

## Session Descriptions

### **Session I      Marketing: Friend or Foe?**

Presenter:      Ellen Duggan, Nichols College

Marketing is challenging both financially and competitively for institutions. How to start, whom to target, where to focus, and what to spend? The answers to these questions will help you explore strategies for your institution. This session provides an opportunity to get the “inside scoop” on opening doors to prospective students.

#### Biography:

Ellen Duggan is the Assistant Dean of Graduate & Professional Studies at Nichols College. Her career spans more than 20 years as a marketing professional in industries such as: technology, healthcare, medical services and education. Ellen opened The Duggan Group marketing firm in 2002, shortly after which Nichols College became a key account.

### **Session II      How Strategic Enrollment Management Can Assist Continuing Education Professionals**

Presenter:      Heather Smith, Bridgewater State College

In this session, Heather Smith provides an overview of Strategic Enrollment Management, both principles and practice. She will demonstrate how such practices allow us to apply enrollment data to Continuing Education programs and enrollment goals.

#### Biography:

Heather C. Smith is the newly appointed Associate Vice President for Enrollment Services at Bridgewater State College. She is the former Dean of Enrollment Services at the Community College of Rhode Island. Dr. Smith has made numerous presentations at the regional and national level on Strategic Enrollment Management and Services.

### **Session III Non-Credit Programs: Community (including Children) and Professional Education**

Presenters: Annette Cerill, Bryant University  
Darlene Marks, Stonehill College  
Lewis Shena, Rhode Island School of Design

Today's competitive environment offers the public a host of alternatives to traditional CE for learning. Community (including children) and Professional Educational (noncredit) programs will be discussed – how they are selected, priced, promoted and what needs they serve both to the college and the larger community. Panelists will talk about their own work in the field, discuss the trials and tribulations they face, and share questions/answers and discussion amongst themselves and the audience. Courses and programs will be discussed – how they are selected, priced, promoted, and what needs they serve both in the College and the greater community. Internal obstacles as well as external obstacles facing CE will also be discussed.

Biographies:

**Annette Cerilli:**

Annette Cerilli is the Director of the Executive Development Center at Bryant University, College of Business, a \$2 million dollar profit center that provides business and professional education programs for individuals and companies - regionally, nationally and internationally. Annette is also responsible for new program development. Since her promotion as Director, Annette has grown The Executive Development Center into a profitable enterprise at a rate of 25%+ per year.

Annette is active in her community and serves on several boards: Big Sisters of Rhode Island, the Center for Women & Enterprise and the Muscular Dystrophy Association. She also sits on the programming committee for Bryant University's Women's Summit.

Annette's professional experience includes IBM and Hewlett Packard. She lived in Alaska and Seattle before returning to Rhode Island, where she currently lives with her husband, Vincent, and son, Kyle, and her basset hound, Oscar Wild(e).

**Darlene Marks:**

Darlene Marks is enjoying her eighth year at Stonehill College where she is the Director of Community and Professional Education (CPE). CPE coordinates the non-credit program offerings at the College. These offerings include professional programs such as human resources, food service, computer applications, and real estate. Community courses encompass areas such as programs for senior citizens, book clubs, and general enrichment courses – wine tasting, country line dancing and the like. Prior to Stonehill College, Darlene spent 13 years working for the Graduate School at Bentley College where she also received her master's degree.

**Lewis Shena:**

Lewis Shena serves as Director of Continuing Education and Special Programs for the Rhode Island School of Design, one of the pre-eminent art institutions in the United States. Previously, he worked for Hofstra University where his final assignment was Associate Dean of Programs for University College for Continuing Education. In both of these positions, it is/was his responsibility to program, market, implement and generate significant revenue from hundreds of mainly non-credit programs offered to the public at large as well as to specific professional groups. Also, he has served as Chair of both ACHE Region 3 and Region 1.

Shena received a BA in Psychology and Theater Arts from the State University of New York at Buffalo and an MA in Drama from New York University. Additionally, he completed all work towards completion of a Ph.D. in Performance Studies at New York University except for the dissertation. For many years, he pursued a career as a director and stage manager in the professional theater in New York, and was also the Producing Director of the Millbrook Playhouse in Pennsylvania.

**Session IV Enrollment Metrics for Adult Learners**

Presenter: Brian Williams, Providence College

Enrollment Management models for traditional students dominate the landscape. However, these concepts do not always apply in an adult learner landscape. This session will explore the nature of traditional SEM concepts and their application to the adult and non-traditional environment. The session will focus on recruitment, student retention, and course planning with significant attention paid to configuring administrative systems to support the gathering of sufficient data.

**Biography:**

Brian Williams has emerged as a leader in the creation and usage of enrollment systems at Providence College. He has utilized Sungard SCT Banner, ANGEL course management software, and CollegeNet Resource25 to integrate all the enrollment-related instructional technology needs for Providence College's three divisions..

**Session V: Non-Credit Programs: Community and Professional Education**

Presenters: Dan Nichols, Worcester State College  
Debbie Kresge, Housatonic Community College  
Elizabeth Hart, Brown University

Today's competitive environment offers the public a host of alternatives to traditional CE for learning. Community and Professional Educational (noncredit) programs will be discussed – how they are selected, priced, promoted and what functions they serve both in the college context and the larger community as well. Panelists will talk about their

own work in the field, discuss the trials and tribulations they face, and share questions/answers and discussion amongst themselves and the audience.

### **Biographies:**

#### **Dan Nicholes**

Dan Nicholes is the Director of the Center for Business and Industry at Worcester State College. Prior to joining the College, Nicholes spent his career in business as a corporate university manager and HR manager for the FedEx system, an organization development manager for an investor-owned electric utility serving the Pittsburgh area, and a self-employed training and organizational development consultant. Nicholes grew up in Central Illinois, received his bachelor's degree in liberal arts from the University of Illinois and his Master's and Doctor's of Arts from Carnegie-Mellon University, where he specialized in curriculum development.

#### **Debbie Kresge**

7 years ago, in 1998, Kresge moved to the Valley area from Springfield, Massachusetts, to begin her new career as the Assistant Director of Admissions for Housatonic Community College (HCC), in Bridgeport, CT. She quickly and subtly demonstrated her value as an admissions counselor with a substantial increase in new student enrollments in the Valley area, international students, and transfer students to HCC.

In 2001, Kresge accepted the position of Coordinator of the Continuing Education program at HCC. Here, she built the program from ground zero, with only two classrooms, no instructors, no courses and no revenue source. In just 4 years, this program has become a huge success with a history of making over \$200,000.00 in revenues last year alone. Along with her excellent team, Kresge built this program to what it is today; with over 100 courses, 100 instructors, 9 on-campus certification programs, 2 online certification programs, several off campus locations, and 5 company training sites. Using creative marketing strategies in order to grow and maintain the program's reputation as a "quality" program, Kresge has overseen a growth in the continuing education program of 1000% increase in courses, instructors, enrollment and revenues since it first began back in 2001.

#### **Elizabeth Hart**

Elizabeth Hart received her bachelor's degree from Harvard College and went on to pursue a Master's and a Ph.D. from the University of Michigan. Her academic field is in South American archaeology and ethno-history. She taught at Harvard for 4 years and worked as an academic administrator at both Harvard and Dartmouth Colleges. For the last 15 years Elizabeth has been at Brown University, working first as the Coordinating Dean of the first year class, and most recently as an Associate Dean in the Office of Summer and Continuing Studies. She is currently responsible for the curriculum of both the University's credit-bearing summer session and the non-credit program for high school students.

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

Presenter: Jude Augusta, Seacoast Consulting

Proven marketing tactics needn't be at odds with modern information technology-based marketing. In this session, we explore modern, proven, and SIMPLE tactics that harmonize and enhance legacy campaigns. Among the topics covered are engaging online ad strategies, opt-in email campaigns, data-base marketing, and monitoring consumer behavior.

**Biography:**

Jude Augusta is a sales and business consultant, specializing in low-cost ecommerce business and marketing practices. Augusta fostered partnerships for the storied "Lycos.com" and has since played a part in many entrepreneurial initiatives based on thin budgets with high demands. He later takes those experiences to the business and law classes he teaches at area colleges. Augusta has a degree in law, an MBA, and a Bachelor's of Science degree. He is one of eight children, lives in the NH Seacoast, and is Sergeant-At-Arms of Hampton, New Hampshire Rotary Club.

**Wrap-Up: Counting on 50+ Success**

Presenter: Todd Harff, Creating Results

There are many millions people over the age of 50 in the US, yet strategic marketing to this key demographic is often done poorly or not at all. How can higher education tap into this potentially lucrative "mature" market?

This program is designed to help attendees better understand the 50+ consumer, from demographic numbers to generational insights. Todd Harff not offers do's and don'ts to guide marketing and programming, but he also reveals the #1 secret for 50+ success, and what it means for your program.

**Biography:**

Todd Harff is the President of *Creating Results – Strategic Marketing*. This full service consultancy provides clients with expertise in "Everything Consumers Experience." *Creating Results* invests considerable time and energy in seeking understanding before providing advice. The resulting insights lead to highly efficient and effective marketing

programs, not to mention numerous awards, including two Platinum Awards from the national Council on Senior Housing and multiple National Mature Media Awards.

Harff is a respected writer and speaker. He has contributed to *Selling to Seniors*, *Senior Housing News*, *Management Insight*, *Nation's Building News* and many other publications. In addition, Harff has been a guest lecturer for graduate level marketing courses, moderated at *Building for Boomers*, and spoken at other industry seminars.

Harff holds a BA degree from Colgate University where he graduated cum laude. He has studied at the University of London and earned an MBA at Georgetown University.