

## Five Minutes with ACHE

### A Message from President Osborn



#### Does ACHE Speak for You?

You recently received an e-mail from me encouraging you to contact members of Congress in support of the American Recovery and Reinvestment Bill of 2009. On the surface, this seems like a simple request. But the decision to contact you was actually quite complicated, and I want to tell you why. I also hope to get your feedback on the issue of advocacy as a whole.

First a little background. During the Board of Directors meeting at the Nashville Annual Conference and Meeting, a longtime ACHE member asked us to work in support of changing the Internal Revenue Service regulation on tax benefits for employer-provided educational assistance. Currently, \$5,250 of the benefits can be excluded from counting as taxable income.

As the member explained, "Most employers in our area limit the total of tuition reimbursement to a figure of between \$5000 and \$5250. We understood that the IRS treats as taxable income the amount above \$5250. Our employers are unwilling to pay above this amount when it is taxable. "

A higher cap, in theory, would allow employees to take more classes or receive more training under their company's reimbursement policy. Continuing higher education would benefit and so would ACHE members.

But we realized it wasn't so simple. ACHE does *not* have a history of advocacy, at least a recent history. The board wondered if our members valued that neutrality. Perhaps they didn't want us speaking for them. The whole issue is complicated, of course, by the wonderful diversity of our members –we range from community colleges to research universities; our work ranges from adult basic education to non-credit, workforce development programs, to off-campus centers, to graduate online degree programs. It's not like we're a trade union where legislative action and regulation affects the membership relatively uniformly. Even a sister organization like the American Association for Adult and Continuing Education has a membership more homogenous than ours. Using the IRS example, maybe members from low-tuition institutions think the cap is just fine while those from more expensive institutions think it's way too low. And then there are others who don't want to rock the boat and call attention to a benefit that could be cut in times of budget reductions.

On the other hand, some argued that if we didn't advocate, we weren't adequately serving our membership. Why should you belong to an organization that doesn't take stands? And so it went. The board deliberated and ultimately decided to send this request to the Coalition of Lifelong Learning Organizations (COLLO).

It was COLLO that contacted me concerning action on the American Recovery and Reinvestment Bill. I sent the request out to the rest of the ACHE Executive Committee for discussion. At first, I was going to use this forum in *Five Minutes* to encourage your support. Although it had the benefit of giving me some contemporary content for this column, unfortunately it was going to see print too late for effective action. Rather than do nothing, we decided that I would send out the e-mail in language that would encourage support but not insist on action.

So, here we are. This issue will come up again. I am interested in your thoughts on ACHE's role as an advocate. Feel free to e-mail me, or as I visit your regional conferences, talk to me about this issue. We want to tread carefully, but we want to move in the direction you think best.

## News from the Home Office

- Billing for the 2009 membership year is open, and, to the best of our knowledge, all of the invoices have been sent out. If you have not received your invoice, please let me know. If you have, we look forward to receiving your dues by the deadline, March 1<sup>st</sup>.
- The new ACHE Community is getting its feet underneath it! The first step in the process was the launch of the new member directory the first week of February. You can now go into the directory by logging in with your last name and member number and search other members, add to your profile, or change your information. Other offerings to come in the next few months will be an enhanced event calendar, discussion boards, e-mail lists, online applications, and so much more.

## News from the Association

### Retirement announced

Dr. Nicholas Kolb sent us a short note recently asking that we let the ACHE membership know of his recent retirement:

“Dear ACHE friends,

I have recently retired as Associate Provost and Dean of the School of Continuing Education at Indiana University of PA. My official membership in ACHE began in 1969, when I joined the Evening College at Johns Hopkins University. Over the years I served ACHE in various capacities, including association president 1986-87.

My wife, Jane, and I reside in Indiana, PA, have two married daughters and two grandsons, who live in Virginia. I am very grateful for the experiences and friendships that resulted from my membership in ACHE, and send best wishes to all.”

### Is a Picture Worth 1,000 Students?

*Choosing a Single Image to Best Represent Your Program*

by Wayne Wilkins, marketing director, Rhode Island School of Design Continuing Education

One of the most difficult issues we grapple with constantly at Rhode Island School of Design is what image, or combination of images, to use on the cover of our catalog. In truth, “grapple” is probably too soft a word for the sometimes Herculean effort to come to consensus on an image and layout that best represents the program being promoted. A multitude of questions arise with each direction we consider: Should we show student artwork? Or should we show students in a class or working in a studio? If so, which class? Which student(s)? Does one student or a small group of students in one class best represent the breadth of our student population? Will digital designers think that we only teach painting? Will teens think we’re a school for their parents and not them? You get the idea. It’s definitely a struggle, and everyone on the staff has a stake in it, but there are as many ideas as there are directions from which to choose.

How, then, can we move forward? The answer lies in understanding the bottom line when it comes to images and layouts, and to find the bottom line we have distilled the process down to one, albeit not simple, question: Does the cover make the prospective student want to turn the page and see what’s inside?

No matter what image you choose for your catalog, brochure, flyer, ad, e-mail header or any marketing piece for that matter, it must have only one goal – to engage prospective students and grab their attention long enough to at least move beyond the image to the meat of your marketing message. No one photo, or even a small group of images, can possibly represent the wide variety of disciplines and courses offered in your program. But when you lead with an image that is not engaging, such as something passive, mundane, dull or “expected”, the viewer will subconsciously choose not to look at it. Your image selection will have actually led your prospective student to consciously move on from your marketing piece to something else that catches their eye. This is obviously not the goal you had in mind when you selected the image, and it doesn’t take a marketing genius to understand that such a result will not increase enrollment. So look for images that capture your attention, that *demand* your attention, and choose to avoid the temptation to represent everything your program offers in your lead image. That’s what the rest of your marketing piece is for! And that’s how a picture may very possibly be worth a thousand students.

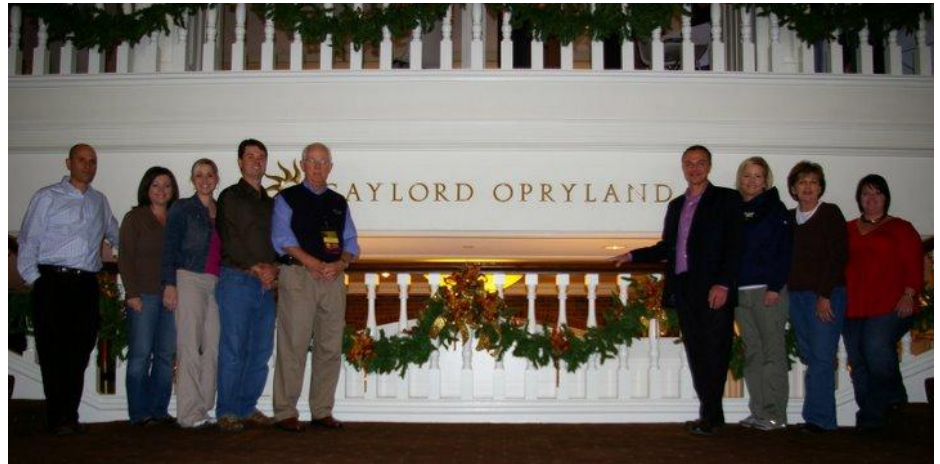
**Please consider submitting one or more entries for The Crystal Marketing Award, which recognizes those institutions that achieve significant results from marketing communications tools to support any of their various continuing education programs. The strategic approach, overall quality, and results achieved are important criteria in determining the winner. A first-place award will be presented to the single entry that exemplifies the most creative and outstanding uses of marketing, either of a multi-faceted campaign or a single initiative. A number of honorable mentions may also be cited. For more information, submission guidelines and nomination form go to: <http://www.acheinc.org/awards/awards.html>**

## **Annual Conference and Meeting News:**

### **Nashville 2008**

We have pictures! We have presentations! We have the Proceedings! Sorry. Just a little bit excited still about all the fun we had in Nashville. And I still can't get over the team from Murray State, whose resident photographer, Cooper Levering, spent the entire conference taking pictures. To see them, go to our conference photo album:

<http://picasaweb.google.com/achehomeoffice>.



### ***Presentations***



Carol Aslanian was the presenter for our pre-conference session. Her topic was on recruiting adult students and her presentation can be viewed here:

[http://www.acheinc.org/2008\\_conference/AslanianPreConference.pdf](http://www.acheinc.org/2008_conference/AslanianPreConference.pdf).



Dr. Andy DiPaolo gave an intensely thought-provoking keynote presentation on the future of online learning. In his keynote presentation, Dr. DiPaolo sought to “address the promise and peril of internet delivered education, identify the changing education needs and expectations of professionals and their employers, provide advice on the institutional strategies to successfully offer continuing education at a distance and offer a vision of the future of online delivery in support of lifelong learning.” Dr. DiPaolo’s presentation can be viewed here:

[http://www.acheinc.org/2008\\_conference/DiPaoloGeneral.pdf](http://www.acheinc.org/2008_conference/DiPaoloGeneral.pdf).



Compass Knowledge Group, an innovator in online learning solutions, held a lunch-time presentation on the Economics of Online Learning that played to a packed house. View his presentation slides here: [http://www.acheinc.org/2008\\_conference/Econ-OnlineLearning-Snow.pdf](http://www.acheinc.org/2008_conference/Econ-OnlineLearning-Snow.pdf).

Our other keynote speakers included

- Dr. Brian Pusser, Associate Professor and Director of the Center for the Study of Higher Education at the University of Virginia, spoke on the Political Economy of Continuing Education in the 21<sup>st</sup> Century
- Bob Valentine and Dr. Bob McGaughey, whose session was titled "What You Say is What You Get: Communicating on the Job in 2008."

See the Nashville Proceedings for more information on these presentations:

[http://www.acheinc.org/2008\\_conference/2008Proceedings.pdf](http://www.acheinc.org/2008_conference/2008Proceedings.pdf).

### **Awards**

The award winners for 2008 were:

SPECIAL RECOGNITION	Michele Shinn
MERITORIOUS SERVICE	Robert J. DeRoche John Yates
EMERITUS	Nancy Gadbow Rosemary Wade Owens John Yates
CREDIT PROGRAM	Rose State College and Tinker AFB "Employee Leadership/Supervisory Training Programs"
NON-CREDIT PROGRAM	Oklahoma State University "Energy Conference"
CRYSTAL MARKETING AWARD	Western Kentucky University "2007 Carroll Knicely Conference Center Holiday Campaign"
MARLOWE FROKE AWARD	Jeff E. Hoyt Scott L. Howell Lee J. Glines Cary Johnson Jonathan S. Spackman Carrie Thompson Chandler Rudd "Assessing Part-Time Faculty Job Satisfaction in Continuing Higher Education: Implications for the Profession"
CREATIVE USE OF TECH	Clemson University "The Sandbox: Teaching with Technology Experimental Classroom"
OLDER ADULT MODEL PROGRAM AWARD	Clemson University "Osher Lifelong Learning Institute at Clemson University"
OUTSTANDING SVCS TO UNDERSERVED POPULATION	University of Maryland University College "Better Opportunities Through Online Education"
RECOGNITION	ACEware Systems, Inc.

Finally, to find out more about the conference as a whole, the proceeding for the 2008 ACHE Annual Conference and Meeting can be accessed here: [http://www.acheinc.org/2008\\_conference/2008Proceedings.pdf](http://www.acheinc.org/2008_conference/2008Proceedings.pdf)

**Philadelphia 2009 ~ Philadelphia,  
Penn., November 15-18, 2009**

**Call for Awards for ACHE 2009**

The call for proposals for Philadelphia has been a tremendous success! We received 74 proposals and are excited about what will be on offer in November.



The next step in on the road to ACHE 2009 is the **Call for Awards**. One of the most important events of our annual conference and meeting is taking the time to recognize the significant contributions that the members of ACHE make to the world of adult continuing education each year.

**We are taking submissions for the following awards through April 1:**

- ~Leadership
- ~Special Recognition
- ~Meritorious Service
- ~Emeritus
- ~Distinguished Program: Credit and Non-Credit
- ~Creative Use of Technology
- ~Older Adult Model Program
- ~Outstanding Services to Underserved Population Program

**We are also taking submissions through June 1 for:**

- ~Crystal Marketing Award

Please visit the ACHE Awards page for more information on these awards and how to submit the outstanding work someone you know is doing: <http://www.acheinc.org/awards/awards.html#>

## News from the Regions

### **Mid-Atlantic**

**ACHE Mid Atlantic 2009 Spring Conference**

**March 29 - March 31, 2008**

The Woods Resort and Conference Center  
Mountain Lake Road  
Hedgesville, WV

For the proposal form, registration form, and more information about the location of the conference, visit <http://www.acheinc.org/region/MidAtlantic/ConferenceNotice.pdf>.

### **Northeast**

The ACHE Northeast spring conference for 2009 is a workshop entitled **Administration, Technology, and Unlocking the Barriers to Successful Distance Learning**. Please join other adult continuing education administrators and faculty as they discuss this timely topic.

Friday, April 24, 9 am - 2 pm  
Onondaga Community College, Syracuse, NY.

## South

### Save the date!

Please join ACHE South and LACHE in Baton Rouge, Louisiana, as they present their 2009 annual conference. The conference, ***Building Bridges: Exploring the Past, Discovering the Future of Continuing Education***, will be held April 27-29 at the historic Hilton Capitol Center in downtown Baton Rouge. Enjoy a unique meeting location on the Mississippi, excellent networking opportunities, and action-oriented presentations that you can use the minute you get back to your desk. You will enjoy learning and networking with your colleagues from 10 Southeastern states as well as well-known experts who will deliver dynamic keynote addresses intended to move our profession to new heights.



April 27-29, 2009  
2009 ACHE South Spring Conference  
Baton Rouge, Louisiana and Louisiana State University

## West

The format for the **2009 ACHE West Regional Conference** has changed! Originally scheduled to take place on May 7-8 at the California State University San Marcos in San Marcos, California, **the conference will now be held via internet**. Now scheduled for half a day on May 7, more details regarding the start time and how to connect are coming soon!

## News from the Wide World of Continuing Education

### Seminar in Strategic Sales for Colleges

Hosted by the Austin Peay State University  
Center for Extended and Distance Education  
March 20-21, 2009 at APSU, Morgan University Center  
Clarksville, Tenn.

TACHE MEMBERS - REGISTER BY 2/20/09 AND SAVE 10%

Strategic Sales for Colleges focuses on everything you need to know to sell higher education to business and industry. With methodologies tied to marketing strategies, the Strategic Sales course teaches the practical tools and how-to strategies needed to position yourself as the business community's preferred training partner. Take home tried-and-true techniques to drive sales, boost revenue and increase customer satisfaction from some of the nation's top professionals. Learn to increase revenue and customer satisfaction through

- Marketing and sales
- Program development
- Four-step contact process
- Learner-centered courses
- Training modules
- Three levels of learning outcomes
- Operations and management
- Developing staff and instructors

For more information, visit the following site:

[http://www.apsu.edu/ext\\_ed/Noncredit/noncredit\\_strategic\\_sales\\_seminar\\_info.htm](http://www.apsu.edu/ext_ed/Noncredit/noncredit_strategic_sales_seminar_info.htm).

## **NAGAP Enrollment Management Research Grant for Graduate Students**

The NAGAP Enrollment Management Research Grant for Graduate Students is designed to encourage emerging knowledge and understanding of the complexities of graduate enrollment management including all aspects of admissions and recruitment, enrollment, retention, and graduation in higher education. The grant is open to all Graduate Students who desire to conduct research in the wide range of graduate enrollment management activities and programs including any aspect of recruiting, enrolling, retaining and graduating professional, masters, and doctoral level degree students.

### **This award includes**

- \$2,500, payable directly to the individual researcher. NAGAP will not pay institutional overhead or indirect costs.
- One year of NAGAP membership with full privileges.
- Travel to and registration for the NAGAP national conference during the year of the award.
- Recognition at the NAGAP national conference.

**The deadline for submissions is March 1.** Additional information and guidelines can be found at <http://www.nagap.org/research/>. Please contact Kristen Sterba ([kmsterba@uams.edu](mailto:kmsterba@uams.edu)) with any questions.

## **Subscribe to the new International Journal of Continuing Education and Lifelong Learning**

The International Journal of Continuing Education and Lifelong Learning (IJCELL) was launched by the Centre for Research in Continuing Education and Lifelong Learning, School of Professional and Continuing Education at the University of Hong Kong. First published in early November, 2008, the IJCELL is available in both English and Traditional Chinese versions twice a year in November and May.

The purposes underlying the publication of the IJCELL are:

- To strengthen institutional, local, regional and international research collaboration
- To establish an international platform for information sharing and academic exchanges on continuing education and lifelong learning
- To disseminate research findings on continuing education and lifelong learning through academic activities and publications

For subscription information, visit the Centre for Research in Continuing Education and Lifelong Learning website at <http://research.hkustspace.hku.hk/journal/ijcell/#>.

## **2nd Sloan-C Symposium on Emerging Technology Applications for Online Learning**

### **Online Registration is now Available!**

June 17-19, 2009

Hyatt Regency in San Francisco, California

Attend the conference face-to-face, or attend virtually. Symposium tracks highlight and demonstrate research, application and best practices of important emerging technological tools related to social networking, assessment, open educational resources, new media and support services.

### **Who Should Attend**

This conference, which will provide the latest information on emerging technology applications for online learning, is geared to both experienced professionals and interested newcomers to online learning who hail from a variety of work sectors, including higher education, continuing education, business, government, health care, professional associations, and nonprofit organizations.

**Online registration and additional information is available at <http://www.emergingonlinelearningtechnology.org>**

## 10<sup>th</sup> National Outreach Scholarship Conference – Call for proposal submissions due February 25, 2009

The National Outreach Scholarship conference committee is gearing up for their 10<sup>th</sup> Annual National Outreach Scholarship Conference. One of the first steps is the call for proposals.

To submit a proposal, go to [www.uwex.edu/ics/nosc2009](http://www.uwex.edu/ics/nosc2009)

Submit online by February 25, 2009. The submission system is user-friendly and allows for providing information for multiple co-presenters.

Successful applicants will be notified via e-mail by **April 15, 2009**.

### Presentation Options

- **Oral presentations will be 45 minutes in length.** Presenters should develop interactive sessions to share information; 30-minute presentations with 15-minute participant discussion moderated by the session facilitator
- **Panel sessions:** Some proposals may be grouped together with two other presentations around a central theme. In this case, each of the three presenters will have 10 minutes to present the central theme of their topic, and 15 minutes will be left at the end for participant discussion moderated by the session facilitator.
- **Posters will be continuously on display between 2 p.m., Monday, September 28, 2009 and noon, Wednesday, September 30, 2009.** To encourage networking and discussion about the displayed work, multiple sessions will be scheduled at which the presenters will be expected to be at their posters.

The conference planners seek proposals that **describe** and **demonstrate the impact of**

**Institutions:** providing support and incentives for faculty members and students to connect their research and learning to the needs of communities, locally or globally.

**Faculty:** endeavors to build strong relationships between communities and universities, locally or globally.

**Faculty:** the scholarship of engagement - impact on the faculty member, on the faculty member's students, on the community.

**Students:** connecting learning to the needs of communities, locally or globally.  
Information available online at [www.outreachscholarship.org](http://www.outreachscholarship.org)

## 56th Annual Conference of the Canadian Association for University Continuing Education (CAUCE) May 20-23, 2009

The 56th Annual Conference of CAUCE is hosted by UBC Continuing Studies at the Westin Bayshore in Vancouver, British Columbia from May 20-23, 2009.

### The first of the CAUCE 2009 featured speakers has just been announced!

Mike Harcourt, former premier of BC and former mayor of Vancouver, will share his experiences as one of Canada's leading proponents of sustainable development and express his views on the role of university continuing education in the transformation of cities through the principles of sustainability and social inclusion.

Visit the conference website at <http://cauce2009.ubc.ca/> for more information.