



Continuing Education, Outreach & E-Learning
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711 for Wisconsin Relay

David Schejbal

EDUCATION

Ph.D., Philosophy, University of Connecticut, 1991 (Ethics, Metaphysics)
M.A., Philosophy, University of Connecticut, 1984
B.A., Philosophy, Iowa State University, 1982

CURRENT POSITION

2007-Present
University of Wisconsin-Extension
Madison, Wisconsin

Dean, Continuing Education, Outreach and E-Learning

Responsibilities include:

- Statewide leadership for and coordination of programs across all 26 campuses of the University of Wisconsin to increase educational attainment in Wisconsin and U.S. The division of Continuing Education, Outreach and E-Learning works with all University of Wisconsin System institutions to deliver credit and noncredit programs to more than 200,000 students annually. Students from every county in Wisconsin, all 50 U.S. states, and 104 countries are served.
 - Management and oversight of \$92M budget across UW System
 - Coordination, management, and development of online programs across the University of Wisconsin, including over 100 degrees and certificates, 301 courses, 7000 online students
 - Founding development, creation of, and leadership for UW System eCampus, a University of Wisconsin System-wide online entity to serve as a single point of entry for online students into the University of Wisconsin system institutions
- Helping to increase the competitive advantage of Wisconsin in the knowledge economy by increasing the percentage of higher education degree holders in the state; increasing access for adult and nontraditional students to the University of Wisconsin System institutions.
 - Building a new model of higher education that is lower cost and more accessible by utilizing open courseware, mobile technologies, assessment technologies, student tracking technologies, etc.
 - Management and administration of the Adult Student Initiative as part of the University of Wisconsin Growth Agenda
 - Development of new, online, multi-institutional, and cross-disciplinary baccalaureate and master's degrees
 - B.S. in Sustainable Management (5 institutions)
 - B.S. in Health Information Management and Technology (5 institutions)
 - B.S. in Health and Wellness Management (5 institutions)
 - BPS: Bachelor of Professional Studies (2 institutions)
 - M.S. in Sustainable Management (6 institutions)
 - Working with the private and public sectors to create two-way paths from higher education to work and work to higher education

- Development of comprehensive, proactive student advising and success coaching services
 - Development of “adult friendly institution” criteria for University of Wisconsin campuses
 - Leadership for and development of online, blended, multi-campus, and interdisciplinary degrees across UW System
 - Leadership for incorporating credit for prior learning in the University of Wisconsin campuses
- Working closely with UW Colleges and UW comprehensive and doctoral institutions to develop new pathways to degrees to increase access and enrollments.
 - Corporate engagement in new degree development
 - Extensive market research in emerging competencies and corresponding degree development
 - Development of new undergraduate and graduate degrees
 - Development of certificates, badges, and other micro-credentials
- Oversight and management of UW HELP (Higher Education Location Program) for University of Wisconsin System
 - Work with high school counselors, teachers, students, and parents across Wisconsin
 - Provide student counseling to prospective students and their parents
 - Increase the visibility of the University of Wisconsin across the state
 - Recruit students in the University and increase enrollments
- Oversight and Management of the University of Wisconsin System Electronic Application (Eapp). (More than 98% of all applicants to the University of Wisconsin System campuses apply via the Eapp.)
- Oversight and management of the School for Workers, the oldest university-based labor education program in the U.S.
 - 150 programs serving more than 4000 labor leaders
 - Tenured faculty
 - Faculty issues, including promotion, tenure, hiring, dossier review, etc.
 - Faculty governance
 - Curriculum review
 - Strategic planning
- Oversight and management of Independent Learning
 - Over 180 online courses
 - 2300 enrollments
 - Tenured and adjunct faculty
- Administration of University of Wisconsin System-wide grants
 - Diversity grants to increase diversity programming and programs for students of color
 - Economic development grants to spur program development that increases economic development
- Working across the University of Wisconsin with chancellors, provosts, deans, faculty, and staff to fully utilize and extend the resources of the entire UW System to all regions of Wisconsin and beyond.

UNIVERSITY OF WISCONSIN COMMITTEES

- Extensive market research, market development, marketing to and recruitment of traditional and nontraditional students, program branding.
- Working with Board of Regents to increase educational attainment in Wisconsin and the U.S.

- Learn@UW System Committee
- Collaborations Think Tank, UW System Strategic Planning
- UW-System UW Colleges Committee
- UW Colleges Madison Exploration Task Force
- UW Colleges Milwaukee Exploration Task Force
- UW-Milwaukee-Colleges-Extension Program Committee (Chair)
- UW Colleges-Extension Strategic Planning Committee
- UW-System Program Review and Revision Committee

UNIVERSITY OF ILLINOIS COMMITTEES

- Environmental Council Steering Committee
- Committee for a Sustainable Campus (Co-Chair)
- Cultural Engagement Council
- University of Illinois System Online Management Team
- Council of Member Institutions, University Center of Lake County

CURRENT BOARDS AND COMMISSIONS

- Executive Committee of the Council of Environmental Deans and Directors
- University Professional and Continuing Education Association Board of Directors

PAST BOARDS

- Academic ADL Co-Lab Commission
- Council of Member Institutions, University Center of Lake County
- Levis Faculty Center Inc.
- The Board of Directors of the University of Illinois Arboretum
- Illinois Agro-Ecology and Sustainable Agriculture Advisory Board
- The Chicago Sister Cities
- North Central Conference on Summer Sessions Board of Directors

EDITORIAL WORK

- Guest Editor, *Journal of Environmental Studies and Sciences*, 2012.
- Editor, *Summer Academe: A Journal of Higher Education*, 1993-2010.

PROFESSIONAL ENGAGEMENT

Professional Service and Leadership

- National Conference Chair, University Professional and Continuing Education Association
- Executive Committee, Council of Environmental Deans and Directors, National Center for Science, Policy, and the Environment
- Chair, Professional Development Committee, University Professional and Continuing Education Association
- Chair, Publications Committee, North American Association of Summer Sessions
- Chair, Research Committee, Association of University Summer Sessions

Institutional and Program Reviews

- Morgan State University, Maryland. Comprehensive review and recommendations for building Morgan State University Extended Campus, March -August 2011.

EMPLOYMENT HISTORY

2003-2007

University of Illinois at Urbana-
Champaign
Urbana, Illinois

- Loyola College, Maryland. Review of university's summer programs and subsequent recommendations for increasing revenues and expanding the program. August, 2006.
- University of Colorado, Boulder. Formal review of the Division of Continuing Education and subsequent programmatic recommendations. September, 2003.
- Ministry of Education, Youth, and Sports, Prague, Czech Republic. Review of research program "The Anthropology of Social Communication." July, 2001.
- Emory University. Review of summer programs and subsequent recommendations for restructuring and development. June 1999.

Associate Vice Chancellor and Director of Continuing Education

Faculty Affiliation: Department of Natural Resources and Environmental Sciences

Responsibilities included:

- Programs and services for adult, place bound, and nontraditional students: Office of Continuing Education. This unit provides statewide administrative and academic oversight for 25 master's degrees and credit certificates, Guided Individual Study, and an array of noncredit certificate, professional development, and personal enrichment programs. Degrees are awarded through campus-based schools and colleges. In addition, the unit organizes and administers conferences and institutes throughout the world, supervises a unique natural park and retreat center, and creates and offers online programs.
 - Establish the University direction for nontraditional students, explore markets, work with community colleges to create seamless transitions to the University, provide a clear vision to address economic development through adult and non-traditional education, and attend to the educational needs of lifelong learners.
 - Represent the University with the National Elderhostel Institute, the University Center of Lake County and the College of Lake County, the Multi-University Center in DuPage County, and the Illinois Manufacturing Extension Center. In addition, develop and expand collaborations with the Army's Construction Engineering Research Laboratory (CERL), to provide training and technical support to users of engineered management software developed by CERL. (This program expanded to Sweden to bring software and training to the European market.)
 - Continuing Education enrolls more than 8000 students in 546 credit classes, 25,000 students in noncredit classes, and administered 60 conferences with more than 25,000 attendees.
 - Oversight of 126 full-time employees, 84 part-time staff, and a large volunteer program.

The Robert Allerton Park and Conference Center. A unique facility 30 miles west of the Urbana Campus, Allerton Park was the first major gift given to the University. Once a private estate, it consists of a conference and retreat center, a 1500-acre natural park, formal gardens, environmental education and visitor center, a demonstration farm, a utilities plant, and 3700 acres of production farmland. More than 100,000 visitors come through the park annually. Oversight of all aspects of this facility and operations.

- Renewed and rebuilt staff; improved morale; set clear mission and vision; set clear direction for future expansion; established revenue and expense goals; and planned a \$10M facilities restoration program; set direction and established successful and growing development campaign; created research program; developed natural areas restoration program.
- Chicago Programs. The Urbana Campus offers a number of programs in Chicago and the surrounding metropolitan area. In addition to academic offerings, developing and maintaining strong and productive relationships with the City of Chicago, private companies, and municipal agencies is part of this strategic focus.
 - Work with city and county agencies, nonprofit organizations, and corporate partners in Chicago to develop partnerships and opportunities for education, economic development, and sustainable planning.
 - Created lifelong learning opportunities throughout the metropolitan area.
 - Deliver bachelors and masters programs online and face to face throughout the region.
- Close interactions with municipal and state entities. Positive working relationships with state and municipal agencies are critically important to the University's land grant mission.
 - Work with Illinois Department of Natural Resources, Farm Bureau, local town governments, state legislators, and other officials to expand the land grant mission and to bring the University and its neighbors closer together.
 - Create economic development strategy with the City of Monticello to redevelop the Sangamon River as a recreation corridor and to increase tourism.
 - Work with the Illinois Department of Natural Resources on land restoration and endangered species protection, with the Farm Bureau on land conservation and watershed protection, and with state leaders to find the resources to make these efforts possible.
- Campus leadership in sustainability. The interface between the campus, the surrounding community, and the state is in part dependent on issues of sustainability: energy generation and consumption, water, green spaces, locally grown foods and other purchasing issues, building designs, etc.
 - Co-chair the Committee for a Sustainable Campus Environment to improve campus sustainability broadly construed. Secured \$6M funding to build three 1.5 megawatt wind turbines on the Urbana Campus.
 - Secured partial funding to create a center for sustainable design
 - Co-principal investigator in the University's participation in the Solar Decathlon. The Solar Decathlon is a biannual Department of Energy sponsored international competition in which 20 teams build prototype off-grid solar houses. The competition culminates in a public demonstration of the solar houses on the mall in Washington, D.C. At Illinois, this is a cross-campus initiative that includes teams of faculty, students, and professionals from across the campus and the community.
 - Co-lead the Illinois Smart Energy Design Assistance Center, an Illinois Department of Commerce and Economic Opportunity funded program to bring technical assistance and professional development to architects, builders, planners, and developers throughout the state.

1999-2003
University of Illinois at Urbana-
Champaign
Urbana, Illinois

- University leadership in online education, including faculty incentives, emerging markets, and international audiences.
 - Restructured online offerings into a modular format that allows for greater scalability and just in time delivery.
 - Developed an online library of information modules in an array of fields to enable fast delivery of courses to emerging education markets.
 - Converted Correspondence Courses to Guided Individual Study: a multiple-delivery, individualized, undergraduate program for place-bound students.
 - Oversight of 8 online master's degrees.
 - Oversight of Online Development Team focusing on working with faculty to convert classroom courses to online formats.
- Campus leadership in cultural engagement, including working with community cultural institutions, enhancing the arts, and developing a framework for a comprehensive university cultural program. As a member of the Cultural Engagement Council, work on bringing the community and the University together through the arts and humanities, including performances, exhibits, student involvement in the arts, and resident artist programs.
 - Established and expanded internship program to bring together undergraduate and graduate students in architecture, landscape architecture, engineering, and agriculture to work on applied projects within a living-learning environment.
 - Partnered with the School of Music to create a center for performing arts in Monticello, Illinois, that serves as both an economic engine for the community and a performance venue for University faculty and students.
 - Established successful and growing development campaign for performing arts.
- Teach environmental ethics at the graduate level.
- International programs. Developed an international internship program for students in architecture, landscape architecture, and agricultural economics to bring together University of Illinois students with students from other countries to work on applied programs in the summers.

Associate Provost and Director of Continuing Education; Faculty Affiliation: Department of Natural Resources and Environmental Sciences

Responsibilities included:

- Oversight of the Office of Continuing Education at the University of Illinois. (The primary change in responsibilities at the University of Illinois after 2003 as noted above is the scope and level of work with agencies, political leaders, municipalities, and the City of Chicago, as well as a significantly broadened scope of responsibility on campus in the areas of sustainability, online education, and cultural engagement.)
- Oversight of the Summer Session, including working with colleges and schools to offer a broad and comprehensive academic curriculum in the summers; developing a summer campus theme; and enhancing arts programs, musical performances, and theatrical events on campus to encourage broad community participation and support.

1996-1999
Northwestern University
Evanston, Illinois

- Oversight of four units: Academic Outreach, Chicago Programs, Conferences and Institutes, Robert Allerton Park and Conference Center, as well as registration services for off-campus students, student advising, and off-campus library services
- Oversight of 69 full-time employees
- Oversight of \$8M budget

Associate Dean of University College and Director of Summer Session and Special Programs

Responsibilities included:

- Oversight of all aspect of the summer session, including curriculum, faculty, budget, marketing, registration, students services, student affairs, and campus life. The Summer Session was the college of record in the summer for all students.
- Development and oversight of all aspects of summer study abroad, including curriculum development, faculty recruitment, student housing, student safety, international affairs, transportation, etc. in the following countries: Czech Republic, Egypt, England, France, Italy, Peru, and Thailand. There were no Northwestern University study abroad programs prior to the ones above.
- Oversight of 2 high school programs
 - National High School Institute: Program grew from 550 students to 980 students
 - The College Preparation program: Developed into a robust, revenue generating program that was also one of the primary student recruiting tools for the institution
- Oversight and program development of noncredit continuing education programs on the Chicago and Evanston campuses
- Oversight of the Institute for Learning in Retirement. Program expanded from 200 participants to more than 1000 participants in Evanston and Chicago
- Oversight of Alumni College. Program grew from 30 participants in Evanston to more than 500 participants in Evanston, Chicago, and travel programs internationally
- Oversight of \$4.5M budget
- Teaching environmental ethics, history of philosophy, metaphysics. In addition to traditional courses, developed a unique two-quarter class on the social, political, and environmental impacts of water in the southwestern United States. This course was team-taught and included an intensive one-week field component with students and faculty in Arizona and Utah.

1992-1996
Northwestern University
Evanston, Illinois

Director of Summer Session and Special Programs

Responsibilities included:

- Oversight of all aspects of the summer session, including curriculum, faculty, budget, marketing, registration, students services, student affairs, and campus life
- Oversight of 2 high school programs: National High School Institute and the College Preparation Program
- Oversight of 5 full-time employees
- Oversight of \$3M budget

1991-1992
Loyola University
Chicago, Illinois

Lecturer in Philosophy

Responsibilities included:

- Teaching 2 undergraduate courses per year in contemporary moral issues.
- Teaching two upper division/graduate courses per year in metaphysics and epistemology
- Graduate student advising

(Teaching evaluations were among the highest in the department.)

1990-1991
Northern Illinois University
DeKalb, Illinois

Lecturer in Philosophy

Responsibilities included:

- Teaching eight undergraduate courses per year in logic, ethics, history of philosophy, and contemporary issues in philosophy
- Supervising three graduate teaching assistants

(Teaching evaluations were the highest in the department.)

1987-1990
College of Lake County
Grayslake, Illinois

Lecturer in Philosophy

Responsibilities included:

- Teaching two to three courses per summer to diverse student audiences, including new community college students, adult students, and members of the military
- Courses taught included logic, ethics, introduction to philosophy, technical writing, English composition, and introduction to literature

(Teaching evaluations were in the top 5% in the institution.)

INVITED PAPERS AND LECTURES

- National Science Foundation Panelist, "National Workshop on Clean Energy Education." Urbana, October 13, 2011.
- "The Next Big Idea". Keynote Lecture, University of Wisconsin Program Managers Conference, Wisconsin Dells, May 10, 2011.
- "Web-Based Education and Online Learning: Opportunities and Challenges." Presented at the Council of Environmental Deans and Directors Conference, University Corporation for Atmospheric Research, Boulder, July 8, 2010.
- "Developing Needed Talent for Knowledge Economy Jobs—Rethinking Degree Completion Curricula, Formats, and Constituencies." Presented at the University Continuing Education Association Annual Meeting, San Francisco, April 9, 2010.
- "Curricular Sustainability and the Future of Higher Education." Keynote lecture presented at the Illinois Council on Continuing Higher Education Annual Meeting, February 12, 2010.
- "The Green Economy, Jobs, and Higher Education." Presented at the Bioenergy Summit, Madison, October 29, 2009.
- "Opportunities in Environmental Education." Presented at the Association of Environmental Studies and Sciences, Madison, October 9, 2009.
- "Educating for the Green Economy." Presented at the Sustainable Energy Summit, Milwaukee, March 26, 2009.
- "Learning to Be Green: The Next Step in Workforce and Human Development." Presented at the Workforce Development Forum, Sarasota, January 7, 2009.

- "The Many Benefits of Higher Education." Presented at the Adult Student Services Conference, Wisconsin Dells, October 29, 2008.
- "Continuing Education as a Driver of Economic Development." Presented at the University Continuing Education Association, Kansas City, October 15, 2008
- "Institutional Directions, Social Needs, and Money." Presented at the North American Association of University Summer Sessions, Kansas City, November 6, 2006.
- "Sustainability, Universities, and Economic Realities." Presented to the Welsh Delegation of the House of Commons through the British Embassy in Chicago, March 9, 2006.
- "Social Responsibility and Program Choice." Presented at the North American Association of Summer Sessions, Philadelphia, November 15, 2005.
- "Program Development Abroad." Presented at the University Continuing Education Association, Chicago, IL, September 22, 2005.
- "The Importance of Research in Summer Session Administration." Keynote presentation, North Central Conference on Summer Schools, Chicago, IL, March 10, 2004.
- "An Exploration of the Giving Patterns of Alumni Who Completed Degrees Via Distance Education as Compared to Those Whom Completed Degrees Through Residential Instruction." Illinois Council on Higher Education, Chicago, IL, February 14, 2002.
- "Good Practice in Continuing Higher Education Program Development." Presented at the Adult Higher Education Alliance, Chicago, Illinois, October 5, 2000.
- "Alumni Giving: Does Distance Education Affect Alumni Giving?" Presented at the National University Telecommunications Network, Toronto, Canada, June 26, 2000.
- "The Internet, Its Function, and Its Role in Higher Education." Presented at the North Central Conference on Summer Schools, Chicago, Illinois, March 16, 1998.
- "Summer Session in Homeostasis." Presented at the North American Association of Summer Sessions, Berkeley, California, November 17, 1997.
- "The Aesthetics of Administration." Panel chair and presenter at the North American Association of Summer Sessions, St. Louis, Missouri, November 18, 1996.
- "The Role of Merit in Admission to Higher Education." Presented at the Center for Theoretical Study, The Institute of Advanced Studies and the Academy of Sciences of the Czech Republic, Prague, Czech Republic, October 12, 1995.
- "The Public/Private Debate, and the Role of the Summer Session in It." Presented at the Institute of Fundamental Learning, Charles University, Prague, Czech Republic, October 9, 1995.
- "The Role of Reason in the Workplace." Presented at "Staff Day" at Northwestern University, Evanston, Illinois, October 22, 1994.
- "Ethical Considerations in Financial Aid." Presented at the 1992 GAPSFAS Regional Assembly, University of Illinois at Chicago, Chicago, Illinois, January 31, 1992.
- "An Alternative Moral Realism." Presented at Northern Illinois University Colloquium, DeKalb, Illinois, March 20, 1991.
- "On the Notion of Following a Rule Privately." Presented at the 14th International Wittgenstein Symposium, Kirchberg am Wechsel, Austria, August 18, 1989; Wittgenstein Centennial Conference, Farleigh Dickinson University, Rutherford Campus, Rutherford, New Jersey, April 29, 1989.

PUBLICATIONS

- "Effective Teaching at the University Level." Presented at The University of Connecticut, Storrs, Connecticut, February 22, 1988.
- "In Search of a New Paradigm for Higher Education." Schejbal, David. *Innovative Higher Education* Vol. 38, No. 1.
- "Forget Green Jobs." Schejbal, David. *Inside Higher Ed.*, January 25, 2011.
- "Global Competencies, Liberal Studies, and the Needs of Employers." Schejbal, David and Irvine, George. *Continuing Higher Education Review*. Vol. 73, Fall 2009.
- "The Value of Continuing Education." Schejbal, David and Wilson, David. *Continuing Higher Education Review*. Vol. 72, Fall 2008.
- "The Social Evolution of the Chicago River." *Illinois Steward*. Winter 2006.
- "Correlations Between Summer Session Enrollments and Economic Fluctuations." *Summer Academe*, Vol. 5, 2005.
- "The Sociology of Summer Sessions." Schejbal, David; McIntyre, Russell. *Proceedings: 35th Annual Conference of the North American Association of Summer Sessions*. Vol. 35, 1998.
- "Summer Language Instruction." *International Study Guides: Studying Abroad*. Worldwide Edition, 1998.
- "Summer Sessions: A Time in Change." *The Advising Quarterly*. No. 43, Winter 1998.
- "The Aesthetics of Summer Session Administration." Schejbal, David; McIntyre, Russell; Kobayashi, Victor N.; Murphy, William. *Summer Academe: A Journal of Higher Education*, Vol. 2. 1997-1998
- "Summer Session Homeostasis." Schejbal, David; McIntyre, Russell; Kobayashi, Victor N.; Murphy, William. *Proceedings: 34th Annual Conference of the North American Association of Summer Sessions*. Vol. 34, 1997.
- "On the Notion of Following a Rule Privately." *Ludwig Wittgenstein: A Symposium on the Centennial of His Birth*. Ed. by Souren Tegrarian, Anthony Serafini and Edward M. Cook. (Wakefield: Longwood Academic, 1990.)

AWARDS

- 2011 University Professional and Continuing Education Association Marketing Awards (9 awards in total) for the University of Wisconsin System eCampus; University of Wisconsin Colleges Online; Independent Learning; Quality Educator Interactive; B.S. in Sustainable Management (two awards); Continuing Education, Outreach and E-Learning (3 awards).
- 2010 Award for Exemplary Service for Serving as the Founding Editor of *Summer Academe; A Journal of Higher Education*. Award was given by the Association of University Summer Sessions, the North American Association of Summer Sessions, the North Central Conference on Summer Schools, and the Western Association of Summer Sessions.
- 2010 Chancellor's Award for Excellence in Program Collaboration.
- 2010 University Continuing Education Association *Outstanding Credit Program Award* for the Bachelor of Science in Sustainable Management; 2 gold medal marketing awards; 1 silver marketing award; 2 bronze marketing awards.
- 2007 University Continuing Education Association Marketing and Publication Award for "The Adult Student Guide".
- 2006 University Continuing Education Association Marketing and Publications Awards for best magazine and best brochure.

GRANTS

- 2003 Illinois Council on Continuing Higher Education Innovative Program Award and 2003 University Continuing Education Association Mid-America Region, Creative Program Award for "Humanities in the Classroom and Community: An Interdisciplinary Holocaust Curriculum for Illinois Educators".
- Certificate of Excellence in Online Programming for "Biodiversity, Wetlands, and Biological Control." Awarded by the University Continuing Education Association, 2002.
- Award of Merit for Credit Programming for "The South Africa Experience: A Study Abroad Phenomenon." Awarded by the North American Association of Summer Sessions, 1996.
- 2008, Joint award with UW-Parkside, WIRED grant for Milwaukee-7 region to create a corporate advisory board for Bachelor of Science in Sustainable Management, \$33,000.
- 2005, Co-Principal Investigator, Illinois Clean Energy Community Foundation grant to build three 1.5 megawatt wind turbines on the Urbana Campus: \$2,000,000.
- 2005, Co-Principal Investigator, U.S. Department of Energy grant for Solar Decathlon—an international competition to design and build off-grid solar buildings: \$100,000 from U.D. Department of Energy; \$150,000 from Illinois Clean Energy Community Foundation; \$250,000 from corporate sponsors.
- 2005, Principal Investigator, UIOnline grant to develop an online modular library for sustainable architecture and sustainable design: \$30,000.
- 2003, Principal Investigator, Illinois Council on Food and Agricultural Research grant to establish a model farm to grow an array of niche crops, educate farmers, and provide student internships: \$30,000.