**2017 Annual Statewide Program Managers Meeting**

**Advanced Program Management: Sharing Best Practices**

Monday, May 15-Tuesday, May 16

Noon-Noon

Pyle Center, Alumni Lounge

702 Langdon Street, Madison, WI

**Agenda**

## Monday, May 15

11:30 AM-noon **Registration**

12:00 PM-1:00 PM **Lunch and Welcome** Alumni Lounge **Annette Valeo**

1:00 PM-2:30 PM **Keynote Presentation** Alumni Lounge **Ron Cervero**

*Program Management 201: Working the Planning*

*Table for Adult and Continuing Education*

2:30 PM-2:45 PM **Break**

2:45 PM-4:30 PM **Keynote Speaker** (continued)

4:30 PM-5:30 PM **Break**

5:30 PM **Networking Cocktail Hour** Alumni Lounge

*Cash bar will be open until 6:30 PM*

6:00 PM **Dinner and Networking**

6:45 PM **Dinner Presentation and Discussion** Alumni Lounge **John Stone**

*Filling the Skills Gap*

## Tuesday, May 16

6:30 AM- 8:30 AM **Breakfast** Lowell Center

*For those staying overnight at the Lowell Center*

8:30 AM-9:30 AM **Breakout sessions**

9:30 AM-10:00 AM **Break**

10:00 AM-11:00 **Breakout sessions**

11:00-11:30 **Wrap-up and Closing**  Alumni Lounge **George Kroeninger**

**Statewide Program Managers Meeting**

**Tuesday Morning Breakout Sessions**

| **Time** | **Presenter(s)** | **Campus** | **Title** |
| --- | --- | --- | --- |
| **8:30-9:30** | Renee Chandler and Amy Gullixson | UW-Stout | UW-Stout Online: Who We Are and What We Do |
| Julie Hellweg | UW-Stevens Point | Paying It Forward: Wisdom Learned from 10,000 Hours on the Water |
| Anna McCabe | UW-Stout | A Professional Education in All Things Beer |
| Kevin McDonald | UW-Stout | Successful Social Media Strategy |
| **9:30-10:00 Break** | | | |
| **10:00-11:00** | Sara Anger, David Anthony, Danae Cowell, and Jamison Patrick | UW-Stout | Student Retention in Distance Education: Seven Successful Strategies. |
| Linda Jacobson | UW-River Falls | From Dream to Implementation -- even in tight budget times! |
| Amanda Aegerter, Ryan Callahan, Marc Nylen | UW-Whitewater & UW-Oshkosh | Best Practices for Conference Coordination |
| 1) Anne Tillet, Lucy Heimer (UW-W)  2) Chenoa Ruecking (UW-PL)  3) Anna McCabe (UW-Stout)  4) Libby Thurston (UW-EC) | Various | Parade of Programs:  1)Creating pathways for access to higher education  2) Educational Opportunities Project – Meeting student needs by transitioning the Afterschool Credential from a face-to-face to a hybrid online delivery model  3)A Professional Education in All Things Beer  4)Growing Up Transgender: Creative Ways to Expand the Reach of a Successful Program |

**Breakout Session Descriptions**

# UW-Stout Online: Who We Are and What We Do

Renee Chandler and Amy Gullixson; UW-Stout

Time: 8:30-9:30

UW-Stout Online works in unison with college deans, program directors, and department chairs to coordinate program delivery and consistency of services to students in customized instruction (CI) programs and to CI and CE program staff and faculty. This presentation will provide an explanation of our structure, our recent merger with the Graduate School, and how we provide program management and student services. We will discuss the definition of CI at Stout and the nuts and bolts of how our system works. Key features include our online orientation, engagement emails, instructor support, and UW-Stout Online's Online Teaching Professional Development Grant. A brief presentation of our exceptions process and our Online Instructional Design Program will also be included. Bring your questions and ideas as there will be time for sharing.

# Paying It Forward: Wisdom Learned from 10,000 Hours on the Water

Julie Hellweg, UW-Stevens Point

Time: 8:30-9:30

Wisdom learned through experience and mentoring is essential to the success of becoming a seasoned professional. Paying it forward for others to learn and share contributes to confidence building, the knowledge base, the network and journey of outreach management.

Having been in Continuing Education and Outreach for 27 years, Julie will share nuggets of wisdom learned through successes and the school of hard knocks that have contributed to a wealth of knowledge and experiences. Mentoring has been significant. Julie will share thoughts on various topics such as confidence building, networking, finding a good mentor, building relationships and partnerships, knowing when to choose your battles, giving and receiving feedback, when to let go, riding the waves of change, working through various leadership/management styles, balancing one's personal and professional life, and more. She will share tools she has found helpful along the way. This will be an informal session for questions, discussion, and for others to share their stories.

# A Professional Education in All Things Beer

Anna McCabe, UW-Stout

Time: 8:30-9:30

In the fall of 2014 Professional Education Programs and Services at the University of Wisconsin- Stout was given the freedom and challenge to develop new programs that would serve a need, provide valuable education for any sector, and be cost-effective. This sparked the Midwest Craft Brewers Conference. This session will cover conception to execution of the only Midwestern brewing industry educational forum, which will be the 3rd annual this August.

# Successful Social Media Strategy

Kevin McDonald; UW-Stout

Time: 8:30-9:30

The social-media has turned the marketing world up-side-down, it has changed the GAME! Dr. Mac will share with you the fundamental underpinnings of a successful social media strategy; and also how to measure the overall performance of that strategy. Dr. Mac will also share the latest research pertaining to the social media’s ability to improve an organization’s top-line and bottom-line growth.

# Student Retention in Distance Education: Seven Successful Strategies

Sara Anger, David Anthony, Danae Cowell, and Jamison Patrick; UW-Stout

Time: 10:00-11:00

Stout Online has an Instructional Design Program (ID Program) in their unit that: 1) Works with faculty on whole course development; 2) Delivers professional development opportunities to faculty; and, 3) Collaborates with faculty on online innovations and research. For the 2016-2017 academic year, the Instructional Design Team (ID Team) researched instructional design-related online student retention strategies to be designed during the Fall 2016 semester, and applied to the ID program, during the Spring 2017 semester. The research yielded three areas of importance: Quality Matters, Online Student Orientation, and Course Activities. As a result, the ID Team: 1) Researched and developed a formal post-course development course review process for the ID Program; 2) Built a student orientation module that is aligned with the ID Program course template to a) increase student preparedness and b) increase student retention; and, 3) Designed and developed custom Reusable Learning Objects, using Computer Based Training software, to increase the engagement of students in online courses. These activities concluded at the end of May 2017.

In addition, the online student advisers evaluated where they could be more efficient in the way they communicated to students while being cognizant of their time. The outcome was four strategies to encourage student success: solid start/foundation, communication, and response time and program resources.

# From Dream to Implementation -- even in tight budget times!

Linda Jacobson; UW-River Falls

Time: 10:00-11:00

In 2012, UWRF launched its graduate Montessori Teacher Education Program -- the only UW System school to offer such a program, one of only two public universities in the US to offer such a program, the only American Montessori Society (AMS) affiliated program in the state of WI, and the first program utilizing AMS' distance education guidelines.

Using this real example, we will follow the program planning and implementation of UWRF's graduate Montessori teacher education program. How were the needs identified? What were the assets we could bring to the table? How did we build our case? What were the barriers encountered? How were they overcome? What in the environment helped ensure success? What are the lessons learned? Where are we going from here?

# Best Practices for Conference Coordination

Amanda Aegerter, Ryan Callahan; UW-Whitewater

Marc Nylen, UW-Oshkosh

Presenters will discuss how existing and new conferences at each of their respective Universities are developed, the processes behind implementing each conference (initial proposal, setting up registrations, catering, financials, etc) and the methods that have made their campus successful. Both UW-Whitewater and UW-Oshkosh will give a 15-minute overview of their procedures, and will follow up with a 30-minute Q&A to discuss how to better streamline practices, how to set up new events, and how to attract new clients/meetings.

# Parade of Programs

Time: 10:00-11:00

Join us for short presentations and discussion on a variety of successful programs throughout the UW.

**Creating pathways for access to higher education communities: The Lac Courte Oreilles Ojibwe Community College and UW-Whitewater Partnership**

Anne Tillet; Lucy Heimer; UW-Whitewater

We have had the opportunity to form a collaborative relationship with the faculty and staff in the Early Childhood Education program at the Lac Courte Oreilles Ojibwe Community College (LCOOCC). Working together we have signed one articulation agreement between the two Early Childhood Education programs, allowing students to transfer EC classes through course to course transfer and block equivalencies, as well as general education courses. Since the LCOOCC EC program recently changed, we are currently working on a revised articulation agreement as well. Our greatest “wow” is that we have one student currently attending UWW, using the articulation agreement, working toward her BSE and dual DPI teaching licenses.

**Educational Opportunities Project – Meeting student needs by transitioning the Afterschool Credential from a face-to-face to a hybrid online delivery model**

Chenoa Ruecking, UW-Platteville

Through a partnership with the Department of Children and Families, the Wisconsin Early Childhood Association, and Roberson’s childcare center, we offered the Afterschool and Youth Development Credential courses tuition-free and on-site at Roberson’s Center in Milwaukee.  Using formative assessment, we were able to identify the needs of the students and adapt the delivery model of the course meet those needs. Through the course of a year the program transitioned from a traditional face-to-face delivery model to a hybrid model utilizing web-conferencing, a course content site, and a professional development success coach.

**A Professional Education in All Things Beer**

Anna McCabe, UW-Stout

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**Growing Up Transgender: Creative Ways to Expand the Reach of a Successful Program**

Libby Thurston, UW-Eau Claire

You've hit on a great idea and created a successful program. Now what? Most program managers will wisely offer a winning program again. But are there other creative ways to expand the reach of successful programs? UW-Eau Claire will highlight Growing Up Transgender, a program that is growing in unexpected ways. We will highlight the evolution of Growing Up Transgender and what is on the horizon for 2017 and beyond. We'll also offer thoughts on how alternative strategies and roadmaps for growth can be applied to other programs as well.