

**An Exciting Glimpse
of our
2009 OCEA Conference
February 5 & 6, 2009**

Our Thursday AM Keynote Speaker



**KATHY KLOCK
PERSING**

Education Consultant

**Topic: “Create Your
Opportunities!”**

Kathy Klock Persing is a consultant involved with a variety of education change programs. She spent six years at the Bill & Melinda Gates Foundation and was originally responsible for the Foundation’s professional development programs. She also has served as lead on high school initiatives in several states.

Prior to joining the Foundation, Kathy served in a variety of positions in public education. Presently she is Co-Chair of Microsoft’s Partners in Learning National Advisory Council, a member of the Anytime Anywhere Learning Foundation Advisory Board, chair of the Education Advisory Committee at Oregon State University and chair of the national advisory committee of the New Tech Foundation. She received the Alumni award for Creativity from Oregon State University College of Education in 2006.

Kathy has written several articles for statewide journals and presented at many state and national conferences. You will find her challenging and inspiring!

Our Friday Keynote Speaker

GREG MARSHALL

Topic:

**“Price & Procedure:
Guiding Your Program
Through In A Down
Economy”**



Greg is the Director of Community Education at Whatcom Community College in Washington State and has been in continuing education for fifteen years. During that time, he has lectured extensively on technology and program management both locally and regionally, including regular appearances at NCCET and LERN conferences.

Greg is a digital nomad, being one of the first twelve students to get his BA in Business and Informational Technology completely online through Western Governors University.

He is the recent past president of the Continuing Education Council of Washington State and a member of LERN’s community education advisors panel. His first book, *Introductions to Windows Vista*, was published in October 2007 by Labyrinth Publications where he consults as a part-time editor.

Greg will also be teaching two workshop sessions. Please see the Overview for Workshop Descriptions.

An Overview of Conference Workshops:

(Subject to minor changes & modifications in scheduling)

LERN Best Practices for Gen X & Gen Y

Presenters: Robin Van Winkle, Director of Community Education with Umpqua Community College, with UCC Team including Michele Harris, Judy Ode, and Ronda McClure.

Discover best practices from the fall 2008 LERN National Conference. Several Community Education staff members from Umpqua Community College will share programming and marketing ideas for Gen X and Gen Y. These two audiences offer the highest growth potential for Continuing Education and require different offerings, images, values and marketing than previous generations.

Supporting Quality Afterschool in Oregon”

Presenter: Tammy Marino, Education and Training Coordinator for OregonASK (Afterschool for Kids)

Oregon ASK is a part of a national network of afterschool networks dedicated to supporting afterschool programs in Oregon. Join us as we share the three goals of our network, the projects accomplished to support quality and why professional development is so crucial to the field of afterschool.

“Transforming Your School Into A Community School”

Presenter: Todd Diskin, Technical Specialist, Oregon Community for Children & Families

Todd will teach two back to back workshop sessions, dealing with the nuts and bolts of creating a community school environment. Topics will include the practical, step by step proven ways to build a sustainable program, from concept to reality. These workshops will provide invaluable tools for both the novice and those more experienced in community school development.

“The Care and Feeding of Class Instructors”

Presenter: Steve Patterson, Chemeketa Community College

Practical advice on best ways to recruit, motivate and retain excellence in classroom instruction. Steve will help you think outside the box! Come learn new fresh approaches and innovative ideas on building an effective team of instructors.

“Service Learning: Just as Important Today as Yesterday”

Presenter: Lynette Black, OSU Extension Service, Wasco County

How can service learning be incorporated into the child’s education? Research indicates that service learning can result in increased student engagement and understanding of complex issues, and in increased problem-solving and critical thinking skills. This seminar will share tried and true ways of incorporating service learning into informal and formal education.

“Effective Meetings – They Are NO Accident!”

Presenter: Linda Gray Mitchell, Community Educator

If you have ever been subjected to an interminable, dreadful, rambling, ineffective meeting in which everything was discussed but nothing was resolved and no action was indicated, then this workshop is for you! Taught by the irrepressible community ed champion, Linda Gray Mitchell.

“Building Use 101: Opening the Door to Community Partnerships”

**Presenter: Peg Zander, Portland Parks & Recreation
SUN Community School Coordinator**

Discover easy but effective ways to make building use a snap! Shared tried and true tips for working with school staff and partners to organize school use after the bell rings.

“Lessons Learned”

**Presenter: Tom Gallagher, PhD, Director,
Ford Institute for Community Building
The Ford Family Foundation**

The Ford Family Foundation of Roseburg has committed itself to a grand experiment in capacity building. The presentation provides a description of the Foundation’s theory of change, the logic of its program investments, and the expected outcomes and impacts. The session will include an interactive discussion about what this experiment could mean to community educators.

“Marketing in a Down Economy”

**Presenter: Greg Marshall, Director of Community Education at Whatcom
Community College in Washington State**

Join us as we explore techniques to create new classes and market our programs to survive in a poor economic climate. Learn proven techniques for meeting your revenue goals, maintaining your market share and keeping staff morale high.

“Visioning, Communicating, Organizing and Supervising Successful Community Programs”

Presenter: Joshua Green, SUN Community School Site Manager

This course will look at the methods of conducting a successful community school program. Participants will have opportunity to do self-reflection, develop vision statements, marketing and communication techniques, work plans and discussion supervision strategies.

“Building Leadership to Develop and Sustain Community Schools”

**Presenter: Peggy Samolinski, Division Manager
Multnomah County – Dept of County Human Services**

A successful and sustainable Community School initiative needs strong leadership and champions at all levels across the partnership. This workshop will provide attendees the opportunity to learn about and discuss ways to build champions to successfully support Community Schools.

“Student Surveys: Getting to the Heart of the Matter”

Presenter: Greg Moxley, Chemeketa Community College

This three-hour session consists of a review of the basic principles of survey design, including survey relevancy and accuracy; question intent; types of survey questions; qualities of good and bad survey questions; question sequencing; survey layout; testing a survey; and administering online surveys. SurveyMonkey, a Web-based tool for creating and administering online surveys, will be used for demonstration purposes.

“Engaging the Latino Audience”

**Presenter: Beverly Hobbs, PhD, Professor & Extension 4-H Specialist
Oregon 4-H Program, Oregon State University**

The Latino population in Oregon has increased dramatically in the last two decades and will continue to do so. To reach and engage these new families, community-based organizations must develop new understandings and employ new approaches. Workshop participants will learn strategies to increase effectiveness and identify next steps.

“The Emerging Boomer Market”

**Presenter: Greg Marshall, Director of Community Education at Whatcom
Community College in Washington State**

Greg explores the emerging “Boomer Market”. A fascinating session that will help you learn how to design an effective program that can meet the expectations of this new “transitional” student.

“Survivor Camp: An Experience in living on your own”

**Presenter: Carole Smith, 4-H Youth Development Extension Agent and County
Chairman, OSU Extension Service. La Grande**

Come learn how to conduct a life-changing class for youth in helping them gain skills to “survive” in living on their own. The curriculum presented is idea for alternative education, home school programs, or traditional camp settings. In this hands-on class, you will participate in the Budgeting Lesson, role playing, group discussion and bonding activities.

“Life By Design Northwest”

**Presenter: Neal Naigus, Assistant to the President of Community Relations,
Portland Community College**

Learn how you and your organization can become involved in helping people over 60 as they transition to “returnment” rather than retirement. This program assists retirees in discovering their passion and purpose in later life.

“Driver Education Forum”

Chaired by Judy Ode, Umpqua Community College Instructional Specialist.

This three-hour forum is designed to discuss the new division 15 rules and what they mean to your program. Where are we going with mandatory drivers education? Share information about your program. Bring questions and information to share. How do we need to change to meet the needs of Gen Y?