Fall 2021
LERN Programs

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Dear Continuing Educator,

Your pet may be your best friend, but LERN is your career’s best friend. Now, more than ever, the benchmarks and best practices are separating successful organizations that use LERN Recommendations from those that do not.

The numbers don’t lie. For the most recent fall session, LERN members had 20% better registrations and income than non-members.

And in these uncertain times, your LERN staff and instructors are on the cutting edge. We’re finding out what works, and what doesn’t, as things continue to change in the field of continuing education.

Just as people in your community rely on you for their professional development, we’re here for you to advance your career with new skills in the field. Come join us this fall.

Julie Coates
LERN Senior Vice President

PS: Check out our FREE third person, FREE second person, and FREE to members programs here.

ROI

10: 1 You get a 10 to 1 return on your investment, generating ten times the cost of your LERN Program in additional income, registrations, and/or saved costs for your organization.

The LERN Membership ROI
1. Registrations 10% higher than non-members
2. In dollar terms, $25,000 or more in additional income than for non-members.
3. Some 10% more credit and degree students generated from c.e. units that are LERN members.

What Your Colleagues Have Said in 2021

“LERN provides us a comprehensive body of knowledge in program best practices.” - Joe Miera, Vice Provost for Educational Outreach, University of Nevada Las Vegas, Las Vegas, Nevada

“What LERN brings is not just the content, but the process.” - Diane Peart, Associate Vice President, Workforce & Continuing Education, Broward College, Ft. Lauderdale, Florida

“LERN gets it right. It’s a fast track to success.” - Rodney Holt, Dean, School of Continuing Education, Red Deer College, Red Deer, Alberta, Canada
NEW! LERN C.E. MODEL

SEPT 13 - OCT 29, 2021

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.

AGENDA

Unit 1: The State of Continuing Education
Unit 2: Finances
Unit 3: Course Programming
Unit 4: Marketing
Unit 5: Contract Training
Unit 6: Operations
Unit 7: Leading a Continuing Education Team

Julie Coates  William Draves  Brendan Marsello
NEW! ADVANCED LIVE ONLINE/ZOOM INSTRUCTOR TRAINING

Practical, how-to tips and techniques, plus the pedagogy of Live Online teaching. Taught by one of the foremost teachers of adults. Designed for faculty in higher education, take your Live Online teaching to the next level for greater student satisfaction, completion and retention. Come away with information you can use Monday morning.

Choose:

Webinars
For All 4 Webinars, just $495 per institution for up to 30 faculty or staff ($17/person) Aug 17, 19, 24 & 26; 2 pm ET; 1 pm CT; Noon MT; 11am PT. Can’t make the live offering? Every webinar is archived and available 24X7.

Online Course
Sept 7 – Oct 1, 2021; $195 U.S. per person
Special Offer! Just $495 per institution for up to 30 faculty or staff

NEW! SUCCESSFUL ONLINE PROGRAMMING

SEPT 9 - 30, 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.

AGENDA
Unit 1: The Pedagogy of Live Online
Unit 2: The Five Step Model
Unit 3: Best Presentation Techniques
Unit 4: Engagement Online

AGENDA
Week 1: Online After COVID
• Your 5 Online Product Mix
• F2F vs. Online, Your Long Term Strategy
• Hybrid, the next big thing

Week 2: Converting F2F to Online
• Convincing and training teachers to teach online
• LERN’s 10 Step Model for transitioning classes to online
• Best delivery for enrichment classes, best delivery for professional development
• What a superior online class looks like

Week 3: Online Development Costs & Budgeting
• How to price online classes
• How much to pay online instructors
• Your timeline for development

Week 4: Best Marketing Practices for Online Classes
• Attracting and convincing students to online
• How to promote online classes, the top 5 strategies
• Your website, your emails, your print brochure, your SEO

LERN Programs
CERTIFIED PROGRAM PLANNER (CPP)
Program Management Institute
SEPT 13 - NOV 19, 2021

The Program Management Institute (PMI) is the most complete, comprehensive, and advanced training in the field of class programming.

The PMI will:
• Provide you with the best strategies, tools, and techniques to take your program to the next level.
• Provide you with a professional development experience that strengthens and recognizes your status as a professional in the field.
• Provide your organization with experienced and qualified professional management.

The PMI is intensive training that will supply 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.

Earn your CPP
You will earn the CPP credential. The CPP is the most recognized designation in the field of lifelong learning programming.

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

Garrett Stern, Senior Director at LERN, is an experienced program developer who has created programs to meet needs and significantly growing program revenue.

AGENDA
Unit 1: Overview of the Field
Unit 2: Learning & Teaching
Unit 3: Program Development
Unit 4: Needs Assessment
Unit 5: Program Analysis
Unit 6: Finance and Budgeting
Unit 7: Pricing
Unit 8: Marketing
Unit 9: Promotion
Unit 10: Brochures
Unit 11: Customer Service, Priorities, and Exam Prep
Unit 12: Exam Week
World Class Training

CERTIFIED ONLINE INSTRUCTOR (COI)

Now’s the time to get your instructors trained on the best practices in teaching online courses. Relevant for both your credit and degree faculty and your continuing education noncredit instructors.

More than 10,000 faculty in higher education, including countries around the world, have experienced the COI world class training.

Ideal for either instructors new to teaching online, and instructors with experience in teaching online and want to stay current with the latest best practices to improve their teaching and online class success even more.

Pioneers in the development of online course instruction, your instructors are on the cutting edge of the changing field of online learning and teaching. Dr. Mary Dereshiwsky literally wrote the book on continual engagement online. They have unique resources you won’t find anywhere else.


Designing Online Instruction, with Dr. Dionne Felix, Associate Vice President, Academic Administration, Southern Adventist University, and nationally known faculty development expert. Upcoming dates: Oct 4 - 29, 2021; March 7 – April 1, 2022.

Fostering Online Discussion, with Dr. Mary Dereshiwsky, Northern Arizona University, and author of Continual Engagement: Fostering Online Discussion. Upcoming dates: Nov 1 – 26, 2021; April 4 – 29, 2022.

Certificate
Includes the three one-month courses, two books, and certificate. $495 for one person.
Special Offer! good until Dec 31, 2021
Up to 10 people, 25% off, just $3,712 ($371 per person).
Up to 20 people, 50% off, just $4,950 (only $247 per person).

Certification
Includes the three one-month courses, two books, COI exam, course critique, plaque, COI medal and designation COI. $795 for one person.
Special Offer! good until Dec 31, 2021
Up to 10 people, just $7,250 ($725 per person).
Up to 20 people, just $13,900 (only $695 per person).
CERTIFIED MARKETING PROFESSIONAL (CMP)
Marketing Institute

SEPT 13 - NOV 5, 2021

Take away the most advanced and latest marketing strategies and practical, how-to techniques in the field of lifelong learning programming. Updated annually with new information, The Marketing Institute tracks the trends with the most successful programs and provides benchmarks and ratios for success to make your promotion more effective; yielding a higher Return on Investment (ROI).

Those new to marketing will get the fundamental ratios, concepts and benchmarks to move your marketing to be both efficient and effective. Those experienced in marketing will get the latest information and the most sophisticated analysis tools to take your marketing to the next level.

Avoid the fatal mistakes that can result in devastating drops in registrations by getting the research and evidence on what works, and what does not work.

Take the guesswork out. Take home proven ways to plan and implement marketing, based on the strategies used by the most successful organizations in the business.

Earn Your CMP
Optional, at no additional cost, you can earn the Certified Marketing Professional (CMP) designation upon successful completion of the program and exam.

AGENDA

Unit 1: Positioning Your Program for Great Success
Unit 2: Market Segmentation
Unit 3: Advanced Marketing Strategies
Unit 4: The Finances of Marketing
Unit 5: Database Marketing
Unit 6: Effective Brochure Distribution
Unit 7: Websites & Email
Unit 8: Developing Your Marketing Plan
NEW! SUMMER CAMPS 2022
4 Part Webinar Series

Now is the best time to evaluate this summer’s camps and plan for your 2022 Summer Camps. Whether in-person or virtual, the 2022 Summer Camps will be critical to your summer camp program moving forward. Generating huge income and surplus, your camp planning is more essential than ever. Get the advanced information you need to maximize your Return on Investment. This back-by-popular-demand all-new webinar series features award-winning camp professionals from some of North America’s leading programs.

All new sessions! Advanced, practical how-to info

Wednesdays, Sept 18 – Oct 6 2 pm ET; 1 pm CT; Noon MT; 11 am PT
Can’t make the live offering? All webinars are archived for your 24X7 access.

Special Offer! Second Person FREE.
Just $299 for two people for all four webinars

NEEDS ASSESSMENT & MARKET RESEARCH
OCT 7-29, 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.

All webinars:
Oct 7, 14, 21, 28
2 pm ET; 1 pm CT; Noon MT; 11 am PT.

$299 per person for the entire series. Second person from your institution free. Just register and email the second person’s name to maria@lern.org.

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. Can’t make a live webinar? No problem, all webinars are archived for you to listen at your convenience.
2021 LERN VIRTUAL CONFERENCE

“The most exciting week of the year in lifelong learning”

NOV 15 - 18, 2021

Experience the excitement, the interaction, the engagement, the LERN ROI.

“I loved the ability to participate in a world class conference from the comfort of my home office!” - Jenny Pirie, College of New Caledonia, Prince George, BC, Canada

“This amazing conference captured the essence of what we do and tools to move forward in our 2021 work. I highly recommend LERN.” - Janet Foreman, Dallas College, Mesquite, TX

“By far the most interactive and fully realized virtual conference I’ve seen.” - Zahiya Rimawi, Forsyth Tech, Winston-Salem, NC

“The quality and depth of the presentations was impressive.” - Chad Holbrook, Weber State University, Ogden, UT

$1,795 for as many people from your organization as you wish.

Internationally renowned Peak Performance expert Delatorro L. McNeal II keynotes this year’s conference.

MANAGING REMOTE WORKERS

FREE one-month online course for LERN Members

OCT 4-29, 2021

Gain a 21st Century skill for the rest of your career.

Staff who work from home are 25% more productive than people who work in an office. Even after the pandemic is over, more nonprofits will be allowing, encouraging and sending their workers home to work.

Whether you have one person or many working remotely, discover how to successfully supervise and manage remote workers.

What to do: Renew your membership in LERN in 2021.
That’s it. Nothing more. Just do what you will do anyway - renew your membership. The one-month online course is FREE to you and any of your other 5 staff on the LERN membership roster.

Questions? Call us at 800-678-5376 or email Tammy Peterson at Tammy@lern.org
CERTIFICATE IN DATA ANALYSIS

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Add a whole new skill set to your portfolio, and make a big difference in the success of your organization by acquiring data analysis skills.

Introduction to Data Analysis, with John Rutledge, Sept 7 – Oct 1, 2021
Intermediate Data Analysis, with Mary Dereshiwsky, Oct 4 – 29, 2021
Advanced Data Analysis, with Jeff Kritzer, Nov 1 – 26, 2021

All three courses and Certificate, just $495

MASTER’S DEGREE IN ADULT EDUCATION

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
• Digital Marketing Institute
  - Certified Online Instructor (COI)

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 to Do Now
Contact Tammy Peterson Tammy@lern.org to set up a phone appointment for more information.
REGISTER NOW! FALL 2021

SPECIAL ONE-TIME OFFER: Register two people for any Institute, get the Third Person FREE!

4 Easy Ways to Register:
1 Call us at 800-678-5376 Mon-Fri 9-6 ET.
2 Mail the form with payment to
   LERN, PO Box 9, River Falls, WI 54022
3 Fax the form with payment order to 888-234-8633
4 Register online. Go to www.lern.org.
   Then click on “Event & Education”

First Person

Second Person

Third Person

Email

Email

Email

Department

Department

Department

Institution

First Person

Second Person

Third Person

Email

Email

Email

Department

Department

Department

Institution

State/Province

Zip/Postal Code

Country

Phone

Fax

Payment Method

All fees are in U.S. Dollars

Charge to my credit card. □ VISA □ MasterCard □ AMEX □ DISCOVER

Cardholder’s Name (please print)

Cardholder’s Signature

Expiration Date ___________ CVV# ___________

First Person

Please Check One

☐ Certified Program Planner...$795
☐ New! LERN C.E. Model.......$995
☐ Marketing Institute............$795

☐ New! Successful Online Programming.........................$299
☐ Needs Assessment Webinar Series..........................$299
☐ New! Summer Camps 2022...$299
☐ Certified Online Instructor....$795
☐ Data Analysis Certificate...........$495
☐ 2021 Virtual Conference........$1,795
☐ New! Managing Remote Workers.........................$0 Member

☐ New! Advanced Live Online/Zoom Instructor Training Webinar Series...............$495 per institution for up to 30 faculty
☐ New! Advanced Live Online/Zoom Instructor Training Online ☐ $195/person or ☐ $495 per institution for up to 30 faculty

☐ Yes, please send me info on LERN USD Master’s Degree

Second Person

Please Check One

☐ Certified Program Planner...$595
☐ New! LERN C.E. Model.......$595
☐ Marketing Institute............$595

☐ New! Successful Online Programming.........................$0
☐ Needs Assessment Webinar Series..........................$0
☐ New! Summer Camps 2022...$0
☐ Certified Online Instructor....$795
☐ Data Analysis Certificate...........$495
☐ 2021 Virtual Conference........Unlimited FREE
☐ New! Managing Remote Workers.........................$0 Member

☐ New! Advanced Live Online/Zoom Instructor Training Webinar Series...............$495 per institution for up to 30 faculty
☐ New! Advanced Live Online/Zoom Instructor Training Online ☐ $195/person or ☐ $495 per institution for up to 30 faculty

☐ Yes, please send me info on LERN USD Master’s Degree

Third Person

Please Check One

☐ Certified Program Planner...FREE
☐ New! LERN C.E. Model.......FREE
☐ Marketing Institute............FREE

☐ New! Successful Online Programming.........................FREE
☐ Needs Assessment Webinar Series..........................FREE
☐ New! Summer Camps 2022...FREE
☐ Certified Online Instructor....FREE
☐ Data Analysis Certificate...........FREE
☐ 2021 Virtual Conference........FREE
☐ New! Managing Remote Workers.........................FREE

☐ New! Advanced Live Online/Zoom Instructor Training Webinar Series...............FREE per institution for up to 30 faculty
☐ New! Advanced Live Online/Zoom Instructor Training Online ☐ $195/person or ☐ $495 per institution for up to 30 faculty

☐ Yes, please send me info on LERN USD Master’s Degree
INSTITUTES START SEPTEMBER 13

Share This With Your Colleagues

Fall 2021 LERN Programs

“I take pride in having my CPP credentials. The knowledge I gained in this program has revolutionized the way we operate continuing ed.”

- Goher Murtaza, MD, MS, CPP,
  Director of Continuing Education,
  Lehman College, CUNY, New York, NY

“Our business has grown because of LERN. LERN’s experts have helped us operate more efficiently, market more accurately, maximize productivity, and program more effectively.”

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