

CEANY

2014 CONFERENCE

Continuing Education
Association of New York

November 5-7, 2014 Genesee Grande, Syracuse, New York

Innovate.

Create.

Engage.

Explore your destiny at CEANY!

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CONTINUING EDUCATION ASSOCIATION OF NEW YORK
Advancing Continuing Education Together

<http://conference.ceany.org>

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Please consider attending the three sponsor track sessions (Wednesday - CareerStep; Thursday - The Center for Legal Studies, Ellucian/Elevate) where your continuing education colleagues will share their experience in working with the sponsor. Take this opportunity to learn about a company that may be able to help move your CE unit to the next level!

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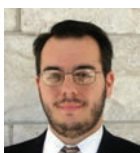
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Welcome to the 2014 CEANY Annual Conference - Innovate. Create. Engage. Explore your destiny at CEANY!



It is hard to believe that we are back together again joining forces to make a difference in our communities, the lives of students, and the workforce of New York. While a main component of our conference celebrates the successes of our field, we can't ignore the many changes occurring throughout our continuing education departments. Many of us are being impacted by budget constraints and significant CUNY and SUNY system program changes causing us to be even more creative than before.

I encourage you to engage your colleagues at the conference to learn how other institutions are responding with new opportunities and innovative ideas. I also urge you to utilize the CEANY website to network after the conference and stay in touch with colleagues throughout the year. The website, www.ceany.org, makes available many avenues to access colleagues, professional development opportunities, and sponsors. I look forward to "seeing" you on the website soon.

One of the main priorities of CEANY is to maintain a communication network and arena for mutual association and the exchange of ideas among professionals, in addition to supporting professionalism, integrity, and quality in the field of continuing education. Annually, continuing education colleagues from across the state join forces to learn from one another. Each year the information and contacts I take back to my college are invaluable. This year's theme speaks to the fact that when we innovate, create and engage, differences are made - in our institutions, with our students, and in meeting the mission of our colleges. We remain the most flexible and responsive units of our organizations while working with fewer and fewer resources. I hope you explore your des-

tiny at CEANY to navigate the changes in our midst as well as support our colleague's accomplishments.

I want to remind you that our sponsors and vendors are part of our armor to help move our programs and services forward. Please visit with each vendor as they represent great products that one (or many) of your colleagues supports. In addition, there will be concurrent sessions highlighting successful relationships of your colleagues working with sponsors. You may not need today what a particular sponsor has to offer, but you never know when things change. Build up your arsenal and be prepared!

Lastly, I invite you to the "Meet the Board" session on Wednesday at 4:40 pm to learn more about getting involved with CEANY. We will be gathering in the Bistro Area where we will be highlighting the many professional development opportunities within CEANY, including the Conference Committee. To those of you who have volunteered, I thank you!

And congratulations to the 2014 CEANY Conference Committee for all the hard work you have done to make this conference a success! On behalf of the CEANY Board and the Conference Committee, I welcome you to Syracuse! I hope that you will use this venue to find new and innovative ways to explore your destiny!

Sincerely,
David Kohn, Director
Continuing Education SUNY Orange



From the Conference Co-Chairs



We are so excited to welcome you to the 2014 CEANY Conference! We have been working hard to bring you an engaging, pertinent and energizing event chock full of best practices, current issues, and industry experts that will help you engage, create and innovate your Continuing Education practice and yourself as a professional.

As you look through this year's program, you'll note a few changes to the typical conference structure based on feedback from previous conferences and the recent membership survey. We have offered a pre-conference session to start the conference off right. During the conference, we have provided ample time for networking by including a minute networking session, table topics at most meals and multiple opportunities to engage with other attendees at our evening events. We have broadened topic areas for break outs to include introspection for your own professional development. We have created a sponsor track where you get to learn about a product and how it's being used at another fellow CEANY member's institution.

Don't worry, we didn't discard any of the excellent components that you've come to rely on in your CEANY Conference experience! We have engaging plenary speakers that will present to you the game changing trends in higher education, information about how neuroscience, educational science and technology join to create today's learner, and about building resiliency so one can thrive in the midst of change. We have a multitude of concurrent session topics from your CEANY colleagues and industry professionals, including successful programs at other institutions, 2013 CEANY award winners, social media topics, as well as timely information from SUNY and CUNY.

We rounded out your conference program to include evening and morning opportunities to network and have FUN! As promised, we have KARAOKE after the banquet and auction, but we also have Zumba and a walk around downtown Syracuse's Armory Square, dinner at Dinosaur BBQ or at a restaurant in Destiny USA.

Thank you to the many conference committee members that have made this experience so rewarding and fun! We truly couldn't have done it without you. Please consider emulating your colleagues and participate as part of the committee for conference 2015 in Saratoga Springs!

We hope you enjoy yourself at this conference and get inspired to innovate, create and engage your continuing education operation to new heights!

Jill Pippin & Amy McHugh

Plenary Speakers

Wednesday

Game Changing Trends in Higher Education

Greg Marsello



The business of continuing education is becoming more competitive and complex. From 2015-2020 at least 25% of continuing education programs will shut their doors. Learn the reasons winning continuing education programs win; why LERN projects growth starting in 2016; and the most critical continuing education course programming, marketing, sales and operations trends driving the industry. Leave understanding the important actions you need to embrace to continue to survive and thrive.

Greg Marsello is a co-founder and Vice President of the Learning Resources Network (LERN), the leading association in continuing education.

Marsello travels 50 weeks a year visiting North American continuing education programs. He is an expert in course programming, marketing, contract sales and operations.

Friday

Building Resiliency: How to Thrive in a Time of Change

Lee Riddell



Using a series of colorful, high-impact photographs individuals engage with one another through dialogue and deep listening to compare their interpretations and uncover their own resiliency level. A self-assessment assists the individual in bringing to light what strengths they rely on during change and the areas they can develop more fully to become resilient. Reflection and journaling deepen that self-awareness.

Individuals leave with a sense of increased ability to handle the unknown and to view change, whether from disappointment or success, as an opportunity for development.

Lee Riddell is the director of the SUNY Leadership Institute. Lee focuses on contemplative leadership training, sustainability development, strategic planning and program design. She has earned certificates in 360 degree feedback assessment, the Myers Briggs Indicator, Strengths Quest in Higher Education, and Sustainability Leadership.

Thursday

Education 3.0 and the Connected Neuro-learner

Dr. Rob Kadel



In this session, Dr. Rob Kadel will share ideas and foundations behind "Education 3.0" the intersection of neuroscience (brain learning), educational psychology, and educational technology. Session attendees will learn about and discuss

the underpinnings of Education 3.0 as well as its application in classrooms. The goal is to understand not only the idea behind the "connected neuro-learner" but also the ways in which instructional strategies can be adapted to meet the needs and expectations of today's students. Dr. Kadel will emphasize the importance of meeting students on their own terms in order to engage them effectively and ultimately enhance their understanding of course material and how it relates to their work, their collaboration with others, and their lives. Ample Q&A time will be included.

Dr. Rob Kadel is an accomplished researcher, presenter, and educator on the use of technology to enhance learning. Since 2000, he has conducted research and evaluation on educational technology programs at all levels of schooling, including running his own research consulting firm from 2003 to 2010. Rob has been teaching at the university level since 1996, including faculty appointments at Penn State University and Johns Hopkins University, during which he entered the world of hybrid and online learning. He now teaches sociology at the University of Colorado Denver and conducts research for the Pearson Center for eLearning.

Conference Welcome Speaker



Deborah F. Stanley is the 10th President of the State University of New York at Oswego. She has been leading the 153-year-old college to our north, since 1996. During that time, she has significantly increased access to college for talented and diverse students through unprecedented scholarship programs, and dramatically transformed the college's physical spaces through an \$800 million campus renewal plan in Oswego and the addition of the SUNY Oswego Metro Center here in Syracuse. She revitalized the college's curriculum with new degree offerings including engineering, human-computer interaction and MBA degrees, and launched the college's School of Communication, Media and the Arts. Nationally, President Stanley serves on the American Council on Education's Commission on Leadership. She is a member of the American Association of State Colleges and Universities (AASCU) Millennium Leadership Initiative Executive Steering Committee. Regionally, she is the Chair of the Board of CenterState Corporation for Economic Opportunity and a member of the Central New York Regional Economic Development Council. She earned her bachelor's degree in English with honors and juris doctor degree from Syracuse University.

Grantsmanship - The Tips of the Trade: Grant Writing Workshop

Time: 8:30am-12:00pm

Date: Wednesday, November 5, 2014

Cost: \$99 (includes breakfast and materials)



Make the most of your time out of the office by participating in our pre-conference workshop. Anyone can write a grant, but not just anyone can get their grant awarded. Come and learn the tricks of the trade in securing grant funds on a local, state, foundation or federal level. This grantwriting presentation will include information on where to find grant funds and how to write a strong, competitive proposal to ensure funding success. The resources shared in this workshop will have you energized and ready to write!!!!

Terri Grissom is a Certified Grant Specialist and Certified Research Administrator with more than 20 years of grant experience. Terri has authored and received more than \$230 million in local, state, private, and federal funds as a grant writer in the field of education. She has ten years of training experience in the areas of grant writing and grant management. Terri is currently a grant evaluator for the Oklahoma State Regents for Higher Education's state GEAR UP federal grant program.

Featured Events

Meet the Board

(Wed., November 5, 4:40-5:00pm, Bistro Area)

Learn more about getting involved with CEANY. We will gather in the Bistro Area where Board members will highlight the many professional development opportunities within CEANY. Join the Board to discover how to maximize your CEANY membership today!

Join Us for the President's Reception!

(Wed., November 5, 9:00-11:00pm, Concierge Room)

After you've stuffed yourself with barbeque or have shopped until you dropped, please join our outgoing Board President David Kohn for a reception in the Concierge Room (located on the 6th floor of the Mayflower building) from 9pm-11pm. He invites you to come and chat, relax, and enjoy the company of your CEANY colleagues!

Awards Dinner and Auction

(Thurs., November 6, 6:00-10:00pm, Tiffany Ballroom)

The CEANY annual fall conference is an excellent way to recognize and celebrate success across a breadth of programs and activities. The awards laud distinguished contributions to the advancement of program planning, to applications of continuing education theory and practice, to marketing, to business and industry linkages, to leadership, and to student success.

The annual CEANY auction is one of the highlights of the conference... a chance to have fun, bid on really great items, and raise money to support our **student scholarship program**.

Have an auction item to donate? For Her, For Him, For Kids, For the Home, Entertainment, Health and Fitness. Most items are valued at \$50-\$500. The items can be given to the staff at the Registration Table Wednesday afternoon or Thursday morning.

Throughout the conference, you will see some of our awesome volunteers walking around selling 50/50 raffle tickets. Once all tickets have been purchased, 50% of the donated funds will go to the student scholarship fund, and the remaining 50% goes to the lucky winner.

Karaoke Night!

(Thurs., November 6, 10:15pm-12:00am, Mayflower Conference Room)

kar-a-o-ke
noun

-a form of entertainment in which people take turns singing popular songs into a microphone over prerecorded backing tracks.

So come and show us what you've got Thursday night after the awards dinner and auction or come enjoy the show!

Table Topics

(Thurs. November 6 & Fri. November 7, Tiffany Ballroom)

At this year's conference, you will have three opportunities to have specific topic discussions at meal time. At selected meals, a number of tables will have topics related to sessions heard earlier in the conference. Thursday's breakfast will have topics around summer camps, marketing for continuing education, and workforce development. Thursday's lunch topics will include Summer/Winter sessions, Open SUNY/Online Programs, grants for continuing ed programs, and TASC. We will round out the topics on Friday with tables dedicated to discussing continuous improvement in your CE office, individual career development, and the future of higher education for the adult & non-traditional student.

Minute Networking

(Thurs., November 6, 5:00-5:30pm, Bistro Area)

We have an exciting opportunity for you to network with your peers...quickly!

Speed networking programs generally involve people meeting each other one at a time for a short interval and then moving on to the next person in line. It's a fairly structured way for individuals to meet a lot of folks in a short period of time. So join us before the awards dinner to make some new acquaintances!

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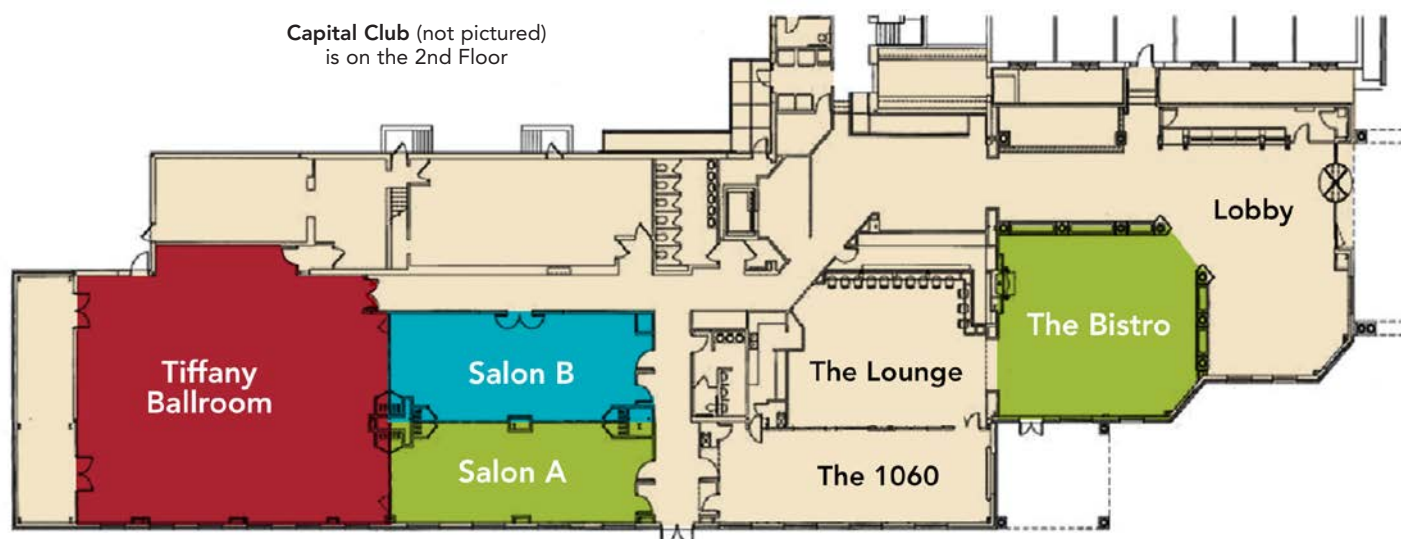
Floor

Plan

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Genesee Building

Capital Club (not pictured)
is on the 2nd Floor



Mayflower Building

Basement Level



Schedule of Events

Wednesday, November 5, 2014

Time	Event	Category	Presenter/Point Person	Location
8:00 am - 11:30 am 8:30 am - 12:00 pm	CEANY Board Meeting Pre-Conference Session: Grantsmanship - The Tips of the Trade: Effective Grant Writing Workshop	Create	David Kohn Terri Grissom	Capital Club Mayflower Theater
7:00 am - 6:00 pm 12:00 pm 12:40 pm - 12:45 pm 12:45 pm - 12:50 pm 12:50 pm - 1:00 pm 1:00 pm - 2:00 pm 2:05 pm - 3:05 pm	Registration Luncheon Conference Welcomes Plenary Speaker: Game Changing Trends in Higher Education Concurrent Session 1 1. Stepping Off Campus: Cultivating Community & Campus Engagement 2. Winning Resiliency Strategies for Turbulent Times 3. Adventures in Youth Entrepreneurship: The Young Entrepreneurs Academy (YEA!) 4. Aligning Media through Data: How to Tell a Compelling Story	Innovate Create Innovate Engage	Angela Galvin & Nancy Motondo David Kohn Jill Pippin & Amy McHugh Deborah Stanley Greg Marsello	Bistro Area Tiffany Ballroom Tiffany Ballroom Tiffany Ballroom Tiffany Ballroom
3:10 pm - 3:30 pm 3:35 pm - 4:35 pm	Sponsors Track & Break Concurrent Session 2 1. Is Your Campus Military Friendly? Why it is important? Where are we now? Where are we going? 2. ShopRite Supermarkets/SUNY Orange Workforce Development Partnership 3. Summer Camps: Three Prescriptions for Success 4. From ancient wisdom to getting through the day: Take-home lessons from the Leadership Wheel	Engage Innovate Create Engage	Jacqueline Montgomery Greg Marsello Carolyn DeJohn Jane MacKillop, Francesca Fiore, & Heather Barikmo Career Step & Carolyn DeJohn	Salon A Salon B Capital Club Mayflower Theater
4:40 pm - 5:00 pm 5:15 pm - 7:00 pm 6:45 pm - 9:00 pm 5:45 pm - 8:30 pm 9:00 pm - 11:00 pm	Meet the Board NOExcuses Walking Tour (Armory Square) Dinosaur Bar-B-Que Dinner DestinyUSA President's Reception - All welcome!	Engage Engage Engage Engage Engage	Glenda Roberts & Ginny Stoeffel Barb Dennehy Barb Dennehy Reid Smalley David Kohn	Bistro Area Bistro Area Bistro Area Bistro Area Concierge Room

Thursday, November 6, 2014

7:00 am - 7:30 am 7:00 am - 6:00 pm 7:30 am - 9:00 am	Zumba Registration Breakfast w/Topics on Tables (Marketing for Continuing Education)	Engage Engage	Michelle Monsour Angela Galvin & Nancy Motondo	Mayflower Con. Rm. Bistro Area Tiffany Ballroom
8:30 am - 9:00 am 9:00 am - 11:00 am 9:05 am - 10:05 am	Business Meeting/CEANY Reports Individual Consultations re: Remedial FTE (By appointment only) Concurrent Session 3 1. SUNY Workforce Development Grant: Roundtable with Colleagues 2. CUNY Grants Session 3. Early College Initiative Model: BTECH: Business Technology Early College High School 4. Networking through LinkedIn	Engage Innovate Innovate Create Engage	David Kohn Deborah Moeckel Martha Hubbard Curtis Dan-Messier Denise Ward	Tiffany Ballroom Bistro Area Salon B Salon A Capital Club
10:00 am - 6:00 pm 10:05 am - 11:25 am 10:30 am - 11:30 am	Vendor Garden Open (one day only) Sponsors Track & Break Concurrent Session 4 1. OPEN SUNY Session 2. Test Assessing Secondary Completion (TASC) 3. Trends and Challenges in Winterim & Summer Sessions 4. ESL/International Programs Panel	Innovate Innovate Innovate Create Innovate Innovate	Lisa Raposo Melissa Barrett-Bricker The Center for Legal Studies & Carolyn DeJohn John McDonald & Irene Scruton Robert Purga & Rosemary Matt Karen Schuhle-Williams Ebru Altay, Wendy Carl & Richard Blankenship	Mayflower Theater Bistro Area Tiffany Ballroom Mayflower Theater Salon A Salon B Capital Club
11:35 am - 1:30 pm 12:30 pm - 2:00 pm 2:05 pm - 3:05 pm	Luncheon w/Topics on Tables Plenary Speaker: Education 3.0 and the Connected Neuro-learner Concurrent Session 5 1. Education 3.0 - Continue the Conversation 2. Non-credit Remedial FTE 3. The Value of STEM Outreach Programs On/Off Campus	Engage Engage Engage Engage Engage	Dr. Rob Kadel Dr. Rob Kadel Deborah Moeckel & David Kohn Katherina Searing, Dr. Rick Beal & Maura Stefl	Tiffany Ballroom Tiffany Ballroom Capital Club Salon A Salon B
3:10 pm - 3:30 pm 3:35 pm - 4:35 pm	4. Qualities of an Emerging Leader Sponsors Track & Break Concurrent Session 6 1. A Case Study of Continuous Quality Improvement in the Mgmt. of Continuing Professional Development (CPD) 2. Comprehensive Marketing Plan Development & Implementation 3. Kicking the Box: Lateral Thinking in the Age of Digital Learning 4. StrengthsQuest - a path to professional success!	Engage Engage Innovate Create Innovate Engage	Jeanne Eschbach Ellucian/Elevate & Jill Pippin Kim Scalzo & Lisa Raposo Karen Schuhle-Williams, Janet Roy & Kim Scott	Mayflower Theater Tiffany Ballroom Salon A Salon B
4:30 pm - 5:30 pm 5:00 pm - 5:30 pm 5:30 pm - 6:00 pm 6:00 pm - 10:00 pm 10:15 pm - 12:00 am	Professional Head Shots (first come, first served) Minute Networking CEANY Reception Dinner, Awards Banquet & Auction Karaoke	Engage Engage Engage Engage Engage	Dr. Rob Kadel Christy Huynh Adam Brockway Andrea Pedrick Jill Pippin, Amy McHugh & Fern Chan David Kohn	Capital Club Mayflower Theater Tiffany Ballroom Bistro Area Bistro Area Tiffany Ballroom Mayflower Con. Rm.

Friday, November 7, 2014

7:00 am - 7:30 am 7:00 am - 1:00 pm 7:30 am - 9:00 am 8:00 am - 8:30 am 9:00 am - 10:15 am 10:20 am - 11:20 am	Yoga Registration Breakfast w/Topics on Tables CEANY Board Meeting Plenary: Building Resiliency: How to Thrive in a Time of Change Concurrent Session 7 1. I-Best Brings Out The Best In Adult Learners 2. Sector Partnerships: A Strategy to Increase an Industry's Overall Competitiveness 3. External Sites Panel: Best Practices & Lessons Learned	Engage Engage Engage Engage Innovate Create Innovate	Michelle Monsour Angela Galvin & Nancy Motondo Martha Hubbard Lee Riddell Mary Kohan David Kohn & Patricia Kelly Reid Smalley, Terrence Harris, Karen Schuhle-Williams, Kim Armani & Mikala Sakai	Mayflower Theater Bistro Area Tiffany Ballroom Concierge Room Tiffany Ballroom Salon A Salon B Capital Club
11:30 am - 12:00 pm	Closing Raffle & Break for the road	Engage		Mayflower Theater Tiffany Ballroom



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Log onto ceany.org/bios to view speaker biographies.

Innovate

1.1

Stepping Off Campus: Cultivating Community & Campus Engagement

Jacqueline Montgomery,
Queensborough Community College

The borders of QCC's campus extend far beyond 56th Avenue and Springfield Boulevard! The Office of Pre-College, Continuing Education & Workforce Development supported Jacqueline Montgomery's vision for a much-needed after school program in the nearby community of Douglaston. The After School Academy was created over 3 years ago and has become a household name to many neighborhood families. Ms. Montgomery will discuss how she began and continues to shape a program that utilizes QCC students and faculty in many capacities – Service Learning projects, Future Teacher's Society presentations, and program counselors. The reach of the program and of QCC also extend to work with the Douglaston Garden Club, the local fire and police departments, AAA of New York and, of course, with the church in which they are located, the Community Church of Douglaston. Ms. Montgomery will also discuss the challenges in managing an off-site program during this session.

1.3

Adventures in Youth Entrepreneurship: The Young Entrepreneurs Academy (YEA!)

Carolyn DeJohn,
Mohawk Valley Community College

Mohawk Valley Community College is in its 3rd year of offering the Young Entrepreneurs Academy, an award-winning, year-long program for middle and high school students, bringing them through the entire process of developing and launching their own businesses. In this session, we'll discuss the ups and downs of coordinating a youth entrepreneurship program, and why this type of programming has reaped benefits beyond what was originally anticipated.

2.1

Is Your Campus Military Friendly? Why it is important? Where are we now? Where are we going?

Donald Johnson and Michael Stout, Jefferson Community College; Eric Wheeler, Monroe Community College; Keith Stevenson Onondaga Community College

Over 2.5 million active and reserve personnel in service to their country have been deployed to the war zones of Afghanistan and Iraq. Now, many of them are, or will be, pursuing higher education goals at colleges and universities across the nation. Veterans are great students! They are dedicated to their studies, are intellectually ready for the academic milieu, and are eager to learn. They look for leadership opportunities on campus and often volunteer in campus organizations and win elections to student governments. They bring a multitude of experiences to our classrooms that will enhance the learning environment for all. It is important for institutions to be aware of veteran student needs to provide needed services and support. This workshop will focus on why it is important to provide dedicated services to veteran students through a best practices approach.

3.1

SUNY Workforce Development Grant - Roundtable with Colleagues

Facilitated by Martha Hubbard,
Tompkins Cortland Community College

Have you been writing SUNY Workforce grants for years, or are you just learning about them at your community college? Whether you are a seasoned applicant or a "newbie", come to this roundtable sharing session. Share your successes, and/or bring your concerns and questions so you can learn from your colleagues.

3.2

CUNY Grants Session

Curtis Dann-Messier,
City University of New York

CUNY's continuing education and workforce development department has a proven track record of securing grant funds and successfully delivering grant-funded programs. Workshop participants will discuss a variety of successful, evidence-based program models that can be replicated at your college.

4.2

Test Assessing Secondary Completion (TASC)

Robert Purga and Rosemary Matt,
New York State Education Department

TASC - This workshop will provide an update on the implementation of New York's new assessment leading to a NYS High School Equivalency diploma: the TASC test. It will provide plans for professional development underway in 2014 and planned for 2015 and approval of new testing centers for state reimbursement. NYS Education Department staff will also ask for input from programs preparing students for TASC.

4.3

Trends and Challenges in Winterim and Summer Sessions (Credit)

Karen Schuhle-Williams,
The College at Brockport/SUNY

Participants will have a chance to share and learn from each others' experiences and challenges with Winter and Summer Sessions offered through their institution. In addition, the roundtable will be very valuable for those who are considering implementing such sessions at their institutions.

4.4

English as a Second Language (ESL)/International Programs Panel

Ebru Altay, SUNY Oswego;
Robert Blankenship, SUNY Onondaga Community College;
Wendy Carl, JobsPlus

Panel presenters will discuss the ESL programs they oversee on their campuses, current placement processes for ESOL students, the sequence and types of ESL.

5.2

SUNY Non-credit Remedial FTE

Deborah L. Moeckel, SUNY;
David Kohn, SUNY Orange

Become more prepared to submit your college's proposals for Non-Credit Remedial Courses Eligible for State Aid. Deborah L. Moeckel, Ph.D., SUNY Assistant Provost for Community College Education, will provide information and take some questions on SUNY's new proposal process.

6.1

A Case Study of Continuous Quality Improvement in the Management of Continuing Professional Development (CPD)

Kim Scalzo and Lisa Raposo,
SUNY Center for Professional Development

This session will present a case study in the use of an international self-assessment and benchmarking tool in SUNY's Center for Professional Development (CPD) for continuous improve-

ment of the CPD program management. The SUNY CPD has conducted the self-assessment consistently over the past four years and has been using the data in a variety of ways, including as input into a SWOT analysis for a strategic plan and also as a way to demonstrate progress over multiple years toward the goals of the strategic plan. You will learn about the process used to conduct the self-assessment, how the staff of the CPD have been engaged, the outcomes of documenting best practices and concrete areas of improvement, and lessons learned over the past four years.

6.3

Kicking the Box: Lateral Thinking in the Age of Digital Learning

Dr. Rob Kadel

Dr. Rob Kadel will explore the concept of lateral/divergent thinking in how we approach our understanding of learners' needs. In this age of digital connectedness, Dr. Kadel says, it is important to understand not only how our students engage with material but also how we can adapt that material and our instruction to connect with them. Attendees will explore concepts such as skeuomorphs, filter bubbles, and the semantic Web as ways of understanding how digital learning environments affect students' and our own perceptions of the world. Attendees will learn about and discuss how such concepts affect our collective understanding of learning in a hyper-connected environment. Ample Q&A time will be provided.

7.1

I-Best Brings Out The Best In Adult Learners

Mary Kohan,
Schenectady Community College

Learn about a successful workforce training program called I-BEST (Integrated Basic Education Skill Training) where adult students develop skills, knowledge, confidence, and workforce readiness using contextualized instruction. Key concepts and techniques will be presented from an academic and clinical healthcare training program which can be applied to any other subject.

7.3

External Sites Panel: Best Practices & Lessons Learned

Reid Smalley, Genesee Community College;
Terrence Harris, Jefferson Community College;
Karen Schuhle-Williams, The College at Brockport/SUNY;
Kim Armani, SUNY Oswego;
Mikala Sakai, CUNY in the Heights

For multi-campus/center colleges, coordinating programs, communication and operations between several locations can be challenging. Is your division or program office located away from the main campus? Are you responsible for administering programs at several campus locations? Do you oversee staff at other locations? With fewer resources, how do you keep it organized and functioning with high quality and good customer service? How do you establish and connect the "brand"? This presentation with your Q&A will be represented by a panel with diverse experiences, from urban to rural settings and on different management levels.

1.2

Winning Resiliency Strategies for Turbulent Times

Greg Marsello,
LERN

As resources are reduced and expectations increase, surviving as a continuing education professional is not easy. Find out the resiliency strategies being used by successful continuing education professionals. Learn how to help yourself and your continuing education program navigate the turbulent times.

2.2

ShopRite Supermarkets/SUNY Orange Workforce Development Partnership

Linda Ferris, Orange Community College;
Cynthia Bowman, ShopRite Supermarkets

- * neither a friend nor an ogre
- * completing previously abandoned studies
- * sales increased and the team saw the impact of their contribution
- * this program changed my life

These are just a few of the success stories that resulted from Orange County Community College's delivery of a Supervisory Skills program to ShopRite associates in Spring and Summer 2014. Talk about customization, investment in employees, learning outcomes and unexpected benefits of training! This partnership had powerful impacts for the college, the company, and the participants as a result of some strategic decisions made in the beginning.

2.3

Summer Camps: Three Prescriptions for Success

Mr. Grant Umberger and Ms. Kathleen Martel,
Johnstown Community College;
Ms. Lisa Phillipson, Mohawk Valley Community College

This session will offer three successful approaches to summer programming for kids, tween, and teens. Join continuing education professionals from Mohawk Valley Community College and Jamestown Community College's Jamestown and Cattaraugus Campuses for a panel discussion outlining each of their respective programs. Topics include developing camp ideas, recruiting instructors, scheduling classes, managing logistics, overseeing revenue and expenses, and generating publicity.

3.3

Early College Initiative Model: BTECH: Business Technology Early College High School

Denise Ward,
Queensborough Community College

Queensborough Community College and CUNY have partnered with the NYC Department of Education and the multina-

tional software corporation, SAP, to form this six year early college initiative. The curriculum will focus on business technology and, within the six years, students will earn their high school diploma and an A.A.S. degree in either Computer Information Systems or Internet Technology. Students will also participate in internships and be mentored by SAP employees. The school is located in Queens Village, NY and opened its doors in September with 125 ninth grade students. VP Ward will discuss the development and implementation of this exciting endeavor.

4.1

OPEN SUNY Session

John McDonald, SUNY Central Administration;
Irene Scruton, SUNY Oswego

Open SUNY was launched in January 2014 with the first wave of Open SUNY + Partner campuses and a series of Open SUNY + supports designed to enhance the online learning experience for students and faculty. Attend this session to see where we are almost a year later as we prepare to launch the second wave of Open SUNY+ programs. You will also learn about the experience of the Wave I partner campuses, what it means to be an Open SUNY + partner campus, the supports being put in place at the system level to support Open SUNY, and plans for Wave II. This will also be a great place to bring your Open SUNY + questions and get them answered!

5.3

The Value of STEM Outreach Programs On & Off Campus

Dr. Rick Beal, Katherina Searing and Maura Stefl,
SUNY College of Environmental Science and Forestry

This session is an overview of the value and impact of SUNY-ESF's Outreach programs in Science, Technology, Engineering, and Math fields. We work with our on- and off-campus partners on K-12 education programs, professional development, and workforce development through established elementary, middle, and high school programs, professional conferences and symposia, and federal-funded grant related initiatives.

6.2

Comprehensive Marketing Plan Development & Implementation

Ms. Janet Roy, Ms. Kim Scott and Dr. Karen Schuhle-Williams,
The College at Brockport/SUNY

Designed to take a multi-pronged approach, reaching multiple constituents and student customers through multiple communication venues, including traditional print, radio, social media, Google ads, etc. Presenters will share the process applied to marketing, specific content used across varied marketing venues, the creative process evolution, and internal communication and tracking tools.

7.2

Sector Partnerships: A Strategy to Increase an Industry's Overall Competitiveness

David Kohn and Patricia Kelly,
SUNY Orange

Is it true? A new paradigm of workforce and economic development? Yes! Open your mind and learn how sector partnerships are transforming the Mid-Hudson Valley region. Learn about sector partnership strategies and the steps taken to convene key stakeholders to focus on priority issues identified by the target industry.

Engage

1.4

Aligning Media through Data: How to Tell a Compelling Story

Dr. Jane MacKillop, Francesca Fiore and Heather Barikmo,
Laguardia Community College

The Division of Adult and Continuing Education at LaGuardia Community College serves an extremely large, diverse, and dynamic population across a wide variety of programs, and our media efforts are designed to reach this population via both traditional and innovative methods. We use data to inform and customize our messaging across multiple platforms, including print, web, social, and mobile. We will share strategies for reaching target audiences using these platforms and will offer case studies that illustrate the blending of traditional and innovative media.

2.4

From ancient wisdom to getting through the day: Take-home lessons from the Leadership Wheel

Dr. Chuck Spuches,
SUNY College of Environmental Science and Forestry

Wherever we find ourselves in our organizations – one of the few leading from the top or one of the many leading from the middle or leading a project or team – and however we come to be in these leadership roles (as an intentional fulfillment of who we are, because 'somebody had to do it'), our leadership role inevitably involves working to make positive and significant changes. Join us to explore a four-fold path toward effective and satisfying change and renewal for ourselves and our world.

3.4

Networking through LinkedIn: Using LinkedIn to Boost Your Job Search & Professional Profile

Lisa Raposo,
SUNY Center for Professional Development

LinkedIn has quickly become the number one online resource to broaden your professional network, connect with companies

and job opportunities, and learn about current trends in your field. Join this session and learn the value of LinkedIn and some best practices in making this tool work for you!

5.1

Education 3.0 - Continue the Conversation

Dr. Rob Kadel

Dr. Rob Kadel delves deeper into his plenary topic, and answers any questions you have related to Education 3.0.

5.4

Qualities of an Emerging Leader

Jeanne Eschbach,
Elmira College

Over the past several years, leaders in the Mid-Atlantic region for the University Professional and Continuing Education Association (UPCEA) realized that they were struggling to fill leadership positions within the organization and there was no succession planning. The group decided to foster leadership within the region by starting an Emerging Leaders program. The first Emerging Leaders cohort of UPCEA began a year-long process in 2012-13, starting with a leadership workshop at the 2012 regional conference, developing a project and presenting the project outcomes at the 2013 conference. This presentation will provide you with the details and results to date of the Emerging Leaders program, including the project conducted by the first cohort. Participants will discuss ways to replicate a similar program either on your campus or within your organization.

6.4

StrengthsQuest - a path to professional success and personal fulfillment!

Christy Huynh,
SUNY Oswego

This session will engage you in interactive learning that will help you understand your Top 5 Signature Themes and how they can be developed and maximized as you journey towards professional and personal success. StrengthsQuest gives you the opportunity to develop your strengths and be an effective leader and collaborator by building on your greatest talents. Grounded in Positive Psychology, StrengthsQuest is a powerful tool that will help you and your team work from a strengths-based approach in order to achieve your highest potential. Please purchase a StrengthsQuest code and complete the assessment prior to this session and bring your results to the session. Codes may be purchased online for \$9.99 at: <https://www.strengthsquest.com/schoolaccess/default.aspx>

CEANY

2014 CONFERENCE

Continuing Education
Association of New York

November 5-7, 2014 Genesee Grande, Syracuse, New York

Entertainment

Dining

Exercise

Dinosaur Bar-B-Que Dinner

DESTINATION: Dinosaur Bar-B-Que

Meet in the lobby of the hotel for transport

Date: Wednesday, November 5, 2014

Time: 6:45 – 9:00 p.m.

Cost: \$49 for members; \$59 for non-members



Take a short bus ride from the Genesee Grande Hotel to the famous Dinosaur Bar-B-Que for a delicious buffet dinner. A cash bar will be available. After dinner, the bus returns us to the Genesee Grande Hotel. Space is limited. First come, first served.

Walking Tour of Syracuse's Armory Square

DESTINATION: Armory Square

Meet in the lobby of the hotel for transport

Date: Wednesday, November 5, 2014

Time: 5:15 – 7:00 p.m.

Cost: \$15



In the early 1800's, the Armory Square district began to develop as the business and industrial area just west of the central city. Today it is the trendy hub of Syracuse with restaurants, pubs, boutique shops and personal services.

For those wishing to explore the hidden gems of Armory Square with personal insider access, NOexcusesSYR will provide a one hour walking tour of Armory Square for **\$15 per person**. This discounted rate **includes food and drink samples**. A tour minimum is needed.

More information on NOexcusesSYR tours can be found at <http://www.noexcusessyr.com>. When booking your tour, be sure to type CEANY member in the notes to seller box and **CEANY** in the promotional code box to receive your discount.

Trip to Destiny USA

DESTINATION: Destiny USA

Meet in the lobby of the hotel for transport

Date: Wednesday, November 5, 2014

Time: 5:45 – 8:30 p.m.

(participants may stay longer if they wish, but will need to find alternative means to return to the hotel)

Cost: \$5 per person

Visit <http://www.destinyusa.com/> for more details.



destiny usa

A bus to Destiny USA will be provided for those who wish to enjoy an evening with dining, shopping, and entertainment options galore! Visit the 2.4 million square foot facility combining retail, entertainment, and dining in one of the largest shopping destinations in the country!

ZUMBA

Date: Thursday, November 6, 2014

Time: 7:00 – 7:30 a.m.

Location: Mayflower Conference Room



Why not start with an invigorating cardiovascular workout that utilizes music and movement from around the world, with a strong emphasis on Latin rhythms and dances? In a ZUMBA class, the instructor teaches without words, empowering the entire class to just dance and allow the

movements to be natural and non-threatening. Zumba is a celebration of music, dance, and wellness. So come and try it out!

Your instructor, Michelle Monsour, has been teaching fitness for almost 20 years. She holds certifications in Zumba, NIA, and R.I.P.P.E.D, and YMCA's Group Exercise. Currently, she teaches fitness classes for the Syracuse YMCA and for the Fitness Business. She is excited to share the "party" that is ZUMBA with CEANY.

YOGA

Date: Friday, November 7, 2014

Time: 7:00 – 7:30 a.m.

Location: Mayflower Conference Room



Friday brings a relaxing start to your morning with a YOGA course. Get reinvigorated for the day ahead!

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(Committee Chairs & other Representatives
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CEANY

2014 CONFERENCE

Continuing Education
Association of New York

November 5-7, 2014 Genesee Grande, Syracuse, New York

Innovate.

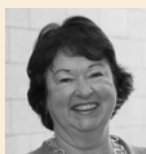
Create.

Engage.

Explore your destiny at CEANY!

Welcome from our new President

Greetings CEANY Members,



Please plan now to attend next year's conference on November 11-13 in Saratoga Springs, NY! Saratoga will be a wonderful setting for us to come together again and learn from knowledgeable presenters and from one another. The conference committee is looking for volunteers to help develop the program and ensure that we're meeting your needs. Please contact Carolyn DeJohn (cdejohn@mvcc.edu) if you are interested in working with your colleagues to make next year's conference another productive opportunity for CEANY members.

As your incoming President, I also encourage you to reach out to one another in the coming year as you implement some of what you have learned at this conference. The power of our connections with one another as we strive to meet the challenges in continuing education cannot be underestimated. Do plan now to attend next year's conference - I look forward to seeing you there!

Sincerely,

Martha Hubbard

Director, Strategic Corporate and Community Partnerships,
Tompkins Cortland Community College

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CEANY ANNUAL CONFERENCE 2015

Saratoga Springs, NY
November 11-13, 2015

