



Learning Should Never Wait

The Association of Community and Continuing Education presents its Southern Spring Conference

Join us

Thursday, March 14, 2013

Mission Inn Hotel & Spa

3649 Mission Inn Ave., Riverside, CA 92501

(951) 784-0300

Register now for this informative, one-day session in which you will get the latest information on the issues that affect our programs and share ideas for hot topics in Community and Continuing Education.

Registration Fee: \$59.00

(Includes morning snack and lunch**)

To register, send the attached form with your check (**MADE OUT TO ACCE**), purchase order or credit card information to:

Sand Diego Continuing Education

ATTN: Bob Parker

4343 Ocean View Blvd., San Diego, CA 92113-1998

or FAX to (619) 388-4980



ACCE SPRING 2013 SOUTHERN WORKSHOP REGISTRATION FORM

Name:		Title:	
College:			
Mailing Address:			
Phone:		Email:	
Are you (circle all that apply): continuing education, community education, workforce/economic development, other:			
If you have dietary restrictions, circle vegetarian option or vegan option.			
Credit Card Info:	Master Card	Visa	American Express
Card Name:		Billing Address:	
Card Number:		Security Code:	
		Expiration MM/YY:	

**Maps and driving directions will be posted to the ACCE website soon (acceonline.org)
 For information or questions call Bob Parker (619) 388-4894**



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Learning Should Never Wait

Thursday, March 14, 2013

Mission Inn

3649 Mission Inn Ave., Riverside, CA 92501



8:30 - 9:30 am Registration, Continental Breakfast & Welcome

Joint Session

9:30 - 10:30

Keynote Speaker

Dr. Cheryl Marshall, President, Crafton Hills College

Dr. Cheryl Marshall was recently selected as the new President of Crafton Hills College due to her wealth of leadership gifts and experience including an extensive history of working in continuing education, fee, and contract training. She will address the topic of leading change and working collaboratively to meet community needs.

Dr. Marshall began her career as a "freeway flyer" teaching business and human resources courses at several local universities while maintaining a training and consulting business. She subsequently came to Mt. San Antonio College and served in a number of administrative positions including Associate Dean of Business and Director of the Center of Excellence. Dr. Marshall's hard work soon advanced her to the position of Vice President of Instruction at Crafton Hills College which included oversight of all instruction and college accreditation as well as chairing committees on campus including the Educational Master Plan Committee, Planning and Program Review, Accreditation, and Educational Technology, to name a few. Throughout her career, Dr. Marshall has demonstrated a passion for reaching out to communities using creative and collaborative approaches.

Break Out Session 1

10:30 – 12:00

Noncredit Continuing Education Track Concurrent Sessions

Basic Skills Initiative – Promising Practices

California's Community College system serves a large and diverse population of learners, many of whom are underprepared for postsecondary education upon enrollment. Noncredit programs such as ABE and ESL play an important role in the helping these learners to build their basic skills needs and facilitate their transition into certificate and degree pathways. Barbara Illowsky, Basic Skills Initiative (BSI) lead for the Chancellor's Office, will provide an overview of best practices that can accelerate such student progress. In addition, she will update us on the BSI and potential grant opportunities. Following Barbara's presentation, field practitioners will share innovative local programs that benefit from basic skills support and demonstrate proven results.

Dr. Barbara Illowsky CCCCCO Academic Affairs, Dr. Liza Becker MtSAC & Dione Carter SCE/NOCCCD

Noncredit CTE: Meeting the Grade

Across the State, there is a wide range of scope and practice by community colleges in offering noncredit career technical education (CTE), including use of Perkins funding for noncredit programs. Currently, the State collects data on Perkins core indicators only for credit programs. The Statewide Vocational Research and Accountability Committee, which serves in an advisory role to the Chancellor's Office, is seeking a recommendation on how noncredit vocational programs might be included in Perkins accountability. In this breakout, participants will share best practices, future plans for noncredit CTE at their institutions, the challenges and opportunities in offering noncredit CTE, and the potential to report grades (progress indicators) to the State for Perkins accountability.

Martha Gutierrez CCCCCO Research and Accountability Committee/SCE, NOCCCD

10:30 – 11:30

Community Education Track

Social Media Marketing 101

ACCE is responding to your survey requests for a Social Media marketing boot camp! Following up to our *ACCE Social Media Sites* presentations at our 2012 workshops, many of you requested specific training on how to log in, set up, and properly use Facebook, Twitter, LinkedIn and other social networking sites to benefit your programs. Learn how to make every "Like" and "Follow" count toward more revenue!

Constant Contact

11:30 – 12:00

GI Bill Approved

Learn how you can get your training programs GI Bill approved to obtain funding for individuals who have served their minimum service obligation in the armed services.

Christine Jensen Mira Costa College

12:00 -1:00 Networking Lunch and Business Meeting

Break Out Session 2

1:00 – 2:00

Noncredit Continuing Education Track

Student Success Act Update – Part 2

In this follow-up to the fall overview of the Student Success Act (SB 1456), Anna Garza will update us on the proposed changes to the Matriculation sections in Title 5. In light of these changes (and potential changes), Henry Hua will review ways to properly code and submit MIS data in order to capture and report the mandated support services that we provide for our students

Anna Garza MAC Board & Henry Hua NOCCCD

1:00 -2:00

Community Education Track

Fee-Based Programs for Non-CDCP Courses

What are the alternatives? What are the challenges? Colleges state-wide have been grappling with shrinking budgets and prioritizing course offerings, and credit and non-credit programs for non-CDCP have experienced massive reductions. Can these non CDCP course offerings survive as fee-based? Find strategies that work in transitioning state supported courses to a fee-based model.

Dave Anderson Saddleback College, Lorraine Wicks Long Beach City College & Ron Furuyama Santa Monica College

Break Out Session 3

2:00 – 3:00

Noncredit Continuing Education Track

Advocacy Panel Discussion

With the passing of Proposition 30, the LAO report on restructuring adult education, the Governor's budget proposal and the subsequent trailer bill, noncredit is once again in the spotlight. Our field has been recognized for the unique role it plays in providing adults with foundational skills and equipping them for the workplace. However, different and sometimes conflicting perspectives on the mission and primary focus of our programs still exist. Learn about ACCE's recent advocacy efforts and become an active participant in shaping the future for our students.

ACCE Board Members

2:00 – 2:30

Community Education Track

Collaborative Job Training Trend

An exploration of issues and trends affecting California's Community and Continuing Education collaborative job training programs. Where have we been and where are we going? What types of collaborations work and what doesn't work? This open discussion will engage participants in a review of past trends and preview future trends in collaborative job training partnerships with a focus on excellence toward serving our students and our community in meaningful ways.

Alice Wertz Boston Reed

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For over 20 years, Boston Reed has provided the most affordable training to busy adults seeking a new career in the healthcare industry. Whether you recently graduated high school or are busy working full-time, Boston Reed College will give you the hands-on training to get you working fast. Check them out at www.bostonreed.com.

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W.I.T.S. educational partnerships set the standard for the fitness industry in higher learning educationally based training, which results in inter-national certification. W.I.T.S. is employer driven for success and is one of the most accepted in the fitness industry. W.I.T.S. is approved for college credits through the American Council on Education and offers staple programs like personal trainer courses in a 9 week & blended/hybrid format. All of the programs lead to certifications that enhance student's resumes for advancement & employment. To date W.I.T.S. has also been approved for IACET CEU's for occupational therapists, massage therapists and athletic trainers.
