

CEANY 2008 Conference



CONTINUING EDUCATION ASSOCIATION OF NEW YORK

Advancing Tomorrow's Ideas Today

- Green Technology & Green Energy: Potential for CE
- Moving Forward: Elevate the Conversation
- Advance CE Beyond Standard Practices
- National Standards for Workforce Development
- Connect with the Best in Continuing Education



November 12-14, 2008 Turning Stone Resort · Verona, New York



Advancing Tomorrow's Ideas Today

CEANY 45th Annual Conference 2008

CE 2.0: Advancing Tomorrow's Ideas Today

As continuing education professionals (both new and seasoned), we should not settle for the standard forms of practice. We seek new tools and techniques that have significant impact on our programs, students, instructors, and institutions.

Come to Turning Stone to see how leaders in continuing education are implementing innovative tools and models. Hear how progressive programs are exceeding outcomes or take home lessons learned from programs that did not hit the mark.

Let's take this opportunity to reevaluate recurring themes and advance the discussion to a more profound level. Let's also discuss trends and cutting edge developments both nationally and locally and how they will impact us today and in the future.

And especially come for the networking opportunities with your fellow colleagues and explore how the power of sharing and collaborating can advance a bold and new exciting agenda for continuing education professionals.



Welcome to the 45th Annual Conference of CEANY, the Continuing Education Association of New York that represents 1 1/2 million students across New York State.

What a Conference is planned! Just look at our featured speakers:

- Faiz Munshi, CISCO Engineer speaking on "Web 2.0"
- Dr. Preston Pulliams, President of Portland Community College on "The Boomer Generation and Its Impact on Continuing Education"
- Dr. Marcia Keizs, President of York College on "Leadership"
- A Distinguished Panel on "Green Technology/Clean Energy"

In addition there are a variety of Break-Out Sessions that will stimulate you and leave you with great ideas for your programs.

Thanks to David Kohn and his committees for outstanding work in putting this Conference together.

And welcome and thank you to our repeat sponsors and a host of new ones.

Enjoy Turning Stone and profit from its presentations.

Tom Cracovia
CEANY President



Featured Guest Speakers

Dr. Preston Pulliams (Thursday, November 13, 9am-10am)



Dr. Pulliams took over as PCC's fifth president May 2004. He came to Portland Community College after serving as vice-chancellor for Community Colleges for the State University of New York (SUNY) where he coordinated and directed the activities of the 30 community colleges in the SUNY system. He is a community college graduate, earning his A.S. in Science from Muskegon Community College. He received a B.S. in Social Science from Michigan State University, an MA in Counseling and Personnel from Western Michigan University and an Ed.D. in Educational Administration from the University of Michigan.

Kevin A. Cahill (Thursday, November 13, 1:30pm-2:40pm)



Mr. Cahill is the Chair of the Assembly Standing Committee on Energy and serves on the Health, Higher Education, Ways and Means and Economic Development, Job Creation, Commerce and Industry Committees. He is also the Chairman of the Democratic Study Group. He was the Assembly spokesperson for Community Corrections, a member of the task force on Local Government Finance Reform, former Chair of the Assembly Ethics and Guidance Committee and the longest tenured Chair of the Legislative Task Force on People with Disabilities.

New Registration Process

Log onto

<http://conference.ceany.org>
(see page 6 for details)

For assistance contact Ruby Chua at 718.997.3037

Schedule of Events

Wednesday November 12, 2008

Time	Event	Presenters
11:00am - 5:00pm	Conference Registration (<i>Early Check-In (if available)</i>) Vendor Displays Open	
12:00pm	Luncheon / Welcome	
12:45pm - 1:50pm	Opening Plenary Session	Faiz Munshi
2:00pm - 3:00pm	Concurrent Sessions 1. <i>Community Colleges as Leaders in Immigrant Education</i> 2. <i>The Business of Youth Sports: Training Their Coaches</i> 3. <i>Responding to the Green Imperative Through Strategic Partnerships and Collaborative Relations</i>	Teresita B. Wisell, David Bernstein Tim Donovan Dr. Rick Beal; Dr. Charles M. Spuches; Maureen Wakefield
3:00pm - 3:15pm	Networking Break	
3:15pm - 4:20pm	Plenary Session	Dr. Marcia Keizs
4:30pm - 5:30pm	Vendor Presentations Cisco Networking Academy Developmental Dimensions International (DDI) Intelliworks	
5:30pm - 6:30pm	Gaming Experience	
6:30pm	Dinner on your own	

Thursday November 13, 2008

Time	Event	Presenters
7:30am	Breakfast	
7:30am - 5:00pm	Conference Registration Vendor Displays Open	
8:15pm - 9:00am	Business Meeting / CEANY Reports	
9:00am - 10:00am	Plenary Session	Dr. Preston Pulliams
10:00am - 10:20am	Networking Break	
10:20am - 11:20am	Concurrent Sessions 1. <i>Using Online Tools to Drive ACE Programming</i> 2. <i>When The Gays Move Into Mr Rogers Neighborhood</i> 3. <i>Lifelong Learning Accounts: An innovative financing tool for continuing education</i>	L. Patrick Dail Dr. Joe Bertolino Randall K. Johnson and Becky Gray
11:30am - 12:30pm	Concurrent Sessions 1. <i>Skills2CompeteNY: An initiative to strengthen New York's global economic competitiveness</i> 2. <i>Closing the Deal: Strategies to increase contract training revenue</i> 3. <i>Sustainability - Staying Alive: A roundtable discussion on continuing education survival</i>	Tim Ford
12:30pm - 1:30pm	Luncheon / Announcements	Mark J Retersdorf
1:30pm - 2:40pm	Plenary Session Clean Energy and Green Technologies: The Impact and Potential for Continuing Education	Chuck Hoffman
2:40pm - 3:00pm	Networking Break	
3:00pm - 4:00pm	Concurrent Sessions 1. <i>The Rebirth of a Contract Training Department into a High End Client-Driven Operation</i> 2. <i>Going Over to the "Dark Side": From non-credit training to credit programs</i> 3. <i>Student-Customer Service in Continuing Education: Best practices in understanding needs & meeting expectations</i>	Moderator: Christopher Marx Panelists: Douglas Baldrey; Kevin A. Cahill; Vicki Colello; Vincent Cozzolino; Frank Surdey
4:30pm - 5:00pm	New Member Social	Donald Green Jeanne Eschbach and Brenda English
5:00pm - 6:00pm	Cocktail Reception / Meet the Vendors	John Georges
6:00pm - 9:45pm	Awards Banquet and Auction	

Friday November 15, 2008

Time	Event	Presenters
7:30am - 9:00am	Breakfast	
9:00am - 10:00am	New Board of Directors Meeting	
10:00am - 10:20am	Plenary Session	
10:20am - 11:20am	Networking Break	
11:30am	Concurrent Sessions 1. <i>Leveraging Green Programs to Support CE/Faculty and Cross-College Collaborations</i> 2. <i>Making Connections: Teaming up with your Local Workforce Investment Board and Economic Development Agency</i> 3. <i>GED Bridge Programs: Successful transitioning from GED to post-secondary education and work</i>	Suri Duitch
	Closing Session & Raffle	Carol Ann Joki; Karen Springmeier; Michael Manikowski Jane MacKillop; Amy M. Dalsimer; Linda Chin

Schedule, presenters, speakers and panelists are subject to change.



Advancing Tomorrow's Ideas Today

Wednesday November 12, 2008

Community Colleges as Leaders in Immigrant Education

Wednesday, November 12, 2:00pm-3:00pm
Presenters: Teresita B. Wisell; David Bernstein

Community colleges have proven to offer very effective paths to academic and occupational advancements for immigrants. Through a grant from the JM Kaplan Foundation, Westchester Community College has established the Community College Consortium for Immigrant Education. Learn more about CCCIE and its work to elevate issues of immigrant education to the national level.

The Business of Youth Sports: Training Their Coaches

Wednesday, November 12, 2:00pm-3:00pm
Presenter: Tim Donovan

We describe the youth sports business model and the SUNY Youth Sports Institute' statewide training network that helps youth coaches function better within this environment. The presentation will describe our college-based network of training centers and trainers, customization, 3-levels of certification, comprehensive child-centered training, and local strategies of working with youth sports models.

Responding to the Green Imperative Through Strategic Partnerships and Collaborative Relations

Wednesday, November 12, 2:00pm-3:00pm
Presenters: Charles M. Spuches; Dr. Rick Beal; Maureen Wakefield

Academic leaders are increasingly responding to the need for environmental sustainability and a Green Collar pipeline. To do so, we must collaborate formally and informally with leaders from the PreK-12 education, business, government and non-profit sectors, as well as from other colleges and universities. Learn about one campus' self-supporting and grant-funded programs designed for students and professionals in the rapidly emerging green economy. We will consider the challenges and rewards of successful collaborations designed to bring about significant and lasting change. Resource materials that support presentation and interactive discussion will be provided.

Thursday Morning November 13, 2008

Using Online Tools to Drive ACE Programming

Thursday, November 13, 10:20am-11:20am
Presenter: L. Patrick Dail

Entrepreneurial Adult & Continuing Education Managers have access to numerous Online Tools to support program building, marketing and improvements. But, how do you choose which

Concurrent Sessions

ones are best for your operation? BMCC has experimented with a couple resources for eNewsletter production, distribution of e-blast information about up-coming courses, and surveying students and prospective students alike. This session will walk participants thru our experiences, and explain why we choose iContact for the long-haul.

When The Gays Move Into Mr. Rogers Neighborhood

Thursday, November 13, 10:20am-11:20am
Presenter: Dr. Joe Bertolino

Named the 2007 Diversity Artist of the Year by Campus Activities Magazine, Joe Bertolino explores the realities and human dimensions of living in a world of heterosexual privilege. Drawing from his own life, his role as a university Vice President, his experiences as a fraternity man and student affairs professional, his family experiences, and the dynamics of his own relationship, Joe Bertolino presents this difficult topic in a non-threatening, humorous way. Joe will share strategies for building community and combatting homophobia and heterosexism on campus and in the community. This is a HIGHLY interactive program.

Lifelong Learning Accounts: An innovative financing tool for continuing education

Thursday, November 13, 10:20am-11:20am
Presenters: Randall K. Johnson; Becky Gray

To thrive in New York's fast-paced and increasingly global marketplace, companies need workers that are educated, ready to learn, and able to successfully adapt to the changing needs of the labor market. This roundtable explains how The Council for Adult and Experiential Learning (CAEL) developed and advanced Lifelong Learning Accounts (LiLAs), which is an innovative financing tool that helps employers and employees to stay current by co-investing in 401(k)-style, matched, portable, education accounts. Examples will be drawn from LiLA programs across the US, including the upcoming New York City LiLA program. The purpose of the roundtable is to help participants learn about LiLAs and take away knowledge about how LiLAs benefit employers, employees and the economy.

Skills2CompeteNY: An initiative to strengthen New York's global economic competitiveness

Thursday, November 13, 11:30am-12:30pm
Presenter: Tim Ford

Skills2CompeteNY is a non-partisan initiative to advance the joint interests of community-based training providers, community and technical colleges, employers, industry associations, unions, policymakers, and foundations to strengthen New York's global economic competitiveness. Our goal is to pro-

mote policies and financial investments at the city and state levels that move New York toward guaranteeing that every New Yorker has access to at least 2 years of postsecondary education or training during his or her working lifetime. Skills2CompeteNY is being organized by the New York City Employment & Training Coalition. This session will provide an overview of the initiative, information on importance and high demand for "middle skill" jobs, and strategies for using this communication platform to reframe how other view workforce development.

Closing the Deal: Strategies to increase contract training revenue

Thursday, November 13, 11:30am-12:30pm
Presenter: Mark J Retersdorf

We are great at asking the right questions. We are great at determining the clients training needs. We are great at putting together the proposal but how good are we at selling it? This session will give you some ideas on how to minimizing the chance of failure, how to shorten the sales cycle and tips on "Closing the Deal."

Sustainability - Staying Alive: A roundtable discussion on continuing education financial survival

Thursday, November 13, 11:30am-12:30pm
Presenter: Chuck Hoffman

Many Continuing Education departments are self-supporting entities that only receive minimal financial support from their colleges. While sustainability (organizational survival) is always a struggle, it is more problematic when public sources of funding are dramatically reduced.

Thursday Afternoon November 13, 2008

Going Over to the "Dark Side": From non-credit workforce development training to credit programs

Thursday, November 13, 3:00pm-4:00pm
Presenters: Jeanne Eschbach; Brenda English

Learn how to evolve non-credit training to credit-bearing adult career pathways, to meet local demand occupations and funding constraints. Courses are "chunked" to meet short-term training needs. Bring programs from your campus to develop into short-term training. A "hands-on" activity will help you take away a "new" program.

Student-Customer Service in Continuing Education: Best Practices in Understanding Needs and Meeting Expectations

Thursday, November 13, 3:00pm-4:00pm
Presenter: John Georges

This workshop will provide you with practical solutions and strategies to effectively service and communicate with student-customers. We will review best practices in the area of customer service in an educational setting, as well as, managing conflict with dissatisfied customers.

The Rebirth of a Contract Training Dept. into a High End Client-Driven Operation. Alternate title: How We Completely Eliminated Cold Calling and Why We'll Never Do it Again

Thursday, November 13, 3:00pm-4:00pm
Presenter: Donald Green

Learn how we established our dept. as a high-end, market and client-driven operation with signature products and services by taking a narrow and deep, industry-specific approach. Key participant take-away: how to stop cold-calling and what to do instead (and how it lands appointments more than 75% of the time).

Friday November 14, 2008

Leveraging Green Programs to Support CE/Faculty and Cross-College Collaborations

Friday, November 14, 10:20am-11:20am
Presenter: Suri Duitch

This presentation will describe how CUNY has used the opportunities created by the need for sustainability-related training programs in NYC to create stronger credit/non-credit relationships and collaborations across department, college and administrator/faculty lines, as well as to position CUNY as the preeminent provider of green programs in the city. Participants will learn strategies that they can use to leverage green training programs for the same purposes at their own institutions and in their local areas.

Making Connections: Teaming up with your Local Workforce Investment Board and Economic Development Agency

Friday, November 14, 10:20am-11:20am
Presenters: Carol Ann Joki; Karen Springmeier; Michael Manikowski

Learn how the Finger Lakes Workforce Investment Board, Ontario County Office of Economic Development, and Finger Lakes Community College connection has sustained, grown, and created cascading partnerships. Through example initiatives, you'll take back concrete strategies to establish or deepen partnerships with your local workforce and economic development offices.

GED Bridge Programs: Successful transitioning from GED to post-secondary education and work

Friday, November 14, 10:20am-11:20am
Presenters: Jane MacKillop; Amy Dalsimer; Linda Chin

This workshop provides an overview of LaGuardia Community College's GED Bridge Programs which prepare adults for the GED exam while simultaneously providing workforce preparation, career counseling, and college advisement for careers in healthcare or business/technology industries and the liberal arts.

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Conference Registration

Registration

All registration for the conference will be done online:

<http://conference.ceany.org>

Deadline for registration is Wednesday, October 1, 2008

Online Registration Instructions

- Step 1:** Fill out the online registration form
- Step 2:** Print the webform page using your browser's print function
- Step 3:** Click the "Submit" button
- Step 4:** Mail printed webform page with fees to:

Ruby Chua
Continuing Education Programs
Kiely Hall Room 111
Queens College
65-30 Kissena Blvd.
Flushing, NY 11367-1597

Conference Pricing

\$300

Full Conference – Members:

includes all meals (except Wednesday PM)

\$125

Single Day – Wednesday:

includes Luncheon and afternoon events

\$165

Single Day – Thursday:

includes Breakfast, Luncheon keynote, cocktail reception, Awards banquet, Auction

\$100

Single Day – Friday:

includes Breakfast and morning events



Advancing Tomorrow's Ideas Today

Turning Stone Resort

5218 Patrick Road
Verona, NY 13478

1.800.771.7711 www.turningstone.com



The award-winning Turning Stone Resort & Casino is nestled in the heart of Central New York's scenic Mohawk Valley. The 1,200-acre resort features luxurious hotel accommodations, a full-service destination spa, a variety of gourmet restaurants and casual dining options, celebrity entertainment, five championship golf courses, an exciting new nightclub, and a world-class casino. Capture the brilliance of Turning Stone!

Hotel Reservations

Hotel reservations must be made individually

- Please call 1.800.771.7711 for reservations and ask for the CEANY "Conference Block" to confirm your special room rate of \$110 per night.
- Please note that the current state per diem rate for lodging is lower than the special room rate at Turning Stone. However the per diem for lodging rate is expected to increase in October prior to the conference. Please check with your College's business office regarding their reimbursement / payment policies.
- Attendees must mention when booking that they are considered tax-exempt and you must provide your institution's tax-exempt certificate upon check in. Unfortunately, Turning Stone is unable to extend these rates.
- The Hotel requires that all reservations be made by October 20th, 2008, after which reservations will be accepted based on availability.
- Check-in time is anytime after 3 p.m. Checkout time is 11 a.m. Late charges apply and must be paid by occupant.
- Turning Stone provides secured luggage storage.

Sponsors

Gold Sponsor: Cisco Networking Academy



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Exhibitors: Bartash, Career Step, Developmental Dimensions International, Education To Go (ed2go), MindEdge, Steck Vaugh (Harcourt Achieve)

REGISTER BY logging onto <http://conference.ceany.org>



Return address needed

CEANY 2008 Conference CONTINUING EDUCATION ASSOCIATION OF NEW YORK <http://conference.ceany.org>



Advancing Tomorrow's Ideas Today

We have planned a tremendous gathering of experts to address a range of topic areas. These areas include:

program design and development, program marketing, people management, program management, trends and cutting edge development and CEANY's award winners.

With a multitude of activities, shopping, and luxurious accommodations, Turning Stone is the perfect setting for CEANY!

Don't miss it!

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