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EDUCAUSE

E19 First Time Attendees Webinar

Monday, October 7, 2019

1:00PM – 1:30PM Eastern

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>> Hello, everyone, and welcome to today's "Know Before You Go" webinar. Before You Go webinar. This is Jamie Farrell, Online Event Production Manager at EDUCAUSE. Before we jump in, I'd like to give you a brief orientation on our session's environment. We hope you'll join us in making this session interactive. Use the chat window on the left side of the screen to submit convections and to share resources and comments. If you're tweeting, please use the hashtag #EDU19. If you have any audio issues, click on the link in the lower left-hand corner of the screen. And at any time, you can direct a private message to "Technical Help" by clicking in the top-right corner of the chat window. A drop-down menu will appear, where you can select "Start Chat With" and "Hosts." That's it from me! Jim, take it away! I hope you take away tip from these conference pros. Jim, I will pass it over to you.

>> Thanks a lot, Jamie. Hello, everyone. And welcome. We appreciate you taking a few minutes out of your busy Monday to get an advanced look at what to expect next week. With over 8,000 attendees at the annual conference, this event is Ed cause's big show and we're expected to have you participate in the best thinking in higher education I.T. sorry, Jamie, couldn't quite advance there. I'm Jim Burnett, director of Membership at EDUCAUSE and hope to meet you next week. Jamie, would you mind dropping my e-mail address in the chat? If you have questions, please feel free to e-mail me. I have two huge supporters, Michael Erickson and Tonya B Bennett. Mike is the annual conference program committee chair. Tonya is the director of educational technology at PennVet. Mike, would you like to kick things off?

>> Certainly. Thanks, Jim. Good morning, everyone -- or just afternoon for, I think, some of you. It's -- looking for the slide to advance, Jamie. Thank you. I want to say welcome to all of you and I hope that I get to meet many of you next week while we are in Chicago. There are over 1500 of you registered as attendees at your first annual EDUCAUSE conference and often when we think of first time attendees, we may think of individuals new to I.T. or higher education, and I think that's true, but we have a really diverse group of first-time attendees ranging from CIOs to CTOs. We have faculty, directors, managers, instructional technologists, a few presidents attending for the first time to EDUCAUSE so there are individuals in this group from all levels of the organization and all types of experience and all numbers of years of experience and so it really is a cross-section of our community. Here within higher Ed, I.T., and I appreciate -- I'm glad to have you join and add your voices to that community next week. And hopefully in the years to come. I wanted to share a few tips that I have learned attending a number of E DUICAUSES over the year. The first thing is that everyone, generally does, is to figure out and review their schedule and plan out what they're going to take. You'll find there's general sessions

and you'll find the breaks out there on the schedule on the agenda. There are some tracks, and it might pay to take a look at what tracks make the most sense for you, but don't stop there. You need to search beyond those tracks because we do our best to slot sessions into a particular track, but oftentimes there are sessions that don't quite fit or fit in many different places and so look beyond that. Look in every time slot at what is being offered and there are literally hundreds of sessions, nearly 700 different sessions to choose from. Use the agenda planner to do search for keywords. Perhaps there's something of interest that you're looking for so take a look at that schedule and identify those sessions that are of interest to you. I would suggest it's always good to have backup sessions. Our EDUCAUSE staff and event planners try to limit to population. Perhaps the room is filled or if you're not sure if it's the right session for you and you go in and sit in the back to see if it looks like it is what you hope it's about and it's not and you want to sneak out and maybe run to a different session so you maximize your day. It's always good to have some, maybe some alternates if there are some in your day. I suggest reviewing the Exhibitor List. Many people go there to perhaps connect with a vendor, you're looking at a particular solution or service and you want to check out the vendors that are in the room that provide that and so take a look down the Exhibitor List. Identify those that are of interest. Then begin to slot those together. I found one thing particularly helpful in planning once I get to the conference is the mobile app. Once I have map mid out, perhaps on my Outlook calendar all of the sessions, I make sure they're in the mobile app because when you're going from session to session you pull up the mobile app and see what that was in and in the conference center and so that mobile app is a really just--in-time, helpful resource to use. When you're looking at those sessions, I say mix them up. You want to go to the general sessions. Steven Johnson will be fantastic as our opening and Girls Who Code has always provided some really great insights and inspiration so plan on those. Look for some solutions. Some of you may be coming to the conference to look for a particular information about something that you're getting ready to do or you're having a challenge with on your campuses so look for something that's applicable now. I would also encourage you to expand and maybe look for something that is completely new. Maybe you don't know anything about Blockchain or Bitcoin and if you search, you can find a session or two. You can attend one or two to introduce yourself to some new ideas. And then perhaps most importantly I really encourage you to connect with the community. Oftentimes we all go to sessions, but oftentimes the most valuable part of the conference, as in the feedback that we get from the attendees, is the connection with peers and all the other attendees at the conference and so there's multiple ways to do that. First there's a Meet-and-Greet and those are listed in the agenda, but there's one Monday evening, late afternoon, evening, for first-timers, attendees, so I suggest perhaps starting there. I'll be there with a number of EDUCAUSE staff and the Conference Program Committee and they will be there to greet you. A number of you on the call greet each other. Community groups. If you're familiar with nose and maybe you're subscribed to a Listserv, there are more than 40 community groups that will meet there and they're oftentimes there's an agenda. Sometimes the agenda is built as people come together but it's a great time to meet people of similar to birds of a feather, penal with similar interests -- people with similar interests. And after a particular session, go up and introduce yourself. Those presenters want to share information and really are interested in connecting with people who are

interested in their topic so go up, introduce yourself, perhaps exchange a business card, and make a new connection. And finally, trying a Braindate, 30-to 45-minute sessions where you sit down with people of similar interests and share ideas and learn something new. Most importantly, though, don't get overwhelmed. EDUCAUSE is a big conference with thousands of attendees, hundreds of sessions, and more things to do during this conference than perhaps you have time to do or certainly I ever have time to do. And so leave some space in your day. The CIOs can go to the CKIO lounge. There's also rest and relax spaces with a massage and places to just chill out, maybe check your e-mail so make sure you have some of that time beyond simply the breaks. Otherwise by the middle of the second afternoon, you're going to be dragging with -- because there's just so much to do. So, I hope to meet many of you there. Perhaps the first-time attendees meet-and-greet or if you see me in the hallway, say hi. I hope you enjoy your next week. If you see me in the hallway, say hi. Thanks very much.

>> Thank you, Mike. Tonya, would you like to take the reins for a moment?

>> Sure thing. Hi, everyone, I'm Tonya Bennett, and I am in Philadelphia right now and so I just wanted to talk about the networking aspect of the EDUCAUSE conferences. I found it was an amazing opportunity for me to grow and spread my wings and so last year was my first time. So I was in your shoes at this time last year. And I attended the webinar. I also went to the meet-and-mingles, and I was actually able to get a picture with John O'Brien, the president in the CEO of EDUCAUSE, and I found that really important and powerful because we join these organizations where we're involved in these organizations. Sometimes we get very little face time with the people at the top, like they're in name only, and I found that was very, very important that I was able to walk up to him, introduce myself, have a conversation, share a few laughs, get a picture, and he actually encouraged me as well to push forward and to pursue my goals to get more involved in EDUCAUSE SE. Additionally, I met some other young professionals who were also very instrumental in helping me to get where I am today so today I am the co-chair of the Young Professors Advisory Committee, and last year I was the first-timer and I was just at the person at their meet-and-mingle last year. There's connections like Tina and Elizabeth and Jonathan, and they actually encouraged me to try for the Young Professionals Committee and get involved in the Young Professionals community group and those things. It really has been beneficial and has really helped me grow and it really has helped me to find my place in EDUCAUSE and be a part of the broader community or bigger EDUCAUSE community. So we have the young professionals meet-and-mingle on Wednesday, the 16th. I want to mention another ancillary event that I just found out about, but I encourage you all to come. We're having an open mic night, which will be very interesting because we gonna find out who at EDUCAUSE got talent so we will see. There's the meet-and-mingle for the first-timers. I will also be there as well. And then there's the Young Professional community group in between the meet-and-mingle for the young professionals and first-timers. You can come to all of them. I will be at all of them and be happy to say hello or introduce you to anyone you want to be introduced to. Feel free to approach us because we're all approachable, and we want you to be a part of these great communities and help you find your place within as a whole. I encourage you

to participate because it goes a long way and these connections are long-lasting. Like last year, I connected with these people and this year I'm holding a position on their board and still in contact with John O'Brien and all the other people I met last year. So there are different ways to learn. As Mike said, there's app to download your agenda to map out and plan your day. When you download the app, make sure you download those meet-and-mingles because they are on the agenda. There are nine different tracks so there is something for everyone. Whatever you're interested in, you can go for enterprise I.T., exploring boundaries and teaching and learning and leading and partnering across the institution. There's making an impact with innovative ideas, managing and reducing information and security risk. There's navigating change, which is a pain point for a lot of people in I.T. There's supporting the institution and transforming the student experience. And also creating a culture of data-informed decision-making. So those are just some of the tracks that are carved out for you, but feel free to make your own way through the conference as you see fit. But they'll get you started if you're interested in a particular area or if that is your area and you want to get more expertise or meet and mingle with some of the people in that field. And that part of your I.T. field. Check out the featured sessions. They're always great and always a wealth of knowledge and you will get a lot out of them. Definitely expand your horizons and talk to the speakers and panelists, particularly if you're interested in something pointed within the I.T. world so I was able to -- I was an aspiring CIO and went to a panel last year about "Is CIO still the best job?" It was very interesting that I connected with the CIOs from EDUCAUSE, and I've gotten a lot of guidance from them. I have been able to talk with them and will meet up with them again at this conference. So it's really, really good for making connections. Don't feel awkward about introducing yourself to a speaker. They're happy to talk to you and share anything they need to share with you or answer questions you have so don't be shy. Just go for it. And then the next thing is there are ways to have fun so we have been very heavy on the learning because you are here to learn, but there are also other things you can do to just have, enjoy yourself. You can check out the ribbon station. There's a station that has lots of ribbons so you can decorate your badge and make it your own. I have Twitter stickers from last year's where they had stickers you could put on your badge so since I tweet so much, I have tons of "I tweet" stickers on everything. It was really fun because that is me. There were stickers for EDUCAUSE Hawk, which I will talk to you a little bit more in a bit, EDUCAUSE HULK. I will have my ambassador's ribbon so if you're an ambassador, make sure you check in and get your ambassador ribbon from the membership desk. And then there are community groups and other things. Just enjoy that. There's a photo station. Last year I was on the cover of the Educause review, which is the Educause magazine, and that was the backdrop at the booth, which was really cool. And this year I'm actually going to write a blog for the EDUCAUSE review so it's very cool I was on the cover of it through the photo station. There's the relax and renew session. Last year we did guided meditation, which was really cool, and that was virtual reality. We had some headsets and I just sat and watched it snow and that was pretty cool. Also make sure you check out the Exhibit Hall. There are lot of exhibits and vendors, and they have cool giveaways, swag, things like that. They can give you information about your solution or steer you in the right direction if you're looking for a new solution. There's Start Up Alley which is cool, because they're the up-and-coming and is interesting to see someone you saw at Start Up Alley to return

as a solution. You can join the Twitter party and this is where I really fit into the whole EDUCAUSE conference thing. You want to use the hashtag #E DUI19 and if you follow the hashtag #EDU19, you will find the latest tweets for the conference and all things conference related. The young professionals group started the EDU 1STtime hash tag with pro tips and more ideas of what is going on in the conference. Another fun fact is that we have an EDUCAUSE HULK and Cookie monster. The HULK is a personality that tweets around conference time and lives on Twitter and also has ribbon. Be sure when you go to the ribbon station to get a friend of Educause hulk ribbon. It's cool and funny to speak in Hulk speak or figure out who the Hulk is. So those are my my pro tips of how to stay involved in the conference. We will live tweet. Follow the hashtag #EDU19. You will be up-to-date with what is going on, and I'm going to turn it over.

>> Thank you, Tonya. Everybody, I hope you found those tips from Mike and Tonya super helpful. I will jump into some logistics here and will try to keep it brief. We'd love to have any questions from the audience if you would just post your question in the chat. We can walk through some of those here towards the end of the session. I love the conversation going on there, especially relating to the ambassador program. I'm not sure that everybody on the call knows what the EDUCAUSE ambassador program is about, but essentially it is a person designated on campus who can educate all of your colleagues as to the benefits of EDUCAUSE membership and get sort of a behind-the-scenes look at the association. We would love to talk to you more about that personally, as you'll see in a slide or two. We have a membership concierge desk available where my staff would be more than willing to talk to you about the EDUCAUSE ambassador program and see if there's something on campus you feel may be a good fit as Tonya is at PennVet. So jumping into logistics, I'll touch on a few things Mike and Tonya have described for you but I want to make sure you have the links. Jamie will post them into the chat as we go here. First of all, the mobile app. This is really the go-to resource on everything happening next week. So be sure to download it to your Apple or Android device. That's where you can see the daily agendas. You can read session titles and abstracts, search the Exhibitor Directory for solutions. If you're looking for a particular solution, you can use keywords to find different corporate partners on the floor that may be able to help you. We have the ability to book your brain dates, which I will talk about in a second, and importantly, this is where you can complete some session evaluations. We would love to hear your feedback that helps us grow and improve for years to come. again, the link is in the chat and at the bottom of this slide. Braindateing. Again, this year, Ellucian is sponsoring an important networking tool. Essentially, it's a simple way to meet up with your peers that share your interests and meet new people. It's very, very simple to use and log in to the BrainDATE. It's on the chat and the slide. You can explore topics so search for anything from "Content-related" to personal. Then send invitations or create your own topics and ultimately we have a nice Braindate lounge on the third floor that I will point out in a moment where you will get together with folks and spend a few minutes talk about the different interests that you share. So navigation around McCormick. It's a broad, expansive space, as you might imagine. I am sure some of you have been there for other events. I suggest you download the conference guide. Here's a link to that. Take a look at it because I have

only been able to put a few things on the slides to point to you. On the first floor here, you can see if any of you signed up for our specialty programs -- those would be the Hawkins Leadership Roundtable, Senior Director Seminar, or new I.T. managers programs, those are all on the first level. When you come in to McCormick, assuming you're taking a shuttle, you can see the shuttle stop -- Jamie, I'm having a hard time getting the arrow to work here so I don't know if you can follow along and point these out for me. We've also got the coat and luggage check over on the left side there, Jamie. This year we also have a Mamava Lactation Suite for new mothers, and refrigeration is available there in the first aid office. So for any of you new mothers, feel free to use that. This year also we have combined a central area that include our registration and badge pickup area. Our membership concierge and areas you can see as you get off the shuttle there. Moving up a couple of floors, up on level 3 this is where we've got a lot of action happening -- oh, and it's got a Starbucks, for those of you that need that. So working from the left side down, we have our general sessions, all in that general location. We have a series of community hubs, and this is something that Tonya had just spoken about. We have a work&chat area so if you need to catch up on e-mail, that's available to you. You can charge your devices and things like that there as well. We have a really nice relax&renew area where you can take a breather from running from session to session. And then we have a really nice meet&mingle area where the first-timers and reception on Monday night will be held. This is a great place to catch up with colleagues or friends or other peers. You can see where the exhibit hall is and I will give you a more detailed map on the next slide. But you should also know there are connections available in the concessions available in the center in of the hall. If you're setting up Braindates, that is just outside the exhibit hall and to the right. The all-important Starbucks, of course. We have a digital transformation display so those of you who have been integrating digital transformation strategies into your schools, this is a great place to see some of the best thinking towards that end. And we also had spoken a bit about the featured session on the Girls Who Code program. There's a postcard station set up there where you will be able to send words of encouragement to people in that community. Quickly touching on the Exhibit Hall -- and again, please download the Conference Guide so you can see exactly what companies and what partners are going to be included here this year. Again, we've got over 300 exhibitors and our start-up alley, which is a group of almost 50 emerging tech companies. You can also try out or experience the a.m. son services deep racer project, which will be fun. That's in the middle of start-up alley there. The companies have been invited to pitch under the EDTECH radar pitch competition just up in the middle in the learning theater so be sure to check that out. Amazon Web Services has been our partner in the start-up community for a long time. There are addition sessions at the poster sessions in the upper right-hand corner of this Exhibit Hall map. So I encourage you to check those out. I think we have over 100 each day. Then we also have an E sports lounge, which is being sponsored by DELL, which will be interesting to see all sorts of E-sports activities and tournaments and things like that. And new this year, we have the EDUCAUSE research data center so you can see the great thinking coming out of our research side of the house. And don't forget there is the networking reception, which is sponsored by Fisher Identity and Commscope, a great place to walk around and get a great sense of the community and meet with people as well. The last thing I'll just briefly mention is the fact that we are this year doing the annual

conference online so in mid-November, about 30 recordings from some of our most popular sessions will be available to full registrees and if you're not a full conference attendee, those sessions will be available for affordedly. As you can imagine with 24 concurrent sessions, it's difficult to get to everything so this is just another way for you to extend your annual conference participation. Whew! So that is a very, very brief overview of everything. I'm wondering if there are any questions. I'm not seeing any popping up at the moment, but I do the encourage you to reach out to me if there's anything at all that I can do to improve your experience next week and, Jamie, I'll turn it over to you for the last couple of minutes to see if we get any questions coming in.

>> Great. Well, thank you so much, Jim, Mike, and Tonya. We appreciate the time you have taken today to give all of us who will be there for the first time some of your pro tips and tricks. If there are any questions, we have about a minute left. Feel free to drop those in chat. If not, Jim's e-mail is also posted there and, of course, with every all of the links to the website as well. Feel free to the explore. If there are no other questions, on behalf of EDUCAUSE, thank you for joining us. This is Jamie Farrell, and we look forward to seeing you in Chicago.

End of Webinar