



# NEWSLETTER

ILLINOIS COUNCIL ON CONTINUING HIGHER EDUCATION

## INSIDE THIS ISSUE:

<i>Message from President</i>	2
<i>ICCHE Listserv</i>	2, 7
<i>2009 Keynote</i>	3
<i>Charles Evans Grant</i>	3
<i>ICCHE at UCEA</i>	3
<i>Spotlight—Rick Pearce</i>	4, 5
<i>Innovative Initiative</i>	5
<i>What's Happening</i>	6
<i>Public Agenda</i>	7
<i>ICCHE/UCEA</i>	8

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## TECHNOLOGIES EVERY EDUCATOR SHOULD KNOW—APRIL 17, 2009

**E**motion? Frazz? Hictu? Ning! Ubiquity? You will be sure to leave with at least one new technology to consider in your work as a continuing educator when you join the Northern Region for their Annual Spring Conference on **Friday, April 17, 2009** to discuss *Technologies Every Continuing Educator Should Know*.

Nationally acclaimed leader in the use of technology in education, **Ray Schroeder**, will be the featured keynote speaker at the conference. Professor Schroeder is Director of the Office of Technology-Enhanced Learning at the University of Illinois—Springfield. Explore

the wealth of information on his Techno-News and Online Learning blogs at: <http://rayschroeder.googlepages.com>

Panelists will include Joy Thompson, University of St. Francis, Janet Engle and Barbara Mandel, Governors State University, and Louise Hewitt, Illinois Institute of Technology.

The conference will be held from **9:30 am—2 pm** at the Wheaton campus of Illinois Institute of Technology. See driving directions, <http://www.iit.edu/rice/about/directions.shtml>



The \$25 registration fee includes continental breakfast and networking lunch.

To register, visit: [http://www.cpd.iit.edu/icche\\_nrs\\_register](http://www.cpd.iit.edu/icche_nrs_register)



## LEARN GREEN—LIVE GREEN FRIDAY, APRIL 24, 2009

**I**nterested in gathering more ideas to meet the growing demand for green skills and technology training? Attend *Learn Green—Live Green*, the annual Downstate Regional Conference, to be held **Friday, April 24, 2009** at Heartland Community College in Normal, IL.

Participants will explore exciting new types of continuing education certifications in the areas of Green

technology, teaching and learning, along with possible workshop topics, and ideas for personally walking the talk and actually living more "green."

The symposium will be held from **9:30 am—2 pm** in Heartland's 220,000 square foot main campus facility, located on 160 acres in North Normal at 1500 West Raab Road. The building was constructed with close attention to LEED guidelines.

A morning panel will provide information about innovative green programs in diverse areas, followed by lunch and a presentation by **Deana Belz** from the Ecology Action Center.

The \$25 registration fee includes continental breakfast and networking lunch. To register, visit <http://www.dce.siu.edu>



## MESSAGE FROM THE PRESIDENT

Greetings,

We recently completed our annual conference, which provided some very useful information for our state educators. Green technologies, skills standards in the classroom and the future demographics of the classroom were just a few of the topics presented. I was particularly impressed with our Friday keynote, who detailed where to find our future students. I would like to publicly thank our presenters for providing relevant data to the conference attendees.

ICCHe will continue to provide regional conferences and workshops that support the educational efforts of our members. Please take a look at our website ([www.icche.org](http://www.icche.org)) for the latest details.

As some of you may have heard, the State of Illinois has a few challenges it must face this year. For a few of those we will have to wait to see how they play out. However, there are some challenges where Illinois educators can generate positive impact by cultivating involvement from our state leaders. Some of those challenges deal with completion rates at all levels of education (Associates, Bachelors and Masters Degrees), disparity of

graduation rates based on state geography and diversity in the classroom. Other areas of concern include reduced financial resources, increased enrollments and a business community demanding a more highly skilled workforce.

The Illinois **Public Agenda for College and Career Success** provides some very concerning data about the current state of our educational system and the students in it. The Illinois Board of Higher Education (IBHE) created a task force to study the challenges and opportunities facing postsecondary education in Illinois, the state's workforce needs, demographic trends, higher education funding and student financial aid. The report, as well as additional information, can be found on the IBHE website at <http://www.ibhe.state.il.us/masterPlanning/default.htm>. I invite you to download this report.

At the close of this year's annual conference, University of Illinois Asst. VPAA, Dr. Charles Evans, made a call to action to address the increasing need to provide continuing and higher education to the residents and workforce of Illinois. The ICCHe Board is responding to that call



*Chris Wilkerson,  
Workforce Institute of Harold  
Washington College  
ICCHe President*

and is meeting to discuss how we can make a positive impact for our state educational system.

With the greatly anticipated upswing in the economy, the increasing voice of business and industry requiring a more highly skilled and educated workforce, and support from federal initiatives, Illinois educators face unique opportunities. I urge each of you join us in our efforts in making this call to action one that provides a direction and focus for our members. As we look to form our task force, please give me a call to lend your voice and your talents. I look forward to hearing from you. ☀

"I urge each of you join us in our efforts in making this call to action one that provides a direction and focus for our members."

## Use the ICCHe Listserv!

A major benefit of ICCHe Membership is the ability to contact all registered ICCHe members throughout the state and neighboring regions. Feel free to tap into this powerful resource.

The Illinois Community College Board currently hosts the listserv. The listserv provides the opportunity for ICCHe members to interact, compare program notes, discuss organizational problems or concerns, share knowledge and

experiences, and generate ideas with colleagues throughout the state. We encourage you to use the listserv to help solve pressing issues or answer perplexing questions.

This is a closed system, and you must be listed as a member of ICCHe in order to use the listserv.

If you wish to be added to/deleted from the listserv, or to make changes in the ICCHe online directory,

please contact Valerie Thaxton:

[Valerie.thaxton@swic.edu](mailto:Valerie.thaxton@swic.edu)  
and indicate the changes you'd like to make

Please be careful with the messages that you either post to the listserv or to which you respond. Do not use the listserv to send personal notes and do not respond to listserv questions with personal information.

(Continued on page 7)

## 2009 Keynote—Continuing Education Marketing



Kassia Dellabough,  
LERN

YouTube videos, Second Life, Social Networking, Twitter, iTunesU, Ning! – as the world suffers the pangs, conflict and confusion of transforming from a service economy to an information economy, as Gen Y members begin working and looking for training opportunities, CE marketing needs to change to reflect these new realities.

Kassia Dellabough of Learning Resources Network (LERN) presented this message during her keynote address at the 2009 IC-CHE Annual Conference in February, speaking about programming trends within continuing education and how those trends should be shaping marketing efforts.

Many institutions are now in conflict over

generational change, telecommuting, online vs. face to face, etc. Ms. Dellabough quipped that “I don’t need a secretary, I need a technotary” to handle the social networking demands that have increasingly become a part of our lives.

eMarketing is now a defined job that includes social networking, advertising, text messaging, and integration of technology. And the audience for these marketing efforts needs to be internal as well as external to the organization. Internal PR is vital to ensure administrators see continuing education as “critical and essential, not just to society, but to the survival of the institution.”

A practical suggestion for CE departments was to separate Programming functions from Operations, so that the former could focus on that important function and not be weighed down with administrative duties.

See the IC-CHE web site for more detailed information, as program materials become available:

[www.icche.org](http://www.icche.org)



*“I don’t need a secretary, I need a ‘technotary’”*

## Dr. Charles V. Evans Research AWARDS

**Gayla Stoner of Southern Illinois University Carbondale** presented the results of her **2008 Research Grant** work to attendees at the annual conference. Her research investigated “Faculty Perception of Student Demand, Faculty Recruitment, and Faculty Preparation for Distance Learning at Southern Illinois University Carbondale.”

**Congratulations to the 2009 award winners—Faye L. Lesht, Ph.D and Deborah Windes, Ph.D** from the **University of Illinois at Urbana-Champaign**. The topic was “What Facilitates and/or Inhibits Full-time Faculty Members’ Participation in Online (including blended) Education in Illinois Colleges and Universities?” Faye and Deborah will be slated to present findings at the 2010 IC-CHE Annual Conference. ⚙

## IC-CHE at UCEA 2009

IC-CHE members presented several sessions at the 2009 University Continuing Education Association (UCEA) annual conference held in Boston recently, April 1 – 4.

Those sessions included -

“Statewide Collaboration to Serve Place-Bound Adult Learners”, **Rick Carter, Western Illinois University**, and **Sue Deason, Illinois State University**

“A Technology Petting Zoo”, **Ray Schroeder, University of Illinois at Springfield**

“21<sup>st</sup> Century Resources for Generation Y and Beyond: Student Developed WikiBooks as College Textbooks”, **Jim Onderdonk, University of Illinois at Champaign/Urbana**

Also attending the conference were **Beth Craig (EIU)**, **Ken Gustin (UIUC)** and **Faye Lesht (UIUC)**, and former IC-CHE member, **Bob Hansen, now at U. of Southern Maine**.



## Spotlight—Rick Pearce

By Hilary Ward Schnadt



Rick Pearce,  
Illinois Valley Community College

In this issue we continue a pattern of using the Spotlight interview to say thank you and good-bye to an ex-officio ICCHE Board member. On March 11, Rick Pearce began a new job as the Vice President for Instruction and Student Development at Illinois Valley Community College (IVCC). His departure from the Illinois Board of Higher Education (IBHE) ends his formal role within ICCHE but not his legacy of good-humored support of the organization. Not only has he provided a strong communication link with IBHE, at one recent annual meeting he gamely filled in on several different panels for speakers unavoidably detained.

For Rick, this new position will be a homecoming both personally and educationally. He is an alumnus of IVCC and was born and raised in Streator, where most of his immediate family still live. At the same time, the post represents a new beginning for both Rick and IVCC.

"I'm very excited about this opportunity. Although we tend to focus on the difficult financial times for higher education, these are actually very exciting times ripe with opportunities to grow in new ways. Under the leadership of President Jerry Corcoran, IVCC has decided to restructure its senior leadership model. In the past, the president had a cabinet that included a VP for Finance, a VP for Academic Affairs, and a VP for Student Services. As the college moves forward, the VPs for Academic Affairs and Student Services are being combined [into my new job] and a new VP for Planning and Assessment is being added."

Rick's educational path took him from IVCC to Illinois State University, where he earned an undergraduate degree in history and social sciences, a master's degree in history, and a doctorate in educational administration and foundations. After time teaching and working for American and Chinese universities in China, he taught East Asian history for ISU and

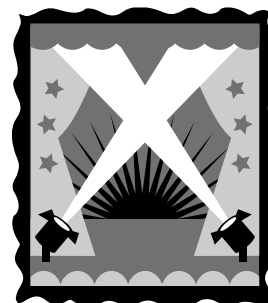
served as assistant chairman for the history department. He joined IBHE in 2005 and served in various roles within the academic affairs office.

When asked whether he found anything he'd learned about East Asian history to be particularly useful or relevant to his administrative and policy work in higher education, Rick replied, "I'm not sure about East Asian history, but I would say I've drawn one lasting lesson from East Asian culture. Asians do not like to be pushed. Nor do they like to be pulled. If you want to influence their direction, you must lead by example and demonstrate the value they will gain from following. I've tried to translate this idea to the work I've done in higher education. If you want someone to be committed to a project or idea, it doesn't work to force it from the top down or to require it through policy or rule. Instead, you must demonstrate the value and then allow people to take ownership of the idea and to run with it."

At ICCHE's annual meeting in February, he encouraged the group to take ownership of IBHE's Public Agenda for Illinois Higher Education. As Rick sees it, "The Public Agenda process brought together some of the best minds in education, business, community development, and government to craft a vision for advancing higher education in Illinois. But the Public Agenda will remain only a vision without input from the professionals in the field. They are the ones that can bring forward direct tactics to implement the Public Agenda strategies and help Illinois to reach its goals." Is there a role for ICCHE in that process? "I encourage each of you to go to the IBHE website and look at the implementation matrix. The Board needs you to identify programs, projects, strategies, measurable outcomes, etc. that make the vision a reality."

Although members may not see him as frequently at ICCHE events in the future, both two-year and four-year institutional members are likely to encounter Rick Pearce hard at work promoting educational opportunities in Central Illinois. As he put it, "I'm a strong

(Continued on page 5)



*"Although we tend to focus on the difficult financial times for higher education, these are actually very exciting times, ripe with opportunities to grow in new ways."*

## 2009 Innovative Initiative Award Winner!

Illinois State University, in partnership with Heartland Community College, State Farm Insurance, local school districts, Regional Office of Education #17 and the public library, is the recipient of the ICHE 2008 Innovative Initiative Award for their program entitled **"Students Involved with Technology (SIT) Conference."**

The SIT Conference is a day-long conference held on the campus of Heartland Community College in Normal, IL. Unlike other conferences, the majority of the presentations are by the students themselves. This unique innovation, in combination with a higher education framework, secured the award for this program.

Debra Wylie from Illinois State University, and Kim Travers from Heartland Community College accepted the award on behalf of their schools and shared their program with attendees.

"Students can choose to attend a full day of learning sessions on a wide range of technology subjects including robotics, gaming, Internet safety, web design, movie making, blogging, forensics, animation and much more. If a student also chooses to be a presenter on a technology topic of their choosing, they must create a

20-minute session, prepare handouts, and field questions and answers following their presentation/demonstration. The SIT Conference seeks to provide a realistic and professional level conference experience for student attendees and presenters."

"Students at all levels experience an environment of learning by doing, and by example. The SIT Conference seeks to provide a realistic and professional level conference experience for student attendees and presenters. The conference day includes opening and closing ceremonies, keynote speakers, multiple sessions by peers and by technology educators, experts and mentors."

"Typically, registrations for the conference reflect attendees from the local school districts in Central Illinois. Additionally, the conference has also reached out to home school associations to provide students in similar grade ranges with opportunities to participate."

"This partnership between higher education institutions gives students opportunities that normally would not exist in a typical classroom environment where all students are the same age. The conference was also replicated in DeKalb, IL this February."



## SPOTLIGHT— RICK PEARCE, CONT'D

*(Continued from page 4)*

supporter (some might say fanatical supporter) of efforts to leverage public assets to bring programs into our communities. I'm looking forward to developing and expanding partnerships with Illinois public universities to bring much-needed baccalaureate and graduate degrees to the Illinois Valley. By leveraging IVCC's strong ties to the local communities and excellent educational resources with the intellectual capital the senior institutions bring to the table, we can work

together to bring programs to time and place bound adults in our communities."

With thanks for his service to ICHE, we wish Rick Pearce godspeed in his new endeavors.





## WHAT'S HAPPENING—AROUND THE STATE

### University of Illinois—Chicago

Times are tough for those of us in higher education, including our students – can blended learning help create cost efficiencies that benefit all while improving learning effectiveness? Several institutions have been successful in the strategic use of blended learning and will share their strategies at the Sixth Annual Sloan-C Workshop on Blended Learning and Higher Education.

Hosted by the University of Illinois at Chicago, this two-day workshop will take place at the Wyndham Lisle-Chicago Hotel & Meeting Center in Lisle, Illinois on April 27 and 28, 2009. The \$495 registration fee includes all workshop materials and most meals. Faculty and staff of all Illinois higher education institutions may register at the reduced rate of \$446 by selecting the “Sloan-C Member” option on the online registration page. For more information on the workshop or to register, visit [www.blendedworkshop.uic.edu](http://www.blendedworkshop.uic.edu).

### City Colleges of Chicago

The City Colleges of Chicago plan to add a foreign-language requirement, following a growing trend among community colleges across the country.

Starting this fall, the schools intend to require two semesters of foreign language to earn an associate of arts degree. The change would apply to students who plan to transfer to a four-year school, not those seeking vocational or technical degrees.

While two semesters might not make students fluent, it would establish a foundation for communication and give students experience with other cultures.

The requirement is pending approval by the Board of Trustees, which is expected to discuss it the first week in April, said Chancellor Wayne Watson.

### Eastern Illinois University

Pamela Collins, Director, Office of Academic and Professional Development in

the School of Continuing Education and Bethany Craig, Coordinator of Program Development, Eastern Illinois University, made a presentation entitled “Financially Successful Credit and Non-credit Summer Programs” at the 60<sup>th</sup> Annual North Central Conference on Summer Sessions March 5, 2009 in Chicago.

William C. Hine, Dean School of Continuing Education at Eastern Illinois University made a presentation entitled “Third Age Learners: A New Challenge for Higher Education” at the Ohio Continuing Higher Education Association Conference March 12, 2009 in Newark, Ohio.

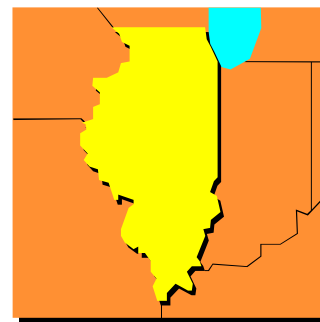
### Oakton Community College

Oakton will be hosting a “Non-Traditional College Fair” on Wednesday, April 15, 4:30–6:30 PM at the Skokie, IL campus to explore creative and innovative ways to complete a bachelor's degree in record time. More than 35 Illinois colleges and universities will participate.

Oakton launched a new Horticultural Therapy Certificate program this spring, in cooperation with the Chicago Botanic Garden. Classes combine online learning and on-site instruction at the Botanic Garden in Glencoe, IL.

### St. Xavier University

About 450 people participated in free health screenings, assessments and information at Saint Xavier University's 6th Annual Health Fair on Friday, March 27, in the Shannon Center at SXU's Chicago campus. The fair was free and open to the public. With about 40 vendors participating in the fair, the attendees enjoyed free health screenings and information, massages, cooking demonstrations, nutrition seminars, refreshments and much more. Heartland Blood Center assisted those who wanted to donate blood. Several people also won raffle prizes including gift certificates, gym memberships, healthy cookbooks, and gift baskets, which were provided by the vendors. ☀



**MISSION:** ICCHE is a comprehensive organization of continuing higher education representing all regions of the state of Illinois. Founded in 1975, ICCHE is the only organization in Illinois whose membership includes two and four year colleges and universities, both public and private.

**MEMBERSHIP:** If you are not already a member, consider joining ICCHE today. The \$125 annual fee includes membership for an institutional representative and up to ten professionals from the same institution. And for an annual institutional fee of \$200, an unlimited number from the institution can be members and enjoy all the benefits! See

## Use the ICCHE Listserv!

(Continued from page 2)

Also, remember not to post any information to the listserv that you would not want posted in a public place.

To send a message to all the people subscribed to the list, send an email to: [icche@iccb.state.il.us](mailto:icche@iccb.state.il.us) (not case sensitive)

Note that the LISTSERV makes copies for all the people who have subscribed to ICCHE for membership.

For replies intended for the entire listserv so that everyone can see your response, click on "Reply All."

For replies intended for only one person, please ensure that your e-mail is addressed specifically to that person.

Note: The listserv is a computer. NO ONE IS PHYSICALLY AT THE LISTSERV ADDRESS! Contact Valerie Thaxon:

[Valerie.thaxton@swic.edu](mailto:Valerie.thaxton@swic.edu) if you encounter any difficulties.



## A Public Agenda for College and Career Success

The **Public Agenda for College and Career Success** is the product of a yearlong planning process initiated by the Illinois General Assembly and conducted by the Public Agenda Task Force and the Illinois Board of Higher Education (IBHE).

Carrie Hightman, chairwoman, stated in her cover to the report that it "is a portrait of two states of Illinois. One Illinois is well educated and prosperous, with virtually unlimited opportunities. The other is vastly underserved educationally and struggling economically, with severely constricted opportunities."

"Between these two states of Illinois is a 'prosperity gap' that relates directly to large and widening disparities in educational attainment – by race/ethnicity, by income, and by region. Closing the attainment gap is no longer only just a moral imperative; it can be ignored only at the economic peril of Illinois. It requires *action* and requires action *now*."

For more details on the report, visit the IBHE web site, [www.ibhe.org](http://www.ibhe.org). To access a pdf version of the report, press CTRL + click on this link:

[http://www.ibhe.state.il.us/masterPlanning/materials/010909\\_PublicAgenda.pdf](http://www.ibhe.state.il.us/masterPlanning/materials/010909_PublicAgenda.pdf)

## ICCHE on Facebook

Yes, ICCHE is now taking Facebook by storm!

Add ICCHE as one of your Facebook Groups.

Contact Rick Carter  
[r-carter@wiu.edu](mailto:r-carter@wiu.edu)  
for more info.

## Illinois Council on Continuing Higher Education

### Leadership in Lifelong Learning

Be sure to check out the great information at:

Illinois Board of Higher Education (IBHE)  
<http://www.ibhe.org>

and

Illinois Community College Board (ICCB)  
<http://www.iccb.state.il.us/>



## ICCHE/ACHE 2010 Joint Conference — Call for Proposals

Next year's annual conference will be an exciting joint collaboration of two great continuing education associations: our own Illinois Council of Continuing Higher Education and the Association of Continuing Higher Education Great Lakes Region.

The theme of next year's conference is "**Continuing Higher Education: First Responders in Finding Solutions.**" The conference will be held **February 11-12, 2010** at the Doubletree Hotel Chicago, with a possible pre-conference session on February 10.

The Conference Program Committee is seeking **proposals for presentations** dealing with best practices in any of the suggested topics (and other relevant areas).

In addition to traditional workshop presentations, proposals are also being sought for Round Table, Panel and Poster sessions.

Submit papers electroni-

cally to Sue Deason at [sdeason@ilstu.edu](mailto:sdeason@ilstu.edu) by July 1, 2009 with session title, presenter(s), brief session description, contact information (including institutional affiliation).

Use these topics to stimulate your thinking about possible presentations for the annual conference, but don't feel limited to them:

- Centralized vs. Decentralized Continuing Education Administration
- Certificate Programs – Offering Credit for Non-Credit
- Accelerated Programs
- 90/30 Transfer Programs
- Higher Education for Learners in Retirement
- Continuing Ed 101 – Getting Started for Newcomers
- Recent Research
- Innovative Programs and Ideas
- Funding Models for Continuing Education and Outreach
- Survival of Continuing Education and Outreach Units
- Getting Campus Buy-In for Continuing Education and Outreach
- Innovative Distance Education Programs
- Green Programming - Sustainability
- Programming and Issues for Veterans/GIs

Questions? Call Sue Deason, ph: 309.438.5051 or email her at: [sdeason@ilstu.edu](mailto:sdeason@ilstu.edu)



## Comments/Questions/Input??

Like our new look? Suggestions for changes? Want to be a roving reporter and/or join the fun?

Please let us know your thoughts about the ICCHE e-newsletter! How can it be improved? What types of information would you like to see included? Please forward comments or questions about this e-newsletter, and/or information for future issues to the attention of:

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