



What Shall We Cause?
UCEA Goals & Initiatives
2005 - 2006



UNIVERSITY CONTINUING
EDUCATION ASSOCIATION



Strategic Goals & Initiatives

2005-2006



Dear Colleague:

The members of UCEA have long known that one day the best practices of continuing education would be revealed as core capacities essential for the future of higher education. Increasingly recognized as valued experts with respect to curricular innovation, teaching and learning, community engagement, and the management of resources, today's CE leaders—like you—are helping colleges and universities address the requirements for highly effective education to support a knowledge-based economy, a stable social system, and a participatory political ethos.

It is my great pleasure to represent you as the president of UCEA for 2005–2006. I have used the past year, as president-elect, to listen. I have not only come to appreciate the strengths represented by our remarkable diversity but also am even more struck now by what we share in common. It is clear to me that we gather in our association for a reason. We come together—in person or virtually—throughout the year to share our accomplishments, learn best practices, reflect on experience, stew about common concerns, and refresh a vision of our intended future. And we gather because, in the end, we share a common belief.

We share a belief that education is the transformational promise of our world, and we believe that extending opportunities for students to access education is essential to the well-being of individuals and of our communities. In this respect, while our association continues its firm commitment to assisting the professional development of our members, we are equally committed to igniting our current capacities to advance the noble purposes of higher education.

I look forward to an exciting year as president of UCEA; a year in which we will fervently reflect on our purposes as an association, advance our responsibilities to serve the emergent and enduring needs of our members, strengthen our voice in public dialogue about the future of higher education, and fearlessly look to our next decade asking: What shall we cause?

Sincerely,

Roger Whitaker
President



Goal One

Establish a lifelong learning relationship with every member.

Initiatives

- Launch a UCEA Executive Leadership Academy for current deans, vice presidents and senior higher education administrators, at New York University in the summer of 2005.
- Promote utilization of UCEA's web-based Member Forum as a source of critical information and as a mechanism for networking among members within and across regions, communities of practice, knowledge networks, and commissions.
- Undertake a review of UCEA's portfolio of professional development modules with the aim both of updating existing offerings and identifying important new topics for module creation.

Goal Two

Create mechanisms to attract and engage members and provide relevant services of value.

Initiatives

- Add a descriptive tagline to "UCEA" to better convey the broad range of strategic intentions/responsibilities now associated with continuing education while preserving the Association's brand.
- Develop a special brochure to publicize the wide range of professional development curricular opportunities offered by the Association to current and prospective UCEA members.
- Encourage institutional representatives to use professional memberships in UCEA to attract new members, including faculty, museum educators, and other professionals working in fields with a natural affinity to UCEA.



Goal Three

Develop the capacity to define the evolving field of continuous and distributed learning.

Initiatives

- Focus the Association's September 2005 Executive Assembly on ways CE units are conceptualizing their role within communities, based on the results of a survey of UCEA institutional representatives.
- Secure funding to develop a new Association publication that incorporates the current and emerging curricular models for post-baccalaureate professional certificate and master's programs.
- Appoint a task force to examine the status of research in the Association, assess the critical research needs of member institutions and set a research agenda as we look forward to our 100th anniversary.

"UCEA continues its commitment

to assisting the professional

development of our members while

igniting our current capacities to

advance higher education."

Schedule of Events

2005-2006

2005 Meetings

UCEA Summer Institute

Boston University
June 26-28, 2005

UCEA Executive Leadership Academy

New York University
July 17-22, 2005

UCEA Executive Assembly

Chicago, Illinois
September 15-16, 2005

2005 Regional Conferences:

UCEA New England

Newport, Rhode Island
October 26-28, 2005

UCEA Mid-Atlantic

Great Valley, Pennsylvania
October 5-7, 2005

UCEA South

Savannah, Georgia
September 18-20, 2005

UCEA Mid-America/UCEA Great Plains

Chicago, Illinois
September 22-24, 2005

UCEA West

Portland, Oregon
September 27-30, 2005

2006 Meetings

UCEA Workforce Development Forum

Austin, Texas
January 12-13, 2006

UCEA Commissions Meeting

Austin, Texas
January 13-14, 2006

UCEA Financial Management Seminar

Sarasota, Florida
February 15-16, 2006

UCEA 14th Annual Marketing Seminar

Sarasota, Florida
February 16-18, 2006

UCEA 91st Annual Conference

San Diego, California
April 9-12, 2006