

*The Leaders in Work-integrated Learning*



## President's Newsbrief

Greetings! When I look back at past *Newsbriefs*, all the Presidents comment on the same thing - time is moving quickly and lots of things are going on in CEIA. This year is no exception! Our Board met in September 2006 and this month where members reported that they are busy working on many projects. To better serve our members, the Board is focusing on strategic long term and tactical short-term planning. We seek to make CEIA even better than it is.

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Last summer, I had the opportunity to meet in Boston with heads of WACE, NCCE, ACCE, CED, NSEE, and CAFCE. There we shared what each group is doing, discussed common areas of interest and hammered out a plan to work together on projects of interest to all of us: sending information to colleges including those with graduate programs about Cooperative Education and Internships; researching information about learning outcomes; marketing and promoting the *Journal of Cooperative Education and Internships*; organizing and compiling a central calendar for our organizations.

1) Planning for the **CEIA 2007 Annual Conference**, March 25-27, 2007, in Dallas, Texas at the beautiful DoubleTree Hotel is well under way. <http://www.ceiainc.org/Conference/> There are many exciting presentations from the Cooperative Education area, as well as from the point of view of 2-year schools, Internships and Employers. Conference participants will visit South Fork for a tour of the home where the Dallas TV show was filmed, a Texas buffet and line dancing. If you want to help out at the conference, just email Anita Todd, Exec VP/Pres. Elect, at [toddaa@ucmail.uc.edu](mailto:toddaa@ucmail.uc.edu). **Remember to register by January 31, 2007, to get the Early Bird rate.**

2) **Employers** – need resources, best practices, ideas for the future? Join the Employer's Network. Contact Rodney Miller, VP Employer's Network, and Manager, Learning & Performance at Florida Power & Light , at [Rodney\\_miller@fpl.com](mailto:Rodney_miller@fpl.com) The key to enhancing recruiting is in internships and cooperative education programs. Mentor a student and get a better workforce!

3) Take a look at our **Journal**. <http://www.ceiainc.org/journal/> Articles are added throughout the year. Has your school renewed its subscription? We have been getting requests for access from graduate students and faculty around the country for our articles. It's the only one of its kind!

4) **Looking for information about the profession?** Contact Ray Easterlin, VP for Research & Surveys at [easterlin@mail.utexas.edu](mailto:easterlin@mail.utexas.edu). We'd like to know what you want to know, so survey's can be sent out to capture this information. We'll be sending them out from time to time, so please help all of us out by taking the time to complete them and send them back. This is one way we can help each other, something I know we do so well.

5) A **Best Practices Award** has been approved by the Board for next year. This will be announced at the conference in Dallas, so be prepared to send yours in!

6) The **National Academy of Work Integrated Learning** - NAWIL will conduct the annual summer training workshops June 6-9, 2007 at the Beaver Run Resort and Conference Center (2 blocks from Breckenridge, Colorado). Check them out on line today to see what you can learn: <http://www.ceiainc.org/training/Nacademy.htm>

Respectfully yours,

Marjorie Apel, CEIA President

### Featuring:

- **CEIA Award Winners**
- **2007 CEIA Annual Conference**
- **NAWIL-Breckenridge**
- **2007 Research Grants**

### Reminder:

#### CEIA WEB ACCESS

<http://www.ceiainc.org>

Member Login:

Your e-mail address

Password:

Your Last Name

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**Second Row:** Jean Spahr, Jennifer Youngblood, Dan Cayse, Kent Phillips

**Front Row:** Paul Stonley, Anita Todd, Carol Rutgers, Marilyn Mayo, Peggy Harrier, Rodney Miller

## CEIA Summit Meeting, Boston, Massachusetts

For the past several years, leaders from national and international experiential education organizations have been getting together to discuss issues in the field, collaboration, and upcoming projects/events. Last year, Lynn Lyford, Northeastern, and Paul Stonley, WACE/NCCE, hosted the summit in Boston. The leaders discussed topics ranging from training and development to research.

Marjorie Apel, CEIA President, and Anita Todd, CEIA President-Elect, met with heads of WACE, NCCE, ACCE, CED, NSEE, and CAFCE. There they shared what each association is doing, discussed common areas of interest and developed a plan to work together on projects of interest to all:

- sending information to colleges including those with graduate programs about Cooperative Education and Internships;
- researching information about learning outcomes;
- marketing and promoting the *Journal of Cooperative Education and Internships*; and
- organizing and compiling a central calendar for our organizations.



Sonya Horsburgh, CAFCE, Anita Todd, CEIA, Helen Oloroso, ASEE/CED, Tom Akins, ACCE, Michelle Lennox, WACE, Frank Schettino, NCCE, Al Cabral, NSEE, Margie Apel, CEIA, Lynn Lyford, CEIA, Paul Stonley, WACE/NCCE

## Join Us In Congratulating CEIA Members Who Received Honors In Other Organizations...



Luther Epting, Mississippi State, was honored as an ASEE Fellow.

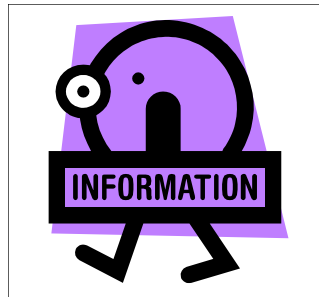


Maureen Barcic, University of Pittsburgh, received the Alvah K. Borman Award from ASEE/CED.

## CEIA WEBSITE—DOWNLOADABLE RESOURCES

The CEIA website has a “members only” login that allows members access to lists, tools and resources that have been supplied by CEIA and CEIA members.

To login, simply type your email address and then use your last name as your password.



*Check out the  
CEIA website  
“members  
only”  
section!*

### Current resources:

#### Membership Directories/ Agreements

Hold Harmless Agreement  
Internship Affiliation Agreement

#### Administration Success Tools—Faculty, Staff, Re- cruiters, Program Adminis- trators

(e.g., Faculty Coordinator Handbook; Finding Funding; Marketing Co-op; A Quality Internship Program)

#### Student Success Tools (e.g., Interview Skills; Job Shadow-

ing Q & A; Developing Personal Networks)

#### Employer Success Tools (e.g., employer guides; mentor guides; benchmarking study; tips for a winning internship program)

#### CEIA Program Network Resources (2-year Program Resource Guide and Internship Program Resource Guide)

If you would like to submit items to be included in the Downloadable Forms, please email them to Deborah Dobbs: [info@ceiainc.org](mailto:info@ceiainc.org)

## HAVE YOU CHECKED OUT THE JOURNAL OF COOPERATIVE EDUCATION AND INTERNSHIPS?

CEIA in partnership with WACE (World Association for Cooperative Education) has been operating the on-line version of the *Journal of Cooperative Education and Internships* since May 2004! Here is what is in store for you on-line:

- **The current volume which simultaneously runs two issues, one for research and one for theory/practice**
- **An archive that contains all of the articles published in the Journal from Volume 1 to 41.** Members and subscribers can use the search function to locate article abstracts and then view or download the PDF file.
- **A proceedings section allows us to present materials from international, national, regional and state cooperative education and internship conferences and workshops as well as materials from other organizations that are pertinent to work integrated**

learning.

- **On-line Journal manuscript submission section.** As a member, log in to the *Journal*, and all of your contact information will automatically populate the submission form. You supply the rest of the information regarding the manuscript you are submitting, and submit it on-line.

Our goal is to become **the single, respected depository of cooperative education and internship resources in the world.** So, go take a look and if you have any questions, or suggestions, feel free to contact Phil Gardner, our senior editor.

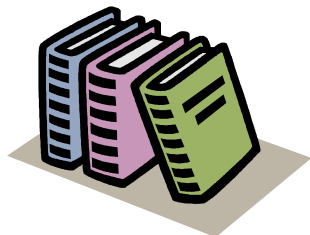
The success of the *Journal* depends on the willingness of members and subscribers to volunteer to assist in journal operations. Our goal is to have a 45-day turn around on manuscript reviews. To achieve this target **we need volunteers willing to serve as reviewers.**

We have two categories of reviewers.

**Research reviewers** should have knowledge of research methods, hypothesis development, and statistical methods and applications (qualitative and quantitative). Having published research focused papers would be a plus. When you volunteer please indicate type of research you are interested in reviewing: co-op or internship (or both) and qualitative or quantitative (or both).

**Reviewers of theory and practice** articles should have a sound understanding of the basic principles underlying work integrated learning, be knowledgeable of current trends in the workplace and in college learning environments, and able to see logical connections between work and learning.

**Interested? Please email Phil Gardner: [gardnerp@msu.edu](mailto:gardnerp@msu.edu) to express your willingness to serve.**



*Check out the  
Journal of  
Cooperative  
Education &  
Internships!  
Click here:*

[www.ceiainc.org/journal](http://www.ceiainc.org/journal)

## CEIA RESEARCH GRANTS - 2007

The Cooperative Education and Internship Association has established grant funds of \$6,000 to support research. It is expected that two or three grants will be awarded depending on the quality and quantity of proposals submitted.

**Application deadline:**  
**March 1, 2007**

Funds are expected to be available June 1, 2007.

Applicants do not have to be members of CEIA to apply.

For further details and application information, go to <http://ceiainc.org>

Additional inquiries may be sent to Ray Easterlin, CEIA VP for Research: [<easterlin@mail.utexas.edu>](mailto:easterlin@mail.utexas.edu)



CEIA sponsors research!

## CEIA REGION 4 UPDATE

The official organization name recorded with the IRS as of February 17, 2006, is the *Midwest Cooperative Education and Internship Association* (MCEIA).

- An Ad-Hoc Committee of the MCEIA Board of Governor's proposed changes to the MCEIA Constitution and By-Laws to reflect the current organization and it's activities. These were reviewed by the BOG and will be sent out to the membership for final approval within the upcoming months.
- Planning has begun for the 2007 MCEIA Annual Conference. Jean Spahr, MCEIA President will be working with the conference chair to develop a great conference program. The *2008 Annual Conference* will be held in Michigan to celebrate the 25<sup>th</sup> anniversary of the Michigan Council for Internships and Cooperative Education.
- MCEIA current membership is at 174 members. Lifetime Membership was granted to Phil Lavender from Kettering University who will retire in July 2006, Doug Davis retired from

Northern Illinois University and Ron Nilsson retired from The College of DuPage

- **MCEIA Research Grant Proposal** deadline is approaching. Proposals must be received by May 1, 2007. MCEIA awards funding of up to \$1,500 to applicants interested in conducting research in our profession. Collaborative and team approaches are particularly welcome. Application form and research guidelines are available on the MCEIA website: <http://www.mcela.org/grants.html>. Grant recipients will be announced at the 2007 fall conference. The 2006 MCEIA Research award winners presented their results at the conference held in Schaumburg, IL last fall: Bill Jacobson, University of Wisconsin-Eau Claire; and Peter Bartlett, University of Cincinnati.
- The MCEIA Board approved a new *Annual Best Practices Award*.
- The 2006 MCEIA Annual Conference hosted two pre-conference workshops: *Nuts and Bolts*, and *Mid-Career Issues: Developing Faculty Relationships and Support*

for *Co-op Internships* offered by CEIA – National Academy for Work Integrated Learning (NAWIL).

- The *2007 MCEIA Annual Conference* will be held at the Adam's Mark Hotel in St. Louis, Missouri, November 4-7, 2007.

Check for MCEIA conference details:

<http://www.mceia.org/>

Submitted by:

Bob Penkala, CEIA Region 4 Vice President and Director, Counseling and Career Services, Macomb Community College

### Are you an international member of CEIA?

Join the Region 8 listserv and share your best practices or questions with other international members.

Contact Karen Reimer, VP  
Region 8 at  
[kreimer@uoguelph.ca](mailto:kreimer@uoguelph.ca)



## MID-ATLANTIC CO-OP EDUCATION & INTERNSHIP CONFERENCE—REGION 2

Sunny skies, warm temperatures, and gentle waves greeted conference attendees at beautiful Rehoboth Beach, Delaware for the annual *Mid-Atlantic Cooperative Education and Internship Conference* hosted by Region 2. On September 26-28, 2006, co-op and internship professionals gathered from Delaware, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia, and the District of Columbia for

two days of professional development, networking, and a little fun (as in sunglasses, pizza, and sand between your toes). The conference was held at the Atlantic Sands Hotel and Conference Center directly on the boardwalk and oceanfront.

Highlights of the conference included a keynote address from Peter J. Franks, currently Drexel University's Executive Director and Associate Vice Provost, and formerly the head of the National Commission and WACE. Peter's address, focusing on international co-op and globalizing trends was very well received. Other highlights included a session on outcomes assessment by Al Foderaro, prior CEIA President, and Denise Schmidt of the County College of Morris (NJ)

and an all day *Experienced Persons* roundtable discussion led by Carol Rutgers, of Rutgers University.

Responses from attendees were so enthusiastic that plans are to hold the **2007 Mid-Atlantic Cooperative Education and Internship Conference** at the same location, **Sept. 25-27, 2007!** Contact Kathleen Kennedy of Monmouth University, the Conference Chair, for more information or to join her conference planning committee:

<kkennedy@monmouth.edu>

Submitted by: Dr. Randy Poole, CEIA VP for Region 2, and Director, Center for Work-Based Learning, Prince George's Community College



**Atlantic Sands Hotel and Conference Cen-**

## REGION 7-WEST



Scenic Oregon was the location for a one-day *Professional Development Workshop* hosted at Clackamas Community College, on November 3, 2006.

The one-day event was a *Best Practices in Cooperative Education/Legal Issues* workshop, sponsored by the National Academy for Work-Integrated Learning (NAWIL) of the Cooperative Education and Internship Association (CEIA), the Work Experience Coordinators of Oregon (WECO), and the Northwest Career Educators and Employers Association (NCEEA).

NAWIL trainer and CEIA past president, Dr. Marty Ford of Brandeis University presented the morning session on Legal Issues and Risk Management. The afternoon sessions focused on Best Practices topics: Marketing Best Practices; Centralized/Decentralized Cooperative Education Models; Employer Panel - Internship Best Practices from an Employer's Perspective; Connecting with High Schools, Community Colleges, and Employers; and Standards and State Guidelines for Internships.

The one-day workshop was attended by practitioners in Cooperative Education, Cooperative Work Experience, Internships, Work-Based Learning, Service Learning, Career Services, and Work Site Supervisors and Employers. See the *Work Experience Coordinators of Oregon website*:

[www.weco-online.org](http://www.weco-online.org)

Submitted by:  
Andrea Newton, CEIA VP for Region 7 (West) and Division Chair, Cooperative Education Lane Community College

CEIA BOARD

ELECTION

BALLOTS

ARE COMING

SOON!

# NAWIL NEWS: CEIA National Academy for Work Integrated Learning

Barbara Gregory, CEIA VP for Professional Development

Associate Director/Academic Internship Coordinator/Amica Center for Career Education, Bryant University



## *Reach Your Peak* Cooperative Education and Internship Training

7th Annual NAWIL Summer Institute

June 6-9, 2007

Beaver Run Resort and Conference Center

(2 blocks from Breckenridge, Colorado)

*For further details on NAWIL programs, contact:*

**Barbara Gregory** <[bgregory@bryant.edu](mailto:bgregory@bryant.edu)>



### **Breckenridge, Colorado:**

Established in the 1800's, Breckenridge is over 140 years old. Originally a mining haven for gold and silver, the town still reflects a quaint Victorian atmosphere with shops, boutiques and restaurants lining Main Street. ▼



Join us for the wonderful training program planned for this year!

The NAWIL summer institute will be jam-packed with information examining internship and cooperative education programs and discussions regarding improvements or enhancements that can be applied to participants' institutions.



In 2006, practitioners from sixteen colleges and universities gathered to learn and discuss current trends and practices in work integrated learning and implications for change. Plan to be a part of the 2007 training located in Colorado!





## CEIA SURVEY OF THE PROFESSION IS COMING YOUR WAY...

Ray Easterlin, the CEIA VP for Research and Surveys is finalizing an on-line survey of our members. Deborah Dobbs will be emailing the survey to all CEIA members soon.

Please take the time to complete the survey and submit it. You will be able to start the survey and stop if needed (it will save whatever you have done) due to interruptions.

The data from the survey is desperately needed! Join together to provide your colleagues the opportunity to update the facts and statistics about our field.

### Deborah Dobbs, CAE, CMP

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*Terry Maiwurm, was driving through Massillon, Ohio and came across this hall sign and could not resist snapping a photo.*

## COLLEGE LEARNING AND THE NEW GLOBAL CENTURY: LIBERAL EDUCATION AND AMERICA'S PROMISE

### CEIA

#### President's Newsbrief

January 2007

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You may want to take a quick look at a new report which just came out on *College Learning and the New Global Century: Liberal Education & America's Promise*.

If you subscribe to the Internship Listserv coordinated by Mike True, you are already aware of it. The report, from the National Leadership Council of AAC&U, is very comprehensive as it applies to higher education. It also includes field-based learning in the recommendations.

Review especially pages 35

through 37 which directly apply to our field. Under Principle Five, Recommendation 9 (page 37), it states:

***"The National Leadership Council recommends that every student engage in some form of field-based learning and that faculty and staff create opportunities (reflective forums) for students to learn collaboratively and systematically from their field-based experiences."***

Specifically mentioned under Principle Five are cooperative education, internships, service-learning, and community-based research.

If you are interested in reading more, the link is:

[http://www.aacu.org/advocacy/leap/documents/GlobalCentury\\_final.pdf](http://www.aacu.org/advocacy/leap/documents/GlobalCentury_final.pdf)

Submitted by:

Dr. Randy Poole, CEIA VP  
Region 2 and Director, The  
Center for Work-Based  
Learning, Prince George's  
Community College





2007 Co-op Education & Internship Association Annual Conference

*Raise Your Academic Stakes*  
March 25-27, 2007, Sun.-Tues.  
DoubleTree Hotel  
Dallas-Campbell Centre, Dallas, Texas

EARLY BIRD REGISTRATION THROUGH 1/31/07

- Some workshop topics:**
- Co-op Education and Internship Program Development and Management
  - Technology (Program Management, Assessment, etc.)
  - Learning Outcomes and Assessment
  - International Experiential Education Programs
  - Working with International Students
  - Behavior-based Interviewing
  - Directors and Managers - Strategies and Operational Best Practices
  - Employer Relationships
  - Legal Issues

Join us for a Texas buffet at Southfork !  
For more info: <http://www.ceiainc.org/Conference>



## 2007 CEIA Conference Programs

### **Training an Unprepared Workforce: The Technological Isolation of the iPod Generation**

Rodney Miller, Director of Employee Development, FPL

### **Teaching Students a Process of Reflection: A Model for Increasing Practice-Based Learning Outcomes during Experiential Education**

Lorna Hayward, Ed.D, MPH, PT; Associate Professor, Northeastern University

### **Ethiopia: A Lesson in Collaboration for Academic, Career and Economic Development**

Yolanda Burt, Assistant Director, Paul Klein, Director, Career Services Center, Cleveland State University

### **Coming Soon to your Campus: Disabled Students Seeking Job Preparedness. Are you Ready?**

Sue Dolan, Andrea Feld-Brockett and Linda Romero-Smith, Cincinnati State Technical and Community College

### **The Power of Stories: Using Narrative Structures to Teach Behavioral-Based Interviewing and Professional Behavior**

Scott Weighart, Senior Coordinator of Cooperative Education, Northeastern University, Boston, MA

### **The Perfect Texas Two Step: Co-op and Curricular Reform**

Cheryl Cates, Associate Director, Pedagogic Development, University of Cincinnati

### **Online Discussions for Co-op Students: Merging Theory and Practice**

Dr. Nancy Murray, Associate Professor, University of Wisconsin-Stout

### **Mentoring as a Strategy in Higher Education and Training**

BJ Henning, Tshwane University of Technology

### **Is the Student the Only Benefactor of Experiential Education?**

Marilyn Mayo, Program Manager, Cooperative Education/Internship Education, IBM, Patti Jones, Co-op Director, College of Arts, Sciences, and Letters, University of Michigan, Dearborn

### **Expanding Learning Beyond the Workplace: Place Based Education as an Aspect of Co-op**

Kathleen C. Scheltens, Associate Professor, Susan Eklund-Leen, Associate Professor, Center for Cooperative Education, Antioch College

### **To do or not to do Co-op, Impact on expected graduation date and benefits? Those are the questions!!!**

Ellen rios de Acaron, Director, Engineering COOP Program, Dr. Sonai Bartolomei, Assoc. Dean of Academic Affairs, Univ. of Puerto Rico Mayaguez

### **Connected Learning in Co-operative Education**

Jeela Jones, Professional Development Coordinator, University of Ottawa

### **Multimedia Portfolios Documentation of Internship Experience**

Kathleen M. Setzer and Carolyn G. Opher, School to Career Counselors, Catonsville High School, Catonsville, MD – Baltimore County Public Schools

### **Implementing a Corporate University Relations Program**

Tammy Baldwin, University Relations Coordinator, Schweitzer Engineering Laboratories

### **High Stakes Learning! Developing Career Resiliency through Co-op and Internships**

Aleen Fujimoto-Ikuma, Assistant Director/Co-op Coordinator, University of Hawaii at Manoa

### **Comprehensive Experiential Learning Centers: Benefits and Challenges**

Sheri Dressler, Director of Experiential Learning, University of Central Florida

### **Raising the Stakes on Assessment: Setting High Standards for Your Organizations' Performance**

Jody Queen-Hubert, Executive Director, Pace University

### **The transition from post-secondary education to the labor market: The Role of Cooperative Education**

Dr. Maureen Drysdale, Assistant Professor of Psychology and Associate with WatCACE, University of Waterloo/St.Jerome

## 2007 CEIA Conference Programs (continued)

### **Advancing an Experiential Education Agenda**

Jacqueline Chaffin, Director, Reesa Greenwald, Associate Director, The Career Center, Seton Hall University

### **Cooperative Engineering Education: Developing a Professional Identity**

Amy Radford-Popp, Academic Advisor, Michigan State University

### **Academic Internship Program Development-Connecting Faculty, Online Learning, and the Traditional Classroom**

Cherie Lynch, Director, Internship Program, Endicott College

### **The “Ayes” of a Disney Pirate: Internships and Innovation through International Partnership Programs**

Kent Phillips, Faculty Relations and New Market Development, WDW

### **When Accountability Raises the Stakes, Make Assessment Your Wild Card**

Al Foderaro, Director and Denise Schmidt, Associate Director, Career Services & Cooperative Education, Community College of Morris

### **Merging Theory and Practice for Online Learners**

Kristen Betts, PhD, Assistant Professor/Director, Phyllis H. Lewis, Ph.D. J.D., Higher Education Program, Drexel University

### **The Three Commandments: Preparing for the Challenges and Rewards of Internships Abroad**

Meagan Basilius, Director of Internships/UK, and Kate Moore, EUSA – European Study Abroad

### **The Role of Labour Unions in Cooperative Education: A South African Higher Education Perspective**

Paul M. Maminza, Regional Academic Manager, University of South Africa

### **The Importance of Student Entry and Socialization in the Workplace for a Successful Coop/Internship Program**

Chris Plouff, Director, Career Services, Grand Valley State University, Allendale, MI

### **Use of Small Groups in Reflection of Co-op/Internship Experiences**

Pam Herrmann, Director, Cooperative Education and Internship Programs, Virginia Tech, Blacksburg, VA

### **Mentoring in Cooperative Education**

Matt Fifolt, Assistant Director of Experiential Education, Career Services, University of Alabama at Birmingham

### **Professional Development Papers/ Merging Theory and Practice**

Roberta Magarrell, Director, School of Family Life Internship Program, Brigham Young University

### **International Students and Internships – University of Texas Makes it Work!!**

Lisa Garza, Assistant Director and Meg Morgan, International Student Advisor, The University of Texas at Dallas

### **Helping Students Succeed on Co-op**

David Snow, Erica Hubbard, Regan McGarvey, Cooperative Education Coordinators, Drexel University

### **The Chicken or the Egg Affair: Promoting Co-ops to Transfer Students**

Lydia Gober

### **Crossover in the Workplace**

Jaye Girouard, Co-op/Internship Manager for EMG/PVE Divisions, Intel Corporation, Hudson, MA

**Remember to register by January 31, 2007, to get the Early Bird rate.  
Review the Conference brochure on the following pages.**

**For more info: <http://www.ceiainc.org/Conference>**

# CEIA 2007 Annual Professional Development Conference

## Raise Your Academic Stakes! • March 25 - 27, 2007

### Doubletree Campbell Centre - Dallas, Texas

Presented by the Cooperative Education & Internship Association



#### **Register Early! Register TODAY!**

Conference attendees who take advantage of early conference registration rates save money! The early registration deadline is January 31, 2007. After that date, conference registration fees go up by \$50. A Conference Registration form is enclosed. For your convenience you can register online with a credit card. No P.O.s can be processed by CEIA.

#### **Workshops with Definite Take-Away Value**

The conference program committee has created a great set of professional development opportunities that will meet your needs and interests. Workshop sessions are always the strongest part of a CEIA conference and you will leave Dallas with many new ideas and a network of outstanding colleagues to stay in touch with throughout the year. Check the conference web page: [www.ceiainc.org/conference](http://www.ceiainc.org/conference) for workshop details and updates.

#### **Pay Your 2007 Membership When You Register**

Do two things at once! The Conference Registration Form has a section where you can join as a new member or renew a continuing membership...all at the same time.

#### **Hotel Reservations**

Make your hotel room reservations ahead of the cutoff date to secure the CEIA Conference Rate at the Doubletree Hotel Campbell Centre at \$90 single/double per night. Taxes are 15%. The reservation deadline is March 5, 2005 to get this rate. If the room block is filled before that date, the rate will be gone. Rates are guaranteed only up until that date but once filled, no more rooms will be available at that price. Rooms with 2 doubles fill first! **The CEIA Group Convention Code is: CEI.** This is important as there is another conference in the hotel with a similar name. Make phone reservations by calling **214-691-8700**. Online reservations can be made at <http://www.hilton.com> Be sure and check the Doubletree requirements around arrival times and cancellation.

#### **Air & Ground Transportation and Parking**

**Pick an Airport!** Love Field is the closest to the hotel; DFW is 45 minutes from the hotel. Southwest Airlines flies into Love Field. The Doubletree Hotel does not have an airport shuttle. Private shuttle service, with special discount, is being negotiated from City Shuttle. More on this later.

**Parking:** Easy, no-cost parking is available onsite.



# CEIA 2007 Professional Development Conference

## General & Schedule Information



### **Is This Your First CEIA Conference?**

On Sunday afternoon, just prior to the Regional Meetings, everyone that is new to CEIA is welcome to attend the “Newcomers’ Welcome”. This is a great way to meet the Board of Directors, some of the ‘old timers’, as well as other new conference attendees like yourself. Plan to be there!

### **Committee & Editorial Board Meetings**

Time will be scheduled on Sunday afternoon for CEIA Standing Committees to meet. Committee Chairs will be in contact with committee members.

### **Program Network Meetings**

On Sunday afternoon and throughout the conference, you are invited to meet with your Program Network to get acquainted, to renew connections, to share ideas, and to search for suggestions as to how your network(s) can better meet your needs. Program networks are a way for members to connect with peers and to be represented on the Board of Directors. Program Network meetings will be facilitated by each Network Vice President. Not yet a member of a Program Network? There are four and you can affiliate with one or more: the Two-Year College Network, the Cooperative Education Network, the Internship Network, and the Employer Network. To affiliate with the network(s) of your choice prior to the Conference, go online at [www.ceiainc.org](http://www.ceiainc.org) and go to your member info. Add a Network to your profile there. Or send an email to [info@ceiainc.org](mailto:info@ceiainc.org) with your preference and we will add it.

### **Annual Association Business Meeting**

CEIA’s Annual Business Meeting will be held on Tuesday morning during breakfast. Please plan to be there for the official report from the Board of Directors to the membership.

### **Call for Volunteers**

A CEIA conference runs on volunteer power! Being an on-site conference volunteer is a fun way to meet people, to see who’s who and to feel connected. How can you help? Would you like to help at the Registration Desk? Help with Door Prize drawings? Help seat people at meal functions? Be a dinner group facilitator for Monday night? Contact the CEIA office at [info@ceiainc.org](mailto:info@ceiainc.org) and let them know what you’d like to do.

### **Door Prizes**

We have a lot of fun during the conference drawing names for door prizes. Where do the door prizes come from? That’s right! You! Everyone is invited to bring something valued at least \$30 and add to the fun! Bring door prize items with you to the conference and turn them in at the Registration Desk. If you have questions or have a major donation, like a laptop computer, a PDA, or a vacation package..contact Deborah at the CEIA office.  
Phone: 800-824-0449 or email [info@ceiainc.org](mailto:info@ceiainc.org)

### **Shopping, Dining & Attractions**

Plan to arrive before the conference and/or stay after. Bring your family. There is so much to do and see in the Dallas area! See the “Shopping, Dining & Attractions” section on the conference web page for more information.  
[www.ceiainc.org/conference](http://www.ceiainc.org/conference)

#### **Conference Chair**

Anita Todd  
University of Cincinnati  
[toddaa@ucmail.uc.edu](mailto:toddaa@ucmail.uc.edu)

#### **CEIA Administrative Office**

16 Santa Ana Place  
Walnut Creek, CA 94598  
800-824-0449; fax 925-906-0922  
Email: [info@ceiainc.org](mailto:info@ceiainc.org)  
Deborah Dobbs, CAE



[www.ceiainc.org/conference](http://www.ceiainc.org/conference)

# CEIA 2007 Professional Development Conference

## General & Schedule Information

### Conference Attire

Please be comfortable. Casual is great. After all, we're in Texas! For Monday night, wear your jeans and any Western wear you have in your closet. But remember that often hotel meeting rooms can be cool; bring a sweater or jacket. The Awards Banquet on Tuesday evening will be business attire.

### Conference Exhibitors, Ads in the Program and Sponsorship Opportunities

Promote your company or institution's program while supporting the success of the conference. In addition to being the major professional development activity each year, CEIA depends on the annual conference as a major source of revenue to maintain the Association and keep your dues low. The more companies and institutions contribute by placing ads in the program, making cash donations to offset conference expense items, or providing in-kind support, the better CEIA can support all of its members. Review the various sponsorship options and decide how your organization can get involved. See additional conference support details in this brochure.

### Be An Exhibitor!

Promote your company or institution directly to the attendees by being one of our exhibitors! The exhibit hall hosts all the breaks and is open all day. See the sign-up form in this brochure.

- **\$800 Exhibitor (full participant)** - Draped exhibit table; full-page ad in printed conference program; conference registration for one representative and a complimentary 2007 organizational (3 people) membership.
- **\$500 - Exhibitor Table Only** - Draped exhibit table and half-page ad in printed conference program.

## Workshop Information

Here is just a sampling of the workshops being offered in Dallas: Continue to check [www.ceiainc.org/](http://www.ceiainc.org/) conference for the latest workshop offerings and their timing.

***The Research Methodology in Cooperative Education & Internships***  
***Training an Unprepared Workforce: The Technological Isolation of the iPod Generation***  
***The Perfect Texas Two Step: Co-op and Curricular Reform***  
***The Development of Multimedia Portfolios to Document Experiential Learning***  
***High Stakes Learning! Developing Career Resiliency through Co-op & Internships***  
***Raising the Stakes on Assessment: Setting High Standards for Your Organization's Performance***

And just for fun, on Monday night.....

### **We're Going to Southfork! Remember "Who Shot J.R.?"**

No visit to Dallas is complete without visiting the legendary Southfork Ranch. For thirteen years, television sets were tuned into 356 episodes of *Dallas*, one of the longest running series in television history. Viewers made themselves home at Southfork, the ranch the Ewings called home and where the world was a weekly guest. Today, Southfork continues to welcome visitors from around the world, who come to see where *Dallas* was filmed and to experience the lifestyle made famous by the Ewings. CEIA Conference attendees will be bussed out to the Ranch, where we will get a private tour of the famed Ewing Mansion and re-live exciting moments from the series in the "Dallas Legends" exhibit. We will see the gun that shot J.R., Lucy's wedding dress, the Dallas Family Tree, and Jock's Lincoln Continental and then be treated to our own private buffet dinner, line dancing lessons and more Texas-sized surprises!



[www.ceiainc.org/conference](http://www.ceiainc.org/conference)



**CEIA Annual Conference  
Raise Your Academic  
Stakes!  
March 25-27, 2007**

**Questions:**

Contact Deborah at CEIA at  
800-824-0449 or 925-947-5581

**Hotel Reservations**

Doubletree Hotel at Campbell Centre  
Dallas, Texas

**Make Reservations by Phone or  
Online!** 214-691-8700 or  
www.hilton.com. **Use Conference  
Code CEI.** Be sure and check the  
Doubletree requirements around arrival  
times and cancellation.

**Conference Rate: \$90 single/  
double** per night (tax rate 15%)

**Rooms:** Rooms with king beds and 2  
double beds have been blocked. Make  
your reservations early. **Rate available  
until room block is filled or before  
cut-off date of March 5, 2007**

**Parking:** Easy, no-cost parking  
on site.

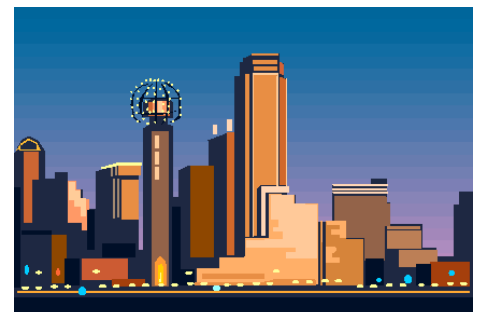
**Air Travel:** Love field is the closest to  
the hotel; DFW is 45 minutes from the  
hotel. Southwest uses Love Field.  
Shuttle service, with special discount, is  
being negotiated from City Shuttle. More  
on this later.

**Cancellation/Refund Policy**

All requests for refunds must be  
submitted in writing by **2/25/07**. No  
refunds will be issued after that date.  
A \$75 fee will be charged on all  
cancellations. Refunds will be  
processed after the conference.

**Special Accommodations & ASL  
Interpreters:**

If you require special  
accommodations to fully participate in  
this conference, please attach a written  
description of your needs and fax it to  
the CEIA office by March 1.  
925-906-0922



**Cooperative Education & Internship Association, Inc.  
2007 Annual Conference - March 25-27, 2007  
Doubletree Hotel at Campbell Centre • Dallas, Texas**

**Conference Registration**

Please print - One registrant per form - photocopy for multiple registrations

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Title \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Program/Department \_\_\_\_\_

Institution/Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ St. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email (please print carefully) \_\_\_\_\_ Vegetarian? \_\_\_\_\_

**Tell Us About You! What is your position type/status?** *Staff Mgmt Faculty*  
**First CEIA Conference?** *Y N* **Would you consider yourself** *New in the field? A veteran?*  
**Where Do You Work?** (circle 1) *2 yr college Public 4 yr Private 4 yr Priv./Gov Employer*  
**Type of Programs you work with?** (circle all that apply)  
*Coop Education Internships Career Services Service Learning Other*

**Conferences Fees - Member is defined as a paid member of CEIA or TxCEIA**

**Conference Registration includes:** ONE admission to Conference general sessions and workshops, plus all meals noted on the agenda. **Non-mbr rate includes** the same plus a promotional individual membership, good through Dec. 31, 2007, for new members only.

|  | CEIA/TxCEIA Mb | Non-Mbr |       |
|--|----------------|---------|-------|
| <b>Early Bird Rate</b> , postmarked prior to 1/31, 2007      | \$325          | \$475   | _____ |
| <b>Regular Rate</b> , postmarked between 2/1 and 2/28        | \$375          | \$525   | _____ |
| <b>Late Rate &amp; At The Door</b> , postmarked 3/1 or after | \$425          | \$575   | _____ |
| <b>One-Day Rate</b> (not available for multiple days)        | \$230          | \$300   | _____ |

Circle One: Monday Tuesday  
 Check your membership status by calling 800-824-0449.  
 Get a renewal form at www.ceiainc.org

**Total Enclosed** \_\_\_\_\_

**Extra Meal/Event Tickets available by calling the office at 800-824-0449.**

**Payment Options**

Full payment by check or credit card must accompany conference registration form.

**Sorry, no Purchase Orders. Do them internally and send the check to us.**

**CEIA's FIN # 23-7025155**

\_\_\_ Check enclosed - make payable to CEIA, Inc, drawn on US banks in US funds.

\_\_\_ MasterCard/VISA Card # \_\_\_\_\_ Exp date: \_\_\_\_\_

Name on card: \_\_\_\_\_

**Mail Form with payment to:  
CEIA, 16 Santa Ana Place, Walnut Creek, CA 94598  
Credit Card Registrations may be faxed to: 925-906-0922**



**CEIA 2007 Annual Conference  
Sponsorship & Advertising Form  
*Raise Your Academic Stakes!*  
March 25 - 27, 2007  
Doubletree Hotel Campbell Centre  
Dallas, Texas**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_  
Title \_\_\_\_\_ Nickname for Badge \_\_\_\_\_  
Institution/Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ St. \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email (please print carefully) \_\_\_\_\_

**Circle Your Choice**

**Sign Us Up As A Conference Sponsor! I will send my .tiff format full-page ad copy to TODDAA@UCMAIL.UC.EDU by 2/15/07**

**\$4,000 & above Gold Package** - includes 3 memberships & 3 full conference registrations (submit names & contact information with form on reverse side), draped Exhibitor table, full-page ad in program, company name listed in program literature, acknowledgment at event.

**\$3,000 - 3,999 Silver Package** - includes 2 memberships & 2 full conference registrations (submit names & contact information with form on reverse side), draped Exhibitor table, half-page ad in program, company name listed in program literature, acknowledgment at event.

**\$1,000 - 2,999 Bronze Package** - includes 1 membership & 1 full conference registration (submit names & contact information with form on reverse side), draped Exhibitor table, quarter-page ad in program, company name listed in program literature, acknowledgment at event.

**Sign Us Up As Event Sponsors! Sponsorships acknowledged in the conference program and with a sign at the event.**

- |   |   |
|---|---|
| <b>\$10,000</b> Sunday Evening President's Opening Reception            | <b>\$5,000</b> Monday's Breakfast & Welcome Ceremony        |
| <b>\$8,000</b> Monday's Lunch & Texas Co-op Ed. Association Recognition | <b>\$5,000</b> Tuesday's Breakfast & Business Mtg           |
| <b>\$8,000</b> Tuesday UC Luncheon                                      | <b>\$15,000</b> Tuesday Gala Awards Reception & Banquet     |
| <b>\$1,000</b> One Monday Networking Break (Two scheduled)              | <b>\$1,000</b> One Tuesday Networking Break (Two scheduled) |
| <b>\$2,000</b> Production & Printing of Proceedings                     | <b>\$500</b> Attendee gifts, door prizes, etc.              |

**Place Our Ad in the Conference Program! I will send my .tiff format full-page ad copy to TODDAA@UCMAIL.UC.EDU by 2/15/07**

- |   |  |
|---|--|
| <b>\$500</b> - Back cover full-page ad (7 1/4" x 9 1/2")        | <b>\$300</b> - Inside front cover full-page ad (7 1/4" x 9 1/2") |
| <b>\$300</b> - Inside back cover full-page ad (7 1/4" x 9 1/2") | <b>\$250</b> - Full-page ad (7 1/4" x 9 1/2")                    |
| <b>\$150</b> - Half-page ad (7 1/4" x 4 3/4")                   | <b>\$75</b> - Quarter-page ad (3 1/2" x 4 3/4")                  |

**EXHIBITOR TABLE INFORMATION can be found on the CEIA website at [www.ceiainc.org](http://www.ceiainc.org) including exhibit hours, costs, and logistics. Contact Deborah at the CEIA office for more information. 800-824-0449**

**Payment MUST Accompany this form. No PO's can be accepted. FIN 23-7025155**

\_\_\_\_\_ **Check enclosed** (Checks must be drawn in US funds on US banks.)

\_\_\_\_\_ **Credit Card** - circle one MasterCard VISA Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Mail Form with payment to:  
CEIA, 16 Santa Ana Place, Walnut Creek, CA 94598  
Credit Card Registrations may be faxed to: 925-906-0922**

