

*Get the latest, most advanced info on this hot growth area!*

# **New! Advanced C.E. and Credit Programming Institute**

## **April 21-23, 2015**



**TUCSON, AZ**



*“Information That Works!”*



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*Wildflowers near Kitt Peak. Photo by: Bruce Griffin*

*Dear fellow C.E. executive,*

*There is a huge need, demand, and interest for sharing best practices and success stories for credit programming in continuing education units. That's why we have an updated and all-new intensive, comprehensive institute on continuing education and credit programming.*

*LERN provides a unique experience formula: 1) the best experts, 2) networking with other success practitioners, and 3) a setting that enhances your creativity, brainstorming, and energies.*

*1. Our panel of top practitioners has kept in touch with the advances in credit programming in continuing education. They have the latest, most advanced practical how-to information about improving the success of credit programming.*

*2. You get the time and access for networking with other successful practitioners.*

*3. The Westward Look Resort, which offers outdoor meals, poolside discussions, and beautiful scenery, is so popular that LERN members want to come back again and again.*



*Breakfast and lunch are usually held outside for greater networking.*

*Join me, some of the top practitioners, and your colleagues in the area of C.E. and credit programming for an advanced Institute with the latest case studies and recommendations on furthering your success in this exciting growth area.*



*Some small group discussions are poolside.*

*Sincerely,*

***Julie Coates***

*Julie Coates, Vice President for Research*

*P.S. This Institute gets rave reviews. We know you will benefit too. You will find information not available anywhere else.*

*Call Tammy today at (800) 678-5376 to register!*

## Who Should Attend

If you are an administrator within continuing education at either a two-year or four year institution, you will gain significant value from this Institute. The faculty bring practical experience from both types of higher education settings. This institute is particularly valuable for Deans, Directors, Department Heads, and those charged with creating innovative strategies for increasing retention and completion within the institution.

## Outcomes

After attending the Credit in Continuing Education Institute, you will be able to:

- Understand and communicate the importance of making credit programming available through continuing education
- Articulate the changes in the Higher Education Landscape and their relationship to changing vehicles for earning college credit
- Develop practical strategies to increase access to adult and post-traditional learners
- Recommend viable and effective options for Prior Learning Assessment across your institutional curriculum
- Manage institutional change challenges and create collaborative relationships between credit and non-credit units
- Effectively address budgeting and cost-sharing issues and avoid stumbling blocks related to revenue distribution
- Have a thorough understanding of the challenges and opportunities of credit within C.E. units in both college and university settings

## Benefits

- Expert faculty with experience in implementing and managing credit programs in Continuing Education

- Opportunity to network with others from similar institutions and to learn about innovations and successes from colleagues
- Receive information on the most current research and data related to workforce training and education needs
- Receive an extensive set of reports, bibliographies, and other resources to inform your efforts when you return to your campus
- Detailed roadmap of steps to build skills and educational attainment within the college or university
- Review of models for increasing retention and completion of post-secondary credentialing programs

## Unique

LERN is well-known for providing practical information based on the best practices in the field that you can implement easily after the Institute. The Credit in the C.E. Institute brings together senior administrators from the most successful institutions who will provide you with a valuable toolkit for managing your credit programming in continuing education. Some of these tools include:

- Curriculum models
- Benchmarks
- Revenue sharing models
- Case Study information
- Strategies for Change management

## End Result

You will have the most intensive and comprehensive professional development in credit programming for continuing educators. You will find out how credit benchmarks differ from noncredit. You will take home credit financial benchmarks, the best marketing strategies for credit, and the research, data, and evidence to increase your credit revenue, profitability, and visibility within your institution.

## Only LERN has it

The Learning Resources Network (LERN) is the largest continuing education association in the world, serving more than 1,000 colleges and universities a year.

LERN is also the leader in faculty development in higher education. Thousands of faculty members have taken our courses on teaching online. Our Certified Online Instructor (COI) is the leading designation in higher education for faculty. Our Certified Faculty Developer (CFD) program is the only one of its kind in higher education.

Our events for higher education leaders are now being attended by college presidents, senior decision makers, and deans of academic schools and colleges.

## What You Should Do Now

Please spend a few minutes with this brochure. A LERN Institute will enhance your professional development and career and will earn your program thousands of dollars in increased registrations, higher income, and saved costs.

A registration form is on page 7 and registration information is on page 6. You can register by fax, phone, email, mail, or online at [www.LERN.org](http://www.LERN.org).

Questions? We're always glad to talk to you. Call Tammy at (800) 678-5376 or send an email to her at [info@lern.org](mailto:info@lern.org).

*“Exceptional information.”*

**Donna Reihl**  
Community College of Baltimore  
County, Catonsville, MD

# OUTSTANDING FACULTY

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*“Engaging presenters. I always bring back sustainable energy from LERN events.”*

**Nancy Howard**

Washtenaw Community College, Ann Arbor, MI



**Julie Coates**, Vice President for Research, LERN. Coates is one of the foremost educational researchers in North America. Her research includes work on educational demographics, non-traditional students, higher education finance, gender, and authoring the pioneering book on “Generational Learning Styles.”



**Rita Martinez-Purson**, is Dean Emerita of Continuing Education at the University of New Mexico, Albuquerque, NM, retiring from her Dean’s role in the summer of 2012. Martinez-Purson is a national leader and consultant in continuing education and has served at the University of Arizona since Fall, 2012 where she has laid the foundation for a new Continuing and Professional Education Division. She has spearheaded major organizational development in several institutions, including the launch of a major new credit initiative at UNM.



**Paula Hogard**, Director of Continuing Professional Development and Workforce Development, Office of Continuing Education, Framingham State University, Framingham, MA. Hogard is one of the leading practitioners of continuing education in universities. Her widespread experience includes being Dean of Continuing Education at Penn State University. She was also Dean of C.E. at Tulsa University, a private university, and has done extensive study and research on British education.



**Mark Mrozinski**, Dean of Continuing Education, Harper College, Palatine, IL. Mrozinski heads an award-winning continuing education unit that has created several innovations adopted by the field. He is a leading practitioner and guides one of the most successful community college continuing education programs.

# C.E. AND CREDIT PROGRAMMING INSTITUTE

*The majority of workers do not have a college degree or credentials, yet by 2018, 63 percent of all jobs will require post-secondary education. The demand for workers with college educations will outpace supply by 300,000 per year by 2018. There is a huge need, demand and interest for more credit programming in continuing education units. We have the leading intensive comprehensive institute on continuing education and credit programming.*

## CE and Credit Programming Institute Agenda

### Overview and Market for Credit

- State of C.E. and Higher Education
- Implications for Mission of both Four-Year and Two-Year Institutions
- The Demand for Credentials
- Changes in Educational Needs for Workforce Success
- The New Work of the 21st Century and Skills Gaps

### Institutional Need

- Preparation for Post-secondary Success
- Changing Demographics of Traditional-aged Learners
- Retention and Persistence in Higher Education

### Existing Models for Credit in C.E.

- The diversity of formats and opportunities
- Case studies and examples

- Alternate Formats for Credit: Survey Results and Discussion

### Quality Curriculum

- Addressing Quality Assurance Issues
- Credibility of Course Work and Providers
- Demonstrated Awareness of Curriculum and Development
- Awareness of Institutional Accreditation Requirements
- Current Legislative Implications

### Transitioning into credit

- Thorough needs assessments from multiple perspectives
- Industry, occupational and labor demand analysis
- Assessing the stakeholders

### Managing Costs for Adult Learners

- Cost Differences in Serving Adults
- Financial Aid
- Tax Benefits
- Credit-based financial models and revenue sharing

### Working with Faculty

- How C.E. supports, not supplants, academic departments
- Inviting interested parties to the conversation
- Beta testing credit implementation
- Reassuring academic departments with review and approval

### Process and Strategy for Institutional Approval

- Case Study Presentations of Benchmark Programs
- The migration of Credit to C.E. and C.E. to Credit
- The role of online learning and technology
- Institutional Cooperation: creating a win/win Policy and Practice
- Real and mislabeled policy boundaries
- Scenarios that affect accounting practices, tuition practices, and academic rules
- Creation of action plans

### Case Study in Institutional Support

- Designing the Team Workshop
- Doing Due diligence
- Engaging key stakeholders

### In Support of the Adult Learner

- The 3 tiers of non-customers
- The Principles of an Adult Learner Focused Institution
- Closing the gap with innovative higher education

### Meeting the needs of the New Economy

- Rapid response in education and training
- The shortfall in college graduates
- How C.E. strengthens economic development

### Models for Program Delivery

- Partnerships for alignment towards credential and degree completion
- Flexible and accelerated contexts for credential and degree completion
- Existing credentials with labor market value
- New certificate program areas

### Final Model Design Concepts

- Guidelines for the new C.E. financial model
- Possible revenue sharing scenarios
- Your financial goals timeline
- Tuition remission and C.E.

### Change Management

- Laying the groundwork
- Honing the model
- The business plan
- Implementation strategies

*“Great. This institute surpasses any expectations I had.”*

Jean Warta  
Garden City Community College  
Garden City, KS

# HIGHLIGHTS



## From the Airport

Tucson International Airport is located on the south side of the city and is about 30 to 45 minutes from the conference hotel. Arizona Stagecoach offers convenient shuttle service to the hotel. Fares to the hotel are \$35 one-way and \$65 round trip to and from Westward Look Resort. Passengers traveling together pay only \$4 additional each way. Mention the group code: LERN15 when making a reservation. Reservations may be made by calling (520) 889-1000 or online from the LERN website.

## About the Hotel

The C.E. and Credit Institute takes place at the Westward Look Resort, nestled in the foothills of the Catalina Mountains and overlooking the city of Tucson on the northwest side of town. Parking is complimentary for both guests and day visitors. The rooms are very spacious with either a balcony or a patio and in-room Internet access is free.

### Westward Look Resort

245 E. Ina Road  
Tucson, AZ 85704  
(520) 297-1151  
(800) 722-2500 reservations  
westwardlook.com

Room rate is \$123 single or double plus \$20 daily resort fee, plus taxes and fees. Make your room reservations by calling toll free at (800) 722-2500 or (520) 297-1151. To qualify for the group rate, make your reservation by March 18, and specify that you are attending the Learning Resources Network meeting.

## Second Institute Offer!

The Executive Leadership Institute will be held at the same time as our C.E. and Credit Institute. It will be in a different room at the same hotel and on the same dates.

Your second person can receive the \$795 member or \$895 non-member second person rate and attend either the Executive Leadership Institute or the C.E. and Credit Institute.

Email Tammy at [info@lern.org](mailto:info@lern.org) for the agenda, presenters, and complete info on the Executive Leadership Institute.

## There are 5 Easy Ways to Register



**Online.** Go to [www.lern.org](http://www.lern.org).

**Email.** Send your application information to us at [info@lern.org](mailto:info@lern.org).



**Fax.** Complete and fax the application form, along with a purchase order or credit card information, to (888) 234-8633.



**Phone.** You can reserve your place with a credit card by calling Tammy at (800) 678-LERN (5376).



**Mail.** Complete and send the attached application form, along with a purchase order, check or credit card information, to LERN, PO Box 9, River Falls, WI 54022.

## Fees & Benefits

**Benefits.** The registration fee includes all sessions, handouts, and readings. Also included are a Monday evening reception, breakfast and lunch on Tuesday and Wednesday, and breakfast Thursday, breaks, and individual consultation with LERN's professional staff upon request.

**Registration Fee.** The fee is \$1,295 for LERN members and \$1,495 for non-members.

**Second Person.** Bring a second person from your program for a discounted price. The second-person fee is just \$795 for LERN members and \$895 for non-members.

## Payment

Payment is due in U.S. dollars at or before the Institute. Make checks payable to LERN. VISA, MasterCard, Discover, and American Express are accepted.

## Purchase Orders

A purchase order will reserve your place with payment due at or before the Institute. Please fax your registration and PO to us and we will email you an invoice.

## Cancellations & Substitutions

Substitutions are accepted at any time, but must be in writing. If substitute is not a LERN member, additional fees may apply. Registration fees, less \$100, are refundable if cancellation is received in writing no later than March 23, 2015. Cancellations must be in writing; email is acceptable.

## Credit Terms

Organizational purchase orders will be accepted in lieu of payment to hold your place. Our credit terms are net 30 days. All fees must be paid in full in order to attend the Institute.

# C.E. AND CREDIT PROGRAMMING INSTITUTE

**APRIL 21-23, 2015 — TUCSON, ARIZONA**

*Please make as many copies of this form as needed.*

## First Person

Member/Customer ID #	SC # (from address label)
Name	
Department	Institution
Address	City, State/Province
ZIP/Postal Code	Country
Email	Phone

### Position

- Administration    Continuing Training    Marketing    Program Staff  
 Teacher (K-12)    Faculty (CC/U)

### Title

- Dean    Director    Support    Other

## Second Person

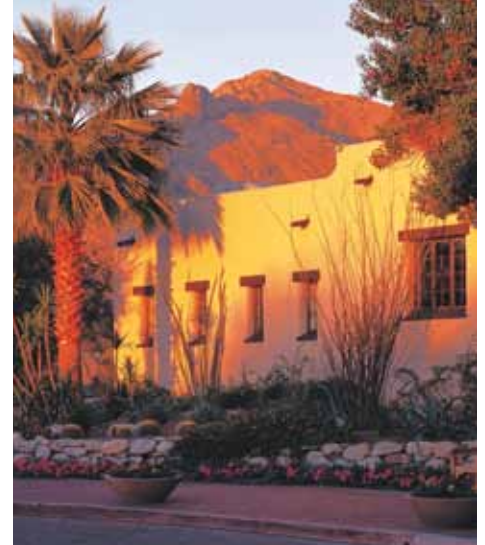
Member/Customer ID #	SC # (from address label)
Name	
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### Position

- Administration    Continuing Training    Marketing    Program Staff  
 Teacher (K-12)    Faculty (CC/U)

### Title

- Dean    Director    Support    Other



*Tucson's relaxed, friendly and comfortable Westward Look Resort is the Institute site.*

## Second Person Registration

*Check one for second person*

- Executive Leadership Institute  
 C.E. and Credit Institute

## Registration Fees

- \$1,295 LERN Member rate  
 \$1,495 Non-member rate  
 \$795 2nd Person LERN member  
 \$895 2nd Person Non-member rate

**Total Fees Due:** \_\_\_\_\_

## Payment Method

- Payment enclosed. Check # \_\_\_\_\_  
 Bill my institution. PO # \_\_\_\_\_  
 Charge to my credit card.



Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC # \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

*All fees are in US dollars.*



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*“A great return on my  
investment of both time and  
money.”*

**Marcia Salazar-Valentine**, Bowling  
Green State University, Huron, OH

A nighttime photograph of Tucson, Arizona, showing a cityscape with illuminated buildings and streets. In the foreground, the dark silhouettes of saguaro cacti are visible against the dark sky. The city lights create a warm, golden glow against the deep blue of the night.

# C.E. and Credit Programming Institute

**TUCSON, ARIZONA — APRIL 21-23, 2015**