

77th Annual
Conference & Meeting
of the Association for Continuing Higher Education



ACHE

ASSOCIATION FOR CONTINUING HIGHER EDUCATION, INC.

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Strategic Connections – Collaborative Success

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In order to stimulate, encourage, and reward outstanding contributions to the advancement of continuing higher education, the Association for Continuing Higher Education has established awards to recognize and honor individuals and groups for their exemplary service to the association and the profession.

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Leadership Award

This award is the highest award presented by ACHE and recognizes an individual who has made extraordinary contributions in leadership, theory, and practice in continuing higher education on a national or international level. The focus of this recognition is on the contributions of a general nature that extend beyond Association activities. The recipient of the 2015 Leadership Award is Susan Elkins.

Susan Elkins



Dr. Susan Elkins is Chancellor of the University of South Carolina Palmetto College, a new USC system-wide effort that focuses on access, affordability, and flexibility of bachelor's degrees delivered online and at campuses across the state. Prior to assuming that role in 2013, Elkins served as Vice President of Extended Programs and Regional Development and Dean of the College of Interdisciplinary Studies at Tennessee Technological University. She was also a tenured Professor in the TTU College of Education and spent over a decade in K-12 education.

Susan has been a member of ACHE International, ACHE South, and TACHE (the Tennessee Alliance for Continuing Higher Education) for over two decades, and she is now also a member of the South Carolina Association for Higher Continuing Education. She is a past Chair of ACHE South, served as Program Co-Chair for the ACHE International Conference in Nashville in 2008, and has served on numerous conference planning committees, the ACHE Budget and Finance Committee, and the Strategic Planning Committee. She is also a past President of the Tennessee Alliance of Continuing Higher Education and is a recipient of the TACHE Barbara Beeler Outstanding Service Award and the Milton J. Phillips, Jr. Award for Outstanding Leadership and Service in Continuing Higher Education in Tennessee.

She has been very active in numerous other professional and civic organizations throughout her career that has focused on student access and success.

Meritorious Service Award

The ACHE Meritorious Service Award recognizes individuals for their outstanding leadership and service to continuing higher education at their own institutions and to ACHE over a period of years. Such leadership and service should have been toward the broader goals of the Association and should have been widely recognized by the membership. The recipient of the 2015 Meritorious Service Award is Nora Felde.

Nora Felde



For more than eight years, Nora Felde's impact has been felt in the registration department of the College of Continuing and Professional Education at Kennesaw State University. Felde serves as co-manager and is the point person in training a nine-person staff on all financial aid options offered by the College. She is constantly looking for new avenues of financial aid to further assist potential students. This includes VA Education Benefits, Workforce Investment Act (WIA) Funding and Sallie Mae student loans. Also, she oversees the College's customized payment plan system which has generated nearly \$400,000 in less than two years since its inception – a tremendous success for the College.

Felde's passion for helping military veterans re-acclimate to civilian life has led her to the role of the College's military liaison. In this position, she is instrumental in assisting veterans and their spouses who qualify for educational benefits such as the Montgomery GI, Post-9/11 GI Bill, and the MyCAA (Military Spouse Career Advancement Account). These programs, spearheaded by Felde, were created to provide service members with educational knowledge for either advancing in a career or learning new skills leading to employment. The programs give veterans a unique opportunity to gain additional skills and training needed to help boost their resume as they make the transition back into civilian life. This gives an avenue for individuals to transfer their service experiences into daily life. Over the past two years, Felde has assisted more than 50 service members who have taken advantage of these benefits.

Additionally, Felde has played a vital role in developing the College's WIA Funding program. WIA is a federal grant that covers training expenses for individuals who have been laid off, or whose household income is at or below the federal poverty level. The College offers 30 professional certificate programs that Felde provides information on to local job training agencies. As a result, she has built strong working relationships with five local surrounding county offices in an effort to help provide necessary training to those in need.

Rising Star Award

Given for the first time in 2013, winners of the ACHE Rising Star Award are recognized for being outstanding rising leaders and program developers at ACHE member institutions or organizations. They must have no more than five (5) years of experience working in the field of adult and continuing education and have developed, significantly contributed to the development of, or extended an outstanding program or division within a continuing education unit. The recipient of the 2015 Rising Star Award is Danielle Brown.

Danielle Brown



Danielle Brown is the Professional Education and Outreach Director at the Kansas State University Salina Campus, a position she has held since April 2013. In her role, Danielle facilitates the delivery and coordination of K-State Salina's distance and face-to-face courses and programs, and also coordinates marketing and promotion of K-State Salina professional education courses and programs.

In her two years as the Professional Education and Outreach Director, Danielle has already made a significant impact. Under her leadership, Danielle has developed several new credit, noncredit and certificate programs, expanding K-State Salina's outreach both in the community and beyond. These programs, which include the Professional Pilot Program, Aviation Refresher Training, and Virtual World 2.0: Minecraft Summer Discover Program, are often developed through partnerships with industries in Kansas in order to expand workforce development opportunities.

As we move further into the 21st century, there has been much debate regarding how universities can ensure that students who receive a degree are able to integrate seamlessly into the workforce. Danielle has taken theory and developed it into practice by leveraging partnerships with local businesses to not only understand what skills students need in the workforce, but also to help students network with professionals from area industries.

Danielle has also shown to be a strong advocate for university professional staff. She is one of the few non-elected members of the university's Faculty Senate who has been asked to chair a committee. As chair of the Committee on Professional Staff Affairs, Danielle has led the group in working to create advancement opportunities for professional staff and to strengthen policies that protect the rights of non-tenured staff. She has shown her courage and resolve when engaging in difficult conversations while advocating for professional staff.

Graduate Student Conference Grant

Each year, the Association makes available a number of scholarships and grants to ACHE members engaged in graduate studies in the field of adult continuing higher education on either a full-time or part-time basis.

For 2015, one grant was given: the Graduate Student Conference Grant. Our recipient this year is Beth Craig.

Beth Craig



Beth Craig is the Coordinator of Program Development in the School of Continuing Education at Eastern Illinois University. Beth has been with the School of Continuing Education for 9 years and is responsible for new program development in the credit area, including online programs. She is also responsible for marketing and promotions for all of continuing education as well as summer session marketing. Beth is ABD for her Doctorate degree in Higher Education Administration. In addition to working in continuing education, Beth has taught as an adjunct faculty and worked in hospital fundraising.

Crystal Marketing Award

The Crystal Marketing Award is given annually and honors organizations achieving successful results from a marketing communications tool in print, broadcast, and electronic media. The strategic approach, quality of the work, and results achieved are important criteria in determining award recipients.


Kansas State University On Track Campaign

The On Track campaign created awareness of Kansas State University's educational options to help adult learners get on track to a bachelor's degree. The target audience included adults aged 25 to 49 within a 60-mile radius of the K-State campus, including on-campus university support staff.

The campaign included print material distributed to the campus and local community, radio spots and interviews, television commercial, print and online advertising, website (ontrack.k-state.edu), on-site informational sessions, and student story-based campaign messages. Presentations were given to local civic organizations such as the Kiwanis club, local businesses such as Caterpillar, Inc. and community accessible areas such as the Manhattan Public Library.

Campus collaborators included the classified senate, undergraduate/transfer admissions, financial assistance, nontraditional student services, human resources regarding tuition assistance, housing and dining, facilities, Student Access Center, and open option advisors. These collaborators supported the campaign by participating in or promoting on-campus informational events and providing information about their resources for nontraditional students.

Of 42 university employees who attended informational sessions thus far, 13 applied for admission, were admitted and enrolled in courses because of the campaign. Additionally, thirteen percent more university staff utilized tuition assistance after On Track compared to the previous year.



Does your employer offer Tuition Assistance?

Many employers have a tuition assistance program available. Check with your Human Resources department to see if your employer offers one. You can also explore one of the many financial aid options available to incoming students. Visit dck.k-state.edu/students/services/scholarships/ for more information.


What if I already have a bachelor's degree?

Take the next step. K-State has multiple online graduate degrees and certificate programs. Visit dck.k-state.edu/courses/degrees to view a full listing of available options. Check to see if your employer has tuition assistance that will pay for graduate courses, too.

Notice of Nondiscrimination
Kansas State University is committed to nondiscrimination in admissions, programs, and employment. Inquiries and complaints: Contact Director of Admissions Access, Kansas State University, 214 Anderson Hall, Manhattan, KS 66506-0124. (Phone) 785-512-6220; (TTY) 785-512-4801.

Student Access Center
A student with a disability who will have to request accommodations for a credit course should contact the Student Access Center (k-state.edu/sac) at 785-512-6441, or email accesscenter@k-state.edu and then course instructor. Early notification is requested to ensure that accommodations can be provided in a timely manner.

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-Lyndell Cox, bachelor's student

ontrack.k-state.edu

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Distinguished Program Awards – Credit and Non-Credit

Distinguished Program Awards recognize outstanding credit and noncredit programs at ACHE member institutions.

To receive an award, the program must meet the following criteria:

1. Originality or innovation – a program should be judged original or innovative in two or more of the following areas:
 - Serve a new or unique audience
 - Employ a new or unique delivery system
 - Market and promote in new or unique ways or use new or unique materials
 - Utilize resources and/or facilities in new or unique ways
 - Cooperate in a new or different way with other institutions or in consortial arrangements
 - Involve original or innovative topics, content, or program design
2. Successful – a program must fulfill all of the following:
 - Receive positive responses from the target group as demonstrated in evaluations with measurable outcomes
 - Meet budget requirements appropriate for and defined by its goals and objectives

For 2015, one award is being presented for outstanding credit program and two for outstanding non-credit program.

Credit Program Award

Kansas State University Personal Financial Planning Program

Kansas State University offers a master's degree, graduate certificate and doctoral program in personal financial planning through distance education, meeting the educational needs of professionals in the financial planning field at all levels. The program fulfills the educational requirement for the following designations: Certified Financial Planner, Registered Financial Consultant, Registered Financial Associate, Certified Retirement Counselor, and Accredited Financial Counselor.

The Personal Financial Planning doctoral program is the first of its kind in the nation to be conducted largely online. Master's degree and graduate certificate programs in personal financial planning are delivered online, with the ability to apply graduate certificate coursework to the master's program.

The program has met its objectives of bringing financial planning professionals together into cohorts that navigate through the program and benefit from the guidance of professors with a rich background in research and practice management. Students learn to solve real-world problems and integrate knowledge about personal finance and relationships.

Non-Credit Program Award

Kansas State University UFM Teen Mentoring Program

The UFM Teen Mentoring Program was created in 1997 to serve high-risk teens in the community. UFM Community Learning Center in Manhattan, Kansas is the agency sponsor. The UFM Teen Mentoring Program functions in a group structure for students at risk of involvement with drugs, alcohol, criminal behavior or dropping out of school. The program provides an environment where middle and high school students can talk about issues, learn more appropriate ways to cope with their struggles, and have fun interacting with positive role models and mentors. Participants may join the group at any time in the semester.

Students attending Kansas State University serve as volunteer mentors, working with the teens in structured, small groups. The program meets after school on Tuesdays for high school students and Wednesdays for middle school students. About 30 students participate each semester. Funding for the program comes from local grant resources.

Oklahoma State University Leadership Development Consortium

The Center for Executive and Professional Development in the Spears School of Business at Oklahoma State University has developed an OSU Leadership Development Consortium. The consortium is hosted by Chesapeake Energy, one of the largest companies in Oklahoma. Chesapeake Energy hosts the programs at their campus, selects the curriculum, and identifies up to 20 of their employees to be enrolled in the six sessions for a flat fee. Each of the programs are then available for public enrollment.

Participants are encouraged to register in all sessions offered in the series in order to earn a Leadership Development Certificate, however individual enrollments are also accepted. Program expenses are reduced by using the host company's meeting space and equipment while also guaranteeing enough program participants before marketing to the public. Similar OSU Business Programs have been launched with companies in Tulsa, OK, Denver, CO and in Houston, TX.

From OSU's award application: "Credit certainly goes to Chesapeake Energy Corporation for being a willing partner with sharing facilities and helping with expenses, and opening up their facilities to other participants outside their business, Spears School of Business faculty who receive excellent evaluations in offering programs and doing a commendable job of instruction, and to the entire Outreach mission as a whole."

Creative Use of Technology Award

This annual award recognizes ACHE members for their innovative uses of instructional and distance learning technologies in lifelong learning. Both credit and noncredit programs are eligible for nomination, as are uses of learning technology for student services, research, marketing, or administrative projects.

California State University - Chico Regional & Continuing Education Connect • Learn • Engage

Part of Regional & Continuing Education's mission is to support lifelong learning on the CSU Campus and in our region, which includes some 20% of rural California. Every week, fascinating and informative presentations and panel discussions take place across campus, but community members—both local and throughout the rural north state—rarely learn of them or can travel to campus. Every month, professional development opportunities are available for faculty and staff. But with tightened budgets, fewer individuals can participate. There is a wealth of resources, information, and inspiration that does not make it beyond our “four walls.”

Leveraging underutilized technology resources, Regional & Continuing Education developed the Connect • Learn • Engage program to break down those walls and Connect campus faculty, staff, students, and our community; provide opportunities to Learn from experts from around the globe; and encourage people to Engage in the content using webinars, recorded academic forums, and student services presentations.

Utilizing modest funding and minimal staff time, Connect • Learn • Engage has enhanced partnerships with departments on campus and allows us to continually connect with new audiences, learn new ways to enhance and expand information sharing, and engage more meaningfully with each other and our community.

Older Adult Model Program Award

The Older Adult Model Program Award recognizes an ACHE member for a program or activity that provides outstanding learning opportunities and/or service to an older adult population.

California State University San Marcos Osher Lifelong Learning Institute

The Osher Lifelong Learning Institute at California State University San Marcos is a non-profit organization established to improve quality of life for adult learners over 50 years of age through higher education and the arts. The Osher program provides a wide array of educational programming taught by university professors and experts in their respective fields. Some topics include: art appreciation, health, sustainable living, science and technology, as well as many others. These courses offer intellectual and cultural exploration opportunities, social engagement and volunteerism – ultimately enhancing participants' quality of life. The program serves the community by offering courses at many locations throughout North County San Diego and Temecula. Learning new things, challenging ideas and renewing enthusiasm for knowledge significantly proves 'curiosity never retires' and is our ultimate goal.

2015 Awards Committee

Chair

Lisa Schmidt, Murray State University

Members

Kelsey Bourne - Murray State University

Cindy Ehresman - Western Kentucky University

Patricia McCanna - North Park University

Jennifer McMenamin - Eastern University

Marilyn Read - Delta State University

David Stewart - Kansas State University

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To see a history of awards and honors conferred by the Association for Continuing Higher Education, please visit our website at www.acheinc.org/Awards-Honors.

