

## THE VALUE OF OUR UPCEA MEMBERSHIP

UPCEA membership is truly a valuable asset for remote and continuing education. We use our membership for:

- ❖ Access to Leaders for Real-time Answers
- ❖ Ensuring Return on Investment
- ❖ Member Community Engagement
- ❖ Research & Benchmarking
- ❖ Training for Faculty, Staff & Leadership
- ❖ Professional and Leadership Certificate Courses
- ❖ Regional & Annual Conferences
- ❖ Online Leadership Roundtable



*"The UPCEA membership, without question, has been the best return on investment for our institution."*

## How has your UPCEA Institutional Membership contributed to the success of your university?

UPCEA research and benchmarking has been key for increasing capacity in continuing ed. The level of research from UPCEA enhances opportunities to market and develop new programs in a systematic manner. Our membership enabled us to advance our programming to enhance our region as an Anchor Institution.

The university has also benefited from the recognition that UPCEA marketing awards bring. Our successful campaigns promoting new programs directly increased our enrollments.

Access to the UPCEA membership community, CORE, enables us to reach other leaders to address concerns that may otherwise hinder our progress.



*Dr. Pamela Wimbush,  
Associate Dean,  
Sacramento State University*

*"UPCEA has research, benchmarking, and consulting that no other associations offer in continuing education."*

## Why did you choose to become an UPCEA Institutional Member?

I attended the UPCEA centennial celebration in 2015 and engaged with peers in the field who had the same passion for adult learners. The networking, level of research, and access to industry partners provided me an opportunity to champion the rewards that a membership brings. I also attended the Online Leadership Roundtable (an UPCEA member opportunity) that gave me access to leaders within the online learning industry. I've attended many conferences in the past but the UPCEA connections made a lasting impact.

***"UPCEA membership helped us build new programs and embrace new business models."***



**JOIN US**

[upcea.edu/membership/](http://upcea.edu/membership/)

## How has the urgent move to remote learning impacted the importance of your Membership?

Our institution pivoted to remote instruction in a very short time. Through the knowledge acquired with UPCEA's Online Leaders Roundtable and Ask Me Anything (AMA) sessions, we made considerable changes to our delivery formats that allowed for a sustainable model for remote/ online delivery that greatly benefits our learners.



The free member access to the Virtually Everywhere regional conferences came at a perfect time. Having access to institutions across the U.S. was immeasurable and provided our staff and leaders an opportunity to hear from peers and advance our work in remote/online learning.

*Dr. Pamela Wimbush,  
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