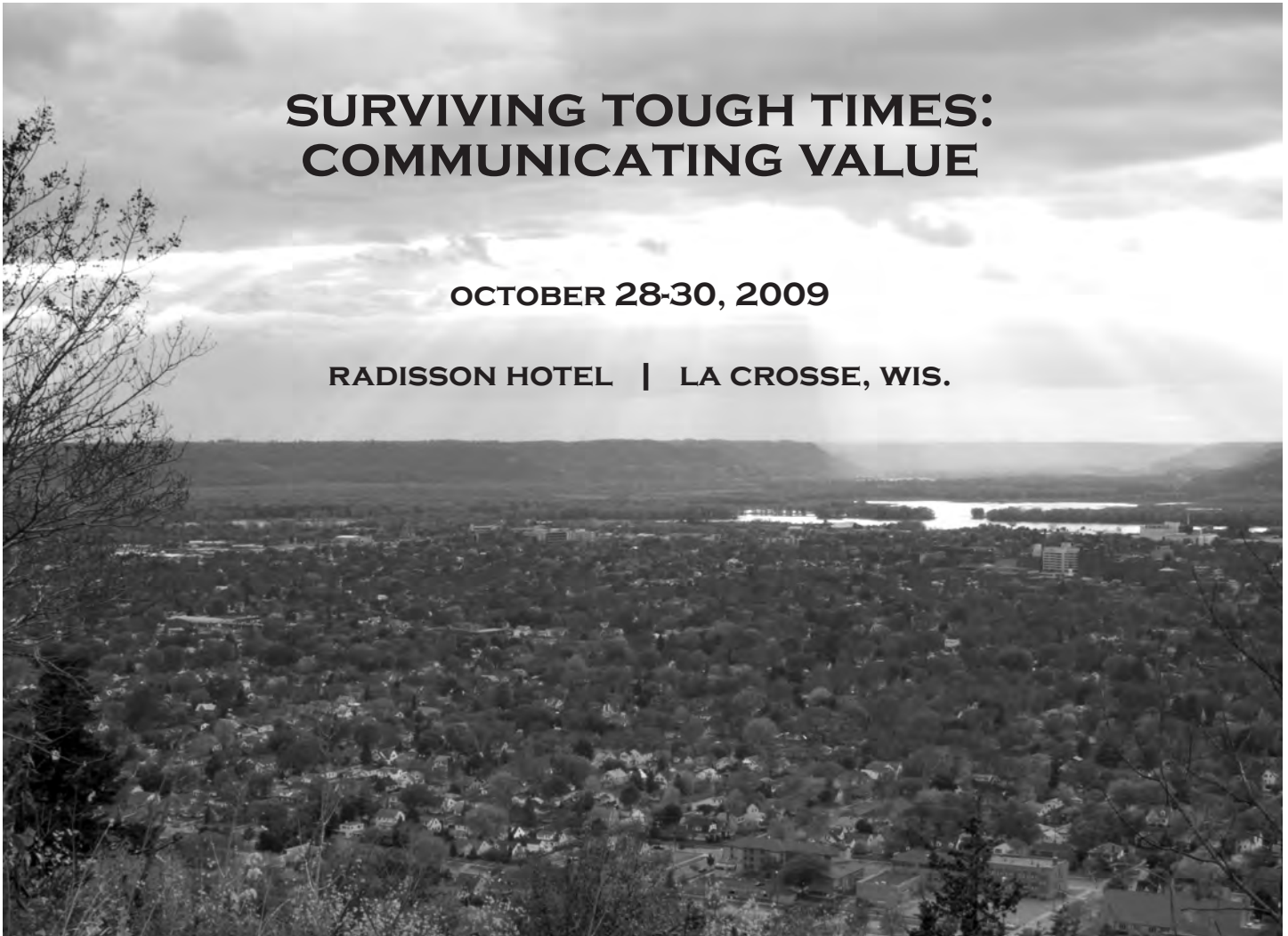


SURVIVING TOUGH TIMES: COMMUNICATING VALUE

OCTOBER 28-30, 2009

RADISSON HOTEL | LA CROSSE, WIS.



UNIVERSITY CONTINUING
EDUCATION ASSOCIATION

SPONSORS:



CHRIS CLARKE-EPSTEIN



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CONFERENCE AT-A-GLANCE

WEDNESDAY, OCTOBER 28

7:30 a.m.	Conference Registration
8 a.m.	Pre-conference Continental Breakfast
8:30-11:30 a.m.	Pre-conference Workshop: The Beat Goes On: Teams that Thrive in Tough Times
10 a.m.	Exhibits Open
Noon	Conference Lunch & Keynote Speaker: The Nexus: Knowledge - Economic Well Being - Quality of Life.
2-3 p.m.	Concurrent Sessions
3 p.m.	Refreshment Break
3:30-4:30 p.m.	Concurrent Sessions
4:45-5:45 p.m.	Mid-America Executive Board Meeting Great Plains Executive Board Meeting
6-7 p.m.	Mid-America & Great Plains Joint Executive Board Meeting

THURSDAY, OCTOBER 29

8 a.m.	Registration & Exhibits Open
8:30 a.m.	Continental Breakfast
9 a.m.	Town Hall Meeting
11 a.m.-12:15 p.m.	Lunch & Awards Presentation
12:30-1:45 p.m.	Keynote Speaker: Success in Continuing Education: Some Rules to Live By!
1:45-2:15 p.m.	Refreshment Break
2:15-3:45 p.m.	In-Depth Concurrent Sessions
3:45 p.m.	Adjourn
5 p.m.	River Cruise Departure (Please arrive 20-30 minutes prior to departure at the north end of Riverside Park)

FRIDAY, OCTOBER 30

7:30 a.m.	Breakfast Buffet
8-9 a.m.	Mid-America Executive Board Meeting Great Plains Executive Board Meeting
9:15-10:15 a.m.	UCEA National Address
10:30-11:30 a.m.	Concurrent Sessions
11:30 a.m.	Conference Debriefing & Evaluation
Noon	Adjourn

CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 28

7:30 a.m. Conference Registration

8 a.m. Pre-conference
Continental Breakfast Ballroom B

8:30-11:30 a.m. Pre-conference Workshop
Ballroom B
**The Beat Goes On:
Teams that Thrive in Tough Times**
- *Chris Clarke-Epstein, CSP*

Creating and sustaining a high performance team in the best of times isn't easy. In today's environment, it's a significant challenge. Stress is up, budgets are tight and time is short. Leaders who don't know how to look at and work with their teams creatively are losing ground. Much like directing a choir, leaders who learn how to manage the complex relationships inherent in teams position themselves and their teams for performances that demand an encore. During this highly interactive, engaging and content-packed session led by trainer and speaker, Chris Clarke-Epstein, CSP, you'll learn and practice specific communication, trust-building and creativity skills that will create harmony so the music your team makes sounds sweet. Come prepared to:

- Look at your team in a new way
- Evaluate your team's current reality
- Discover ways to actually do more with less
- Increase team creativity and innovation
- Create a self-motivated environment
- Develop an action plan for team success
- Have fun

10 a.m. Exhibits Open..... Foyer

Noon Conference Lunch &
Keynote Speaker..... Ballroom A
**The Nexus: Knowledge - Economic Well
Being - Quality of Life**
- *Terry Ludeman, Retired Chief of Office of
Economic Advisors State of Wisconsin*

We will discuss the clustering of knowledge workers and the environments that bring them together. We will look deeper at the importance of attracting knowledge workers and how they impact the economic well being of the communities they choose to live in. We will look at the places where those knowledge workers have chosen to migrate to. And we will look at the aspects of quality of life that are the keys.

2-3 p.m. Concurrent Sessions
**A Virtual Commencement for
Graduates of Online
Programs**.....Wisconsin II
- *Linda Butterfield Cupp, Sandy Gummersheimer,
Dolores Shearon, University of Missouri*

While increasing numbers of University of Missouri graduates have studied online, those students and their families and friends often are unable to attend traditional commencement ceremonies because of distance. Last year, the university started bringing graduation to them in the form of a virtual ceremony. Visitors to the mini-site can read graduates' names, geographic locations and degrees earned while listening to "Pomp and Circumstance" and the university's alma mater play in the background. While there, family, friends and faculty have the opportunity to watch short commencement addresses and to post congratulatory notes in a guest book for public viewing. The overwhelmingly positive response from graduates and their families, as well as from the university and local community, has brought considerable attention to MU's distance education programs. This session is designed to help get you off to a solid start if your school is planning to recognize online program graduates with their own Web site.

**From a Six-Foot Sub to a
Hundred Grand: Fund Raising
on a Roll**Wisconsin I
- *Chris Deluliis, University of Wisconsin-Oshkosh*

Prior to managing the fifth National Summit on Smokeless and Spit Tobacco, the most Deluliis had ever raised in support of an outreach program was six-foot submarine sandwich. Yet, to lead a successful national conference in difficult economic times, he realized he would need to raise substantial funds. With essentially no experience in fundraising, he was able to garner approximately \$100,000 in support funds from a variety of non-profit organizations, health entities and states. In this non-PowerPoint presentation, Chris Deluliis will outline his journey, discussing tactical and strategic decisions, sharing what worked and what didn't. This session is intended for those who are new to fundraising and those who have such experience, and will ultimately be an information sharing session.

3 p.m. Refreshment Break Foyer

CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 28 CONTINUED

3:30-4:30 p.m. Concurrent Sessions

Program Planning:

A Model for Success Wisconsin I
 - Dan Gaymer, Eastern Michigan University

Program planning and development is the lifeblood of any continuing education unit. Developing new and relevant programming to meet the changing needs of the marketplace is a critical and complex process. In addition, many of us must partner internally to encourage and motivate academic units to deliver programs off-campus or online, and at other times we need a legitimate reason or process to say no thank you to departments who believe off-campus will save a declining program. Under any of these circumstances, having a formalized planning process can improve the efficiency and effectiveness of this important task.

Maintaining a fiscally sound CE unit during both Good and Bad Economic Times Wisconsin II

- Debbie Robison, University of Missouri-Columbia

Maintaining a fiscally sound CE unit is a difficult challenge in the best of times. Weathering a bad economy and a falling state budget no doubt add to the challenge. This session will provide tricks of the trade to help you survive in any economy.

Three Technologies You Should Know About Wisconsin III

- Clarence Maise, University of Wisconsin-Extension

Find out about three simple Web 2.0 tools that the presenter believes will have a profound impact on the way we work and teach. All the technologies demonstrated at the conference attendees can try for free online.

4:45-5:45 p.m. Mid-America Executive Board Meeting Wisconsin II

Great Plains Executive Board Meeting Wisconsin III

6-7 p.m. Mid-America & Great Plains Joint Executive Board Meeting Wisconsin I

KEYNOTE SPEAKERS



Chris Clarke-Epstein, CSP is a student of words—both spoken and written, a lover of storytelling—both true and slightly stretched, and a master of changes—both big and small. An award-winning speaker, trainer, and author, she has created and presented programs that inspire people to look at their world from a fresh perspective, apply new knowledge and make change.



Terry Ludeman, Retired Chief of Office of Economic Advisors State of Wisconsin

Terry Ludeman began his career as an economist with state of Wisconsin in 1988 as a labor market analyst in Milwaukee. In 1994 he became chief labor economist for Wisconsin, Department of Workforce Development. Ludeman retired in 2006 but continues to speak about future trends in labor markets, demand and supply, demographic changes and the economic implications of those changes.



Marv Van Kekerix, Interim Dean of the Division of Continuing Studies and Vice Provost for Lifelong Learning at the University of Wisconsin-Madison.

As Provost and Vice Chancellor of the University of Wisconsin-Extension, Marv Van Kekerix serves as the institution's chief academic and operating officer. He provides broad leadership for academic and program planning, and administrative support areas including Human Resources and Information Systems.

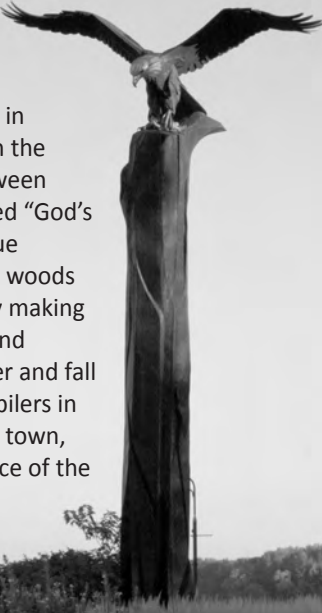
CONFERENCE SCHEDULE

THURSDAY, OCTOBER 29

<p>8 a.m. Registration & Exhibits Open Foyer</p> <p>8:30 a.m. Continental Breakfast Ballroom A</p> <p>9 a.m. Town Hall Meeting..... Ballroom A</p> <p>11 a.m.- 12:15 p.m. Lunch & Awards Presentation Ballroom B</p> <p>12:20- 1:45 p.m. Keynote Speaker..... Ballroom B Success in Continuing Education: Some Rules to Live By! <i>- Marv Van Kekerix, University of Wisconsin- Madison</i></p> <p>Over the years, professionals within the Association have generously shared their insights about how to navigate within the environment of perpetual change that is higher education. This presentation is one person’s attempt to pull together a set of “rules to live by” gleaned from colleagues and leaders in the continuing education profession. These “rules” are the beginnings of a collective learned experience, one that evolved through both individual and collective experience in our field. You are encouraged to reflect on what you have heard, or learned, are the “rules to live by,” and to be prepared to add them to the presenters list.</p>	<p>1:45-2:15 p.m. Refreshment Break Foyer</p> <p>2:15-3:45 p.m. In-Depth Concurrent Sessions.....Wisconsin II What am I Supposed to do with This? Reporting Evaluation Results <i>- Mary Crave, University of Wisconsin-Extension</i></p> <p>Many continuing education programmers have plenty of incentives to evaluate their programs – it may be a requirement of the department or the funder, for example. But after collecting data, many programmers are unsure of what to do with it or how to tell their story. This session will focus on simple ways to use program evaluation to inform programming, as well as to write simple but effective reports for various audiences. Participants will have an opportunity to write brief reports for various audiences.</p> <p>Yours, Mine and Ours – Sharing Courses Cross-State and Cross-Country Wisconsin I <i>- Al Powell, Colorado State University</i></p> <p>For years that students have wanted to take great online courses from a variety of institutions and count them toward earning their degree. Academic impediments exist, but a variety of projects have been designed to work around obstacles and make it possible for students to take courses at multiple universities and use them to graduate. These projects include Great Plains IDEA (Interactive Distance Education Alliance), WICHE-ICE (Internet Course Exchange), and the emerging Ag-IDEA project. Come learn about the plans and logistics behind these projects, the pros and cons, and perhaps you’ll get ideas about how you can add new options for your students.</p> <p>3:45 p.m. Adjourn</p> <p>5 p.m. River Cruise Departure (Please arrive 20-30 minutes prior to departure at the north end of Riverside Park.) Cost included in registration fee and walking distance from hotel. Complimentary pizza and beverage provided.</p>
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About La Crosse

La Crosse is a community of approximately 50,000 located in western Wisconsin and lies on the Mississippi River, nestled between majestic bluffs. It is often called “God’s Country” due to its picturesque beauty. Scenic bluffs, coulees, woods and streams surround the city making it a favorite stop for boaters and campers in the spring, summer and fall as well as skiers and snowmobilers in the winter. La Crosse is a river town, with all the charm and romance of the steamboat era.



CONFERENCE SCHEDULE

FRIDAY, OCTOBER 30

7:30 a.m. Breakfast Buffet Foyer
 8-9 a.m. Mid-America Executive Board Meeting Wisconsin I
 Great Plains Executive Board Meeting Wisconsin II

9:15-10:15 a.m. UCEA National Address
 Ballroom A
Just Over the Horizon – The Professional and Continuing Education Landscape
 - Kay Kohl, UCEA Chief Executive Officer

This session will look beyond the current economic recession and discuss developments and trends of relevance to professional and continuing education. What are the implications for our field of the government’s focus on boosting educational attainment? How might stimulus program funding help create new jobs? In what ways is expanding use of the web providing new opportunities for inter-institutional and international collaborations? How are faculty enhancing learning with new curricula and innovative technologies in an era of budget cuts?

10:30-11:30 a.m. Concurrent Sessions
Marketing in a Green Economy Wisconsin I
 - Marla Norton, University of Wisconsin-Extension

Remember when it wasn’t easy being green? Well, today it is easier than ever. In today’s green economy, it has become necessary to market the products and services of our organizations with sustainable methods. Online alternatives to mass printings and the use of sustainable resources for marketing materials becoming the standard for today’s marketing communication’s strategies.

What are the Needs of Learners in the Information Age? ... Wisconsin II
 - Jim Onderdonk, University of Illinois Urbana-Champaign
 - Patrick O’Shea, Harvard University

How student written Wiki Books for a required undergraduate education course at Old Dominion University may herald one alternative for learning for the future, a future defined by new roles for professors, students, writers, and publishers in traditional and continuing education. The presentation will also describe how such an approach exemplifies the principles of continuing education and may serve as a vehicle for the concept of heutagogy (self determined learning).

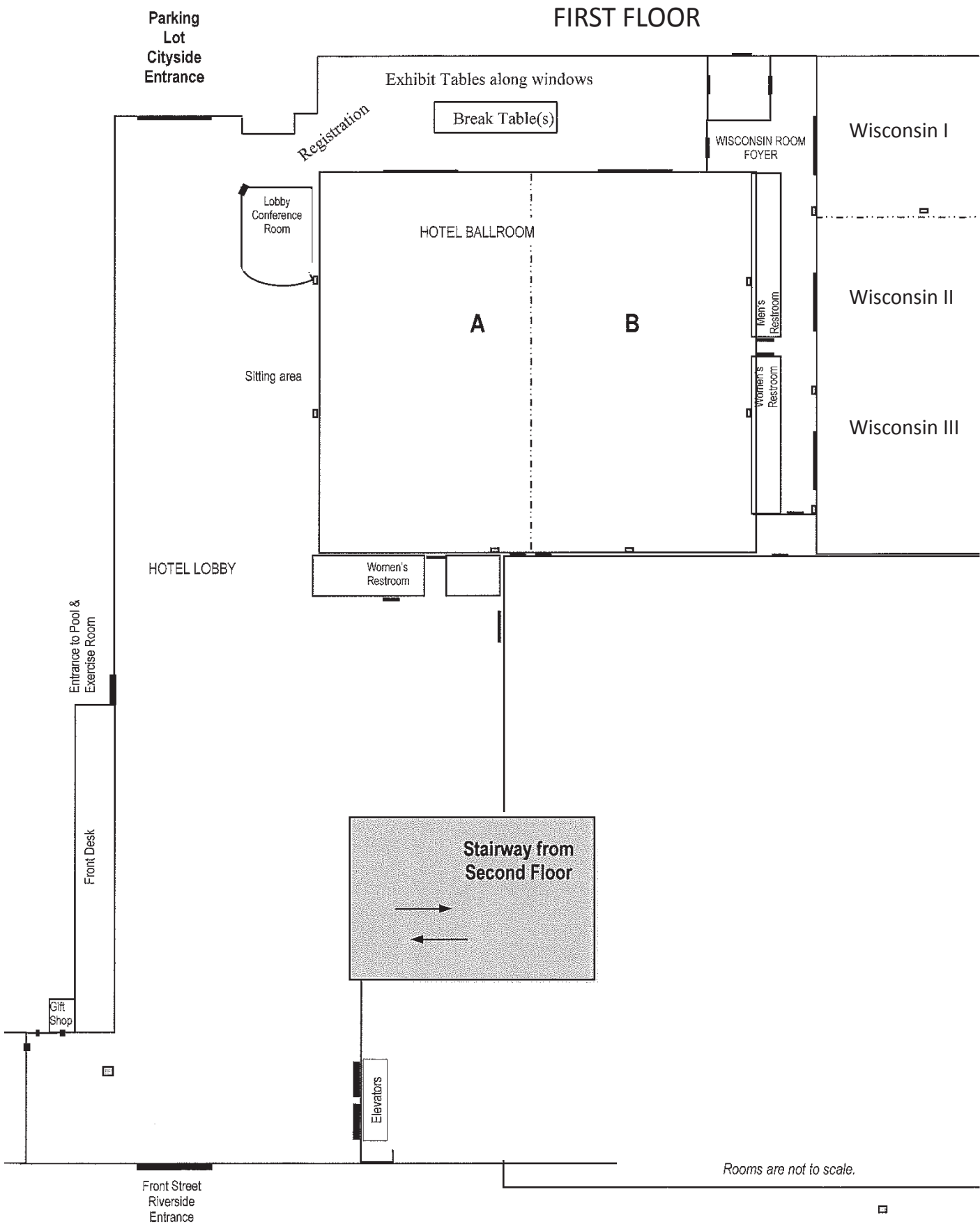
On the Road Again: Developing Faculty Awareness of the Public’s Needs Wisconsin III
 - Miriam Simmons, University of Wisconsin-Madison

The global economic, social and cultural environment over the past decade is reshaping the teaching, research and public service missions of public universities and colleges. How are we connecting faculty to the public’s needs? A study of the influence of a recurring UW-Madison faculty development program (the Wisconsin Idea Seminar) on faculty scholarship using Boyer’s (1996) domains of integration and engagement will be presented. Using qualitative research approaches, a sample of 29 faculty members were interviewed from a pool of nearly 250 on campus former faculty participants. The study found that approximately nine out of ten faculty members held elaborated, multi-dimensional commitments to the Wisconsin Idea and, by extension, to the University and to the state. Additionally, more than 80% found ways to integrate their research, teaching and public service endeavors to address societal issues.

11:30 a.m. Conference Debriefing & Evaluation Ballroom A

Noon Adjourn

RADISSON HOTEL LA CROSSE MAP



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