

# 44<sup>th</sup> Conference on Management & Executive Development

## Participation Planner

February 8<sup>th</sup>, 9<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>, 2022 – Virtual Online (US Eastern Standard Time Zone)

### Day 1: TUESDAY 2/8

10:00 - 10:30 AM (EST) **Conference Opening and Welcome**

*Brandi Plunkett, PhD, Executive Director, Center for Executive Development, Texas A&M University*  
*Paul Heroman, Associate Director, Executive Education, Indiana University*

10:30 – 11:30 AM (EST) Opening Keynote (K1) **Trends in Learning and Development**

*Noah Rabinowitz, Chief Learning Officer, Intel*

11:45 AM – 12:45 PM (EST) Concurrent Sessions:

[Voice of the Customer] (1A) **Changing Needs of Large Corporations**

*Panel of L&D Leaders; facilitator: Daniel McGurrin, PhD, most recently Director, Executive Education, North Carolina State University*

[Digital Teaching & Learning] (1B) **Teaching the Google Generation**

*Janet Staker Woerner, PhD, Learning Experience Strategist, University of Wisconsin-Madison*

1:00 – 1:45 PM (EST) **Q&A with Award Committee**

2:00 – 3:00 PM (EST) Keynote (K2) **Future of Work & Impact of Professional**

### Development

*Daniel Rundhaug, PhD, Executive Director, Institute for Professional Excellence (IPEX), Davenport University*

3:30 – 4:30 PM (EST) Concurrent Sessions:

[Voice of the Customer] (2A) **Changing Needs of Mid-Size and Regional Companies**

*Panel of L&D Leaders; facilitator: Kelle DeBord, Manager of Outreach Programs, Center for Executive & Professional Development, Oklahoma State University*

[Digital Teaching & Learning] (2B) **Effective Business Simulations**

*Roy Hinton, Associate Dean (retired), Executive Education, George Mason University*

5:00 – 6:00 PM (EST) **Networking with the Purpose**

## Day 2: WEDNESDAY 2/9

- 10:00 – 11:00 AM (EST) Keynote (K3) **The Future of Lifelong and Executive Education**  
*Andrew Crisp, Cofounder CarringtonCrisp*

### 11:15 AM – 12:15 PM (EST) Concurrent Sessions:

- [Strategies] (3A) **Creating Innovative & Scalable Learning Solutions**  
*Wendy Fritz, Executive Director, Learning Engineering, Continuing Studies, University of Wisconsin-Madison*
- [Digital Teaching & Learning] (3B) **Designing Digital Wellness Certification**  
*Jessica Scott, Director, PowerED™, Athabasca University*  
*Amy Blankson, CEO of Fearless Positivity, Cofounder of the Digital Wellness Institute*
- 12:30 – 1:45 PM (EST) **Partner's Expo**

- 2:00 – 3:00 PM (EST) Keynote (K4) **Team Dynamics in a Hybrid Workplace Environment**

*Ellen Burts-Cooper, PhD, Senior Managing Partner, Improve Consulting and Training Group*

### 3:30 – 4:30 PM (EST) Concurrent Sessions:

- [Strategies] (4A) **Emerging Business Models and Creative Staffing Solutions**  
*Panel of Center Leaders, facilitator: Jenifer Renshaw, Director, Executive Education Programs, Kennesaw State University*
- [Trends] (4B) **Badging and Micro Credentials Trends**  
*Peter Janzow, Vice President, Business Development, Credly*
- [Digital Teaching & Learning] (4C) **Elevating Human Connection in a Virtual World**  
*Bob Kulhan, Founder & CEO of Business Improv®*
- 5:00 – 6:00 PM (EST) **Improv Experience & Networking**  
*Business Improv® Team*

## Day 3: WEDNESDAY 2/16

### 10:00 – 11:00 AM (EST) Concurrent Sessions:

- [Strategies] (5A) **Building Long-Lasting Partnerships with Other Institutions and Providers**

*Panel of Center Leaders, facilitator: Inna Popova-Roche, Director, Professional and Corporate Education, School of Continuing Studies, McGill University*

[Trends] **(5B) Evolution of Corporate Learning: How to Meet Needs of Learners**

*Panel of L&D Leaders; facilitator: Erin Erwin, Senior Partner Success Executive, Intrepid Learning*

**11:15 AM – 12:15 PM (EST) Concurrent Sessions:**

[Trends] **(6A) New Challenges in Leadership and Management Development**

*Paul Slaggert, Director of Open Enrollment Programs, Executive Education, Indiana University  
Terry Wolfe, Executive Director, Open Enrollment and Custom Programs, Executive Education, University of Southern California*

[Custom Program Development] **(6B) Effective Corporate Education Needs Analysis**

*Chad Merritt, Global Director, Channel Strategy & Support, Center for Creative Leadership*

**12:30 – 1:00 PM (EST) 1:1 Meetings with Mentors**

## Day 4: THURSDAY 2/17

**10:00 – 11:00 AM (EST) Keynote (K5) Effective Approaches to a Long-Term Customer Engagement**

*Chuck Black, Director, Custom Corporate Solutions, Executive Education, Case Western Reserve University*

*Daniel McGurrin, PhD, most recently Director, Executive Education, North Carolina State University*

*Carol Turchick, Director, Xavier Leadership Center, Xavier University*

**11:15 AM – 12:15 PM (EST) Concurrent Sessions:**

[Trends] **(7A) Keeping Diversity, Equity, and Inclusion in focus for your Center and Programming in a Post-COVID Marketplace**

*Nicholas Hamilton-Archer, Executive Director of Executive Education, Carnegie Mellon University*

[Strategies] **(7B) How to Design a Microcredential that Meets Demand**

*Stephen Murgatroyd, PhD, Director of Futures Leadership for Change, Collaborative Media Group*

**12:30 – 1:30 PM (EST) Keynote (K6) Happiness and the Culture of Abundance**

*Raj Raghunathan, PhD, Professor of Marketing, University of Texas at Austin*

**1:30 – 2:00 PM (EST) Conference Closing**

*Brandi Plunkett, PhD, Executive Director, Center for Executive Development, Texas A&M University*

*Paul Heroman, Associate Director, Executive Education, Indiana University*