



NEWSLETTER

ICCHE

The Illinois Council on Continuing Higher Education (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.

OFFICERS

Terry Borg
President
Northern Illinois
University
tborg@niu.edu

Tammie Johnson
Immediate Past President
College of Lake County
tjohnson@clcollinois.edu

Jackie Bersano and
Bonnie Covelli
Co-Vice-Presidents
University of St. Francis
JBersano@stfrancis.edu
BCovelli@stfrancis.edu

Robyn Bailey, Treasurer
Oakton Community
College
rbailey@oakton.edu

Jessica Styx
Secretary
College of Lake County
JStyx@clcollinois.edu

39th Annual ICCHE Conference

February 5–7, 2014

Access to critical data can drive better decision-making for the corporate world, but also for those in higher education. The 39th annual ICCHE Conference will highlight this important trend with a focus on *Higher Education: Data Driven Solutions* at the Doubletree Hotel in Chicago, February 5–7.

The conference kicks off Wednesday, February 5 from 3–5 PM with a presentation by Ray Schroeder on *Technology Transforming Higher Education*. On Thursday, registration and continental breakfast begin at 8 AM, followed by the keynote speaker, Dr. Felicia LeClere, Senior Fellow at NORC at the University of Chicago Public Health Department, speaking on *Data Remain Plural: Beyond the Hype about Big*

Data in Higher Education.

Also, Dr. Pamela Steinke, Assessment Coordinator, University of St. Francis, will present on *Accessing Continuing Higher Education*.

In addition to hearing outstanding speakers, choose from a wide selection of break-outs, such as *An Entrepreneurial Approach to Online and Continuing Education*, *New Ways to Manage and Deliver Electronic Course Materials*, *Leveraging Social Media*, *Workforce/Community Development*, *Critical Thinking in Context: Multimedia and Text*, *Take Your LMS to the Next level*, etc.

Hear industry updates, join in



Doubletree Hotel, Chicago, IL

the questioning of an expert panel, network with colleagues from around the state, find out the winners of the annual Research Grant and the Innovative Initiative Award, and so much more before the conference ends with a prize drawing at noon on Friday.

For more information, see:

www.iccheconference.weebly.com ☀

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MESSAGE FROM THE PRESIDENT

Unsolicited Advice To ICCHE Professionals

As this is my last newsletter article as the Illinois Council on Continuing Higher Education President, it has given me pause to reflect on our profession's sustainability.

Our profession offers us the opportunity to constantly create, innovate, and optimize our offerings to address the real-time needs/demands of our market place. In other words, whether you are coordinating credit or non-credit offerings, through face-to-face, hybrid or online degree/certificate programs, workforce development, conferences, institutes, life-long learning events, program development, facilities management, etc., our audiences' needs are changing. In addition to our audiences' needs changing, our audiences are changing. Whether you consider your audience to be the same individuals who re-enroll for your programs or a broader demographic group, they are changing. This means that to be successful we need to embrace change and be resilient.



*Terry Borg, Ph.D., ICCHE President
Northern Illinois University*

Assuming we have the energy to sustain the “change” challenge, we need to be strategic in assessing opportunities to ensure our investments provide the greatest return. We need to recognize that for every selected project, there are other projects that cannot be done because we have resource limits. Economists call this the “opportunity cost” of our decision-making. To select the right investment opportunity we need to clearly understand the mission of our organization and be in alignment with its goals. Furthermore, we need to take into account the political considerations of the relevant stakeholders. **Fundamental to these tasks is the use of data. Data Driven Solutions, the theme of the 2014 Annual Conference, is critical as we make the right selection of program investments** juxtaposed to organizational mission, strategy, and stakeholders.

As we consider data for the best resource utilization in decision-making, we recognize that our greatest return on investment (ROI) is achieved via program repeatability. How many times can we offer the same or very similar program leveraging off of the previous offering? Repeatability is the key to sustainability. As a business plan is developed for each program, the program's life span is a key data point for consideration given the changing nature of our work. This is the recipe for successful program development.

Following such a recipe is not as easy as it sounds. There is an art to program development selection that includes your institution's politics, leadership changes and maintaining alignment with institutional strategic goals. While supporting the “flavor of the month” program idea may be the easy decision for the short term, is it really the best long-term decision that reaps the greatest ROI?

These are trying times. We are all doing more with less to cope with the changing nature of our business. We must work smarter by adopting data driven solutions. **Come join me at the 2014 Annual ICCHE Conference (February 5-7 at the Chicago DoubleTree Hotel) in a great learning event certain to pay dividends in our daily work.**



WHAT'S HAPPENING AROUND THE STATE



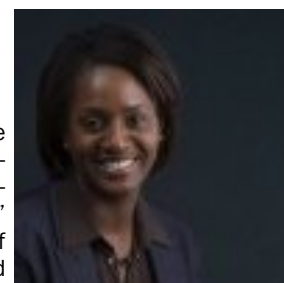
Governors State University

GSU's School of Extended Learning Spring Course Offerings: Continuing education courses offered at Governors State University provide the opportunity to keep your professional licensure or certification current. Continuing education courses can also offer a pathway to career advancement or a new career development. These courses also offer enrichment and development opportunities.

The School of Extended Learning at Governors State University has many new course offerings to help your resolution come true. Classes begin in February. To learn more, visit www.govst.edu/oce or call (708) 534-4099. Governors State University is located at 1 University Parkway, University Park, Illinois.

Oakton Community College

Oakton Community College has hired Colette Hands as director of workforce development and corporate training. As part of Oakton's continuing education division, Hands will work with local businesses to create programs to enhance the skills and knowledge of their employees. "My goal is to work with community organizations within our district and help them keep the economic development going in our district," said Hands, a Chicago resident who started the job July 1. Merrill Irving Jr, associate vice president of continuing education, training and workforce development, said Hands' program creates customized training that will put unemployed people back in the workforce besides assisting those who are already employed. "It's our economic drive to our workforce in our community," Irving said.



*Dr. Colette Hands,
Oakton Community College*

Hands said the title of her position, previously held by someone who retired, was changed from director of business institute and professional education "to be more in line with the department name and the work that was being done." But Hands said the responsibilities associated with her job would remain the same. Hands said Oakton works with organizations such as Wheels Inc., the city of Des Plaines, and the Des Plaines Chamber of Commerce. Most of the education takes place on site at the organizations, but sometimes classes are held on campus.

Hands will also oversee Oakton's continuing education program for health care professionals, such as nurses and mental health professionals. Hands said the college works with health organizations, such as the Illinois Public Health Association and Rush University Medical Center.

Hands has been in workforce development for nine years. She spent seven years at North Park University as director of career development and internships and as associate director of the school of business. "Coming to Oakton has helped me come full circle to be able to merge the two," Hands said. Said Irving, "Colette is very well experienced. She brings a lot to the table. She has what you call quiet confidence. She is a bright addition to the college."

Hands earned a doctorate in counseling psychology and a master's degree in community counseling from the Illinois School of Professional Psychology, according to a press release. She also has a bachelor's degree in business administration from the University of Wisconsin and a master's in human resource management from the Keller Graduate School of Management in Chicago.

University Center of Lake County

The University Center of Lake County has partnered with the Illinois Student Assistance Commission (ISAC), the College of Lake County (CLC), and a host of Lake County high schools and libraries to organize more than two dozen financial aid workshops across Lake County to assist students in completing and submitting their Free Application for Federal Student Aid (FAFSA) forms. This is the seventh year that the University Center has taken the lead in organizing these help sessions. In 2013, 311 students were assisted.

Each of the 27 help sessions will be held in a computer lab and each session will be staffed by volunteers trained by ISAC. There will be at least one bilingual volunteer at each location and one ISAC staff member. The program particularly targets students who will become the first in their families to attend college—and whose parents are therefore not likely to be familiar with the financial aid application process. However, all prospective or returning college students are welcome to seek assistance, no matter which college they plan to attend.

The workshops are being sponsored by the University Center of Lake County, the Illinois Student Assistance Commission, the College of Lake County, TRIO Educational Talent Search, the Lake County Regional Office of Education, Waukegan Public Library, YouthBuild Lake County, Illinois College Advising Corps, Mundelein High School, Round Lake High School, Waukegan High School, Cristo Rey St. Martin de Porres High School, Zion-Benton Township High School, North Chicago Community High School, and Highland Park High School, with support from North Shore Gas.

For more information, contact C. Myra Gaytan-Morales, Assistant Dean for Academic Programs & Services, University Center of Lake County, at (847) 665-4108 or mgaytan@ucenter.org

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WHAT'S HAPPENING — Cont'd

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University of Illinois—Springfield

Dr. Vickie Cook was selected to be the new director of the [Center for Online Learning, Research and Service](#). Most recently, she served as the Associate Vice President for Innovation and Technology at Greenville College in Greenville, Illinois. She began at UIS effective September 16, 2013.

Vickie Cook succeeds the founding director of the Center, Associate Vice Chancellor for Online Learning, Ray Schroeder, who says, "We are delighted that Vickie Cook accepted our invitation; she is an outstanding leader in the field of technology-enhanced learning. Vickie has the abilities and expertise that make her an ideal person to lead the Center for Online Learning, Research and Service. I know that the Center will continue to lead in innovation and quality in online learning under her leadership."

Dr. Cook launched seven online programs at Greenville over the prior three and a half years. Her current position marks a return to UIS, where she served as Visiting Assistant Professor in 2006-2007 and Assistant Professor 2007-2009 before leaving for Greenville College as Dean of the School of Education and Director of Online Learning. She accepted the Associate Vice President for Innovation and Technology position in 2012.



Dr. Vickie Cook
University of Illinois—Springfield

Previously, Cook served as Dean of Continuing Education and University Alliance at Kaskaskia Community College from 2001-2006 where she had also been Director of the Career Development Center (1999-2001), Adult Education Specialist and Assistant Literacy Director/Family Literacy (1992-1999).

The Center for Online Learning, Research and Service is the recipient of many national awards for excellence in online learning. The center has launched two Massive Open Online Courses (MOOCs) – [eduMOOC: Online Learning Today and Tomorrow](#), and the [Emancipation Proclamation: What Came Before, How It Worked, and What Followed](#). The Center is engaged in research on the pedagogy and quality outcomes of MOOCs, predictive analytics reporting, and community college degree completion online.

Cook holds the Ph.D. in Higher Education Administration from Capella University; the M.S. in Education, also from Capella; and the Bachelor of Arts from Western Illinois University.

University of St. Francis

University of St. Francis, Joliet, IL, has opened new programs with site-based cohorts in MS in Higher Education and an EdD in Educational Leadership, with a concentration in Stewardship, Leadership and Learning. Also, the MS Training and Development (online) degree program has new concentrations in e-learning, human resources, health administration, management of training and development and business administration. A summer youth institute for high school students will also open for its inaugural summer.

Master of Science in Higher Education: Classes beginning May 2014. Online and accelerated course delivery. Program focuses on current and relevant needs of higher education institutions while developing ethical leaders who are values-driven and mission-focused.

Doctor of Education in Educational Leadership (Ed.D.): Concentration options include Superintendent Certification (cohort beginning in May 2014) or Stewardship, Leadership and Learning (cohort beginning in January 2014). Onsite and blended course delivery. Programs develop the individual as a leader with an emphasis on respect, integrity, service and compassion.

Western Illinois University

A. Military-friendly school:

Western Illinois University has been designated a "Top Military-Friendly University" in the Military Advanced Education (MAE) "2014 Guide to Military-Friendly Colleges & Universities." The guide is available online at www.mae-kmi.com. The University provides numerous on-campus resources for veterans and military personnel, an [ROTC program](#), as well as the flexibility of academic program offerings, including online courses and the [Bachelor of Arts in General Studies \(BGS\)](#); formerly called the Board of Trustees Bachelor of Arts degree program, according to Rick Carter, executive director of the [School of Distance Learning, International Studies and Outreach](#).

"Western is committed to our student-veterans and their success. The BGS degree program serves the unique needs of the military and military families as a flexible degree program that complements their educational needs and lifestyles," he noted.

Western's Department of Military Science provides ROTC instruction and includes a specified sequence of leadership, management and professional knowledge classes, as well as "hands on" leadership experiences. The University's Veterans Resource Center (the Wright Residence at 333 N. Ward St.) provides streamlined services and resources in a centralized location to ensure that all veterans,

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WHAT'S HAPPENING — Cont'd

(Continued from page 4)

guard members, reservists and active duty personnel receive individual assistance with any question or concern they may encounter. The center also sponsors a series of group seminars/workshops each year based on the current needs of its military student population.

For 2014, Western Illinois University was also [named a Military-Friendly School by Victory Media](#) (for the fifth consecutive year) and is featured in "G.I. Jobs Guide to Military Friendly Schools," among other Victory Media publications. In addition, in November 2013, Western was selected as a "Best for Vets College" by Military Times "EDGE" magazine for the fourth consecutive year. Western, ranked 37th, is one of two Illinois four-year universities in the top 50.

For more information on services and support for active duty personnel and veterans, visit wiu.edu/student_services/veterans.

B. One of the best online education programs:

For the third consecutive year, Western Illinois University's distance learning program has been recognized by U.S. News [Best Online Education Program rankings](#).

Western is ranked 61st out of 210 colleges from across the U.S. in "Best Online Education Degree Programs: Bachelor's" category and is one of three Illinois public universities in the top 100. In the 2013 rankings, Western was listed 44th out of 160 colleges from across the U.S. in the "Bachelor's Degree" category. The University offers 302 online classes (222 undergraduate; 80 graduate), and seven degree programs, including the longstanding Bachelor of Arts in General Studies (BGS), which offers students the option of obtaining their degree entirely via distance learning opportunities, or a combination of on-campus and distance learning classes.

"We are excited to expand the educational opportunities at Western Illinois University with the continued growth of our online courses and degrees," said Richard Carter, executive director of the School of Distance Learning, International Studies and Outreach.

"Western is committed to providing access to high quality courses and programs. When we offer these classes and degrees online, we extend our reach beyond the walls of our institution. This allows individuals from across the world the opportunity to achieve their dream of obtaining a college degree."

According to Carter, the BGS program, originally called the Board of Governor's degree and later the Board of Trustees degree program, was established to serve individuals who were unable to attend a traditional college program due to family, work or community obligations. The program allows the student to design her or his program to meet individual educational goals, and students are eligible for academic credit for college-level learning that was done in a non-collegiate setting, such as the military or on-the-job training.

In addition to the Bachelor of Arts in General Studies, firefighters earning a BGS degree from Western have the opportunity to obtain a certificate in fire administration and management and a certificate in fire prevention technology. Western's General Studies program is one of seven bachelor's degree programs in the U.S. endorsed by the National Fire Academy (NFA).

Western has been offering courses via distance learning since the 1970s, and continues to expand its online and distance learning offerings to reach more individuals who may be placebound.

For more information on distance learning at Western, visit wiu.edu/distance_learning or contact Carter at (309) 298-1929 or R-Carter@wiu.edu.

C. RN to BSN completely online:

Five years after Western Illinois University admitted its first nursing student, the [RN to BSN program is now moving to a completely online](#) academic path.

Nursing program Director Lea Monahan said the change is being made to accommodate the schedules of nurses who want to further their education while still working.

"All of the nurses we are seeking to serve are working at all different times and different days, and they have families," Monahan said. "They don't have time to come to class. By moving the program online they don't have to meet a face-to-face class obligation, but the faculty are still available to them. This allows nurses to get into classes that fit more into their schedules."

The enhanced program will be available first during the Fall 2014 semester. Monahan said the programming change offers the added advantage that students don't have to live close to the Macomb or Quad Cities campuses to take classes.

"As far as the clinical requirements, they can do that wherever they are licensed," Monahan said. " ☀

Rosy Outlook for Gray Job Market

For years, we've heard about the graying of America, i.e. that Baby Boomer bulge that is now moving into their retirement years. Today, 24% of the population of the U.S. is comprised of people age 50 and older. Of those, more than 17 million are between 75 and 85 years of age, and it is estimated that number will balloon to 30 million within the next 30–40 years. Meanwhile there were about 720,000 U.S. citizens 90 years of age and older in 1980, and that number has now tripled to more than 2 million.

Much has been written about the concerns of providing health care, pension and social security support to all of these senior citizens, and of the growth envisioned for workers in nursing homes and home health care. Additional job potential lies in the area of modifying homes and apartments to make them more safe for aging residents, “move managers” to assist with downsizing and relocation (both the physical and emotional aspects), patient advocates to help navigate the healthcare maze, and for those with financial expertise, providing help with monthly finances, bill-paying and financial counseling to help seniors avoid running out of funds late in life.

Another aspect of this aging population, however, is the increasing numbers of folks interested, willing and able to learn and explore in formal and informal educational settings. Attendance in “Active Senior” exercise classes has mushroomed, leading to development of a new specialty—senior fitness trainers. Brain training specialists and programs to help seniors retain and improve cognitive functioning are becoming mainstream. Career counselors are also increasingly busy providing for the numbers of seniors looking to establish 2nd and 3rd careers, or to find satisfying avocational and volunteer pursuits. Emeritus and other senior continuing education classes are offered at schools, park districts, senior centers and nursing homes around the country.

Continuing education divisions have a significant role to play in ensuring that the infrastructure and supports are there for all of us when we reach those “golden” years.



Trends: Developmental Disabilities

The U.S. Center for Disease Control and Prevention (CDC) publishes several interesting reports, including a recent one that documented the incidence of various disabilities over the 12 years ending in 2008. The report included trends in that time frame, for example the prevalence of:

- Developmental Disabilities (DD) **increased 17.1%**
- ADHD **increased 33.0%**
- Autism **increased 289.5%!** This extraordinary increase translates to **1 in 88 children being born with autism spectrum disorder** in this country.

In addition, data from the study showed:

- Males had twice the prevalence of any DD than females, and more specifically, had higher prevalence of ADHD, autism, learning disabilities, stuttering/stammering and other DD's.
- As might be expected, families of lower income evidenced higher rates of DD's.

Are parents and schools at all levels prepared for these increases? The CDC serves as a major resource. The agency has created a comprehensive set of interventions, including free resources, conferences, family guides, etc. For example, the CDC sponsors the [“Learn the Signs, Act Early”](#) program to help with early intervention. Research efforts include the [“Study to Explore Early Development.”](#) (SEED). The CDC also provides free resource materials, such as downloadable fact sheets, growth charts, activities, etc. for those dealing with [Autism](#) and [ADHD](#). Staff and lay people alike are hungry for such support and assistance. ☀

BIG Data: What's it All About??

Edward Snowden's startling revelations about the scope of NSA data gathering has brought Big Data to the attention of the world. The prestigious McKinsey & Company consulting firm has said [Big Data](#) is "the next frontier for innovation, competition and productivity." So, what is it?

Big Data is defined as "a collection of data sets so large and complex that it becomes difficult to process using on-hand database management tools or traditional data processing applications." Due to tracking now available via social networks, credit card purchases, cameras, radio-frequency identification readers, etc., etc., more and more information is available to be processed, parsed, reviewed and analyzed. However, what is "big" to one organization may not be to another, depending on the capabilities of the organization's applications. So, where does education fit in to this picture?

Data can be used in many positive ways in education to improve educational effectiveness and decision-making, and to support basic research on learning, rather than relying on anecdotal information. Coursera (a Massive Open Online Course provider, i.e. MOOC provider) is now offering an entire course on *Big Data in Education*. Students explore prediction modeling, behavior detection, relationship mining, visualization of educational data, knowledge inference, and educational databases, among other topics. And universities are beginning to offer courses in the specialized field of Business Intelligence. For example, Elmhurst College has recently added a new online [MS in Data Science](#).

Applications of this learning are myriad. What are the current and projected demographics of your students? How will changing census data change a school's offerings? What types of programs most interest potential students? What factors do successful students share in common, and how can this information be used to improve all student learning? Answers using data now available can shape programs and academic interventions to increase student and institutional success.

On the flip side, many parents are worried that the data being collected will be used for marketing purposes, rather than educational improvement. "There's no question that, partly because of the attention to the NSA stuff in the past few months, that the public is way more concerned about privacy issues," says Jim Steyer, chief executive officer of Common Sense Media. "And the major new place this is occurring now is going to be in schools."

Certain student information is protected under FERPA—such things as test scores, grades and disciplinary actions—but many school districts and educational institutions are hiring outside firms to collect student data, and this could be problematic. Even though student academic performance can't be sold to marketers, other information may. For example, student emails and prepaid credit card usage at school cafeterias, etc., is not often not protected unless directly specified in the contract.

Per an article in U.S. News and World Reports, in February, "Common Sense Media plans to host a national summit in Washington, D.C., to outline practices they believe will better protect student information, such as setting tighter security standards to protect student information stored 'in the cloud.'"

"It shows that privacy is a big deal, and most of all, that now student privacy is going to become a very important aspect of the proliferation of technology in classrooms," ...[Jim Steyer, chief executive officer of Common Sense Media] says. "And that can be taken care of, but you need state and local governance and education officials to put in place simple student privacy laws."



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.

We're on the Web!

www.icche.org

+

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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.

Circulating on Facebook...



MARK YOUR CALENDARS

February 5–7, 2014	39th Annual ICCHE Conference
April 11, 2014	Northern Regional Conf (Southern—stay tuned!)
October 17- 18, 2014	Fall Retreat—ICCHE/ICCET, Champaign, IL
October 18, 2014	ICCHE Board Meeting
December 2014	ICCHE Board Meeting
February 4-6, 2015	40th Annual ICCHE Conference, Chicago, IL



COMMENTS/QUESTIONS/INPUT??

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:

Robin Nash
Manager, Alternative Education
Oakton Community College
1600 East Golf Road
Des Plaines, IL 60016
Ph: 847-635-1971
Email: rnash@oakton.edu

Hilary Ward Schnadt, Ph.D.
Assoc. Dean for Acad. Services and Programs
University Center of Lake County
1200 University Center Drive
Grayslake, IL 60030
Ph: 847-665-4004
Email: HWSchnadt@ucenter.org

