

ACHE 2009 Call for Proposals

Unlocking the Transformational Power of Continuing Education

Although it often goes unheralded, continuing education is all about transformation. It is about improving the lives of people and changing the institutions that serve them. In a recent book, **Succeeding in College: What it Means and How to Make it Happen**, Michael S. McPherson and Morton Owen Shapiro identify the following about higher education that is certainly true for *continuing* higher education as well:

Whatever else higher education is about, it is always about changing people—moving them from Point A to Point B. Starting points differ enormously and so do destinations. But the ultimate aim of any educational encounter is *transformation* ... No matter how terrific students are upon arrival, if they are not different in ways that matter upon departure, the college experience has been a failure.

This is what we do. We take students who have limited access to traditional higher education, and we transform them into an educated citizenry. We take unemployed, unskilled, and underemployed workers and transform them into a productive workforce. We take entry-level employees, young professionals, and mid-level managers and transform them into executives and leaders. We take practicing professionals and provide the training that keeps them licensed and up-to-date. We take immigrants and transform them into citizens. We take folks in transition from one life stage to another and transform them to the next: from single to married, from married to divorced, from partners to parents, from parents to grandparents, from full-time workers to retirees. We do this through continuing education.

We don't just transform people—we also transform institutions. We made institutions reach beyond their walls. We made institutions stay open past 5:00 pm. We made institutions offer online programs. We made institutions serve our military, serve our communities, serve our children, serve our elderly, serve our workforce. We created a business model that has been copied by consultants, entrepreneurs, and proprietary colleges and universities. In a very real sense, we helped create our own competition because they could move fast, and we could not move our own institutions quickly enough. We did this through continuing education.

The theme of our 2009 Annual Conference and Meeting is *Unlocking the Transformational Power of Continuing Education*. We will be meeting in Philadelphia, Pennsylvania. It's the perfect opportunity to learn, to share, to network, to teach, to discover, and to renew. Please take the time to create and submit a proposal for a workshop, concurrent session, or roundtable session.

Call for proposals

The Program Committee for the 2009 ACHE Conference and Meeting invites proposals for a workshop, concurrent session, or a roundtable session to be presented in Philadelphia, Pennsylvania, November 15-18, 2009. Proposals should address one or more of the following tracks:

- Innovative methods for reaching adult, underserved, distant, and other nontraditional student populations with courses, degrees, and certificates.
- Innovative methods for reaching the workforce with training, professional development, and other noncredit activities.
- Innovative practices, partnerships, and paradigms that transform how we market, how we do business, how we compete, and how we better serve students and clients.
- Innovative methods for transforming the young continuing education professional into an educational leader.
- Innovative research, technology, or other tools that position the continuing educator for success.

Developing Your Presentation

Please design your presentation to encourage involvement of the audience by utilizing participant exercises, problem-solving assignments, and group work wherever appropriate. The Program Committee seeks presentations that will address the concerns of continuing educators—from the novice to the experienced and from both credit and noncredit programming areas. We are especially interested in proposals from institutions or programs that serve diverse student populations, that conduct outreach in unique forms, that embrace new roles or responsibilities for continuing educators, or that demonstrate participation from mission-specific institutions such as community, technical, and two-year colleges.

Proposals will be evaluated and selected based on the following criteria:

- Complete description and quality of content
- Adherence to the theme of the meeting and relevance to the identified track
- Application of content to practice
- Potential engagement of the audience

Conference Location

The 2009 ACHE Conference and Meeting will be held at the Sheraton Society Hill in Philadelphia, Pennsylvania. Located in America's most historic square mile, the Sheraton is just a short walk to *Independence Hall* and steps away from world-class restaurants, shopping,

galleries, and theaters. Relics from the past 200 years, discovered in an archaeological dig prior to construction, are on display around the hotel. Soak in some of the city's rich history and stay where some of the most influential people in Philadelphia's past once lived. This location provides easy access to all major transportation arteries and is only 10 minutes from the Philadelphia International Airport and Amtrak's 30th Street Station.

Submission Guidelines

Proposed sessions should be submitted electronically as Word (.doc) or Rich Text (.rtf) documents *by Monday, February 2, 2009*. You should be notified on the status of your submission by April 15, 2009. Please email your proposal to

Roger Maclean
Executive Director
Educational Outreach
Southern Illinois University Edwardsville
Phone: 618-650-3217
RMACLEA@SIUE.EDU

A completed proposal will include:

1. Contact information

- a. Name(s) and Title(s) of presenter(s)
- b. Name of primary contact for proposal (must be one of the presenters)
- c. Primary contact e-mail
- d. Primary contact phone
- e. Primary contact address

2. Presentation type

- a. Concurrent - 45-60 minutes, primarily lecture and information-sharing with questions and answers from the audience
- b. Workshop - 60-90 minutes, highly interactive sessions focusing on group and individual participation
- c. Roundtable - Open facilitated discussions hosted by single presenter in open-format

3. Audience (Novice, Intermediate, and/or Expert)

4. Presentation tracks

- a. Innovative methods for reaching adult, underserved, distant, and other nontraditional student populations with courses, degrees, and certificates
- b. Innovative methods for reaching the workforce with training, professional development, and other noncredit activities

- c. Innovative practices, partnerships, and paradigms that transform how we market, how we do business, how we compete, and how we better serve students and clients
- d. Innovative methods for transforming the young continuing education professional into an educational leader
- e. Innovative research, technology, or other tools that position the continuing educator for success

5. Presentation title

6. Presentation abstract

75 words or less providing a brief overview of presentation, including a description of the topic and intended outcomes for participants. If accepted, this description will be used in the conference program to promote the session if accepted.

7. Presentation description

300 words or less, providing a full overview of the session, including primary topics introduced and planned participation of presenter and audience.

8. AV/Materials Request

- a. Each meeting room will be equipped with a notebook computer, LCD projector, and screen. Any additional AV needs should be included in the proposal.
- b. In addition, each meeting room will have a “classroom style” setup with a podium at the front of the room.

9. Accommodations for individuals with disabilities

ACHE is committed to providing appropriate accommodations for all presenters and/or attendees with disabilities.

10. Receipt of proposal

You will be notified via email when your proposal has been received. Questions or comments should be addressed to Call for Proposal Chair Roger Maclean at RMACLEA@SIUE.EDU.

11. Registration requirements

All presenters are expected to pay the conference registration fee. *There will be no exceptions.* There are no reduced fees for presenters or participants wishing to attend only part of the conference.

12. Who can submit

Submissions are welcome from non-ACHE members and from vendors and exhibitors. All accepted presentations must be designed to instruct, enlighten, or inspire the audience and not to promote a particular product or commercial activity.