

ROCHESTER
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NOVEMBER
9TH-11TH
2022

CEANY

2022 CONFERENCE
CONTINUING EDUCATION ASSOCIATION OF NEW YORK



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2022 CEANY Conference Sponsors



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HOW TO ENGAGE AT THE CEANY 2022 CONFERENCE

Where to find CEANY on Social Media:



www.facebook.com/ceany.org



www.twitter.com/ceany_org



www.instagram.com/ceany_org



The official CEANY hashtags are: #CEANY22 and #WEARECONTED



Conference attendees are urged to post and use #CEANY22 and/or #WeAreContEd on all social media sites — Facebook, Twitter and Instagram. To be considered a successful social media post it will need to be conference and/or CEANY specific.

The attendee with the most hashtags from each day of the conference (11/9 and 11/10) will receive a \$10 gift card, and the **OVERALL** most Hashtags counted by Friday, November 11th at 9:00am will receive their very own Rocky the Lion CEANY Mascot!

MEET THE CEANY 2022 MASCOT

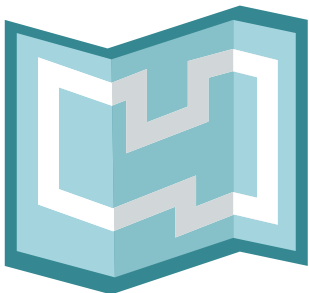
Be on the lookout for Rocky the Lion! Rocky will be hidden starting on Wednesday, November 9th through Friday, November 11th, around the conference hotel, in meeting rooms, maybe even joining us at the brewery tour! Each day, the first person to find him and take a picture and post using #CEANY22 will win a \$10 gift card (and bragging rights) on all of our social media!

P.S. As always, we will have some amazingly themed Rocky the Lion mascots to be auctioned off on Thursday night at the awards dinner, so get your wallets ready!



ROCKY'S ROAD

An Interactive Scavenger Hunt Game



Rocky the Mascot has created the ultimate road map for fun and engagement at the CEANY 2022 conference!

Join us on Rocky's Road where you will engage with CEANY's incredible vendors and choose from a bunch of activities to get your entry into the drawing! In your attendee bag you will have a Rocky's Road game card. Please follow the directions and speak to anyone at the registration desk for questions or to learn more!

Winner drawing will take place after the awards dinner Thursday evening on November 10th, where 3 lucky winners will each receive a \$25 gift card!

Welcome to the 2022 CEANY Annual Conference

Welcome to Rochester and the 2022 CEANY Conference! This city has been waiting for CEANY to arrive for two years and we're delighted to finally be able to enjoy all Rochester has to offer and yet again, gather with continuing educators from across New York State to learn, grow, connect and inspire.

As we emerge from the worst of the pandemic, the need for programs and funding to serve all learners in meaningful ways and provide access to educational programs that create opportunities for social and economic mobility will only increase. Continuing Education departments are well suited to serve these needs, secure funds, quickly develop and deliver transformational programming and assist with the placemaking that makes our communities across New York so great! Whether your focus is on personal enrichment and lifelong learning, workforce development, or adult continuing students, our collective efforts improve the lives of people in ways big and small — and that is no small thing.

I invite you to dig in while you are here with us! Learn about the exciting work happening with our colleagues. Grow your professional network and find common ground with educators and professionals who truly understand your work. Connect great ideas with strategies and resources for moving the needle on what's important to your students and institutions. Let the beauty and grit of this great upstate city and all it has to offer inspire you. There will be opportunities



built into the conference for all of this. But, don't let us stop you from exploring — Rochester truly offers something for everyone from foodies to beer snobs to museum enthusiasts! We know that you all have been working tirelessly and it has been a challenging few years. Don't forget to make time for some fun while you are here with us — you certainly deserve it.

My thanks for the herculean efforts of our conference co-chairs Lori Bartkovich and Tyre Bush, who, along with a dynamic committee of CEANY members from across the state, have pulled together an incredible professional development experience for you. As a Rochester native, Lori has curated some very special experiences for our attendees. Thank you, as well, to the fantastic CEANY board of directors. This group of volunteers from SUNY and CUNY campuses bring their passion for continuing education, their creativity and their incredible work ethic to their own institutions and to this organization. Finally, thank you for being here with us. Your investment in your personal and professional growth is more important now than ever.

Whether you are new to CEANY or have been with us for years, we hope you have a great CEANY conference and we look forward to seeing you again soon!

PRESIDENT
Caelynn Prylo
*Dean for Continuing Education
& Workforce Innovation
SUNY Adirondack*

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Meet the Needs of Today's Learners With D2L Brightspace

Higher Ed is full of diverse institutions. With programs ranging from nursing to trades to business and every discipline in between, they can be challenging places to deliver programming that meets the in-person, online and access-anywhere expectations of modern learners. Provide exceptional and captivating learning experiences that meet the needs of all your learners with Brightspace.

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D2L
WAVE

D2L Wave is a Workforce Education Marketplace that connects corporate learners in need of upskilling to relevant programs and courses offered by prestigious education institutions.

There's a huge gap between how many North American workers want to take external training, compared to how many actually do take it. More workers may take courses so long as their employer is willing to pay for the cost of them. Workers want a simple and streamlined process to find flexible, online courses that fit with their busy schedules.

With WAVE you can reach an entirely new pipeline of unique corporate learners.

We are pleased to welcome you to the 2022 CEANY Conference in Rochester, NY. The last time this event was held in this area was over 50 years ago. We have been working hard to bring you an exciting and empowering event full of conversations about best practices, current issues, and supplying you with industry experts.

As we navigate through the ever-changing landscape of Continuing Education together, we hope this conference will help you find new ideas, new friends, and new experiences!

This year we are offering a pre-conference session and tour at the new Finger Lakes Workforce Development (FWD) Center to start off the conference with a bang! We have broadened our topic areas for concurrent breakout sessions to not only include the hottest buzzwords in Continuing Ed, but areas where we are still working to get answers for best practices (micro-credentialing, customer service, and data-analysis).

Don't worry, we still have all the fun features and time to network that you've come to rely on in your CEANY conference experience. On Wednesday there will be a New Member Reception and an excursion to Rohrbach's Brewery for dining. On Thursday, we will have two Awards ceremonies, and an auction to raise money for the scholarship

after dinner. To top off the night, karaoke legend David Kohn will supply us with all our favorite songs to sing to. On Friday we will have a Presidents Panel that will include Presidents from both SUNY and CUNY as well as one last session opportunity. We will then close the conference on our last day with the traditional 50/50 raffle.

A special thank you to our Sponsors who make the CEANY Conference possible; the Hyatt Regency-Rochester, our speakers and the many conference committee members, board members and volunteers. Each of you makes this experience so

incredibly rewarding and fun! We truly could not have done it without you! We hope you enjoy yourself at the conference.



2022 CONFERENCE CHAIRS

Lori Bartkovich

Veteran Specialist

Monroe Community College



Tyre Bush

Senior Director of Workforce Education and Academic Pathways

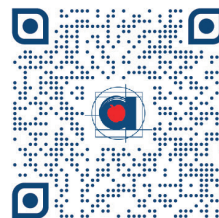
SUNY Corning Community College



MADE YOU LOOK.

STOP SEARCHING. Continuing Education solutions are right here with **Allegheny Educational Systems**.

Visit our table to learn more about Training, Technology and Industry Certifications for Workforce Development and pick up a planning guide.



Allegheny
Educational Systems, Inc.

Keynote: Hyper-Engaging Strategies to Enhance, Extend & Even Transform Your Teaching

Presenter: Curtis Bonk

Thursday, November 10

9:10am-10:15am

Grand Ballroom

Are you interested in active and engaging learning? How about hyper-engaging learning? Do you want to know how to foster critical and creative thinking as well as collaboration and technology integration? Do you focus too much on the risks and not enough on the opportunities? Do you want to be inspired by other innovative educators and rich examples? Well, if you answered yes to any or all of the above questions, you're in luck.

In this talk, Dr. Bonk provide more than 40 ways to liven up your classes and get your students more involved and engaged in their own learning. These strategies will relate to creativity, critical thinking, cooperative and collaborative learning, and motivation, with, of course, a boatload of innovative ideas for technology integration. In the end, there will be dozens of methods that you can use across educational sectors to motivate and engage your students in their learning.

Attend this talk and discover how educators around the planet are motivating and engaging their learners, and, in the process, transforming education as we know it. If you are looking to foster creativity, critical thinking, cooperative and collaborative learning, motivation, or technology integration, it is best to locate the registration button right now before it fills up. Attend this talk and become hyper-engaged yourself!

Key Takeaways

In this session, participants will hear and learn about:

- Hyper-engaging strategies to foster critical and creative thinking and collaborative learning in fully online, blended, and face-to-face environments.
- Innovative ideas for technology integration in this increasingly digital world.
- Dozens of low risk, low cost, low time activities.
- Ways that award winning educators around the planet are implementing ideas from this Webinar and the challenges that they have encountered and overcome.
- Education 20/20 as a framework to help integrate all the ideas of the session, perhaps leading to transformative teaching.

Curtis J. Bonk is a Professor in the School of Education at Indiana University (IU) teaching psychology and technology courses and an Adjunct in the School of Informatics at IU. He is a former software entrepreneur, certified public accountant, corporate controller, and educational psychologist who presently is an educational technologist, award-winning writer, highly published researcher, statewide and national awardee in innovative teaching with technology, and internationally acclaimed presenter. Curt is the author of nearly 400 publications and has given close to 2,000 talks around the world. In 2020, Curt was awarded the IU President's Award for Excellence in Teaching and Learning Technology and in 2021, he received the David H. Jonassen Excellence in Research Award. Recently, the American Educational Research Association named him a 2022 AERA Fellow for his exceptional contributions to, and excellence in, education research and the following week he was honored with the International Engagement award from the IU School of Education.



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curtbonk.com

Plenary Sessions

Trends in Prior Learning Assessment

Presenters: Nan Travers, Ashley Frank, Alyssa Vine

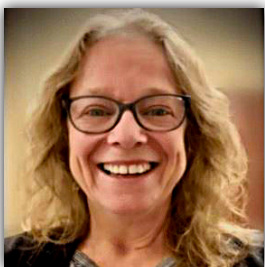
Wednesday, November 9

1:00pm-2:00pm

Grand Ballroom

Over the past few years, CUNY and SUNY have engaged in efforts to improve credit and noncredit alignment through Prior Learning Assessment (PLA), with the belief that if an individual begins their time at college on the noncredit side and then decides to move into a degree plan on the credit side, the work completed on the noncredit side should be recognized. This panel will focus on the following: 1) Case making: the why we engage in PLA, the philosophy and the policy; 2) Trust: with colleagues, with faculty and with students; 3) Quality: how we ensure quality and integrate that into our PLA policy; 4) Consistency: learning outcomes are the same across non-credit and credit; 5) Equity: how do we use PLA to ensure that all people have equal opportunities in higher education; and 6) Recognition: credentials, credits, etc. Panelists will discuss PLA trends from national projects, CUNY and SUNY systems and will offer insights about the future of Prior Learning Assessment. With the recent addition of non-credit TAP funding, this transition from non-credit to credit becomes even more important. We will hear from NYS experts in this field and you will have a chance to ask questions.

Dr. Nan Travers, Director, Center for Leadership in Credentialing Learning at SUNY Empire State College,



focuses on research, policies and practices of the recognition, validation, and credentialing of learning. Currently, she is the PI for a U.S. Department of Education grant Credential As You Go: Transforming the

Credentialing System of the U.S., which researches the Incremental Credentialing Framework's six strategies for recognizing and credentialing learning.

Ashley Frank, Project Coordinator, Center for Leadership in Credentialing Learning, SUNY Empire



State College, leads work across the three states within the U.S. Department of Education grant Credential As You Go: Transforming the Credentialing System of the U.S. She is also the project coordinator for a sub

award for a Lumina Foundation grant REACH, which is exploring learning recognition and credentialing from an equity and inclusion lens, and was the lead for activities within the Lumina Foundation grant, All Learning Counts.

Alyssa Vine, University Director of Credit for Prior Learning in CUNY's Office of Academic Affairs. In this



role she leads the university's Office of Credit for Prior Learning, which provides policy and procedure guidance and supports CUNY's colleges in their work to award academic credit for learning acquired

outside of the college classroom.

The State of Workforce Development in New York

Presenters: Megan Farry, Chris White, Amber Rangel

Wednesday, November 9

3:45pm-4:45pm

Grand Ballroom

Our current age of disruption in a semi-post pandemic world presents opportunities for the workforce development field and current policy infrastructure for

education and training to meet the rapidly changing needs of workers and employers. New York State has responded with equally swift transformation of their own to prepare the workforce of today and the one that is needed for the future. With lofty goals to build a statewide ecosystem that promotes continuous lifelong learning, research and innovation, equity, and transformation and partnerships; investing in an agile, technologically resilient workforce; and enabling every worker to participate in the workforce of the future through comprehensive support, will help fill gaps and create alignment in our education and training programs to combat inequities and strengthen access to quality learning and employment opportunities. CEANY will bring together workforce development leaders from New York State Department of Labor, Empire State Development, and NYATEP for a discussion focusing on New York State's investment in workforce development. Our conversation will cover new funding opportunities, data and research, advocacy and policy, and future developments.

Megan Farry is the Director of Strategic Partnerships at the New York Association of Training and Employment Professionals (NYATEP). In this role, she works to support and connect workforce resources throughout the Western New York region, as well as develop and execute NYATEP's professional development initiatives



through LEVELUP NY. Megan is a seasoned marketing and communications professional with experience spanning a variety of industries including real estate, manufacturing, and multi-national workforce solution firms. She holds a Communications degree from the State University of New York College at Fredonia.

Chris White has worked for New York State since 2012, previously leading the Department of Labor's Communications Office and later serving as Director of Communications for then-Lieutenant Governor Kathy Hochul. He has been extensively involved in workforce development policy and has overseen several major statewide outreach and



education campaigns including \$15 minimum wage, closing the gender wage gap, subminimum wage and workplace sexual harassment prevention. In his current role, he focuses on updating workforce development systems and policy and monitoring trends in the workforce, working to modernize how we train workers for the jobs of tomorrow.

Amber Rangel joined Empire State Development (ESD) in August 2022 and serves as the Vice President



and Director of Workforce Development to lead the newly created Office of Strategic Workforce Development, part of Governor Kathy Hochul's \$350 million investment in workforce development. Currently, Amber

is leading the launch of a \$150 million grant program focused on industry-driven workforce development and programs serving historically marginalized communities. Prior to joining ESD, Amber served as the Director of Workforce Development at The Business Council of New York State where she led the organization's advocacy and programs supporting a broad range of education and workforce development issues.



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SUNY/CUNY Presidents Panel



Dr. DeAnna Burt-Nanna
Monroe Community College



Dr. Christine Mangino
Queensborough Community College



Dr. Katherine S. Conway-Turner
Buffalo State College

Friday, November 11
9:00am-10:00am
Grand Ballroom

Come and meet SUNY & CUNY Presidents: Dr. DeAnna Burt-Nanna, Dr. Christine Mangino and Dr. Katherine Conway-Turner as they discuss their forward thinking strategies and unique perspectives on continuing education. Each college president will have an opportunity to address conference participants followed by a question and answer session moderated by CEANY President Caelynn Prylo.

Reimagine Your Workforce Through Apprenticeship



As New York reinvents its economic landscape, community colleges are here to support your company. Learn How: suny.edu/apprenticeship



Questions? Contact:
apprenticeship@suny.edu

2022 Concurrent Sessions

W E D N E S D A Y

PRE-CONFERENCE SESSION / 10:00am-11:30am

A Regional Approach for Advanced Training Center Development (Tour of FWD Center)

Presenter: Robin Cole

Downtown Campus, 6th Floor (321 State Street)

Developing an Advanced Technology Center with Strategic Focus — Understanding the industry needs you plan to serve, the students you plan to prepare, and the timeline in which you plan to accomplish. This session focuses on how each aspect of development was based on continuously “reading the pulse” of the stakeholders.

SESSION 1 / 2:15pm-3:15pm

How to Communicate like a Seasoned Negotiator

Presenter: Fern Chan

Grand Ballroom

Dealing with difficult people and emotionally charged situations can be an unnerving experience. Nobody likes being the object of ire and being attacked verbally. Communicating in high-stress situations requires a strategy and a plan of action to find a space for collaboration and ultimately resolve the issue at hand with excellent customer service.

Continuing Education for the Public Safety Professional

Presenters: Sal Simmonetti, Nicole Amendolare, Michael Karnes
Regency A

This informative session will provide insight into the collaborative model and partnership between and government, higher education, and private entities that guide the continuing education and training of the Monroe County’s public safety professionals.

Fostering a Culture of Learning and Growth for Adult Learners

Presenter: Carol Meyer

Regency C

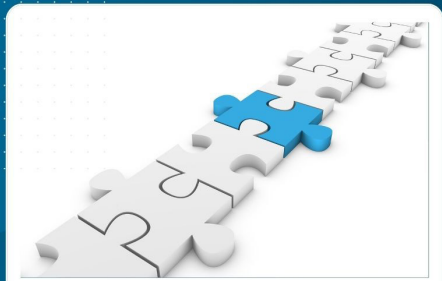
In this session we will integrate three tools that are known to address attention. Specifically, we will examine our language practices as they relate to creating safety and supporting a growth mindset while helping students to engage in goal setting using the WOOP framework.

College after Prison: Building a Statewide Support Network for Justice-Involved Students

Presenters: Rachel Sander, Jose Pineda

Susan B. Anthony Room

How can we build better pathways from prison to college campuses in NYS? What are the unique challenges justice-involved students face after incarceration? How can campuses best meet the needs of justice-involved students? What training and supports do campuses need to be prepared to best serve justice-involved students?



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THURSDAY

SESSION 2 / 10:40am-11:40am

Assessment & Improvement: Performing a Functional Area Review of your Department

Presenter: Jackie Patterson

Grand Ballroom

The Functional Area Review or FAR is an extensive review process that all non-academic departments undergo every 5 years at Jamestown Community College. The process ensures alignment with JCC's mission and goals, and identifies possible improvements. This session will cover the process, data collection, and the preliminary report that is provided to the external review team.

Building Success through Credential Pathways and Apprenticeship Initiatives

Presenters: Rochelle Duncan, Mary Kohan

Regency A

The Racial Equity for Adult Credentials in Higher Ed (REACH) program works in partnership with community colleges and partners to increase the attainment of credentials for adults of color. Learn how this initiative in conjunction with Apprenticeship Programs at SUNY, can offer innovative pathways for the underserved.

So, You Want to Form an Advisory Board?

Presenters: Jessica Cinelli, Alissa Levine

Regency C

Have you thought about forming an Advisory Board but have been plagued with the minutia of bureaucracy and expectations? Alissa and Jessica will discuss the KCC TECH Advisory Board, how it was created and how it's been maintained. Attendees will share experiences with Boards and brainstorm ways to overcome barriers.

Providing Solutions to Your Community's Healthcare Job Demand

*Presenter: Amber Cloke, Lori Mendicino Gennarelli
Susan B. Anthony Room*

This presentation will show how New York schools are helping their community grow by offering allied health certification training that enables learners to begin new careers in healthcare, provides advancement opportunities to healthcare employees, assists in driving employee retention, as well as bringing a new revenue stream to the school.

SESSION 3 / 2:00pm-3:00pm

Healthcare Programming— From Startup to a Best in Class!

Presenter: Marcia Lynch

Regency A

Monroe Community College developed and implemented one of the more successful healthcare training programs in the state in under three years. Highlighted by the Aspen Institute and New America as a best practices model, this workshop traces the MCC journey and details the strong factors that contribute to the success.

Build a For-Profit Testing Center

Presenters: Jeanne Eschbach, Laura Prestigiacomo

Grand Ballroom

Continuing Education offices are charged with being both a profit center and meeting community needs. SUNY CCC meets both goals through their Testing Center by providing career testing to a region where it was previously unavailable. Learn how they gained campus support, stayed open during the pandemic and ancillary benefits created.

Relationships Matter: Building Community Partnerships for Workforce Development

Presenter: Robin Cole

Regency C

Community colleges are no longer just a starting place for individuals whose ultimate goal is to attend a 4-year institution. Community colleges are workforce development machines. With this shift in focus, comes a change in the type of partnerships needed to be successful. Workforce development oriented partners include businesses, local and state government entities, employment offices, community-based organizations, and other workforce investment agencies. In this presentation we will provide an approach to building relationships with outside organizations to support your institution's workforce development engine.

SAVE THE DATE
CEANY Conference 2023
November 8-10, 2023
The Kartrite, Monticello, NY

SESSION 4 / 3:30pm-4:30pm

Sector Neutral Concepts in

Customer Service/Leadership Training Partnership

Presenters: Sara Wilson Sparrow, Michelle Kraines

Grand Ballroom

Customer Service and Leadership skills are essential to all industries. In the workforce world, this is a daily request but difficult to fulfill given varied quality and availability of training products. This workshop will highlight a successful partnership between SUNY Schenectady's partnership with the ERN and Sandler Training.

How to Win at Workforce Department Marketing: No Budget, Does Not Mean You Cannot Market Your Department and Team Heavily

Presenter: Ericka Lehman

Regency A

The purpose of this presentation is to discuss and show that basic marketing concepts, consistency, thinking outside of the box with little to no budget, doing your homework on what is trending in your field nationally—Workforce can in time—create waves not only within your college community, but within the sectors you service and community you serve.

Maximize your Money!

Leverage Resources by Braiding Grant Funds Successfully

Presenters: Mary Kohan, Denise Zieske, Caelynn Prylo,

Michael Bentz, Carrie Whitmore

Regency C

Learn best practices in braiding funds to enable your workforce programs to make the biggest impact and have the greatest value. This session will feature local practitioners whose programs have benefited from braiding workforce development dollars with apprenticeship funds and the "how to" of this style of maximizing grant impact.

A More Unified Community College: Strategies to Align Non-Credit Programs

Presenters: Lori Conkling, Micahel Manipakone

Susan B. Anthony Room

CUNY Community Colleges Consortium was selected to participate in the Association of Community College Trustees and Education Strategy Group's Non-Credit & Credit Alignment Lab. The Consortium will present the framework and action plans to create a more unified community college that aligns industry-focused non-credit programs to credit programs that lead to degrees.

FRIDAY

SESSION 5 / 10:15am-11:15am

On the Road Again: Community Schools Model

Presenter: Tricia Crissman

Regency C

This workshop is designed to look at the Community Schools models and initiatives (\$\$\$) and explore how your organization can connect with nearby school districts. We will work collaboratively to brainstorm ideas on possible opportunities.

Using Virtual Reality to Attract, Train & Retain a Qualified Workforce

Presenters: Todd Sloan, Isai Pochtar

Regency A

Can virtual reality be utilized to attract, train & retain a qualified workforce? Hear from FLCC and Transfr VR about the multiple collaborative public/private use cases and ecosystem partners for the immersive technology workforce development tool. Learn about the partnership with FLCC and Transfr to strengthen the area's workforce, using the extensive library of Career Exploration and Job Training Simulation in VR that teach trainees how to master hands-on job skills in manufacturing, construction, healthcare, automotive, hospitality and other skilled trades.



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CEANY Conference 2023

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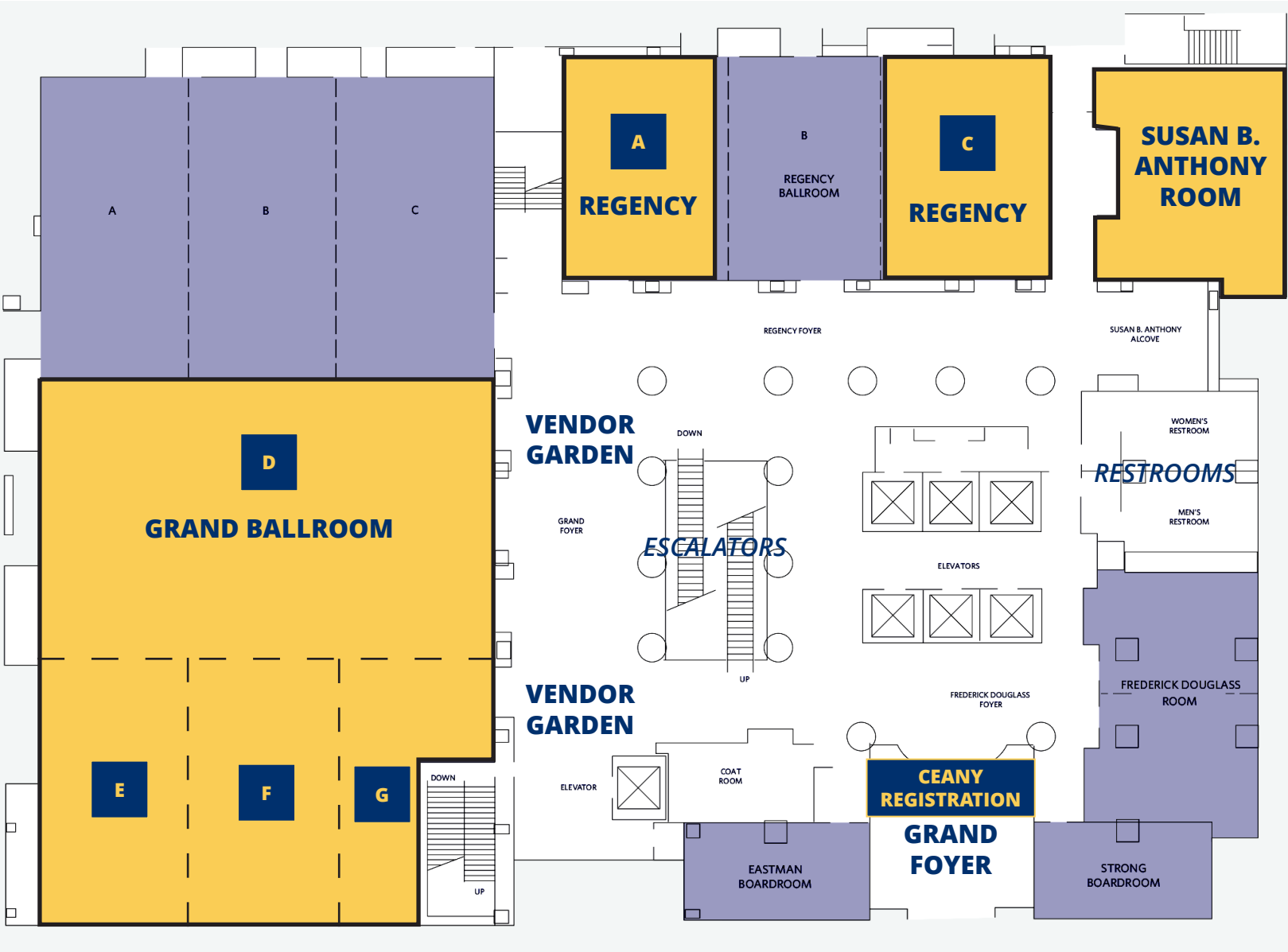
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2022 Conference Schedule

WEDNESDAY, NOVEMBER 9, 2022			
Time	Event	Presenter	Location
8:00am - 6:00pm	Registration	Lori Bartkovich, Tyre Bush	Grand Foyer
10:00am - 11:30am	Pre-Conference Session: A Regional Approach for Advanced Training Center Development	Robin Cole	Offsite-FWD Center, Downtown MCC Campus 321 State St., 6th Floor
12:00pm - 12:45pm	Luncheon		Grand Ballroom
12:45pm - 1:00pm	Conference Welcome	Caelynn Prylo	Grand Ballroom
12:45pm - 1:00pm	Gold Sponsor Introduction	Allegheny Educational Systems: Robert Link & Melissa Charleson	Grand Ballroom
12:45pm - 1:00pm	Gold Sponsor Introduction	CareerStep: Lori Mendicino Gennarelli & Diana Olsen	Grand Ballroom
1:00pm - 2:00pm	Plenary Session: Trends in Prior Learning Assessment	Nan Travers, Ashley Frank, Alyssa Vine; Jeanne Eschbach (Moderator)	Grand Ballroom
SESSION 1			
2:15pm - 3:15pm	How to Communicate Like a Seasoned Negotiator	Fern Chan	Grand Ballroom
2:15pm - 3:15pm	Continuing Education for the Public Safety Professional	Sal Simmonetti, Nicole Amendolare, Michael S. Karnes	Regency A
2:15pm - 3:15pm	Fostering a Culture of Learning and Growth for Adult Learners	Carol Meyer	Regency C
2:15pm - 3:15pm	College After Prison: Building a Statewide Support Network for Justice-Involved Students	Rachel Sander, Jose Pineda	Susan B. Anthony Room
3:15pm - 3:45pm	Networking Break/Vendor Scavenger Hunt, Vendor Area Open		Grand Foyer
3:45pm - 4:45pm	Plenary Session: The State of Workforce in New York	Megan Farry, Chris White, Amber Rangel, Dave Kohn (Moderator)	Grand Ballroom
5:00pm - 6:00pm	CEANY New Member Reception	Sponsored by: Cengage/Ed2Go (MC: Kelly Bernhard)	Center City Lounge
6:00pm - 9:00pm (bus leaves at 6:05pm)	Rochester Beer Tasting Outing	Sponsored by: Xenegrade (MC: David Bennett)	Meet in Lobby, then on to Rohrbach's Brewing Company
6:00pm - 9:00pm Dinner on Your Own	See the "Visit Rochester" table for restaurant suggestions.		Offsite

Hyatt Regency Hotel Floor Plan



Hyatt Regency Rochester

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THURSDAY, NOVEMBER 10, 2022

Time	Event	Presenter	Location
7:00am - 6:00pm	Registration	Lori Bartkovich, Tyre Bush	Grand Foyer
7:30am - 9:00am	Breakfast		Grand Foyer/ Grand Ballroom
8:30am - 9:00am	CEANY Annual Membership Meeting-Reports and Business	Caelynn Prylo, Fanny Soriano	Grand Ballroom
9:00am - 9:05am	Conference Welcome	Caelynn Prylo, Lori Bartkovich	Grand Ballroom
9:05am - 9:10am	Platinum Sponsor Welcome	Upright Education: Judson VanAntwerp	Grand Ballroom
9:10am - 10:15am	Keynote: Hyper-Engaging Strategies to Enhance, Extend, and even Transform your Teaching	Curtis Bonk	Grand Ballroom
10:15am - 10:40am	Networking Break/Vendor Scavenger Hunt		Grand Foyer
SESSION 2			
10:40am - 11:40am	Assessment & Improvement: Performing a Functional Area Review of Your Department	Jackie Patterson	Grand Ballroom
10:40am - 11:40am	Building Success Through Credential Pathways and Apprenticeship Initiatives	Rochelle Duncan, Mary Kohan	Regency A
10:40am - 11:40am	So, you want to form an Advisory Board?	Jessica Cinelli, Alissa Levine	Regency C
10:40am - 11:40am	Providing Solutions to Your Community's Healthcare Job Demand	Amber Cloke, Lori Mendicino Gennarelli	Susan B. Anthony Room
12:00pm - 1:30pm	Programming Awards Luncheon	Jeanne Eschbach	Grand Ballroom
1:30pm - 2:00pm	Networking Break; Vendor Area Open		Grand Foyer
SESSION 3			
2:00pm - 3:00pm	Build a For-Profit Testing Center	Jeanne Eschbach, Laura Prestigiacomo	Grand Ballroom
2:00pm - 3:00pm	Healthcare Programming - From Startup to a Best in Class!	Marcia Lynch	Regency A
2:00pm - 3:00pm	Relationships Matter: Building Community Partnerships for Workforce Development	Robin Cole	Regency C
3:00pm - 3:30pm	Networking Break		Grand Foyer

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SESSION 4

Time	Event	Presenter	Location
3:30pm - 4:30pm	Sector Neutral Concepts in Customer Service/Leadership Training Partnership	Sara Wilson Sparrow, Michelle Kraines	Grand Ballroom
3:30pm - 4:30pm	How to Win at Workforce Department Marketing: No Budget, Does Not Mean You Cannot Market Your Department and Team Heavily	Ericka Lehman	Regency A
3:30pm - 4:30pm	Maximize Your Money! Leverage Resources by Braiding Grant Funds Successfully	Mary Kohan, Denise Zieske, Caelynn Prylo, Michael Betz, Carrie Coates-Whitmore	Regency C
3:30pm - 4:30pm	A More Unified Community College: Strategies to Align Non-Credit and Credit Programs	Lori Conkling, Michael Manipakone	Susan B. Anthony Room
4:45pm - 6:00pm	Professional Headshots	Adam Brockway Photography	Grand Foyer
5:00pm - 6:00pm	CEANY Reception	Sponsored by: Aura Prep	Grand Foyer
6:00pm - 9:00pm	CEANY Awards Banquet & Auction	Jeanne Eschbach, David Kohn, Christine Zagari-LoPorto	Grand Ballroom
9:00pm - 11:00pm	Karaoke	David Kohn	Grand Ballroom

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FRIDAY, NOVEMBER 11, 2022

Time	Event	Presenter	Location
7:00am - 10:30am	Registration	Lori Bartkovich, Tyre Bush	Grand Foyer
7:30am - 8:45am	Breakfast		Grand Ballroom
8:50am -9:00am	Presidents Panel Introductions	Caelynn Prylo, CEANY President	Grand Ballroom
9:00am - 10:00am	SUNY/CUNY Presidents Panel	Dr. DeAnna Burt-Nanna (Monroe Community College), Dr. Christine Mangino (Queensborough Community College), Dr. Katherine Conway-Turner (Buffalo State College)	Grand Ballroom
10:00am - 10:15am	Networking Break		Grand Foyer- <i>Last Chance</i> to engage with conference sponsors.
SESSION 5			
10:15am - 11:15am	Using Virtual Reality to Attract, Train & Retain a Qualified Workforce	Todd Sloan, Isai Pochtar	Regency A
10:15am - 11:15am	On the Road Again: Community Schools Model	Tricia Crissman	Regency C
11:30am - 12:00pm	50/50 Raffle, Closing Remarks	Caelynn Prylo, Lori Bartkovich, Tyre Bush, Dana Lennon	Grand Ballroom



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Networking Opportunities

NEW MEMBER RECEPTION

Wednesday, November 9
5:00pm – 6:00pm
Center City Lounge

A CEANY tradition not to be missed. Come mix & mingle with your CEANY colleagues at this happy hour event. Complimentary drink tickets are included in your welcome folder. There will also be a Photo Op area to take fun selfies or group photos with Rocky the mascot!!



**Thank you to Ed2go
for sponsoring this event**

ROCHESTER BEER TASTING OUTING

Wednesday, November 9
6:00pm – 9:00pm
Rohrbach's Brewery



Come join us for a night out in Rochester!

A bus will pick us up at the hotel at 6:00 pm (but will be back for stragglers) to take us to Rohrbachs Brewery for a Beer and Food pairing. Rochester is not a safe walking city, so those interested in a safe space to network, but not the tasting, you are still welcome to catch a ride with us to Rohrbach's and order in the main bar area.

**Thank you to Xenegrade
for sponsoring this event**

PROFESSIONAL HEADSHOTS

Thursday, November 10
4:45pm – 6:00pm
Grand Foyer



Courtesy of CEANY, get your professional headshot taken by our conference photographer. Ideal for your LinkedIn profile, school bio, or social media. Get ready for your close-up.

CEANY AWARDS BANQUET RECEPTION

Thursday, November 10
5:00pm - 6:00pm
Grand Foyer



Yet another great opportunity to mix & mingle with your CEANY colleagues at this happy hour event preceding the Awards Banquet and Auction. Complimentary drink tickets are included in your welcome folder.

Thank you to Aura Prep for sponsoring this event

KARAOKE NIGHT

Thursday, November 10
9:00pm - 11:00pm
Grand Ballroom

Another CEANY Tradition not to be missed. Singing, Dancing and Friends singing all your favorite songs! So come and show us what you've got, after the awards dinner and auction. Don't feel like singing with David Kohn and the Board...still come and cheer us on!





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-Welcome to Rochester-

Must-See Attractions

ARTISANWORKS 40,000 square feet of a renovated factory building integrates art of all kinds with a collection of more than half a million objects and promotes regional artists through an incubator program. artisanworks.net

Strong National Museum of Play The Strong is the ultimate play destination for all ages! Explore upstate New York's largest year-round cultural attraction and experience two floors—more than a city block long—of hands-on, dynamic, interactive exhibit spaces. museumofplay.org

Erie Canal The Rochester area boasts "100 Must-See Miles" of this historic waterway, also considered a *National Heritage Corridor*. Explore quaint villages, walking trails, shopping, and restaurants along the canal or take a guided boat tour. 100mustseemiles.com

Genesee Brew House A beer destination featuring interactive exhibits, multimedia content, gift shop, pilot brewery, and pub-style restaurant. It captures and shares the long history of the Genesee Brewery, one of the largest and oldest continually operating breweries in America. geneseebeer.com

Genesee Country Village & Museum One of the largest living history museums in the United States, explore more than 70 faithfully restored and furnished buildings, and experience life in a 19th century American village, complete with costumed interpreters. gcv.org

George Eastman Museum The world's leading museum of photography and motion pictures, and the national historic landmark mansion and gardens of Eastman Kodak founder, George Eastman, the father of popular photography and motion picture film. eastman.org

National Susan B. Anthony Museum and House Preserves the National Historic Landmark where the great women's rights activist and reformer, Susan B. Anthony, lived for 40 of her most politically active years. The museum collects and exhibits artifacts related to her life and work. susanb.org

High Falls An archaeological forge site with an impressive 96 foot waterfall in the heart of downtown Rochester.

Rochester Museum and Science Center A museum/science center with hands-on exhibits in science and technology, natural science and regional cultural heritage. rmsc.org

Highland Park & Conservatory A beautiful 150 acre park that is host to many fun activities, events and interesting attractions. The Lambertson Conservatory is a beautiful collection of plants from many different places. monroecounty.gov/parks-highland

Cobbs Hill Park Features 109 acres of beauty, recreation, and scenic trails. At the park's highest point, a walking trail offers one of the best views of the city. cityofrochester.gov/cobbshill

Corn Hill Landing located on the banks of the Genesee River, Corn Hill Landing is a fantastic scenic recreational area with something for everyone. cityofrochester.gov/article.aspx?id=8589935136

Corn Hill Dining Kainos, Tony D's, Roc City Ramen, Mac's Philly Steaks

Mount Hope Cemetery Formed by glaciers, it's landscape features high hills and deep valleys, winding eskers and deep kettles. fomh.org

Famous Residents Frederick Douglass, Susan B. Anthony

Pedal Tours offers both bike and boat packages. Offering food, history, mural, brewery tours and more. rochesterpedaltours.com


Flower City Food Tours Eat, experience & enjoy a walking food tour in Pittsford, on Park Ave, in the Neighborhood of the Arts or Uptown Downtown in Rochester's City Centre. flowercityfoodtours.com

Rochester Favorite Dining Garbage plate, Dinosaur BBQ

Mural Walking Tour Self guided walking tour

Popular Locations for Wall Art Washington Grove & Cobb's Hill Water Towers, Martin Luther King Jr Memorial Park at Manhattan Square, South Wedge Neighborhood, City of Rochester Public Market, Erie Canal. daytrippingroc.com/street-art-rochester

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