ACHE

ASSOCIATION FOR CONTINUING HIGHER EDUCATION, INC.

MidAtlantic

2016 Spring Regional Conference and Meeting

Presentation Abstracts

Keynote Speaker

Dr. Tiffani Worthy is an authentic leader of character who helps organizations improve their performance culture and achieve their goals. She uses her natural ability to create an environment of trust and transparency coupled with a thoughtful strategy and robust communication plan to drive change and accountability. Dr. Worthy has a diverse background that spans 15 years across various industries. The common thread in all that she does is her commitment to developing others and her passion for learning.

Thursday, April 14, 2016 - 10:15 a.m. – 11:00 a.m.   *Roundtable Discussions*

Career Services: Emerging Trends for the Non-Traditional Student
Connie Harrington, Career & Industry Specialist, School of Graduate & Professional Studies Office of Career Services, of Stevenson University

Presentation Abstract: Stevenson University provides resources and educational programs to support the diverse career interests along with the varying demands of the non-traditional student by providing a variety of way to make the resources and information readily available to students in assessing their strengths, interests, and values.

- Career Architecture - Personal Direction, Professional Know-How, and Discipline Expertise.
- Online portal - designed for adult learning, the portal provides accessibility to a multitude of career resources and information within each element of Career Architecture. It can be used as a teaching tool in individualized meeting or by the student independently. It provides a step by step guide in the job search process.
- Handshake - our online resource for student employment opportunities, is utilized to publicize events, job opportunities, internships and mentorships to the Graduate and Professional Studies students.
- Resources and materials - to meet the varying needs of this populations. One resource that has been notably helpful to these students has been the new resume format. This format is different than the traditional resume as it is designed to highlight the student's skills sets and educational coursework by identifying and relating their skills to the requirements of the positon, providing career focus and direction.
- Classroom Integration - activities such as classroom visits throughout the year with presentations covering topics such as resume writing, interviewing, professionalism and personal branding providing a practical component to their job search.

- Flexible individualized appointments - can be made in person, by phone, email or Skype and can be made through the Stevenson website, the portal, email or phone. Evening hours have been added to the walk-in hours.

This personalized strategic plan promoting the student strengths, interests and team work creating a winning element allowing each component to accomplishing set goals for student employment.

The Speed of Trust: The Art of Balance in the Workplace
Dr. Judith A. Stang, Assistant Dean, and Dr. John Roland, Associate Professor, of Springfield College.
Program Abstract: Emerging trends in Higher Education includes crisis management of producing results to solve problems. Leadership faces an ethical crisis that stops our work, decreases bottom line decision making and wipes out hope…the crisis is a lack of trust…trust changes everything! Low trust causes friction, hidden agendas, interpersonal conflict, interdepartmental rivalries, win-lose thinking, and defensive communication. All of this reduces the speed of trust ….The lack of trust is created by our behavior and it is restored by taking the exponential leap of faith that makes all the difference! Impacting ethics is one of the hot topics today as it is fundamentally important and necessary is absolutely insufficient. The hope for the future lies with the speed of trust as the root of ethical decision making, communication and the most important is working relationships to produce in the workplace. Trust is something you can do something about….come and join this conversation to learn how you can create the speed of trust!

University Cybersecurity Education
Jacob Painter, Student/Student Technician, in the major of Information Technology for Business Education at Indiana University of Pennsylvania.
Program Abstract: One of the hot topics in our world today is the issue of cybersecurity. Almost everyone in our country and across the world has access to a computer, and that computer will most likely be connected to a network to allow exchange of information. However, with this easy access to information comes security issues. We will be exploring cybersecurity as it pertains to universities and analyzing best practices and formulating modules for the education of these best practices. Universities are particularly vulnerable due to the fact that they have to service so many faculty and students on a day-to-day basis, and this is where a large portion of the risks come from. We are consulting with those who focus on these threats to the sensitive data at universities, and also learning more about the specific types of attacks (denial-of-service, malicious software, buffer overflows, hacking, etc.) that can occur to either steal information or leave the network inaccessible to users. Our goal is to disseminate as much information about these threats as we can without overwhelming students and faculty and staff at these universities, while still getting all the important information across to them. This research will also help us in the Information Technology field to effectively identify and combat these threats from behind the scenes.

Incorporating Learning Agility in Continuing Education Programs to Best Prepare Adult Learners for the Ever-Changing 21st Century Workforce (Key West)
Debra Anne Roach, Ph.D. Director of Continuing Education, The Pennsylvania State University, Beaver Campus.
Program Abstract: Korn/Ferry International, the world's largest executive search firm generates forward-thinking research that illuminates how talent advances business strategy. K/F has published extensive research that explores global best practices and human capital development. They define learning agility as, "the ability and willingness to learn from experience, and subsequently apply that learning to perform successfully under new or first time conditions'". (Swisher, 2012). In 1995, American psychologist, Robert Sternberg, coined the phrase 'learning agility' to describe the quality that many successful people and organizations demonstrate. A key point about learning agility is that it's not only about academic intelligence - it also requires people to be open to new challenges. This presentation will elaborate on the competencies of learning agility and importance of incorporating learning agility into curricular and co-curricular activities to better prepare students for real-world work. This is definitely a topic that deals with both alternative learning styles and adult learners. Learning agility competencies are newly emerging as extremely desirable by employers. The information in this presentation would be timely and appropriate.

Targeted Audience + Targeted Message = Better ROI. The "How" & "How Successful" of Microsites and Landing Pages (Penthouse)
John Stapleton, Principal, Paskill Stapleton & Lord
Presentation Abstract: We'll present two case studies to demonstrate the power of microsites and landing pages:
   • Marywood University's international recruiting campaign directs prospective students to native language landing pages. The challenges (and rewards) of speaking their language!
   • Wayland Baptist University. How they used a microsite and extension campuses to grow online program enrollment.
Using these case studies as a foundation we'll show why microsites surpass enterprise websites as the most efficient mousetrap for enrollment marketing today? We'll talk about the simplicity, the lower cost, the real-time analytics potential, and the close control that enrollment directors can have? Every school has a website, so why do you even need a microsite when every piece of information regarding your institution is already available on your .edu website? Microsites give you the ability to target specific audiences with relevant content; all of the content is dedicated to a single purpose. This strategy will improve the performance of your enrollment marketing efforts.The purpose of a well-conceived microsite is clear; capture prospective student data. Due to the targeted nature of the audience and content, inquiries from microsites convert at a much higher rate than most other sources. Campaign-specific reports are easier to produce and more accurate when microsites are involved, too.Also, the ability to quickly and affordably make changes on microsites allows for performance testing that isn't practical on your .edu site. Microsites allow for testing the effectiveness of videos versus photos, changes in form fields, or even the color palette.The future of microsite deployment is as large as the number of segments in your prospect pool. Microsites hedge against competition, budget barriers, and address the tactical requirements to ensure healthy enrollments for the future of your institution.

Advising & Supporting Adult Learners (Key West)
Angela Tekely, Ed.D., Assistant Vice President of Academic Affairs, and Kate Kearney, Assistant Dean of the College of Lifelong Learning at Immaculata University.
Presentation Abstract: Adult learners are often balancing multiple priorities including family, work and school. Strategies will be shared in this session on how to actively engage adult learners in meaningful ways. Through the use of social media, texting, and targeting networking events you will learn how a small private university actively engages their adult learners, resulting in a 90% retention rate.

Online Learners: Let's Talk about Seeds, Flowers and Weeds (Penthouse)
Sharon Barnes, Regional Director & Adjunct Faculty, and Kari Frenz, Academic Advisor &Adjunct Faculty, of Mary Baldwin College.
Presentation Abstract: This presentation examines andragogical techniques for effective online teaching. Actual examples from a mathematics course and a music course provide differing perspectives including the following: presentation of course materials, discussion boards, online resources, policies, and testing procedures. In addition to course content and procedures, discussion of the increasing challenges of teaching under-prepared students and addressing student expectations will be focal points. Students of varying ages, backgrounds, abilities, and life experiences challenge even the most diligent professors. How do we as educators uphold academic integrity in today's ever-changing landscape of higher education?

Building a Culture of Support through Personalized Student Communication (Key West)
Angela Reynolds, Director, Recruitment & Admissions, and Cindy Madden, Communications Manager, of Stevenson University.
Stevenson University has taken a personalized approach to communicating with students to ensure they receive proactive, consistent, and frequent contact from our enrollment management team. From the first point of contact through graduation, students experience dedicated support from enrollment counselors and student success coaches. This level of commitment embodies the SU culture. As the University reviewed quantitative and qualitative data associated with new student registration surveys and the various reasons for course drops, along with benchmarking, it became clear that we needed to better engage the online, adult learner. It is important to acknowledge that each population is unique. The needs of a new student will differ from those of a returning student. The Director of Admissions & Recruitment, along with the Communications Manager, will present on the newly designed comprehensive email communication plan. The plan includes phone touches throughout the new student journey and returning student experience. These communications are aimed at preparing students for success and increasing their motivation to persist in our programs. Emails are carefully crafted, focusing on messaging based on student and staff feedback. In addition, communications are segmented to provide tailored information based on the student's current status within the institution.

As institutions increasingly recognize the need to shift resources to support student retention efforts, this session will inform attendees of the methods used to collect and review data identifying student needs, staff training to ensure best practices, the proactive communication efforts implemented, and the methods used to measure success of communication.

Was That Email Campaign Successful? (Penthouse)
Mickey Baines, President, Fourth Dimension Partners
Presentation Abstract: Successfully engaging (and converting) a prospective student through the use of an email actually requires four mini-conversions. Viewing your emails through each of these conversions will help enrollment teams improve the impact emails have. During the session, we will review the four types of conversions, and look at opportunities to incorporate them into email marketing campaigns, automated messages from within a CRM as well as individual emails sent directly from recruitment staff. We will review over-used terms that turn students away, subject lines that are prevalent within higher education admissions and a few best practices to improve each of the four mini-conversions. We will conclude the session by developing a sample series of emails that collectively can be used to convert a prospective student (inquiry) into an applicant, and finally to a newly enrolled student.

LCCC: Lots of Coffee, Conversation, Community
Gloria Lowell, Veteran and Returning Adult Specialist, Lehigh Carbon Community College
<u>Presentation Abstract:</u> In the fall of 2014, LCCC held a ribbon cutting ceremony for their Veteran and Returning Adult Lounge. Activities for the loung are coordinated by the Veteran & Returning Adult Specialist. This special-term faculty position creates a point of contact and learning specialist for this population of students. The lounge which features computers, printers, cad reader and most importantly, COFFEE, has become a place of refuge and relaxation for our Veterans and Returning Adults. Hear from students, veterans, faculty and administration about how the lounge has created community for our students as well as helped with retention.   This will be a powerpoint presentation with video and Q&A

Eight ways to provide support to Adult Learners.
Elizabeth Asbury-Brown, M.Ed, MBA. Asst. Director for Academic Services, Springfield College.
<u>Program Abstract:</u> The adult learner population is the largest and fastest growing population of students in higher education today. In order to effectively educate and retain the population, this presentation will focus on how student engagement can be achieved and enhanced through curriculum, counselors/advisors, staff, institutional commitment, environment, communication, programs & services, and facilities.

UNC Core: Better Serving Active Duty Military
Timothy R. Sanford, Director of Credit Programs, Friday Center for Continuing Education, University of North Carolina – Chapel Hill.
<u>Presentation Abstract:</u> UNC Core is a new initiative out of UNC-Chapel Hill and the UNC System to better serve the many active duty military stationed in North Carolina. Building on the existing self-paced courses consortium involving ten of the UNC universities, UNC Core provides college credit courses in a convenient manner that fits well with the unpredictable deployment patterns of the military. Simply, UNC Core makes it easy for active duty military to earn the completion programs offered by many of the UNC universities. This presentation will include information about the creation of UNC Core, the problems encountered, the successes achieved, and a look at future plans.