

Continuing Education and Extension



Garden of the Gods

2010 UPCEA Central Region Conference University Professional & Continuing Education Association

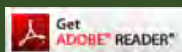
September 22-24, 2010

Crowne Plaza Hotel
Colorado Springs, Colo.

Collaborating for the Future

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2010 Conference Presentations:

Wednesday

[David Longanecker \(ppt\)](#)

[Keven Poole \(ppt\)](#)

[Leslie Townsend \(ppt\)](#)

[Michele Long \(ppt\)](#)

[Onderdonk, et al \(ppt\)](#)

[Todd Gibby \(pdf\)](#)

Thursday

[Al Powell-Revenue Models \(ppt\)](#)

[Jim Shaeffer \(ppt\)](#)

[Long & McGuire \(ppt\)](#)

[Mary Grant \(ppt\)](#)

Friday

[Al Powell \(ppt\)](#)

[Lisa Nelsen Agnew-HootSuite Tutorial \(pdf\)](#)

[Lisa Nelsen Agnew-Social Media \(pdf\)](#)

[Lisa Nelsen Agnew \(ppt\)](#)

[Osterthun & Bell-Dancy \(ppt\)](#)

[Lisa Nelsen Agnew - Social Media \(doc\)](#)

Conference topic areas include:

- Emerging Technologies
- Developing, Maintaining and Nurturing Partnerships — Inside and Outside the University
- Cost Effective Marketing — Creative Collaboration
- Getting Your Campus to Know you — Internal Marketing
- Finding a New Niche — New Emerging Markets

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Destiny Solutions



Eduventures Continuing and
Professional Education Learning
Collaborative



Intelliworks



Jaxxon Promotions, Inc.

- Evaluations, Follow-Up and Retention of Partnerships



Jenzabar, Inc.



Keynote Presenters



David A. Longanecker, President www.wiche.edu/about/president
Western Interstate Commission of Higher Education in Boulder, Colorado

David's primary interests in higher education are: access and equity; promoting student and institutional performance; finance; the efficient use of educational technologies; and internationalizing American higher education. He holds an Ed.D. from Stanford University, an M.A. in student personnel work from the George Washington University, and a B.A. in sociology from Washington State University.



Mike Palmquist, Associate Vice Provost for Learning and Teaching, Professor of English, and University Distinguished Teaching Scholar at Colorado State University.

Mike's scholarly interests include writing across the curriculum, the effects of computer and network technologies on writing instruction, and new approaches to scholarly publishing. His work has appeared in journals including Computers and Composition, Written Communication, IEEE Transactions on Professional Communication, Journal of Engineering Education, Kairos, Council of College Teachers of English Studies, and Social Forces, as well as in edited collections. He has published five books, including Transitions: Teaching Writing in Computer-Supported and Traditional (1998, with Kate Kiefer, Jake Hartvigsen, and Barbara Godlew). Since 1992, he has coordinated the development of Writing@CSU (<http://writing.colostate.edu>) and its Web-based learning environment, the Writing Studio. He is also founding editor of the WAC Clearinghouse <http://wac.colostate.edu>.



James M. Shaeffer Sr., President-Elect, UPCEA www.jmu.edu/outreach/staff.shtml
James Madison University, Harrisonburg, Virginia

James M Shaeffer is the Associate Vice Provost for Outreach & Engagement at James Madison University. He became UCEA's President-Elect in April. Shaeffer has served on the Association's Board of Directors for more than 10 years. He had been UCEA's Treasurer since 2006 and previously served as Chair of the Division of Special Session, Certificate and Off-Campus Programs and Chair of the National Awards Committee.



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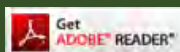
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Agenda

Wednesday, September 22, 2010	
7:30 a.m.	Conference Registration
8 a.m.	Continental Breakfast
8:30-11:30 a.m.	<p>Pre-conference Workshop</p> <p><i>Building for Success: Your Team and Yourself</i></p> <p>Goals and Accountability</p> <ul style="list-style-type: none"> - How athletes set goals - How is accountability tied to goals? - What are different ways athletes hold themselves accountable? <p>Feedback Mechanisms</p> <ul style="list-style-type: none"> - Who gives you feedback - Different types of feedback <p>Understanding the Holistic Nature of Performance</p> <ul style="list-style-type: none"> - Every action impacts every other action you do - You can not separate one part of your life from another - Your beliefs, dreams, ambitions, and desires in one area impact all areas - Balancing your activities bring you to a much higher performance level
10 a.m.	Exhibits Open
12-1:45 p.m.	<p>Conference Begins: Luncheon & Keynote Speaker</p> <p><i>Obama's Goal: US Regains Lead in Education Attainment by 2020 - Can We Get There From Here?</i></p> <p>President Obama has set the goal of having America regain global leadership in the education level of its adult population by 2020. Currently the U.S. ranks 12th in the share of young adults with a college degree, and he seeks to have us regain the highest levels of education that we held in the past. The issue for the U.S., however, is how we get to such an ambitious goals with the demographics that face our country – specifically that we will have fewer prospective students from the population that have traditionally been served well by American higher education and more students from the population that have traditionally been less well served. One of the punch lines, if you will, is that we can't get there unless we find more successful venues for adult students, particularly the 40 million Americans who have some college education but not a degree. Data for the context will be presented and some strategies that can get us to the desired end point will be discussed.</p> <p>David A. Longanecker, President, <i>Western Interstate Commission of Higher Education in Boulder, Colorado</i></p>
2-3 p.m.	Concurrent Sessions

	<p>What are Communities of Practice and How Can They Help Me? - Michele Long, Director of Student Services, University of Denver</p> <p>Connecting Regional Partners with University Resources - Leslie Townsend, Director Historic Southern Indiana, University of Southern Indiana</p> <p>New Avenues for Educators: Innovative Certificates Serving 21st Century Teachers and Students - Kevin Poole, Coordinator, Center for Continuing and Professional Education, University of Colorado – Denver, School of Education and Human Development - Sara Hiris, Continuing and Professional Education Coordinator, UC Denver School of Education and Human Development</p>
3-3: 30 p.m.	Refreshment Break
3:30-5 p.m.	<p>Concurrent Sessions</p> <p>Putting a Face to Cyberface: Innovative Marketing and Recruitment Tactics That Work - Todd Gibby, CEO, Intelliworks, Inc.</p> <p>Critical Thinking and Triangulation: Emerging Pedagogy for Emerging Technology - James Onderdonk, Associate Director for Education and Outreach, Institute for Computing in the Humanities, Arts and Social Sciences, University of Illinois - Patrick O'Shea, Appalachian State University - Douglas Allen, University of Denver - Dwight Allen, Old Dominion University - Jennifer Kidd, Old Dominion University</p> <p>Sustainability and Innovation: Key Ingredients to Successful District Partnerships - Sara Hiris, Continuing and Professional Education Coordinator, UC Denver School of Education and Human Development - Kevin Poole, Coordinator, Center for Continuing and Professional Education, University of Colorado – Denver, School of Education and Human Development</p>
5:15-6 p.m.	Executive Board Meeting
Thursday, September 23, 2010	
8 a.m.	Registration & Exhibits Open
8:30 a.m.	Continental Breakfast
9-10:30 a.m.	<p>Town Hall Meeting Facilitator: Mary Grant, Associate Dean, University of Wisconsin-Extension, Madison, WI</p>
10:30 a.m.	Exhibits
11 a.m.-12:30 p.m.	Luncheon & Awards Presentation
12:45-2 p.m.	<p>Keynote Presentation</p> <p>Shifting Contexts in Continuing and Professional Education</p> <p>Continuing and professional education has always had the ability to react and respond very quickly to changing needs, audiences, and contexts, and that ability is even more necessary now. UPCEA has changed its name, and we hope to have a new executive director in place. How do we respond as an organization and as a field of professionals to new legislation, a new economy, and our own new context?</p> <p>James M. Shaeffer Sr., President-Elect, UPCEA, James Madison University, Harisonburg, Virginia</p>
2-2: 30 p.m.	Break

2:30-4 p.m.	<p>Concurrent Sessions</p> <p><i>Building Bridges: Providing Adult-Friendly Student Services</i> - Mary Grant, Associate Dean, University of Wisconsin - Extension, Madison, WI</p> <p><i>Creating and Living Your Brand</i> - Michele Long, Director of Student Services, University of Denver - Michael McGuire, University of Denver</p> <p><i>Dollars and Sense: Revenue Share Models for Continuing and Distance Education</i> - Linda Butterfield Cupp, Director, Mu Direct: Continuing and Distance Education, University of Missouri - Gina Cregg, Associate Director, KU Continuing Education, University of Kansas - Albert Powell, Director of Learning Technologies for Continuing Education, Colorado State University</p>
4 p.m.	Adjourn for the day
4:30-7 p.m.	<p>Evening Activity (included in registration fee)</p> <ul style="list-style-type: none"> - Tour of Olympic Training Center - Networking Reception, Visitor's Center of Olympic Training Center
Friday, September 24, 2010	
7:30 a.m.	Continental Breakfast
8-9 a.m.	Central Region Business Meeting
9:15-10:15 a.m.	<p>Concurrent Sessions</p> <p><i>National Distance Learning Week at the University of Nebraska: Celebrating History to Create Awareness, Build Faculty Collaborations and Identify Opportunities for the Future</i> - Stephanie Osterthun, Assistant Director, Graduate Distance Education Programs, University of Nebraska – Lincoln Karen Bell-Dancy, University of Nebraska – Lincoln</p> <p><i>Optimizing Social Media: University of Wisconsin Extension</i> - Lisa Nielsen Agnew, Senior Marketing Specialist, UW-Extension, Continuing Educaiton & E-Learning</p> <p><i>Lecture Capture: How to be Cheap and Good!</i> - Albert Powell, Director of Learning Technologies for Continuing Education, Colorado State University</p>
10:30-11:30 a.m.	<p>Closing Keynote</p> <p>Dr. Mike Palmquist, Associate Provost and Director of The Institute for Learning and Teaching (TILT), Colorado State University</p>
11:30 a.m. - noon	Conference Debriefing/Evaluation
noon	Conference Adjourns

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All first time attendees who register for the conference on or before August 2 will be put in a drawing for a complimentary conference registration. [More...](#)

Registration

[Register Online NOW!](#)

[Printable Registration Form](#) (1 page PDF)

[Printable Exhibitor Registration Form](#) (3 page PDF)

COSTS:

- **\$75** Pre-conference (*First time attendees receive a complimentary pre-conference registration with conference registration*)
 - includes: continental breakfast and refreshments
- **\$295** Conference (on or before Sept. 2); **\$325** (after Sept. 2)
 - includes: full conference, refreshments, continental breakfasts, lunch on Wednesday and Thursday, Thursday evening activities

Cancellation Policy:

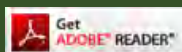
Full refund less \$30 processing fee before Sept. 8, 2010. No refunds on or after Sept. 8, 2010.

Refund requests must be submitted in writing to:

UW-La Crosse Continuing Education and Extension
1725 State Street, 205 Morris Hall
La Crosse, WI 54601

No refunds will be made in the case of non-attendance. Substitutions will be accepted.

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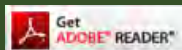
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Pre-Conference Details

Goals and Accountability

- *How athletes set goals*
- *How is accountability tied to goals?*
- *What are different ways athletes hold themselves accountable?*

Feedback Mechanisms

- *Who gives you feedback*
- *Different types of feedback*

Understanding the Holistic Nature of Performance

- *Every action impacts every other action you do*
- *You can not separate one part of your life from another*
- *Your beliefs, dreams, ambitions, and desires in one area impact all areas*
- *Balancing your activities bring you to a much higher performance level*

Training will be a combination of presentations with theory and actual stories from the Olympians followed by table discussions of how those tenets apply outside of sports. For instance, after the section on accountability as it relates to goals is presented, a series of questions will be distributed for "table topics" to be discussed within a small group setting. Additionally, there will be time for Q&A or group discussion.

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All first time attendees who register for the conference on or before **August 2nd** will be put in a drawing for a complimentary conference registration.

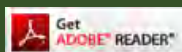
Four complimentary registrations will be drawn and the winners will be notified by **Friday, August 9th**.

Any registration monies that have been paid will be refunded if you are chosen to receive the complimentary registration.

A first time attendee is someone who is attending the Central Regional Conference for the first time and has not attended a Great Plains or Mid-America conference in the past.

The Winners are....

Toyce Hague-Palmer
Corinna Owens
Kim Siegenthaler
Jinnings Burruss



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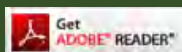
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2010 Call for Papers and Additional Information:

[Printable Flyer](#) (1 page PDF)

**Proposals should focus on innovative solutions in the following areas
(Related topics will also be considered):**

- Emerging Technologies
- Developing, Maintaining and Nurturing Partnerships — Inside and Outside the University
- Cost Effective Marketing — Creative Collaboration
- Getting Your Campus to Know you — Internal Marketing
- Finding a New Niche — New Emerging Markets
- Evaluations, Follow-Up and Retention of Partnerships

Please [submit proposal](#) (175-word maximum) no later than **July 6, 2010 *new deadline**. Priority will be given to proposals based on successful and practical solutions that can be replicated. Be sure to include session title, presenter(s), brief session description, contact information, institutional affiliation and a 2-3 sentence biography of each presenter.

Presenters will be notified no later than **July 12, 2010**.

Questions regarding presentations and proposals may be directed to:

Bettie Minshall • minshal@k-state.edu

785.532.2567

Penny Tiedt • tiedt.penn@uwlax.edu

608.785.6503

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Accommodations:

Conference location is the [Crowne Plaza Hotel](#), Colorado Springs 2886 South Circle Drive Colorado Springs, Colo.

[Printable Crowne Plaza Hotel Flyer](#) (2 page PDF)

Crowne Plaza Hotel - Colorado Springs offers scenic location and quality services!

Colorado Springs is surrounded by the beautiful Rocky Mountains, making it an ideal setting for travelers lodging at the **Crowne Plaza of Colorado Springs**. Our hotel is conveniently located near the Colorado Springs Municipal Airport (COS) and provides a complimentary airport shuttle to help your trip run smoothly. There are a variety of exciting attractions close to our hotel in Colorado Springs. For a taste of history, you can tour the shops and restaurants in historic old Colorado City and Manitou Springs, both approximately five miles from our hotel. Nearby Pike's Peak, the Garden of the Gods and other Colorado parks provide the perfect setting for an outdoor adventure.

Crowne Plaza Hotel Room rates:

- **\$98 per night** for any occupancy. Rates do not include the 9.4% occupancy tax.
- [Online hotel reservations](#)
- Please call **toll-free 843.760.5839** for reservations; reference UPCEA Conference when making reservations to receive the reduced group rate.

Reservation cut-off date: August 24, 2010

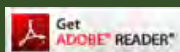
Amenities:

- Complimentary high speed in-room internet access with 24 hour tech support
- Complimentary airport shuttle
- Complimentary pool and fitness center

Travel:

Colorado Springs Municipal Airport (COS)

- Distance: 8 MI / 12.87 KM West to Hotel
- Complimentary Airport Shuttle
- Taxi Charge (one way): \$25.00 ([USD](#))
- Time by taxi: 15



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David A. Longanecker, President www.wiche.edu/about/president
Western Interstate Commission of Higher Education in Boulder, Colorado

David served for six years as the assistant secretary for postsecondary education at the U.S. Department of Education, developing and implementing national policy and programs that provided more than \$40 billion annually in student aid and \$1 billion to institutions. Prior to that he was the state higher education executive officer (SHEEO) in Colorado and Minnesota.

He was also the principal analyst for higher education for the Congressional Budget Office. Dr. Longanecker has served on numerous boards and commissions and has written extensively on a range of higher education issues.

His primary interests in higher education are: access and equity; promoting student and institutional performance; finance; the efficient use of educational technologies; and internationalizing American higher education. He holds an Ed.D. from Stanford University, an M.A. in student personnel work from the George Washington University, and a B.A. in sociology from Washington State University.



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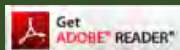
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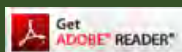
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About Colorado Springs

Colorado Springs, Colorado, is home to more than 50 exciting and unique attractions such as Pikes Peak, U.S. Olympic Training Center, Garden of the Gods Park, The Cog Railway, Royal Gorge Bridge, Cave of the Winds, Manitou Cliff Dwellings, Seven Falls, Flying W Ranch and the U.S. Air Force Academy.

With over 300 days of sunshine each year, outdoor recreation opportunities are everywhere you look. We have extensive parks and open spaces with trails that wind through magnificent rock formations and shady mountain forests – perfect for hiking, biking and horseback riding. Or tackle the rapids of the Arkansas on a river rafting tour that winds through the Royal Gorge. Try something different such as a guided bike ride down Pikes Peak or a hot air balloon ride up into the Colorado sky. Fishing, camping, golfing and rock climbing are also favorites in Colorado Springs and the Pikes Peak region for family vacations.

Colorado Springs is also known for its rich and diverse cultural activities. Learn about how the city was founded and how the Pikes Peak or Bust gold rush shaped our region at the Colorado Springs Pioneers Museum and Pikes Peak Heritage Center. Descend 1,000 feet into a gold mine or take an historic train ride in Cripple Creek or the Royal Gorge. Visit historic homes such as Glen Eyrie Castle, Miramont Castle and Briarhurst Manor. View classic and modern art at the Colorado Springs Fine Arts Center and Smokebrush Gallery or explore your passion and interests at the Money Museum, Outlaws & Lawmen Museum, Western Museum of Mining & Industry, Rock Ledge Historic Ranch, Rocky Mountain Motorcycle Museum or the Rocky Mountain Dinosaur Resource Center.

For additional information on the Colorado Springs area, go to www.visitcos.com.



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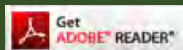
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Contact Us:

Registration and Program Information:

Jan Olson
608.785.6506 or toll-free 1.866.895.9233
olson.jani@uwlax.edu

General Information:

Continuing Education and Extension
University of Wisconsin-La Crosse
1725 State Street
205 Morris Hall
La Crosse, Wis. 54601
608.785.6500 or toll-free 1.866.895.9233
fax: 608.785.6547
continuinged@uwlax.edu