

# 3rd NEW DIRECTIONS IN ONLINE LEARNING SUMMIT

Differentiate your Online Programs, Maximize your Financials, and Inspire and Involve your Faculty: Get ready to join or expand your participation in the lucrative Online Learning War

September 29 – October 01, 2014 • San Diego, CA

## Benchmark against the cutting edge strategies of our expert speaker faculty



**Kevin Currie**  
Executive Director  
Northeastern University  
Online



**Wayne Smutz**  
Dean, Continuing Education and  
Extension  
University of California (UCLA)



**Meg Benke**  
Professor and Academic  
Coordinator  
Empire State College, SUNY



**Jack Wilson**  
President-Emeritus  
The University of  
Massachusetts



**Cindy Parker**  
Dean, School Of Online &  
Continuing Education  
Johnson & Wales University



**Amy Stevens**  
Associate Vice President, eLearning  
Southern New Hampshire  
University



**Charles Newman**  
Collegiate Professor of Strategic  
Management & Program Director  
University of Maryland University College



**Richard Schilke**  
Vice President, Curriculum, Instructional  
Technology, and Design  
American Public University System



**Laurence Boggess**  
Director of Faculty Development, World  
Campus Outreach and Online Education  
Penn State University



**Stephanie Franks**  
Executive Director, Global Online  
California University of Pennsylvania

### Addressing your Business Critical Challenges:

- Keeping track and effectively **planning your financials** for your next venture and expansion plans
- Empowering and evolving the **faculty** in online learning programs
- Key **technology investments** to consider for forthcoming years
- Incorporating **adaptive learning** to your program
- Decreasing **students' drop-out rates**
- Improving **admission and enrollment** processes for online programs
- Creating a winner strategy to make your **brand stand out** from the crowd

### 3rd Summit Highlights:

- ✓ Unique approach to understand **what corporations are expecting** from students about to join the Workforce, and how this will drive increased enrollments
- ✓ **90% new speaker faculty**
- ✓ In-depth assessment of online programs for **graduate level**
- ✓ The latest **insights from trend-setters** in our talk show

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# NEW DIRECTIONS IN ONLINE LEARNING SUMMIT

## Who Should Attend The New Directions In Online Learning Summit?

Dear Colleague,

Be prepared as you jump on the Online Learning train. The reality is that, few institutions are actually fully prepared to tackle the challenges that follow implementation.

Apparently, the model can't fail: charge less for a degree due to the fact that there are limited costs associated with hosting a "live" student in a virtual classroom, and then generate financial gains by scaling enrollment. As higher education started implementing online courses, the reality came to the forefront. They were, and still are facing unforeseen challenges:

- Exuberant investments in technology
- A resistant and hesitant faculty that is teaching a classroom full of people
- Higher drop-out rates and lack of alumni engagement
- Fierce competition and the need to build a strong brand and good reputation as an Online Institution of reference

However, while the challenges are real, they are able to be overcome. The number of Online Learning Units continues to increase sharply across the country. This means that if you have a strategic plan, understand the potential pitfalls, set expectations accurately, and execute flawlessly, there are huge benefits to be gained.

At the **3rd New Directions in Online Learning** you will be able to address the critical challenges plaguing the Online Learning industry and learn how to overcome them from peers and experts in order to survive and thrive. You will also receive valuable business insight that will redirect your strategy towards success, such as:

- Business models, financial expectations, and tools required for implementation
- Evaluating the benefits of insourcing and outsourcing services
- Effective marketing and brand positioning as means of repositioning the institution in a new era

Join us at the 3rd New Directions in Online Learning and make sure you have a spotless strategy to tackle the key issues in Online Higher Ed while succeeding in a sea of competitors.

Sincerely,



Beatriz Singer  
Divisional Director

*PS: Make sure you sign up for our in-depth workshops on Improving Online Learning Business Models and a unique approach on Online Education at Graduate Level*

Past attendees include C-Suite Executives, VPs, Directors and high-level education professionals from:

- American Association of State Colleges & Universities
- Boston University
- Carson-Newman University
- Cincinnati State Technical & Community College
- College of DuPage
- Colorado Community College
- Colorado State University
- Drexel Online
- eCornell
- Florida International University
- Limestone College
- Marian University
- McNeese State University
- Northeastern University
- Oakland University
- Penn State University
- Southern New Hampshire University (SNHU)
- San Jose State University
- Southeast Missouri State University
- St. Petersburg College
- University of Maryland University College (UMUC) Graduate School
- USC Rossier School of Education
- University of Connecticut
- University of Florida
- University of Missouri
- University of Wisconsin-Stout
- Washington State University

## Why CLN?



**CORPORATE  
LEARNING NETWORK**  
Learning, Training &  
Organizational Development Network

As an online community for academic, government and corporate learning executives, the Corporate Learning Network believes that the transition to learner as 'customer' can be informed by crossdiscipline best practices and insights from academic peers.

With our conferences, webinars and community forums focused on the future of learning, we are uniquely suited to help you realize your plans for effectively and sustainably increasing enrollments for your online degree and certification programs.

Visit us at  
[www.corporatelearningnetwork.com](http://www.corporatelearningnetwork.com) and  
sign up for our weekly newsletter!

## With thanks to our advisor:



Gary Miller  
Learning and Higher Education  
Outreach Professional  
Pennsylvania State University

# IN-DEPTH WORKSHOPS DAY

Workshops are  
Separately Bookable!

Monday, September 29th, 2014

08:00 **Registration and Coffee**

## 9:00 - 10:30 **WORKSHOP A: Improving Online Learning Business Models: Give your Online Efforts a Kick Start**

In this interactive workshop new entrants to online learning and administrators in need of a refresher course will be guided through business models and program advancement methods that work for Online Learning programs. We will discuss expected ROIs for the first 3 years, timeframes required, tools needed and "nice to have's", expected retention rates and standards.

At the end of the session, you will be able to initiate your own business improvement plan for online learning, estimate the investment you will need to get it off the ground, and to maintain it once running. You will also know what to take into consideration regarding investments, time, resources and policies.

- Business Model basics for High Education institutions
- Accurately estimating your investment and expected ROI for the first 3 years
- Vendor options you might consider and tools you might like – how to choose the right one for you
- Using tools to assess your program and make sure it satisfies your goals and external reviewers
- Models to consider what to invest in and what to divest
- Managing risk versus reward
- Creating an evidence based decision making culture



**Meg Benke**  
Professor and Academic Coordinator  
**Empire State College, SUNY**



**Andrew Shean**  
Vice Provost, Curriculum & Innovation  
**Ashford University**

10:30 **Networking Coffee Break**

## 11:00- 12:30 **WORKSHOP B: Challenges and Opportunities for Online Education at Graduate Level**

As undergraduate courses mature in the online environment, graduate programs are not as popular in Higher Ed Institutions. This session will go through a deep analysis and competitive assessment of graduate programs currently available, and address key differences from undergraduate programs from a business point of view.

- Competitive assessment of programs
- Making a graduate online program experiential and substantial
- Specific challenges to graduate programs and key strategies to overcome them



**Charles Newman**  
Collegiate Professor of Strategic Management and Program Director, **University of Maryland University College**; CEO, **Newman Executive Education and Development**

12:30 **Lunch**

## 1:30 - 3:00 **WORKSHOP C: How to Meet Enterprises' Talent-With-The-Right-Skills Needs through strategic talent development business partnerships with Online Education**

Both Higher Education and Enterprises are at crossroads evaluating the respective paths they will take to resolve their respective crises. Higher Ed seeks disruptive innovation to financially sustain themselves over the next decades. Enterprises are seeking sufficient talent with the right skills at all levels of their organizations to continually sustain competitive advantages to grow and prosper. Why aren't both sides connecting and collaborating to solve each other's challenges?

In this workshop you will learn from Corporations their expectations for the recent graduates, new hires and incumbent employees considering Higher Education to advance their careers, and how you can be more effective in connecting and collaborating with Enterprises to expand their internal candidate pool. With employees having the capability to deploy skills the Enterprise needs to sustain their competitive advantages to grow and prosper. You will also understand the impact of having such a connection in the Online Learning business and how to capitalize on it.

- The Corporate expectations of connectivity and collaboration
- What kind of students are coming out of Online Courses and what are the employer's actual expectations of their capability to transform knowledge to real world deployable skills
- Helping Online Learning Program administrators to address real skills
- Demand-driven solutions- the new paradigm that results in proactive Enterprises prepared to be more effective in collaborating with Higher Education
- How do you provide the opportunity for employees demonstrate their capabilities to execute deployable skills – Video role play



**Bob Kelner**  
CEO  
**KNewView**

3:00 **End of Workshop Day**

# DAY ONE

# MAIN CONFERENCE

Tuesday,  
September 30th, 2014

8:00 **Registration and Coffee**

9:00 **Recipe for Success: What you need to do to make your Online Learning program stand out from the crowd**

The online marketplace continues to get more crowded as an increasing number of colleges and universities enter the field. Coupled with the increased number of competitors, there has been a great shift in student demographics. There is a lower number of tradition aged students and, as the economy improves and people get jobs, a fewer number of non-traditional aged students. If you do not adjust to these evolving conditions, competitors will nip away at your current enrollments as we all compete for a smaller number of prospective students. So how will you step up and stand out from your competition? In this session, we will examine those things necessary to:

- Create a realistic, market-viable, reputation enhancing, successful program
- Successfully market your online program by leveraging your institution's brand and positioning the appropriate programs within the marketplace
- Understand your institutions expectations for a successful online program and create the appropriate analytics to achieve them



**Kevin Currie**, Executive Director, **Northeastern University Online**

9:45 **Empowering Faculty and Supporting Innovative Teaching Online**

Faculty development is critical to the business of quality online teaching, student learning, program success, and university branding. Great faculty contributes to the "stickiness" of student retention, word of mouth marketing, and participation in alumni societies and institutional advancement. An effective development strategy helps faculties move from accepting online teaching to becoming excited about the affordances, incentives, and educational possibilities. As universities increasing look to online programs as educational outreach and viable revenue streams, one question stands out: How can you effectively engage faculty in online teaching and provide the necessary tools and understandings to accomplish the job? In this session, we will discuss:

- Understanding and respecting faculty autonomy in the online environment
- Treating online learning as mainstream
- Developing online teaching competencies
- Helping faculty explore research possibilities and virtual learning communities related to online teaching and learning
- Envisioning how faculty development units can organize and expand their functions to prepare and support faculty for online instruction
- Getting faculty (really) excited about the benefits of online learning as it improves their face-to-face teaching



**Laurence Boggess**, Director of Faculty Development for World Campus, **Penn State University**

10:30 **Networking and Refreshment Break**

11:00 **For Your Business Consideration: What and when should Universities Outsource Online Services?**

As online learning moves from the periphery to the mainstream, the strategic issue for leaders is: What services should be in-sourced and what can be outsourced? What does an institution lose or gain by outsourcing course design, content management, pre-enrollment counseling, registration, and more. This is an important challenge for leaders, especially as online learning begins to impact the traditional on-campus instructional environment. In this session we will address:

- Framing the question of outsourcing
- Benefits and challenges of outsourcing
- Investments and ROI in outsourced activities
- Evaluating and contracting the right agency for your needs
- Knowing when to end contracted relationships



**Wayne Smutz**, Dean, Continuing Education and Extension, **University of California (UCLA)**

11:45 **Predictive Analytics: a necessary survival tool for Online Learning in Higher Education**

Predictive analytics, while not in wide spread use by Educators, are quickly becoming tools to better manage budgets, enrollment, and retention for Online Learning Programs. If predictive analytics aren't being considered by a Higher Ed institution, they may find they are poorly allocating resources missing out on the potential for greater success. In this session the audience will be able to understand why they need predictive analytics so much and, most importantly, how they can be used in order to keep costs down and enhance students' performance through adaptive learning:

- Educating Educators on how to use data and analytics to their benefit
- Predicting to Perform: how predictive analytics will enhance your students' performance and possibly double your enrollment
- Focus on business: best practices to shorten the buying cycle of solutions on predictive analysis
- Implementing Adaptive Learning to tailor assessments, increase employability, and decrease drop off rates
- Adaptive Learning and MOOCs



**Charles Dull**, Assistant Dean, **Cuyahoga Community College**

12:30 **Lunch**



1:45

### Understanding and Enhancing Student Engagement in Online Learning

Student engagement is a vital element of effective academic courses and programs and is especially important in online learning environments. High levels of student engagement can lead to enhanced learning and performance, increased retention, and positive student perceptions of program quality. In this session, we will explore some of the policies and best practices that have been shown to enhance student engagement in online environments and the overall success of online programs:

- What do online students find engaging?
- Connections between engagement and learning
- Engagement-focused policies for your faculty
- Course design guidelines for engaging content
- Engagement throughout the lifecycle, from initial enrollment to graduation
- Outcomes and results – the rewards of higher engagement

**Cindy Parker**, Dean, School Of Online & Continuing Education, **Johnson & Wales University**



2:30

### The Dreaded and Most Important Talk: Financials

It is the mission that drives most faculty and administrators, and they are often uncomfortable with discussions of how exactly do we fund the mission? But if there is no margin, then there will be no mission. How can a Higher Ed institution raise the revenues that they need to execute the mission? Why do some fail? Many Administrators of higher education institutions are not excited about financials, and often not comfortable with numbers. In this session we will take a deeper look into this crucial yet neglected and unsettling topic, in order to untie any knots to thrive as a business.

- Why Online Education programs fail?
- Understanding your margins and what you should aim for
- Raising funds

**Jack Wilson**, President Emeritus, **University of Massachusetts**



3:15

### Networking and Refreshment Break

3:45

## ROUNDTABLES

Our peer-to-peer roundtable sessions are designed to provide an open forum to discuss key challenges and potential solutions. Roundtables are the perfect way to dig a little deeper into topic and learn new strategies through sharing ideas in interactive groups.

#### MOOCs

Contact **Marc Zamarin** at **sponsorship@iqpc.com** if you are interested in moderating this table

#### Learning Analytics

Contact **Marc Zamarin** at **sponsorship@iqpc.com** if you are interested in moderating this table

#### Involving and Evolving Faculty

Moderator:  
**Janet DiVincenzo**  
**University of California - Irvine**

#### Branding strategies

Contact **Marc Zamarin** at **sponsorship@iqpc.com** if you are interested in moderating this table

#### Student-centric approaches

Moderator:  
**Ann Kwinn**,  
**Azusa Pacific University**

#### Women's Leadership in Online Education

Moderator:  
**Amy Stevens**,  
**Southern New Hampshire University**

5:00

### End of Main Day One

# DAY TWO MAIN CONFERENCE

Wednesday,  
October 1st, 2014

8:00 **Welcome Coffee**

9:00 **Growing Quality Matters in an Online Organization: A Grass-roots Approach**

In the Spring 2011, The University of Texas Pan American (UTPA) Center for Online Learning, Teaching & Technology (COLTT) set forth a plan to create an organizational culture, which would embrace quality and academic rigor in online learning. To initiate the plan, UTPA subscribed to Quality Matters and became the first university in the UT System to be a Quality Matters subscriber. Using a grass-roots approach to culture change, COLTT incorporated Quality Matters into the organization. The approach included changing the organizational structure and behavior, modifying the physical and virtual workplace, adjusting the workflow and information distribution, providing QM training to faculty and staff, implementing a measurement and incentive system, engaging stakeholders, and building trust. The presenters will discuss the approach in detail and length. In this session, the attendee will:

- Interact with the presenters regarding the implementation of Quality Matters into an online organization
- Learn to value the importance of bringing everyone on-board in order to have a successful implementation plan
- Create a plan for incorporating Quality Matters into their organization
- Get excited about cultural change process
- Formulate useful questions concerning the Quality Matters rubric and process



**Edgar Gonzalez**, Director of Online Learning, **The University of Texas-Pan American**



**Ram Delarosa**, Assistant Director, **The University of Texas - Pan American**

9:45 **Creating urgency and facilitating and improving processes for admission, registration, enrollment, billing and retention**

We are facing a new generation of students who won't spend too much time in anything that is too bureaucratic. Higher Ed Institutions should make sure the process is simple and intuitive, and that decisions are taken with more urgency. In this session we will discuss:

- Building a research capability to explore, test and deploy new technology and practices
- Improving processes
- Staff needed for a robust execution
- Analysis on process optimization results



**Stephanie Franks**, Executive Director, Global Online, **California University of Pennsylvania**

10:30 **Networking and Refreshment Break**

11:00

**Understanding Online Learning Engagement and Developing Key Strategies to Decrease Drop-outs**

For many adult students, online learning is their last chance to return to higher education. If they drop out, they are unlikely to return again. This makes it especially important that institutions take steps to assist students and engage them not only in their courses but in support services that will help them integrate learning into their daily lives. This session will explore intrinsic and extrinsic motivating factors for adults, dissect barriers that prevent or discourage motivation, and identify the sweet spot of typical online students. Upon completion of this session, attendees should know and be able to:

- Better understand the adult learning process and use this to develop a more motivated and engaged alumni
- Dealing with and engaging a diverse and typically disloyal audience
- Implement student engagement policies for your faculty
- Understand the importance of implementing a program heavily interactive and adaptive
- Re-think pricing: Affordability is key



**Amy Stevens**, Associate Vice President, eLearning, **Southern New Hampshire University**

11:45

**Developing a Competency-based Learning program for Online Education curriculum**

Competency-based Learning is often mentioned in discussions of online learning because it personalizes the experience and may shorten the time required to earn a certificate or degree. However, in order for it to be implemented and effective, it must be planned in advance. Plus, it requires constant assessments and analysis. In this session we will cover:

- Why an institution should shift to Competency-based Learning
- How to implement Competency-based Learning effectively in an online environment
- Required tools and investment
- Analyzing and monitoring results
- Alignment with faculty

**Pam Northrup**, Associate Provost, Academic Innovation, **University of West Florida**

12:30

**Lunch**

*"Great networking opportunities.  
Enlightening presentations"*

**Past Attendee from the University of Auburn - Montgomery**

1:45

### Instructional design, the difference between good and great!

The ways instructional designers have been integrated into university settings may vary based on institutional cultural and strategic directives. As a result, many institutions have developed their own approaches for how instructional designers are integrated in their individual academic settings. The purpose of this interactive session is to share and debate each others approach, while providing an opportunity to reflect on how well your approach may differentiate you from other online efforts. Throughout this session you will:

- Discuss the advantages and disadvantages of a centralized or decentralized approach to instructional design
- Discuss models to scale instructional design capacity
- Explain how your instructional design approach helps differentiate your online programs from others



**Keith Bailey**, Director for the Office of Online Learning, **University of Georgia**

2:30

### Evolving Tools & Media: Remaining abreast of trends in Online Learning for Higher Education

As in any hot market, Online Learning is going through ever-changing structural changes – mobile learning, applications, adaptive learning, interactive content, and the list goes on. During this session, you will learn how to:

- Sift through must-have tools and understand how to differentiate your program
- Manage the cost of implementing new tools
- Assess the scalability and value of mobile learning
- Integrate “traditional” online learning tools
- Evaluating adaptive learning for your program
- Aggregate interactive content



**Richard Schilke**, Vice President, Curriculum, Instructional Technology, and Design, **American Public University System**

3:15

### Networking and Refreshment Break

3:45

### TREND-SETTERS TALK SHOW



#### The future through the eyes of trend-setters in the Online Learning for Higher Ed market

In this exclusive, interactive talk show, learn from top professionals in Online Education lessons they wished they learned before starting their journey down the Online Learning road, and their vision of the future of Online Learning in Higher Ed.

- Planning and Business models
- Financials & Analytics
- MOOCs: threat or opportunity?
- Faculty issues
- Future trends and take-aways
- Millenials in Higher Ed



**Jack Wilson**  
President Emeritus  
**University of Massachusetts**



**Kevin Currie**  
Executive Director  
**Northeastern University Online**



**Wayne Smutz**  
Dean, Continuing Education and Extension  
**University of California (UCLA)**

5:00

### End of Main Summit

## What attendees are saying:

*“Superb! The conference was all that I expected and more. Many takeaways.”* - Rust College

*“Great re-set on high value propositions: student focused, student as “customers”, building campaigns that match student selection process, employability”* - Concordia University Portland

# PRICING REGISTRATION

Online Learning Institutions	Register by July 25, 2014	Register by Aug 22, 2014	Standard & Onsite Pricing
Main Conference	\$1,199 <b>Save \$300</b>	\$1,299 <b>Save \$200</b>	\$1,499
All Access: Main Conference + Workshop Day	\$1,499 <b>Save \$400</b>	\$1,699 <b>Save \$200</b>	\$1,899
Workshop (each)	\$399	\$499	\$599

VENDOR	Register by 7/25/2014	Register by 8/22/2014	Standard & Onsite Pricing
Main Conference	\$1,799 <b>Save \$400</b>	\$1,999 <b>Save \$200</b>	\$2,199
All Access: Main Conference + Workshop Day	\$2,299 <b>Save \$400</b>	\$2,499 <b>Save \$200</b>	\$2,699
Workshop (each)	\$599	\$699	\$799

Number of Attendees	Savings
3 to 4	10%
5 or more	15%

\*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

Please note:

- All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Please view our registration policy for full information about payment, cancellation, postponement, substitution and discounts.
- Please note multiple discounts cannot be combined.
- A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

#### MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

\* CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

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Web: [www.onlinelearningevent.com](http://www.onlinelearningevent.com)

Email: [enquiry@iqpc.com](mailto:enquiry@iqpc.com)

Phone: 1.800.882.8684 or  
1-646-378-6026

Fax: 646-378-6025, 24 hours a day

Mail: IQPC  
535 5th Avenue, 8th Floor  
New York, NY 10017

## Location & Lodging Information



This event will be held in **San Diego, CA**. As soon as a specific venue is confirmed we will post the information online.

If you would like to be notified via email as soon as the information becomes available please email [enquiry@corporateteachingnetwork.com](mailto:enquiry@corporateteachingnetwork.com) with the following in the subject line: "Online Learning Event Venue Request."

## Sponsorship Opportunities Available

For more information please contact Marc Zamarin at 212-885-2694 or email [Marc.Zamarin@idga.org](mailto:Marc.Zamarin@idga.org)