

Fall ACHE Region 1 Professional Development Day
Worcester State College, Worcester MA
November 18, 2005

Program

8:15 – 9:00	Registration Morning Eye Opener Informal Networking	Student Center, Blue Lounge
9:00 – 9:15	Welcome	Student Center, Blue Lounge
9:15 – 10:15	Keynote Address <i>Metric Driven Decision Making</i>	Student Center, Blue Lounge
10:15 – 10:25	Transition	
10:25 – 11:45	Concurrent Sessions	
	<i>Marketing: Friend or Foe?</i>	Student Center, North Auditorium
	<i>How Strategic Enrollment Management Can Assist Continuing Education Professionals</i>	Student Center, South Auditorium
	<i>Non-Credit Programs Community (Including Children and Professional Education)</i>	Student Center, Rm. 204
11:45 – 12:45	Lunch Business Meeting	Student Center, Blue Lounge
12:45 – 1:00	Transition	

Program Continued

1:00 – 2:30

Concurrent Sessions

*Enrollment Metrics
For Adult Learners*

Student Center,
North Auditorium

*Non-Credit Programs:
Community and Professional
Education*

Student Center,
South Auditorium

*Weaving the Digital Thread
Enhancing Legacy Marketing
With Modern E-Commerce*

Student Center,
Room 204

2:30 – 3:25

Wrap-up Session
Counting on 50+ Success

Student Center,
Blue Lounge