

Use this area to offer a short teaser of your email's content.
Text here will be shown in the preview area of some email clients.



NEWSLETTER

December 2014



CEANY Annual Conference

Members enjoying the CEANY Awards Reception and Auction on Thursday evening.

Message from the President

Greetings Colleagues,

CEANY has been so important to me since I started in the field of continuing education and I am honored to serve as your President this year. I continue to be impressed with the dedication and commitment all of you show in your work across the state. Our field is challenging- but exciting too. I suspect that all continuing educators are 'built' a bit differently and thrive on challenge and the fast pace. While we all try to plan for the year, we truly don't always know what challenge, opportunity or need will emerge--- but we're ready!

When we did strategic planning with the board, one of the key themes we identified was how important the network of peers members develop through CEANY is. Do continue to reach out to fellow members as together we have such experience, knowledge and power. Your regional chair (see www.ceany.org) will be happy to connect you with others.

In January the Board will be examining strategic objectives for the year, so do let me know what you need from the organization. From newsletter content to regional meeting topics and critical issues, I do want to hear from you. You can email me at MMH@TC3.edu

Best wishes for the holidays and for a successful New Year.

Martha Hubbard



CEANY President

Annual Conference Highlights

We hope you had a great time at the CEANY annual conference this past November in Syracuse, NY! From our informative plenary and concurrent sessions, to great networking opportunities the 2014 conference was filled with great content and fun times!

Check out a few highlights from the conference below and be sure to check out the website soon for a full update.

Interested in joining the Conference Committee for our 2015 in Saratoga Springs, NY?

Contact [Carolyn DeJohn](#) or [Paul DeDomonicas](#) and they'll get you started!



Awardee Highlight:

James C. Hall Jr. Exemplary Award Programming

Exemplary Non Credit Program Development: *Queensborough Community College, Jacqueline Montgomery, Director Kids & Teens College, the After School Academy*

This year CEANY awarded the After School Academy at Queensborough Community College with the James C. Hall Exemplary Award in Programming. The After School Academy is an off-site tuition based program for students Pre-K to 5th grade that seamlessly integrates enrichment activities, academically focused experiences and innovation within the framework of STE@M and the Common Core Standards.

The program offers a win-win situation whereby the QCC student teachers get to learn how to teach, we partner with the Office of Academic Service Learning and the Future Teacher's Society.

We partner with the following: QCC Office of Service Learning, QCC Future Teachers Society, local community: Douglaston Garden Club, Douglaston Chamber of Commerce, PS 98 elementary school/PTA, Troop 153 Boy Scouts, High School community service students in District 26 and private schools.

Full List of 2014 CEANY Award Recipients

James C. Hall Exemplary Program Awards

- **Non-Credit Program Development** – Queensborough Community College's The After School Academy (CUNY)
- **Credit Program (1)** – Mohawk Valley Community College's College in Prison Program (SUNY)
- **Credit Program (2)** – SUNY College of Environmental Science and Forestry's Radiation Curing Program (SUNY)
- **Outstanding Business/Organizational Collaboration (1)** – Schenectady Community College's Health Profession Opportunity Grants (SUNY)
- **Outstanding Business/Organizational Collaboration (2)** – Hostos Community College's Geriatric Career Development Program (CUNY)
- **Exemplary Marketing Program** – Kingsborough Community College's CUNY Career-Path Program (CUNY)

Recognition Awards

- **Outstanding Continuing Educator** – Russell Davis, Mohawk Valley Community College (SUNY)
- **Outstanding Experienced Continuing Education Programmer** – Franca Armstrong, Mohawk Valley Community College (SUNY)
- **Outstanding New Continuing Education Professional** – Sarah Lam, Mohawk Valley Community College (SUNY)
- **Outstanding Continuing Education Instructor** – Dr. Najeeb Hussaini,



Queensborough Community College (CUNY)

Charles A. Burns Outstanding Student Awards

- **State Recipient** – Kevin Aiken, SUNY Brockport – Region West (SUNY)
- **Regional Recipient** – Jamel Welton, Schenectady Community College – Region East (SUNY)

Keynote Highlight:

Game Changing Trends in Higher Education with Greg Marcello of LERN

by Reid Smalley

To kick off the annual conference's first program, CEANY welcomed LERN co-founder and Vice President, Greg Marcello, who presented an outstanding and fast-paced, insightful opening plenary on "Game Changing Trends in Higher Education."

Listing the challenges our field faces, Greg cited the economy was still #1, but as of 2016, LERN predicts more growth should be expected in continuing education and that diverse programs would be the most successful. Other challenges include developing central administration support (because we do act differently), capability to build staff skills for better productivity, choosing the "right" new initiatives, understanding our competition, knowing our customers and creating a vision for 3-5 years down the road.

He offered 7 ways to build and maintain a successful operation:

1. Become financially self-sufficient.
2. Have the right structure and operating system.
3. Use data to drive your decisions.
4. Identify and create "best practices." Everybody does 80% of the same thing – what 20% makes you unique?
5. Develop a one-year strategic business plan.
6. Use the right software – it has to work for you.

Develop visionary and creative leadership. Be as close to your top administration as possible.

LERN has identified critical trends that will drive our programs. Here are the top 7:

1. Enhancing skills in jobs will be our primary focus of training as 14-17 million knowledge workers will be needed by 2017.
2. Generation Y (20-40-year olds) are our future. They will have a huge impact on the country and we must be prepared for them – new "products" (certificate programs) and marketing techniques are needed.
3. More CE units are offering credit programs – think flexibility, alternative schedules and developing certificates that grow into credit programs.
4. "CEOs" need to shift from managers to visionaries. Get out of the office. Identify new opportunities and delivery methods.
5. Shift from providing information (training) to providing solutions. What services can you offer?
6. The future is certificates and online programs.
7. Develop winning initiatives. What haven't you done before? Shoot for 20% new courses each year.

Just a side note – Notice that "20%" is mentioned several times in different contexts. The "Pareto 80/20 Rule" states that approximately "80% of the effects come from 20% of the causes." Examples: 20% of your programs may generate 80% of your revenue or 20% of your efforts may generate 80% of your productivity.



Stay Connected!

CEANY Member Resources

by Tim Vermillion

It's the perfect tool to stay in touch with your peers for the other 362 days we're not together!

You can access contact information and e-mail addresses from other CEANY members or use the discussions forum to post a question to the group.

The jobs tool allows you to post job openings available at your campus or you can search for positions at other campuses. Postings are active for 3 months and there is no charge for this service.

You can find the latest information on anything CEANY-related as well as maintain and update your membership and register for upcoming conferences and events.

Did You Know?

by Andrea Huda

Have you had some changes in your office staffing and need to add a new member to your CEANY bundle?

Follow these easy steps below to **Add a New Member**:

- 1) Ask your school CEANY administrator to log-in.
- 2) Go to "My Profile".
- 3) In your Profile you will see your Membership details. Under the subsection, "Bundle Summary" click on the button "Add Member".
- 4) On behalf of the new member, fill out the form and hit save.

Follow these easy steps below to **Change Bundle Administrator**:

- 1) Ask your new Bundle Administrator to log-in.
- 2) Go to "My Profile" and display membership details.
- 3) Click "Make Administrator" on the new person's profile.

You're all set! Your updates have been added to your Membership Package!

Copyright © 2012 Continuing Education Association of New York. All rights reserved.
Contact email: info@ceany.org

You are receiving this message because you opted in at <http://ceany.org/>



[Unsubscribe](#)