



November 9-11, 2011
Park Vista Hotel
Gatlinburg, Tennessee

Conference Highlights

November 9, 2011
 2:00 to 4:00 PM

Pre-Conference Session

Dr. Robbie Melton
 Associate Vice Chancellor
 Tennessee Board of Regents



November 10, 2011
 1:00 to 1:30 PM

Special Presentation

Chancellor John Morgan
 Tennessee Board of Regents



Best Practice Presentations

from Award Winning Programs
 at

The University of Tennessee, Knoxville
 Chattanooga State Community College

43rd Annual Conference

*Tennessee Alliance for
 Continuing Higher Education*



Eye to the Future:



Redefine

*“Revisiting the Role of the
 Community College in Realigning
 Higher Education in America”*

*Dr. Wade McCamey, President
 Walters State Community College*

Reinvest

*“Reinvest in Yourself and
 in Your Future”*

*Dr. Dale Henry, Owner and President
 Your Best Unlimited*



Reinvent

*“Reinventing Formula Funding -
 What the Complete College Act
 Means for Adult Students in*

*Tennessee Public Higher Education”
 David L. Wright, Chief Policy Officer
 Tennessee Higher Education Commission*

2011 TACHE Conference Agenda

Conference
Fee
\$159

Play
"Vendor Bingo"
and Win
a Prize!

Thursday,
November 11
5:00 PM

Silent Auction
to Support the
Dr. Paul Goldberg
Leadership
Award

Wednesday, November 9, 2011

1:00-5:00 p.m.

Conference Registration

2:00-4:00 p.m.

Pre-Conference Workshop

"Redefine, Reinvest, and Reinvent through Mobilization"

This presentation will highlight the major impact of mobilization in terms of mobile devices and mobile apps for continuing education and professional development for TACHE. Research and data will be presented to show how mobilization is quickly transforming continuing education and workforce development, i.e., delivery of training through mobile apps, new skills using smart phones, and the job market for the next three years. In addition, several demonstrations of various mobile devices such as the iPhone/iPad/Androids/Blackberry, etc. and mobile apps will be showcased. Participants should bring their mobile devices and prepare to leave the session with a wealth of resources in their program/career areas.

Dr. Robbie Melton, Associate Vice Chancellor, TBR

4:00-5:00 p.m.

Regional Directors' Meeting

5:00-6:00 p.m.

Board of Directors and
Executive Committee Meeting

6:30-Until

Hospitality Suite Open

Sponsored by Interactive Solutions, Inc.

Thursday, November 10, 2011

8:00-10:00 a.m.

Conference Registration

8:00 a.m.-5:00 p.m.

Conference Exhibitors

323link, LLC

Development Dimensions International, Inc.

Interactive Solutions, Inc

ETSU School of Continuing Studies and Academic Outreach

eInstruction

9:00-10:00 a.m.

Continental Breakfast

Newcomers' & Past Presidents' Breakfast

10:00-10:15 a.m.

Welcome and Announcements

10:15-11:00 a.m.

General Session I - "Reinvest"

"Reinvest in Yourself and In Your Future"

Change is the only constant in today's world. Dr. Henry will examine change and how we can chart a course that produces less stress and more productivity. As you reinvest in yourself and your future, this session will help you "reboot" your master computer and enable you to play and work smarter.

Dr. Dale Henry, Owner and President, Your Best Unlimited

11:00-11:15 a.m.

Networking Break

11:15-11:45 a.m.

Best Practices-2010 Award Presentations

University of Tennessee College of Social Work

"Distance Education Program"

2011 TACHE Conference Agenda Continued

Chattanooga State Community College
“Volkswagen Employee Screening Program”

11:45 a.m.-12:45 p.m. TACHE Luncheon

12:45-1:00 p.m. Networking Break

1:00-1:30 p.m. **Special Presentation**
Chancellor John Morgan, TBR

1:30-2:00 p.m. TACHE Business Meeting

2:00-2:15 p.m. Networking Break

2:15-3:00 p.m. **General Session II - “Redefine”**
“Revisiting the Role of the Community College in Realigning Higher Education in America”
This session will focus on the “Why, When and How” of using artificial intelligence (emerging technology) to assess, value, and document experiential and self-directed human growth and development in a continuing education environment.
Dr. Wade McCamey, President, Walters State Community College

2:30-3:00 p.m. Vendor Showcase and Refreshment Break

3:00-3:45 p.m. **Concurrent Sessions**

Concurrent Session A *Site, Center and Branch Campus Administration -- Tips, Techniques and Best Practices*
Whether you are a campus dean, director, or staff member with branch campus responsibilities, this session will provide ideas you can use to redefine your key roles and increase your effectiveness and productivity in a branch campus setting. Two campus directors representing community college and university branch campuses will share tips and provide insights on how to make your campus a vibrant learning environment for students and how to position your campus as a valued partner, both internally and externally. This session will also serve as a great opportunity to initiate networking with campus leaders throughout the state.
Deidra Beene, UT Martin, Director of UT Martin McNairy Center/Selmer
Cissy Holt, Lawrence County Campus Director, CoSCC
Facilitator: Elizabeth McDow, Lewisburg Campus Director, CoSCC

Concurrent Session B *Fractional Credit to Full Credential: Using Modularized Classes with Fractional Credit to Encourage Workforce Students to Matriculate into Credit Bearing Programs*
Hopkinsville Community College (HCC), along with its sister Kentucky Community and Technical College System (KCTCS) institutions, has developed a model to transition traditional workforce training students into credential seeking students. The traditional workforce student lacks confidence and security when it comes to college success. In workforce classes, workforce students often find they can be successful in a college setting. As a result, college staff work to identify, recruit, and communicate with these students and encourage them to explore a credential-seeking path within the discipline of their choice. Most of the workforce courses delivered by the Workforce Solutions department at HCC are delivered within a modularized format. Many of the courses award fractionalized college credit based on the percentage of the parent course content covered. These credits coupled with college success have the potential to provide incentive to the workforce student to matriculate into a traditional program. A goal of this initiative is to provide the region with a better educated workforce. This will in turn aid economic development personnel in recruiting potential industries to the area.

Jerry Gilliam, Acting Dean of Workforce Solutions, HCC
Tammie Van Buren, Director of External Education Programs, HCC

2011 TACHE Conference Agenda Continued

- Concurrent Session C** *Closing the Distance in Distance Education - Reinvesting in Quality*
Jackson State Community College (JSCC) was recently awarded a \$489,171 grant from the U.S. Department of Agriculture Rural Utility Services and Telemedicine Grant. Given the current economic climate, JSCC has strategically invested in technology and resources which address quality and retention. JSCC is launching three new initiatives this fall: 1) expanding its Distance Learning videoconference program, 2) a new synchronous online program, and 3) revitalizing its asynchronous online program.
Patrick Davis, Director of Distance Education, JSCC
- 3:45-4:00 p.m.** **Networking Break**
- 4:00-4:45 p.m.** **Concurrent Sessions**
- Concurrent Session A** *LearningCounts.org: A New Prior Learning Assessment Initiative*
The Council for Adult and Experiential Learning (CAEL) recently launched LearningCounts.org to help adults earn college credit for skills and knowledge obtained outside the college classroom (prior learning assessment). This session will discuss LearningCounts.org, focusing on the value of prior learning assessment and the goals for the two-year pilot phase.
Michael Lewis, Director of Technology, LearningCounts.org
- Concurrent Session B** *Work Style and Flexing for Work*
Understanding the different work styles of other people in your office leads to better communication and teamwork. Most of us have participated in a seminar on personality styles, such as Myers-Briggs Type Indicator Instrument, DISC Personal Profile System, Kolbe System, or Social Styles. If your communication and teamwork is perfect with all of your staff and colleagues, then continue on... but if you would like to improve your communication and teamwork, then it is up to you to change (or flex) first. Learning to flex to other people's work styles ensures that there is a productive outcome in the interaction that you have with them. This doesn't mean you have to change your work style. Flexing means you adjust your approach with each individual to make them more comfortable when working with you. This presentation will focus on how to apply the top ten principles of building a cohesive team by flexing to their work style. This will help ensure long-term success instead of short term perfection. This session will be interactive and will give you specific techniques you can actually use immediately.
Joseph Combs, Dean of Community Education, WSCC
- Concurrent Session C** *Distance Education - Redefining How We Use Mobile Media*
The presenter will share ideas and tools to save time, provide universal design and broader access for distance learning using mobile media and more. Bring your own projects to share as well!
Audrey J. Williams, Director of Educational Technology Services, PSTCC
- 5:00-6:00 p.m.** **President's Reception**
Sponsored by Interactive Solutions, Inc.
Silent Auction to Support the Dr. Paul Goldberg Leadership Award
- 6:00-11:00 p.m.** **Hospitality Suite Open**
Sponsored by Interactive Solutions, Inc.
- 7:00 -8:30 p.m.** **Dinner Groups**

2011 TACHE Conference Agenda Continued

Friday, November 11, 2011

8:15-9:15 a.m. Networking Breakfast

9:15-10:00 a.m. Concurrent Sessions

Concurrent Session A *Reinvesting: Using E-Marketing for Non Credit Programs*

The presenter will provide marketing strategies that can assist campuses with promoting their noncredit programs even if they have small budgets. Tips will be shared on how to use e-marketing as a way to increase the number of participants.

Michael Aikens, Business Media Center, TTU

Concurrent Session B *Distance Education - Generations in the Classroom*

Today's higher education providers are faced for the first time with the question of how to meet, engage and retain learners from five separate and distinct generations. Take a look at the Traditionals, the Boomers, Generation X, Generation Y and the Nexters – find out what makes them tick, what makes them different and what traits they share in the college classroom. Learn the most effective teaching techniques for each group, how they interact, and how you can use their generational characteristics to enhance their learning experience.

Mary Alice Burkhart, Coordinator, Non-Credit and Customized Programs, APSU

Concurrent Session C *Redefining Academic Advising for Adult Students*

In 2010, academic advisors in the School of Continuing Studies and Academic Outreach at ETSU were given the charge to make their advising more proactive with the goal of improving student retention. Initial retention results are encouraging. So, are you looking for a new way to communicate with your students? Come hear how ETSU advisors are implementing a new way of keeping in touch with their students by using the Constant Contact program in correlation with social media campaigns and how it is helping with retention. This will be an interactive session, so come, and share your ideas.

Stephanie Davidson, Academic Advisor, ETSU School of Continuing Studies & Academic Outreach

Lisa Elliott, Academic Advisor, ETSU at Kingsport

Jerdan Swingle, Academic Advisor, ETSU School of Continuing Studies & Academic Outreach

10:00-10:15 a.m. Networking Refreshment Break

10:15-11:15 a.m. **General Session III - "Reinvent"**

"Reinventing Formula Funding: What the Complete College Act Means for Adult Students in Tennessee Public Higher Education"

The new outcomes-based public higher education funding formula required by the Complete College Tennessee Act rewards institutions for their adult students who enroll as they make progress and graduate. This puts continuing educators in a pivotal position to benefit students, institutions, and the communities in which they reside. David's session will address the history and philosophy of the new formula, how it works, the results expected from its implementation, how the new formula can benefit continuing education units and institutions, and how results are being measured.

Dr. David L. Wright, Chief Policy Officer, Tennessee Higher Education Commission

11:15 a.m.-Noon Closing Session



Meet Our General Session Speakers



Dr. Dale Henry, Owner and President, Your Best Unlimited

Dr. Dale Henry grew up in the foothills of the Smoky Mountains, an area that is bountiful in two things—hospitality and story-telling. Dr. Dale has been a teacher, principal, Dean of the oldest college in Tennessee, a businessman, author, and a speaker and trainer. Dale has been in customer service over half his life. His story-telling ability propelled him as a teacher. This, combined with his customer service and unique ability to captivate audiences, has sky-rocketed Dale in his speaking career.

Since he began speaking just a few short years ago, corporate, government, and educational agencies call on Dr. Henry regularly to have him train their professionals. His client list is a virtual who's who of the top business and agencies in the nation. Dr. Henry is a master teacher in every aspect of the term, and he is what motivational speakers aspire to become.

In keeping with Dr. Dale Henry's book title, [The Proverbial Cracker Jack: How to Get Out of The Box And Become The Prize](#), Dale is definitely the prize!



Dr. Wade McCamey, President, Walters State Community College

Dr. Wade B. McCamey is a lifelong educator. His career began in the late '60s when he taught geography and biology at the secondary-school level. In the '70s, Dr. McCamey was a high school principal. Having earned his doctorate in Education Administration, he also taught college-level courses in education, educational psychology, and curriculum development. Dr. McCamey is a past president of the ETSU National Alumni Association and a former member of the Tennessee Education Association.

In 1979, he went to work full-time for Walters State Community College and held various administrative posts until he left to serve as Superintendent of Greene County Schools from 1988–1992. He then returned to Walters State as Chair of the Division of Behavioral/Social Sciences. In January 1997, he was named Vice President for Academic Affairs, a post he held until he was appointed President of Roane State Community College in October, 2001. On July 1, 2005, he returned to Walters State as President.



David L. Wright, Chief Policy Officer, THEC

David L Wright serves as the chief policy, planning, and research officer for the Tennessee Higher Education Commission. In this role, he routinely advises the Governor's staff and legislative leaders on the lottery scholarship and other policy matters related to higher education. His office provides a variety of research reports and statistical data to system leaders, college presidents, and campus personnel. He is the primary architect of the 2010-2015 Public Agenda for Tennessee Higher Education (www.state.tn.us/thec/complete_college_tn/ccta_summary.html), which identified educational attainment as the state's most pressing need, and established degree production goals for the State and its higher education systems consistent with institutional mission. The Public Agenda set the stage for a public higher education funding formula that attaches a 40 percent premium to successful outcomes for adults and low-income students.

Prior to coming to Tennessee in August 2006, David served as Senior Research Analyst for the State Higher Education Executive Officers (SHEEO), where he developed the State Higher Education Finance study, a national annual survey of state higher education appropriations, net tuition revenues, and enrollments (www.sheeo.org/finance/shef-home.htm). Before entering the public policy world at the state and national level, David served in several capacities on college campuses -- institutional researcher, academic advisor, and admissions officer.

A doctoral candidate at Florida State University, David is an alumnus of the Associates Program of the National Center for Public Policy and Higher Education, which engages leading public policy professionals to address current challenges facing American higher education.

