

# LACHE Annual Meeting 2011

## *Continuing Education....Innovation and Leadership*

---

### **Schedule:**

**9:00 AM - 10:00 AM - Sign in, Coffee, and Networking**

**10:00 AM - 10:15 AM - Opening Remarks**

**10:15 AM - 10:30 AM - Networking**

**10:30 AM - 11:30 AM - Session: *Managing Change in Continuing Education: Maintaining Relevance and Financial Viability***

Continuing Education (CE) divisions face both the political challenge to stay relevant to their institution's mission and the economic challenge to grow their financial base. While this has always been true, the pressures are even more acute today. This session will address key concerns and challenges facing divisions of CE, will review the primary reasons for and elements of change management, and will introduce a method for continuously reassessing and prioritizing CE offerings. The session will conclude with a discussion of how change efforts can be initiated and/or improved in their respective institutions.

Courtland M. Chaney is a recently retired LSU faculty member who has designed and conducted continuing higher education programs for more than 25 years. Dr. Chaney has provided consulting services under the name of Human Resource Management Associates, Inc. since 1984 and continues to teach in the LSU division of Continuing Education.

**11:30 AM - 12:45 PM - Lunch/Panel Discussion**

**12:45 PM - 1:00 PM - Networking**

**1:00 PM - 2:00 PM - Session: *Social Media Engagement for Continuing Education in 2011***

Continuing Education has unique opportunities to serve and engage their community with Social Media. 2011 trends are creating an environment which is making Social Media more effective than ever for higher continuing education. We will discuss these trends and techniques for achieving results with Social Media.

Social Media Strategist Victor Canada, MCSD, MSFP, MCP, A+, CQIA has developed the Social Media Certificate Program for LSU's Continuing Education Department. He has over 25 years in business management and has delivered training and consulting in matters related to business and Information Technology for the U.S. Military, Federal and State Agencies, Fortune 500 companies and a variety of organizations across several industries. Connect:

<http://twitter.com/VictorCanada> or <http://facebook.com/NXTMedia>

**2:00 PM - 2:30 PM Business Meeting**

**2:30 Meeting Adjourned**