:15 p.m.

RECEPTION FOR UCEA EXECUTIVE LEADERSHIP ACADEMY ALUMNI AND PROSPECTIVE ATTENDEES

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