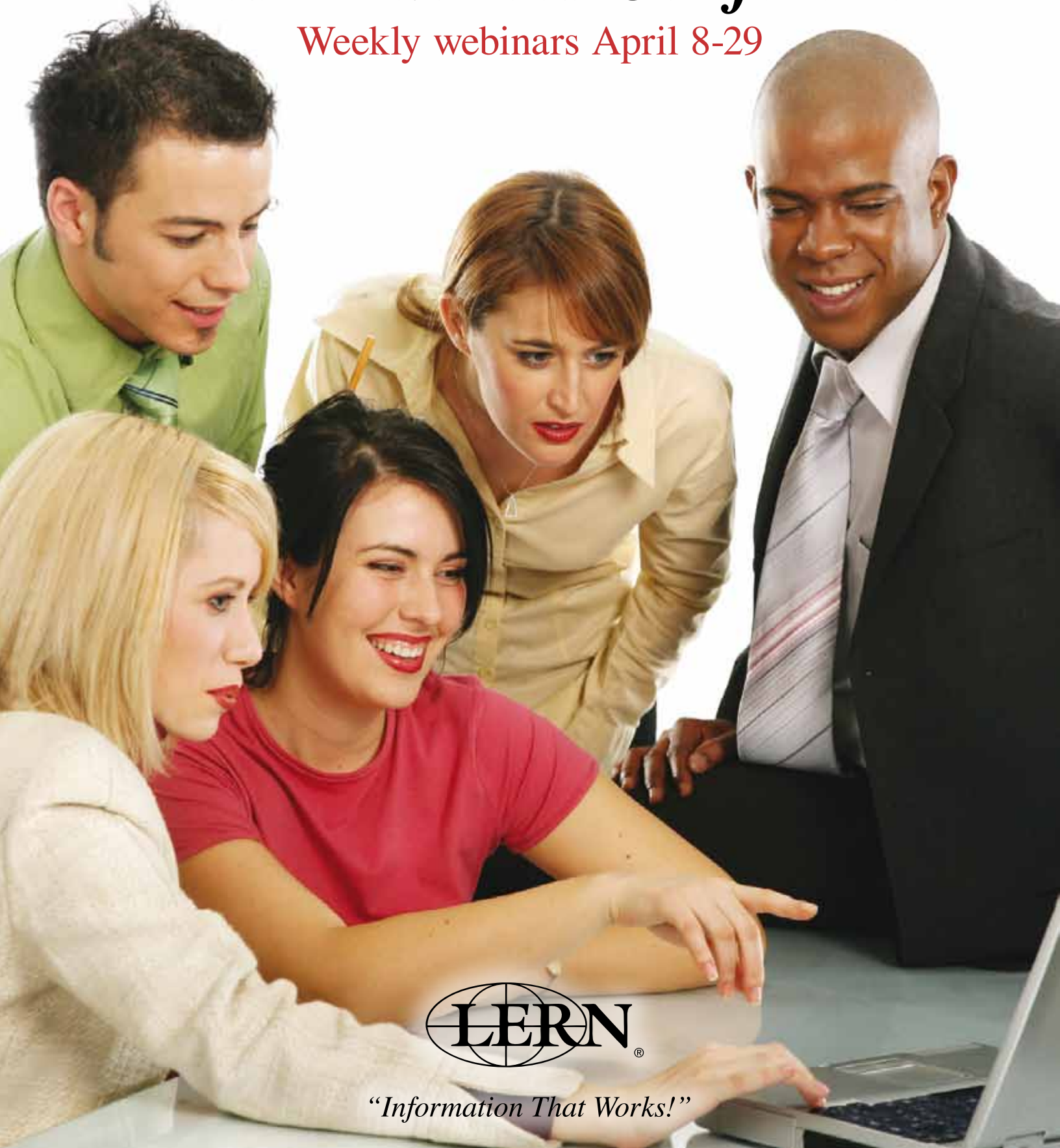


# We're taking it virtual!

## *Best Practices Conference*

Weekly webinars April 8-29



*"Information That Works!"*

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# Why You Must Attend LERN's Best Practices Online Conference



*“Our most recent success is how we focused our marketing strategy around ‘deepening relationships’ and encouraging our best customers to be even better customers. The results are at a record-setting enrollment pace so far. And it all stems from the LERN concept of the USP, and delivering on it.”*

**Doug Soo**

Dean of Continuing Studies  
Langara College  
Vancouver, BC

**This is the only online conference focused on industry best practices exclusively for continuing education professionals.**

**Hear the best of the best in continuing education** reveal how they have taken their programs to new levels of success adopting and adapting LERN's best practices. Our 12 practitioners represent the most successful programs in North America.

**The Conference topics are the big-ticket issues you face in operating your program.** Discover how to tackle the big issues by adopting and adapting strategies that have proven successful for other practitioners.

**Panel discussions by our 12 expert practitioners provide the format** for the Conference. From marketing to finance to selling corporate training to how to structure your staff for maximum effectiveness... 4 panel discussions handle all the key issues.

**Your questions set the agenda...** Each panel has a best practices topic, and you help set the agenda by asking panelists the hard questions. Panelists will relate their experiences in overcoming obstacles and how you can set in place practices that lead to big success.

**Measure your program against LERN's Top Best Practices for Continuing Education Programs.** You'll receive LERN's detailed best practice strategies.

**Receive white papers, worksheets, samples and tools for success.** Each panel has “white papers” prepared by our expert practitioners detailing their successes and how they have achieved them. You'll receive these priceless insights plus sample model organizational charts, financial worksheets, marketing and business plans, and other tools our experts use in operating and managing their successful programs.

# *It's now online* *Best Practices Conference*

*These are troubling times for the economy and continuing education. Yet, there are many tested and proven strategies – best practices in continuing education – that can help you not only survive but thrive in any economic time.*

*Participate in LERN's Best Practices Conference and hear how to implement best practices in continuing education from North America's most creative and successful practitioners.*

*The Best Practices Conference connects you with North America's leading continuing education practitioners. All of our practitioners have adopted and adapted LERN's best practice strategies to take their programs to amazing new levels of success.*

## **How the Conference Works**

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- One 1.5-hour webinar is held each week for four weeks. Each week has a different theme and a different panel of experts.
- The Conference focuses on proven best practice strategies that have catapulted selected programs to new levels of success during good and bad times.
- Panel discussions by our expert practitioners provide the Conference format. Panels are structured around the most important organizational and operational topics continuing education programs face today.
- No dry, one-way presentations. LERN facilitators and you ask our top practitioners “how to” questions. And they answer.
- Receive invaluable “white papers” with the top practitioners revealing the details of their best practice successes.
- Receive samples of financial plans, marketing timetables and plans, budgets, worksheets and more – all used by top practitioners to operate their programs and ready for you to implement in your program.



# LERN's Best Pr



## **Kim Halpern**

*Director of Marketing, Continuing Education and Community Services University of New Mexico, Albuquerque, New Mexico*

Kim leads a marketing group of five with a budget of \$500,000. Her group utilizes a full array of promotion and media techniques. Kim implemented LERN strategies to broaden promotion and distribution strategies and targeting marketing efforts while controlling costs. Recent results include a significant enrollment increase of 31% over four years while reducing catalog production and distribution costs by a huge 25%. In the mix was implementation of an award-winning e-communication campaign.

## **Patricia Hoyt**

*Dean, Workforce Development and Continuing Education, Lakeland Community College*

Pat leads six diverse centers at Lakeland and utilizes a variety of LERN organizational and staffing best practices to move the centers in common directions and to keep the centers operating efficiently. Pat credits LERN organizational, marketing, program and contract training benchmarks and strategies for providing the framework to achieve an incredible 300% in revenue growth over the revenue-driven departments in the first three years since initiating the LERN review process and other methodologies.



## **Kim Johnson**

*Associate Vice President, Continuing Education and Training Services, Kirkwood Community College, Cedar Rapids, Iowa*

Kim leads a team of seven programmers who do \$2 million in programming per year. Kim and staff use LERN benchmarks and course/event evaluation processes to focus on "winner" courses and to eliminate poor performers. The result has been an increase in revenues while experiencing an overall reduction in continued course offerings. Since 2006, Kim has used LERN's new business initiative model to add four new major program areas that to date have added \$200,000 to revenues.



## **Amy Lane**

*Executive Director, Corporate and Community Services, Kent State University, Kent, Ohio*

Amy operates a start-up unit rendering training and other services to employers in highly competitive Northeast Ohio. She has leaned on LERN advice to build the unit from scratch to one of five staff positions. Previously, Amy led the shift from a traditional continuing education unit at Kent State with revenues of less than \$100,000 to a professional development unit with gross revenues of \$1.1 million. LERN best practice strategies were pivotal to these entrepreneurial business units.

## **Tom Leaverton**

*Director of Marketing, Continuing Education, Kirkwood Community College, Cedar Rapids, Iowa*

Tom has performed a major overhaul of continuing education's marketing efforts over the past three years. He identified the program's best customers using LERN's market segmentation strategy and used LERN's approach to identifying the carrier routes responsible for the most registrations. The program now promotes more to best customers and top carrier routes. The result has been an impressive 17% increase in enrollments reducing promotion, printing and distribution expenses by a whopping 30%.



## **Russell Mills**

*Independent Consultant, Deer Park, IL*

Prior to his retirement, Russ was the Dean of Continuing Education at Harper College where he led a restructuring initiative to implement the LERN organizational model. Within two years of making the change, Russ's program went from an annual deficit of \$500,000 to making a profit. Within four years the department was so profitable it returned at least \$500,000 per year to the institution. Recently, Russ has consulted for the City Colleges of Chicago and Scottsdale Community College as well as Harper College.

# actices Panelists



## Rita Martinez-Purson

*Dean, Continuing Education and Community Services, University of New Mexico, Albuquerque, New Mexico*

Rita's program serves more than 20,000 students annually and is one that relies heavily on LERN's best practices for management and operation of the program at every level. Rita credits the use of LERN guidelines, planning, management and marketing strategies and trend analyses for turning revenue-losing programs into major profit centers, and for realizing annual increases in enrollments and revenues of at least 10%.

## Michael Rainey

*Dean, Workforce Development and Continuing Education, Truckee Meadows Community College, Reno, Nevada*

Mike operates a diverse division that serves over 14,000 participants annually. Mike implemented LERN's organizational model four years ago, assigning program manager's specific segment and niche areas and centralizing administrative functions. He also implemented use of LERN's benchmarks. Results include an impressive 25% increase in continuing education and contract training revenues.



## Doug Soo

*Dean, Continuing Studies, Langara College, Vancouver, British Columbia*

Ten years ago, Doug took over a small program that offered limited courses two terms per year and generated \$100,000. Today, Doug operates a \$10 million program with over 22,000 annual registrations. Along the way, Doug has applied LERN organizational, planning, staffing and programming strategies, and has used LERN benchmarks to monitor progress and success. Doug credits his program's success and growth in large part to the adherence of LERN's best practice strategies.



## Jan Wahl

*Associate Dean, College of Extended Studies, San Diego State University, San Diego, California*

Jan manages the growth and development of the college's three programming divisions which generate 26,000 credit and non-credit enrollments each year and are supported by 40 staff positions. For over a decade, LERN has been Jan's "go-to resource" for practical strategies and techniques that translate to well trained staff who produce successful programs, write selling copy, implement effective marketing plans and create and follow solid, money-making budgets. As a result, Jan's program is financially self-sufficient through good and bad times.

## Trenton Hightower

*Assistant Vice Chancellor for Workforce Development Services with the Virginia Community College System*

He has 17 years experience working in leadership at community colleges. In taking two community colleges from deficit to profit, teamwork & partnering are the key. Trenton is the author of Field Trip 101, an approach to team-building which borrows from the same philosophy that makes getting out of the classroom fun and valuable for teachers and students. Trenton holds a Bachelor's degree in Communications and Public Relations, and a Master's in Administration of Higher Education.



## Sherry Tenclay

*Senior Program Manager for Business and Technology (B&T) Programs at the University of New Mexico, Division of Continuing Education.*

Sherry's B&T team develops approximately 1000 classes each year including 85 certificate and certification programs which meet or exceed industry standards and provide direct pipelines to employment. They have more than doubled their revenue goal in the past two years to now exceed \$2,000,000.

## There are 5 Easy Ways to Register

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**Online.** Go to [www.lern.org](http://www.lern.org).

**E-mail.** Send your application information to us at [info@lern.org](mailto:info@lern.org).

**Fax.** Complete and fax the application form, along with a purchase order or credit card information, to 888-234-8633.

**Phone.** You can reserve your place with a credit card by calling Tammy or Debbie at 800-678-LERN (5376).

**Mail.** Complete and send the attached application form, along with a purchase order, check or credit card information, to LERN, PO Box 9, River Falls, WI 54022.

## Fees

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**Registration Fee.** The fee is \$495 for your entire staff.

## Payment

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Payment is due, in U.S. dollars, before the conference. Make checks payable to LERN. VISA, MasterCard and American Express are accepted.

## Purchase Orders

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A purchase order will reserve your place, with payment due before the Conference. Please fax your registration and PO to us and we will e-mail you an invoice.

## Credit Terms

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Organizational purchase orders will be accepted in lieu of payment to hold your place. Our credit terms are net 30 days. All fees must be paid in full in order to attend the Conference.

# Agenda

## Thursday, April 8

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**2:00 – 3:30 p.m. ET** *Right on the Money – Corporate and Contract Training: Selling Strategies that Work*

Moderator: Julia King-Tamang

Panelists: Mike Rainey, Trenton Hightower, Patricia Hoyt

Corporate and contract training are big financial producers for all of our leading practitioners. Learn how they position their programs for success, how they staff for maximum success and sell for maximum dollars. Hear about the tools, templates and benchmarks they use to keep on track and leverage added success. Ask them for their best tips for success.

## Thursday, April 15

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**2:00 – 3:30 p.m. ET** *Operating Like a Business: Planning for Financial Success*

Moderator: Greg Marsello

Panelists: Doug Soo, Rita Martinez-Purson, Russ Mills

Being successful means having the right structure, being data-driven and using industry benchmarks, following best practices, using a software system that supports your operating requirements, and having a one-year and strategic plan. Learn from the professionals who have successfully led their organizations, as well as central administration into the 21st century.

## Thursday, April 22

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**2:00 – 3:30 p.m. ET** *Hitting the Target – Marketing Strategies that Promote Efficiency and Growth*

Moderator: Greg Marsello

Panelists: Tom Leaverton, Kim Halpern, Amy Lane

Being market driven and customer focused are the hubs for success for our top-performing programs. All deploy target marketing strategies that keep them focused on their most valued and valuable customers. Hear how specific target marketing techniques boost enrollments while reducing overall marketing expenses. Learn how they use key data to make marketing decisions and drive more dollars to the bottom line. Ask how they create customer loyalty and build high customer repeat rates.

## Thursday, April 29

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**2:00 – 3:30 p.m. ET** *Finding the Right Product Mix: Strategies for Effective Programming*

Moderator: Julie King-Tamang

Panelists: Kim Johnson, Jan Wahl, Sherry Tenclay

Deploying a series of LERN programming techniques and benchmarks, our practitioners have all created programming models that foster winners and limit loser courses and events. See how they plan, select, manage and evaluate programming for maximum success.

# Registration Form

## Live Best Practices Conference Webinars

Thursdays, April 8-29

Simply fill in the information below and fax to 1-888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 1-800-678-5376.

From top line of mailing label    Member/Customer ID # \_\_\_\_\_    SC# \_\_\_\_\_

Name \_\_\_\_\_    Title \_\_\_\_\_

Department \_\_\_\_\_    Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_    State/Province \_\_\_\_\_    ZIP/Postal Code \_\_\_\_\_    Country \_\_\_\_\_

E-mail \_\_\_\_\_    Phone \_\_\_\_\_    Fax \_\_\_\_\_

### Best Practices Conference Fee

\$495 for entire staff

### Here's how it works

- 1 Register to participate in the online LERN Best Practices Conference.
- 2 You will receive an access code and directions from LERN for logging on.
- 3 On April 8, 15, 22 and 29, log on to the conference and participate in the sessions being streamed live.

**TOTAL AMOUNT DUE \$** \_\_\_\_\_

**Payment Method: Choose A, B or C** (All fees are in US dollars.)

**A**  **Payment enclosed.**  
Make checks payable to LERN Best Practices Conference.

**B**  **Bill my institution.**  
Purchase order required.

**C**  **Charge to my credit card.**



Account # \_\_\_\_\_    Exp. Date \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Mail to:** Best Practices Conference Registration | PO Box 9 | River Falls, WI 54022 | U.S.A.



PO Box 9  
River Falls, WI  
54022 USA

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US Postage  
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Permit No. 52

*“The Best Practices Conference was on target to the needs of my department. It was very advantageous for me to hear how other institutions have had their ups and downs and have succeeded. I needed to hear it from other people who had been there and done that before me. Very helpful!”*

**Alba Pezzarossi, Ed.D.**  
Dean of Continuing Education, Wright College

**JOIN THE INDUSTRY LEADERS — APRIL 8, 15, 22, 29**

# *Best Practices Conference*

*This year it's online!!*

**The only conference  
focused exclusively on  
best practices for con-  
tinuing education profes-  
sionals**

Learn from North America's top continuing education professionals how to reach new levels of success – no matter what the exterior environment may be.

Our panelists are professionals who have created the most successful programs in North America – and they will show you how they did it.

