



Newsletter
April 2015



It's official- despite some of us who still look out and see snow after our long winter, it's here! I am a passionate gardener so the thought of getting out there and planting is energizing. I look at catalogues and wonder, what can I grow this year? It's much like the ways new ideas and approaches can inspire our work as continuing educators.

*Do join us at the **Regional Meetings on May 7th** where we are sure to develop new ideas and approaches to our work too. Imagine—all our regional meetings on May 7th- what a wave of energy that will create!*

Martha Hubbard, CEANY President

Continuing Education Around the State

Brown Bag Webinar Success!

Our first CEANY event for 2015 kicked off with a bang on January 30, with many thanks to the Professional Development Committee, for the compelling webinar on aligning media through data.

By leveraging the power of Google AdWords, Search Engine Optimization (SEO), and Facebook Ads, Jane MacKillop and her team at LaGuardia Community College presented an eye-opening look at data-driven marketing. There was enthusiastic participation throughout the webinar, and we were all left with an indelible impression of the grumpy cat, a ubiquitous figure on Facebook, to promote a stress and anxiety workshop via LaGuardia's Facebook page.



We welcome everyone to participate in the next brown bag webinar! Stay tuned for our next email invitation! Come with your mouths full and mute button on!

2014 CEANY Outstanding Student Award Winner Honored Once More



Kevin Aiken, the CEANY Student Award Winner for 2014 has been selected by Nazareth College's Multicultural Affairs Committee as this year's Martin Luther King, Jr. graduate student award recipient. This award is given to a graduate student who embodies Dr. Martin Luther King's commitment to diversity and acceptance!

Congratulations Kevin!

\$10 Million Dollar Grant Awarded



The Center for Allied Healthcare Education and Workforce Development was awarded \$10 million dollars to establish a healthcare clinic and training center in Northern Queens in partnership with Urban Health Plan, Inc. The partnership will expand

access to healthcare related educational opportunities through **Queensborough Community College's** articulation and dual/joint programs with **York College**, the **School of Professional Studies** and **Queens College**.

CEANY Regional Meetings

Join your fellow regional CEANY members for a day of advancement, hot topics, and networking. This year all of our regional conferences will take place during the same day, Thursday May 7th! Check out more information below regarding your regions specific details.

REGION SOUTH: Thursday May 7th 2015

LaGuardia Community College
For more information and to register click [here](#).

REGION WEST: Thursday May 7th 2015

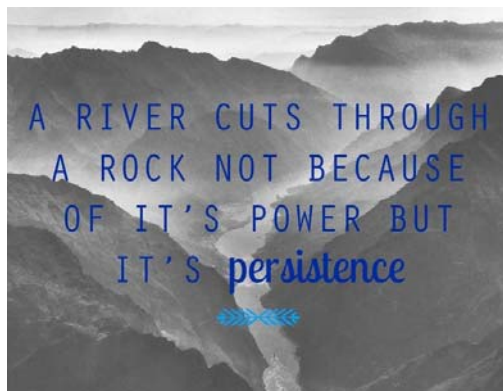
Check the "Upcoming Events" page soon for more details.

REGION EAST: Thursday May 7th 2015

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Perseverance in Higher Education



Do you know of a student who has persevered in pursuing their higher education?

Should that person receive an award to acknowledge their efforts? Would \$750 help them? Take the time now to review the award criteria and begin your nomination while the student and their faculty references are still taking class. Students enrolled in credit or non-credit programs within the previous calendar year are eligible.

Each year CEANY awards 3 regional \$250 awards for the **Charles A. Burns Outstanding Adult Continuing Education Student**. The regional winners are eligible for the \$750 statewide award. This award recognizes adult students from the three CEANY Regions (East, West and South) who have achieved excellence by demonstrating persistence, drive and success in overcoming obstacles to achieve their educational goals. Visit the website [here](#) for the requirements and application form.

Take the time to provide the recognition and support that an outstanding student. It will mean the world to them.

Deadlines are coming up this fall, but plan now to get your faculty involved in nominations!

Professional Development: Featured Article

Career Pathways in Continuing Education

Jane MacKillop, LaGuardia Community College

Aged thirteen, my son, Edward, completed a school assignment about his future career, saying he wanted to be a scientist, preferably a veterinarian. Fast forward another sixteen years and he began work at Pittsburgh Veterinary Specialty and Emergency Center, having followed his chosen path first to Cornell and later to various internships and residencies.

I deeply suspect that none of us in Continuing Education ever wrote an essay in high school about our dream job and described becoming a program director or dean, creating, developing and implementing programs for adults. Maybe we aspired to be an astronaut or a teacher, but not a continuing education administrator. This is not to say we are unhappy in our chosen career; often quite the opposite is true. But the path that led to our current position is not always a direct or obvious one.

Many administrators in higher education managing continuing education programs have begun in a different place altogether. Some of us started out as teachers, in pre-k, elementary or high school. But then a life-altering event resulted in a change of direction. We relocated, had a baby, pursued a higher degree or lost a job, and suddenly Continuing Education beckoned. Jane Schulman, Vice President of Adult & Continuing Education at LaGuardia Community College (CUNY) for the past decade, began her career teaching first grade; completed a Masters Degree in Career Counseling; got a job at the newly created LaGuardia in Student Affairs; was then offered an opportunity to work with adults in non-credit and has never looked back. Another common path is from business, where we managed a book store or even a band and then had the chance to use this business acumen in another setting. Working in the non-profit world is yet another route some of us have taken, perhaps as a director of a literacy-providing volunteer organization or running a social service agency that serves unemployed and disadvantaged adults. Both of these positions can open up the possibilities of the world of high school equivalency, workforce development and career pathways.



So why is there no clear route to continuing education administration?

It is in the nature of the position to require a skill set that includes education, business and empathy for adults, which is a rare combination. Somehow we bring together all three skills, and if we lack one, we learn fast. We ask our peers, we go online, we take courses, we do all of the above with speed and care. To be a continuing education administrator is to think out of the box; to be nimble; to be innovative; to be both a risk-taker and cautious, remembering the trust placed in us not to waste money and not to get into the red; to turn a profit for the college while providing value for money for those who rely on us to help them get a job, matriculate into college, learn English or grow their businesses. When I was given the opportunity to found the Continuing Education Program at the City College of New York, I was told, "Be creative but be careful!"

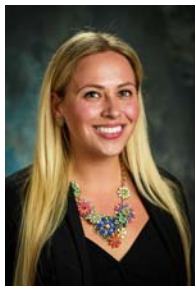
No matter what has preceded our current position, there is no question that we are doing what we love, that if we wanted to work nine to five, five days a week we would have left Continuing Education long ago, and that we find setting up new programs hugely satisfying. We are never far from the realization that we are changing lives, sometimes one at a time and sometimes hundreds at a time. We have the means and capacity to shift the power equation for adults who deserve better than they have often received. Getting a job, a new job or a better job, succeeding in passing the high school equivalency, registering in college, and upgrading skills through certification and licensing are all transformative achievements that result in increased income, security and personal satisfaction for our students. We are extraordinarily fortunate to have the opportunity to impact people in this way. Perhaps we didn't know all this at age 13; it has to be something we grow into. But once involved in Continuing Education, it is truly a lifelong enterprise.

Meet Your New CEANY Board Members



Tim Vermillion, Dutchess Community College, Assistant Dean of Special Programming

As a new CEANY board member, Tim is looking forward to working directly with other CEANY members who are doing creative and innovative work. He says "since most of us do the work that's not in anyone else's job description, it's always curious to see how others manage to balance the time required to research and implement new programs while keeping existing programs healthy and operable." Tim has been with CEANY 1 1/2 years. His focus is on certification program development and he hopes to develop several medical certification courses within the next year. Other interests include being continually disappointed by The Habs, craft breweries and music...non-pop music!



Andrea Huda, Baruch College CAPS, Program Coordinator for Professional Programs

As a young professional who joined CEANY in 2008, Andrea knows first-hand what a great professional organization it is and guiding force it can be! In 2012 she took on the role of Annual Conference Chairperson as CEANY celebrated 50 years as an organization. Her new opportunity to advance adult education as a CEANY Board Member and Chairperson of the Membership and Marketing Committee is an exciting endeavor. Andrea will be working to help promote the benefits of the organization to the continuing education community. She is passionate about expanding CEANY membership to involve more young professionals while increasing engagement among our professional community. As a Program Coordinator she serves as the liaison with the well-known international business center on campus and specializes in program development, outreach, and event management. Andrea currently is finishing her MSED in Higher Education Administration (May 2015!) and enjoys pursuing creative ventures, baking, mudruns, and training in MMA.

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Peter Mertens, Hostos Community College, Assistant Dean of Continuing Education and Workforce Development

After leaving his position as Chief Operating Officer of Junior Achievement of New York, Inc., Peter started his journey at Hostos to revive the Continuing Education department, rising to his current role as Assistant Dean. Peter provides innovative and entrepreneurial leadership in the development and implementation of programs and services for the continuing education student and incumbent worker, staying on top of economic trends, economic policies and initiatives, and workforce needs of the South Bronx and New York City. Peter has always admired the work of the CEANY Board and he's delighted to join in the efforts to move the organization forward. He would like to see membership grow as well as increase the attendance of the regional and statewide conference.

He is a strong advocate of lifelong learning and would like to assist the Board in strengthening, as well as exploring new areas of opportunity for the organization. A summer person, in his spare time, Peter likes to spend time with his family, travel, read, swim, and relax on the beach.



Dr. Charles M. Spuches, SUNY College of Environmental Science and Forestry, Associate Provost for Outreach

Dr. Spuches earned his doctorate in

Instructional Design in Higher Education and has been in continuing education for 13 years with SUNY College of Environmental Science and Forestry, a small specialized doctoral granting campus of 2300 students. The programs are large in breadth, but not in size or scope, so his activities involve offering programs from summer camps to national and international conferences related to the school's disciplines. As a new CEANY Board Member, Chuck would like to contribute by working with teams to actively reach out to CUNY, SUNY, and four year private schools, demonstrating the value of membership. One of his mantras is stay alive, stay curious, learn, grow, and be engaged. Adapt to change. Doesn't that describe many of us lifelong learners who enjoy the process of learning?

Interested in becoming a CEANY Board Member? Contact CEANY President Martha Hubbard at info@ceany.org

SAVE THE DATE

Annual Conference

*Get on the Right Track with CEANY: Training to Win,
Beating the Odds, Racing Toward the Future*

***Nov. 11-13th 2015
Saratoga Springs, NY***

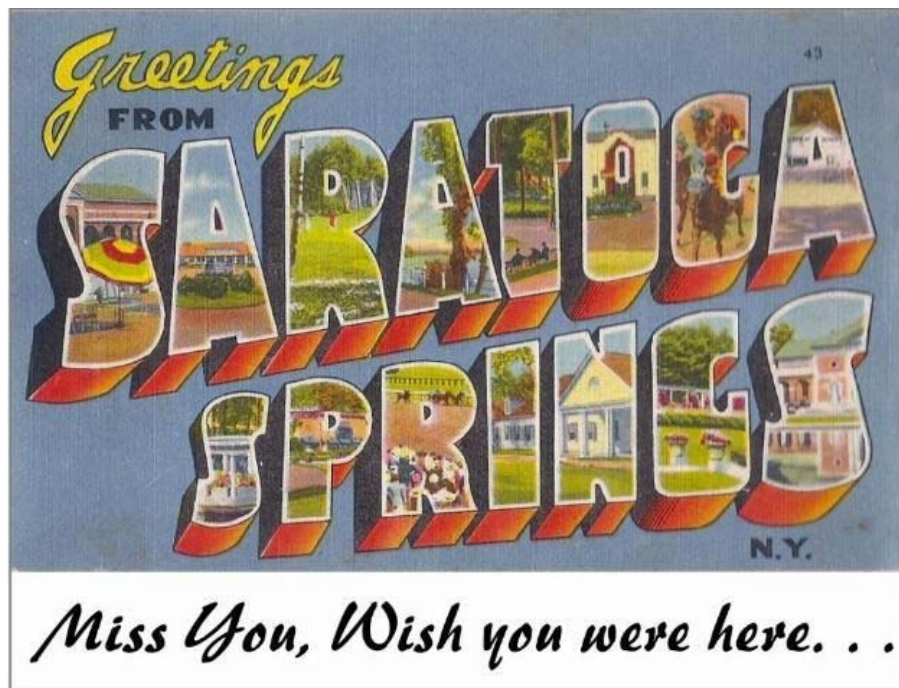
We're pleased to announce that on November 11-13, 2015, beautiful Saratoga Springs, NY will play host to the annual conference.

Join us as we explore what is new in the field of continuing education, make lasting connections with colleagues, and develop both personally and professionally. There will be something for everyone! New this year: a Pre-Conference session on Emotional Efficacy, Conflict Resolution, and Communication presented by David Katz of Mohawk Valley Community College.

Also, if you have an idea for a session, or would like to present on a hot topic to your peers, please contact Carolyn DeJohn at cdejohn@mvcc.edu. For more information, visit the conference page [here](#)! Updates will be posted there as they become available.

Don't miss out on this year's conference, it's sure to be great!

We look forward to seeing you in the fall!



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