

# IACEE Pulse

A Newsfeed for Members

8/28/2019

www.iacee.org

## Message from the IACEE President

My Dear IACEE Colleagues:

Our Pulse heartbeats are back again, after a short hiatus due to the temporary absence of Camille Howard, as she took leave of absence to welcome Ethan, a baby boy, who was born on March 29, 2019. Camille has again helped IACEE put together this issue of Pulse, as we return to work after our summer (or winter) breaks. Many thanks to Camille, the authors, and to Rita Burrell, Vice President for Member Engagement and Communication.

IACEE had its 2019 Council meeting in Melbourne, Australia on 25-26 June 2019. It was the first time we met in Australia. We celebrated the 30<sup>th</sup> Anniversary of IACEE (see pages 3 and 4 for Errol la Grange's newsfeed) to remember the past, discuss the issues that exist in the present, and plan for the most important work to do in the immediate future – the next three to five years.

The celebration of 30 years of IACEE has just begun. It will be continued in Trondheim, Norway where on May 26<sup>th</sup> to 29<sup>th</sup>, 2020, we will hold our 17<sup>th</sup> World Conference. We look forward to seeing you there. In the meantime, read the 30<sup>th</sup> year celebration article on page 7.

In this issue, you will also find the announcement for the workshop proposal submission for the Trondheim World Conference on CEE. Any IACEE member may submit a proposal; please review criteria for proposals as a part of your submission. If you are not a member, we welcome you to join IACEE and submit a proposal. Information about the conference is available at [World Conference page](#), so, please check it out. You will also find additional and ongoing announcements. Conference registration opens December 1, 2019.

The premier continuing education association in Latin America, RECLA will hold its 24<sup>th</sup> International Summit in October. Learn more about it on page 8. RECLA, one of the organizations with whom IACEE partners for common interests such as the Quality Program and Global Sustainability, has a special registration discount for IACEE members. Make sure that you utilize that discount.

More when we meet next time in another Pulse. In the meantime, please [let me know](#) if you have any question about IACEE.

Warm Regards,  
**Soma Chakrabarti, PhD**  
President, IACEE

### In Memory of Wayne Pferdehirt

As we finish editing, we just came to know of the untimely passing of our friend and colleague, and a longtime IACEE member, Wayne Pferdehirt of University of Wisconsin-Madison, following an accidental fall while hiking in California. Please keep him and his family in your thoughts. Many of us have been blessed by his friendship. Rest in Peace, Wayne. We will miss you, friend.

## Workshops at the 17th World Conference: Request for Proposals

The 17<sup>th</sup> World Conference on Continuing Engineering Education, to be held in Trondheim-Norway, will feature two workshops. These workshops will be selected from the proposals submitted by you – the CEE administrators, faculty and industry professionals located worldwide. The proposals will be evaluated by the Workshop Committee and two of those submitted proposals will be selected for presentation on Tuesday, 26 May 2020 from 13:30-17:30. This workshop will also include a 30-minute coffee break.

If you would like to present a workshop at the next World Conference in Trondheim, **please submit your workshop proposal by 15 October 2019** to [Soma Chakrabarti](#) using the [linked submission form](#). The proposals will be evaluated based on the following criteria and two will be selected.

Criteria:

1. The proposal focuses on an aspect of continuing engineering education or CEE, for example:
  - Building innovative programs for global sustainability
  - Strategic partnerships between or among university, government, industry
  - Digital learning administration for globally distributed engineers
  - Experiential or Problem-Based-Learning (PBL)
  - Quality management of CEE units
  - Marketing and Communication strategy
  - Strategic planning for CEE units
  - Financial and business administration of CEE units
  - Business model generation for CEE units
  - Change management in CEE units
  - Designing students services for professionals
  - Programs for the future generation of CEE professionals
2. Learning outcomes are clearly defined in the proposal.
3. A hands-on-activity or presentation is planned for the workshop.
4. The proposal has a clear outline and understandable description to attract the people with the right level of experience (beginner, intermediate, advanced).
5. The workshop utilizes the four-hour duration appropriately.

From the IACEE and the World Conference website, we will advertise the workshops on our websites and encourage attendees to register for one of the workshops. We will also advertise the selected workshops on webinars and through social media. *Please note that the workshop presenters will not be compensated or reimbursed for their travel expenses or conference registration fee.*

Thank you for your consideration. We look forward to receiving your proposals.

Soma Chakrabarti, ANSYS Granta, United Kingdom

Wu Xiujun, China Association of Continuing Engineering Education, China

Patricia Caratozzolo Martelliti, Tec de Monterrey, Mexico

Anthony Morris, Cahoot Learning, Australia

## IACEE Summer Council Meeting Downunder

It was a great pleasure to welcome the 30+ IACEE Council, members, and guests who travelled from around the world to attend the Melbourne Council Meeting, the IACEE 30<sup>th</sup> Anniversary Dinner, IACEE and Austrade International Summit on the Future of Work and Learning, and other activities and festivities.

Notoriously temperamental Melbourne Winter weather played its part in warming everyone to the occasion by delivering five days of splendid sunshine. The alfresco dining along the banks of the Yarra River (meaning the upside-down river in the local Aboriginal language, as it is muddy on top and clear underneath) in the evenings was invigorating. Speaking of light, there were many highlights and meeting new friends and colleagues from Beijing Institute of Technology and The Open University of China, among others.



*IACEE visits Cahoot Learning headquarters*



*Heading off on a road trip to Deakin Institute of Frontier Materials*

IACEE member **Jon Kerr** was host supreme in bringing on board DeakinCo., the professional education division of Deakin University, which opened up its wonderful Deakin Downtown facilities and warm hospitality to the Council for our meetings. Deakin University also hosted a very stimulating road trip to the city of Geelong, about an hour out of Melbourne, to visit its [Institute of Frontier Materials](#). A big thanks to **Dr. Simon Parker**, **Professor Asim Bhatti**, **Professor Julie Owens**, **Professor Matt Barnett** and **Mohan Setty** for providing such interesting insights into the ground-breaking work that they are doing.

## IACEE AND AUSTRADE INTERNATIONAL SUMMIT ON THE FUTURE OF WORK AND LEARNING

Austrade, The Australian Government's Trade and Investment Commission, worked closely with IACEE and Cahoot Learning to host the International Summit on the Future of Work and Learning. This took place at, and with the kind complements of, the Wade Institute of Entrepreneurship within the University of Melbourne's picturesque Ormand College. Austrade's **Rebecca Hall**, Senior Industry Specialist, International Education, welcomed the international and local delegates and reached out to all to foster relationships and collaborations. Colleague **Sarah Stanton-French**, Senior Advisor, International Education, made magic happen behind the scenes and interviewed Summit speakers. Video recordings of these interviews will be

made available to IACEE members very soon. A massive thanks to Austrade and Austrade CEO **Dr. Stephanie Fahey** for the ongoing support of the IACEE.



*Participants at the IACEE-Austrade International Summit, hosted by the Wade Institute of Entrepreneurship, located at the picturesque “Hogwarts” Ormond College, University of Melbourne*



Conversation facilitators for the Summit included **Patrick Brothers** and **Maria Spies**, co-founders of Holon IQ on the role of artificial intelligence in the global play of education, **Paul Marca** on disaggregation of the traditional University, Industry and Government interplay, **Dr. Nelson Baker** on Deliberate Innovation, Lifetime Education (#GT2040), and **Tony Smith** on SERINA. Tony Smith (*pictured left*) was also joined virtually by The Smithsonian Institute Director of the Smithsonian Science Education Center, **Dr Carol O’Donnell**. It is very exciting for the IACEE to develop a working partnership with The Smithsonian Institute.



### **IACEE 30<sup>TH</sup> ANNIVERSARY CELEBRATION DINNER**

The IACEE 30<sup>th</sup> Anniversary Celebration Dinner was enjoyed by all. **Alfredo Soeiro**, as the longest serving member who has been with the IACEE from the outset 30 years ago, spoke on behalf of all IACEE members over the years. Many thanks to Alfredo for providing a few insights and recollections to provide context for some of us “younger” members and guests.



*Guest speaker Adam Mehegan, along with Cahoot Learning’s Mandy Knight and Nelson Baker and Errol la Grange.*

Alfredo was followed by guest speaker **Adam Mehegan**, Operations Manager of South Melbourne Market, who was mesmerizing in his talk on the sustainability initiatives involving the local community. In particular was the initiative to create new reefs in the Bay out of oyster shells collected from the market and surrounding restaurants. You can read more about this fascinating initiative [here](#).

**Marco Lorenzatti**, President of RECLA provided a 30<sup>th</sup> Anniversary congratulations [video message](#) to IACEE members; we look forward to collaborating with RECLA over the coming years.

Thank you to all members and guests who travelled from so far away to visit Australia. We look forward to you visiting again soon!

**Errol la Grange**, IACEE VP, Global Sustainability Initiatives

## *Online/Blended Learning Addresses and Ameliorates Fourth Industrial Revolution Challenges*

Count companies, governments, and higher education institutions among many entities struggling with the uncertainty of what has become known as the [Fourth Industrial Revolution](#). The term—coined in 2016 by World Economic Forum CEO Klaus Schwab—refers to the effects of digital technologies on our lives, our work and our interactions. As technologies including (but not limited to) Artificial Intelligence, Machine Learning, Quantum Computing, Virtual Reality, and the Internet of Things increasingly merge with our physical lives, the higher education sector may be experiencing the most profound changes.

In his groundbreaking 2016 book, Schwab posited that Fourth Industrial Revolution technologies are “drastically altering how individuals, companies and governments operate, ultimately leading to a societal transformation similar to previous industrial revolutions.” But unlike the three previous industrial revolutions, clarifies Zvika Krieger (WEF’s Head of Technology Policy and Partnerships), this one is narrowing the gap between the digital, physical and biological worlds with technologies that are evolving faster than ever.

Commensurate with the evolution of disruptive Fourth Industrial Revolution technologies is a palpable sense of urgency—indeed, emergency—among entities concerned with how these technologies will affect their operations and bottom lines.

### **USING FOURTH INDUSTRIAL REVOLUTION TECH TO TEACH FOURTH INDUSTRIAL REVOLUTION TRENDS**

For today’s engineers, the emergence of Fourth Industrial Revolution technologies poses an inversely proportional professional challenge: As technology rapidly evolves, the skill sets that have propelled past successes degrade equally quickly. The solution? Lifelong learning and online continuing education that taps Fourth Industrial Revolution technologies to help engineers acquire the skills and savvy necessary to update and enhance their knowledge. Responding to corporate needs and propelled by potential profits, institutions such as MIT Professional Education are developing and delivering academic offerings using these emerging technologies.

These blended offerings are certain to expand as companies invest more resources to educate, train, and prepare staff in the deployment of Fourth Industrial Revolution technologies. Institutions currently offering reputable continuing engineering education can seize pole positions using Fourth Industrial Revolution tech to provide practical, customized, and hands-on training. While AI, VR, IoT, and emerging Fourth Industrial Revolution technologies offer higher ed institutions unprecedented opportunities to monetize previously untapped markets, “caveat emptor” should guide consumers’ decisions when evaluating academic offerings.

## IT'S NOT ALL ABOUT TECH

As the Fourth Industrial Revolution reshapes our world, [MIT Professional Education](#) recognizes and realizes that different cultures and nationalities can enrich these digital transformations. MIT Professional Education's experience shows that online/blended education can reach a broad swath of engineering professionals who seek to update their skills but have in the past been unable to access relevant and rewarding academic offerings.

While admittedly slower than the private sector to adapt to (and adopt) online education technologies, we are increasingly working with industry partners to understand their needs and develop flexible learning courses to meet those needs. We're investing resources to develop, design, and deliver credentialed, certificate-generating programs that teach the benefits of Fourth Industrial Revolution technologies.

Beyond offering courses that reflect the Institute's reputation for educational excellence, MIT Professional Education is also scrutinizing *who* and *how* the digital transformation will impact society. Many of our offerings teach and train skills the World Economic Forum emphasizes as essential for productivity in the Fourth Industrial Revolution and beyond: Cultural Awareness, Communications, Problem Solving, Creativity, Diversity & Inclusion, and Ethics. Previously marginalized, these so-called 'soft skills' evolve parallel and in sequence alongside the digital transformation.

These topics and others will be featured prominently during [IACEE's 2020 International Conference in Trondheim, Norway](#), May 26-29. "The Future of Work and Learning: Innovation – Sustainability – Inclusion" offers an outstanding venue for leaders to delve into many of the issues and topics related to the Fourth Industrial Revolution.

### **Clara Piloto**

Director of Global Programs

Director of Digital Plus Programs

MIT Professional Education

Massachusetts Institute of Technology

<http://professional.mit.edu>

## IACEE Celebrates its 30th Year!

Our global leadership organization in continuing engineering education is celebrating its 30 impactful years. The IACEE charter was signed during the opening session of the 4th World Conference on Continuing Engineering Education on May 17, 1989 in Beijing, China. Below is a picture of Glen Martin and Markku Markkula signing the charter.



IACEE Council members are lining up a series of events that will celebrate this milestone in the history of our organization.

**Webinar series:** Starting this Fall through Spring 2020 and leading up to the [17th World Conference in Trondheim, Norway](#) on May 26-29, 2020, we will have several webinars exploring the main theme of the conference, The Future of Work and Learning: Innovation, Sustainability, Inclusion:

- Pursuit of Innovation: Past, present, and the future of IACEE and continuing education
- Why So Slow?: Women in continuing education leadership
- [SERINA](#): Sustainability Education and Research in Action

The dates and speakers for these webinars will be available soon.

**30th Year Newsletter:** An online publication covering the highlights of the history of IACEE, remarks from past leaders, contemporary issues and future outlook, 17th World Conference, and thoughts on Porto Declaration and sustainability as a fundamental effort for IACEE will be published in Spring 2020.

**17th World Conference in Trondheim:** As a culmination of the 30th Year activities, the Trondheim conference will be a landmark for launching the thought leadership for the next 30 years of IACEE. And there will be cake! We encourage all our members to participate in these activities. Please contact us if you have any ideas to include in the IACEE 30th Year celebrations.

## Acknowledgement, Thank You and Request from Vice-President Member Engagement and Communication

On behalf of the entire IACEE membership and Council, thank you to members who contributed to the compilation of our August *Pulse*. We appreciate you making time in your busy schedules to “share” the important work that each of you do daily, as well as the collective aspirations on behalf of IACEE. Also, thank you to Camille and welcome back! I look forward to receiving your future contributions and suggestions at [burrelr@purdue.edu](mailto:burrelr@purdue.edu). Best, Rita A Burrell, VP ME&C

I will be regularly contacting you to share your expertise and support in future *Pulse* editions. Best, Rita A. Burrell, VP ME&C [burrelr@purdue.edu](mailto:burrelr@purdue.edu)

## Register for the XXIV RECLA International Summit



### XXIV RECLA INTERNATIONAL SUMMIT

Key Factors for Successful Continuing Education Online

📍 SÃO PAULO, BRASIL ➤ 08 - 11 OCTOBER 2019

Organized by:



Co-organized by:



The XXIV RECLA International Summit convenes Presidents, Vice Presidents, Directors of Continuing Education, as well as Faculty, other academics and the general public from Ibero-american Higher Education Institutions. Participants will find an academic agenda that discusses the challenges of continuing education online.

Advances in technology, new pedagogical trends and changing target groups are leading many centers of continuing education to consider the implementation of online strategies across the whole range of their programs.

The program comprises presentations from national and international experts, practical workshops and case studies from a wide range of universities on these overarching themes:

- Pedagogical and didactic challenges and how to approach them
- Management strategies and policies for continuing education online
- Design and evaluation of online user experience
- Innovation and the future of continuing education online

#### Early Bird Registration March 15 – August 31

IACEE Members – USD 490

Non Members – USD 540

#### Registration September 1 – October 8

IACEE Members – USD 560

Non Members – USD 610

[\*\*REGISTRATION\*\*](#)

*Registration includes participation in all academic and social activities of the Summit, except those explicitly labeled as free time or off program. It also includes materials, meals during the academic program, transportation between the official hotel and the location of official activities, a participation certificate, as well as participation in the Pre-Summit.*



## Follow Us



Join [IACEE's LinkedIn page](#) devoted to [SERINA](#) – A Global Initiative in Sustainability Education and Research In Action. SERINA is aligned with the 17 United Nations Sustainable Development Goals. Sustainability initiatives displayed in this LinkedIn group, SERINA Facebook page and the SERINA portal are categorized in line with these goals.

Through our SERINA initiatives, the IACEE seeks to connect and grow a global community of individuals and organizations committed to creating a sustainable and prosperous future for everyone.



Don't forget to "like" the [IACEE Facebook Page](#) to stay informed about upcoming events & read the latest IACEE news. We would also love to have you join the [IACEE Facebook Group](#) to see what other IACEE members are doing in the continuing education world.

## Save the Dates – IACEE 2020



**TRONDHEIM, NORWAY**  
**26 - 29 MAY 2020**



Published by: International Association for Continuing Engineering Education  
Headquarters: Georgia Institute of Technology Professional Education | Global Learning Center  
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