Get on the Right Track with CEANY

Training to Win
Beating the Odds
Racing Toward the Future

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Special thanks to our 2015 sponsors

Please be sure to visit them all in the Vendor Garden in the Quinella Room on Wednesday afternoon and all day Thursday, especially during break times. Be sure to participate in the Vendor Tip Sheet by visiting each vendor and entering to win a special prize!
Welcome to beautiful Saratoga Springs and the CEANY 2015 Conference! Whether you are a new member or one of our loyal members who has been in continuing education for some time, this conference promises to rejuvenate you much like the famed waters of Saratoga are thought to do.

I want to thank each of you personally for what you do to make our mission- that of delivering quality programs of public continuing higher education in NYS- a reality. Your CEANY Board of Directors is committed to continuing to provide you opportunities like this conference so that you can “train to win, beat the odds and race towards the future.”

I have been so pleased to serve as your President this year. Your CEANY Board has been racing towards the future too! Thanks to our Marketing and Membership Committee, we now have quarterly newsletters going out to members to keep us connected throughout the year. They have also developed a social media campaign that we think will engage both our younger members and potential members. Our Professional Development Committee has done a magnificent job in offering webinars and resources on the website—please visit www.ceany.org often. Our Regional Chairs worked together and held very successful Regional meetings this year on the same day! And the Resolutions and Awards committee has been hard at work – it is always moving to come together to celebrate both our colleagues’ and our Outstanding Adult Student’s success at our annual conference.

Finally, I want to thank our busy conference committee members who have developed a program with tracks and sessions that are sure to be of value to you in your continuing education role. Please take advantage of the sessions, the opportunities for networking, chances to meet our vendors whose support we so need, and our Welcome Reception and Meet the Board session on Wednesday at 5:00pm in the Hotel Lounge.

In closing, I want to say that it can be easy to get bogged down in the day to day and increasing demands in our field. And we often feel that we are the ‘lone ranger’ on an issue or need. I encourage you to look to your colleagues and CEANY ideas and support. I hope that this conference helps you remember that together, we are such a powerful group- responsive, creative, and adaptive- and touch so many lives in such positive ways!

Message from the Conference Chair

Greetings CEANY Friends and Colleagues! Welcome to lovely Saratoga Springs; so glad you are here to participate in 3 days of learning, lunching, and laughing. We’re all such proponents of lifelong learning for others and I applaud you for taking the time out of your hectic schedules to take care of your own professional and personal development.

Our conference committee has been working so hard all year to bring you a program of sessions that are both topical and beneficial, all with a focus on both learning from each other and from industry experts. What better place to “get on the right track” than right here in Saratoga Springs? It is my hope that you’ll make the most of the conference by attending sessions, having fun with your colleagues, and taking the time to reflect on what you’ve learned while you enjoy the sights and sounds of Saratoga.

Not only do I want to thank the conference attendees, but I also want to thank all of the dedicated conference committee members and board members (especially Charlie T. Horse!) that made this exciting event possible. I’m so fortunate to work with so many smart, creative, and hard-working professionals.

Happy Conferencing!
Carolyn DeJohn
Coordinator of Community Education
Mohawk Valley Community College

Meet Charlie T. Horse

Have you met Charlie T. Horse? Charlie, as his CEANY friends know him is the 2015 conference mascot! For the past 8 weeks Charlie has been travelling all around the great state of New York visiting our CUNY and SUNY schools, sharing his journey through CEANY’s social media accounts! Charlie’s last stop is here in Saratoga Springs, NY for the annual conference. Be sure to find Charlie and his Handler trotting around the conference and take a picture!

Social Media at the Conference

Follow CEANY’s social media accounts for the latest continuing education news, updates, and networking opportunities in New York State! And don’t miss out on the social media contests throughout the conference – tweet your way to fabulous prizes!

Twitter: @ceany_org
Facebook: www.facebook.com/ceany.org
Instagram: @ceany_org

Be sure to tweet, post and Instagram pictures from the conference too! The official conference hashtags are: #ceany15 #charlietravels #ceany
Plenary Speakers

Wednesday

Data: The Fuel That Powers Better Talent and Career Decisions

Rob Sentz, Economic Modeling Specialists Intl.

We all make decisions—hundreds every day. What should I wear? Where should I eat? What time do I need to be at the airport? How do I get to that meeting? What should I get my daughter for her birthday? Today, answering many of these questions requires nothing more than your phone. Just like that—huge amounts of data and analysis in the palm of your hand. As cars revolutionized the way we get from point A to point B, so technology and information have revolutionized the way we get from question to answer. We are making smart, informed decisions faster than anyone else in history.

Using the right data is key to improving decision-making—specifically, labor market data for larger organizations like colleges, universities, state and local governments, and major companies. In this presentation, we’ll talk about how data can revolutionize your work. Specifically, we will discuss examples in higher education, workforce development, economic development and talent acquisition to figure out how the right data can solve significant problems in our economy. Find out how you can have the ability to make sharper, more objective decisions regarding two main issues: careers and talent.

Rob Sentz is the chief innovation officer at Economic Modeling Specialists Intl (EMSI). He has also served as the head of EMSI’s marketing and communication where he led the efforts behind EMSI Certification, Career Coach, and the monthly newsletter which reaches thousands of economic development, workforce investment, and higher education professionals. Rob also regularly writes and presents on a broad range of economic and workforce realities through regular contributions to Forbes, The Atlantic, Harvard Business Review, and partner company CareerBuilder, and has served as a lead instructor for Tools & Techniques for Understanding Urban Economies at NYU.

Thursday

Platinum Leadership: Leadership on the Big Screen

Delatorro McNeal, II

You’ve never experienced leadership, taught like this before. You will be riveted from the moment Delatorro takes the stage in this Rockstar Leadership Development Experience. Packed with over 35 profound, actionable leadership lessons gleaned from America’s Favorite Blockbuster Movies, this cutting-edge program features Delatorro teaching profound leadership lessons in day-to-day business interactions and comparing/contrasting them to scenes from worldwide movie hits like The Lion King, Coach Carter, Men of Honor, Finding Nemo and many others. You will get addicted as you interact, debate, laugh, learn and grow as Delatorro masterfully dissects these movies and teaches leadership like you’ve never experienced it before...On the Big Screen!

Most recently ranked #32 of the Top 60 Best Motivational Speakers in the World, Delatorro L. McNeal, II, MS, CSP, has been transforming the lives of people from all walks of life for over 15 years. As an internationally renowned Peak Performance Expert, Keynote Speaker and Best Selling Author, Delatorro has spoken in 49 of the 50 US states and abroad and has delivered well over 3000 paid presentations to major corporations, professional associations, conventions, pro-sports teams, churches, and leadership conferences. Delatorro has been featured on national and worldwide television networks like FOX, ABC, NBC, BET, TBN, Daystar and Oxygen as well as syndicated radio shows all across America.

Friday

The NYS Education Pipeline and Working Together Across Campuses

Johanna Duncan-Poitier, Senior Vice Chancellor for Community Colleges and the Education Pipeline

SUNY is one of the largest most comprehensive university systems in the U.S., educating nearly 460,000 students, with the unique capacity to make a scalable impact on many educational projects. SUNY has more than 64 campuses across the state of New York and thirty of those institutions are community colleges, serving nearly 20 percent of the entire post-secondary population in New York. SUNY’s community colleges provide doorways to higher education, job training and continuing education for high school graduates and adults across the State. SUNY also plays a major role in education pipeline initiatives within the state. As a fully integrated system, SUNY has the unique capacity to bring major initiatives to scale and achieve a truly remarkable impact on student success. This session will feature an overview of some of SUNY’s initiatives for the education pipeline and community colleges, as well as a discussion of trends happening within the state and nationally.

Johanna Duncan-Poitier is the Senior Vice Chancellor for Community Colleges and the Education Pipeline for the State University of New York (SUNY). She provides system oversight and coordination for SUNY’s 30 community colleges that educate a quarter of a million students with an annual operating budget of $1.8 billion. In her dual role, she also provides leadership to strengthen STEM education, teacher preparation and connections between SUNY’s 64 campuses and New York State’s (NYS) Pre K–12 schools and business leaders to improve college readiness, completion rates and prepare a highly-qualified workforce. At SUNY, she led the launch and development of a statewide collaborative of cradle-to-career partnerships, the Smart Scholars Early College High Schools, the SUNY Empire State STEM Learning Network, and the development of a multi-million dollar consortium of 30 community colleges dedicated to high-demand careers. Ms. Duncan-Poitier also serves as one of six New York State Commissioners for the Education Commission of the States (ECS).
Pre-Conference Workshop

Building Strong Relationships with Emotional Intelligence and Leading Collaborative Empowered Groups

Time: 8:30am-12:00pm  
Date: Wednesday November 11, 2015  
Cost: $79 (includes breakfast and materials)

Professor David R. Katz III

The secret to a person’s ability to positively influence, inspire and motivate others is their capacity to understand and act in accordance with the core principle that people are fundamentally driven by emotions. Built into our very DNA is the prominence of the affective domain in both thought and action. We will be have lots of opportunity to test and practice the skills that can help align us with this primary influence on human behavior while simultaneously enjoying each other and having a few laughs!

We will have lots of fun while we use experiential learning activities to make these principles come to life!

The ability to create and lead high functioning harmonious groups that work to their full potential is critical to the success of any organization. The key to unlocking the powerful potential and synergy that lies embedded in the deep human need to belong is the essence of this workshop. The goal is a meaningful experience that gives you real tools for both your personal and professional life. We will have lots of fun while we use experiential learning activities to make these principles come to life!

Professor David R. Katz III has been in a college classroom for 32 years teaching just about every conceivable higher education cohort there is, from adult learners to traditional college students, athletes in intercollegiate competition, and inmates within New York State correctional facilities. In addition to teaching within his academic discipline, he has coached basketball on the varsity high school, NJCAA Div. III, and NCAA Div. III levels. Currently David is the Executive Director of Organizational Development at Mohawk Valley Community College. In that role he creates, implements and oversees programs aimed at the development of a vibrant culture of personal and professional enrichment that reinforces organizational goals.

Featured Events

Red Carpet Welcome/ Meet the Board Reception  
Wednesday, November 11, 5:00pm, Lounge

Kick off your first evening in Saratoga Springs by having some fun and getting to know your future CEANY members. If you’re new to CEANY, this gathering is not to be missed! There will be a special scavenger hunt activity for new members, an opportunity to meet the board, a minute networking session, and opportunities to get your picture taken on the CEANY Red Carpet! Drinks and appetizers will be served.

Saratoga Walking Tour: Victorian Homes  
Wednesday, November 11, 3:45pm, Back Stretch Lobby

Join us for a walking tour of Saratoga Springs with your guide, Hollis Palmer. The tour begins downstairs in the back stretch lobby of the Holiday Inn. On the tour, Hollis tells the history of these sites and of the “Great Ladies” (the original name for Victorian houses) and the families that built them. Some of these tales include; the First Lady, The Vice President and the Secretary of the Treasury in 1890, the families who thought prohibition did not pertain to them; and, for those who like ghost stories, the story of a woman’s skeleton that was found in the walls. To participate, sign up at the registration table.

President’s Reception  
Wednesday, November 11, 9:00pm, Hospitality Suite

Join our president, Martha Hubbard, at this fun and laid back gathering for an enjoyable time with CEANY colleagues. You will gain helpful insights into some of the challenges in your career by talking with your co-workers in continuing education. The reception is open to everyone for a fun and relaxing evening! Drinks and snacks will be available.

CEANY Thursday Night Reception  
Thursday, November 12, 5:00pm, Lounge

Celebrate another successful CEANY conference. This year’s conference has phenomenal speakers and this reception will give you time to meet each speaker in a celebratory environment. NEW THIS YEAR – get your photo taken with Charlie T. Horse and all of your colleagues at the CEANY Photo Booth! Dinner, Recognition Awards, and Auction will follow at 6:00pm.

The ability to create and lead high functioning harmonious groups that work to their full potential is critical to the success of any organization. The key to unlocking the powerful potential and synergy that lies embedded in the deep human need to belong is the essence of this workshop. The goal is a meaningful experience that gives you real tools for both your personal and professional life. We will have lots of fun while we use experiential learning activities to make these principles come to life!

Vendor Garden: Vendor Tip Sheet, Chair Massages & Therapy Dogs  
Wednesday and Thursday, November 11 & 12, all day, Quinella/Vendor Garden

Back by popular demand – visit all of our amazing vendors in the Quinella Vendor Garden. If you get them to stamp your tip sheet, you’ll be entered to win a Fitbit! Make new connections with new partners and take your continuing education program to the next level.

NEW THIS YEAR

Two more reasons to check out the Vendor Garden:

- National Therapy Dogs of America will be available from on Wednesday from 2:00-4:00pm. Be sure to take a break to say hello to our four-legged visitors and their volunteer handlers.
- Chair Massages! Available on Thursday from 2:00 – 5:00pm, courtesy of CEANY and Massage: Delivered.

Karaoke Party  
Thursday, November 12, Starts immediately after Awards Banquet, Daily Double Ballroom

Relieve the stresses of the workplace by participating in our Karaoke Party! This featured event will be hosted by former president of CEANY and current Karaoke King, David Kohn. Cash bar will be on site.

Sector Update Breakfast Breakout Sessions  
Friday, November 13, 9:00am, Daily Double Ballroom

Get some one on one time with your state sector representatives (Jennifer Miller, Curtis Dann-Messier, Jason Lane). Grab some breakfast and then head to the area that is most relevant to your program: SUNY, CUNY, or Community College. Leaders will be present to give updates and answer your burning questions. We will have a conversation about policies, trends, and what they all mean for our work. Participants will be encouraged to share their experiences with running programs in the current environment.
### Schedule of Events

**Wednesday, November 11, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Presenter/Host</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00am - 11:30am</td>
<td>CEANY Board Meeting (board members only)</td>
<td>Training to Win</td>
<td>Martha Hubbard</td>
<td>Back Stretch Board Rm</td>
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<tr>
<td>8:30am - 12:00pm</td>
<td>Pre-Conference Session: Building Strong</td>
<td>Training to Win</td>
<td>David Katz</td>
<td>Win</td>
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<tr>
<td>(breakfast 8:30-9:00am, session starts at 9:00am)</td>
<td>Leading Collaborative Empowered Group</td>
<td>Training to Win</td>
<td>Joann Dickson, Therese Kamilow</td>
<td>Back Stretch Lobby</td>
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<tr>
<td>7:00am - 6:00pm</td>
<td>Registration</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>12:00pm - 1:00pm</td>
<td>Luncheon</td>
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<td>Daily Double Ball Rm</td>
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<td>12:50pm - 1:00pm</td>
<td>Conference Welcomes</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>1:00pm - 2:00pm</td>
<td>Plenary Speaker - Data: The Fuel That Powers Better Talent and Career Decisions</td>
<td>Beating the Odds</td>
<td>Rob Sentz, EMSI</td>
<td>Daily Double Ball Rm</td>
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<tr>
<td>2:00pm - 6:00pm</td>
<td>Vendor Garden Opens</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>2:15pm - 3:15pm</td>
<td>Concurrent Session 1</td>
<td>Racing Toward the Future</td>
<td>Andrea Hud, CUNY Baruch</td>
<td>Win</td>
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<tr>
<td>1. Tweeting Isn’t Only for the Birds: A crash course on Twitter</td>
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<td>2. Prior Learning Assessment: What it is and why now?</td>
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<td>3. Improving the Instructional Quality in CE</td>
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<tr>
<td>3:20pm - 3:40pm</td>
<td>Sponsors Track &amp; Break</td>
<td>Beating the Odds</td>
<td>Marv Meissner, SUNY Poly</td>
<td>Win</td>
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<tr>
<td>3:45pm - 4:45pm</td>
<td>Concurrent Session 2</td>
<td>Beating the Odds</td>
<td>Eileen Newman, Hostos</td>
<td>Place</td>
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<tr>
<td>1. Making the Most of a Multigenerational Workforce</td>
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<td>2. Workforce: Leadership on the Big Screen</td>
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<td>3. Across the Board: A sure bet for marketing strategies</td>
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<td>4. Transforming NYC's Criminal Justice System with Innovative Programming: Crisis Intervention Team Training</td>
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<tr>
<td>3:45pm - 5:15pm</td>
<td>Saratoga Walking Tour: Victorian Homes</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>5:00pm - 6:00pm</td>
<td>Red Carpet Welcome &amp; Meet the Board</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>6:00pm - 9:00pm</td>
<td>Dinner With Friends</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>9:00pm - 11:00pm</td>
<td>President's Reception - All Welcome!</td>
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<td>Daily Double Ball Rm</td>
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**Thursday, November 12, 2015**

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<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Presenter/Host</th>
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<tr>
<td>7:00am - 6:00pm</td>
<td>Registration</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>7:30am - 9:00am</td>
<td>Breakfast</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>8:30am - 8:50am</td>
<td>Business Meeting/CEANY Reports</td>
<td>Training to Win</td>
<td>Delatorro McNeal</td>
<td>Daily Double Ball Rm</td>
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<tr>
<td>8:50am - 9:00am</td>
<td>Morning Welcome</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>9:00am - 10:15am</td>
<td>Plenary Speaker: Leadership on the Big Screen</td>
<td>Beating the Odds</td>
<td>Peter Mertens, CUNY Hostos</td>
<td>Place</td>
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<tr>
<td>10:00am - 6:00pm</td>
<td>Vendor Garden Open</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>10:20am - 10:35pm</td>
<td>Sponsors Track &amp; Break</td>
<td>Beating the Odds</td>
<td>Delatorro McNeal</td>
<td>Daily Double Ball Rm</td>
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<tr>
<td>10:40am - 11:00pm</td>
<td>Concurrent Session 3</td>
<td>Racing Toward the Future</td>
<td>Jill Pippin</td>
<td>Daily Double Ball Rm</td>
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<tr>
<td>1. Getting More Done &amp; Having More Fun</td>
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<td>2. Earn Your Triple Crown: Master Outreach, Student Engagement &amp; Social Media Success</td>
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<td>3. Signature Program: Educating the Prison Population</td>
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<td>4. Ten Leading Trends and Tips in Youth Programming</td>
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<tr>
<td>11:45am - 1:15pm</td>
<td>Programming Awards Luncheon</td>
<td>Beating the Odds</td>
<td>David Kahn, SUNY Orange</td>
<td>Place</td>
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<td>1:30pm - 2:30pm</td>
<td>Concurrent Session 4</td>
<td>Training to Win</td>
<td>Onondaga CC</td>
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<tr>
<td>1. Summer Programming for Youth: What You Need to Know!</td>
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<td>2. Town Hall Meeting: Setting CEANY's Public Policy Agenda</td>
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<td>3. Creating a Foundation of Success: Reinvigorating a CE Office</td>
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<td>2:00pm - 5:00pm</td>
<td>Chair Massages</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>2:35pm - 2:55pm</td>
<td>Break and Sponsors Track</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>3:10pm - 4:10pm</td>
<td>Concurrent Session 5</td>
<td>Racing Toward the Future</td>
<td>Daniell Sadigief, American</td>
<td>Win</td>
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<tr>
<td>1. 21st Century Classroom: Digital Representation of a Candidate’s Credentials</td>
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<td>2. Making Decisions About Marketing Dollars</td>
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<td>3. Harnessing Power of Employer Partnerships</td>
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<td>4. Cake again? Eating Well at Work</td>
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<td>4:00pm - 5:00pm</td>
<td>Head Shots</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>5:00pm - 6:00pm</td>
<td>CEANY Reception &amp; Photo Booth Party</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>6:00pm - 10:00pm</td>
<td>Dinner, Recognition Awards Banquet &amp; Auction</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>10:15pm - 12:00am</td>
<td>Karaoke Party! (Immediately follows Banquet)</td>
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<td>Daily Double Ball Rm</td>
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**Friday, November 13, 2015**

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<tr>
<td>7:00am - 1:00pm</td>
<td>Registration</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>7:30am - 9:00am</td>
<td>Breakfast Served</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>8:00am - 8:30am</td>
<td>CEANY Board Meeting (board members only)</td>
<td>Training to Win</td>
<td>Matt Grattan, Univ. of Albany</td>
<td>Win</td>
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<tr>
<td>8:00am - 9:00am</td>
<td>Breakfast Chat</td>
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<td>Daily Double Ball Rm</td>
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<tr>
<td>9:00am - 10:15am</td>
<td>Plenary Speaker: The NYS Education Pipeline and Working Together Across Campuses</td>
<td>Beating the Odds</td>
<td>Donna Gruber, Queens College</td>
<td>Place</td>
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<tr>
<td>10:30am - 11:30am</td>
<td>Concurrent Session 6</td>
<td>Racing Toward the Future</td>
<td>Deb Moekel, SUNY</td>
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<tr>
<td>1. Start-Up NY's Alignment with CE</td>
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<td>2. 5 Lessons in Developing Projects/ Partners</td>
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<td>3. The Evolving Technology of Small Unmanned Aerial Systems (Drones)</td>
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<td>4. New SUNY Noncredit Remedial Course Submission Process</td>
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<tr>
<td>11:30am - 12:00pm</td>
<td>Closing/Raffle &amp; box lunch for the road</td>
<td>Beating the Odds</td>
<td>Carolyn DeJohn</td>
<td>Daily Double Ball Rm</td>
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1.2
Prior Learning Assessment – What Is It and Why Now?
Nan Travers, SUNY Empire State College

This presentation will provide a background in prior learning assessment, including a summary of the research, current common practices across a variety of institutions, and considerations for institutions implementing or improving PLA. Participants will be encouraged to ask questions and discuss implications for their institution.

1.3
Improving the Instructional Quality in Continuing Education
Christopher Cruz Cullari, CUNY Staten Island

The real and tangible needs of the adult student and non-traditional learner in the continuing education classroom must be addressed pointedly to realize the mission of any Continuing Education operation. Educational quality begins with the student experience, and the core of that experience is in the classroom. Continuing Education and Professional Development (CEPD) at the College of Staten Island (CSI) improved the quality of instruction through 6 key initiatives. Continuing Education and Professional Development at CSI is taking tangible steps to improve student outcomes through enhancing teaching and learning strategies. Much had been accomplished in CEPD at CSI over the course of its reinvigoration, and tangible efforts related to improving teaching and learning has elevated the portfolio overall and contributed to the transformation of students’ lives and communities.

2.2
Workforce Development Successes
Eileen Newman, Hostos Community College

This session will explore nonprofits who are providing workforce development opportunities for young people in the South Bronx and beyond. The presentation will feature the work of Rocking the Boat, an organization which works with kids to teach boat building skills (real sailboats, motor boats etc.) as well as engineering, carpentry, team building, responsibility, what we label hard skills as well as the essential skills needed to succeed in the world of work. In addition the work of Ghetto Film School will be examined, a program which trains students to make films both here and in various parts of the world (South Africa, Spain), and creates opportunities through their Digital Bodega for students to get paid for their work. The session is designed to be a conversation of alternative workforce development models and their impact.

3.2
Earn Your Triple Crown: Master Your Outreach, Student Engagement & Social Media Success
Andrea Huda, CUNY Baruch
Evangelina Ocasio, CUNY Baruch

Earn your triple crown and join the discussion learning the top tips and best practices on mastering your outreach and engagement initiatives! This session will use effectively implemented examples to show you how to use various mediums to successfully broaden your outreach, increase student retention, and grow student engagement among your department.

5.2
Making Decisions about Your Marketing Dollars
Peter Mertens, CUNY Hostos Community College

Since February 2009, Hostos Continuing Education & Workforce Development has been evaluating its marketing plan and strategies and modifying these as we learn what works best in increasing the number of student registrations. As a result of new marketing strategies, we experienced a 9.6% increase in registrations from Fall 2009 to 2010. Since then, we have continued to see increases, and, over the last two years, we have witnessed a 23% increase. Using Hostos Continuing Education & Workforce Development as a case study, our workshop will cover the following: how to build a marketing budget, how and where to spend your dollars, niche markets/potential customers, how to target them using different marketing channels, and the importance of tracking results and expenditures to understand the return on your investment. As part of the presentation, we will share with you several multi-media marketing strategies we are currently using to increase our potential pool of leads.
5.3 Harnessing the Power of Employer Partnerships
Kimberly Kendall, LaGuardia Community College
Chandana Mahadeswaraswamy, LaGuardia Community College

Engaging employers is the first step in developing successful workforce training programs. However, cultivating collaborative partnerships with employers can be a challenge. Learn best practices for employer engagement and review a case study engaging a major hospital network in building a Medical Billing Certificate Program. Receive an employer partner agreement template to help you structure future relationships.

6.2 Five Lessons Learned in Developing Projects with Partners
Donna Gruber, Queens College

Panel presenters will discuss the ESL programs they oversee on their campuses, current placement processes for ESOL students, the sequence and types of ESL.

2.1 Making the Most of a Multigenerational Workforce
Marv Meissner, SUNY Poly

As resources are reduced and expectations increase, surviving as a continuing education professional is not easy. Find out the resiliency strategies being used by successful continuing education professionals. Learn how to help yourself and your continuing education program navigate the turbulent times.

2.3 Across the Board: A Sure Bet for Marketing Strategies
Christine Zagari-LoPorto & Olga Viana & Malika Franklin, Kingsborough CC

Winners of two Department of Labor TAACCCT Grant Awards, and several other large scale grant funded awards, the Center for Economic and Workforce Development (CEWD) at Kingsborough Community College (KBCC) utilizes innovative marketing methods including data research and strategic outreach to successfully target candidates for their training programs and initiatives. In 2014, CEWD’s marketing team was awarded CEANY’s James C. Hall Jr.’s marketing award for work on our TAACCCT Round 1 grant, CUNY CareerPATH in which KBCC led a consortium of 6 community and 2 comprehensive colleges, delivering a centralized marketing strategy for 13 occupational training programs across 5 industry sectors within the 5 boroughs.

By developing innovative, customized campaigns, we are able to connect with multiple different constituent and participant groups through various communication platforms, including traditional print, web outreach, social media, and direct marketing. Presenters will share the processes applied to CEWD’s marketing and outreach and how others can adapt these marketing strategies and make them a sure bet to win!

2.4 Transforming NYC’s Criminal Justice System with Innovative Programming: Crisis Intervention Team Training
Fern Chan, Terence Lynn,
John Jay College of Criminal Justice, CUNY

Law enforcement personnel are routinely the first line of response for situations involving mentally ill people in crisis, significantly reducing that person’s ability to cope. How to effectively manage the situation to ensure a positive outcome requires specific crisis intervention and communication skills. Working with the NYPD, John Jay College has created an innovative program utilizing faculty clinicians and real-life scenarios to de-escalate crisis situations involving people suffering from various mental disorders. Our program uses actors to portray the different disorders, inserting the officer into the scene to recognize the behaviors and symptoms of mental illness, and using respectful, non-stigmatizing ways of communication to resolve the crisis at hand. The success of scenario-based Crisis Intervention Team Training is now being adapted for the Department of Corrections, to de-escalate crisis situations with inmates.

3.1 Platinum Productivity: Getting More Done & Having More Fun
Delatorro McNeal

After his stellar plenary session, stick around for more! Get ready for a roller-coaster ride educational experience. In this high-energy and strategy-packed keynote presentation Delatorro teaches business professionals how to get the most out of their days so they can get more out of their lives. He teaches 15 actionable techniques that today’s busy professionals can immediately utilize to not only get more done (being efficient), but have much more fun (being effective) in the process. Delatorro empowers your audience to work smart and play hard, so that they can master both the science of achievement and the art of fulfillment. You’re going to dance, laugh, create powerful goals, set healthy boundaries, master the 80/20 rule and learn both the inner game and the outer game of superior productivity. This program is guaranteed to explode your daily peak performance and profitability.
3.3 Signature Program: Educating the Prison Population
Peter Mertens, CUNY Hostos Community College

The formerly incarcerated and the incarcerated populations are growing at alarming rates! 2.4 million people nationwide are currently incarcerated. Half of them under the age of 30 and 600,000 are ages 18 to 25. This workshop will present ways Hostos Community College has contracted with four different partners, Center for Employment Opportunities (CEO), STRIVE, Osbourne and the Department of Corrections, in providing pre-employment training in specific fields that have led to employment. This workshop will present each of the partnerships and how you can build a successful program.

4.1 Summer Programming for Youth: What You Need to Know!
Barbara Dennehy, Onondaga CC

Onondaga Community College is in its 31st year of running summer youth programs. Onondaga’s College for Kids runs popular summer camps for children ages 8 – 14 and its STEM and Culinary camps are enjoyed by high school students. Barbara Dennehy, coordinator of Lifelong Learning will discuss tactics for running summer programs, NYS and county camp permit requirements, OCC’s policy on dealing with minors, and complying with SUNY’s Child Protection Policy. All are welcome to share best practices and the challenges they face on their campuses.

5.4 Cake Again? Eating Well at Work
Patricia Salzer, Registered Dietician

We spend the majority of our waking hours at work. Incorporating wellness at the workplace leads to better health, happiness and productivity. Wellness at work carries back to the home. Wellness strategies that are fun and practical will be discussed, and some healthy snacks will be sampled.

6.4 New SUNY Noncredit Remedial Course Submission Process
Deb Morecki, SUNY System Administration

For SUNY Community Colleges: The session provides a demonstration of the new CourSES Application for submitting and obtaining approval of requests for Noncredit Remedial Course Aid.
years, and contributes to an annual budget of over three million dollars as a result of its efforts. The Office is racing toward the future. This presentation will provide an overview of a reimagined continuing education operation where diverse programs, and staff with a variety of experiences and expertise, coalesced around a broad thematic purpose of transforming students’ lives through the Continuing Education. Each staff member contributed expertise which enhanced the entire portfolio and capitalized on diverse individual strengths and content knowledge.

5.1
21st Century Classroom: Digital Representation of a Candidate’s Credentials
Danielle Sadighi,
American Medical Certification Association

Digital Badges are becoming an industry game changer in schools, organizations and all size companies around the world. Any organization that would like to recognize an individual’s skills and/or achievements must have an understanding of the value of issuing digital badges. A fun easy way to recognize someone’s achievement and increase their company branding effort. Attendees will learn the badge benefits for schools and in the classroom, the badge life cycle, and who else uses badges.

6.1
Start-Up NY’s Alignment with CE
Matt Grattan, University of Albany

The Start-Up NY program has received a substantial amount of attention and publicity in the media and on our campuses. In this workshop you will learn the foundational goals of the program and the processes for colleges to participate and take on a more enhanced and direct role in economic development attraction projects. You will also learn the direct role that Continuing Education can play in your campus plan and how you can position CE to be a vital partner in the program.

6.3
The Evolving Technology of Small Unmanned Aerial Systems (Drones)
Brian Pitre, SkyOp LLC

This presentation describes the technology associated with small unmanned aerial systems, more commonly known as drones. There are thousands of personal and commercial uses for drones as data collectors, including agriculture crop inspection, public safety incident response, and insurance loss estimation. The Federal Aviation Administration has recently developed a proposal for the commercial operation of these aircraft which provides guidelines about their safe use and operation.
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My fellow CEANY Members,

It is a truth universally acknowledged that anyone in search of lifelong learning must be in want of continuing education. As I take on the role of President in 2016, I am pleased to say that this truth continues to inspire us in this field to provide innovative opportunities to a wider audience of non-traditional learners.

I am constantly in awe of the accomplishments that we as educators can provide to our constituents, always pushing the envelope to meet the needs of workforce demands, adapting to new test standards, and forever being pioneers in creating something out of nothing.

As a proud member of this association, I look forward to learning about and celebrating your efforts at the 2016 Conference in Suffern. But why wait a whole year to brag about your achievements? Connect with us and your colleagues through Twitter, Facebook and LinkedIn, and share your thoughts, ideas, questions, anecdotes, even bad jokes!

PS. Send me a tweet @FernChanPaul if you know which book/author from which I paraphrased the opening sentence.

Sincerely,
Fern Chan, LLM
Deputy Director, Division of Professional Studies
John Jay College of Criminal Justice, CUNY
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