

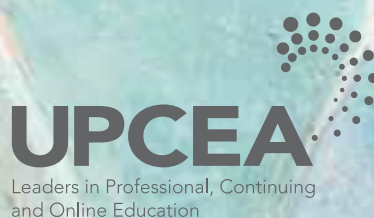


99TH ANNUAL UPCEA CONFERENCE  
**OWN THE MOMENT**

 March 26-28, 2014   
Hyatt Regency Miami



CONFERENCE PROGRAM

99TH ANNUAL UPCEA CONFERENCE

OWN THE MOMENT

March 26-28, 2014  
Hyatt Regency Miami

TUESDAY, MARCH 25, 2014

11 a.m.

REGISTRATION OPENS

8:30-11:30 a.m.

WELCOME 2013-14 AND 2014-15 BOARD OF DIRECTORS MEETING

11:30 a.m.-1 p.m.

LUNCH ON YOUR OWN

1-1:45 p.m.

INCOMING LEADER ORIENTATION  
2014-15 Board of Directors  
2014-15 Network Leaders  
2014-15 Regional Councils

2-2:45 p.m.

NETWORK LEADER ORIENTATION  
Incoming Network Chairs-Elect, Associate Chairs

3-4 p.m.

REGIONAL CABINET MEETING  
Current and Incoming Regional Chairs, Regional Representatives to the Board

3-4 p.m.

NETWORK SENATE MEETING  
Current and Incoming Network Chairs

4:15-5:30 p.m.

2013-14 AND 2014-15 NETWORK AND REGIONAL LEADERSHIP MEETINGS  
Current and Incoming Regional Councils  
and Network Leadership Teams

4:15-5:30 p.m.

CENTENNIAL COMMITTEE MEETING

6-7:30 p.m.

LEADERSHIP RECEPTION  
2013-14 Board of Directors  
2014-15 Board of Directors, Regional Councils, Network Leadership Teams  
2014, 2015 Annual Conference Advisory Committees, Past Presidents

pg.

9

SCHEDULE AT A GLANCE



WEDNESDAY, MARCH 26, 2014

8-9 a.m.

WELCOME COFFEE FOR FIRST-TIME ATTENDEES

9:15-11:45 a.m.

PRE-CONFERENCE SESSIONS

Deans Forum

Benchmarking Summer, Winter, and Inter-Session: What's Next?

11:45 a.m.-12:45 p.m.

PAST UPCEA PRESIDENTS LUNCH

11:45 a.m.-12:45 p.m.

NETWORKING LUNCH FOR MEMBERS OF THE  
UPCEA CENTER FOR RESEARCH AND CONSULTING

12-12:45 p.m.

2014, 2015 ANNUAL CONFERENCE ADVISORY COMMITTEES  
WORKING LUNCH

1-1:15 p.m.

WELCOME REMARKS

Donna Shalala - President, University of Miami

1:15-2:30 p.m.

OPENING GENERAL SESSION: IT TAKES COURAGE TO SUCCEED  
Sarita E. Brown - President, Excelencia in Education

2:45-3:45 p.m.

CONCURRENT SESSIONS I

3:45-4:15 p.m.

REFRESHMENT BREAK

4:30-5:30 p.m.

CONCURRENT SESSIONS II

6-8 p.m.

OPENING RECEPTION

pg.

13



Times and events are listed here. For more details on topics and locations, see the full Conference Schedule that begins on page 13 of this program.

## THURSDAY, MARCH 27, 2014

**7:30-8:45 a.m.**

NETWORK BREAKFASTS/BUSINESS MEETINGS AND ASSOCIATION AWARD PRESENTATIONS

**9-10:30 a.m.**

STATE OF THE ASSOCIATION  
Robert Hansen – CEO, UPCEA

GENERAL SESSION:

THE ANATOMY OF ENTREPRENEURSHIP  
Dileep Rao – Florida International University

**10:30-11 a.m.**

COFFEE BREAK  
Stephen Brookfield Book Signing

**11:15 a.m. -12:15 p.m.**  
CONCURRENT SESSIONS III

pg.

19

**12:30-2 p.m.**

AWARDS LUNCH  
Karen Sibley, Brown University  
President, UPCEA

**2:15-3:15 p.m.**

CONCURRENT SESSIONS IV

**3:15-3:45 p.m.**

COFFEE BREAK

**3:45-4:45 p.m.**

CONCURRENT SESSIONS V

**5-6:30 p.m.**

OUTDOOR RECEPTION: REGIONAL PRIDE!

**6:45 p.m.**

DINNER GROUPS MEET IN HOTEL LOBBY

## FRIDAY, MARCH 28, 2014

**7:30-8:45 a.m.**

REGIONAL BREAKFASTS/BUSINESS MEETINGS  
Central Region  
Mid-Atlantic Region  
New England Region  
South Region  
West Region

pg.

27

**9-10:30 a.m.**

GENERAL SESSION: CULTURE CHANGE IN HIGHER EDUCATION: CREATING A CLIMATE OF SUCCESS FOR ALL STUDENTS  
Freeman Hrabowski III  
University of Maryland, Baltimore County

**10:30-11 a.m.**  
COFFEE BREAK

**11 a.m. -12 p.m.**

CONCURRENT SESSIONS VI

**12:15-1:15 p.m.**

GENERAL SESSION/CLOSING LUNCH:  
MIAMI'S ART DECO DISTRICT  
Paul George  
Miami-Dade College

**1:30-2:15 p.m.**

TOWN HALL: BUILDING UPCEA'S  
100TH ANNIVERSARY 1915-2015

**3:30-4:45 p.m.**

WALKING TOUR OF MIAMI'S  
ART DECO DISTRICT, SOUTH BEACH

## TABLE OF CONTENTS

- 3 Letter from Conference Chair
- 5 Conference Fast Facts
- 9 Leadership Meetings
- 11 Letter from  
UPCEA's President
- 13 Conference Schedule
- 31 Exhibit Hall and  
Activities Center Guide
- 32 Thanks to Our Partners
- 33 Highlights of Events
- 34 Exhibitors at a Glance
- 36 Exhibitors
- 41 Awards Program
- 46 Memorials
- 47 Thank You Volunteers
- 49 Hotel Floorplan

# Liven up learning



Create blended and classroom education environments that spark interactivity among faculty and students and energize the learning experience – from lecture capture, to flipped classrooms, to campus video management. With all the tools you need in a single platform, Mediasite makes it possible to capture video everywhere, share it anywhere and organize it all together.

mediasite<sup>®</sup>  
by sonicfoundry<sup>®</sup>



877.783.7987 | [sonicfoundry.com](http://sonicfoundry.com)



## LETTER FROM CONFERENCE CHAIR

THE TIME FOR ACTION IS NOW! The UPCEA 2014 Conference will be the place for you to become more engaged and more committed to professional, continuing and online education.



Alice S. Warren  
Chair, 2014 UPCEA Annual  
Conference Advisory Committee  
Vice Provost for Continuing Education  
North Carolina State University

Welcome to UPCEA's 99th Annual Conference in Miami!

Building upon the successes of the last two years, the 2014 Annual Conference Advisory Committee has decided to continue the themes from the Portland Conference, "Resilience" and from the Boston Conference, "Disruption 2.0: Game-Changers in Professional, Continuing, and Online Education" with the 2014 theme of "Own The Moment".

You might ask why "Own The Moment"? We are at a critical point in higher education. As leaders of Professional and Continuing Education, we have the opportunity to take charge of our missions and goals, to serve adult students with quality continuing education and online programs, to demonstrate the impact our programs are making to the constituents served, and to contribute to the success of the overall mission, vision, and strategic goals of our institutions. If we do not "Own The Moment", our units or divisions are likely to suffer programmatically, financially, and strategically as key providers and leaders at our institutions.

As our institutional leaders become more aware of our programs and services, the agility and entrepreneurial spirit we possess, the innovative techniques and practices we implement, the risk taking environment we are accustomed to working within, and the exceptional leadership that we provide, we have tremendous opportunities to be the real game-changers on our campuses. So, let's "Own The Moment". The time for action is now! The UPCEA 2014 Conference will be the place for you to become more engaged and more committed to the profession of professional and continuing education.

Miami is a city alive with diverse cultures, food, historical attractions, architectural sights, bountiful waterways and beaches, and gorgeous sunsets. Networking with your colleagues, both new and old, couldn't get any better than in Miami!

Thank you for joining us.

Alice S. Warren

Chair, 2014 UPCEA Annual Conference Advisory Committee



**92% OF OF  
THE TOP 50**

**ONLINE BACHELOR  
PROGRAMS ARE  
POWERED BY  
BLACKBOARD  
SOLUTIONS\***

**Stop By the Blackboard  
Booth to Learn More.**

\* Top 50 Ranked by  
US News and World Report

**Blackboard®**

## Conference Fast Facts

### First Time Attendees

If this is your first time at a UPCEA Annual Conference, please: Don't miss the chance to meet association leadership and to network with peers at the Welcome Coffee, Wednesday, March 26, at 8 a.m. This is a "must do" for newcomers, and a great way to kick off the UPCEA Annual Conference. Be sure to attend the Regional Pride Cocktail Reception on Thursday, March 27 at 5 p.m. Here you can mingle with members of your region and learn more about professional development opportunities at the regional level. You also have the flexibility to network across regions, as all UPCEA regions will be represented at the event.

### UPCEA Conference Registration

The UPCEA Conference Registration Desk is located in the hotel lobby outside the Exhibit Hall and Activities Center. The Registration Desk is open at the following times:


Tuesday, March 25 from 11 a.m.–5 p.m.

Wednesday, March 26 from 7 a.m.–6 p.m.

Thursday, March 27 from 7 a.m.–5 p.m.

Friday, March 28 from 7 a.m.–12 p.m.

### Conference Video Recordings

UPCEA will capture video of select conference sessions through a partnership with Sonic Foundry. The online pass will allow access to all pre-conference sessions, all general sessions, 24 concurrent sessions, and all awards presentations. Sessions with this icon  indicate that they will be captured. Go to [upcea.edu/onlinepass](http://upcea.edu/onlinepass)

### Media Coverage

Members of the media are invited to cover most sessions; please obtain a name badge at the Registration Desk to gain access to sessions.

### UPCEA Network Breakfasts/Business Meetings

Network Breakfasts/Business Meetings will be held Thursday, March 27, 2014 from 7:30–8:45 a.m. Be sure to attend your Network's event and to honor your colleagues who have been selected to receive awards for outstanding accomplishments in the Networks' areas of practice.

### UPCEA Regional Breakfasts/Business Meetings

Regional business meetings will be held during breakfast on Friday, March 28 from 7:30–8:45 a.m. Take advantage of this opportunity to meet other professional, continuing, and online education professionals from your geographic area, and discuss issues and programming activities important to your Region.

### Session Evaluations

Your feedback is important to us! On-site, you can use the conference app to give session feedback. After the conference, attendees can expect an email containing a link to a survey which will invite overall conference feedback as well as any additional comments about sessions.

### Exhibit Hall

The Exhibit Hall and Activities Center is located in the Riverfront Hall on the second floor.

Hours for the Exhibit Hall are as follows:

Wednesday, March 26 from 6–8 p.m.

Thursday, March 27 from 10:30 a.m.–5 p.m.

Friday, March 28 from 8:30–11 a.m.

## Specific Events in the Exhibit Hall

### Wednesday, March 26, 2014

6–8 p.m.

Opening Reception

### Thursday, March 27, 2014

10:30 a.m.–5 p.m.

Exhibit Hall and Activities Center open

10:30–11 a.m.

Coffee Break

Stephen Brookfield book signing

10:30–10:45 a.m.

Innovation Pavilion presentation

Dave Jarrat, InsideTrack

*How to Build an Effective Coaching and Mentoring Program at Scale*

10:45–11 a.m.

Innovation Pavilion presentation

Deepak Surana, Blackboard

*Connecting Competencies to Employment*

3:15–3:45 p.m.

Coffee Break

3:15–3:30 p.m.

Innovation Pavilion presentation

Glenn Evans, Hobsons

*Hobsons Radius: The Future of Student Life Cycle Management Technology*

3:30–3:45 p.m.

Innovation Pavilion presentation

Josh Penino, Jenzabar

*Perpetual ROI throughout the Complete Student Lifecycle*

### Friday, March 28, 2014

8:30–11 a.m.

Exhibit Hall and Activities Center open

10:30–11 a.m.

Coffee Break

10:45 a.m.

Grand Prize Drawing

### Prize Drawing & Grand Prize

Look for a UPCEA prize drawing card in your registration packet. The Grand Prize is a complimentary registration for the 100th UPCEA Annual Conference in Washington, D.C., March 30–April 1, 2015! You must be present to win. To be eligible for the drawing, you must visit and have your card signed by at least 9 vendors in the Exhibit Hall, plus the UPCEA booth. Incomplete cards will not be considered.

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.





Want a chance to  
win an iPad?

Visit the Hobsons booth  
and ask how you  
can earn TWO  
chances!

a **V**aluable  
experience  
is wh **A**t  
u **L**timately  
supports o **U**r  
stud **E**nts.

© 2014 Hobsons. All rights reserved worldwide. 50009/14

**HOBSONS** ▶

Hobsons can help you deliver a *valuable experience*  
to your students. Learn more at [go.hobsons.com/SLM](http://go.hobsons.com/SLM)





The UPCEA  
Mid-Atlantic Region

*congratulates*

**BEA GONZÁLEZ**

*of*

**Syracuse University**

on the election  
to the  
Presidency of UPCEA  
for 2014-2015



# THE NEXT GENERATION



Registration and Course Management software. Enrole is built with the latest in next generation technology, and leverages 30 years of best practices experience in Education to deliver a powerful web-based and hosted solution. Easy to use, easy to implement, easy for everyone.

Stop by Booth #702/703 - attend a live demo and enter to win a \$250 Amazon Gift card.



[www.entrinsik.com](http://www.entrinsik.com)



Gold Industry Partner

Tuesday, March 25, 2014

11 a.m.

Registration Opens

8:30–11:30 a.m.

Welcome 2013–14 and 2014–15 Board of Directors Meeting

Location – Orchid C

11:30 a.m.–1 p.m.

Lunch on your own

1–1:45 p.m.

Incoming Leader Orientation

Location – Jasmine

2014–15 Board of Directors

2014–15 Network Leaders

2014–15 Regional Councils

2–2:45 p.m.

Network Leader Orientation

Incoming Network Chairs-Elect, Associate Chairs

Location – Jasmine

3–4 p.m.

Regional Cabinet Meeting

Current and Incoming Regional Chairs,  
Regional Representatives to the Board

Location – Orchid D

3–4 p.m.

Network Senate Meeting

Current and Incoming Network Chairs

Location – Orchid C

4:15–5:30 p.m.

2013–14 and 2014–15 Network and Regional Leadership Meetings

Current and Incoming Regional Councils  
and Network Leadership Teams

International Network

Location – Orchid A

Leadership and Strategy Network

Location – Flamingo

Marketing, Enrollment, and Student Services Network

Location – Gardenia C

Outreach, Engagement, and Economic Development Network

Location – Orchid C

Online Management and Design Network

Location – Azeala A

Program Management and Innovation Network

Location – Orchid D

Central Region

Location – Hibiscus A

Mid-Atlantic Region

Location – Jasmine

New England Region

Location – Jasmine

South Region

Location – Jasmine

West Region

Location – Hibiscus B

4:15–5:30 p.m.

Centennial Committee Meeting

Location – Orchid B

6–7:30 p.m.

Leadership Reception

Location – Riverwalk Terrace

2013–14 Board of Directors

2014–15 Board of Directors, Regional Councils, Network Leadership Teams

2014, 2015 Annual Conference Advisory Committees, Past Presidents

“When we are no longer able to change a situation, we are challenged to change ourselves.”

– Viktor E. Frankl

[Colloquy360.com/change](http://Colloquy360.com/change)

Your partner for online success.

Visit us at Booth #505

COLLOQUY

O	C	T	O	B	E	R
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**SAVE THE DATES**  
*2014 Regional Conferences*

**WEST**

OCTOBER 1–3, 2014  
Westin Casino and Spa Las Vegas  
Las Vegas, NV  
[conferences.upcea.edu/west](http://conferences.upcea.edu/west)

**MID-ATLANTIC**

OCTOBER 8–10, 2014  
Clayton Hall, University of Delaware  
Newark, DE  
[conferences.upcea.edu/mid-atlantic](http://conferences.upcea.edu/mid-atlantic)

**SOUTH**

OCTOBER 15–17, 2014  
Hilton Baton Rouge Capitol Center  
Baton Rouge, LA  
[conferences.upcea.edu/south](http://conferences.upcea.edu/south)

**CENTRAL**

OCTOBER 22–24, 2014  
Springhill Suites Downtown Denver  
Denver, CO  
[conferences.upcea.edu/central](http://conferences.upcea.edu/central)

**NEW ENGLAND**

OCTOBER 29–31, 2014  
Equinox Resort & Spa  
Manchester, VT  
[conferences.upcea.edu/new-england](http://conferences.upcea.edu/new-england)

Start the festivities at your regional conference – then join us in Washington, DC, for UPCEA's 100th Annual Conference, March 30–April 1.

UPCEA's **5** regions provide opportunities for members to examine issues of local and regional importance, to develop collaborative initiatives, and to network with area colleagues.

Mark your calendars. And help us mark a century of leadership in expanding access to higher education.







Karen Sibley UPCEA President 2013-2014; Dean, Continuing Education - Brown University

## LETTER FROM UPCEA'S PRESIDENT

Greetings!

Can you imagine a better place to be? Here we are, together with some of our profession's best and brightest, our friends and colleagues, taking an opportunity to "Own the Moment" as we invest in ourselves ... and take in some Miami sunshine along with the bright ideas that will surely be yours over the next few days.

The excellent team of conference planners who bring you this event chose "Own the Moment" as our conference title in the spirit of challenge, excitement, and serious responsibility. Higher Education, like other sectors such as healthcare, journalism, and music, is in the midst of tumultuous times. The serious responsibility of preparing students to enter the workforce with the right capacity, become effective citizens, and achieve their dreams belongs to us. We meet the challenges of accomplishing these goals with students responsible to families and current employers, challenged with their own doubts or prior experiences, and critically dependent on the access, flexibility, and currency of the programs we design.

Continuing Education, and its "modern" components of online programming, has never been more important to our students and our institutions. Our units employ the most current technologies and program designs, moving gracefully and purposefully beyond the constraints of campus buildings, time of day, mode of delivery, and academic calendars. We introduce our faculty to the best pedagogies in new formats of instruction, and to students who help their instructors to shape new ways of thinking about teaching and about the meaning of our work. Professionals in our field understand enterprise functionality from management to marketing, finance to facilities - often they actually run small universities within their home institution.

This is OUR moment. We serve to enable students to transform their lives. We lead so that our colleges and universities evolve effectively. Continuing and online education has become relevant to the core of higher education with new academic models, effective use of instructional technology and education that is supremely relevant to the adult students who now make up a far greater number of higher education enrollments than the "traditional" residential campus population. Our economies, communities, and the country need us to ensure workforce capacity and economic prosperity.

Own this moment with confidence and seriousness of purpose.

With best wishes for days of brilliance in Miami and throughout the year ahead,

Karen Sibley  
UPCEA President

The UPCEA Annual Conference offers seven robust tracks to address specific areas of practice important to professional, continuing, and online education. Concurrent sessions are organized to align with UPCEA's Networks, with a "UPCEA Unbound" track that applies more broadly. These Networks are designed to serve professionals practicing in the key areas that define this vibrant and growing sector of higher education. Each Network is designed to be a "professional home" for members who work in that area. TO JOIN A NETWORK, VISIT UPCEA.EDU.



INTERNATIONAL TRACK

LEADERSHIP AND STRATEGY TRACK

MARKETING, ENROLLMENT MANAGEMENT, AND STUDENT SERVICES TRACK

PROGRAM MANAGEMENT AND INNOVATION TRACK

ONLINE MANAGEMENT AND DESIGN TRACK

OUTREACH, ENGAGEMENT, AND ECONOMIC DEVELOPMENT TRACK

UPCEA UNBOUND TRACK

Wednesday March 26, 2014

8-9 a.m.

**Welcome Coffee for First-Time Attendees**

**Location - Merrick**

9:15-11:45 a.m.

**Pre-Conference Sessions**

Continental breakfast included with separate pre-conference registration.

**Deans Forum**

**Location - Jasmine**

Hosted in two parts, the Deans Forum will address two critical issues leaders of professional, continuing, and online education face: how to navigate enterprise-wide online learning strategies, and how to address advancement and philanthropy in today's changing higher education landscape.

**Benchmarking Summer, Winter, and Inter-Session: What's Next?**

**Location - Orchid CD**

Hosted in partnership with NAASS, results of a nation-wide survey of summer, winter, and inter-session programs will be shared, followed by a facilitated conversation about challenges and opportunities for summer session, pre-college programs, intersession, and international summer programs.

11:45 a.m. - 12:45 p.m.

**Past UPCEA Presidents Lunch**

**Location - Pearson II**

11:45 a.m. - 12:45 p.m.

**Networking Lunch for Members of the UPCEA Center for Research and Consulting**

**Location - Ibis**

12-12:45 p.m.

**2014, 2015 Annual Conference Advisory Committees Working Lunch**

**Location - Orchid AB**

-  International
-  Leadership and Strategy
-  Marketing, Enrollment Management, and Student Services
-  Program Management and Innovation
-  Online Management and Design
-  Outreach, Engagement, and Economic Development
-  UPCEA Unbound

1-1:15 p.m.



Shalala

**Welcome Remarks**

**Location - Regency Ballroom**

**Donna Shalala**  
President, University of Miami

1:15-2:30 p.m.



Brown

**Opening General Session: It Takes Courage to Succeed**

**Location - Regency Ballroom**

**Moderator**  
**Bea González**  
Syracuse University

**Presenter**  
**Sarita E. Brown**  
President, Excelencia in Education

2:45-3:45 p.m.

**Concurrent Sessions I**

**Where is Credentialing Going?**

**Location - Jasmine**

**Moderator**  
**Robert Hansen, CEO**  
UPCEA

**Presenter**  
**Matt Pittinsky**  
Parchment

Learners are acquiring skills and knowledge from a growing diversity of sources. This expanded learning ecosystem is driving unprecedented changes in credentialing and how we document these skills and competencies. Join a conversation around innovations in credentialing and gain insight on some of the key opportunities and challenges in building "Next Gen" transcripts which could more effectively capture student outcomes, competencies, and skills. Attendees are invited to share thoughts and discussion with education visionary, Matthew Pittinsky, co-founder of Blackboard and CEO of Parchment.

**Formation of International Partnerships**

**Location - Pearson**

**Moderator**  
**Guido Krickx**  
California State University, Sacramento

**Panelists**  
**Soma Chakrabarti**  
University of Kansas  
Focusing on lessons learned and best practices in developing and sustaining international partnerships for continuing and professional education, this session will address myriad potential hurdles such opportunities present: understanding international business practices and cultures, determining legal barriers, facilitating cultural differences and learning styles.



## Creating Opportunities & Overcoming Challenges

For more than thirty years, Cooley attorneys have been leaders in providing comprehensive legal services and counsel to the postsecondary education industry. Our firm combines an exceptional depth of substantive expertise with the extensive resources of a full-service law firm. We take pride in providing sophisticated legal representation that enables our clients to seize new opportunities and successfully meet the challenges of a constantly changing business, regulatory and technology landscape.

**[www.cooley.com](http://www.cooley.com)**



## Ladders and Chutes for Internal Professional Advancement and Retention

**Location – Orchid CD**

### **Moderator**

Mira Mateev  
InsideTrack

### **Panelists**

Sue Maes  
Kansas State University

Mary Nichols  
University of Minnesota

Anne Heinz  
University of Colorado, Boulder

Successful professional, continuing, and online education units require the building of leadership capacity for their young and upcoming staff. Amid personal narratives of the presenters' own leadership paths, discussion will include strategies for professional development, advancement models for university staff, and ways to increase leadership throughout the campus, state and region.

## Measuring Career Success of Adult Learners – Best in Show, UPCEA Mid-Atlantic Region

**Location – Hibiscus B**

### **Moderator**

Lisa Verma  
Louisiana State University

### **Panelists**

Melissa Feuer  
George Washington University

Paul McNeil  
Columbia University

Karen DeJarnette  
Syracuse University

Ensuring and measuring the career success of professional students is challenging – but critical to our missions. Robust conversation will focus on ways in which attendees and presenters provide students with career advice and professional development skills, foster networks and ongoing relationships with employers (particular in diverse areas due to the wide variety of professional programs within a single school), and determine and implement metrics to measure learning outcomes and job outcomes.

## The Rise of the Informed Consumer and Student Return on Investment

**Location – Merrick**

### **Moderator**

Jessica DuPont  
Oregon State University

### **Panelists**

Todd Bloom  
Hobsons

Michael Maucker  
Nova Southeastern University

More than ever, postsecondary consumers are informed and empowered shoppers who scrutinize the value of their education. What components contribute to student's return on investment (SROI) for higher education institutions? How can you leverage such a measurement at your institution? Learn how to engage students in the SROI conversation by understanding its context and dialogue with peers.

## Integrating MOOCs into Institutional Strategies: Why Are We Doing This?

**Location – Hibiscus A**

### **Moderator**

Al Powell  
Colorado State University

### **Presenter**

Gary Matkin  
University of California, Irvine

This timely presentation will provide cost information, measurable results, examples of faculty engagement, and some of the dangers that can be avoided in rolling out a MOOC-based institutional strategy. Participants will be able to articulate answers to the question: Why are we doing MOOCs?

## Launching the Leading-Edge Professional Certificate Program

**Location – Ibis**

### **Moderator**

Lisa Templeton  
Oregon State University

### **Panelists**

Amy Levine  
Georgetown University

Kyle Walton  
Georgetown University

Participants are guided through the program development lifecycle. Beginning with a market-driven selection process and ending with exhaustive and comprehensive program evaluation, participants will receive templates designed to manage new program launch and evaluation. Finally participants will be prepared for meaningful changes that result in increased enrollment and revenue.

**🔑 Organizational Evolution: Enhancing Academic and Administrative Quality and Efficiency**

**Location – Orchid AB**

**Moderator**

Rob Bruce  
University of North Carolina at Chapel Hill

**Panelists**

Cynthia Reed  
University of Virginia

**Jim Baker**

University of Virginia  
The School of Continuing and Professional Studies of the University of Virginia launched a series of academic, administrative, and outreach transformations resulting in our ability to contribute to university conversations with renewed depth and authority. Participants in this session consider case studies based on presenters’ experiences and have the opportunity to examine lessons learned with regard to their own contexts and challenges.

3:45–4:15 p.m.

**Refreshment Break**

**Location – Exhibit Hall**

4:30–5:30 p.m.

**Concurrent Sessions II**

**🌐 Internationalization of Latin American Universities: Growing Opportunities for Global Partnerships**

**Location – Orchid AB**

**Moderator**

Geraldine de Berly  
Syracuse University

**Presenter**

Frederic Litto  
University of Sao Paulo

As Latin American universities drop in rankings given more stringent requirements concerning “internationalization,” that is, the percentage of international students and professors, the number of courses offered in English, and the consolidation of global agreements concerning teaching and research. In this session, examine institutional responses, which include the need to find new partners for formal and non-formal learning, to overcome faculty resistance to “loss of sovereignty,” and to address other important cultural questions. For universities abroad seeking partners, the opportunities are promising.

**📊 Measuring Adult Student Gains and Satisfaction after Earning an Undergraduate Degree or Through Continuing Education**

**Location – Orchid CD**

**Moderator**

Todd Bloom  
Hobsons

**Presenter**

Jim Fong  
Center for Research and Consulting UPCEA

The UPCEA Center for Research and Consulting (CRC), in partnership with Hobsons, conducted a pilot study with CRC members on the impact of a bachelor’s degree. The study included seven CRC institutions and nearly a thousand of their graduates from the past five years and examined self-esteem and job-related factors, such as whether graduates been promoted within their organizations and how confident they might now feel.

**📊 How to Create, Design, and Deliver Professional Presentations**

**Location – Hibiscus B**

**Moderator**

Alice Warren  
North Carolina State University

**Panelists**

Lisa Braverman  
Jones International University

**Ilene Garner**

University of the Virgin Islands

**Andrew Billingsley**

North Carolina State University

Thinking about responding to a request for proposals for an upcoming UPCEA conference? This highly interactive session will introduce attendees to best practices in designing and delivering high quality, professional presentations. Veteran UPCEA presenters will help participants navigate the process of selecting and developing excellent topics, converting them into impactful presentations that will stand out for their uniqueness and compelling content.

## Pathways to Partnerships

**Location - Jasmine**

### **Moderator**

**Nancy Salzman**  
Brandman University

### **Panelists**

**Sarah Villarreal**  
California State University San Marcos

**Mike Schroder**  
California State University San Marcos

**Mary Van Hee**  
Ben Hudnall Memorial Trust

**Naomi Buckta**  
Hands On Labs

**Sheila Thomas**  
California State University

Exploring the needs of today's mobile student, this session will address how to go beyond traditional articulation agreements and concurrent enrollment with partnerships across university systems, co-marketing and cross-promotional agreements, pathway determinations, new delivery options and more. Case studies involving the CSU Chancellor's office, Brandman University, CSU San Marcos, and an innovative curriculum partner will be used as the basis for exploration into the non-traditional opportunities.

## From Isolation to Integration

**Location - Pearson**

### **Moderator**

**Witt Salley**  
Clemson University

### **Panelists**

**Staci Davis**  
Ball State University

**Joel Whitesel**  
Ball State University

**C. Ted Ward**  
Ball State University

Ball State University's Division of Online and Distance Education has gone from an institutional afterthought to being firmly encompassed within the University's strategic plan. Through lively discussion, participants will gain an understanding of the impact and implications of these dynamic changes, including the transitions of systems, leadership, resources, and organizational structure which allowed this critical mission conversion.

## Conversational Community Spanish: Case Studies in Cross-Sector Collaboration - Best in Show, UPCEA South Region

**Location - Hibiscus A**

### **Moderator**

**Carroll Scherer**  
Rice University

### **Panelists**

**Anita Nadal**  
Virginia Commonwealth University

**Eleanor Sharp**  
Virginia Commonwealth University

**Laura Pilati**  
Virginia Commonwealth University

Discover how VCU's Office of Continuing Studies has developed university, interdepartmental, and community collaborations to address the needs of the burgeoning Spanish-speaking population in the Greater Richmond region through the delivery of customized conversational Spanish language and culture courses for health care providers, first responders, non-profits, and the business community.

## Defining Quality in New Direct Assessment Competency-Based Programs

**Location - Merrick**

### **Moderator**

**Jeffrey Rosen**  
Higher Learning Commission

### **Panelists**

**Kim Pearce**  
Capella University

**Fred Hurst**  
Northern Arizona University

**David Schejbal**  
University of Wisconsin

Representatives from Northern Arizona University's "Personalized Learning Program," Capella's "FlexPath Program," and the University of Wisconsin's "Flexible Option" will address how each institution focuses on quality in higher education by using competency-based instruction to improve students' learning outcomes. Panelists will offer specific strategies around curriculum development and instructional design, mechanisms devised to demonstrate students' academic progress, approaches to integrate liberal education and global perspectives into program curricula, and efforts to equip graduates to succeed in meaningful futures.

**📌 A Dean's Guide to Getting the Most Out of Your Marketing Director**

**Location - Ibis**

**Moderator**

Lesley Snyder  
University of North Carolina at Charlotte

**Panelists**

Jennifer Wooley  
Georgia Institute of Technology

Stephanie Platteter  
University of Minnesota

Marketing leadership can help you make important shifts in your strategy, allowing you to successfully position your institution in an increasingly competitive space. This session aims to help deans and directors effectively tap into the skills of their marketing talent by leveraging collaborative planning processes to better inform decisions, bridge skill gaps, and grow programs.

6-8 p.m.

**Opening Reception**

**Location - Riverfront Hall**



**DOWNLOAD**  
*the*  
**CONFERENCE APP**  
**TODAY!**

View the schedule in real-time, connect with attendees, speakers, and exhibitors, and evaluate sessions with our new mobile conference app!



**WHAT'S CORE?**

CORE (Collaborative Online Relationships) is UPCEA's professional networking platform. Network with members, access the membership directory, store and search for documents in the online library, and collaborate with peers.

CORE is getting an update! All discussions are now in one, easy to find place, the Open Forum. Be sure to join a network to have access to document repositories, announcements, and long-length blog posts on highly specialized areas of practice.

New to CORE? Visit our easy tutorial: <http://upcea.edu/core101>

**CORE RAFFLE!**

Make an engaging post or reply to one of your peers between March 26 and April 30 to be placed into a raffle for a brand new iPad mini! Keep the conversation going after Miami! \*Limited to one post and one entry per person. Multiple posts do not mean multiple entries.



Thursday March 27, 2014

7:30–8:45 a.m.

**Network Breakfasts/Business Meetings and Association Award Presentations**

**International Network** 

**Location – Hibiscus A**

UPCEA International Leadership Award

UPCEA International Program of Excellence Award

**Leadership and Strategy Network**

**Location – Merrick**

**Marketing, Enrollment Management, and Student Services Network** 

**Location – Orchid CD**

UPCEA Excellence in Advancing Student Success Award

**Online Management and Design Network** 

**Location – Jasmine**

UPCEA Strategic Innovation in Online Education Award

**Outreach, Engagement, and Economic Development Network**

**Location – Orchid AB**

**Program Management and Innovation Network** 

**Location – Hibiscus B**

UPCEA Outstanding Program Award: Credit

UPCEA Outstanding Program Award: Non-Credit

9–10:30 a.m.



**State of the Association**  
Robert Hansen, CEO  
UPCEA

**General Session: The Anatomy of Entrepreneurship** 

**Location – Regency Ballroom**

Dileep Rao  
Florida International University

 International

 Leadership and Strategy

 Marketing, Enrollment Management, and Student Services

 Program Management and Innovation

 Online Management and Design

 Outreach, Engagement, and Economic Development

 UPCEA Unbound

10:30–11 a.m.

**Coffee Break**

**Location – Exhibit Mall**

**Book Signing**

2014 Recipient of the Phillip E. Frandson Award for Literature

Stephen D. Brookfield is the 2014 recipient of the UPCEA Phillip E. Frandson Award for Literature and author of *Powerful Techniques for Teaching Adults*.

**Recommended Reading by the Phillip E. Frandson Award for Literature Committee**

Derek Bok, *Higher Education in America*

William G. Bowen, *Higher Education in the Digital Age*

Stephen D. Brookfield, *Powerful Techniques for Teaching Adults*

Rosemary S. Caffarella, *Planning Programs for Adult Learners*

11:15 a.m.–12:15 p.m.

**Concurrent Sessions III**

 **Tools to Boost Creativity, Foster Innovation and Optimize the Work of Projects & Teams**

**Location – Pearson**

**Moderator**

Shannon McDonald  
University of California, San Diego

**Presenter**

Nicholas Langlie  
Longwood University

In this hands-on workshop, learn to identify tools to boost creativity, foster innovation, and optimize your working relationships. Participants will experience ten practical exercises that they can use to help not only themselves, but their organizations to be more consistently creative and innovative during meetings and while working on projects.

 **Civic Engagement and Service Learning at a Research University: A Case Study**

**Location – Orchid AB**

**Moderator**

Burt Bargerstock  
Michigan State University

**Presenter**

Anne Heinz  
University of Colorado, Boulder

This case study will examine the reorganization of civic engagement and service learning programs at the University of Colorado Boulder in ways that were designed to enhance student learning, faculty research and community impact. Participants will examine various themes emerging from this process, among them the remedying of vulnerable programs through assignment of new academic homes, the integration of faculty research and programmatic activities, and the creation of interdisciplinary center.



ACCESS



INNOVATION



GROWTH

Recognizing the important changes at hand and the need for vision, leadership, support, and collaboration necessary to meet the challenges head-on, UPCEA has created a new Center for Online Leadership and Strategy (COLS).

COLS is dedicated to helping member institutions leverage online education as a critical strategic asset, and to serving as a valued resource for professional administrators charged with building and sustaining successful programs.

## Program Management & Innovation Cafe: Let's Talk!

**Location – Merrick**

### **Moderator**

Pat Butler-Lofman  
University of Connecticut

### **Panelists**

Monique LaRocque  
University of Southern Maine

Lisa Templeton  
Oregon State University

Carol Fleming  
James Madison University

Through facilitated roundtable presentations participants will have the opportunity to take short, deep dives into the planning, development, and implementation of the following timely topics: summer/winter session, online credit programs, and noncredit programming. New members, those new to professional, continuing, and online education, and those seeking to build new programs will particularly benefit from the high levels of networking provided by this session and the myriad useful handouts and program templates shared.

## Trends in Online Higher Education: A Review of Recent Data and Strategies for Implementation

**Location – Jasmine**

### **Moderator**

Mary Niemiec  
University of Nebraska

### **Panelists**

Susan Aldridge  
Drexel University

David Clinefelter  
The Learning House, Inc.

With MOOCs continuing to dominate the news and universities beginning to launch competency-based programs, the nature of online higher education is changing. This presentation will share results of two recent national surveys of Chief Academic Officers at public and private universities about the current status and future plans for online education. Key similarities and differences between the cohorts will be highlighted, and strategies for effectively providing online education will be shared.

## Online and Over There: Study Abroad for Online Learners

**Location – Hibiscus B**

### **Moderator**

Dennis Maxey  
University of Massachusetts, Boston

### **Panelists**

Mary Thompson-Jones  
Northeastern University

Kelly Otter  
Northeastern University

Presenters will narrate successes and challenges presented by hosting an intensive international field study experience for online graduate students, including an honest assessment of internal and bureaucratic obstacles, ups and downs of attracting students from this population, and the challenges of transforming online learners into an on-ground community. From this, presenters will tap audience expertise with similar settings, and through facilitated conversation, will share innovations.

## Interactive Marketing Preferences of Adult Learners – New Research

**Location – Ibis**

### **Moderator**

Stephanie Platteter  
University of Minnesota

### **Panelists**

Tim Copeland  
DemandEngine

Jessica DuPont  
Oregon State University

With seemingly endless educational choices and a proliferating set of interactive communication channels and devices, how do you effectively reach and communicate with students? Utilizing data from large scale research, participants will discover students' interactive preferences and how to use these data to craft specific ways to improve enrollment marketing efforts.

## Coop-etition: The Rise of the Un-Accreditable Sector and the Implications for Colleges

**Location – Hibiscus A**

### **Moderator**

Reed Scull  
University of Wyoming

### **Presenter**

Burck Smith  
StraighterLine

StraighterLine, MOOCs, Prior Learning Assessment (PLA) and other non-traditional credit avenues bring the promise of lower prices and expanded access for students but the peril of disrupted business models for colleges. This presentation will talk about the economic factors underlying the growth of the sector, the ways in which colleges can use these pathways to attract new students and which strategies are appropriate for which colleges.

**🔑 Leaders Discussion Forum: An Interactive Discussion of Best Leadership Practices in Today's Change Environment – Best in Show, UPCEA West Region** 📍

**Location – Orchid CD**

**Moderator**

**Rob Bruce**  
University of North Carolina – Chapel Hill

**Panelists**

**Wendy Evers**  
San Diego State University

**Fred Holman**  
University of Nevada, Reno

**Sheila Thomas**  
California State University

**Pat Malone**

The State University of New York at Stony Brook

Professional, continuing, and online leaders must constructively redefine “business as usual” to meet the challenges that affect our educational mission and functions. Through facilitated discussion, panelists will articulate, illustrate, and share information designed to help attendees understand and implement best leadership practices in today’s complex, revenue-seeking educational environment.

12:30–2 p.m.

**Awards Lunch** 📍

**Location – Regency Ballroom**

**Karen Sibley, Brown University**  
President, UPCEA

Presented at this all-attendee luncheon are UPCEA awards that recognize excellence in broad categories. Presented earlier in the day, at Network Breakfasts, were association-wide awards that celebrate excellence within a particular area of practice.

**Awards Presentations**

Julius M. Nolte Award for Extraordinary Leadership

Walton S. Bittner Service Citation for Outstanding Service in UPCEA

Adelle F. Robertson Continuing Professional Educator Award

Dorothy Durkin Award for Strategic Innovation in Marketing & Enrollment Management

Phillip E. Frandson Award for Literature

UPCEA Leadership in Diversity Award

UPCEA Outstanding Continuing Education Student Award

UPCEA Excellence in Teaching Award

2:15–3:15 p.m.

**Concurrent Sessions IV**

**💬 From Competitors to Collaborators: Owning the Moment!** 📍

**Location – Jasmine**

**Moderator**

**Mary Angela Baker**  
St. Catherine University

**Panelists**

**Regina Matheson**  
St. Ambrose University

**Stacy Banfield**  
St. Ambrose University

**Frederick Smith**  
Spirit Partners, Inc.

**Julie Gelaude**  
Black Hawk College

In the competitive market of professional development delivery, it should be easy to understand the necessity to collaborate with other regional institutions that offer similar training. The reality of collaborating is much more complex. This session will focus on how three academic institutions (a private university, a public university, and a community college) overcame their competitive nature to secure a large government training contract.

**🌐 Latin American Roundtable**

**Location – Orchid AB**

**Moderator**

**Geraldine de Berly**  
Syracuse University

**Panelists**

**Fred Litto**  
University of Sao Paulo, Brazil

**Ricardo Gutierrez**  
Tecnologico de Monterrey, Mexico

**Carlos Julio Escobar Noreña**  
Universidad Pontificia Bolivariana, Bolivia

**Nicolas Velasco Fuentes**  
Pontificia Universidad de Chile, Chile

**Ana Velasco Lozada**  
Pontificia Universidad Católica del Perú, Peru

Join in dialogue with honored guests from a variety of Latin American educational organizations in a session which will highlight views on the educational trends in the region and their impact upon international education.

 **Post-Traditional Student Success: “How” and “What,” Rather than “Whether” to Measure** 

**Location – Orchid CD**

**Moderator**

**Michele Long**  
University of Denver

**Panelists**

**Emily Richardson**  
Stetson University

**Reed Scull**  
University of Wyoming

**Teresa Gariulo**  
New York University

**Dave Jarrat**  
InsideTrack

Calls for greater accountability from the policymaking and governance community have combined with the changing demographic and goal profile of today’s learners to make documentation of student academic success a priority. Yet, the question isn’t whether to develop a program of measuring the success of our learners; rather it’s what and how to measure. Recent research as well as case studies involving examples of metrics and their possible uses will be offered.

 **Characteristics of Emerging Leaders: What the Data Tell Us** 

**Location – Hibiscus B**

**Moderator**

**Sheila Thomas**  
California State University

**Panelists**

**Dawn Coder**  
Pennsylvania State University

**Jeanne Eschbach**  
Marist College

**Lori Mayhew**  
University of Delaware

**Nancy Low-Hogan**  
Seton Hall University

**Theresa Spataro**  
New Jersey City University

**Margaret Oakar**  
Pennsylvania State University

Do you want to become a leader in your field? Then join us – the first cohort of the Emerging Leaders program from the UPCEA Mid-Atlantic region, as we share our stories as well as the results of the survey on which we based our fall program. Learn more about the skills, characteristics, and qualities that top level leaders of our field have acquired and those they look for in professional, continuing, and online professionals when promoting or hiring!

 **University to Business (U2B): Best Practices in Pricing for Sustainability and Leveraging CRM to Grow Contract Training Partnerships**

**Location – Pearson**

**Moderator**

**Andy Billingsley**  
North Carolina State University

**Panelists**

**Lisa Verma**  
Louisiana State University

**Nicole Gislason**  
University of West Florida

**Josh Siegel**  
Jenzabar

Discover new tools and techniques to build dynamic noncredit customized and executive education partnerships to provide greater value to your community and increase institutional revenue. Interactive presentation will focus on the topics of effective program pricing (profitability metrics, return on investment as well as return on value when determining pricing for offerings), and leveraging affordable CRM systems for U2B operations (prospecting, lead management, and client nurturing).

 **Online Learning: Policy and Legal Briefing** 

**Location – Hibiscus A**

**Moderator**

**Mary Niemiec**  
University of Nebraska

**Panelists**

**Vince Sampson**  
Cooley LLP

**Ken Salomon**  
Thompson Coburn LLP

Presenters will address pressing legislative, legal, and policy developments in Washington, DC, that can impact the delivery of online educational programs and services. Within this context, the role that online educators can play in helping to shape legislation and policy will also be discussed.

 **Creating a Roadmap for Program Success**

**Location – Merrick**

**Moderator**

**Shannon McDonald**  
University of California, San Diego

**Panelists**

**Mercedes Suraty-Clarke**  
University of Houston

**Nicole Foerschler Horn**  
JMH Consulting

Professional, continuing, and online education face pressures to grow, increase profitability, and reach new markets. However, many units don’t have clear goals and are unsure which key performance indicators best measure progress. This presentation examines how to choose critical measurements, tie those measurements to unit activities and link metrics with goals.



 **2014 Recipient of the Philip E. Frandson Award for Literature**

**Location - Jasmine**

**Moderator**

Anne Heinz  
University of Colorado, Boulder

**Presenter**

Stephen D. Brookfield  
Stephen D. Brookfield is the 2014 recipient of the UPCEA Phillip E. Frandson Award for Literature and author of *Powerful Techniques for Teaching Adults*.

**3:15-3:45 p.m.**

**Coffee Break**

**Location - Exhibit Hall**

**3:45-4:45 p.m.**

**Concurrent Sessions V**

 **Crossing Borders: A Town Hall Meeting on CE and Online Trends in the US and Canada**

**Location - Merrick**

**Moderator**

Robert Hansen  
UPCEA CEO

**Panelists**

Karen Sibley  
UPCEA President 2013-14  
Brown University

Robert Wensveen  
CAUCE President 2013-14  
University of Calgary

Through panel discussion and extensive audience engagement, leadership from the pre-eminent U.S. and Canadian associations dedicated to serving post-traditional students will share their perspectives on the respective national trends that are shaping changes with higher education. Amid the rapid retirement rate of Boomers, how are institutions helping to fill this void? Particular attention will be paid to efforts around career development for Gen X and Millennial students, the implications of the rapid retirement rate of Boomers, and institutions which have formed partnerships across the border.

 **Next Generation Recruitment: Time for Change - Best in Show, UPCEA Central Region** 

**Location - Orchid CD**

**Moderator**

Brian Murphy Clinton  
Northeastern University

**Panelists**

Brenda Harms  
Converge Consulting

George "Skip" Darmody  
Bridgewater State University

Is your directive to grow enrollment? This moment will be "owned" by those who are willing to implement proactive rather than reactive recruitment strategies, leverage technology, and use data to drive decision-making. Participants will review the disruptive state of higher education, the opportunity that exists for increased enrollment, and gain a clear picture of process and key metrics to use for assessing your success.

 **Building Collaborative Instructional Design and Faculty Development Support Structures for Online Programs in International Partnerships** 

**Location - Hibiscus B**

**Moderator**

Cyrus Homayounpour  
George Washington University

**Presenter**

Beverly Russell  
University of Nebraska - Lincoln

Collaborative international online programs are, necessarily, program laboratories. This presentation will focus on the critical infrastructural area of instructional design support and the adaptive system designed by the University of Nebraska-Lincoln to support its international institutional partners for a collaborative Master's degree program in International Family Studies.

 **Shining Light into Enrollment Black Holes** 

**Location - Ibis**

**Moderator**

Terrie Nagel  
University of Missouri, Columbia

**Panelists**

Kim Siegenthaler  
University of Missouri

Stacy Snow  
University of Missouri

"Black holes" of data - where communications often break down, inquiries languish, and enrollment suffers, can affect enrollment growth, effectiveness of advertising expenditures, and inquiry management. Join us to discuss creative internal partnerships and strategies designed to close those information gaps and explore what is and isn't working at your institutions to better manage lead generation and increase applications and enrollments.

## The Debut of Predictive and Visual Analytics for Professional, Continuing, and Online Education

Location – Orchid AB

### Moderator

Patricia Aceves  
The State University of New York at Stony Brook

### Panelists

Scott Howell  
Brigham Young University

Jim Fong  
UPCEA

Janet May Dillon  
Pennsylvania State University

Attendees of this session will learn how professional, continuing, and online education professionals use visualization and analytics to interpret data, what tools they use, and how analytics can help inform critical decisions at their institutions. Through demonstration and facilitated discussion, participants are better able to understand enrollment patterns, marketing opportunities, scheduling requirements, student demographics, longitudinal trends, financial results, and much more.

## Building a Practical Faculty Training and Support Model for Today's Online Learning in Higher Education

Location – Pearson

### Moderator

Julie Uranis  
Western Kentucky University

### Presenter

Charles Kilfoye  
Northeastern University

Focusing on essential elements of faculty training and support this session addresses how to create a culture of readiness and preparation for online environments. The presenter will draw upon his experiences with a model he developed for his institution and reflect on how to use it as a blueprint at other institutions.

## Toward a Model for Identifying and Measuring Impact of OEDD Projects: Reflections on Programs for 50+, Disadvantaged Youth and Community Projects

Location – Ibis

### Moderator

Kelly Newell  
Washington State University

### Panelists

Elaine Lam  
Ryerson University

Marie Bountrogianni  
Ryerson University

Outreach, engagement, and economic development initiatives require an investment of time, resources, and leadership commitment that is not always readily available. This session will examine a model that assesses potential initiatives and measures their projected qualitative and quantitative outcomes to help enable go/no-go decisions that lead to successful initiatives.

## Innovations in Retaining Underserved Populations: Best Practices & Strategies – Hosted by the UPCEA Committee for Diversity & Inclusiveness

Location – Hibiscus A

### Moderator

Rita Smith-Simms  
University of California, Davis

### Panelists

Roxanne Gonzales  
Granite State College

Amy Rell  
Regis University

Marc Churchwell  
University of West Florida

Terry Watson  
Pennsylvania State University

Dennis Montgomery  
Norfolk State University

Retaining underrepresented populations is critical in today's economic environment to meet workforce demand while meeting Obama's 2020 goal to increase degree completion of adults nationally. A panel comprised of experts will explore innovations and strategies in serving diverse populations to retain learners in professional, continuing, and online environments.

---

5–6:30 p.m.

Outdoor Reception: Regional Pride!

Location – Riverwalk

---

6:45 p.m.

Dinner Groups Meet in Hotel Lobby



*“The CRC has produced an impressive collection of research that will help serve our membership. As the Center’s offerings expand, UPCEA members will continue to see the great value the CRC provides.”*

**BOB HANSEN**  
UPCEA CEO

## CRC: DOING WHAT MATTERS

In the field of professional, continuing, and online higher education, UPCEA celebrates our role in supporting society in meeting the needs of 21st century learners. Our members are central to the mission of higher education. This was evident as UPCEA’s Center for Research and Consulting (CRC) unveiled its newest publication, *Research that Matters*.

*Research that Matters* is compilation of studies conducted by the CRC. After its launch more than a year and a half ago, the Center has produced valuable, actionable research on behalf of its members. *Research that Matters* showcases these national studies and serves as a resource document for those in the field and provides a useful tool for strategic planning.

In addition to the robust services CRC provides to UPCEA members at no charge, institutions can choose to pay for customized studies. So far the CRC has produced more than 50 customized studies and added several staff members.

All institutional representatives will receive printed copies of the book. An electronic version is available to members in CORE, in the Open Forum library under CRC Reports. Additional printed copies can be purchased at the member price of \$40 or the non-member prices of \$75.

Friday March 28, 2014

7:30-8:45 a.m.

Regional Breakfasts/Business Meetings

**Central Region**

Location - Jasmine

**Mid-Atlantic Region**

Location - Orchid CD

**New England Region**

Location - Orchid AB

**South Region**

Location - Merrick

**West Region**

Location - Hibiscus B

9-10:30 a.m.



Hrabowski

**General Session: Culture Change in Higher Education:  
Creating a Climate of Success for All Students**

Location - Regency Ballroom

Freeman Hrabowski III

University of Maryland, Baltimore County

10:30-11 a.m.

Coffee Break

Location - Exhibit Hall

**CONFERENCE VIDEO RECORDINGS**

In partnership with Sonic Foundry, UPCEA will provide an Online Pass, available for \$399 for members (\$599 for nonmembers). The pass, which includes all pre-conferences sessions, general sessions, 24 concurrent sessions and all awards presentations, provides on-demand viewing for your entire institution immediately following the conference. Look for the icon in the print program to see which sessions will be captured. Learn more at [upcea.edu/onlinepass](http://upcea.edu/onlinepass).

11 a.m. - 12 p.m.

**Concurrent Sessions VI**

**Go/Grow Online - Alternative Approaches**

Location - Jasmine

**Moderator**

Ray Schroeder

University of Illinois-Springfield, UPCEA

**Panelists**

Gayla Stoner

Southern Illinois University-Carbondale

Witt Salley

Clemson University

John Kannapell

Blackboard, Inc.

Panelists will share recent institutional research and engage in discussion on key challenges and solutions in the following areas: managing and growing online programs, setting standards and best practices in key capability areas, new capability development strategies, and payment model considerations for third party services.

**Colombia: Update on International Opportunities**

Location - Orchid AB

Geraldine de Berly

Syracuse University

Dennis Maxey

University of Massachusetts, Boston

Cyrus Homayounpour

George Washington University

A delegation of 16 universities and 23 participants went on a week long trip to Bogotá and Medellín, Colombia, in November of 2013, visiting numerous universities, government ministries and funding agencies and meeting with a variety of key Colombian and U.S. officials. This session provides delegates' context and perspectives on opportunities in Colombia for professional, continuing, and online education.



- International
- Leadership and Strategy
- Marketing, Enrollment Management, and Student Services
- Program Management and Innovation
- Online Management and Design
- Outreach, Engagement, and Economic Development
- UPCEA Unbound

## Business Models and Strategies to Initiate and Expand Distance Learning Programs

Location – Hibiscus B

### Moderator

Faye Lesht

University of Illinois at Urbana-Champaign

### Presenter

Kevin Currie

Northeastern University

As more competitors (both non-profit and for profit) move into the space and disruptors such as MOOCs diffuse the market further, it is imperative that online units become more business-like and entrepreneurial, and before developing or changing online programs, it is crucial to clearly identify goals and a successful strategy to meet them. This presentation outlines different business and course development models and discusses lessons learned in the implementation of three different approaches.

## Divide and Conquer: The Changing Landscape for Extramural Partnerships and Affiliations for Promoting and Delivering Online Learning

Location – Orchid CD

### Moderator

Dawn Gaymer

Western Michigan University

### Panelists

Kathleen Burke

Johns Hopkins University

Nelson Baker

Georgia Institute of Technology

Nancy Coleman

PlattForm

Jay Halfond

Boston University

Melanie Ho

Education Advisory Board

Partnerships and extramural affiliations are not new to professional, continuing, and online education, but the roles that they play, and the landscape in which they operate, are changing. This panel will examine emerging trends in extramural partnering including types of partnerships/affiliations, the “climate” surrounding partnerships, how selections are made, and how different institutions partner and affiliate. Additionally, panel will examine some of the newer opportunities for affiliations based on new offerings.

## The Pathway to Internationalization: Paving the Yellow Brick Road with Global Bricks

Location – Pearson

### Moderator

Terrence Graham

California State University, Long Beach

### Panelists

Amy Rell

Regis University

Follow one institution’s internationalization efforts from the initial steps of strategic planning through current practice. Explore the complexity of globalization efforts that attempt to simultaneously address the educational needs of post-traditional and traditional learners. Participants will be provided resources for the development of international programs at their home institutions.

## Too Much, Too Few, Just Right! A Case Study in Moving to a Market-Driven Organization

Location – Ibis

### Moderator

Karen DeJarnette

Syracuse University

### Panelists

Diane Buckley Atwies

Core Performance Concepts

Gabi Harmon

University of South Florida

Professional, continuing, online education units continue to be asked to increase programs and increase enrollments with existing staff. How do you reach that balance without getting burned out? Panelists demonstrate entrepreneurial ways that they’ve met the market as well as lessons about increasing organizational effectiveness without additional hiring.

## Connecting the Dots: Leveraging and Linking Data Systems to Reach Students

Location – Merrick

### Moderator

Jennifer Wooley

Georgia Institute of Technology

### Panelists

Sarah MacDonald

James Madison University

Kelly Bailey

Burning Glass Technologies

Discover how one institution leveraged a complex data set and multiple systems to target previously enrolled students who had not yet completed their degree, and invite them to return using individually customized communications. Participants will learn strategies for gathering, screening, and linking student data with labor market data.







Jenzabar:  
Bringing **Continuing Education and Workforce Development Programs** to new heights

Join Jenzabar for an informative panel at **UPCEA** and hear how your peers are using technology to deliver maximum results:

**University to Business (U2B)**

*Best Practices in Pricing for Sustainability and Leveraging CRM to Grow Contract Training Partnerships*

**Thursday, March 27**  
**2:15am – 3:15pm**

**Panelists:**

**Lisa Verma**  
*Louisiana State University*

**Nicole Gislason**  
*University of West Florida*

**Josh Siegel**  
*Jenzabar, Inc.*

**Come see us at booth# 600/601**

**JENZABAR®**



99TH ANNUAL UPCEA CONFERENCE  
**OWN THE MOMENT**

 Exhibitor Hall and Activities Center Guide 

A Very Special *Thank You* to our UPCEA Industry and Strategic Alliance Partners  
We Value Your Continued Support!

INDUSTRY



Blackboard



STRATEGIC ALLIANCE



CORPORATE MEMBERSHIP

Corporate membership is available to business entities that provide goods and services within the higher education sector, consistent with UPCEA's mission to "advance leadership in professional, continuing, and online education." Welcome Corporate Members!

## Exhibit Hall and Activities Center Guide

### About the Exhibit Hall and Activities Center

The Exhibit Hall and Activities Center is located in the Riverfront Hall on the Second Floor and opens at 6 p.m. on Wednesday, March 26. The Opening Reception is being held in the Hall from 6–8 p.m. on Wednesday. This is a great opportunity to visit with our valued exhibitors. Be sure to bring your complimentary drink tickets that you receive when you register for the conference.

### Exciting Features of the Exhibit and Activities Center

Exhibits! Check out the array of service providers here to help you – and your institution – find solutions. Our friendly and helpful industry community invites you to explore their offerings – and discuss possibilities. Be sure to mingle with at least 9 exhibitors and the UPCEA booth and have them sign your Prize Card. With a completed prize card, you could be at next year's conference for free!

### Innovation Pavilion

Don't miss this engaging and informative feature of the Hall. The Innovation Pavilion will offer mini-sessions on relevant and innovative solutions important to those in the field of professional, continuing, and online education. Free to all conference attendees, UPCEA top-level Industry Partners will showcase their expertise through live demonstrations – and be available for questions and further discussion. Grab a coffee and pull up a chair to get the most out of your conference experience.

### UPCEA Association Awards

Outstanding programs and people in the field of continuing, professional, and online education are honored in the Exhibit and Activities Hall. Peruse the display and be sure to congratulate your colleagues for their admirable accomplishments. Awards presentations will occur on Thursday, March 27 during the Network breakfasts and lunch.

### UPCEA Grand Prize Drawing

Fill out the 10 spaces on your prize card and be eligible for UPCEA's Grand Prize Drawing. It's easy: just visit the exhibitors and the UPCEA booth during the conference and remember to ask for their autographs on your prize card. Prize cards can be found in your registration packet and are available at the Registration Desk.

The Grand Prize is a complimentary registration for the 100th UPCEA Annual Conference in Washington, D.C. to celebrate the Association's Centennial anniversary. Prize drawing takes place in the Exhibit Hall and Activities Center on Friday, March 28 at 10:45 a.m. You must be present to win. Good luck!

### Charging Station

Recharge in the Exhibit Hall and Activities Center at UPCEA's Charging Station. Keep those laptops and mobile devices going all day long!

### UPCEA Booth

Stop by the UPCEA booth (704–705) in the Exhibit Hall and Activities Center and visit with UPCEA staff, find out more about new resources and services, and discover exactly what UPCEA membership has to offer.

### Refreshments and Networking

The Exhibit Hall and Activities Center will be the location of the Opening Reception and Coffee Breaks. This is the prime location for refueling and connecting with colleagues.

## Exhibit Hall Schedule

### Wednesday, March 26, 2014

12–3 p.m.

Exhibitor set up

6–8 p.m.

Opening Reception

### Thursday, March 27, 2014

10:30 a.m.–5 p.m.

Exhibit Hall and Activities Center open

10:30–11 a.m.

Coffee Break

Stephen Brookfield book signing

10:30–10:45 a.m.

Innovation Pavilion presentation

Dave Jarrat, InsideTrack

*How to Build an Effective Coaching and Mentoring Program at Scale*

10:45–11 a.m.

Innovation Pavilion presentation

Deepak Surana, Blackboard

*Connecting Competencies to Employment*

3:15–3:45 p.m.

Coffee Break

3:15–3:30 p.m.

Innovation Pavilion presentation

Glenn Evans, Hobsons

*Hobsons Radius: The Future of Student Lifecycle Management Technology*

3:30–3:45 p.m.

Innovation Pavilion presentation

Josh Pennino, Jenzabar

*Perpetual ROI throughout the Complete Student Lifecycle*

### Friday, March 28, 2014

8:30–11 a.m.

Exhibit Hall and Activities Center open

10:30–11 a.m.

Coffee Break

10:45 a.m.

Grand Prize Drawing



## Exhibitors at a Glance

ACEWARE SYSTEMS .....	BOOTH 301	JENZABAR .....	BOOTH 600/601
ALL CAMPUS .....	BOOTH 706	JMH CONSULTING INC .....	BOOTH 201
ALPHA SIGMA LAMBDA .....	BOOTH 410	KRYTERION .....	BOOTH 606
AUGUSOFT .....	BOOTH 204	MINDMAX .....	BOOTH 602
BLACKBOARD .....	BOOTH 707/708	OPTIMAL RESUME .....	BOOTH 202
BURNING GLASS TECHNOLOGIES .....	BOOTH 305	PEARSON .....	BOOTH 605
CAMBRIDGE EDUCATIONAL SERVICES .....	BOOTH 205	PROCTORFREE .....	BOOTH 304
CAREER STEP .....	BOOTH 207	PROCTORU .....	BOOTH 515
COLLOQUY .....	BOOTH 505	SONIC FOUNDRY .....	BOOTH 306
CORE PERFORMANCE CONCEPTS .....	BOOTH 302	STAMATS .....	BOOTH 206
DELTAK .....	BOOTH 406	STORY+STRUCTURE .....	BOOTH 604
DEMANDENGINE .....	BOOTH 412	STRAIGHTERLINE .....	BOOTH 200
DESTINY SOLUTIONS .....	BOOTH 509/511	THE CENTER FOR LEGAL STUDIES .....	BOOTH 300
EDUCATIONAL TESTING CONSULTANTS (ETC) .....	BOOTH 303	THE LEARNING HOUSE, INC. ....	BOOTH 203
ENTRINSIK, INC. ....	BOOTH 702/703	UNGERBOECK SOFTWARE INTERNATIONAL .....	BOOTH 513
HOBSONS .....	BOOTH 501/503	UPCEA .....	BOOTH 704/705
INSIDETRACK .....	BOOTH 400/402	WILEY .....	BOOTH 408
INTERNATIONAL INSTITUTE FOR LEARNING, INC. ....	BOOTH 603	WORLD EDUCATION.NET .....	BOOTH 607
JAXXON PROMOTIONS, INC. ....	BOOTH 507	XENEGRADE .....	BOOTH 404



The Innovation Pavilion is designed for UPCEA Top-Level Industry Partners to showcase an innovative initiative that provides value to the field of professional, continuing and online education. Conference attendees will see a live demonstration from these impressive organizations, and have the opportunity to ask questions and talk further with the demo presenters. Please join us in the Exhibit Hall and Activities Center for what will be an engaging and informative experience!

Thursday, March 27, 2014

**10:30–10:45 a.m.**

**How to Build an Effective Coaching and Mentoring Program at Scale**

**Partner** InsideTrack

**Presenter** Dave Jarrat

**10:45–11 a.m.**

**Connecting Competencies to Employment**

**Partner** Blackboard

**Presenter** Deepak Surana

**3:15–3:30 p.m.**

**Hobsons Radius: The Future of Student Lifecycle Management Technology**

**Partner** Hobsons

**Presenter** Glenn Evans

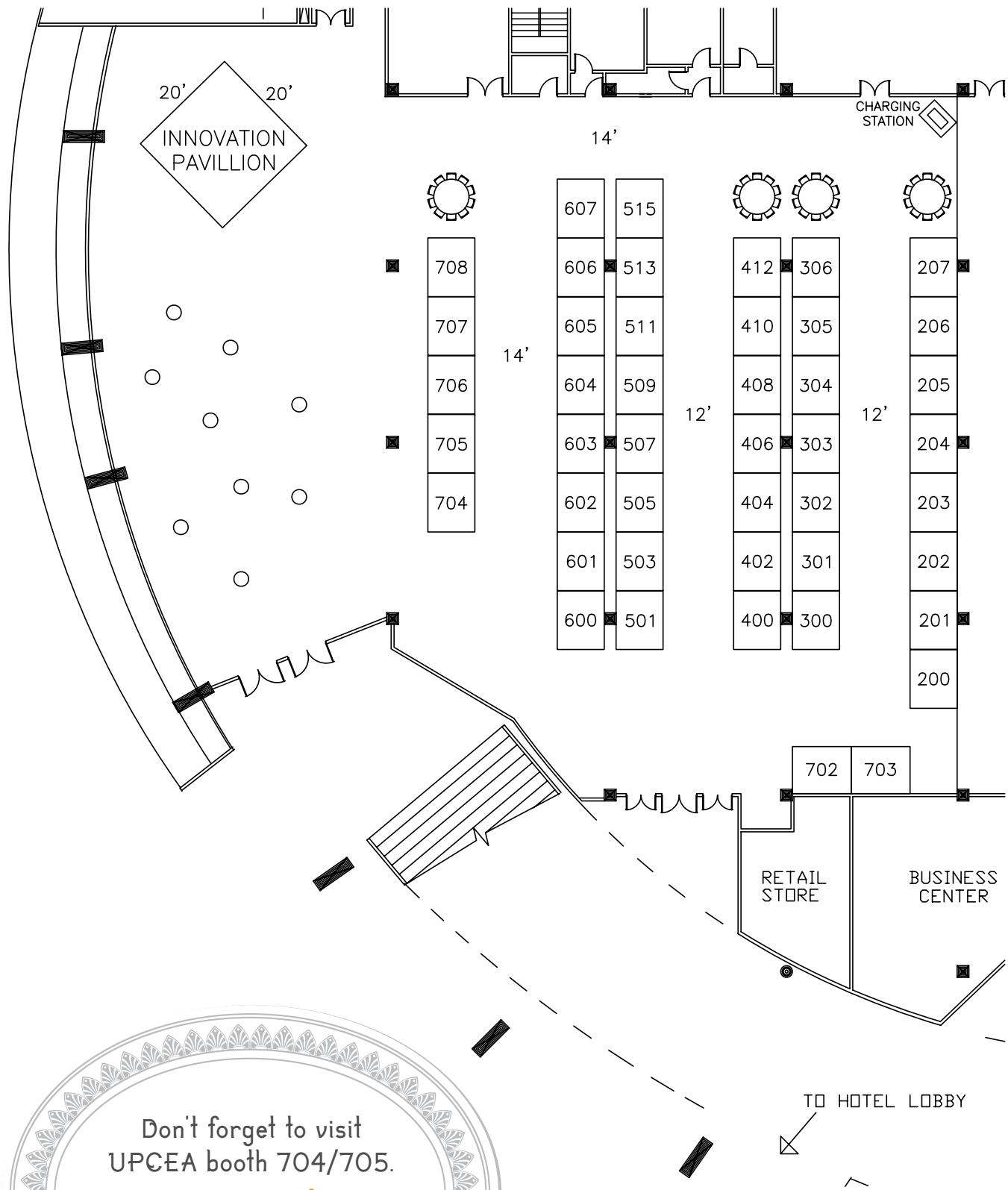
**3–3:45 p.m.**

**Perpetual ROI throughout the Complete Student Lifecycle**

**Partner** Jenzabar

**Presenter** Josh Pennino





Don't forget to visit  
UPCEA booth 704/705.

**UPCEA**  
Leaders in Professional, Continuing  
and Online Education

## UPCEA Conference Exhibitors

**ACEWARE SYSTEMS, INC. – BOOTH 301**

ACEware Systems creates registration software for non-credit programs, non-profits, and training organizations. Celebrating its 25th year in business, Aceware's success is built on providing the best customer service and support to its educational customers. Aceware's Student Manager software provides 360 degrees of productivity support from class creation to online registration and data mining; all steps of the process are covered.

**Chuck Havlicek, President**

7480 Dyer Road  
Manhattan, KS 66502  
Phone: 785-537-2937  
chuck@aceware.com  
www.aceware.com

**ALL CAMPUS – BOOTH 706**

All Campus partners with universities to expand online program enrollment through research, marketing, and retention strategies. With 30 years of experience developing approaches that highlight the features of online programs, our goal is to help you reach a national audience and increase new student enrollment through unique, effective marketing strategies.

**Kyle Shea, Executive Vice President, Revenue**

211 W. Wacker Drive, Suite 900  
Chicago, IL 60601  
Phone: 312-525-3080  
kshea@allcampus.com  
www.allcampus.com

**ALPHA SIGMA LAMBDA – BOOTH 410**

Alpha Sigma Lambda's (ASL) aim is to recognize the special achievements of adults who accomplish academic excellence while facing competing interests of home and work. The organization is dedicated to the advancement of scholarship and recognizes high scholastic achievement in an adult student's career. By doing this, ASL encourages many students to continue toward, and to earn associate and baccalaureate degrees.

**Pam Collins, Executive Director**

600 Lincoln Avenue  
Charleston, IL 61920  
Phone: 217-581-5114  
pjcollins@eiu.edu  
www.alphasigmalambda.org

**AUGUSOFT, INC. – BOOTH 204**

Augusoft® develops and maintains Lumens®, the first cloud-based enrollment management system designed for the continuing education industry. With Lumens, continuing education programs manage their open enrollment, certificate programs, workforce development, and corporate education businesses all in one system. Visit [www.augusoft.net](http://www.augusoft.net) to see Lumens in action.

**Beth Moorhead, Director of Marketing & Business Development**

8441 Wayzata Boulevard  
Minneapolis, MN 55426  
Phone: 763-331-8306  
beth.moorhead@augusoft.net  
www.augusoft.net

**BLACKBOARD INC. – BOOTH 707/708**

Blackboard Inc. is a global leader in enterprise technology and innovative solutions that improve the experience of millions of students and learners around the world every day. Blackboard's solutions allow thousands of higher education, K-12, professional, corporate, and government organizations to extend teaching and learning online, facilitate campus commerce and security, and communicate more effectively with their communities.

**John Kannapell, Vice President**

650 Massachusetts Avenue N.W., Sixth Floor  
Washington, DC 20001  
Phone: 202-463-4860  
john.kannapell@blackboard.com  
www.blackboard.com

**BURNING GLASS TECHNOLOGIES – BOOTH 305**

Burning Glass Technologies, a leading provider of labor market analytics and career exploration solutions, delivers the real-time labor market intelligence you need to target program mix based on jobs and skills in high demand, identify opportunities for program expansion, support career exploration, and facilitate job and internship placement.

**Kelly Nellins, Business Development Manager**

One Faneuil Hall Market Place, 4th Floor  
Boston, MA 02109  
Phone: 617-227-4800  
kbailey@burning-glass.com  
www.burning-glass.com

**CAMBRIDGE EDUCATIONAL SERVICES – BOOTH 205**

Cambridge Educational Services can talk to you about a plan for using test preparation to increase revenues and profitability: 1) Emerging Markets (WorkKeys/Title I/EPAS/PSAT/New GED/HiSet/TASC); 2) Recession Proof Revenues (GRE/GMAT/LSAT); 3) Niche Markets (TriO/Gear-UP); 4) Stable Market Share (Acquire a piece of Cambridge's 25-year double-digit growth); 5) Maximum Profitability (purchasing materials/services wholesale); and 6) Reliable Partnerships (receive personal customer service).

**Yuval Trachtenberg, Vice President**

2860 South River Road  
Des Plaines, IL 60018  
Phone: 847-299-2930  
trachtenberg@cambridgeged.com  
www.cambridgeged.com

**CAREER STEP – BOOTH 207**

A leading online education company, Career Step offers Allied Health programs, including Medical Transcription and Editing, Medical Coding and Billing, Pharmacy Technician, and Medical Administrative Assistant. Partner with Career Step to offer these online programs and help your students gain the skills necessary to smoothly transition to the workplace.

**Tommy Maestas, Account Executive**

4692 N. 300 West, Suite 150  
Provo, UT 84604  
Phone: 801-769-8449  
tommy.maestas@careerstep.com  
www.careerstep.com

**COLLOQUY – BOOTH 505**

Colloquy supplies academic institutions with integrated distance learning services. We provide dedicated teams who apply proprietary feasibility research, marketing, innovative recruiting and retention strategies, curriculum design services, and high-powered technology to deliver end-to-end distance learning systems. Colloquy is a part of the Kaplan, Inc. family, a subsidiary of The Washington Post Company.

**Averie Connell, Business Development Manager**

3333 S. Congress Avenue, Suite 100  
Delray Beach, FL 33445  
Phone: 561-381-6377  
aconnell@colloquy360.com  
www.colloquy360.com

**CORE PERFORMANCE CONCEPTS – BOOTH 302**

Make Core Performance Concepts your partner in building a true leadership team that performs at all levels of the organization. At the foundation of CPC's project management approach is the belief that CONNECTING and COLLABORATING are the keys to superior performance. Let CPC show you how its tailored training programs and courseware solutions will give you higher performance and a competitive edge.

**Diane Buckley-Altwies, CEO**

25108 Marguerite Parkway A-80  
Mission Viejo, CA 92692  
Phone: 949-929-6267  
daltwies@cpconcepts.net  
www.coreperformanceconcepts.com

**DELTA – BOOTH 406**

Deltak, a Wiley brand, has been an online learning innovator for 18 years, helping leading universities build, grow, and support online programs. As a recognized leader in online education, Deltak's partners benefit from our global capabilities in market strategy, operational management, marketing, student recruitment and retention services, faculty support, and online course development. For more information, visit [www.Deltak-Innovation.com](http://www.Deltak-Innovation.com).

**Ed Gaynor, Senior Director, New Partners**

1415 W. 22nd Street, Suite 400  
Oak Brook, IL 60523  
Phone: 630-590-2415  
ed.gaynor@deltak-innovation.com  
www.Deltak-Innovation.com

**DEMANDENGINE – BOOTH 412**

DemandEngine is a marketing consulting, technology, and online services company supporting higher education enrollment marketing. DemandEngine helps colleges and universities effectively execute marketing strategies to uncover demand for their programs and nurture relationships to achieve desired goals. Their expertise includes developing comprehensive interactive enrollment marketing strategies including email marketing programs, search engine marketing, touchpoint management, and social strategy.

**Jennifer Copeland, Vice President**

3355 Lenox Road, Suite 1100  
Atlanta, GA 30326  
Phone: 800-581-0093  
j.copeland@demandengine.com  
www.demandengine.com

**DESTINY SOLUTIONS – BOOTH 509/511**

Destiny Solutions is the leading innovator of lifelong learning business solutions. The company's flagship product, Destiny One™, is a software platform that manages business processes for non-traditional higher education units in order to enable them to reimagine their market potential, increase their business agility, and enhance their operational integrity.

**Jonathan Tice, Senior Vice President**

40 Holly Street, Suite 800  
Toronto, Ontario M4S 3C3  
Phone: 416-480-0500  
jtice@destinysolutions.com  
www.destinysolutions.com

**EDUCATIONAL TESTING CONSULTANTS (ETC) – BOOTH 303**

Educational Testing Consultants offers test preparation programs in partnership with universities, colleges, and other educationally-focused organizations. ETC's suite of courses includes programs for the GRE General®, GMAT®, LSAT®, SAT®, and ACT® exams. ETC's unique partnership model offers a high quality continuing education program that is fully supported by the continuing education and test preparation experts at Educational Testing Consultants.

**Steven Shotts, Chief Executive Officer**

366 George W. Liles Parkway, #120  
Concord, NC 28027  
Phone: 855-382-8378  
shotts@etctestprep.com  
www.etctestprep.com

**ENTRINSIK – BOOTH 702/703**

Entrinsik develops award-winning reporting, registration, and event management software specifically designed for the Professional and Continuing Education arena. Constantly updating, redesigning, and investing in the latest state-of-the-art technology for a clear and intuitive user-interface, Entrinsik provides innovative software tools to efficiently manage a wide range of user needs.

**Simone McGrath, Director, Enrole Sales & Marketing**

7721 Six Forks Road, Suite 100  
Raleigh, NC 27615  
Phone: 919-900-8730  
simone@entrinsik.com  
www.entrinsik.com

**HOBSONS – BOOTH 501/503**

Hobsons is an education solutions company dedicated to helping educators, administrators, students, and families maximize success through every stage of the learning lifecycle. Hobsons' solutions serve millions of students across more than 7,500 schools, colleges, and universities worldwide.

**Todd Bloom, Chief Academic Officer**

50 E. Business Way, Suite 300  
Cincinnati, OH 45241  
Phone: 800-927-8439  
todd.bloom@hobsons.com  
www.hobsons.com

**INSIDETRACK – BOOTH 400/402**

InsideTrack works with colleges and universities to improve student and institutional success. Their one-on-one student coaching, process expertise, analytics, and technology have been proven to increase graduation rates by an average of 15 percent and enhance the student experience. Since 2001, InsideTrack has partnered with a broad range of universities to drive continuous improvement, including Penn State University, University of Dayton, Arizona State University, and Columbia University. For additional information, please visit: [www.insidetrack.com](http://www.insidetrack.com).

**Dave Jarrat, Vice President of Marketing**

150 Spear Street, Suite 900  
San Francisco, CA 94105  
Phone: 415-243-4440  
dave.jarrat@insidetrack.com  
www.insidetrack.com

**INTERNATIONAL INSTITUTE FOR LEARNING, INC. – BOOTH 603**

ILL is a global leader in training, consulting, coaching and customized course development, and is proud to be the educational provider of choice for many top global companies. ILL's core competencies include Project, Program and Portfolio Management, Business Analysis, Microsoft® Project and Project Server, Lean Six Sigma, PRINCE2®, ITIL®, Leadership and Interpersonal Skills, Corporate Consciousness and Sustainability.

**Michael Borges, Director of Global Events**

110 East 59th Street, 31st Floor  
New York, NY 10022  
Phone: 212-515-5155  
michael.borges@iil.com  
www.iil.com

**JAXXON PROMOTIONS – BOOTH 507**

Jaxxon Promotions, Inc. remains committed to enhancing your competitiveness and profit through the use of promotional products. Advertising specialties absolutely do provide repeated exposure to your image and school. Jaxxon offers practical items as well as ones that are new and different. Your choice! Also, remember Jaxxon for all of your tradeshow needs – table covers, banners, flags and displays.

**Carol Blitz, Manager**

2452 Marietta Avenue  
Lancaster, PA 17601  
Phone: 717-569-6890  
carol@jaxxonpromotions.com  
www.jaxxonpromotions.com

**JENZABAR – BOOTH 600/601**

Jenzabar is a leading provider of software and services exclusively for higher education. With more than 40 years of experience delivering enterprise solutions to colleges and universities, Jenzabar is a trusted technology partner on more than 700 campuses worldwide. The Company is dedicated to driving institutional success in the key areas of enrollment, retention, and advancement.

**Josh Pennino, Director of Continuing Education & Workforce Development**

101 Huntington Avenue, Suite 2200  
Boston, MA 02199  
Phone: 617-492-9099  
josh.pennino@jenzabar.com  
www.jenzabar.com

**JMH CONSULTING – BOOTH 201**

JMH Consulting transforms your online marketing with a ruthlessly, data-driven team of industry trendsetters! JMH partners with continuing and executive education departments to market, launch, manage, and enhance educational experiences. JMH provides performance-driven marketing and consulting solutions to increase your enrollment, diversity to your programs, and improve your profitability.

**Nicole Foerschler, Vice President**

892 Rosedale Road NE  
Atlanta, GA 30306  
Phone: 404-965-4107  
nfoerschler@jmhconsulting.com  
www.jmhconsulting.com

**KRYTERION – BOOTH 606**

Kryterion is a full-service test development and delivery company that serves the education, association, and technology markets with world-class security in assessments and proctoring. Our solutions for testing in certification and distance education include a full suite of components that allow our clients to test with confidence and convenience.

**Laara Van Loben Sels, Director of Sales, Distance Education**

7776 S. Pointe Pkwy W., Suite 250  
Phoenix, AZ 85044  
Phone: 602-281-3595  
luanlobensels@kryteriononline.com  
www.kryteriononline.com

### **MINDMAX – BOOTH 602**

MindMax makes it easy for academic institutions and associations to market and sell their online course content to students and working professionals. Services include market assessment and strategic planning, course development and hosting & program management, lead generation and lead management, and student retention and support services.

#### **Lee Maxey, CEO**

100 Grossman Drive, Suite 203  
Braintree, MA 02184  
Phone: 781-884-0144  
lmaxey@mindmax.net  
www.mindmax.net

### **OPTIMAL RESUME – BOOTH 202**

Optimal Resume helps job seekers find employment faster. Our award-winning suite of online career tools helps job seekers build a better resume and cover letter, manage an online portfolio, hone interviewing skills, and develop a personal brand online.

#### **Jill Swan, Regional Sales Manager**

406 Blackwell Street, Suite B034  
Durham, NC 27701  
Phone: 941-916-1165  
jills@optimalresume.com

### **PEARSON – BOOTH 605**

Pearson is the world's leading learning company, providing educational materials, services, and business information through the Financial Times Group. Pearson serves learners of all ages around the globe, employing 41,000 people in more than 70 countries. For more information, visit [www.pearsonhighered.com](http://www.pearsonhighered.com) and follow us on Twitter at: #Pearsonnortham

#### **Christine Curtin, Director of Marketing**

501 Boylston Street, Suite 900  
Boston, MA 02116  
Phone: 617-671-2919  
christine.curtin@pearson.com  
www.pearson.com

### **PROCTORFREE – BOOTH 304**

ProctorFree is an on-demand, automated online proctoring service that deters cheating in an academic setting. We provide a low cost, effective, and convenient proctoring solution that eliminates the need for a human proctor while maintaining the same accuracy and reliability.

#### **Velvet Nelson, Co-Founder**

9121 Sam Furr Road, Suite 108 PMB 131  
Huntersville, NC 28078  
Phone: 704-759-6569  
velvet@proctorfree.com  
www.proctorfree.com

### **PROCTORU – BOOTH 515**

ProctorU provides distance proctoring services for institutions that offer examinations online. The service allows students to take exams from anywhere in a secured environment. ProctorU offers live, person-to-person, real-time monitoring to more than 450 colleges, universities and certification organizations including the University of Florida and Northwestern University.

#### **Jason Rupert, Partnership Coordinator**

3083 Independence Drive, Suite A  
Livermore, CA 94551  
Phone: 888-355-8043  
jrupert@proctoru.com  
www.proctoru.com

### **SONIC FOUNDRY – BOOTH 306**

Over 1,000 colleges trust Mediasite by Sonic Foundry to automatically webcast their lectures, meetings, and events. Instructors teach as usual without learning new technology, students report better grades, and schools reach new audiences online. See how leading colleges use Mediasite: [www.sonicfoundry.com/case-studies/hied](http://www.sonicfoundry.com/case-studies/hied). Watch best practice webinars for online learning: [www.sonicfoundry.com/knowledge-center/webcasts](http://www.sonicfoundry.com/knowledge-center/webcasts).

#### **Nicole Jacobson, Event Marketing Manager**

222 West Washington Avenue  
Madison, WI 53703  
Phone: 608-237-8673  
nicolej@sonicfoundry.com  
www.sonicfoundry.com

### **STAMATS – BOOTH 206**

Stamats is the nation's thought leader in higher education integrated marketing. Our approach to each project is simple: We recognize the unique needs and expectations of each client and draw on the company's 60+ years of higher education experience. Our people are among the best in the business, and we take our leading position in the industry seriously. Learn more at [www.stamats.com](http://www.stamats.com).

#### **Tracy Thomson, Senior Client Consultant**

615 Fifth Street SE  
Cedar Rapids, IA 52406  
Phone: 800-553-8878  
tracy.thomson@stamats.com  
www.stamats.com

### **STORY+STRUCTURE – BOOTH 604**

Story+Structure is a design consultancy based in Boston that specializes in engagement design – a holistic, human-centered approach that aligns the interaction among people, processes, and systems to build and sustain key relationships. Some of the sectors we serve include: the arts, health and human services, higher education, manufacturing, non-profits, and start-ups.

#### **Chokdee Rutirasiri, Founder & CEO**

11 Elkins Street, Suite 410  
Boston, MA 02127  
Phone: 617-308-3054  
chokdee@storyandstructure.com  
www.storyandstructure.com



**STRAIGHTERLINE – BOOTH 200**

StraighterLine provides first and second year general education courses equal in quality to those at the top universities for career-focused adults. Because we specialize in and deliver these courses only and deliver them 100% online, you get a high-quality education at a mere fraction of what colleges charge – saving you up to \$15,000 towards your degree. Learn more at [www.straighterline.com](http://www.straighterline.com).

**Burck Smith, CEO**

1201 S. Sharp Street, Suite 110  
Baltimore, MD 21230  
Phone: 443-842-5834  
[bsmith@straighterline.com](mailto:bsmith@straighterline.com)  
[www.straighterline.com](http://www.straighterline.com)

**THE CENTER FOR LEGAL STUDIES – BOOTH 300**

The Center for Legal Studies (CLS) offers legal studies courses in conjunction with hundreds of colleges and universities nationwide in the following formats: live lecture, online, DVD, and text-only. The curriculum is updated by CLS to remain current and on-pace with the newest trends in the legal industry. Recognizing the state-of-the-art technology and ease of use, online courses created by CLS were awarded top honors by Thomson West Publishing International.

**Stephanie Elio, Director of Business Development**

523 Park Point Drive, #320  
Golden, CO 80401  
Phone: 800-522-7737  
[saelio@legalstudies.com](mailto:saelio@legalstudies.com)  
[www.legalstudies.com](http://www.legalstudies.com)

**THE LEARNING HOUSE – BOOTH 203**

The Learning House, Inc. helps colleges and universities reach their online education goals by helping create quality online programs that result in positive student learning experiences. The Learning House works with schools of various experience levels in online education to help them achieve their unique goals by providing comprehensive solutions including, curriculum development and management, faculty training and professional development, student retention, marketing and lead generation, LMS, and admissions and enrollment management.

**Jay Hatcher, Vice President of Business Development**

427 South Fourth Street, Suite 300  
Louisville, KY 40202  
Phone: 502-815-0699  
[jhatcher@learninghouse.com](mailto:jhatcher@learninghouse.com)  
[www.learninghouse.com](http://www.learninghouse.com)

**UNGERBOECK SOFTWARE INTERNATIONAL – BOOTH 513**

Ungerboeck Software International is the world leader in end-to-end continuing education software for colleges and universities. For most organizations, Ungerboeck Software delivers the capabilities of three or more software packages at a fraction of the cost including registration, event management, space booking and scheduling, surveys and more.

**Tammi Hilton, Director of Sales**

100 Ungerboeck Park  
O'Fallon, MO 63368  
Phone: 636-300-5606  
[tammi.hilton@ungerboeck.com](mailto:tammi.hilton@ungerboeck.com)  
[www.ungerboeck.com](http://www.ungerboeck.com)

**WILEY – BOOTH 408**

Wiley is a global publishing company that specializes in academic publishing. Wiley produces books, journals, encyclopedias, in print and electronically, as well as online products and services, training materials, and educational materials for undergraduate, graduate, and continuing education students.

**Phil Anthony, Eastern Regional Director**

111 River Street  
Hoboken, NJ 07030  
Phone: 516-761-5010  
[panthony@wiley.com](mailto:panthony@wiley.com)  
[www.wiley.com](http://www.wiley.com)

**WORLD EDUCATION.NET – BOOTH 607**

World Education.net is the trusted leader in online learning, fully immersed each day in its mission of providing quality education to the world. Offering innovative learning solutions to accredited colleges and universities, World Education.net serves thousands of students and partners worldwide with offices in the U.K. and U.S.

**Candice Markham, President**

4514 Travis Street, Suite 212  
Dallas, TX 75205  
Phone: 469-364-7962  
[candice@worldeducation.net](mailto:candice@worldeducation.net)  
[www.worldeducation.net](http://www.worldeducation.net)

**XENEGRADE – BOOTH 404**

XenDirect by Xenegrade is a powerful student registration system with a host of features unmatched by any other software, and at a budget friendly cost. You can manage all your registration data in one, integrated, cloud-based system with nothing to install. Learn more at [www.xenegrade.com](http://www.xenegrade.com).

**Scott Searles, Vice President**

7282 55th Ave East, #120  
Bradenton, FL 34203  
Phone: 941-739-9234  
[ssearles@xenegrade.com](mailto:ssearles@xenegrade.com)  
[www.xenegrade.com](http://www.xenegrade.com)

## AWARDS PROGRAM

At the 1953 Annual Conference of the National University Extension Association (NUEA), which was the forerunner of UPCEA, Robert Browne of the University of Illinois gave a speech honoring Tom Shelby, retiring Dean of the Division of Extension at the University of Texas. Browne conferred on Shelby the FX Key in honor of service to extension. Engraved on the key was "Fellow of Extension," the year, and the Association's initials. This was the first recognition award given by the Association.

The Association's Awards Program has grown to include Association-wide and Regional Awards. Through these awards, UPCEA recognizes its members' outstanding contributions to the Association and the field, as well as their achievements in innovative programming, marketing and promotion, community development, and services, research and publications, and many other areas.

To the following recipients of this year's awards and honors, UPCEA extends its congratulations.

### ASSOCIATION-WIDE AWARDS

#### **JULIUS M. NOLTE AWARD FOR EXTRAORDINARY LEADERSHIP**



Schejbal

The Julius M. Nolte Award is the major UPCEA recognition award. It is given to an individual in recognition of unusual and extraordinary contributions to the cause of continuing education on the regional, national, and/or international university level.

This award will be given at the Awards Lunch  
Thursday, March 27, 2014 at 12:30 p.m.

**DAVID SCHEJBAL, UNIVERSITY OF WISCONSIN, EXTENSION**



Warren

#### **WALTON S. BITTNER SERVICE CITATION**

The Walton S. Bittner Service Citation, established in 1968, recognizes a member for outstanding contributions to continuing education at his or her institution, and for service of major significance to UPCEA. The award was initiated in appreciation of Bittner's long-term commitment as a NUEA executive officer, and in recognition of the devotion with which he served the Association. Bittner was Secretary/Treasurer of NUEA from 1927-1956.

This award will be given at the Awards Lunch  
Thursday, March 27, 2014 at 12:30 p.m.

**ALICE WARREN, NORTH CAROLINA STATE UNIVERSITY**



Rafter

#### **ADELLE F. ROBERTSON CONTINUING PROFESSIONAL EDUCATOR AWARD**

The Adelle F. Robertson Professional Continuing Educator Award recognizes the scholarship, leadership and contributions to the profession of an outstanding continuing professional educator who has entered the field within the past five to 10 years. The Award is dedicated to the memory of Adelle Robertson, whose career in continuing education spanned 30 years. Robertson served as a member of UPCEA's Board of Directors from 1979-1985 and as President from 1983-1984. Robertson set a standard of excellence in her own pursuits and inspired others to seek excellence in theirs.

This award will be given at the Awards Lunch  
Thursday, March 27, 2014 at 12:30 p.m.

**JESSICA RAFTER, UNIVERSITY OF VIRGINIA**



Behar-Russell

#### **THE DOROTHY DURKIN AWARD FOR STRATEGIC INNOVATION IN MARKETING AND ENROLLMENT MANAGEMENT**

This award recognizes an individual for achievement in strategic planning, marketing innovation or enrollment management success. A key element in all areas is demonstration of creativity layered on a foundation of strategic thinking. Awardees will have exhibited leadership and commitment to achieving a responsive, student-centric culture at their institution. Dorothy Durkin transformed the New York University School of Continuing and Professional Studies through a 40-year career focused on staying ahead of the curve in advertising trends, data-driven decision making and student relationship management. Coaching and mentoring was important to Durkin, as were the relationships she fostered through UPCEA. Her definition of success included commitment to integrating innovation, research and student success.

This award will be given at the Awards Lunch  
Thursday, March 27, 2014 at 12:30 p.m.

**ANNA BEHAR-RUSSELL, CALIFORNIA STATE UNIVERSITY, LONG BEACH**



### LEADERSHIP IN DIVERSITY AWARD

UPCEA encourages understanding, appreciation and the celebration of diversity, and the championing of equal access to education-inclusive of those who identify with different cultures, racial and ethnic backgrounds, sexual orientations, gender identities, religious beliefs, and physical disabilities. The UPCEA Diversity Leadership Award, established in 2010, recognizes an individual or a program representing best practices in promoting the educational success of diverse students. This award recognizes outstanding accomplishment in one or more of the following areas: research, educational programs and services, administrative practice, or organizational commitment.

This award will be given at the Awards Lunch

Thursday, March 27, 2014 at 12:30 p.m.

UCDE TRIBAL TANF PROFESSIONAL DEVELOPMENT PROGRAM, UNIVERSITY OF CALIFORNIA DAVIS EXTENSION



de Berly

### INTERNATIONAL LEADERSHIP AWARD

UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and innovative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance. This Award recognizes an individual for representing innovative leadership in one or more of the following areas: educational programs and services; administrative practices; collaborations and partnerships; or research. A key element in all areas is demonstration of creativity and commitment to achieve international impact.

This award will be given at the International Network Breakfast Meeting

Thursday, March 27, 2014 at 7:30 a.m.

GERALDINE DE BERLY, UNIVERSITY OF SYRACUSE

### INTERNATIONAL PROGRAM OF EXCELLENCE AWARD

UPCEA recognizes globalization as one of the key forces molding higher education today. The Association encourages its member institutions and organizations, to extend their outreach globally and to facilitate international or global professional and continuing education in creative and innovative ways. The Association aims to play an active role in preparing individuals for effective participation in a global society by engaging in activities that promote the exchange of knowledge and ideas of global significance. This Award recognizes a program of excellence in one or more of the following areas: educational programs and services; administrative practices; collaborations and partnerships; or research. A key element in all areas is demonstration of creativity and commitment to achieve global impact.

This award will be given at the International Network Breakfast Meeting

Thursday, March 27, 2014 at 7:30 a.m.

THE INTERNATIONAL LEADERSHIP DEVELOPMENT PROGRAM, UNIVERSITY OF TORONTO



UNIVERSITY OF TORONTO  
SCHOOL OF CONTINUING STUDIES

### OUTSTANDING CONTINUING EDUCATION STUDENT AWARD - CREDIT

The Outstanding Continuing Education Student Awards recognizes outstanding student achievement in professional and continuing education.

This award will be given at the Awards Lunch

Thursday, March 27, 2014 at 12:30 p.m.

MICHAEL FEINGOLD, KANSAS STATE UNIVERSITY



Feingold

### PHILLIP E. FRANDSON AWARD FOR LITERATURE

The Frandson Award recognizes the author and publisher of an outstanding work of continuing higher education literature. It is given in memory of Phillip E. Frandson, Dean of Extension, University of California, Los Angeles, and NUEA President, 1977-78.

This award will be given at the Awards Lunch

Thursday, March 27, 2014 at 12:30 p.m.

STEPHEN BROOKFIELD, *POWERFUL TECHNIQUES FOR TEACHING ADULTS*



Brookfield



Hatfield

### EXCELLENCE IN TEACHING AWARD

The UPCEA Excellence in Teaching Award is presented to individuals who have provided outstanding teaching, course development, mentoring of students, and service to continuing education. This award recognizes those who have made significant contributions to credit or noncredit programs and who have provided inspirational teaching to continuing education students.

This award will be given at the Awards Lunch  
Thursday, March 27, 2014 at 12:30 p.m.  
BRAD HATFIELD, BERKLEE COLLEGE OF MUSIC



Carol Williams, Associate Dean, School of Continuing Education  
Eastern Connecticut State University



### OUTSTANDING PROGRAM AWARD - CREDIT

The Outstanding Program - Credit Award recognizes outstanding professional and continuing education programs allowing students to earn academic credit.

This award will be given at the Program Management and Innovation Network Breakfast Meeting  
Thursday, March 27, 2014 at 7:30 a.m.  
REVERSE INTERNSHIP PROGRAM, EASTERN CONNECTICUT STATE UNIVERSITY



(L-R) Raquel Collins, Associate Director, UBC Continuing Studies,  
Jennifer Mielgaj, Senior Program Leader, UBC Continuing Studies



### OUTSTANDING PROGRAM AWARD - NON-CREDIT

The Outstanding Program - Non-Credit Award recognizes outstanding professional and continuing education programs that do not offer credit.

This award will be given at the Program Management and Innovation Network Breakfast Meeting  
Thursday, March 27, 2014 at 7:30 a.m.  
UBC/DAA AWARD OF ACHIEVEMENT IN DIGITAL ANALYTICS, THE UNIVERSITY OF BRITISH COLUMBIA

### New Awards



### UPCEA EXCELLENCE IN ADVANCING STUDENT SUCCESS AWARD

This award recognizes an institution that has implemented a successful strategic initiative, project, or service that has resulted in significantly advancing the success of adult and/or non-traditional student audiences. This award is aligned with the Marketing, Enrollment, and Student Services Network, which engages members in actively building the competencies, skills, and confidences needed to attract and retain students in a changing and competitive marketplace

This award will be given at the Marketing, Enrollment and Student Services Network Breakfast  
Thursday, March 27, 2014 at 7:30 a.m.  
TRANSITIONS: COLLEGE AND CAREER PREPARATION PROGRAM, PENN STATE UNIVERSITY



### UPCEA STRATEGIC INNOVATION IN ONLINE EDUCATION AWARD

This award recognizes an institution of higher education (i.e. campus, system, or consortium) that has, at an institutional level, set and met innovative goals focused on online education and been strategic in the planning, development, implementation and sustainability in line with the institutional mission. This award is aligned with the Online Management and Design Network which serves to provide shared information, effective practices and networking opportunities for individuals responsible for the management, design, implementation and assessment of online efforts.

This award will be given at the Online Management and Design Network Breakfast  
Thursday, March 27, 2014 at 7:30 a.m.  
BALL STATE UNIVERSITY, UNIVERSITY OF MISSOURI

For information regarding the association-wide awards recipients, please refer to the UPCEA Annual Conference app. The UPCEA Marketing Awards are announced at the Annual UPCEA Marketing Seminar held in November. The Call for Entries for the 2014 competition will be released in May 2014. The 23rd Annual UPCEA Marketing and Enrollment Management Seminar will be held on November 5-7, 2014 in Atlanta, Georgia. Visit the UPCEA website to see past marketing awards recipients.

**UPCEA 2013 Regional Awards**

UPCEA is proud to recognize the recipients of the 2013 awards for each region.

**CENTRAL****INNOVATIVE PROGRAM AWARDS****CREDIT: UNIVERSITY OF MINNESOTA**

Master of Professional Studies  
in Integrated Behavioral Health

**NONCREDIT: KANSAS STATE UNIVERSITY**

Engineering Summer Institute

**MATURE PROGRAM AWARDS****CREDIT: UNIVERSITY OF MISSOURI COLUMBIA**

Educational Leadership EdD

**NONCREDIT: KANSAS STATE UNIVERSITY**

Kansas Transportation Engineering Conference

**EXCELLENCE IN TEACHING AWARD****JUSTIN KASTNER**

Kansas State University

**PROFESSIONAL CONTINUING  
EDUCATOR AWARD****JASON MASEBERG-TOMLINSON**

Kansas State University

**JOHN L. CHRISTOPHER****OUTSTANDING LEADERSHIP AWARD****PENNY TIEDT**

University of Wisconsin-LaCrosse

**OUTSTANDING CONTINUING EDUCATION  
STUDENT AWARD****MICHAEL FEINGOLD**

Kansas State University

**CONTINUING EDUCATION SUPPORT  
SPECIALIST AWARD****KIM SCHURLE**

Kansas State University

**MID-ATLANTIC****Program Awards****PARTNERSHIP****CHATHAM UNIVERSITY INSTITUTE  
ON EARLY CHILDHOOD EDUCATION  
FOR CHINESE EDUCATORS**

Chatham University

**PROGRAM DEVELOPMENT****EARLY CHILDHOOD DIRECTOR CREDENTIAL**

Shippensburg University

**PROGRAM DEVELOPMENT****COMPUTER NETWORKS AND  
SECURITY PROGRAM**

UMUC University of Maryland University College

**DOROTHY DURKIN:****MARKETING BROADCAST AND PRINT****EXECUTIVE MASTER OF PUBLIC  
ADMINISTRATION RECRUITMENT CAMPAIGN**

University of Pennsylvania

**MARKETING AND PROMOTIONS****ELECTRONIC BACHELOR OF ARTS****PHI THETA KAPPA EMAIL CAMPAIGN**

University of Pennsylvania

**APPLIED RESEARCH****IMPACT OF DIRECT INSTRUCTION ON  
STUDENT PERCEPTION OF TEACHING****PRESENCE IN ONLINE LEARNING –  
LILIANA MENESES AND BEN WHITE**

University of Maryland University College

**Individual Awards****OUTSTANDING CONTINUING  
EDUCATION STUDENT****JENELL HOLDER**

University of Maryland University College

**DESRENE SESAY**

University of Maryland University College

**NEFERTARI JOHNSON**

University of Maryland University College

**OUTSTANDING FACULTY SERVICE****ROSEMARY HARTIGAN, JD**

University of Maryland University College

**LINDA RUGGLES**

University of Maryland University College

**OUTSTANDING CONTINUING EDUCATOR  
NEW TO THE FIELD****CATHY LITTLEFIELD**

Widener University

**NEW ENGLAND****INNOVATIVE AND CREATIVE PROGRAMMING  
AWARD – CREDIT PROGRAM****THE REVERSE INTERNSHIP**

Eastern Connecticut State University  
School of Continuing Education

**INNOVATIVE AND CREATIVE PROGRAMMING  
AWARD – NON-CREDIT PROGRAM****ADDICTIONS COUNSELOR EDUCATION  
CERTIFICATE PROGRAM (ACEP), BILL CARLO**

University of Massachusetts – Boston College  
of Advancing and Professional Studies

**CONTINUING EDUCATION FACULTY AWARD****VETRI NATHAN**

University of Massachusetts – Boston College  
of Advancing and Professional Studies

**CONTINUING EDUCATION STUDENT AWARD****LIONEL SHIWALA**

Northeastern University –  
College of Professional Studies

**OUTSTANDING SERVICE TO  
CONTINUING EDUCATION****SYBIL P. SMITH**

Brandeis University – Graduate Professional Studies

**DAVID WATSON**

Saint Joseph's College

## SOUTH

**OUTSTANDING SERVICE TO CONTINUING EDUCATION**

**ALICE WARREN**  
North Carolina State

**PROFESSIONAL CONTINUING EDUCATOR AWARD**

**LAURA RICKE**  
Western Kentucky University

**PROGRAM OF EXCELLENCE – CREDIT**

**LUCINDA ROFF**  
University of Alabama

**PROGRAM OF EXCELLENCE – NONCREDIT**

**KATHY LAING**  
University of Richmond

**CONTINUING EDUCATION FACULTY AWARD**

**RICK BOMMELJE**  
Rollins College

**EMERGING CONTINUING EDUCATION LEADER**

**JESSICA RAFTER**  
University of Virginia

**PROGRAMS FOR SPECIAL POPULATIONS**

**JOHN FREEZE**  
Auburn University

**CONTINUING EDUCATION STUDENT AWARD – CREDIT**

**HOLLY TANYHILL**  
Rollins College

## WEST

**OUTSTANDING CREDIT PROGRAM  
MASTER OF ARTS IN INTERPRETING STUDIES**

Western Oregon University

**OUTSTANDING NON-CREDIT PROGRAM  
UBC/DAA AWARD OF ACHIEVEMENT  
IN DIGITAL ANALYTICS**

University of British Columbia  
Continuing Education

**OUTSTANDING ADMINISTRATIVE  
PROCESS OR SERVICE**

**SUMMER REVENUE PROJECTION TOOL**  
California State University, Chico  
Regional and Continuing Education

**OUTSTANDING NON-TRADITIONAL  
STUDENT**

**MARY ELLEN HURLEY**  
Oregon State University Extended Campus  
Bachelor of Science in Sociology

**EXCELLENCE IN TEACHING**

**STANLEY GREGORY**  
Oregon State University  
Department of Fisheries and Wildlife

**2014 RECOGNITION OF  
DISTINGUISHED SERVICE**

The following professional, continuing, and online education professionals were active members of UPCEA at the time of their official retirement from the field.

**ROBERT COLEY**  
Syracuse University

**PAUL JAY EDELSON**  
The State University of New York at Stony Brook

**WILLIAM FORNADEL**  
San Diego State University

**SHELLY GIMENEZ**  
Eastern Connecticut State University

**ARLENE GREENSTEIN**  
Salem State University

**RUTH HURST**  
University of Delaware

**JONAN LEROY**  
Western Oregon University

**MARK NOVAK**  
San Jose State University

**SYBIL SMITH**  
Brandeis University

**DAYLE I. THORPE**  
University of Delaware

**PEG WHERRY**  
Montana State University

**WILLIAM WHITE**  
Worcester State University

**STEVE ZLOTNOW**  
San Jose State University

## AWARDS AND HONORS COMMITTEE 2013-2014

**CHAIR**

**BETH LAVES**  
Western Kentucky University

**INTERNATIONAL NETWORK**

**GREGORY TRUDEAU**  
University of Wisconsin, Extension

**LEADERSHIP AND STRATEGY NETWORK**

**FAYE LESHT**  
University of Illinois at Urbana – Champaign

**MARKETING, ENROLLMENT MANAGEMENT, AND  
STUDENT SERVICES NETWORK**

**JAMES CAMPBELL**  
University of Richmond

**ONLINE MANAGEMENT AND DESIGN NETWORK**

**TERRIE NAGEL**  
University of Missouri, Columbia

**OUTREACH, ENGAGEMENT, AND  
ECONOMIC DEVELOPMENT NETWORK**

**FRED HOLMAN**  
University of Nevada – Reno

**PROGRAM MANAGEMENT AND INNOVATION NETWORK**

**KARL STEVENS**  
Southern Utah University

**PAST CHAIR**

**ALICE WARREN**  
North Carolina State University





Thank you to UPCEA's Volunteer Leadership for their Service

### 2013-2014 UPCEA BOARD OF DIRECTORS

**Karen Sibley**  
Brown University

**Bethaida Gonzalez**  
Syracuse University

**Thomas Gibbons**  
Northwestern University

**William McClure**  
University of Massachusetts Amherst

**Nelson Baker**  
Georgia Institute of Technology

**Marilynn Booth**  
University of Toronto

**Royrickers Cook**  
Auburn University

**Kai Drekeimer**  
InsideTrack

**Diana Wu**  
University of California, Berkeley

**Anne Heinz**  
University of Colorado, Boulder

**Robert Bruce**  
University of North Carolina, Chapel Hill

**Roxanne Gonzales**  
Regis University

**Stephanie Platteter**  
University of Minnesota

**Burton Bargerstock**  
Michigan State University

**Sandi Parkes Pershing**  
University of Utah

**Emily C. Richardson**  
Stetson University

**Rita Smith-Simms**  
University of California, Davis

**Albert Powell**  
Colorado State University

**Joseph Ugras**  
LaSalle University

**Paul Cochrane**  
Saint Joseph's College

**Beth Laves**  
Western Kentucky University

### INTERNATIONAL NETWORK

**Geraldine deBerly**  
Syracuse University

**Dennis Maxey**  
University of Massachusetts, Boston

**Joe Shapiro**  
San Diego State University

**Steve Hawks**  
Utah State University

**Soma Chakrabarti**  
University of Kansas

**Guido Krickx**  
California State University, Sacramento

**Gregory Trudeau**  
University of Wisconsin, Extension

### LEADERSHIP AND STRATEGY NETWORK

**Robert Bruce**  
University of North Carolina – Chapel Hill

**William Fornadel**  
San Diego State University

**Jeffrey Rosen**  
Higher Learning Commission

**Patricia Aceves**  
The State University of New York at Stony Brook

**Craig Wilson**  
University of Miami

**Carolyn McKnight**  
University of Central Missouri

**Faye Lesht**  
University of Illinois at Urbana – Champaign

### MARKETING, ENROLLMENT, AND STUDENTS SERVICES NETWORK

**Michele Long**  
University of Denver

**Jennifer Wooley**  
Georgia Institute of Technology

**Stephanie Platteter**  
University of Minnesota

**Jessica Dupont**  
Oregon State University

**Rebecca Pearson**  
New York University

**Megan Anderson**  
Western Michigan University

**James Campbell**  
University of Richmond

### ONLINE MANAGEMENT AND DESIGN NETWORK

**Kim Obbink**  
Montana State University

**Julie Uranis**  
Eastern Michigan University

**David Cillay**  
Washington State University

**Mary Niemiec**  
University of Nebraska – Online Worldwide

**Witt Salley**  
Clemson University

**Albert Powell**  
Colorado State University

**Terrie Nagel**  
University of Missouri, Columbia

### OUTREACH, ENGAGEMENT AND ECONOMIC DEVELOPMENT

**George Irvine**  
University of Delaware

**Lisa Verma**  
Louisiana State University

**Patricia Malone**  
The State University of New York at Stony Brook

**Carroll Scherer**  
Rice University

**Jodi Waterhouse**  
University of San Diego

**Karen Dejarnette**  
Syracuse University

**Fred Holman**  
University of Nevada – Reno

### PROGRAM MANAGEMENT NETWORK

**Monique LaRocque**  
University of Southern Maine

**Shannon McDonald**  
University of California, San Diego

**Lisa Templeton**  
Oregon State University

**Deborah Baldini**  
University of Missouri – St. Louis

**Carol Fleming**  
James Madison University

**Patricia Butler-Lofman**  
University of Connecticut

**Karl Stevens**  
Southern Utah University

**CENTRAL REGION**

**Debbie Hagenmaier**  
Kansas State University

**Bob Stine**  
University of Minnesota

**Jinnings Burruss**  
Oklahoma State University

**Terrie Nagel**  
University of Missouri

**Al Powell**  
Colorado State University

**Penny Tiedt**  
University of Wisconsin-La Crosse

**Jewel Coffman**  
University of Missouri

**Christopher Smith**  
University of Wisconsin-Stout

**MID-ATLANTIC REGION**

**Chris Sax**  
Shippensburg University

**Jenna Templeton**  
Chatham University

**Dayle Thorpe**  
University of Delaware

**Joe Ugras**  
LaSalle University

**Marv Glockner**  
The State University of New York at Stony Brook

**Shelley Hintz**  
University of Maryland University College

**Karen Oaks**  
The State University of New York at Stony Brook

**Lori Stania**  
Penn State University

**Mark Michalisin**  
Excelsior College

**Mike Frasciello**  
Syracuse University

**Joe Ugras**  
LaSalle University

**NEW ENGLAND REGION**

**Alice Szlosek**  
University of Massachusetts Amherst

**Pamela Robinson**  
American International College

**Jodi Devine**  
Mt. Holyoke College

**Irena Bozin**  
University of Massachusetts Amherst

**Paul Cochrane**  
Saint Joseph's College

**Pat Butler-Lofman**  
University of Connecticut

**Pamela Robinson**  
American International College

**Charles Orosz**  
Bay State College

**Liem Tran**  
Wentworth Institute

**Anthony Baird**  
University of Massachusetts Dartmouth

**Timothy Thornton**  
University of Southern Maine

**Joanne DiBello**  
University of Rhode Island Feinstein Campus

**SOUTH REGION**

**Nicole Gislason**  
University of West Florida

**Carol Fleming**  
James Madison University

**Dana Willet**  
Austin Peay State University

**John Freeze**  
Auburn University

**Beth Laves**  
Western Kentucky University

**Steven Shotts**  
ETC Test Prep

**Teresa Clark**  
Lipscomb University

**Sarah MacDonald**  
James Madison University

**Bill O'Connor**  
Stetson University

**Claire Twardy**  
Auburn University

**Liz Fillman**  
Virginia Commonwealth University

**Mercedes Suraty-Clark**  
University of Houston

**WEST REGION**

**Reed Scull**  
University of Wyoming

**Wendy Evers**  
San Diego State

**Kim Zaski**  
University of Nevada Reno

**Jessica Dupont**  
Oregon State University

**Jon Matsuda**  
University of Hawaii

**Rita Smith-Simms**  
UC Davis

**Kelley Newell**  
Washington State University

**2014 UPCEA ANNUAL CONFERENCE  
ADVISORY COMMITTEE**

**Magaly Abreu**  
University of Miami

**Patricia Aceves**  
Stony Brook University

**Deborah Baldini**  
University of Missouri, St Louis

**Lisa Braverman**  
Jones International University

**Soma Chakrabarti**  
University of Kansas

**Jessica DuPont**  
Oregon State University

**Ilene Garner**  
University of the Virgin Islands

**John LaBrie**  
Northeastern University

**Mary Niemiec**  
University of Nebraska

**Carroll Scherer**  
Rice University

**Jeff Triechel**  
University of Texas at Austin

**Alice Warren**  
North Carolina State University

**Scott Weimer**  
Virginia Tech

## UPCEA CONFERENCE ATTENDEES CAN ACCESS FREE WIRELESS INTERNET



### Terrace Level

Orchid, Regency Ballroom, Jasmine and Hibiscus

Network Name: HYATT-MEETING

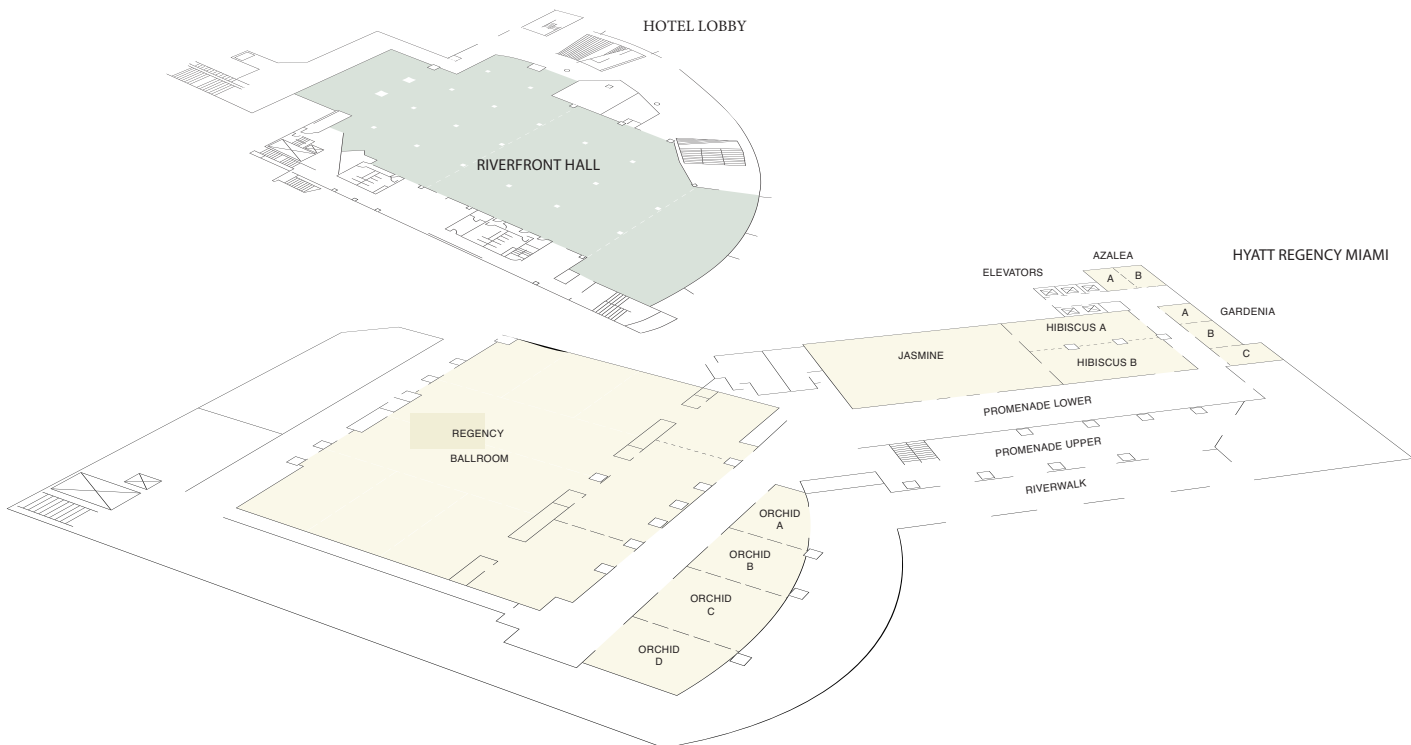
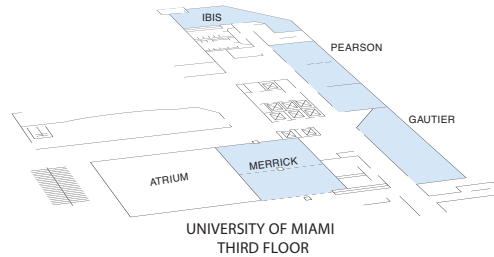
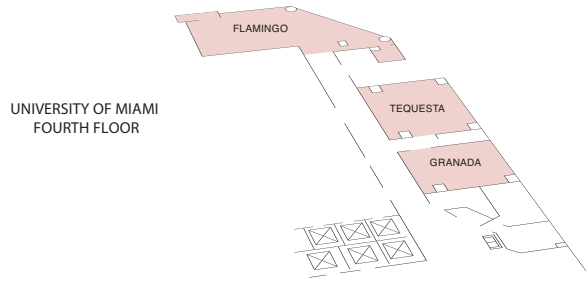
Password: upcea123

### Third floor

Ibis, Pearson and Merrick

Network Name: James L. Knight Center

Code: upcea123





## SAVE THE DATES

100TH UPCEA ANNUAL CONFERENCE

ACCESS, INNOVATION, ENGAGEMENT:  
A CENTURY OF REINVENTING HIGHER EDUCATION

*March 30 - April 1, 2015*

Washington, D.C. ★ Renaissance Washington, D.C. Downtown

