

**NEW!**

See inside for  
updates, events  
and more!



**UPCEA**



Your road map to member benefits is here!

# The 2018–19 UPCEA **OWNER'S MANUAL**



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





Get the most out of your UPCEA membership!  
Follow the symbols to take advantage of the  
opportunities crafted for you.



### **Early Career**

Especially helpful for those new to higher education and/or the professional, continuing, and online education field specifically.



### **Mid-Level Professional**

Targeted for those who have been in higher education for 5+ years and have a robust understanding of issues facing the field.



### **Senior Leader**

Intended for those at a more senior level who have been in the higher education field for 10+ years and are in strategic roles in their units.

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# Begin your UPCEA journey!

UPCEA is the association for professional, continuing, and online education. Founded in 1915, UPCEA now serves most of the leading public and private colleges and universities in North America. For more than 100 years, the association has served its members with innovative conferences and specialty seminars, research and benchmarking information, professional networking opportunities and timely publications. Based in Washington, D.C., UPCEA also builds greater awareness of the vital link between contemporary learners and public policy issues.

UPCEA is a diverse, inclusive organization supporting and welcoming individual and institutional diversity. We strive for diversity in membership and leadership, including representation from all types of institutions and individuals from all races, genders, and backgrounds.

**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 4,800 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**

**Member  
approved!**

"UPCEA is definitely our 'one-stop shop' for all relevant continuing and online education expertise, providing us with valuable information for presenting the latest trends to our university leaders. We have greatly benefited from networking with fellow UPCEA colleagues, accessing significant knowledge regarding best practices in continuing education nationwide. We have better aligned with industry, establishing symbiotic partnerships to ensure that we are effectively preparing future employees with the necessary job skills and capabilities through the development of alternative credentialing strategies."

**Mili Maldonado**, Manager, Continuing Education,  
FIU Academic Planning and Accountability  
*Florida International University*

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



**Colleagues**, conferences, collaboration, consulting



**People**, perks, publications, partners, possibilities



**103**  
**years**  
strong



the nation's  
**leading**  
**institutions**



**Advantages,**  
awards, advocacy  
and more!

**Engage,** explore,  
expand your network



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



**thousands**  
of professional  
colleagues



1.

Ready, set,  
explore!



No matter how long you've been in higher ed, you can login to your UPCEA member portal for full access to benefits, including the discounted member rate on conference registrations.



Find us online at  
[www.upcea.edu](http://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](http://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 was the catalyst for my career. The connections, resources and camaraderie helped me as I progressed from an individual contributor in the field of online education 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*





# 2.

## Find your way with the help of your **peer network**



Ask questions and search the discussion archive and library for answers to your day-to-day questions.



Share research, templates, and more with colleagues via the resource library.



Help your colleagues in the field by sharing your expertise and answering questions on the open forum.

## 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](http://upcea.edu/edesigncollab) for more information. **See page 14 for more details about Networks.**

### Did You Know?

All you need to log in to CORe is the username and password that you use to log in to your member account on [upcea.edu](http://upcea.edu).

The background features a dark blue color with various geometric patterns. At the top left, there is a circular shape containing the number '3.'. Below this, the title 'Your key to professional growth' is displayed. The bottom half of the image contains a list of three items, each preceded by a small icon. The background also includes a large gear-like shape on the left and a series of parallel diagonal lines on the right.

# 3.

## Your key to professional growth



Attend or view webinars on your schedule, and connect with peers in your area at a Regional Conference — especially useful for new or mid-level professionals.



Share your lessons learned with colleagues by presenting a conference session, and get involved with your Network via a subcommittee or with your Region on the conference planning committee.



Connect with other high-level leaders at the Annual Conference, and serve your Network or Region as a member of a leadership team.

## Industry-Leading Conferences and Seminars!

### *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 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 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.

✚ November 7–9, 2018 • Long Beach, CA

## 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!

UPCEA Regional Map



West  
Central

South  
Mid-Atlantic

New England

## 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.

***Use the map to find your region!***

### 2018 Regional Conferences

#### **Central:**

September 26–28, 2018  
St. Louis, MO  
Marriott St. Louis Grand

#### **NEW! Mid-Atlantic & South:**

October 1–3, 2018  
Greater Washington, DC  
Bethesda North Marriott

*Join colleagues from two regions at the first-ever joint Regional Conference for more sessions and more networking!*

#### **West:**

October 15–17, 2018  
Long Beach, CA  
Hilton Long Beach

#### **New England:**

October 24–26, 2018  
Providence, RI  
Renaissance Providence

## 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:



### ***Business & Operations Network***

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



### ***International Network***

Gain insights, general direction, strategy, trends, and models for integrating international education into your work.



### ***Marketing, Enrollment, and Student Services Network***

Build your expertise and leadership skills by learning from industry experts and peers on how to successfully attract and retain students in today's ever-changing and increasingly competitive marketplace.



## Join a Network Today — Choose One Or All Six!

As an UPCEA member, you can join the Network that's best for you! Visit [upcea.edu](http://upcea.edu), log in to your member portal, and then select the "Browse Networks + Committees" link in the "My Networks + Committees" section. Then click "view" next to the committee of your choice, then scroll down to "committee tasks" and click "join."

### Did You Know?

Anyone can join a Network — all you need to do is sign yourself up!

### Online Administration Network

Address challenges with the help of peers bridging the administrative functions of online learning (marketing, online student services, program development, etc.) and the design of online learning.



### Community and Economic Engagement Network

Connect with others in promoting new and innovative, internal, and external collaborations to advance local and regional communities and economies and extend the reach of campus communities.



### Program Planning and Implementation Network

Share and explore program management best practices and innovations in credit and non-credit programming.



4.

## Navigate the road ahead with **UPCEA** resources



Sign up for publications to be in the know with the latest news and trends in the field.



Check out our research and benchmarking reports and see how you compare to other institutions.



Get custom research to help refine your strategy, and receive recognition for institutional excellence in your online efforts.

Find us online at  
[www.upcea.edu](http://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, guidance for your online enterprise, 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. See who we've worked with at [upcea.edu/clients](http://upcea.edu/clients).

### *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](http://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](http://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 work of the National Council for Online Education is transforming the way institutions leverage online education as a critical strategic asset. The National Council is led by Founding Director Ray Schroeder and Managing Director Julie Uranis — both leading experts in the online space.

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
- + Faculty and 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 Online Education Review*



In the spirit of continuous improvement, UPCEA's National Council for Online Education conducts external reviews of centralized and decentralized online enterprises, provides insights and feedback, and recognizes excellence.

Hallmarks Reviews offer leaders the opportunity to receive feedback and recognition for their quality assurance efforts pertaining to various elements of online education.

## *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 a professional and continuing education unit's work. 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](http://upcea.edu/pcehallmarks).



### Did You Know?

UPCEA publications feature opinions, news, and research on all aspects of professional, continuing, and online education — from alternative credentials to Generation Z.

## 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](http://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 trending 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](http://bit.ly/PCONews).

## Blogs

UPCEA blogs feature posts from industry experts and thought leaders on the latest in professional, continuing, and online education, including online leadership trends, marketing and enrollment research, instructional design, and more. Visit [upcea.edu/blogs](http://upcea.edu/blogs) to explore all UPCEA blogs.

## **Advocacy**

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

## **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.

## Discover leadership and development opportunities



Volunteer for a Regional Conference planning committee or Network awards and proposals review subcommittee.



Mentor a first-time conference attendee.



Consider serving in a volunteer leadership role for a Region or Network, or on the Board of Directors.



Find us online at

[www.upcea.edu](http://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
- ✦ Join the UPCEA Diversity & Inclusion Committee and help shape D&I efforts in the association and field
- ✦ Submit an article for Unbound, UPCEA’s e-journal
- ✦ Post on CORE and join the conversation

**UPCEA**

**Member  
approved!**

“As a member of UPCEA, my knowledge of enrollment management has been bolstered through attending the Marketing and Enrollment Management Seminar, where I was able to learn everything from the basic components of enrollment management to high-level strategic planning. Additionally, I have been able to expand my professional network from the Midwest to all parts of the United States through UPCEA’s networking and committee opportunities. The insight and community I have gained in my year of UPCEA membership are invaluable and integral to my career.”

**Amy Rossi**, Enrollment Coordinator, School of Professional Studies  
*Northwestern University*

## 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.

#### Did You Know?

Anyone can nominate an individual or program for an UPCEA Award at the regional or national level.

# 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](mailto:info@upcea.edu).





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