



## New Employees



Welcome to **Janene Wilkey** who is the new **Command Spanish®** specialist and **Karen Jensen** who has joined the **Conferences & Workshops** team as a Program Coordinator.



The School of Continuing Education and Wasatch Campus shared a booth at the Wasatch and Summit County fairs during August. A drawing for a free iPod was held at each fair. Our lucky winners were **Teresa Segura** and **Crystal Clark**. Congratulations, enjoy your new iPods!!!

## Did You Know?

**Conferences & Workshops** facilitated 74 events in 2006-2007 with 80,957 participant hours!

## Whats Been Happening

**Elderhostel** had a very successful summer with “intergenerational” programs, where Elderhostel participants bring one or two of their grandchildren between the ages of 8-12. The most successful intergenerational program was “Rocky Mountain Adventure” with 328 participants. It was so successful the National Elderhostel office in Boston requested an additional week every summer in the future.



## **Win \$20 off any Community Education class!**

Guess the number of Contractor Continuing Education students since 2006.

Hint: The number is between 800 and 900.

Call 863-8798 or send your guess to: [fagerje@uvsc.edu](mailto:fagerje@uvsc.edu). The winner will be named in the next newsletter.

## Program Positives

The School of Continuing Education now offers a course to help those wishing to advance their human resource careers. HR Professionals wishing to earn certification as a Professional in Human Resources (PHR®) Senior Professional in Human Resources (SPHR®) can now register for the SHRM Learning System® Course.

For more information contact **Louis Allen** at 863-7429 or [allenla@uvsc.edu](mailto:allenla@uvsc.edu).





### Upcoming Events

**September 24**

Community Education classes begin

**October 9-10**

The Clothesline Project

**October 8-19**

Elderhostel Explore Utah

**October 13**

Turning Point Marriage Workshop

**October 18**

Lessons in Light-Training for mental health professionals

**October 26-29**

NACEP Concurrent Enrollment Conference

**October 30**

Mathew Sleeth, M. D.,  
Author of Serve God, Save the Planet,  
LC 243 10-11:15 am

**November 26**

Turning Point Managing Life Transition begins

**November 28**

Women in Technology

**December 2-8**

Elderhostel Ski In/Ski Out

### Trends in Marketing

*Students, both traditional and non-traditional, are the customers of education. Customers are the key to the success of any business. A business cannot succeed unless it has customers. Education cannot succeed without students. It is important to innovate customer relationships so that the business/customer relationship stays strong. Some ideas for innovating the customer experience are:*

- Map the customer's experience
- Overlay customer's expectations and needs
- Identify gaps and map the ideal state
- Align the organization

Work cited: Linda Vytlačil. "Designing an Innovative Customer Experience." 1to1 Magazine July/August 2007:46.

### Great Quotes

"Organizations can be judged ethically by the degree to which they allow and encourage or inhibit individuals within that organization to flourish and reach their potential. If we find ourselves in an organization that is not amenable to flourishing, then we can only take the advice of the Existential Philosophers such as Kierkegaard, Nietzsche, and Sartre, and create meaning for ourselves."

--David R. Keller



### We have a Winner!

**Stacie Robertson** won \$20 off a Community Education class with her guess. The actual number of hours facilitated by Conferences & Workshops was 18,272.



### Contact Us

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Campus

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### New Trends in Marketing

A lot is heard about baby boomers, but what are echo boomers? Echo boomers are the generation born between 1979 and 1989 and studies show that by 2015 they account for \$2.45 trillion in annual spending. It is going to become increasingly important to market towards echos as the baby boomers shift their spending habits to things like medical expenses and presents for the grandchildren.

Work Cited: Lifelong Learning e-News September 2007.