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### 76th Annual Conference & Meeting of the Association for Continuing Higher Education

# AWARDS and HONORS



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### WINNING TOGETHER: TEAMWORK MAKES THE DREAM WORK

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 honor 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 recipients of the 2014 Leadership Award are Jeff Zacharakis and Barbara Calhoun.

### **Jeff Zacharakis**



Dr. Jeff Zacharakis is an associate professor of adult education in the adult and continuing education program of Kansas State University's Department of Educational Leadership. He is part of the team that worked with the Kansas State University Global Campus to develop the online master's degree in adult education. This program attracts Army officers, corporate managers, postsecondary education administrators, as well as anyone who leads and teaches adults. Though this online graduate program was initially developed to better serve

Kansans, it now reaches students across the country and around the globe and is one of the premier online programs in adult education.

In her letter of support for Jeff's nomination, Debbie Mercer, Dean of Kansas State University's College of Education, wrote, "Jeff's leadership is recognized and deeply valued throughout the Educational Leadership Department. He is well known for his dedication to providing access and opportunity to all who wish to further their education, especially championing nontraditional adult students. He is equally known for his commitment to high quality teaching and learning, enabling our adult education graduates to excel in their careers."

Between 2007 and 2010, Jeff designed and led the Kansas Adult Education Leadership Academy, a cohort graduate program that served directors and coordinators of Kansas' public adult learning centers. He has published numerous research articles and chapters, and in 2012, he co-edited the New Directions in Adult and Continuing Education source book entitled *Beyond Training: The Use of Adult Education in the Military.* He is co-editor of *Adult Education Quarterly*, and is a review editor for four other journals. His research areas include adult literacy, online education, and the philosophy and history of adult education. He is a member of the Commission of Professors of Adult Education, the American Association of Adult and Continuing Education, and the American Education Research Association. He earned his doctorate at Northern Illinois University.

#### Barbara Calhoun



With more than 30 years of leadership in the field of continuing education, Barbara S. Calhoun is uniquely qualified to have served as Dean of the College of Continuing and Professional Education for Kennesaw State University. This college serves 17,000 students annually both in the classroom and online, doing so with only 55 employees and just over 200 instructors. In addition to student classroom enrollment, Barbara is also responsible for the management of the KSU Center, where more than 50,000 community

and university participants attended functions in 2012.

Barbara and her team are engaged with the community at the local, state, national, and international levels. Her credentials have provided leadership for extensive engagement. Some of her professional accomplishments include:

- Vice President of the Georgia Adult Education Association (1983 -1984)
- President of the Georgia Adult Education Association (1985 1986)
- Chair of the statewide Public Service Committee reporting directly to the Board of Regents (2006)
- Held a joint position with Kennesaw State University and the Board of Regents serving all continuing education divisions in 35 universities and colleges in the state (2003)
- Served on a sub-committee to redesign the continuing education unit, which is the measurement for contact hours for students in continuing education worldwide. In this project, Barbara worked alongside Dr. Grover Andrews from the University of Georgia, one of the originators of the CEU.

Dean Calhoun has provided leadership that enabled Kennesaw State University to:

- Create training programs in Eastern Europe, China, Korea, and Afghanistan
- Be the first in the state to offer noncredit online classes
- Develop the first and only noncredit culinary institute in Georgia

# **Special Recognition Award**

This award recognizes individuals who have performed specific actions that have clearly impacted continuing higher education. Such leadership and service are aimed toward the broader goals of the Association and are widely recognized by the membership. The recipient of the 2014 Special Recognition Award is Jim Broomall.

### Jim Broomall



James "Jim" Broomall is Associate Vice Provost, Professional and Continuing Studies, at the University of Delaware, a position he has held since 2001. He holds a secondary appointment as affiliate faculty in the School of Education, where he has served on more than 20 doctoral committees. Before returning to his alma mater in 1988, Jim held leadership positions at the University of North Carolina, Chapel Hill, and the University of Nevada, Reno.

Jim Pappas, Executive Vice President of ACHE and Vice President of Outreach at the University of Oklahoma, wrote in support of Broomall's nomination: "Jim's service and leadership in the field of continuing education have been exemplary. He represents that unique individual in our field who is both scholarly and an excellent administrator. ACHE is lucky to have had him serve as our journal editor and a contributor to ACHE's activities."

Jim is a Past-president for UPCEA and served as editor of the *Journal of Continuing Higher Education* from 2011 to 2013. He is a member of Phi Kappa Phi and Phi Beta Kappa.

# **Rising Star Award**

Given for the first time in 2013, winners of the ACHE Rising Star Award are recognized as outstanding rising leaders and program developers at ACHE member institutions or organizations. They must have no more than five 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 2014 Rising Star Award is Kathryn Harth.

### Kathryn Harth



As a program coordinator for Kansas State University, Kathryn Harth coordinates meetings for higher educational professionals, associations, and government organizations. Kathryn joined the K-State conferencing team after eight years of teaching middle school language arts in public schools in Colorado and Kansas. She earned a BS in elementary education from Emporia State University in Emporia, KS, and an MA in educational technology from the University of Colorado, Denver.

Nearing her fourth anniversary at K-State, Kathryn contributes in other areas of campus by volunteering for the K-State Foundation, serving on an advisory board for the School of Music, Theatre, and Dance, and teaching a noncredit belly dance class. She also serves on the national council of the Alpha Sigma Alpha Sorority as vice president of membership.

In his letter of support for Kathryn's nomination, Jeff Wolfe, Director of Conferences and Noncredit Programs at Kansas State University Global Campus, wrote, "Kathryn is a born leader. She assesses the situation, asks questions, and is ready to take the lead while providing excellent communication to all involved. She has a 'can-do' attitude with everything she does – she has the ability to provide a sense of calm around the current situation while also ensuring that everyone knows what their role is in order to provide excellent service to our clients and sponsors."

Kathryn lives in Manhattan, KS, with her husband, Cory, and their senior citizen cat and dog.

# Wayne L. Whelan Scholarship

Each year, the Association awards a scholarship to an ACHE member engaged in graduate studies in the field of adult continuing higher education on either a full-time or part-time basis. The recipient of the 2014 Wayne L. Whelan Scholarship is Jennifer Gladis.

### **Jennifer Gladis**



Jennifer is a K-12 Outreach Specialist for Rio Salado College's Teacher-in-Residence Programs. She assists Teacher-In-Residence students with renewing and converting their intern teaching certificates, as well as helping them plan their programs. She then verifies and tracks their progress towards certification.

While supporting adult students as they reach for their professional goals, Jennifer has faced personal challenges that haven't impacted her drive to succeed professionally. In 2009,

she was forced to withdraw halfway through her graduate program when the classes she was taking "stopped making sense." Normally an A student, she was suddenly barely achieving Cs. Six months later, doctors discovered a softball sized, benign brain tumor. Jennifer writes in her bio, "the day after a nine-hour surgery to remove that tumor, my vocabulary and ability to think returned to normal. I knew that eventually I would return to a master's program when I felt confident enough to attempt it."

In September 2013, Jennifer did just that by embarking on the first course in a leadership in higher education Master of Education program through Northcentral University. She's now halfway through her program and is maintaining a near 4.0 grade point average. She writes, "Writing doesn't come as easily to me as it did in my life before brain surgery and I'm learning to not beat myself up over that. I am determined to finish this master's of education program, both to prove to myself that I can and to improve my prospects at work."

As part of Jennifer's master's program, she will complete a research project that will explore how adding MOOCs, or massive open online courses, to the existing offerings at Rio Salado College and in the Maricopa County Community College District will affect retention and completion rates for programs throughout the college and district.

# Marlowe Froke Outstanding Publication Award

The Association initiated the Outstanding Publication Award in 2002. The ACHE Board of Directors voted to name the award in honor of Marlowe Froke, first editor of the *Journal of Continuing Higher Education*. This award recognizes the most outstanding published article in the Journal in a given year and allows ACHE to honor quality research and/or information relevant to continuing higher education.



The award selection committee initially rates articles on the basis of both content and style. They then select the article that they believe stimulated readers to think, provided new ideas, showed innovation, and contributed to the profession.

The 2014 Marlowe Froke Award winner is Carol Kasworm for her article "Paradoxical Understanding Regarding Adult Undergraduate Persistence." It appeared in Volume 62, Issue 2 of the *Journal of Continuing Higher Education*.

# **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.

> Kennesaw State University Casino Night Scholarship Fundraiser

Kennesaw State University's College of Continuing and Professional Education held an inaugural Casino Night Scholarship Fundraiser on September 28, 2013. They deployed an extensive public relations and marketing campaign, resulting in more than 300 attendees and nearly \$30,000 raised for the Barbara S. Calhoun Scholarship Fund.

The university is currently the third largest in the state, and the goal was to reach the masses about their mission. For the marketing and PR efforts, it was important that as many methods as possible were utilized for a complete saturation of the target audience.

The slogan – "When it comes to education, are you all in?" – unified all marketing efforts. The campaign included: an official website (ksufundraiser.com); promotional "Save The Date" poker chips with a QR code; paid advertisements in newspapers and magazines; social media posts and official hashtag (#AreYouAllIn?); flyers; customized

invitations; sponsorship packets; press releases; printed articles in newspapers, magazines, and websites; a radio interview; and online event calendars. Also incorporated was a "Buy One, Get One Free" ticket special, which resulted in increased sales.

The event consisted of a silent auction, a variety of Las Vegas-style casino games, five food stations, two beverage stations, music, colorful emcees, and even an SEC football game. Each attendee also received a commemorative T-shirt along with coupons from local vendors and additional promotional items from the college. The college awarded the scholarships to deserving students on September 11, 2014.





Admission is \$100 per person. Proceeds from this fundraising event benefit scholarship endowments and funds. Must be at least 21 to attend.

Kennesaw Sate UNIVERSITY College of Continuing and Professional Education

# Distinguished Program Awards – Credit and Noncredit

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 2014, one award is being presented for outstanding credit program and two for outstanding noncredit programs.

### **Credit Program Award**

Kansas State University Academic Advising Program Program Coordinator: Kenneth Hughey

K-State's 15-credit-hour academic advising graduate certificate and 30-credit-hour master's degree are designed for practicing professionals desiring more formal education relating to academic advising, for faculty seeking advising knowledge beyond their discipline, and for graduate students anticipating academic advising roles in higher education. The program serves as a complement for professionals who may already have a bachelor or master's degree but not the specific educational background in academic advising.

Now more than ever, the practice of effective academic advising is vital to student success. The objective of K-State's academic advising program is to provide an opportunity for faculty, full-time academic advisors, and administrators to gain an understanding of the issues and skills needed to deliver effective academic advising at the postsecondary level of education.

The content of the program is consistent with the Council for the Advancement of Standards and Guidelines for Academic Advising Programs.

Two K-State units and a professional organization combined their resources to develop this high quality, professional program in academic advising. The three units developing the program were the K-State Department of Special Education, Counseling and Student Affairs in the College of Education, K-State Global Campus, and the Global Community for Academic Advising (NACADA).

NACADA is a professional association of academic advisors that promotes and supports quality academic advising in institutions of higher education to enhance the educational development of students.

The academic advising program at K-State serves as an example of how other institutions may explore collaborations with organizations such as NACADA to develop new programs that meet the needs of distance learners.

### **Noncredit Program Award**

Penn State Altoona It Was 50 Years Ago Today: An International Beatles Celebration Program Coordinator: Kenneth Womack

"It Was 50 Years Ago Today: An International Beatles Celebration" was a unique gathering of students, academics, Beatles aficionados, and the general public. The three-day conference celebration allowed students to interact with distinguished scholars from around the world. Several nationally and internationally known authorities presented papers to discuss the Beatles and their cultural impact on the world. These papers covered the time span of the group's existence and beyond. During the conference, visual arts students created and displayed art projects inspired by the Beatles and their music. In addition to keynote presentations by leading Beatles authorities such as Mark Lewisohn and Walter Everett, the conference featured innovative exhibitions from artists and collectors. With so many of the world's Beatles experts in attendance, the conference hosted several book signings in order to allow conference goers to meet and converse with a host of luminaries. Penn State Altoona's Housing and Food Services researched and served meals from the Beatles era specifically and the United Kingdom in general.

Marketing for this conference included a three-month media blitz featuring 40 radio and television interviews designed to mirror the media frenzy surrounding the 50th anniversary of the Beatles' first appearance on *The Ed Sullivan Show* and the media hype surrounding the 1964 appearance.

Because the particular focus of the weekend was on all things Beatles, the goals of the conference were to share the educational aspects of the Beatles and their achievements, while at the same time re-living and enjoying the Beatles' unparalleled artistry.

Close collaboration and support between continuing education and the senior academic affairs administrators permitted the conference to exceed its goals by hosting, quite arguably, the world's leading authorities on the Beatles and provided remarkable educational opportunities for the attendees, students, and faculty of the college.

### California State University San Marcos Environmental Leadership Academy Program Coordinator: Suzanne Lingold

In 2000, Riverside County had the fastest growing population in California. Since then, Riverside's population has grown by approximately 42% to an estimated 2,268,783 people. This far outpaces state and national population growth rates of about 10% (U.S. Census; www.census.gov). San Bernardino County has also grown by approximately 19% since 2000, with an estimated current population of 2,035,210. Together they comprise the Inland Empire, home to more than 4 million people, and the 12th most populous metropolitan area in the United States (U.S. Census; www.census.gov).

With such large and rapid increases in population growth, quick and creative solutions are needed to optimize land and resources. Individuals in a decision-making capacity – with the ability to drive policy, regulations, change, and initiatives – need to be able to form responses to rapidly changing conditions in the economy, environment, and community. These decisions must be educated and based on best available science and research. They must incorporate all parts of the sustainability equation—economy, environment, and community—as well as different viewpoints and value systems.

The Environmental Leadership Academy – now in its fourth year – engages regional leaders in discussing and sharing environmental issues, perspectives, and ideas. In the 40-hour certificate program, participants meet in four two-day sessions in areas of the region that best reflect the environmental issues pertaining to the locale. The areas chosen were in coastal, high desert, mountain, and urban areas to best demonstrate a broad range of critical environmental issues affecting the quality of life such as climate change, air pollution, land use changes, endangered species, water quality, wildfires, and energy.

The generous sponsorships of The Community Foundation serving Riverside and San Bernardino Counties, Bank of America, Wells Fargo, Southern California Edison, and Sempra Energy have afforded CSU San Marcos the ability to continue offering the program at a reduced fee. The program has graduated 85 participants to date from city planning, law, development, business, and the nonprofit sectors.

### Outstanding Services to Underserved Populations Award

The Outstanding Services to Underserved Populations Award recognizes ACHE members for their innovative lifelong learning programs that demonstrate outstanding service to underserved populations.

### Kansas State University Go Teacher Program Coordinator: Effie Swanson

Go Teacher is a scholarship program developed to enhance the English skills of teachers in Ecuador and to provide them with instruction in Teaching English as a Second Language (TESL) methodologies. Through the program, teachers in Ecuador attend classes on the Kansas State University campus in Manhattan, KS.

Go Teacher is a partnership between Kansas State University; Ecuador's Ministry of Education; and the National Secretary of Higher Education, Science, Technology, and Innovation (SENESCYT), Ecuador's governing body of higher education. Go Teacher students are college graduates with current teaching positions in Ecuador who meet English language proficiency requirements to complete Kansas State University course work as nondegree-seeking students. They range in age from 23 to 45 years old.

The objective of the Go Teacher program is to improve English language proficiency among Ecuadorian teachers, prepare them to teach English in their own country, and help them earn certification to teach English as a Second Language. Upon returning to Ecuador, students are expected to teach English as a Second Language in a public school for at least two years.

K-State has been able to partner with other U.S. institutions to offer the Go Teacher program, including the University of Kentucky, New Mexico State University, and Valparaiso University. Kansas State University continues to oversee all elements of the Go Teacher program. This expansion has helped increase the program's reach nationwide to provide more Ecuadorian teachers with the TESL experience in U.S. institutions, thus returning a greater number of trained TESL teachers to Ecuadorian classrooms.

# 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.

#### Kansas State University Virtual Open House Program Coordinator: Rosanna Vail

Kansas State University Global Campus launched its Virtual Open House in 2013 to bring the experience of an open house to current and prospective distance education students who cannot attend the university's on-campus open house event. The project began through a K-State Global Campus team whose goal was to develop new communication avenues for future and current distance students to feel a connection to campus. The Virtual Open House website and activities were developed through collaborations with many individuals on campus, including the university's Division of Communications and Marketing as well as all nine of the university's academic colleges.

The Virtual Open House not only includes information about online degree programs and student services but also features videos for each individual college, campus photo tour, online game for a chance to win K-State distance education prizes, and more to provide a campus experience to individuals who are not able to physically visit the Manhattan, KS campus. A live chat feature lets students communicate directly with distance student services staff to answer questions during open office hours, as well as an opportunity to schedule a video chat session.

Visit the Virtual Open House at http://global.k-state.edu/openhouse/.

#### New England College of Business The Undergraduate Textbook Center Program Coordinator: Naomi Pariseault

The textbook purchasing process is confusing for students, especially for students who take courses online and cannot simply walk into the campus bookstore and ask for help. Textbook purchasing and access processes have rapidly changed due to changes in technology. ISBNs, editions, access codes, and all sorts of book-centric language make the whole experience intimidating and stressful.

A "one stop shop" solution that aggregates all the textbook purchasing information in one place was needed and led to the creation of the Undergraduate Textbook Center.

The Undergraduate Textbook Center is located within the online Student Resource Center at the point-of-need for students within the learning management system, Canvas. The center is comprehensive and includes the course material information for all undergraduate courses offered at the New England College of Business. Each course is listed alphabetically by course code and includes the complete textbook citation in APA format, the direct link to the CourseSmart eBook for purchase, the direct link to the course materials purchasing page at the NECB Bookstore website, and information and links to any labs students need to purchase.

#### Features of the Textbook Center include:

- A "purchasing process" decisions flow chart, which overviews and demystifies student options
- Comprehensive book listings for all courses
- Ability to purchase textbooks and materials from the NECB Bookstore
- Ability to purchase via CourseSmart and have single-sign on access to the eBook directly in the course
- Glossary with all terms defined
- Help materials
- FAQs

# 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.

Rollins College Rollins Center for Lifelong Learning - STARS (Senior TARS) Program Program Coordinator: Jill Norburn

The Rollins Center for Lifelong Learning (RCLL) program started in September 2013. For anyone age 50+, it offers a variety of classes including current events, constitutional law, cooking, theatre, languages, psychology, art history, publishing, religion, terrorism, singing, history, writing, and many more. Classes are offered in the morning, afternoon, and evenings in the fall, spring, and summer. The goal for the first year was to offer 30 courses and serve 125 seniors. After the first year the demand increased, so 118 courses were offered and more than 755 seniors were served. The program also offers field trips and a study abroad trip to Italy. The program provides seniors with volunteer and social outlets.

The RCLL STARS program enables the senior population to continue learning, stay active, network/socialize, connect with the Rollins community, and have fun. All of this is done with no tests or finals and, best of all, free parking.

Some students commute an hour a day to take classes. One student took 14 classes last fall to see if she was ready to go back for a degree. One woman even fell down her stairs but still attended with a broken ankle, because nothing was going to stop her from going to class!

Rollins College is grateful to welcome an entirely new cohort of students to the Rollins liberal arts experience.

### **Special Presidential Awards**



Occasionally, an ACHE president will wish to recognize certain individuals for their service to the field of adult continuing higher education and to nontraditional students. This year, President Brian Van Horn will recognize several individuals whose service has been instrumental in raising the profile of the field.

The identities of the recipients will have been kept confidential until their announcement during the Annual Conference & Meeting.

# 2014 Awards Committee

### Chair

Mary Bonhomme, Florida Institute of Technology

#### Members

Jeffery Alejandro, East Carolina University

Bill Boozang, Newbury College

Patti McCanna, Northpark University

Jennifer McMenamin, Eastern University

Lisa O'Neal, Murray State University

Robin Plumb, Southeastern Oklahoma State University

A. David Stewart, Kansas State University

Brian Van Horn, Murray State University

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



