

“Steal This...Sharing Success and Best Practices”

ACHE Region 1  
Professional Development Day

Wednesday, April 28, 2004

Rondileau Campus Center Ballroom  
At  
Bridgewater State College  
Bridgewater, Massachusetts

**ACHE**

ASSOCIATION FOR CONTINUING HIGHER EDUCATION, INC

**THE NETWORK  
OF LEADERS  
FOR LIFELONG  
LEARNING**

**Spring ACHE Region 1 Professional Development Day 2004**  
Bridgewater State College, Bridgewater, MA

**Program**

8:45 – 9:15	<b>Registration</b> <b>Morning Eye Opener</b> <b>Informal Networking</b>	Ballroom Foyer
9:15 – 9:30	<b>Welcome</b> Dr. Dana Mohler-Faria, President Bridgewater State College	Large Ballroom
9:30 – 10:15	<b>Keynote Address</b> Dr. Robert Gee, President and Founder The National Graduate School	Large Ballroom
10:15 – 10:20	<b>Transition</b>	
10:20 – 10:50	<b>Concurrent Sessions</b> <ul style="list-style-type: none"><li>○ Higher Education/PreK-12 Partnerships: Delivering on campus quality to off campus locations      Crimson &amp; White Room 209</li><li>○ How to Keep Adults Connected      Green Room 119</li><li>○ Academic Integrity in the Classroom Hanover/Duxbury      Room 212</li></ul>	
10:50 – 10:55	<b>Transition</b>	
10:55 – 11:25	<b>Concurrent Sessions</b> <ul style="list-style-type: none"><li>○ Corporate On-Site Training: How to Thrive in a World of Chaos      Crimson &amp; White Room 209</li><li>○ Supporting Adult Learners Outside of the Classroom      Green Room 119</li><li>○ Tuition Refund Policies for Non-Credit Programs      Hanover/Duxbury Room 212</li></ul>	
11:25 – 11:30	<b>Transition</b>	

11:30 – 12:00	<p><b>Concurrent Sessions</b></p> <ul style="list-style-type: none"> <li>○ Successful Technology Based Programs for Lifelong Learning - Part I      Moakley Auditorium</li> <li>○ Summer School Program in Transition      Green Room 119</li> <li>○ One Size Doesn't Fit All – Customizing Degree Programs for Corporate Clients      Hanover/Duxbury Room 212</li> </ul>
12:00 – 12:05	<b>Transition</b>
12:05 – 12:35	<p><b>Concurrent Sessions</b></p> <ul style="list-style-type: none"> <li>○ Continuous Quality Improvement in an Institute for Learning in Retirement: Conceptual Framework and the Real World      Crimson &amp; White Room 209</li> <li>○ Successful Technology Based Programs For Lifelong Learning – Part II      Moakley Auditorium</li> <li>○ Arts for Youth Program      Green Room 119</li> <li>○ College and the Military: A Strategic Partnership for Success      Hanover/Duxbury Room 212</li> </ul>
12:35 – 12:40	<b>Transition</b>
12:40 – 1:55	<p><b>Luncheon Address</b>      Large Ballroom</p> <p>Dr. Edward Minnock, Dean Graduate and Continuing Education Bridgewater State College</p> <p>Regional Business meeting Maureen Zonj, Chair ACHE Region 1</p> <p>Dr. Jerry Hickerson, President Association for Continuing Higher Education</p>
1:55 – 2:00	<b>Transition</b>
2:00 – 3:00	<p><b>Town Meeting</b>      Small Ballroom</p> <p><i>Sharing Success and Best Practices</i></p>
3:00 – 3:15	<p><b>Wrap-Up</b>      Small Ballroom</p> <ul style="list-style-type: none"> <li>○ Session Evaluations/Networking</li> </ul>

## Keynote Address

### *Benchmarking for Best Practices: Measuring Success in Continuing Education*

To paraphrase Covey in “7 Habits,” successful continuing programs might best be begun by having two ‘ends’ in mind: How will program success be measured?...and...What are the Best Practices which I might learn or share as a result of my experience? In his remarks, Dr. Gee will relate his experience that continuing education programs are best funded when they can measure tangible success, will suggest a system for measurement, and illustrate by case studies in the private, public and military sectors. The session will also share a list of best practices with examples.

#### Biography:

Dr. Robert Gee has over twenty-five years of practical experience utilizing performance excellence and “best practice” to assess of degreed, continuing education and training programs. He has been recognized for measurably successful initiatives in continuing education in the United States, Canada, and Third World. Among past clients are Defense Logistics Modernization Agency, Department of Homeland Security, Ministry of Science and Technology (CAN), Asian World Bank (Pacific Rim).

In 1993, Dr. Gee founded The National Graduate School, which takes as a vital part of its institutional mission continuing education throughout the nation and globe, with special emphasis on the United States Military. Committed to the belief that education improves the lives of students through the results they achieve, The School was noted as a “higher education benchmark” in the *Congressional Record*.

As President, Dr. Gee has supervised professional development programs for sponsors such as Army National Guard, FDA, and Office of the Inspector General, Walter Reed Health Care System, and United States Coast Guard. In 2003, he led The National Graduate School to institute a Homeland Security Certificate which assesses homeland security plans through quality systems and GAO-inspired performance metrics.

Dr. Gee has been educated at The University of Ottawa (Canada) and Harvard University.

## Session Descriptions

**Session I**     *Higher Education/PreK-12 Partnerships: Delivering on campus quality to off campus locations*

Presenter: Jane Souza, Bridgewater State College

In order to maintain high academic standards, higher education can require strict and sometimes rigid guidelines surrounding the teaching of graduate credit courses. In contrast, the PreK-12 school systems demand flexibility and customization to meet their specific professional development needs. So who gets to call the shots? To what extent should higher education dictate to school districts, and to what degree should the school systems be able to control what is offered to their staff? This workshop will identify the areas where secondary and post-secondary education are seemingly in conflict and explore ways to determine when each system should take the lead.

Biography:

Jane M. Souza is the Director of Off Campus Programs for Bridgewater State College Graduate and Continuing Education. Her experience as a former preK-12 educator has assisted her in her current role as developer of higher education/preK-12 partnerships throughout Massachusetts. She has presented for various constituencies including the Massachusetts Superintendents Association, New England League of Middle Schools, Massachusetts Computer Using Educators, Massachusetts Department of Education, and various school districts throughout the region.



**Session II**     *How to Keep Adults Connected*

Presenter: Dr. Shirley Adams, Charter Oak State College

Whether the adult students are part of a traditional college, an adult education branch of a traditional college, or a non-traditional college, in order to retain the adult student, one needs to keep them engaged with the institution.

Charter Oak State College is an external degree college that offers its own distance learning course, but it is also an aggregator of credits. As a result, we have two overlapping groups of students: students who are earning a degree from Charter Oak and students who are just taking our courses. Both groups contain in-state and out-of-state students.

This session will share programs and processes (challenges and results) that we have put in place to serve and retain both groups of students; and what other colleges are doing to retain students. Participants will be asked to share their successful programs.

Biography:

Shirley M. Adams has a B.A. in secondary education from the University of Northern Iowa; M.A. in Education from the University of Iowa in the area of adult and community college education; and a Ph.D. in Professional Education from Iowa State University in the area of adult and higher education administration. Shirley has over 30 years of experience as an administrator in the field of adult and higher education. She has worked in two-year, four-year, public, and private colleges and universities and for a state educational agency. She is currently the Vice President for Academic Affairs at the Charter Oak State College in New Britain, Connecticut.



**Session III**     *Academic Integrity in the Classroom*

Presenter:     Larry Isaacson, Brandeis University

What do you tell a distressed instructor who has uncovered cheating? A recent study has shown that academic dishonesty is on the rise and many students feel it's justified. We will explore students' attitudes and I will share my experiences in my role as a CE judicial administrator. We will explore how to handle academic integrity cases and how to employ preventative measures. Participants will be encouraged to share their experiences.

Biography:

Larry Isaacson has worked in the field of continuing education for over ten years, starting at Lesley College where he did admissions operations and advising work. Currently, he is a Program Manager at the Continuing Studies Office at Brandeis University where he oversees the admissions, registrar and student services areas. He is also involved in academic and student life advising. A member of the Association for Continuing Higher Education (ACHE), Larry has been active planning regional professional development days and is currently the Region 1 Secretary/Treasurer.



**Session IV**  
Presenter:

***Corporate On-site Training: How to Thrive in a World of Chaos***  
Kevin Currie, Northeastern University

The constant changes within the business community over the past ten years have created both opportunity and disaster for institutions of higher learning. Some programs have become a large part of an institution's mission, while others have disappeared into the sunset. This session will point out some causes for past disasters and provide examples for future success. Some other outcomes for this session will be to initiate a plan for a corporate on-site program, list some of the things that will guarantee failure of an on-site program, itemize a list of things that will make their organization succeed in this endeavor, and begin the creation of a sales training program for their account managers.

Biography:

Kevin Currie has more than twenty-two years of experience in management consulting, sales and training. As Senior Associate Dean, he is responsible for overseeing and directing several school centers, professional development, business development, distance learning, and the English Language Center.

Prior to joining Northeastern, Mr. Currie was Director of the Corporate Training Group at Boston University where he directed management consulting and training capabilities available through the Corporate Education Center, increased corporate enrollments from 3,500 to over 11,000 in three years and expanded the corporate program from a regional to international.

Previous to Boston University, Mr. Currie was Director of the State-of-the-Art program at Northeastern University, where he was responsible for doubling in size of the organization and developing an Indonesian training program in voice and data communications, as well as a cooperative venture with the University of Oxford, England. Early in his career, Mr. Currie was the General Manager of Nelson Communications and founding Director of their TELESOLUTIONS division. While at Nelson Communications, Mr. Currie presented executive and management level programs across the United States and Europe.



**Session V**      *Supporting Adult Learners Outside of the Classroom*  
Presenter:      Patrick Holt, Fordham University

Students are seeking more and more accelerated degree programs, but we have tried to focus on ways to provide a traditional college “feel” to students. On an ongoing basis we provide seminars, brown-bag luncheons, student government and social gatherings to provide the support network that students need most, each other. How can adult education programs connect students to services like: Counseling? Athletics? Disability services? Career placement? How can technology connect students to the “traditional” college experiences on your campus? Come share your ideas and hear about some of our programs.

Biography:

Patrick Holt is Associate Dean at Fordham University’s College of Liberal Studies for Adult Learners. He directs Fordham’s weeknight, weekend, and on-line degree programs at Fordham’s suburban campus in Tarrytown, New York.



**Session VI**      *Tuition Refund Policies for Non-Credit Programs*  
Presenter:      Mark Curran, Brown University

The Brown Learning Community has for 20 years had one of the more liberal tuition refund policies in the country. Students can receive a full or partial tuition refund or tuition credit as long as they attend at least one session and write a letter explaining why they wish a refund or credit. The background and history of moving towards this liberal refund policy will be discussed.

Biography:

Mark Curran is Dean of Special Studies in the newly established Office of Summer and Continuing Studies at Brown University. He earned the Ph.D. in English at the University of Wisconsin and has been at Brown since 1974.



**Session VII** *Successful Technology Based Programs for Lifelong Learning*

Moderator: Dr. Mary Fuller, Bridgewater State College

The Moakley Center for Technological Applications at Bridgewater State College is the home of many technology-based programs serving learners of all ages. An overview of the following programs will be presented: Center for Technical Education(non-credit technology programs in Graphics, A+, Microsoft IT Academy, Oracle); Teaching and Technology Center(resources and services for faculty); GeoGraphics Lab(applications of geographic information systems); BSC City Lab(middle/high school student biotechnology opportunities); and RiverNet Watershed Access Lab(teachers and community volunteer watershed monitoring).

Presenters:

Dr. Jeff Bowen, Co-director, BSC CityLab  
Dr. Michael Carson, Co-director, BSC CityLab  
Dr. Kevin Curry, Coordinator, Watershed Access Lab  
Mr. Dave Iava, Coordinator, Center for Technical Education  
Dr. Uma Shama, Co-director, GeoGraphics Lab  
Dr. William Singleton, Faculty Support Fellow, Teaching & Technology Center  
Mr. Eric LePage, Faculty Support Coordinator, Teaching & Technology Center



**Session VIII** *Summer School Program in Transition*

Presenter: Gwenn Smaxwill, Brandeis University

The Brandeis Summer School is celebrating its 30<sup>th</sup> anniversary. In the last two years, the University has set new goals for the program and expects it to double in size within five years. What measures have been undertaken to invigorate a mature product and deliver on these objectives? What are the institutional dynamics that foster or inhibit success in this endeavor? Follow the road one program is traveling to meet this challenge.

Biography:

Gwenn Smaxwill has been the director of the Summer School Program at Brandeis University for seven years and she serves as Disability Coordinator for the Summer and Continuing Education Division and has worked in the Registrar's Office and the Residence Life Program. She is graduating in May from Brandeis' Heller School of Social Policy and Management with a Master's in Human Services Management.



**Session IX**     *One Size Doesn't Fit All – Customizing Degree Programs for Corporate Clients*

Presenter:     William Hurley, Endicott College

Should one size fit all in continuing education? Not when we are trying to build strategic relationships with corporations or other institutions of higher learning! All students do not have the same background and experience. All corporations do not have the same policies regarding payment for employee education. Continuing education can benefit by tailoring programs to match corporate and student needs and by developing articulation transfer policies with other schools.

**Biography:**

Bill Hurley, President and CEO of Vanguard Education and Training Services, Inc., is the former Dean of Professional Studies at Endicott College. He holds B.S. and M.Ed. degrees from Northeastern University, and a M.B.A. degree from Anna Maria College. He is currently an A.B.D. doctoral student at Johnson and Wales University where his dissertation is in the area of “Adjunct Faculty Professional Development.”

After 32 years in the Winthrop Public School system where he served as teacher and K-12 Mathematics Coordinator, Bill retired in 2000 to enter higher education full-time at Endicott College. Since 1983, while employed in Winthrop, Bill had been involved in continuing higher education as an evening site coordinator for Quincy College and Anna Maria College and as an adjunct professor for Quincy College, Curry College, Anna Maria College, and Endicott College.

From 1962 to 1997 Bill had a parallel career in the U.S. Army, retiring from the U.S. Army Reserve in the grade of Colonel after 35 years. On retirement, he was promoted to Brigadier General by the Massachusetts National Guard. Among the military schools from which he graduated are the U.S. Army Engineer Officer School, the U.S. Marine Corps Command and General Staff College, the U.S. Army Command and General Staff College, and the U.S. Air Force Air War College.



**Session X**     *Continuous Quality Improvement in an Institute for Learning in Retirement: Conceptual Framework and the Real World*

Presenter:     Dr. Sharon Sokoloff, Brandeis University

Continuous Quality Improvement (CQI) is a philosophy and management technique to assess and improve organizations' operations rather than simply react to problems. The Brandeis Adult Learning Institute, an institute for learning in retirement, uses a framework to plan, develop, evaluate and *continuously improve* the program. The framework, developed by Avedis Donabedian, applies the concepts of structure, process and outcomes to four categories of BALI goals: curriculum/programs, community-building, university relations and infrastructure. This approach is applicable to other programs.

Biography:

Sharon Sokoloff, Ph.D., Director of the Brandeis Adult Learning Program (BALI) has worked at BALI since the program's planning year, playing an integral role to develop, implement and administer the program. Prior to BALI, she did research, policy-making and consulting related to long-term care gerontology and health care quality in academic, public and private sector settings. She also practiced physical therapy for ten years in a range of health care delivery options including acute care, home and community-based long term care. Dr. Sokoloff has a Ph.D. in Social Policy from the Heller School at Brandeis University, a Master of Science in Gerontology and Master of Public Administration from the University of Southern California, and a Bachelor of Science in Physical Therapy from Ithaca College.



**Session XI**     *Arts For Youth Program*

Presenter:     James Quinn, Bridgewater State College

Lisa Troy, Bridgewater State College – Visiting Lecturer

Arts for Youth was founded by Professor Jim Quinn and he currently serves as the director for a program that runs year round, and includes a six-week, full-time Summer multi-arts camp, Fall and Spring music theater workshops, and after-school/evening programs. The Arts for Youth program at Bridgewater State College serves youth ages 7-12 and teens ages 13-15. Professor Quinn and Professor Lisa Troy will discuss the history, planning, administration, budget, legal issues, public relations and marketing, assessment, philosophy, structure, staffing and the Multi-Arts Content of this highly successful program.

Biography:

James Quinn has been a Professor of Theatre Arts at Bridgewater State College since 1994 and is a visiting faculty member at UMass Dartmouth. He is a graduate of Boston University's School of the Arts and holds an MFA from Yale School of Drama. He is the founder/director of Arts for Youth and Arts for Teens at BSC. He has served for six years as the chair of the Children's and Youth division of the New England Theater Conference and is the Massachusetts State Representative for the American Association for Theatre and Education. He has conceived and written ten musicals for young audiences, with playwright Dave Frieze and composer Steve Dennis. As member of a partnership program between BSC and the Southeastern Massachusetts Arts Collaborative, Prof. Quinn contributed to the publication of "Pathway to Communication – Teacher's manual".

Lisa Troy, a Visiting Lecturer in the Theatre Department at Bridgewater State College, is also the lead theatre teacher for the Arts for Youth Summer Program at BSC. Lisa has designed and co-directed several theatre programs for schools, including an AIDS Education and Prevention program, and Bringing Greek Mythology to Life. She has led professional development workshops for Boston and Brockton Public School teachers. During the past five years, Lisa has worked for the Cambridge Public Schools in a new Drama Infusion program for teachers. Lisa has designed and co-led these workshops.



**Session XII** *College and the Military: A Strategic Partnership for Success*

Presenter: Gary Burdick, Diamond Educational Services, Inc.

Diamond Educational Services Inc. is a Nevada based corporation with offices in NV, MA, and Washington D.C.. Diamond is dedicated to the military family, adult students, and their educational and career development.

Diamond manages & markets degree programs for military personnel, government contractors, dependants and retirees. The staff is composed of 90% military retirees, many of which are former Pentagon and directorate level personnel. We offer a local link to the home educational institution as well as complete educational benefit information for each student. Our onsite managers have the ability to mentor military personnel as they speak the same language, they "**Walk the Walk and Talk the Talk.**"

Diamond's staff provides the educational institution product knowledge that is military branch specific with regards to billing, SOC criteria, Ace Guide information, command and student needs.

Many military commanders encourage their personnel to engage in our classes to strengthen team building, communication skills, as well as achieve educational goals.

Diamond is a veteran owned minority corporation and an approved government small business contractor. As a government contractor, Diamond provides Leadership & Management Training, Sales and Marketing, Entrepreneurship and Small Business Development.

Biography:

Gary Burdick and his wife, Rosemary, have three children (Scott, Jerrid, and Jill) and 1.5 grandchildren. Gary is a lay minister, motivational speaker and member of National Guard Enlisted Assoc. and AMVETS.

Gary served with the Army for 27 years working in the Recruiting Divisions. He is experienced in sales, marketing, leadership, guidance and career counseling and training. Gary retired as a master sergeant having served as a Recruiting and Retention Noncommissioned officer, and Senior Guidance counselor for the Military Entrance Processing Center.

Gary has an Associate's degree from Quincy Junior College, Bachelors in Business from Anna Maria College, and a MBA from Anna Maria College.

Gary formed Gary A Burdick Consulting, a contracted business with Anna Maria College, to identify new educational sites, initially planning marketing and developing and creating new admissions.

Gary has worked as an adjunct for Quincy Junior College, Anna Maria College, The University of Mass. Amherst, Curry College, Endicott College, and Nichols College. He provided instruction using the seminar model. Seminar topics included business management, career development, business communications, market planning, sales training, motivation, and entrepreneurship.

Currently Gary is the CEO of Diamond Educational Services Inc., a corporation formed with his partners Leon Givner and Rosemary Burdick in 2001. Diamond works with Nichols College to offer degree programs to over 2000 military personnel, veterans, and military family members.

