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**2013 Program Managers Meeting**

May 7 | 7:00 a.m.- 4:00 p.m.

**Meeting Agenda**

7:00-8:00 Networking Breakfast

8:00-8:30 Registration

8:30-10:00 **UW Flexible Option**

David Schejbal, Dean of Continuing Education, Outreach and E-Learning (CEOEL) and

Aaron Brower, Interim Provost and Vice Chancellor, UW- Extension

10:00-10:30 Break *(Check out of rooms)*

10:30-12:00 **Program Showcase Roundtable Sessions**

* Masters of Sustainable Management- Crystal Fey, CEOEL
* Academy for Leadership and Innovation- Sue Buck, UW- Stevens Point
* Exporting Programs to Other Campuses- Lisa Mattsson, UW- Superior
* CS2day (Cease Smoking Today)- An Online Performance Improvement CME Activity- Teena Nelson, UW- Madison

12:00-1:00 Lunch

1:00-2:30 **Round Table Discussions**

* How to Effectively Cost and Price Programs- George Kroeninger, CEOEL
* Data Driven Marketing Decision Making- Chris Hofmann, CEOEL
* Thinking Outside the Box for Sustainable Community Partnerships- Nikki Andrews & Jane Hilgedick, UW- Eau Claire
* Moodle, Drupal, and What? Oh My!- Lisa Hebgen, UW- Madison

2:30- 2:45 Break

2:45-3:55 **Marketing**

Christopher Hofmann, Director of Marketing of Continuing Education, Outreach and E-Learning

3:55-4:00 Wrap Up