

NEW!

See inside for
updates, events
and more!



UPCEA



Your road map to member benefits is here!

The 2017–18 UPCEA **OWNER'S MANUAL**



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





NEW! for 2017–18:

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Your journey
starts here!

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

UPCEA's membership includes leading public and private institutions, and is more than 4,600 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. Keep your guide handy when questions come up.

"UPCEA has become my professional 'family' over a long career in continuing and online education. Working at a growing land-grant university in a rural western state, I have found UPCEA to be invaluable for connecting with colleagues across a wide spectrum of institutions. UPCEA's regional and national conferences help my team remain current and engaged in this rapidly changing environment."

Kim Obbink, Executive Director
Extended University
Montana State University



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



Colleagues, conferences, collaboration, consulting



People, perks, publications, partners, possibilities



102
years
strong



the nation's
leading
institutions



CEA

Advantages,
awards, advocacy
and more!



Engage, explore,
expand your network



based in
**Washington,
D.C.**



thousands
of professional
colleagues

1.

Get ready
to explore!



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

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 six professional networks. Members also have access to 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 if you have trouble logging in or need assistance.

"UPCEA's National Center for Online Education 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, Senior Vice President
of Online Learning & Continuing Education/
CEO Berklee Online
Berklee College of Music



2.

Build your
peer-to-peer
network along
the way



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 six professional Networks, as well as the eDesign Collaborative for instructional design teams. Visit upcea.edu/edesigncollab for more information. See page 15 for more details about Networks.

The background is a solid blue color with various abstract geometric patterns. In the top left, there is a circular node connected to a network of lines. In the bottom left, there are two interlocking gears, one larger than the other, both with a dotted pattern in their centers. On the right side, there are diagonal lines and a larger geometric shape resembling a stylized 'M' or a mountain peak.

3.

Chart your course

Regions — Your 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!

2017 Regional Conferences

West:

September 25–27, 2017
Seattle, WA
Renaissance Seattle Hotel

Mid-Atlantic:

October 4–6, 2017
New Brunswick, NJ
Hyatt Regency
New Brunswick

South:

October 11–13, 2017
Richmond, VA
The Westin Richmond

Central:

October 18–20, 2017
Detroit, MI
Crowne Plaza Detroit
Downtown Riverfront

New England:

October 25–27, 2017
Portland, ME
Westin Harborview

UPCEA Regional Map



- West
- Central
- South
- Mid-Atlantic
- New England

Industry-Leading Conferences and Seminars!



Summit for Online Leadership and Administration

The Summit for Online Leadership and Administration is the leading event focused on the online enterprise — from both strategic and operational perspectives. Online learning is integral to the access mission and financial stability of today's institutions. The Summit blends the best practices, thought leadership, and strategy that online leaders need to foster a culture of innovation, creativity, and curiosity.

Online Leadership Roundtable

The Online Leadership Roundtable is 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 18–20, 2018 • Washington, D.C.

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 six professional Networks, in addition to engaging keynote speakers and high-energy concurrent sessions.

- + March 14–16, 2018 • Baltimore, MD
- + March 27–29, 2019 • Seattle, WA

Marketing and Enrollment Management Seminar

The annual UPCEA Marketing and Enrollment Management 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. The Seminar is the top event for leaders and practitioners responsible for professional, continuing, and online education marketing and enrollment management in the adult and nontraditional student market. Drawing from institutions of all sizes, the Seminar showcases thought leadership in the field and explores trends in adult student recruitment and retention.

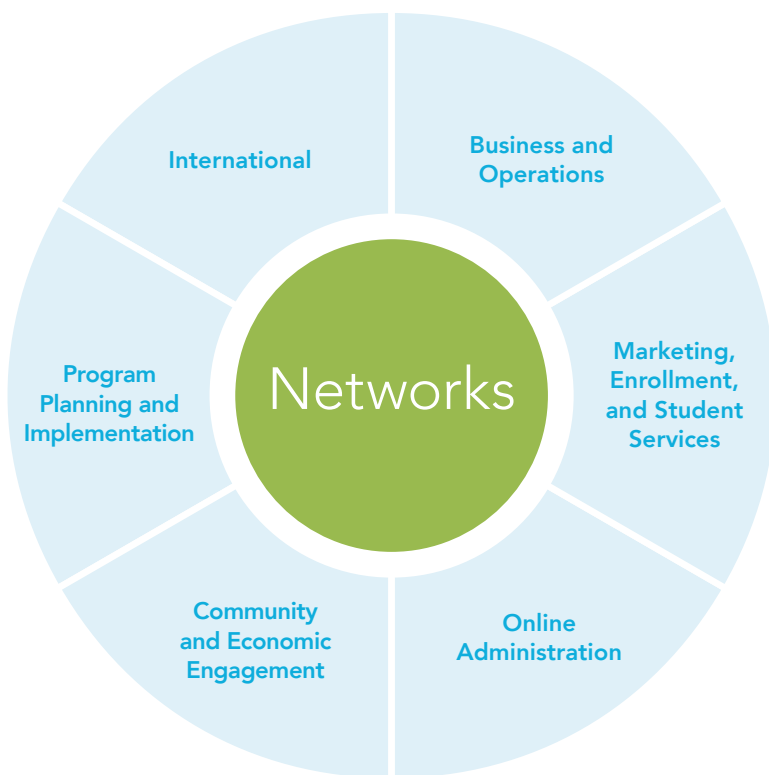
- + December 5–7, 2017 • Washington, DC

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!

Networks — Your Professional Home

Join a Network! UPCEA's six 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:



NEW! *Business and Operations Network*

Share with colleagues as you focus on the financial, human, operational, and IT resources required to support your unit!



4.

Drive your
strategy with
next-level
resources

Find us online at

www.upcea.edu

or call 202.659.3130
for more
information.

UPCEA Consulting — The best value in the industry today.

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 programs to the next level, UPCEA Consulting is the right choice. Consulting is offered via the Center for Research and Strategy and the National Council for Online Education. UPCEA also offers peer review teams for on-site visits.

The Center for Research and Strategy

UPCEA offers the gold standard of research and benchmarking information in the industry through its Center for Research and 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 dozens of custom studies for individual members that are considerably more affordable than the private sector. Visit upcea.edu/crs to learn more.

Customize your research investment and choose from flexible pricing options!

Topics and services include:

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

Find us online at

www.upcea.edu

or call 202.659.3130

for more
information.

National Council for Online Education

Managing the complicated business of online and distance learning needs 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. The National Council for Online Education 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.

The National Council for Online Education 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!

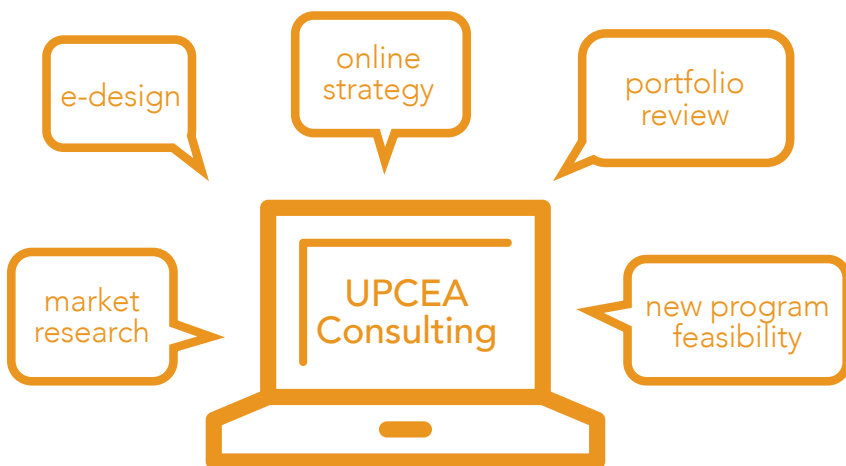
As an UPCEA member, you have access to research and benchmarking studies via CORE, and can use our popular Second Opinion program at no charge. Our consultants are available to provide short, rapid-response consultations on questions that require an independent, expert perspective.

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.

NEW! *UPCEA Hallmarks of Excellence in Professional and Continuing Education*

The Hallmarks of Excellence in Professional and Continuing Education define a set of standards that reflect the ambitions, potential, and importance of the a professional and continuing education unit's work. Available to UPCEA members only, the Hallmarks contain seven pillars of excellence, as well as several themes that cross these pillars. A complement to the UPCEA Hallmarks of Excellence in Online Leadership released in 2015, the Hallmarks can be found online at upcea.edu/pcehallmarks.



Timely, Actionable Communications

The 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. Visit bit.ly/PCONews.

Advocacy

UPCEA advocates for the new majority in higher education — nontraditional students.

NEW! National Adult Learner Coalition

UPCEA is a founding member of the National Adult Learner Coalition, recently established with support from the Lumina Foundation, to advocate for adult students and the institutions that serve them. Along with the Council for Adult and Experiential Learning (CAEL) and the Online Learning Consortium (OLC), the Coalition is working to advance the adult learner agenda, expanding post-secondary education and credentialing opportunities that will strengthen our communities, regions, and national 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.

Career Center

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.



5.

Explore more!
Leadership
development
and excellence

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

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 e-journal
- + Post on CORE and join the conversation

“UPCEA was the catalyst for my continuing education career. The connections, resources and camaraderie helped me as I progressed from an individual contributor to vice provost at the University of Washington. Each UPCEA event and publication enhances my knowledge, allowing me to be a lifelong learner in the field of lifelong learning.”

Rovy Branon, Vice Provost, Continuum College
University of Washington

UPCEA
Member
approved!

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 the fall.

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.



UPCEA

Care and maintenance + Customer service

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

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 mapping the details? Call us!

To add more professional members to your organization's roster, call us at 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.





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