

UCEA WEST REGIONAL CONFERENCE 2008

HOLIDAY INN MISSOULA DOWNTOWN AT THE PARK
Missoula, Montana

Wednesday October 15, 2008

Registration/Check In (Holiday Inn West Foyer)

8:00 a.m. – 5:00 p.m.

Pre-conference Event

9:00 a.m. Welcome and Introduction

Laird Hartman, Sharon Alexander

Pre-conference Workshop 9:15 a.m. – 11:15 a.m.

Title: *Online Learning Technologies*

Presenter: Dave Cillay, Ph.D. Assistant Dean and Director of Instructional Development and Technology, Washington State University

Participants explore the latest in technology, including creating a second life, blogs, wikis and more. Please bring your own laptop to this workshop.

Lunch – on your own

Conference Opening and Welcome 1:30 p.m. – 2:00 p.m.

Laird Hartman, Sharon Alexander, Janie Spencer

Introduction of Program Committee ... Laird

General Session 2:00 p.m. to 3:00 p.m.

Introduction of Keynote Speaker ... Janet Kendall

Keynote Address UCEA West Conference 2008

Dr. Cathy Sandeen, Dean UCLA

Title: Boomers, Xers, and Millennials: Real-World Market Segmentation by Generation

We are blessed in the U.S. with longer life spans and more engaged and active citizens yet continuing higher education organizations face tremendous challenges in serving a spectrum of nontraditional students from the age of 19 to 90. How do we ensure our programs are relevant to the various groups we serve? How do we best communicate what we have to offer?

Recent writing and analysis on generational differences may provide some answers to these questions. Generational groups exhibit what Howe and Strauss call a “peer personality” reflecting distinct sets of beliefs, values, and desires.

This presentation will provide an update of generational research conducted by Cathy Sandeen over the past year, versions of which were presented at UCEA West in 2007 and at the UCEA National Annual Conference in 2008.

This update will explore the key generational groups that comprise nontraditional students in the U.S. today and how understanding these groups can assist continuing educators in better serving student needs. The main focus will be on the practical applications of generational segmentation, particularly the use of conjoint analysis in validating differences in needs, preferences, and marketing approaches among different generational groups and how continuing higher educators might apply this information to their own program design and marketing approaches.

Dr. Cathy Sandeen is currently Dean of Continuing Education and Extension at the University of California Los Angeles. Serving over 55,000 students annually, UCLA Extension offers 4,500 classes and programs that address the professional development, continuing education, and personal enrichment needs of working professionals, companies, and organizations throughout the Los Angeles region and beyond.

Break 3:00 p.m. – 3:15 p.m.

Concurrent Session 3:15 – 4:15 p.m.

Title: **Unexpected Allies: How Your Library Can Help Take CE Above and Beyond**

Facilitator:

Presenter: **Samantha Schmehl Hines**, Distance Education Coordinator
Mansfield Library, University of Montana-Missoula

Description: Don’t forget your campus library when designing and delivering courses! Your library is a key partner in many areas: delivering to you the latest research in online pedagogy; assisting with identifying, acquiring, and providing access to appropriate and legal course materials; and guiding students and faculty in creating and performing well on research assignments. This session will discuss what campus libraries generally offer to those at a distance, show how to forge great relationships with your library, and invite you to take advantage of the excellent but underused resources your library can provide.

Title: **Culture Clash: the Alignment of Credit and Non-Credit Online Learning**

Facilitator:

Presenter: **Dave King**, Interim Associate Provost
University Outreach and Engagement, Oregon State University

Lisa Templeton, Interim Executive Director of Extended Campus,
Oregon State University

Description: Our universities and colleges are vast resources of knowledge and information. As such, we should be able to create seamless access to a full spectrum of online learning opportunities from information and non-credit courses to full degree programs. Doing so, however, can create a clash of cultures. The drive and motivations behind credit and non-credit programming can be dramatically different, yet our learners expect to get what they want when they want it. This case study of aligning credit and non-credit programs will discuss pitfalls and successes that can be applied to improve your ability to satisfy learner needs.

Title: **Coffee, Tea or CE? A Degree Completion Program for Vietnam Airline Employees**

Facilitator:

Presenter: **Kevin Nemeth**, Director
Office of Continuing Education, Central Washington University

Description: After the purchase of Boeing planes, Vietnam Airlines needed trained employees to service and operate them. This presentation will describe a multi-institution model agreement between American Pacific University in Vietnam, South Seattle Community College and Central Washington University to train Vietnam Airline employees for FAA aviation maintenance certificates and a B.S. degree in Aviation Maintenance Management.

Title: **Accessibility 101: Tips and Tricks for Creating Accessible E-Media**

Facilitator:

Presenter: **Debbie Hildreth Pisarcik**, Mediated Learning Center Supervisor,
California State University Long Beach,
University College and Extension Services

Description: The California State University system is mandated by an executive order from the Office of the Chancellor to comply with state and federal guidelines for accessibility (ADA 508/504 and California Government Code 11135). As a part of the roll out of the executive order, campuses were assigned teams and tasked with coming up with their own plans on how to execute the order. University College and Extension Services (UCES) used the campus plans and extended them by providing training for all staff.

This session will focus on evaluating web sites for accessibility and the tools used in the process of checking for accessibility for web sites and electronic media. The session will also provide resources for further exploration on creating accessible documents and will provide participants with a look at who the users of accessible media are and how they access information.

Break 4:15 p.m. – 4:30 p.m.

Concurrent Session 4:30 p.m. – 5:30 p.m.

Title: **Visual Error Feedback Online Boosts Math Performance of Pre-College and Adult E-Learners**

Facilitator:

Presenters: **Nava Livne**, Continuing Education, University of Utah
Oren Livne, Continuing Education, University of Utah

Description: Deficient college readiness in math is a nationwide problem. The RUPReady website helps pre-college and adult learners boost their math skills and *creative thinking* through visual error feedback in individualized learning and assessment. Using a math analyzer, RUPReady highlights correct vs. erroneous elements in students' constructed responses. Questions are aligned and cover K-12 through University curricula. Each response is awarded partial-credit scoring. To speed up learning, practice sessions are adapted to weak topics and strong personal interests. Error feedback raised students' performance and engagement, regardless of their age group. RUPReady is positioned to help e-learners boost their math learning and performance.

Title: **Using Social Networking Tools to Enhance Student Services**

Facilitator:

Presenter: **J. Ritchie Boyd**, Assistant Director
Burns Technology Center, Montana State University

Description: The Read/Write Web (Web2.0) promises to fundamentally change the way students socialize, interact, and collaborate by making powerful software tools available to them on a network that grows increasingly broad and ubiquitous. Greater numbers of college campuses are utilizing these social networking tools as an innovative way to deliver student services both on and off-campus. This presentation will look at the tools that are available, the profile of today's student, and how colleges and universities are linking the two to provide services and build communities of both current and prospective students.

Title: **Leave No Stone Unturned! 27 Ways to Get Free (or Nearly Free) Publicity for Your Programs**

Facilitator:

Presenter: **Suzi Taylor**, Outreach and Communications Manager
Montana State University - Extended University

Description: Whether you work IN or WITH the CE marketing department, it's easy to overlook some of the multiple ways to score free publicity for your programs. This checklist approach will guide marketers and program managers through all the available options and ensure you leave no stone unturned in your publicity efforts.

Title: **A University-Based Innovation System for a Changing Economy**

Facilitator:

Presenters: **Carolyn Stark**, Assistant Executive Vice Chancellor and Executive Director, UCR Palm Desert Graduate Center

Toni Lawrence, Director, Programs, Outreach and Marketing,
UCR Palm Desert Graduate Center

Description: The Palm Springs region, known as the Coachella Valley, is the fastest growing part of California with 30% growth in full-time residents over the past five years, compared to 11% for the state overall. When the University of California, Riverside opened a satellite campus in the Coachella Valley in 2005, the local region expected only to have a place for residents to pursue advanced education. What they got instead was a partner in economic development, as the region struggles to identify a suite of business clusters that will help diversify its economy away from hospitality and recreation and thrive in the next economy.

Opening Reception 6:00 p.m. – 7:00 p.m.

Dinner/Missoula/on your own

THURSDAY – October 16, 2008

Registration/Check In (Holiday Inn West Foyer) 7:00 a.m. – 4:00 p.m.

Newcomers Breakfast hosted by Weber State University
8:00 a.m. – 9:00 a.m.

Seasoned CE Conference Attendees Breakfast hosted by the University of Utah
8:00 a.m. – 9:00 a.m.

Break 9:00 a.m. – 9:15 a.m. (Visit Vendor Booths)

Concurrent Sessions 9:15 a.m. – 10:15 a.m.

**Title: Studio 1080—Outreach and Engagement in High-Definition
Multimedia**

Facilitator:

Presenters: Suzi Taylor, Outreach and Communication Director
Montana State University Extended University

Susan Byorth, Studio 1080 Project Manager,
Montana State University Extended University

Description: Montana State University's Extended University has created a technology outreach project unlike any other in the world. Modeled on the "YouTube" concept of user-generated content, Studio 1080 allows MSU students, staff, and alumni to submit multimedia files about their research and creative work at the university, which is then displayed on giant 65-inch plasma touch-screens. Using software that was developed for museums and science centers, contributors upload their videos, images, music, animations and text via the Web. Anyone can visit Studio 1080 and pull up a touchscreen menu of multimedia content to learn more about what's happening at MSU.

**Title: Value Added of Early College for Prepared and Capable High
School Students – A Practical Approach**

Facilitator:

Presenters: Karen Thomas, Continuing Education Early College Advisor,
Weber State University

Description: The Early College Program at Weber State University, through the Continuing Education Department, is designed to assist prepared and capable high school juniors and seniors in acquiring university credit while in high school. Early College students are formally admitted as freshman, non-degree seeking, who can earn up to two years of university credit and an associate degree. As a university student, they can enroll in university classes taught by qualified professors and receive university student support services. In contrast, in Concurrent Enrollment the student remains a high school student earning university credit through approved courses taught at the local high school. Not all early college programs are successful in meeting the academic needs of high school students; therefore the purpose of this presentation is to share some critical and practical factors that increase the probability of success. Such key factors are, state support, university commitment, quality programming, effective advising, financial resources, and a willingness to respond to individual needs.

Title: **Designing a Faculty Support Program from a Learning Organization Perspective**

Facilitator:

Presenters: **Mary Engstrom**, UM Online Instructional Designer,
The University of Montana

Description: An innovative program that supports faculty in their efforts to design and deliver online courses and programs will be presented. The UMOline Faculty Development program represents a systematic approach to capacity building relative to online teaching and learning. Based on a community of practice (CoP) model, the program incorporates professional development opportunities, support structures and mechanisms, as well as a quality assurance process.

Title: **10 Questions to Ask About Diversity: Broadening the Horizon**

Facilitator:

Presenters: **Rita Martinez-Purson**, Dean of Continuing Education
The University of New Mexico

Description: Are we strategically positioned to serve diverse populations? The ability to effectively manage diversity and create more inclusive learning and work environments will be an important competitive advantage in a rapidly changing world. This presentation will challenge us to ask ten important questions about diversity, and then go beyond these with some crucial strategies to address these. Starting with a working definition of diversity,

we'll reflect on topics that include data collection, program development, marketing, communications and other crucial areas. Included will be dialogue on a path forward to take us to the next level of development in best practices.

Break 10:15 a.m. – 10:30 a.m.

General Session 10:30 a.m. – 11:30 a.m.

UCEA Executive Director's Address

Dr. Kay Kohl

Break 11:30 a.m. – 11:45 a.m. (Visit vendor booths)

UCEA Region West Awards Luncheon 11:45 a.m. – 1:30 p.m.

Lisa Templeton, Committee Chair

Break 1:30 p.m. – 2:00 p.m. (Visit Vendor Booths and Poster Sessions)

Poster Sessions

Title: **Accessibility 101: Tips and Tricks for Creating Accessible E-Media**

Presenter: **Debbie Hildreth Pisarcik**, Mediated Learning Center
Supervisor, California State University Long Beach,
University College and Extension Services

Description: The California State University system is mandated by an Executive Order from the Office of the Chancellor to comply with state and federal guidelines for accessibility (ADA 508/504 and California Government Code 11135). As a part of the roll out of the executive order campuses were assigned teams and tasked with coming up with their own plans on how to execute the order. University College and Extension Services (UCES) used the campus plans and extended them by providing training for all staff.

This poster session will focus on the training plan and tools used to teach the UCES in house course on accessibility for web sites and electronic media. The session will also provide resources for further exploration on creating accessible documents and will provide participants with a look at who users of accessible media are and how they access information.

Title: **From the Beach to the High Seas**

Presenter: **Debbie Hildreth Pisarcik**, Mediated Learning Center
Supervisor, California State University Long Beach,
University College and Extension Services

Description: This poster showcases the partnership between University College & Extension Services, California State University, Long Beach, and *Princess Cruises*. In an effort to improve the English language training of its crewmembers, in the summer of 2007, *Princess Cruises* contracted various teams of consultants to conduct research on board a cruise. After submitting a report and making a presentation at the corporate headquarters, the team representing UCES-CSULB was then awarded the contract to develop the entire English as a Second Language (ESL) program for the cruise line. The program includes all of the lessons for three skill levels, all of the accompanying tests, including the placement test, a series of DVD lessons, a curriculum guide, and extensive teacher-training materials. The curriculum developers followed a timeline from September 2007 to May 2008.

The poster includes photos of the crewmembers and ESL teachers on board the vessels, sample materials from the curriculum, sample forms developed to track student attendance and progress, and general feedback on the success of the program.

Concurrent Sessions 2:00 p.m. – 3:00 p.m.

Title: **A Distance Doctorate Degree Program (from a student's perspective)**

Facilitator:

Presenter: **Karl B. Stevens**, Director of Distance Education
Southern Utah University

Description: Karl Stevens began his doctoral studies with a statewide cohort of 40 in 2004. This session is a reflection of his experience as he nears completion of the program. What factors contribute to student success and satisfaction? What should potential doctoral students know before engaging in such a program? What can distance education administrators do to provide a valued learning experience to under-served regions? Join this session for an informal discussion and views from a student's perspective on a distance-delivered doctoral program.

Title: Adapting NSSE's Wisdom Without Enough Time To Play

Facilitator:

Presenter: Ce Ce Iandoli, Research Manager, Center for Public Policy
Research/University of California, Davis

Description: Historically, a university's quality was determined largely by the quality and number of a faculty's publications, the proportion of students accepted into freshman year, alumni's salaries upon graduation, and a university's overall cachet. Ten years ago, that paradigm shifted. George Kuh asked, "What would a quality education *really* look like if it were student-centered"? Which educational factors inspire students to pursue ideas, change their points-of-view about the world, remain committed to life-long learning and feel deeply satisfied with their college experience? This talk identifies the crucial answers Dr. Kuh and his researchers discovered key factors that comprise the results of the National Survey of Student Engagement (NSSE). The talk offers specific adaptations of Kuh's research for students enrolled in CE programs.

**Title: Technology Instructional Enhancements: A Program of
Technological Experimentation and Faculty Development**

Facilitator:

Presenters: Christi Boggs, Instructional Designer at the UW Outreach School
Larry Jansen, Instructional Designer and Coordinator of UW Online,
UW Outreach School
Jeff Miller, Instructional Designer and Coordinator of Mediated
Instruction, UW Outreach School
Reed Scull, Director of the Division of Outreach Credit Programs and
Associate Dean at the UW Outreach School

Description: This presentation outlines a small project of experimentation, called TIE (the Technology Instructional Enhancements program) recently initiated through the University of Wyoming Outreach School (OS). The project involves collaboration and consultation between UW faculty and UW Outreach School instructional designers on the topic of supporting faculty interested in reaching nontraditional and distance students more effectively through the incorporation of web-based instructional enhancements into courses delivered at a distance. Through this project, issues related to the changing nature of learning, organizational/strategic planning, faculty incentives, development, compensation, and the nature of instructional design work are all being explored. The presentation will examine these issues and

include opportunities for dialogue and sharing of alternative experiences and perspectives.

Book Review:

Title: **Taking Your CE Organization from Good to Great: Applying Lessons Learned from the Book, *Good to Great*, by Jim Collins**

Facilitator:

Presenters: **Cathy Sandeen**, Dean UCLA Extension
University of California Los Angeles

Janet Kendall, Director
Center for Distance and Professional Education
Washington State University

Description: Appearing regularly on top ten lists of great business books is Jim Collin's 2001 classic, *Good to Great: Why Some Companies Make the Leap and Others Don't*. If you have always wanted to know more about this book, now is your opportunity. Learn about the "hedgehog concept," "getting the right people on the bus," and how these and other concepts apply to the world of continuing higher education. This session will employ an interactive book club-like format, reviewing and applying major concepts from *Good to Great* and the 2005 supplement, *Good to Great and the Social Sectors: A Monograph to Accompany Good to Great*, also by Jim Collins.

Session participants are encouraged (but not required) to read one or both of these books and contribute to the discussion. Even if you have not read the books, you will benefit from attending this lively and enlightening session.

Break 3:00 p.m. – 3:15 p.m. (Visit Vendors Booths)

General Session 3:15 p.m. – 4:45 p.m.

UCEA Region West "Town Hall Meeting"

Facilitator: **Judah Rosenwald**

Presenters:

Break 4:45 – 5:30 p.m.

Dinner Theatre with the Cowboy Poet at "The Barn". (Ticket price included in the registration cost)

Buses leave Holiday Inn at 5:50 p.m.

FRIDAY OCTOBER 17, 2008

Breakfast and Regional Business Meeting – 8:00 a.m. – 9:00 a.m.
Laird Hartman ... UCEA West Region Chair

**Hosted by Washington State University and University of California
Berkeley Extension**

Break 9:00 a.m. – 9:15 a.m. (Visit vendor booths)

General Session 9:15 a.m. – 10:15 a.m.
UCEA National President- Elect Address
Dr. Patricia Book

Break 10:15 to 11:00 a.m. (Visit Vendor Booths)

Concurrent Sessions 11:00 a.m. – 12:00 p.m.

Title: Instructional Design: What Is It and Why It Matters

Facilitator:

Presenters: Ray Schroeder, Professor Emeritus of Communication, and founding Director of the Office of Technology-Enhanced Learning at the University of Illinois at Springfield.

Valeria Pietz, Instructional Designer and Project Manager with Washington State University's Center for Distance and Professional Education (CDPE).

Description: The UCEA Commission for Learning, Instruction, and Technology has created a webinar on developing quality, cost-effective blended and online credit and non credit programs and courses, and converting face-to-face courses into blended or online ones without sacrificing quality. This session will present the webinar topics, exploring the origins of instructional design, and the prevalent approaches and processes that have emerged over time. Factors to consider when designing and delivering online courses and best practices will be discussed; comments from instructors who have already experienced instructional design and its benefits will be included.

**Title: The Big Pile and Beyond: Managing Multiple Marketing
Projects to Stay on Time and on Budget**

Facilitator:

Presenter: Kristie Nielsen, Marketing Coordinator
Weber State University Continuing Education

Description: Swamped by massive piles of project folders? Overwhelmed by projects that demand your attention? Managing projects for a multitude of CE programs can seem as never-ending as the Big Sky. Join this session and see how Weber State CE marketing has created a dynamic system to track projects from concept to completion. This all-inclusive system includes background information, components, timeframes, assignments and financial tracking. Users can generate reports to review open projects, provide finished analysis and create year-to-date budget totals. Learn how this innovative system was created and how you can develop a similar program to meet your needs.

Title: Continuing Education's Role in Creating the Global University

Facilitator:

Presenters: **Richard C. Lee**, Professor of Special Education and Vice Provost for the Division of Outreach at the University of Nevada, Las Vegas

Description: Modern universities of all types and sizes increasingly find themselves in need of developing a global orientation and a unique identity in the rapidly emerging global network of engagement, teaching and scholarship. This interactive presentation will present a number of practical ideas, strategies, and models for how continuing education units can help strengthen campus structures and strategies to enhance international education and improve the global competence of faculty and students.

Title: Vendor presentation from ACEware Systems, Inc. (30 minutes)

Facilitator:

Presenters: **Brian Root and Jeannie Travers**

Description: Will be provided soon

Title: Vendor presentation from insidetrack (30 minutes)

Facilitator:

Presenters: **Maureen McCaffery**

Description: Will be provided soon

Conference adjourns

