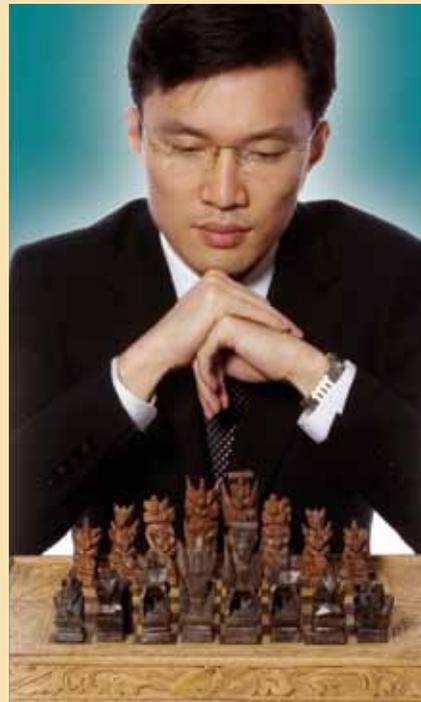


*Join two of education's leading futurists*

# *Fourth Year! Nine Shift:* Higher Education in the 21st Century



## Strategic Planning Seminar

*Strategic planning seminar for community and technical college decision makers, including college presidents, vice presidents and other senior decision makers.*

Feb. 5-6, 2014 — Fort Lauderdale, Florida

# New! Nine Shift: Higher Ed

Come experience two days with experts who spend every day on the cutting edge of education. Discover how society is changing as we move from the Industrial Age to the Internet Age. Learn about the implications for repositioning your community or technical college for success in the new century.

Then, take home our exclusive 21 action recommendations for strategic planning for community and technical colleges, and participate in the adventure to make our education even more successful in the second decade of the century.

## Why You Should Attend

In the next 10 years, our society will transition from the Industrial Age of the last century to the Internet Age of the 21st century. Community and technical colleges will need to be transformed to meet the new requirements of society, your local economy, your students and the quality of life in your community.

The need for discussion and dialogue about strategic planning has never been greater. There is now a widely recognized confusion about the direction of higher education and the role of community and technical colleges in this century.

## Who Should Attend

Community and technical college decision makers, especially college presidents and vice presidents, should attend this premiere event. Directors of planning, chief academic officers, continuing education heads and other senior college decision makers will also find the strategic planning seminar relevant and valuable.

## End Results

With new information not available anywhere else, you will go home with an entirely new and positive perspective on your college and its future, as well as 21 specific action recommendations to position your institution for greater success.

## Outcomes

As a result of attending this planning seminar, you will have a strategic knowledge advantage in making business and pedagogical decisions determining your college's future, including a new model for higher education.



*I don't go to many of these kinds of things. This one was well worth my time.*

**Robert Breuder, President,  
College of DuPage**

## Benefits

- Copy of “*Nine Shift: Work, life and education in the 21st century*”
- Copy of the presenters’ new book, “*The Pedagogy of the 21st Century*”
- Opportunity to refresh your thinking and energies by engaging in a dialogue with other senior decision makers in community and technical colleges

## Take home

Exclusive 21 Action Recommendations for strategic planning specifically for community and technical colleges during the next three to five years.

## Unique

Just three of the reasons this premiere seminar is distinctive:

1. Research and evidence not available anywhere else
2. Engaging presenters and futurists whose predictions are already coming true
3. Unique perspective and recommendations you will not get from any other source

# Education in the 21st Century

## Timely

This is the decade when the Industrial Age of the last century goes into decline, and the Internet Age of this century emerges. It is the decade when your community or technical college transforms itself to remain relevant for your community's economy, business and workforce needs and quality of life.

## For Senior Decision Makers

As a senior decision maker, you have the responsibility of influencing the allocation of both people and capital resources for your institution. That expenditure can either be an investment positioning your institution for success, or an ill-advised wrong direction.

## This is the Decade

This is the decade in the new century and economy when people and organizations make the critical decisions whose effects are felt for decades. Your task, your institution and your community are too important for you to miss out on this essential research and perspective.

## Information not Available Anywhere Else

Only this seminar will tell you:

- Your institution's new mission for the 21st century
- The Solution to the STEM crisis
- No-cost strategies to increase retention and completion that take no additional faculty time
- Why your male students get worse grades than your female students
- How to make your faculty and staff 20 percent more productive
- ...and much more.

## New for 2014

- Top 11 Retention and Completion Strategies
- New model for higher education

## Bring Back

- The 21 essential new characteristics of higher education success in the 21st century
- Our 90 predictions for this decade for society and their relevance for your institutional strategic planning
- Handouts with slides of the presenters' material

## Your Presenters

Your presenters are two of the leading futurists in education today. They are the most frequently quoted experts in lifelong learning by the nation's media, having appeared on BBC, NPR, CBS radio, NBC TV and interviewed by *The New York Times*, *Wall Street Journal*, *Newsweek*, *Associated Press* and many more.

Coates and Draves are co-authors of "*Nine Shift: Work, life and education in the 21st Century.*" The BBC calls *Nine Shift* "Fascinating." Their new book is "*The Pedagogy of the 21st Century.*"

*"Julie Coates' Generational Learning Styles provides advisors with an invaluable resource for student development. It is a must read."*

**National Academic Advising Association Journal**

**Julie Coates** is author of the pioneering book, "*Generational Learning Styles,*" and one of the foremost authorities on gender and learning. She has been interviewed by *The New York Times* and other national media, and given presentations at Harvard and in Russia, the United Kingdom, Australia, Germany and Mexico. Vice President for Information Services at LERN, she also teaches in the graduate program in Adult and Higher Education for the University of South Dakota.



**William A. Draves** is an author, consultant, futurist and President of the Learning Resources Network. He does consulting for college and university decision makers, conducts faculty development seminars, and has taught more than 6,000 faculty about teaching online. He recently keynoted the national conference of the Association Test Publishers. Educator Phil Housel of Kerrville, Texas, says, "I'd trample my grandma to hear Draves speak."



*"This guy's good."*

**Charles Gould, President, Florence-Darlington Technical College, Florence, SC**

# 2014 Agenda

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## **Wednesday, Feb. 5, 2014**

**7:30 a.m. – 8:30 a.m.**

*Full Breakfast,  
Compliments of Nine Shift*

**8:30 a.m. – 9 a.m.**

*Welcome and Introductions*

### **Morning theme: Work and life in the 21st century**

**9 a.m. – 10 a.m.**

*Nine Shift: Life in the 21st century*

In just 20 years, between 2000 and 2020, some 75 percent of our lives will change dramatically. We know this because it happened once before. Between 1900 and 1920, life changed.

Come hear the uncanny parallels between today and 100 years ago. Then discover how each of the Nine Shift predictions are coming true and find out the implications of each shift for your college and the work and life of your current and future students. *15 minutes of Q&A included.*

**10 a.m. – 10:15 a.m.**

*Break*

**10:15 a.m. – 11 a.m.**

*Work in the 21st Century*

Higher education has always had part of its mission to prepare students for the workplace. With the Industrial Age in decline, discover the economics of Knowledge Workers and Knowledge Worker Economy. Find out why telework is increasing and how virtual offices replace physical offices. *Action Recommendation #1, #2*

**11 a.m. – 11:30 a.m.**

*The New Mission of Higher Education Institutions in the 21st Century*

Your mission has always been to serve your community. But as society and economy moves from the Industrial Age to the Information Age, that mission has to be renewed. Discover your institution's new mission for the new century. *Action Recommendation #3*

**11:30 a.m. – Noon**

*Small Group Discussions*

**Noon – 1 p.m.**

*Luncheon*

### **Afternoon theme: Learning and Teaching**

**1 p.m. – 1:30 p.m.**

*Small Group Discussions*

**1:30 p.m. – 2 p.m.**

*Learning and Teaching in the 21st Century*

In every century, education and colleges respond to the needs of the society and workplace. In every century, children prepare for their futures by playing. Discover seven ways your Gen Y students are learning differently and how each new way is a preparation for the rest of their lives.

Then learn why the rural one-room schoolhouse was replaced by the current school and college model, and how the current college model is transitioning into the college of the 21st century. *Action Recommendation #4*

**2 p.m. – 2:15 p.m.**

*Afternoon Break*

**2:15 p.m. – 2:45 p.m.**

*How Gen Y Changes Higher Education*

If you were born before 1980, your students learn differently than you do. Find out why animations and simulations are important learning tools, why your students play video games, and why 'open neighbor' tests can increase learning and test scores. Then take home some new teaching techniques your students will love, with increased learning everyone will like. *Action Recommendation #5, #6*

**2:45 p.m. – 3 p.m.**

*Small Group Discussions*

**3 p.m. – 3:30 p.m.**

*From Pedagogy to Andragogy*

The nine new skills for college instructors to move from the factory model of teaching to customizing instruction to maximize the learning and knowledge of each of your students. *Action Recommendation #7, #8*

**3:30 p.m.**

*The day ends on time.*

## **Thursday, Feb. 6, 2014**

**7:30 a.m. – 8:30 a.m.**

*Full Breakfast,  
compliments of Nine Shift*

**8:30 a.m. – 9 a.m.**

*Strategic planning discussion*

# 2014 Agenda

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## **Morning theme: Strategic planning for the 21st century**

**9 a.m. – 9:30 a.m.**

### ***The Future & Role of Online Learning***

How online learning is changing higher education. The next stage for online courses. Recommendations on the direction of online learning. *Action Recommendation #9, #10*

**9:30 a.m. – 10 a.m.**

### ***How Measuring Learning Becomes Outcomes-Based***

The time-based Carnegie Unit and Student Hour measurements are obsolete. How student learning will be measured using a new 21st century outcomes-based standard. *Action Recommendation #11*

**10 a.m. – 10:15 a.m.**

*Break*

**10:15 a.m. – 10:45 a.m.**

### ***Grading and Assessment in the 21st Century***

According to a study by Nancy Cole, then President of the Educational Testing Service, teachers give the right grade for only about half of their students.

Find out why the A-B-C-D-F grading system will be replaced. Learn why multiple assessments are growing as an intentional instructional design. Discover why grading behavior will be outlawed in the next 20 years, and why grading only learning and knowledge will be paramount. Then take home four simple new grading techniques to more accurately assess your students' learning. *Action Recommendation #12*

**10:45 a.m. – 11:30 a.m.**

### ***The 11 Top Retention and Completion Strategies***

The top 11 no-cost strategies that take no additional faculty time, including a retention and completion strategy to solve the STEM crisis. *Action Recommendation #13, #14*

**11:30 a.m. – Noon**

*Small Group Discussions*

**Noon – 1 p.m.**

*Luncheon*

## **Afternoon theme: The New Model for Higher Education in the 21st Century**

**1 p.m. – 1:30 p.m.**

*Small Group Discussions*

**1:30 p.m. – 1:45 p.m.**

### ***Making Your Institution Web Based***

The factory model of organizational work is dead. Find out how business organizations are moving to virtual offices, and why your institution has to become web based in order to stay competitive and cost effective. Take home the five keys to getting started. *Action Recommendation #15*

**1:45 p.m. – 2 p.m.**

### ***The New Role of Continuing Education***

Continuing education skills and resources represent an untapped collaboration for the academic side of the house. Plus new research on how continuing education is critical to your institution and essential to your community. *Action Recommendation #16*

**2 p.m. – 2:15 p.m.**

*Afternoon Break*

**2:15 p.m. – 2:30 p.m.**

### ***The New Curriculum Mix***

How your institution can respond to the needs of preparing knowledge workers for society. Find out how your curriculum mix changes to meet the new employer and business demands. *Action Recommendation #17*

**2:30 p.m. – 2:45 p.m.**

### ***The Finances of Higher Education***

Community, state or provincial, and national support is critical. But equally important is the necessity of revising the financial model for higher education. Get unique insights into three key factors in the new financial model. *Action Recommendation #18, #19*

**2:45 p.m. – 3 p.m.**

### ***The Future of Faculty***

How the faculty's job changes and the new requirements for faculty teaching in a post-factory model college. Get recommendations that create a win-win situation for your next generation of instructors. *Action Recommendation #20, #21*

**3 p.m. – 3:15 p.m.**

### ***Conclusion: Transforming Your Institution for the 21st Century***

**3:15 p.m.**

*The event ends on time.*

# Your Colleagues Say

*Excellent information. It has given me direction and a motivation to move forward quickly. Thank you.*

**Dr. Joanne Jaeger Tomblin,**  
President, Southern West Virginia  
Community & Technical College

*The Pedagogy of the 21st  
Century is: "Pioneering."*

**Mike Baker,** BBC Education Reporter

*All of the LERN  
events have been  
excellent.*

**Linda Allen, President**  
Hawkeye Community  
College, Waterloo, IA



*Unique perspective.*

**Daniel Larson,**  
President, Cayuga  
Community College,  
Auburn, NY

*It's rare for me to go to a conference  
and really learn something new.*

*This was a positive exception.*

*I will be looking for more.*

**Rebecca Riley, Lone Star College-  
Kingwood, Kingwood, TX**

*The material really resonates  
with me. Good stuff!*

**Ken Jones,** Dean of Business Development,  
Nova Scotia Community College,  
Kentville, NS, Canada

*The Nine Shift issues are playing  
out on this campus.*

**Judith Ramaley,** President  
Winona State University, Winona, MN

*Outstanding!*

**Larry Ferguson,** Dean of Workforce  
Development, Ashland Community &  
Technical College, Ashland, KY

*Extremely valuable.*

**Lori Sundberg,**  
President, Carl Sandburg  
College, Galesburg, IL



## Some of the college and univer- sity presidents who have already heard *Nine Shift* speeches:

President Orlando George, Delaware  
Technical & Community College,  
Dover, DE

President Christine J. Sobek,  
Waubensee Community College,  
Aurora, IL

President Rebecca Hawkins,  
Columbia State Community College,  
Columbia, TN

Provost Judy Armstrong, Eastern  
New Mexico State University at  
Roswell, Roswell, NM

President Lex Walters, Piedmont  
Technical College, Greenwood, SC

President King Alexander, California  
State University Long Beach, CA

President Judith Ramaley, Winona  
State University, Winona, MN

President Paul Marion, Tiffin  
University, Tiffin, OH

President Susan C. Aldridge,  
University of Maryland University  
College, Largo, MD

## About the Hotel

The Pelican Grand Beach Resort offers luxurious accommodations along with an oceanfront location and private beach. The cost is \$229 for a single or double, plus applicable taxes and fees. Cutoff date is Friday, Jan 10. LERN has a block of 18 rooms. Call to make reservations.

### Pelican Grand Beach Resort

2000 N. Ocean Blvd.

Fort Lauderdale, FL 33305

800-525-OCEAN for reservations

954-568-9431

[www.pelicanbeach.com](http://www.pelicanbeach.com)

The Resort is just 7 miles from the Fort Lauderdale Airport.

## About the Learning Resources Network (LERN)

The Learning Resources Network is a nonprofit national education association serving more than 500 colleges and universities every year with information, consulting, faculty development and research.

LERN sponsors the Certified Online Instructor (COI) designation for faculty, the most widely respected designation for faculty teaching online in higher education; and the Certified Faculty Developer (CFD). Find out more at [lern.org](http://lern.org).

## On-site Consulting and Presentations

Bring our one-day version to your campus. Call Tammy at 800-678-5376 or email her at [info@lern.org](mailto:info@lern.org)

# Registration Form

## Nine Shift: Higher Education in the 21st Century Feb. 5-6, 2014 • Fort Lauderdale, FL

Simply fill in the information below and fax to 1-888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 1-800-678-5376.

Feel free to copy this form for additional registrations.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Second Person \_\_\_\_\_ Title \_\_\_\_\_  
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City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

The fee of \$1,495 includes two full breakfasts, two lunches, morning and afternoon breaks, the book *“Nine Shift: Work, life and education in the 21st century,”* the book *“Generational Learning Styles,”* the new book *“The Pedagogy of the 21st Century,”* 90 predictions for the second decade, and our exclusive new model with 21 Action Solutions for strategic planning.

### TOTAL AMOUNT DUE

\$ \_\_\_\_\_

#### Payment Method: Choose A, B or C

**A**  **Payment enclosed.** Make checks payable to LERN Nine Shift Seminar.

**B**  **Bill my institution.** Purchase order required.

**C**  **Charge to my credit card.**



Account # \_\_\_\_\_

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*All fees are in US dollars.*

**Mail to:** Seminar Registration – Learning Resources Network, PO Box 9, River Falls, WI 54022 U.S.A.



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*I can't remember the last time I went home  
from a presentation and couldn't sleep because  
of thinking of all the possibilities.*

**Todd Mountjoy, University of Wisconsin-Fond du Lac**

Join two of education's leading futurists

# *Fourth Year! Nine Shift*

Higher Education in the 21st Century

*A Strategic Planning Seminar for senior decision makers —  
Take home unique information not available anywhere else.*

**The Grand Pelican Resort — Fort Lauderdale, FL  
Feb. 5-6, 2014**