



## Where Business and Education Meet

ProTrain's passion for industry relevant career-focused programs led to CETI (Continuing Education Training Institute) and brings together national leaders in continuing education with business experts to explore workforce trends that impact your students and your programs.

The old way of job training is over. Today's focus should be on certifications and stackable skills that prepare students for real jobs in the workforce. Attend CETI and find out the top trends and techniques for programming, marketing, and training operations.

You'll come away with new skills you can use immediately. We would like to thank Savannah Technical College for its support of CETI.



# CETI<sup>SM</sup> LIVE

FREE: JUNE 8-12, 2020

## CETI 2020 Agenda\*

Click the Titles Below to Register for Each Session

### MONDAY, JUNE 8

10:00 a.m. – 10:30 a.m. EST

Welcome Remarks by Betty L. Gardner, ProTrain; and the Honorable Van R. Johnson, II, the 67th Mayor of the City of Savannah, GA.

11:00 a.m. – 12:30 p.m. EST

Credentialing a Workforce, Kevin Rogers, Cypherspere

1:00 p.m. – 2:30 p.m. EST

A Survival Guide to Unemployment, Karen Okulicz, K-Slaw, Inc.

3:00 p.m. – 4:30 p.m. EST

New to Continuing Ed? CE 101, Betty L. Gardner and Kevin M. Smith, ProTrain

### TUESDAY, JUNE 9

11:00 a.m. – 12:30 p.m. EST

Know Thy Customer: The Power of Personalized Promotions, Chuck Havlicek, Aceware Systems, Inc

1:00 p.m. – 2:30 p.m. EST

Student Success in the Tech Economy, Kirk Smallwood, CompTIA

3:00 p.m. – 4:30 p.m. EST

Jump Start Enrollments with Financing, Tracey Hildreth and Laura Fitzpatrick, Climb Credit

### WEDNESDAY, JUNE 10

11:00 a.m. – 12:30 p.m. EST

Lead Like Aristotle (not like Plato) – Eliminate Frustration and Embrace Iteration, Dr. Brent Stubbs, Savannah Technical College

1:00 p.m. – 2:30 p.m. EST

Strategize with Data from Concept to Implementation, Dr. Joseph W. Perez, NC Dept of Health & Human Services

3:00 p.m. – 4:30 p.m. EST

IT Project Management – 12 Steps, Bruce Cavey, Captain (R), North Carolina Community Colleges Service

### THURSDAY, JUNE 11

11:00 a.m. – 12:30 p.m. EST

The Building Blocks for the 21st Century Workforce, Josh Davies, The Center for Work Ethic Development

1:00 p.m. – 2:30 p.m. EST

Strategies for Networking to Develop Community Partnerships

Laurie Weston, Pitt Community College, and Brandi Bragg, NENC Career Pathways

3:00 p.m. – 4:30 p.m. EST

Facebook Marketing: Boost Awareness and Enrollments, Matt Hammer, Human Resource Certification Preparation

### FRIDAY, JUNE 12

11:00 a.m. – 12:30 p.m. EST

Benefits of Skill Enhancement Training for Businesses and Individuals, Roger Knecht, Universal Accounting Center

1:00 p.m. – 2:30 p.m. EST

Business and Industry Workforce Panel, Danielle Sadighi, American Medical Certification Association; Mike Schroder, Energy Alliance Technology Corporation; Mike Leigh, AKTOptimize; and Thomas Dawkins, Workforce Catalyst

3:00 p.m. – 4:30 p.m. EST

At-Risk Youth Panel, Felicia Gilmore, NCWorks Chatham County; and Zack Ledwell, Workforce Development Department



\*Agenda subject to change.

# CETI 2020 Sessions

Click the Titles Below to Register for Each Session



## MONDAY, JUNE 8, 2020

10:00 a.m. – 10:30 a.m. EST

### Welcome Remarks

Betty L. Gardner, *ProTrain*  
Van R. Johnson, II, *Savannah, GA.*

11:00 a.m. – 12:30 p.m. EST

### Credentialing a Workforce

Learn new approaches used to train and assess the most advanced technical workforce in the world, the U.S. Department of Defense Cyber Warrior! Gain insight and best practices in developing and delivering a training platform that focuses on credentialing a workforce.

Participants will learn:

- Key elements of the modern architecture of a learner-centric platform.
- Rapid development and credentialing of users.
- How to apply the Keep it Simple Methodology to a learning program.

Kevin Rogers, *Cypherspere*



Van R. Johnson  
Mayor, Savannah, GA



Kevin Rogers  
CEO, Cypherspere

1:00 p.m. – 2:30 p.m. EST

### A Survival Guide to Unemployment

Using personal survival common sense tools you will be able to create the next best work or personal life. Learn to keep moving forward in these changing times by building your future for new work and adding personal survival skills that keep you on track.

Participants will learn:

- Learn how to use visualization to move forward in any area of your life.
- How to put worry on the shelf for today or forever.
- How to build a treasure map using the 5 basic "W" questions.

Karen Okulicz, *K-Slaw, Inc.*



Karen Okulicz  
President and Author,  
K-Slaw, Inc.

3:00 p.m. – 4:30 p.m. EST

### New to Continuing Ed? CE 101

A discussion on the key elements to making any CE business unit thrive.

Your takeaways from attending this presentation include:

- Learn your service area & selecting what to offer.
- Complimenting "the academic side".
- How to market what you have.
- Know the life cycle of a CE student.
- Know how your students can pay/afford.
- The "forgotten" high school at-risk students.
- Why credentialing programs are in high need today.

Betty L. Gardner and Kevin M. Smith, *ProTrain*



Betty L. Gardner  
CEO, ProTrain



Kevin M. Smith  
COO, ProTrain

## TUESDAY, JUNE 9, 2020

11:00 a.m. – 12:30 p.m. EST

### Know Thy Customer: The Power of Personalized Promotions

In the world of "Shiny Object" marketing trends, it's critical to refocus on what's important: Your potential student! While general wide-net promotional campaigns build awareness, targeting your campaign to the right audience will build enrollments.

Participants will learn:

- Identify key demographic data to connect with target audiences.
- Strategies to capture key demographic data.
- Implement data analytics to develop profiles that match product line.

Chuck Havlicek, *ACEware Systems, Inc*



Chuck Havlicek  
President, ACEware  
Systems, Inc

## A TRAINING EXPERIENCE

Be prepared for a training experience – not just a lecture. CETI brings together national leaders in continuing education with business experts to explore workforce trends that impact your students and your programs. This high-powered training conference offers specialized training to enhance educational needs. Sessions offer real-time applications from education and business leaders representing leadership from community colleges, state colleges, adult education, universities, and national training partners.

# CETI 2020 Sessions

Click the Titles Below to Register for Each Session



1:00 p.m. – 1:30 p.m.

## Student Success in the Tech Economy

There has been a growth explosion in the IT industry. However, there is an IT skills gap. We will examine how we got here, where the industry is going, and what employers want.

Participants will:

- Understand the growth and opportunity for students in the IT industry.
- Understand what companies are looking for in IT employees.
- Learn the growing importance of certifications in showing job readiness.

**Kirk Smallwood**, *CompTIA*



**Kirk Smallwood**  
*VP, US Academic Business Development, CompTIA*

## WEDNESDAY, JUNE 10, 2020

11:00 a.m. – 12:30 p.m. EST

## Lead Like Aristotle (not like Plato) – Eliminate Frustration and Embrace Iteration

Tired of being frustrated? Wish things worked out better than expected? Dr. Brent Stubbs will help you understand the metaphysical assumptions you might be making and how becoming a realist can help you eliminate frustration, improve problem-solving, and increase your program outcomes.

Participants will:

- Understand the difference between realism and idealism and how their assumptions about the world might be impacting their leadership.
- Diagnose leadership reactions/responses and learn how a realist framework will help them solve problems better.
- Begin to re-frame their goals and problems in an iterative way that helps to reduce friction and opens them up to new opportunities.

**Dr. Brent Stubbs**, *Savannah Technical College*



**Dr. Brent Stubbs**  
*Vice President for Economic Development at Savannah Technical College*

## LEARN TOP TRENDS

Attend CETI and find out the top trends and techniques for programming, marketing, and training operations. CETI is a front-runner in working within Continuing Education and Professional Development communities in the continuous evolution to meet the educational needs of our country. What you will experience are all new sessions on the cutting edge of our field.

3:00 p.m. – 4:30 p.m. EST

## Jump Start Enrollments with Financing

Learn about the landscape of payment options and get tips on where to look and how to construct alternative payment options for your programs.

Participants will learn:

- How to better navigate the non-title IV private financing landscape.
- Customizable alternatives to Government and Sallie Mae loans.
- The best way to expand reach into demographics that currently can't afford programming.

**Tracey Hildreth and Laura Fitzpatrick**, *Climb Credit*



**Tracey Hildreth**  
*Sales Manager, Climb Credit*



**Laura Fitzpatrick**  
*Director of Marketing, Climb Credit*

1:00 p.m. – 2:30 p.m. EST

## Strategize with Data from Concept to Implementation

Discover how to turn a flashy concept into an actionable visualization. Learn how to capitalize on your ideas and turn them into reality by blending the internal with the external, leveraging them into a cohesive strategy for both short and long term.

Participants will:

- Understand and recognize the five stages of the visualization spectrum and how to leverage them into a cohesive visualization strategy.
- Discover the difference between impact/influence and how that plays into making data actionable.
- Understand how the four-step iterative implementation cycle works: Deploy > Discover > Discern > Develop.

**Dr. Joseph W. Perez**, *NC Department of Health and Human Services*



**Dr. Joseph W. Perez**  
*Senior Systems Analyst, NC Department of Health and Human Services*



# CETI 2020 Sessions

Click the Titles Below to Register for Each Session



3:00 p.m. – 4:30 p.m.

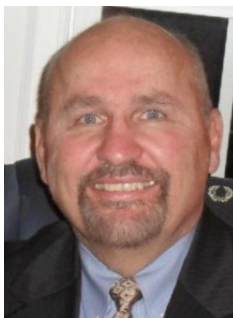
## IT Project Management – 12 Steps

Learn how to successfully transform aging IT support and outdated infrastructures with IT Agile methodology in order to respond to a technology-driven educational customer. The NCCCS center has supported 58 community colleges by transforming the way IT work is done.

Participants will learn:

- A simple and repeatable process to implement IT transformation to support colleges.
- How to implement an adaptable agile methodology to a change-resistant employee.
- How to win stakeholder support and recognition.
- How to adapt to prevent agile fatigue.

**Bruce Cavey, Captain (R), USN** *North Carolina Community Colleges Service*



**Bruce Cavey,  
Captain (R), USN**  
*North Carolina Community  
Colleges Service*

1:00 p.m. – 2:30 p.m. EST

## Strategies for Networking to Develop Community Partnerships

Discover the processes and strategies for engaging partners, associated networking, outcomes and benefits, and lessons learned in the development of the Transitional Studies/WIOA advisory group.

Participants will learn:

- Effective approaches and strategies for developing partnerships.
- Improved collaboration and networking with partners.
- Increased interaction among partners.
- Increased access to services, resources, and programs for clients/ students.

**Laurie Weston, Pitt Community College, and Brandi Bragg, NENC Career Pathways**



**Laurie Weston**  
*Director, Pitt Community  
College*



**Brandi Bragg**  
*Career Pathways Facilitator  
at NENC Career Pathways*

## THURSDAY, JUNE 11, 2020

11:00 a.m. – 12:30 p.m. EST

## The Building Blocks for the 21st Century Workforce

A set of soft skills or career readiness (work ethic), has emerged as the building blocks for the jobs of today and tomorrow. The challenge is that fewer than 1 in 5 people have soft skills (work ethic), and almost all education is instead focused on academic and technical skills.

Participants will:

- Understand the research surrounding work ethic.
- See the impact of the work ethic gap in America.
- Apply at least three tactics to improve work ethic.

**Josh Davies, The Center for Work Ethic Development**



**Josh Davies,**  
*The Center for Work Ethic  
Development*

3:00 p.m. – 4:30 p.m. EST

## Facebook Marketing: Boost Awareness and Enrollments

Learn how to use highly targeted Facebook marketing to promote courses, programs, and events to potential students to increase enrollments.

Participants will learn:

- How to successfully create a Facebook ad campaign.
- How to understand Facebook's targeting capabilities.
- Why Facebook marketing is important to their programs and how to get started.

**Matt Hammer, Human Resource Certification Preparation**



**Matt Hammer**  
*Chief Growth Officer, Human  
Resource Certification  
Preparation*

## PROVEN EXPERIENCE

Since its inception, CETI has grown in order to meet the needs of continuing education and cultivate an understanding of industry trends, credentials, and stackable skills. Each year, CETI welcomes continuing education professionals, representing colleges, universities, adult education programs, and professional development organizations.

# CETI 2020 Sessions

Click the Titles Below to Register for Each Session



## FRIDAY, JUNE 12, 2020

11:00 a.m. – 12:30 p.m. EST

### Benefits of Skill Enhancement Training for Businesses and Individuals

Focus on the key skill sets needed for individual career advancement and businesses, and how your services can help.

Participants will learn:

- The essential areas of business that every training institution should address.
- The perspective of the business, which often is paying for the skill enhancement training for their employees.
- How to apply the principles of MAP for businesses and individuals to clearly demonstrate, offer, and promote the training programs needed.



**Roger Knecht**  
President, Universal Accounting Center

**Roger Knecht**, Universal Accounting Center

1:00 p.m. – 2:30 p.m. EST

### Business and Industry Workforce Panel

A panel discussion led by CE Senior Leadership in business and industry from IT, Allied Healthcare, Manufacturing, and Skilled Trades.

Participants will learn:

- Multiple avenues for filling their organization's employment pipeline.
- The value of certifications, the need for prep courses, and how it can benefit the school.
- How to gain insight of the current day-to-day challenges CE leadership is faced with.
- From "Champions" of educational institutions that provide qualified, credentialed skilled workers.

**Danielle Sadighi**, American Medical Certification Association

**Mike Schroder**, Energy Alliance Technology Corporation

**Mike Leigh**, AKT Optimize

**Thomas Dawkins**, Workforce Catalyst

3:00 p.m. – 4:30 p.m. EST

### At-Risk Youth Panel

A panel discussion led by industry leaders in Workforce Development on various industry career trends and the importance of providing high demand certification courses for at-risk youth.



**Felicia Gilmore**  
NCWorks Chatham County



**Zack Ledwell**  
Workforce Development Department

Participants will learn:

- The need for high demand certification courses, and how it can benefit at-risk youth.
- The challenges of training at-risk youth.
- How to turn at-risk youth into a credentialed skilled workforce.

**Felicia Gilmore**, NCWorks Chatham County

**Zack Ledwell**, Workforce Development Department

## A BENEFIT TO ALL

### Leaders in Continuing Education & Department Staff:

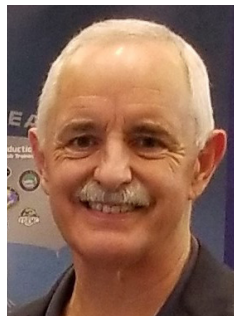
Receive the latest information on trends and techniques to make informed decisions and plan future directions in order to grow more robust programs that will increase student population, revenues, and successes. Pick up on industry best practices with small group sessions to educate, engage with one another, and go back to your respective schools and enroll more students!



**Danielle Sadighi**  
VP of Sales and Marketing,  
American Medical  
Certification Association



**Mike Schroder**  
VP of Business Development  
and Global Sales Strategy,  
Energy Alliance  
Technology Corporation



**Mike Leigh**  
CEO,  
AKT Optimize



**Thomas Dawkins**  
President,  
Workforce Catalyst

*Great conference and I always look forward to attending. It's so nice to hear from leading industries and work with colleagues with the same vision and goals. I always leave refreshed and renewed!*

**CETI Attendee**  
Continuing Education Leader