



2017 Annual Conference
Building Partnerships: Collaborating for Success

Ohio Continuing Higher Education Association's
2017 Preconference Workshop

Wednesday, March 22, 2017

2:00 – 5:00 p.m.

Data Based Decision Making: Using your Student Registration Package
(room – Union)

Chuck Havlicek, President – ACEware Systems, Inc.

Your Student registration package can help you make better decisions for Continuing Education/Workforce Training program. However, as with any tool, the results you get will depend on how well you use it. This special three hour “Executive Briefing” will help you learn how you can use your Registration Software Package to:

- Set your software up for success
- Develop Codes that make a difference
- Make better marketing decisions
- Supercharge your program development process
- Get better “Bottom Line” financials to measure programs
- Let the software help you measure and reward staff performance

Chuck will use the model of the registration package from ACEware Systems, but the models, processes and techniques can be applied to most any robust registration software package.



BIO: *Chuck is President and founder of ACEware Systems, Inc., a company that develops and markets Registration Software for continuing education programs. His claim to fame is that he spent 15 years as a continuing educator at the University of Nebraska and at Kansas State University. His university experience includes work with noncredit programs, professional certificate programs, community ed programs and conferences. He has served in a number of leadership roles in continuing education associations, including the ACEAN (Adult and Continuing Education Association of Nebraska) and the University Continuing Education Association. Chuck has a Master's Degree in Adult and Continuing Education from the University of Nebraska-Lincoln.*



2017 Annual Conference
Building Partnerships: Collaborating for Success

Welcome to the
Ohio Continuing Higher Education Association's
2017 Annual Conference

Thursday, March 23, 2017

8:00 a.m. **Registration Open – Breakfast (room – Fairfield)**

8:45 – 9:00 a.m. **Welcome and Introductions – Toni Paoletta (room – Fairfield)**

9:00 – 10:30 a.m. **Opening General Session (room – Fairfield)**

Diverse Opportunities, Varied Needs, Collaborative Solutions: An Ecosystem Approach to Building a Workforce

Joel Simon, Vice President for Workforce and Economic Development – Council for Adult and Experiential Learning (CAEL)

Access to a highly skilled pool of labor is now the most critical factor when business owners decide where to locate or expand. Employers' needs, however, are too diverse and complex to be addressed by any single institution or program. Communities with a range of learning opportunities can be better positioned to address the demand for skilled workers, but a lack of vision and coordination may hamper such efforts and lead to confusion and disillusionment. Success depends upon getting smart about the people and skills that are needed, efficiently deploying education and training resources and tapping into the widest range of talent available. Working in communities across the US – large metros and small towns, urban and rural areas – the Council for Adult and Experiential Learning (CAEL) has developed an approach to create workforce intelligence, drive program change to address current and projected demand, increase collaboration among diverse stakeholders, and enable both programs and participants to be resilient and adaptive as economies evolve and change.



BIO: *Joel Simon, joined the Council for Adult and Experiential Learning (CAEL) as a Senior Consultant in 2006, assuming the role of Associate Vice President in 2009 and Vice President in 2012. Mr. Simon brings more than 20 years of experience working at the local, regional and state level to link community and economic development with community residents through skills development, collaboration and capacity building. His work at CAEL focuses on building regional collaboration to embed skills development strategies into local and regional economic development and job creation efforts. He has provided consulting to multi-stakeholder workforce initiatives in 33 states, and has worked with public and private partnerships to understand and address skills needs in a variety of existing and emerging sectors including aerospace, aviation, energy, life sciences, transportation, manufacturing, information technology, retail, hospitality and healthcare, as well as foundational skill efforts, regional collaboration initiatives that cut across sectors, and workforce readiness and access for target populations.*



2017 Annual Conference
Building Partnerships: Collaborating for Success

10:40 – 11:30 a.m. Concurrent Sessions A

Getting the Most from Customized Training (room – Delaware)

Mariana Patton – Upper Valley CC

This discussion includes determining the need for customized training, determining the target audience, incorporating equipment into the training session, interactive training (getting trainees out of their seats), training manuals, and beyond the classroom (assisting trainees with PowerPoint presentations, jobsite training tips, follow-up questions, etc.).

**Building Partnerships: Collaborating for Successful Registered Apprenticeship
(room – Franklin)**

Brenda Vogley/Sara Hunt – Thomas Miller & Associates and Mahoning Valley Manufacturers Coalition

The Greater Oh-Penn Manufacturing Apprenticeship Network is a five-year American Apprenticeship Initiative grant awarded to the Mahoning Valley Manufacturers Coalition in 2015. Year one was largely focused on employer engagement and capacity building with education and training providers to help them to think differently about how they could be more responsive to the needs of participating manufacturers and apprentices. Efforts like this are critically important to helping address the challenges in the manufacturing sector in the area of talent attraction and retention, and the need to change that sector's employment and training practices.

The project team created a group-sponsored, competency-based machinist apprenticeship model that was grounded in best practice research. The facilitation of a group of employers and education providers across 14 counties to come to consensus on their standards and training was no small undertaking. This session will give you the “play by play” on how the Network engaged partners across region for a successful launch of the apprenticeship initiative.

11:40 – 1:00 p.m. Lunch (room – Fairfield)

 OCHEA Awards Presentation – Barbara Hanniford, Cleveland State University

1:10 – 2:00 p.m. Concurrent Sessions B

Growing Enrollment and Student Success through Partnerships and the Revolving Loan Fund (room – Delaware)

John Joy – Southern State Community College

Presentation will describe application process and key components for obtaining OhioMeansJobs Revolving Loan Fund monies and how it was implemented successfully at Southern State Community College. Southern State was the first institution in Ohio to use the first round of funds, and had a student completion rate of 96%. Learn how to grow program enrollment, improve student success, and contribute to workforce development in high-demand occupations through use of Revolving Loan Funds.



2017 Annual Conference
Building Partnerships: Collaborating for Success

Concurrent Sessions B – continued

Leveraging Public and Private Sector Knowledge & Resources to Increase International Trade (room – Franklin)

Ucee Faenza, Ohio Small Business Development Centers – Export Assistance Network – Monte Ahuja College of Business

Northeast Ohio (NEO) continues to expand beyond its borders. Not only are NEO companies entering global markets, but foreign companies are moving into the region. As a result, a network of support services built upon collaboration and global expertise is required to ensure that U.S. companies continue to effectively enter new markets and strengthen their competitive edge. This presentation will provide details on how Monte Ahuja College of Business and its Global Business Center, both integral parts of the global emphasis at Cleveland State University, fundamentally elevate NEO global success by providing expert service in the following ways: knowledge transfer through international business-focused training programs, such as Global Target and Global Reach, applied research for industry utilization, extensive collaboration with valued entities such as Ohio Development Services Agency and Cleveland USEAC. How programs are consistently modified to reflect industry changes at home and abroad and to be forward thinking about future opportunities and challenges.

2:10 – 3:00 p.m. *Concurrent Sessions C*

The BRIDGE - An Issue Management Process (room – Delaware)

Myra Wilson and Anne Johnson – Alber Enterprise Center at Ohio State Marion

Organizations face challenges that impact overall productivity and performance and ultimately, the bottom line. Why use The BRIDGE? The simple answer...because it works. The BRIDGE is an issue management process developed by Alber Enterprise Center of The Ohio State University. This process can be used to identify a solution to a complex issue that logically guides you to a customized resolution. There are no “cookie cutter” solutions. We have used this in different types of organizations and with teams to solve critical issues. The presenters will provide an overview for The BRIDGE and will share some examples.

The Onsite Training Lab: A Company’s Investment in Continuing Workforce Development (room – Franklin)

Bobby Gilbert – Edison State Community College Business & Industry Center

A discussion on arguments for, and the models used to promote a company’s investment into onsite training facilities. Some of the relevant Pros and Cons will be discussed along with interactive participation from the audience.



2017 Annual Conference
Building Partnerships: Collaborating for Success

3:10 – 4:00 p.m. *Concurrent Sessions D*

The Ins and Outs of Community College Partnerships (*room – Delaware*)

Emily Morris and Craig Sohl – Capital University

Building partnerships with community colleges is an essential tool to increase enrollment, student satisfaction and higher education awareness. In this session we will go over the process we used to develop a partnership, potential roadblocks you'll encounter and how each institution will benefit.

Show me the \$\$: Financial Management for CE/WF Programs (*room – Franklin*)

Chuck Havlicek, President – ACEware Systems, Inc.

Successful CE/WF programs depend on solid financials. This includes having good financial planning tools, accurate expense reporting and monitoring. In this session, we'll review the process of program budgeting (both for open enrollment and contract programs) and cover methods of tracking expenses at the program level (not just at the department account level). We'll also discuss report formats that can help you keep track of the money you have!

4:10 – 5:00 p.m. *Concurrent Sessions E*

**Free membership in Ohio's eTutoring Collaborative Allows Schools to Share Tutors
(*room – Delaware*)**

Karen Boyd – Ohio eTutoring Collaborative

The Ohio Department of Higher Education's Ohio eTutoring Collaborative provides an on-line venue where students can access free on-line tutoring. Now, in its eighth year, more than 30 Ohio colleges share tutors using the award-winning eTutoring platform that supports synchronous subject areas as well as asynchronous writing across the curriculum. Learn more about this free program and how your school would benefit from membership.

The Role of Google Adwords in your Organization (*room – Franklin*)

Brandie Blankenship – Cleveland State University's Professional Development Center

If you have heard of the internet, you have heard of Google. Google is the largest search engine on the Internet and it plays a key role in your presence online. For example, when you go to the internet, you most likely refer to Google, Bing or Yahoo to search for a particular topic of interest. The links that pop up are your search results. So, what if you could have an influence on those search results? You can! With Google Adwords, you can run ads that target your audience, bring traffic to your website and remarket to them. During this presentation, you will:

- Learn the importance of search engine marketing and Google Adwords
- Explore the Google Adwords platform
- Get advice on how to create ads that target your prime audience
- Understand how to track ad performance



2017 Annual Conference
Building Partnerships: Collaborating for Success

Please stay for drinks and heavy hors d'oeuvres sponsored by:



And – VOTE ON YOUR FAVORITE POSTER SESSION!

- **Cleveland State – Level Up! The Professional Development Marketing Mix**
- **Southern State – Black Rocket Summer Camp**
- **Northwest State – Harnessing the Power of Hybrid for Advanced Manufacturing Education**

5:00 p.m. Reception and Exhibitor Networking

Evening Free Time – Dinner on your own

Friday, March 24

8:15 – 9:15 a.m. Concurrent Sessions F

Break-even Strategies (room – Delaware)

Toni Paoletta, Cleveland State University

Cancellations can kill a program. Running a course in the red can kill a program too!
Attend this session and learn a few tips and tricks to stay in the "green".

Transitioning Non-Credit to Credit (room – Franklin)

Jeff Montgomery, Amy McClellan and John Joy, Southern State Community College

This session will discuss existing methods for articulating workforce development training into college credit. We will be discussing elements of our pathways initiative to strengthen and improve articulation of non-credit to credit. Will cover topics such as the use of vouchers, discounts, and adult CTC programs and agreements to increase opportunities for students to articulate into college programs. There will be a Q&A session to discuss other innovative approaches and best practices for transitioning non-credit to credit.



2017 Annual Conference
Building Partnerships: Collaborating for Success

9:30 – 11:00 a.m. General Session (room – Fairfield)

Ohio Department of Higher Education (ODHE) Discussion Panel

John Magill, Assistant Deputy Chancellor Economic Advancement, ODHE

Cheri Rice, Associate Vice Chancellor, Higher Education Workforce Alignment, ODHE

John and Cheri will discuss Ohio Department of Higher Education (ODHE) initiatives expanding our support for students and business. Student focused programs include: OhioMeansJobs Workforce Development Revolving Loan Fund, Ohio Means Internships and Co-op (OMIC) and Regionally Aligned Priorities in Delivering Skills (RAPIDS). Business and education activities include career services and sector based workforce strategies.



BIO: John Magill is the Assistant Deputy Chancellor of Economic Advancement for the Department of Higher Education. In this role he is focused on strengthening the opportunities and relationships between Ohio's institutions of higher education and economic development initiatives at the local, regional and state level. He is actively working in the areas of workforce development, commercialization and strategic investment.

During his 26-plus years in state development efforts, he focused on issues of place-based development in rural and urban settings. He was recognized for his contribution to the success of the Clean Ohio Revitalization Fund that cleaned up brownfields, changed neighborhoods and fueled redevelopment across the state. He has spoken nationally on economic and brownfield development issues and authored a book chapter on rural economic development

John is a graduate of the University of Notre Dame, the Ohio State University (Master in City and Regional Planning) and Ashland University (Master in Business Administration).



BIO: Ms. Rice joined the Ohio Department of Higher Education in August, 2016 with sixteen years of higher education experience with Stark State College. During this tenure, Ms. Rice served as Vice President of Strategic Initiatives, Student Services, and Enrollment Management. Ms. Rice also served as the College's liaison for team discussions, reviews, and strategic planning with the University System of Ohio and played an integral part in the development of the State's strategic plan metrics and the implementation of the degree offerings which includes the support, diversity, and service needs of all students. Ms. Rice was the administrative lead with the planning and implementation of Completion by Design which focuses on initiatives to assist students to completion and graduation in community colleges in Ohio.

Prior to joining Stark State College, Ms. Rice had a long and distinguished career in the health care field serving as part of hospital administration and as the Quality Improvement and Program Evaluation Manager for Hillcrest Healthcare Systems in Tulsa, Oklahoma.

Ms. Rice holds an MBA with a focus on strategic marketing from Oklahoma City University; a Bachelor of Arts Degree from the University of Kentucky; and is currently pursuing a Ph.D. in Education at Walden University.

11:15 – 11:30 a.m. Break and Networking



2017 Annual Conference
Building Partnerships: Collaborating for Success

11:30 – 12:30 p.m. Lunch (room – Fairfield)

✚ OCHEA Annual Business Meeting

12:30 p.m. Dismiss

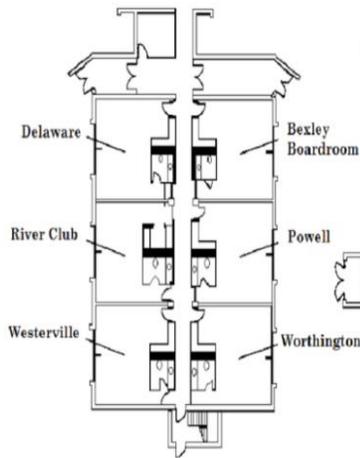
Floor Plan



DOUBLETREE

BY HILTON™

COLUMBUS - WORTHINGTON





2017 Annual Conference
Building Partnerships: Collaborating for Success

OCHEA Executive Board

*President – Toni Paoletta
Cleveland State University*

*Secretary – Carla Wood
The Ohio State University*

*Treasurer – Peggy Wiggins
Edison Community College*

*President-Elect – Todd Hernandez
Northwest State Community College*

*Past-President – Brenda Latanza
Retired from Sinclair Community College
Current – Preble County Development Partnership*

*Member-at-Large – Russ Brewer
Southern State Community College*

*Member-at-Large – Connie King
Baldwin Wallace University*

Thank you for attending!
We look forward to seeing you in the fall at
OCHEA's 2017 Professional Development Day!