

# DETC 82<sup>nd</sup> Annual Conference

April 13-15, 2008

The Fairmont Copley Plaza \* Boston, MA

## *“Moving Forward: Mapping the Future of Distance Education”*

### SUNDAY, April 13, 2008

- 1:00 – 4:00 p.m.      **Registration**  
Stop by the registration tables to sign in and pick up your conference materials. Take a look at the latest DETC literature and tour the exhibitors’ to learn about the important services they provide.
- 1:30 p.m.              Research and Education Standards Subcommittee Meeting
- 3:00 p.m.              Business Standards Subcommittee Meeting
- 6:00 p.m.              **Welcome Reception and Dinner**  
Meet in the lobby where busses will take you to the Welcome Reception and Dinner at **The Union Oyster House**, the oldest restaurant in Boston and the oldest restaurant in continuous service in the U.S.—its doors have been open since 1826.

### MONDAY, April 14th

- 7:30 a.m.              **Continental Breakfast and Registration**
- 8:00 a.m.              **DETC Annual Business Meeting**
- 9:15 – 9:25 a.m.      **Opening Remarks**
- 9:25 – 10:05 a.m.    Closing the Postsecondary Attainment Gap: A National Imperative  
*Ms. Vickie Shray, Special Assistant to the U.S. Secretary of Education*  
Beginning with her Commission on the Future of Higher Education, the Secretary of Education launched a critical national dialogue about the need for a culture of accountability across all sectors of higher education. In September 2006, the Secretary released her Action Plan for Higher Education, which called for increasing the access, affordability, and accountability of colleges and universities. This session provides an overview of the dialogue and activity within Washington and across the country related to the work of the Commission on the Future of Higher Education and the Secretary's Action Plan for Higher Education.

- 10:20 – 11:00 a.m.      **The Good Accreditors Do for America**  
**Dr. Belle Wheelan**, *President, Southern Association of Colleges and Schools (SACS) Commission on Colleges*  
The process of higher education accrediting institutions was designed to ensure each institution had a mission relevant to higher education, the resources to effectively carry it out, and appropriate student learning outcomes and way to assess students' achievement of them. This presentation will focus on a variety of areas in which the peer review process assists institutions in these efforts. Several strategies that have been implemented at various institutions throughout the southern region will be shared.
- 11:15 – 11:55 a.m.      **The Changing World of Distance Education:  
New Opportunities, New Challenges**  
**Dr. Nick Allen**, *Provost Emeritus, University of Maryland University College*  
Distance education is evolving rapidly beyond its dynamic growth and increasing acceptance over the past decade. What are some of the changes on the horizon that will shape DE in the future in terms of: new audiences, technologies, services, and pedagogies? This presentation will highlight some of the shifts taking place and some of the challenges and opportunities these may present the distance education industry.
- Noon – 1:30 p.m.      **LUNCH**
- 1:30 – 2:15 p.m.      **How to Conduct a Compliance Audit**  
**Ms. Christine Galdston**, *Education Accreditation & Compliance Officer, Gemological Institute of America*  
The changing field of distance education can require the addition, deletion or modification of existing standards and guidelines. A compliance audit, a process allowing institutions to review the extent to which they are complying with published standards and guidelines, can ensure your institution is up to snuff. This session is not to be missed: In addition to tips on conducting an audit, the session also will provide an in-depth analysis of the process.
- 2:30 – 3:15 p.m.      **A Survey of Best Marketing Practices**  
**Mr. Ron Gregory**, *President, Gregory & Partners*  
In the distance education field, marketing is key. This session will summarize current DETC (and some non-DETC) institutions' marketing practices against a backdrop of best practices. Comparing and contrasting these two views on a statistical and empirical basis will provide concrete insight into the marketing field. In addition, you'll leave this session with strategies and tactics for improved marketing processes.
- 3:15 – 3:30 p.m.      **Day One Wrap-up**
- EVENING FREE**      Use this free evening to take advantage of all Boston has to offer! The Fairmont sits only steps away from Beacon Hill, the Freedom Trail, Copley Place and the boutiques of Newbury Street.

## **TUESDAY, April 15th**

- 8:00 a.m.                    **Continental Breakfast and Registration**
- 9:00 – 10:30 a.m.        **The Changing Higher Education Market**  
*Mr. Richard Garrett, Program Director & Senior Research Analyst, Eduventures, Inc.*  
Don't miss this of-the-moment presentation! The online higher education market is thriving—transitioning from the periphery to the mainstream—and understanding this transition is critical for institutions invested in online delivery. This presentation will draw together some key findings from recent Eduventures research on the online higher education market in the United States, giving particular attention to consumer demand, the role of geography, and positioning and differentiation trends.
- 10:45 – 11:50 a.m.        **Outstanding Graduates and Famous Alumni Tell Their Stories**  
Sometimes the lack of face-to-face contact with students makes it hard to remember there's a person on the other end of all those e-mails and electronic submissions. But after hearing the inspiring stories from a selection of this year's Outstanding Graduates and Famous Alumni, your focus will be back to the number one priority: the students.
- Noon – 1:30 p.m.            **DETC Annual Awards Luncheon**
- 1:30 – 2:10 p.m.            **Washington Update**  
*Mr. Scott Fleming, Assistant Director, Chartwell Education Group LLC*  
Wondering about the status of distance education legislation and policy in Washington, DC? This Washington Update will give you all the important information on national issues relating to distance education.
- 2:20 – 3:00 p.m.            **Success with Western Governors University's Virtual Mentoring Model**  
*Ms. Gwen Britton, Program Coordinator, Western Governors University*  
Higher education institutions increasing their online education offerings seek strategies to increase student satisfaction and learning. These are two key factors in student retention and success, as well as, timely completion of degree programs. Engaging students and keeping the level of engagement high contributes to student satisfaction (implicitly) and learning (explicitly) as students develop a sense of a "community of support." This session will present Western Governors University's virtual mentoring model solution to the problem of engaging students and addressing these two key factors.
- 3:15 – 4:00 p.m.            **The Future of Telecom in eLearning**  
*Mr. David Nelson, Strategic Partner, Schooley-Mitchell Telecom Consultants*  
As the distance education field rapidly evolves, so do the uses for telecommunication. Find out the current trends in telecommunications for distance learning and learn how to prepare for future uses of this important technology.
- 4:00 – 4:15 p.m.            **Closing Remarks**
- 6:00 p.m.                    **Closing Reception and Banquet**  
Celebrate the completion of the 82nd Annual Conference at the Closing Reception and Banquet!