EDUCAUSE Annual Conference

October 26–29, 2021
Philadelphia, PA

October 26–29, 2021
Online
1. Why we are hosting a F2F event
2. How OL and F2F will be distinct, but overlap
3. Why you don’t have to wait until October 26
4. What you need to KBY Arrive at PCC/login online
5. How to navigate the schedule
6. How to immerse into conference mode
7. What to know/do when heading home
Why we are hosting a F2F event

Thing 1
1. Some members want to meet F2F
2. Zoom fatigue is real
3. Relationships are forged and reinforced in person
4. Data show large indoor gatherings can be safe
5. COVID will likely be here in ‘22, ‘23, ‘24, ‘25+
Natural Products Expo (#ExpoEast)
2

How OL and F2F will be distinct, but overlap
Choose the conference experience that is best for you!

<table>
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<tr>
<th>Premium Programming</th>
<th>Numerous ways to Network</th>
<th>Discovery of new Products and Services</th>
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What matters most

Ruha Benjamin (Common Good)

Michael Sorrell (Resilience)

Susan Grajek (Transformation)
More ways to learn and connect

- Discussion
- Demo
- Panel or Prezo
- Poster
- Meeting

Philadelphia

Online
Why you don’t have to wait until October 26
Connect with peers
Preparing for travel

- Familiarize yourself with our public-facing COVID-safe policies, practices, and FAQs
- Decide how you want to document vaccination or testing status
- Dust off your suitcase and restock travel sundries
- Make sure your shoes and pants still fit
- Browse the program and online event platform
What you need to KBY Arrive at PCC/login online
Your conference badge

- Attendee badge = admission ticket to conference activities
Lay of the Land

- **Exhibit Hall**
- **Registration Desk**
- **Badge & E21 conference materials**
- **CIO Lounge**
- **Community Central**, including YPAC Hub, work + chat, meet + mingle
Plan ahead

- Give yourself time to get your badge
  - Reg desk open: 7 AM - 430 PM
  - First Aid open: 7 AM - 430 PM
- Breakout sessions start at 8 AM
- Exhibit hall opens at 845 AM
- General sessions start at 11 AM
Your first opportunity to “network”
More on documentation

- A picture/physical copy of your COVID-19 vaccine card
- A picture/physical copy of:
  - a negative COVID-19 PCR test (<=72 hours)
  - a negative clinician-delivered or proctored Antigen test (<= 48 hours)
- Results from rapid antigen self-tests will not be accepted
Work and chat

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.
Young professionals hub
The CIO experience

Conference Opportunities

Braindate
Braindates are one-on-one or small group conversations that you book with other event participants about a specific topic—one that you request or offer. This will allow you to curate your learning experience and create meaningful connections. More information coming soon!

Career Coaching
Career Coaching Sessions are complimentary, one-on-one career advice meetings offered to higher education information technology professionals aspiring to advance their career into a management position. These sessions are designed for a range of professionals ranging from individuals seeking their first management position to individuals seeking their next CIO position. More information coming soon!

CIO Community Group Session
Meet with your peers to focus on the challenges facing CIOs, including funding strategies, partnerships, keeping pace with increasing expectations for services, and the CIO’s evolving role. Open to everyone, regardless of participation status in the constituent group. More information coming soon!

Diana G. Oblinger Innovation Forum
This year’s Diana G. Oblinger Innovation Forum explores innovation as a function of resilience. Resilient institutions and individuals have adapted most creatively and well to the changes and uncertainties of this moment. And resilience will continue to be needed to emerge and recover from the pandemic. Learn more →

Hawkins Leadership Roundtable
This year’s newly redesigned Hawkins Leadership Roundtable (HLR) will engage participants in an online, collaborative learning opportunity focused on three critical leadership areas: leadership for digital transformation, leadership to support women in the workforce, and leading a remote workforce. Learn More →
Exhibit Hall
How to navigate the schedule

Thing 5
Browse the agenda now

Event agenda is live at: https://events.educause.edu/annual-conference/agenda
Or plan your day using the event platform

Note: the online event platform and schedule maker will be live Oct 20
Avoid the crowd/rush in Philly

- Breakout sessions start at 8:00 AM ET
- Exhibit hall opens at 8:45 AM ET
- General sessions start at 11:00 AM ET
- Lunch break from 12:00-2:00 PM ET
Lay of the Land
Learning spaces in Philly
Community watch party...

...or private screening
You’ll have time to connect

- No early morning cattle drive to opening session
- Time between sessions for hallway discussions
- Breaks for serendipitous meet ups with old friends or making of new
- Social comfort stickers for your badge
Logging into the online platform
Account

Profile

Preferred First Name
Julie

Prefix   First Name   Last Name   Suffix
Julie     Boswell

Company
Anyfest

Job Title
Director of Sales

Email Address
j.boswell@anyfest.com

Cancel    SAVE
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Wilson G. Tang, Mary Perry, Kimberly Davis

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Account

Schedule

Tuesday, October 26

8:30 AM
Session with James Spalding

10:30 AM
Session with Robert Stewart

2:00 PM
Session with Shirley Thomas

3:00 PM
Session with Robert Stewart

6:00 PM
Session with Evan Jackson

Wednesday, October 27

10:30 AM
Session with Robert Stewart

2:00 PM
Session with Evan Jackson

Thursday, October 28

10:30 AM
Session with Robert Stewart

2:00 PM
Session with Evan Jackson
Keys to Success in Basic/Translational Science

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Avoid Zoom fatigue if participating online

- Online sessions run from 11:00 AM to 3:00 PM ET
- Choose from:
  - Listen and learn to featured session speakers
  - Interact with others in facilitated discussions
  - Discover new products and services in demos

- Meet an expert in a virtual poster
- End the day with a gathering or game
End of day wraps - Online

- **Wednesday:** Birds-of-a-feather or E-mixer online meetup
- **Thursday:** Kahoot! online trivia game (Sponsored by Integration Partners)
- **Friday:** Fabulous Friday Finish Zoom online social
How to immerse into conference mode

Thing

6
Be COVID-safe while in Philly

- Wear your mask in public spaces
  - Exception 1: when activity eating or drinking, while seated or standing in designated area
  - Exception 2: when presenting and you can socially distance from other attendees
- Familiarize yourself with the local landscape for COVID-screenings
  - On-site testing is available through the Convention Center first aid office
Respect other people's comfort levels

- **Thumbs up**
- **Dance it out**
- **Wave**
- **Air hug**
- **Head nod**
- **Air five**

Display a social “comfort sticker” on your badge
Explore the Exhibit Hall

- 231 exhibitors
- Start-Up Alley
- Poster Sessions
- Learning Theater
- Under the Ed Radar Pitch Competition
- Live Showcase Mural Experience
- Network Reception
Expo hall IRL

EDUCUSE Showcase Series Experience
Live art installation + interactive games

LOCATION:
Exhibit Hall next to the Learning Theater

#EDU21
A More Intimate Expo Experience

- Fewer exhibitors and attendees than 2019, but more than 2020
- Higher proportion of decision-makers
- Less overwhelming; more meaningful connections
Exhibit Hall “Grab and Go”

is more like...

- Sit and sip
- Stow and go
- Kneel and gnaw
- Stand and ??

You must be seated or standing at a table to remove your mask for eating or drinking, per the City of Philadelphia.
Scavenger hunt

- Take a selfie in front of a poster
- Name a Start Up Alley company
- Find your conference twin - upload a pic

- Take a screenshot of you participating in an OL poster
- Name a Start Up Alley company
- Find your conference twin - upload a screenshot
Celebrating community

RECOGNIZING EXEMPLARY LEADERS

EDUCAUSE celebrates four 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 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

You are cordially invited to join us for the
EDUCAUSE RECOGNITION RECEPTION
TUESDAY, OCTOBER 26, 2021
7:00 - 9:00 P.M.
PHILADELPHIA MARRIOTT DOWNTOWN HOTEL | SALON I, FIFTH FLOOR
wine | hosted bar | hors d’oeuvres

Please join us to celebrate the people and partners who support EDUCAUSE and our mission

Kindly RSVP via online invite by September 30
kmateer@eduroam.edu | 202-331-5370

The reception is for registered attendees only. All are required to wear their conference badge to the event. Badge pickup will be available for EDUCAUSE in the Marriott lobby.
Pitch competition

Under the Ed Radar Pitch Competition

Do you have what it takes to innovate higher education? Can your company deliver a business pitch that strikes home with the community?

As a benefit of participating in Start-Up Alley, a select number of companies will be chosen to participate in the Under the Ed Radar Pitch Competition during this year’s EDUCAUSE Annual Conference.

The competition is an exciting event where start-ups present their business ideas to a diverse panel of leading innovators in higher education, edtech, and others in the field for the chance to win one of the prize packages below. Judges follow up with feedback on each of the company’s business models, services, and opportunities to provide them with direction to take their businesses to the next level.

You could be one of the next generation innovators impacting higher education and attracting the attention of key higher education leaders to your company’s solutions.
# CIOs in the Student Shark Tank

## Presenters

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Michael Berman</td>
<td>Chief Information Officer, Office of the Chancellor</td>
<td>California State University</td>
</tr>
<tr>
<td>Mairéad Martin</td>
<td>Vice President and Chief Information Officer</td>
<td>EDUCAUSE</td>
</tr>
<tr>
<td>Sakshi Shah</td>
<td>Student, Miami University</td>
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<tr>
<td>Jack Suess</td>
<td>Vice President of IT &amp; CIO, University of Maryland, Baltimore County</td>
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<tr>
<td>Serena Davanzo</td>
<td>Student, The Pennsylvania State University</td>
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<tr>
<td>Joel Murphy</td>
<td>Student, University of Richmond</td>
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<tr>
<td>Sandeep Sidhu</td>
<td>Chief Information Officer, Emily Carr University of Art &amp; Design</td>
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"The Survey Says!": EDUCAUSE Technology Feud

Thursday, October 28 | 10:15AM-10:45AM ET | Learning Theater, Exhibit Hall A-C, 200 Level

Viewing Location: Philadelphia
Session Type: Reception
Delivery Format: Reception

We've surveyed 100 of your peers on a range of fun and engaging topics in higher ed technology, and we're bringing their answers to the EDUCAUSE conference in an interactive Family Feud-style experience. Come, support teams of your peers, as they square off against one another and compete for bragging rights (and maybe even a few prizes). You'll cheer, you'll laugh, and you might even learn a few things along the way!
What to know/do when heading home
After the Conference

- Monitor your health during the weeks after the event
- Contact us if you are COVID-19 positive up to 14 days after the event - info@educause.edu
- Continue to enjoy the recorded conference sessions through the end of November
- Use the EDUCAUSE Connect Community Platform to keep engaged
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