

## MACAE 2009 Fall Conference

### STRENGTHENING LEADERSHIP IN CHALLENGING TIMES

Pre-Conference: October 20, 2009

Conference: October 21-23, 2009

Crystal Mountain Resort  
12500 Crystal Mountain Drive  
Thompsonville, MI 49683

#### PRE-CONFERENCE AGENDA

Tuesday, October 20, 2009

12–5 p.m.                    **Early Conference Registration, Crystal Center Lobby**

1–5 p.m.                    **The State of Online Learning—An In-Depth Look at the Latest Research, Practices & Offerings, Northwest Territories , Main Floor**

(Break: 3:00-3:15)      Presenters: Jamey Fitzpatrick, President, Michigan Virtual University  
Robert Currie, Executive Director, Michigan Virtual School  
David Myers, Executive Director, Michigan LearnPort  
*Refreshments: Cider & donuts served at break*

This session will examine current developments in online learning and highlight innovative strategies that are being used to expand the range of courses and options for students, adult learners and educators. Drawing on the latest state and national data, the presenters will provide information on key policy issues and trends, discuss the latest research regarding the efficacy of online learning, examine student performance and course completion results, and identify strategies to improve student achievement. Michigan is considered a pioneer in online learning. The state was ranked #2 in online learning policy and practice in 2008 by the Center for Digital Education. Michigan Virtual University (MVU) works collaboratively with K-12 schools to help meet the needs of all students, including those who are not challenged by the traditional education curriculum and students who struggle to achieve academic success. Courses and services offered through the Michigan Virtual School and innovative dropout recovery strategies will be examined. In addition, a demonstration of Michigan LearnPort, a MVU initiative developed through a partnership with the Michigan Department of Education to provide high quality online courses and training for Michigan educators, administrators and school employees will be provided. A variety of no cost courses, tools and resources are available to help meet state and district requirements and improve classroom practice. Audience questions and active participation are encouraged in this pre-conference session.

7–9 p.m.

**Adult Ed, ESL & Literacy Reception, Northern Lights, Main Floor**

“A Shared Mission: Working Together to Meet Michigan Adult Learner Needs in Challenging Times”

*Hosts and Panelists: Michigan Adult-Learner Based Non-Profit Organizations*

Introductions and a panel discussion will open the reception with representatives from organizations that advocate for and serve adult learners. They will then share their greatest challenge as well as recommendations for how adult education professionals and organizations can join efforts in the future to better serve Michigan’s hardest-to-serve adult learners. Networking will follow the panel discussion.

*Refreshments: Wine, Sparkling Cider & Assorted Cheeses with Fruit*

**CONFERENCE AGENDA**

**Wednesday, October 21, 2009**

**7:00 a.m.–12 p.m. Conference Registration, Crystal Center Lobby**

**7:30-8:45 a.m. Continental Breakfast, Northwest Territories, Main Floor**

**8:45–9:45 a.m. Welcoming Address & Conference Kick-Off  
Northwest Territories, Main Floor**

*MACAE President Julie Menassaka and Past President Bob Steeh*

An overview of 2008-09 accomplishments and challenges will be presented as well as introductions of the new MACAE board members, committee chairs and focus group chairs will be made. Additionally, they will make several very special announcements regarding new MACAE partnerships.

**10–11:30 am BREAK OUT SESSIONS I**

**Early Childhood, Baffin Island, Second Floor**

I Am Moving. I Am Learning (IMIL)

*Presenters: Ann McNeil, Special Needs Facilitator and Julie A. Woodrum,*

*Head Start Specialist*

Taking a proactive approach to addressing childhood obesity, this session will use music and movement to help teachers attain IMIL goals: 1) Increase quantity of time spent in moderate to vigorous physical activity during daily routines to meet national guidelines for physical activity; 2) Improve the quality of structured movement experiences intentionally facilitated by adults; and 3) Promote healthy nutrition choices every day.

Wednesday, October 21, 2009 *(continued)*

10–11:30 am

**BREAK OUT SESSIONS I** *(continued)*

**Enrichment & Recreation, Artic Bay, Main Floor**

Maximizing Your Marketing Potential & Brochure Critiquing

*Presenters: Camron Knass, President/Creative Director, Vision Creative and Linda Harvey, Printwell, Inc.*

Do you have an integrated marketing strategy in which your website, online social marketing tools, print and news media all reinforce each other? Do you have a consistent look and feel from one medium to the next to reinforce your “brand” recognition? With tight budgets, how can you maximize every dollar you invest in marketing for the greatest reach? Cameron Knass, one of Michigan’s most respected and award winning creative minds, and Linda Harvey, printing expert extraordinaire, will team up to focus on these questions, as well as facilitate brochure critiquing for those who bring 25 copies of their most recent brochure to share.

**Alternative Education, Hudson Bay-A, Second Floor**

How to Exceed Expectations While Staying in the Limits – Legal Issues in Alternative Education

*Presenter: Eric Delaporte, Attorney, Thrun Law Firm, PC, Lansing*

Every day, alternative educators face legal issues unique to their students and programs. This session will focus on issues regarding unions, bullying, searches, truancy and student convictions of criminal sexual conduct. The Thrun Law Firm is recognized as one of the leading legal sources of expertise in this unique area of education and legal issues.

**Adult Education, Literacy & ESL, Hudson Bay-B, Second Floor**

How Can Adult Education, Literacy & ESL Programs Build Effective Community Collaborative Partnerships to Extend Resources and Enhance Services to Students?

*Presenter: Julie Scoskie, Director, Jefferson County (KY) Board of Education, Adult & Continuing Education*

This session, delivered by the director of one of the nation’s award-winning and most highly respected and innovative programs, will focus on strategically identifying, cultivating and cementing community partners to create win-win partnerships. How to make critical friends by forming an Advisory Council will be discussed. Examples of how partners bring value-added services and resources to Adult Education, Literacy and ESL programs will be shared, including an innovative Ticket to Test partnership. In this partnership, the local library foundation supports library cardholders who take the GED by providing half of the GED test free. This partnership has thrived for more than eight years and has not only provided assistance to low-income students, but also has increased the number of library users.

Wednesday, October 21, 2009 *(continued)*

**11:45 am–1:00 pm Lunch & Keynote Address, Northwest Territories, Main Floor**

*Keynoter: Kurt Metzger, Director, Detroit Area Community Indicators System, City Connect Detroit*

When traveling around Michigan's gorgeous shorelines, you can't help but feel fortunate to live in such a beautiful state with abundant fresh water, rich natural resources and recreational opportunities. So what's the deal? Why is Michigan continuing to struggle at the bottom of the economic ladder? What can we as community and adult educators do individually and collectively to turn this trend around? Kurt Metzger has studied Michigan, its economy and how its local communities and the state as a whole interact with each other and potential partners outside of Michigan. He has made some fascinating observations, backed up with solid research, that have timely implications on how we, as community educators, could help change the course of Michigan's future!

**1:15–2:45 pm BREAK OUT SESSIONS II**

**Early Care & Education, Baffin Island, Second Floor**

Curriculum, Assessment & Screenings

*Presenter: Blanche Deren, Education Consultant, Great Start Readiness Program*

*Michigan Department of Education*

Rules, regulations and requirements are all about quality implementation for the Great Start Readiness Program (GSRP). Attend this session and learn how you can make certain that your program remains compliant and effective. Blanche Deren will share new requirements, what's coming down the pike, as well as ways in which school districts can improve the GSRP program.

**Enrichment & Recreation, Artic Bay, Main Floor**

Social Marketing: Make Your Community Your Greatest Fans...and It's Free!

*Presenter: Doug Wood, Community Education Director, Orchard View Community Schools*

One of MACAE's own technology gurus will examine online tools (i.e., Facebook, Twitter, LinkedIn, blogs) and how they can be used to promote your community education programs. Doug Wood has deployed these tools for Orchard View Community Schools and will overview online platforms, tips and tools for creating a dynamic and fun way of engaging your community, attracting new registrations, and fostering a great sense of community pride as well.

Wednesday, October 21, 2009 *(continued)*

1:15–2:45 pm

**BREAK OUT SESSIONS II** *(continued)*

**Alternative Education, Hudson Bay-A, Second Floor**

Community Advocacy for Student Success

*Presenter, Michele Corey, Michigan's Children*

If you followed the Michigan Dropout Prevention Summit and the continuing Shared Youth Vision Partnership, you know what a tireless advocate Michelle Corey is for struggling youth in Michigan. On behalf of Michigan's Children, she has brought a powerhouse of resources and expertise to Michigan communities and educators to address our distressing dropout rates. Learn how you can tap into these resources and get your community fully engaged in developing a comprehensive strategy for helping Michigan youth succeed in school and be prepared for post-secondary education and training.

**Adult Education, Literacy & ESL, Hudson Bay-B, Second Floor**

Exploring Higher Education Partnerships with Community-Based Adult Education Programs

*Presenter: Joel Nitzberg, President, National Community Education Assoc., Cambridge College, Boston, Mass*

“Adult learning should be tied to community life and needs. We need to...make learning relevant to the lives students lead in their communities. We should be pushing these connections because our students' priority is to translate coursework to jobs, career development and other aspects of their lives.” In addition to being one of NCEA's most prolific writers and innovators in community education, Joel Nitzberg offers a wealth of experience in building partnerships between higher education, community adult education and youth programs. His presentation is sure to inspire you and provide proven approaches to partnering with higher education institutions, whether it be professional development for your staff, capacity building to meet the changing and diverse needs of your community, or embedding real-world career and community service experience in your curriculum.

3–4:30 pm

**BREAK OUT SESSIONS III**

**Early Care & Education, Baffin Island, Second Floor**

State and Federal Efforts in Early Childhood Education and What MACAE Can Do,  
Baffin Island, Second Floor

*Presenter: Blanche Deren, Education Consultant, Michigan Department of Education*

This Think Tank session will include discussions on national early childhood efforts, predictions and preferences for Michigan's state preschool program, balancing funding and best practices, and brainstorming ways that MACAE can support continued investment in Pre-K.

Wednesday, October 21, 2009 *(continued)*

3–4:30 pm

**BREAK OUT SESSIONS III** *(continued)*

**Enrichment & Recreation, Artic Bay, Main Floor**

Manage Your Crisis Before It Manages You!

*Presenter: Marcie Robinson-Caughey, Community Services Coordinator, Okemos Community Education*

Would your staff or instructors know what to do if the unthinkable happened and none of the administrative team was there? In this workshop participants will have an opportunity to discuss how to best prepare and support your staff and participants, while protecting your organization and self during a crisis. Participants will also develop an easy-to-use, adaptable tool for their staff to utilize in a crisis situation. Overseeing an extensive array of programs including all age groups, all year long, learn how Okemos Community Education has built a stellar program and effectively executed its crisis management strategy.

**Alternative Education, Hudson Bay-A, Second Floor**

Engaging Students Through Technology: Digital Learning for Today's Students...It's Way Beyond Seat Time

*Presenter: Barbara Fardell, Educational Technology Manager, Office of Educational Technology & Data Coordination, Michigan Department of Education*

Back by popular demand, Barb Fardell offers an incredible array of valuable online resources for helping teachers and struggling students succeed. As a former alternative education teacher, she is particularly attuned to the unique challenges alternative students and educators may face. The session will include free resources to assist in credit recovery, as well as high school completion.

**Adult Education, Literacy & ESL, Hudson Bay-B, Second Floor**

GEDs to PhDs — How Can Adult Education, Literacy and ESL Programs Successfully Transition GED Students into Postsecondary Education and Training?

*Presenter: Julie Scoskie, Director, Jefferson County (KY) Board of Education, Adult & Continuing Education*

How do you align systems, curricula and student support services to provide seamless transitions for GED students desiring to enter community college and job-training programs? Examples include the GED Express and the College Bound Program, which enable GED students who have passed the Official Practice Test to enroll in the local community college and complete a free one-hour introduction to college courses.

**Wednesday, October 21, 2009** *(continued)*

- 4:40–5:40 pm**            **Exhibitors Reception & Lighting of the Torch Ceremony, Northern Lights, Main Floor**  
MACAE vendors are strong supporters of our programs across the state and help MACAE provide a variety of opportunities for our members that would not be possible without their support! Now is your chance to meet them in person, learn about their great products and services, and let them know how much you appreciate their support! And to spice things up a bit, we've added a chance for you to win value bucks at the same time!
- 6:30–9:00 pm**            **Community Ed Olympic Games & Greek Fest, James Bay Hall, Lower Level**  
Join your colleagues for a fun filled evening of delicious Greek food and Olympic games, MACAE style! Get your official Olympic Games T-shirt on and have the opportunity to earn gold, silver or bronze medals!
- 9:30 pm**                    **Afterglow Sponsored by the Genesee Area Community Education Association (GACEA)**  
**Hospitality Room**

**Thursday, October 22, 2009**

- 7:45–8:45 am**            **Breakfast and Focus Group Roundtables, Northwest Territories**  
(Early Care & Education, Enrichment & Recreation, Alternative Education, and Adult Ed, Literacy & ESL)
- 9:00–10:30 am**        **BREAKOUT SESSION IV**
- Early Care & Education, Baffin Island, Second Floor**  
**Part I: Leave No Child Left Inside**  
*Presenter: Reymundo Quintero, Parkwood YMCA's Camp Pa-Wa-Pi*  
This session provides a research-based rationale for teaching and learning games that enhance self-esteem, team building, leadership and communication for participants at all levels. In addition, some basic game concepts and fundamentals will be introduced in this first session. This session is designed for early childhood educators, childcare professionals, alternative education personnel and anyone interested in using games more fully in a given program.

Thursday, October 22, 2009 (continued)

9:00–10:30 am

**BREAKOUT SESSION IV**

**Enrichment & Recreation, Artic Bay, Main Floor**

**PART I: Making Money in Tough Economic Times, Artic Bay, Main Floor**

*Presenter: Greg Marsello, Co-Founder and Vice President, Learning Resources Network (LERN)*

If you've ever had the opportunity to attend a national LERN conference, you know what a great investment this double session will be. Greg Marsello, well-known for his excellent content, will cover programming marketing and operations strategies and techniques you must follow, better implement, and should consider to survive and thrive. Understand how to select winning courses and events, employ best practice promotion techniques, and operate an efficient organization. Find out how you can increase registrations, revenue and net revenue. Bring plenty of paper for notes!

**Alternative Education, Hudson Bay—A, Second Floor**

What is the Superintendent's Dropout Challenge and What's Your Role in Responding to the Challenge?

*Presenter: Leisa Gallagher, Office of Special Education and Early Intervention, Michigan Dept. of Education*

Learn how you can build a strong partnership with your district administrators to demonstrate how your programs are part of the solution in student retention and graduation.

**Adult Education, Literacy & ESL, Hudson Bay-B, Second Floor**

How Can Postsecondary Access and Affordability be Improved by Utilizing Adult Education via Concurrent Enrollment Programs?

*Presenter: Julie Scoskie, Director, Jefferson County (KY) Board of Education, Adult & Continuing Education*

This session will spotlight how K-12 Adult Basic Education systems can partner with local community colleges to develop and deliver a program that results in a win/win/win for all by leveraging and sharing resources including staff, facilities, equipment and data systems to make students the ultimate winners. Concurrently enrolled students can save thousands in tuition dollars by taking advantage of the free classes offered through Adult Education. This nationally recognized program provided by Adult Education and Educational Enrichment Services, focuses on preparing lower-level students for success in community college. Retention and academic performance have proven very impressive since the program began in 2003.

Thursday, October 22, 2009 (continued)

**10:45 am–12:15 pm BREAK OUT SESSIONS V**

**Early Care & Education, Baffin Island, Second Floor**

Playground Inspections: Update on Requirements

*Presenter: Wayne Wright, Wrightways, LLC, Playground Inspector and Installer*

Learn how to prevent playground injuries, what inspectors look for during an onsite inspection, and how to develop an ongoing maintenance plan and equipment inventory.

**Enrichment & Recreation, Artic Bay, Main Floor**

**PART II: Thriving in Tough Economic Times**

*Presenter: Greg Marsello, Vice President, LERN*

If you've ever had the opportunity to attend a national LERN conference, you know what a great investment this double session will be. Greg Marsello, well-known for his excellent delivery and content, will share LERN's latest strategies for building programs that thrive in touch economic times. Part II of this double session will be offered in a webinar format.

**Alternative Education, Hudson Bay-A, Second Floor**

Disrupting Class: How Disturbing the Current Education System Can Bring Education to the Next Level

*Presenter: Bruce Umpstead, Director, Office of Educational Technology and Data Coordination, Michigan Department of Education*

**Adult Education, Literacy & ESL, Hudson Bay-B, Second Floor**

What's Next for Online Learning?

*Facilitator: Jeff McNeal, Education & Training Connection (Midland) and MACAE Board Member*

A panel of vendors offering the latest in online learning for adult learners and alternative ed students will highlight what's next in their program offerings. Following the panel discussion, participants will rotate around table discussions with vendors to share challenges and solutions for effective online learning.

**12:30–2:30 pm MACAE ANNUAL AWARDS LUNCHEON, Northwest Territories**

Thursday, October 22, 2009 (continued)

2:45–4:15 pm

**BREAK OUT SESSION VI**

**Early Care & Education, Baffin Island, Second Floor**

Part II: Leave No Child Left Inside

*Presenter: Reymundo Quintero, Parkwood YMCA's Camp Pa-Wa-Pi*

This workshop continues the discussion and “hands-on” use of interactive games for participants of all ages. Program participants will learn at least 12 games that can be played indoors or outdoors that enhance self-esteem, team building, leadership and communication.

**Enrichment & Recreation, Artic Bay, Main Floor**

What's Hot & What's Not

*Facilitator: Kelly Morcombe, Gull Lake Community Education Director*

This session has long been a favorite of community educators focusing on recreation and enrichment programs. Participants have a chance to share what programs are proving most popular in their districts and which are losing community interest.

**Alternative Education, Hudson Bay—A**

Your Published Truth: Understanding the New MI SAS Reporting for Your Program

*Presenter: Paul Bielawski, Special Assistant, Office of Educational Assessment & Accountability, Michigan Department of Education*

Previously called the Ed Yes! Report, the Michigan Department of Education has made substantial changes to its annual reporting requirements. Some of those changes will enable Alternative Education programs to better reflect student improvement. To learn more, don't miss this important presentation from MDE expert Paul Bielawski!

**Adult Education, Literacy & ESL, Hudson Bay—B**

Voices from the Field: Charting the Future for the Adult Learner

*Facilitator: Melanie Holland, MACAE Adult Education Focus Group Chair, Southgate Community Schools*

A panel representing various adult education, literacy and ESL programs from around the state will begin this session with updates on what they are doing to meet changing needs of adult learners and program requirements. They will then share strategies that are getting results as well as their greatest challenges. Following the panel discussion, participants will break up into smaller groups to identify approaches for addressing these challenges and explore opportunities to better serve adult learners in the future.

**Thursday, October 22, 2009** *(continued)*

**4:40–6:00 pm**            **Texas Hold ‘Em & Euchre Tournaments, Hospitality Room**

**5:00–6:00 pm**            **MMRCEA/NMACAE Pumpkins And Cider Gathering**

**6:30–9:00 pm**            **National Update and MACAE Annual Report with Dinner, Northwest Territories**

*Keynote Speaker: Joel Nitzberg, President, National Community Education Association (NCEA)*

Author of “Putting Youth at the Center of Community Building,” as well as numerous other published journal articles on community building, education, and youth as entrepreneurs. Joel will bring his career experiences to light in the context of what is currently happening around the nation and in Washington, D.C.

*Julie Menassaka, MACAE President, and Paul Hoppa, MACAE Treasurer, will present MACAE’s 2009 annual budget, 2008 Annual Meeting minutes, and proposed updates to the by-laws—all of which require approval from MACAE membership.*

**9:15 pm**                    **Afterglow Sponsored by West Michigan Community Education Consortium (WMCEC)  
Hospitality Room**

**Friday, October 23, 2009**

**8:00 am**                    **Continental Breakfast, Northern Lights**

**9–11:00 am**            **Discovery Café for Collective Understanding and Action, Northwest Territories**

*Facilitator: Kent Roberts, Executive Director, National Civility Center*

Using a highly interactive process to encourage constructive dialogue, the outcomes from this session will serve as a catalyst for future sustainable action for individuals as well as their respective organizations.

**11:00 am**                    **Conference Adjourns—Thank you for joining us and safe travels home.**

**Schedule now for next year’s Annual Fall Conference, October 20-23, 2010!**