

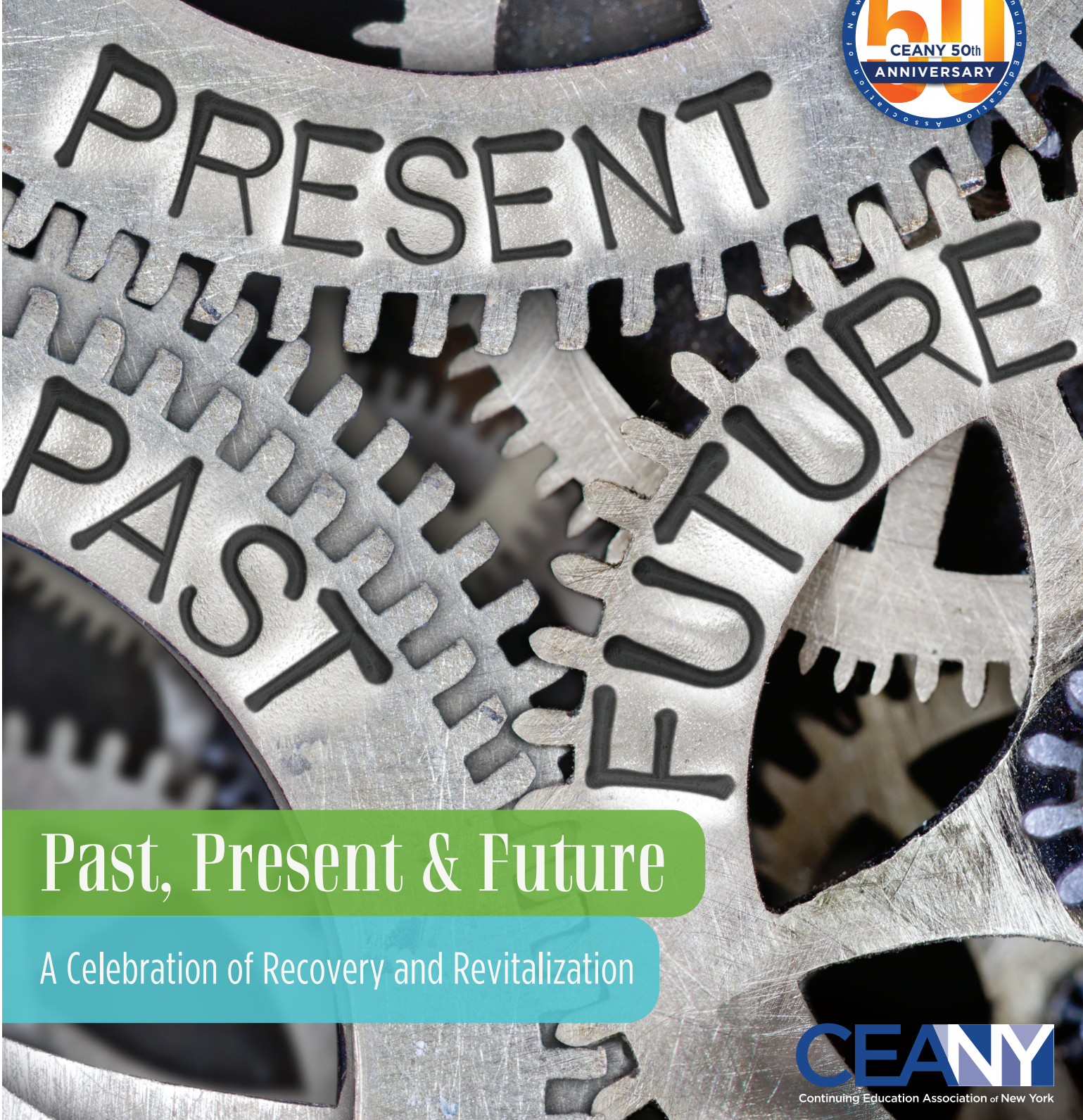
CEANY

2021 CONFERENCE

CONTINUING EDUCATION ASSOCIATION OF NEW YORK

NOVEMBER 17-19 2021, SARATOGA SPRINGS, NEW YORK

Embracing the Past
Adapting to our Present
Focusing on the Future



Past, Present & Future

A Celebration of Recovery and Revitalization



Welcome to the Annual Conference of the Continuing Education Association of New York State!

We are delighted you are able to join us in person in lovely Saratoga Springs. CEANY has often held our statewide conference at Saratoga Springs because of its central location in the heart of New York State and the energy and creativity it represents. This location perfectly reflects what we are, a vibrant and enthusiastic association of higher education leaders from SUNY, CUNY and affiliated colleges in New York State, striving to provide opportunities and change lives.

Continuing Education and Workforce Development are more important than ever to our country, our state and our local communities. Our members are at the forefront of workforce and business development, training, and postsecondary education for adults in NYS. Despite the losses and upheaval caused by the pandemic, this is a time of opportunity for workforce development and we are keen to share best practices. The Conference offers the best in state-of-the-art professional development including workshops on topics such as partnerships with employers, racial dynamics, career pathways and new initiatives such as the New York Jobs CEO Council. Guest speakers Jim Fong, Assembly Member Carrie Woerner and the SUNY and CUNY chancellors will inspire us to consider anew our role in economic development and adult learning and how we tell our story.

CEANY unequivocally rejects expressions of racism, hatred, bigotry and group supremacy, supports racial and social justice and deplores those inequities that continue to disfigure our American society.

Now more than ever we value the support, encouragement and initiatives of our colleagues across the state as we continue to navigate the effects of the lockdown and the slow return to normalcy. There has never been a better time for sharing best practice and opportunities even as we manage fiscal constraints. In the light of budget cuts and the financial impact of the COVID-19 pandemic, the Board of Directors of CEANY has waived membership dues for 2021–2022, as was done last year.

I want to thank the conference chairs, Charles McGinnis and Jennifer Snyder, and the dedicated conference committee for the splendid array of workshops, presentations and events they have organized. Huge appreciation, also, to the all-volunteer CEANY Board of Directors, for working year round to promote adult and non-traditional education and support continuing education professionals around the state. And we thank you for attending this conference and contributing to our vibrant community of practice in New York State.

Warm regards,



Jane MacKillop, PhD,
President, CEANY
 Dean, School of Continuing & Professional Studies, Lehman College, CUNY

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We all know the last twenty months have tested our strength and resolve in many ways. CEANY supports positive learning environments, equitable work places and thriving, inclusive communities and serves as an advocate for all postsecondary adult learners.





We are pleased to welcome you to the 2021 CEANY Annual Conference and 50th Anniversary Celebration

We are so thrilled to be back in person, offering you an exciting opportunity to come together to hear about the great things happening in Continuing Education in the great state of New York. This will also give you a chance to get some professional development under your belt in a relaxing, familiar setting, and to connect with colleagues and like-minded individuals and groups who share our passion for helping our students. We also have a presence in the world of social media, join us in getting the message out with **#CEANY 2021**, **#CEANY50th**, and **#PastPresentFuture**.

To further CEANY's mission to promote and support quality programs of public continuing education in New York State, this conference aims to provide professional development to its members, promote an exchange of information and ideas, address problems confronting continuing education personnel and the adult learner, strengthen lifelong programs, provide the membership with current legislative information and this year we also celebrate our Past, Present and Future, by welcoming many Past Presidents of the organization back to join us for the activities and festivities in beautiful Saratoga Springs!

We are happy to be providing a great lineup of world class speakers from around the country, including some from our own backyards in New York! From well-respected researchers and presenters to New York state legislators, to the aforementioned Past Presidents, to our very own CUNY & SUNY system Chancellors. In short, there is something for everyone!

We will also have a host of fun activities and gatherings from our 50th Anniversary Celebration Wednesday night to Thursday's energetic live/silent auctions, our Award dinner, to our Social Media contest "Find Jubilee" (our conference mascot). There is something for everyone to enjoy!

Finally, this year we welcome back a large contingent of vendor/sponsors who are looking forward to interacting with you and providing a look at some unique tools and opportunities to provide programming and to better serve all of our student needs!



Welcome to **CEANY's 2021 Annual Conference and 50th Anniversary Celebration**, an event honoring our **PAST, PRESENT, and FUTURE!**

Co-Conference Chairs



Charles McGinnis

Assistant Dean, Workforce Development
Westchester Community College



Jennifer Snyder

Program Coordinator
SUNY Center for Professional
Development

Say hello to Jubilee!



Plenary Speakers

NYS & NYC Workforce: An Inclusive Vision of Recovery for All New Yorkers

Wednesday, November 17, 2021

3:15pm - 4:20pm

Ballroom

Economic growth has not always meant prosperity for everyone. As New York State and New York City undergo significant shifts in our economies, we have an opportunity to undo decades of poor decision-making and flawed approaches to equity. We have an opportunity to shift our priorities and rethink how we become a more inclusive New York that is fairer for all, and the Inclusive Growth Blueprint is a model for that equitable development.

Speakers:



Jose Ortiz

Chief Executive Officer

New York City Employment
and Training Coalition (NYCTEC)



Shelby Schneider

Deputy Director

New York State Economic Development
Council (NYSEDC)

Post-Pandemic Adult Learner Personas: How to Re-Engage, Engage and Retain the New Learner

Thursday, November 18, 2021

9:00am - 10:00am

Ballroom

The pandemic has accelerated many known market factors as well as created new challenges for institutions of higher education. With unfavorable demographics for traditional learners looming on the near horizon and a new economy evolving, it is critical to understand the complexity of the new adult learner. The pandemic changed their Values. This new adult learner is younger and more savvy. UPCEA has surveyed thousands of adult learners in 2021 and will share their personas, nuances and preferences during this session.

Speaker:



Jim Fong

Chief Research Officer

University Professional and Continuing Education
Association (UPCEA)

Measuring Our Value: Consistent Data for New York Continuing Education

Thursday, November 18, 2021

2:00pm - 2:45pm

Ballroom

Early in 2021, the Continuing Education Association of New York (CEANY) was introduced to New York state Assembly Member, Carrie Woerner. Carrie Woerner serves as the Chair, Legislative Commission on Skills Development and Career Education and as such was interested in knowing how we can all come together and provide the legislators with viable, reliable data across the entire state for continuing education and workforce development programs that would tell the story of what we all do to support such educational efforts to better serve the people of New York. This sessions provides an opportunity for Assemblywoman Woerner to share her vision, the task- force that was created to share some information and recommendations and finally for you, the audience to ask questions about this important area.

Speakers:



Carrie Woerner, New York
State Assembly Member & Chair
of the Legislative Commission
in Skills Employment and
Career Education



Charles McGinnis

Assistant Dean

Workforce Development,
Westchester CC



Jane MacKillop, **Dean**

School of Continuing &
Professional Studies,
Lehman College, CUNY



David Kohn, **Director**

Continuing and Professional
Education,
SUNY Orange County CC

Meet the CUNY & SUNY Chancellors

CUNY/SUNY Chancellors

Friday, November 19, 2021

9:00am - 10:00am

Ballroom

Speakers:

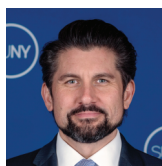
CUNY & SUNY Chancellors:

Dr. Matos Rodriguez

Dr. Malatra

This session offer a unique opportunity to hear from both system's chancellors in a small, somewhat intimate setting where both will share updates on their respective systems and discuss collaboration across both organizations.

This moderated question and answer sessions will focus on questions and topics ranging from the CUNY/SUNY systems' roles in economic & workforce development, their views on continuing education and workforce development, successes and lesson learned from the pandemic lockdowns, challenges faced for integrating traditional degree pathways and career development, to their view on the value of adult continuing education and workforce development, articulations for non-credit/credit-free/short-term workforce to degrees, the role of four year campuses in continuing education and how NY can capitalize on already realized and future funding changes at the federal level in Pell and other funding sources for education in order to optimize the diversity, equity and inclusion (DEI) agenda for all New Yorkers.



Dr. Jim Malatras was named the 14th chancellor of The State University of New York on August 21, 2020. Prior to his role leading the SUNY system, Dr. Malatras served as the fifth president of SUNY

Empire State College. Prior to joining SUNY Empire in May 2019, he served as president of the Rockefeller Institute of Government, where he led the Institute's modernization effort to offer policymakers evidence-based policy analysis and recommendations on timely topics. Dr. Malatras has held several high-ranking positions in New York State government, including director of state operations to Governor Andrew M. Cuomo, where he managed the day-to-day operation of state government and served as the administration's point person on policy development and implementation.



Prior to his appointment as Chancellor, **Dr. Matos Rodriguez** was president of CUNY's Queens College from 2014 to 2019 and of CUNY's Eugenio María de Hostos Community College in the Bronx

from 2009 to 2014, making him one of a select few U.S. educators who has led both a baccalaureate and a community college. A member of the Council on Foreign Relations, the Chancellor sits on the governing board of the Hispanic Association of Colleges and Universities (HACU). In 2021, he joined the board of the Association for a Better New York (ABNY) and was named co-chair of the New York City Regional Economic Development Council (NYCREDC). In 2020, the Chancellor was named by the American Council on Education (ACE) to a national task force focused on improving transfer of credit practices and to New York City's Education Sector Advisory Council.

Past Presidents Panel

Wednesday, November 17, 2021

12:45pm - 1:45pm Ballroom

This session brings together a number of Past Presidents of the Continuing Education Associations of New York (CEANY) to talk about where the organization has been, where we stand today and offer some insight into where they believe the organization may be headed in the future. A outstanding panel will talk about their experiences with the organization and provide what CEANY meant to them. The leaders assembled here represent both two and four year CEANY member colleges, along with both the CUNY & SUNY systems.

Anne Diehl, Vice President, Enrollment, Georgian Court University (President 1992-1993)

Fern Chan, Director, Continuing & Professional Studies, John Jay College (CUNY) (President 2016-2017)

Jill Pippin, Dean, Extended Learning, SUNY Oswego (President 2017)

Barbara Ritchin, Executive Director, Continuing Education at Queens College (CUNY) (President 1995-1996)

William McClure, Executive Director, Continuing and Professional Education, University of Massachusetts, Amherst (President 2002-2004)

Social Media & Conference Events & Activities






CEANY
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CONTINUING EDUCATION ASSOCIATION OF NEW YORK

SOCIAL MEDIA AT THE 2021 CEANY CONFERENCE

Hashtag, You're it! Just because we're virtual, doesn't mean we can't be social! Use our 2021 conference hashtags and post to your favorite social media sharing your conference experience.

Be sure to check out CEANY's social media pages, and the guidebook app for special contests to win prizes!

#CEANY50th #WeAreContEd #PastPresentFuture

-  www.facebook.com/ceany.org
-  www.twitter.com/ceany_org
-  www.instagram.com/ceany_org/

CEANY has gone mobile!

Get the app on your mobile device now, for free. Find Guidebook Inc. app in your app store and download. You can find our guide by using the PassPhrase: **ceany21**.

After downloading the app you will have access to the full line up of conference events, find detailed information on presenters, and more!

guidebook Access direct links to CEANY social media accounts for sharing conference photos.

Say hello to Jubilee, the 2021 CEANY Conference mascot!



Take a good look because Wednesday and Thursday, Jubilee will be hidden around the conference and all you have to do is find him, take a pic and hashtag **#CEANY21** The first person who finds Jubilee each day wins a \$10 gift card and bragging rights on all of our social media!

ACTIVITIES

Professional Headshots

Thursday, November 18, 2021

4:00pm - 6:00pm

Atrium

Our talented conference photographer will help you look your best the next time you need a professional photo for use in your LinkedIn profile or your professional bio. Your photo will be e-mailed to you within two weeks of the conference.

Scholarship Auction

Thursday, November 18, 2021

7:00pm - 9:45pm

Ballroom

Support students who deserve scholarships! Join the fun of our entertaining and sometimes hilarious CEANY tradition. The live auction will take place immediately following the banquet dinner. Silent auction items will be on display before and during dinner for your bidding pleasure

CEANY College Colors Day

Friday, November 19, 2021 (All day)

Show your campus pride and dress up or dress down for the final day of the conference by sporting your favorite collegiate gear.

Passport to Partnership

November 17-19, 2021

Meet and connect with our vendor sponsors to fill your Passport with stickers for a chance to win a prize at the end of the conference! Turn in your Passport to the Registration Table during the Friday morning break and there will be a drawing at the end of the conference.

PAST PRESIDENTS PANEL

50th Anniversary Celebration

Let's celebrate our 50th with a bang! There will be a brief history by CEANY Archivist, followed by a short video presentation of Past Presidents messages to the Membership, ending with a few words from Past Presidents.

Annual Membership and Awards Luncheon

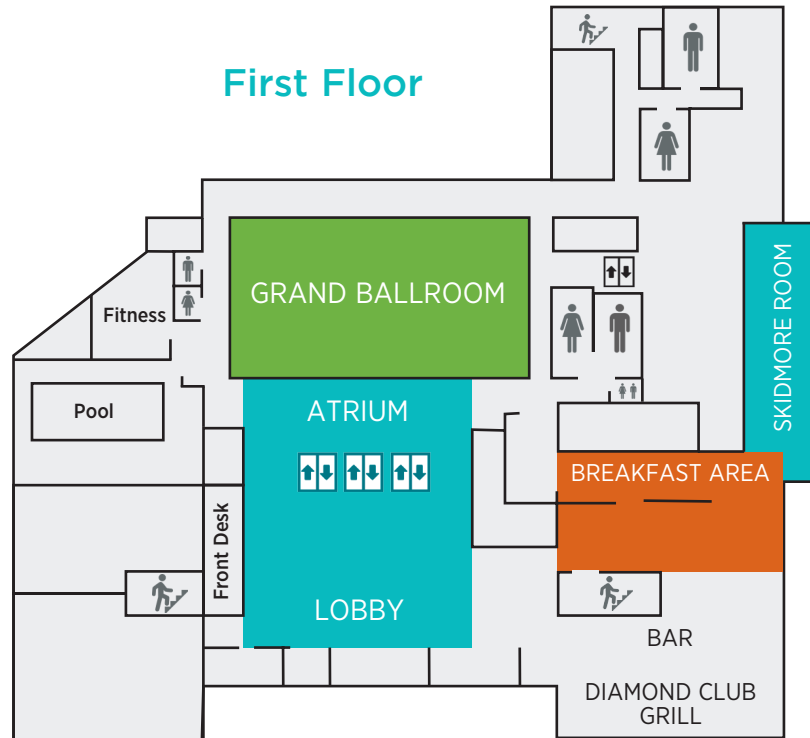
Help us congratulate some of our James C Hall Award winners along with our Award Sponsors: Campus CE and Augusoft.

CEANY Awards Banquet

Enjoy a delicious dinner as we toast more of our CEANY award winners and meet this year's Charles Burn's Outstanding Adult Student Award Winner sponsors by: Campus CE and Augusoft.

Embassy Suites Floorplan

86 Congress Street | Saratoga Springs, New York, 12866 | 518-290-9090



Conference Schedule



CEANY
2021 CONFERENCE
CONTINUING EDUCATION ASSOCIATION OF NEW YORK

Wednesday, November 17, 2021

Time	Session/Function	Presenter(s)	Room
10:00am - 5:00pm	Registration		Atrium
12:00pm - 12:45pm	Lunch		Ballroom
12:45pm - 1:45pm	General Session: Past Presidents Panel	Past Presidents: Anne Diehl, Fern Chan, Jill Pippin, Barbara Ritchin, William McClure	Ballroom
2:00pm - 3:00pm	1. Co-Designing an Integrated Accelerated Pathways Model with Employers and the Workforce Development System: Driving System Changes through the CUNY Community Colleges Consortium	Hui Yin Hsu, L. Conkling, Queensboro CC Michael Manipakone, Queensboro CC Sunil Gupta, LaGuardia CC Cara Shousterman, LaGuardia CC	Big Red
2:00pm - 3:00pm	2. Ninja Marketing to Capture Leads and Convert to Sales	Fern Chan, John Jay College of Criminal Justice	Peerless
2:00pm - 3:00pm	3. Modern Racial Dynamics	Tyre Bush, SUNY Corning CC Marcus Brooks, "Let's Brainstorm Consulting"	Geyser
3:00pm - 3:15pm	Break (Snack)		Skidmore
3:15pm - 4:20pm	General Session: NYC & NYS Workforce Development - An Inclusive Vision of Recovery for all New Yorkers	Jose Ortiz, CEO, New York City Employment and Training Coalition Shelby Schneider, Deputy Director NYS Economic Development Council	Ballroom
4:30pm - 5:00pm	Vendor Breakout Session	Augusoft : David Kohn, SUNY Orange CC	Peerless
4:30pm - 5:00pm	Vendor Breakout Session	CareerStep: Jeanne Eschback, SUNY Corning CC	Geyser
5:00pm - 5:45pm	Vendor/Happy Hour Activity		Skidmore & Atrium
6:00pm - 9:00pm	50th Anniversary Celebration Presentation	Lori Bartkovich	Ballroom

Thursday, November 18, 2021

Time	Session/Function	Presenter(s)	Room
9:00am - 10:00am	General Session: Post-Pandemic Adult Learner Personas: How to Re-Engage, Engage and Retain the New Learner	Jim Fong, University Professional & Continuing University Professional & Continuing Education Association (UPCEA)	Ballroom
10:00am - 10:20am	Break (Coffee)		Skidmore
10:00am - 11:15am	Historic Saratoga Springs Walking Tour (Meet at corner of Division and Broadway (about 3 blocks from hotel))	NYS Assemblywoman Carrie Woerner	In Town
10:20am - 11:20am	4. Creating Pathways to High Potential Jobs for Low-Income New Yorkers	Karrin Wilks, NY Jobs Council	Big Red
10:20am - 11:20am	5. Building a Skilled Manufacturing Pipeline for NY: How Workforce Education is Changing Post-Pandemic	Barbara Reer, SUNY Ulster Johnnieanne Hasen, The Council of Industry of Southeastern New York Eileen Larocca, Howmet Fastening Systems	Geyser
10:20am - 11:20am	6. Future InSight - Career Pathways Model for Non-credit to Credit programming	Christine Zagari-LoPorto, Kingsborough CC, Ada Rosales, Bounce Marketing	Peerless
11:30am - 12:30pm	7. CUNY/SUNY Clean Energy Jobs Consortium: Inclusive Pathways To 21st Century Careers	Nora Madonick, CEO- Arch Street Communications, Moderator Michael Jamison, Avangrid, Sr. Mgr. Corp. Com. Barbara Reer - SUNY Ulster, Asst. Dean Workforce,	Big Red

		Career Development & Apprenticeship Initiatives Rev. Dr. Kahli C. Mooto, The 400 Foundation, VP & Chief of Staff Dr. Neal Phillip - Bronx CC, Chairperson Professor - Chemistry, Earth & Environmental Sciences	
11:30am - 12:30pm	8. Finding Talent that will Help you Grow in Today's Hybrid Reality	Kimberly Kendall, Lehman College Dorothy Dobson, Lehman College	Geyser
11:30am - 12:30pm	9. Digital Marketing Strategy for Promoting Online Learning: Building SEO-Optimized Program Landing Pages	David Kohn, SUNY Orange County CC	Peerless
12:30pm - 1:00pm	Lunch		Ballroom
1:00pm - 1:20pm	CEANY Annual Business Meeting	Jane MacKillop	Ballroom
1:25pm - 2:00pm	Program Awards	Jeanne Eschbach	Ballroom
2:00pm - 2:45pm	General Session: Measuring Our Value: Consistent Data For New York Continuing Education	Carrie Woerner, NYS Assembly member Charles McGinnis, Westchester CC Jane MacKillop, Lehman College David Kohn, SUNY Orange CC	Ballroom
2:45pm - 3:00pm	Break		Skidmore
3:00pm - 4:00pm	10. Win-Win: Engaging Employers and Meeting Workforce Needs	Jessica Cinelli, Kingsborough CC Alissa Levine, Kingsborough CC	Big Red
3:00pm - 4:00pm	11. Collaborating with Local Graduate Programs for Win-Win Capacity Building	Karen Schuhle-Williams, SUNY Brockport	Geyser
3:00pm - 4:00pm	12. The Role of CE in Setting Course for Higher Education's Future	Amrit Ahluwalia, The EvoLLLution Dan Gerger, SUNY FIT	Peerless
4:00pm - 5:00pm	Activities (Complimentary Head Shots)	Katie Davis: Adam Brockway Photography	Atrium/ Hallway
5:00pm - 9:45pm	Networking/Cash Bar		Ballroom
6:00pm - 7:00pm	Dinner		Ballroom
7:00pm - 7:05pm	Sponsor Highlight: CampusCE, Scholarship Sponsor	Loren Pace	Ballroom
7:00pm - 9:45pm	Awards Ceremony/Scholarship Fund Auction	Jeanne Eschbach and David Kohn	Ballroom

Friday, November 19, 2021

Time	Session/Function	Presenter(s)	Room
7:30am - 9:00am	Breakfast		
9:00am - 10:00am	General Sessions CUNY & SUNY Chancellors - Dr. Matos Rodriguez and Dr. Malatra	Jane MacKillop and Caelynn Prylo, moderators;	Ballroom
10:00am - 10:30am	Break		Skidmore
10:30am - 11:30am	13. Pandemic Stories: NY's Continuing Education Programs	Caelynn Prylo, SUNY Adirondack CC Franca Armstrong, Mohawk Valley CC	Ballroom
10:30am - 11:30am	14. CCI: The SUNY Vision of Access + Completion = Success	Dr. Carol Meyer, SUNY University Center for Academic and Workforce Development (UCAWD)	Peerless
10:30am - 11:30am	15. Empire's ABC Approach to Enrollment Partnerships	Sue Epstein, SUNY Empire State College Kylie Byrne, SUNY Empire State College Brian Goodale, SUNY Empire State College	Big Red
11:30am - 12:00pm	Closing Session	Caelynn Prylo/Lori Bartkovich/Tyre Bush	Ballroom



Wednesday, November 17, 2021

SESSION 1 → **2:00pm - 3:00pm**

1. Co-Designing an Integrated Accelerated Pathways Model with Employers and the Workforce Development System: Driving System Changes through the CUNY Community Colleges Consortium

Presenters:

Hui Yin Hsu, Queensboro CC
Lori Conkling, Queensboro CC
Michael Manipakone, Queensboro CC
Sunil Gupta, LaGuardia CC
Cara Shousterman, LaGuardia CC

Strengthening Community Colleges Training Grant Program. The Consortium will present an overview of the project, framework, theory of change, and strategies proposed to implement systemic changes within CUNY Workforce Development. The Consortium will also report the up-to-date progress.

Takeaways:

- (1) actively engage employers through partnerships with industry to enhance career pathways and revise policies to support work-based learning
- (2) develop and implement pedagogical practices supporting online and culturally responsive teaching through faculty/staff professional development
- (3) design training programs that will enable workers to reskill as quickly as possible with industry-recognized credentials and accelerated pathways to degrees that include credit for prior learning



Say hello to Jubilee!

2. Ninja Marketing to Capture Leads and Convert to Sales

Presenter: Fern Chan, John Jay College of Criminal Justice

Learn the stealth moves that successful businesses and entrepreneurs use to convert leads into sales that can be applied to our continuing education model. This session will give you a behind-the-scenes look on how to capture emails, what to do with the information once you get it, and the necessary follow-up to nurture that lead into a sale.

Takeaways:

- (1) How to create value-added lead magnets to increase your subscribers
- (2) How to automate the follow-up sequence to save you time
- (3) Provide a VIP user experience that leads to conversion

3. Modern Racial Dynamics

Presenters:

Tyre Bush, SUNY Corning Community College
Marcus Brooks, "Let's Brainstorm" Consulting

This session will walk the participants through one administrators' approach to addressing systemic challenges within her region and the steps she took in doing so. We will discuss the thought process, actions, and the outcome of tackling what some consider to be a very challenging subject matter in a very challenging time

Takeaways:

- (1) Finding those with personal experience & intestinal fortitude to facilitate such conversations is not easy at all
- (2) However, the right facilitator/instructor can be worth their weight in gold
- (3) Intelligent & capable facilitators/instructors only want to show up for those who are willing to do the work and who are not interested in checking a box or serving as window dressing

SESSION 2  **10:20am - 11:20am**

4. Creating Pathways To High-Potential Jobs For Low-Income New Yorkers

Presenter:

Karrin Wilks, NY Jobs Council

This presentation will provide an overview of the work of the New York Jobs CEO Council, a new non-profit dedicated to advancing the economic prosperity of low-income New Yorkers. Key overall strategies include active collaboration between education and business, better student preparation for the future of work, and changes in company recruitment and hiring processes. Participants will learn about first-year Jobs Council initiatives and early findings, and have the opportunity to discuss how to break down industry and educational silos and open the door to local talent.

5. Building a Skilled Manufacturing Pipeline for NY: How Workforce Education is Changing Post-Pandemic

Presenters:

Barbara Reer, SUNY Ulster

Johnnieanne Hasen, The Council of Industry of Southeastern NY
Eileen Larocca, Howmet Fastening Systems

In order to attract students into workforce training programs, colleges need to look deeply at what matters to those in the community. New pathways have been initiated and supported by SUNY System but embracing them can be a challenge. Using Advanced Manufacturing as an example, we will look at non-credit to credit articulations, Micro-Credentials and Apprenticeships and how these initiatives can grow enrollments and create a pipeline of talent for local employers. The presentation will also look at challenges these initiatives present to campuses and some solutions to those challenges.

Takeaways:

- (1) Understand how to build education pathways for today's student
- (2) Learn how apprenticeships can be an answer to filling the manufacturing pipeline
- (3) Understand how partnerships are key in helping the economy

6. Future InSight - Career Pathways Model for Non-credit to Credit programming

Presenters:

Christine Zagari-LoPorto, Kingsborough CC
Ada Rosales, Bounce Marketing

KCC secured grant funding from Capital One for a research project designed to answer one fundamental question: 'How do we better align credit and noncredit programs to better respond to local employer demands and reduce the skills gap?' The results revealed that, on a whole, KCC's Continuing Education students felt disengaged from their larger college community. In response, the leadership of KCC decided there had to be a practical, scalable and cost-effective approach to meet students' career counseling needs. KCC hired Bounce Marketing & Consulting to execute its vision. Bounce created a site that is high on visual appeal and easy to navigate, specifically for students whose first language is not English. Future InSight is a one-stop shop for adults seeking guidance on their next career move at KCC.

Takeaways:

- (1) Understand on how to take current non-credit pathways and connect them to credit pathways at their institutions
- (2) How to create maps for students so they can 'see' where their certifications could lead
- (3) How to utilize free open source data sites, like O*Net, for keeping information provided to students up to date and relevant

SESSION 3  **11:30am - 12:30pm**

7. CUNY/SUNY Clean Energy Jobs Consortium: Inclusive Pathways To 21st Century Careers

Presenters:

Nora Madonick, CEO, Arch Street Communications - Moderator,
Michael Jamison, Avangrid, Sr. Mgr. Corp. Communications
Barbara Reer, SUNY Ulster, Asst. Dean Workforce, Career Development & Apprenticeship Initiatives
Rev. Dr. Kahli C. Mooto, The 400 Foundation, VP & Chief of Staff
Dr. Neal Phillip, Bronx Community College, Chairperson
Professor, Chemistry, Earth & Environmental Sciences

The Consortium is an initiative of AVANGRID and eight CUNY and SUNY community colleges. AVANGRID plans a pipeline to bring renewable energy from Upstate to New York City, minimizing Hudson River impacts. Under an innovative \$3 million plan, the Consortium will advance diversity and inclusion in renewable energy and energy efficiency workforce training programs.

Takeaways:

(1) Effectively think about how can we change/modify/ update the cultural paradigm of our campuses, in order to reach out to disadvantaged communities and provide them with the support they will need to successfully pursue micro-credentials towards green career programs?

(2) Form strategies for effectively working with industry and labor to advance green careers, beyond ongoing discussions and meetings

8. Finding Talent that will Help you Growing Today's Hybrid Reality

Presenters:

Kimberly Kendall, Lehman College
Dorothy Dobson, Lehman College

How do you find the most talented candidates, who can thrive in the current hybrid learning and work environment? Old hiring process are not yielding the same results. Learn how to update your recruiting, interviewing, and hiring procedures to leverage technology and identify the most talented staff and instructors.

Takeaways:

(1) Evaluate candidates online and in person using a rubric/criterion guide to make an informed decision about the most suitable candidate for the position

(2) Identify at least one authentic activity to incorporate into their hiring process

9. Digital Marketing Strategy for Promoting Online Learning: Building SEO-Optimized Program Landing Pages

Presenter: David Kohn, SUNY Orange County CC

Improve your web marketing efforts and increase enrollment and revenue by creating search engine-optimized program landing pages. Learn important techniques (content, coding, and analytics) to help your department break through the noise and get the visibility it deserves by improving web traffic and excelling in search engine placement.

Takeaways:

(1) Articulate the role of search engine optimization for program landing pages in your department's web and marketing strategies

(2) Understand search engine optimization ranking factors to optimize content and achieve a higher web page ranking

SESSION 4 3:00 -4:00pm

10. Win-Win: Engaging Employers and Meeting Workforce Needs

Presenters:

Jessica Cinelli, Kingsborough CC
Alissa Levine, Kingsborough CC

Colleges and workforce programs have similar goals for employer engagement, yet each uses its own methods. During this presentation, Kingsborough will talk about how we created and adapted engagement strategies to improve program implementation and outcomes. We will open up the workshop to provide the opportunity for attendees to share their own best practices in engaging employers. We will share our methods and give audience members the chance to explore them.

Takeaways:

(1) Participants will learn ways to evaluate common roadblocks with employer engagement, and how they can create new methods

(2) Talk less, listen more. We talk with employers for their professional expertise and experience to identify gaps in our services and to inform program development and improve student outcomes. The most important thing we can do is to listen, to lead meetings with a few talking points, and then let their board members do the talking

11. Collaborating with Local Graduate Programs for Win-Win Capacity Building

Presenter:

Karen Schuhle-Williams, SUNY Brockport

Even in the best financial times, building department capacity can be difficult. Partnering with nearby graduate programs to create win-win opportunities for you to host interns and/or graduate assistantships is an innovative strategy to build department capacity. This session will provide you with guidance on how to do so

Takeaways:

(1) Increase department capacity by hosting a GR intern or GA

(2) Strategically collaborate to stretch budget and impact

12. The Role of CE in Setting Course for Higher Education's Future

Presenters:

Amrit Ahluwalia, EvoLLUtion
Dan Gerger, SUNY FIT

As market demand evolves, Continuing Education units must play a more significant role in ensuring their institutions stay responsive to the shifting needs of their communities. Leveraging expertise in alternative credentialing and customer engagement, these units hold the key to higher ed's future.

Takeaways:

- (1) Understand the potential for micro-credentialing and alternative credentials as drivers of market responsiveness
- (2) Form partnerships with colleagues across campus to create true access to flexible offerings.

Friday, November 19, 2021

SESSION 5  10:30am - 11:30am

13. Pandemic Stories: NY's Continuing Education Programs

Presenters:

Caelynn Prylo, SUNY Adirondack Community College
Franca Armstrong, Mohawk Valley Community College

Continuing Education/Workforce Development Units in NY's community colleges have just lived through a once in lifetime pandemic. We have survived and some of us even thrived. We each have a different story to tell and our successors should know about it. Through facilitated brainstorming, participants will offer their voices about lived experiences and lessons during the COVID-19 pandemic.

Takeaways:

- (1) Talk about how the pandemic impacted them, their students and programs
- (2) Discuss challenges, successes and lessons learned during the Pandemic

14. CCI: The SUNY Vision of Access + Completion = Success

Presenter:

Dr. Carol Meyer, SUNY University Center for Academic and Workforce Development (UCAWD)

As we adapt to a hybrid learning modality, how do we continue to expose students to idea of college as an attainable goal in a remote environment? The College Connections Initiative (CCI) seeks to enrich the student's personal awareness of college as a realistic pathway to improved life conditions.

Takeaways:

- (1) EOC College Connections Initiative (CCI) Program which provides effective instruction and intensive, intrusive advisement services that supports the access, preparation and, ultimately, the successful entry into post-secondary institutions for a greater numbers of New York residents
- (2) How to effectively provide student support services in a remote environment

15. Empire's ABC Approach to Enrollment Partnerships

Presenters:

Sue Epstein, SUNY Empire State College
Kylie Byrne, SUNY Empire State College
Brian Goodale, SUNY Empire State College

At SUNY Empire, partnerships are seen as increasingly important in addressing workforce and educational needs while providing access to innovative, flexible and quality academic programs. The A-B-C approach helps frame discussions within the college, informs strategic decisions and application of resources, as well as collaboration and growth with our partners.

Takeaways:

- (1) Understand how partners' needs can be at the forefront of strategic use of institutional resources.
- (2) Understand how to use a conceptual framework, that is nimble and responsive to unify stakeholders

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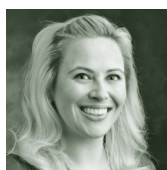
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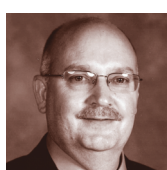


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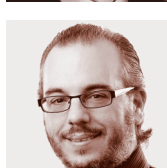
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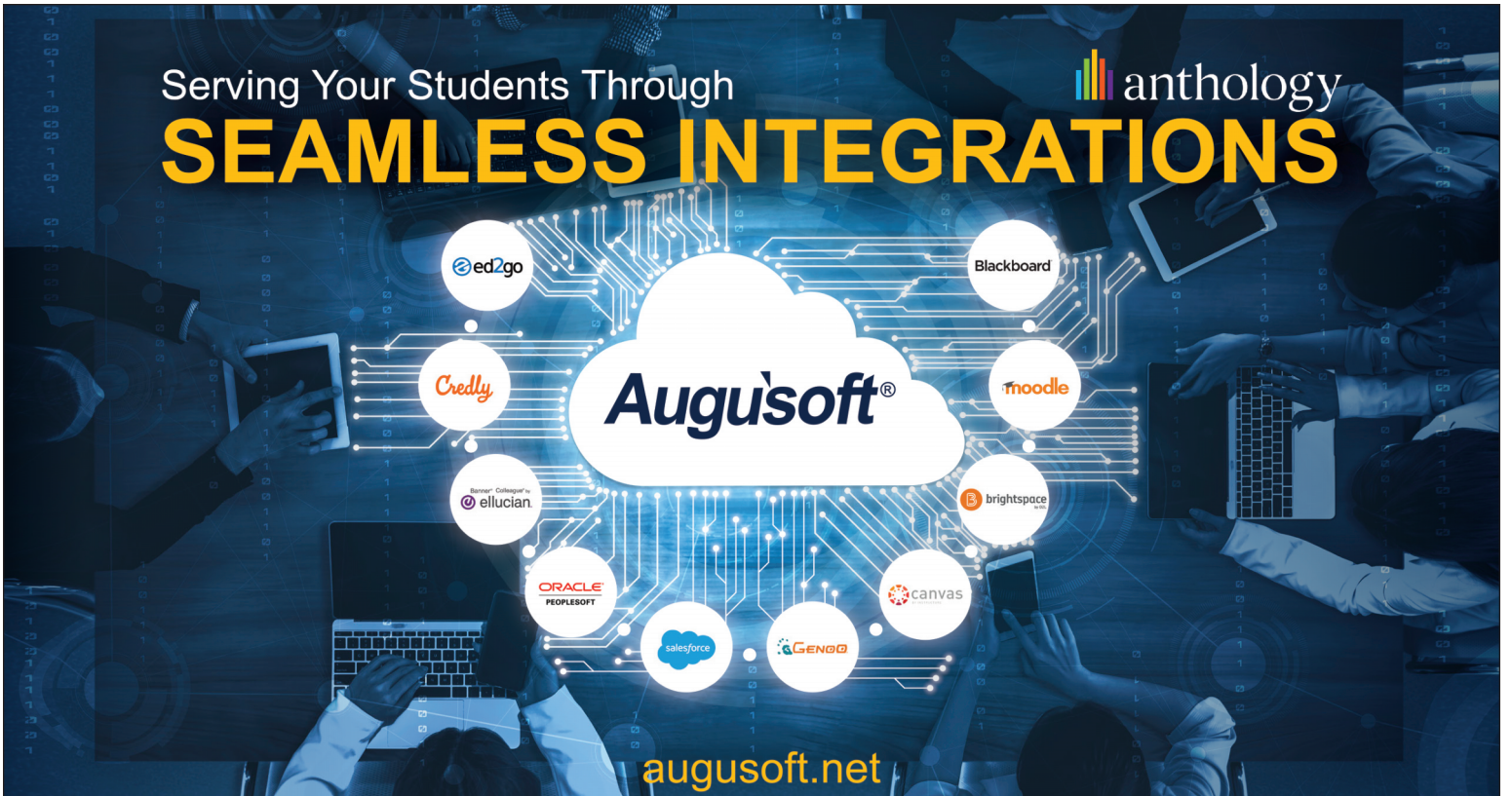
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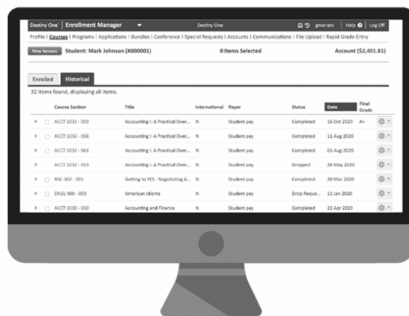
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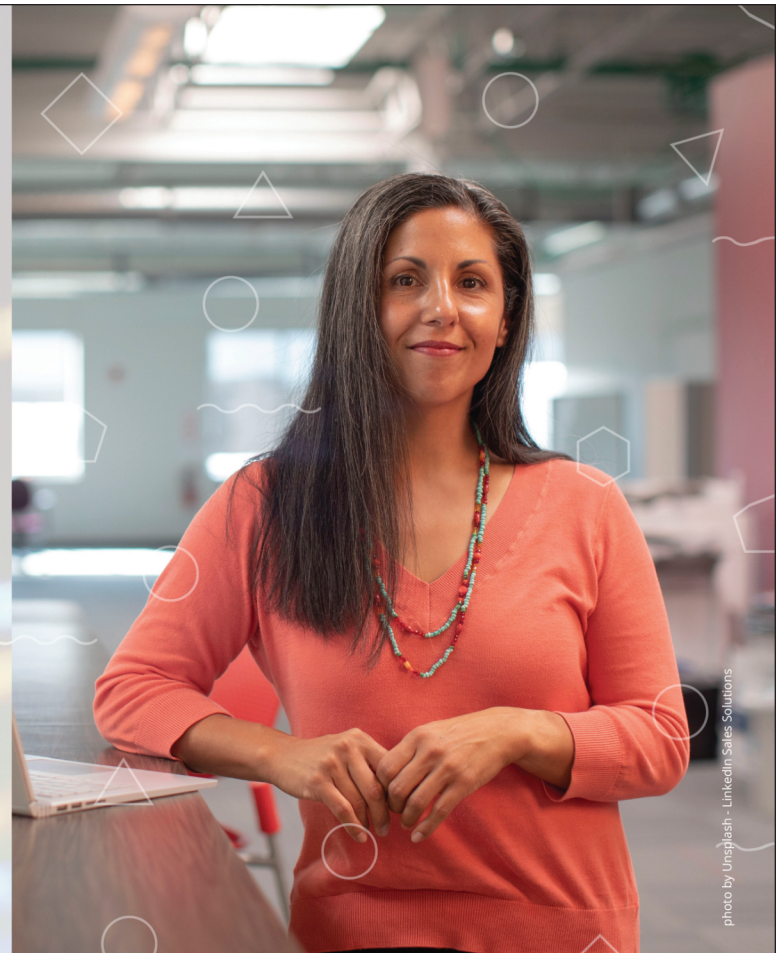


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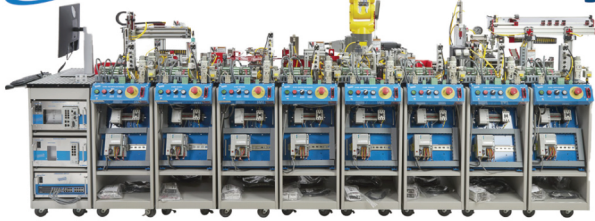


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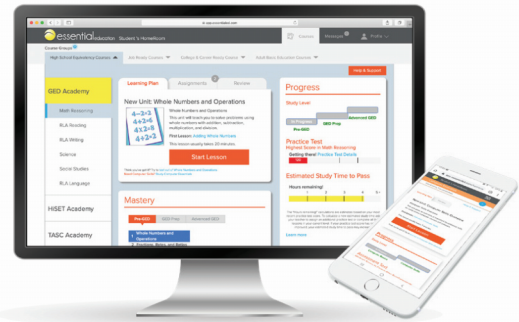
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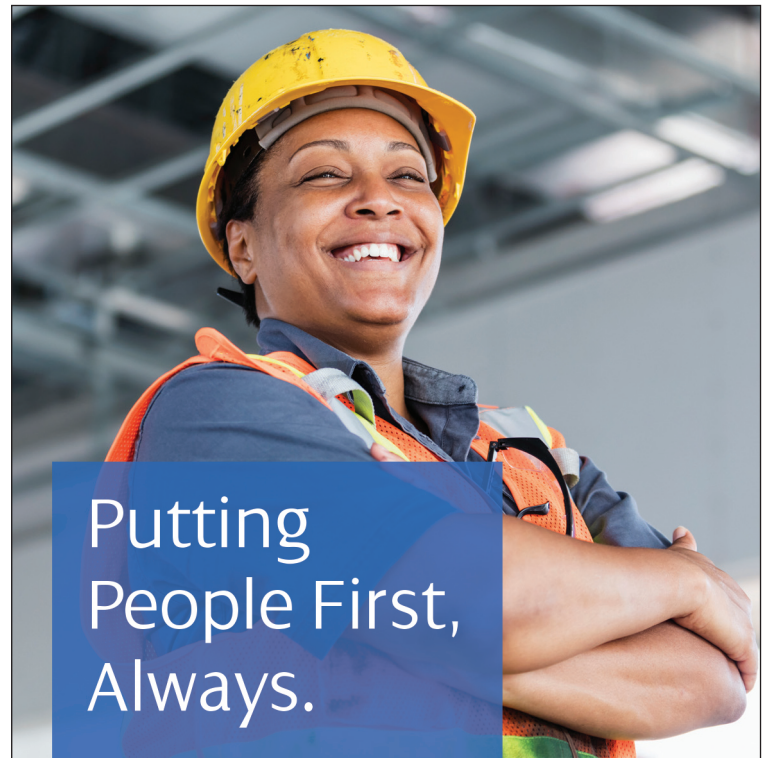
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