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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

ART TATE, Assistant Director, University Relations
Office: (217) 581-5983 - Home: (217) 348-7553

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FOR IMMEDIATE RELEASE:

ASSEMBLY TO INCLUDE EIU ADMINISTRATOR'S WORKSHOP

CHARLESTON, IL--The International Assembly of the Council for Adult and Experiential Learning (CAEL) to be held Nov. 8-11 in Philadelphia will include a workshop proposed by Dr. Shirley Neal, Director of the Board of Governors Degree Program at Eastern Illinois University.

Neal will act as the workshop's chairperson, leading a forum of the BOG's remaining directors from Western Illinois University, Governors State University, Chicago State University and Northeastern Illinois University.

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Titled "Nothing Succeeds Like Success," the workshop aims to "identify ways of publicizing each little success story in a non-traditional degree program for the purpose of establishing identity and credibility," according to Neal.

Her workshop is intended for directors of programs seeking to improve the quality of their programs and increase their enrollments.

According to Neal, the workshop will not only provide an opportunity for each of the BOG directors to express their own program's primary concerns, but will also give the workshop participants a chance to air their own opinions and ideas.

"We will basically address anything which will help in building a positive image for non-traditional programs," she added.

The workshop is one of five concurrent special-topic workshops to be presented during the annual assembly, which is entitled "Unleashing Our Full Potential."

The purpose of the assembly is to address various methods of marketing programs similar to the BOG/Bachelor of Arts degree program at Eastern, Neal said.

"It will concern different issues based on the premise that publicizing non-traditional degree programs is one powerful means of unleashing our full potential," she said.