

# AGENDA

## "Expanding Horizons: Unlocking Lifelong Learning for All"

### Monday, March 17

5:00 pm Complimentary networking reception, Meet-and-Greet

### Tuesday, March 18 - Innovation & Market Expansion

8 am Breakfast networking (Included for host hotel guests)

#### 9 am – 10:15 am Opening Session

- Welcome, *Jill Korsok, Chair of the LERN Board, Orange Community Education and Recreation, Pepper Pike, Ohio*
- Conference Logistics, *Brendan Marsello, Vice President for Program Development; and Travette Webster, Vice President for Communications & Diversity, LERN*
- Planning for Success, *Greg Marsello, LERN Co-founder, Jackson, NH*  
A dedication to planning is one of the seven reasons why winning lifelong learning programs succeed. Understand LERN's three lifelong learning plans, including key strategic areas to address such as partnerships, market expansion, program development, and much more. Discover proven plan management actions you can take to ensure planning success. Use this session to assist you in getting the most out of the Conference as you strive to expand horizons and unlock lifelong learning for all.

10:30 – 11:45 am **"Breaking New Ground: Strategies and Success Stories in Market Expansion" (Panel)**, Expanding into new markets is both a challenge and an opportunity for continuing and community education programs. In this dynamic panel session, speakers will share their experiences navigating market growth, including successes, obstacles, and lessons learned. Topics will include identifying emerging audiences, building strategic partnerships, and adapting to changing learner needs. Join us to gain actionable insights and innovative strategies to drive meaningful market expansion in your programs.  
*Jennifer Moorefield, Greenville Technical College; Sheldon Taylor, United States Air Force*

#### Noon – 1:00 pm Luncheon (included in fee)

1:15 pm -2:30 pm Concurrent Sessions

- Presentation. **"Integrating CE and CTE Programs in High Demand Career Fields"** This session will discuss the process of partnering with local high schools and state agencies to embed three different continuing education programs (welding, heavy equipment operator, and CNC operator) into three different South Carolina High School Career and Technical Education Programs to provide students with both K-12 credit and continuing education certificates in high demand careers. This session will discuss several issues such as funding, curriculum development, local industry buy-in, instructor credentials, and more.  
*Michael Ross and Kimberly Williams, Midlands Technical College*
- Discussion. **"Classes for Seniors,"** Designing community classes for seniors offers an opportunity to foster connection, lifelong learning, and well-being among older adults. This session will encourage all attendees to explore strategies for creating engaging and inclusive programs that cater to diverse interests and abilities. Participants will discuss practical tips for collaboration, program design, and outreach to ensure these classes are accessible and impactful. Join us to discover how to build a vibrant community through senior-focused education initiatives.  
*moderated by Scott Cashman, Harper College*

2:45 pm -4:30 pm Concurrent Sessions

- Presentation. **"Utilizing Generative AI like ChatGPT in Community Education,"** In this session, participants will explore the transformative potential of generative AI, such as ChatGPT, in community education programs. Attendees will gain practical insights into how AI tools can enhance operational efficiency, streamline document creation, boost social media engagement, and support email communication. Through real-world examples, the session will demonstrate how community education departments can leverage AI for advertising, curriculum development, and administrative tasks. Whether you're new to AI or looking to expand its applications, this session offers valuable tools and ideas to elevate your community education programs.  
*Jacob Burke, Des Moines Public Schools*
- Discussion. TBA

Optional: Networking and Dinner Groups (on your own)

### Wednesday, March 19 - Building Successful Partnerships

8 am Breakfast networking (Included for host hotel guests)

9:00 – 10:15 am **"Unlocking the Power in Partnerships" (Panel)**, Partnerships are the cornerstone of impactful community and continuing education programs, driving innovation and expanding reach. In this panel session, speakers will share real-world examples of building successful collaborations, from navigating the initial outreach to leveraging partner strengths for maximum community impact. Learn how strategic alliances can address local needs, enhance program offerings, and foster long-term success. Join us for inspiring stories and practical strategies to strengthen your partnership efforts.  
*Jessica Allendorf, Greenville Technical College; Emma Baumann and Kristin Underwood, South Central College; Claire Sauve, Vancouver Community College*

10:30 am -11:45 am Concurrent Sessions

- Presentation. **"Elevating CE Success through Economic Development Partnerships,"** Economic Development groups can bring your Continuing Education program to the next level by strengthening employer partnerships and increasing communication with your stakeholders. See examples of how Northeast Iowa Community College partners with Greater Dubuque Development Corporation to collaborate on employer engagement, local economic development retention efforts and partner on over \$200,000 in pathway certificate enrollments.  
*Amy Lasack and Erin Powers-Daley, Northeast Iowa Community College*
- Discussion. **"The Print Brochure... What's the right answer?,"** Printed catalogs remain a powerful tool for marketing continuing education, offering a tangible and impactful way to reach diverse audiences. However, Central Administration does not always agree. Attendees are invited to discuss challenges in advocating for the continued use of printed materials, including budget constraints and shifting marketing trends, and to explore strategies for overcoming these obstacles. Join us to share insights and success stories that demonstrate the enduring value of the printed catalog in a digital age.  
*moderated by DeDe Kem, New Trier Extension*

#### Noon – 1:00 pm Luncheon (included in fee)

# AGENDA

## "Expanding Horizons: Unlocking Lifelong Learning for All"

### 1:15 pm -2:30 pm Concurrent Sessions

- Presentation. **"A Case Study: Santa Fe Community College Community and Corporate Partnership,"** This session will introduce a new community and corporate partnership initiative developed by the Continuing Education department at Santa Fe Community College. In 2023 the department developed a strategic plan with the goal of engaging community partners in new and existing continuing education, community enrichment courses. The initiative has increased revenue and reach of our courses and the average class size in these off-campus partnership classes is almost twice our average class size.  
*Nicholas Wernicki and Ben Lincoln, Santa Fe Community College*
- Discussion. **"Why Winners Win,"** Review the seven reasons why winning lifelong learning programs succeed and share actions you are taking, learn from others about what they have implemented, and examine actions and strategies winners have successfully employed.  
*Greg Marsello, LERN Co-founder, Jackson, NH*

### 2:45 pm -4:30 pm Concurrent Sessions

- Presentation. **"Mastering the Art of Effective Needs Assessment,"** Discover how to uncover untapped opportunities and drive growth with an effective needs assessment. This session will guide you through proven strategies to identify market gaps, understand customer needs, and align your offerings for maximum impact. Learn how to leverage data and insights to expand your reach and stay ahead in a competitive landscape. Walk away with actionable steps to transform your assessment into a powerful tool for market expansion.  
*Brendan Marsello, LERN*

- Discussion. **"Current Challenges (and Solutions) in Continuing Ed,"** Continuing education faces unique challenges in today's rapidly evolving landscape, from shifting learner demographics to advancements in technology and economic pressures. This interactive session invites attendees to explore and discuss the most pressing issues impacting the field, including enrollment trends, program accessibility, and workforce alignment. Participants will share insights, innovative strategies, and best practices to address these challenges and create sustainable solutions. Join this collaborative discussion to shape the future of continuing education together.  
*moderated by Brenda Marshall and Don Elliott, Community College of Baltimore County*

Optional: Networking and Dinner Groups (on your own)

### Thursday, March 20 - Strategy and the Future

8 am Breakfast networking (Included for host hotel guests)

#### 9:00 am – 10:30 am Closing Session

Wrap up the Conference discovering the lifelong learning trends LERN is tracking in 2025, developing an After Conference Action Plan, and finding out how you can best take advantage of LERN's 50 years of "Information That Works!"  
*Brendan Marsello, Travette Webster, and Greg Marsello, LERN*

10:30 am -11:00 am **Conference Feedback and All Conference Survey**



*"50 Years of Service"*