



*Highlights from*

**Transcending Boundaries**  
UCEA 94th Annual Conference

April 1-4, 2009  
Boston, MA

# What we'll cover



- Welcome
- Highlights from Conference
- Conference Presentations on UCEAConnect
- Upcoming Conferences
- Texas A&M UCEA Membership Update
- Next meeting: November 4, 2009

# Transcending Boundaries



- **Opening Conference Sessions**
  - Nominal GDP (Gross Domestic Product) fall by 1.5, not seen since 1938
  - Nov 08 to Feb 09, 2M jobs lost
  - 16-19 yr olds, lowest employment since 1948
  - Jobs for 55+ will increase between now and 2020
  - Workforce development for the unskilled provides training & experience
  - 35% of college graduates are working on high school level positions
  - It'll take 2 years for the job market to turn around. Needs are:
    - Literacy proficiencies
    - Occupational skills

Paul Harrington, Northeastern University, Center for Labor Market Studies

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- **Climate, Development, and Security: Challenges and Opportunities**
  - Our world is a third world country: poor, divided, degraded, insecure, poorly, governed, unsafe
  - Climate is quintessential global challenge
  - Stresses: water, food, energy, disease, disaster risks, mass migrations, ecosystem degradation
  - Climate change will hit poorest first
- Propositions
  - We must all do our part to take care of the environment
  - Climate Policy was Energy Policy and will become **Water** Policy
  - Climate of business has changed. Business of climate must change.

Adil Najam, Boston University, leading expert on issues related to developing country environmental policy, especially climate change

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- **Keeping Up with the Joneses**
  - Use analytics and analyze, email software (opt-in), landing pages, Facebook, Google Adwords, YouTube, GoToMeeting/Net Meeting, iGoogle, Mobile web page, iPhone apps, Twitter, blogs, Flickr, iTunes U
  - Pew Stats (online)
    - 55% = 12-17, 35% = Adult, 75% = 18-24, 7% = 65+
  - Social Media (integrate into marketing plan): brand awareness, take time, relationships
  - Collaborate, partner, build relationships

Panelists: Michele Moskos (Texas Tech), Amy Pikalek (U of Wisconsin), Jim Fong (Diagnostics Plus), Shaun Gummere ([storyandstructure.com](http://storyandstructure.com))

# Transcending Boundaries



- Keeping Up with the Joneses



Panelists: Michele Moskos (Texas Tech), Amy Pikalek (U of Wisconsin), Jim Fong (Diagnostics Plus), Shaun Gummere ([storyandstructure.com](http://storyandstructure.com))

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- **Smart Marketing in Recessionary Times**
  - First Steps
    - Take inventory of your programs
    - What are the moneymakers? Put your energy here
    - Look for new partners
    - Go out and sell
  - Increase your reach with online programs
  - People are delaying registering until the last minute
  - Google Insight: 130% increase in continuing education scholarships

Panelists: Jim Peters (U of Kansas), James Pappas (U of Ok), Jon Horn (JMH Consulting), Michael Grabscheid (U of Massachusetts Amherst)

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- **Technologies Supporting Creative Leadership**
  - Read *Laws of Simplicity*
  - Be change-able
  - Creativeleadership.com
  - Set up a blog where all his students could communicate with him directly (being transparent, reachable)
  - Second Life

John Maeda, President, Rhode Island School of Design

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- **Programming and Management Trends in Professional and Continuing Education: UCEA Survey Findings**
  - How to increase CE value
    - Externally: offer high-demand and new program areas, international programs, marketing strategies in response to programming trends/current economic situation
    - Internally: position CE unit strategically within institution, include revenue return model, allocate resources
  - Obama Agenda for Recovery and Reinvestment: education, energy & environment, regional clusters, health care technology, international

Presenters: Tim Sloate (UCEA Research), James Peters (U of Kansas), Deborah Tyksinski (SUNY Institute of Technology)

# Transcending Boundaries



- **Programming and Management Trends in Professional and Continuing Education: UCEA Survey Findings**
  - Most common for high enrollments...
    - Business administration, general studies/liberal arts, education, computer/IT, nursing, psychology, human resources
  - Emerging areas...
    - Global/international affairs, sustainable energy
  - Areas often requiring credentialing...
    - Computer forensics and digital investigation, RN-BSN, biomedical studies, health sciences

Presenters: Tim Sloate (UCEA Research), James Peters (U of Kansas), Deborah Tyksinski (SUNY Institute of Technology)

# Transcending Boundaries



- **Programming and Management Trends in Professional and Continuing Education: UCEA Survey Findings**
  - By 2025, 15% of U.S. population projected to be foreign-born
  - By 2042, minorities are expected to be the majority (currently one-third). Hispanics are projected to be nearly one-third of U.S. population (currently 15%).
  - Between 2005 and 2015, 29 states are projected to experience a decline in the number of high school grads.
  - Metro populations (50,000+) are increasing at faster rates than micropolitan and rural areas.

Presenters: Tim Sloate (UCEA Research), James Peters (U of Kansas), Deborah Tyksinski (SUNY Institute of Technology)

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- **Uncommon Thinking for the Common Good**
  - Cloud computing, Buzzd, Shazam, Quizpot, Zotero (references) – Google these
  - Education matters: economic, workforce, growth, engagement, innovation
  - Education today is: inspiring, social, connected, mobile, instantaneous
  - We are moving from:
    - Own ..... Accessibility
    - Individual ..... Collaborate
    - Text ..... Mobile
  - **Internet is a mindset.**

Diana Oblinger, President and CEO, Educause

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- **Shifting Sands-Discovering Opportunities in a Changing Economic Environment**
  - **Most important/challenging issues in next 3-5 years**
    - Increased demands for new/innovative programs
    - Competition
    - Ongoing budgetary issues
    - Increasingly frequent reorganization and change role of CE within university
    - Need to better serve students electronically
    - Keeping up with changing expectations/standards for accreditation

Presenters: Sandra Parkes (U of Utah), William McCluure (U of Massachusetts)

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- **Shifting Sands-Discovering Opportunities in a Changing Economic Environment**
  - What might UCEA do to assist CE units during this economic downturn?
    - Blog sites for interchange of ideas
    - Q/A board for CE professionals
    - Regions conduct conference call with members to talk/discuss
    - CoPs offer and present communication opportunities
    - UCEAConnect provide links to websites with information, data, and resources
    - Regional half-day meeting at a central location

Presenters: Sandra Parkes (U of Utah), William McCluure (U of Massachusetts)

# Transcending Boundaries



- **Conference Presentations available at:**
  - UCEAConnect, <http://connect.ucea.edu>
  - Login
  - Click on UCEAConnect Home
  - Click on UCEA File Library for Annual Conference Presentations (2009), most presentations are listed by presenter

# UCEA Membership Update



Region	<u>3/16/09</u>		<u>3/14/08</u>		<u>3/29/07</u>	
	Prof	Inst	Prof	Inst	Prof	Inst
South	524	89	511	94	498	98
New England	243	51	240	52	234	53
Mid-Atlantic	420	86	389	83	371	81
Mid-America	540	78	545	79	520	81
Great Plains	184	28	174	29	158	27
West	556	89	507	92	493	89
<b>Total</b>	<b>2467</b>	<b>421</b>	<b>2366</b>	<b>429</b>	<b>2274</b>	<b>429</b>

**South** - AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, TX, VA, VI

**New England** – CT, MA, ME, NH, RI, VT

**Mid-Atlantic** – DC, DE, MD, NJ, NY, PA, WV

**Mid-America** – IA, IL, IN, MI, MN, MO, OH, WI

**Great Plains** - CO, KS, NB, ND, OK, SD, WY

**West** - AK, AZ, CA, GU, HI, ID, MP, MT, NV, NM, OR, UT, WA

# Upcoming Conferences/Seminars



- **UCEA Mid-Atlantic Conference**  
September 30-October 2, 2009  
Syracuse, NY  
<http://www.midatucea.org/>
- **UCEA West Conference**  
October 14-16, 2009  
Santa Fe, NM  
<http://dce.unm.edu/ucea-west.htm>
- **UCEA New England Conference**  
October 28-30, 2009  
Hyannis, MA  
<http://uceanewengland.org/>
- **UCEA Great Plains & Mid-America Conference**  
*Designing a Sustainable Future*  
October 28-30, 2009  
Lacrosse, WI  
<http://www.uwlax.edu/conted/ucea/>

# Upcoming Conferences/Seminars



- **UCEA South Conference**  
*Designing a Sustainable Future*  
October 18 - 20, 2009  
Atlanta, GA  
<http://www.facebook.com/group.php?gid=78350992321>
- **UCEA Workforce Forum**  
January 13-15, 2010  
Scottsdale, AZ  
<http://www.ucea.edu/profdev/seminars/2010forum/index.html>
- **UCEA Marketing Seminar**  
February 10-12, 2010  
Tampa, FL  
<http://www.ucea.edu/profdev/seminars/2010marketing/index.html>
- **UCEA 95<sup>th</sup> Annual Conference**  
April 7-10, 2010  
San Francisco, CA  
<http://www.ucea.edu/profdev/2010annconf/index.html>