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SUSTAINABILITY THROUGH INNOVATION

UNIVERSITY PROFESSIONAL & CONTINUING EDUCATION ASSOCIATION
SOUTH REGIONAL 2011 CONFERENCE

The Grand Sandestin Golf and Beach Resort
Destin, Florida

October 16-18, 2011

HOSTED BY





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About

UPCEA SOUTH

UPCEA South reflects the specific interests and relationships of greatest importance to the professional members of the region as it provides opportunities to reward excellence, examine issues of importance to continuing education professionals, and to network with regional colleagues. UPCEA South serves to expand the services of the Association to its members through the development of innovative programs and opportunities for the wide participation and in-service training of all levels of member staff personnel, as well as improved inter-institutional communications and exchange of ideas.

The membership of the South Region is composed of the members of the Association who are located in the following states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, Virginia and the U.S. Virgin Islands.

UPCEA South holds an annual conference each year in the fall as well as other professional development opportunities and meetings at the Association's Annual Conference.

Visit www.upcea.edu for information about the University Professional and Continuing Education Association.

UPCEA SOUTH REGIONAL OFFICERS

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Mercedes Suraty-Clarke

CHAIR-ELECT
University of Houston

Lisa Verma

PAST CHAIR
Louisiana State University

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Western Kentucky University

Nicole Gislason

MEMBER-AT-LARGE
University of West Florida

Bob Prout

MEMBER-AT-LARGE
University of North Carolina
At Greensboro

2011 UPCEA SOUTH REGIONAL CONFERENCE

Program at a Glance

Saturday, October 15, 2011

10:00 a.m. to 3:00 p.m.	UPCEA South Golf Outing
5:00 p.m. to 6:00 p.m.	Conference Planning Committee Meeting
6:30 p.m.	Dinner on your own (gather informally in lobby)

Sunday, October 16, 2011

10:00 a.m. to 5:00 p.m.	Conference Registration
10:00 a.m. to 11:30 a.m.	UPCEA South Executive Cabinet Meeting
11:30 a.m. to 12:15 p.m.	First-Time Attendee Orientation and Mentor Connection
12:00 p.m. to 6:30 p.m.	Exhibitor Hall Open
12:15 p.m. to 1:15 p.m.	Networking Lunch
1:30 p.m. to 1:45 p.m.	Welcome from UPCEA South Chair
1:45 p.m. to 2:45 p.m.	UPCEA President's Report
2:45 p.m. to 3:15 p.m.	Refreshment Break
3:15 p.m. to 4:15 p.m.	Plenary: Getting Involved with UPCEA
4:30 p.m. to 6:00 p.m.	Panel Discussion on Issues Related to Continuing Education
6:30 p.m. to 9:30 p.m.	Dinner and Awards Ceremony in Conference Center

Monday, October 17, 2011

7:30 a.m. to 9:30 a.m.	Conference Registration
8:00 a.m. to 9:00 a.m.	Continental Breakfast Available for Concurrent Sessions
8:00 a.m. to 5:30 p.m.	Exhibitor Hall Open
8:45 a.m. to 9:45 a.m.	Concurrent Sessions
10:00 a.m. to 11:30 a.m.	Keynote Speaker – Quint Studer How to Sustain a Culture of Excellence
11:45 a.m. to 1:00 p.m.	Lunch and Presentations
1:15 p.m. to 2:15 p.m.	Concurrent Sessions
2:15 p.m. to 2:45 p.m.	Refreshment Break
2:45 p.m. to 3:45 p.m.	UPCEA South Business Meeting (All members are welcome.)
3:45 p.m. to 5:00 p.m.	Town Hall Meeting
5:00 p.m. to 5:30 p.m.	Visit Sponsors and Exhibitors
5:30 p.m. to 6:15 p.m.	Networking Reception with a Cash Bar (meet UPCEA colleagues and walk to one of many nearby restaurants)

Tuesday, October 18, 2011

8:00 a.m. to 10:00 a.m.	Exhibitor Hall Open
8:15 a.m. to 9:15 a.m.	Networking Breakfast: Facilitated Table Discussions
OR	
8:15 a.m. to 9:15 a.m.	Small Institutions Breakfast Meeting: Presentation & Discussion
9:30 a.m. to 10:30 a.m.	Concurrent Sessions
10:45 a.m. to 11:45 a.m.	Concurrent Sessions
11:45 a.m.	Conference Adjourns

Welcome to the Grand Sandestin Golf and Beach Resort!



On behalf of the UPCEA-South Cabinet, the Conference Planning Committee and our dynamite hosts at the University of West Florida, I would like to welcome our members, sponsors and guests to the 2011 UPCEA-South regional conference in Destin, Florida. The theme this year is “Sustainability Through Innovation.” In keeping with this theme, we’ll have the opportunity to learn about innovative practices and discuss trends and issues in continuing education and ways to address them effectively. In addition, networking is always a popular benefit of this conference as we build relationships with our peers, share best practices and renew our creativity.

The Conference Planning Committee has put together a robust schedule of events, including:

- UPCEA President Jim Schaeffer will deliver the President’s Report.
- UPCEA Chief Executive Officer and Executive Director Bob Hansen will lead the Town Hall Meeting.
- Keynote speaker Quint Studer from The Studer Group will tell us “How to Sustain a Culture of Excellence,” an important building block of sustainable programs and continuing education units.
- Cheri Simpson, UPCEA Director of Institutional and Corporate Relations and Associate Director for the Center for Research and Consulting, will update us on the Management Survey.
- An array of concurrent sessions, providing new insights and ideas on a wide variety of topics.
- Stimulating and fun events, from the golf outing to the evening gatherings, will give us ample opportunity to get to know one another.

I encourage you to visit with our sponsors and exhibitors and thank them for helping to keep our conference costs low. Their financial support, products and services are essential to the success of our association and the field of continuing higher education.

Finally, I would like to thank the conference planning committee, led by Chair-Elect Mercedes Suraty-Clarke, as well as Nicole Gislason and the outstanding team with the Division of Continuing Education at the University of West Florida.

Best regards,
Carroll Scherer
Chair, UPCEA South, 2011-2012

About our Keynote Speaker



Quint Studer is CEO and Founder of Studer Group, a healthcare consulting company, and Studer Education, an education consulting company. He is considered by many to be the main impetus for developing tools and techniques for organizations attaining great results. The systems he and the Studer Group have invented hardwire techniques and behaviors to sustain these great results.

Quint taught special education for 10 years before entering the healthcare arena. His focus on employee satisfaction and operational excellence gained him a national reputation and in 1994, he was named Hospital Magazines 'Great Comeback Winner.' In 1999, Inc. (pronounced Ink) Magazine named Quint its March Master of Business, making him the only healthcare leader to have ever won this award.

In January of 2000, Quint formed the Studer Group which today is the leading company in assisting organizations to achieve their desired results. Quint has written two best selling books, *Hardwiring Excellence*, a top leadership book selling more than 300,000 copies, and *Results That Last*, which shows how to hardwire behaviors that will take your organization to the top. Just four weeks after publishing, this book hit the Wall Street Journal's best seller list of business books.

Studer Education was formed under Quint Studer's direction and is led by Dr. Janet Pilcher (a former teacher, leader and college dean) to work with school districts throughout the country to adopt and adapt Studer Group tools into their operations. Quint Studer is also profiled in the third edition of the book *Communicating about Health: Issues and Perspectives*, written by Athena du Pre, UWF Professor, which is required reading at 200 universities around the world. The Studer Group methodology has been proven to sustain results and has been deepened and refined at hundreds of organizations across the country.

Quint Studer will show you how to not only develop your leadership skills, but how to implement employee and student strategies to help achieve breakthrough results in teacher and staff morale, student satisfaction and student outcomes. You will reconnect to purpose and return to your school prepared to create a great place for students to learn, staff to work and teachers to teach.

2011 UPCEA SOUTH REGIONAL CONFERENCE PROGRAM

Saturday, October 15, 2011

- 10:00 a.m. to 3:00 p.m. **UPCEA South Golf Outing**
Baytowne Golf Club
- 5:00 p.m. to 6:00 p.m. **Conference Planning Committee Meeting**
Oak Boardroom
- 6:30 p.m. **Dinner on your own** (gather informally in lobby)

Sunday, October 16, 2011

- 10:00 a.m. to 5:00 p.m. **Conference Registration**
Azalea Foyer
- 10:00 a.m. to 11:30 a.m. **UPCEA South Executive Cabinet Meeting**
Oak Boardroom
- 11:30 a.m. to 12:15 p.m. **First-Time Attendee Orientation and Mentor Connection**
Jasmine
Carroll Scherer, Rice University
Lisa Verma, Louisiana State University
- 12:00 p.m. to 6:30 p.m. **Exhibitor Hall Open**
Azalea Foyer
Visit Sponsors and Exhibitors
- 12:15 p.m. to 1:15 p.m. **Networking Lunch**
Azalea I
- 1:30 p.m. to 1:45 p.m. **Welcome from UPCEA South Chair**
Azalea II
Carroll Scherer, Rice University
- 1:45 p.m. to 2:45 p.m. **President's Report**
Azalea II
James Shaeffer, James Madison University, UPCEA President
- 2:45 p.m. to 3:15 p.m. **Refreshment Break**
Azalea Foyer
Visit Sponsors and Exhibitors

3:15 p.m. to 4:15 p.m.
Azalea II

Plenary: Getting Involved with UPCEA

*Lisa Verma, Louisiana State University
Carroll Scherer, Rice University*

As a member of UPCEA and an attendee at the regional and/or national conferences, you have experienced the benefits of membership first-hand. But, have you heard about the advantages of getting involved on a committee or in a leadership role? Attend this session to learn about the UPCEA national and regional structures, commissions, committees, and other opportunities available for members to expand their professional development through leadership. It's not time-consuming, but it is fulfilling!

4:30 p.m. to 6:00 p.m.
Azalea II

Panel Discussion on Issues Related to Continuing Education

*Meg Krause, American Council on Education
Amy Heitzman, Southern Methodist University
Bill O'Connor, Stetson University*

TOPIC: *Serving Those who Serve: Insights and Innovative Ideas in Serving Student Veterans*

This panel discussion will provide attendees with a brief overview of ACE veterans programs and highlight key insights and ideas for innovation that can help schools develop veteran-friendly programs. Attendees will gain knowledge of replicable models for success and suggestions for implementation.

6:30 p.m. to 9:30 p.m.
Azalea I

Dinner and Awards Ceremony in Conference Center

*John Freeze, Auburn University, Awards Committee Chair
Beth Laves, Western Kentucky University, Awards Committee Co-Chair*

Monday, October 17, 2011

7:30 a.m. to 9:30 a.m.
Azalea Foyer

Conference Registration

8:00 a.m. to 9:00 a.m.
Azalea Foyer

Continental Breakfast Available for Concurrent Sessions
(You may take breakfast into concurrent sessions.)

8:00 a.m. to 5:30 p.m.
Azalea Foyer

Exhibitor Hall Open
Visit Sponsors and Exhibitors

8:45 a.m. to 9:45 a.m.

Camellia I

Concurrent Sessions

Innovation to Increase Student College Readiness

Jennifer Gigliotti, Rice University

The Center for College Readiness at Rice University engages with districts and like-minded organizations to customize professional development for secondary teachers and administrators aimed at increasing student college readiness. This session will discuss the importance of college readiness initiatives and explore programming that could be implemented by any CE unit.

Jasmine

Fundraising Strategies for Sustaining Continuing Education Programs in a Time of Unprecedented Challenges

Henry Findlay, Tuskegee University

Given current budgetary constraints facing higher education, the leadership decisions that continuing education leaders must make are more difficult than those in the past. The presenter will share some successful fundraising strategies used in the Continuing Education Program at Tuskegee University that resulted in external funding of several million dollars.

Camellia II

Does Your Website Measure Up?

Jon Horn, JMH consulting, Inc.

Sarah MacDonald, James Madison University

This session will present results from a series of groundbreaking benchmark studies on continuing education websites. This research involves data from approximately 20 departments across two years and includes more than two dozen metrics like traffic sources, visits from mobile devices, visits from social networks, and seasonal variations in traffic.

Azalea II

Managing Change in Continuing Education - Maintaining Relevance and Financial Viability

Dr. Courtland Chaney, SPHR

Continuing Higher Education (CHE) divisions face both the challenge to stay relevant to their institution's mission and the economic necessity of growing their financial base. This session will review key issues facing CHE, reasons for and elements of change management, and a method for reassessing and prioritizing CHE offerings.

10:00 a.m. to 11:30 a.m.

Keynote: How to Sustain a Culture of Excellence

Azalea I

*Introduction by Judy Bense, University of West Florida
Speaker: Quint Studer, Studer Group*

Quint Studer will show you how to not only develop your leadership skills, but implement employee and student strategies to help achieve breakthrough results in faculty and staff morale, student satisfaction, and student outcomes. You will reconnect to purpose and return to your university prepared to create a great place for students to learn, staff to work, and faculty to teach.

11:45 a.m. to 1:00 p.m.

Lunch and Presentations

Azalea II

Destiny Solutions, Meal Sponsor

Management Survey Results, Cheri Simpson, UPCEA, Director, Institutional and Corporate Relations and Associate Director, Center for Research and Consulting

1:15 p.m. to 2:15 p.m.

Concurrent Sessions

Camellia I

Study Away - Credit and Non-Credit U.S. Travel Programs

Alicia Bingham & Jerry Barnaby, Western Kentucky University

WKU Extended Learning & Outreach recently launched a U.S. travel program called Study Away. We will discuss the history of developing a domestic travel unit within Extended Learning, the credit and noncredit opportunities, how Study Away works administratively, as well as lessons learned.

Jasmine

The Continuing Higher Education Professional as a Social Entrepreneur

Jack Azzareto, University of West Florida

This highly interactive session is intended for continuing higher education professionals that think like business entrepreneurs, yet operate within the social context of their community and have a responsibility to the students that they serve. It is designed for those who see themselves as innovators and change agents, while also generating revenue.

Camellia II

Solutions from Outside of the Box: Risks & Rewards of External Vendors for Internal Duties

*Guy Felder, University of Houston
Nicole Foerschler, JMH Consulting, Inc.*

More universities are partnering with vendors to fill knowledge gaps and meet growth demands. The University of Houston and JMH Consulting explore the "Rules of Engagement" for an effective and mutually rewarding relationship. Explore when to outsource, how to maximize the relationship, and plan for the transition back to CE.

Azalea II

Green Jobs for Youth

Andrew Billingsley, North Carolina State University – McKimmon Center for Extension & Continuing Education

In the Fall of 2011, the Weatherization/Green Jobs for Youth program starts as a partnership with North Carolina State University, through the McKimmon Center for Extension & Continuing Education-Customized Contractual Education, and North Carolina Solar Center and is funded by the Capital Area Workforce Development Board. The program will target high school dropouts and other at-risk populations, ages 18-21 years old, to participate in a training program which will introduce them to the skills necessary to understand the weatherization process.

2:15 p.m. to 2:45 p.m.

Refreshment Break

Azalea Foyer

Visit with our Sponsors and Exhibitors

2:45 p.m. to 3:45 p.m.

UPCEA South Business Meeting (All members are welcome.)

Azalea I

3:45 p.m. to 5:00 p.m.

Town Hall Meeting

Azalea I

Introduction by Amy Heitzman, Southern Methodist University
Robert Hansen, UPCEA Chief Executive Officer

5:00 p.m. to 5:30 p.m.

Visit Sponsors and Exhibitors

Azalea Foyer

5:30 p.m. to 6:15 p.m.

Networking Reception with a Cash Bar (Meet UPCEA colleagues at *Azalea Foyer* and walk to one of many nearby restaurants.)

Tuesday, October 18, 2011

8:00 a.m. to 10:00 a.m.

Exhibitor Hall Open

Azalea Foyer

Visit Sponsors and Exhibitors

8:15 a.m. to 9:15 a.m.

Networking Breakfast: Facilitated Table Discussions

Azalea I

Sponsored by UPCEA South Institutional Issues Committee

OR

8:15 a.m. to 9:15 a.m.

Small Institutions Breakfast Meeting: Presentation & Discussion

Jasmine

*Audience: Small institutions and small CE units within large institutions.
Guy Felder, University of Houston*

9:30 a.m. to 10:30 a.m.

Concurrent Sessions

Jasmine

Staying Afloat in the Current Economy: Building a Cost Effective Certificate Program for Sustainable Leadership

Manon Pardue, Western Kentucky University

Have you ever asked employers about their unmet training needs? As Continuing Education professionals, it is our ongoing responsibility to be responsive to the needs of the business community. Come to this innovative presentation and learn how one university partnered with business leaders can create a customized competency-based certificate program.

Camellia I

Simple Rules for Tough Decisions

*Nicole Foerschler, JMH Consulting, Inc.
Carol Fleming, James Madison University*

Simple Rules as strategy provides a framework in which a handful of guidelines are established to give employees the space (and encouragement) to be entrepreneurial! Learn this approach and understand which "rules" make sense for your department. Leave with a plan to implement this philosophy and support your department's growth!

Camellia II

Making the Ends Meet: Osher Institute Stories of Sustainability

Jane Dowrick, Osher Institute, University of Richmond School of Continuing Studies

Following the economic downturn, the nearly 120 Osher Lifelong Learning Institutes throughout the U.S. pooled their creative resources for maintaining and growing their programs. A panel of presenters representing OLLIs in the South Region will share some of their challenges, successes, and innovative ideas for surviving, and even thriving, in tough economic times.

10:45 a.m. to 11:45 a.m.

Concurrent Sessions

Jasmine

How to Make Events Management Services and On-Line Income a Major Part of Your Revenue Stream

Chip Futrell, North Carolina University

As someone responsible for the financial success of a continuing education operation, you have invested heavily in the expertise to develop, market, and manage your own continuing education programs. Here you will learn how to maximize your investment by selling your staff expertise to help in managing programs for others.

Camellia I

Customer is Not a Four Letter Word: What Continuing Education Providers Can Learn from Amazon.com

Todd Gibby, Intelliworks

Guy Felder, University of Houston

For years, higher education administrators have shied away from using the term “customer” to describe students and prospects. Why? In today’s competitive learning market, where competition is just a click away, prospective students have come to expect more from their education providers in terms of online service and experience.

Camellia II

Web-Based Marketing Project Management

Elizabeth Main, West Kentucky University Division of Extended Learning & Outreach

Are you responsible for the marketing efforts in your CE unit? Do you sometimes find it difficult to keep track of all the details and deadlines? We did too and developed a solution. Join us as we share how we achieved better marketing project management through our online database system.

11:45 a.m.

Conference Adjourns

2011 UPCEA South Regional Conference

SPONSOR ACKNOWLEDGEMENT

The UPCEA South Regional Conference is very fortunate to have the support of several generous sponsors. Their continued support and conference participation help to make our regional gatherings possible, and for this we are extremely grateful.

We would like to invite all participants to visit each of our sponsors during the conference. Additionally, some of our sponsors will have the opportunity to share presentations during the concurrent sessions and the panel discussion. We encourage attendance and invite you to learn about the many ways that our sponsors are committed to providing the highest quality of educational experiences for adult learners.

UPCEA South would like to extend a special 'Thank You' to Chuck Havilecek from ACEware for his exceptional funding of two "New Continuing Education Professional" scholarships. This year, Lindsay Aldrich of James Madison University and Blake Withall of University of South Florida were the grateful recipients of this scholarship.

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2011 UPCEA South Regional Conference

PLANNING COMMITTEE

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