YOUR CAREER. YOUR MOVE.

LERN PROGRAMS
SPRING 2021
The leading provider of professional development in continuing education
Your Career. Your Move.

This may be the last months of self isolation, a time millions of people are using to upgrade their professional skill sets for the rest of their careers. Don’t miss out on the most comprehensive and intensive professional development in continuing education.

Here’s what you personally get from our professional development, because it is all about you.

- **Have an Easier Day.** After taking a LERN program, your day will go better. Lose the wasted time.
- **Be More Productive.** When you complete our training, you will be more productive.
- **Make Your Boss Happier.** When LERN says you know something, your boss knows you know it.
- **Prepare for Your Next Job.** Our programs even help you with other occupations and work in other industries.
- **Be Smarter.** They like smarter. Everyone does.

Come join us this Spring.

In learning,
**Julie Coates**, Senior Vice President for Information Services, LERN

P.S.: Special offer. For our LERN Institutes, the Third Person FREE!

---

**GET THE BEST PROGRAMS**

The professional development you want, the recognition you deserve

These optional certifications are available at no additional cost. After completing the Institute, you can take the exam online or on paper with a proctor.

- Certified Program Planner (CPP)
- Certified Contract Trainer (CCT)
- Certified Digital Marketer (CDM)
- CPP Recertification

Here’s How It Works

It’s easy to participate in your Institute online. After you register, you will be given a web address to get into your online classroom.

Participate when you want

Participate any time of day or night, from any computer, anywhere. Participate as little or as much as you want. There are no live meetings.

For the best learning, plan to log onto the course on 2-3 different days of the week.

What you will do

For each Unit, you will:

- Do the Readings (about 20 pages a week)
- Listen to the audio Presentation for the Unit and view the slides
- When you are ready, take a Self-Quiz to see how much you have learned
- Engage in written online Discussion with your instructor and other participants

It’s easy. It’s fun.

---

**Graduate Credit**

Most Institutes are part of the curriculum for the joint LERN-USD Master’s Degree, with credit and degree awarded by the University of South Dakota. See page 14 for more.
CERTIFIED PROGRAM PLANNER (CPP)

PROGRAM MANAGEMENT INSTITUTE
MARCH 8 - MAY 27, 2021

Whether you are new to course and event programming or a seasoned programmer without formal training, understanding the essential components of successfully operating a lifelong learning or continuing education program is a must.

The field of lifelong learning and continuing education programming has changed significantly the last few years. There is increasing competition. There are heightened expectations for financial performance, and there is tremendous growth in the knowledge and sophistication of management, marketing, and programming techniques. All this means that professionals in lifelong learning and continuing education programming cannot perform productively without comprehensive professional training in the things they do every day.

PMI & CPP
The Program Management Institute (PMI) is the most complete, comprehensive, and advanced training in the field of course and event programming. Upon completion of the PMI you will be prepared to take the Certified Program Planner (CPP) exam and receive the recognition you deserve.

This online institute includes weekly presentations, questions and answers with the presenter, online discussion, self-quizzes, and slide presentations illustrating various models, benchmarks and best practices of program management.

Why PMI is for YOU
After participating in the PMI, you will be able to perform needs assessment, develop new programs, price courses and events, develop market plans, and recruit and retain participants. You will understand the ten most critical components of the lifelong learning and continuing education business.

The PMI is an intensive training that will supply you the most up-to-date data, facts, and practical information to keep your program on the cutting edge. You will be able to make the best decisions to solve your problems. Only LERN can tell you how to grow and improve your program.

AGENDA

Week 1: Introduction
Week 2: Learning & Teaching
Week 3: Needs Assessment
Week 4: Program Development
Week 5: Finance & Budgeting
Week 6: Program Analysis
Week 7: Pricing
Week 8: Marketing
Week 9: Brochures
Week 10: Study Week
Week 11: Promotion
Week 12: Customer Service, Benchmarks & Test Prep
Week 13: Exam Week

About the Instructor:
Brendan Marsello ran the marketing for Rhode Island’s largest lifelong learning program, designing brochures and managing brochure distribution and other promotion.
CONTRACT TRAINING INSTITUTE

MARCH 8 - APRIL 30, 2021

The Contract Training Institute is the most complete, comprehensive, and advanced training in the field of contract education.

In this “nuts and bolts” Institute, you will learn the LERN Contract Training Model including practical and proven skills in contract training from a successful professional with years of contract training experience.

After attending the Contract Training Institute, you will be able to generate more leads, successfully administer needs assessments, price contracts, increase your operating margin, and provide your clients solutions, not just training. You will have the skills needed to successfully operate a contract training unit.

The Contract Training Institute includes the latest models, templates, documents, and formulas needed to increase the effectiveness of your contract training efforts. The LERN Sales Process, a proven process for boosting contracts sold, details the steps from lead generation to quality assurance.

You will have the strategies and techniques for increasing your effectiveness and success rate.

Earn your CCT

Upon successful completion of the Certified Contract Trainer exam, you will earn your CCT credential.

AGENDA

Unit 1: Introduction to Contract Training

Unit 2: The Finances of Contract Training

Unit 3: Real World & Team Selling

Unit 4: Marketing, Lead Generation & Client Analysis

Unit 5: Needs Assessment

Unit 6: Pricing Contract Training

Unit 7: Teaming with the Right Instructors

Unit 8: Documents & Templates

Unit 9: Quality Assurance & ROI

Unit 9: Study Session for CCT Exam

About the Instructor:

Greg Marsello is LERN’s contract training subject matter expert with extensive experience selling contracts. Along with industry experts, Marsello has been instrumental in developing the LERN Contract Training Model. Besides selling LERN contracts, Marsello leads LERN’s Contract Training Advisory Group, writes LERN’s Annual Contract Training Update, and researches contract training best practices, benchmarks and strategies.
Experts say the right staffing structure and efficient operations are fundamental in ensuring increased staff productivity and overall program success.

Operations is the team that manages day-to-day tasks required to successfully run a lifelong learning or continuing education program. Over the last 15 years, a majority of programs have worked diligently to centralize operational tasks so revenue generators – course/event programmers and salespeople – could focus on revenue generation and growing the program.

**OI & COM**
The Operations Institute (OI) is the most complete, comprehensive and advanced training in the field of operations. Upon completion of the OI you will be prepared to take the Certified Operations Manager (COM) exam and receive the recognition you deserve.

This online institute includes weekly presentations, questions and answers with the presenter, online discussion, self-quizzes, and slide presentations illustrating various models, benchmarks and best practices of operations management.

**Why OI is for YOU**
After participating in the OI you will understand how to pull and centralize routine tasks, document processes and procedures, be the hub for accurate information and reports, provide the highest level of customer service, and help improve overall program efficiency and productivity. Simply the goal of the operations team is to be the answer.

No longer can everyone do everything and your program needs people trained in and dedicated to operations. Only LERN can tell you how to make operations work and the critical services an operations team provides. Understand the why of operations and have the skills and knowledge to implement the how of operations.

---

**AGENDA**

- **Unit 1:** Understanding Operations
- **Unit 2:** LERN’s Ideal Staffing Structure
- **Unit 3:** Operations Leaders Role
- **Unit 4:** Running Like a Business
- **Unit 5:** Job Standards and Competencies
- **Unit 6:** Finances and Benchmarks
- **Unit 7:** Core Processes
- **Unit 8:** Data Collection and Analysis
- **Unit 9:** Operations Best Practices
- **Unit 10:** Study Sessions for COM Exam
In recent years, website and email marketing have become essential to your marketing mix and central to your promotional success. Digital marketing will become even more important to your registration success than ever before.

LERN now recommends that 15 percent of your marketing budget and staff time be devoted to eMarketing, second only to your brochure and print promotions. With this eMarketing Institute, you will get the latest success techniques, the best long-term eMarketing strategies to employ, and practical, how-to information on what, when, where, and how to conduct your digital marketing activities.

**Earn your CDM:**
Upon successful completion of the Certified Digital Marketing (CDM) professional exam and projects, you will earn the CDM designation.

---

**AGENDA**

**Unit 1:** Eight Digital Marketing Strategies That Work

**Unit 2:** The Print-Digital Marketing Mix

**Unit 3:** Upgrading Your Programs’ Main (Home) Page and Analyzing Your Website Traffic

**Unit 4:** Creating Web Descriptions That Sell and Online Registrations

**Unit 5:** Online Surveys as a Marketing Tool

**Unit 6:** Online Programming and the Impact On Marketing

**Unit 7:** Do’s and Don’ts Of Email Promotions

**Unit 8:** Social Media

---

About the Instructor:

Susan Hurrell is Vice President, Business Development, for Neovation in Winnipeg, Manitoba. She sees nothing but possibilities for businesses and organizations to extend their reach and engage new clients through all forms of online interaction via email marketing, social media, and blogging.
The LERN C.E. Model…New and Essential

Successful continuing education programs require leaders who can both lead and manage. The LERN C.E. Model course is for people new to continuing education leadership, staff looking to climb the leadership ladder, and seasoned leaders.

The LERN C.E. Model isn’t a cookie cutter template. Instead, it’s an assortment of leadership, course programming, marketing, contract training and operations strategies, best practices and benchmarks a continuing education program should employ to improve performance.

Successfully leading a continuing education program isn’t easy. You must have expertise in finance, staff structure and management, new revenue generation, data analysis, increasing intellectual capital, planning, and much more. The LERN C.E. Model course incorporates everything a continuing education leader needs to know and do.

LERN staff work daily with North American continuing education leaders and developed The LERN C.E. Model by understanding why successful continuing education leaders are winners. If you want to be a successful continuing education leader, The LERN C.E. Model course is a must for you.

About the Instructor:
Greg Marsello is a LERN co-founder and senior advisor. For over 45 years Marsello has operated continuing education programs and supported North American continuing education leaders turning around challenged programs and growing successful ones. Over his career he has reviewed and assessed over 300 continuing education programs and collected critical information on successful continuing education leadership practices. His hands-on experience and diverse knowledge of the continuing education industry positions him to share continuing education leadership “Information That Works!”
CPP RENEWAL
CPP RENEWAL COURSE
APRIL 5 - 30, 2021

Get certified. Stay certified.

Get your CPP Recertification through December 31, 2022.

Understanding the latest programming, marketing and management lifelong learning and continuing education shifts is critical to your knowledge and skill base. As a Certified Program Planner (CPP), you need to refresh your grasp of LERN best practices, benchmarks and strategies, as well as boosting your expertise with the latest and most cutting edge “Information That Works!”®.

The CPP Refresher Course prepares you for the 20 question CPP Recertification Exam.

Join LERN’s experts as they share their research, enhancing your knowledge and skill set by providing you with updated benchmarks, new best practices, and the latest information in the field of continuing education and lifelong learning programming, marketing and management.

Your CPP expired last year if you earned it before 2018. Renew it now.

AGENDA
Week 1: Finances, Formulas & Pricing
Week 2: Management & Customer Service
Week 3: Marketing & Brochure Update
Week 4: Programming & Teaching Update

About the Instructors:

Julie Coates, Senior Vice President for Information Services, is the leading authority on demographics, learning styles, brochures. She heads our technical assistance for members.

Greg Marsello, Senior Vice President for Organizational Development, has trained more professionals in the field than anyone else. He heads our on-site training and consulting.

William A. Draves, President, is the leading author, speaker and futurist in the field. He heads our research in marketing, programming, and data analysis.
NEW! SUCCESSFUL ONLINE PROGRAMMING
APRIL 8 - 29, 2021

The most requested new topic of the year. Online programming is now a critical part of your program mix - for the rest of the century.

From the leader in online programming, discover the proven best practices in developing, budgeting, and marketing online classes. Whether it be Live Online (Zoom), asynchronous online courses, or both, we got you covered, we got the answers.

From basic to advanced, just one tip will make - or save - your program tens of thousands of dollars.

Big Q&A time. No question too basic; no question too advanced. Get answers to your toughest issues.

4 weekly live webinars.
4 pm ET; 3 pm CT; 2 pm MT; 1 pm PT

Can’t make a live webinar? No problem, all webinars are archived for you to listen at your convenience.

$299; second person from the same organization FREE.

LERN 2021 ANNUAL VIRTUAL CONFERENCE
NOVEMBER 15 - 18, 2021

What you said about our 2020 virtual conference:

“Very much more substantive than many of the conferences I’ve attended.”

“This was by far the most interactive and fully realized virtual conference I’ve seen.”

“LERN helped me get my Zing back.”

“I loved the ability to participate in a world class conference from the comfort of my home office!”

Send as many people from your Organization as you wish. One low price per Organization: $1,795.

Registration and regular updates at www.lern.org/conference

What to do now:
Seek budget approval now.
Plan to attend. Let others on staff know.
CONTRACT TRAINING/OPERATIONS VIRTUAL CONFERENCE
APRIL 20-21, 2021

Contract Training & Operations Virtual Conference…You Asked for It!

LERN has listened to you and has combined two of our most popular content areas – contract training and operations, into one two-day virtual conference. For one price you get to discover the latest techniques and tips from successful industry practitioners.

Contract training is an important revenue stream focused on solution-selling and servicing the needs of community businesses, government agencies, and organizations. Strategies for selling and delivering products and services has shifted the last five years and LERN’s experts will be sharing their secrets.

Centralized operations has proven to be a critical key to overall success. Programs that have an operations team focused on pulling and not pushing tasks have provided consistency and helped foster increased productivity. Over the last five years operations experts have emerged and will be sharing their approaches.

Following the success of LERN’s Annual Virtual Conference, the Contract Training & Operations Virtual Conference will include tracks for each content area including opening sessions, core and advanced topics, practitioner examples, engaged sessions, and much more. As always, the information will be practical and cutting-edge.

No one else knows contract training and operations like LERN does. No one else has access to the best experts in the business like LERN does. No one else knows how to run a virtual conference the way LERN does. Your ROI will easily exceed 10:1. Don’t miss LERN’s Contract Training & Operations Virtual Conference.

$995, for up to 20 people

Some scheduled contract training presenters:

Amy Lasack
Kirkwood Community College

Rod Holt
Red Deer College

Jermaine Ford
South Louisiana Community College

Some scheduled operations presenters:

Travette Webster
Houston Community College

Brenda Ireland
Kirkwood Community College

Robert Wensveen
University of Calgary
CREATING NEW CLASSES & OFFERINGS
APRIL 8 - 29, 2021

The most requested topic of the year! Reduce your cancellation rate, boost your new class success rate, and increase your productivity and profitability.

Discover how to select new class topics that retain past participants, tap into future trends, and replace those loser courses with money makers.

Stop getting burned by spending so much time building new courses and offerings that just get canceled.

Yes, at least 20% of your courses and offerings need to be new each year. Let us show you how to use your own data and quick surveys to decide.

Our no-nonsense program won’t make you work harder or longer. Instead, we can show you how to get better results with less time and effort. Take home our 5 Star New Course Model, the one LERN has used for five years to boost new course success rates.

AGENDA

Week 1: Measuring Division Success
Week 2: Finding the best new course topics and titles
Week 3: Pricing, budgeting and developing New Courses
Week 4: Predicting Success

4 weekly live webinars, plus optional online classroom available anytime.

Can’t make a live webinar? No problem, all webinars are archived for you to listen at your convenience.

$299; second person from same organization FREE

NEEDS ASSESSMENT & MARKET RESEARCH
MAY 6 - 27, 2021

Every program must be developing new growth markets, exploring new audiences, and testing new formats, and remaining relevant for your current customers. Use our exclusive LERN 8 Stage Needs Assessment Model to research, model and pilot your new big dollar initiatives.

Lower the risk and increase the chances of success with your new big programs. The cost of staff time to do needs assessment and market research is now less than the cost of developing new big programs that do not work out.

AGENDA

Unit 1: What and How to Research
Unit 2: Research Methods
Unit 3: Surveys that Work for Needs Assessment
Unit 4: The LERN 8 Stage Needs Assessment Model

4 weekly live webinars, plus optional online classroom available anytime.

Can’t make a live webinar? No problem, all webinars are archived for you to listen at your convenience.

$299; second person from same organization FREE
CERTIFIED ONLINE INSTRUCTOR (COI)

APRIL 5 - JUNE 30, 2021

Additional offerings summer and fall

The leading designation for faculty in higher education teaching online. Get the best instruction from the foremost authorities in online learning. For those new to teaching online, or those already teaching online. Thousands of people from the U.S., Canada and countries around the world have taken this fundamental yet advanced training in teaching online.

From building an online course to improving an online course, from fostering online discussion to encouraging student interaction, from traditional assessment to online tests, the program will give you both the fundamentals of teaching online, as well as the most advanced tips and techniques in the business. Your instructors are authors, speakers and consultants in online learning and teaching.

Books
• “Fostering Online Discussion” by Mary Dereshiwsky, and “Advanced Teaching Online,” by William A. Draves, are included.

Courses
• Fostering Online Discussion, with Dr. Mary Dereshiwsky, Northern Arizona University.
• Designing Online Instruction, with Dr. Dionne Felix, Southern Adventist University.
• Advanced Teaching Online, with William A. Draves, LERN

COI
You take the three one-month courses, pass a 40 question exam, have your students evaluate one of your online courses, and the Chair of the LERN Faculty Advisory Board will critique one of your online courses.

Just $795 for all three courses, exam and other requirements, plus COI award and medal.

What you said about our Certified Online Instructor (COI) Course:
“I would recommend this course to everyone.” - Phyllis Frederickson
“I learned a lot from this experience.” - Keith Johnson
“Eye opening and thought provoking.” - Susan Banker
CERTIFIED FACULTY DEVELOPER (CFD)
MARCH 8 - APRIL 30, 2021

Acquire the leading designation in higher education in faculty development. Over 1,000 faculty, staff and continuing educators have become CFDs. Now in its tenth year, as popular as ever.

Six leading authorities and experts give you the latest best practices in the most important knowledge areas faculty need to know, for both online and in-person teaching.

Weekly live webinars with your instructors, plus the online classroom for 24X7 study and interaction with your colleagues and instructors. Can’t make a live webinar? No problem. Webinars are posted in the classroom.

$995, Second Person just $695. Includes manual, study guide, exam, CFD certificate and initials.

AGENDA

Week 1: March 8 - 14, 2021
The State of Faculty Development, plus Best Practices for the Online and F2F Classroom with William A. Draves, futurist and educator, has keynoted education conferences around the world.
Webinar: Tuesday, March 9

Week 2: March 15-21, 2021
Understanding Learning Styles with Julie Coates, author, teacher and one of the foremost authorities on learning styles.
Webinar: Tuesday, March 16

Week 3: March 22 – 28, 2021
Continual Engagement: Fostering Online Discussion with Dr. Mary Dereshiwsky, Northern Arizona University. She wrote the book and teaches faculty from around the world.
Webinar: Tuesday, March 23

Week 4: March 29 – April 4, 2021
Designing Visuals for Deeper Learning with Les Howles of Howles Associates, a nationally known trainer on multimedia for higher education
Webinar: Tuesday, March 30

Week 5: April 5 – 11, 2021
Designing Multimedia for e-Learning with Les Howles of Howles Associates, a nationally known trainer on multimedia for higher education
Webinar: Tuesday, April 6

Week 6: April 12 – 18, 2021
New eTools for Developing Content Objects with Dan Belhassen, top software developer and expert for online learning
Webinar: Tuesday, April 13

Week 7: April 19 – 25, 2021
Assessment and Retention with William A. Draves, co-author of “The Pedagogy of the 21st Century”
Webinar: Tuesday, April 20

Week 8: April 26 - 30, 2021
Designing Hybrid Courses with Kassia Dellabough, Ph.D., former University of Oregon professor and faculty developer, now presenter at national conferences and teaching online
Webinar: Tuesday, April 27

Week 9: CFD Exam
The CFD Exam will be administered on two days, Tuesday, May 4 and Thursday, May 6. You can take the exam online with a local proctor from your institution, or you can take the exam with paper-and-pencil/pen and a local proctor, subject to your safety.
From LERN and the University of South Dakota, with graduate credit and degree awarded by the University of South Dakota.

Attend the LERN Institutes and complete the requirements for your Master’s Degree at the same time!

The following LERN online institutes are approved for credit as part of the Master’s Degree awarded by the University of South Dakota:

- Advanced Programming Institute
- Contract Training Institute
- Marketing Institute
- Program Management Institute
- eMarketing Institute

**Unique**

This is the only Master’s Degree in the world that combines the essential academic education from a highly respected and accredited university with the practical professional education that LERN offers.

**What**

Master of Arts in Educational Administration with an emphasis in Adult Education. The degree is awarded by the University of South Dakota.

**Curriculum**

The curriculum is offered by the University of South Dakota and LERN. USD courses are taken online. From LERN, students take two Institutes, plus either a third Institute or online courses.

**What to Do Now**

Contact Julie Coates, LERN’s Senior Vice President for Core Services and our Graduate Dean. You can email her at coates@lern.org to set up a phone appointment or call her at (800) 678-5376.

She will give you more information, provide advice and counsel, and answer your questions. Julie earned her Master’s Degree while working full-time, and she can help you earn yours too. She’ll affirm: “You can do it!”
Simply fill in the information below and fax it to (888) 234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at (800) 678-5376. Feel free to copy this form for additional registrations.

<table>
<thead>
<tr>
<th>First Person</th>
<th>Second Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Email</td>
</tr>
<tr>
<td>Department</td>
<td>Institution</td>
</tr>
<tr>
<td>Address</td>
<td>City</td>
</tr>
<tr>
<td>State/Province</td>
<td>ZIP/Postal Code</td>
</tr>
<tr>
<td>LERN ID Number</td>
<td>Phone</td>
</tr>
<tr>
<td></td>
<td>Fax</td>
</tr>
</tbody>
</table>

**First Person**

**Please Check One**
- Certified Program Planner $795
- Certified Contract Trainer $795
- Certified Operations Manager $795
- Certified Digital Marketer $795
- LERN C.E. Model Institute $995

**Above Institutes - Third Person FREE**
- CPP Renewal $199
- New! Successful Online Programming $299
- Contract Training/Operations Virtual Conference $995
- Creating New Classes & Offerings $299
- Needs Assessment & Market Research 299
- Certified Online Instructor (COI) $795
- Certified Faculty Developer $995
- 2021 Annual Virtual Conference $1,795 per Organization

**Second Person**

**Please Check One**
- Certified Program Planner $595
- Certified Contract Trainer $595
- Certified Operations Manager $595
- Certified Digital Marketer $595
- LERN C.E. Model Institute $595

**Above Institutes - Third Person FREE**
- CPP Renewal $199
- New! Successful Online Programming $0
- Contract Training/Operations Virtual Conference $0 up to 20 people
- Creating New Classes & Offerings $0
- Needs Assessment & Market Research $0
- Certified Online Instructor (COI) $795
- Certified Faculty Developer $695
- 2021 Annual Virtual Conference $0 up to 50 people

**Payment Method**

All fees are in U.S. dollars.
- Payment enclosed. Check # ____________
- Bill my institution. PO # ____________

*See credit terms.*
- Charge to my credit card.

**Cardholder’s Name (please print)**

**Cardholder’s Signature**

(800) 678-5376 | www.LERN.org
“Our business has grown because of LERN.”

Susan Wirt
Executive Director Continuing Education
Columbus State University, Columbus, GA