

**New for
2016-17!**

See inside for
updates, events
and more!



OWNER'S MANUAL

your guide to membership



You've invested in the best, now get the most from your membership in the top association for professional, continuing, and online leaders — UPCEA!



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What's new for 2016–17?

- NEW!** Higher Education eDesign (HEeD) Collaborative — 9
- NEW!** Upcoming Conferences and locations! — 13
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UPCEA — Welcome to **YOUR** association!



YOU are a member of the only organization in North America focusing on both continuing education and quality online and blended programs, with the knowledge and resources colleges and universities need to serve the nontraditional market.

UPCEA's membership includes most major public and private institutions, and is more than 4,300 members strong! What does this mean for you and your institution? It means you are part of a powerful group of colleagues, thought leaders and friends who truly "get" what it means to work in professional, continuing and online education. Make the most of it! This is your member guide to everything UPCEA can do for you. Read on and learn the ins and outs of UPCEA membership, and keep your guide handy when questions come up.



"I have proudly called UPCEA my professional home for more than 12 years. Through UPCEA, I have connected with other professionals who are passionate about engaging learners and communities in innovative and impactful ways. My university and I have been changed for the better because of the relationships, connections, and ideas that come from belonging to UPCEA."

Sandi Pershing, Assistant Vice President
for Engagement, University of Utah





Useful research, user friendly, up-to-date, unmatched quality



Colleagues, conferences, collaboration, consulting

UPC



People, perks, publications, partners, possibilities



**101
years**
strong



the nation's
leading
institutions

CEA

Engage, explore,
expand your network



Advantages,
awards, advocacy
and more!



based in
Washington,
D.C.

An orange magnifying glass icon with a person silhouette inside, symbolizing search or finding colleagues.
thousands
of professional
colleagues

1. Getting started



Let's get started by logging in to your UPCEA member account at www.upcea.edu and taking a look around. You can customize your profile and password, register for conferences at discounted member rates and join one of our seven professional networks via CORe, UPCEA's member community and online networking space where you can ask, answer or search for questions on relevant topics.

Need help? Call us at [202.659.3130](tel:202.659.3130) if you have trouble logging in or need assistance.



"UPCEA is my place for my own professional development and engagement. It is a one-stop shop to connect with colleagues who know continuing and online education because that is what they do. That level of access to collective knowledge, wisdom, and advice is invaluable. When I need to know what a peer institution is doing, I go to the UPCEA directory, find the CE dean or director, and make a call. I always get helpful, friendly, and candid advice."

**David Schejbal, Dean,
Continuing Education/Outreach/E-Learning,
University of Wisconsin-Extension**



2. Building your peer-to-peer network



It's Your Network

Everybody talks about the importance of networking, but how often do you get to do it with people who really understand the business of professional, continuing and online education? That's where your UPCEA membership is key! **Your network just got a lot bigger, more accessible and relevant.**

At UPCEA, we know that sharing with colleagues and developing lifelong friends is more than just social — it's a critical business investment in your institution's ongoing success and your own career advancement. There are abundant networking opportunities at UPCEA's conferences and seminars, but you can also get advice, answers and ideas from your colleagues online via **CORe, UPCEA's professional networking platform**.

Your membership gives you full access to:

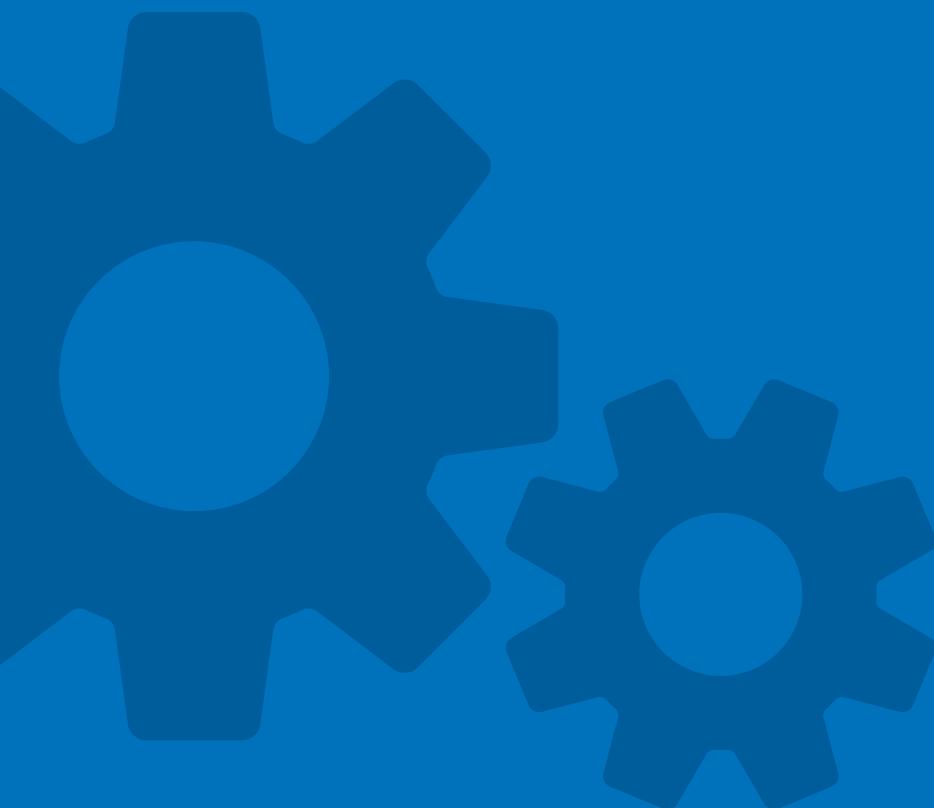
- + Active conversations, and the chance to ask your questions in real time
- + Robust search of conversation archive
- + A diverse resource library
- + UPCEA's entire member directory
- + Exclusive member content — including benchmarking studies, conference session slides, and webinar recordings

In addition, UPCEA members have access to seven professional Networks. See page 15 for details and to join.

New! Higher Education eDesign (HEeD) Collaborative

Are you on an instructional design team? Build your network and get the latest on trends, industry news and more. Visit www.upcea.edu/heedcollab to get started. As an UPCEA member, you're in! You'll also have access to the HEeD Collaborative online community in CORe. Join the conversation!

3. Moving parts



Regions — The Best Place For Local Networking!

UPCEA's five regions provide opportunities for members to examine issues of local and regional importance, develop collaborative initiatives, network with area colleagues, and take advantage of cost-effective professional development at regional conferences each fall. Regional content is especially useful for new and mid-level professionals who will discover opportunities to build leadership skills and learn from our industry's best in a smaller, more intimate conference setting. Take part in a leadership program, build your skills as a presenter, or nominate a program or person from your region for a regional, national or marketing excellence award.

Turn the page to find your region!

2016 Regional Conferences

West:

September 28–30, 2016
Sheraton Albuquerque
Uptown
Albuquerque, NM

Central:

October 17–19, 2016
Omni Severin Hotel
Indianapolis, IN

Mid-Atlantic:

October 5–7, 2016
Westin Annapolis
Annapolis, MD

New England:

October 26–28, 2016
Hyatt Regency Newport
Newport, RI

South:

October 13–15, 2016
Magnolia Dallas Park Cities
Dallas, TX

UPCEA Regional Map



● West
● Central

● South
● Mid-Atlantic

● New England

Industry-Leading Conferences and Seminars!

Summit for Online Leadership + Online Leadership Roundtable

There is no more critical strategic opportunity for higher education than online learning. The **Summit for Online Leadership** will convene key campus leaders — deans, chief online learning officers, and other senior leaders, key staff, and teams directly engaged in the management and delivery of online programs — to define and develop their institutional strategy for online learning. The Summit features sessions on strategic growth, virtual leadership, online marketing, competency-based education, predictive analytics and more.



Find us online at
www.upcea.edu or
call 202.659.3130 for
more information.

The **Online Leadership Roundtable** is a prestigious forum and serves as a think tank for senior administrators who are reinventing higher education by tackling the big issues in online learning. The annual meeting of the Roundtable is the premier gathering of chief online learning officers in the field today.

- + June 27–29, 2016 • Washington, D.C.
- + June 14–16, 2017 • San Diego, CA

Annual Conference

UPCEA's Annual Conference is the most significant assembly of thought leaders and practitioners today in the field of professional, continuing, and online education. The annual conference features specific tracks aligned with UPCEA's seven professional Networks, in addition to engaging keynote speakers and high-energy concurrent sessions.

- + March 22–24, 2017 • Chicago, IL
- + March 14–16, 2018 • Baltimore, MD



Marketing and Enrollment Management Seminar

The annual UPCEA Marketing and Enrollment Management Seminar is the top event for leaders and practitioners responsible for professional, continuing, and online education marketing and enrollment management at colleges and universities around the world. The Seminar draws professionals from institutions of all sizes to showcase thought leadership in the field and to explore trends in adult student recruitment and retention. The Seminar offers high-level, strategically-focused presentations as well as sessions that spotlight the tactical components of marketing and enrollment management in today's higher education landscape.

+ November 8–10, 2016 • West Palm Beach, FL

Free Webinars!

Frequent webinars on a range of topics applicable to professional, continuing, and online education are free and available exclusively to members. Learn from your peers and industry leaders without leaving your desk!



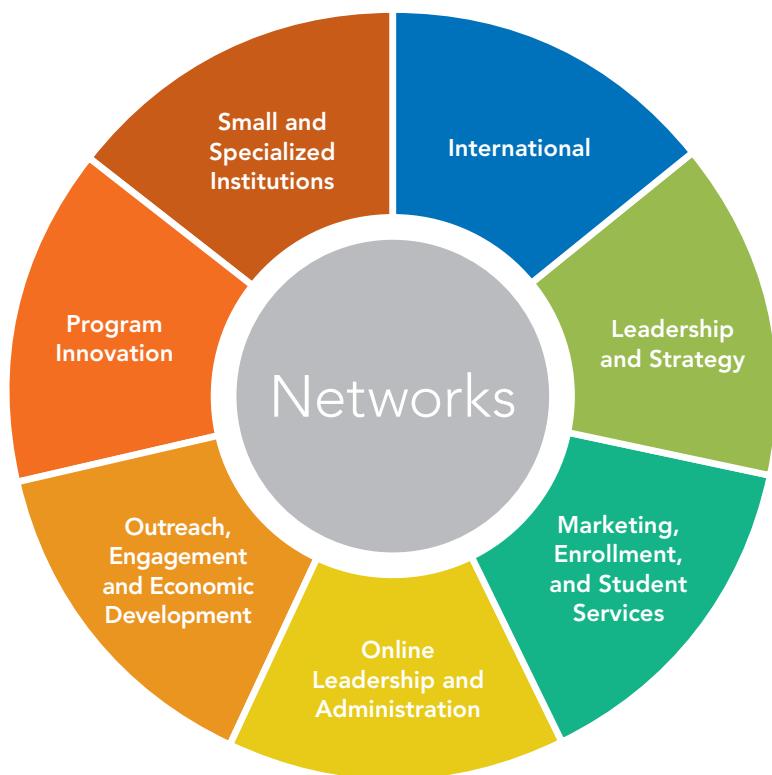
"The professional connections created by UPCEA produce huge value. I now have a nationwide, in fact, multi-national, network of experts who generously share insights and advice and enable "benchmarking on the fly" when I need it. UPCEA is my "must-go" annual conference. UPCEA brings together the highest impact developments in our field, offering professionals fast access to information and proven tactics via their website, webinars and conference events."

Karen Sibley, Dean, Continuing Education, Brown University



Networks — Your Professional Home

Join a Network! UPCEA's seven Networks are designed to serve professionals practicing in the key areas that define this vibrant and growing sector of higher education. Each Network is the "professional home" for members who work in that area. Individuals can choose to join one or more Networks, according to their needs and interests:



Check out each Network online at core.upcea.edu and learn more about the new HEEd Collaborative online community.

4. Next-level resources to drive your strategy



UPCEA Consulting — the right choice for you!

Informed decisions. Ideas that work. The data you need. Reasonably priced and all in one place from the experts in professional, continuing and online education: UPCEA.

Whether you need benchmarking studies, market research for a new program, or specific information to evaluate and develop strategies to take your online programs and instructional design to the next level, UPCEA Consulting is the right choice. Consulting is offered via the Center for Research and Marketing Strategy and the Center for Online Leadership. UPCEA also offers Peer Review Teams for on-site visits.



Find us online at
www.upcea.edu or
call 202.659.3130 for
more information.

The Center for Research and Marketing Strategy

UPCEA offers the gold standard of research and benchmarking information in the industry through its Center for Research and Marketing Strategy. Under the experienced leadership of Jim Fong, the Center conducts several free studies per year for the benefit of all UPCEA members, in addition to 50 custom studies for individual members that are considerably more affordable than the private sector. Visit upcea.edu/crems to learn more.

New services, flexible pricing options!

We've changed our pricing and added products to allow you to customize your research investment.

Topics and services include:

- + Program portfolio assessment
- + New program feasibility analysis
- + Marketing and positioning
- + Occupational analysis, trending, forecasting
- + Enrollment management process improvement



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more information.

Center for Online Leadership

Managing the complicated business of online and distance learning needs the best practices, big ideas and the brightest minds to be successful in today's dynamic and highly competitive world. It requires the sophistication of a modern-day institution and the entrepreneurial leadership of any complex business. UPCEA's Center for Online Leadership is uniquely focused on the factors that are crucial to a successful online enterprise: leadership, strategy, financial models, marketing and program development, student services, and effective partnerships. Founding Director Ray Schroeder is a leading expert in online education whose insights are transforming the way institutions leverage online education as a critical strategic asset.

UPCEA's Center for Online Leadership is uniquely focused on the factors that are crucial to a successful online enterprise:

- + Leadership
- + Strategy
- + Financial models
- + Marketing
- + Program development
- + Student services
- + Effective partnerships

Members get more! Free resources from our top consultants!

As an UPCEA member, you have access to research and benchmarking studies via CORe, and can use our popular Second Opinion program at no charge. Our consultants are available to provide short, rapid-response consultations on questions that require an independent, expert perspective.

Peer Review

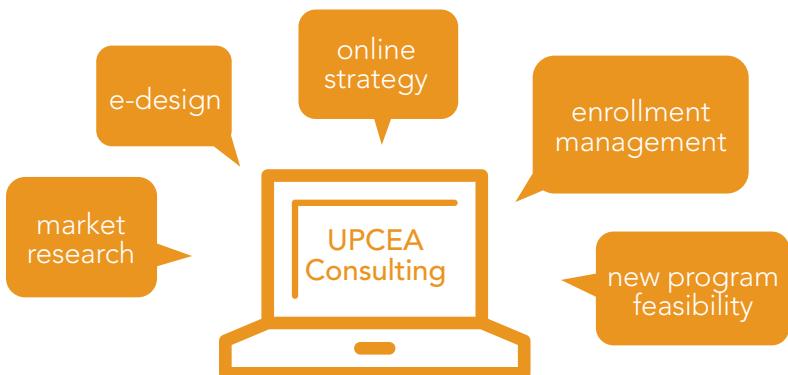
UPCEA deploys teams for on-site consultations at discounted pricing for members that include a strategic review of infrastructure, program mix and services and a host of related topics customized to meet the needs of your institution.

Second Opinion — Free for Members!

Need free advice or guidance on online education, market research or another topic? Ray Schroeder, director of the UPCEA Center for Online Leadership and Jim Fong, director of the UPCEA Center for Research and Marketing Strategy, are available to provide short, rapid-response consultations on questions that may require an independent, expert perspective. Get the expert advice you need on today's topics in continuing and online education.

Timely, Actionable Communications

NEW! The semi-annual UPCEA magazine, ***Unbound: Reinventing Higher Education***, is an e-publication in magazine format designed to showcase thought leadership, case studies, research and other valuable contributions to the field.



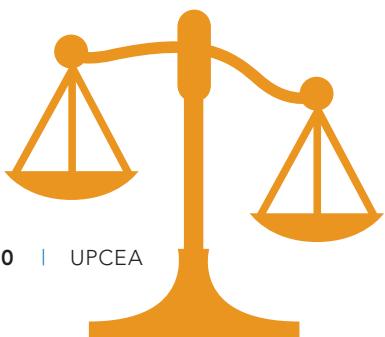
Unbound welcomes articles from all those who are involved in higher education, especially those who work with adult students. We consider ourselves a learning community, extending beyond the classroom into the larger community. All who have ideas to share about the direction and future of education are welcome. Visit unbound.upcea.edu.

The **UPCEA Briefing** is a bi-weekly primer designed to position our members as thought leaders on their campuses. The *Briefing* provides timely, topical, and trendy information that members can apply in their programs and departments.

Ray Schroeder's daily blog, the **Professional, Continuing, and Online Education Update by UPCEA**, is a curated collection of higher education news articles with relevance to members.

Advocacy

Through its Policy Committee and government affairs partners, Thompson Coburn, LLP and Cooley, LLP, UPCEA advocates for the new majority in higher education — nontraditional students. UPCEA has established federal policy objectives based on member input that align with the broad national goals of increasing degree attainment, building tomorrow's workforce, and strengthening America's competitiveness in the global economy.



Corporate Partners

UPCEA's corporate partners and members are businesses and organizations that have demonstrated their support for professional, continuing, and online higher education and the mission of UPCEA. In addition to financial and in-kind support, many corporate partners attend UPCEA conferences as exhibitors, providing members access to a wide variety of resources and solutions for their continuing and online education programs.

UPCEA Job Board

Looking for that perfect person to fill an open position at your institution? Get the responses you want from the UPCEA job board. UPCEA hosts online job recruitment advertisements for both UPCEA members and non-members.



"UPCEA's Center for Online Leadership helps members answer mission-critical questions and challenges related to distance learning in higher ed. I had firsthand experience with this when I brought my institution's vision planning questions to Ray Schroeder. I learned so much from Ray in our 30-minute conversation, and am excited to bring that knowledge back to my institution."

Debbie Cavalier, Vice President Online Learning & Continuing Education/CEO Berklee Online, Berklee College of Music



5. Next steps: leadership development and excellence



Volunteer and grow as a leader, presenter, or mentor

Take an active role in your membership! Members are encouraged to serve as volunteer leaders — there are many ways to get involved:

- + Be an ambassador, conference buddy or mentor
- + Submit a proposal to present at regional or national conferences
- + Serve on a regional or network committee
- + Join a network and share your knowledge
- + Volunteer at your regional conference
- + Submit an article for Unbound, UPCEA's new e-journal
- + Post on CORe and join the conversation

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more information.



"At a time of significant challenges for enrollment managers, we have found it necessary to engage market research consultants to inform academic program planning. The Center for Research and Marketing Strategy has aided the College in identifying programs that are both mission consistent and market responsive. The College has applied recommendations from the Center to consider new geographic locations for satellite operations, offer new online academic programs, inform enrollment budgets, and consider marketing strategies. The Center remains our most capable and trusted partner in our academic research and market expansion efforts."

Jose J. Perales, Director of Transfer and Graduate Admissions,
St. John Fisher College



Showcase your excellence with membership awards!

Association Awards

The **Association Awards Program** includes recognition of both individual and institutional achievement across the UPCEA membership. UPCEA recognizes its members' outstanding contributions to the Association and the field, as well as their achievements in innovative programming, marketing and promotion, community development and services, research and publications, and other areas.

Each of the five regions host individual awards

programs. Awards are presented at regional conferences held in October.

The Marketing, Enrollment, and Student Services Network sponsors an annual competition — the **UPCEA Marketing Awards** — to recognize the best marketing practices and promotional pieces in the field of professional, continuing, and online education. We invite Association members to enter their finest work for the academic year in the awards competition. The entries are reviewed by a panel of marketing, communication, and design professionals. Winners are chosen and announced in the fall.



Care and maintenance

+ Customer Service

You can log in and update your member record at any time, or call the Washington, D.C. office if you need help updating your organization's roster information.

With your list of professional members up to date, you and your colleagues won't miss any important communications from UPCEA, including research and studies available only to members delivered right to your inbox!

Need help tuning up your roster?

To add more professional members to your organization's roster, call us at [202.659.3130](tel:202.659.3130) and we will be happy to work with you. Our Washington office is open Monday–Friday, 9 a.m.–5 p.m. ET.

We're here for you! If at any time you have questions, concerns or need more information to get the most out of your UPCEA membership, call us! UPCEA team members will answer your questions or point you in the right direction. Or feel free to email us at info@upcea.edu.





One Dupont Circle NW
Suite 615
Washington, D.C. 20036



Find out what's new and get the most from your UPCEA membership! ↗