

CCME NEWSLETTER

January

Council of College and Military Educators

2005



COMPLIMENTARY SHUTTLE BUS SERVICE FROM AIRPORT TO HOTEL

We have arranged for **dedicated, complimentary shuttle service from the airport to the hotel on Saturday, Sunday and Monday**, to accommodate different arrival dates. There will be someone in the baggage claim area with a "CCME" sign who will direct you to the shuttle bus. Busses will be leaving **every half hour from 12:00 noon until 5:00 PM. Two more busses will depart the airport at 6:00 PM and 7:00 PM.** There will be late afternoon and evening Mardi Gras parades in the downtown hotel area **on all three days.** Early to mid-afternoon arrival in New Orleans will make your experience far more enjoyable.

We encourage symposium attendees to refrain from renting cars while in New Orleans until Wednesday. Hotel parking is expensive (\$25 a day) and downtown traffic will pose a Mardi Gras challenge through Tuesday, especially in the late afternoon and evening hours.

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From the President



With the twilight of 2004 behind us now, we look forward to the opportunities of the New Year ahead. One such opportunity is the upcoming CCME Symposium, to be held February 7th through 10th, in New Orleans. It is scheduled to take place in the downtown Marriott on Canal Street, and we are expecting more than 500 of our members to attend. Most of the planning for the agenda is complete, in spite of last minute changes. One such change, a very positive change, is the addition of Arizona Congressman Rick Renzi who is on the Committee on Veterans Affairs. He will address veterans' education issues from his congressional perspective. We think the entire agenda will be both interesting and professionally enhancing.

The conference format will be similar to that of recent years, with the kick-off reception Monday evening (February 7th) marking the official beginning. Tuesday, Wednesday and Thursday will feature both general and concurrent sessions addressing the spectrum of issues germane to voluntary education for servicemembers. This year we are increasing the number of concurrent sessions to ten because of a great response to our request for proposals. As always, Thursday evening marks the closure of our symposium at the awards banquet. The latest version of our February symposium agenda can be found at our website at www.ccmeonline.org.

You can see from the agenda that the updates from annual favorites such as Service Chiefs, ACE, SOC and DANTES are supplemented by presentations on current issues including quality control of online learning, the role of state ACMEs, veterans education initiatives and continuing trends to outsource portions of DOD's VolEd programs. All in all, this up-coming symposium should provide everyone with something of interest and, as always, the professional updates, camaraderie and networking that add to the professional development of our CCME membership.

Ed McKenney

COUNCIL OF COLLEGE AND MILITARY EDUCATORS NOMINATIONS FOR OFFICE 2005-2006

The CCME is accepting nominations for officers to serve on our executive board for the next two years. You may nominate yourself or someone else. We are looking for enthusiastic and dedicated individuals with a variety of skills who are able to commit two years to help plan up-coming conferences and to tackle issues involving military education. The offices with their duties and requirements are below:

PRESIDENT-ELECT (military educator)

- 1) Must have served a minimum of two years as either an elected or appointed member of the board.
- 2) Must be available to assume CCME leadership in the absence of the President.
- 3) Must be willing to assume responsibility for preparing the program for the up-coming 2006 conference/symposium.
- 4) Must be available to serve as President from Feb 2006-2007.

VICE-PRESIDENT (military educator):

- 1) Must have attended at least two symposiums within the past three years.
- 2) Makes hotel arrangements for the up-coming conference/symposium
- 3) Makes catering arrangement for the up-coming conference/symposium

SECRETARY

- 1) Prepares quarterly newsletters and send them by e-mail to the members.
- 2) Takes minutes of the Board meetings and send them to the Board members.

NAME: _____

TELEPHONE: _____

ADDRESS: _____

INSTITUTION OR AGENCY: _____

INSTALLATION: (IF APPLICABLE): _____

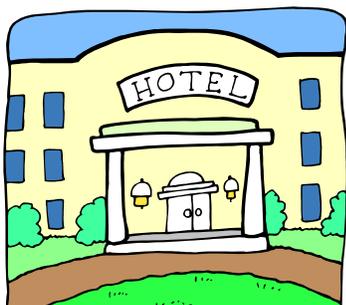
POSITION DESIRED: _____

E-MAIL ADDRESS: _____

MAIL TO: Mebane Harrison
333 D Avenue, #5
Coronado, CA 92118

E-MAIL: Mebane.Harrison@navy.mil

FAX: (619) 545-6260.



Room Reservations for February 2005 CCME Symposium at the New Orleans Marriott

To make your room reservations, we recommend you call direct to the New Orleans Marriott using the following numbers: **(800-654-3990)** or **(504-581-1000, ext.4302)**.

If you have any difficulties please contact our Marriott POC, Kimberly Mitchell at kimberly.mitchell@marriott.com.

CCME SCHOLARSHIP APPLICATION

The Council of College and Military Educators (CCME) is pleased to offer scholarships each year to service members working towards the completion of higher education degrees and certificates. All service members working on an associate, bachelor or master degrees and serving in the armed forces are eligible to apply. Each award is in the amount of \$500 and may be used for tuition, fees, books, and other expenses not covered by the student pursuing their educational goals.

Requirements to be eligible for a CCME scholarship: Attach an essay on "What has your experience been pursuing a degree while serving in the military and how a \$500 scholarship will enable you to meet your educational goals." Essays will be judged on writing skills and content. Essays should be typed, double-spaced and between two and three pages in length.

Name: _____ Rank: _____
Address: _____ Telephone: _____
_____ DSN: _____

College/University currently attending: _____
Address: _____
Degree currently seeking: _____
Number of credits left to complete degree: _____ Overall GPA: _____
Date expected for degree to be awarded: ___/___/___
Degree(s) completed and awarded: _____

Signature of ESO/College Representative: _____

Name of ESO: _____ Telephone: _____
Address: _____ DSN: _____

Name of Commanding Officer: _____
Address: _____ Telephone: _____
_____ DSN: _____

Application deadline January 15th, 2005

Mail to: Douglass Barr
Assoc. Regional Dean,
Military Base Programs
National University
11355 North Torrey Pines Road
La Jolla, CA 92037-8000

Work: (619)563-7481
Fax: (619)563-2592
EMAIL: dbarr@nu.edu

Advisory Committees on Military Education (ACMEs): Of waning value to the Department of Defense (Part Three of a Three Part Series)

**by Gary A. Woods
Director of Educational Opportunities
Department of Defense**

HEYDAY & DEMISE REVISITED

In the first two segments of this series, I covered the growth and the increased influence of the more dynamic ACMEs across the country. I noted the secrets of their success, which to a great extent, hinged on the focused interaction within the states by senior leaders from the appropriate levels of state government, the military, higher academe, as well as the involvement of the installation education services communities.

Then I dealt with the successes of that interaction, the institutionalization of the ACMEs, and next the subsequent demise of the focus and fervor that made ACMEs so successful in the first place.

In part two of this series, I concluded that, for numerous reasons, the ACMEs had lost their edge and thus their ability to make meaningful contributions to the educational well-being of military personnel and their family members. I did note though that, with focused and concerted effort, insightful and determined ACME leadership could seize the moment and turn this dynamic around.

In this particular segment, I will provide some recommendations about how this can be done. Although not a definitive roadmap, it does provide an approach that can work.

CALL OF THE PHOENIX

How does an organization, previously so effective at pulling key players together across a state to benefit the educational well being of the service member, but no longer at the top of its form, aspire to and regain the role for which it previously received the kudos and adulation of its peers, the military and many in state government? How does it come to the realization that it has lost its edge or even what it needs to do to address a need for change?

It is not easy for organizations that still believe they are fulfilling a valuable role for military education to understand that more is expected of them than merely hosting conferences, meetings or professional development sessions that draw members of higher academe, distance learning gurus, vendors, and representatives of the military education community. That cross pollination is important; but so much more is needed if the ACMEs are to once again become the vibrant cauldrons of analysis and brainstorming that helped change tuition policy in California and residency requirements in Texas.

So what can present day ACMEs do to reclaim a resurgent high ground and begin making contributions that replicate the gargantuan accomplishments of their predecessors? How can they once again make similar contributions by leveraging their experience and local contacts in their home states?

A GLIMPSE AT RESURGENCE

They can do that several ways. First, current ACME leadership could begin by consulting with previous leaders of their organizations to determine what visions, goals and objectives they had while at the helm of the organization, and finding out who helped them do it. That could potentially resurrect relevant contacts across the state and may also give current leadership some ideas about some of the issues they could still pursue to the benefit of service members and their families, not to mention the ACME and its attendant members.

Second, they could always rekindle those contacts, take a fresh look at the local educational lay of the land to determine the needs of service members stationed within their own states, and then work with leadership at all levels within their state to address and resolve inequitable educational challenges faced by those same service members and their families.

Third, they could take a closer look at what their sister organizations are doing in other states and then try to replicate those efforts, as needed, at home.

Furthermore, without much effort, ACME representatives could check with Service representatives, or even the Department of Defense, and help them address some of the challenges of the moment, or possibly meet some of the goals they have established for themselves in the education arena.

And then, state ACMEs could contact and work with a larger umbrella organization focused on helping ACME leadership learn from their peers on how to focus their efforts in gaining the access they need to provide better service to their military clientele.

START AT HOME

A leader of a state ACME recently asked me what I thought about them expanding to include neighboring states. I told the president of that ACME that expansion was not always in the best interest of their military clientele. I noted that there was really little need for an ACME to expand its reach with the thought that would better help meet the needs of the service member we are all here to serve.

ACMEs don't need to regionalize or nationalize to do that. There is plenty to do within the borders of California, Florida, Iowa, Maine, New York, Pennsylvania, South Carolina, Texas, Utah, Virginia, and Washington to keep the local ACME involved, occupied and consistently productive. They will find plenty of opportunities in their own back yards that they can address with senior decision makers in their governors mansions, state departments of education, state legislatures, and on military installations in their states.

PAST AS PROLOGUE

But where can an ACME start? First, dust off some of the old leadership of the state ACMEs. Invite former active and retired ACME officers to make a presentation at a future annual meeting about the things they did in the 'good old days', or even have them attend an ad hoc meeting arranged for the purpose of helping the ACME get a new jump-start on life. They will be flattered to be consulted and will be more than happy to help out. Wine and dine them, and have them provide current leadership an historical backdrop for the organization. They know the history of the ACME and what they helped it accomplish in their tenure. They still remember what buttons to push in which organizations within the military and state hierarchy.

One retired ACME officer, who participated in an annual meeting I attended, noted that their ACME was actually designated in state law as an official advisory panel that was required to make periodic reports to the governor about what was needed to better serve the military in the state. No one currently active in that ACME knew that; and no one knew how to go about reviving that role. But the retired officer knew.

The current leadership took notes. The old contacts of the former officer had not changed much. But even if they had changed, the bureaucrats currently in place would most likely have been able to put new ACME leadership in touch with the offices that now have responsibility for the issues relevant to the service member.

If former officers are not available to help out in this regard, the ACME's secretary or historian can look through old minutes, letters, awards and certificates, or news clippings to see what role the organization played in the past and what state organizations the ACME leadership used to work with. They can even check in-state newspaper archives for articles that covered some of the more significant contributions the ACME made in

the past. Who knows, those doing the research might come up with other ideas they can pursue and benefit their military clientele.

On the off chance that the ACME played an even more formal role as advisor to the governor of the state, the current President could assign someone proficient at working the web to scour through state documents that have been scanned into digitized state archival records. Who knows what valuable tidbits about your program they will find.

These are certainly not the only things current leadership can do to help rejuvenate a tired and exhausted organization. But, they do help prime the pump and give them a place to start.

'PLAGIARIZE'

The DoD Voluntary Education community is a small one. The leadership of one ACME knows the leadership of other ACMEs; or at least they should. If they do not, touching base with the leadership from other states is a phone call or a log in away.

That type of contact could produce wonders. You might ask, "Why do they need to interact?" On the surface of it, that may seem strange since the other ACMEs may not have the same challenges as yours. But they may have faced some of the same issues in the past and they just might be able to provide some ideas and game plans that a sister organization in another state may not have thought of.

Without doubt, the Voluntary Education community in Texas has had some unique experiences and challenges that Florida and California may not have had. And vice versa. Furthermore, Florida might just have some interesting projects on the front burner, and maybe the back burner, that South Carolina and Washington State may not have had to deal with, or thought of as potential projects and services ... until now.

Just remember, your ACME in isolation, does not have a lock on insight and inspiration. So, on the off chance that someone else may have some insight they could share, which just might help your organization with a challenge that they put behind them a long time ago, give the ACME leadership in other states a call and see if they can help out. Who knows, they just might be able to provide documentation, letters, incidental points of contact with some of their old leadership that might prove valuable in addressing an issue that your ACME is about to undertake. Take that documentation and plagiarize to your hearts content, with their concurrence of course, if that is what it takes to benefit the service member that your organization is here to serve.

USE YOUR INFLUENCE

If, after consulting retired leadership, organizational records, senior military leadership within the state, contacts within state government, heads of colleges and universities providing programs to military to personnel in the state ... if, after all that, leadership can not turn over enough new ground to add to their agenda of support, that should not be the end of their search. Leadership of state ACMEs is, or should be, well connected across the DoD education community and they should use those connections.

They should pull out their Rolodex, or tap into their electronic address books, and reach out to some of those contacts. Air Force MAJCOM directors and regional Army and Navy education leadership have challenges on their plates for which they would welcome assistance. The Service headquarters know, without much hesitation, what their short and long term challenges are. Call them; they can give you a very long laundry list of issues that your ACME may be well positioned to address.

Those contacts are something ACME leadership should have in their hip pockets at all times. Those contacts, the experience of those officers, the long-term vision of what should be on the list of things the ACME should be considering to do to help the service members, their real clientele ... should be high on the list of why they were elected in the first place. So, I encourage these leaders to reach out and solicit input from whatever source that will help them flesh out

their organization's short and long term agenda and plans.

THE SOLUTION?

There are a lot of bright people out there coordinating the efforts of the state ACMEs. Most are very dedicated; and most are challenged on many fronts. As is most likely, to compound that problem, there are not enough volunteers within their organizations willing to make the state ACMEs all they could otherwise be. As a result, ACME leadership struggles just to keep the annual or semiannual meetings they host relevant and meaningful from a professional development perspective. That does not even address the dearth of ideas the organizations are able to field that could benefit their military constituencies.

So, within the context of what I have presented in this series, what can a truly dedicated slate of ACME officers do to build an agenda that will maintain the organization's relevance? There are several solutions; some have been outlined briefly above. Productive leadership learned a long time ago how to take those suggestions and get meaningful mileage out of them. But they still need some help.

Where are they going to get that help? First, by seeking out truly dedicated professionals working in the installation education centers and institutions serving the Service members in their states. But they will need to convince young professional visionaries to get involved so they can eventually move onto greater levels of responsibility and ultimately replace the old and tired leadership. Second, they should begin working closely with ACME leaders in other states when and where they may have common challenges and goals; this can generate economies of scale that maximize the efforts and impact of a limited number of farsighted leaders. Third, they could take these occasional cooperative efforts to the next level.

ACMEs are not the only constituency-based organizations in the country that seem to be running out of meaningful goals and objectives, not to mention ideas for annual meetings. Like the ACMEs, many professional organizations operating at the national level, those focused on counselors, those dealing with continuing education, even those centered on the needs of university and college leadership are having many of the same problems that the ACMEs are confronting today.

They too are experiencing declining involvement at senior leadership levels. They too are having difficulty attracting membership. They too can not attract sufficient volunteers at the lower levels to do the work of the organization ... volunteers who, in previous years, became the leadership stock of the future. As a result, existing leadership is burned out; they have few new ideas and they are tired.

To overcome this type of burnout, and to offset the fact that they no longer seem to have the dynamism they once did, ACME leadership from nearby states could get together, brainstorm common areas of interest and challenge, and come up with a game plan that will benefit each of their organizations. ACMEs that are having problems generating meaningful agendas for or attendance at their annual meetings may well find working together quite productive. They may also want to give thought to co-sponsoring professionally-focused programs that meet the needs of the membership of and clientele in each of their states.

This just might be a way to offset dwindling participation in statewide meetings, while at the same time continuing to offer meaningful professional development opportunities for those serving our Service members where they live and work.

BLUEPRINT

So, what are the ACMEs to do within this context? What do they do after they weigh all the issues and recommendations raised in this series about the state of today's ACMEs? After they give all of this some serious thought, and after they talk it over with the officers of their state organizations, ions, then what?

After contacting other ACME leaders, after getting together to compare notes, after working common issues together, and after sponsoring joint meetings, where do they go from there? How do they develop the ideas and the synergy they need to really sustain their future? Where do they go to get the training they need to be effective dealing with state governmental agencies?

(Continued from page 5)

How can they begin to refocus on and field programs that look to the educational best interests of military serving in their states?

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Find out at the CCME conference in New Orleans in February 2005. The issues outlined here, which face all of the ACMEs across the country, will be one of the major themes of this year's agenda. The keynote address will touch on all of these issues and some of the solutions. A panel of ACME presidents will address their own particular challenges and what they have done to resolve them. The presidents and past presidents of state ACMEs will be invited to a closed session to brainstorm this issue and to come up with recommended solutions, goals and objectives. DoD will provide a vision for their consideration. The conference agenda will also include a session designed to help interested representatives from the states that do not have ACMEs to start one.

EPILOGUE AS PROLOGUE

So, yes, as you may have surmised, there will be one more article in this series. It will serve as the epilogue. This one did not spell out the solution to the problem. It merely provided temporary options and analyzed them in some depth. The epilogue will take this a step farther. It will be published following the CCME conference. It will include suggestions and recommendations from each of the sessions noted, as well as those that DoD provided to address the dilemma faced by the ACMEs. It will also include the observations and recommendation made by the open panel of ACME presidents, as well as the ideas developed in closed session.

Although you could wait for the report provided in the next CCME Newsletter, why not attend the conference and help shape the solution to this important issue. Then use the next article by way of reminder to implement the solutions you helped form.

Places of Worship

For those of you, who wish to attend religious services while you are in New Orleans, please contact the Concierge at the hotel for a list of places of worship close to the hotel and/or in New Orleans. The Concierge will be more than happy to assist you.

Pre-Conference SOC College Workshop

Servicemembers Opportunity Colleges (SOC) will conduct a College Workshop for member institutions on February 7th in conjunction with the Council of College and Military Educators' (CCME) 2005 Annual Symposium in New Orleans. The SOC College Workshop will run from 9:00 a.m. to 3:00 p.m. on Monday, February 7th at the New Orleans Marriott, at 555 Canal Street, New Orleans, LA. The SOC College Workshop has two goals. One is to bring college representatives up to date on service-specific SOC programs. The second is to highlight ways colleges can use all SOC programs to recruit and retain students in a military market consisting of active-duty service members, reserve component members, and veterans.

There is no cost to attend the SOC College Workshop. Round-table discussions on selected topics will occur during a light lunch provided by SOC. Due to space limitations, workshop registration is required. Additional workshop information and the workshop registration form are available on the SOC Web site (www.soc.aascu.org) or by calling SOC at 1-800-368-5622.

Visit us on-line!

<http://www.ccmeonline.org>



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