CONFERENCE DAY PLANNING COMMITTEE
AND SUB-COMMITTEE MEMBERS

Dr. Magalene Hester, Senior Associate Vice Chancellor for Evening Deans*
   James Jackson, President of American Federation of Teachers (AFT)*
   Danny Norris, Vice President of United Auto Workers (UAW)*
   Mary Gill, President, Professional & Administrative Association (P&AA)*
   Dr. George Swan III, President Eastern Campus*
   Dr. Hattie Johnson Norris, President Northwest Campus*
   Dr. Toni R. Hopper, Vice Chancellor for Planning, Development & Accountability*
   Martha Grier, Assistant to the Chancellor for Special Programs/Public Information*

   Dr. Clinton Donaldson, Criminal Justice Faculty
   Dr. June Ridley, Psychology Faculty
   Vicki Allen, Member UAW
   David Butry, Director of Public Affairs
   Edward Blackburn, Chief of Public Safety
   Loraine Coats, Steward P&AA
   Tina Casali, Member P&AA
   Ivory Davis, Financial Secretary UAW
   Shelia Easley, Treasure P&AA
   James Flaherty, English Faculty
   Sharnita Ford, Member UAW
   Alan Fortune, Bargaining Committee UAW
   J. Thomas Franco, Accounting Faculty
   Willie Mae Hampton, Counselor, Member AFT
   Kathie House, Assistant to the Campus President/Associate Dean for Enrollment Management
   Adrian Phillips, Records UAW
   Stephanie Sheard, Receptionist Chancellor’s Office
   Shalela Smith, Member UAW
   Debra Swope, Member P&AA
   Beatrice Talpos, Political Science Faculty
   Arthur Williams, Criminal Justice Faculty
   Cindy Yonovich, Executive Board Member P&AA

* Denotes Planning Committee Members
8:30 a.m. – 9:00 a.m.
Registration & Continental Breakfast – Main Lobby

9:00 a.m. – 10:15 a.m.
General Session – Room W2-69
Welcome and Remarks – Dr. Magalee Hester, Senior Associate Vice Chancellor for Evening Studies
Remarks and Introductions – Dr. Curtis L. Ivory, Chancellor
Introduction of Speaker – Dr. Toni R. Hopper, Vice Chancellor for Planning, Development, and Accountability

Keynote Address – Dr. Dwight L. Lasater, President
El Centro College of the Dallas County Community College District

SPECIAL INTEREST SESSIONS: Please note: During each special interest session, the audience members will be asked to provide comments or suggestions regarding the proposed outcomes in the draft of the WCCCD Five-Year Strategic Plan.

Room W2-70
Presenter: Dr. Randall R. Miller and Anthony Arminski

In the proposed WCCCD Five-Year Strategic Plan, Goal Three emphasizes the importance of establishing community partnerships. One important element of those partnerships involves a concentrated strategy for high school recruitment and community outreach. This session will provide an update on what activities have occurred since January 2002. Also, discussed will be the strategy that the Downriver Campus is implementing to build stronger ties with the high schools and the Downriver community.

This strategy is intended to serve as a model program that can be duplicated or adapted for all five campuses.

Career & Community Based Education Model: Implementing Seamless Approaches to Education and Training at WCCCD
Room W2-64
Presenter: Dr. Mary Smith, Johan Nyquist, Faith Poll, and Dr. Deborah Watson

The presenters will review the current practices in career and technical education at WCCCD’s examine industry and labor market influence in designing non-credit training courses and programs, and demonstrate how the ‘traditional’ and ‘industry influenced’ education/training models can seamlessly deliver quality, relevant educational and training expectations which meet the needs of the learner, the employer and the community. The workshop will also explore some of the “innovate learned” (pros/cons) when linking the non-credit with the credit side of a multi-campus institution.

Instructional Design: WIDS (World-wide Instructional Design System) - High-Quality Learning
Room W2-68
Presenter: Sophy Jeffress, Ph.D., MCDI/WIDS Consultant
Facilitator: Dr. Jeanette Petroux and Ron Drenn

It's simple. We want you to design high quality learning in your organization, whether it is the design of courses, programs, seminars, online learning, or organizational training. Aligned around a strong performance-based model, the WIDS software, professional development courses, and best practices from all content areas produce quality learning. If you are involved in the design of any learning experience, WIDS gives you a consistent framework and tool to design, review, generate, and export learning design to various delivery models, including online learning environments.

Student Services: Training That Makes a Difference - The Dynamics of Change and Creating Organizational Insights
Room W2-63
Presenter: James J. Kennedy, President of Success Seekers International
Facilitators: Dr. Jacqueline Hodges and John Prescott

This highly interactive learning process will actively engage the participants in the Seven Dynamics of Change. The participants will learn about change ‘they will experience it.’ The training objectives of this learning system is to engage the participants in a deeper and more comprehensive understanding of the characteristics of change and increase their readiness to handle, deal with and anticipate change. The participants will also focus on themselves and explore specific actions to maintain the right frame of mind in the workplace, as well as in the home setting, when times get hectic or tough. We will explore our perceptions and our beliefs.

Open Door Institute: The Critical Role of the Community College in Economic Development
Room W2-71
Presenter: Katherine Gilchrist, Winona Community College, Loryna Roberts, Oakland Community College
Facilitator: David Beaumont

Community colleges have always played an important role in providing education and training services to unemployed and underserved workers. Driven by economic, technological and social policy changes in the area of workforce development policies, this role is undergoing a significant transformation. Metropolitan community colleges are expected to quickly respond to the training and employment needs of a service area while simultaneously addressing the basic skill deficiencies and the necessity for remedial or developmental education. This session will focus on comprehensive supportive services that are needed to remove barriers for career and educational success.

The supportive services include packaging a wide-range of services that are geared toward increasing access and retention of unemployed and underserved students who are deficient in the basic skills needed to secure meaningful employment.

3:45 p.m. – 4:30 p.m.
Closing Session – Entertainment and Rafle
Room W2-60
Introduction of Speaker – Marilyn J. Geiter, Assistant to the Chancellor

Marketing & Community Relations: WCCCD Takes Its Message to the Airwaves and Into the Communities
Room W2-66
Presenter(s): Josh Bassett, Bassett & Bassett, Inc., Senior Communications Manager and Counselor; Sandy West, Bassett & Bassett, Inc., Senior Communications Manager and Counselor; and Velisa Ramaasrahmanian, Bassett & Bassett, Inc., Communications Manager and Counselor
Facilitators: David Berry, Martha Geier, and Dr. George Swan

Through a concentrated effort to inform the public about WCCCD programs and services, the 2001-2002 advertising campaign highlighted specific program and service recruitment purposes in an effort to build a more positive image throughout WCCCD’s service area. Representing 86% WCCCD and Bassett & Bassett, Inc. will discuss current marketing trends, strategies and the “how to” aspect of organizing a major advertising campaign. The presentation will conclude with a sneak preview of the new “home page” of the district’s newly designed web site.

Facility and Site Development: Creating the Classrooms, Laboratories, and Offices of the Future
Room W2-67
Presenter: Mr. Smart Pettitt and Dr. Gordo Myran
Facilitators: Parimar Ahmed and Summer Risse

At this session, participants will be briefed on the current projects to improve WCCCD’s existing facilities, and on plans for major renovations, building additions, and new buildings. Participants will discuss specific improvements that are of the most importance to them such as future classroom specifications and office improvements. Input from the participants will be used by the designers as plans are developed for the various facility projects.

Staff and Professional Development: The Professionalization Challenge/Conflict Management
Room W2-65
Presenter: Dr. Lois Searles, Potentials, Inc.
Facilitators: Dr. Warren Doushou, Dr. Richard Galante, Mark Sanford, and Dr. Toni Hopper

During this session, participants will explore the term “professionalism” and techniques to effectively handle conflict management. The participants will discuss professionalism as it relates to communication skills, culture, image, expectations, and etiquette. Exercises that will help them enhance their conflict management style and how their influence relationships and the skills to handle differences of opinion and opposing strategies or ideas.

Learning & Information Technologies: Live E-Learning - Why Are Early Adopters So Excited? (Using JDM Software)
Room W2-62
Presenter(s): Dr. Alex DePetro, Judy Sanborn, Verna Brown, and Bill Breger
Facilitators: Dr. Stephanie Budge, and Anthony Roberts

“One of the most interesting trends in e-learning is the rapid emergence of live e-learning. Also known as synchronous e-learning or virtual classroom instruction, live e-learning represents a step forward in delivering quality learning experiences over the Web. Combining the “anywhere” convenience of e-learning with the engaging, interactive experiences of traditional face-to-face learning (skuesmeans.com, August 2001). This lecture will include the simple steps on how the instructor can record the lecture (audio), Powerpoint (pdf), student questions (audio), the live chat feature (text), etc. for subsequent student review or for those students who were unable to attend class.

Institutional Effectiveness/Continuous Improvement: 2001 Graduate Survey – One Year Follow-Up
Room W2-69
Presenter(s): Dr. Bernadette spice and Asia Brownlee

An assessment of student satisfaction is one of many measures taken for determining the success to which an institution is carrying out its purpose. The Graduates Follow-Up Survey is one such assessment. This survey is administered annually by Institutional Research as one of several performance indicators. The session will include a presentation of the results of the 2001 Graduates Follow-Up Survey and will focus upon participant reaction and input.

LUNCH WITH AWARDS
Introduction of Speaker – Dr. Mary Smith, Vice Chancellor of Workforce & Economic Development & Career Programs

Joyce Wiese - Author of “Take the Ride of Your Life” and a popular speaker on creating a more energized life.

Merrill & Co.

SPECIAL INTEREST SESSIONS

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