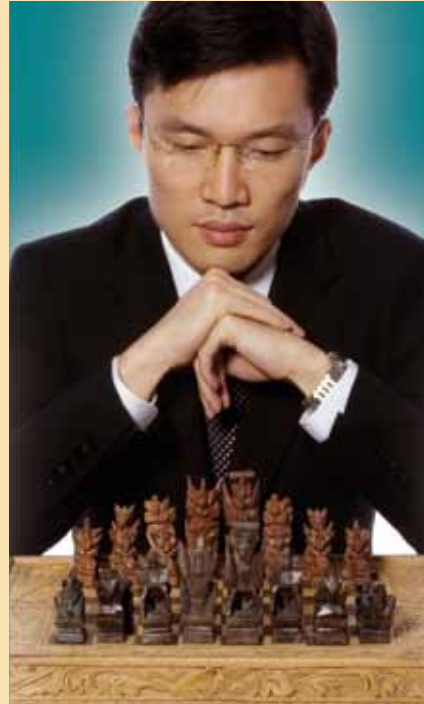


*Join two of education's leading futurists*

# *New! Nine Shift:* Higher Education in the 21st Century



## Strategic Planning Seminar Community College Edition

*Strategic planning seminar for community and technical college decision makers, including college presidents, vice presidents, directors of planning, and other senior decision makers*

February 1-2, 2012 — Ft. Lauderdale, Florida

# New! Nine Shift: Higher Ed

Come experience two days with experts who spend every day on the cutting edge of education. Discover how society is changing as we move from the Industrial Age to the Internet Age. Learn about the implications for repositioning your community or technical college for success in the new century.

Then take home our exclusive 21 action recommendations for strategic planning for community and technical colleges, and participate in the adventure to make our education even more successful in the second decade of the century.

## Why You Should Attend

In the next ten years, our society will transition from the Industrial Age of the last century to the Internet Age of the 21st century. Community and technical colleges will necessarily have to be transformed to meet the new requirements for society, your local economy, your students, and the quality of life in your community.

The need for discussion and dialogue about strategic planning has never been greater. There is now a widely recognized confusion about the direction of higher education and the role of community and technical colleges in this century.

## Who Should Attend

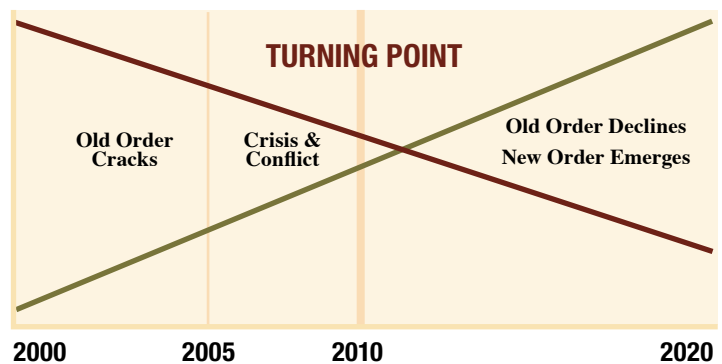
Community and technical college decision makers, especially college presidents and vice presidents, should attend this premiere event. Directors of planning, chief academic officers and other senior college decision makers will also find the strategic planning seminar relevant and valuable.

## End Results

With new information not available anywhere else, you will go home with an entirely new and positive perspective on your college and its future, as well as 21 specific action recommendations to position your institution for greater success.

## Outcomes

As a result of attending this planning seminar, you will have a strategic knowledge advantage in making business and pedagogical decisions determining your college's future.



## Benefits

- Copy of *Nine Shift: Work, life and education in the 21st century*
- Copy of the presenters' new book *The Pedagogy of the 21st Century*
- Opportunity to refresh your thinking and energies by engaging in a dialogue with other senior decision makers in community and technical colleges

## Take home

Exclusive 21 Action Recommendations for strategic planning specifically for community and technical colleges over the next 3-5 years.

## Unique

Just three of the reasons this premiere seminar is distinctive:

1. Research and evidence not available anywhere else
2. Engaging presenters and futurists whose predictions are already coming true
3. Unique perspective and recommendations you will not get from any other source

# Education in the 21st Century

## Timely

This is the decade when the Industrial Age of the last century goes into decline, and the Internet Age of this century emerges. It is the decade when your community or technical college transforms itself to remain relevant for your community's economy, business and workforce needs, and quality of life.

## For Senior Decision Makers

As a senior decision maker, you have the responsibility of influencing the allocation of both people and capital resources for your institution. That expenditure can either be an investment positioning your institution for success, or an ill-advised wrong direction. This is the decade in the new century and economy when people and organizations make the critical decisions whose effects are felt for decades. Your task, your college, and your community are too important for you to miss out on this essential research and perspective.

## Information not available anywhere else

Only this seminar will tell you:

- Your students are currently driving 37% less than past young generations, and the implications for your college.
  - Teleworkers are 25% more effective than office workers, and why your college will be training your students to work from home.
  - Why your college is the primary, if not only, educational institution responsible for increasing the percentage of adults in your community with a four-year college degree.
  - How to make your faculty and staff 20% more productive.
  - Why Baby Boomers love meetings and your Gen X and Gen Y faculty and staff hate them.
- ...and much more.

## Bring Back

- The 21 essential new characteristics of community colleges for success in the 21st century.
- Our 90 predictions for this decade for society and their relevance for your institutional strategic planning.
- Handouts with slides of the presenters' material.

## Your Presenters

Your presenters are two of the leading futurists in education today. They are the most frequently quoted experts in lifelong learning by the nation's media, having appeared on the BBC, NPR, CBS radio, NBC TV and interviewed by *The New York Times*, *Wall Street Journal*, *Newsweek*, *Associated Press* and many more.

Coates and Draves are co-authors of *Nine Shift: Work, life and education in the 21st Century*. The BBC calls *Nine Shift* "Fascinating." Their new book is *The Pedagogy of the 21st Century*.

*"Julie Coates' Generational Learning Styles provides advisors with an invaluable resource for student development. It is a must read."*

**National Academic Advising Association Journal**

**Julie Coates** is author of the pioneering book, *Generational Learning Styles*, and one of the foremost authorities on gender and learning. She has been interviewed by *The New York Times* and other national media, and given presentations at Harvard and in Russia, the United Kingdom, Australia, Germany and Mexico. Vice President for Information Services at LERN, she also teaches in the graduate program in Adult and Higher Education for the University of South Dakota.



**William A. Draves** is an author, consultant, futurist and President of the Learning Resources Network. He does consulting for college and university decision makers, conducts faculty development seminars, and has taught more than 6,000 faculty about teaching online. He recently keyed the national conference of the Association Test Publishers. Educator Phil Housel of Kerrville, Texas, says, "I'd trample my grandma to hear Draves speak."



*"This guy's good."*

**Charles Gould, President, Florence-Darlington Technical College, Florence, South Carolina**

# Agenda

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## **Wednesday, Feb. 1, 2012**

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**7:30 – 8:30 am**

*Full Breakfast,  
Compliments of Nine Shift*

**8:30 – 9:00 am**

*Welcome and Introductions*

### **Morning theme: Work and life in the 21st century**

**9:00 – 10:00 am**

*Nine Shift: Life in the 21st century*

In just 20 years, between 2000 and 2020, some 75% of our lives is changing dramatically. We know this because it happened once before. Between 1900 and 1920, life changed.

Come hear the uncanny parallels between today and 100 years ago. Then discover how each of the nine shift predictions are coming true and find out the implications of each shift for your college and the work and life of your current and future students. *15 minutes of Q&A included.*

**10:00 – 10:15 am**

*Break*

**10:15 – 10:45 am**

*Work in the 21st Century*

Community and technical colleges have always had part of their mission to prepare students for the workplace. With the Industrial Age in decline, discover the economics of Knowledge Workers and Knowledge Worker Economy. Find out why telework is increasing and how virtual offices replace physical offices. *Action Recommendation #1, #2*

**10:45 – 11:15 am**

*The Pedagogy of Trains*

Throughout our history, transportation has decided the fate of communities and their institutions. The increase in trains and light rail will determine your future student market, who comes, the quality of your faculty recruitment, and the future of your community or technical college.

*Action Recommendation #3*

**11:15 – 11:30 am**

*Making Your College Web-Based*

The factory model of organizational work is dead. Find out how business organizations are moving to telework, virtual offices, networks, and why your college has to become web-based in order to stay competitive. Take home the five keys to getting started. *Action Recommendation #4*

**11:30 am – Noon**

*Small Group Discussions*

**Noon – 1:00 pm**

*Luncheon*

### **Afternoon theme: Learning and Teaching**

**1:00 – 1:30 pm**

*Small Group Discussions*

**1:30 – 2:00 pm**

*Learning and Teaching in the 21st Century*

In every century, education and colleges respond to the needs of the society and workplace. In every century, children prepare for their futures by playing. Discover seven ways your Gen Y students are learning differently and how each new way is a preparation for the rest of their lives.

Then learn why the rural one-room schoolhouse was replaced by the current school and college model, and how the current college model is transitioning into the college of the 21st century.

**2:00 – 2:15 pm**

*Afternoon Break*

**2:15 – 2:45 pm**

*How Gen Y Changes Higher Education*

If you were born before 1980, your students learn differently than you do. Find out why animations and simulations are important learning tools, why your students play video games, and why 'open neighbor' tests can increase learning and test scores. Then take home some new teaching techniques your students will love, with increased learning everyone will like. *Action Recommendation #5, #6*

**2:45 – 3:00 pm**

*Small Group Discussions*

**3:00 – 3:30 pm**

*From Pedagogy to Andragogy*

The 9 new skills for college instructors to move from the factory model of teaching to customizing instruction to maximize the learning and knowledge of each of your students. *Action Recommendation #7, #8*

**3:30 pm**

*The day ends on time.*

# Agenda

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## **Thursday, Feb. 2, 2012**

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**7:30 – 8:30 am**

*Full Breakfast,  
compliments of Nine Shift*

**8:30 – 9:00 am**

*Strategic planning discussion*

### **Morning theme: Strategic planning for the 21st century**

**9:00 – 9:30 am**

***The Future & Role of Online Learning***

How online learning is changing higher education. The next stage for online courses. Recommendations on the direction of online learning for your college. *Action Recommendation #9, #10*

**9:30 – 10:00 am**

***How Measuring Learning  
Becomes Outcomes-Based***

The time-based Carnegie Unit and Student Hour measurements are obsolete. How student learning will be measured using a new 21st century outcomes-based standard. *Action Recommendation #11*

**10:00 – 10:15 am**

*Break*

**10:15 – 10:45 am**

***Grading and Assessment  
in the 21st Century***

According to a study by Nancy Cole, then President of the Educational Testing Service, teachers give the right grade for only about half of their students.

Find out why the A-B-C-D-F grading system will be replaced. Learn why multiple assessments are growing as an intentional instructional design.

Discover why grading behavior will be outlawed in the next 20 years, and why grading only learning and knowledge will be paramount. Then take home 4 simple new grading techniques to more accurately assess your students' learning. *Action Recommendation #12*

**10:45 – 11:30 am**

***From Pyramid to Network:  
Reorganizing Your College***

How supervision changes, reporting structures are reorganized, and your college faculty and staff become more efficient and productive. *Action Recommendation #13, #14*

**11:30 am – Noon**

*Small Group Discussions*

**Noon – 1:00 pm**

*Luncheon*

### **Afternoon theme: Community and Technical Colleges in the 21st Century**

**1:00 – 1:30 pm**

*Small Group Discussions*

**1:30 – 1:45 pm**

***The New Mission of Community and  
Technical Colleges in the 21st Century***

Your mission has always been to serve your community. But as society and economy move from the Industrial Age to the Information Age, that mission has to be renewed. Discover community and technical colleges' new mission for the new century. *Action Recommendation #15*

**1:45 – 2:00 pm**

***Generating Community Support  
with Continuing Education***

Results of your presenters' original study of exit polls on local referenda demonstrate that continuing education plays a critical role in winning

taxpayer support for community and technical colleges. *Action Recommendation #16*

**2:00 – 2:15 pm**

*Afternoon Break*

**2:15 – 2:30 pm**

***The New Curriculum Mix for  
Community and Technical Colleges***

Your college is the primary if not only educational institution able to respond to the needs of knowledge workers in your community. Find out how your curriculum mix changes to meet the new employer and business demands. *Action Recommendation #17*

**2:30 – 2:45 pm**

***The Finances of  
Community Colleges***

Community, state or provincial, and national support is critical. But equally important is the necessity of revising the financial model for colleges. Get unique insights into three key factors in the new financial model. *Action Recommendation #18, #19*

**2:45 – 3:00 pm**

***The Future of Faculty***

How the faculty's job changes and the new requirements for faculty teaching in a post-factory model college. Get recommendations that create a win-win situation for your next generation of instructors. *Action Recommendation #20, #21*

**3:00 – 3:15 pm**

***Conclusion: Transforming  
Your College for the 21st Century***

**3:15 pm**

*The event ends on time.*

# Your Colleagues Say

*Excellent information. It has given me direction and a motivation to move forward quickly. Thank you.*

**Dr. Joanne Jaeger Tomblin, President  
Southern West Virginia Community & Technical College**

*Outstanding!*

**Larry Ferguson, Dean of Workforce Development,  
Ashland Community & Technical College, Ashland, KY**

*The material really resonates with me. Good stuff!*

**Ken Jones, Dean of Business Development, Nova Scotia  
Community College, Kentville, NS, Canada**

*It's rare for me to go to a conference and really learn something new. This was a positive exception. I will be looking for more.*

**Rebecca Riley, Lone Star College-Kingwood, Kingwood, TX**

*The Nine Shift issues are playing out on this campus.*

**Judith Ramaley, President  
Winona State University, Winona, MN**

*The Pedagogy of the 21st Century is: "Pioneering."*

**Mike Baker, BBC Education Reporter**

*Please God, make Draves' and Coates'  
prognostications come true.*

**Prof. David Calhoon,  
Black Hills State University, Spearfish, SD**

## **Some of the college and university presidents who have already heard *Nine Shift* speeches:**

President Orlando George, Delaware Technical &  
Community College, Dover, DE

President Christine J. Sobek, Waubensee Community  
College, Aurora, IL

President Rebecca Hawkins, Columbia State Community  
College, Columbia, TN

Provost Judy Armstrong, Eastern New Mexico State  
University at Roswell, Roswell, NM

President Lex Walters, Piedmont Technical College,  
Greenwood, SC

President King Alexander, California State University  
Long Beach, CA

President Judith Ramaley, Winona State University,  
Winona, MN

President Paul Marion, Tiffin University, Tiffin, OH

President Susan C. Aldridge, University of Maryland  
University College, Largo, MD

## **Join President Allen**

*All of the LERN events  
have been excellent.*

*I'm looking forward  
to this one too.*

**Linda Allen, President  
Hawkeye Community College,  
Waterloo, Iowa**



**Linda Allen**

## **About the Hotel**

The Pelican Grand Beach Resort offers luxurious accommodations along with an oceanfront location and private beach. \$209 single or double, plus applicable taxes and fees. Cutoff date is Friday, Jan 7. LERN has a block of 18 rooms. Call in to make reservations.

## **Pelican Grand Beach Resort**

2000 N. Ocean Blvd.  
Fort Lauderdale, FL 33305  
800-525-OCEAN for reservations  
954-568-9431  
www.pelicanbeach.com

The Resort is just 7 miles from the Fort Lauderdale Airport, 8 miles from AMTRAK, and 25 miles from Miami International Airport.

## **About the Learning Resources Network (LERN)**

The Learning Resources Network is a nonprofit national education association serving more than 500 colleges and universities every year with information, consulting, faculty development, and research.

LERN sponsors the Certified Online Instructor (COI) designation for faculty, the most widely respected designation for faculty teaching online in higher education; and the Certified Faculty Developer (CFD). Find out more at [lern.org](http://lern.org).

## **On Site Consulting and Presentations**

Bring our one-day version to your campus. Call Tammy at 800-678-5376 or email her at [info@lern.org](mailto:info@lern.org)

# Registration Form

## Nine Shift: Higher Education in the 21st Century Community College Edition February 1-2, 2012 • Ft. Lauderdale, FL

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.

Feel free to copy this form for additional registrations.

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Second Person \_\_\_\_\_ Title \_\_\_\_\_

Department \_\_\_\_\_ Institution \_\_\_\_\_

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

The fee of \$1,495 includes two full breakfasts, two lunches, morning and afternoon breaks, the book *Nine Shift: Work, life and education in the 21st century*, the book *Generational Learning Styles*, the new book *The Pedagogy of the 21st Century*, 90 predictions for the second decade, and our exclusive 21 Action Recommendations for Community and Technical Colleges for strategic planning.

### TOTAL AMOUNT DUE

\$ \_\_\_\_\_

#### Payment Method: Choose A, B or C

**A**  **Payment enclosed.** Make checks payable to LERN Nine Shift Seminar.

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

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



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

*All fees are in US dollars.*

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*I can't remember the last time I went home  
from a presentation and couldn't sleep because  
of thinking of all the possibilities.*

**Todd Mountjoy, University of Wisconsin-Fond du Lac**

Join two of education's leading futurists

# *New! Nine Shift*

Higher Education in the 21st Century Community College Edition

*A Strategic Planning Seminar for senior decision makers  
in community and technical colleges — Take home unique information  
not available anywhere else.*

**The Grand Pelican Resort — Ft. Lauderdale, FL  
February 1-2, 2012**