2018 Annual Statewide Program Managers Meeting

Wednesday, May 16-Thursday, May 17

Chula Vista Resort

2501 River Road, Wisconsin Dells, WI 53965

Agenda

4:30 PM-5:30 PM	**Check in** **Meet and Greet, Cash Bar**	Upper Dells Ballroom
5:30 PM-6:30 PM	**Dinner and Welcome** *Liz Hensiak and Esther Gieschen*	Upper Dells Ballroom
6:30 PM-7:30 PM	**Evening Keynote Presentation** *David Schejbal, Dean, UW-Extension Continuing Education, Outreach, & E-Learning: Exploring the Process of Entrepreneurship in Higher Education*	Upper Dells Ballroom
7:30 PM	Networking	

7:30 AM- 8:30 AM	**Breakfast**	Upper Dells Ballroom
8:30 AM-10:00 AM	**Keynote Presentation** *Caryn Stanley: Successfully Navigating Change*	Upper Dells Ballroom
10:00 AM-10:15 AM	**Break**	
10:15 AM-11:30 AM	**Parade of Programs**	Upper Dells Ballroom
11:30 AM-12:15 PM	**Lunch**	Kaminski Chop House
12:15-1:30 PM	**Breakout Session 1 (descriptions below)**	
1:45 PM-3:00 PM	**Breakout Session 2 (descriptions below)**	
3:00 PM-3:30 PM	**Closing** George Kroeninger	Upper Dells Ballroom

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Breakout Sessions

Breakout Session 1: 12:15-1:30 PM			
	Presenter(s)	**Campus**	**Title**
	Kevin MacDonald	UW-Stout	Successful Marketing: Social Media and More
	Susan Adams and Cynthia Brun	UW-Oshkosh	Generational Differences: Are We Prepared?
	Carolyn Kent Stegmann	UW-Extension	Student Resource Lounge: Facilitating Student Connectedness in a Distance Learning Context
	Terry McGovern	UW-Extension	Yes, You Do Need Some Stinking Badges
Breakout Session 2: 1:45-3:00 PM			
	Jamison Patrick, Megan Daniels, David Anthony, Danae Cowell	UW-Stout	Student Success and Retention Using Instructional Design Processes, Applications, and Approaches
	Angie Whitaker and Sandy White	UW-River Falls & UW-Stout	Revenue Sharing Models: Peer Learning Circle
	Kevin MacDonald	UW-Stout	Successful Social Media Marketing

Session Descriptions

Exploring the Process of Entrepreneurship in Higher Education
David Schejbal, Keynote Speaker (Wednesday Evening)
Time: Wed, May 16, 6:30 PM-7:30 PM

Technically speaking, entrepreneurship is the process of building a business to make a profit, and much of what continuing education units do is just that. A number of key components go into being a successful higher education entrepreneur. The usual suspects include financial modeling, risk assessment and tolerance, market analysis, and program development. Success does not lie only in being good at the technical aspects of these processes. Rather, it is important to understand the broader context in which higher education operates – a context that fluctuates and changes due to national and global forces well outside of higher education. For instance, most continuing education leaders understand that the adult student market behaves counter-cyclically to the economy. When the economy is good, people go to work and do not go to school; when the economy is bad, people go to school to improve their chances of getting or keeping their jobs. However, the business market fluctuates with the economy, so businesses invest in training and professional development during good economic times and jettison training when the

economy goes south. Understanding this and the and other consequences of social, political, and economic fluctuations on higher education helps continuing education leaders adjust their entrepreneurial strategies to capitalize on market needs and maximize ROI.

Successfully Navigating Change
Caryn Stanley, Keynote Speaker (Tuesday Morning)
Time: 8:30 AM-10:00 AM

Have you ever wondered why some people seem to be able to just roll with a change while you are silently (or loudly) freaking out? Have you ever experienced change that felt just *wrong* to the point that it made you want to give up? Have you also experienced change that made you feel proud and excited? I promise you, you are not alone in any of that. We have all been there. There are reasons *why* this stuff happens (spoiler alert—we are human). Let's talk about the factors that influence our reactions to change, how we can better manage our reactions to those factors, and how to better lead others to do the same.

Parade of Programs
Time: 10:15 AM-11:30 AM

Join us for an engaging session of short talks by your colleagues from around the state. Get a snapshot of a variety of programs, both credit and non-credit, and hear highlights of success, challenges, and lessons learned. Following each talk there will be a short time for questions.
Included Programs:
- UW-Parkside – Inclusive Leadership Series – Liz Hensiak
- UW-Superior – Online, noncredit courses/certificates for special audiences – Esther Gieschen
- UW-Extension – Independent Learning Medical Coding – Liz Bush and Wil Limp
- UW-Stout – Customized Programming – Sandy White
- UW-Stout – Family & Consumer Science Education & WI DPI Child Care Conference – Tiffani Taggart

Successful Marketing- Social Media and More
Kevin MacDonald, UW-Stout
Time: 12:15-1:30 PM
Time: 1:45 PM-3:00 PM

Generational Differences: Are We Prepared?
Susan Adams and Cynthia Brun; UW-Oshkosh
Time: 12:15-1:30 PM

Generational differences are more prevalent than ever in today's workforce. We are experiencing more than three generations in the workforce at one time. So how does one address this phenomenon? Join us as we discover the differences between the generations and how to get along with one another.

Student Resource Lounge: Facilitating Student Connectedness in a Distance Learning Context
Carolyn Kent Stegmann; UW-Extension
Time 12:15-1:30pm

As the adult learner population continues to rise, higher education institutions are seeking new and innovative ways to support nontraditional learners. By proactively providing adult learners with convenient access to a wide variety of support resources, students can self-serve based on their individual needs. Come learn how the Student Services team within UW-Extension's division of Continuing Education, Outreach, and E-Learning has implemented an online resource lounge that provides students with an efficient platform to connect to resources and to each other throughout their academic journey.

Yes, You Do Need Some Stinking Badges
Terry McGovern, UW-Extension
Time: 12:15-1:30pm

A brief look at the history of badging, current happenings, and indicators of what is to come. This includes discussion of both credit-bearing and non-credit bearing programming. In terms of credit bearing, the notion of stackable badges and dissected courses are examined. Non-credit bearing considers how badges are being issued, who is issuing them, and what it takes to earn a badge. The presentation concludes with insights regarding the future direction of the micro-credential environment.

Student Success and Retention Using Instructional Design Processes, Applications, and Approaches
Jamison Patrick, David Anthony, Danae Cowell, and Megan Daniels; UW-Stout
Time: 1:45 PM-3:00 PM

The Instructional Design Program in the Graduate School & Stout Online at the University of Wisconsin-Stout is in Year 2 of its efforts to increase the retention of online students enrolled in Customized Instruction programs and courses. In Year 1, instructional design team (ID Team) members focused on the 1) Course Review Process; 2) Online Course Student Orientation; and 3) Online Course Activities as immediate areas to address. The ID Team has continued to expand on these very same points of focus while adding 4) Accessibility and Usability and 5) Gamification and Game-Based Learning to the list for implementation. The ID Team is currently planning a Year 3 to continue its online student retention efforts into the future. In this presentation, ID team members will share strategies, examples, and artifacts in relationship to Course Design & Development, Faculty Training, and Innovations and Research.

Revenue Sharing Models – Peer Learning Circle
Angie Whitaker, UW-River Falls and Sandy White, UW-Stout
Time: 1:45 PM-3:00 PM

Join in a facilitated discussion intended to share and discuss multiple models of revenue sharing. We will cover credit and noncredit programs as well as internal and external partnerships. Share budget examples, MOU examples as well as challenges, successes, and opportunities you have encountered.