



# Northeast Region

## Special Interest Articles:

Marketing Continuing Education for the 21<sup>st</sup> Century: A View from the Top

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## Issues & Trends

As we embark on a new journey for ACHE –Northeast, we face greater issues in our higher education institutions with growing diversity, learning abilities, and cultural differences emerging in our learning institutions. In addition, broader fields of study have contributed to the complexities some institutions are facing as their ability to fulfill students' needs are challenged by issues such

as program cuts and non-transferable credits—a problem sending some students to seek the requisite courses elsewhere. Additionally, higher tuition rates and lack of appropriate resources can and have hindered the abilities of some students to complete their program with results in drop outs or longer completion rates. On the other hand, more government funding are now available for

students to further their learning through workplace and community partnership programs, tax write-offs and other government funding. Increase in available learning institutions offering on-line courses as well as corporate learning projects have sprouted throughout North America in response to the focus of education and increase knowledge of our workers as we invest in our future.

## ACHE Spring Conference April 11, 2008 at Keuka College

This year's spring regional conference will take place at Keuka College, April 11, 2008. The theme of the conference is *Serving Today's Non-traditional Students*. We have two exciting sessions at the conference. The morning session, *The New Non-Traditional Student*, presented by a panel of six distinguished speakers and followed by a networking lunch. The afternoon session, *What*

*Services Are Needed to Help Adult Students Succeed?* has four speakers presenting specifics about their institution's approach to these services. Morning and afternoon breaks will include refreshments. Conference introductions will be made by ACHE's president Dr. Christopher Dougherty and Dr. James Meyer, President of Keuka College. Morning session panelists include Dr.

James Myers, Mr. Michael Berta, Ms. Mary Insogna, Mr. Gary Smith, Dr. Norbert Henry, Mr. Gary Boyer. Afternoon panelists include Ms. Julia Bies, Ms. Joy Rebstein, Ms. Susan Voutsinas, and Ms. Maureen Connolly. The conference brochure may be found at: [http://www.ache-northeast.org/docs/ACHE\\_NE\\_SP\\_2008.pdf](http://www.ache-northeast.org/docs/ACHE_NE_SP_2008.pdf)



Photograph by Robert Teitelbaum

*"It is the mark of an educated mind to be able to entertain a thought without accepting it."*

—Aristotle



Photograph by Robert Teitelbaum

Special Interest Article:

MARKETING CONTINUING EDUCATION for the 21st CENTURY: A VIEW from the TOP

More than any other segment of the university, continuing education enterprises are market driven. Especially sensitive to bruising from lackluster economies, cultural shifts, societal exigencies, continuing education's entrance into the new century has been marked by the unanticipated challenges left in the wake of September 11. A future different from the one a prosperous and confident country had envisioned has been the legacy of that tragedy—one now characterized by uncertainty, caution, and even fear.

How should continuing education units respond to their varied constituencies—institution s and individuals shaken by a changed world order,

threats of terrorism, and a very real financial downturn? With what choices are these enterprises faced as they reach out to meet the needs of their communities? What factors shape those choices? And how do these units communicate with their audiences about the benefits of continuing education in light of our new, shared reality?

Seeking answers to these questions, Lipman Hearne Inc, a Chicago-based marketing and communications firm dedicated to the nonprofit sector, gathered a group of continuing education leaders for a roundtable discussion. We asked these leaders to explore how their worlds and their assumptions had changed and how they have chosen to respond. Despite the new and more demanding

environment in which they are now unexpectedly exercising their profession, they are facing these challenges with a sense of excitement.

Many of the issues they discussed seem, at first blush, to be organizational in nature, but all have ramifications in the marketing of continuing education and in the substance of the conversation that continuing education providers have with their diverse audiences. For nowhere else in higher education are mission, product, and marketing more interdependent than in continuing education.

By Casey Turner, Ph.D. Vice President and Tom Abrahamson, Managing Director & Principal, Lipman Hearne at <http://www.lipmanhearne.com/resources/articles/continuingeducation>



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**The Network of  
Leaders for  
Lifelong Learning**

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***www.ache-  
northeast.org***

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## Call for Newsletter articles

We welcome members to submit articles of interest for inclusion in the next issue of the Northeast newsletter. This is a wonderful way for our colleagues to pass on information about themselves, their organizations or other items of interest.

## *Regional Officers*

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## Call for Presenters

We would like to invite members to submit proposals for presenters for our up-coming fall conference entitled Building Corporate and Community Partnerships. Detail to be announced.

## Events

If you have events or additions you would like to see on our website, please send inquires to our Webmaster, Mr. John Locke at [jlocke@mail.keuka.edu](mailto:jlocke@mail.keuka.edu)