

Program Guide



Website:
www.achereg1.org



When he was Mayor of New York City, Ed Koch would take to the streets of that metropolis and ask people, “How ‘m I doin’? While we do not recommend this methodology for continuing higher education, the need to know precisely how we are doing is ongoing. How effective are our programs? What can we say about student learning in the face of claims by industry that we are graduating people who are functionally illiterate? Are we awarding credit for prior learning in anything close to a consistent manner? And what about retention? Do we even know how many students have stopped out, dropped out or seemingly disappeared? The stories one hears in and around the subject of assessment are sometimes macabre. One dean reports that while her classrooms are filled to the brim with CE students, the university bursar is reporting a serious drop in revenue. An art school inquires about alumni who have switched fields and become physicians or lawyers. Is that to be reported as a successful outcome or an artistic failure? In the face of such questions, we simply cannot hope to fill in all the blanks in a one-day conference. But we can start. So how are we doing? Join us to find out.

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Fall ACHE Region I Professional Development Day

University of Phoenix, Central MA Campus

November 17, 2006

Program

8:30 – 9:15	Check-In Registration Breakfast	Pat Brinegar
9:15 – 9:20	Welcome	Paul Cotnoir, Chair, Bachelor of Arts in Design, Becker College
9:20 – 9:30	University of Phoenix Welcome	Tom Donahue
9:45 –10:45	Keynote Speech	Fr. James Woods, S.J., Dean, Woods College of Advancing Studies
10:45-11:00	Break	
11:00-12:15	Breakout Sessions	U of P classrooms
	Breakout A: Recruitment	Ray Guillette with: Richard Cronin, Sylvia Keyes and Steve Blumberg
	Breakout B: Retention	Romeo Marquis
	Breakout C: Revenue	James Kilmurray
12:15 -1:30	Networking Lunch	Cafeteria
1:30 - 2:30	Moderated Discussion	
	Moderator	Roxanne G. Walker
	Panel Members	Guillette, Kilmurray, Marquis

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Presenter Profiles

University of Phonenix Representative:

Tom Donahue

Corporate Education

Tom has over 20 years experience in sales and executive sales management at companies that include Compaq, Software AG and American Power Conversion. He has successfully led large sale teams with quotas exceeding \$100 million and has received numerous club awards for sales excellence. Recently, he was a contributing author to the book, "Cognitive Selling" which is available through Amazon.com

Tom holds an undergraduate degree in Management and holds an MBA degree from the University of Rhode Island. Tom has been active as an Adjunct Faculty Member at Massachusetts colleges including Worcester State College and Western New England College in Springfield. He has taught courses in Business Information Systems, Business Finance, Operations and International Business. He has a certification from the American Production and Inventory Control Society.

Currently, Tom is a Corporate Education Specialist for the University of Phoenix, Massachusetts campuses.

Keynote

Fr. James A. Woods, S.J.,

Dean, Woods College of Advancing Studies

James A. Woods, S.J. entered the Society of Jesus on August 14, 1948 and was ordained a Jesuit priest in 1961. Father Woods has received numerous awards throughout his career for his contributions to education at all levels; of particular noteworthiness, his nomination by President Jimmy Carter to the National Advisory Council on Adult Education, his receipt of the coveted Ida M. Johnston Alumni Award from Boston University for outstanding planning and implementing higher education programs within metropolitan Boston. **In 2005, Fr. Woods was awarded the ACHE Leadership Award** and was one of 2 Boston College professors nominated to the BostonWorks Teacher Honor Roll.

Father Woods began his lifelong commitment to education as part of his Jesuit training when assigned as a teacher to Cranwell, a Jesuit boarding school in the Berkshires, from 1955 to 1958. He was then appointed registrar of the School of Liberal Studies, School of Philosophy, and School of Theology at Boston College in 1958, before assisting in the Graduate School of Arts and Sciences for a half dozen years.

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In 1968 he was appointed a Boston College Dean and afterwards also University Registrar. As Boston College Registrar he centralized and computerized registration of all the colleges, thus positioning Boston College at the forefront of institutional design.

In 2002, the part-time college was renamed the James A. Woods, S.J., College of Advancing Studies in recognition of Father Woods' life-long dedication and success in bringing the future within reach of those living in Boston's local communities. As Dean of the Woods College of Advancing Studies, Father Woods acknowledges the continuous support of his committed faculty and the visionary deans of the local colleges and universities. Together they work serving the part-time student.

Breakout A: Recruitment

Moderator: Dr. Ray Guillette

Asst. Dean for Graduate Education, Bridgewater State College

Raymond Guillette is currently Assistant Dean for Graduate Education at Bridgewater State College. Prior to his position at Bridgewater State College, Guillette served as Director of Continuing Studies for Brandeis University, Director of Corporate Education and Off-Campus Programs for Curry College and Dean of Enrollment Management for Anna Maria College. In addition to his administrative duties, Guillette is on the adjunct faculty of Emmanuel College where he teaches in both their undergraduate and graduate degree business programs serving adult learners teaching both management and marketing courses. Ray serves as a member of the Graduate and Professional Programs Faculty Assessment Team working with others to assess individuals seeking to teach for the college on a part-time basis. He has been a member of ACHE Region I since 1998, serving on the Professional Development Day Planning Committee (2001-2005), as Chair of the Nominating Committee (2003-2004), as Chair-Elect (2004-2005) and as Region 1 Chair (2005-2006). Guillette holds an M.B.A. from Anna Maria College and is a doctoral candidate in Higher Education Leadership and Administration at Johnson & Wales University.

Panelist: Richard Cronin

Executive Director of College Communications, Massasoit Community College

Dick Cronin has been directly involved in virtually all aspects of marketing in both profit and not-for-profit sectors for more than thirty-five years. He has been a retail store manager and director of a global marketing and fulfillment operation in the specialty tobacco industry. He spent ten years in the information management area with the Faxon Company where he developed an international customer service operation, established a market research department, and served as a business systems analyst for Faxon / Europe in Amsterdam. Dick later worked as Corporate Marketing Manager for Knapp Shoes where he managed the marketing database, executed nationwide direct mail campaigns, and scouted new retail locations. He has consulted for industries as diverse as banking, commercial property management, graphic communications, and higher education. For the past twenty years Dick has been responsible for the full range of marketing and

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communications operations at Massasoit Community College in Brockton and Canton, Massachusetts.

Panelist: Sylvia Keyes

Professor, School of Business, Bridgewater State College

Sylvia Keyes, Professor of Marketing courses and the Chairperson of the Management Department, within the Bridgewater State College (BSC) School of Business, has served students, BSC's community and the business community for a quarter century. Her recognition in southeastern Massachusetts and beyond is for expertise in questionnaire design and the exploratory research that leads to such questionnaires. Along with this, companies commend her for the ability to deliver reports that clients can readily understand and use. Keyes designed a focus group facility at BSC and uses this area to train students in the logistical aspects and the roles of moderators and rapporteurs of legitimate focus groups. She helps develop corporate marketing programs independently and by working with students to conduct marketing and sales projects from as far as Marlborough and the Boston Museum of Fine Arts to Cape Cod and Rhode Island. For the past two years, Sylvia Keyes has served as External Relations Coordinator for the American Marketing Association's Collegiate Division. She has served on that Board for 8 years, rising to the presidency of AMA's 14 thousand member collegiate division. She has twice won AMA's Hugh G. Wales Award to the overall best chapter advisor of some 300+ campus chapters.

Panelist: Steve Blumberg

Director, Creative Services, Division of Higher Education Services

J.M. Perrone Company

Steve Blumberg has been serving as the Director of Creative Services for the J.M. Perrone Company developing marketing programs for CE and Professional Development programs for colleges and universities across the United States. A dean of CE says this about Steve, "Steve has the insight and ability to effectively assist his clients in reaching out to prospective students and ensuring successful enrollments". Steve has developed a quarterly publication for continuing education and professional development programs – "Marketing to Adult Learners" and has presented at UCEA national and regional conferences as well as ACHE national and regional conferences.

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Breakout B: Retention

Romeo Marquis

Visiting Senior Instructor, Education, Framingham State College

Romeo Marquis was a high school teacher and principal before becoming associate dean for academic technology and distance education at Framingham State College. While at Framingham he also coordinated off-campus and online programs for the Division of Graduate and Continuing Education. He was instrumental in the forming the college's Division of Academic Technology and Distance Education plus its Online Professional Development Center for Educators. He and two associates recently made a major presentation entitled "Strategic Planning in Higher Education: A Guide for Institutional Leaders" at a regional NERCOMP conference. He is now an educational consultant specializing in technology integration and online learning. Romeo continues to teach in three graduate degree programs at Framingham State College.

Breakout C: Revenue

Dr. James Kilmurray

College Campus Chair, University of Phoenix-Greater Boston Campus

Dr. Kilmurray has been teaching for the University of Phoenix for approximately five years. He started in 2001 at UOP Online teaching *Adult Learning Theory* in the Graduate College of Education. HeI moved to teaching "on ground" with the Greater Boston Campus in 2003 where he teaches introductory courses for University College (UC). In 2004 he accepted the position of College Campus Chair for University College. He is responsible for managing the quality of the UC curriculum of courses in addition to recruiting, certifying and developing the UC faculty. Prior to joining UOP, he was an adjunct faculty member at both Boston University and University of Massachusetts at Boston.

He has a fifteen-year history in Corporate Education within the high technology industry in Massachusetts. In his last position he served as Corporate Program Manager for the Learning Effectiveness Program at Digital Equipment Corporation (now H.P.). He is also the founder of Education On-Line (EdOL), a Boston-based Educational Research and Development Company specializing in online education and training. He sold EdOL in 1997 and before starting his new position with the Greater Boston Campus of UOP, he was a semi-retired educational consultant.

He has a Doctorate in Education from the Harvard Graduate School of Education where he specialized in *Adult Self-Directed Learning and Evaluation Research*. His field of specialty is *Adult Learning Theory* and he still works as a contributing author to this field. He lives in a neighborhood of Boston called Jamaica Plain with his wife Jan, whom he met while both were serving in the Peace Corps in El Salvador in the late 60's. They have an adult son Michael who is an educational documentary producer also living in Jamaica Plain....just not with them.

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Moderated Discussion

Moderator

Dr. Roxanne M. Gonzales

Assistant Professor / Online Instructor Evaluator
Park University, School for Online Learning

Roxanne received her doctorate from the University of Massachusetts Boston in Higher Education Administration, an MS in Counseling from Creighton University, and a BS in Psychology Cum Laude from the University of Maryland University College. Her research interests include access and barriers to underrepresented adult populations, military education environments, assessment of learning, and alternative programming for adult learners.

Roxanne has worked in the field of adult education and training for over twenty-two years serving as faculty and administrator, in the U.S., England, and Germany, in continuing higher education programs focused on adult learners, military education and training, and federally funded programs that serve first generation and low income learners.

She is currently an assistant professor online in the MED Adult Education program for Park University as well as an Online Instructor Evaluator and course developer.

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Article on Keynote

Fr. James A. Woods, S.J.,

Dean, Woods College of Advancing Studies

BC Students Honor The Priest Who Gave Them A Second Chance

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May 11, 2002

By Peter DeMarco, Globe Correspondent

NEWTON - The young man knocked on the Rev. James Woods's door. He wore an interview suit, and a look of desperation on his face.

Years had passed since he starred on Boston College's ice hockey team, only to drop out of school before graduating. He was now in his mid-20s, stuck in a salesman's job he didn't want.

He told Woods, dean of Boston College's College of Advancing Studies, that he had wasted his scholarship. Near tears, he asked what he needed to do to get readmitted to Boston College as a night student. Woods, dressed in clerical garb, looked at him sternly.

"You promise you'll make it work this time?" he asked.

Yes, yes, the man replied.

"You won't screw up this time? We can't be investing in people who don't follow through."

The man gave his word - he would not let him down. But what would he need to do to get in?

Woods looked him in the eye.

"You just did it," he said. "You're in."

Yesterday, teachers, administrators, fellow priests, and dozens of current and former students from the College of Advancing Studies who also got a chance - or a second chance - at an education because of Woods filled the E. Paul Robsham Theater at the Heights.

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Woods, dean for 34 years of the College of Advancing Studies, formerly the Evening College at BC, was granted an honor no other Jesuit at Boston College had ever garnered: The school he headed was being renamed in his honor. From now on, the school, which offers older or nontraditional students a chance to earn their degrees at night, will be known as the James A. Woods Society of Jesus College of Advancing Studies.

The honor was bestowed on Woods thanks to the generosity of a former student, Bob Devlin, who donated \$5 million to the college on behalf of his family on the condition his former teacher receive some well-earned recognition.

Devlin, who was chairman and CEO of American General Insurance, the country's third largest insurance provider, met Woods in the 1950s, when Devlin was a ninth-grader at the Cranwell School in the Berkshires. Woods was his housemaster, disciplinarian, and, above all, role model. Their lives crossed again when Devlin came to recruit students at Boston College for his company, and again when his two sons, Matthew and Michael, enrolled in the Advancing Studies school.

Matthew Devlin wasn't going to go to college because of his dyslexia until Woods took him in. He did well and had enrolled in the College of Liberal Arts by his junior year and today is a television commentator for the NBA's Memphis Grizzlies.

His brother, Michael Devlin, started off as a full-time student at Boston College, but left school when he developed a brain tumor. When he recovered, he went to Woods. He finished his degree through night school and now owns a communications company in New York City.

"Father Woods just makes each and every person feel important," said Bob Devlin. "You could see that just emanating today, the love people have for him."

More than once yesterday it was mentioned that, the Devlin family's gift aside, the school is already known as The College of Woods. With his boisterous laugh and stout figure, Woods is not easily missed walking around campus. His optimism is eternal, say those who know him - "When you ask him how he is, what does he always say? 'Never better!' " said Professor Marilyn Matelski, one of yesterday's speakers.

The priest's optimism, dedication - some questioned whether Woods lives in his office - and encouragement fostered confidence in housewives, single parents, failed students, and late bloomers who decided that they, too, wanted a Boston College degree.

Since 1968, 3,900 students have earned degrees under his tutelage.

Stephanie Campbell, 42, met Woods when she came to Boston College in 1986 as a single parent. She graduated four years later, and has since returned to earn her master's degree in social administration.

"I don't want to say I would have been lost without him, but it was nice to know when you had a problem, I could go to [Woods] and he would have an answer," she said.

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Mary Hennessey, a co-worker, said Woods is someone who never asks "if" something can be done, but "how." Jack Dunn, a Boston College administrator who was present when the hockey player walked into Woods's office, said he has long admired the priest's "incredible ability to size people up, offer the right advice at the right time, and know when people need a hug or a boot in the butt."

For his part, Woods, embarrassed by all the attention he received yesterday, said he simply tries to help the students he has met fulfill their dream of earning a college degree - some a bit later than others.

"You just have to have faith in people," he said.