



PULSE

A Newsfeed for the Members: Oct/Nov 2020

My dear IACEE colleagues:

I hope you all are doing well and staying safe. Today, I have a great announcement to make -- IACEE is arranging several virtual events to be held over the coming months. These are:

2020 - IACEE Members' Virtual Get-Together on **Wednesday, 9 Dec, 8-10 a.m. EST | 2-4 pm GMT**
A members only event; further details will be sent to members. Please mark your calendar.

2021 - A webinar around the end of **January** on Innovations in Continuing Engineering Education, chaired by IACEE First Vice-President and Vice President for Strategic Partnerships, Paul Marca

2021 - A webinar around the end of **February** on Sustainability in Continuing Engineering Education, chaired by IACEE Vice President for Global Sustainability Initiatives, Errol la Grange

2021 - A webinar around the end of **March** on Inclusion in Continuing Engineering Education chaired by IACEE Secretary General and Past-President, Nelson Baker

2021 - A virtual sneak peek into the 17th World Conference (25-28 May) sessions, workshops and keynotes around the end of **April**, chaired by IACEE World Conference General Chair, Ragna Ann Berge

All of the above events are free to attendees. With the exception of the event in December 2020 (members only), all are open to the public.

We will be informing you about the events through e-mails, the Pulse, and our [website](#). We hope you will be able to join some or even all of these virtual opportunities, and we would certainly appreciate you sharing them with your colleagues.



If you are like me, you may have spent some time this year in learning new material. My favorite topic is the future of work and learning. How will it be in the post-COVID-19 world? Here are some articles and webinar recordings I enjoyed reading or watching and wanted to share with you:

- *Intentional Learning and the Career Advantage* by Lisa Christensen, Jake Gittleson, and Matt Smith. McKinsey Quarterly, May 7, 2020 [[Link](#)]
- *Hybrid Work Is the New Remote Work* by Christoph Hilberath, Julie Kilmann, Deborah Lovich, Thalia Tzanetti, Allison Bailey, Stefanie Beck, Elizabeth Kaufman, Bharat Khandelwal, Felix Schuler, and Kristi Woolsey. Boston Consulting Group, September 22, 2020 [[Link](#)]
- *The New Shape of Learning*, a Virtual Forum. The Chronicle of Higher Education webinar. [[Link](#)]
- *The Future of Jobs Report 2020*, World Economic Forum. [[Link](#)]

Well, it's now your turn to let me know what you are reading and listening! Stay tuned for more announcements concerning our virtual events.

All the best,
Soma

A Message
from the
President,
continued

Request for Article Submissions

The Editorial Board of the Journal of Continuing Higher Education (a peer-reviewed journal of the Association for Continuing Higher Education) is working toward a special edition of the journal to focus on marketing in continuing education and adult higher education. We are conceiving of this broadly to include:

Product

- o What do we offer and how do we offer it?
- o How do we structure offerings?
- o How do we think about under-served audiences?
- o How do we craft unique appeals?

Promotion

- o How and where do we advertise?
- o How do we promote and build lists?
- o How do we structure admissions and registration activities?
- o How do we cross-sell, particularly in CE?

Price

- o What are the key elements of cost?
- o How important is the level of tuition?
- o How do scholarships and discounts work?
- o How do perceptions of value matter?

We believe that you have much to contribute on this topic. **We would be delighted to have your participation in shaping this special edition of the Journal.**

A survey has been created to gather potential contributions. [Click here to complete the survey.](#)

If you have any questions, please contact Mary Bonhomme at bonhomme@fit.edu.

IACEE's 17th World Conference on Continuing Engineering Education

The annual IACEE World Conference has been re-formatted this year to be a fully online conference. We will certainly miss the opportunity to visit in the lovely city of Trondheim, Norway and to connect with so many of you in person. However, we are confident that the virtual conference will still be a valuable time of networking and connection, with highly relevant topics and inspiring speakers.

The IACEE 17th World Conference on Continuing Engineering Education

IACEE 2021

The Future of Work and Learning

Innovation Sustainability Inclusion

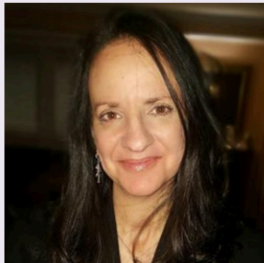
Virtual Conference
25 - 28 May 2021




We encourage you to save the dates for the virtual conference now! 25-28 May 2021 will be a time of learning and connecting, and we hope to “meet” you there. The 2021 conference will focus on “The Future of Work and Learning”, and will particularly address innovation, sustainability, and inclusion.

Some of our keynote speakers include Dr. Carol O'Donnell, Michael Fors, and Berit Svendsen.


Dr. Carol O'Donnell
Smithsonian Science Education Center



Michael Fors
Boeing



Berit Svendsen
Vipps



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IACEE World Conference
Just Six Months Away –
Save the Date for Our
Virtual Conference