

2011 LERN Institutes

The best professional development and training

Knowledge

Now.



Spring Institutes

March 7-11, 2011 – Orlando, FL

Summer Institutes

June 6-10, 2011 – Minneapolis, MN



“Information That Works!”

THE FOREMOST FACULTY



William A. Draves
Online Learning,
Marketing



Suzanne Kart
Marketing, Social
Media & Gen X



Julia King Tamang
Contract Training,
Customized Education



Greg Marsello
Management,
Staffing



Fred Bayley
Management,
Team Building



Dan Belhassen
eMarketing



Les Howles
Online Learning



Rita Conrad
Online Learning

Our environment is more competitive than ever. There are increasing fiscal demands, new management challenges, more organizations becoming competitors, and learners' demands are shifting.

We created our intensive, four-day training and professional development Institutes for two reasons:

1. You deserve academic preparation for your daily work. Until the LERN Institutes, there had not been education to prepare you to do marketing, budgeting, program planning — your daily work. Now there is the professional development you need and deserve.
2. The field is getting very competitive and sophisticated. To remain relevant and successful, our members and customers want more advanced education. At our Institutes, you'll discover the most current and advanced knowledge systems specific to our field of lifelong learning.

By participating in one of our Institutes, you will receive the most advanced information about enhancing your daily work and improving your program.

We are delighted to present our Institutes. We look forward to having you join us and your colleagues this spring and summer.

William A. Draves

William A. Draves, CAE, *President*

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BENEFITS

Unique

- Learn from the foremost authorities in the field of life-long learning programming.
- Take home a library of readings that will be useful for you and other staff members for years to come.
- Network with colleagues from all over North America.
- The best summer school you can attend, because you'll learn tips, ideas, and techniques you can use on Monday morning.
- Use the week to refresh your mind, reenergize your spirits, and gear up for a successful year.
- Take back the knowledge that you have received the most comprehensive, intensive, and advanced information available.
- Have your knowledge validated, and find out just how much you know about our changing and sophisticated industry.
- After-hours discussion and interaction with participants and faculty
- The opportunity to have access to faculty throughout the Institutes and to have faculty help you with specific challenges, as well as critique your brochure, website, or any other aspect of your program

Recognition

- CEUs. Two continuing education units are awarded to participants. Just request the CEU form when registering.
- Certified Program Planner (CPP), Certified Contract Trainer (CCT), and Certified eMarketing Professional (CeP). Come to the LERN Institutes and go home a CPP, a CCT, or a CeP. Register for the Program Management Institute, the Contract Training Institute, or the eMarketing Institute and take the exam on Friday following the Institutes.
- Certificates. All Institutes provide a certificate of attendance. Some Institutes will provide a Certificate of Knowledge Competency upon completion of an exam.
- Graduate Credit. LERN Institutes are part of the curriculum for a Master's Degree, with credit and degree awarded by the University of South Dakota. See page 5 for more information, and then contact us about the Master's Degree program.

Only LERN has it



Fast Training. Faster Results.

Only LERN has the most practical, how-to and advanced knowledge for your program. And only the LERN Institutes provide the most in-depth education for your career and your staff.

Second Person Half Price! See page 25.

What You Should Do Now

- 1** Please spend a few minutes with this brochure. A LERN Institute will enhance your professional development and career, and will earn your program thousands of dollars in increased registrations, higher income and saved costs.
- 2** Choose the Institute most appropriate to your needs and area of work.
- 3** A registration form is on page 27, and registration information on page 26. You can register by fax, phone, e-mail, or online at www.LERN.org.
- 4** Questions? We're always glad to talk to you. Call Debbie at 1-800-678-5376 or send an email to debbie@lern.org.

LERN CERTIFICATIONS

Come to an Institute and go home a Certified Program Planner (CPP), a Certified Contract Trainer (CCT) or a Certified eMarketing Professional (CeP).

The Program Management Institute and Contract Training Institute give you the best professional training available in the field of lifelong learning programming. The eMarketing Institute gives you the best professional training available for eMarketing lifelong learning programs. Now you can also get the recognition you deserve by passing the CPP, CCT, or CeP exam and becoming a Certified Program Planner, a Certified Contract Trainer, or a Certified eMarketing Professional.

The purpose of the designations is to provide a standard of achievement and excellence in the knowledge of lifelong learning programming. The CPP, CCT, and CeP are not licenses, but voluntary programs recognized by LERN, the leading organization in lifelong learning in the world.



Julie Rasor receiving the 3,000th CPP from LERN's Greg Marsello in 2006.

Here's How It Works

Register for either the Program Management Institute, Contract Training Institute, or eMarketing Institute and indicate that you want to study for the CPP, CCT, or CeP. In addition to your Institute readings, you will then also receive a Study Guide for the exam.

After the Institute, you will have the option to take the exam on site, which most participants do, or to wait and take the exam later, proctored at your office.

Benefits

The CPP, CCT, and CeP awards benefits include a gold medal suitable for framing, framed certificate, pin, press release,

letter to your supervisor, maintenance of your records, invitation to be awarded your designation at the next annual LERN conference, ribbon at future LERN conferences, and other benefits and information updates.

How to Sign Up

Indicate on the Institute application form on page 27 that you'd like to enroll in the CPP, CCT, or CeP program.

If you have additional questions about the exam, feel free to call us at 800-678-LERN (5376), or send e-mail to info@LERN.org.

MASTER'S DEGREE IN ADULT EDUCATION



Call Julie Coates

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 get your Master's Degree at the same time!

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

- Programming Institute
- Contract Training Institute
- Marketing Institute
- Successful Certificate Programs Institute
- Association Education Institute
- Executive Leadership Institute
- Generational Marketing Institute
- Operations Institute
- Program Management 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 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 Vice President for Information Services and our Graduate Dean. You can email her at coates@LERN.org to set up a phone appointment or call her at 715-426-9777.

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!"





Dan Belhassen, Winnipeg, is head of GreatBigNews.com and is one of the top eMarketing tech gurus.

In just a few years, website and email marketing have become essential to your marketing mix and central to your promotional success. eMarketing will become even more important to your registration success than ever before.

LERN now recommends that 15% of your marketing budget and staff time be devoted to eMarketing, second only to your brochure and print promotion.



Virtual pioneer William Draves has discovered eMarketing campaign keys for lifelong learning programs.

With this new 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 eMarketing activities.



Suzanne Kart leads LERN's marketing and eMarketing efforts.

Who should attend

Anyone involved in promoting and marketing classes, events, seminars, conferences, certificate programs and other education programs should attend. The advanced level of the information will make it particularly valuable for decision makers and others with overall responsibility for running lifelong learning programs.

Why you should attend

This is the most comprehensive and intensive professional development available on the subject of eMarketing specific to lifelong learning and continuing education programs. You will be able to compare your eMarketing against the most successful benchmarks, discover gaps in your eMarketing, and take home improvements to boost your eMarketing success.

Outcomes

After attending LERN's eMarketing Institute, you will be current with the most successful techniques in eMarketing. You will get the best One-Year eMarketing Plan available for your industry. And you will understand the keys to the long-term successful eMarketing strategies that will ensure future success for your organization.

Curriculum

This is a specialized advanced Institute. The Programming Institute and the Marketing Institute are recommended, but not mandatory, first courses.

eMarketing Institute Agenda

Eight eMarketing strategies that work

- The eight big strategies to employ, and be persistent with, year-in-year-out
- The most common mistakes programs make in eMarketing

The print-eMarketing mix

- How eMarketing complements your brochure and direct marketing
- Why your print brochure is still essential
- What to do, and not do, in print and with eMarketing

Upgrading your program's main (home) page

- The new format and main page layout for success
- Moving visitors from your main page to courses/events
- What kinds of visuals to use

Creating web descriptions that sell

- Designing your website to boost registrations
- How to organize your courses/events to maximize registrations
- Writing online copy for course/event descriptions

Online registrations

- Encouraging people to register online
- What to capture in your online registration
- The next level for online registration

Online surveys as a marketing tool

- Generating valuable data from your participants
- How to write an online survey that gets response
- When and how often to send out online surveys

Online programming and the impact on marketing

- How online courses/events are impacting your eMarketing
- New advances in online programming
- Drag-and-drop, simulations, animations

Audio and video emails

- How audio and video emails work
- Writing the audio email
- What to consider in developing a video email

Do's and don'ts of email promotions

- How often to send out email promotions
- Five secrets to email success

Writing email copy

- How long your copy should be
- Incorporating good visuals in your email
- The 5 top words to use in your email copy

Blogs, podcasts, wiki pages, RSS feeds

- The latest technology in eMarketing
- What's working, what's not
- Top expert analysis of the future of each new technique for eMarketing

eMarketing to your seven primary market segments

- How your website design is changing to match new audience needs
- Why you will be sending out separate emails to your 7 major market segments
- Generational marketing and the role of eMarketing

Tracking email promotions

- How to track email promotion success
- What statistics to track, what each means
- Software tools for tracking your success

Creating your one-year email marketing plan

- Your email promotion timetable
- Timelines and deadlines
- Developing a comprehensive plan

Search optimization techniques

- Getting your website better search visibility
- Techniques to boost your visits
- Deciding on using outside firms

Analyzing your website traffic

- What statistics to track
- What software to use
- Why and how your exit pages are critical

The future of eMarketing

- The next big thing in eMarketing
- Level 2 and Level 3 in eMarketing
- 3 practices the most advanced programs use that your program does not

Optional: CeP Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

PROGRAMMING INSTITUTE



Greg Marsello is the leading authority on operations for the lifelong learning business.

In today's competitive environment, changing learner demands mean you need to develop new programs at an astounding rate.

Up to 30% of your offerings every year should be brand new, say the experts. And in today's rapidly shifting society, your customers' interests are changing even more quickly as they try to keep up with and respond to the economic and social environment.



Julia King Tamang is the leading expert on contract training for lifelong learning and continuing education programs.

That means you have to offer even more new programs right now. And you have to do it with the same staff and resources. You can't afford to waste valuable hours on programs that don't succeed. And you can't afford your own R&D department.

But not just any new programs will do. They must be successful, because with the fiscal demands being placed on your organization, you can't afford "trial and error."

Who should attend

Any professional in lifelong learning programming should attend, including those involved in developing courses, seminars, conferences, classes, events, and other educational programs. This Institute is relevant for continuing education, recreation, continuing professional education, community education, training and professional development.

Why You Should Attend

There are only two activities that make your program successful – marketing and creating new courses/ events. In this intensive, advanced Institute, we will show you the best strategies, proven techniques, and step-by-step how-to procedures for developing successful new programs. After attending, you will have the information necessary to increase the success rates of your new programs. The result is that you will have more successful new programs. And you will reduce wasted staff time.

Outcomes

After attending the Programming Institute, you will have the information to be able to determine:

- Why you must move from developing products to developing customers.
- The 10 'Right' Questions of new program development success.
- The difference between 'Low-Dollar' and 'High-Dollar' needs assessment.
- How much money should be spent developing a new program.
- The role of programming staff and operations staff.
- How much income a programmer should be generating.
- Programming benchmarks from successful lifelong learning programs.

SPRING INSTITUTE/ORLANDO

Unique

You will receive information not available anywhere else. Only LERN can tell you proven techniques for developing new programs and:

- The AIDA principle of brochure and website design.
- How to determine when to cancel a course or event.
- Needs assessment surveys that give you actionable information.
- The difference between marketing and promotion.
- Program Management techniques that work.
- Program development strategies and how to select repeat programs.
- Key planning formulas.

End Result

After attending this Institute, you will be able to increase the success rates of your new programs. As a result, your staff time will shift from being wasted on programs that are not successful to being well spent on new programs that are successful. The difference in your staffing costs and productivity alone will be worth thousands of dollars to your organization.

Readings

“Developing Successful New Programs” and “Successful Needs Assessments” are included in the cost of the Institute.

Curriculum

This is one of the four core Institutes in the LERN Curriculum. The Program Management Institute is a recommended, but not mandatory, first course.

Programming Institute Agenda

Moving from Products to Markets

- The need for new programs
- How to move your thinking from products to markets

- Why customer-driven organizations are more successful

Finding Your Niche

- 7 steps for identifying your best market niches
- The importance of audience size and income potential
- How to forecast 2-3 years out
- How to discover your most profitable segments

Programming Finances

- How to cost and price
- Managing product development costs
- Winning strategies for selling your prices

Strategies for New Program Development

- What to boost, what to cut, what to revamp, what to ride
- Finding gaps in your product mix for new opportunities
- Your new programming potential
- Establishing goals for new courses/events

Analyzing your Current Programming

- The four key ratios to understand
- How to analyze your program by divisions
- How to measure success
- What to do with your winners and losers

Instructors and Presenters

- Proven ways to find new instructors and presenters
- Negotiating techniques so relationship is win/win
- Best ways to evaluate instructors and presenters

Eight-Stage Needs Assessment Process

- Brainstorming, Research
- Analyzing the competition
- Developing options
- Modeling, quantitative research
- Testing, decision points

High Response Surveys

- Designing successful surveys
- What to survey for, and not
- Keys to writing survey questions
- How to analyze your survey results

The Role of Advisory Boards

- Techniques for choosing advisory board members
- Most common mistakes made with advisory boards
- Advisory board tasks and duties

Certificate Programs & Online Courses

- Why you must be offering certificate programs
- 50% of learning will be online and you and your instructors must make the transition
- Find out easy ways to build both certificate programs and online courses

Model for Planning New Programs

- The 10 ‘Right’ questions of success to get answers to, every time
- Where to start
- A five-step process for getting your 10 questions answered right
- Things you don’t have to worry about
- How to create effective program titles and write winning descriptions

New Growth Areas

- The hot new growth areas
- Professional development growth areas
- Personal development and community growth areas

Program Planning

- The model for developing a session of programs
- Programming forms that keep you organized
- Using data to effortlessly tell you what and how much to offer

PROGRAM MANAGEMENT INSTITUTE



Fred Bayley

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 an 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.

Who should attend

Directors, managers and other professionals conducting a variety of lifelong learning programs, including continuing professional education, community education, recreation, seminars and conferences, continuing education, or any other courses, classes, seminars and educational events.

Past PMI participants have been directors, coordinators and senior managers with at least one year of experience in the field. They have come from a variety of institutions from The United States, Canada, Hong Kong, Germany, Italy and Korea.

Why You Should Attend

The field of lifelong learning has changed significantly in the last few years. Competition is increasing. There are heightened expectations for financial performance. You are expected to do more with fewer resources. You cannot perform productively without comprehensive training in the things you do every day.

Outcomes

After attending the PMI, you will have the information to:

- Analyze data to make the best decisions.
- Understand key financial information.
- Design a winning brochure.
- Increase registrations.
- Start successful new programs.

This is the first step to becoming a Certified Program Planner (CPP). At the institutes conclusion you have the option of taking the CPP exam. This is the benchmark of highly qualified professionals in lifelong learning.

Unique

This information is not available anywhere else. LERN's PMI is essential if you want to understand all aspects of the lifelong learning business. Using the latest research and best practices you'll walk away with new ways to solve old problems.

End Result

Experience the most comprehensive professional training available in the field of class programming. Your organization will have strengthened its professional management. You will have helped professionalize the field. You will receive recognition for the knowledge and skills you have acquired. And you will have the most complete preparation available for the Certified Program Planner (CPP) designation.

The seminar was information packed, fast paced and provided a detailed road map for implementation. I was very impressed.

Brent E. Johnson, Atlanta, GA

SPRING INSTITUTE/ORLANDO

Curriculum

This is one of the four core Institutes in the LERN Curriculum. It is recommended for the best foundation.

Program Management Institute Agenda

Overview of the Field

- Key challenges and opportunities

Learning and Teaching

- How self-directed learning principles impact a program
- Characteristics of adult learners

Finances and Budgeting

- How to know if you're making money
- The best financial format to use to improve program outcomes
- How to improve the financial bottom line
- Achieving financial self-sufficiency
- Steps in creating a budget

Brochures

- What makes a winning brochure
- Best brochure layouts
- How to write effective course descriptions
- What registration information to include
- What to include in single event brochures
- Tips for writing copy
- Brochure essentials for generating 75% or more of your registrations

Marketing

- Focusing on the customer
- How to establish a position in your participant's mind
- Your unique selling proposition
- Understanding your market segments to maximize registrations and promotions
- Who is most likely to register in the future
- Critical customer demographics
- Collecting testimonials to increase registrations

Promotion

- Where to allocate your time, money and resources
- Timetables for promotions
- The best promotion method you should be using
- How often to mail to customers and non-customers
- What distribution methods to use
- How to track promotions to determine their effectiveness
- Determining the effectiveness of publicity and advertising
- Marketing on the internet
- Determining the repeat rate
- One-year marketing plan

Needs Assessments

- Understanding what your customers want
- Finding out new course ideas
- Why doing needs assessment is cheaper than not doing needs assessment.
- Methods of needs assessments, focus groups, phone surveys, and mail surveys
- Ways to generate data on potential audiences and how to determine if a long-term program should be developed for a given audience
- Increasing responses to surveys
- Where to focus your needs assessment resources
- Where to spend your time to avoid overwork

Program Development

- Hiring instructors as independent contractors or employees
- Where to find new instructors
- Training instructors
- Ways to evaluate instructors
- Ideal program mix
- The 10 right questions for success
- Ways to create profitable new programs
- The best way to expand programs
- The course half concept that saves staff time

Program Analysis

- The key data to follow and how to determine it: average participants per event, average event fee, cancellation rates, and brochure: participant ratio or response rates
- How to achieve a future income goal
- Tools that will help you quickly identify where to improve
- Determining which programs were successful

Pricing

- Maximizing income and registrations
- How to list prices
- Price breaks and how to use them
- The best type of price to use
- The impact of pricing on attendance
- Pricing strategies vs. your competition
- How to increase prices

Customer Service

- Customer service as means to increase repeat rate
- Responding to a customer inquiry
- Handling customer complaints
- The three questions you need to answer in order to explain your program to a potential customer

Optional: CPP Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

CONTRACT TRAINING INSTITUTE



Julia King Tamang is the leading expert on contract training for lifelong learning and continuing education programs.

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

In this “nuts and bolts” Institute you will learn the practical and proven skills in contract training from successful professionals with contract education experience.

After attending the Contract Training Institute, you will be able to boost contracts, increase your operating margin and net, and price contracts correctly. You will have the strategies and techniques for increasing your effectiveness and success rate.

Who Should Attend

The Institute has been developed specifically for contract trainers in educational institutions, such as colleges and universities, community colleges, and vocational-technical institutes. If you sell contract training programs to business and industry, or oversee such programs, you should attend this Institute.

Why You Should Attend

Contract training is a top growth area. Most lifelong learning programs sell contracts, but many are finding that their efforts conflict with other responsibilities, and that the expectations of clients are high. You need to find out how to develop clients, utilize a salesperson, build a product base, and other key issues that only LERN's CTI provides.

Outcomes

After attending the CTI, you will have the information to be able to:

- Develop a needs assessment tool for businesses
- Price contract training
- Promote and market contract training
- Enhance your own personal selling skills
- Budget the area of contract training for your institution

Unique

You will receive information not available anywhere else. Only LERN can tell you how to keep pace with all the other organizations selling contracts. You will find out:

- How much to pay a salesperson
- The amount of money that should be spent on product development
- Techniques for teaming salespeople and programmers to do team selling
- A Return on Investment formula that works
- What your sales kit should look like
- How to do contract training online
- 9 Benchmarks for Success

Readings

Each CTI participant will receive a copy of LERN's Contract Training Manual, as well as other supplemental readings. The manual has an encyclopedic wealth of information that will serve as an Institute guide and a future reference source.

...provided an excellent opportunity to enhance all the skills needed to be involved in contract training.

Darrell Dungan, Waco, TX

SPRING/ORLANDO AND SUMMER/MINNEAPOLIS

Contract Training Institute Agenda

Overview of Contract Training

- Why is contract training growing?
- Contract training division models
- Characteristics of successful CT divisions
- The 5 CT tools for success

Finances & Budgeting

- LERN's Financial Format and the ideal percentages for a contract training division
- Developing your CT division's budget
- How much money to spend on staffing and how many staff members your division needs
- The 5 contract training key ratios
- LERN's cost analysis report for individual contracts

Team Selling

- How to get everyone involved
- Who sells and who develops new products
- The ideal structure for your CT division
- Job descriptions for your director, product development staff, sales staff, and operations staff
- The stages of staffing growth a contract training program goes through

Client Analysis

- Why having a clear image is critical for your program, as well as the process for developing your program's image
- Your Unique Selling Proposition (USP) and a proven technique for discovering it
- Segmenting your customers so you can more efficiently allocate your resources
- The most current tools for analyzing a client's value

Real World Selling

- How to sell
- The right companies and the right person
- Marketing tools that sell, for use in client meetings
- How to get that important first meeting, and how to prepare for it
- 7 proven strategies to get and keep clients

Salespeople

- Characteristics a lifelong learning salesperson should have
- How to pay salespeople, and how to evaluate their performance

Return on Investment (ROI)

- What return on investment is
- A formula you can use to comfort clients and give you statistical support

Developing a Sales Kit

- The 3-30-3 Rule and the AIDA Principle
- What should be in your sales kit
- How to leave a positive impression with your prospective client

Pricing Contract Training

- Market pricing is the only way
- 6-step process for pricing
- How to determine how much time and money should be spent on product development
- How to factor product development into prices

Training Needs Assessment

- 3 types of needs assessment
- Using needs assessment to develop new products, new directions and new customers
- Carefully planned 3-phased approach for analyzing the needs of a client

Quality Assurance Audit

- Follow up after the training
- A quality assurance audit that highlights your successes and generates add-on business

Clear Writing

- Designing and writing effective documents
- How to plan a document's layout and how to use the standards for quality communication
- A foolproof proposal writer's checklist

Teaming with the Right Instructors

- Your relationship with your instructors
- What your instructors need to know about you
- Establish and communicate quality expectations for handout materials
- Policy for handling follow-on leads

E-Learning

- How does online learning fit into contract training?
- How online learning can replace and/or complement in-person classroom contract training
- The costs related to online learning
- Successful delivery methods

Optional: CCT Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

OPERATIONS INSTITUTE



Greg Marsello is the leading authority on operations for the lifelong learning business.

Experts, including your presenter, say efficient operations are fundamental in ensuring increased staff productivity. No longer can everyone do everything, and your continuing education division needs people dedicated to day-to-day operations so your revenue generators can do their jobs!

The difference between success and failure for your program is just 5%. Efficient and effective operations make the difference and can help generate an overall staff productivity increase of 25% or more.

With LERN's unique Operations Institute, you will find out what tasks operations should be responsible for, the role of the Operations professional, and how to make your operations and continuing education division productive, creating more profit and success for your entire program.

Who Should Attend

CEOs and decision makers interested in redesigning staffing and operations should attend. Any professional currently involved in operations management should attend. Other professionals wanting to better understand the role of operations as it supports programming, marketing, and sales should attend.

Why You Should Attend

Operations are key to your whole program's success. You will acquire information not available anywhere else, as well as best practice strategies being used by industry leaders. Acquire the benchmarks for the 15 processes that make for a lean and productive program, clear direction on how to redesign your staffing structure, and staffing job descriptions, plus much more. Take home performance tools and strategies that will impact your program immediately.

Outcomes

After attending the Operations Institute, you will take home the information and knowledge to improve your program's operations, making your program more profitable, efficient, and effective. You will get the top operations experts' secrets necessary for boosting your program's success. Your skill set will now include techniques for increasing not just the performance of operations staff, but also the performance of your programming, marketing, and sales staff.

We relied on LERN information to create a new program that now generates annual revenues of well over a million dollars.

Arne Arnesen, Boulder, CO

SUMMER INSTITUTE/MINNEAPOLIS

Unique

You will receive information not available anywhere else. Only LERN can tell you how redesign your program to survive and thrive in the 21st century. You will find out:

- How to make data-driven decisions
- The amount of money each staff position should generate
- Ideal staffing structure components
- Staff productivity strategies, techniques and tips
- How to reduce meetings to less than 5% of staff time
- The best method for writing job descriptions
- Ways to develop job standards and competencies
- Processes you should be reengineering and how
- Time-saving strategies

Curriculum & Required Technology

The Operations Institute is one of the four core Institutes in the LERN Curriculum. The Program Management Institute is recommended, but not mandatory. Readings include an Operations Institute Manual, as well as LERN's *Restructuring Staff* manual and *Increasing Staff Productivity* publication.

Operations Institute Agenda

Staff Structures

- LERN's Ideal Staffing Structure
- The difference between programming, marketing, sales, and operations
- Process structures, cross-functional training, and the increased use of telecommuting
- Staff structure productivity tips

Data-Driven Decisions

- How data-driven decisions are made
- The registration, programming, contract sales, and marketing data you need to be collecting and analyzing
- Who should be making which data-driven decisions

Processes and Procedures

- 15 lifelong learning processes your program must incorporate
- Learn about reengineering and process diagrams
- How to develop a procedures manual
- Techniques for reducing time spent in staff meetings

Staffing

- Increasing staff intellectual capital
- Winning job descriptions based on outcomes
- Individual staff training plans
- How to manage staff evaluations

Staff Productivity

- Formula for determining staff productivity
- How to use LERN's Job Performance Tool to match up staff with best practice benchmarks
- The role of outsourcing
- Ways to recognize your most productive staff and motivate underperformers

Relationships

- Successful techniques for working with central administration and other institution areas
- Best ways to work with vendors and negotiation tips
- LERN's latest research on generational management

Technology

- Primary components of the "right" software
- Why you must be using a virtual office
- The best ways to get your data analyzed and the reports you need to be generating

Performance

- Leave with critical benchmarks you need to be tracking and measuring up to
- Understand performance metrics – dashboards, trends, tracking and announcements
- Why your organization must have a one-year plan
- Learn how to best use incentives, reward, and recognition

Job Standards & Competencies

- Understand a five-step job standards and competencies process
- Know the difference between tasks, procedures, outcomes, managing, and competencies
- Techniques for measuring progress and success

Succession Management

- What do you need to do now to be prepared for 5 years from now
- Find out an 8-Step succession management process
- Understand the difference between replacement management and succession planning

Change Management

- The three most important key supports for change
- What actions a CEO should take to manage change
- Six steps to follow when implementing change

Don't Miss the Operations Institute

Running a successful continuing education division is no longer simple. Institutional demands for additional surplus, more visibility, and greater customer satisfaction increase the stress on the organization. The Operations Institute will help you identify actions you need to take, and provide strategies to increase staff efficiency, effectiveness, and productivity. You will find out how to develop structured action guidelines to implement changes to improve your operations, as well as your overall organization.



Suzanne Kart is a writer, presenter and practitioner on marketing and e-marketing. She's currently LERN's Director of Marketing.

The Marketing Institute has been designed to give you the best and most advanced professional development opportunity to enhance your skills in marketing your lifelong learning program.

Welcome to marketing in the new millennium. It is a challenging time for marketing lifelong learning programs and events. It is a changing time, a time of fiscal pressures and accountability, of increasing competition, of niching out into smaller markets.

But it is also a time when the sophistication and expertise in marketing programs have never been higher. There are exciting marketing breakthroughs that you need to know in target marketing, retention marketing and Internet marketing. There are proven ways to plan your marketing efforts, to take the guesswork out and make marketing as scientific and cost-effective as possible.

LERN is a reliable, first-rate resource. Thank you!

**Bonnie Feingold,
Gas Technology Institute,
Des Plaines, IL**

Who Should Attend

This Institute will be particularly valuable for decision makers, CEOs, directors and others with overall responsibility of running lifelong learning programs.

The Marketing Institute is relevant for a variety of programming areas, including continuing education, seminars and conferences, community education, recreation, and continuing professional education. It is intended for anyone promoting and marketing classes, events, seminars, conferences, certificate programs and other education programs.

Outcomes

Lifelong learning programs are being called upon to increase attendance, improve financial self-sufficiency and be fiscally accountable. Changes in the marketing environment mean you must develop new strategies and use new techniques to attract and retain participants.

After attending the Marketing Institute, you will have the information to be able to:

- Develop a detailed, step-by-step one-year marketing plan that will be the backbone of your program's marketing and operational strategy.
- Segment your market, build separate demographic profiles for your market segments to know who your best participants are and be able to program to them.
- Create promotions that attract customers, generate interest, develop a desire, and cause the most important action of registration.
- Take the guesswork out of marketing by using information and data that will make your marketing techniques more cost-effective and successful.
- Effectively use the Internet to market your programs and services.
- Price your programs for maximum attendance and profitability.
- And much more!

SUMMER INSTITUTE/MINNEAPOLIS

Unique

You will receive information not available anywhere else. At this hands-on Institute, you will gain new information and tools to help you compete in the tough new world of marketing courses and events.

We'll cover your top areas of interest, including:

- Target marketing
- Customer-share marketing
- How to identify your best participants and market to them
- How to know exactly how many brochures to mail and when to mail them to get the results you want
- Powering up your brochure copy for best results
- How to make your web site a marketing plus
- The latest on eMarketing and effective integration with other marketing efforts
- How to beat your competition by developing and maintaining a niche focus
- Generational marketing

Marketing Institute Agenda

Positioning Your Program for Great Success

- Find out how to determine your Unique Selling Proposition (USP) and brand.
- Determine how to set your program's marketing direction by using your USP, mission, vision, and organizational values.

Who Are Your Customers — Really?

- Learn about market segmentation – the process by which you distinguish or differentiate your various audiences – and how to build demographic profiles for each segment.
- Find out how to serve those who are most interested in what you have to offer.
- Learn why there is no such thing as an average customer.

Market Analysis Strategies

- Learn how to analyze your competition so that you can discover wasteful overlapping and opportunity-rich gaps.
- Find out how to use enrollment analysis statistics to grow participation and revenue.

The Finances of Marketing

- Find out about the only financial format and how to develop a budget that uses the proper percentages for promotion.
- Discover what benchmarks you need to be tracking and matching up to such as promotion:registration ratio and half-life.
- Be able to determine the ROI of your promotion efforts.

Database Marketing

- Having the right software system is one of the keys to developing a successful marketing plan. Learn about what modules make up a great system.
- Find out why you must know customer lifetime value, recency, frequency, monetary values, and repeat rate.
- Know what information to collect and how to extract and analyze.

Developing and Implementing Cost-Effective Promotional Campaigns

- Why must you develop a strategy that focuses on your best customers?
- Using carrier routes and mailing lists you can generate new customers while satisfying and retaining past participants.
- What are the right mail dates? What should the mix of direct mail and eMarketing be?

Web Sites, eMarketing & Social Networking

- Learn how to design an effective web site.
- Find out how to integrate eMarketing into your marketing plan.
- Understand the role of social networking.

Generational Marketing

- You must be collecting birth year. Learn how and why.
- Learn about generational marketing, brochures, and web site design.
- Find out why you must be sending out 7 different emails.

Developing a Detailed Marketing Plan

- Having a one-year marketing plan is crucial. Your program must have a step-by-step plan all staff can follow.
- Learn the 7 components of the one-year marketing plan and how you can implement it quickly and with little heartache.

The Management of Your Marketing

- Find out what staff structure best supports a customer-oriented marketing plan.
- Discover who really is responsible for marketing and understand the term “think marketing.”

PROGRAM MANAGEMENT INSTITUTE



Fred Bayley

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 an 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.

Who should attend

Directors, managers and other professionals conducting a variety of lifelong learning programs, including continuing professional education, community education, recreation, seminars and conferences, continuing education, or any other courses, classes, seminars and educational events.

Past PMI participants have been directors, coordinators and senior managers with at least one year of experience in the field. They have come from a variety of institutions from The United States, Canada, Hong Kong, Germany, Italy and Korea.

This course not only gives you the "nuts and bolts" but also washers, drills, hammers and a tool belt to put them in! Great foundation to build tracking reports for our programs.

Pat O'Rourke, Roxboro, NC

Why You Should Attend

The field of lifelong learning has changed significantly in the last few years. Competition is increasing. There are heightened expectations for financial performance. You are expected to do more with fewer resources. You cannot perform productively without comprehensive training in the things you do every day.

Outcomes

After attending the PMI, you will have the information to:

- Analyze data to make the best decisions.
- Understand key financial information.
- Design a winning brochure.
- Increase registrations.
- Start successful new programs.

This is the first step to becoming a Certified Program Planner (CPP). At the institutes conclusion you have the option of taking the CPP exam. This is the benchmark of highly qualified professionals in lifelong learning.

Unique

This information is not available anywhere else. LERN's PMI is essential if you want to understand all aspects of the lifelong learning business. Using the latest research and best practices you'll walk away with new ways to solve old problems.

End Result

Experience the most comprehensive professional training available in the field of class programming. Your organization will have strengthened its professional management. You will have helped professionalize the field. You will receive recognition for the knowledge and skills you have acquired. And you will have the most complete preparation available for the Certified Program Planner (CPP) designation.

SUMMER INSTITUTE/MINNEAPOLIS

Curriculum

This is one of the four core Institutes in the LERN Curriculum. It is recommended for the best foundation.

Program Management Institute Agenda

Overview of the Field

- Key challenges and opportunities

Learning and Teaching

- How self-directed learning principles impact a program
- Characteristics of adult learners

Finances and Budgeting

- How to know if you're making money
- The best financial format to use to improve program outcomes
- How to improve the financial bottom line
- Achieving financial self-sufficiency
- Steps in creating a budget

Brochures

- What makes a winning brochure
- Best brochure layouts
- How to write effective course descriptions
- What registration information to include
- What to include in single event brochures
- Tips for writing copy
- Brochure essentials for generating 75% or more of your registrations

Marketing

- Focusing on the customer
- How to establish a position in your participant's mind
- Your unique selling proposition
- Understanding your market segments to maximize registrations and promotions
- Who is most likely to register in the future
- Critical customer demographics
- Collecting testimonials to increase registrations

Promotion

- Where to allocate your time, money and resources
- Timetables for promotions
- The best promotion method you should be using
- How often to mail to customers and non-customers
- What distribution methods to use
- How to track promotions to determine their effectiveness
- Determining the effectiveness of publicity and advertising
- Marketing on the internet
- Determining the repeat rate
- One-year marketing plan

Needs Assessments

- Understanding what your customers want
- Finding out new course ideas
- Why doing needs assessment is cheaper than not doing needs assessment.
- Methods of needs assessments, focus groups, phone surveys, and mail surveys
- Ways to generate data on potential audiences and how to determine if a long-term program should be developed for a given audience
- Increasing responses to surveys
- Where to focus your needs assessment resources
- Where to spend your time to avoid overwork

Program Development

- Hiring instructors as independent contractors or employees
- Where to find new instructors
- Training instructors
- Ways to evaluate instructors
- Ideal program mix
- The 10 right questions for success
- Ways to create profitable new programs
- The best way to expand programs
- The course half concept that saves staff time

Program Analysis

- The key data to follow and how to determine it: average participants per event, average event fee, cancellation rates, and brochure: participant ratio or response rates
- How to achieve a future income goal
- Tools that will help you quickly identify where to improve
- Determining which programs were successful

Pricing

- Maximizing income and registrations
- How to list prices
- Price breaks and how to use them
- The best type of price to use
- The impact of pricing on attendance
- Pricing strategies vs. your competition
- How to increase prices

Customer Service

- Customer service as means to increase repeat rate
- Responding to a customer inquiry
- Handling customer complaints
- The three questions you need to answer in order to explain your program to a potential customer

Optional: CPP Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

NEW! ONLINE PROGRAMMING INSTITUTE



*Rita Marie Conrad is a nationally known expert in online instructional design and co-author of the book *The Faculty Guide to Moving Teaching and Learning to the Web*.*

Get in on the biggest new growth area in continuing education for universities, colleges and associations.

Discover how to position your online program in the marketplace and create a reputation and image that dominates your market niche.



Les Howles, one of the foremost authorities in eTools and online media, has managed online course development at the University of Wisconsin Madison, a worldwide leader in online course development.

Acquire the most advanced, practical, how-to techniques on online instructional development from three of the foremost authorities in online learning and teaching.

After attending the Online Programming Institute, you will have the knowledge skills to optimize your online programming development, training of online faculty, and marketing online certificates and courses.

Your instructors each have more than 10 years' experience in online programming, are nationally known experts, and do consulting, speaking and writing on the topic.



*William A. Draves, author of *Advanced Teaching Online*, has taught more than 6,000 faculty how to teach online and created the Certified Faculty Developer (CFD) designation.*

Who Should Attend

Anyone engaged in online instructional design, and anyone wishing to do online instructional design, should attend this Institute. The Institute is specific to continuing education, although others will find it relevant as well. Beginners will get the fundamentals at a high level. Current practitioners will discover new advanced techniques and interact with the best experts. If you want to begin online programming, or are already doing online programming, this Institute is right for you.

Why You Should Attend

With the foremost authorities in the field, you will acquire information not available anywhere else. The Institute is specific to the field of continuing education. You will take home all the information and knowledge you need to position your online programs for success in the marketplace.

Outcomes

After attending the Online Programming Institute, you will have the information to be able to:

- Develop or improve the development of your online certificates and courses.
- Better develop and train online faculty
- Strategically plan and do market research to position your program to dominate your market niche
- Gain the budgeting knowledge to create and run online programs profitably

Unique

Only LERN and your instructors have this information and expertise. You will take home information you won't find at any other meeting or event. You will find out about the latest low cost and free eTools for online courses. You will get information specific to the field of continuing education. You will have the option of going home a Certified Programmer Online (CPO).

SUMMER INSTITUTE/MINNEAPOLIS

Recognition Options

1. ILUs. This course qualifies for 1.0 ILUs upon passing the 50 question exam.
2. Graduate credit. As part of the University of South Dakota and LERN joint Master's Degree.
3. Certificate. For completing the course and passing the exam.
4. Certification. Become a Certified Programmer Online (CPO). Complete this course, three online courses on teaching online, and engage in an online programming project or study. An additional \$795 fee for the online courses, project review, and CPO medal, press release and framed certificate. Contact Tammy at TammyP@lern.org or 800-678-5376 for info about becoming a Certified Programmer Online (CPO).

Designing Online Instruction

Overview of the Online Instructional Environment

- Principles behind the adoption of technology innovation
- The nature of the online learning environment

Envisioning Your Online Certificate or Course

- Types of web courses
- Preparing for the move to the Web
- Analyzing your current courses
- Planning your web courses
- Identifying resources
- Design guidelines

Developing a Web course

- Team vs. Individual approach to development
- Phases of design and development
- Models of web courses

Developing Online Faculty

- Orienting faculty to teaching online
- Engaging and training faculty in course creation
- Training faculty to teach online
- Training faculty to engage students online

Issues in the Web Environment

- Copyright issues
- Ownership of online courses
- Assessment and Evaluation of instructors

Tools and Designing Multimedia for eLearning

Designing Multimedia for e-Learning

- What makes a good instructional audio cast
- Design principles for audio casts and auditory learning
- Blending audio and visuals for effective multimedia learning
- Shooting the bullet: designing PowerPoints for knowledge construction

New eTools for Developing Content Objects

- Latest top new eTools
- How to create media rich and interactive web-based learning objects
- Non-commercial free eTools available

Games and Simulations for e-Learning

- How games and simulations teach
- What research says about the pedagogical effectiveness of games/sims
- Design elements for good games and simulation for instruction
- Game design principles and how to design a learning game.

Advanced Online Programming Techniques

- Recording audio lectures
- Continual engagement
- Welcome Pages
- Checklist of Best Practices

Training Needs Assessment

- 3 types of needs assessment
- Using needs assessment to develop new products, new directions and new customers
- Carefully planned 3-phased approach for analyzing the needs of a client

Your Strategic Business and Marketing Plan

Needs assessment

- Market research and selecting audiences
- Establishing online program credibility and uniqueness
- Creating your position in the market
- Recruiting and selecting instructors

Finances and Pricing

- Finances and economics of online certificates and courses
- Instructor pay guidelines
- Pricing online certificates and courses

Marketing Online Certificates and Courses

- eMarketing that works
- The role of print brochures and mail
- Online advertising
- Your third promotion strategy
- Your one year marketing plan

FACULTY

Fred Bayley has been a popular speaker and presenter at LERN conferences for many years. A senior LERN leader for 15 years, he co-authored with Julie Coates a program analysis that led to our Program Review and Certification.

From Spindale, North Carolina, Bayley has been in the field of lifelong learning for more than two decades. A practitioner who is also an energetic and friendly presenter, he is a highly rated facilitator.

Dan Belhassen is the head of GreatBigNews.com and is one of the top eMarketing tech gurus in North America. He's an expert in email marketing, customer programming, and online marketing. He was named Young Entrepreneur of the Year for Manitoba, Canada, in 2007. Belhassen co-authored with Suzanne Kart and William A. Draves LERN's *eMarketing Manual*.

William A. Draves, CAE, is President of LERN, one of the nation's foremost authorities on lifelong learning. Draves is author of *Teaching Online*, *Learning OntheNet*, *Reengineering Continuing Education*, *Improving Financial Performance*, *Marketing in the 1990s*, *Energizing the Learning Environment*, and editor of *Winning With Central Administration*. His latest book, written with Julie Coates, is *Nine Shift: Work, Life and Education in the 21st Century*.

He has a Master's degree in adult education from The George Washington University in Washington, D.C.

Draves is a popular speaker in great demand, and has given seminars in most states and in Germany, England, Canada and Australia. He is a past president of the Coalition of Lifelong Learning Organizations.

Rita Conrad is a nationally known expert in online instructional design and co-author of the book *The Faculty Guide to Moving Teaching and Learning to the Web*.

Les Howles one of the foremost authorities in eTools and online media, has managed online course development at the University of Wisconsin Madison, a worldwide leader in online course development.

Suzanne Kart is a writer, presenter and practitioner on marketing and eMarketing.

Currently Director of Marketing for LERN, she is one of the nation's leading experts on Twitter, social networks and generational communication for lifelong learning. She has more than 15 years experience in the marketing and communications fields and has taught in both university and professional settings. Kart co-authored with Dan Belhassen and William A. Draves LERN's *eMarketing Manual*.

Julia King Tamang is LERN's Senior Consultant for Contract Training. She has over 15 years of experience in both selling and presenting contract training.

For 12 years, she worked at the University of Oregon Department of Continuing Education as the Assistant Director of Continuing Education and the Director of Corporate Education. She was responsible for the department's contract training program and the management of its Portland continuing education site.

King Tamang managed the contract training division that served many of the state's biggest businesses — Intel, US West, Port of Portland, ADP, Hewlett Packard and more. Her responsibilities included sales, contract management, hiring, curriculum development and quality control.

Greg Marsello is LERN's Vice President for Organizational Development and a national authority on reengineering management and running programs. Marsello is a co-founder of LERN and was chair of the board of directors for 12 years. With more than 20 years in the business, he has authored publications, gives frequent seminars and does consulting on marketing, management and program development.

Marsello is also President of Learning Connection, an independent lifelong learning program in Providence, RI. He started Learning Connection in 1980. With more than 15,000 registrations a year, Learning Connection is one of the largest providers of avocational and leisure learning in North America.

ON-SITE INSTITUTES

You can bring any of the LERN Institutes to your area of the country. All Institutes are available for a flat fee, and you can recruit as many people as you want to attend.

On-site Institutes have been sponsored by the University of Minnesota, the University of Connecticut, Montgomery College, EnterpriseOhio, the Oklahoma Department of Career and Technology Education and others.

You can have as many of your own staff members attend as you wish. In addition, you can promote the Institute, charge a fee, and pay for the Institute with the income. Some sponsors have even made money on a LERN Institute.

A LERN Institute is unique. LERN is the only fully staffed national and international organization in the world specializing in the practical, how-to aspects of running lifelong learning programs. Only LERN has experts who do consulting, writing, speaking and research full time. Only LERN does national statistical research to determine the benchmarks for success. Only LERN has real, hard numbers and ratios.

LERN provides the faculty, manuals and readings, and presenter travel and accommodation arrangements. You provide the room and audio-visual equipment. You decide how many people will attend. We have suggested fees for advertising the program based on the experience of past sponsors, but you can charge as little or as much as you want.

For more information about hosting an Institute, contact Greg Marsello at 401-624-4983 or via e-mail at marsello@LERN.org.

ABOUT LERN

The Learning Resources Network (LERN) is the leading association in lifelong learning programming, offering information and consulting expertise to providers of lifelong learning programs.

Begun in 1974, LERN serves more than 6,000 professionals every year by providing practical, how-to information on marketing, finances, management, and product development. It is information not available anywhere else. Our slogan is "Information That Works!"[®]

Services include publications, magazines; seminars, conferences, Institutes and in-house training programs, and consulting to members and others. LERN's Internet Information Services include more than 450 reports on the management and marketing of continuing education programming, online discussions with colleagues from around the world, news, surveys, searchable database and more.

LERN serves a wide variety of institutions, including state universities, four-year colleges, colleges within universities, private colleges, community colleges, technical colleges, public schools, recreation departments, and associations.

Every year we research and disseminate the most advanced and sophisticated information. Recent work has included: profit margins — what makes money, redesigning of job descriptions, the information specialist position, an action strategy for internal marketing, developing a product mix for your segments, why you need seven market segments, the shift from products to markets and how to measure staff time.

Visit our website at www.LERN.org.

SOCIAL EVENTS

Spring Institutes

Sunday, March 6, 2011

Opening Reception (7:00 - 9:00 p.m.)

Get to know Institute participants and LERN faculty. The reception is free to all Institute attendees. Please see the hotel's information board for the location of this event.

Guide to Activities and Dining

The hotel is a short walk to Downtown Disney. Please visit their website at: disneyworld.disney.go.com/destinations/downtown-disney/

In Downtown Disney you will find two famous entertainment venues; the House of Blues and Cirque du Soleil along with

Pleasure Island. You will also find more than a dozen restaurants to choose from.

As a guest of the Hilton, you are eligible to visit the theme parks through their Extra Magic Hours Program. Each day a different park offers extended hours in the evening. To learn more, please visit: disneyworld.disney.go.com/resorts/benefits/extended-theme-park-hours/

You'll be able to reach them via complimentary shuttle service.

Please visit the Orlando Convention Bureau website for suggestions on activities while you are in town: www.orlandoconinfo.com

Due to the proximity to Downtown Disney and its amenities, no other social events have been planned.



Summer Institutes

To help you plan your visit, we recommend you explore Minneapolis online at: www.minneapolis.org. Always popular is the Mall of America which is easily accessible by the light rail station a few blocks from the hotel.

Sunday, June 5, 2011

Opening Reception (7:00 - 9:00 p.m.)

Get to know Institute participants and LERN faculty. The reception is free to all Institute attendees. Please see the hotel's information board for the location of this event.

Monday, June 6, 2011

Dinner at Saffron Restaurant (6:00 - 8:00 p.m.)

Join us for a three-course Mediterranean/Middle Eastern dinner at this award-winning restaurant a short walk from the hotel. You will have a choice of 3 entrees. The chef has been featured on the Iron Chef television show. \$53

www.saffronmpls.com

Tuesday, June 7, 2011

Dinner at Bar la Grassa (5:45 - 7:45 p.m.)

Join us for a four-course Italian dinner with a choice of four pasta dishes at this James Beard nominated, and Bon Appetit Magazine award winner. It's only a short taxi ride from the hotel and transportation is provided. \$52

www.barlagrassa.com

Fees for social events are non-refundable and must be received by Friday, May 6, 2011.



HIGHLIGHTS

Spring Institutes: Lake Buena Vista/Orlando

Located across the street from Downtown Disney, you are a short walk or a complimentary shuttle ride away from all the magic of Disney World.

Daytime temperatures average 75° F (25 Celsius) with the average overnight low of 54° F (12 Celsius). There is a 16 percent chance of precipitation.

Transportation

LERN has designated Mears Transportation to provide airport transportation. The roundtrip cost is \$34. Visit the LERN website to retrieve a coupon for a \$4 discount on a roundtrip fare. Reservations are only required for the return trip to the airport and should be made 24 hours prior to your flight. Make a reservation by calling 407-423-5566 or online at: mearstransportation.com

One-way metered taxi service to or from the airport is approximately \$50-\$60. One-way town car service is a flat rate of \$60.

About the Hotel

The Spring Institute will take place in walking distance of downtown Disney at:

Hilton Walt Disney World Hotel

1751 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
407-827-4000

The room rate is \$169 single or double, plus applicable taxes. Make your room reservations by calling toll free at 800-556-7827. To make reservations online please visit www.lern.org. To qualify for the group rate, make your reservation by Friday, February 11 at 8:00 p.m. ET, and specify that you are attending the Learning Resources Network meeting.

Please note: A portion of the room rate is used to offset Institute expenses. The hotel does not accept purchase orders for payment.

Summer Institutes: Minneapolis

The name Minneapolis means water city and probably got its name because it sits along side the Mississippi River. While its economy was originally based upon lumber and grain, today it is known more as the home to the Mall of America and for its impact on the music industry by such artists as Prince, the Replacements, and Soul Asylum.

Daytime temperatures average 74° F (23 Celsius) with the average overnight low of 54° F (12 Celsius). There is a 31 percent chance of precipitation.

Transportation

LERN has designated SuperShuttle to provide airport transportation. The roundtrip cost is \$32. Visit the LERN website to a coupon for a slight discount. Reservations are only required for the return trip to the airport and should be made 24 hours prior to your flight. Make a reservation by calling 800-258-3826 or online at www.supershuttle.com.

One-way taxi service to or from the airport is approximately \$40. Light rail from the airport to the stop about two blocks from the hotel is \$2.25.

About the Hotel

The Summer Institute will take place in downtown Minneapolis at:

Crowne Plaza Northstar

618 Second Avenue South
Minneapolis, MN 55402
612-338-2288

The room rate is \$155 single or double, plus applicable taxes. Make your room reservations by calling toll free at 800-556-7827 or 612-338-2288. To make reservations online please visit www.lern.org. To qualify for the group rate, make your reservation by Saturday, May 21, and specify that you are attending the Learning Resources Network meeting. **Please note:** A portion of the room rate is used to offset Institute expenses. The hotel does not accept purchase orders for payment.

Why You Should Attend this Year

The old world of the Industrial Age is rapidly giving way to the Information Age of the 21st century. The old rules for success don't work anymore. Only the LERN Institutes can give you and your staff the professional development to stay competitive and successful in this new environment. Here's why you should attend:

- Learn the new rules for success. Find out how to segment and target your audiences. Learn how to improve profit margins by using the LERN financial format, the industry standard for life-long learning.
- Discover new processes and systems. There are answers for every one of your challenges, not just the easy ones. At the LERN Institutes, you'll discover the ways to find the best answers for your program.
- Stay ahead of the competition. The programs that will be successful in the future will be those with the best trained professional staff members. Get the most comprehensive, intensive and sophisticated professional development available.

Second Person Discount!

Bring a second person from your program at a reduced rate. The second person can attend any Institute.

Use our Institutes to brainstorm with each other at the end of the day. Attend two different Institutes and get twice the information for your program. Compare notes and bring back ideas to improve your operation.

REGISTRATION INFORMATION

Schedule

All Institutes begin with a casual reception in the hotel Sunday evening, March 6 for Spring Institutes and June 5 for Summer Institutes. The Institutes continue all day Monday, Tuesday, Wednesday and end at noon on Thursday. Each day begins with a general session at 8:30 am and ends at 3:30 pm.

The CPP, CCT, and CeP exams will be given Friday from 9:00 am to noon.

How To Apply

You can apply for the Institutes in any of these ways:



E-mail. Send your application information to us at info@LERN.org.

Online. Go to www.LERN.org and click on Education & Events in the left-hand column, then on Institutes in right-hand column.



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



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



Mail. Complete and send the attached application form to LERN Institutes, PO Box 9, River Falls, WI 54022, along with your check or purchase order.

Fees & Benefits

Benefits. The registration fee includes all sessions, handouts and readings. Also included are a Sunday evening reception, lunch on Monday, Tuesday and Wednesday; breaks, and individual consultation with LERN's professional staff upon request.

Registration Fee. The fee is \$1,095 for LERN members and \$1,295 for non-members.

Early Registration Discount. There is a \$100 early registration discount for those registering at the full rate before January 1, 2011 (Spring Institutes) and March 31, 2011 (Summer Institutes).

Applications

Second Person. Bring a second person from your program for a discount price. The second person can attend any Institute. The second-person fee is just \$597 for LERN members and \$697 for non-members. Not eligible for early registration discount.

In order to insure maximum participation, interaction and individual attention, attendance at the Institutes is limited.

LERN reserves the right to decline applications from those who would not most benefit from an Institute.

Cancellations & Substitutions

Cancellations and substitutions must be requested in writing. Email is acceptable. Cancellations made prior to Jan 21 (Spring) or April 29 (Summer) will receive a full refund. Cancellations made after that date will be charged a \$100 administrative fee. No refunds if cancellation is after Feb 11 (Spring) or May 20 (Summer). If substitute is not a LERN Member additional fees may apply. Social event fees are non refundable.

Credit Terms

Organizational purchase orders will be accepted in lieu of payment to hold your place. Our credit terms are net 30 days. There are no discounts given for early payment. Please note: All fees, including those for social events, must be paid in full in order to attend the Institutes.

REGISTRATION — LERN INSTITUTES 2011

Spring Institutes/Orlando March 7-11, 2011 — Summer Institutes/Minneapolis June 6-10, 2011

Please make as many copies of this form as needed.

Member/Customer ID #

SC # (from address label)

Name

Department

Institution

Address

City, State/Province

ZIP/Postal Code

Country

E-mail

Phone

Position:

- Administration
- Cont. Training
- Marketing
- Program Staff
- Teacher (K-12)
- Faculty (CC/U)

Title:

- Dean
- Director
- Support
- Other

Master's Degree

- Please send me more information.

Spring Institutes: Check One Please

- eMarketing Institute
 - I'd like to study for LERN's CeP exam
 - I plan to take the CeP exam at the Institute
- Programming Institute
- Program Management Institute
 - I'd like to study for LERN's CPP exam
 - I plan to take the CPP exam at the Institute
- Contract Training Institute
 - I'd like to study for LERN's CCT exam
 - I plan to take the CCT exam at the Institute

Summer Institutes: Check One Please

- Contract Training Institute
 - I'd like to study for LERN's CCT exam
 - I plan to take the CCT exam at the Institute
- Operations Institute
- Marketing Institute — *Please select one*
 - Community Education materials
 - Seminars & Conference materials
- Program Management Institute
 - I'd like to study for LERN's CPP exam
 - I plan to take the CPP exam at the Institute
- New! Online Programming Institute

Registration Fees

Before January 1, 2011 (Spring Institutes)
Before March 31, 2011 (Summer Institutes)

- \$995 LERN Member rate
- \$1,195 Non-member rate

After January 1, 2011 (Spring Institutes)
After March 31, 2011 (Summer Institutes)

- \$1,095 LERN Member rate
- \$1,295 Non-member rate
- \$597 2nd Person LERN member
- \$697 2nd Person Non-member rate

Social Events

Fees for Minneapolis social events must be received by May 6, 2011, and are non-refundable.

Summer Institutes

Monday, June 6

- \$53 Dinner at Saffron Restaurant, 6-8 p.m.

Tuesday, June 7

- \$52 Dinner at Bar la Grassa, 5:45-7:45 p.m.

Fees for Social events are non-refundable, and must be paid in advance.

Fees Due

Registration Fee + Social Event Fee/s = Total Due

Payment Method

- Payment enclosed.
Check # _____
- Bill my institution.
PO # _____
See credit terms on page 26.
- Charge to my credit card.
 - Visa
 - MasterCard
 - AmEx
 - Discover



Card Number

Exp. Date

Cardholder's Name (please print)

Cardholder's Signature

All fees are in US dollars.



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Join LERN in Orlando and Minneapolis!

Recognized internationally as the most comprehensive and advanced training for lifelong learning professionals



Spring Institutes in Orlando



Summer Institutes in Minneapolis