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*“Universities with strong continuing education or semi-centralized online education units can benefit a great deal from UPCEA membership.”*

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

We chose to become an UPCEA Institutional Member upon the recommendation of our Universities of Wisconsin colleagues who spoke highly about the organization. Staff in our unit have also attended numerous UPCEA conferences and find them “excellent in quality” and worth repeating.

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

Our UPCEA membership has a good impact on the careers of our staff through the online professional development, but the larger impact is on our institution because it helps us to keep building our professional knowledge base about trends in non-credit and online education, including hearing what is not working so we know when to “get off the bandwagon” of popularly touted, but low (or no) ROI programming.



**Matthew Vick**

Dean, School of Graduate Studies and Continuing Education  
University of Wisconsin-Whitewater

## How have recent changes in the field of higher education impacted the importance of your UPCEA Institutional Membership?

Discussions around non-credit badging and non-credit to credit pathways have been important for us to learn about, but we haven't found market success in these areas. The knowledge about online programming has been very valuable, especially as online "repositions" itself post pandemic.

## What specific things have been most impactful?

The MEMs conference has helped our credit and non-credit teams upskill their knowledge of how to market our programs. The Convergence conference helped our staff evaluate why our non-credit badging programs haven't caught on. Conference discounts have been most important. Our unit has participated in many of the UPCEA online professional development courses and programs in the past and one person is planning to do the UPCEA Leader Certificate this year. Staff have reported positive experiences with UPCEA online courses.

*"UPCEA's online professional development was very helpful in my transition into the role of Dean of Graduate Studies and Continuing Education."*

## What else would you like to share about your experience as an UPCEA Member?

UPCEA's online professional development has been valuable personally as I transitioned into the role of Dean of Graduate Studies and Continuing Education. I also enjoyed serving as a mentor to a colleague, through UPCEA's Uplift Mentorship Experience for members. This experience helps not only to give back to the profession but also reflect on my own journey into this dynamic field *"that many of us ended up in but didn't initially envision ourselves in."* [1]

## To whom would you recommend an UPCEA Institutional Membership?

Universities with strong continuing education or semi-centralized online education units would greatly benefit from UPCEA membership. The knowledge is useful in non-centralized online and professional education-type universities, as well.

[1] David Schejbel, President, Excelsior University

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