

President's Corner: Continuing to Grow

Submitted by: Nelson C. Baker - Georgia Institute of Technology

Another calendar year is behind us and IACEE, through all of your efforts, is continuing to grow and is conveying the message for continuing education for engineers worldwide. As we continually listen to our members, we find new ways to reach each of you. I want to share a small portion of the news from the past year with you and seek your participation in making the news for this year.

IACEE Quality Program – During this past year, the formal funded activities of DAETE and DAETE2 have come to a close. We have learned much and are greatly appreciative of the funding from the EU and US via the grants that initiated this work. Now, the activity is called the IACEE Quality Program and it is being moved to be part of our website with electronic data gathering and querying capabilities. As I have heard from both other professional organizations and members alike, the need to obtain real-time data in a fashion that makes sense to each of you is paramount. IACEE is working to make this data and resulting information available to you as well as putting in place plans to sustain the activity in the years ahead. Please look forward to an upcoming newsletter that describes when the site is available.

IACEE New Leader Training – One of the items heard again from our members was the need to help grow current and future leaders of continuing engineering education organizations. Like all organizations, succession planning is critical to long term success and having individuals within our organizations that are knowledgeable about not just our operations but have a global per-

spective of the engineering needs is also critical. At the World Conference in Valencia, I invite you to participate in the first Workshop on this topic on Monday afternoon, May 14.

IACEE Website – As a global organization, communication is always challenging. We constantly are seeking to update and provide information for you in this format as it is “always on”. Again, we have listened to your suggestions and are making changes in terms of the layout, content and will soon launch a mobile app version so that you can look up members’ names/contacts among other new features. I invite you to not just visit the public pages, but use your login information and visit the Members’ Area too. This is a great way to learn more about our international perspectives by talking with members from around the world, or maybe asking one to dinner as you visit in their local areas!

I would like to take this opportunity, as we reflect on 2011, to say thank you for being part of IACEE and I look forward to shaking your hand in Valencia at our World Conference, May 17-19 and at the workshops just prior to the conference.

Nelson Baker



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13th World Conference on Continuing Engineering Education: Registration is Now OPEN

Submitted by: *Patricio Montesinos & Rita Diranzo – Universitat Politècnica de Valencia*

Register now to benefit from the lower early registration fees. See <http://wccee2012.blogs.upv.es/online-registration/>.

The period for early registration is now in effect and participants who register by 31 March 2012 will benefit from the following reduced fees:

- For IACEE members: 450€
- For IACEE non-members: 550€

After 31 March each of these fees increases by 100€. These fees include:

- Reception ceremony on Wednesday, 16 May
- Participation in all sessions of the conference and the material required (17-19 May)
- Coffee breaks and lunches
- Conference social dinner on Thursday, 17 May

In addition to the three conference days, three Pre-conference Workshops will take place on 14 May and on 15 May.

Pre-conference Workshops

See <http://wccee2012.blogs.upv.es/pre-conference-workshops/>. Update your competencies. Attend the workshops that are designed for your on-going skills improvement.

The fees for the workshops (4 hours duration each) depend on the number for which each participant registers, with a significant reduction in cost for registration in multiple workshops:

- 1 Workshop: 58 €
- 2 Workshops: 95 €
- 3 Workshops: 136 €

Lifelong Learning Marketing

14 May, 14.00-18.00

Paul Marca

Center for Professional Development
Stanford School of Engineering, USA
pmarca@stanford.edu

Patricia Hall

Associate Dean, CESE
University of Tulsa, USA
patricia-hall@utulsa.edu



Continuing engineering education providers must attract students/professionals not only in their geographic regions but indeed from across the globe. To do this, creating the right offerings and marketing them well is vital. Stanford University's School of Engineering, through its extended education unit, the Stanford Center for Professional Development (SCPD), has spent time and effort developing a business strategy to expand its potential market and attract the right students to its programs. Similarly, the University of Tulsa's Continuing Engineering and Science Education, College of Engineering and Natural Sciences has developed success both nationally and internationally in its non-credit professional development programs by understanding audience needs and creating sustainable offerings that leverage this insight. These two organizations will share lessons learned

in developing offerings with a perspective toward marketing successful and sustainable programs explicating the popular 7 P's Marketing Model: Product, Price, Promotion, Place, Packaging, Position, and People.

Benefits of attending this workshop:

- Learn practical tools to leverage marketing investments
- Distinguish between a good opportunity and a great opportunity
- Identify how to leverage and engage local organizations for success in global markets
- Learn how to position the product regardless of the market
- Take away practical lessons about how to improve the bottom line for your organization

E-learning: Low-Cost Strategies for Lifelong Learning

15 May, 8.30-12.30

Patricio Montesinos

Lifelong Learning Centre
Universitat Politècnica de Valencia, Spain
pmontesi@cfp.upv.es



Competences to produce e-learning? Produce or not produce? Distance learning or blended learning? Service or products? Develop software or use freeware? Hidden cost or direct costs? Outsourcing or maintain internally the service? Centralize or not centralize?

Use actual Lifelong Learning (LLL) units or create new structures? Collaborate or compete? To be or not to be? These are the main questions. Universities are facing again the external tension generated by the knowledge society. Dr. Paavo Uronen, a Finnish Rector of the nineties, outlined at the end of the last century "... Universities are facing Internet in the same way the Church faced the Gutenberg printers: stunned, confused and unable to analyze the consequences freshly". E-learning is not any more just a fashion. It's a tendency. Low cost connections with high-speed access, mobility and permanent professional challenges require new ways, new approaches, new products and services with less F2F activities and with new materials with andragogical design. Instructional material based on text is an old solution for new problems that fits with difficulties to new requirements. The audiovisual culture is not any more a barrier and low-cost recording software allows developing materials that will substitute actual text developed.

This workshop is organized in two interactive sessions aiming at two main objectives: 1) Learn which competences are needed to produce and deliver e-learning and; 2) find out how to design low cost distance learning activities that allow lifelong learners to acquire skills and knowledge associated with a level of competence. This workshop will center around both planning and staging, but not on evaluation. This workshop aims to share low-cost tools for e-learning planning as well as tools to define activities for each competence depending on the most common learning styles in one group of learners.

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Benefits of attending this workshop:

- Identify the different levels associated with a competence to produce e-learning materials
- Describe the different competence levels linked to e-learning production and delivery
- Describe the different learning styles of the Lifelong Learning customers
- Identify most appropriate activities for each learning style based on e-learning
- Describe the different roles associated with distance learning
- Be able to identify the Situational Learner Ships and the implications with the e-learning materials
- Define structures of e-learning materials to fit with low-cost production and delivery systems

**Quality Standards for Self-Assessment
and Benchmarking in CEE**
15 May, 14.00-18.00

Kim A. Scalzo

Director, SUNY Center for Professional Development
State University of New York, USA
kim.scalzo@suny.edu

This workshop will introduce attendees to an international quality standard for Continuing Education (CE) Centers and a quality

management model for the continuous improvement of CE. Attendees will get an overview of the standard and model and will have the opportunity to conduct their own self-assessment to identify strengths and opportunities for improvement in their CE Center. Examples of applying the quality standard and quality model will also be shared. Through the sharing of best practices, attendees will also have the opportunity to consider the value of benchmarking for continuous improvement.



Benefits of attending this workshop:

- Become aware of a new international standard and model for quality management in Continuing Education (CE)
- Conduct a self-assessment of your own CE Center to identify strengths and areas for improvement
- Participate in a benchmarking activity to help you identify best practices from CE Centers around the world that can help improve your CE Center
- Share your best practices with leaders of other CE Centers around the world
- Develop a network of CE colleagues to whom you can reach out for advice, guidance, and best practices in the future

IACEE Executive Committee Meeting Highlights, 31 January 2012

Submitted by: Frank Burris - IACEE Headquarters

The IACEE Council (currently 21 members) meets at least annually and the IACEE Executive Committee (seven members) meets to conduct the association's business upon the call of the President in between annual Council meetings. The mid-winter Executive Committee Meeting was held on 31 January this year in Orlando, Florida, USA in conjunction with the ASEE Conference for Industry & Education Collaboration (CIEC). The approved minutes of this Executive Committee Meeting were sent to all members on 2 March 2012 and are also posted on the IACEE website www.iacee.org under Officers/Staff: Minutes of Meetings. In addition, the agenda and 25 other supporting documents for this meeting are also available in the File Archive section of the Members' Area of the website. Your username and password are necessary to access this information. While these eight pages of detailed minutes are available for your review, this newsletter article summarizes some highlights of the Executive Committee's 31 January meeting in an abbreviated form.

- The Fiscal Year 2012 IACEE Budget was reported as having been approved by an electronic vote of 20-0
- Nelson Baker again encouraged the four VPs on the Executive Committee to take a larger role in leading this meeting and driving the Agenda for this and future meetings
- Approximately twelve IACEE members participated in several after-hours reviews of IACEE archived material that Nelson Baker had shipped to Orlando. The participants especially enjoyed the large collection of photos from IACEE's early years.

• In addition to the John P. Klus Remembrance that was published in September 2011, Alfredo Soeiro has compiled a set of personal recollections of Professor Klus from contributions submitted by his professional acquaintances. These documents have been incorporated into a special place on the IACEE website.

- The Executive Committee had held a meeting via Skype on 13 December 2011 as a first attempt to hold Skype meetings between face-to-face meetings. This experiment was deemed a success and a second such meeting was held on 20 March 2012. These meetings will be approximately one-hour in length and will focus on three to four issues that need to move forward at the time.
- Phil O'Leary and Katie Pawley, two key members of our newsletter team, presented some thoughts on advertising policies for the newsletter and the website. These thoughts will be refined and eventually incorporated into practice.
- Past President Mervyn Jones presented a document with names of potential 2012-2014 Council candidates. The candidate slate was finalized during the week in Orlando and the results are reported elsewhere in this newsletter.
- VP, Membership Linda Krute presented a number of ideas to help make IACEE membership more attractive, details of which are listed on page four of the minutes
- 13th WCCEE Chair Patricio Montesinos joined the meeting

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via Skype to lead an extensive discussion of the exciting preparations for the 2012 World Conference in Valencia in May

- IACEE anticipated a bid for the 2014 WCCEE from Arizona State University but its presentation was delayed because of a family crisis. Follow-up is ongoing and we hope to have this resolved in Valencia.
- Progress on the transition of the IACEE Quality Program was reviewed and the development of new web-based tools to benefit members was also reviewed
- Pat Hall provided a report on the new CEE Manager Training Project and asked for volunteers to broaden the participation in this project
- Kim Scalzo reported that a new Special Interest Group (SIG) Coordinator will soon be needed, along with a new Chair for the Marketing SIG. She is interested in hearing from potentially interested volunteers.
- \$12,000 has been incorporated in the FY12 IACEE Budget for some level of paid staff but a plan for moving forward on the paid staff issue still has not been determined

• IACEE Awards Committee Chair Katriina Schrey-Niemenmaa presented an Awards Committee report proposing two candidates for the two principal IACEE Awards to be presented in Valencia. These recommendations will be forwarded to the Council for approval.

• Another discussion of the content/directions for the IACEE Newsletter took place. A new Newsletter Editor would be welcomed and would likely find a great deal of satisfaction in contributing to the advancement of CEE through this position.

• Continued improvement of the website led by Louk Fennis and Soma Chakrabarti was presented and funds have been budgeted for several 2012 improvements

• Future meetings were confirmed:

1. Council, 16 May and 19 May 2012 in Valencia, Spain in conjunction with the 13th WCCEE
2. Fall Executive Committee, tentatively in conjunction with the World Engineering Education Forum (WEEF) in Buenos Aires, Argentina, 19 October 2012
3. Mid-winter Executive Committee, in conjunction with ASEE CIEC in Phoenix, Arizona, 8-9 February 2013

MIT Professional Education Shaping New Models Globally

Submitted by: Clara Piloto - Massachusetts Institute of Technology (MIT)

The mission of MIT Professional Education is to provide those engaged in science and technology worldwide a gateway to renowned MIT research, knowledge and expertise through advanced education programs designed for working professionals. However, within the past two years, Professional Education has been focusing aggressively on global interaction by expanding its services to an international audience. "Our intention is to have MIT knowledge and expertise serve industries across the world by connecting with people, universities, and companies abroad," says Bhaskar Pant, Executive Director of MIT Professional Education. "It is part of contributing to the larger MIT strategic initiative to have a wider and more meaningful global impact."

MIT Professional Education has begun offering short programs outside of the US, which are either open to the public or by invitation only, depending on the topic or ground arrangements. For example, the Lean Enterprise Short Program, taught each summer on campus, has historically drawn strong international participation. However, when the MIT Professional Education program was offered in Santiago, Chile in October 2011, interest exploded. The 60 spots were quickly booked and overflow names filled a waiting list.



"It is an institutional priority to reach out and to connect with not only more people abroad but also more universities, institutions and industry at large," says Bhaskar Pant. This Lean Academy program, part of Professional Education's global outreach strategy and its first program in South America, was offered in collaboration with Seminarium International, a well-known regional professional-education company. The program offered Chilean professionals something new — an opportunity to im-

merse themselves in Lean principles and perspective through MIT's signature hands-on education practices. "It was a huge success," said Alejandro Magni, general manager of Seminario Chile.

"Chile is a leader in Latin America and is seen as one of the world's most open economies. This has enabled its economic development and global integration," Magni continued. "However, with this come new challenges, such as improving industry production and continuous quality improvements. Working with MIT Professional Education and faculty supports the growth of Chile and brings the latest thinking and best practices to industry."

Participants, including senior managers and engineers from diverse industries such as construction, mining, food and beverage, and postal services, uniformly praised the program. "Lean Enterprise gave me a new level of understanding — more practical and tangible — about the potential benefits of implementing lean philosophy and tools throughout our organization," wrote one participant. Another commented, "It opened our minds so we can have a philosophy to take our companies to the next level."

The three-day program focused on the anti-waste philosophy of lean, articulated in the Toyota Production System and advanced in the 1990s to the enterprise level known simply as "Lean." The methodology has an ardent following in the auto and aerospace industries and is now seeing emerging interest from many other types of businesses. MIT has contributed to this thinking through the Lean Advancement Initiative (LAI) and its programs such as the Educational Network (EdNet), an international group of more



Clara Piloto

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than 65 universities and colleges working together to develop and deploy related curricula.

Earl Murman, the MIT Ford Professor of Engineering Emeritus who has championed Lean thinking through his aerospace teaching career and industry research, led the short program along with Engineering Systems Division alumna Alexis Artery SM '01, PhD '06 and California Polytechnic State University Chair and Professor José Macedo. Three faculty members from the Catholic University of Chile served as facilitators.



"It's a very robust curriculum, with half the time spent on simulations," says Murman, the founding director of EdNet and former LAI co-director. "They had never seen anything like it. They were used to business conferences with lectures and case studies. The MIT style of active learning worked very well there."

A day-long simulation required participants to produce airplanes using an MIT-designed LEGO kit. In groups of six, they began with basic materials and a goal — to complete high quality airplanes and make a profit — and they had to deal with supply chain issues, quality checks, timed assembly sessions, record keeping, benchmarking and calculating profitability.

Besides the value to the participants, this short program broadened EdNet, since the Catholic University of Chile is now a member and will begin incorporating lean curriculum into their teaching. The curriculum, a popular offering on MIT OpenCourseWare

for years, was itself updated and offered both in English and Spanish, thanks to Seminario International and the Chilean faculty's efforts. This bilingual version will soon be available on OpenCourseWare.

Another outgrowth of the Professional Education short program may be a new research relationship between Chile and MIT faculty. Debbie Nightingale, a Professor of the Practice of Aeronautics and Astronautics and Engineering Systems who also teaches with Professional Education, is pursuing a grant to collaborate with Chilean faculty on extending Lean practices to the health care industry.

MIT Professional Education's growing presence in the world — with recent short programs in Japan, India, Singapore, the Netherlands, Mexico and Italy — supports MIT's mission to serve a global community. Bhaskar Pant, the program's executive director, summarizes the Professional Education experience this way: "By developing strong local partners and offering educational programs in other countries, the MIT brand can touch many more people than just those who are able to come to Cambridge, Massachusetts. Furthermore, faculty are exposed first-hand to emerging markets and their issues, and that knowledge is incorporated into teaching for undergraduate and graduate students here. Professional Education is an arm of MIT reaching out in the world to achieve win-win outcomes for all the stakeholders it serves."

To learn more about MIT Professional Education visit <http://professionaleducation.mit.edu> and connect via social media on Facebook, LinkedIn, Twitter, and YouTube. You may also address questions about MIT programs to Clara Piloto, Director of International Business Development, MIT Professional Education at piloto@mit.edu.

IACEE Financial Report for 2012 Year-to-Date

Submitted by: Frank Burris - IACEE Headquarters

IACEE's Income, Expense and Net year-to-date after the first two months of our 2012 fiscal year (as of 29 February 2012) are portrayed below:

Balance Forward on 1 January 2012	\$28,835.25
Dues Income	\$2,724.16
IACEE Quality Program Fees	\$5,250.00
TOTAL INCOME	\$36,809.41
Vieth Consulting Fees (website, MMS, etc.)	(\$100.00)
Wells Fargo Bank & PayPal Fees	(\$302.90)
Staff Travel	(\$1,907.45)
Professional Association Memberships	(\$500.00)
TOTAL EXPENSE	(\$2,810.35)
NET	\$33,999.06

Please contact Frank Burris at f.burris@iacee.org for any further financial details.

Upcoming CEE Events

IEEE International Conference on Advances in Engineering, Science and Management
30-31 March 2012; Nagapattinam, Tamil Nadu, India

ASEE Annual Conference and Exposition
10-13 June 2012; San Antonio, Texas, USA

EAN Annual Conference
27-29 June 2012; University of Zagreb, Croatia

World Congress on Engineering
4-6 July 2012; London, UK

SEFI Annual Conference
23-26 September 2012; Thessaloniki, Greece

World Engineering Education Forum (WEEF)
15-18 October 2012; Buenos Aires, Argentina

CIEE Global Perspectives: Developing strategic initiatives, educating for a world economy
14-17 November 2012; Shanghai, China

Welcome to New IACEE Members and Membership Report

Submitted by: Frank Burris - IACEE Headquarters

IACEE is very pleased to welcome four new members who have joined the Association between 1 December 2011 and 29 February 2012.



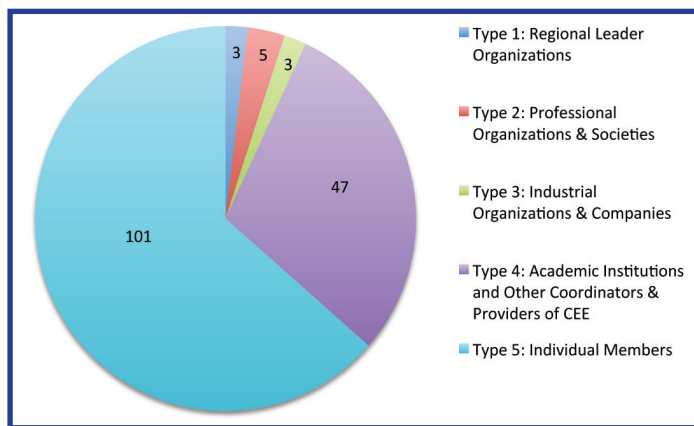
Member Type 4: Academic Institutions and Other Coordinators and Providers of CEE

Norwegian University of Science and Technology	Ragna Ann Berge	Norway
Fundacao Desenvolvimento Tecnologico Engenharia	Anderson Cruz	Brazil

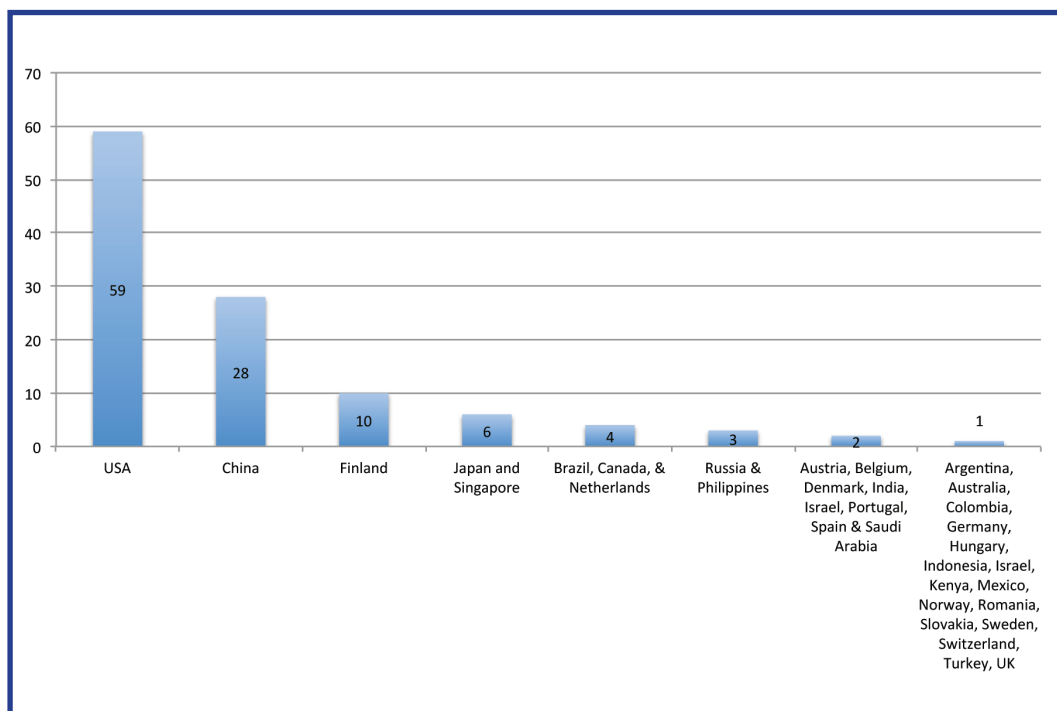
Member Type 5: Individual Members

Patrick Patterson	Texas Tech University	USA
Charles Baukal	John Zink Institute	USA

Current total IACEE membership stands at a level of 159 members, split among the five membership types as shown below:



These 159 members hail from 33 different countries, with the distribution shown below:



IACEE Council Members Excluding Members of the Executive Committee

Edward Borbely	USA
Susan Bray	USA
Andy DiPaolo	USA
Feng Aihua	China
Louk Fennis	Netherlands
Patricia Hall	USA
Leizer Lerner	Brazil
Colin Leung	Singapore
Kirsti Miettinen	Finland
Patricio Montesinos	Spain
Philip O'Leary	USA
Catherine Polito	USA
Katriina Schrey-Niemenmaa	Finland
Alfredo Soeiro	Portugal

It should be clear from this somewhat lopsided membership distribution that opportunities are great for membership growth in many parts of the world. For example, if you are a member from one of the 16 countries that have only one member, you can double your nation's representation in IACEE by recruiting just one colleague. Also note that many of the world's most populous and influential nations are either missing from this list or have only token representation. Let's all commit to the recruitment of at least one new member in 2012!

Continuing Education at Zhejiang University - Hangzhou, China

Submitted by: Zhu Shan'an - Zhejiang University

Zhejiang University was founded in 1897 and is a member of the C9 League in China, similar to the Ivy League in USA. Zhejiang University is ranked third among over 2,000 universities in China for the past eleven years. It is a comprehensive university with 42,117 full-time students: 22,260 undergraduates, 12,819 master candidates, and 7,038 doctoral candidates. It has 9,921 professional degree students and 2,191 foreign students. Its research fields cover almost all sciences, social sciences and humanities. In recent years, Zhejiang University has also received international recognition. It has five campuses and is located in the famous scenic tourist city—Hangzhou, about 100 miles southwest of Shanghai.



Continuing education at Zhejiang University began in 1956. There are three sectors: non-degree training programs, distance education and self-study programs, respectively. It has 17 national level training bases and more than 1,200 continuing education programs per year.

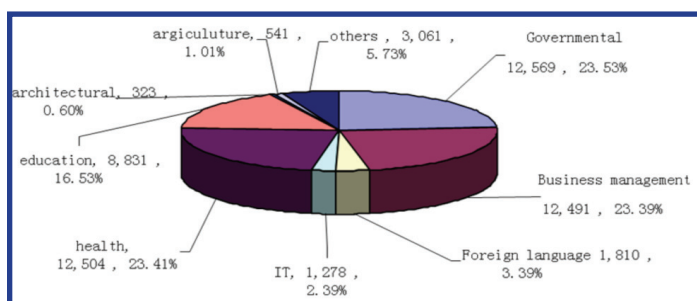


Figure 1: Trainees by Occupation in 2009

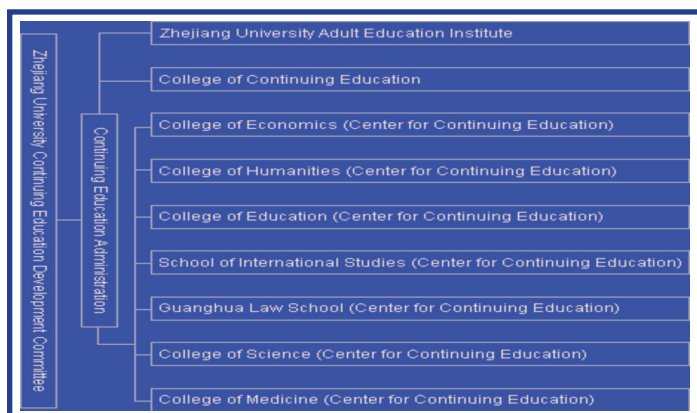


Figure 2: CE Administrative System at Zhejiang University

College of Continuing Education (CCE)

The CCE is in charge of continuing education, especially in life-long and distance education. About 66% of the training programs are conducted by CCE. CCE also has near 50,000 registered distance education students.

Continuing Education Centers

Zhejiang University has 37 schools (institutes or departments). Most of them have their own CE center. Those centers offer more than 1,500 non-credit courses throughout the whole year. More than 100,000 people were registered last year. The most favored fields are government administration, business management, liberal arts, health, information technology and foreign languages. Zhejiang University CE focuses regional and national level cooperative programs in the fields of financial, industry, and business services with many client-oriented training programs.



Internationalization in CE at Zhejiang University

Zhejiang University CE is the sponsor of "The Cross-straits CE Forum" (CCF). CCF's members are all the top schools in mainland China, Taiwan, Hong Kong and Macao. CCF was established in 2000. Since then, its members hold an annual meeting to discuss theoretical or practical problems in continuing education. Zhejiang University CE also has cooperated with The German Institute for Adult Education (DIE). Zhejiang University is also a member of ASEM (Asian-European CE Forum).

Zhejiang University has held many international CE programs for African Union, the Association of Southeast Asian Nations, the World Bank and United Nations.

For further information on Zhejiang's CE programs, please contact Professor Zhu Shan'an, Director of the Administration of CE at zsa@zju.edu.cn or +86 571 8898 1004.

IACEE Website News

Submitted by: Soma Chakrabarti - University of Kansas, and Louk Fennis



Louk Fennis

1. IACEE Website Now Compatible with Mobile Devices:

The IACEE website is now compatible with mobile devices with iOS/iPhone and Android operating systems. For easy navigation on your smart phone, the pull-down menus of the site are presented as a list of separately clickable sub-items. Let us know your feedback after you access the site on your smart phone.



2. IACEE App is Coming:

A special IACEE app is under construction and will be available soon for mobile devices under iOS and Android, as well as BlackBerry. We will announce the information on how to download this app on your iPhone or Android phone in the News section on the Homepage of the IACEE website. This app facilitates easy access to the most relevant information in the IACEE site such as the calendar items and membership information that you access after log-in.

3. IACEE Website About to Get a Makeover:

It's a time of change! We will be redesigning the IACEE website to make it more valuable and useful for you. In the past few months, we have added more functionality to the existing IACEE website. However, we also understand that improvements need to be made for navigational ease and overall presentation of information and the new website will encompass all these improvements.

4. Website Survey On Its Way:

We cannot accomplish the website redesign without your feedback. We would like to know:

- How do you use the IACEE website?
- What information on the website is most valuable to you?
- What else would you like to see on the website?
- Do you find the information convenient as it is presented?
- What information will be most valuable to you in the companion mobile site or the mobile app?

Within a couple of months, we will send all IACEE members a survey to gather information on the above. To help us redesign the website for you and to improve the mobile app, your input will provide important starting points. We will greatly appreciate your completion of the survey form when you receive it and your return of it to us.

In the meantime, we encourage you to visit our website, log in (see the top right-hand side of each page of the site) and visit the Members' Area for more information. If you need help in retrieving your username or password, please click the "reset pwd" link or send an e-mail to info@iacee.org.



Soma Chakrabarti

Did You Know That...

Submitted by: Frank Burris - IACEE Headquarters

• Three IACEE members were honored at the recent Conference for Industry & Education Collaboration (CIEC) of the American Society for Engineering Education (ASEE) held 1-3 February 2012 in Orlando, Florida. IACEE Individual Member **Chuck Baukal** was installed as Chair of ASEE's College Industry Partnerships (CIP) Division until February 2013, at which time IACEE Vice President, Membership **Linda Krute** will become CIP Chair until February 2014. IACEE Vice President, Products & Services and IACEE First Vice President **Kim Scalzo** became Chair of ASEE's Continuing Professional Development (CPD) Division for a two-year term



Chuck Baukal



Linda Krute



Kim Scalzo

until February 2014. Congratulations, Chuck, Linda, and Kim. We look forward to ever-strengthening ties between IACEE and these two important ASEE Divisions.

• **The University of Wisconsin-Madison** has been named #1 by *U.S. News and World Report* for its online graduate engineering programs in the categories of "Teaching Practices and Student Engagement" and "Student Services and Technology." UW-Madison is one of only three universities that made *U.S. News and World Report's* "Honor Roll" for top-quality online engineering degree programs. UW-Madison's online engineering graduate programs also ranked among the top five in the "Faculty Credentials and Training" category.

"As a leader in online engineering degree programs, we have always strived to provide the very best in education for our hard-working and driven students. We are pleased to be chosen as one of the best providers by *U.S. News and World Report*," said Philip R. O'Leary, Chair, UW-Madison's Department of Engineer-

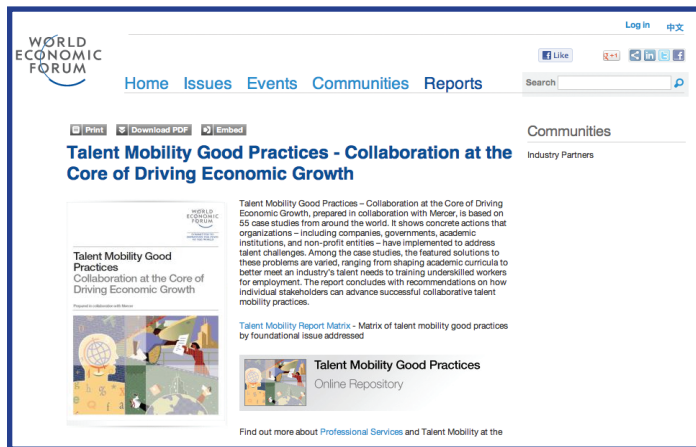
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ing Professional Development in the College of Engineering. (Phil O’Leary also serves on the IACEE Council and heavily supports the publication of this quarterly newsletter.)

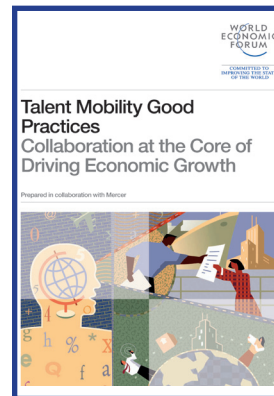
- IACEE Member **Wipro Technologies’ Mission10X**, a not-for-profit trust, is featured in the World Economic Forum’s latest report on “Talent Mobility and Good Practices” as one among the 52 selected global good practices in solving talent mobility and employability problems. Mission10X launched on 5th September 2007 – now celebrated as “Teachers Day” in India - and is already recognized as one of the largest engineering education initiatives in the world by the academic community. Mission10X, with its vision of employability skills enhancement through innovation, is reaching out to students through empowered teachers and building an ecosystem by developing the leaders and institutional learning culture.

World Economic Forum (WEF) chose from among the globe’s 55 best case studies on the basis of the actions that organizations from various fields have implemented to address talent-related challenges. Mission10X was highlighted as a collaborative work of industry and academia, which is bringing a sustainable change in the engineering educational scenario. The works and vision of the team were well-captured and depicted in the study, which gave a short yet comprehensive overview of the initiative.

World Economic Forum (WEF) is an independent international organization trying to bring a change in global, regional and industry standards. This organization highlights and publishes comprehensive series of reports which examine in detail the broad range of global issues it seeks to address with stakeholders as part of its mission of improving the state of the world.



Understanding this large scale intervention done through a systemic and sustainable change, which is being brought to the existing teaching-learning practices impacting the future of engineering education in India, Mission10X was recognized as a good practice by WEF.



Mission10X Phase 2 has also gathered significant momentum over the past year. Mission10X has now reached out to over 20,000 faculty members from more than 1,100 engineering colleges in India, covering 25 states and union territories with a special focus on rural areas where there is a greater need to enhance employability skills. In addition to a large-scale rise of Faculty empowerment, Mission10X launched the first of its kind ULK Learning Platform, which is already deployed in four universities.

The WEF report can be accessed at: <http://www.weforum.org/reports/talent-mobility-good-practices-collaboration-core-driving-economic-growth>.



- Mission10X is now 20,000 members strong
- This family of 20,627 faculty members is spread across 25 States/Union Territories in India
- Spreads across various strata’s in the country:
 - Rural vs. Urban, 74% : 26%;
 - Female vs. Male faculty members, 29% : 71%;
 - Post Graduates vs. Graduates, 76% : 24%

For further details contact: www.mission10X.com, Nagarjuna Sadineni, General Manager & Head Mission10X, Wipro Technologies, India, nagarjuna.sadineni@wipro.com.

The IACEE Quality Program Goes Online!

Submitted by: *Kim A. Scalzo - State University of New York*

The IACEE Developer Team is busy working on the integration of the IACEE Quality Program (IQP) tools in the IACEE website and on the automation of the data collection, querying, and reporting capabilities for program participants.

The integration of the Quality Program Tools into the IACEE website will include a downloadable PDF file of the newly published version 2.0 of the IACEE Quality Program booklet, as well as the capability for online data entry of all the input forms (self-assessment matrix, benchmarking demographic data sheets, and best practices template). Additionally, program participants will have the ability to request and print their own benchmarking reports, based on their IQP membership level, and querying

capability will be available for participants at the Benchmarking Provider levels. This capability will provide immediate access to both the tools and outputs of the quality management model, *which will put valuable information in the hands of IACEE member organizations to help you implement quality management within your CE organization.*



The full online implementation is targeted to be completed later this spring with the new portion of the website launched at the upcoming World Conference for Contin-

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ing Engineering Education (WCCEE) in May in Valencia. Please join the IACEE Developer Team for the pre-conference workshop on *Quality Standards for Self-Assessment and Benchmarking in CEE*, to learn more about the Quality Program and see the new online capabilities. The workshop is scheduled for Tuesday afternoon, May 15th from 2:30 pm to 6:30 pm. Information on this workshop and general conference information and registration is available at <http://wccee2012.blogs.upv.es/online-registration/>.

Information on the IACEE Quality Program can be found on the IACEE website at <http://www.iacee.org/projects.php>. Participation in the project is available at the following levels:

1. **Public User** (No charge) – This is intended for organizations who wish to use the tool primarily for their own self-assessment. Limited access to query the data from other organizations at the criterion level for benchmarking purposes is available.
2. **Identified Benchmarking Provider** (\$200/year) – This is intended for organizations who want to go beyond their own organizational self-assessment to benchmarking with others for continuous improvement. This level provides the user the capability to query the data from other organizations at the sub-criterion level for more detailed benchmarking and also provides access to best practices from other organizations. Data from Identified Benchmarking Providers is available for other users to see.

3. **Confidential Benchmarking Provider** (\$800/year) - This level is the same as the Identified Benchmarking Provider in terms of access to data for benchmarking. However, data from Confidential Benchmarking Providers is NOT available for other users to see.

4. **Developer** (\$750/year) – This is intended for Benchmarking Providers who also want to be involved in the future development of the IACEE Quality Program tools and offerings through IACEE. Developers must be approved by the IACEE Quality Program Administrative Committee and will be expected to participate as Benchmarking Providers. The current IACEE Developer Team is led by Kim Scalzo (SUNY) and includes Nelson Baker (Georgia Tech), Ed Borbely (Michigan), Kirsti Miettinen (Aalto) and Soma Chakrabarti (Kansas) as members plus a member to be identified from the University of Wisconsin-Madison. Developers are encouraged to pursue separate research projects and make recommendations to the IACEE Administrative Committee toward the continued development of the IACEE Quality Program.

If you have questions about the IACEE Quality Program, want access to the IQP tools, or would like to join as a registered user, please contact Alfredo Soeiro (soeiro.alfredo@gmail.com) or Kim Scalzo (kscalzo@cpd.suny.edu).

IACEE Special Interest Groups (SIGs)

Submitted by: Cath Polito - University of Texas at Austin

We need YOU for our IACEE Special Interest Groups!

Special Interest Groups (SIGs) are chartered by the IACEE Council to give members with similar professional specialties and interests the opportunity to exchange ideas and keep themselves informed about current and discrete developments in their fields. The primary goal of the IACEE SIGs is to help IACEE members with similar interests connect with each other and identify professional development opportunities that will benefit the SIG members, such as networking activities, collaborative projects, speakers, virtual roundtables, and a host of other potential activities.

The activities of the SIGs, planned by their members and elected Chairs, provide a clear indication of the diverse interests and needs of IACEE members. Through participation in SIGs, members can gain tremendous benefits by engaging with focused subgroups of the broader international community. Only IACEE members can belong to SIGs, though each member can belong to as many SIGs as desired.

The three currently active IACEE SIGs are:

1. SIG on University-Industry Collaboration (Chair: Patricia Hall)

- Description: Share examples of successful university-industry collaborations and create new prospects
- Members:
 - Patricia Hall, University of Tulsa (Chair) - USA
 - Feng Aihua, Baosteel Group Corporation - China
 - Ed Borbely, University of Michigan - USA
 - Sue Bray, New Vistas - USA
 - Phil O'Leary, University of Wisconsin-Madison - USA

- Jorge Rojas, Pontificia Universidad Javeriana - Colombia
- Katriina Schrey-Niemenmaa, Helsinki Metropolia University of Applied Sciences - Finland

Interested in joining? Please contact Patricia Hall (patricia-hall@utulsa.edu).



2. SIG on Community-based Innovation and Competence Development (Chair: Soma Chakrabarti)

- Description: Share examples of effective community-based innovation projects, create opportunities for new projects, and share information on competence development
- Members:
 - Soma Chakrabarti, University of Kansas (Chair) - USA
 - Nelson Baker, Georgia Institute of Technology - USA
 - Kim Scalzo, State University of New York - USA
 - Katriina Schrey-Niemenmaa, Helsinki Metropolia University of Applied Sciences - Finland
 - Wim Van Petegem, Catholic University of Leuven - Belgium

Interested in joining? Please email Soma Chakrabarti (schakrab@ku.edu).

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3. SIG on Marketing Strategies for CEE (Chair: OPEN)

- Description: Share examples of proven marketing strategies and create new strategies for CEE activities.
- Members:
 - Louk Fennis, Former Director, Netherlands Institute for CPD – The Netherlands
 - Colin Leung, National University of Singapore - Singapore
 - Paul Marca, Stanford University - USA
 - Kirsti Miettinen, Aalto University - Finland
 - Patricio Montesinos, Valencia University of Technology - Spain
 - CHAIR: OPEN

Interested in joining or becoming the Chair? Please contact: info@iacee.org.

To get involved, please send an email to the Chair of the SIG in which you are interested by clicking on the link within each description.

IACEE Calendar Items

13th IACEE World Conference on CEE

May 17-19, 2012
Valencia, Spain

IACEE Executive Committee Meeting

October 19, 2012
Buenos Aires, Argentina

For more information on articles appearing in this newsletter, or to submit suggestions for future articles, please contact: [Phil O'Leary](#), Department Chair, University of Wisconsin-Madison, Department of Engineering Professional Development, or Secretary General, [Frank Burris](#).

Pilot Program Announced for CEE Manager Training Project

Submitted by: [Patricia Hall](#) - University of Tulsa, and [Paul Marca](#) - Stanford University

As mentioned earlier last year, a survey was conducted of the IACEE membership to determine the top five training programs needed for CEE managers today. The number one topic was "marketing." The overall goal and mission of the CEE Manager Training Project is to create a series of programs creating a professional certificate program for all CEE managers to complete – both seasoned/experienced CEE managers and new CEE personnel. This pilot program will

be conducted in a highly interactive Pre-conference Workshop on Monday afternoon, 14 May 2012 at the IACEE World Conference in Valencia. A pre-cursor to this pilot for IACEE was presented at the ASEE Conference for Industry & Education Collaboration (CIEC) in Orlando, Florida, USA on 31 January 2012. The following abstract describes the pilot content for Valencia.

Continuing engineering education providers must attract students/professionals not only in their geographic regions but indeed from across the globe. To do this, creating the right offerings and marketing them well is vital. Stanford University's School of Engineering, through its extended education unit, the

Stanford Center for Professional Development (SCPD), has spent time and effort developing a business strategy to expand its potential market and attract the right students to its programs. Similarly, the University of Tulsa's Continuing Engineering and Science Education, College of Engineering and Natural Sciences has developed success both nationally and internationally in its non-credit professional development programs by understanding audience needs and creating sustainable offerings that leverage this insight. These two organizations will share lessons learned in developing offerings with a perspective toward marketing successful and sustainable programs explicating the popular 7 P's Marketing Model: Product, Price, Promotion, Place, Packaging, Position, and People.

You may register for this Workshop when you register for the 13th WCCEE. We hope to see YOU in Valencia! For further details, contact us at patricia-hall@utulsa.edu or pmarca@stanford.edu. To register for the conference and pre-conference workshops, go to <http://wccee2012.blogs.upv.es/online-registration/>.



Patricia Hall



Paul Marca

Candidates for Election to the IACEE Council for 2012-2014

Submitted by: [Mervyn Jones](#) - Imperial College London

Activities and decisions that affect IACEE are steered and driven through IACEE's Council, which is composed of 19 voting representatives of the various categories of membership that make up the Association. The Council will be elected at the General Membership Meeting (GMM), to be held the afternoon of 18 May in the midst of the 2012 World Conference in Valencia. The GMM is held during each biennial World Conference on Continuing Engineering Education (WCCEE), and the elected Council serves for a two-year term until the GMM at the next WCCEE. The membership composition of Council reflects that of the IACEE membership as a whole. It includes a President, Secretary General and Past

President, representatives of the three Regional Leader Organizations specified in the Bylaws and representatives of Professional Organizations & Societies (PO&S), Industrial Organizations & Companies (IO&C), Academic Institutions and Other Coordinators & Providers of CEE, and Individual Members in numbers that reflect the current membership composition. For the forthcoming



Mervyn Jones

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ing biennium there will be one (1) representative of PO&S, one (1) representative of IO&C, eight (8) representatives of Academic Institutions and four (4) representatives of Individual Members.

As Past President, I am pleased to serve as Chair of the IACEE Nominating Committee and to present the following slate of candidates who will stand for election during the General Membership Meeting:

For President:

- Nelson Baker (Georgia Institute of Technology) - USA

For Professional Organizations:

- Katriina Schrey-Niemenmaa (Academic Engineers & Architects in Finland -TEK) - Finland

For Industrial Organizations:

- Feng Aihua (Baosteel Group Corp.) - China

For Academic Organizations:

- Ed Borbely (University of Michigan) - USA
- Linda Krute (North Carolina State University) - USA
- Colin Leung (National University of Singapore) - Singapore
- Kirsti Miettinen (Aalto University) - Finland
- Paul Marca (Stanford University) - USA
- Patricio Montesinos (Universitat Politecnica de Valencia) - Spain
- Phil O'Leary (University of Wisconsin-Madison) - USA
- Jorge Rojas (Pontificia Universidad Javeriana) - Colombia
- Kim Scalzo (State University of New York) - USA

For Individual Members:

- Sue Bray (New Vistas) - USA
- Soma Chakrabarti (University of Kansas) - USA
- Louk Fennis - The Netherlands
- Leizer Lerner (Federal University of Rio de Janeiro) - Brazil
- Alfredo Soeiro (University of Porto) - Portugal

The Council is completed by representatives of the three Regional Leader Organizations, who are appointed by their organizations; Patricia Hall (ASEE) - USA, Zhang Guoqing (CACEE) - China, and Wim van Petegem (SEFI) - Belgium; together with Past President Mervyn Jones (Imperial College London) - UK and Secretary General Frank Burris, who is appointed by the Council to a two-year term and is without a vote on Council matters.

Only those IACEE members present during the General Membership Meeting in Valencia will be eligible to vote and there will be an opportunity to learn more about each of the candidates during the WCCEE. I urge every member of IACEE to be present at the coming GMM and look forward to seeing you there.

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nelson.baker@dlpe.gatech.edu

Past President

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