



**THE ONLINE AND PROFESSIONAL EDUCATION ASSOCIATION (UPCEA)  
INVITES NOMINATIONS FOR THE PRESTIGIOUS  
FRANDSON AWARD FOR LITERATURE  
IN THE FIELD OF PROFESSIONAL, CONTINUING, AND/OR ONLINE EDUCATION**

**2025 Call for Nominations**

The Online and Professional Education Association (UPCEA) invites nominations for the Phillip E. Frandson Award for Literature in the Field of Professional, Continuing, and/or Online Education. The award is presented in honor of the late Phillip E. Frandson, former Dean of UCLA Extension and 1977-78 UPCEA President. The award recognizes excellence in achievement for literature written about the theory or practice of professional, continuing, and/or online education.

**Benefits to the Award Winner**

The award recipient draws the attention of an international community of professional, continuing, and online education leaders. Benefits include:

- The winning book is entitled to display the Frandson Book Award emblem on the cover for current and all future press runs.
- The winning book and sales information about it will be displayed prominently in the exhibition hall of the UPCEA 2025 Annual Conference, hosted in Denver, CO, March 24-26.
- The author(s) of the winning book will be invited to host a webinar and/or a concurrent session at the UPCEA 2025 Annual Conference on the topic.
- The author(s) also receives an attractive Frandson Book Award plaque.

**Award Criteria**

Nominated books will be reviewed by the UPCEA Frandson Award Committee composed of scholars and practitioners in the field of professional, continuing, and online higher education. The Award is reserved for extraordinary works that make significant contributions to the field. Thus, the Award may not be given each year. The 2025 Phillip E. Frandson Award for Literature will be presented to the author(s) of a book or monograph which best satisfies the following criteria:

- The work is published in 2024.
- The work is important to the theory or practice of professional, continuing, and online higher education.
- The work exemplifies originality and a superior quality of prose in the English language.

**Eligible content includes:**

- Management and leadership in professional, continuing, and online education,
- Adult education and innovative instructional strategies,
- Adults as learners,
- Distance education and instructional design,
- Marketing and/or financial management for professional, continuing, and online education,
- Examination of the future of professional, continuing, and online education,



- Role of lifelong learning in economic development, globalization and broader public policy issues.

### **FRANDSON Award for Literature (2025) IN THE FIELD OF PROFESSIONAL, CONTINUING, and ONLINE HIGHER EDUCATION Nomination Process**

- Nominations are invited from authors, editors, publishers, and individuals.
- *Please send one copy of the nominated work to each member of the review committee (noted below). Works not sent to each committee member and the chair may be disqualified.*
- Please [click here](#) to fill out the nomination form.
- ***Nominated books must be received by committee members by December 9, 2024.***

### **Notification of Award**

The winning author(s) will be notified by mid-January 2025. UPCEA will make a formal announcement and present the Frandson Award at the the UPCEA 2025 Annual Conference, hosted in Denver, CO, March 24-26.

### **Committee Members**

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