

MVAEA

Happenings in the Valley

The 2004 MVAEA conference is ready! *Are you?*

In This Issue

Adult Perspectives:

The difference between success and failure
page 2

President's Message:

Who...me????
page 3

MVAEA requests nominations for Founder's Award, new leadership
page 3

Consultant's Corner:

Directory updates
page 4

Development Fund information and application form
pages 4-5

State News
pages 6-7

Silent auction will raise funds for MVAEA and your home state
page 8



**WINTER
2003**



*by Evan Bensley
(Iowa), MVAEA
president-elect*

Members of the MVAEA Conference Planning Committee met face-to-face on

Dec. 5 at the Sioux City Convention Center to work out the details for the upcoming 2004 MVAEA conference.

We've found great speakers!

Our committee discussed the requests for presentations that were received. Topics and speakers were chosen from the number that had been submitted. Within the next few weeks, the speaker sub-committee will contact those that were chosen to lock in the days and times of their presentations. We tried to have speakers from all of the states represented in the MVAEA region. I wish to thank everyone who had submitted a request presentation! The choice was difficult for our sub-committee.

Kathy Peterson will be our capstone speaker. She is the founder of People Works, Inc., which is located in Storm Lake, Iowa. Kathy has served on the board of the Iowa Association for Lifelong Learning and has been a long-time member. Her vibrant and dynamic presentation will be the perfect ending to the MVAEA conference!

We've coordinated the logistics!

In addition to finalizing our speakers, we have confirmed all meals and breaks with the Sioux City Convention Center. Information has also

been given to the committee person in charge of the brochure so work can begin on it immediately. We'd like to have the brochure printed and mailed well in advance.

The MVAEA conference fee has been set at **\$195 for the two-day event**. The hotel rooms are economical at \$69 per night. If you wish to make a reservation now, please contact the Plaza Hotel toll-free at 800-593-0555.

We've planned an expedition!

On Nov.21, members of the 2004 MVAEA Conference Planning Committee met in Sioux City with representatives of the Kansas 2005 MVAEA Conference Planning Committee. The Kansas team is preparing the Kansas reception for the evening of March 31, 2004, at the Lewis and Clark Interpretive Center.

We'll take our own expedition to this magnificent center, which has been built on a beautiful setting overlooking the Missouri River. It contains a vast amount of insightful information on the Lewis & Clark Expedition. The Sioux City Convention Center will provide transportation to and from the Kansas reception at the Lewis and Clark Interpretive Center.

We're eager to tell you more!

The remaining details of the conference will be finalized during the remaining few months. We look forward to getting the information on the MVAEA Web page (www.mvaea.com) as soon as the speakers have been confirmed.

If you would like more details in the meantime, please contact me by e-mail at ebensley@nwicc.edu. I look forward to seeing you on March 31-April 2, 2004, in Sioux City!

The difference between success & failure

Why do some adult programs succeed? Why do others fail? In a presentation entitled, "Magic or Marketing: Linking with Adult Learners," Dr. Ken Foster of the University of Utah provides helpful insights:

Reasons New Programs Fail

- Does not fit institutional objectives or expense
- Does not fit economic concerns
- Lack of quality control
- Underestimating strength of competitors
- Institutional charter—or lack thereof
- Lack of management support...or too much management support (read: egos)
- Insufficient budget and/or support staff
- No "hook" of incentive provided to adults
- Poor choice of instructor, classroom space, or instructional resources
- Mistargeting, mispricing, or mispositioning
- Lack of research
- Too unique...or not unique enough
- Poor program promotion
- Poor institutional image, which reflects on individual program offerings

- Skepticism of students to consider alternative delivery methods, such as distance education, the Internet, telecourses, videoconferencing, etc.
- Lack of innovation or entrepreneurial spirit

Reasons New Programs Succeed

- Sufficient development time, which allows for proper research
- Related consumer target
- Sufficient development budget—at least 30% of gross income expected from the program
- Sufficient promotional budget—5% of expected gross income
- Recognizable "name brand" or institutional image
- Longterm return on investment considered
- Program has foreseen longevity
- Support by management
- "Buy-in" of all staff members
- Awareness of competitor's offerings
- Several marketing strategies considered

The *Adult Perspectives* column was inspired by Jim Lightbody, former MVAEA newsletter editor.

ON THE WEB

resources you can put to work right now

<http://auguste.com>

August Enterprises develops and maintains web-based business management systems, including the first complete, entirely web-based, customizable Lifelong Learning Management System. By harnessing state-of-the-art Internet technologies, August Enterprises brings the best practices and efficiencies to its customers.

<http://lern.org>

LERN is the Learning Resources Network, an international organization providing consulting services to the lifelong learning industry. LERN offers several services (classes, seminars, newsletters, consultancy) geared towards helping its clients better run their lifelong learning programs. LERN also hosts an annual conference gathering representatives from all corners of the lifelong learning industry.

www.teachingonthenet.org/

This link from LERN's site provides a "teaching tip" each month that is worth checking out!

www.boxofficereport.com

This site is a great place to find out more about big business on the big screen and to discover what's likely to top the charts next month.

www.nationaltrust.org/magazine

The National Trust for Historic Preservation keeps tabs on the state of landmarks and storied spots throughout the nation. Visitors to this site can browse through a list of historic properties for sale or learn more about America's preservation effort.

www.megaed.com

A comprehensive site for educators of all levels. The site includes resources, teaching tips, links, technology, research strategies, etc.

WHOM WILL YOU NOMINATE? MVAEA requests nominations for Founder's Award, new leadership

by Greg Nolting (Missouri), MVAEA past president

By now you should have received a letter from me along with a form for your 2004 Founders Award nomination. This is the most prestigious award that Missouri Valley Adult Education Association presents to its fellow members. The Founder's Award may be made annually to one or more individuals who have served MVAEA with such distinction that their achievements are widely acknowledged by adult education colleagues throughout the seven state region. The deadline for the nomination is **Feb. 17, 2004**.

MVAEA also needs nominations for the following board positions: president-elect and

treasurer for the organization, along with state representatives for Kansas, Nebraska, North Dakota, and South Dakota.

If you did not receive my letter regarding the Founder's Award, or if you need additional information concerning any of the nominations for leadership, please contact me in one of the following ways:

by mail

Greg Nolting
Saline County Career Center
900 West Vest
Marshall, MO 65340

by phone

660-886-6958

by e-mail

noltingg@mail.mhsowls.k12.mo.us

Got any big ideas?

Do YOU have research news, a book review, or a great idea for an article to contribute to *Happenings in the Valley*? Please share it with other MVAEA members! See page 7 for details on how to submit an article.

From the President

Who...me????

Some thoughts on involvement

by Terry Ramig
(Nebraska),
MVAEA president

"I am so busy I hardly have time to breathe!" "If I add one more thing to my life, I'll scream!" "Someone else will have to do it. I just don't have the time."

Don't most of us have these thoughts? I confess I do...a lot of times! So why

would a person want to stretch oneself any thinner?

Professional development, personal growth, new friendships, and fun times...these are just a few reasons to become involved in MVAEA and your state associations!

Many years ago a professional colleague introduced me to my state association, the Adult and Continuing Education

Association of Nebraska (ACEAN). A short time later another approached me about joining the Board of Directors. Frankly, my first thought was, "Who, me? There must be someone more qualified than I am!" And a year or two after that, another associate mentioned the possibility again...and I hesitantly agreed. Thus began my journey to where I am now.

Qualifications of serving on a board are simple: membership, enthusiasm, and willingness to participate.

Benefits and rewards have far outweighed any demands of the board positions I have held. As a result of 15 years of membership activity and board participation, I have been given the opportunity to develop leadership talents and hone

organizational skills. I have also found some really great, longlasting professional relationships!

As MVAEA and your state associations look for members to participate in board positions, I challenge you with the following question, "Who, me?" and I encourage you to respond with "Yes, I will!"

CONSULTANT'S

ORNER

by Sharon
Luhring,
membership
services
consultant

Please note the following changes to your current MVAEA membership directory.

Change of Address

James Erickson
349 Valley Oaks Dr.
Winona, MN 55987

Barbara Audley
Western Washington
University
Bellingham, WA
98225

Phone
360-650-2446

E-mail
Barbara.Audley
@wwu.edu

Additions

JoAnn Hanson
Univ. of Minnesota
Rm. 150-A
Wesbrook Hall
77 Pleasant St. SE
Minneapolis, MN
55455

Phone
612-624-0823

E-mail jhanson@
cce.umn.edu

Bev Enger
James Valley Adult
Learning Center
910 12th Ave. NE
Jamestown, ND
58401

Phone
701-252-8841

Fax
701-252-3646

E-mail
Beverly.Enger
@sendit.nodak.edu

COULD YOU USE A LITTLE CASH?

Apply for the 2004 Development Award!

by Michelle Hanson (Missouri), Development Award chair

The deadline for the Development Fund is **Feb. 15, 2004!** That date will be here before we realize it! It is time to consider submitting a proposal for the Development Fund Award! If you have a new and innovative project, or if you are involved in research related to adult education, please be sure to apply!

Since the MVAEA Development Award was not awarded last year, we are looking for some great proposals to award a grant this year. The due date to apply for the 2003-04 MVAEA Development Award is *fast approaching*.

If you have a new and innovative project or research you are conducting in an area related to adult education, make sure you apply. The application deadline is **Feb. 15, 2004**. The award will be presented at MVAEA's annual conference in Sioux City, Iowa on March 31–April 2, 2004. **Only MVAEA members are eligible**; applicants are encouraged to attend the conference.

The emphasis is on a project that is new, innovative, practical, replicable, and/or just plain good for adult education. It may address professional development, program administration, classroom applications, or other adult education concerns.

Allowable expenses include materials and resources needed to carry out the project, travel to and from the next conference, and materials to reproduce the final project.

When applying, please respond to **seven key criteria** outlined in the application form. Each criteria is judged on a five-point scale. The highest point earned wins the grant. The award recipient will present at the next conference and present a brief description of the project and presentation to the *Happenings in the Valley*. One copy of the final project is to be presented to each of the Association's state representatives. At the end of the project year, a check will be sent upon receipt of an MVAEA reimbursement form.

Applications will be judged by a panel of your peers on a point system based on the seven criteria. Upon completion of the project, the winner will need to disseminate the knowledge gained to other MVAEA members through an article for the MVAEA newsletter, a project paper for the archives, and a presentation at the 2005 MVAEA annual conference. The recipient must complete the project by spring conference in 2005.

To apply, submit the application found in this newsletter or visit www.mvaea.com. Questions? Contact Michelle Hanson at 660-886-6958 or mhanson@marshallschools.com.

Development Fund Application Form

Conditions of Award

1. This 2004 Development Fund Award recipient will be announced at the 2004 MVAEA annual conference in Sioux City, Iowa, on March 31-April 2, 2004.
2. Each recipient will have up to one year to complete his/her project and will receive up to \$1,500 for expenses upon submission of an itemized statement at the conclusion of the project.
3. A summary narrative, findings or conclusions, and any handouts or created materials will be submitted to the Board for review and shall henceforth become the property of MVAEA.
4. A short article summarizing the project will be submitted to *Happenings in the Valley*.
5. Recipient will submit a proposal to present a session about the project at the following MVAEA annual spring conference in 2005.
6. Recipient must be a 2003-04 member of MVAEA and continue membership through 2005.

Application Requirements

The application shall consist of the completed form below and a brief description or discussion of the following elements:

1. Description of the activity
2. The purpose of the activity
3. How the activity is to be implemented
4. The need for and the impact of the activity on adult education practices
5. The anticipated outcome of the activity
6. A general description of the budget
7. Any innovative aspects of the activity

Additional Information / Deadline

To learn more or to apply for the Development Award, please contact Michelle Hanson, MVAEA Development Award chair, by phone (660-886-6958), fax (660-886-3092), or e-mail (mhanson@marshallschools.com). Please return completed application form by **Feb. 15, 2004**, to Michelle Hanson, 900 West Vest, Marshall, MO 65340.

Title of Project _____

Location of Project _____

Applicant Name _____

Organization/Institution _____

Address _____

City, State, Zip _____

Phone (Work) _____ **(Home)** _____

E-mail Address _____

Information for Second Applicant (if applicable)

Applicant Name _____

Organization/Institution _____

Address _____

City, State, Zip _____

Phone (Work) _____ **(Home)** _____

E-mail Address _____

Please attach 1-2 sheets in response to the application requirements appearing above.



STATE NEWS

KANSAS

www.thekaea.org

submitted by Darylee Flynn

There is still plenty of time to register for the Kansas Adult Education Conference, which will be held Feb. 4-6 in Hays, Kansas. You can find all necessary information (including a registration form!) online at <http://thekaea.org/conference.htm>. If you have questions, please contact:

Darylee Flynn, Coordinator
Center for Adult Education
1025 Main
Great Bend, KS 67530
phone 620-793-5794

SOUTH DAKOTA

www.sdall.org

submitted by Lana Reich

The SDALL state conference held in Deadwood, S.D., on Oct. 16-17, and it was one of the best! The topic of cross cultural understanding was presented in drama, dance, and music. In a presentation titled, "Speaking from the Past," three women portrayed three views of history from the perspective of Lakota, African-American, and Euro-American. Their drama led up to the massacre at Wounded Knee. Jasmine Pickner, a two-time Teen World Hoop Dance Champion, entertained us at lunch. The last session of the conference took a different but entertaining focus. Debbie Ardis and Sharon Teigue of the Sumter, S.C., Adult Education Program explained ways to generate program funding.

Award recipients at this year's SDALL conference included:
SDALL Distinguished Award of Merit in Community Education—*Jan Tschetter*

WHY NOT...

Tell a friend or colleague about the benefits of joining Missouri Valley Adult Education Association? There's a membership application form on the last page of this newsletter.

To learn more about our seven-state organization, visit www.mvaea.com.

SDALL Distinguished Award of Merit for an AEL/GED Student—*Alton Belt*
SDALL Distinguished Award of Merit in Adult Education—*Lana Reich*

AEL/GED programs have received the computers, software, and software training to begin technology training of adult education students. Certificates have been printed; students will receive them as they meet competencies developed by the Technology Task Force.

Our Legislative Day is Jan. 29, 2004, at the South Dakota State Capitol. AEL programs from across the state will showcase adult education and family literacy to the legislators of our state.

IOWA

www.iowall.org

submitted by Dale Amunson

The Iowa Association for Lifelong Learning new board of directors will meet for its annual board retreat sometime in January. The retreat allows the previous board members and new leadership to meet and discuss past activities, as well as to plan the direction the organization needs to take in the coming year. IALL's president for 2004 is Scott Schneider, who works for the Peosta campus of Northeast Iowa Community College.

IALL has also scheduled next year's annual fall conference for Oct. 13-15 at the Sheraton Four Points by the Des Moines airport. Conference chair and president-elect is Heather Willard, an employee of Kirkwood Community College in Cedar Rapids. Heather has stated it will be a great conference that provides many topics of interest for everyone who attends, both from within and beyond Iowa.

Last but not least, please consider this your invitation to come to Sioux City on March 31-April 2, for the 2004 MVAEA spring conference—with Iowa as your host state. The committee—headed by Evan

continued on page 7

continued from page 6

Bensley from Northwest Iowa Community College—has been designing the program and naming excellent speakers who will showcase this year's conference. I hope to see you there!

NORTH DAKOTA

www.dpi.state.nd.us/adulted/index.shtm

submitted by Deb Sisco

The NDABSE (North Dakota Adult Basic and Secondary Education) Resource Center closed its doors in Bismarck, North Dakota, on June 30, 2003, due to funding cuts. The materials previously housed and dispensed from the Center were moved to Minot and combined with the Minot Area Teacher Center, which is located in the same building as the Minot Adult Learning Center. Deb Sisco, coordinator of the Teacher Center, also took over some of the duties as the NDABSE Resource Center coordinator one fourth of the time. Some of the new coordinator's job duties include designing a new state brochure, working with smaller centers to consolidate purchases, reorganizing the state regions, setting up a state web page for NDABSE, working with Midwest LINC'S, researching new testing materials, and establishing an online study program for the GED. Other duties of the former Resource Center personnel were assumed by Adult Learning Centers throughout the state.

NDABSE held its annual fall conference in Bismarck. The title of the conference was "Education: A Voyage of Discovery." Our featured speaker, Cynthia Stevenson, came from Minneapolis, Minneapolis, and spoke to adult educators on "Scrambled Eggs, Lazy 8's, and Brain-Compatible Learning." Other breakout sessions held the second day dealt with ESL, hands on math, the new TABE 9 & 10, healthy learning and healthy living, and the ADD-Vantages of Attention Deficit Disorder. The final session of the conference was a roundtable discussion encouraging the adult educators to "Scout the Future." Some of the discussion topics centered around the GED test, what kinds of ESL activities are being done outside of class in local communities,

graduation, advertising, recruitment and retention, small center suggestions, and more. The conference was a great success; educators left with new ideas to implement.

The state of North Dakota was originally set up with eight regions. Budget cuts and smaller staffs have prompted regions to reorganize. The state has consolidated the eight regions into four regions that serve the same area and population. Officers for the newly reorganized association were elected at the business meeting prior to the fall conference. New officers are as follows:

President—*Clark Gripentrog, Wahpeton*

Vice President—*Gaylene Massey, Bismarck*

Secretary—*Bev Enger, Jamestown; Val*

Collins, Bismarck

Regional Reps: Region 1—*Laurel Kaae*; Region

2—*Juanita Bertsch*; Region 3—*Diane Hill*;

Region 4—*Kathleen Schou* and *Paula Leogering*

MVAEA Representative—*Deb Sisco*

North Dakota has earned an Adult Education Incentive Grant for the last two years. This grant brought in \$750,000 in addition to the funding received by the state. This additional money was divided between three agencies: the Department of Public Instruction, Vocational Education, and Adult Education—with the Adult Education program receiving \$200,000. Local programs also developed a plan to use the money for direct services. Three centers are currently offering programs unique to their service area—Minot is offering a Customer Service Representative training; Fargo is offering an Employment based training for refugees; and Bismarck is offering Certified Nursing Assistant training. Two other sites are in the planning stages; their programs will be announced at a later date.

MISSOURI

www.maacce.org/

MINNESOTA

www.mnmacae.org/home.php

NEBRASKA

www.acean.org

MVAEA

Happenings in the Valley is published five times each year by the Missouri Valley Adult Education Association to provide news, information, and assistance to those interested in continuing education and lifelong learning.

Editor

Shari Kiple

Contributors

Dale Amunson

Evan Bensley

Darylee Flynn

Michelle Hanson

Tom Haskell

Les Lang

Sharon Luhring

Greg Nolting

Terry Ramig

Lana Reich

Deb Sisco

Submit articles or story ideas to:

Shari Zenor Kiple

ph: 712-276-5176

kiplecomm@

cablone.net

For address change or info on MVAEA:

Sharon Luhring

Membership

Services Consultant

P.O. Box 336

Madison Lake, MN

56063

ph: 507-243-4347

sluhring@mctcnet.net

THERE'S NO NEED TO KEEP QUIET! Silent auction will raise funds for MVAEA *and* individual states

by Dale Amunson (Iowa)

The Missouri Valley Adult Education annually awards a scholarship to someone from the organization who wishes to complete a project that will enhance the mission of adult education in some aspect or another. Michelle Hanson, Development Award chair, is soliciting those applications *right now*. (Please review the article and application form on pages 4-5 or contact her at 660-886-6958 for more information.)

MVAEA's Development Award has been presented for many, many years and contributed to projects conducted in all states of Missouri Valley's seven-state region. In order for this program to exist, however, it takes funding. One way to help support the Development Award is by participating in—and contributing to—the annual silent auction held at the MVAEA annual conference each spring.

The silent auction is a *very, very exciting activity* that has raised many hundreds of dollars to support the development award. It has also helped to raise money for *your* state. Each year the proceeds of the silent auction are divided—half to MVAEA and then percentage-wise to each state based upon the money raised for items from the states that have contributed. This is a *win-win situation* for those who contribute and bid.

Please plan now to bring one or more exceptional item(s) that will sell for big bucks at this year's silent auction—then take home part of the proceeds to your state organization. To help with the auction, to contribute to the auction, or simply to learn more about the auction, contact Dale Amunson via e-mail at daleaa@butler-bremer.com, by phone at 319-278-4747, or through traditional mail at P.O. Box 36, Clarksville, IA 50619.

Finally, please plan ahead—both to apply for the Development Fund grant and/or to contribute to the silent auction. See you at the MVAEA conference in Sioux City!

Coming Soon

**Deadline for the next issue of
*Happenings in the Valley***

February 5

MVAEA Board Meeting

February 12-13, 2004, in Sioux City, Iowa

MVAEA Leadership Academy

March 31, 2004, in Sioux City, Iowa

MVAEA Annual Conference

March 31-April 2, 2004, in Sioux City, Iowa

word play

A plateau is a high form of flattery.

He often broke into song because he couldn't find the key.

A midget fortune-teller who escapes from prison is a small medium at large.

A chicken crossing the road is poultry in motion.

A backward poet writes inverse.

And...in honor of the holidays...

Once you've seen one shopping center, you've seen a mall.

Santa's helpers are subordinate clauses.

Every calendar's days are numbered. Happy New Year, everyone!

Missouri Valley Adult Education Association – Membership Application

Membership Category (check one)

Individual (\$30)

Life (\$300)

Student (\$10)

Retiree (\$10)

New

Renewal

Institutional* (\$120)

*For institutional membership, please attach a list of up to four persons who will be part of the membership.

Name _____

Title _____

Organization _____

Organization Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail _____

Please submit form and dues (payable to MVAEA), to Sharon Luhning (see pages 3 or 11 for contact information).