Conference Guide & Exhibitor Directory

THE BEST THINKING IN HIGHER EDUCATION IT

October 26–29
Philadelphia, PA & Online
Finding the right...

- job
- candidate
- career match

should be easy.

educause.edu/jobs
Welcome to EDUCAUSE 2021

Welcome, EDUCAUSE members and colleagues, to the 2021 EDUCAUSE Annual Conference! This is the time of year we love the most—when we gather to meet and mingle and share the best thinking in higher education IT. EDUCAUSE is a thriving community of higher education professionals from over 44 countries, and we are thrilled to welcome you to the “Birthplace of America” for a week of learning, networking, and sharing. This year’s conference is designed to help connect you with ideas, resources, and most important, each other. With more than 250+ sessions, 570+ presenters, and an exhibit hall hosting innovative technology, service, and solution providers, the 2021 EDUCAUSE Annual Conference offers you multiple avenues to enhance your individual experience, connect with colleagues, and reap a significant intellectual windfall.

On behalf of EDUCAUSE, the 2021 Program Committee, and the many presenters and sponsors who are helping to produce this premier gathering of our higher education IT community, I would like to thank you for your role in making this event exceptional, each and every year.

John O’Brien
President and CEO
EDUCAUSE

Please note: All conference attendees have been required to provide proof of vaccination or a recent negative COVID-19 test.

In accordance with the City of Philadelphia’s mask requirement for indoor businesses and events, attendees are expected to wear face masks during all conference activities.
GENERAL INFORMATION

Wireless Access

NETWORK
EDUCAUSE21

PASSPHRASE
philadelphia21
(case sensitive)

Connect & Contribute

#EDU21
facebook.com/EDUCAUSE
linkedin.com/company/educause
#EDU21

Online Event Platform
Access Information

Access the event platform to:

• Create a personal itinerary
• View daily schedules and session descriptions
• Watch streamed and on-demand content
• Network with attendees
• Explore the Exhibitor Directory

Text for Help

1-833-921-5622

Text your questions during conference hours to the Conference Information Desk.
Visit edu21.educause.edu for session abstracts and up-to-date conference information.
Visit edu21.educause.edu for session abstracts and up-to-date conference information.
PLACES OF INTEREST

CIO Lounge
Sponsored by LinkedIn Learning
201C, 200 LEVEL
Higher education CIOs are invited to relax and meet with friends and colleagues in this community space.

Community Central
GRAND HALL, 200 LEVEL
It’s your home office away from home—find a quiet spot to work and reflect, meet with colleagues, or recharge your devices (and your energy). You can also relax and watch streaming general sessions as well as content from the online event. Get comfortable!

Conference Materials Area
BRIDGE, 200 LEVEL
We’ve created an area for you to choose only the complimentary hard-copy information you want.

Coat & Luggage Check
12TH STREET FOYER, 100 LEVEL
$3 per item

Schedule
Wednesday 7:00 a.m.–6:15 p.m.
Thursday 7:00 a.m.–5:15 p.m.
Friday 7:30 a.m.–12:30 p.m.

Learning Theater
EXHIBIT HALL C, 200 LEVEL
This innovative space features must-attend interactive events throughout the conference, including the Under the Ed Radar Pitch Competition.

EDUCAUSE Showcase Live Mural Experience
EXHIBIT HALL C, 200 LEVEL
Come watch Philadelphia mural artist Alloyius Mcilwaine illustrate our six 2021 Showcase Series themes in this live art installation taking place Wednesday and Thursday in the exhibit hall. Be sure to use #EDUCAUSEShowcase when sharing your photos.

Want to contribute your suggestions for the 2022 Showcase Series? Scan the QR code and tell us what you’d like to see next year.
Start-Up Alley
*Sponsored by Amazon Web Services, Gold Partner*
**EXHIBIT HALL A, 200 LEVEL**
Visit emerging edtech companies offering innovative products and services targeted to the higher education market. Share direct feedback on new ideas and learn about solutions for your institution. See page 12.

Media Lounge
**106AB, 100 LEVEL**
Media representatives attending EDUCAUSE 2021 have a quiet place to get away from the commotion of conference activities, charge devices, conduct interviews, and compose their stories.

Speaker Ready Room
**103C, 100 LEVEL**
Conference presenters are encouraged to visit this area to test equipment, practice, make last-minute modifications, or upload their presentation to the presentation management system.

Young Professionals Hub
**GRAND HALL, 200 LEVEL**
This hub is the official gathering location for young professionals at the EDUCAUSE Annual Conference. Young professionals can use this space to connect and reconnect with peers. Industry leaders and the broader EDUCAUSE community are encouraged to stop by the hub to meet and network with young professionals. This open, community space is designed to help young professionals get the most out of the conference experience. Don’t miss your chance to meet and mingle with younger professionals and emerging leaders in the EDUCAUSE community.

Exhibit Hall
**EXHIBIT HALL A-C, 200 LEVEL**
The exhibit hall features the latest campus technology solutions for the higher education community. In addition to the exhibits, numerous activities take place in the hall, including Start-Up Alley, the Under the Ed Radar Pitch Competition, the Learning Theater, and more.

Concessions
**Java Main**
**OUTSIDE EXHIBIT HALL B, 200 LEVEL**
Wednesday–Thursday, 7:00 a.m.–1:00 p.m.
Friday, 7:00 a.m.–12:00 p.m.

**Java Main Coffee Cart**
**GRAND HALL, 200 LEVEL**
Wednesday–Thursday, 9:00 a.m.–3:00 p.m.

**South Philly Market Forza Panini**
**BACK OF EXHIBIT HALL A, 200 LEVEL**
Wednesday–Thursday, 11:00 a.m.–3:00 p.m.

Posters
*Sponsored by WTC Consulting*
**EXHIBIT HALL A, 200 LEVEL**
Frontline campus innovators share their expertise implementing replicable ideas, armed with their knowledge and a poster display. The poster space is organized by program theme, with each poster assigned a board number.

Membership Concierge
**BRIDGE, 200 LEVEL**
Visit with your Membership Team to learn more about your benefits. Not a member? Let’s discuss benefits that fit your needs.

Visit edu21.educause.edu for session abstracts and up-to-date conference information.
EDUCAUSE Showcase Series Experience
Live art installation + interactive games

LOCATION:
Exhibit Hall next to the Learning Theater

JOIN US AT COMMUNITY CENTRAL
Find a spot to work, meet with colleagues, charge your devices, and watch streaming general sessions as well as content from the online event.

Grand Hall, 200 Level
LEARNING THEATER
INNOVATION TAKES THE STAGE

This innovative space features must-attend events throughout the conference, including the pitch competition and interactive programming.

SCHEDULE
EXHIBIT HALL C, 200 LEVEL

WEDNESDAY 2:15–3:30 p.m.
Under the Ed Radar Pitch Competition
Winner and runner-up announced at conclusion of presentations.

THURSDAY 9:15–10:00 a.m.
What’s Innovative Here May Not Be Innovative There—The Fine Art of Creative Borrowing

10:15–10:45 a.m., 1:15–1:45 p.m., 3:15–3:45 p.m.
“The Survey Says!”: EDUCAUSE Technology Feud

Visit edu21.educause.edu for session abstracts and up-to-date conference information.
EMERGING EDTECH SHOWCASED IN START-UP ALLEY

Visit during exhibit hall hours:

<table>
<thead>
<tr>
<th></th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8:45 a.m.-5:45 p.m.</td>
<td>8:45 a.m.-4:00 p.m.</td>
</tr>
</tbody>
</table>

If you want to experience some of the most groundbreaking and promising solutions in higher ed IT, you won’t want to miss Start-Up Alley!

While here, visit some of your favorite emerging companies from previous conferences in Start-Up Alley Graduates and see how their offerings have evolved.

START-UP ALLEY

(k)Nudging  
Activeclass  
CAMVAS IT  
Curricula  
Ensightful  
InSpace Proximity  
Interstride  
Invoke Learning  
Kritik Education  
LinkJoin  
Pressbooks  
SibylSoft  
Venture  
Wanderclyfe

START-UP ALLEY GRADUATES

Acadly  
APL nextED  
Coursedog  
e cree  
Element451  
eLumin  
ManagedMethods  
PowerNotes  
Rah Rah  
TechReady.io
UNDER THE ED RADAR PITCH COMPETITION

Find out what solutions some of the most innovative minds in higher ed IT are working on as they pitch their individual business plans and service offerings in front of a judging panel of industry and academic leaders. One winner and one runner-up will be announced out of a pool of five Start-Up Alley companies.

Join us Wednesday, 2:15–3:30 p.m., in the Learning Theater, Exhibit Hall A–C, 200 Level.

COMPETITION PARTICIPANTS

ActiveClass | Student Engagement and Success
Nate Hurst, CEO

Ensightful | Teaching and Learning
Chris Du, Co-Founder

InSpace Proximity | Student Engagement and Success
Narine Hall, Co-Founder and CEO

Kritik Education | Teaching and Learning
Carine Marette, Co-Founder

SibylSoft | Cybersecurity and Privacy
Sonya Lowry, Founder and CEO

Visit edu21.educause.edu for session abstracts and up-to-date conference information.
RECOGNIZING EXEMPLARY LEADERS

EDUCAUSE celebrates five exemplary leaders in the higher ed IT community—innovators whose work has advanced the common good. Through their exceptional leadership and accomplishments, these EDUCAUSE members model the best of our profession and inspire our community to excel.

Leadership Award
Michele Norin
Senior Vice President and Chief Information Officer
Rutgers, The State University of New Jersey

Community Leadership Award
Marcia L. Dority Baker
Assistant Director, Academic Technologies
University of Nebraska–Lincoln

DEI Leadership Award
Michael Cato
Senior Vice President and Chief Information Officer
Bowdoin College

Rising Star Award
Tonya Bennett
Director of Educational Technology, University of Pennsylvania School of Veterinary Medicine

Rising Star Award
Kyle Shachmut
Assistant Director of Digital Accessibility Services
Harvard University

Special thanks to our sponsor–Moran Technology Consulting, Gold Partner

EDUCAUSE SCHOLARSHIPS:
REMOVING BARRIERS

EDUCAUSE Scholarships™ are an extension of our commitment to those who lead, manage, and use information technology to shape strategic IT decisions at every level within higher education.

They were designed to remove financial barriers facing many of us in reaching our professional development goals.

Learn more about the application and eligibility at educause.edu/careers/scholarships.
What is a braindate?
You are attending the EDUCAUSE Annual Conference to meet great people and learn new things that can help you address the current challenges facing higher education IT. One of the best ways to do so is to connect with the right professional peers and corporate partners and have meaningful conversations about topics that are relevant to you.

How do you spark those meaningful conversations? It all starts with a braindate.

Virtual braindates are one-on-one or small group knowledge-sharing conversations that you book with other conference participants using the Braindate platform. They’re the best way to meet with, learn from, and have useful discussions with new people during the conference—all virtually.

Here’s how it works:
1. Create your own topics so that others can invite you on a braindate!
2. Explore the topic market and pick something you want to learn, 1:1 or in a group.
3. Join group braindates or propose times to meet for one-on-one braindates.
4. Meet your peers on the platform. You can join video up to 5 minutes before it starts.

Visit educause.braindate.edu to get started.
Remember to use the email address you used to register for the conference.
# SCHEDULE AT-A-GLANCE

## Tuesday

*All times listed in Eastern Time (ET)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–4:30 p.m.</td>
<td>Registration, Conference Information Desk, Speaker Ready Room, Membership Concierge</td>
</tr>
<tr>
<td>7:00 a.m.–5:00 p.m.</td>
<td>Community Central, Young Professionals Hub, Media Lounge</td>
</tr>
<tr>
<td>12:00 p.m.–5:00 p.m.</td>
<td>CIO Lounge</td>
</tr>
<tr>
<td>8:30–11:00 a.m.</td>
<td>Morning Workshops</td>
</tr>
<tr>
<td>10:00–10:30 a.m.</td>
<td>Beverage Break for Preconference Workshop Participants</td>
</tr>
<tr>
<td>10:30–11:00 a.m.</td>
<td>Full-Day Workshops (continued)</td>
</tr>
<tr>
<td>11:30 a.m.–1:00 p.m.</td>
<td>Lunch Break for Preconference Workshop Participants (on your own)</td>
</tr>
<tr>
<td>1:00–2:30 p.m.</td>
<td>Afternoon Workshops</td>
</tr>
<tr>
<td>2:30–3:00 p.m.</td>
<td>Beverage Break for Preconference Workshop Participants</td>
</tr>
<tr>
<td>3:00–4:00 p.m.</td>
<td>Full-Day Workshops (continued)</td>
</tr>
</tbody>
</table>

Please note: Preconference workshops require additional registration.

Access the online event platform to view specific session details and create your itinerary. Visit [edu21.educause.edu](edu21.educause.edu) or scan the QR code.
## Wednesday

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### Philadelphia

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<td>7:00 a.m.–5:00 p.m.</td>
<td>CIO Lounge, Community Central, Media Lounge, Young Professionals Hub</td>
</tr>
<tr>
<td><strong>Coffee &amp; Networking in the Hallways</strong></td>
<td>7:30–8:00 a.m.</td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td>8:00–8:45 a.m.</td>
</tr>
<tr>
<td><strong>Exhibit Hall Open</strong></td>
<td>HALL A-C, 200 LEVEL, 8:45 a.m.–5:45 p.m.</td>
</tr>
<tr>
<td><strong>Continuous Coffee &amp; Tea Service</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Beverage Break in Exhibit Hall</strong></td>
<td>8:45–9:15 a.m.</td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td>9:15–10:00 a.m.</td>
</tr>
<tr>
<td><strong>Refreshment Break in Exhibit Hall</strong></td>
<td>10:00–11:00 a.m.</td>
</tr>
<tr>
<td><strong>General Session with Ruha Benjamin</strong></td>
<td>BALLROOM AB, 11:00 a.m.–12:00 p.m.</td>
</tr>
</tbody>
</table>

### Online

**GENERAL SESSION PRESENTER**

**Ruha Benjamin**

African American Studies Professor, Princeton University, and Author

*Opening general session sponsored by Identity Automation, Bronze Partner*
### Philadelphia

- **Exhibit Hall Open**
  - HALL A-C, 200 LEVEL
  - 8:45 a.m.–5:45 p.m.

- **Continuous Coffee & Tea Service**

- **15-Minute Break**
  - Lunch
    - *on your own*
    - 12:00–2:15 p.m.

- **Breakout Sessions**
  - 2:15–3:00 p.m.

- **Beverage Break in Exhibit Hall**
  - 3:00–3:30 p.m.

- **Breakout Sessions**
  - 3:30–4:15 p.m.

- **Reception in Exhibit Hall**
  - 4:15–5:45 p.m.

- **Posters Sessions**
  - 4:15–5:00 p.m.

### Online

- **15-Minute Break**

- **Live Sessions**
  - 12:15–1:00 p.m.

- **Simulive Sessions**
  - 12:15–12:35 p.m.

- **Simulive Sessions**
  - 12:40–1:00 p.m.

- **15-Minute Break**

- **Live Sessions**
  - 1:15–2:00 p.m.

- **Simulive Sessions**
  - 1:15–1:35 p.m.

- **Simulive Sessions**
  - 1:40–2:00 p.m.

- **15-Minute Break**

- **Live Sessions**
  - 2:15–3:00 p.m.

- **Simulive Sessions**
  - 2:15–2:35 p.m.

- **Simulive Sessions**
  - 2:40–3:00 p.m.

- **Virtual Networking Fun**
  - 3:00–4:00 p.m.

### Join Us for Virtual Scavenger Hunt

Head over to the online event platform to have some fun and participate in the scavenger hunt brought to you by the Young Professionals Advisory Committee.

Access the online event platform to view specific session details and create your itinerary. Visit [edu21.educause.edu](http://edu21.educause.edu) or scan the QR code.
### Philadelphia

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<tr>
<td>Breakout Sessions</td>
<td>9:15–10:00 a.m.</td>
</tr>
<tr>
<td>Refreshment Break in Exhibit Hall</td>
<td>10:00–11:00 a.m.</td>
</tr>
</tbody>
</table>

### General Session with Susan Grajek

- **Ballroom AB**
- **Time**: 11:00 a.m.–12:00 p.m.

### General Session Presenter

**Susan Grajek**

Vice President for Partnerships, Communities and Research, EDUCAUSE

Top IT Issues session sponsored by Jenzabar, Platinum Partner, Microsoft Corporation, Platinum Partner, AT&T, Bronze Partner

Visit [edu21.educause.edu](edu21.educause.edu) for session abstracts and up-to-date conference information.
Thursday (cont’d)

All times listed in Eastern Time (ET)

<table>
<thead>
<tr>
<th>Philadelphia</th>
<th>Online</th>
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</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall Open</strong></td>
<td></td>
</tr>
<tr>
<td>HALL A-C, 200 LEVEL</td>
<td>15-Minute Break</td>
</tr>
<tr>
<td>8:45 a.m.–4:00 p.m.</td>
<td>12:00–2:15 p.m.</td>
</tr>
<tr>
<td><strong>Lunch (on your own)</strong></td>
<td>Simulive Sessions</td>
</tr>
<tr>
<td>12:00–2:15 p.m.</td>
<td>12:15–1:00 p.m.</td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td>Simulive Sessions</td>
</tr>
<tr>
<td>2:15–3:00 p.m.</td>
<td>12:40–1:00 p.m.</td>
</tr>
<tr>
<td><strong>Refreshment Break in Exhibit Hall</strong></td>
<td>Simulive Sessions</td>
</tr>
<tr>
<td>3:00–4:00 p.m.</td>
<td>1:40–2:00 p.m.</td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td>Live Sessions</td>
</tr>
<tr>
<td>4:00–4:45 p.m.</td>
<td>2:15–2:35 p.m.</td>
</tr>
<tr>
<td><strong>Trivia</strong></td>
<td>Simulive Sessions</td>
</tr>
<tr>
<td>3:00–3:45 p.m.</td>
<td>2:40–3:00 p.m.</td>
</tr>
</tbody>
</table>

**Showcase Live Art Installation**

EXHIBIT HALL NEXT TO THE LEARNING THEATER

Come watch our live art installation during the exhibit hall hours and tell us what you’d like to see from our Showcase Series in 2022.

Access the online event platform to view specific session details and create your itinerary. Visit edu21.educause.edu or scan the QR code.
Friday
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<table>
<thead>
<tr>
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<tr>
<td>8:00 a.m.–12:00 p.m.</td>
<td></td>
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<tr>
<td>🍵 Coffee &amp; Networking in the Hallways</td>
<td></td>
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<tr>
<td>8:00–8:30 a.m.</td>
<td></td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td></td>
</tr>
<tr>
<td>8:30–9:15 a.m.</td>
<td></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>9:15–9:45 a.m.</td>
<td></td>
</tr>
<tr>
<td><strong>Breakout Sessions</strong></td>
<td></td>
</tr>
<tr>
<td>9:45–10:30 a.m.</td>
<td></td>
</tr>
<tr>
<td>🍵 Refreshment Break in the Hallways</td>
<td></td>
</tr>
<tr>
<td>10:30–11:00 a.m.</td>
<td></td>
</tr>
<tr>
<td><strong>General Session with Michael Sorrell</strong></td>
<td></td>
</tr>
<tr>
<td>BALLROOM AB</td>
<td></td>
</tr>
<tr>
<td>11:00 a.m.–12:00 p.m.</td>
<td></td>
</tr>
</tbody>
</table>

**GENERAL SESSION PRESENTER**

**Michael Sorrell**
President, Paul Quinn College, and Fortune 50 World’s Greatest Leader
Closing general session sponsored by Accenture

Visit [edu21.educause.edu](http://edu21.educause.edu) for session abstracts and up-to-date conference information.
# Friday (cont’d)

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<table>
<thead>
<tr>
<th>Time</th>
<th>Philadelphia</th>
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</tr>
</thead>
<tbody>
<tr>
<td>12:15–1:00 p.m.</td>
<td>Live &amp; On-Demand Sessions</td>
<td>Simulive Sessions 12:15–12:35 p.m.</td>
</tr>
<tr>
<td>12:40–1:00 p.m.</td>
<td>Simulive Sessions</td>
<td>12:40–1:00 p.m.</td>
</tr>
<tr>
<td>1:15–2:00 p.m.</td>
<td>Live &amp; On-Demand Sessions</td>
<td>Simulive Sessions 1:15–1:35 p.m.</td>
</tr>
<tr>
<td>1:40–2:00 p.m.</td>
<td>Simulive Sessions</td>
<td>1:40–2:00 p.m.</td>
</tr>
<tr>
<td>2:00–3:00 p.m.</td>
<td>TGIF</td>
<td></td>
</tr>
</tbody>
</table>

Access the online event platform to view specific session details and create your itinerary. Visit edu21.educause.edu or scan the QR code.
The exhibit hall features the latest campus technology solutions for the higher education community. In addition to the exhibits, numerous activities take place in the hall, including Start-Up Alley, the Under the Ed Radar Pitch Competition, the Learning Theater, and more.

### Exhibit Hall Hours

<table>
<thead>
<tr>
<th>WEDNESDAY</th>
<th>8:45 a.m.–5:45 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>THURSDAY</td>
<td>8:45 a.m.–4:00 p.m.</td>
</tr>
</tbody>
</table>

### Learning Theater

This innovative space features must-attend events throughout the conference, including the pitch competition and interactive programming.

### Start-Up Alley

Explore new and emerging technologies, find pilot opportunities with edtech companies, and visit some of your favorite Start-Up Alley Graduate companies from previous annual conferences.

### Under the Ed Radar Pitch Competition

Hear engaging, competitive pitch sessions from five edtech leaders who are excited to introduce their emerging technologies to the higher education community.

### EDUCAUSE Showcase Live Mural Experience

EXHIBIT HALL C, 200 LEVEL

Come watch Philadelphia mural artist Alloyius Mcilwaine illustrate our six 2021 Showcase Series themes in this live art installation taking place Wednesday and Thursday in the exhibit hall. Be sure to use #EDUCAUSEShowcase when sharing your photos.

Want to contribute your suggestions for the 2022 Showcase Series? Scan the QR code and tell us what you’d like to see next year.

### Networking Reception

WEDNESDAY | 4:15-5:45 P.M. | EXHIBIT HALL

Enjoy drinks and appetizers while networking with your colleagues and leading higher education technology companies. Visit reception sponsor booths for a chance to win one of three complimentary registrations to EDUCAUSE 2022 in Denver. Winners will be notified Thursday.

AT&T, Bronze Partner, Booth #919
Class Technologies, Booth #800
LastPass, Booth #1801

Visit edu21.educause.edu for session abstracts and up-to-date conference information.
EXHIBIT HALL MAP
HALL A-C, 200 LEVEL

As of September 22, 2021.

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WEDNESDAY | 4:15-5:45 P.M.
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Emergency Staff

The Security department at the Pennsylvania Convention Center operates 24 hours a day and becomes the communications center and command post in the event of an emergency. The command station can be reached at 215-418-4911.

Should the need arise, EDUCAUSE has an EMT on duty at 300, 300 Level during the following hours:

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FRIDAY      8:00–10:30 a.m.

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• Remain calm and proceed in an orderly manner
• Leave the facility through the nearest exit as instructed
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• Do not attempt to use elevators or escalators
• Assist elderly people and people with disabilities
• Listen for instructions via the public address system
• Do not try to re-enter the building until an “all clear” message is given

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Should a potential emergency evacuation occur, the Pennsylvania Convention Center Command Staff will confirm that an evacuation is necessary before sounding the building alarm.

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3. Voice activated emergency evacuation message

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2. Ask for help from an EDUCAUSE staff member
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   b. Private chat (for virtual events), or
   c. Email info@educause.edu, or
   d. Call 303-449-4430 (Monday–Friday, 7:30 a.m.–4:30 p.m. MT)

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