Are you aware of all the benefits of your ICCHE membership? Be sure to make the most of the unique opportunity ICCHE affords to network with colleagues from 2- and 4-year public, private and for-profit institutions of higher education throughout the state.

CONFERENCES:
Later this week, Friday, April 8, the Upstate Regional conference will be held in Oak Brook. The following Friday, April 15, the downstate region will gather in Springfield. The Fall Conference at Starved Rock is a highlight of autumn. And next year in February, ICCHE will host their annual conference in Chicago. Costs are kept to a minimum to provide members with affordable, varied opportunities for professional development and leadership opportunities.

NETWORKING:
In addition to conferences throughout the year, members have access to the ICCHE listserv to post questions and find answers to work challenges.

STATEWIDE ADVOCACY:
Add power to your voice through your affiliation with a professional organization which represents your interests, fosters scholarship and recognizes achievement in Continuing Education.

PUBLICATIONS:
Keep up to date with trends, happenings and issues in CE with the ICCHE newsletter, website and timely discussions. We’re glad you’re a member—hope you are too! ☼
MESSAGE FROM THE PRESIDENTS

With the flowers blooming and the sun beginning to peek out from behind the clouds, we realize that winter is changing into spring and our responsibilities are transitioning into the summer session and summer camp season. However before we forget those cold winter months, we would like to thank everyone who presented or attended *Surfing the Tides of Change: 36th Annual ICCHE Conference*. It would not have been a success without the support of the volunteers who worked the registration desk, the presenters who donated their time and knowledge, and the insight of the planning committee. We look forward to an exciting year ahead as your President.

In addition to the Annual Conference, ICCHE has two great spring meetings planned. We encourage you to register for either (or both) the Downstate and Northern Regional Meetings. The spring meetings kick off on April 8 in Oak Brook, Illinois at the University of Illinois Oak Brook Education Center. The Northern Meeting will highlight the P-20 Initiative in Illinois with Miguel del Valle, Chairman of the Illinois P-20 Council. Attendees will also get new marketing ideas from a panel of marketing professionals. Please call 815-740-6213 to register for the Northern Meeting.

The Downstate Meeting will soon follow on April 15 at the University of Illinois Springfield in Springfield, Illinois. The meeting will kick off with a presentation by Beth Seaton, from WIU Sponsored Projects, on writing and administering grants effectively. The morning will continue with a presentation from Marica Cullen, a Division Administrator for ISBE Grants, *A Grant Readers Point of View*. The day will conclude with a presentation entitled *Our Osher Grant’s Path* by Janet M. Lange, Executive Director of Bradley Continuing Education and Professional Development. Registration is available at www.dce.siu.edu.

We also encourage you to mark your calendars for ICCHE’s Fall Meeting at Starved Rock State Park on September 29th & 30th. If you have any suggestions for a speaker or a topic you would like included, please contact us at jackiew@siu.edu or vsneed@siu.edu. More information will be available this summer.

UPSTATE CONFERENCE—APRIL 8

The Northern Region Symposium will be held this Friday, April 8 at the University of Illinois Oak Brook Education Center, 1010 Jorie Blvd., Suite 200 in Oak Brook.

The symposium will have a dual focus. The keynote speaker, Miguel del Valle, will speak about the P-20 Initiative in Illinois. Del Valle is Clerk of the City of Chicago, serves on the Board of Directors for Advance Illinois, and serves as Chairman of the Illinois P-20 council, a legislatively created statewide coordinating body composed of government officials, business executives, university administrators, and other leaders in the education community. This diverse group is charged with the responsibility of making recommendations at all levels of education in Illinois. Come to learn more about this exciting initiative and how it impacts the work you do.

Following del Valle’s presentation, attendees will enjoy a panel discussion by Marketing Professionals. Holly Smith, President, U-Connect, Inc. will speak about “Re-inventing target marketing.” Sandy Ketcham, owner of The Word Pro, will talk about e-marketing tools. Rebecca Barker, Media & Communications Manager, City of Joliet, will address Marketing internally across multiple divisions. And Laura Donovan, Social Media Specialist at The Word Pro will com-

(Continued on page 3)
ment on “What’s New in Social Media Marketing.”

The program will begin at 9:30 AM with registration and continental breakfast, and conclude by 2 PM. Cost for the entire day, including networking lunch, is just $25.

To register online, go to www.stfrancis.edu/solutions. Registrations may also be faxed to University of St. Francis
500 Wilcox Street
Joliet, IL 60435
Fax: 815-740-4243.

Include full credit card information, payable to USF, for $25.

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DOWNSTATE CONFERENCE—APRIL 15

The downstate region conference will be held at the University of Illinois in Springfield, Public Affairs Center, on Friday, April 15—Tax day! And what more appropriate topic for that day than learning how to increase your continuing education department’s funds: Grant Writing 101: How to Score a Successful Grant.

Beth Seaton, Director, WIU Sponsored Projects, will talk about “Writing and Administering an Effective Grant.” Marica Cullen, Division Administrator Program Accountability will then discuss “A Grant Reader’s Point of View.”

Following the morning presentations, there will be a networking lunch, with a chance to discuss grant writing with colleagues from throughout Illinois, particularly the mid and southern regions of the state. The day will conclude with an afternoon presentation by Janet Lange, Bradley University’s Executive Director of Continuing Education and Professional Development, on “Our Osher Grant’s Path.”

The conference begins at 9:30 AM with registration, and will conclude by 2PM. The cost for the entire day, including lunch and continental breakfast is just $25.

Registration deadline is April 11 at 4 PM. To register online go to http://www.dce.siu.edu. Mail-in or fax registrations should be directed to:

Division of Continuing Education
Mail Code 6705
Southern Illinois University
Carbondale, IL 62901
Fax: 618-453-5680

Please include payment, check or full credit card information, made out to SIUC for $25.

☼
February 10-11, ICCHE members gathered with colleagues from around the state to learn, network, and celebrate continuing education at ICCHE’s Annual Conference, *Surfing the Tides of Change*. Please feel free to contact speakers for additional information about their presentations. Links to many of these presentations will soon be posted on ICCHE’s website, www.icche.org.

### KEYNOTE SPEAKER—GREG RISBERG

Greg Risberg, CSP, MSW, delivered the dynamic keynote address, *How to Stay Energized in a Changing World*.

Greg began by pointing out that most people respond to “How are you?” with “Fine.” Greg suggested that too often, the letters in “Fine” stand for “Frustrated, Irritated, Neurotic and Exhausted,” or conversely, “Feelings Inside Not Expressed.” He suggested that it is important to truly make contact with others for the support everyone needs, and to honestly communicate—perhaps with a letter rating, e.g. “I’m having a A+, C−day,” rather than responding to questions with a simple “Fine.” Key is to open up not only to others, but to ourselves. “Oh God, help me to believe the truth about myself—no matter how beautiful!”

The next step is to minimize negative self-talk, and re-phrase where appropriate. Change “That was terrible” to more accurately reflect reality—“That was inconvenient.” A simple exercise of writing a “To-Do” list was quite easy for most attendees, vs. an “Accomplishment List” - a much more challenging task.

Additional tips from Greg for staying balanced and energized included:

- Laugh at least 24 times a day for good health
- Keep things in perspective
- Have no fear of perfection—(you’ll never attain it.)
- Forgive yourself and others whenever possible
- Always have something to look forward to
- Focus on what gives you hope. Note: all states except Hawaii have a town named “Hope.”

His wish for all attendees is that they find hope this year.

### MORNING BREAKOUT SESSIONS

A Sustainable Funding Model for Online Education and How It Can Benefit an Institution During Difficult Times led by Dr. Jack Thomas and Dr. Richard Carter, Western Illinois University. Western is expanding its online and distance learning offerings to reach more individuals who may be place bound and also seeking to include students who go home during the summer. Outcomes over the past four to five years were examined.

Sustainability on Campus—When Kermit said, “It’s Not Easy Being Green!” Was He Right? led by Marcia Lochman, Lewis and Clark Community College and Valerie Thaxton, Southwestern Illinois College. Presenters outlined the sustainability initiatives at their schools, and opened up the discussion to attendees to share what was and was not working on their campuses.

Surfing Your Way to Better Customer Service led by Tricia Johnson, Southeastern Community College. When customers are satisfied, continuing education thrives and grows. Attendees learned about using the “WOW” factor, and ways to provide a memorable customer experience.

### AFTERNOON SESSION

Cultivate the Quickest Growing Crop: Generating Leads from Adult Students led by Tim Panfil, Elmhurst College. The
goal of this session was to explore innovative marketing tools and techniques for generating leads for adult programs, as well as to reinforce effective traditional methods. Focus was on low-cost and no-cost options in the face of mounting budget constraints.

**NETWORKING FORUMS**

In the late afternoon, attendees were free to join in a discussion at eight different tables, depending on interest. Attendees could focus on the discussion at one table, or circulate to other tables to experience a wider range of issues, including: Servant Leadership, Supporting Distance Students, Open Source Textbooks, Growing Revenue, How to Incorporate Social Marketing, Futurist Trends, and Collaborations with K-12 and ROEs. The networking forums prove to be one of the most popular activities at the conference, as attendees join in lively discussions and connect with colleagues from around the state.

The day concluded with a festive “Hawaiian” reception in the exhibit hall with vendors, including prizes for best attire.

**AWARDS**

Friday’s session began with Carol Reiseck of Concordia University Chicago, the 2010 winner of the Charles V. Evans Research Grant, presenting her research on teacher learning. She interviewed seven K-12 teachers enrolled in a CUC master’s degree program and five of their graduate faculty about what motivates practicing teachers to return to school, what they understand about their own learning, and what they expect from their graduate faculty. She discovered that there were sometimes discrepancies between the teacher-students’ perspectives and those of their graduate professors. For more details, see her presentation on the ICCHE website.

This year’s Innovative Initiative Award went to Heartland Community College’s online Travel and Tourism Professional program. This program prepares students for certification as a travel agent, and Kathy Peterson took us for a quick tour of Europe by demonstrating some of the online course modules. She announced that she is also open to partnerships with other colleges and universities to present this program; contact her at 309/268-8179 to explore this possibility.

**GREEN INITIATIVES**

In lieu of the scheduled government agencies panel discussion, Danielle Pleas of the U.S. Department of Labor, Employment and Training Administration, informed the group about green jobs and green innovation grants and invited the group to visit the Green Jobs website: [https://greenjobs.workforce3one.org/page/home](https://greenjobs.workforce3one.org/page/home).

**CONCLUDING SPEAKER—RAY SHROEDER**

Ray Schroeder of UIS, a perennial favorite ICCHE speaker, concluded the conference by sharing some technology resources to help continuing education thrive—not just survive—in the online environment. He shared them via one of his blogs, *Thriving in a Recession*, which may be accessed at [http://sites.google.com/site/thrivinginarecession/](http://sites.google.com/site/thrivinginarecession/) Ray reminded the group that he prefers to make presentations via blogs because it enables the discussion to continue long after the conference concludes. The group was encouraged to visit and contribute.

With that, it was time for the basket door prizes, and at least one self-described “Susan Lucci of ICCHE baskets” went home clutching a prize and renouncing her title.
Aurora University

Aurora University (AU) is pleased to announce two new programs that will begin this fall – the Master of Science in Criminal Justice and the Doctor of Social Work.

The Master of Science in Criminal Justice will focus on problem-solving and intelligence-led analyses in the field of criminal justice. It is designed for both the criminal justice practitioner, as well as those with an interest in community-wide influences related to justice. Students will have the option of pursuing the degree part-time or full-time. Optional concentrations in Leadership or Community Justice allow students to take elective coursework through the M.B.A. or M.S.W. programs at AU. The M.S. in Criminal Justice is a 38 semester hour program and will be offered at the Aurora, IL campus.

As one of the few clinical doctorate social work programs in the country, the Doctor of Social Work is designed for those wishing to teach at the university level, particularly clinical theory and practice in B.S.W. and M.S.W. programs. It is an outstanding program for social workers who wish to advance their clinical practice knowledge, skills and leadership in the field of social work. The D.S.W. will consist of 64 total semester hours (48 course hours, 12 internship hours, and four dissertation supervision hours) and will be offered in a weekend cohort format at both the Aurora, IL campus and the George Williams College campus in Williams Bay, WI.

Bradley University

At the 47th Annual Conference and Meeting of the North American Association of Summer Sessions (NAASS), Janet Lange was named Executive Secretary in a contractual arrangement with Bradley University. Janet will continue her duties as Executive Director of Continuing Education. NAASS is an association of deans and directors of college and university summer programs located throughout the United States, Canada and Mexico. NAASS members represent centralized and decentralized summer session units from small and large institutions. Many members wear more than one hat, working in summer sessions and continuing education, student affairs, enrollment management, academic affairs and others. For more information, visit http://naass.org/

Eastern Illinois University

Eastern Illinois University School of Continuing Education will host a fun, new noncredit course on Monday, April 11, from 6:30 to 9 p.m. on campus called Getting Paid to Talk! An Introduction to Voice Overs Non-Credit Class. The course features a professional from Voice Coaches in New York who will lead this fun-filled workshop. Workshop participants will learn what a voice over is, which voice types are hired the most, why there’s increased demand for new voices, how to create a winning demo and where to begin. Registration is just $25 for EIU students and $40 for community members.

EIU Academy of Lifetime Learning Shall We Dance Fundraiser a Huge Success!

Written by: Nnenna Obi, Academy of Lifetime Learning Gerontology Graduate Student and Janna Overstreet, Project Coordinator, EIU - School of Continuing Education.

Eastern Illinois University School of Continuing Education’s Academy of Lifetime Learning and Gowin Parc Alzheimer’s Facility of Mattoon, Illinois with support from Brookstone Estates, Charleston and G.I.V.E (Gerontology Students Involved in Volunteer Efforts) organized a recent Alzheimer Benefit Dance. The proceeds from the March 26th, 2011 event will be donated to the Greater Illinois Chapter of the Alzheimer’s Association helping to fund Alzheimer’s research and support services for caregivers.
The dance was held in the Grand Ballroom of the Martin Luther King, Jr. University Union. Despite the cold night, the event was well attended and everybody enjoyed themselves. It was a night to remember with the DJ playing tunes from the 30’s through the 90’ making it possible for everyone, both young and old, to connect to the music. There were drinks, hors d’oeuvres and dancing throughout the evening event. The fundraiser was a great success in part due to the cash and gift donations from over 100 area businesses and individuals. The donations ranged from a $600 gift certificate for chiropractic services to hand made knitted items from a Family and Consumer Science graduate. The donations were used as prizes in the silent auction, raffle, 50/50 and door prize drawings of the evening.

With such a great response from the area businesses and individuals and a wonderful turnout, plans are already under way to plan the next Alzheimer fundraiser dance. With nearly 1 in 8 over the age of 65 affected by Alzheimer disease the support is needed. EIU’s Academy of Lifetime Learning understands how lucky our members are to be able to continue to learn and enjoy the aging process. We want to do our part to help those who can no longer benefit from the Academy. Raising funds for the leading researcher in Alzheimer disease, the Alzheimer Association is one way we show our support to those who are afflicted and their caregivers.

**Joliet Junior College**

Partnering with Google, the Illinois Small Business Development Center (ISBDC) at Joliet Junior College (JJC) sponsored *Google AdWords 101* and *201* on February 21 and 22. Enrollment was strong with more than 30 entrepreneurs attending both sessions.

“If enrollment is any indication of a trend, I would say that we are fortunate to have so many positive entrepreneurs who want to use the Internet to help their businesses grow,” said Amy Murphy, director of Corporate and Community Services for JJC. “I think it is a sign that the entrepreneurial spirit is still strong regardless of the current recession.”

The seminars focused on the various tools and methods available to businesses using Google AdWords and were taught by Anastasia Holdren. Holdren is an authorized AdWords Seminar Leader who trained thousands of people to build and optimize AdWords campaigns. “Stasia taught our *Google 101* half-day Workshop in October 2010. We offered two three-hour sessions and had more than 160 people enrolled. The success of that program encouraged us to offer the 101 and 201 seminars in February,” said Murphy.

Strong enrollment in the Google programs may explain why enrollment in similar seminars is so strong. “*Our Social Media Marketing Made Simple* seminar held on March 10 had more than 35 attendees. I think there is a strong demand for Internet courses designed to help entrepreneurs succeed in the Digital Age. For that reason, we will be offering more programs in the future,” said Murphy.

To learn more about upcoming seminars offered by ISBDC, call 815-280-1400, or e-mail sbdc@jjc.edu. The ISBDC also has a website at www.sbdcjjc.com.

The Illinois Small Business Development Center at Joliet Junior College is one of the small business service providers in the Illinois Entrepreneurship Network and is funded in part through a cooperative agreement with the U.S. Small Business Administration and the Department of Commerce and Economic Opportunity.

**Oakton Community College**

Oakton President Margaret B. Lee received the second annual CARES Award from Holy Family Medical Center in Des Plaines on Monday, March 21.

Given to someone who has “gone above and beyond the call of duty to improve the quality of life in our com-
munity," the award celebrates the values of compassion, accountability, respect, excellence and service.

In December, Lee donated her pay increase of more than $6,100 to establish a Student Relief Fund. Under her leadership, the College established a partnership with Northern Illinois University to offer bachelor’s degrees for first responders; tuition waivers for the recently unemployed; and a Pathway to the Bachelor’s Degree initiative with the University of Illinois at Urbana-Champaign. Countries around the world including China, Thailand, India and the Netherlands frequently call on her for professional advice and training.

Lee, also a professor of English, became Oakton’s third president in 1995. From 1985 to 1995, she served as vice president for curriculum and instruction at the College. She holds a doctorate and master of arts degree in English and literature from the University of Chicago.

University of Illinois at Champaign-Urbana
The University of Illinois at Urbana-Champaign is pleased to offer Summer Session Online 2011 through its Online & Continuing Education office. For a sample list of standalone online undergraduate course offerings see oce.illinois.edu. Registration in these courses begins on April 13, 2011. Of course, students may also be interested in self-paced courses (available year-round) and those courses are also listed at oce.illinois.edu.

Students who will find these courses particularly helpful include those who:
- work full-time and need flexibility in their schedule;
- need General Education credits or coursework to complete a degree;
- can't get into a course because it's full;
- are looking for professional development;
- want to take an active role in their education, learn time management, set goals and meet them as they work toward course completion.

E-mail us at onlinecourses@illinois.edu or call us at 1-800-252-1360 or 217-333-1320 for more information. Please feel free to forward this information to anybody you believe will be interested.

University of Illinois at Chicago
The UIC Office of the Chancellor, Chancellor’s committee on the Status of Persons with Disabilities, the Great Lakes ADA Center, UIC Disability Resource Center and DAE Committee at the University of Illinois at Chicago (UIC) have announced the 3rd Annual 2011 UIC Digital Accessibility Expo to be held April 11th at the UIC Forum in Chicago.

This year’s scheduled keynote speakers include Daniel Hubbell, Accessibility Technical Evangelist for Microsoft’s Trustworthy Computing Division, and Daniel Goldstein, Outside Counsel for the National Federation of the Blind.

The Digital Accessibility Expo focuses on improving the access to digital materials for all people, including those with disabilities. Information and instructional materials that are developed with accessibility in mind are universally designed to improve access for everyone. The Digital Accessibility Expo presenters will be showing participants how to implement accessibility of online information in their programs.
In amendments to the Higher Education Act issued on October 29, 2010, revised guidelines were outlined by the U.S. Department of Education. The new guidelines indicated that most institutions of higher education must seek authorization to provide online/other distance learning courses to students in every state where their students reside, regardless of whether the school has a physical presence in that state. This move was widely viewed as a direct response to growing concerns over out-of-state, unregulated/non-accredited institutions providing sub-standard educational courses for students.

Given the extent of online education, and the number and fluidity of distance learning students, this broad regulation by the Department of Education (DOE) was widely seen as impractical. Although States have always had the ability to regulate out-of-state institutions, this was rarely enforced. Most schools held off on implementation of policy changes after the October changes were introduced, until a forthcoming “clarifying letter” could be released by DOE.

The long-awaited clarifying letter was published last month, but, to the dismay of many, did not eliminate nor narrow the scope of the new regulations. Institutions must obtain authorization in each state in which one of their distance learning students resides, and must be named “by name” in such documentation. More importantly, if an institution does not comply, for the first time, the federal government can impose penalties and sanctions:

Should an institution fail to obtain the necessary authorization, the Department can revoke an institution’s ability to offer its students in a state federally-funded financial aid if it does not produce the necessary documentation from that state. If state authorization is not forthcoming, any Title IV student aid disbursed to out-of-state students is an institutional liability, for which the Department may request repayment and may subject the institution to further adverse actions regarding the institution’s eligibility.

With a compliance deadline of July 1, 2011, when the regulations go into effect, State Boards of Education have been swamped in recent weeks by calls from institutions across the country, scrambling to establish and document the necessary authorizations.

The Department of Education did not/will not provide a listing of those states that require authorization, fees involved (which in some cases can be hefty), process, etc., leaving it up to institutions and states to work out the particulars.

Here in Illinois, several organizations have been developing responses to these challenges. Illinois Community Colleges Online (ILCCO) membership has organized a wiki-based database outlining requirements state by state, with updates added as available by members. Other organizations, such as the American Council on Education, have targeted DOE itself, seeking to lobby for a relaxation of the rules or an extension of the deadline.

See: http://wcet.wiche.edu/advance/starter-list for more information.

Eduardo Ochoa, Federal Assistant Secretary for Postsecondary Education, participated in a forum on 3/27/11 on “The Federalization of Higher Education. At the forum, the question was raised about why each institution needs to document that a state does not have regulations or is updating its regulations. Ochoa responded that “We have been working with states for a long time to update their regulations. This will provide an incentive for them to do so.”
Illinois Council on Continuing Higher Education

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 www.icche.org for details.

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

MARK YOUR CALENDARS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 8, 2011</td>
<td>Upstate Regional Meeting, University of Illinois, Oak Brook</td>
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<tr>
<td>April 15, 2011</td>
<td>Downstate Regional Meeting, University of Illinois,</td>
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<tr>
<td>September 29, 2011</td>
<td>3 – 5 PM, Executive Board Meeting, Starved Rock</td>
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<tr>
<td>September 29, 2011</td>
<td>5 PM – 9 PM, Networking and Dinner</td>
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<tr>
<td>September 30, 2011</td>
<td>8 AM – 12 PM, ICCHE Fall Retreat</td>
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 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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We're on the Web!
www.icche.org

ICCHE Listserv

To send a message to all the people subscribed to the ICCHE Membership list, send an email to icche@lists.eiu.edu and staff will post to the listserv.

Note: You must be listed as a member of ICCHE in order to use the listserv.