FRESH APPROACHES to Tomorrow’s Challenges

Mid-America and Great Plains Joint Regional UCEA Conference

September 26–29, 2007
Hotel Orrington, Evanston, Illinois

Office of Continuing Education
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
## Schedule at a Glance

### WEDNESDAY, 9.26.07

3:00–6:00 PM  
Conference Registration

4:00–5:00 PM  
Regional Executive Meetings  
- Great Plains  
- Mid-America

5:25–6:15 PM  
Joint Regional Executive Meetings

### THURSDAY, 9.27.07

7:30 AM–5:00 PM  
Conference Registration

10:00 AM–Noon  
Setup by Exhibitors

8:00–8:30 AM  
Preconference Breakfast

8:30–11:30 AM  
Preconference Workshop

Noon–1:45 PM  
Lunch and Keynote Speaker

2:00–3:00 PM  
Challenges Workshop Session 1

3:15–4:15 PM  
Concurrent Sessions

5:00 PM  
Bus departs from hotel for trip to the Loop in Downtown Chicago (optional for all participants)

9:00 PM  
Bus departs from designated meeting place for return trip to the hotel

### FRIDAY, 9.28.07

7:30 AM–5:00 PM  
Conference Registration

8:00–9:00 AM  
Business Meetings with Continental Breakfast

9:15–10:15 AM  
Concurrent Sessions

9:15–11:30 AM  
Workshop

10:30–11:30 AM  
Concurrent Sessions

11:45–12:45 PM  
Lunch and Research Award Winner Presentation

1:00–2:00 PM  
Directions and Goals of UCEA

2:15–3:15 PM  
Concurrent Sessions

2:15–4:30 PM  
Challenges Workshop Session 2

3:30–4:30 PM  
Concurrent Sessions

5:30 PM  
Regional Joint Awards Presentation, Reception

### SATURDAY, 9.29.07

8:15–9:45 AM  
Buffet Breakfast and Workshop Session Results

10:00–11:30 AM  
Panel Discussion
Join Your Colleagues

Join your colleagues in Evanston, Illinois, to help set the stage for the future of continuing education (CE) as we seek fresh approaches to the new challenges we all face in our institutions and regions. The nature of higher education is changing before our very eyes, and CE practitioners will play an important role in helping their institutions respond to the changing environment. This professional conference will offer an array of seminars, workshops, keynote speakers, exhibits, and panel discussions that will stimulate and inspire a shared vision of the future in higher education and how continuing education professionals will respond. The conference is for educators, faculty, and staff who work in continuing education, individuals who provide administrative and program leadership, and those who have responsibilities for CE programming and administration.

We wish to extend our deep appreciation to Members of the 2007 Joint Regional Planning Committee

Angeline Antonopoulos  
University of Missouri–St. Louis

Cheryl Barber  
University of Illinois at Urbana-Champaign

John Burgeson  
St. Cloud State University

Linda Cupp  
University of Missouri–Columbia

Susan Etter  
University of Illinois at Urbana-Champaign

Dan Gaymer  
Eastern Michigan University

Mary Grant  
University of Wisconsin-Extension

Deborah Hubbard  
University of Oklahoma

Kerry Kerber  
University of North Dakota

Kevin Knerr  
Indiana University

Faye Lesht  
University of Illinois at Urbana-Champaign

Joy Millard  
University of Missouri–Columbia

Amy Pikalek  
University of Wisconsin-Extension

Jean Redeker  
University of Kansas

Debbie Robison  
University of Missouri–Columbia

Najmuddin Shaik  
University of Illinois at Urbana-Champaign

Dolores Shearon  
University of Missouri–Columbia

David Stewart  
Kansas State University

Penny Tiedt  
University of Wisconsin–La Crosse
Conference Schedule

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Regional Executive Meetings
  Great Plains
  Mid-America

5:25–6:15 PM
Joint Regional Executive Meetings

THURSDAY  9.27.07

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Conference Registration

10:00 AM–Noon
Setup by Exhibitors

8:00–8:30 AM
Preconference Breakfast

8:30–11:30 AM
Preconference Workshop

Budgeting/Finance Systems for Continuing Education

Presenters: James P. Pappas, PhD, Vice President, University Outreach; Davida Mahoney, Assistant to Vice President Pappas; Linda Berardo, Director, Business and Accounting Operations, all of University of Oklahoma, OK

This presentation reviews budgeting and financial management systems for continuing education (CE) units. The first session is designed to examine budgeting and finance at the course and program level and deals with the essentials of budgeting. The second session, a continuation, looks at budgeting and finance from the perspective of administering a continuing education program unit or division.

Entry-level CE professionals and project or program managers may find the first session more directly relevant to their day-to-day activities. Project managers, program directors, and financial or administrative officers may find the second session relevant to their responsibilities. Even experienced administrators and financial officers may wish to attend both sessions as a review and to compare their budget financing approaches with those of the presenters. In both sessions, discussions, personal examples, and questions will be encouraged and solicited. Examples will be used ranging from single-course, conference and program budgets in the introductory session, while the role of budgets, annual operating plans, and multiple-year strategic thinking will be emphasized in the second session.
**Concurrent Sessions**

3:15–4:15 PM  
**Adult students persist to graduation at much lower rates than their traditional counterparts.** This interactive workshop will focus on methods to increase adult student persistence. Participants will leave with proven strategies that can be applied at their institution: orientation, academic support, connection building, and prior learning assessment. Dr. Pearson’s presentation will focus primarily on the successful use of Prior Learning Assessment (PLA). Completing a PLA portfolio appears to double a student’s likelihood of persistence toward the baccalaureate degree. Several factors that contribute to greater adult student persistence can be linked to the PLA portfolio: confidence, connection with classmates, and connection with the college. Participants will learn how to successfully implement a PLA portfolio process.

**Strategies to Enhance College Persistence for the Adult Student**

Presidents: Walter Pearson, PhD, Associate Dean for Academic Affairs, Director of Adult Learning, and Andrea Biklen, Campus Director/Academic Advisor, both of Simpson College, St. Indianola, IA

**Fresh Approaches to Tomorrow’s Challenges: How Universities Must Transform and Adapt to a Changing Higher Education Environment**

Presenter: Peter J. Stokes, PhD, Executive Vice President, Eduventures Inc., Boston, MA.

This keynote presentation will identify and outline the future challenges facing colleges and universities as they adapt to a changing higher education environment. Institutions are struggling to adapt their marketing strategies, program offerings, and institutional culture to better align with the needs of the “new majority” of students. En route, the presentation will review how economic and demographic shifts are influencing consumer preferences with respect to adult learning, and reflect on how changes in institutional, state, and federal policy (with respect to issues as diverse as financial aid, interstate commerce, and tracking part-time enrollment data) will shape the design and delivery of adult learning programs in the future.

Peter J. Stokes has been an executive with Eduventures since 1998 and is a nationally recognized expert on higher education issues. In 2005, the *Chronicle of Higher Education* called Stokes one of “higher education’s new generation of thinkers” in shaping debates on education policy and practice. In 2005-06, he served as a consultant to U.S. Secretary of Education Margaret Spellings’ Commission on the Future of Higher Education, and authored an issue paper published by the Commission on the topic of adult learners.

**What Are Tomorrow’s Higher Education Challenges and Continuing Education’s Value-Added Role?**

Facilitator: Bassey A. Eyo, PhD, Professor of Leadership and Communication in the Workplace, St. Cloud State University, St. Cloud, MN

Using group process activities, Dr. Eyo will facilitate a brainstorming session to develop a list of key challenges facing higher education and the impact of these challenges on continuing education’s value-added and changing role and mission. Conference participants are invited to join their colleagues in a lively discussion of important continuing education issues and challenges based on information gained from our keynote speaker and our collective experience. This is your chance to contribute to the conversation to identify the most critical challenges facing you as a continuing education professional, and your unit’s role and its relationship with your larger organization during these times of significant change. The results from this first session will serve as the basis of the second session, which will occur on the afternoon of Friday, September 28, where participants will be asked to join in a discussion of potential solutions to the many challenges facing higher education. The results of these workshop sessions will be shared on Saturday morning during the breakfast program.
Concurrent Sessions

**Reaching Out: New Audiences and New Relationships**

Presenter: Kent Kleiva, Midwest Regional Manager, Intelliworks, Inc., Rockville, MD

Growing enrollment in continuing education programs is a fact of life. What are the tools and technology available in the marketplace, and are they right for your Continuing Education operation? What factors affect selecting the communication system that works best for your operation and budget? Intelliworks will look at the technology and systems (generally referred to as CRM—Constituent Relationship Management) that higher education institutions are using to reach new audiences, enroll more students, and foster new relationships.

**Attracting the Next Generation of Adult Learners**

Presenter: Andrew Gansler, Chief Executive Officer, eLearners.com, Newark, NJ

Intended for novice and experienced program directors, marketers, and student recruitment professionals, this session will provide participants with a real-world look at e-marketing best practices for their online continuing education programs. Throughout the workshop, Mr. Gansler will address both strategic and tactical issues, with a focus on actionable information to drive successful institutional outreach.

Based on the information culled from years of working with adult learners exploring their education options, this workshop will lead off with an overview of what eLearners has discovered about the various “new constituencies” turning to online programs, what different groups are seeking, and what online outreach efforts are most likely to resonate with them. An overview and comparison of traditional marketing approaches will follow, including a discussion of how these approaches may or may not lend themselves to an online environment. A look at the differences between marketing programs of bricks-and-mortar institutions versus online programs will set the stage for comparing and contrasting the traditional marketing vehicles, such as print advertising and direct mail, with online marketing approaches.

**Blending Learning and Media for a Smooth, Invigorating Course**

Presenter: Jane Sims, Instructional Designer, Online Team, University of North Dakota, Grand Forks, ND

Blending different learning techniques and media learning into a successful course can be a challenge if you’re short on time and resources, or confused by the wide array of choices. Our online development team works closely with instructors to choose and prepare materials and activities that are content-rich and application-oriented. The key is to first assess which learning goals and activities are desired, and then match them to the different technologies and media (even pushing PowerPoint to do more than shoot bullets). Fundamentally, the learning outcomes drive the course delivery techniques, not vice versa. This presentation will offer some tools and techniques used in distance delivery which you may wish to integrate into your classroom or online courses. It will include samples of media and techniques used in a range of disciplines as part of the presentation: Accounting, Biological Anthropology, Coal Ash in the Classroom, Forensics Psychology, Fundamentals of Public Speaking, Geography of North Dakota, Introduction to Music, Macroeconomics, Nursing, Pharmacology, Shakespeare, and Statistics.
5:00 PM
Bus departs from hotel for trip to the Loop in Downtown Chicago (optional for all participants)

9:00 PM
Bus departs from designated meeting place for return trip to the hotel

9.27.07

7:30 AM–5:00 PM
Conference Registration

8:00–9:00 AM  Continental Breakfast
Great Plains Region & Mid-America Region

9:15–10:15 AM  Concurrent Sessions
Revenue Generation and Entrepreneurship: Private Sector Business Ideas for CE Programs
Presenters: Frederick Pawlicki, Executive Director, and Jim Peters, Director of Marketing and Communications, both of University of Kansas, Lawrence, KS
This session gives an overview of the University of Kansas’ new model for marketing workplace development and noncredit courses. This approach integrates business principles used in successful private sector enterprises with the professional development area of CE. Over the past several years, many of us have experienced a reduction of University support, especially in public institutions. The changing environment has created a funding gap for CE units that must be filled with additional generated revenue. Many career CE administrators struggle with the concept and implementation of “private sector” sales and marketing techniques that are increasingly necessary in today’s competitive environment. We will define entrepreneurship and explore private sector “business topics” such as organizational dynamics, budget analysis, human resource management, structure and efficiency in the workplace, and sales and marketing. We will demonstrate how those functions can relate to Continuing Education programs.

9.28.07  FRIDAY

7:00 AM–12:00 PM  Concurrent Sessions
Marketing on a Dime: Ideas for Getting the Most Bang for Your Buck (or Lack Thereof)
Presenters: Sarah Dolinar, Marketing/Web Coordinator, Academic Outreach, and Nicole Stewart, Associate Program Coordinator, Conferences & Institutes, both of the Office of Continuing Education, University of Illinois at Urbana-Champaign, IL; Latina Rockhold, Public Relations/Communications Coordinator, Office of Continuing Education, The Ohio State University, Columbus, OH
This session will provide easily executable ideas for Continuing Education and Conferences & Institutes offices or departments with real-time marketing ideas and strategies with which they can “hit the ground running.” As education and training marketing professionals, we all face a common question: What can we do to promote our programs with limited budget and staff? This presentation will provide this year’s hands-on tips, ideas, suggestions, and shared experiences on an array of strategies, including e-mail marketing, affordable giveaways, usable cross-marketing ideas, affordable photography, media relations, and public relations. The presentation will be interactive; bring your best ideas and questions. While we can’t do it all, we want to give you some ideas for doing it within budget.
Organizations today are constrained by inadequate staff and resources, and leaders must leverage them to higher levels of innovation, productivity, creativity, and optimization to achieve a competitive advantage. Using emotional intelligence (EI) to do this is a very smart organizational investment.

This workshop will focus on:
- what emotional intelligence is and is not
- why it matters
- the core EI skill areas and competencies
- what the EI competencies look like in action
- EI and the impact on the bottom line

The workshop will include a quick self-assessment of your EI competencies, group discussion on examples of the competencies, new and research information on the importance of EI, and a look at famous people and movie video clips of EI in action.

Getting Started in Program Evaluation
Presenter: Mary Crave, PhD, Program Developer and Evaluation Specialist, University of Wisconsin, Madison, WI

This session will introduce participants to the basic steps in planning low-cost program evaluation: determining the main evaluation question, using the logic model to determine indicators of change, selecting data collection methods, and developing an evaluation timetable. Dr. Crave will base the presentation on her experience coaching and training continuing education programmers to design evaluation plans for grant proposals, internal program review, marketing, and external audiences. Included will be some self-study materials for further just-in-time learning.

Recruiting Students and Parents via the Internet
Presenter: Lyle Kraft, PlattForm Advertising, Olathe, KS

Discover how to increase the quality of self-initiated inquiries and applications by making sure your school is highly ranked (visible) on web searches. Also learn how to protect your school’s name on the Internet and prevent the loss of potential inquiries that can be directed away from your organization by other schools and Internet marketers. You will also hear how cost-efficient integration of search engine optimization, blogs, and low-cost sites can have a profoundly positive impact on reaching your enrollment goal.

Beyond the “Crime of the Century”: Leopold, Loeb, and the Stateville Correspondence School
Presenter: Von Pittman, PhD, Director, Center for Distance and Independent Study, University of Missouri, Columbia, MO

After narrowly escaping the death penalty for their 1924 murder of Bobby Franks, 18-year-old Nathan Leopold and 19-year-old Richard Loeb looked for means of coping with “life plus 99 years.” Through enrollment in correspondence study at the University of Iowa, Leopold encountered Helen Williams, director of the Correspondence Bureau. With her help, Leopold and Loeb initiated a correspondence high school inside the Illinois penal system. It endured several decades, enrolling hundreds of men and expanding into other prisons. This paper will detail the creation and operations of the inmate-designed and inmate-operated Stateville Correspondence School.
1:00–2:00 PM  
**Directions and Goals of UCEA**  
*Kay Kohl, UCEA Executive Director*

The UCEA Executive Director will share the relevant trends in continuing education, higher education, and national politics that can help participants make informed decisions. In addition, an update on UCEA organizational and planning issues will be discussed.

2:15–3:15 PM  
**Leadership and Process Improvement Model for Higher Education**  
*Presenters: Maggie McDermott, Program Coordinator, Outreach & Continuing Education, and Ann MacDonald, WSU Leadership Institute Director, both of Winona State University, Winona, MN*

This session will focus on the development of the WSU Leadership Academy, which supports cross-institutional and cross-functional cohorts of leadership teams. These teams participate in an active program of collaborative leadership learning built upon issues that are of critical importance to WSU’s future. Each leadership team selects an initiative that will move learning in the 21st century forward. The 2007-08 academy will be the third group. Previous groups addressed WSU’s transfer process and policies, collaborations with two-year institutions, and advising for students in transition. The teams define the problem, identify barriers, brainstorm solutions, and develop and implement recommendations. The program also includes discussions about leadership, change, collaboration, creative problem solving, decision-making, and project management.

**Concurrent Sessions**

**Easing the Strain: How to Increase Student Enrollment with Fewer Resources**  
*Mark Schultz, Regional Director, eCollege, Denver, CO*

Attracting continuing education students is a major challenge in any institution. However, online programs often have to address this challenge with limited resources. Administrators are beginning to feel the strain. In this session, an eCollege representative will demonstrate how many institutions are leveraging eCollege’s content partnerships to help reduce the strain on resources. With eCollege and its content partners, institutions can reduce expensive development costs and increase course launch time. This focus on ease of course content has allowed multiple institutions to increase their student enrollments.

**Concurrent Sessions**

**Today’s Technology, Tomorrow’s Opportunity: How Technology Opens Doors to Communications and Education**  
*Presenter: Shaul Kuper, CEO, Destiny Solutions Inc., Toronto, ON*

Shaul Kuper, CEO of Destiny Solutions, is today focused on the needs of continuing education. He acts as a catalyst within CE to help innovate and perpetuate learning. Schools such as Stanford, Duke, the University of Toronto, and the University of California are all current clients and supporters of Destiny.
Expanding on the work done in session 1 on Thursday, conference participants will develop potential approaches and solutions to the challenges developed in the previous workshop. Again, using group process activities, Dr. Eyo will facilitate an active discussion on how CE practitioners can best address the challenges they may face in the future as a result of the rapidly changing environment. This is your chance to brainstorm with colleagues from across regions to identify strategic directions for the future. The results of your work will be shared on Saturday morning.

In fall 2004, the School of Continuing Studies at Northwestern University launched an effort to centralize and tailor student services for more than 3,000 students. The results of this initiative have been the ongoing creation of partnerships, restructuring, and assessment efforts to more innovatively meet student, faculty, staff, and university needs. In particular, the student services team has developed a new career services initiative focused on adult students. Tailored and active advising support for high-risk students (either by grade or distance students) was also implemented. This initiative includes individual advisor contact, availability of centralized online information, synchronous and asynchronous new student orientation, and surveys of students to assess advising support and specific career needs. Learn how to leverage resources to provide comprehensive student support, including activities that minimize cost and maximize the web of support for students.

Community, statewide, and nationwide public relations planning can assist in successful program implementation and operation. Learn about the award-winning model for the PR programming and collaboration that enhanced the reach of Children of Promise—Mentors of Hope. The focus will be on the successful implementation of a statewide initiative that has mobilized the state of Oklahoma in reaching children who are affected by a loved one’s incarceration, as well as identifying adult mentors. Children of Promise—Mentors of Hope has a network of faith-based, educational, community, and corporate organizations working together to move children of prisoners to Children of Promise. However, the program had zero name recognition when it was founded in July 2004. Walk away with tools to build a working collaborative partnership, utilizing the PR practices of research, planning, execution, and evaluation to reach identified needs in your state and community.
8:15–9:45 AM
Buffet Breakfast

**Workshop Session Results**

Presenters: Robert E. Wiltenburg, PhD, Dean of University College in Arts and Sciences, Washington University, St. Louis, MO, and UCEA President-Elect; Bassey Eyo, Professor of Leadership and Communication in the Workplace, Department of Communication Studies, St. Cloud State University

Dr. Eyo will share the results of the workshop sessions on fresh approaches/solutions for CE in navigating the changing higher education environment and challenges.

10:00–11:30 AM
Panel Discussion

**The Future of Higher Education and the Blurring of the Line between Corporate, Private, and Public Education**

Panelists: Chester S. Gardner, PhD, University of Illinois at Urbana-Champaign, IL; Chris Caywood, Vertical Vice President, Kaplan University, Chicago, IL

Is there a blurring of the line between corporate and private organizations and public institutions of higher education? This panel discussion will attempt to answer that question. It is generally understood that in today’s competitive climate, an increasing number of organizations recognize that the abilities, knowledge, and talents of their employees can give them a competitive advantage in the global marketplace. Corporate, private, and public institutions are all responding to ongoing changes in the higher education landscape and facing similar challenges.

How is each type of institution responding to these and other challenges? How are the different business models of corporate, private, and public higher education institutions faring during these changing times? The panelists will attempt to answer these and other questions related to the future of higher education from their own perspective.

Dr. Gardner currently serves as Special Assistant to the President of the University of Illinois. He is leading the establishment of the University of Illinois Global Campus, a fourth campus in the system, which will develop and deliver Internet-based degree, certificate, and professional development programs on a large scale to nontraditional audiences. From 1999 till July 2006, he served as Vice President for Academic Affairs, the chief academic and budget officer for the University. In that role, he was responsible for the University of Illinois Online initiative.

Christopher J. Caywood is a Program Vice President for Kaplan University and is responsible for criminal justice, legal studies, nursing and education programs that offer certificates, associates, bachelors and masters degrees to online students all over the country and around the world.
General Information

Registration

Preregistration is required for the preconference workshop on September 27, and for the conference. The fee for the preconference workshop is $75, which includes continental breakfast and materials. Conference newcomers may attend the preconference workshop at no charge provided they register and pay for the entire conference. The conference fee is $295 for registration on or before August 31, 2007. After August 31, the conference fee increases to $350. The fee includes conference materials, continental breakfast each day, morning and afternoon breaks, opening luncheon, opening reception, and awards reception. Additional guest tickets are available for the Opening Reception and the Awards Reception for $50 each. They must be ordered and paid for in advance.

Optional Transportation to Downtown Chicago

On Thursday evening, September 27, motor coaches will be available to transport participants to the downtown Chicago area (North Michigan Avenue or the Loop). Coaches will depart from the Hotel Orrington at 5 PM. Return transportation to the hotel from designated locations in the downtown area will depart at 9 PM. The fee for this transportation is $10 per person and is payable in cash or check (no credit cards can be accepted) during registration at the hotel.

For Reservations

Call (888) 677-4648 or (847) 866-8700. Reference the “UCEA Regional Meeting” and ask for the special conference rates of $149 single/double, $159 triple, and $169 quad. Reservations must be made by August 27, 2007, in order to ensure availability and the discounted room rate. After this date, reservations will be accepted only on a space-available basis, and may be at a higher room rate.

Travel to the Hotel Orrington

Chicago is one of the easiest (and often the least expensive) urban destinations in the United States. You have many travel modes from which to choose.

From O’Hare Int’l Airport

Due to the temporary closure of the Dempster East exit on Interstate 94, please follow these instructions: From arrivals/rental car terminal, follow signs for “To Chicago.” Get on at Interstate 294 North. Take a right at Touhy Avenue. Continue east on Touhy approximately 15 to 20 minutes into Evanston. Turn left on McCormick Boulevard. Take McCormick to Church Street. Make a right and continue to Orrington Avenue. Turn left on Orrington. Hotel is on the corner of Church and Orrington. Note: Expect to pay tolls at various exits, so be prepared with change.

From Chicago and South

Go north on Lake Shore Drive to its end at Hollywood. Turn right onto Sheridan Road. Continue north into Evanston. (There are many turns. Watch for Sheridan Road signs.) Turn left on Dempster Street to Chicago Avenue. Turn right on Chicago, and go four blocks to Davis Street. Turn left on Davis; and go one block to Orrington Avenue, turning right on Orrington. Go 1½ blocks to Hotel Orrington on left.

From Milwaukee and North

Take I-94 east to Dempster East exit. Take Dempster into Evanston. Turn left on McCormick Boulevard and right on Church Street. The hotel is on the corner of Church Street and Orrington Avenue. The main entrance is on Orrington Avenue.

VIA Public Transportation

CTA: Take the Elevated Rapid Transit (the “El”) Purple Line to Davis Street. Go three blocks east to Hotel Orrington. Note: The “Evanston Express” Purple Line runs from the Chicago Loop during weekdays at rush hours. At non-rush hours, take the Red Line north to Howard Street. Transfer to the Purple Line (same platform).

METRA Commuter Railroad: Take the North Line from Northwestern Station to Davis Street. Go 3½ blocks east to Hotel Orrington. NOTE: If arriving in Chicago via Amtrak, disembark at Union Station. Exit Union Station and cross street to Northwestern Station.

Airport Express (800) 654-7871: Shared van service departs O’Hare every 20 minutes between 6:00 AM and 11:00 PM. Upon arrival at O’Hare, see ticket agents in baggage claim area 1E or 3E and ask for a suburban shuttle. Cost is approximately $25 per person and $46 round-trip (2 and 3 passengers are $8 per person one-way). A one-day advance notice is required for return trips to O’Hare.
Registration

Four easy ways to register:

1. Register online (secure) at:
   www.conferences.uiuc.edu/ucea07

2. Mail registration form and payment to:
   Cashiering Office
   University of Illinois
   162 Administration Building
   506 South Wright Street
   Urbana, IL 61801

3. Call 217-333-2880 or toll free 877-455-2687 to register by phone (8:30 AM–5:00 PM U.S. Central Time)

4. Fax registration form with credit card information to: 217-333-9561 (available 24 hours a day)

Method of Payment

Please let this registration form serve as your invoice.

☐ Check enclosed
   (Make payable to the University of Illinois)

Please charge my

☐ MasterCard ☐ Visa ☐ American Express

Card # ____________________________ Exp. Date __________/________

*V-Code ___________________________

Signature __________________________

(The V-code is a 3-digit, non-embossed number printed in the signature box on the back of Visa, MasterCard, and Discover cards. On American Express, the 4-digit number is printed above the account number on the face of the card. The V-code is recorded as an additional security precaution.)

Reference # 1-301768-91200-305300-912262

Name (Please print)

__________________________ ____________________________ ____________________________
FIRST MIDDLE LAST

Name as you would like it to appear on your name badge

Affiliation

Address (My preferred mailing address: ☐ home ☐ business)

__________________________ ____________________________
CITY STATE ZIP

Daytime Contact

PHONE ____________________________ FAX ____________________________

E-mail ____________________________

Please check the appropriate items:

Conference Registration Fee:

☐ Regular Fee (on or before August 31, 2007) $295

☐ Late Fee (after August 31, 2007) $350

The fee includes conference materials, continental breakfast each day, AM & PM breaks, opening luncheon, opening reception, and awards reception. Please make lodging arrangements directly with The Hotel Orrington by calling 888-677-4648 or 847-866-8700 and reference the "UCEA Regional Meeting." Hotel reservations MUST be made by August 27, 2007. After this date, reservations will be accepted only on a space available basis.

Preconference Workshop

☐ I will attend the Preconference Workshop $75

☐ I will attend the Preconference Workshop, but this is my first regional UCEA conference, and I have registered for the full conference, above. $0

☐ I will not attend the Preconference Workshop.

Optional Motor Coach Transportation to Downtown Chicago on Thursday, 5-9 PM ☐ Yes ☐ No

(Note that this transportation fee will not be included in your overall total due on this registration form. Separate cash or check payment will only be accepted on-site.)

Additonal Opening Reception Tickets ____________________________ @ $50 each = $ ______

Additonal Awards Reception Tickets ____________________________ @ $50 each = $ ______

Total Fees: $ ______