

## YOUR CMED 2023 PARTICIPATION PLANNER

Create a personalized schedule and get the most out of your CMED 2023 experience by selecting sessions you would like to attend.

### TUESDAY, NOV. 14 @ Hotel

3:00 pm. to 5:30 p.m. **Campfire Connections in Executive and Continuing Education.**

Join the fun of exchanging stories about your successes at your center. A great CMED tradition.

5:30-7:00 pm Complimentary Light Dinner

### WEDNESDAY, NOV. 15 @ Hotel

7:30 am-8:30 pm **Group Breakfast**

8:00 am-7:00 pm **Registration Open**

8:30-11:30 am **PRE-CONFERENCES:**

**PRE1** **Achieving Growth through Strategic Choices**  
Nicholas Hamilton-Archer, *University of Michigan*, Noreen Mahoney, *University of Saskatchewan*, and Daniel Rundhaug, Ph.D., *Davenport University*

**PRE2** **Creating a Profitable and Effective Management Development Program- a step by step guide**  
Paul Bentley, *formerly of Boise State University*

**PRE3** **Strategies for Creative Audience Engagement and Impactful Group Activities in the classroom**  
Clay Goldstein, *Florida Atlantic University & Rollins College*

11:30-12:45pm **Lunch and Introductory Session for Newcomers**

1:00-1:30 pm **CONFERENCE BEGINS**  
**Opening Session and Welcome**  
Co-Chairs of CMED 2023:  
Nicholas Hamilton-Archer, *University of Michigan*, Inna Popova-Roche, *McGill University*, Jen Renshaw, *Kennesaw State University*, Daniel Rundhaug, Ph.D., *Davenport University*

1:30-3:00 pm

**K1**

**KEYNOTE:**

**Beating Burnout! Leading with the Brain in Mind**  
Ms. Bronwyn Hoffman and Michael Hoffman, Ph.D., *Rollins College*

3:00-3:15 pm Break

3:15-4:00pm  **PL1** **PLENARY: Networking Birds of a Feather**

4:00-4:15 pm Break

4:15-5:30 pm **Program "Grand Prix" Awards Review & "People's Choice Voting"**

Awards committee:  
Inna Popova-Roche, *McGill University*, Eddie Isted, *University of Victoria*, Vanessa Kannemeyer, *Rollins College*, Carol Turchick, *Ohio Northern University*

5:30-7:00 pm Complimentary Light Dinner

7:30-10:00 pm Optional Disney Springs walk

### THURSDAY, NOV. 16 @Rollins College

6:30-8:00 am **Group Breakfast**

7:30-8:15 am Transport - Leave Hotel

9:00-9:30 am **WELCOME TO CRUMMER GRADUATE SCHOOL OF BUSINESS**  
Dean Anil Menon and Vanessa Kannemeyer, *Rollins College*

9:30-11:00 am **KEYNOTE:**

**K2** **Thriving When the Rules Change: Strategy, Partnerships and the Three Box Solution**  
Virginia Denny, *University of Louisville*

11:00-11:15 am Break

11:15am-12:15pm **PLENARY:**

**PL2** **Benchmarking Survey Overview**  
Survey Committee:  
Jen Renshaw, *Kennesaw State University*, Cheryl Bates, *University of Texas at Austin*, Noreen Mahoney, *University of Saskatchewan*, Sarah Andrews, *Lehigh University*

12:15-1:30pm Lunch

1:45-2:30pm

**CONCURRENT SESSIONS:**

1A

**Leading your Center: Talking about things Nobody wants to talk about.**  
Daniel Rundhaug, Ph.D., *Davenport University*, Jen Renshaw, *Kennesaw State University*, Paul Slaggert, *Indiana University*

1B

**Improv Masterclass: Tricks for Building Chemistry, Cohesion and Trust in Hybrid Teams**  
Bob Kulhan, *Adjunct Professor Duke Fuqua School of Business*

1C

**Growing Executive Coaching Programs & Revenue: What's New, Next, Novel, Necessary, and Needless**  
Jeff Nally, *CoachSource*

1D

**Women's Leadership Programs**  
Paige Garrido, *Florida Atlantic University*

2:30-2:45pm

Break

2:45-4:00pm

**CONCURRENT SESSIONS:**

2A

**Badging and Micro-Credentials**  
Mike Kelly, *Wayne State University* and Dave Mammoliti, *McMaster University*

2B

**Envision your future: Finding Talent for Today and Tomorrow**  
John O'Connor, *Rice Cohen International*

2C

**Executive Education insights into Doctoral Degrees in Executive Education**  
John Branch, Ph.D., *University of Michigan*

2D

**Pricing and Margins (SIG)**  
Darrin Hammer, *Texas A&M University*

4:15-4:30 pm

Transportation to Hotel  
**HOLT AVE. STOP**

5:30-7:00 pm

Complimentary Light Dinner

7:00-9:00 pm

**Disney Springs/ Free Time/ Hotel Shuttles**

**FRIDAY, NOV. 17 @Rollins College**

6:30-8:00 am

**Group Breakfast**

7:30-8:15 am

Transport - Leave Hotel

9:00-10:30 am

**KEYNOTE:**

K3

**More than the tip of an Iceberg: Levering a Comprehensive Partnership Approach between Businesses and University.**  
Daniel Rundhaug, *Davenport University* and David Lawrence, *Michigan Tech University*

10:30-10:45 am

Break

10:45am-12:00 pm **CONCURRENT SESSIONS:**

3A

**Custom Programs as a Driver of Revenue and Opportunities (SIG)**  
Dave Mammoliti and Steve Walker, *McMaster University*

3B

**Analytics Alliance: McGill University & Alteryx SparkED Education Program**  
Nabil Beitinjaneh, *McGill University* and Kim Yohannan, *Alteryx*

3C

**Coaching as a Growth Strategy. Does It make sense for your center?**  
Laura Weber Smith, *Case Western Reserve University*, Noreen Mahoney, *University of Saskatchewan*

3D

**ChatGPT a Resource for Executive and Professional Education**  
Roy Hinton, Ph.D., *formerly of George Mason University* and Nicholas Hamilton-Archer, *University of Michigan*

12:15 -1:15 pm

Lunch

1:15-2:30 pm

**CONCURRENT SESSIONS:**

4A

**Exploring Revenue Opportunities (SIG)**  
Sarah Andrews, *Lehigh University*

4B

**REFLECT - A Framework for Measuring Impact in Custom Programs**  
Tone Thomas Vaduthala, *Leeds University*

- 4C**      **Workforce Training Packages**  
Jason Bos and Daniel Rundhaug,  
Ph.D., *Davenport University*
- 4D**      **Business Simulations and How to  
Incorporate it into any Business  
Acumen Program**  
Joe Bork, *ProEd*, Camille Canuto,  
*SmartSims*, Roy Hinton, Ph.D.,  
*formerly of George Mason University*
- 2:30-2:45 pm      Break
- 2:45-4:00 pm      **CONCURRENT SESSIONS:**
- 5A**      **Faculty/Instructor Evaluating and  
Communicating Impact (SIG)**  
Christine Gravelle, Texas A&M  
University
- 5B**      **"Me Talk good!" - Reinventing the  
Art of Small Talk**  
Bob Kulhan, *Adjunct Professor Duke  
Fuqua School of Business*
- 5C**      **Current Trends with Registration  
Systems for Non-Credit programs**  
Sharon Brookshire, *ACEWARE  
Systems*
- 5D**      **How to Add a New Stream of  
Revenue and Source of  
Matriculating Students through  
the Continuing Education Store  
Front**  
Sarah MacDonald and  
Richard Keaveny, *Acadum*
- 4:00-4:30 pm      Transportation to Hotel  
**HOLT AVE. STOP**
- 5:30-7:00 pm      Complimentary Light Dinner
- 7:00-8:30 pm      "The perennial favorite **SWAG SWAP**"  
Desserts and Dynamic Conversations
- 8:30-10:00 pm      **NETWORKING: "Name that Tune"**  
Demet Peralta, *Case Western Reserve  
University* and John Branch, Ph.D.,  
*University of Michigan*

## **SATURDAY, NOV. 18 @ Hotel**

- 7:30 am-8:30 pm** Breakfast
- 8:30-10:00 am      **KEYNOTE:**
- K4**      **What do We Bring to the Table as  
Centers of Non-Credit Programs?**  
Dan McGurrin, Ph.D., *Horizon*

*Performance*, Brandi Plunkett, Ph.D.,  
*Texas A&M University*, Nicholas  
Hamilton-Archer, *University of  
Michigan*

10:00-10:15 am      Break

10:15-11:30 am      **CONCURRENT SESSIONS:**

- 6A**      **The Future of Badging**  
Credly representative
- 6B**      **Subscription Services for Open-  
Enrollment Programs**  
Carol Turchick, *Ohio Northern  
University* and Demet Peralta, *Case  
Western Reserve University*
- 6C**      **Extending/Leveraging across the  
University (SIG)**  
Paul Slaggert, *Indiana University*,  
Kellie McCaffrey, *Carnegie Mellon  
University*
- 6D**      **Impactful Group Activities for  
almost every occasion**  
Clay Goldstein, *Adjunct Instructor  
Florida Atlantic University*

11:30-11:40 am      Break

11:40 am – 12:30 pm      **Awards Ceremony /  
Conference Closing Remarks**

12:30 pm      **CONFERENCE CONCLUDES**

**Thank you for your participation!**

- Complete evaluations after each session**
- Respond to overall CMED Survey**
- Join over 500 people on the ProEd Platform**
- Keep an eye out for our January  
"Benchmarking Survey" Webinar**
- Our first quarter course will be  
The Program Management Institute  
Feb-March, 2024**
- Mark your calendars to attend**

**The 47<sup>th</sup> Annual Conference on Management  
and Executive Development**

November 20-24, 2024

**[www.UniversityExecEdConference.com](http://www.UniversityExecEdConference.com)**