



Annual CEANY South Region Conference

Where: **CUNY in the Heights** 108 Cooper Street NYC 10034
(1 Block West of Broadway on 207th Street: 1/A Train to 207th)

When: **Friday June 4th, 2010**

Concurrent Panels

10:00am-11:15am **Launching Social Media Tools: Facebook, Twitter, Email**
Learn to create a Facebook page and a Twitter account to enhance your CE marketing efforts. This hands-on workshop will show you step by step how to create an official Facebook page as well as discuss the kinds of information you should be posting and how you should be engaging your online audience. We'll also demonstrate the features of an email marketing service so you know what to look for before selecting a service provider.

David Kohn, Director
SUNY Orange Continuing Education

Reaching out to Older Adults via Continuing Education

Rockland Community College's Continuing Education program for older adults will be shared. The speaker will enlist audience participation in discussing how to take an established program to the next level in terms of fee structure, innovative programming and developing financial resources.

Beverly E. Jackson, CSW, Director
Rockland Community College
Spring Valley Extension Center, Student Development Division

The Integrated Medical Office Technicians:

A Supported Career and Academic Pathway for Adults Integrated instruction simultaneously develops the academic and technical competencies necessary for successful completion of career training programs that will allow adult students to enter into careers that lead to better paying jobs. The Integrated Medical Office Clinical Technician (I-MOCT) Program at LaGuardia Community College prepares low-literacy students for work in health care settings in which they can perform multiple patient care practices.

Amy M. Dalsimer, Director
LaGuardia Community College Pre-College Academic Programming

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11:30am-12:45pm Online Resources for Adult Educators: Free and Easy
Many online resources applicable to continuing and professional educators are at your fingertips through your office computer- and free. Learn about applications for office productivity, voice communications, photo editing, Customer Relationship Management, social networking, live chat customer support, and even free email newsletter service with analytics. Additionally, learn how to comply with the CAN-SPAM act when sending marketing emails in a not-for-profit organization.

Nathan Bullock, MA
SUNY Fashion Institute of Technology
School of Continuing & Professional Studies

Establishing and Running a Successful Summer Youth Program
There is increasing demand for programs for young people during the summer, particularly programs that focus on academic enrichment. This is a wonderful opportunity for continuing education departments. Summer youth programs can be profitable and provide a great service to the community. This presentation will discuss what is involved in setting up and running a successful program on a college campus.

Lillian E. O'Reilly, Esq., Assistant Dean
Brooklyn College Professional Advancement and Continuing Education

Encore College: Older Adult Worker Initiative

Encore College, LaGuardia Community College's robust program for older adults, received a national grant from Civic Ventures/ MetLife this past year to serve the workforce development needs of older workers often called boomers. Encore College is also partnering with the AARP foundation to assist the target population to enter, re-enter or advance within the workforce. This presentation will address the program's design, and services including career counseling, job readiness and vocational skills training, paid internships and mentoring.

John Garcia, Director
LaGuardia Community College Adult and Continuing Education

1:00pm-2:30pm Luncheon
Remarks & Update: CEANY President Chuck Caples