Communicate Beyond the Classroom with AV Streaming and Recording

The Extron SMP 351 is a high performance streaming and recording processor for capturing and distributing training and educational courses as live streaming or recorded media. It combines a presentation source and camera video of the instructor with a background image into flexible layouts that deliver the live classroom experience.

High Resolution and Quality
Capturing presentation sources and camera video at high resolutions will produce high quality media that can be clearly interpreted and understood.

Record and Stream Simultaneously
Record lectures while streaming to overflow rooms and mobile devices. Save media to internal, network or USB storage, supporting data management policies or user preferences to "capture and carry" recordings.

Highly Versatile Media
Classroom recordings can be played back immediately and uploaded to an LMS. The SMP 351 can also integrate directly with the Opencast Matterhorn content management system or Extron's Streaming Content Manager software.

Reliable, License-free Operation
Faculty, staff and students can simply and reliably create, upload and produce AV recordings every day. Since operation of the SMP 351 does not require any licensing fees, it has a low cost of ownership.
Dear Colleague,

Welcome to the 2014 EDUCAUSE Annual Conference.

This is where you’ll find the best thinking in higher education IT. You can choose among the 300 sessions and their 700 presenters, visit the exhibit hall, join small group discussions, and network with colleagues from all over the world. The breadth and depth of the conference provides you with an opportunity to make this conference uniquely your own.

We know you are looking for tools and resources that you can put into practice. To that end, the program includes a number of sessions on research, trends, analysis, and benchmarking tools that will enhance your decision making. We encourage you to connect with those around you—whether with campus colleagues or any of the 270-plus exhibitors.

We encourage you to take full advantage of your time at the conference this week. Visit the Learning Theatre, join the “birds of a feather” group meetings, and connect with peers in our informal networking spaces. Use this program as your guide. It contains everything you need to know about available sessions and meetings. Throughout the conference, if you have questions or need directions, visit our information desk on the second floor—EDUCAUSE staff will assist you.

On behalf of all those who work tirelessly behind the scenes to make this the premier community gathering, we want to thank you for contributing to the best thinking in higher education IT.

Diana G. Oblinger
President and CEO
EDUCAUSE

Mark Askren
CIO
University of Nebraska–Lincoln
EDUCAUSE 2014 Program Chair
GETTING STARTED

Please wear your name badge throughout the event, as this will grant you access to conference activities.

- **BLUE** Full conference attendees/daily registrants
  - Access: Exhibit hall open hours, provided lunches, and the networking reception.

- **BLACK** Exhibitors
  - Access: Exhibit hall set-up/tear-down times, open hours, and the networking reception.
  - [Lunch tickets may be purchased at registration.]

- **CLEAR** Exhibit hall only visitors
  - Access: Exhibit hall open hours and the networking reception.

**NAME BADGE PERSONALIZATION:** Customize your badge to indicate your areas of interest, institutional role, and EDUCAUSE involvement. Stop by the Ribbon and Affinity Sticker Bar next to registration.

Name badges and registration are sponsored by Jenzabar, Platinum Partner

**01 NAME BADGES**

**02 WIRELESS ACCESS**

**NETWORK SSID EDUCAUSEAIR**

**NETWORK PASSPHRASE** educause (case sensitive)

Wireless connectivity is available in most areas of the EDUCAUSE 2014 conference space during regular event hours. Public Wi-Fi is not available for participants in the exhibit hall.

Wireless access provided by Cisco Systems, Gold Partner, and bandwidth provided by CenturyLink

**03 MOBILE APP**

**Download the Conference Mobile App**

- Android | iOS | Tablet

It’s quick and easy to:
- Access the daily agenda
- Create a personal itinerary (including adding your own meetings!)
- Review speaker bios
- View locations and exhibit hall maps
- Complete session evaluations educause.edu/EDU14Mobile

Mobile app sponsored by Pearson, Platinum Partner

**04 EVALUATION FEEDBACK**

**SESSIONS:** Share your thoughts on sessions and speakers through the conference mobile app, or through the online agenda.

**OVERALL:** Watch for the overall conference evaluation e-mail shortly after the conference, but while you’re on-site...

...send any suggestions to feedback.educause.edu

**05 DIGITAL BADGES**

At this year’s annual conference, EDUCAUSE will award digital badges to recognize accomplishments, continued learning, and significant community involvement. Badges will be awarded to:
- Presenters
- Online presenters
- Mentors/thought leaders
- Successful preconference seminar graduates

Since January, EDUCAUSE has issued nearly 2,000 badges. For more information, visit educause.edu/badging.

Contribute and Connect

- [facebook.com/AnnualConference](http://facebook.com/AnnualConference)
- [#EDU14](http://#EDU14)
- [tinyurl.com/linkedinE14](http://tinyurl.com/linkedinE14)
- [flickr.com/groups/educause2014](http://flickr.com/groups/educause2014)
Places
Please see maps on pages 10–11.

**EDUCAUSE CENTRAL | WEST A LOBBY**
Furniture provided by Steelcase, Gold Partner
Video wall provided by CDW-G, Gold Partner, and NEC, Bronze Partner

Centrally located, this conference hub connects participants with association leaders and resources. Stop by and see where your association is headed, share your feedback, and keep tabs on the conference social media stream.

**INFORMATION KIOSKS | WEST HALL B1 LOBBY**

Build your personal itinerary, map the exhibit hall, check e-mail, check in for a flight, and get daily updates on the conference buzz. Information kiosks are available during conference hours.

**POWER STATION AREA | WEST HALL A3 LOBBY**
*Sponsored by Lenovo, Bronze Partner*

Plug in and charge your electronic devices to stay powered up for the full event—we know you connect more than just face-to-face while on-site. Whether it’s phones or tablets our sponsor’s got you covered. Hang out or drop them off for a quick charge.

**TOTE-STUFFING AREA | WEST A LOBBY**

In an effort to reduce waste, we’ve created an area for you to choose only the complimentary hard-copy information you want. Along with the conference print program, you’ll also find association resource flyers, and a convenient tote bag to fill with items and any collectables from your trips through the exhibit hall.

**CIO LOUNGE | MEETING ROOM W208A-C**
*Sponsored by Sonic Foundry, Platinum Partner*

CIOs are invited to relax and hold informal gatherings with peers. Find a quiet, comfortable spot to charge your devices, watch streamed general sessions, and check e-mail. An assortment of snacks and beverages will also be available.

*Tuesday only:* A continental-style welcome breakfast for CIOs will be offered from 7:00 to 7:45 a.m.

**COMMUNITY AND COLLABORATION LOUNGE | MEETING ROOM W207A/B**
*Sponsored by EMC Corporation*

This space is designed for members of the EDUCAUSE community to connect with each other. Organize impromptu and birds-of-a-feather meetings, share valuable content, or just relax and recharge in this informal setting. Drop in or use the online scheduling sheet ([http://tinyurl.com/EDU14CommunityLounge](http://tinyurl.com/EDU14CommunityLounge)) to reserve space for larger meetings. See you there!

**INTERNATIONAL WELCOME LOUNGE | MEETING ROOM W207C**

Stop by the lounge to connect with other colleagues from around the globe. Check e-mail, relax, and recharge your devices. You’ll also find refreshments, convenient access to a printer, and basic office supplies.

**MEDIA LOUNGE | MEETING ROOM W203A**

Media representatives attending EDUCAUSE 2014 have a quiet place this year to get away from the commotion of conference activities, charge devices, conduct interviews, and compose stories. The room will not be formally scheduled, so we ask that you please use common courtesy in this shared space with your volume and time use of the area.

**SPEAKER READY ROOM | MEETING ROOM W203B/C**

Here’s where some of the “behind the scenes” magic really happens! All conference speakers and presenters are encouraged to visit this area to test their equipment with the exact configuration that will be available in their room. Printers, projectors, and a copier will be available for practicing and making last-minute modifications and handouts. You can also pick up your speaker gift and ribbon for your name badge!

**FLEXIBLE LEARNING SPACE | MEETING ROOM W303**

Flexibility is key in this professionally designed learning space, which has been created to host a combination of presentations, small-group interactions, and large-group discussions.

**EXHIBIT HALL | WEST HALL A3-4**

More than 270 innovative product and service providers will be on hand, creating the largest exhibit hall for higher education IT professionals. Mingle with representatives and colleagues during refreshment breaks, lunch, and the networking reception. See page 134 to learn about other exciting activities in the hall, including Start-Up Alley.

**LEARNING THEATER | WEST HALL A3**

Located in the exhibit hall, this community space will feature high-energy presentations including community updates and specific program spotlights and showcases. Join industry leaders on Wednesday afternoon to discuss trending topics impacted by technology at Dell Social Think Tank programs. See pages 35, 39, 100, 107, 115 for more information and a detailed schedule.

**START-UP ALLEY | WEST HALL A3-4**
*Sponsored by Higher One, Bronze Partner*

Visit nearly 30 emerging companies with innovative products and services for higher education. Share direct feedback on new ideas and learn about pilot opportunities for your institution.

**Green Initiatives**

We’re committed to minimizing our event’s impact on the environment.

**Conference Bags:** Made from partially recycled material
**Event Signs:** Printed on Freeman Honeycomb paper substrate, and 100% recyclable
**Name Badge Holders:** Made from 50% recycled material
**Pens:** Made from 100% recycled plastic
**Print Program:** Printed on Forest Stewardship Council-certified 100%-recycled paper
**Tote-Stuffing Area:** Take only the information you want
Domains and Outcomes
In an effort to help you navigate the program, the EDUCAUSE 2014 Program Committee developed a list of IT organizational domains that address challenges reaching across the institution. Sessions are categorized in the program under the headings of the corresponding domain. Use these terms to search the program for sessions that best align to your specific area of interest.

IT ORGANIZATIONAL DOMAINS
• Analytics and Data-Driven Decision Making
• Digital Content, Libraries, Curation, and Open Access
• Enterprise/Administrative IT
• Leadership and Management
• Security, Compliance, Privacy, and Risk Management
• Service Management and Support
• Teaching and Learning

OUTCOMES
To help provide a broader context for session selection, most presenters provided “outcomes” for their sessions. These are practical takeaways participants can expect to glean from attending the session.

Step back from the day-to-day to reflect on how you might design the best digital experience technology has to offer for our students, faculty, and staff.
Special Designations

AWARD WINNER SESSIONS
Award Program sponsored by Moran Technology Consulting, Silver Partner

Sessions labeled with this icon are presented by the EDUCAUSE Community Leadership, Leadership, and Rising Star Award winners. These individuals have shown exemplary leadership and accomplishment in the use of technology in higher education. They are proven and recognized thought leaders in our community.

REFRESHMENT BREAKS
Take time to refuel and relax with refreshments provided during these breaks. Get the energy boost you’ll need to make the most of the many opportunities that surround you!

CORPORATE SESSIONS
These sessions merge corporate and institutional thought leadership in a dynamic discussion of common challenges and opportunities to facilitate intentional dialogue that bridges R&D and promotes product development. Sessions are aimed at providing desired outcomes and advancing the practical and innovative use of technology in higher education.

ASSOCIATION ACTIVITIES
“E” labeled sessions offer you a direct connection to your EDUCAUSE association staff through informal “meet and greets” and product and service demonstrations.

WEBCASTS
Webcast recordings are provided by Sonic Foundry, Platinum Partner

With such a large array of sessions to choose from, it’s impossible to attend them all. Over 60 sessions will be professionally streamed, recorded, and made available to you after the conference. Webcasts are marked in the daily agendas with the screen icon above. Closed captioning will be available for all public webcasts; these sessions are posted on the conference home page.

Additional Information

RECORDING POLICY
Presentations and associated materials are the intellectual property of the presenter; no conference session or activity may be recorded in any medium without the presenter’s permission. No recording whatsoever for commercial purposes is allowed at any time without prior permission from both EDUCAUSE and the speaker(s).

PROCEEDINGS
All speakers are invited to upload their presentation resources including slides, videos, handouts, and the like. These resources are available to participants through our EDUCAUSE 2014 conference website proceedings page.

Share your thoughts and watch the community-generated ideas evolve on the live wall in Lobby A on Level 1, near EDUCAUSE Central.
# SCHEDULE AT-A-GLANCE

## MONDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:00 a.m.–5:30 p.m.</td>
<td>Registration, Speaker Room</td>
</tr>
<tr>
<td>7:30 a.m.–5:00 p.m.</td>
<td>Exhibitor Help Desk</td>
</tr>
<tr>
<td>7:00 a.m.–6:30 p.m.</td>
<td>Lounges (International, Media)</td>
</tr>
<tr>
<td>7:00 a.m.–4:30 p.m.</td>
<td>CIO Lounge</td>
</tr>
</tbody>
</table>

### Morning Seminars
8:00–11:30 a.m.

### Full-Day Seminars
8:00 a.m.–4:00 p.m.

### Refreshment Break for Seminar Attendees
9:30–10:00 a.m.

### Lunch for Seminar Attendees
11:30 a.m.–12:30 p.m.

### Afternoon Seminars
12:30–4:00 p.m.

### Full-Day Seminars (continued)
8:00 a.m.–4:00 p.m.

### Refreshment Break for Seminar Attendees
2:00–2:30 p.m.

### Afternoon Seminars (continued)
12:30–4:00 p.m.

### Full-Day Seminars (continued)
8:00 a.m.–4:00 p.m.

## TUESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m.–4:30 p.m.</td>
<td>Registration, EDUCAUSE Central, Community and</td>
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<tr>
<td></td>
<td>Collaboration Lounge</td>
</tr>
<tr>
<td>7:00 a.m.–6:30 p.m.</td>
<td>CIO Lounge, Speaker Room</td>
</tr>
</tbody>
</table>

### General Session
Clay Christensen
8:00–9:30 a.m.

### Break in the Exhibit Hall
9:30–10:30 a.m.

### Sessions
10:30–11:20 a.m.

### Break
11:20–11:40 a.m.

### Sessions
11:40 a.m.–12:30 p.m.

### Lunch in the Exhibit Hall
12:30–2:30 p.m.

### Poster Session Presentations in the Exhibit Hall
1:30–2:30 p.m.

### Sessions
2:30–3:20 p.m.

### Break
3:20–3:40 p.m.

### Sessions
3:40–4:30 p.m.

### Networking Reception in the Exhibit Hall
4:30–6:30 p.m.
**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration, EDUCAUSE Central, Speaker Room</td>
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<tr>
<td>7:00 a.m.</td>
<td>CIO Lounge</td>
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<tr>
<td>7:00 a.m.</td>
<td>Lounges (Community and Collaboration, International, Media)</td>
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<tr>
<td>7:30 a.m.</td>
<td>E-Central</td>
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<td>8:00 a.m.</td>
<td>Sessions</td>
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<td>8:50 a.m.</td>
<td>Break</td>
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<td>9:10 a.m.</td>
<td>Sessions</td>
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<tr>
<td>10:00 a.m.</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>10:00 a.m.</td>
<td>General Session</td>
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<td>10:30 a.m.</td>
<td>General Session</td>
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<tr>
<td>10:30 a.m.</td>
<td>Doris Kearns Goodwin</td>
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<tr>
<td>11:15 a.m.</td>
<td>Lunch in the Exhibit Hall</td>
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<td>1:30 p.m.</td>
<td>Sessions</td>
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<td>2:20 p.m.</td>
<td>Break</td>
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<td>2:40 p.m.</td>
<td>Sessions</td>
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<tr>
<td>3:30 p.m.</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>4:30 p.m.</td>
<td>Sessions</td>
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<tr>
<td>5:30 p.m.</td>
<td>Sessions</td>
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**THURSDAY**

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<td>9:00 a.m.</td>
<td>Morning Seminars</td>
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<td>9:30 a.m.</td>
<td>Full-Day Seminars</td>
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<td>10:00 a.m.</td>
<td>Break in the Exhibit Hall</td>
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<td>11:30 a.m.</td>
<td>Lunch for Seminar Attendees</td>
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<td>1:30 p.m.</td>
<td>Sessions</td>
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<td>2:00 p.m.</td>
<td>Refreshment Break for Seminar Attendees</td>
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<td>Afternoon Seminars</td>
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<td>Full-Day Seminars</td>
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<td>4:30 p.m.</td>
<td>Full-Day Seminars</td>
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<td>5:30 p.m.</td>
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<td>6:30 p.m.</td>
<td>Networking Reception in the Exhibit Hall</td>
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THANK YOU
TO OUR EVENT SPONSORS AND CORPORATE PARTNERS

EVENT SPONSORS
EDUCAUSE 2014 participating companies further enhance the conference experience through the multitude of sponsorships listed below. A special thanks to these companies for their extra support.

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SAP Public Services
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Starfish Retention Solutions
Electronic signage
Vocareum
Tuesday general session
Wowza Media Systems
Wednesday featured speakers
CORPORATE PARTNERS
Support from our Corporate Partners enables EDUCAUSE to offer lower event fees, free webinars, and award-winning publications throughout the year.

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Campus Management is ushering in a brand new day for higher education at EDUCAUSE 2014. Visit us for the premiere of CampusNexus™, an open and flexible student information system with built-in CRM, that helps you turn today’s challenges into competitive advantage.

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Funding – Overcome budget constraints with growth and streamlined operations. Package and automate financial aid based on borrowers’ needs. Enhance alumni relations and advancement.

Outcomes – Increase retention and career placement. Ensure regulatory compliance.

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Visit Campus Management in Booth #919

For more information, visit www.campusmanagement.com/educause
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**TUESDAY, 9:30 a.m.–6:30 p.m.**

**WEDNESDAY, 10:00 a.m.–4:30 p.m.**

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Dear Colleague,

As this will be my last EDUCAUSE Annual Conference before retiring, I want to take the opportunity to share my pride in what EDUCAUSE has accomplished the past several years—and in what I believe EDUCAUSE represents.

EDUCAUSE is about IT, of course, which is intertwined with all facets of higher education. But our focus goes beyond the technology to the mind-sets, models, and engagement that IT catalyzes. At its core, EDUCAUSE helps higher education optimize the value of IT, enabling our colleges and universities to develop people, address society’s grand challenges, and enrich our culture. Achieving that mission is exciting and exhausting—well worth all the energy we can give it.

During my time with EDUCAUSE, I have worked with staff and members to improve existing programs, create new ones, and make IT more visible and valuable across all segments and audiences in higher education. I hope you personally have experienced:

- **Innovation and energy.** EDUCAUSE strives to be a place of innovation and a source of energy. We hope EDUCAUSE has helped you find new ideas, processes, and products. Whether you think of EDUCAUSE as the conference or the association, we always want you to find more than you expect and renew your energy through the community.

- **Convenor and catalyst.** EDUCAUSE is an influential organization that leverages the power of IT to convene conversations with important groups whose ideas and influence, in turn, shape critical issues facing our institutions, such as student success, access, administrative efficiency, research, innovation, and scholarly preservation.

- **Inclusiveness.** We welcome those who want to explore how IT can advance higher education. Our members hail from all parts of the world. Our leaders are men and women. Corporations, colleges, universities, government agencies, and entrepreneurs are all vital parts of our community.

- **Large yet personalized.** IT enables massive scale while simultaneously offering personalization. EDUCAUSE seeks to do the same. Part of our strength is our size, yet we seek to serve members as individuals. EDUCAUSE has much to offer, from individualized learning opportunities to institutionally tailored benchmarking services.

- **Willing to embrace the leading edge.** IT can spark new ideas. You’ve no doubt seen “uncommon thinking for the common good” in action through EDUCAUSE. And while we seek to serve today’s needs, we also strive to design the future.

I hope you have experienced EDUCAUSE as vibrant and valuable. EDUCAUSE thrives today thanks to a great staff, tens of thousands of members, and more friends than we can count. It has been my privilege to serve you as president and CEO of EDUCAUSE. Thank you for your support and participation in EDUCAUSE.

Sincerely,

Diana G. Oblinger

CEO and President

EDUCAUSE
The EDUCAUSE 2014 Program Committee invited a number of colleagues to participate as adjunct members in the development of the conference program. Their names are listed below. Their contributions made it possible for us to thoroughly review every proposal submitted, and their knowledge increased our overall pool of expertise. We take this opportunity to thank them.

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Tuesday, 4:30–6:30 p.m.
West Hall A3–4

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[Winners will be announced on Wednesday.]
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CONNECT AT EDUCAUSE 2014

Meet and Greet NGLC Staff
Tuesday, 1:30–2:15 p.m., and Wednesday, 2:20–3:05 p.m. | West A Lobby

*Entrepreneurs Within: What We Learned While Launching a New Model within an Existing Institution*
Wednesday, 8:00–8:50 a.m. | Meeting Room W304F-H

*Competency-Based Education and the IT Organization*
Wednesday, 9:10–10:00 a.m. | Meeting Room W209A/B

PARTICIPATE BEYOND EDUCAUSE 2014

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EDUCAUSE gratefully acknowledges the hundreds of member volunteers whose expertise, time, and energy are essential to the vitality and growth of this association in myriad activities. Special thanks go to the following people who have recently completed or will complete terms of service and chairmanship on advisory committees in 2014.

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Saturday, September 27

8:00 a.m.–5:00 p.m.

**Exhibitor Help Desk Open**
WEST A LOBBY
EDUCAUSE show management representatives will be available at the help desk to assist exhibitors with questions regarding setting up booths, securing booth space at EDUCAUSE 2015, and participating in other EDUCAUSE opportunities.

Sunday, September 28

8:00 a.m.–4:00 p.m.

**EDUCAUSE Board of Directors Meeting**
(Board members only)
FLORIDA BALLROOM A, CONVENTION LEVEL, HYATT REGENCY HOTEL

8:00 a.m.–5:00 p.m.

**Exhibitor Help Desk Open**
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**Registration Desk Open**
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Your conference experience begins at the registration desk. All preregistered conference attendees, exhibit hall staff, and on-site registrants start at the registration kiosks. Check in, pick up your entry badge, and proceed to the tote area for your program, tote, and other conference materials.

**Speaker Ready Room Open**  
MEETING ROOM W203B/C  
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.
Leading transformation is best done as a community.

Join *executive-level discussion sessions* on the IT organization, campus collaborations, and top IT issues while in Orlando.

**TUESDAY**
- Aligning IT with the Institutional Mission: Finding the Right Balance (Run, Grow, Transform)
- Building Institutional Partnerships: Reaching Across the Quad
- Funding Technology: Replacing a Broken Model
- Leveraging Data for Strategic Advantage

**WEDNESDAY**
- Competency-Based Education and the IT Organization
- Developing the Higher Ed IT Profession
- Envisioning the Future CIO: Building a Recipe for Success
- Implementing Scale for Core Commodity Services through the Cloud and Collaboration
- Strengthening CIO and CISO Collaboration on Security and Privacy

Learn more about these sessions and the CIO Experience at [educause.edu/e14cio](http://educause.edu/e14cio).
Monday, September 29

7:00–7:45 a.m.

Breakfast for Seminar Speakers
MEETING ROOM W110A/B
Seminar speakers are invited to this continental breakfast to mingle and chat informally with others.

7:00 a.m.–4:00 p.m.

EDUCAUSE Community and Collaboration Lounge Open
Sponsored by EMC Corporation
MEETING ROOM W207A/B
This space is designed for members of the EDUCAUSE community to connect with each other. Organize impromptu and birds-of-a-feather meetings, share valuable content, or just relax and recharge in this informal setting. Drop in or use the online scheduling sheet at http://tinyurl.com/EDU14CommunityLounge to reserve space for larger meetings. See you there!

International Welcome Lounge Open
MEETING ROOM W207C
If you’re an international attendee, stop by this informal lounge to connect with colleagues, check e-mail, relax, and recharge your devices. You’ll also find refreshments, convenient access to a printer, and basic office supplies.

Media Lounge Open
MEETING ROOM W203A
Media representatives attending EDUCAUSE 2014 have a quiet place this year to get away from the commotion of conference activities, charge devices, conduct interviews, and compose their stories. The room will not be formally scheduled, so we ask that you please use common courtesy in this shared space with your volume and time use of the area.

7:00 a.m.–5:30 p.m.

EDUCAUSE Central Open
Furniture provided by Steelcase, Gold Partner
Video wall provided by CDW-G, Gold Partner, and NEC, Bronze Partner
WEST A LOBBY
Visit EDUCAUSE Central, a community hub near registration, to connect with association leaders and learn about recent EDUCAUSE activities.
MONDAY

7:00 a.m.–5:30 p.m. (continued)

Registration Desk Open
Sponsored by Jenzabar, Platinum Partner
WEST A LOBBY
Your conference experience begins at the registration desk. All preregistered conference attendees, exhibit hall staff, and on-site registrants start at the registration kiosks. Check in, pick up your entry badge, and proceed to the tote area for your program, tote, and other conference materials.

Speaker Ready Room Open
MEETING ROOM W203B/C
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

7:30 a.m.–5:00 p.m.

Exhibitor Help Desk Open
WEST A LOBBY
EDUCAUSE show management representatives will be available at the help desk to assist exhibitors with questions regarding setting up booths, securing booth space at EDUCAUSE 2015, and participating in other EDUCAUSE opportunities.

8:00–11:30 a.m.

MORNING SEMINARS
Note: Separate registration and fee are required.

Seminar 8A | Plan for the Future of Research and Teaching Technologies with Peer Benchmarking
MEETING ROOM W307C/D

Seminar 9A | Delivering a Campus Data Service Using Software as a Service
MEETING ROOM W308A/B

Seminar 11A | Planning Your Career Using Data and Others’ Experience
MEETING ROOM W308C/D

Seminar 12A | Changing Senior IT Leadership Positions: What’s Next and a Tool Kit to “Be Prepared”
MEETING ROOM W307A/B

Seminar 13A | Leading Transformational Change: Applied Change Management in Higher Education
MEETING ROOM W206B/C

Seminar 14A | The Horizon Report: Trends, Challenges, Solutions
MEETING ROOM W107

Seminar 15A | Exploring Strategies for Physical and Virtual Computing Spaces
MEETING ROOM W304A

Seminar 16A | Project U: Universal Support for Online Students
MEETING ROOM W304E

Seminar 17A | Social Media Constituent Group Unconference
MEETING ROOM W310A/B

Seminar 18A | Wireless Presentation Systems: Ad Hoc and Enterprise Solutions for the Interactive Classroom
MEETING ROOM W303

Seminar 19A | Building Consortia: Creating Scale to Advance Technology Initiatives Locally
MEETING ROOM W309A/B

8:00 a.m.–4:00 p.m.

FULL-DAY SEMINARS
Note: Separate registration and fee are required.

Seminar 1F | Balanced Leadership: The Role of Behavior Styles and Emotional Intelligence
MEETING ROOM W205A

Seminar 2F | Becoming a Successful Technology Manager
MEETING ROOM W311A

Seminar 3F | Develop IT Governance, Portfolio, and Project Management Processes to Govern, Execute, and Measure Projects
MEETING ROOM W205B/C

Seminar 4F | Creating an Effective Organizational Development Plan
MEETING ROOM W206A

Seminar 5F | Effective Change-Management Methods to Drive Educational Transformation
MEETING ROOM W311E
**MONDAY**

**Seminar 6F | ITANA F2F 2014: Governance and Enterprise Architecture: Delivering Impact**  
MEETING ROOM W306A/B

**Seminar 7F | Project Management: Conference within a Conference 2014**  
MEETING ROOM W204

**Seminar 8F | Blended and Online Program Development**  
MEETING ROOM W305A/B

**9:00–10:00 a.m.**

**EDUCAUSE Nominations Committee Meeting**  
(Committee members only)  
MEETING ROOM W105A

**9:00 a.m.–12:00 noon**

**HEISC Leadership Team Meeting**  
(By invitation only)  
MEETING ROOM W105B

**9:30–10:00 a.m.**

**Refreshment Break for Seminar Participants**  
WEST LEVEL 3 FOYER  
Engage with colleagues, reflect on what you’ve learned, and refresh with a beverage—make the most of the opportunities that surround you!

**10:00–11:00 a.m.**

**EDUCAUSE Recognition Committee Meeting**  
(Committee members only)  
MEETING ROOM W105A

**10:30 a.m.–12:00 noon**

**Coalition of Higher Education IT Associations (CHEITA) Meeting**  
(By invitation only)  
MEETING ROOM W209C  
This invitation-only session convenes the leaders of international associations of higher education IT. Refreshments will be provided.

**11:00 a.m.–4:30 p.m.**

**CIO Lounge Open**  
Sponsored by Sonic Foundry, Platinum Partner  
MEETING ROOM W208A–C  
Higher education CIOs are invited to relax and hold informal gatherings in this centrally located room. Enjoy an assortment of snacks and beverages and find a quiet, comfortable spot to charge your devices, watch streamed general sessions, and check your e-mail.

**11:30 a.m.–12:30 p.m.**

**Lunch for Seminar Participants**  
(Lunch ticket required)  
MEETING ROOM W110A/B  
Lunch is available to speakers and attendees who are either registered for a full-day seminar or both a morning and an afternoon seminar (lunch tickets will be issued accordingly).

**11:30 a.m.–1:30 p.m.**

**EDUCAUSE Connect 2015 Committee Meeting**  
(By invitation only)  
MEETING ROOM W108A  
Lunch will be provided.

**11:30 a.m.–2:30 p.m.**

**Next Generation Digital Learning Environments**  
(By invitation only)  
MEETING ROOM W109A/B  
This session convenes higher education thought leaders to reimagine next-generation digital learning environments. Increasingly, institutions, instructors, and students require a learning environment that supports different instructional modes (e.g., flipped classrooms, blended learning), alternative credit models (e.g., competency-based education), and personalized learning (e.g., adaptive learning), as well as an environment that exchanges information with other tools and systems (e.g., student success systems). To enable learning environments of greater quality, scale, and power, with continuous and instantaneous digital connections to information, services, and communities, the “LMS” of today must be reimagined.

Participants will explore the digital learning environment of the future. The event is being supported by the Bill & Melinda Gates Foundation and is by invitation only.
MONDAY

12:00 noon–2:45 p.m.

ECAR Working Groups General Meeting
MEETING ROOM W106

Come join this open meeting highlighting the efforts of the ECAR working groups over the past year. We will discuss future topics and hear from invited speakers on IT infrastructure, security, and enterprise issues.

12:30–4:00 p.m.

AFTERNOON SEMINARS
NOTE: Separate registration and fee are required.

Seminar 8P | The Road to Analytics: Laying the Foundation
MEETING ROOM W307C/D

Seminar 9P | Using Unified Communications to Collaborate with Students and Enhance Their Ability for Success
MEETING ROOM W304A

Seminar 10P | Project Leadership and Requirements Gathering: It Doesn’t Need to Be a Root Canal
MEETING ROOM W304E

Seminar 11P | Change Literacy in Higher Education
MEETING ROOM W308C/D

Seminar 12P | Rapid Prototyping: Designing Technology/Data-Supported Models to Promote Student Success
MEETING ROOM W206B/C

Seminar 13P | Implementing IT Accessibility on Your Campus: Sharing Strategies That Succeed
MEETING ROOM W309A/B

Seminar 14P | Diamonds and Paper Clips: Steps Needed to Make Your University Cybersecure
MEETING ROOM W107

Seminar 16P | Nurturing an Academic Tablet Initiative; or, OK, Everyone Has a Tablet, Now What?
MEETING ROOM W308A/B

Seminar 17P | A Roadmap for Using Mobile Technology to Transform the Teaching and Learning Experience
MEETING ROOM W310A/B

Seminar 18P | Active Learning Anywhere: Designing All Spaces to Support Active Learning across Campus
MEETING ROOM W303

Seminar 19P | IT Infrastructure Projects: A Framework for Decision Making
MEETING ROOM W307A/B

1:00–1:45 p.m.

CORPORATE SEMINAR
NOTE: Separate registration is required. Corporate attendees only.

Seminar 1C | Talk with the Board: What’s at the Core of Current Campus IT Issues?
MEETING ROOM W108B

Marc Hoit, Vice Chancellor and CIO, University of North Carolina; Susan Metros, Interim CIO, Associate Dean, and Professor, University of Southern California

When was the last time you had the opportunity to spend nearly an hour with a campus CIO? Now’s your chance. Plan to attend this informal gathering with two members of the EDUCAUSE Board of Directors to discuss the most significant IT issues and challenges on campus.

1:00–2:00 p.m.

ELI 2015 Program Committee
(Committee members and invited guests only)
MEETING ROOM W209C

1:45–2:30 p.m.

CORPORATE SEMINAR
NOTE: Separate registration is required. Corporate attendees only.

Seminar 2C | Are They Buying What You’re Selling? Results of the Top-Ten Strategic Technologies 2014 Study
MEETING ROOM W108B
Take a deep dive into a recent EDUCAUSE Center for Analysis and Research study offering insights into those IT categories where your campus buyers plan to invest—unified communications, learning analytics, virtual desktops, enterprise identity solutions, gamification, and more. The study also predicts the 10 technologies that will be in place at half of higher education institutions by 2017 and offers a glimpse at how technology tracking differs by institutional type.

2:00–2:30 p.m.

Refreshment Break for Seminar Participants
WEST LEVEL 3 FOYER
Engage with colleagues, reflect on what you’ve learned, and refresh with a beverage—make the most of the opportunities that surround you!

2:00–3:00 p.m.

Administrative IT Planning Committee Meeting
(Committee members only)
MEETING ROOM W105B

2:30–3:15 p.m.

CORPORATE SEMINAR
NOTE: Separate registration is required. Corporate attendees only.

Seminar 3C | Insights and Anchors: What’s Happening in Teaching and Learning?
MEETING ROOM W108B
Malcolm Brown, Director, EDUCAUSE Learning Initiative, and Veronica Diaz, Director of Online Programs and Associate Director of EDUCAUSE Learning Initiative, EDUCAUSE
Join us to explore results from the Horizon Report and the EDUCAUSE Learning Initiative Content Anchor survey, key resources that outline emerging technologies and significant trends likely to impact learning, teaching, and creative inquiry in higher education. We’ll also discuss ELI’s major initiatives and its focus on promoting innovation and best practices in teaching and learning, as well as how your involvement in ELI can support and further this critical work across campuses.

2:30–3:30 p.m.

EDUCAUSE Reviewers Meeting
MEETING ROOM W108A

Current members of the EDUCAUSE Reviewers Committee and anyone interested in joining the committee are invited to meet fellow reviewers and the editor for conversation and to ask questions about reviewing.

3:00–4:30 p.m.

CIO Constituent Group Discussion Session
MEETING ROOM W109A/B
Learn how your CIO colleagues are tackling common challenges in this discussion and networking session on the EDUCAUSE top-ten IT issues for 2014. Informal, small-group discussions will focus on improving student outcomes, establishing a partnership between IT leadership and institutional leadership, assisting faculty with instructional integration of IT, and other topics. Join this energetic and engaging start to the conference.

3:30–5:00 p.m.

ELI Advisory Board Meeting
(Board members and invited guests only)
MEETING ROOM W105A

4:30–5:30 p.m.

Constituent Group Leaders Meeting
(Group Leaders only)
MEETING ROOM W209A/B

4:30–6:30 p.m.

Software Licensing Issues Discussion Session
MEETING ROOM W109A/B
Margaret A. Knox, CIO, University of Texas System
This meeting will cover the unique licensing needs of higher education and productive vendor relations. The discussion will explore the challenges users of different computers in more than one venue face, user identities, and ever-changing software needs. Participants will share experiences and formulate a consensus position on vendor issues.

7:00–9:00 p.m.

EDUCAUSE Board, EDUCAUSE 2014 Program Committee, and EDUCAUSE Recognition Reception
(By invitation only)
ORCHID ROOM, RECREATION LEVEL, HYATT REGENCY HOTEL
The Learning Theater, open during exhibit hall hours, is a community space designed for high-energy group presentations and informal group discussions. You’ll find a series of interactive presentations and activities here. Join industry leaders on Wednesday afternoon to discuss trending topics impacted by technology at Dell Social Think Tank programs. When not participating in these quick-paced activities, you can engage in this informal setting with constituent groups as they co-create a series of hot topic discussions and just-in-time answers to day-to-day challenges.

West Hall A3
### TUESDAY, SEPTEMBER 30

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:45–10:15 a.m.</td>
<td>Examining the Advancing Technology Market for Competency-Based Education: Solution Provider Demos, Part I</td>
<td>Linda Smarzik, Dean, Computer Studies and Advanced Technology, Austin Community College District; Laurie Dodge, Vice Chancellor of Institutional Assessment and Planning, Brandman University; Joel Hernandez, CEO, eLumen; James Rianhard, President, Flatworld Knowledge; James E. Selbe, Director, Direct2Degree, Kentucky Community &amp; Technical College System; Charla Long, Lipscomb University; Michael Offerman, Consultant, Offerman Consulting; Chris Sheppard, Vice President for Business Development, Parchment; Heather Hiles, CEO, Pathbrite; Randy Jones, CEO, Regent Education; Rick Staisloff, rpkGroup; Anthony Scheffler, Valdosta State University</td>
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*Moderated by: Alison Kadlec, Senior Vice President, Public Agenda*

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<tr>
<td>10:30–11:20 a.m.</td>
<td>Examining the Advancing Technology Market for Competency-Based Education: Solution Provider Demos, Part II</td>
<td><strong>Brian Paige</strong>, Director–Information Technology, Calvin College; <strong>Pete Hoffswell</strong>, Network Manager, Davenport University</td>
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<td>11:40 a.m.–12:30 p.m.</td>
<td>The EDUCAUSE Connect <em>Bead Game</em>: A Case Study in Using Gamification to Activate Events and Energize Engagement</td>
<td><strong>Brian Paige</strong>, Director–Information Technology, Calvin College; <strong>Pete Hoffswell</strong>, Network Manager, Davenport University</td>
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<tr>
<td>12:45–2:15 p.m.</td>
<td>Adaptive Learning and the Quest to Improve Undergraduate Education</td>
<td><strong>Eric Frank</strong>, CEO, Acrobatiq; <strong>David Collery</strong>, CEO and Founder, CCKF Realizelt; <strong>Richard Baraniuk</strong>, Victor E. Cameron Professor of Electrical and Computer Engineering and Founder and Director, OpenStax, Rice University; <strong>Dale Johnson</strong>, Manager, Adaptive GenEd Program, Arizona State University; <strong>Nick White</strong>, Senior Manager of Instructional Design, Capella University; <strong>Erin Becker</strong>, Postdoc, iAMSTEM; <strong>Marc Facciotti</strong>, Assistant Professor, Biomedical Engineering, College of Engineering; <strong>Marco Molinaro</strong>, Assistant Vice Provost for Undergraduate Education Innovation, Research, and Analytics and iAMSTEM Executive Director; <strong>Chris Pagliarulo</strong>, Director of Instruction and Assessment, iAMSTEM, University of California at Davis</td>
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<tr>
<td>2:30–3:20 p.m.</td>
<td>The EDUCAUSE Game Changers Business Competition, Round 1</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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<tr>
<td>3:40–4:30 p.m.</td>
<td>The EDUCAUSE Game Changers Business Competition, Round 2</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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<td>4:45–6:00 p.m.</td>
<td>Making IT Accessibility Accessible</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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### WEDNESDAY, OCTOBER 1

#### DELL THINK TANK

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<td>12:30–1:20 p.m.</td>
<td>The Right Approach to BYOD in Higher Education</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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<td>1:30–2:20 p.m.</td>
<td>Keeping Your Student Data Secure</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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<tr>
<td>2:40–3:30 p.m.</td>
<td>Improving Operational Efficiency through the Use of Data</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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<td>Incorporating the Student Voice into Your Technology Strategies</td>
<td><strong>Greg Kraus</strong>, University IT Accessibility Coordinator, North Carolina State University</td>
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Proud to be the leader in higher education technology

Ellucian delivers the software, services, and insights that help your institution thrive.

40 years of experience
Serving 2,400 institutions
100 percent focus on higher education

And we’re always innovating. Just this year we’ve launched a continuing education and workforce development solution and evolved our cloud services to help you reliably store and share information.

Visit Ellucian at booth #901 to see how we can support your institution’s mission. While you’re there, pick up a presentation schedule and talk to our experts. We’re here for you.

Ellucian is proud to be an EDUCAUSE Platinum Partner.
Tuesday, September 30

7:00–8:00 a.m.

MEETINGS

Content Focus Group
(By invitation only)
MEETING ROOM W105A

EDUCAUSE Core Data Service Advisory Group
(By invitation only)
MEETING ROOM W110A
The monthly meeting of the CDS Advisory Group.

Fellowship Advisory Committee
(Committee members only)
MEETING ROOM W108A
Breakfast will be provided.

IT Assessment and Benchmarking Advisory Board
(By invitation only)
MEETING ROOM W105B
Members of the IT Assessment and Benchmarking Advisory Board and EDUCAUSE staff will discuss progress on the Lumina IT assessment services projects and plans for 2015.

7:00 a.m.–4:30 p.m.

International Welcome Lounge Open
MEETING ROOM W207C
If you’re an international attendee, stop by this informal lounge to connect with colleagues, check e-mail, relax, and recharge your devices. You’ll also find refreshments, convenient access to a printer, and basic office supplies.
Media Lounge Open
MEETING ROOM W203A
Media representatives attending EDUCAUSE 2014 have a quiet place this year to get away from the commotion of conference activities, charge devices, conduct interviews, and compose their stories. The room will not be formally scheduled, so we ask that you please use common courtesy in this shared space with your volume and time use of the area.

CIO Lounge Open
Sponsored by Sonic Foundry, Platinum Partner
MEETING ROOM W208A-C
Higher education CIOs are invited to relax and hold informal gatherings in this centrally located room. Enjoy an assortment of snacks and beverages and find a quiet, comfortable spot to charge your devices, watch streamed general sessions, and check your e-mail. Tuesday only: A continental-style welcome breakfast for CIOs will be offered from 7:00 to 7:45 a.m.

 Speaker Ready Room Open
MEETING ROOM W203B/C
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

EDUCAUSE Central Open
Furniture provided by Steelcase, Gold Partner
Video wall provided by CDW-G, Gold Partner, and NEC, Bronze Partner
WEST A LOBBY
Visit EDUCAUSE Central, a community hub near registration, to connect with association leaders and learn about recent EDUCAUSE activities.

EDUCAUSE Community and Collaboration Lounge Open
Sponsored by EMC Corporation
MEETING ROOM W207A/B
This space is designed for members of the EDUCAUSE community to connect with each other. Organize impromptu and birds-of-a-feather meetings, share valuable content, or just relax and recharge in this informal setting. Drop in or use the online scheduling sheet at http://tinyurl.com/EDU14CommunityLounge to reserve space for larger meetings. See you there!

Registration Desk Open
Sponsored by Jenzabar, Platinum Partner
WEST A LOBBY
Your conference experience begins at the registration desk. All preregistered conference attendees, exhibit hall staff, and on-site registrants start at the registration kiosks. Check in, pick up your entry badge, and proceed to the tote area for your program, tote, and other conference materials.

GENERAL SESSION
Disruptive Innovation and the Future of Higher Education
Sponsored by Vocareum
WEST HALL A2
Clay Christensen, Kim B. Clark Professor of Business Administration, Harvard Business School
Colleges and universities today face challenges that demand new ways of thinking about their core mission of teaching and learning. Different kinds of innovation within higher education have begun to target perceived problems with promising—yet varying—results. Online education and competency-based education have already had major disruptive effects with implications for yet more. How can higher education leaders cultivate and encourage disruptive innovation to best serve their institutions? What do administrators, technologists, and educators need to know to be effective in an environment of disruptive innovation? In this session, Harvard Business School professor and best-selling author Clay Christensen will discuss his theory of disruptive innovation and why it matters to higher education.

Meet EDUCAUSE Center for Analysis and Research Staff
EDUCAUSE CENTRAL, WEST A LOBBY
Stop by for an informal opportunity to learn more about ECAR research and working groups. Meet with Susan Grajek, vice president for data, research, and analytics, Eden Dahlstrom, senior research analyst, Joanna Grama, director of DRA operations, IT GRC, and cybersecurity programs, and Karen Wetzel, program manager, ECAR working groups.
Empower student success through technology innovation

Join Us At Educause

- Experience the latest in teaching and learning technologies in our booth
- Hear how data is being used to drive successful student outcomes
- Join industry leading conversations on mobility, security and cloud in the Think Tank series or at our breakout sessions

Driving Innovation Through Conversation

The Dell Think Tank program brings together industry leaders to discuss trending topics impacted by technology.

Wednesday, October 1
Learning Theatre in exhibition hall

- The right approach to BYOD at universities
  Dell Think Tank Session 1
  12:30 p.m. - 1:20 p.m.

- Keeping your student data secure
  Dell Think Tank Session 2
  1:30 p.m. - 2:20 p.m.

- Improving operational efficiency through use of data analytics
  Dell Think Tank Session 3
  2:40 p.m. - 3:30 p.m.

- Incorporating the student voice into your technology strategies
  Dell Think Tank Session 4
  3:40 p.m. - 4:30 p.m.

Follow the conversation on Twitter @DellEDU

Advancing Thought Leadership On Campus

- Mobility Without Security Gets You a Failing Grade
  Tuesday, September 30 at 10:30 a.m.
  Room W311E

- It’s A Multi Cloud World: Essential Tenets For A Successful Education Cloud Environment
  Tuesday, September 30 at 11:40 a.m.
  Room W300

- Improving Student Graduation Rates Using Data Insights & Predictive Modeling
  Tuesday, September 30 at 3:40 p.m.
  Room W311A

Join us at Educause at booth #401 to learn how Dell is supporting the critical role of IT in improving student outcomes.

Dell.com/Educause2014

Join us at Educause at booth #401 to learn how Dell is supporting the critical role of IT in improving student outcomes.
Technology holds the power to transform learning. Together we can help people make progress in their lives by providing innovative online learning solutions and services that drive improved learner outcomes and better results.

While at EDUCAUSE, don’t miss these sessions:

The Path to Efficacy: Measuring and Reporting Impact on Learning Outcomes
Tue., September 30, 10:30AM - 11:20AM, Room W309A/B
Panelists:
Ildiko Barsony, Miami Dade College, North Campus
Lourdes Norman-McKay, Ph.D., Florida State University at Jacksonville
John Tweeddale, Pearson

How to Create and Sustain a Competency-based Education Program at Your Institution
Tue., September 30, 2:30PM - 3:20PM, Room W205A
Panelists:
Sally Johnstone, Ph.D., Western Governors University
Corrine Gordon, Ph.D., Northern Arizona University
Kate Hixson, Ph.D., Pearson

Booth #701 and pearsonhighered.com/educause
Meet EDUCAUSE Professional Development Staff

EDUCAUSE CENTRAL, WEST A LOBBY

Stop by to visit with Julie Little, vice president of teaching, learning, and professional development, and Tracy Petrillo, chief learning officer, to discuss the variety of professional development opportunities your association offers. Learn about EDUCAUSE Connect events, our popular Management and Leadership Institute programs, and ways to get involved, including becoming a presenter and volunteering.

Refreshment Break in the Exhibit Hall

WEST HALL A3-4

Take time to refuel and connect while you explore the exhibit hall. Engage with companies providing the latest advances in technology and reenergize with snacks and beverages to maximize your conference experience!

Exhibit Hall Open

WEST HALL A3-4

Check out over 270 exhibitors providing the latest campus technology. Use our mobile app to browse the exhibitor directory (by company or products and services) and to help guide you through the hall. Also plan to visit Start-Up Alley to learn about emerging companies and the Learning Theater to engage in vibrant discussions. Refreshment breaks and lunch will be served in the hall.

LEARNING THEATER SESSION

Examining the Advancing Technology Market for Competency-Based Education: Solution Provider Demos, Part I

LEARNING THEATER, WEST HALL A3

Linda Smarzik, Dean, Computer Studies and Advanced Technology, Austin Community College District; Laurie Dodge, Vice Chancellor of Institutional Assessment and Planning, Brandman University; Joel Hernandez, CEO, eLumen; James Rianhard, President, Flatworld Knowledge; James E. Selbe, Director, Direct2Degree, Kentucky Community & Technical College System; Charla Long, Lipscomb University; Michael Offerman, Consultant, Offerman Consulting; Chris Sheppard, Vice President for Business Development, Parchment; Heather Hiles, CEO, Pathbrite; Randy Jones, CEO, Regent Education; Rick Staisloff, rpkGroup; Anthony Scheffler, Valdosta State University

Moderated by: Alison Kadlec, Senior Vice President, Public Agenda

Learn about progress being made by solution providers supporting competency-based education. This series of presentations will demonstrate some of the most advanced programs and apps supporting the current and future CBE market in functionalities such as learning environments, assessment, curriculum design, learning portfolios, transcripts, advising, and learning analytics. Long-standing and emerging solution providers have been tackling the challenges of design, interoperability, and data management for CBE from both the institutional and student perspectives. Join us for the entire session or for key areas of interest. (For further information about the lineup of specific solution providers and functionalities, see the online conference agenda.)

OUTCOMES: Learn about the technical opportunities and challenges related to the most innovative CBE implementations • Learn about a variety of technical solutions and features sets that support CBE • Experience technical solutions from different student, faculty, and student support perspectives

Digital Credentials: Moving Transcripts, Diplomas, and Nondegree Certificates Online (While Making Them Better)

Sponsored by Accenture

MEETING ROOM W311B-D

Matthew Pittinsky, CEO, Parchment; Aaron Brower, Interim Chancellor of UW Extension and UW Colleges, University of Wisconsin Colleges

While technology is changing instructional delivery, credentialing remains an analog, paper-based activity, even in competency-based education. E-transcripts are just the first step toward embracing digital credentials. Learn how credentialing is moving online, delivering more value to all stakeholders by communicating competency and experiential information, and better supporting student pathways within and across institutions.

OUTCOMES: Understand the current state of electronic transcripts, including key technical standards • Consider the technology platform (SIS, LMS) implications of tracking and certifying co-curricular and competency information • Explore the strategic academic drivers behind digital credentials
TUESDAY

10:30–11:20 a.m. (continued)

CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

Innovative Data-Driven Decision Making

MEETING ROOM W205A

James P. Frazee, Senior Academic Technology Officer, San Diego State University; John Fritz, AVP, Instructional Technology, University of Maryland, Baltimore County; Ellen Wagner, Chief Research and Strategy Officer, PAR Framework, WICHE/WCET

Moderated by: John Whitmer, Platform Analytics and Educational Research Director, Blackboard

Higher education is becoming increasingly committed to using data to support important decisions across campus, from improving learning and teaching at the classroom level to tackling long-term institutional issues regarding enrollment, retention, and financial sustainability. In this panel discussion, representatives from a variety of institutions will discuss their experiences designing and implementing innovative data-analysis approaches in the support of critical campus decisions.

OUTCOMES:
• Increase understanding of processes for a strategic definition of an analytics program
• Increase awareness of potential data sources and analysis techniques
• Determine how to apply presented models to individual campus needs

Leveraging Data for Strategic Advantage

MEETING ROOM W209A/B

Jon Phillips, Managing Director–Strategy, Worldwide Education, Dell; Fred Richards, Vice President Product Management, Business Analytics, Ellucian; Sharon E. Blanton, Vice President and Chief Information Officer, Hawaii Pacific University; Stephen Landry, CIO, Seton Hall University

Campuses are increasingly turning to data to support all aspects of higher education’s mission, including using it to improve student success (e.g., learning analytics) and to bolster strategic decision making (e.g., business intelligence). A critical foundation for these important uses of data is effective data management (e.g., data governance). In this session, we will explore some of the challenges data presents to higher education technology leaders, highlight some best practices in each of these areas, and engage campus leaders in crafting practical solutions to these challenges.

Wireless Is More!

MEETING ROOM W206B/C

Rens van der Vorst, Head of Innovation, Fontys Hogeschool; Roel Smabers, CEO, Parantion

You are sitting on a goldmine. Using your wireless data, you will be able to improve life on campus, provide exhilarating services to students and staff, enhance learning, and make life easier and a lot more fun. We used our local big data, and you can do it too!

OUTCOMES:
• Understand that we are sitting on a gold mine called wireless data
• Get inspiration from the opportunities and best practices from Fontys University
• Identify the steps to a solution for your own campus

Digital Content, Libraries, Curation, and Open Access

Planning for Digital Scholarship Support Services: Case Studies from Four Universities

MEETING ROOM W303

Andrew Ashton, Associate University Librarian for Digital Technologies, Brown University; Barbara Pralle, Head, Entrepreneurial Library Program, The Johns Hopkins University; Chris Comerford, Director of Information Technology, Weinberg College of Arts and Sciences, Northwestern University; Heather McCullough, Associate Director, Center for Teaching and Learning, University of North Carolina Charlotte

Academic institutions are increasingly challenged to develop infrastructure and services to support the creation, use, and preservation of digital content and collections. Panelists from four institutions will share their experiences building infrastructure and services to support future digital scholarship possibilities. Our case studies include considerations, concerns, and lessons learned.

OUTCOMES:
• Participants will gain an understanding of how different institutions are supporting or building support for digital content in association with scholarship
• Participants will hear about challenges, lessons learned, and solutions implemented at these institutions
• Participants will hear from a librarian and distributed IT leaders
Enterprise/Administrative IT

Application Sprawl Is Sucking the Wind Out of Your Sails
MEETING ROOM W204

Robert Carozzoni, Information Technology Area Manager II, and David W. Koehler, Program Manager Application Streamlining, Cornell University

Learn how a budget crisis taught Cornell the five steps to taming application sprawl and recovering lost money, time, and agility. In this session, we will explore application portfolio management, cloud sourcing, web services, and application governance.

OUTCOMES: Learn how to treat applications as assets and understand their business value • Learn how a very decentralized institution developed a methodology to attack the problem of application sprawl • Learn techniques for improving the value proposition of applications at your institution

Mobility without Security Gets You a Failing Grade
MEETING ROOM 311E

Timothy Smith, Interim CIO, The Ohio State University

Moderated by: Bill Odell II, Vice President of Product Marketing, Dell

Mobile technologies can enable colleges and universities to enhance student outcomes and improve faculty and staff access to data and applications, but they must work within the context of information security infrastructure in order to safely provide these capabilities.

OUTCOMES: Discover how to leverage BYOD on and off campus • Identify how to ensure network security, protecting against internal and external threats • Investigate how to integrate mobility with existing network and device management processes

Leadership and Management

Cloud Sourcing Requires a New Approach
MEETING ROOM W205B/C

Stephen Lau Jr., IT Policy Manager, Lawrence Berkeley National Laboratory; Thomas Trappler, Director, UCLA Software Licensing, UCLA; David Alan Willson, Manager, Strategic Technology Acquisition, University of California, Berkeley; Gabriel Youtsey, Interim Assistant Chief Information Officer, University of California, Irvine; Gabe Edwards, Software Acquisition Coordinator, University of California, Merced

Cloud computing is an increasingly viable delivery mechanism for IT services in higher education. Cloud services entail a unique set of risks, necessitating a different approach than traditional IT hardware and software. We will highlight the process developed by the University of California to effectively source and deploy cloud services.

OUTCOMES: Understand the unique risks associated with the sourcing and deployment of cloud computing services • Identify the key stakeholders within your organization that should participate in the sourcing of cloud computing services • Understand the process we developed to effectively source and deploy cloud computing services to leverage and build on it to meet your own needs

Great Universities and Their Cities: Three Perspectives on IT’s Role in “Town-Gown” Relations
MEETING ROOM W312A-C

Lev Gonick, Chief Executive Officer, OneCommunity

Campuses have always had a role to play in responding to persistent urban decay and contributing to economic development, particularly in the aftermath of natural disasters. In addition to the faculty-led institutes and administrative centers for community outreach, technology leadership has led major initiatives to engage with and transform the community.

OUTCOMES: Understand the opportunities and challenges of IT-led engagement with cities and community leadership • Learn about the motivations and strategies IT leaders use to work with their cities and communities on advancing community priorities and the research and teaching goals of their great universities • Learn how you might engage with civic leadership, community activists, and elected officials

Planning for the Future: The Next CIO
MEETING ROOM W304F-H

Kathryn F. Gates, Chief Information Officer, University of Mississippi; Mark Askren, CIO, University of Nebraska–Lincoln

Thinking about your career potential? Considering whether you want to become a CIO? Join us for a discussion regarding the strategic decisions that the next generation of IT leaders will need to make and the characteristics that will lead to success. Drawing from their own experiences, the presenters will share insights to help aspiring CIOs, as well as others who want to learn more about growth opportunities.

OUTCOMES: Discuss which areas to focus on for a personal career development plan • Understand the types of high-impact decisions and responsibilities required from a future IT leader • Learn about strategies for addressing the increasing demand for IT with relatively flat resources
The Trifecta Effect: Strategic Planning, Governance and Project Management
MEETING ROOM W305A/B
Mario Berry, Associate Vice Chancellor–Enterprise Applications, Technology Services, and Marian Burkhart, Executive Director, Office of Technology Services, Lone Star College System

What happens when a well-developed strategic plan, a KISS governance model, and a formal project management methodology converge? The Trifecta Effect! Attend this workshop to hear how Lone Star College System’s Office of Technology Services transformed the way IT projects are planned, governed, and managed. Learn why you need all three to produce lasting institutional change and, most importantly, how to produce the Trifecta Effect in your organization.

OUTCOMES: Gain or enhance your knowledge on how to better align your planning process to budget planning • Gain insight on how to adapt governance to better fit your organizational culture • Learn how to deliver continuous improvement strategies through innovation and service excellence

Security, Compliance, Privacy, and Risk Management

Get Your Ducks in a Row: IT Governance, Risk, and Compliance in Higher Education
MEETING ROOM W304B-D
Cathy Bates, Associate Vice Chancellor and CIO, Appalachian State University; Jacqueline Bichsel, Senior Research Analyst, and Joanna Grama, Director of DRA Operations, IT GRC, and Cybersecurity Programs, EDUCAUSE; Patrick J. Feehan, Director, IT Policy and Cybersecurity Compliance, Montgomery College; Michael J. Chapple, Senior Director, IT Service Delivery, University of Notre Dame

IT GRC programs develop a framework for the leadership, organization, and operation of an institution’s IT programs. Using data from ECAR’s 2014 study, we will discuss how higher education institutions are currently approaching IT GRC practices, the gaps between the perceived importance of specific risks and how they are being addressed, and the factors that impact institutional risk management maturity. This session will also introduce participants to EDUCAUSE’s new IT GRC program and invite discussion on how the new program can help institutions address their most pressing IT GRC concerns.

OUTCOMES: Learn about the current landscape of IT GRC practices in higher education • Discover the factors that underlie institutional risk management maturity • Share tips, tactics, and resources needed to improve IT GRC in higher education

Is It Possible to Get a Handle on “Dark Data”?
MEETING ROOM W300
Glen Bellomy, Education Technical Architect, Symantec Corporation; Seth Shestack, Director of Information Security, Temple University

Moderated by: Ben Orencia, Education Practice Manager, Symantec Corporation

Join us for an interactive and conversational-style panel focusing on how schools can define data governance, locate “dark data,” and improve operational efficiencies. Join us to learn about best practices in data management and protection.

OUTCOMES: Define data governance • Discover how to locate dark data • Investigate how to improve operational efficiencies

Readiness Precedes Action: An Academic Continuity Framework to Organic Resilience
MEETING ROOM W307A/B
Cynthia Herrera Lindstrom, CIO UIC/Executive Director, ACCC, and David Ibrahim, Director of Preparedness and Response/Clinical Assistant Professor, University of Illinois at Chicago

Recent campus disruptions, security breaches, outages, and disasters have highlighted the importance of enhancing and maintaining operational resiliency. Explore the proactive risk management solution known as Academic Continuity Planning. Discover a resilient paradigm to optimize academic efficiency for system-wide recovery. Cultivate readiness with a service designed specifically for higher education.

OUTCOMES: Learn about an innovative solution to enhancing organizational resiliency on campus • Understand the mechanics involved to maximize preparedness planning and minimize risk/vulnerability pre-, intra-, and postemergency • Reduce liability and help with the structured portions of the decision-making process during a crisis.
Service Management and Support

**Leveraging ITSM and PPM: Stevens Institute of Technology Transforms IT**

**MEETING ROOM W310A/B**

David W. Dodd, Vice President for Information Technology and CIO, Stevens Institute of Technology; Andrew Graf, Lead Analyst, TeamDynamix

IT is essential to higher education and is expected to play a key strategic role in the organization. Yet even though IT touches everyone on campus, it often remains under-appreciated. Over the past two years, Stevens Institute of Technology has embarked on an unprecedented strategic metamorphosis. The CIO and his team have leveraged service management (ITSM) and project and portfolio management to transform IT from an overlooked department to a foundational part of the institution.

**OUTCOMES:** Define real-world challenges and solutions • Identify processes and a tool set for your institution • Explore ITSM/PPM strategies used by Stevens, working with TeamDynamix

**What’s in Your Toolkit? Supporting Online Teaching at the University of Tennessee**

**MEETING ROOM W311F-H**

Jean Ann Derco, Executive Director; Iryna P. Loboda, Instructional Projects Coordinator, and Joan Thomas, Manager, Instructional Development and Training, The University of Tennessee

The Online Instructor Toolkit, an online faculty resource for teaching online at UT, will be featured. The presenters will share the toolkit’s successful implementation, outline directions for growth, and discuss successful collaboration between three UT units to offer creative faculty development that stimulates online teaching.

**OUTCOMES:** Identify best practices and lessons learned in the collaborative institutional support of online instruction • Acquire guidelines for developing and using a comprehensive faculty development and support web resource • Learn ways to utilize online resources for faculty development opportunities

Teaching and Learning

**Implementing an Online Student Success Program on Campus**

**MEETING ROOM W308A/B**

Michelle Drouin, Associate Professor, and Karen VanGorder, Director Online Learning, Indiana University-Purdue University Fort Wayne

We will present student performance data relating to implementation of an Online Student Success project on our campus. We will also present survey data from 20 faculty participants mentored in online pedagogical strategies by experienced online instructors and discuss the challenges and triumphs of implementing innovative pedagogical strategies at institutions of higher education.

**OUTCOMES:** Learn about the challenges of implementing mentorship-based technology or resource interventions on campuses • Understand some of the key differences in online and F2F courses • Discover methods of technology or pedagogical practice integration that would be feasible on your campus

Leveraging LTI Integrations for Fun and Learning

**MEETING ROOM W307C/D**

Thomas Cavanagh, Associate Vice President, Distributed Learning, and Shea Silverman, Web Applications Developer, University of Central Florida

The Learning Tools Interoperability (LTI) standard has become quite popular. The University of Central Florida has embraced the flexibility the LTI standard offers by developing custom and highly impactful integrations into the campus LMS. Come see how we have leveraged LTI for learning and discover how you can do the same.

**OUTCOMES:** Learn about the LTI standard and how to leverage it to expand the capabilities of the institutional LMS • Learn how we implemented high-impact LTI integrations • Apply session concepts to develop and support LTI integrations at your institution

The Path to Efficacy: Measuring and Reporting Impact on Learning Outcomes

**MEETING ROOM W309A/B**

Lourdes Norman-McKay, Associate Dean of Mathematics and Science/Professor of Microbiology, Florida State College at Jacksonville; Ildiko Barsony, Associate Instructor, Developmental Education, Miami Dade College; John Tweeddale, Senior Vice President of Efficacy and Quality, Pearson

Join Pearson for an informative overview of its Efficacy initiative and the framework being used to apply rigorous systems that help ensure students learn what they need to in order to make measurable progress. Hear how two institutions have improved learning outcomes and achieved measurable results on the path to efficacy.

**OUTCOMES:** Gain an understanding of the rigorous processes that are being used to measure and report learning outcomes • Discover how data and analytics and technology are being employed on the path to achieving efficacy • Consider the evidence-based success story on improved learning outcomes for students
When Cathedrals Become Bazaars: Notions of Community in an Open Course
MEETING ROOM W308C/D

Kaitlin Clinnin, Doctoral Student in English, Thomas Evans, Senior Instructional Designer, Evonne Kay Halasek, Associate Professor of English, and Ben McCorkle, Associate Professor, The Ohio State University

We will demonstrate the ways that Writing II: Rhetorical Composing MOOC participants “hacked” online learning spaces to suit their own educational needs. Participants established multiple social media outposts, developed original course content, and hijacked discussion forums. The presenters will share pedagogical lessons learned and questions regarding how to facilitate robust learning communities.

OUTCOMES: Understand the importance of creating flexible infrastructure to promote interaction among learners and between learners and instructors • Share a selection of student work to demonstrate pedagogical “lessons learned” • Share best practices for cultivating robust online learning communities in MOOCs and other digital education environments

DISCUSSION SESSIONS

Business Schools and Colleges IT Officers
MEETING ROOM W304E

Lloyd Goad, Williams School Technology Coordinator, Washington and Lee University; Carol A. Henry, Director of Information Technology–College of Business, West Virginia University

This discussion forum for business and management school faculty and IT leaders will identify opportunities for collaboration and explore ideas that best benefit our unique customers. Come prepared to share strategies, solutions, and best practices that will make a difference.

Health School IT Professionals
MEETING ROOM W306A/B

Vincent Sheehan, CIO, Associate Dean for Information Technology, School of Medicine and Dentistry, Indiana University; Boyd Knosp, Associate Dean for Information Technology, The University of Iowa

Attend this session to discuss the challenges of serving health-related institutions including medical, pharmacy, nursing, public health, or dental schools. Topics may include relationships between health school and central campus IT units and all aspects of technology services to support the education, clinical care, research, library, and outreach activities of these institutions.

IT CFOs and Business Officers
MEETING ROOM W311A

Alan Katz, Assistant Dean for Finance and Administration, College of Computing, Georgia Institute of Technology

Join this discussion to look at the challenges of serving the institution’s CIO as the chief financial or business officer for the IT organization. Topics will include financial and administrative leadership including budgets, human relations/succession planning, procurement/negotiations, and best practices in strategic planning as well as day-to-day operations.

Schools and Colleges of Engineering IT Leadership
MEETING ROOM W304A

Sherwood Keith Boswell Jr., Director, Information Technology and Engineering Computer Services, North Carolina State University; Charles Thompson, Assistant Dean and Chief Information Officer, University of Illinois at Urbana-Champaign

Join us for a deeper conversation about the challenges of providing IT leadership and support to the students, faculty, and staff of engineering schools and colleges. Topics of interest include identifying priorities and challenges as well as strategic planning, support, budget, and best practices.

State Systems
MEETING ROOM W206A

Rosalinda Kloberdanz, Assistant CIO and Executive Director, Academic, Research and Learning Technologies, and L. Michael Pytlik, Assistant CIO, North Dakota University System Office

Explore issues around planning, coordinating, facilitating, and providing technology services for state higher education systems. Discuss where collaboration adds value, reduces costs, and encourages cooperation. Senior leaders of state systems/college coalitions, coordinators of state-wide networks, and system-level IT users such as directors of distance learning coalitions should plan to participate.

MEETING TIER and Identity Management Session for RUCC
MEETING ROOM W209C
Examining the Advancing Technology Market for Competency-Based Education: Solution Provider Demos, Part II  

LEARNING THEATER, WEST HALL A3  

Linda Smarzik, Dean, Computer Studies and Advanced Technology, Austin Community College District; Laurie Dodge, Vice Chancellor of Institutional Assessment and Planning, Brandman University; Joel Hernandez, CEO, eLumen; James Rianhard, President, Flatworld Knowledge; James E. Selbe, Director, Direct2Degree, Kentucky Community & Technical College System; Charla Long, Lipscomb University; Michael Offerman, Consultant, Offerman Consulting; Chris Sheppard, Vice President for Business Development, Parchment; Heather Hiles, CEO, Pathbrite; Randy Jones, CEO, Regent Education; Rick Staisloff, rpkgGroup; Anthony Scheffler, Valdosta State University

Moderated by: Alison Kadlec, Senior Vice President, Public Agenda

Learn about progress being made by solution providers supporting competency-based education. This series of presentations will demonstrate some of the most advanced programs and apps supporting the current and future CBE market in functionalities such as learning environments, assessment, curriculum design, learning portfolios, transcripts, advising, and learning analytics. Long-standing and emerging solution providers have been tackling the challenges of design, interoperability, and data management for CBE from both the institutional and student perspectives. Join us for the entire session or for key areas of interest. (For further information about the lineup of solution providers and functionalities, see the online conference agenda.)

OUTCOMES: Learn about the technical opportunities and challenges related to the most innovative CBE implementations • Learn about a variety of technical solutions and features sets that support CBE • Experience technical solutions from different student, faculty, and student support perspectives

10:30 a.m.–12:30 p.m.

MEETINGS

ECAR Campus Cyberinfrastructure
MEETING ROOM W105B

This meeting is open to all group members and to anyone interested in the work of this group. ECAR-CCI focuses on a wide array of topics, from big data to SDN and HPC in support of the higher ed research mission, and takes on projects that help support institutions in this space. This meeting will touch on current and upcoming work and will include open conversation on campus CI.

ECAR Communications Infrastructure and Applications
MEETING ROOM W110A

This meeting is open to all group members and to anyone interested in the work of this group. ECAR-CIA focuses on specific challenges and opportunities in enterprise communication, collaboration, and mobility and takes on projects that help support institutions in this space. This meeting will promote an open conversation on important communication technology issues in higher ed.

11:20–11:40 a.m.

Coffee Break
WEST LEVEL 3 FOYER

Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! Coffee, tea, and sodas are available during this time.

11:20–11:50 a.m.

Meet with EDUCAUSE Staff to Discuss the Administrative IT Program
EDUCAUSE CENTRAL, WEST A LOBBY

Stop by for an informal opportunity to learn more about the EDUCAUSE Administrative IT Program designed to help colleges and universities support institutional strategy by defining and maximizing the value of administrative systems and services. Meet with Betsy Tippens Reinitz, director, administrative IT programs.
CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

Patterns of Persistence: Redefining “Student Success” in an English Writing MOOC

MEETING ROOM W303

John Whitmer, Program Manager, Academic Technology and Analytics, Blackboard; Steve Miley, Director of Instructional Technology Services, University of California, Santa Barbara

In this session, we will discuss research results in an English writing MOOC. Moving beyond a pass/fail dichotomy, we discovered participation patterns that suggest different levels of student effort and learning outcomes. We’ll also discuss the intensive course activity data preprocessing required to make the data meaningful and usable.

OUTCOMES: Understand different student motivations, participation patterns, and outcomes in MOOCs • Apply this understanding to your institutional context to consider how you might integrate MOOCs into your academic technology services • Identify the processes used to analyze MOOC data and be able to manipulate it

Digital Content, Libraries, Curation, and Open Access

The Evidence toward Impact: The Maricopa Millions OER Project

MEETING ROOM W312A-C

Paul Golisch, Dean of Information Technology, Paradise Valley Community College; Lisa C. Young, Director, Center for Teaching and Learning, Scottsdale Community College

We will present experiential information on the Maricopa Millions project and research on the impact of our OER initiative on teaching and learning.

OUTCOMES: Identify strategies for documenting the use and impact of OER at your institution • Understand the impact of OER use from a student view (cost savings and access to learning materials) • Identify components that may be useful for scaling OER efforts at your institution

TUESDAY

11:20–11:50 a.m. (continued)

DISCUSSION SESSION

Continue the Conversation with Matthew Pittinsky and Aaron Brower

WEST LEVEL 3 FOYER

Matthew Pittinsky, CEO, Parchment; Aaron Brower, Interim Chancellor of UW Extension and UW Colleges, University of Wisconsin Colleges

Join us for an extended half-hour conversation following “Digital Credentials: Moving Transcripts, Diplomas, and Nondegree Certificates Online (While Making Them Better).”

11:40 a.m.–12:30 p.m.

FEATURED SESSION

Driving Campus and Learning Impact in a Digitally Connected World: Moving from Chief Information Officer to Chief Digital Officer

Sponsored by Accenture

MEETING ROOM W311B-D

Stephen J. Laster, Chief Digital Officer, McGraw-Hill Education; Ron Kraemer, Vice President and Chief Information and Digital Officer, University of Notre Dame

We live in extraordinary times for harnessing the power of technology for social awareness, collaboration, and, of course, teaching and learning. In our ever-connected, data-aware, and data-driven world, the walls of the classroom and the boundaries of the campus have been replaced with the ubiquitous network and BYOD. This phenomenon has reshaped the educational landscape in profound ways. It is no longer about if technology matters in the academy but how we can harness it to further the mission, reach, and outcomes. In this ever-changing world, it still comes down to the ability of people to understand and harness technology innovations and the ability of the campus technology practice to lead and enable innovation and change. In this session, we will explore, from multiple perspectives, the implications of our current environment and how campus IT leadership can harness this wave of change to create value and drive impact.

OUTCOMES: Reenvision the role of the CIO and technology leaders on campus as change agents in a digital social and learning world • Understand that technology leadership is viewed as an important part of the academy and administration and not simply as a provider of infrastructure • Help IT leaders see the vast ways they can impact the core mission, strategy, and operations of the campus

Analytics and Data-Driven Decision Making

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What’s Next for Texts? How Data-Driven Content Development Is Improving the Next Generation of E-Textbooks
MEETING ROOM W308A/B

Brian Kibby, President, McGraw-Hill Education; Robert S. Feldman, Dean, University of Massachusetts Amherst

The digital transformation has significantly affected education, and the “textbook” has evolved to become an extraordinary tool that can provide a fully digital, personalized, and adaptive experience for students and instructors. We will explore this evolution from content conception to classroom use to revision.

OUTCOMES: Identify how the increase in data mining and technology can impact the digital textbook writing and revision process • Experience firsthand the power of heat map technology by participating in a hands-on demo • Explain why and how heat mapping can improve the instructional experience for professors using the end result in their courses

Enterprise/Administrative IT

Campus Experience with Internet2 NET+ Cloud Service for Data Storage and Collaboration (Box)
MEETING ROOM W205B/C

Candie Halstead, Coordinator, User Support Services, California State University, San Marcos; Laurie H. Sherrod, Information Resource Consultant II, Clemson University; Bob Flynn, Manager, IT Community Partnerships, Indiana University; Nichole Kosier, Computer Lab Manager, University of California, Merced; MaryBeth Stuenkel, IT Program Manager, University of Michigan–Ann Arbor

Panelists from Clemson University, University of Michigan, Indiana University, University of California Merced and California State University San Marcos will share their experience deploying the Box.com collaborative cloud storage solution, an Internet2 NET+ Cloud Service. Topics will include federated authentication, security, account provisioning and deprovisioning, support impact for groups, LMS integration, FERPA and HIPAA, and the NET+ program value.

OUTCOMES: Learn how Box has solved many secure storage issues that can be shared with noncampus collaborators • Learn the basics of campus integration strategies for authentication, support, provisioning, and deprovisioning • Hear four campus perspectives on security and policy (HIPAA, FERPA) for Box as a storage solution

Collaboration at San Jose State: Enabling an Unbounded University
MEETING ROOM W308C/D

Ian Temple, Director, Education Solutions, Cisco Systems; John A. Briar, Managing Senior Director of Infrastructure Services, San Jose State University

SJSU, ranked in the top 15 of master’s-level public universities in the country, has invested in a campus-wide collaboration platform to enable “unbounded learning” and stimulate innovation. Discover how their advanced technology infrastructure improves organizational responsiveness, eliminates procedural obstacles, and enhances student success through continuous learning innovations.

OUTCOMES: Explore operational support challenges and solutions • Discover how to maximize the connection quality at every seat in the room • Investigate how to stimulate innovation on campus and in the classroom

It’s a Multicloud World: Essential Tenets for a Successful Education Cloud Environment
MEETING ROOM W300

Michael Elliott, Enterprise Cloud Solutions, and Jon Phillips, Managing Director–Strategy, Worldwide Education, Dell

Education IT leaders are looking for innovative ways to drive enterprise value from the cloud. We’ll explore the key factors in cloud design, as well as implementing, integrating, and managing a cloud strategy to deliver value. We’ll discuss key ecosystem options for successful delivery of comprehensive cloud capabilities for education.

OUTCOMES: Explore cloud consulting and systems integration • Identify public-private-hybrid cloud implementations • Investigate cloud data-integration practices

Managing the Digital Campus, from Admissions to Graduation
MEETING ROOM W311E

Debbie Stone, Applications Support Analyst, Information Technology, Claremont University Consortium; Kurt Haas, Business Analyst, Student Systems, Emory University; James H. Balter, Senior Manager, Information Technology, University of Miami

Moderated by: Jennifer Tysse, Higher Education Sales Director, OnBase by Hyland

There are critical business processes all over campus, and the most critical (e.g., registration and payroll) are handled by your ERP or strong niche solutions. Join us for a conversation with a panel of representatives from higher education institutions that are methodically evaluating business processes with an eye toward smart integration and protection of critical systems and processes on campus.

OUTCOMES: Identify critical business processes that are often outside the ERP but are critical to the campus • Define characteristics of business processes where technology can have the biggest ROI • Identify ECM tools that support business processes
Turn potential into new possibilities with Brightspace for Higher Education

We invite you to join us at a hot topic panel featuring prominent higher education thought leaders on the power of adaptive learning, and an insightful session on driving student engagement through innovative course tools and design.

Education Needs Innovative Course Design to Promote Student Engagement
Tuesday, September 30 | 11:40am–12:30pm | Room: W310 A/B

The Power of Personalization—How Adaptive Technology is Transforming Teaching and Learning
Wednesday, October 1 | 2:40pm–3:30pm | Room: W307 A/B

The Brightspace platform empowers educators with solutions for creating a data-driven learning path that supports the unique needs of every learner. It’s not your typical LMS. It’s the world’s first integrated learning platform.

Visit us at Booth #219 to:
- Discover how the Brightspace platform can help your organization improve retention, attainment, and outcomes
- See the Brightspace platform in action, including our adaptive learning engine—D2L LeaP™
- Win some amazing prizes!

To book a meeting with us while you’re at EDUCAUSE, send us an email at Info@D2L.com. To learn more, visit www.brightspace.com.
The Students of 2020

MEETING ROOM W205A

Linda Howdyshell, Provost and Senior Vice President for Academics and Student Success, Broward College; Lourena Maxwell, Director of Admissions and Enrollment Services, Tallahassee Community College; Gabriel Olszewski, University Registrar, Yale University

Moderated by: Jeff Selingo, Contributing Editor, The Chronicle of Higher Education

As costs continue to rise, more and more students are looking for alternatives to the traditional undergraduate experience. Hybrid learning, three-year degrees, and no-frills colleges are going mainstream. Even for traditional students, the college of tomorrow will be much different from the undergrad days their parents fondly recall. Join a panel of university leaders partnering with Workday to discuss the makeup of college students in the future. Explore how Workday Student technology will impact the recruitment and retention of those students.

OUTCOMES: Discover how students in 2020 will differ from today’s students and how technology can prepare institutions to meet new student needs • Explore how a student system designed for today’s mobile generation will improve visibility into student needs, thereby increasing retention and recruitment • Understand how leading institutions are implementing the first true cloud application that offers systems of record and engagement and an analytic foundation

Leadership and Management

Badging to Support Professional Development and Career Building

MEETING ROOM W304B-D

Veronica Diaz, Director of Online Programs and Associate Director of ELI, Tracy Pettrillo, Chief Learning Officer, and Sondra R. Smith, Director of Special Projects, EDUCAUSE

Professional development requires lifelong learning. Badging has become a viable method to document what is accomplished through career opportunities that extend beyond earning a degree. Badging provides a digital transcript and highlights a learning narrative that makes competencies, accomplishments, and connections more visible. Attend this session to learn more about the importance of badging as a signal for continued learning and involvement within professional communities.

OUTCOMES: Define badging within a professional development context • Understand the importance of badging for your digital professional portfolio • Examine a broader perspective for badging as validated in higher education and corporate learning • Discover how to engage in badging at EDUCAUSE as you build your career in higher ed IT

Funding Technology: Replacing a Broken Model

MEETING ROOM W209A/B

James Estrada, Chief Information Officer, Central Connecticut State University; Mark Katsouros, Director, Network Planning and Integration, The Pennsylvania State University; Michele Norin, Chief Information Officer, The University of Arizona

Traditional benchmarks against peer institutions and historical comparisons to former budgets or the percentage of IT support to the total university budget are no longer sufficient or convincing. The competing forces for IT are leading to a breakdown: exponential growth and usage of technology versus a strong desire (or mandate) to optimize/reduce costs or at best stabilize levels of funding.

National Initiatives in Competency-Based Education: Progress and Lessons Learned

MEETING ROOM W304F-H

Linda Smarzik, Dean, Computer Studies and Advanced Technology, Austin Community College District; Laurie Dodge, Vice Chancellor of Institutional Assessment and Planning, Brandman University; Anthony Scheffler, Dean, Information Systems, Northwestern State University; Michael Offerman, Consultant, Offerman Consulting

Moderated by: Stacey L. Clawson, Senior Program Officer, Bill & Melinda Gates Foundation

Join representatives from institutions immersed in the process of developing and delivering competency-based education as they discuss the opportunities and challenges of comprehensive program implementation. Institutions leading these CBE efforts are collaborating to create resources that can be of value to institutions considering or developing their own new and redesigned CBE programs. These schools will share the results of the first cycle of collaborative work in three areas: communication, program design, and business processes. The panel will include leaders from institutions that have participated in national CBE initiatives such as CBEN, the Breakthrough Models Incubator, CAEL’s Jump Start program, and WGU’s CBE collaboration with community colleges.

OUTCOMES: Learn about the array of programs offered in support of CBE • Learn about national initiatives in CBE and which are best aligned with different institutional goals and student needs • Apply learning about opportunities and challenges related to CBE in different stages of development
An Unexpected Journey: The Quest for a Campus-Wide IT Strategic Plan

MEETING ROOM W307A/B

Tina Bennefield, Senior Training and Organizational Development Consultant, Marc Hoit, Vice Chancellor and CIO, Stan North Martin, Director, OIT Outreach, Communications and Consulting, and Donna Petherbridge, Associate Vice Provost for Instructional Technology Support and Development, North Carolina State University

Additional project contributors: Peter Evans, Director of Computing and Information Systems, and Phillip R. Westmoreland, Professor of Chemical and Biomolecular Engineering, North Carolina State University

Appointed by the CIO to represent diverse perspectives of the university community, the IT Strategic Planning Team was swept into a quest to facilitate the creation of the university’s first-ever collective IT strategic plan. Learn from our journey of balancing edge and leverage viewpoints while creating a workable plan.

OUTCOMES: Learn how to successfully collaborate across “traditional” organizational boundaries to create an IT plan • Learn how to structure a process to facilitate a shared journey and an inclusive vision in creating an IT strategic plan • Understand the importance of both facilitation and inclusive participation

Security, Compliance, Privacy, and Risk Management

A Journey to Accessibility: Temple University’s University-Wide Accessible Information and Technology Initiative Implementation

MEETING ROOM W311F-H

Paul Paire, Executive Director Special Projects, Temple University

During this session, learn how Temple University is implementing an Accessible Information and Technology initiative consisting of university-wide policy, standards, and guidelines for instructional materials, computer labs, smart classrooms, procurement, and web accessibility.

OUTCOMES: Identify steps for implementing a university-wide accessibility of information and technology policy • List the organizational structure (including working groups) that can be used when implementing an accessibility initiative • Describe what accessibility standards and guidelines should be developed

Launching a Sustainable Business Continuity Program in a Higher Ed Culture (without Getting Eaten Alive)

MEETING ROOM W307C/D

Melanie Lucht, Senior Manager, DR/BC Services, Carnegie Mellon University

As the old saying goes, “Culture eats strategy for breakfast.” From obtaining executive-level buy-in to applying industry best practices in a higher education environment to selecting and implementing an online tool, learn how we launched a sustainable business continuity program at Carnegie Mellon that fits the culture of our institution (and can perhaps apply to yours).

OUTCOMES: Learn how to gain support and buy-in for a sustainable business continuity program • Learn how to develop a multiyear strategy to execute the program • Learn how to execute the phases of a business continuity life cycle

Service Management and Support

Community Clouds: A Middle Ground for Outsourcing

MEETING ROOM W206B/C

Mehran Basiratmand, Chief Technology Officer, Florida Atlantic University; Timothy Brown, Executive Director–Northwest Regional Data Center, Florida State University

While some institutions may share facilities, we have taken cloud services to the next level, creating a shared community cloud akin to a “computing co-op.” We will share how we accomplished this at FSU’s Northwest Regional Data Center, where we provide services for universities and colleges, as well as state, county, and city governments.

OUTCOMES: Identify the advantages and disadvantages of a community cloud versus a public or private cloud • Understand the advantages of a shared service model • Understand that comprehending TCO can allow for a better decision process

Desktop Support: How to Reduce Cost While Maintaining Client Satisfaction

MEETING ROOM W309A/B

Jill Beckman, Manager, Desktop Services, and Stacy Gianoulis, Director, IT Help Center, Boston University

Boston University reduced the cost of desktop support in order to enable increased focus of resources on teaching and research. BU reorganized many support teams into one and implemented new tools and processes to increase efficiency. We will detail the strategic choices that facilitated a positive outcome for BU’s clients.

OUTCOMES: Describe and determine different effective methods for communicating with clients based on the contents of the information to be relayed • Explain how a clustering model can enable better utilization of resources • Identify new processes and tools that could be adopted to increase desktop support efficiency
Teaching and Learning

Education Needs Innovative Course Design to Promote Student Engagement
MEETING ROOM W310A/B
Kenneth Chapman, Vice President, Market Strategy, D2L; Shaun Iles, Professor, Mohawk College
This session will explore strategies to make courses more engaging and manageable for students. Using sound digital pedagogy is important to creating meaningful learning experiences for students. We will explore best practices that ensure that course design and IT integration are of a sound pedagogical framework.

OUTCOMES: Identify the ways that mobile technology increases the accessibility of resources for both students and faculty • Recognize the positive effect mobile technology in the classroom has on learning outcomes for all students • Understand the pitfalls associated with meeting the demand for mobile technology in a traditional classroom setting

DISCUSSION SESSIONS

ERAI (EUNIS Research and Analysis Initiative) within European Higher Education IT
MEETING ROOM W207C
Michele Mennelli, External Relations and International Affairs Manager, Cineca; Johan Bergstrom, Head of International Cooperation, Umeå Universitet
There has been a long tradition in the European higher education sector to collaborate within and between countries. Sharing knowledge and experience is paramount to our ability to develop our operations. The questions should be, Has this been done before? How can we build on others’ experiences? EDUCAUSE has long been able to deliver this to its constituents. EUNIS, the European equivalent of EDUCAUSE, is missing one important piece of the puzzle. We are now trying to fill this gap. Through our new initiative ERAI (EUNIS Research and Analysis Initiative), we want to expand on research and analysis done in each of the EUNIS member countries, leveraging and scaling it to a European level. We also would like to provide our own research and analysis, conducting surveys and case studies. European and American participants alike are invited to discuss and contribute to the task ahead.

Students’ Evaluation of Distributed Learning: Using Data to Inform the Faculty Senate
MEETING ROOM W204
Ida J. Cook, Interim Associate Director, Faculty Center for Teaching and Learning, Charles D. Dziuban, Director, RITE, and Patsy D. Moskal, Associate Director, RITE, University of Central Florida
The session will summarize 15 years of research into how the student voice is impacting the distributed teaching and learning environment in the course evaluation process. We will discuss faculty senate responses to faculty and student concerns, as well as what the student evaluation of instruction data revealed.

OUTCOMES: Understand how students view their learning experiences • Identify data-mining techniques that lead to robust and useful decision rules • Learn how multiple constituencies resolve potentially serious faculty evaluation problems

The “Z Degree” at Tidewater Community College: Taming the BYOD Beast While Enhancing the Student Experience
MEETING ROOM W305A/B
Richard Nedwich, Director, Education BU, Meru Networks; Daniel DeMarte, Vice President of Academic Affairs and CAO, and Robin Ying, Vice President for Information Systems, Tidewater Community College
Tidewater Community College became the first U.S. college to offer an associate of science degree with no-fee textbooks in a pilot dubbed the “Z Degree.” All content is online, free or authored locally, accessible via wireless network and optimized for BYOD. Students have saved $68,000 in textbook fees so far.

OUTCOMES: Identify the ways that mobile technology increases the accessibility of resources for both students and faculty • Recognize the positive effect mobile technology in the classroom has on learning outcomes for all students • Understand the pitfalls associated with meeting the demand for mobile technology in a traditional classroom setting

Games and Learning
MEETING ROOM W304E
AJ Kelton, Director, Emerging and Instructional Technology, College of Humanities and Social Sciences, Montclair State University
Join us for an important conversation dedicated to the discussion of games for learning, which can include gamification, assessment, research, pedagogy, and more. From traditional board games to complex online experiences, games are an excellent way to lend structure, motivation, and enjoyment to a learning experience. All levels of interest welcome.
ITIL in Higher Education
MEETING ROOM W311A

Rita Barrantes, Manager, IT Services and Initiatives, UIT, University of Houston; David McGuire, Associate Director, IT Project and Service Management, University of New Mexico

Join us for an interactive discussion about IT Service Management and ITIL in higher education. Be ready to share your plans, current issues, or achievements of your ITIL journey.

Wireless Local Area Networks
MEETING ROOM W206A

Brian Paige, Director–Information Technology, Calvin College; Pete Hoffswell, Network Manager, Davenport University

Join this group as we address all forms of wireless local area networking in the unlicensed spectrum, focusing on issues pertaining to 802.11x as well as emerging broadband and high-speed technologies. Topics of interest include authentication, authorization, roaming, IEEE standards, vendor interoperability, and WLAN deployment and operation challenges.

Women in IT
MEETING ROOM W306A/B

Deborah Keyek-Franssen, Associate Vice President, Office for Digital Education and Engagement, University of Colorado Boulder; Beth Schaefer, Director of Client Services, University of Wisconsin–Milwaukee

Join this lively discussion on effective practices in the recruitment, retention, and advancement of women in higher education IT. Explore virtual and face-to-face networking opportunities for addressing a wide range of issues affecting women IT professionals in colleges and universities, including securing high-level leadership roles in higher education.

LEARNING THEATER SESSION
The EDUCAUSE Connect Bead Game: A Case Study in Using Gamification to Activate Events and Energize Engagement
LEARNING THEATER, WEST HALL A3

Brian Paige, Director–Information Technology, Calvin College; Pete Hoffswell, Network Manager, Davenport University

Games can be a way to break the ice, reinforce event or institutional goals, and have fun. In this session, we will explore the gamification of EDUCAUSE Connect 2014 through the infamous Bead Game. The game’s authors will share their experiences and lessons learned.

OUTCOME: Learn the hows and whys of gamification and discuss how games can be used in your future initiatives
LEARNING THEATER SESSION

Adaptive Learning and the Quest to Improve Undergraduate Education

LEARNING THEATER, WEST HALL A3

This three-part 90-minute interactive session will highlight recent progress in the implementation of adaptive learning approaches to improve undergraduate education by colleges and universities participating in the Bill & Melinda Gates Foundation’s Adaptive Learning Market Acceleration Program.

PART 1—30 minutes
Eric Frank, CEO, Acrobatiq; David Collery, CEO and Founder, COKF Realizelt; Richard Baraniuk, Victor E. Cameron Professor of Electrical and Computer Engineering and Founder and Director, OpenStax, Rice University
Three leading adaptive learning providers will provide a brief overview of their diverse adaptive learning solutions, followed by audience participation and dialogue.

PART 2—30 minutes
Dale Johnson, Manager, Adaptive GenEd Program, Arizona State University; Nick White, Senior Manager of Instructional Design, Capella University
Two instructional designers will provide an overview of their efforts integrating adaptive learning technologies in the design of high-enrollment undergraduate courses.

PART 3—30 minutes
Erin Becker, Postdoc, iAMSTEM, Marc Facciotti, Assistant Professor, Biomedical Engineering, College of Engineering, Marco Molinaro, Assistant Vice Provost for Undergraduate Education Innovation, Research, and Analytics and iAMSTEM Executive Director, and Chris Pagliarulo, Director of Instruction and Assessment, iAMSTEM, University of California at Davis
A diverse team of “learning engineers” from UC Davis who focused on combining active learning pedagogies in undergraduate high-enrollment STEM courses with adaptive learning technologies will share and recount their experiences.

OUTCOMES:
- Learn how 3–5 colleges are implementing adaptive learning technologies in their undergraduate curriculum to improve learner mastery and course completion rates
- Learn about the end student experience within an adaptive learning module or course, as developed by representative colleges or universities
- Engage in dialogue with and listen to some of the key visionaries, entrepreneurs, and thought leaders from major adaptive learning providers

1:30–2:15 p.m.

**Meet Next Generation Learning Challenges Staff**

EDUCAUSE CENTRAL, WEST A LOBBY
Stop by to learn more about NGLC, an effort to identify, apply, and bring to scale effective technology-enabled solutions to persistent barriers to college readiness and completion, and meet with Andy Calkins, deputy director, Holly Morris, director, postsecondary model development and adoption, and Nancy Millichap, program officer.

1:30–2:30 p.m.

**Dessert Stations**

WEST HALL A3-4
After lunch, visit one of the “grab-and-go” dessert stations and pick up a sweet treat while you explore some of the unique areas of the exhibit hall, including Start-Up Alley.

**Core Data Service Reporting Demo**

EDUCAUSE CENTRAL, WEST A LOBBY
Stop by to learn how CDS Reporting can help you analyze your data and benchmark against your peers with Leah Lang, senior IT metrics and benchmarking analyst, and Pam Arroway, senior statistician. Released in 2013, CDS Reporting is EDUCAUSE’s new self-service tool that enables CDS participating institutions to interact with their data.
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**Introducing Visual Strategic Planning**
Tuesday, September 30, 2014
3:40 – 4:30 p.m.
Meeting Room W311B-D
Jan-Martin Lowendahl
Vice President and Distinguished Analyst
Gartner Research

**90% Plus: Winning the Game Before the Team Takes the Field**
Wednesday, October 1, 2014
4:30 – 5:20 p.m.
Meeting Room W204
Richard Hunter
Vice President and Gartner Fellow
Gartner Research
TUESDAY POSTER SESSIONS

POSTER SESSIONS
WEST HALL A3-4
Please see map on page 11.

Unlike a traditional conference session, these presentations are informal one-on-one discussions with frontline campus innovators and staff who have expertise implementing a replicable idea to share with our greater community. Armed with their knowledge and a “poster” display of their topic, presenters will be available during this designated time and leave their displays up for you to review at your leisure. The poster space is organized by domain, allowing you to focus your interests and your conversations on the presentations that promise ideas and solutions for some of your challenges. If you are unable to make it to all the posters or if you want to reference a particular resource from back at your institution, view the digital poster gallery at educause.edu/annual-conference/poster-gallery.

1:30–2:30 p.m. (continued)

Analytics and Data-Driven Decision Making

Analyze before You Automate: Why Business Process Analysis Holds the Key to Successful Implementation
Jason Jensen, Enrollment Systems Manager, World Learning

It’s tempting to rush into using exciting new tools available to meet business objectives when developing a new system. However, without a meaningful analysis of your business process, your outcomes will likely be different from those anticipated. This presentation will explore critical questions to ask when thinking about automating your business.

OUTCOMES: Identify problem areas in existing business processes and understand how to plan improvements • Understand the steps required to avoid implementation/change management calamities when planning for and launching new technology systems • Learn how to adopt a measured approach to development

Curriculum Mapping: Flipped, Automated, and Easy
Scott Helf, Chief Technology Officer, Assistant Dean of Academic Informatics, Western University of Health Sciences

We will discuss a novel technology and flipped approach now in use at our institution that greatly simplifies and minimizes the effort of mapping the curriculum. It occurs in real time and yields a much more detailed, clear, accurate, and precise representation of how the curriculum is actually delivered.

OUTCOMES: Understand the history, context, definition, and application of curriculum mapping • Understand how curriculum mapping is achieved through a grassroots technical solution • Apply this understanding to your institution to implement such a system to facilitate more effective, accurate, and real-time curriculum mapping

Getting the Data to the People
Kara Bosch, Director College Administration Support Training, Central Piedmont Community College

As a leader college with Achieving the Dream, CPCC has demonstrated how data can empower campus leadership to prioritize actions that get results. We will share how AtD became a catalyst for user adoption of analytics on campus; how we implemented targeted dashboards, reports, and KPIs for key groups; and how progress is being made and measured regarding student course completion rates and term-to-term retention.

OUTCOMES: Learn about best practices in developing KPIs to meet institutional strategic goals • Identify different methods of increasing user adoption of interactive technology to support institutional goals • Discuss different ways of developing a culture of data-driven decision making

How Adaptive Learning Can Improve Retention and Increase Pass Rates
Sara Ittelson, Director of Business Development, Knewton

This session will invite frank discussion about the opportunities and limitations of technology to personalize learning, including real-world use cases of institutions using adaptive learning technology to improve student outcomes. Understand how adaptive learning technology figures out what a student should focus on, while providing powerful analytics to help instructors and leaders at institutions make data-based decisions.

OUTCOMES: Identify what level of support and professional development is needed to incorporate adaptive learning technology in an effective way • Understand how adaptive learning technology can complement traditional classroom instruction and curricula • Participate in current debates about the pros and cons of adaptive learning technology
TUESDAY POSTER SESSIONS

1:30–2:30 p.m. (continued)

Making Big Data Small: Using Educational Analytics in an Academic Library
Beth Martin, Head of Access Services and Assessment, and Heather McCullough, Associate Director, Center for Teaching and Learning, University of North Carolina Charlotte

Education leaders are tasked with making data-driven decisions, but they often have to use too little or inappropriate data. In our assessment initiatives at the UNC Charlotte Atkins Library, we are using a wide array of educational analytics such as NCES, MISO, ECAR, and internal institutional data to inform our decisions.

OUTCOMES: Learn how one library is using a wide range of analytics to evaluate and refine its services • Learn about specific measurements such as ECAR and MISO • Learn how different units in one library are collaborating to expand the types of measurements that can be collected

Using Data to Manage Enrollment and Graduation
Greg Siino, Director of Data Services and Business Intelligence, California State University, Sacramento; Helen Norris, Vice President, Chief Information Officer, Chapman University

Managing enrollment and graduation with ever-changing targets and goals is tricky. Find out how we used data to help us navigate through these waters at Sac State and how you can do it too.

OUTCOMES: Identify and track key data points needed to manage enrollment and graduation • Present data to users in an easily consumable format • Analyze the data and apply to hard-to-answer questions

Digital Content, Libraries, Curation, and Open Access

Creative Partnerships: Dynamic IT and Library Collaboration to Promote Faculty Research, Create Profiles, and Enhance Workflow
Lisa A. Macklin, Director, Scholarly Communications Office, Tim Morris, Director, Research Informatics, and Mary M. Walters, IT Product Manager, Emory University

Highlighting and promoting your institution’s research and scholarship is a critical factor in achieving the institutional mission. Learn how successful collaboration between IT and the library under a new organizational structure synergized and created an enhanced open access repository, improved partnerships across campus, and created a strategic platform for future enhancements.

OUTCOMES: Understand the needs and wants of stakeholders and look for synergies on projects across the organization • Understand the workflow from your users’ perspective and how to incorporate that in any future projects • Understand how to position the organization better for future changes (research data management and the curation of data sets)

Guidelines for Creating Quality Digital Learning Objects
Deyu Hu, Director, Networked Learning Design and Resource Management, Virginia Tech

Reusable learning objects encourage sharing and reuse of digital course materials. We will demonstrate guidelines in creating quality learning objects under five categories: introduction, content, practice and feedback, assessment, and metadata. We will also provide guidelines for creating media assets such as text, image, audio, video, and animation.

OUTCOMES: Be able to define what a learning object is and list its components • List guidelines for creating each component of a learning object • List guidelines for creating each media asset of a learning object

Libraries Collaborating with Academic Departments to Provide Innovative Technology Support Services
Emily Denlinger, Assistant Professor, Department of Visual Art, and Zack Tucker, Media Specialist, Southeast Missouri State University

By collaborating with academic departments to provide innovative technology support services, libraries have the ability to ensure future relevance while continuing to offer traditional services. This session will focus on partnering with university faculty to create blended technology workshops while building meaningful connections with faculty and students across campus.

OUTCOMES: Identify best practices in providing user-centered technology instruction and assessment in multiple learning environments • Explore the possibilities and benefits of collaboration between academic departments and libraries on your campus • Develop an understanding of how to create significant, lasting connections between academic departments and libraries that provide technology support services

Simplifying Complexity through Infographics: A Focus on Visualizing Academic Library Assessment Data
Katherine Bertel, Outreach and Engagement Librarian, and Eugene J. Harvey, Assessment and Reference Librarian, SUNY Buffalo State

Infographics. Heard the term? Learn how infographics can help your audience better understand data, results, and outcomes through visual thinking. Break away from traditional charts, tables, and text and release your creativity as an information architect using economical, open web technologies. Infographics: the power of information visualization.

OUTCOMES: Learn about economical, accessible web-based technologies capable of creating infographics • Learn how to communicate a cognitive thread through visual narrative • Gain an appreciation of the importance of high-quality information dissemination activities and discover different information visualization tools capable of articulating complex ideas and problems
**Studying, Play: Five Years of the U–M Computer and Video Game Archive**

*Britain Woodman*, Learning Technologies Specialist, University Library, University of Michigan–Ann Arbor

The U–M Computer and Video Game archive recently celebrated its fifth anniversary. Learn about the opportunities and challenges of a playable game archive, from its support staff.

**OUTCOMES:** Create draft policy and procedure for a game collection • Understand what kinds of games your interested patrons look for and how they use them • Get strategies to promote your library through your gaming holdings

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**Expand Campus Wi-Fi Globally: The eduroam Adoption**

*Philippe Hanset*, CEO, anyRoam

The global Wi-Fi roaming federation for research and education—eduroam (education roaming)—is now available in more than 200 universities and colleges in the US, and thousands of institutions around the world. This poster session will demonstrate the usefulness and the low barrier to entry of the eduroam service. Metrics and testimonials from current participants will accompany the presentation.

**OUTCOMES:** Understand the true benefits of eduroam • Anticipate the requirements needed to deploy eduroam on your campus • Get metrics from campuses that can be transposed to yours

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**Are Open-Source Phone Systems Possible?**

*Kent Brooks*, IT Director, Casper College

VoIP rollouts have been widespread for many years, but costs are high with little short-term ROI. This session will outline Casper College’s experience with deploying 700 phones with the Digium’s Switchvox, the commercially supported version of the open-source VoIP system Asterisk.

**OUTCOMES:** Identify realistic ideas for cost savings, which can be reallocated for teaching and learning activities • Receive guidelines for choosing the right VoIP solution among a myriad of options • Learn why a commercially supported open-source solution is viable for the enterprise
TUESDAY POSTER SESSIONS

1:30–2:30 p.m. (continued)

Pooling IT and Services between Disparate Institutions: The French AMUE Example and Its 170 Affiliates
Valerie Le Strat, Project Manager, Agence de Mutualisation des Universites et Etablissements (AMUE)
This session will provide tips and ideas on how to share practices and pool information systems between disparate institutions regarding major IT issues in higher education such as the evolution of digital uses and technologies and cost reduction.
OUTCOMES: Learn about French higher education organization and practices • Get some ideas about sharing services among various structures • Share experiences on pooling higher education practices around the world

So You’ve Selected a New LMS: What’s Next?
Wendy S. Howard, Instructional Designer, University of Central Florida
Additional project contributors: Jacob Bates, Web Application Developer, and Susan Hicks, CMS Administrator, University of Central Florida
Implementing any new learning management system and migrating courses from a legacy system requires the efforts of multiple functional teams. Representatives from these teams at UCF will share the processes, decisions, challenges, and lessons learned during multiple system pilots and our final migration to Instructure’s Canvas.
OUTCOMES: Identify the critical decisions and processes involved in the LMS system setup • Describe the processes and decisions involved in the content migration and course design of a new system • Discuss successful strategies for faculty and student support and training for a new system

Student Systems Ascend to the Cloud: The Continuum of Solutions That Will Get You There
Leah Lommel, Assistant Vice President–IT Development, Arizona State University; April Grommo, Program Director, CedarCrestone; Jonathan Maher, Salesforce Solutions Architect, Sierra-Cedar; Bret L. Ingerman, Vice President for Information Technology, Tallahassee Community College
Exciting opportunities now exist in the cloud to meet the needs and expectations of students, faculty, and administrators. In this session, a panel of IT leaders (currently using PeopleSoft, Banner, and Workday) will share their experience with a range of cloud-based solutions ranging from using Salesforce extensions to hosting to SaaS-based student systems.
OUTCOMES: Learn about the continuum of cloud-based options available • Learn about each institutional leader’s choice to use a specific solution and how it may benefit your institution • Understand the business case for each solution and institutional value

Scrumban: 5 Quick Tips for Blending Agile Methodologies
Candace Jones, Senior Applications Manager, Web and Application Services, University of California, Office of the President
Agile methodologies have invaded most IT organizations, but finding the right fit is a challenge. Learn five quick tips for managing maintenance and development work queues with a blended use of Scrum and Kanban methods.
OUTCOMES: Identify which features of Scrum and Kanban methodologies are appropriate to blend • Learn a five-step process for managing work queues • Learn why an adjusted approach makes sense for higher education

Why Wi-Fi? Enabling 21st-Century Mobile Learning with the Right Infrastructure
Joel Vincent, Director of Product Marketing, Aerohive Networks
This panel will bring together university IT directors to discuss how they’ve optimized their schools’ network infrastructures to handle the influx of mobile devices and effectively manage today’s BYOD trend. Through real-world experiences, they will provide best practices on tailoring wireless networks to 21st-century mobile learning.
OUTCOMES: Understand factors to take into consideration when designing the right wireless network infrastructure for your campus • Identify the various Wi-Fi technologies and services available to support mobile devices in higher education • Learn how to easily overhaul and scale wireless networks to meet IT demands on college campuses

Leadership and Management

Cooperation among French Universities
Khedidja Dib, Project Director, Ministry of Higher Education; Yves Paul Epelboin, Special Advisor to the President for MOOCs, Universite Pierre et Marie Curie
The French Ministry of Higher Education has initiated an action to encourage cooperation among universities at the regional level (UNR: Regional Digital Universities) to improve digital services for students and support digital infrastructures. The aim was to create a tool to facilitate cooperation between today’s 17 UNR institutions.
OUTCOMES: Understand that cooperation among universities is beneficial for IT management and staff education • See how the French model of regional cooperation can inspire U.S. universities • Learn about staff education, mobility, the cloud, and infrastructure sharing as successful examples of cooperation
Designing and Implementing a Computer Lab Student Worker Program

Weston Miles Taylor, Academic Technology Specialist for Students, Colorado College

Student workers come from diverse backgrounds and need training in both soft and technical skills in order to perform more effectively when working and helping people in computer labs. We designed a training program and performed a study to see if the training was effective.

OUTCOMES: Learn how soft skills are currently taught based on IT training methods • Identify several soft skills • Receive the results of a training program for student computer lab workers at a small liberal arts college

How IT Best Practices Can Save You from Audit Angst

Pamela Holley-Wilcox, Director, Academic Technologies and Application Solutions, and Rene Mayo-Rejai, IT Auditor, University of Nebraska–Lincoln

Best practices are a powerful communication vehicle because they clarify expectations and accountability. Explore how the UNL has created and implemented IT best practices and the unexpected benefits that resulted. We will provide management and internal audit perspectives and lead discussion regarding IT best practice development and dissemination.

OUTCOMES: Learn how to develop IT best practices that can transcend most technological and organizational change while respecting diverse institutional IT needs • Understand how the general concepts behind the development and dissemination of IT best practices can be applied in other contexts • Articulate the benefits of IT best practices across many aspects of IT

Increasing the Awareness of IT’s Value on Your Campus

Tracy Gale, Communications Manager, University of Florida

Your institution comprises multiple campuses with many academic and administrative silos. How do you communicate the value of your services to administration, faculty, students, and staff? Learn how to adopt UFIT’s best practices and partnership strategies for your campus.

OUTCOMES: Identify ways to create partnerships at your institution to share and promote information about IT • Understand the importance of writing about IT for a tailored, target audience • Develop a plan to introduce information about a service or an enhancement and learn ways to successfully extend the message via social media

Innovation Inspired by Start-Up Thinking

Emory Craig, Director of eLearning and Instructional Technology, College of New Rochelle; Maya Georgieva, Associate Director, Center for Innovation in Teaching and Learning, NYU Stern, New York University

We will explore how the unique culture of technology start-ups provides insights into driving innovation in higher education. Start-up culture celebrates the power of ideas and embraces failure as essential to success. We will explore ways to promote start-up culture within the complex terrain of regulations, funding, and ingrained practices.

OUTCOMES: Gain insights on how successful start-ups focus on values, mission, and identity as the lived experience of their employees • Draw leadership lessons from start-up culture to drive innovation on our campuses • Identify ways we might implement start-up culture thinking in higher ed while negotiating the complex terrain of regulations, funding, and ingrained practices

It Takes a Village to Select a Learning Management System

David E. Dean, Director, Instructional Technology, Design, Development, and Decision Support, Eastern Washington University

This presentation will discuss a statewide partnership formed to coordinate the selection of a new learning management system. The project involved 34 community colleges, 4 regional universities, and 2 research universities. The design, execution, scoring, and usability testing aspects of this RFP involved over 800 faculty and staff across the state.

OUTCOMES: Understand the process and value of forming a statewide coordinated RFP process for the selection of any e-learning technology • Understand the importance of trust, communication, and faculty involvement in a successful LMS transition • Identify e-learning or other technology acquisition projects in your state that might be crowdsourcing candidates

Maturing Your IT Financial Management Program: From Assessment Tool to Development Roadmap

Anne Milkovich, Business Officer and Director of Planning and Programs, Montana State University; Erin Morgan, Director, Office of the CIO, The University of Texas at Arlington

Presenters from two universities will provide the tools necessary to diagnose your current IT Financial Management maturity level, create a development plan, and connect you to peers who can help you get started.

OUTCOMES: Understand how to use the ITFM Maturity Assessment tool within your organization • Identify your next steps • Identify IT financial management peers who can sustain your development efforts
As reported by EDUCAUSE, student outcomes and success is the top IT issue for 2014. How do you help influence and drive successful recruitment, retention, and student outcomes through the use of technology? Hear from a panel of technology experts on how they have embraced being change agents for student success at their institutions. Leave the session with five key steps that you can take immediately to improve student outcomes.

Moderated by:
Casey Green
Founding Director
The Campus Computing Project

Panel Members:
Paul Gore, PhD
Assoc. Professor of Educational Psychology
Director, Institutional Analysis
The University of Utah

Marc Belanger
Director of IT Application Services
Carroll University

Lynda Rogers
Dean of UCSC Silicon Valley Extension
University of California, Santa Cruz

Shannon Phillips
Executive Director of Technology
Charleston Southern University

Learn more at Booth #1101.
TUESDAY POSTER SESSIONS

1:30–2:30 p.m. (continued)

Mind the Gap! Using a Flexible Toolkit to Help Non–Project Managers Deliver Project Success
Rhian Davies, Project Services Manager, and Mark Ritchie, Head of Project Services, Information Services, University of Edinburgh

How do you help non–project managers deliver project success? The PMO at Edinburgh University will share ideas about using an assortment of in-house training, tools, and support to help staff close their project management knowledge gap and deliver a diverse range of projects.

OUTCOMES: Learn why a “one size fits all” approach to supporting non–project managers is ineffective • Understand how using different approaches for training staff can engage a wider audience • Understand how a shared project space can promote communication and collaboration

Mindfulness and the IT Professional
David Swartz, Chief Information Officer, American University; Theresa Rowe, CIO, Oakland University; Rajeev Bukralia, CIO and Associate Provost for Information Services, University of Wisconsin–Green Bay

Mindfulness is a way to create balance, deal with stress, develop mental clarity, and cultivate emotional intelligence. Meditation, the primary tool used to develop mindfulness, is no longer an esoteric practice but a systematic method that scientific studies have validated. Several IT leaders will share their perspectives and experiences with mindfulness and meditation.

OUTCOMES: Learn about the basics of mindfulness • Get hands-on experience with mindfulness practices that can help manage stress, improve clarity of mind, and mature emotional intelligence • Act as a mentor to those interested in pursuing mindfulness practices

Successfully Distributing College IT Management and Planning
Paul H. Erickson, Enterprise Architect, and Allen Steckelberg, Associate Professor/Technology Coordinator, University of Nebraska–Lincoln

Additional project contributor: Mary Sutton, ALTC Manager, University of Nebraska–Lincoln

Technology management should be a force for good in a college, engaging faculty, staff, and local/central IT support to address everyday issues and contribute to the overall strategic goals of the college. Since 2003, we have done exactly this: develop a model that any college can successfully adopt.

OUTCOMES: Learn about the committee model we used • Get access to the latest college technology strategic plan document to use as a template • Learn how your own college or department could implement a similar model

Widening the Web: How to Make Web Applications Accessible for Everyone
Bruce Darby, Project Manager, University of Edinburgh

Everyone understands the importance of making website content accessible, but what about making web apps accessible? Web accessibility guidelines are overwhelming. Where do you begin? We propose a tangible starting point, with accessibility principles distilled down to understandable bite-sized chunks.

OUTCOMES: Learn how to make pragmatic, open, and documented decisions on what the focus of accessibility should be • Understand fully how accessibility can fit into project management alongside other user research • Recognize the importance of bringing in accessibility at the early stages of a project

Security, Compliance, Privacy, and Risk Management

Boot (or Reboot) Your Security Awareness Program
Andrea Tanner, Director, Enterprise Support, Eastern Michigan University

The Eastern Michigan University Division of IT promoted Security Awareness Month for years with limited results. In 2013, we teamed up with our College of Technology, Faculty Development Center, and Division of Communications to design an updated Security Strategy for year-round use.

OUTCOMES: Understand the importance of multidivisional and college collaboration for security awareness strategies • Be able to use and adapt several security awareness activities and ideas presented • Capture on energy from the session to build a support system to start up monthly security awareness activities on your campus

Diamonds and Paperclips: Steps Needed to Make Your University Cybersecure
Paul Jeffreys, Director of IT Risk Management, University of Oxford

Total information security is not practical. How do you understand the risk landscape, identify the most sensitive information, and apply appropriate controls? More importantly, how do you implement information governance and define roles and responsibilities? Do you split your data into diamonds and paperclips, encrypt the diamonds, and not sweat the paperclips?

OUTCOMES: Outline an information security management program for your university • Define the priority areas you need to address to mitigate security risk and make an appropriate and proportionate response to the threats • Learn from activities under way elsewhere and identify quick wins and the most important initiatives
Making the IT Security Grade: Benchmark Data and Advice
Sara Gates, Founder and CEO, Wisegate IT

In this information-packed session, we will share peer benchmark data and discuss how veteran CISOs and IT leaders use benchmarking to improve their security programs, demonstrate business value, and build executive support for new programs or underfunded initiatives.

OUTCOMES: Understand how your IT security program compares against industry norms • Get benchmarking data to build executive support for security • Learn how other CISOs enhance the effectiveness of security programs

Ready, Set, Roam: The Lesson Plan for Supporting eduroam and Mobile Learning
Sean Ashford, Network and System Manager, The University of Winchester

Before we committed to eduroam at the University of Winchester, we needed to ensure that it could both provide secure access to our network for personal mobile devices and ensure a positive end-user experience. We will discuss how we address these challenges and provide instant wireless access to visiting eduroam guests.

OUTCOMES: Learn how to deploy a secure BYOD and eduroam across wireless and wired networks using NAC • Discover the specific technologies and techniques required for a successful eduroam rollout • Understand how the integration of NAC with security solutions automates the threat detection and remediation process to comprehensively address today’s new threat landscape

New Technology Service Models for Community Engagement
Bob Goeman, IT Director–Community Engagement Center, and Matt Morton, Chief Information Security Officer, University of Nebraska at Omaha

The goal of the session is to highlight the use of a technology and support model that exemplifies the goals of the community partners alongside UNO partners. We will share best practices of the direct support model that scales the technology from small issues to large-scale multimedia devices.

OUTCOMES: Learn how improved technology service and support model improves student engagement and support • Investigate synergies of housing community partners on campus • Learn about our new direct technology support model and how it impacts the IT organization and improves the value of community partners

Taking Service Management to the Next Level
Tammy Jo Martinez, Director, IT Customer Support, University of New Mexico

Your service management tool is more than just a place to track incidents, service requests, and changes. If designed with continuous service improvement in mind, the tool becomes an important, integral part of reporting to demonstrate the value IT brings to an institution.

OUTCOMES: Identify ways to strengthen relationships with IT and the business (institution) • Identify a strategy for continuous service improvement for your service management tool • Describe key data to collect for reporting purposes that show value

Service Management and Support

Automated Classroom Testing
Bobby Khatami, Instructional Technologist, and Jackson Snellings, Instructional Designer, Hofstra University

Additional project contributor: Catherine Fisher, Assistant Director of Faculty Computing Services, Hofstra University

Our custom program at Hofstra, Project Automate, decreased classroom testing time significantly. We went from 10 full-time staff testing rooms to two student assistants.

OUTCOMES: Learn how to more efficiently test classrooms • Understand the methodology and design of classroom testing tool • Learn how, with little modification, the program can be used on your campus

Technology Purchasing Done Right: Leveraging Equipment Loan to Support the Teacher Performance Assessment (edTPA)
Katherine Bertel, Outreach and Engagement Librarian, and Andrew Chambers, Information Commons Technology Administrator, SUNY Buffalo State

Budgets are tight and time is short. By leveraging existing services and systems available through Equipment Loan, fulfilling edTPA requirements is now quick, effortless, and cost-effective. Learn how edTPA kits allow students to record, edit, and upload video clips of their student teaching with just one device.

OUTCOMES: Learn how to leverage existing systems to create cost-effective solutions using emerging technologies • Articulate the rationale behind purchasing and implementing new technologies • Identify trends to provide user-driven services and innovative solutions
In 2013, the University of Central Florida launched Tour -
Associate Director, RITE, University of Central Florida
Patsy D. Moskal,
Rosen College of Hospitality Management, and
Associate Dean of Finance and Administration,
Tadayuki Hara

Edge MOOC to Teach Tourism as an Industry

The Development and Analysis of a Cutting-
required
• Developing adaptive learning, particularly the amount of time
• Understanding the challenges involved in developing adaptive learning objects. This
project was funded by a grant from the Bill & Melinda Gates Foundation.

OUTCOMES: Understand the current provision of TEL tools for course delivery across the U.K. higher education sector and the factors that influence that provision • Identify challenges for TEL support provision across the U.K. sector and their broader relevance • Understand support models for learning technologies within the U.K. sector and discuss their broader relevance

Developing Adaptive Learning for Principles of Marketing

Samantha Coen, Instructional Designer, Eduardo Gonzalez,
Graphic Artist, and John Lax, Instructor of Marketing, Saint Leo University; Susan M. Colaric, Associate Vice President, St. Petersburg College

Saint Leo University redesigned an online course to apply adaptive learning. This poster presentation will include information from the project manager, faculty, instructional designer, and graphic artist discussing the rewards/challenges of developing adaptive learning objects. This project was funded by a grant from the Bill & Melinda Gates Foundation.

OUTCOMES: Understand how to recognize adaptive learning in the online environment • Understand the benefits of adaptive learning • Understand the challenges involved in developing adaptive learning, particularly the amount of time required

The Development and Analysis of a Cutting-Edge MOOC to Teach Tourism as an Industry

Tadayuki Hara, Associate Dean of Finance and Administration,
Rosen College of Hospitality Management, and Patsy D. Moskal,
Associate Director, RITE, University of Central Florida

In 2013, the University of Central Florida launched Tourism Industry Analysis, an internationally focused MOOC, through Instructure’s Canvas Network. This session will discuss the design and data analysis of this MOOC, review its participants, and examine future directions in this type of instruction.

OUTCOMES: Identify the strengths and challenges of using a MOOC platform to deliver instruction to an international audience • Learn how a MOOC can provide a solution to niche, but important, content not readily available in other programs • Identify issues surrounding the evaluation of MOOCs and how they differ from “typical” online courses

Facilitating Asynchronous Discussion with BYOD

Kevin O’Shea, Educational Technologist, Purdue University

The emergence of mobile devices in higher education has revealed new opportunities and challenges for students and instructors. Using mobile devices, instructors can open a host of new channels for connecting and facilitating communication among their students.

OUTCOMES: Learn about mobile asynchronous discussion • Compare and contrast mobile applications in the current app stores that best facilitate asynchronous discussion • Develop methodologies to model frameworks for successful student engagement for mobile discussion based on faculty feedback, research, and use cases

Finding the Meaningful within the Massive: Personal Narratives of Learning and Student Impact

Thomas Evans, Senior Instructional Designer, The Ohio State University

There are millions of student stories weaved in the fabric of open courses. Behind the “massive” are real people with individual learning expectations. This poster will highlight personal narratives from selected MOOC students who have indicated that open courses have made a significant and practical impact in their lives. Students will explain specific course design characteristics they say helped foster that impact.

OUTCOMES: Learn and share approaches to course design that encourage personal learning within courses that tend to be generalized for a large-scale audience • Discover strategies to identify and share stories of impact from within your institution’s open courses • Develop and share toward an expanding awareness of the many diverse learning goals that students in MOOCs often have

GeorgetownX: Applying an Integrative Learning Analytics Design Approach

Yianna Vovides, Faculty, Georgetown University

In this session, we will describe the design approach for GeorgetownX MOOCs. We will walk participants through the design of the Globalization: Winners and Losers MOOC, which was completed in 2013 and had a 58% retention rate.

OUTCOMES: Understand the interdependence between learning design and analytics • Learn about the integrative learning analytics design approach • Identify opportunities for collaboration
HawkLearn: A Small College Reaches for the Clouds
Kim Round, Director of Instructional Technology, Saint Anselm College

Higher education’s use of cloud computing has the potential to impact technology governance, application flexibility, staffing, and financial requirements, as well as risk management. In the summer of 2013, Saint Anselm College launched HawkLearn, a cloud-based open learning network, to support several blended courses. The cost-effective and easy-to-manage HawkLearn was built for digital natives who are accustomed to using Web 2.0 tools and social media. In this session, we will discuss lessons learned as HawkLearn evolved from concept to reality.

OUTCOMES: Examine best practices for implementing cloud-based LMS • Explore options for LMS architectures, based in the cloud • Discuss how cloud-based LMS solutions can conserve financial and support resources within a small college environment

Implementing a Campus-Wide Online Course Accessibility Support Model
Kathleen Bastedo, Instructional Designer, and Nancy Swenson, Instructional Designer, University of Central Florida

The accessibility of online course materials has recently catapulted into the forefront of topics discussed in higher education. We will introduce the Online Course Accessibility Support Model and how we have implemented it at UCF. We will also share our processes, tips, and resources with participants.

OUTCOMES: Learn about the three strategies we implemented (universal design, proactive, and immediate need) • Discuss how these strategies can be implemented at your institution • Learn how to locate UCF’s accessibility web pages and forms

Innov8 Academy: Developing a Culture of Innovation
Naomi Boyer, AVP—Strategic Initiatives, and Peter A. Usinger, Director, Institutional Research, Effectiveness, and Planning, Polk State College

This application-based academy provided full-time faculty and program directors an opportunity to explore and integrate new technology using instructional best practices. Focusing on innovation, the Innov8 Academy began with 20 participants in a four-day institute, continuing with monthly community-of-practice gatherings and action-research project development.

OUTCOMES: Learn about the eight areas of focus of Innov8 Academy • Learn about the process of planning and organizing our summer institute action research projects and community of practice focus gatherings • Apply what you have learned in order to develop a similar academy at your institution

Interactive BYOD Sessions with Moodle during Lectures at Paris Descartes University
Sonia Badeau, E-learning Instructional Designer, Xavier Coumoul, Professeur des universités, Inserm UMR-S 1124, and Thierry Koscielniak, ICT for Education Executive Director, Université Paris Descartes–Sorbonne Paris Cité

We will investigate a Paris Descartes University initiative to integrate a BYOD program into the teaching and learning process. The idea behind this BYOD strategy is that students use their Wi-Fi-connected personal devices to answer Moodle quizzes during lectures, allowing teachers to collect and display active feedback within minutes.

OUTCOMES: Learn about students’ interactive questioning using BYOD during lectures with relevant examples • Identify the different steps and factors for consideration when implementing BYOD in higher education • Get a methodology for developing BYOD lectures and understand the pedagogical possibilities of BYOD

An Interdisciplinary Service Learning Project for Technology Education in the Dominican Republic
Kevin Gaugler, Associate Professor of Spanish, and Carolyn C. Matheus, Assistant Professor of Information Systems, Marist College

There is a growing need for technology education in underprivileged countries. In this session, we will present an interdisciplinary service-learning project between computer science and Spanish college students who collaboratively developed and implemented a technology-education program at a summer camp in the Dominican Republic using the SOLE model.

OUTCOMES: Get concrete ideas for interdisciplinary, applied service-learning courses and projects • Understand the SOLE model in the applied context of a collaborative service-learning project • Learn about a bilingual technology curriculum that can be used for introducing K–12 students to basic concepts of technology and programming
The iPad Management Mambo: It Takes Two to Tango
Matthew Regan, Senior Instructional Technologist, Yale University
Additional project contributor: Laura King, Education and Government Marketing Director, PeopleSoft

Yale ITS and the Yale Library Access Services have implemented a robust, dynamic iPad service supporting 200 iPads to eight courses between two people by using collaborative best practices, copious planning methods, and synchronous management techniques. We will describe how other institutions can use a similar framework to stand up a mobile device service.

OUTCOMES: Learn how two departments can work collaboratively to provide an essential service to instructors and students for teaching and learning • Learn how a limited staff can organize and manage large numbers of iPads spanning many courses in vastly different disciplines • Learn how to implement or expand such a service with similar needs and means

Just Don’t Call It a Drone
Ahmad Khazaee, Instructional Technologist, and Kevin P. Lynch, Chief Information Officer, Colgate University

ITS at Colgate (a leading liberal arts institution) has teamed up with faculty to use commercial hobbyist quadcopters and Arduino technology to assist in student research programs to capture photography and other environmental observations, capabilities previously only available to large research universities, with amazing results for both learners and researchers.

OUTCOMES: Understand ways to capitalize on emerging and consumerized technology to assist faculty and staff in their research efforts • Brainstorm other technologies that can be brought to bear to help expand learning and research • Identify concerns and possibilities of operating unmanned aerial systems in the context of a small university or college

Learning on the Go
Jeannette Shaffer, Instructional Technologies Program Manager, Maricopa Community College District; Juliane Roybal, Instructional Technologist, Phoenix College

We will explore the attributes of mobile learning for creating interactive learning activities for learning on the go. You will experience and walk away with ideas for the following mobile learning attributes: spontaneous, personal, informal, contextual, ubiquitous (available everywhere), and pervasive (integrated with daily activities).

OUTCOMES: Identify tools and applications for creating interactive professional development on mobile devices • Evaluate how mobile learning attributes can be maximized for learning on the go • Create a learning activity focusing on mobile learning attributes

Streamlining Technology Support and Faculty Development within Academic Affairs
Ron Costello, Senior Instructional Designer, The Pennsylvania State University

In order to streamline technology support services with faculty development, we moved essential IT services at Penn State’s Abington College to Academic Affairs in a newly created Center for Teaching and Learning. In this session, we will focus on the challenges and short-term gains of this new, reorganized unit.

OUTCOMES: Learn new ways of structuring IT services in order to benefit end users on campus • Learn about ways that IT support and faculty development can be merged to provide support for web-enhanced courses • Understand how IT support and faculty development can be structured to improve instructional technology adoption and support on campus

Structured Instructional Activity Charting: A Method to Assess Online and Hybrid Courses to Meet Interactive Credit Hour Guidelines
Barbara Zirkin, Associate Dean, Distance Learning, Stevenson University

We will present a method to review online and hybrid courses using a rubric of alternative instructional equivalencies. Analyzing course syllabi, assignments, and other course activities, the results are helping facilitate course changes to enhance student learning and interactivity and to help institutions meet federal and accreditation credit hour guidelines.

OUTCOMES: Learn about the federal and accreditation definition of credit hour and the importance of conducting systematic course analyses • Assess the rubrics that are being used to conduct this analysis and suggest potential additions • Construct an analysis of a course at your institution using this model
TUESDAY POSTER SESSIONS

1:30–2:30 p.m. (continued)

Take On Your World in the Global Digital Classroom

Rebecca Frost Davis, Director of Instructional and Emerging Technology, and David Waldron, Vice President for Information Technology, St. Edward’s University

Additional project contributors: Mary Boyd, Vice President for Academic Affairs, and Bill Clabby, Associate Vice President for Global Initiatives, St. Edward’s University

St. Edward’s University’s global digital classrooms utilize advanced videoconferencing and complementary technologies to bring faculty and students from around the world together for formal and informal learning opportunities. This panel of university leaders will share lessons learned from strategic, pedagogical, technical, and operational points of view.

OUTCOMES: Select a variety of pedagogically appropriate technologies for advancing global learning depending on logistical circumstances, learning goals, and cultural context • Foster innovation by collaboratively linking innovative practice to learning theory, curricular context, academic mission, and university strategy • Develop appropriate plans and structures for supporting and maintaining advanced videoconferencing systems and related technologies

Things You May Not Think of When Designing a 21st-Century Classroom

Wiebke Kuhn, Information Technology Manager, Auburn University

A vision can be complicated by the reality of details. Auburn University is planning new classroom buildings with a number of active and flexible classrooms. A pilot room, built in the summer of 2013, is teaching us lessons in design that help shape the new buildings, sometimes in small but meaningful ways.

OUTCOMES: Evaluate room design from different perspectives • Incorporate small hands-on solutions into room designs • Identify challenges in technological implementations in classroom designs

Using an E-Learning Authoring Tool for Developing Self-Directed Learning Modules

Taeyeol Park, Senior Instructional Technologist, Georgetown University

Applying the e-learning design prototypes that ITDD developed with Adobe Captivate, GUSOM instructors created self-directed learning modules. In this presentation, we will evaluate the applicability of the e-learning authoring tool and the adaptability of the e-learning design prototypes to the learning module development for the instructors’ courses.

OUTCOMES: Understand the value of an e-learning authoring tool in creating interactive content and features that led to the design prototype development • Learn how design prototypes are selected and applied to the learning module design by customization and modification in the communication between faculty support staff and faculty • Learn how to use Adobe Captivate to create Flash-based interactive training content for self-directed learning modules
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Meet with EDUCAUSE Staff to Discuss IT Governance, Risk, and Compliance

EDUCAUSE CENTRAL, WEST A LOBBY

Stop by to learn more about the EDUCAUSE IT GRC program activities to ensure that your IT programs support and enable your institution’s strategic objectives. Meet with Joanna Grama, director of DRA operations, IT GRC, and cybersecurity programs, and Susan Nesbitt, research administrator.

2:30–3:20 p.m.

FEATURED SESSION

Putting the “I” Back in CIO

Sponsored by Accenture

MEETING ROOM W311B-D

William Gerry McCartney, Vice President for Information Technology and CIO, Purdue University

No new technology has the potential to make or break IT like data science. For the CIO, the promise of a strategic role in the organization has always been contained in the “I” in the title: technology has just been an operational opening act. For the first time, we can deliver strategic value around the core activities of higher education: teaching and research. The infrastructure has been developed, the data is at hand, and now we must demonstrate how to deliver value with it. Wasn’t this always the real promise of IT?

OUTCOMES:
- Better understand the potential of data analytics and how to use it at your institution
- Get examples of data analytics efforts already under way and glimpse tools just over the horizon
- Learn how to prepare your organization to participate
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CONCURRENT SESSIONS
Analytics and Data-Driven Decision Making

Building Institutional Capacity for Learning Analytics
MEETING ROOM W204
Linda L. Baer, Senior Program Consultant, i4 Now Solutions; Kimberly Arnold, Evaluation Consultant, Linda A. Jorn, Associate Vice President, Learning Technologies, and Director of DoIT AT, and Bruce Maas, Vice Provost for IT and CIO, University of Wisconsin–Madison; Ellen Wagner, Chief Research and Strategy Officer, PAR Framework, WICHE/WCET

Employing learning analytics as a strategy to engender student success requires transformative practices, organizational change management, and a spirit of innovation. Join us as we discuss building learning analytics capacity using three different case studies from the PAR Framework, the University of Wisconsin–Madison, and Lone Star College.

Curriculum Mapping: Flipped, Automated, and Easy
MEETING ROOM W308C/D
Scott Helf, Chief Technology Officer, Assistant Dean of Academic Informatics, Western University of Health Sciences; Terence Ma, Assistant Dean for Educational Information Resources, Yeshiva University

We will discuss a novel technology and flipped approach now in use at our institution that greatly simplifies and minimizes the effort of mapping the curriculum. It occurs in real time and yields a much more detailed, clear, accurate, and precise representation of how the curriculum is actually delivered.

OUTCOMES: Understand the history, context, definition, and application of curriculum mapping • Understand how curriculum mapping is achieved through a grassroots technical solution • Apply this understanding to your institution to implement such a system to facilitate more effective, accurate, and real-time curriculum mapping

How Arizona State University Moves Data Faster
MEETING ROOM W206A
Kristin Kennedy, Manager of Business Intelligence, Arizona State University; Patrick LeBlanc, Technology Solutions Specialist, and Jason Morales, Principal Platform Strategist, Microsoft Corporation

ASU chose the Microsoft BI toolset to replace end-of-life tools in order to move quickly to get data to their users. This toolset will allow users to spend more time on deeper analytics and less time on data retrieval.

OUTCOMES: Examine how ASU was able to get data into their users’ hands faster • See how ASU used the familiar, everyday applications their users accessed to perform better analytics • Develop questions to ask providers before you purchase or replace a BI toolset

Digital Content, Libraries, Curation, and Open Access

Assessing Cloud Computing Options in Today’s Marketplace
MEETING ROOM W300

In the emerging and fast-paced field of cloud computing, institutions are challenged with how to effectively assess the value of reducing IT costs and complexity while facing profound legal, compliance, and security issues. Join us as we discuss the multiple levels of cloud services available and examine how these offerings are affecting higher education today.

OUTCOMES: Determine the various levels of cloud services and offerings • Identify risks associated with data privacy, security, and compliance • Develop insights into how to determine which cloud offering best suits your needs
IaaS with NET+: Campus Experiences with Deploying Cloud Infrastructure
MEETING ROOM W307C/D
Andrew Keating, Program Manager, Internet2
Replacing hardware with on-demand services is a key appeal of moving to the cloud, but it presents technical, legal, and compliance challenges. In this panel, we will address the risks, challenges, and potential pitfalls of cloud-based infrastructure services, as well as the means to overcome them developed through the Internet2 NET+ program.

OUTCOMES: Understand the key issues to consider in evaluating infrastructure services in the cloud • Learn proven approaches to determine whether it makes sense to keep hardware in the data center, move to the cloud, or develop hybrid strategies that include both • Find out more about how to participate in evaluating and deploying services with peers through the “community cloud” process of the Internet2 NET+ program

The On-Demand Model for Higher Education: Providing Education as a Service across Colleges and Universities
MEETING ROOM W311E
Connor Gray, Chief Strategy Officer, Campus Management Corp.; John R. Hall III, Chief Executive Officer and Co-Founder, Greenwood Hall; Navneet Johal, Analyst, Public Sector Technology, OVUM; Ann Hamilton Taylor, Director, John A. Dutton e-Education Institute, The Pennsylvania State University
Moderated by: Karli Grant, Manager, Product Marketing, Campus Management Corp.

Institutions are facing a convergence of forces that, combined with an outdated technology infrastructure, have created the need for a new approach in education technology: the On-Demand Model for Higher Education. Hear from this dynamic panel about rising above technology challenges to empower dynamic models of engagement and delivery and, in turn, positively impact growth, retention, and financial security.

OUTCOMES: Explore current data reflecting student learning preferences, technologies, institutional confidence, and projected spend • Investigate key considerations and options to successfully adapt your learning delivery models • Determine how to plan your strategy and obtain the best ROI for your institution

Students First, Mobile First: Selecting a Platform to Become a Connected Campus
MEETING ROOM W206B/C
Lisa M. Davis, Vice President for Information Services and Chief Information Officer, Georgetown University; Sandra Sanvido, Senior Director, Higher Education Product Marketing, Salesforce.com Foundation; Brian Peddle, CTO, College for America, Southern New Hampshire University; Joanna Young, Chief Information Officer, AVP for Finance, University of New Hampshire
Three CIO/CTOs will share how they adapted to the changing needs of their constituents and run their university on a versatile cloud-based and mobile-ready platform. They will discuss the importance of data consolidation and the efficiencies gained by having a single view of the student on a flexible platform solution.

OUTCOMES: Discover the steps necessary to transform an organization into a connected campus • Understand the merits of a unified platform infrastructure • Understand the tangible benefits that can be achieved by running a cloud- and mobile-based platform across a university

Aligning IT with the Institutional Mission: Finding the Right Balance (Run, Grow, Transform)
MEETING ROOM W209A/B
Val Theron, General Manager, Association of South African University Directors of Information Technology; Jennifer Sparrow, Director of Online and Innovative Learning, Case Western Reserve University; David Weil, Director, Enterprise Application Services, Ithaca College; Maria Piret, Director, Information Systems, Lynn University; Mark Katsouros, Director, Network Planning and Integration, The Pennsylvania State University

In times of fast change and limited resources, achieving the right balance between operations and strategic activities that support the mission of the institution is always a challenge. Join us for an interactive discussion to share ideas and techniques on how IT organizations can strike the right balance between what Gartner refers to as Run (ongoing operations), Grow (incremental growth and improvements), and Transformational (transformative change) activities.

Designing the Future of Professional Development for IT Managers
MEETING ROOM W310A/B
Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Cynthia Golden, Director, Center for Instructional Development and Distance Education, University of Pittsburgh

Want to help contribute to the future of your profession? Join your colleagues in a design-thinking experience to discuss and identify professional development needs for IT managers. Come prepared to engage, share, network, and shape the future in an EDUCAUSE member-focused session.

OUTCOMES: Learn about the design-thinking methodology • Brainstorm what IT management jobs will look like in the future and how to prepare for them • Share and learn effective PD strategies with your peers
First in the World: $75M Innovation Investment in Higher Education
MEETING ROOM W304F-H

Joseph South, Deputy Director, Office of Educational Technology, U.S. Department of Education

Learn how the U.S. Department of Education’s $75 million “First in the World” grant program and other key initiatives are spurring the development of innovations that improve educational outcomes, make college more affordable for students and families, and develop an evidence base of effective practices.

OUTCOMES: Understand the goals of ED’s higher education innovation efforts and our strategies for achieving them • Consider new approaches to innovation at your institution based on cutting-edge examples at other institutions • Learn ways to engage the ED in your innovation efforts

Navigating Higher Ed from Fragile to Agile
MEETING ROOM W205B/C

Kristine Sunda, Agile Consultant, K Shannon Associates; Kristen Morin, Manager, Applications Development, Sherry Morrill, Director, Project Management, Michelle Sorensen, Lead Project Manager, and Tracy Weber, Manager, Applications Development, University of Notre Dame; Rita Anderson, Program Manager, Student Information Systems, University of South Carolina

Higher education organizations face unique challenges of multiple missions, academic traditions, and shared decision structures. Both Notre Dame and the University of South Carolina have implemented agile concepts to deliver function and value to their institutions. Explore their journeys and determine how best to plot your course toward agile.

OUTCOMES: Understand basic agile concepts and the terminology of Scrum and Kanban • Discover the benefits of the agile methodology such as focus, flexibility, and transparency • Determine how to tailor agile for your organization

Why CIO Is the Best Job on Campus
MEETING ROOM W312A-C

A. Michael Berman, Vice President for Technology and Communication, California State University, Channel Islands; Kyle Johnson, Dean of Information Technology, Chaminade University of Honolulu; Keith W. McIntosh, Vice Chancellor for Information Technology and CIO, Pima County Community College District; Raechelle Clemmons, Vice President and Chief Information Officer, St. Norbert College; Melissa Woo, CIO/Vice Provost for Information Services, University of Oregon

Five CIOs with dissimilar backgrounds and from varied institutions will explain why CIO is a great opportunity and why they love their jobs. This interactive discussion will counterbalance the negative view of the challenges faced by CIOs and illuminate the professional and personal rewards that come with the job.

OUTCOMES: Be able to articulate specific positive characteristics of the CIO role • Identify the aspects of your own professional and personal development that could be (or are) enhanced by becoming a CIO • Gain a more positive view of the CIO role

Service Management and Support

The Trifecta PMO Strategy: Demonstrating Value with the Parallel Implementation of Project, Resource, and Strategic Governance
MEETING ROOM W305A/B

Tasleema Tarmeen Lallmomode, Project Manager, Katherine J. Ranes, IT Program Director, and Deborah Whitten, Assistant Vice President, IT Planning and Programs, Arizona State University

ASU is accepting the challenge of demonstrating accountability by enhancing its IT business models. As budget cuts and other challenges continue to confront higher education, the need for IT strategic alignment with the university mission is more important than ever before. We will present a case study of the university’s strategy of implementing a top-down and bottom-up approach that resulted in a 9% effort increase on innovative initiatives.

OUTCOMES: Understand why university customers demand a paradigm shift toward mutual execution of strategic planning and project, finance, and resource management • Identify the relationships between project, resource, financial, and portfolio management • Understand how metrics and analytics assist in proving unarguable PMO business value to the organization

Teaching and Learning

Behind the Curtain: Technologies Supporting Student Success
MEETING ROOM W304B-D

Celeste M. Schwartz, Vice President for Information Technology and College Services, Karen A. Stout, President, and Katherine Swanson, Vice President for Student Affairs and Enrollment Management, Montgomery County Community College

As institutions explore ways to address student success, they are leveraging technologies in new ways. Learn about technologies supporting a student advising process redesign, resulting in enhanced self-service tools for students and the ability of advisors/faculty to provide personalized services to students through information available from an integrated data warehouse.

OUTCOMES: Identify technologies that align with student success and advising processes • Explain the value of technology in the change management process • Understand important student success data and analytics and the integration of student success data from disparate sources
2:30–3:20 p.m. (continued)

Digital Osmosis: A Collaborative Faculty Development Model for Distance Education
MEETING ROOM W309A/B
Zach Hartje, Director, TLT, and Amy E. Ostrom, Instructional Technologist, College of Charleston

Teaching online is different from teaching face to face, but how are we preparing our faculty for this educational paradigm shift? Come experience how CoF is immersing faculty in an online professional development experience that helps them discount myths, collaborate with mentors, and build relationships with their future students.

OUTCOMES: Identify strategies used to help prepare faculty members to teach online • Discuss current models of faculty development • Interpret the outcomes of experiential learning based on the data provided

Evaluating Learning Spaces: Pairing the Learning Space Rating System with Postoccupancy Evaluations
MEETING ROOM W303
Adam B.A. Finkelstein, Educational Developer, Teaching and Learning Services, McGill University

The Learning Space Rating System provides key data on potential opportunities of learning spaces. Postoccupancy evaluations provide evidence of learning space use. In this session, we will examine how pairing the two can provide more comprehensive data to determine if your institution is getting the most out of your learning spaces.

OUTCOMES: Analyze and discuss various models of evaluation, how they can apply to learning spaces, and the importance of different tools to gather data • Identify and discuss the benefits and challenges of the LRSR and postoccupancy evaluations for learning spaces • Learn about our results and recommendations for multiple learning spaces

How to Create and Sustain a Competency-Based Education Program at Your Institution
MEETING ROOM W205A
Corrine Gordon, Assistant Clinical Professor of Liberal Arts in Personalized Learning, Northern Arizona University; Sally M. Johnstone, Vice President for Academic Advancement, Western Governors University

Moderated by: Kate Hixson, Innovative Service Designer, Emerging Models and Consulting Services, Pearson Education

Competency-based education is a model that is building a foundation for achievement. In this session, the presenters will detail the essential components of an effective CBE program that includes preparation through market analysis and institutional readiness, developing the program model and marketing the program, and sustaining the program by engaging at-risk learners and performing continuous evaluation.

OUTCOMES: Explore a readiness assessment tool that is useful for determining if an institution is prepared to create and sustain a CBE program • Increase awareness of emerging best practices in design, development, and implementation of CBE programs • Gain knowledge of the design, technology, and change management processes needed to launch a successful program

A Strategy for Adopting New Digital Learning Tools on College Campuses: A Case Study
MEETING ROOM W307A/B
Joshua L. Sauvie, Associate Professor of English, Mott Community College; Matt Dennis, Education Account Manager, TechSmith Corporation

In this session, we will explain the successful strategy used at Mott Community College in Flint, Michigan, that led to institution-wide adoption of TechSmith Relay for lecture capture and online course materials. We will discuss how we secured both faculty and administration buy-in through dialogue, training, and cross-departmental collaboration.

OUTCOMES: Recognize the importance of obtaining faculty and administration buy-in when adopting new technology • Understand the importance of dialogue in training faculty and staff to adopt new technologies • Explore a method for cross-departmental collaboration in the digital adoption process

DISCUSSION SESSIONS

Emergency Communications
MEETING ROOM W306A/B
Barry R. Ribbeck, Director, Systems Architecture, Infrastructure, Cloud Strategies and Initiatives, Rice University

Join this forum on strategic issues and tactical challenges affecting IT communications in planning for, during mitigation of, and subsequent to emergencies in higher education. How can we leverage our mass communications investments to expand operational communications to our campus communities? Come prepared to share best practices and lessons learned.

E-Texts
MEETING ROOM W311A
Barbara Friedman, Information Technology Assistant Director I, Cornell University

Join our conversation on the evolving domain of digital textbooks, multimedia supplements, tutorial websites, e-reader/annotation software, and more. We’ll share ideas, analyses, experiences, and practical outcomes. Specifics may include e-text acquisition, delivery, business models, support strategies for cost savings for students, selection of e-text reader/annotation software, devices, and institutional policies.
IT Support Services
MEETING ROOM W308A/B
Wendy Woodward, Director, IT Support Services, Northwestern University
Join this discussion on strategic support for faculty, staff, and students by both centralized and distributed IT support units. We’ll share best practices, common tools, and strategies. Bring your expertise on help desk management, desktop support, hardware/software standards, knowledge management, service management systems, and end-user communications that ensure successful support.

Massive Open Online Courses (MOOCs)
MEETING ROOM W304E
Stephen D. Franklin, Director of Academic Outreach, Office of Information Technology, University of California, Irvine
Join us in a broad look at MOOCs as a paradigm of learning communities and open education. Participants are encouraged to share experiences, ideas, and challenges relating to large-scale, open, online learning experiences. Key topics include distributed versus centralized approaches, instructional design perspectives, assessment, certification, and policy and legal issues.

Small Colleges
MEETING ROOM W304A
Mary Parlett-Sweeney, Deputy CIO, Siena College
This meeting will foster the discussion of IT issues specific and possibly unique to small colleges, allowing participants to share challenges, solutions, and successful techniques employed in the planning and management of technology-related resources.

MEETINGS
Badging Focus Group
MEETING ROOM W109A/B
Badging is an increasingly important way to demonstrate professional activity within a community and professional network. Badges have the potential to motivate and validate incremental growth along a learning path. At this session, we will learn from recent EDUCAUSE badge earners about their experiences with badging. Specifically, we want to discover how badges have impacted your professional portfolios and career development plans. This session is open to all, but especially to those who have earned an EDUCAUSE badge in 2014.

Internet2 NET+ Service Provider CEO Panel
MEETING ROOM W209C

LEARNING THEATER SESSION
The EDUCAUSE Game Changers Business Competition, Round 1
LEARNING THEATER, WEST HALL A3
Keith Chamberlain, Director, Business Development, EDUCAUSE
A select group from Start-Up Alley will be chosen for this highly competitive event. In fast-paced, back-to-back sessions, contestants will tell their entrepreneurial business stories and demonstrate how they have addressed a problem or challenge and innovatively applied technology to benefit higher education. An expert panel of venture capital executives, investors, and other education technology professionals will judge contestants’ business merit and determine their eligibility to earn prizes from Start-Up Alley sponsor Higher One, Bronze Partner, as well as Tucker Capital and EDUCAUSE.

2:30–3:30 p.m.
Meet with EDUCAUSE Staff to Discuss IT Governance, Risk, and Compliance
EDUCAUSE CENTRAL, WEST A LOBBY
Stop by to learn more about the EDUCAUSE IT GRC program and resources that can help you define and implement IT GRC activities to ensure that your IT programs support and enable your institution’s strategic objectives. Meet with Joanna Grama, director of DRA operations, IT GRC, and cybersecurity programs, and Susan Nesbitt, research administrator.

CHEITA Benchmarking Working Group Meeting
MEETING ROOM W107
We will be exploring the use of the complexity index to benchmark institutions internationally. We will also begin a discussion about which metrics should be used to benchmark IT.

3:00–4:00 p.m.
International Participant Meeting and Reception
MEETING ROOM W207C
The EDUCAUSE community includes representatives of sister organizations from around the globe as well as members of international institutions. Please join us for refreshments and a chance to meet the EDUCAUSE leadership team and members of the board, and to learn about the emerging coalition of higher education IT associations.
TUESDAY

3:20–3:40 p.m.

 Giuliani Break
WEST LEVEL 3 FOYER
Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! Coffee, tea, and sodas will be available during this time.

3:20–3:50 p.m.

 Meet ELI Staff
EDUCAUSE CENTRAL, WEST A LOBBY
Stop by for an informal opportunity to learn more about the EDUCAUSE Learning Initiative. Visit with Malcolm Brown, director, and Veronica Diaz, associate director, and learn how to connect with this vibrant community and discuss your ideas and interests.

DISCUSSION SESSION
Continue the Conversation with William McCartney
WEST LEVEL 3 FOYER
William Gerry McCartney, Vice President for Information Technology and CIO, Purdue University
Join us for an extended half-hour conversation following “Putting the ‘I’ Back in CIO.”

3:30–4:20 p.m.

 Research University CIO Conclave (RUCC) Meeting
(Members only)
MEETING ROOM W209C

3:40–4:30 p.m.

 FEATURED SESSION
 Introducing Visual Strategic Planning Using Four Higher Education Business-Model Scenarios and Strategic Technology Maps
Sponsored by Accenture
MEETING ROOM W311B-D
Jan-Martin Lowendahl, Vice President, Gartner
Using alternate scenarios to visualize and concretize future options is a proven method for informing institutional strategy. Using four business-model scenarios, higher education institutions can evaluate the implications for IT investment priorities through Strategic Technology Maps. By mashing up content from Gartner tools such as Hype Cycles and IT Market Clocks, we will present four Strategic Technology Maps, exemplifying strategic capabilities and their corresponding services for executing on each of the four business-model strategies. This session will give higher education institutions both a methodology and examples that enable them to be more strategic in their technology choices.

OUTCOMES: Get an introduction to the Gartner Higher Education Business Model Scenarios and how they can be used for visual strategic planning • Understand the Gartner Strategic Technology Maps and how they can concretize IT differences between different business models • Hear tips on how to use both these tools in a workshop setting on campus to drive collaborative strategic planning

CONCURRENT SESSIONS
Analytics and Data-Driven Decision Making

 BI-Driven Social and Cultural Change and the Building Blocks of Game-Changing BI
MEETING ROOM W304B-D

Ron Layne, Manager, Data Quality, Margaret Roldan, Data Analyst–Data Warehousing, Jelena Roljevic, AVP, Business Intelligence Services, and Michael E. Wolf, Manager, Data Warehouse, The George Washington University; Lois Brooks, Vice Provost for Information Services/CIO, and Michael Hansen, Director–Business Intelligence Center, Oregon State University
The era of the data-driven university prompts shifts in social cultures, IS infrastructures, governance, and implementation strategies. In this presentation, we will review the BI life cycle, demonstrating the merger of social and operational strategies in successful BI implementations. We will discuss the building blocks of business intelligence: strategies for social and cultural change, diverging technology, policy change, governance, and information delivery.

OUTCOMES: Learn about the interdependency between the goal of becoming a data-driven university and developing an inclusive BI implementation life-cycle strategy • Learn about the elements of an inclusive BI implementation life-cycle strategy (social/cultural change and operational strategies)
Improving Student Graduation Rates Using Data Insights and Predictive Modeling

MEETING ROOM W311A

Jon Phillips, Managing Director-Strategy, Worldwide Education, Dell; Patrick J. Bauer, Chief Information Officer, and Sheila Quirk-Bailey, Chief of Staff/Vice President of Planning and Institutional Effectiveness, Harper College

As part of an overall plan to improve student graduation rates, Harper College and Dell developed a student retention model that quickly identifies at-risk students and delivers the information to key stakeholders, allowing early intervention to increase student success. We will discuss the scope of the project and research methodology, as well as the data used to solve Harper’s student retention issues.

OUTCOMES: Develop a framework for KPI and the desired outcomes you want to achieve • Recognize that you should start with the data you have and build • Discover that building a predictive model is an ongoing, dynamic process

Collaborating to Compete: Research Libraries Showing the Way

MEETING ROOM W307C/D

Robin Leech, Associate Professor, Oklahoma State University; Carl Grant, Associate Dean, Knowledge Services, and Chief Technology Officer, University of Oklahoma

In this session, we will describe how libraries at Oklahoma’s two largest research institutions (the University of Oklahoma and Oklahoma State University) were able to leverage federal and state directives into actionable outcomes in a short time frame to produce a thriving partnership and a shared institutional repository called SHAREOK.org.

OUTCOMES: Learn how we leveraged momentum from non-specific directives and strategic plans to create a tangible and funded project • Learn how other elements (outside consulting) helped move the project through at an aggressive pace • Learn how we moved from a committee-driven project mentality to an agile good-enough-for-production mentality

Enterprise/Administrative IT

InCommon and Your Identity Management Infrastructure: Strategies from CIOs

MEETING ROOM W312A-C

John O’Keefe, Vice President for Information Technology Services and CIO, Lafayette College; Joel P. Cooper, CITO, Swarthmore College; Klara Jelinkova, SAVP and CITO, University of Chicago

Identity management is a key component of institutional infrastructure, enabling access to campus resources and cloud services. Federated identity simplifies management of this infrastructure, providing single sign-on and enhancing privacy and security. In this presentation, CIOs will discuss identity strategies and the value of InCommon in those strategies.
3:40–4:30 p.m. (continued)

Leadership and Management

**Breaking Up Is Hard to Do: Business Model Disruptions and Vendor Relationships**

**MEETING ROOM W308A/B**

Robert Howard Jr., Chief Information Officer, Armstrong State University; Bob Black, Assistant Director, Service and Project Management, Miami University; Shawn Ellis, IT Director, University of Georgia

Even as we gain solid footing for planning the life cycle for major technology services and infrastructure, an undercurrent of disruption continually threatens old business models and existing relationships. We are continually breaking up with our past selves, and this is hard to do.

**OUTCOMES:** Learn about the tenets of organizational change in a technology framework • Get best practices for planning, getting buy-in, and executing service delivery plans • Learn from the mistakes of three institutions in major technology service delivery initiatives so you won’t make them at your institution

**Building Institutional Partnerships: Reaching Across the Quad**

**MEETING ROOM W209A/B**

Jennifer Sparrow, Director of Online and Innovative Learning, Case Western Reserve University; Kyle Johnson, Dean of Information Technology, Chaminade University of Honolulu; Joseph A. Moreau, CTO and Vice Chancellor, Technology, Foothill-DeAnza Community College District; Keith W. McIntosh, Vice Chancellor for Information Technology and CIO, Pima County Community College District

Increasingly, IT is being challenged to align its goals and services to the mission and goals of the academic and business units throughout the institution. This challenge should be seen as an opportunity to reach across institutional silos to build relationships between IT and other departments. In this session, participants will hear the good, the bad, and the ugly of the partnerships forged between IT and functional departments on campus. The session will include real-world examples of these partnerships from three different types of institutions: a community college, a small private college, and an R1. Participants will learn how these relationships have been forged, the successes of these partnerships, and the challenges of aligning the goals and services of IT with those of a variety of departments across campus.

**Crowdsource Your IT Strategy**

**MEETING ROOM W206B/C**

Christopher Eagle, Enterprise Architect, and Darcy Turner, Project Director, University of Michigan–Ann Arbor

At the University of Michigan, we recently published our first university-wide IT strategy in over a decade. We used crowdsourcing methods to break free from the traditional “small committee” approach and had over 200 people contribute to the strategic plan document. In this session, we will describe the process and tools used, as well as the lessons learned during the journey.

**OUTCOMES:** Understand how crowdsourcing can be used to involve larger groups of contributors • Understand those processes that lend themselves to crowdsourcing and those that don’t • Learn about the benefits and pitfalls of a crowdsourced approach

**Designing the Future of Professional Development for CIOs and Senior IT Leaders**

**MEETING ROOM W310A/B**

Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Cynthia Golden, Director, University of Pittsburgh

Higher education is changing, as are the roles and responsibilities for CIOs and senior IT leaders. Join your colleagues in a design-thinking experience by looking into the future of senior leadership in our professions. Come prepared to engage, share, network, and shape the future in an EDUCAUSE member-focused session.

**OUTCOMES:** Learn about the design-thinking methodology • Brainstorm what CIO and senior IT leadership jobs will look like in the future and how to prepare for them • Share and learn effective strategies from your colleagues

**C Using Technology as a Change Engine for Student Success**

**MEETING ROOM W205A**

Marc D. Belanger, Director, IT Application Services, Carroll University; Shannon M. Phillips, Executive Director of Technology, Charleston Southern University; Lynda M. Rogers, Dean of UCSC Silicon Valley Extension, Executive Director, Scout, University of California, Santa Cruz; Paul Gore, Associate Professor of Educational Psychology and Director of Institutional Research, University of Utah

Moderated by: Kenneth C. Green, Founding Director, The Campus Computing Project

As reported by EDUCAUSE, student outcomes and success is the top IT issue for 2014. How do you help influence and drive successful recruitment, retention, and student outcomes through the use of technology? Hear from a panel of technology leaders on how they have embraced being change agents for student success at their institutions. Leave the session with five key steps that you can take immediately to improve student outcomes.

**OUTCOMES:** Discover five key steps to improve student outcomes • Explore how to enhance recruitment, retention, and student outcomes by leveraging technology • Learn how CIOs can be a change agent for student success
Security, Compliance, Privacy, and Risk Management

Life Happens over the Network: Making the BYOD Experience at Pepperdine as Easy as at Starbucks (but Much Safer)
MEETING ROOM W309A/B
Kim Cary, Chief Information Security Officer, Pepperdine University

The complex demands on university networks today require a new approach to BYOD. The presenter’s approach to flexible, secure BYOD integrates with Pepperdine’s security solutions to enable automated rapid threat detection and response.

OUTCOMES: Learn how we created a secure BYOD environment based on providing an automated, self-service registration process for thousands of student-owned devices • Understand and learn how to address key BYOD issues • Learn how to effectively integrate security solutions to support a complete process, from detection to fast remediation

Securing Campus Critical Infrastructure: Is the Grid Safe?
MEETING ROOM W305A/B
James L. Dominick, Vice President and CIO, and Donna Tatro, Associate CIO, Princeton University

Over the past decade, an astounding number of devices have been connected to our campus networks, many of which interface directly to critical infrastructure such as pumps, motors, compressors, sensors, and alarms. In this presentation, we will describe lessons learned from an ongoing effort at Princeton to secure the “grid.”

OUTCOMES: Understand the nature of the emerging threat to critical infrastructure • Understand the complex nature of this threat • Learn how to communicate the need for critical infrastructure protection on your own campus

Service Management and Support

Caffeinated Ideas and Ideals: A Highly Decentralized IT Organization’s March toward “One IT” and “One ITSM”
MEETING ROOM W307A/B
Susan Gavazzi, Software Licensing Manager, Mark Katsouros, Director, Network Planning and Integration, James Leous, Manager, Research Programmer, and Christy Long, IT Director, The Pennsylvania State University

Learn how one large central IT organization spawned a program to deliver the foundational service, project, talent, change management, and overall shared service management required to optimize its resource planning and ultimately transform the way IT services are delivered to an extremely large, multicampus, autonomous-minded research institution.

OUTCOMES: Understand the importance of foundational ITSM methodologies and tools and their various integrations • Identify strategies to help your organization gain the momentum it needs to launch such an effort • Develop a roadmap to transform IT delivery across your institution, maximizing IT’s support of higher education’s global mission

Teaching and Learning

Beyond the Hype: Strategies for Successful iPad Programs in Higher Education
MEETING ROOM W205B/C
Maria Piret, Director, Information Systems, Lynn University; Terri Gustafson, Director, Center for Teaching and Technology, College of Education, Michigan State University; Claudia Engel, Academic Technology Specialist and Lecturer, Shawn Kim, Academic Technology Specialist, Pamela Levine, Education Technology Specialist, and Paul Zenke, Academic Technology Lab Manager, Stanford University

We will share our iPad implementation experiences at Michigan State University, Stanford University, and Lynn University in terms of student response, organizational structure, logistics, and curriculum integration. Through a critical evaluation of our joint experiences, we will highlight the diversity of each project and the common factors required for a sustainable integration of mobile technologies in higher education.

OUTCOMES: Learn about the administrative processes, sustainable support models, and evaluation methods of four iPad programs at three higher education institutions • Understand relevant parameters in the sustained deployment of mobile devices • Examine issues and apply lessons learned for initiating a mobile device project at your institution

Designing an Adaptable Evaluative Tool for Educational Technologies
MEETING ROOM W311F-H
Allen Steckelberg, Associate Professor/Technology Coordinator, and Jeremy Van Hof, Learning Technology Service Manager, University of Nebraska–Lincoln

The University of Nebraska–Lincoln has developed an adaptable tool designed to evaluate how an educational technology impacts student learning. In this session, we will present the tool and report on its past and future uses. Attendees will collaboratively modify the tool, adapting it for their needs.

OUTCOMES: Learn how to best measure the effects of educational technology on learning outcomes • Learn how to modify an educational technology evaluation tool for your own purposes • Learn how to implement an effective educational technology evaluation regimen on your campus
3:40–4:30 p.m. (continued)

Flipping Out over the Flipped Classroom?
MEETING ROOM W304F–H
Ann H. Taylor, Director, John A. Dutton e-Education Institute, The Pennsylvania State University

While there is increasing talk about the flipped classroom across higher education, there is also a lot of confusion. In this session, we’ll introduce the concept of flipping the classroom and demonstrate techniques involved with this teaching model that takes the traditional methods of delivering instruction outside the classroom to free up valuable face-to-face time and engage students in the application of course concepts.

OUTCOMES: Learn about the concept of and techniques involved in flipping the classroom as a teaching model • Discuss research findings that support this model and share best practices for making the most out of in-class and out-of-class time • Explore the many resources available to support both novices and seasoned flippers

One Size Does Not Fit All: Three Critical Steps for Effective Teaching and Learning Technology Evaluations
MEETING ROOM W300
Patrick Crispen, Senior Manager, Learning Design and Technology, University of Southern California

A 2013 USC/Georgetown University study found that nearly 40% of America’s major research universities will soon reevaluate their online learning technologies. This session will discuss methods that go beyond the traditional tools-based technology bake-off to discover what stakeholders truly need in a teaching and learning environment.

OUTCOMES: Identify the right questions to ask to discover what students, faculty, and administrative staff need • Discover how to conduct fair and effective enterprise-level evaluations • Explore three critical, customizable steps to “level the playing field”

Studio Learning Meets Universal Design: How Learning Communities Grow Innovative Spaces
MEETING ROOM W303
John Falskow, Music Instructor, Joanne Munroe, Coordinator of Organizational Learning, Candyce Rennegarbe, UDL Project Manager, Jason Sandusky, Manager of Technical Support, Christopher Soran, Interim eLearning Director, and Melissa Stoddard, Clinical Director, Tacoma Community College

In this session, we will address the reconceptualization of physical learning spaces and introduce a sustainable, scalable breakthrough model (strategic, innovative, effective use of faculty/professional learning communities and other communities of practice) for forwarding promising practices in instructional design and delivery to match emerging learning environments while integrating universal design principles.

OUTCOMES: Identify stakeholders for sustainable, scalable organizational change regarding innovative spaces in higher education • Compare and contrast current teaching and learning environments with those outlined in the literature and template • Extrapolate from the video and demos to develop strategies for implementations at your campus that invoke studio learning techniques while respecting UDL principles

Digital Signage in Higher Education
MEETING ROOM W306A/B
Thomas S. Kunka, Senior Application Specialist, University of Notre Dame; Steven A. Terry, Director of Enterprise Applications, Denison University

As mobile computing grows in ubiquity, the use of digital signage for campus communication is fast becoming a topic of importance for IT professionals. We will discuss campus-wide digital signage services including participants, benefits, service architecture, financial model, security, and other key issues.

Lecture Capture
MEETING ROOM W311E
Patsy Carruthers, Director, Academic Technology Group, University of Kentucky; Charles Barbour, Educational Technology Analyst, University of Notre Dame

We will explore issues and challenges associated with the design, deployment, and management of lecture and content capture systems. Discussion topics include using best practices for hardware/software selection and implementation, ensuring effective pedagogical use, integrating with classroom A/V systems, identifying and engaging key stakeholders, and building business cases and funding models.
Social Media
MEETING ROOM W308C/D
Shannon Ritter, Social Media Coordinator, Admissions and Recruitment, The Pennsylvania State University; Tanya Joosten, Director, Learning Technology Center, University of Wisconsin–Milwaukee

Join this dialogue on social media use for communication, online learning communities, instructor/student interaction, and enhanced engagement. Share your experiences as we explore social media integration throughout higher education for an array of purposes (e.g., teaching, recruiting, advising, and more). Social media, for the purposes of this group, is defined as media used to build social networks and connections for sharing information via a mediated channel.

Student Affairs IT
MEETING ROOM W304A
David S. Sweeney, Director for Information Technology, Student Affairs, Texas A&M University

This group discusses issues related to providing IT services to areas within student affairs. Areas of concentration include student organization management, campus housing, recreation center management, events management, student orientation, student conflict and judicial services, dean of students, Greeks, student union management, counseling services, and health services.

LEARNING THEATER SESSION
The EDUCAUSE Game Changers Business Competition, Round 2
LEARNING THEATER, WEST HALL A3
Keith Chamberlain, Director, Business Development, EDUCAUSE

A select group from Start-Up Alley will be chosen for this highly competitive event. In fast-paced, back-to-back sessions, contestants will tell their entrepreneurial business stories and demonstrate how they have addressed a problem or challenge and innovatively applied technology to benefit higher education. An expert panel of venture capital executives, investors, and other education technology professionals will judge contestants’ business merit and determine their eligibility to earn prizes from Start-Up Alley sponsor Higher One, Bronze Partner, as well as Tucker Capital and EDUCAUSE.

4:30–5:00 p.m.

DISCUSSION SESSION
Continue the Conversation with Jan-Martin Lowendahl
WEST LEVEL 3 FOYER
Jan-Martin Lowendahl, Vice President, Gartner

Join us for an extended half-hour conversation following “Introducing Visual Strategic Planning Using Four Higher Education Business-Model Scenarios and Strategic Technology Maps.”

4:30–6:30 p.m.

Networking Reception in the Exhibit Hall
Sponsored by:
SAS Institute, Silver Partner, Booth #1221/1223
Symantec Corporation, Bronze Partner / Booth #218/220
InLighten / Booth #473/475
WEST HALL A3-4

Join your colleagues for an informal gathering with drinks and hors d’oeuvres in the exhibit hall. You will have the chance to learn about exciting technology solutions for your campus from more than 270 companies. Don’t forget to scan your badge at the reception sponsor booths for a chance to win one of three complimentary registrations to EDUCAUSE 2015 in Indianapolis, Indiana. Winners will be announced on Wednesday.

4:45–6:00 p.m.

LEARNING THEATER SESSION
Making IT Accessibility Accessible
LEARNING THEATER, WEST HALL A3
Greg Kraus, University IT Accessibility Coordinator, North Carolina State University

Join the IT Accessibility Constituent Group to learn how we can help you in implementing accessibility on your campus. Come experience accessibility through demonstrations and learn from other campuses how they are implementing accessibility, including talking one-on-one with campus representatives currently implementing accessibility on their campuses.

OUTCOMES: Experience barriers students with disabilities encounter on the web • Learn how campuses are implementing accessibility on their campuses • Learn about and become part of the EDUCAUSE accessibility support network

6:30–8:00 p.m.

Apereo Foundation and Open Source Initiative (OSI) Reception
FLORIDA BALLROOM A, CONVENTION LEVEL, HYATT REGENCY HOTEL
Your HR, finance and student systems can’t evolve. They turn analysis into a best guess. They are costly to maintain and difficult to change. But there is an alternative. A system that is built to adapt, to work in the cloud, and to be infinitely flexible. One that is cheaper and faster to deploy than yet another upgrade. Workday is your strategic edge.
Wednesday, October 1

7:00–8:00 a.m.

ECAR Working Group Strategies Committee Meeting
(By invitation only)
MEETING ROOM W105A

7:00 a.m.–5:30 p.m.

EDUCAUSE Central Open
Sponsored by Steelcase, Gold Partner
Video wall provided by CDW-G, Gold Partner, and NEC, Bronze Partner
WEST A LOBBY
Visit EDUCAUSE Central, a community hub near registration, to connect with association leaders and learn about recent EDUCAUSE activities.

Registration Desk Open
Sponsored by Jenzabar, Platinum Partner
WEST A LOBBY
Your conference experience begins at the registration desk. All preregistered conference attendees, exhibit hall staff, and on-site registrants start at the registration kiosks. Check in, pick up your entry badge, and proceed to the tote area for your program, tote, and other conference materials.

Speaker Ready Room Open
MEETING ROOM W203B/C
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

7:00 a.m.–6:00 p.m.

CIO Lounge Open
Sponsored by Sonic Foundry, Platinum Partner
MEETING ROOM W208A–C
Higher education CIOs are invited to relax and hold informal gatherings in this centrally located room. Enjoy an assortment of snacks and beverages and find a quiet, comfortable spot to charge your devices, watch streamed general sessions, and check your e-mail.
WEDNESDAY

7:00 a.m.–6:30 p.m.

EDUCAUSE Community and Collaboration Lounge Open
Sponsored by EMC Corporation
MEETING ROOM W207A/B
This space is designed for members of the EDUCAUSE community to connect with each other. Organize impromptu and birds-of-a-feather meetings, share valuable content, or just relax and recharge in this informal setting. Drop in or use the online scheduling sheet at http://tinyurl.com/EDU14CommunityLounge to reserve space for larger meetings. See you there!

International Welcome Lounge Open
MEETING ROOM W207C
If you’re an international attendee, stop by this informal lounge to connect with colleagues, check e-mail, relax, and recharge your devices. You’ll also find refreshments, convenient access to a printer, and basic office supplies.

Media Lounge Open
MEETING ROOM W203A
Media representatives attending EDUCAUSE 2014 have a quiet place this year to get away from the commotion of conference activities, charge devices, conduct interviews, and compose their stories. The room will not be formally scheduled, so we ask that you please use common courtesy in this shared space with your volume and time use of the area.

8:00–8:50 a.m.

FEATURED SESSION
Gathering No Moss: A Tribute to Followership
Sponsored by Wowza Media Systems
MEETING ROOM W311B-D
Gordon Wishon, Chief Information Officer, Arizona State University
Developing followership is an integral part of becoming a good leader, as the success and failure of organizations is dependent not only on how well a leader can lead but also on how well the followers can follow. Effective followers are enthusiastic, intelligent, ambitious, and self-reliant. In this session, CIO Gordon Wishon will give his perspective on followership and the contributions it has made to his leadership style and experiences.

OUTCOMES: Learn about how to learn leadership from followership • Learn about the qualities of effective followership • Understand the differences between followers and nonfollowers

WINNER: 2014 EDUCAUSE Leadership Award
Award sponsored by Moran Technology Consulting, Silver Partner

CONCURRENT SESSIONS
Analytics and Data-Driven Decision Making

Student Success Is Everybody’s Business
MEETING ROOM W304B-D
Andrea Lisa Nixon, Director of Educational Research, Lecturer in Educational Studies, Co-Director, LACOL, Carleton College; Randall J. Stiles, Associate Vice President, Analytics and Institutional Research, and Kaitlin Wilcox, Assistant Director of Analytic Support and Institutional Research, Grinnell College; Pam Bowers, Associate Vice President, Bill Hogue, Vice President for Information Technology and CIO, and Linda Mihalik, Director, Enterprise Academic Technology Initiatives, University of South Carolina
The pressure is on. Higher education must improve student learning and demonstrate return on investment. It’s time for a recommitment to student outcomes. A systematic study of student behaviors is key to our collective future. Join us for a discussion of how three campuses are doing work in collaborative data collection, research, and analytics.

7:30–8:00 a.m.

Morning Refreshments
WEST LEVEL 3 FOYER
Start your morning right as you plan your day and compare strategies with colleagues for how to get the most from the professional development and networking opportunities present. Coffee, tea, and sodas will be available during this time.
Digital Content, Libraries, Curation, and Open Access

**Web Content Management: Two Schools, Two Philosophies, Two Solutions**
MEETING ROOM W206B/C

*Mark R. Albert*, Director, University Web Services, The George Washington University; *Aren Cambre*, Team Lead, Web Technologies, Southern Methodist University

George Washington University and Southern Methodist University looked at web content management systems to handle the public-facing websites for the universities. One went with a vendor-supported commercial solution, and the other went the open-source route. What was the reasoning behind the decisions, and how do they compare?

**OUTCOMES:** Get a framework for conducting a source selection for a WCM • Better understand the similarities and differences between open-source and commercial WCM products • Understand the investment needed to implement a WCM

**Enterprise/Administrative IT**

**Enterprise Research Solution: The Decision, the Implementation, and the Impact**
MEETING ROOM W300

*Ryan Jackson*, Director of Academic Sales, Qualtrics; *Brian Atkinson*, Director, Technologies and Facilities Planning, The University of Arizona

Implementation of centralized technology creates a dilemma for IT: sacrifice customization to accommodate more users or permit costly individual licenses? A win-win scenario is within reach. Learn how the University of Arizona leveraged a Qualtrics enterprise license to lower costs, drive adoption, and further facilitate world-class research.

**OUTCOMES:** Discover the advantages of a Qualtrics enterprise license • Explore the keys to a successful implementation of an enterprise license • Identify the multiple use cases for Qualtrics within research and administrative functions at the university

**Freedom vs. Security: Leveraging New Technology to Deliver Both**
MEETING ROOM W311A

*Tim Flood*, Vice President, Educational Partnerships, BizAppCenter; *Matthew Coombs*, Vice President, Information and Technology Resources, Hartnell College

Benjamin Franklin said, “Those who surrender freedom for security will not have, nor do they deserve, either one.” Freedom or security: It doesn’t have to be that way! Learn how we are able to lock down end-user computers while enabling end users to get the software they need.

**OUTCOMES:** Discover how provisioning software to end users can be more effectively managed to the maximum advantage of IT and end users • Determine how you can lock down computers for security and give end users choices to have the software they need on their local machines • Explore how a combination of cloud-based software provisioning and end-user self-service maximizes the effectiveness of IT resources

**Implementing Scale for Core Commodity Services through the Cloud and Collaboration**
MEETING ROOM W209A/B

*Stephen Landry*, CIO, Seton Hall University; *Melody Childs*, Associate Provost and CIO, University of Alabama in Huntsville

Innovation in research, scholarship, and teaching and learning is a goal that most institutions of higher education strive to achieve. However, realignment of budgets and, in some cases, declining funding challenge IT leaders to be increasingly efficient and more creative in conserving or consolidating capital, operating, and personnel expenses. In this session, we will explore the confluence of benefits to be achieved from the massive scale of cloud computing and collaborations for sharing across the full range of the academic enterprise including infrastructure, software application development, identity and access management, research computing, help desk support, security monitoring and response, and business continuity.

**Kuali Student: Student System Solutions Already Making a Difference**
MEETING ROOM W305A/B

*Richard Skeel*, Functional Director, Kuali Student, Kuali Foundation; *Rajiv Kaushik*, Program Director, Kuali Student, University of Toronto

Kuali Student is a community-source student information system being developed and implemented by several institutions. In this interactive session, we will discuss options available to institutions looking to replace and/or augment the SIS. We will also cover the Kuali Student Roadmap (i.e., timing and availability of various modules).

**OUTCOMES:** Learn about the delivery timeline of Kuali Student (when each module can be implemented) • Learn about available options to augment or replace your current SIS with open-source applications from Kuali Student • Learn how to start or lead a discussion about a longer-term strategy for a new or renewed SIS
Strategies for Evolving the IT Landscape
MEETING ROOM W205A

Ben Quillian, Associate Vice President of Information Technology, California State University, Northridge; Kevin Palmer, Vice President of Enrollment Management and Marketing, Columbia College

Moderated by: Jennifer Tysse, Higher Education Sales Director, OnBase by Hyland

There are constantly changing IT systems that must be managed on campus. How IT system maps look today, what changes are on the horizon, staffing implications in IT and around campus, and how to lead strategic change—all need to be considered to be ready for the IT demands of the future. Together, let’s address these concerns and evaluate the best ways to build an enterprise platform that connects disparate systems on campus.

OUTCOMES: Identify common campus system map standard components • Identify technology change impacts to system maps • Assess staffing changes that will result and readiness steps

Transform IT with a New Generation of IT Assessment Tools
MEETING ROOM W311F-H

Leah Lang, Manager, Core Data Service, and Ronald Yanosky, Senior Research Fellow, EDUCAUSE

With support from the Lumina Foundation, EDUCAUSE is developing a new generation of IT assessment tools to help institutions understand the relative efficiency and productivity of their IT services and to help IT leaders communicate the value and relevance of IT to non-IT leaders. Building on the EDUCAUSE Core Data Service, help members understand and benchmark the relationship between IT inputs and outputs. Join us to learn more about how to use these tools to inform decision making at your institution.

OUTCOMES: Understand the value of participating in the CDS • Identify ideal states of IT maturity and technology deployment • Reflect on the extent to which IT operations align with institutional strategic objectives

Leadership and Management

Connecting Data and Ideas through Effective Storytelling
MEETING ROOM W204

Robert Howard Jr., Chief Information Officer, Armstrong State University

We are surrounded by data and are used to reporting data and facts; however, to sell ideas and get buy-in for change processes from faculty, staff, and students, it helps to connect numbers with meaningful stories. Learn about story constructs and how using them resonates with constituents.

OUTCOMES: Learn about the science of storytelling methods and how to connect with audiences • Practice your storytelling in front of other engaged learners • Get a better sense of how to connect with your audiences to achieve a desired outcome

Entrepreneurs Within: What We Learned While Launching a New Model within an Existing Institution
MEETING ROOM W304F-H

Carmen Lizy Lamboy-Naughton, Executive Vice President and CAO, Ameritas Hispanic Pathways, Brandman University; Ramesh Rao, Chair of the DN3 Program and Professor of Communication, Columbus State University; Nancy Millichap, Program Officer, EDUCAUSE; Frederick M. Hurst, Senior Vice President, Northern Arizona University; Mary Hendrix, Vice President for Student Access and Success, Texas A&M University–Commerce

Moderated by: Art Seavey, Program Officer, Bill & Melinda Gates Foundation

The NGLC Breakthrough Models for College Completion are diverse, but they have one thing in common: they all demand an entrepreneurial approach from those working to implement them. Hear from innovators in four of these breakthrough degree programs about what it takes to design and implement dramatic change in the traditional postsecondary institution.

OUTCOMES: Understand the similarities and differences between the demands of disruptive innovation in higher ed and in other sectors of the economy • Gain a sense of the types of challenges that leaders face as they design and launch next-gen delivery models in higher ed • Learn about strategies used successfully to meet these challenges

Metrics Can Inspire Teams: Who Knew?
MEETING ROOM W307C/D

Kevin Jinde, Team Lead–Managed Desktops Service (Senior Analyst), University of Guelph

Implementing KPIs into your service can be challenging. In this session, we will explore how the right deployment methodology can remove the pain and build a stronger, goal-oriented team. Supervisors and leaders will gain valuable tips for motivating and inspiring a team through the implementation and use of performance metrics.
Security, Compliance, Privacy, and Risk Management

Cloud Service Provider Risk Assessment
MEETING ROOM W309A/B
Barry R. Ribbeck, Director, Systems Architecture, Infrastructure, Cloud Strategies, and Initiatives, Rice University

Does your institution have a risk assessment protocol for cloud providers? In this session, we will share how Rice University evaluates cloud providers via risk assessment tools and processes aimed at evaluating risks, sharing risk assessments with our customers so that they can make good business decisions with institutional data and data access.

OUTCOMES: Learn what questions to ask when migrating services to a cloud provider • Learn how to set up a protocol for risk assessment • Understand who should be involved in the process for outsourcing to a cloud provider

Governance, Risk, and Compliance: How to Go from Zero to GRC in 90 Days
MEETING ROOM W307A/B
Vivek Shivananda, President and CEO, Rsam; Michael Pinch, Chief Information Security Officer, University of Rochester

Education is a highly regulated industry with constantly evolving regulations including HIPAA, FERPA, and more. This session brings together an industry practitioner and technology expert to share best practices and real-world experiences on how to develop, implement, and evolve governance, risk, and compliance programs while keeping up with shifts in regulatory requirements.

OUTCOMES: Understand the unique risk and compliance challenges higher education institutions face and how GRC can solve them • Identify GRC’s low-hanging fruit • Learn the how and why of taking a risk-based approach to GRC and security management

Service Management and Support

Taking Productivity to the Next Level
MEETING ROOM W306A/B
Cameron Evans, US Education Chief Technology Officer, and Lydia Smyers, Senior Director, US Education Marketing, Microsoft Corporation

See what a productivity platform such as social and CRM integration can offer and how your students will use these tools when they graduate. Learn how Salesforce.com and Microsoft partnered to deliver solutions for Office 365, providing users with access to content they need to collaborate, service, and market from virtually anywhere.

OUTCOMES: Identify the top skills employers are hiring for and how your institution’s productivity platform plays a pivotal role in student workforce readiness • Discover what it means to offer “social” and how to integrate social tools to make learning more engaging for students • Explore how to extend your institution’s current investments to take productivity to the next level

Teaching and Learning

MOOCs Beyond the Hype: The Open Learning Journey at the University of Pennsylvania
MEETING ROOM W312A-C
Amy Bennett, Director of Course Operations, Lauren Owens, Associate Director, Open Learning, and Deirdre Woods, Executive Director, Open Learning, University of Pennsylvania

Connected learning in all its forms is having a widespread impact on campus. The Open Learning team at the University of Pennsylvania will share their perspective as early adopters. We’ll give an overview of the MOOC development process and cover lessons learned. Bring your questions for a lively Q&A session.

OUTCOMES: Understand the strategic implications of a MOOC initiative beyond course delivery • Learn how to deploy tools for creating and evangelizing a new campus initiative • Learn a new method for course development and faculty support

MEETING ROOM W205B/C
Rahim S. Rajan, Senior Program Officer, and Greg Ratliff, Senior Program Officer, Bill & Melinda Gates Foundation; Gates Bryant, Partner, and Adam Newman, Managing Partner, Education Growth Advisors

Education Growth Advisors is pleased to share initial findings and learnings from a market-facing research project on courseware development and adoption in U.S. higher education. This research will prove immensely valuable to all stakeholders in the postsecondary ecosystem and shine a much-needed light on current and future trends in the development, creation, and adoption of digital courseware.

We will establish a present-day understanding of courseware adoption in U.S. higher education and communicate current and future collaboration opportunities regarding courseware design, development, implementation, and utilization. Program officers leading a grant-making strategy on personalized learning at the Bill & Melinda Gates Foundation will also be available to discuss relevant past and present investments in digital courseware.

OUTCOMES: Learn about the current state of the digital courseware marketplace from both supply and demand perspectives • Learn about various use cases and scenarios leveraging digital courseware in teaching and learning • Engage in dialogue with Gates Foundation program officers about investing in digital courseware
Students and faculty at Bowdoin, a nationally renowned college in Maine, had been increasingly requesting access to wireless networks on a wide array of personal mobile devices. Demands such as these are transforming the “bring your own device” (BYOD) trend from an emerging phenomenon to the norm.

The Campus Challenge
Bowdoin saw the need to deliver a more comprehensive, high-capacity, indoor and outdoor wireless network that would enable access from anywhere throughout campus. Supplying updated wireless access across the 95-building environment meant not only expanding campus coverage, but also supporting a variety of devices while improving dependability and scaling. At the same time, the college needed to manage the wireless network without costly manual troubleshooting and network management.

The Network Solution
Using Cisco® wireless access points, controllers, and management tools, the technology staff upgraded to a borderless network that allows the university to connect anyone to any device, virtually anywhere on or near campus. Bowdoin can provide this connectivity securely, reliably, and with excellent performance and manageability.

Crucial to these capabilities is Bowdoin’s core network, primarily built on Cisco Catalyst® 6500 Series Switches with Cisco Wireless Services Module (WiSM) controllers.

Impressive Results
At Bowdoin, wireless access is now available anywhere that students and faculty want to be. The campus provides a high-performance 802.11n wireless network in all interior areas. Students and faculty have ready access to online or cloud-based applications required for teaching and learning.

“Now students and faculty can collaborate with ease, working anywhere, anytime on campus.”
-Mitch Davis, Chief Information Officer, Bowdoin College

To learn more about Cisco network solutions for higher education, visit us at Educause, booth 1121 or go to www.cisco.com/go/education.
8:00–8:50 a.m. (continued)

C Removing the Roadblocks to a Digital Campus
MEETING ROOM W310A/B
Lorne Oke, Executive Director of the Center for Learning and Innovation, Indiana Wesleyan University; Michael S. Hale, Vice President, Sales, Vital Source Technologies

Higher education must adopt technologies to increase access to and reduce the costs of course materials, despite structural and behavioral roadblocks. Vital Source Technologies and representatives from higher education institutions will present technological, logistical, and change management strategies to accelerate the adoption of digital course materials worldwide.

OUTCOMES: Explore the VitalSource Bookshelf on-campus case study • Investigate the white paper “Removing the Roadblocks to a Digital Campus” • Explore an academic analysis of how digital course materials increase access and reduce costs

Using FLEXspace to Streamline Learning Space Design and Renovation
MEETING ROOM W303

Megan Marler, Director, Strategic Initiatives, Artstor; Gerard L. Hanley, Assistant Vice Chancellor, Academic Technology Services, California State University; Office of the Chancellor; Joseph A. Moreau, CTO and Vice Chancellor, Technology, Foothill-DeAnza Community College District; Lisa A. Stephens, Senior Strategist, Academic Innovation, University at Buffalo–SUNY

FLEXspace (the Flexible Learning Environments eXchange) is now available as a production environment to enable faculty, technology integrators, and facilities designers to openly share media-rich examples of innovative learning spaces and best practices.

OUTCOMES: Acquire actionable knowledge about the production version of FLEXspace and its mission as a shared resource • Get specific details on the taxonomies that describe attributes for pedagogy, technology, and facilities • Learn about next steps, the project team’s direction, and integration with LSRS

Watchful Eyes: Proven Strategies for Delivering Secure Exam Proctoring in Online Programs
MEETING ROOM W311E

Mike Pratt, Director, IT, Reenay Rogers, Assistant Professor and the Chair of Instructional Leadership and Support, and Rance Stevenson, Director, Instructional Support, University of West Alabama

Proctoring solutions have become essential tools in online education for authenticating the identities of online students and ensuring students are taking exams without cheating. In this interactive session, we will focus on the University of West Alabama’s adoption and implementation of a remote proctoring technology across all its online programs.

OUTCOMES: Learn how UWA uses remote proctoring solutions to ensure secure, quality student online exam taking • Identify five key steps for selecting, implementing, and supporting an online exam proctoring technology • Apply user adoption and system rollout tips and techniques for IT, faculty, and students

DISCUSSION SESSIONS

Administrative Systems Management
MEETING ROOM W304E
Matthew S. Burfeind, Interim Chief Information Officer, Massachusetts College of Art and Design

Traditional administrative IT has widened its view of enterprise applications/environments. With rapidly changing technologies and new expectations, we must be more agile. Join this open discussion about current issues including cloud services, vendor consolidation, mobile access, and system integration. To facilitate open discussion, corporate representatives are discouraged from attending.

Google Apps
MEETING ROOM W308A/B
Wendy Woodward, Director, IT Support Services, Northwestern University; Ken Ingle, Chief Information Officer, Rowan-Cabarrus Community College

This discussion will provide a forum for higher education professionals to share thoughts and experiences about the Google Apps suite including mail, calendaring, Docs and Spreadsheets, and more. The group will identify effective practices in the support and use of the suite and discuss how “living in the cloud” is working.
WEDNESDAY

8:00–8:50 a.m. (continued)

Microcredentialing and Digital Badges
MEETING ROOM W206A
Bryan Blakeley, Associate Director, Instructional Design and eTeaching Services, Boston College; Daniel Hickey, Associate Professor and Program Head, Indiana University Bloomington

Join our conversation on research, design, and implementation of microcredentialing and/or digital badging systems. We welcome questions and reflections on the emerging ecosystem of Open Badging and what it means for traditional educational and professional development paradigms.

Network Management
MEETING ROOM W304A
Brian Paige, Director–Information Technology, Calvin College; Pete Hofswell, Network Manager, Davenport University

Join your network management peers to discuss relevant topics including network convergence, bandwidth management, management systems, security, wireless technologies, and support. Join us to share ideas about current professional challenges and new or emerging technologies across a wide variety of institutional backgrounds.

Project Management
MEETING ROOM W308C/D
Randall Alberts, Assistant Director, Project Management, Ringling College of Art and Design

This forum will discuss issues that technical project managers face in higher education. Participant-driven discussions may include identifying best practices and tools, promoting a project management culture, managing cross-functional groups, starting a PMO, training project managers, and using process and templates to initiate new projects.

MEETING

ELI Corporate Focus Group
MEETING ROOM W108A

Join us for an opportunity to meet and engage with ELI leadership to discuss ways we can collaborate with the corporate sector to support teaching and learning in higher education. The ELI is eager to discuss our programming, corporate sponsorship, and thought leadership to further this end. We welcome both conventional and unconventional thinking.

8:50–9:10 a.m.

Beverage Break
WEST LEVEL 3 FOYER

Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! Coffee, tea, and sodas will be available during this time.

8:50–9:20 a.m.

DISCUSSION SESSION

Continue the Conversation with Gordon Wishon, EDUCAUSE Leadership Award Recipient
WEST LEVEL 3 FOYER
Gordon Wishon, Chief Information Officer, Arizona State University

Join us for an extended half-hour conversation following “Gathering No Moss: A Tribute to Followership.”

8:50–9:30 a.m.

Meet with EDUCAUSE Staff to Discuss Security and Privacy Programs
EDUCAUSE CENTRAL, WEST A LOBBY

Stop by to learn more about EDUCAUSE activities in security and privacy, including the Higher Education Information Security Council (HEISC). Meet with Joanna Grama, director of DRA operations, IT GRC, and cybersecurity programs, and Valerie M. Vogel, program manager.

9:10–10:00 a.m.

FEATURED SESSION

Business Models, Higher Education, and the CIO
Sponsored by Wowza Media Systems
MEETING ROOM W311B-D

Eric L. Denna, Vice President and CIO, University of Maryland

Much has been written about the disruption of higher education’s business model. The term “business model” has been used many times recently, but it seems to have many definitions. What does it mean, and what should CIOs be doing about it as part of the executive leadership of a university?

OUTCOMES: Be able to describe precisely what a business model is • Be prepared to engage in discussions about the current business model of higher education and how it’s being disrupted (or not) • Begin engaging in explorations of new business models for higher education
CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

Analytics That Inform: The University Challenge

MEETING ROOM W307A/B

David Demers, Chief Operating Officer, Bay Path University; Diane Auer Jones, Senior Vice President and Chief External Affairs Officer, Career Education Corporation; Joel L. Hartman, Vice Provost and CIO, University of Central Florida

Moderated by: Anthony W. Miller, Chief Operating Officer, The Vistria Group

With new adaptive learning technologies, it is possible to continuously gather fine-grained data on learning outcomes that, when integrated with data from other sources, can be used to create a systemic initiative aimed at enriching the delivery of teaching and learning. What is the potential of this analytic approach, and what challenges does it present?

OUTCOMES: Identify and evaluate new research in evidence-gathering technologies • Explore the current use of analytics in certain leading universities and educational institutions • Shape strategic conversations with colleagues on the role of analytics

Organize to Get Analytics Right: Integrating Institutional Teams and High Speed to Improve Student Success

MEETING ROOM W308A/B

Bridget Donovan, Founder and Educational Research Consultant, media-ecology; Vince Kellen, Senior Vice Provost for Academic Planning, Analytics and Technologies, University of Kentucky

Explore the driving forces in higher education analytics, the difficult challenges faced on an institution’s path to progress, and extendable solutions. Through an interactive Q&A, learn how the University of Kentucky tackled organizational structure, enterprise architecture, and organizational process integration challenges to build a high-speed analytic environment that integrates student and university information and leverages mobile applications to personalize interactions and glean insight from students.
Digital Content, Libraries, Curation, and Open Access

The Browning Letters Project: Preservation for Digital Humanities
MEETING ROOM W310A/B
Pattie Orr, Vice President for IT and Dean of University Libraries, and Darryl Stuhr, Digitization Projects Manager, Baylor University; Anna Sander, College Archivist and Curator of Ancient and Medieval Manuscripts at Balliol College, University of Oxford; Ian Graham, Director of Library Collections, Wellesley College

The Browning Letters Project is a multiuniversity, international collaboration to provide open, online access to thousands of the Victorian poets’ correspondence. This session will explore the project’s roots, exponential growth involving thousands of scanned items, and the ways 19th-century resources are spawning new digital humanities research in 2014.

OUTCOMES: Learn effective strategies for managing input and digital files from disparate, geographically widespread sources • Learn techniques for leveraging existing digital collections to generate new scholarship and research for on-campus faculty • Identify tools for managing workflow and data architecture management geared to collaborative projects and strategies for using major media outlets and social media to increase project exposure

Enterprise/Administrative IT

The Collaborative Campus Starts with a Strong Foundation
MEETING ROOM W205A
Kyle Christy, Account Manager, Avaya; Jim Oligney, Director of IT, Florida State University

It’s tempting to jump right into all of the exciting new applications that put the campus and the world beyond at the fingertips of students, faculty, and staff. But first, a rock-solid platform must be built to bring together the hardware architecture, software, and application frameworks to run these real-time applications successfully. Join us to hear how Florida State University is building an open, reliable, adaptable, and scalable foundation on which collaboration and innovation can thrive.

OUTCOMES: Recognize that VoIP implementations don’t have to be monumental tasks, given the right preparation • Realize that a strong and open infrastructure is the foundation for success with collaborative applications • Explore how SIP and wireless technologies are two keys to reducing infrastructure cost

An Executable Big Data Storage Strategy
MEETING ROOM W307C/D
Stephen Anthony, High Performance Computing Support Specialist, Roy A. Gruver, Director, Technology Management Services, and Chulin Meng, Director of Library Technology, Lehigh University; James B. Young, Chief Learning Officer, The Society for College and University Planning

We will present the outcome of Lehigh University’s strategic storage planning effort, which motivated disparate members of our merged technology and library organization to devise and execute a plan in response to the exponential growth in campus demand for data storage.

OUTCOMES: Learn how to plan for a tangible change in operational and service culture by framing storage services in the context of other services • Learn how to reduce expenses by sharing internal resources and know-how in order to build bridges and reduce the TCO of storage solutions • Learn how to prioritize storage practices, attract campus partners to set parameters on storage service, and shift service culture to a more strategic approach

The Future of the Cloud for Higher Education
MEETING ROOM W311A
Yesica Schaaf, Global Marketing Manager, Cloud Computing, IBM Corporation

The cloud is redefining higher education globally: a Peruvian institution delivers e-learning to 7,000 remote teachers; a London college ensures all students succeed with a relationship management solution; a U.S. Catholic university increases enrollment, improves retention 30%, and fuels research initiatives. Learn how advances in the cloud will continue to transform higher education.

OUTCOMES: Identify how cutting-edge institutions are leveraging the cloud • Gain advanced insight into the future of the cloud at IBM • Explore how IBM cloud computing can help you chart a course to the future

Leadership and Management

Competency-Based Education and the IT Organization
MEETING ROOM W209A/B
Robert J. DeWitt, CIO, Antioch University System Administration; Loren Brown, CIO, Capella University; Holly Morris, Director of Postsecondary Model Development and Adoption, NGLC, EDUCAUSE; Frederick M. Hurst, Senior Vice President, Northern Arizona University

Join three current or onetime CIOs working in competency-based education programs for grounding in the newest wave of technology-enabled CBE programs and an exploration of the top issues these new programs pose for the IT organization in institutions across the spectrum (public, for-profit, and private). We’ll also imagine how we might approach these issues for better success in the future.
OUTCOMES: Gain a foundational understanding of what CBE is and why institutions are considering and designing CBE programs • Identify IT issues related to implementing a CBE program • Brainstorm principles to guide further development of ideas and potential solutions

It Takes a Community: Responding to Developing Leaders
MEETING ROOM W304B-D
Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Theresa Rowe, CIO, Oakland University

How does an IT professional learn to be a successful director, CIO, or leader in our educational environments? There are tremendous resources in our community that foster and enable success. Leadership development is an interactive process: the more you give, the more you receive in return. Leadership depends on inspiration, and the encouragement of career growth in those around us is inspiring both to others and to leaders. Join Joanne Kossuth and Theresa Rowe as they share their perspectives on leadership development and the role of our community in developing tomorrow’s IT leaders.

OUTCOMES: Gain multiple perspectives and practical examples of successful models of leadership • Further understand why it takes a community to develop successful leaders in both IT and higher education • Develop a personal context for leadership development today and tomorrow

WINNER: 2014 EDUCAUSE Community Leadership Award
Award sponsored by Moran Technology Consulting, Silver Partner

IT Accessibility and Procurement: Successes, Challenges, and Lessons Learned
MEETING ROOM W205B/C
Tom Siechert, ATI Procurement Program Manager, California State University, Fresno; Tracy Mitran, Director, IT Policy and Law, Cornell University; Greg Kraus, University IT Accessibility Coordinator, North Carolina State University; Paul Paire, Executive Director Special Projects, Temple University

Building accessibility into the procurement process involves multiple stakeholders across the institution, from IT to purchasing to policy development. No institution has completely solved this problem, but many have made significant progress. Multiple institutions will share their successes, lessons learned, and what challenges still need to be addressed.

OUTCOMES: Learn what solutions have and have not worked on campuses and why • Identify the areas within your institution where these solutions can be applied • Identify the areas that are still unresolved in the accessibility community

A Project Portfolio Office to Support Enterprise Governance
MEETING ROOM W206B/C
Jim Carse, Director, Project Portfolio Office, and Bo Wandschneider, CIO and Associate Vice-Principal, Queen’s University

On completing our ERP implementation, we were left with over 30 diverse projects, limited resources, and no way of prioritizing initiatives. The PPO was established to drive transparency, establish consistent processes, and support a new governance structure. We will show how we are building common vision, shared governance, and joint accountability.

OUTCOMES: Understand the elements required to develop and mature a PPO • Understand how IT decision making can be embedded into the business of the institution • Get a sense of how to prioritize and fund diverse administrative projects

The Top-Ten IT Issues for 2015: What They Are and What They Mean for You
MEETING ROOM W312A-C
Michael Bourque, Vice President, Information Technology Services, Boston College; Susan Grajek, Vice President, Data, Research, and Analytics, EDUCAUSE; Karin Camihort, Dean of Online Programs and Academic Initiatives, Holyoke Community College; Angela Neria, Chief Information Officer, Pittsburg State University; Mark I. Berman, Chief Information Officer, Siena College; Robert Solis, Vice President and CIO, University of Massachusetts; Paul Sherlock, Chief Information Officer, University of South Australia

The Top-Ten IT Issues is one of EDUCAUSE’s most widely consumed products, used by institutions and solution providers alike to guide strategic planning and better understand the impact of a range of IT-related issues affecting IT organizations and higher education. Join EDUCAUSE Vice President Susan Grajek and a subset of the IT Issues Panel as they provide a special preview of the 2015 top-ten list and their initial reflections and advice.

OUTCOMES: Get a view into higher education’s most salient upcoming concerns • Get a jump-start on 2015 strategic planning • Learn how to brief institutional leadership on trends for IT in higher education
The next big things in technology are here

The next generation of college students is using mobile devices, cloud computing and collaborative technology to communicate and learn. And to best accommodate learners, instructors are adopting these technologies into their curriculum, causing a strain on networks, security stress, privacy concerns and control issues. CDW-G understands your needs and offers a comprehensive list of solutions to help your institution get prepared for the school year.

WE HAVE TECHNOLOGY SOLUTIONS FOR THE NEXT GENERATION:

- Audio/Visual
- Classroom Technology
- Cloud Computing
- Data Center Optimization
- Managed Print Services
- Networking
- Power and Cooling
- Security
- Software Licensing and Management
- Storage
- Total Mobility Management
- Unified Communications and Collaboration
- Virtualization
- Sports and Stadium Technologies

Stop by and interact with the latest classroom and stadium technologies. You will have an opportunity to connect with the CDW-G team, meet our partners, speak with industry experts and get help finding the solution that’s right for you.

VISIT THE CDW·G TEAM AT EDUCAUSE 2014 BOOTH #909

Enter to win a GoPro HERO3+ Black Edition Camera, courtesy of our partner: GoPro.

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Security, Compliance, Privacy, and Risk Management

Is Federation Putting Your Institution at Risk?

MEETING ROOM W311E

Dan Dagnall, Chief Operating Officer, Fischer International Identity

The discussion of identity management within higher education is in the wrong place and puts institutions at risk. Federation and levels of assurance are all the rage, but what good are authentication mechanisms if the underlying identity attributes that ultimately control what users can access lack controls to ensure integrity? Learn how to get the security you expect.

OUTCOMES: Identify vulnerabilities/weaknesses with identity attribute integrity • Explore how to implement steps to secure your federation • Determine how to create simple yet effective policy/attribute management and enforcement mechanisms

The Risks of Click-Through Agreements: How Real Are They, and What to Do?

MEETING ROOM W308C/D

Isaac Straley, Information Security Officer, University of California, Irvine; Janine A. Roeth, Director, Client Services and Security, University of California, Santa Cruz

“Free” Internet services are commonly integrated into teaching, research, and administration at our institutions, spurred by the ease of individuals simply clicking “I agree.” Bypassing institutional procurement processes also skips controls that evaluate risk and ensure appropriate contract terms that align with policies and practices; however, even the potentially lengthy procurement process encourages clicking “I agree.”

OUTCOMES: Understand that standard terms and conditions in click-through agreements create risk • Be able to distinguish higher- and lower-risk factors in a higher ed context • Learn how institutions are guiding end users to appropriate choices

Service Management and Support

Our ITIL Journey: Moving a Decentralized IT Organization to a Common Incident Management Process and Common ITSM Tool

MEETING ROOM W204

Rob Bailey, Project Manager, and Carla Birckelbaw, Director of Client Services, Illinois State University

Developing buy-in and consensus for a campus-wide ITIL process is challenging in any IT organization, but particularly so in decentralized organizations. Illinois State University will share successes and lessons learned from developing a common incident management process, as well as beginning the implementation of a new ITSM tool to operationalize it.

OUTCOMES: Identify key strategies for building buy-in and consensus for a common process in a decentralized IT organization • Hear about Illinois State’s successes and lessons learned with implementing a common incident management process campus-wide • Discover how implementing a new ITSM tool along with the common process both helps and hinders the process

Tales of Collaboration and Leadership from the Bottom

MEETING ROOM W309A/B

Craig Froehlich, Division IT Manager, and Walter J. Peters, IT and Communications Director, University of Central Florida

We will share how a collection of distributed IT managers across the institution work together and with central IT and others to address common problems, save money, build relationships, and create value for the university. Attendees should bring their collaboration success stories (and challenges) to share.

OUTCOMES: Understand that organizational change does not need to start at the top of the organization • Identify 2–3 quick wins that can be achieved through this type of collaboration • Identify other examples of success through collaboration started from within the IT organization or distributed IT

Teaching and Learning

Ctrl+Alt or Delete: Investments in Active Learning with Technology

MEETING ROOM W303

Marylou Holly, Associate Registrar, Timothy Murphy, Director, Classroom and Lab Technologies, and John Prette, IT Project Manager, George Mason University

Dynamic, active learning technology classroom models from esteemed institutions have great potential for changing the academy. George Mason University’s efforts into these initiatives produced a wide range of costs and very surprising results. In this session, we will cover the analytics behind these choices and price/value trade-off between technology, training, and learning outcomes.

OUTCOMES: Be able to quantify the array of costs in constructing ALT classrooms • Be able to gauge the impact on support groups • Be able to review faculty feedback and use those data to adapt faculty training
Introducing the Free Agent Learner: Speak Up Research Findings on a New Student Profile

MEETING ROOM W304F-H

Julie Evans, Chief Executive Officer, Project Tomorrow

Learn about a new subset of future students, the Free Agent Learners, who are already effectively leveraging emerging technologies to pursue highly individualized learning paths untethered from traditional education institutions or resources, and examine the implications of this emerging cohort on your institution through a high school student panel discussion.

OUTCOMES:
Learn about the digital learning expectations and needs of your future students from the Speak Up National Research • Gain insights into a new cohort of future students who are pursuing self-directed, interest-driven learning using technology • Explore the implications of this new student profile on your institution’s plans for teaching and learning over the next five years

Managing the Growing Demand for Continuing Ed and Workforce Development

MEETING ROOM W300

Higher education institutions today strive to serve constituents with lifelong learning opportunities by offering courses beyond the traditional credit-based curriculum. Join us as we explore how institutions are maximizing program performance while improving operations related to the marketing and management of nontraditional programs.

OUTCOMES: Explore streamlined business processes including program marketing, course management, and student enrollment • Learn how to improve learner engagement • Identify how to increase revenue and facilitate growth for continuing ed and workforce development offerings

The Return of The Odd Couple? Digital Literacy and the Learning Commons Curriculum

MEETING ROOM W311F-H

Cinthya Ippoliti, Head, Teaching and Learning Services, University of Maryland

Many institutions include digital literacy within general learning assessment, but ultimately who is responsible for maximizing student success? Learn what happens when the learning commons boldly replaces workshops with a noncredit course awarding digital badges for achieving outcomes in multimedia production, 3D printing, and visual literacy.

OUTCOMES: Explore the applications of digital literacy and badge elements within the context of the learning commons • Analyze the challenges and opportunities involved in establishing a noncredit curriculum • Gather at least three practical tips to implement similar strategies at your institution

DISCUSSION SESSIONS

Library and IT Partnerships

MEETING ROOM W304A

Nikki E. Reynolds, Director, Educational Technology Services, Hamilton College; Andrew Bonamici, Associate University Librarian for Media and Instructional Services, University of Oregon

Join this session to focus on management issues unique to the collaborative efforts now required of librarians and IT managers. We’ll offer an excellent opportunity to exchange ideas regarding potential partnerships such as providing training, working with information providers, delivering services, and supporting instructional technology, multimedia, and campus-wide information systems.

Mobile Technologies

MEETING ROOM W305A/B

Peter Mosinskis, Director of IT Strategy, California State University, Channel Islands; Tracey L. Choulat, Director of Information and Instructional Technology, University of Florida

Join this lively discussion and discovery of innovative and functional uses and support for mobile computing. Creative ideas for projects using mobile devices in teaching, learning, and administration will be explored. Topics may include hardware, applications, tools, special uses, wireless and mobile connectivity, web services, support issues, and security.

Professional Development/Staff Management

MEETING ROOM W206A

Ellen Borkowski, Chief Information Officer, Union College; Eugene L. Spencer, Chief Information Officer, Ursinus College

Join us as we examine issues concerning recruiting, training, and managing staff, including finding creative PD opportunities, developing career paths, and building strong teams. Managers and aspiring managers at all levels are welcome.

Registrars and Admission Officers

MEETING ROOM W306A/B

Stephen J. Pritz Jr., Assistant Vice President and University Registrar, University of Florida

This meeting will focus on the ways in which information technologies affect specialized operations, including software selection, staff training, standards and best practices, record keeping and access, and data storage and retrieval. Come share your pitfalls, best practices, and proven solutions with your colleagues
Web Professionals
MEETING ROOM W304E

Aren Cambre, Team Lead, Web Technologies, Southern Methodist University

All web professionals, web developers, and marketing technologists are invited to a guided discussion on burning issues. Topics may include content management systems, mobile technology, frameworks, the IT/marketing relationship, and other web-related tools and technologies.

MEETING

ELI Teaching and Learning Focus Group
MEETING ROOM W106

Join us to explore the teaching and learning challenges you face and the ways that the ELI might be able to help you address them. We want to hear what’s on your mind as a professional in the field of postsecondary teaching and learning. We also want to hear about the avenues and methods you find most useful when you need to problem solve, find information, or identify the best solution. Let’s collectively think both inside and outside the box and see if we can identify ways the ELI can help you meet your professional challenges and find opportunities.

10:00–10:30 a.m.

Meet EDUCAUSE Professional Development Staff

EDUCAUSE CENTRAL, WEST A LOBBY

Stop by to visit with Julie Little, vice president of teaching, learning, and professional development, and Tracy Petrillo, chief learning officer, to discuss the variety of professional development opportunities your association offers. Learn about EDUCAUSE Connect events, our popular Management and Leadership Institute programs, and ways to get involved, including becoming a presenter and volunteering.

DISCUSSION SESSION

Continue the Conversation with Eric Denna
WEST LEVEL 3 FOYER

Eric L. Denna, Vice President and CIO, University of Maryland

Join us for an extended half-hour conversation following “Business Models, Higher Education, and the CIO.”

Refreshment Break in the Exhibit Hall
WEST HALL A3-4

Take time to refuel and connect while you explore the exhibit hall. Engage with companies providing the latest advances in technology and reenergize with snacks and beverages to maximize your conference experience!

Core Data Service Reporting Demo

EDUCAUSE CENTRAL, WEST A LOBBY

Stop by to learn how CDS Reporting can help you analyze your data and benchmark against your peers with Leah Lang, senior IT metrics and benchmarking analyst, and Pam Arrownay, senior statistician. Released in 2013, CDS Reporting is EDUCAUSE’s new self-service tool that enables CDS participating institutions to interact with their data.
WEDNESDAY

10:00 a.m.–4:30 p.m.

Exhibit Hall Open
WEST HALL A3-4

Check out over 270 exhibitors providing the latest campus technology. Use our mobile app to browse the exhibitor directory (by company or products and services) and to help guide you through the hall. Also plan to visit Start-Up Alley to learn about emerging companies and the Learning Theater to engage in vibrant discussions. Refreshment breaks and lunch will be served in the hall.

10:30–11:30 a.m.

GENERAL SESSION

Leadership Lessons of History from the American Presidents
WEST HALL A2
Doris Kearns Goodwin, Presidential Historian and Pulitzer Prize-Winning Author

A struggling economy. Two wars. A nation starving for leadership. While President Obama faces a myriad of complex issues, this is not the first time an American president has been forced to confront confounding problems. Doris Kearns Goodwin, one of America’s most treasured historians, will provide stories, insights, and analysis of the men who have assumed the presidency and the difficult political, social, and economic issues they faced. Drawing on her award-winning biographies of Abraham Lincoln, Franklin Roosevelt, and Lyndon Johnson and her new book on Teddy Roosevelt and William Taft, Goodwin brings the past alive, allowing listeners to learn from the stories of some of our most fascinating leaders. Whether looking at how the presidents dealt with the complexities of working with Congress or the challenges they faced dealing with the banking systems and business community, Goodwin focuses on the individual qualities that make our leaders great.

11:30 a.m.–1:00 p.m.

MEETINGS

Hawkins Leadership Roundtable
Sponsored by Workday, Gold Partner
MEETING ROOM W209C
Note: Separate registration and fee are required.

11:30 a.m.–1:30 p.m.

Lunch
WEST HALL B1

Enjoy a buffet-style lunch while you connect with colleagues and share best practices.

12:30–1:15 p.m.

Meet the Editors of EDUCAUSE Review
EDUCAUSE CENTRAL, WEST A LOBBY

Stop by for an informal opportunity to speak with D. Teddy Diggs and Nancy Hays, editors of the association’s award-winning publication EDUCAUSE Review, and Catherine Yang, senior director of content, about authoring opportunities and topics of current interest.

12:30–1:20 p.m.

LEARNING THEATER SESSION

The Right Approach to BYOD in Higher Education: Dell Think Tank
LEARNING THEATER, WEST HALL A3

The Dell Think Tank program brings together industry leaders to discuss trending topics impacted by technology. The goal is to create an open forum that fosters collaboration and reveals unique industry needs. During the first session, educators and IT industry leaders will discuss challenges in BYOD deployments and solutions for addressing.

OUTCOMES: Discuss the right approach to BYOD at universities • Develop best practices for integrating the management of devices • Learn how BYOD impacts teaching and learning

12:30–1:30 p.m.

Dessert Stations
WEST HALL A3-4

After lunch, visit one of four “grab-and-go” dessert stations and pick up a sweet treat while you explore some of the unique areas of the exhibit hall, including Start-Up Alley.
FEATURED SESSION

Technology and the Nontraditional Student in the 21st Century

Sponsored by Wowza Media Systems

MEETING ROOM W311B-D

Philip Regier, Executive Vice Provost and Dean, Arizona State University

There are advantages to understanding how to better engage nontraditional students for retention, learning, and graduation. Universities will have more freedom and flexibility and, if they succeed, they will create a new market for themselves, improve services to the traditional student population, and begin to address—at scale—a pressing national need.

OUTCOMES: Learn how to use technology to scale • Learn how to use technology to improve the student experience • Learn how to use technology to leverage the role of the faculty

CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

Cloud Total Cost of Ownership: New Research and Guidance from the ECAR-TCO Working Group

MEETING ROOM W205B/C

Jerrold M. Grochow, Senior Advisor to NET+, Internet2; Sherri Yerk-Zwickl, Director of Library and Technology Services Administration and Planning, Lehigh University; Thomas Trappler, Director, UCLA Software Licensing, UCLA; Gabriel Youtsey, Interim Assistant Chief Information Officer, University of California, Davis; Erik Lundberg, Assistant Vice President, IT Services and Strategic Sourcing, University of Washington

Higher education previously lacked a methodology to compare the costs of cloud and campus-based IT service alternatives. Members of the ECAR-TCO Working Group will provide insights and a flexible methodology for identifying the total costs of implementing cloud services that can be applied by higher education institutions.

OUTCOMES: Understand the challenges of calculating and comparing the costs of cloud and local campus computing specific to higher education • Understand the many factors that go into an accurate cloud/local campus computing cost comparison • Learn how to use the ECAR-TCO methodology to calculate accurate TCO comparisons personalized for your institution

MavCLASS: Real-World Analytics to Power Student Success

MEETING ROOM W304B-D

Lynn Akey, Director, Institutional Research, Planning, and Assessment, Jeffrey Henline, Enterprise Technology Coordinator, and Jude Higdon, Assistant CIO for Academic Technology, Minnesota State University, Mankato

The analytics design team at the Minnesota State University, Mankato, with a Gates Foundation grant administered by Purdue University, sought to dig deep into learner data. The result was MavCLASS, a tool that provides instructors with meaningful, formative information about where students are struggling and how and when to stage meaningful interventions.

OUTCOMES: Learn about learner analytics and contextualize it within the greater conversation about predictive analytics and big data • Articulate challenges and opportunities associated with implementing learner analytics at your institution • Begin to design a plan for exploring learner analytics at your institution, potentially using MavCLASS

Digital Content, Libraries, Curation, and Open Access

Open Textbooks and Open SUNY Textbooks: Cooperative Strategies for Reducing the Cost of Textbooks

MEETING ROOM W307A/B

Cyril Oberlander, Director, Milne Library, and Katherine Pitcher, Collection Development Librarian, SUNY College at Geneseo; Stephen Weiter, Director, College Libraries, SUNY College of Environmental Science and Forestry; Mary Jo Orzech, Director, Library, Information, and Technology Services, SUNY, The College at Brockport

Innovative solutions are needed to reduce the cost of higher education. The Open SUNY Textbook program, an IITG grant project, demonstrated that faculty and libraries can publish high-quality open textbooks. In the connected age, libraries are poised to support faculty in the transformation of teaching and learning by providing publishing services.

OUTCOMES: Learn about open textbooks and publishing models that support their production • Learn how to adapt strategies for open textbooks and OER production • Understand why open textbooks and OER are key transformation strategies
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Enterprise/Administrative IT

Tiered Storage and Archiving for Data-Intensive Research and Digital Preservation
MEETING ROOM W311A
Jacob Farmer, Chief Technology Officer, Cambridge Computer
We will offer a work-in-progress report on Starfish, a software solution designed to tackle the challenges associated with managing research data. Topics will include tiered storage, archiving, delivering on data management plans, chargeback/showback, and the hand-off between research and library. We will provide examples from our work at Harvard Medical School and the Library of Congress.

OUTCOMES: Discover how to capture metadata throughout scientific workflows to enable rules-based storage management and reporting • Explore how to reduce costs by tiering data storage resources • Investigate how to reduce risk by automating processes for archiving and data protection and by ensuring compliance with obligations created by data management plans specified in grant applications

Wireless at Georgia Tech: Enabling a High-Density Classroom Experience
MEETING ROOM W205A
Sudheer Matta, Director, Global Enterprise Networking, Cisco Systems; Matt Sanders, Mobility Services Manager, Georgia Institute of Technology
Georgia Tech has invested in a campus-wide wireless network to enable and stimulate innovation on campus and in the classroom. Discover how GT’s high-density wireless project maximized connection quality at every seat in the room and learn about operational challenges and solutions that have proven successful on a large university campus.

OUTCOMES: Explore operational support challenges and solutions • Discover how to maximize the connection quality at every seat in the room • Investigate how to stimulate innovation on campus and in the classroom

Leadership and Management

Campus Computing 2014: The National Survey of E-Learning and Information Technology in American Higher Education
MEETING ROOM W204
Kenneth C. Green, Founding Director, The Campus Computing Project
Launched in 1990, Campus Computing is the largest continuing study of e-learning and information technology in American higher education. This session will present the results of the 2014 survey, focusing on the following topics: IT priorities, cloud computing, IT security, outsourcing IT and instructional services, ERP expenditures, going mobile, and critical topics of concern to IT leaders and managers.

OUTCOMES: Learn about key IT trends and priorities, as identified by peers in new national data collected in August–September 2014 • Learn about the underlying issues that accelerate or impede the key issues • Take the new survey data back to your campus conversations to apply to campus IT planning and policy discussions

The Cloud and the Dynamics of Higher Education
MEETING ROOM W300
Joseph Burkhart, Director, Higher Education, and Cole Clark, Global Vice President, Oracle Corporation
Moderated by: Rachael Hartley, EMEA Senior Director for Education and Research, Oracle Corporation
Higher education is arguably in the midst of the most dramatic change in history. The forces acting on educational institutions are unprecedented. IT must provide the agility and insight to adapt to these changes, yet most would argue that flexibility and agility in IT are lagging the pace of change. Join industry thought leaders for a discussion of how innovative models for delivering cloud services in higher education can enable agility and flexibility while containing costs.

OUTCOMES: Uncover the real advantages and disadvantages of moving to the cloud • Identify when and what to move to the cloud • Discover how and why an institution should move to the cloud

Creating an IT Culture: What You Want “IT” to Be
MEETING ROOM W206B/C
James A. Jorstad, Director of Academic Technologies, University of Wisconsin–La Crosse
This interactive presentation will showcase innovative techniques to transform an IT culture. Dynamic examples will show how to reshape your IT department, motivate employees, and improve communication and collaboration toward an effective work culture. Learn effective strategies to transform your own IT department into a dynamic, functional, and successful team.

OUTCOMES: Learn how to break down communication barriers internally and externally to IT • Learn the 10 key strategies to transform IT culture • Be able to identify (and choose) at least 3 strategies to implement effective IT change at your institution
WEDNESDAY

1:30–2:20 p.m. (continued)

Developing the Higher Ed IT Profession
MEETING ROOM W209A/B

John W. McGuthry, Vice President/CIO, I&IT, California State Polytechnic University, Pomona; Fredrick Miller, CIO, Furman University; Stephen Landry, CIO, Seton Hall University

IT professionals working in higher education need both a mastery of technical skills and an understanding of the business of higher education. This session will explore the opportunities and challenges facing IT professionals seeking to develop their skills in support of the academic mission.

Higher Education, IT, and Public Policy
MEETING ROOM W311F-H

Jarret Cummings, Director of Policy and External Relations, and Jennifer Ortega, Outside Consultant, EDUCAUSE; Josh Ulman, Associate, Ulman Public Policy & Federal Relations

State authorization, IT accessibility, network neutrality, and more: 2014 has been a busy year for public policy issues at the intersection of higher education and technology. Learn about the current status and potential developments in federal policy that may have significant implications for your institution and higher education generally.

OUTCOMES: Develop an understanding of the major policy issues impacting higher education IT in 2014 • Increase your awareness of the emerging policy landscape for higher education and technology in 2015 • Share campus perspectives on current and potential policy developments with your peers and EDUCAUSE policy professionals

IT Governance That Works
MEETING ROOM W305A/B

Michael Di Paolo, Associate Vice Chancellor and Chief Information Officer, and Dorothy Flores, Executive Director, Enterprise Applications, University of North Texas System

Governance of IT functions and services is difficult at best. The three-university University of North Texas System has consolidated IT to the system level as a shared service. With that consolidation, a multilayer governance structure with simple but defined decision-making authority was introduced and is fully functional.

OUTCOMES: Get ideas for structuring IT governance for effectiveness • Obtain a model that can readily be adapted for local use • Learn how to effectively communicate and set priorities for IT projects

Leaning, Rising, Meandering, Holding: Your IT Career at Different Life Stages
MEETING ROOM W304F-H

Katie L. Vale, Director of Digital Learning, Harvard University

Higher ed IT is an excellent career choice, but we don’t always understand how to succeed in it on our own terms. We’re being told we should be leaning in, disrupting things, and innovating 24/7 while going on digital detoxes, reducing our stress, and embracing who we are. How can we succeed at work while still finding that elusive “life balance”? In this session, we’ll talk about the realities of “rising,” whether that means moving into management, building new skills, or leading from where we are. We’ll also discuss ways to plan a productive IT career that also leaves room for parenting, eldercare, schooling, spouses, and more. It’s your career—own it!

OUTCOMES: Locate tools that will help you identify your personal strengths and skills • Appreciate what moving into management means and brainstorm ways you can lead from where you are • Identify career resources from EDUCAUSE and elsewhere • Form a small career support group to lean on

WINNER: 2014 EDUCAUSE Rising Star Award
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Security, Compliance, Privacy, and Risk Management

Cybersecurity in Higher Education: An Expert Panel
MEETING ROOM W309A/B

Lysa Myers, Security Researcher, ESET North America; Peter Streips, President, Network Security Group; David V. Spiars, Application Manager, Wesleyan University

Get a real-world cybersecurity perspective from panelists including a representative from Wesleyan University, one of the top private liberal arts colleges in the nation, and security experts from ESET and the Network Security Group. The panel will address the IT security challenges that colleges and universities face, from establishing an overall security posture to addressing emerging issues such as the soaring use of mobile devices on campus and beyond.

OUTCOMES: Identify BYOD best practices • Explore security trends • Obtain cybersecurity training tips
Service Management and Support

At the Crossroads: The Convergence of IT Service Management and Project Management in Higher Ed
MEETING ROOM W303

Thomas Dugas, Head of Planning and Project Management and Associate Director, and Richard Fulton, Senior Application/System Analyst, Carnegie Mellon University; Bob Black, Assistant Director, Service and Project Management, Miami University

As higher education embraces ITIL (Information Technology Infrastructure Library) and PMBOK (Project Management Body of Knowledge), it becomes increasingly apparent that concepts from both frameworks need to be integrated. In this session, we will focus on an interactive discussion of the convergence of IT Service Management and Project and Portfolio Management.

OUTCOMES: Share practices used to blend IT Service Management with portfolio and project management, focusing on change management, capacity planning, continuous service improvement and tools to integrate these processes.

Teaching and Learning

Direct Assessment: Successes, Challenges, and Advice for Maturing CBE
MEETING ROOM W307C/D

Jeff Grann, Academic Director of Assessment and Learning Analytics, Capella University; Caroline Masse, Instructional Designer, Flat World Education

Administrators and policy makers are increasingly advocating for direct-assessment competency-based programs to increase access to higher education, decrease costs, and improve learning outcomes and completion rates. In this presentation, we will relay the experience of two institutions that implemented competency-based education—one independently and one through a third-party partnership.

OUTCOMES: Discuss the core requirements and considerations for designing competency-based, direct-assessment programs • Analyze different institutional approaches to developing a competency-based degree program • Advocate for competency-based, direct-assessment programs using quantitative and qualitative data from existing programs
The Elements of Personalization: A Periodic Table of Competency-Based Learning
MEETING ROOM W310A/B
Bill Hughes, Chief Strategy Officer, and Jonathan D. Mott, Chief Learning Officer, Difference Engine

The personalization imperative is here. Are you ready? This session will provide a “periodic table” of the elements (and compounds) necessary to create a scalable, sustainable, and, most importantly, impactful learning experience for students. The model and real-world examples will help you create a personalized learning infrastructure.

OUTCOMES: Identify the key components of a personalized infrastructure and use that framework to evaluate your current learning technology environment • Navigate the challenges and opportunities associated with implementing personalized learning • Explore how to establish a strategic plan for moving toward a more personalized learning capability

Explore BYOD and Crowdsourced Mobile Data Collection in Higher Ed with ECAR’s MSAD Group
MEETING ROOM W312A-C
Lori Tirpak, Director Enterprise Systems, Oakland University; Rosemary A. Rocchio, Director of Educational and Collaborative Technologies, OIT, UCLA

Students are arriving on campus with mobile devices that let them interact with their community, collect new data, and track activities for analysis. In this session, we will highlight the four categories of BYOD mobile data collection and how IT can support this new activity for deeper and more engaged learning.

OUTCOMES: Experience an in-session crowdsourced mobile data collection exercise • Learn about the four categories of BYOD mobile data collection (passive, public, crowdsourced, and private) • Learn about the BYOD mobile data collection experiments in and across higher education

Learner Centric: The New Normal
MEETING ROOM W311E
Katie Blot, Senior Vice President, Education Services, and Maurice Heiblum, Senior Vice President, Higher Education, Corporate and Government Markets, Blackboard

New learning pathways are emerging, driven by the needs of today’s learners. Unfortunately, we still deliver education based on institution-centric practices. What’s needed is a “learner centric” approach, one that includes various learning vehicles, assets, and tools, all focused on the learner. We’ll explore the tenets of a learner-centric approach and what institutions can do to ensure student success.

OUTCOMES: Explore drivers of change in education • Gain a better understanding of the true tenets of a learner-centric approach • Identify what it takes to be successful as the landscape of education changes

Lessons from the Fast Track: Jump Start Your Online Development Process
MEETING ROOM W308A/B
Tawnya Means, Director, Center for Teaching, Learning, and Assessment, and Jennifer K. Smith, Director, Development and Course Production, University of Florida

The University of Florida geared up to deliver seven new undergraduate online degree programs in a period of seven months. Learn a step-by-step process for planning and implementation, discover how to take advantage of strengths, and identify barriers. Participants will adapt planning documents for their needs.

OUTCOMES: Identify steps for implementing large-scale online program development • Use worksheets and planning documents to develop processes and strategies that fit with institutional, college, departmental, or program needs • Connect with other participants to share online processes and procedures

DISCUSSION SESSIONS
Blended and Online Learning
MEETING ROOM W308C/D
Ellen Marie Murphy, Independent Educational Consultant; Clark Shah-Nelson, Senior Instructional Designer, Team Lead, The Johns Hopkins University

Higher education is seeing exponential growth in online and blended teaching and learning. Geared toward directors, coordinators, and administrators of online and blended learning programs, this discussion will include the exchange of ideas, tips, issues, and information related to best practices and policies, quality control, staffing, and structure, as well as management of support services, faculty development, and learning management systems.

IT Architects
MEETING ROOM W304A
James Phelps, Director, Enterprise Architecture and Strategy, University of Washington

ITANA focuses on the practice of IT, business, and enterprise architecture. Learn about ITANA, our past year’s work, a “hot topics on your campus” discussion, and a look forward to the year to come. For more information, see our website (itana.org) and our wiki (https://spaces.internet2.edu/display/itana/home).
IT Metrics
MEETING ROOM W306A/B

Martin Klubeck, Strategy and Planning Consultant, University of Notre Dame

Join this working group session to explore creating a common language around IT performance measures including availability, reliability, delivery speed, resolution speed, rework, usage, and customer satisfaction. We will provide templates, purpose, and facilitation for the discussions and together develop standard definitions that support collaboration and benchmarking.

Openness
MEETING ROOM W206A

Patrick Masson, Special Advisor, UMassOnline, University of Massachusetts Central Office

Join our conversation on the emergence and adoption of principles and practices that help develop and enable open communities of practice. Topics may include characteristics, attributes, principles, and behaviors that promote open access, open-source software, open content, open educational resources, open courseware, open research, open standards, and management practices such as open governance.

Research Computing
MEETING ROOM W304E

Curtis W. Hillegas, Director of Research Computing, Princeton University

Join this forum, where we will discuss how research computing is organized, supported, and funded. Discussion topics include deploying powerful computing resources at the campus level versus accessing regional/national centers, funding research-computing resources centrally versus requiring contributions from researchers/departments, and developing shared services models within and between institutions.

LEARNING THEATER SESSION

Keeping Your Student Data Secure: Dell Think Tank
LEARNING THEATER, WEST HALL A3

The Dell Think Tank program brings together industry leaders to discuss trending topics impacted by technology. The goal is to create an open forum that fosters collaboration and reveals unique industry needs. During the second session, IT leaders will discuss strategies to protect data and university systems without impacting learning or operational efficiency.

OUTCOMES: Discuss the importance of keeping your student data secure • Learn how to protect your data and university systems without impacting learning or operational efficiency

Kuali Foundation Open Meeting for CIOs and Senior IT Leaders
MEETING ROOM W209C

Leaders from the Kuali community will discuss the Kuali Foundation, which is delivering mature, open-source software for the enterprise to host on-site or in the cloud. We will review how we engage with institutions in providing a path for adopting open-source software that is essentially owned by every institution and engage with others in higher education to benefit from best practices. Participation with Kuali represents a viable and preferred path forward for enterprise systems for universities in an era that necessitates new thinking about the administrative costs of higher education. There will be plenty of time for questions and informal discussion.

1:30–3:00 p.m.

MEETINGS

EDUCAUSE Institute Leadership Program Faculty
(Faculty members only)
MEETING ROOM W110A

IT Issues Panel
(By invitation only)
MEETING ROOM W108A

The EDUCAUSE IT Issues Panel includes individuals from EDUCAUSE member institutions who provide quick feedback to EDUCAUSE on current issues, problems, and proposals across higher education IT.

1:30–3:00 p.m.

EDUCAUSE Institute Learning Technology Leadership Program Faculty
(Faculty members only)
MEETING ROOM W105B

2:20–2:40 p.m.

Beverage Break
WEST LEVEL 3 FOYER

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¹ Compared to leading 1-chip DLP business and education projectors based on NPD data, July 2011 through June 2013. Color brightness (color light output) measured in accordance with IDMS 15.4. Color brightness will vary depending on usage conditions. ² Color brightness and white brightness will vary depending on usage conditions. Color light output measured in accordance with IDMS 15.4. White light output measured in accordance with ISO 21118. ³ Available on most models. Visit epson.com for more information. ⁴ When purchased from authorized Epson Brighter Futures dealers. ⁵ Not available in all areas. Road Service orders must be in by 3 p.m. Eastern time for next business day delivery.

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2:20–2:50 p.m.

**Continue the Conversation with Philip Regier**
WEST LEVEL 3 FOYER

Philip Regier, Executive Vice Provost and Dean, Arizona State University

Join us for an extended half-hour conversation following “Technology and the Nontraditional Student in the 21st Century.”

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2:20–3:05 p.m.

**Meet Next Generation Learning Challenges**
EDUCAUSE CENTRAL, WEST A LOBBY

Staff

Stop by to learn more about NGLC, an effort to identify, apply, and bring to scale effective technology-enabled solutions to persistent barriers to college readiness and completion, and meet with Andy Calkins, deputy director, Holly Morris, director, postsecondary model development and adoption, and Nancy Millichap, program officer.

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2:30–3:30 p.m.

**EDUCAUSE Institute Management Program Faculty Meeting**
(Faculty members only)

MEETING ROOM W106

**Organizational IT Assessment Focus Group 2**
(By invitation only)

MEETING ROOM W105A

The focus group for Organizational IT Assessment products and services.

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2:40–3:30 p.m.

**FEATURED SESSION**

- **Advancing Your Career in One Simple Step**
  
  Sponsored by Wowza Media Systems
  
  MEETING ROOM W311B-D
  
  Paul Glen, Author, Columnist, and Consultant, Leading Geeks
  
  Given the nature of technical work and technical people, most generic career advice is close to useless. And too much of it is just plain unrealistic. You don’t need yet another list of 24 things you can do to advance your career. No one has time to focus on that many things and, honestly, most of them make little difference. It’s better to select the one essential thing that will make a big difference and focus on that exclusively.

**OUTCOMES:**
Discern the one thing that drives your career success far more than anything else • Learn how to apply the “Opportunity Theorem” to your career planning • Learn how to make small adjustments to your everyday work that drive career success

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**CONCURRENT SESSIONS**

**Analytics and Data-Driven Decision Making**

- **Beyond Adaptive: How Watson and Cognitive Computing Could Change Education**
  
  MEETING ROOM W205A
  
  Jane den Hollander, Vice Chancellor and President, Deakin University; Katherine Frase, Vice President and CTO, IBM Public Sector, IBM Corporation; Satya Nitta, Manager and Master Inventor, Emerging Technologies, IBM Research
  
  Moderated by: Michael D. King, Vice President–Global Education Industry, IBM Corporation
  
  Student engagement is vital to success, driving demand for personalizing delivery of educational content. A new era of computing using technologies such as natural language processing, analytics, machine learning, and visualization can create a new level of human/computer symbiosis. We will explore the intersection of these forces.

  **OUTCOMES:**
  Clarify the trend toward cognitive computing • Investigate new value propositions using cognitive technology • Define initial steps for pursuing cognitive computing

- **Building a Foundation for Campus-Wide Business Intelligence: Two Perspectives**
  
  MEETING ROOM W204
  
  Christopher Gill, Chief Information Officer, Gonzaga University; Heath V. Tuttle, Director, Learning and Emerging Technologies and Analytics, University of Nebraska–Lincoln
  
  We will discuss the successes and challenges of implementing data warehouses at the University of Nebraska–Lincoln and Gonzaga University using Blackboard Analytics. The discussion will focus on resourcing a comprehensive analytics initiative, validating data, identifying and meeting a variety of reporting needs, navigating cultural issues, and demonstrating live reports.

  **OUTCOMES:**
  Gain an understanding of the complexities of implementing a Blackboard Analytics data warehouse • Learn some effective strategies for successful implementation • Assess two distinct approaches to implementation

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Managing Change: Strategies for Creating a Student Success Culture Grounded in Data Analytics

MEETING ROOM W311E

Amir Dabirian, Vice President for IT/CIO, California State University, Fullerton; Junius Gonzales, Provost and Vice President for Academic Affairs, University of Texas at El Paso; David W. Wright, Associate Vice President, Academic Data Systems and Strategic Planning, Wichita State University

Moderated by: Ed Venit, Senior Director, Education Advisory Board

Frustrated by years of stasis, many universities are now turning to data analytics and predictive modeling in an attempt to jump-start the student success efforts on their campuses. But analytics won’t solve the problem without best practices for changing the culture around how data is integrated into the workflows of administrators and frontline advisors. Learn how progressive institutions are partnering with EAB to manage this shift and get the most out of their analytic investment.

OUTCOMES:
- Realize the importance of change management in launching new data analytics and technology initiatives
- Identify best practices for communication and implementation
- Develop an action plan to successfully integrate data analytics and predictive models on your campus

The Power of Personalization: How Adaptive Technology Is Transforming Teaching and Learning

MEETING ROOM W307A/B

Curtis A. Carver Jr., Vice Chancellor and CIO, Board of Regents of the University System of Georgia; Bruce Gardner, Program Director, Smarter Education, IBM Corporation; Christopher Vento, CEO/Founder, Intellify Learning

Moderated by: Bill Bilic, Product Vice President, Adaptive Learning, D2L

The promise of adaptive technology to personalize teaching and learning and deliver meaningful skills and knowledge development requires educators to harness their learning content in innovative ways, which is driving tighter alignment with learning objectives and assessments. Learn how adaptive analytics helps personalize instruction and delivers an engaging and optimal learning experience.

OUTCOMES:
- Discover how adaptive and semantic learning technology works and how it personalizes the online learning experience
- Explore how adaptive technology impacts standards or competency-based learning by consistently delivering focused and relevant content resources
- Identify how to harness learning content using adaptive technology to deliver personalized learning paths

Beyond the Cloud: Looking Forward to the Future of Campus IT and the Higher Education Cloud

MEETING ROOM W312A-C

Shelton Waggener, Senior Vice President, Internet2

In the fall of 2009 “above-campus services” called on higher education IT to develop models for community demand aggregation, architectural integration, and cloud adoption. In this session, we will report on the trends of the past five years and discuss critical success criteria and focus futures for community services and the new campus IT organization.

OUTCOMES:
- Understand the impact of demand aggregation models across the higher education technology sector
- Build local solutions that leverage community technology assets and the power of higher ed cloud services
- Learn how to design the IT organization of small and large campus IT functions to support the new hybrid cloud environments
Cloud/Crowd/Outsourcing Is Going to Eat Your Lunch
MEETING ROOM W305A/B

Robert Carozzoni, Information Technology Area Manager II, and Yamin Chevallard, Enterprise Cloud Architect, Cornell University

Cloud/crowd/outsourcing is going to eat your lunch—unless you adapt. Learn how IT leaders can embrace the inevitable dominance of cloud (and other forms of outsourcing) and survive to become an engine of IT transformation and business value.

OUTCOMES:
• Understand the dramatic and inevitable changes facing campus IT
• Learn about strategies that have helped other institutions navigate these changes
• Be able to build your own strategy for navigating these inevitable changes

On-Demand Infrastructure: How UCF Is Using Public and Private Cloud Computing to Lower Costs and Deliver Self-Service
MEETING ROOM W311A

Rich McBrine, Technical Solutions Professional, EDU, Microsoft Corporation

Learn how UCF is exploring the use of Hyper-V and Azure’s cloud computing technologies to enhance existing investments and create a just-in-time infrastructure model. We will discuss which workloads UCF is planning to move to cloud to achieve greater redundancy, security, and lower TCO. Gain clarity on what’s possible in Azure through UCF’s private and public cloud computing journey.

OUTCOMES:
• Observe the balance between on-premise Hyper-V and public cloud-based Azure IaaS to achieve more versatile IT offerings
• Discover how the speed and scale of cloud computing offers game-changing opportunities
• Explore Azure on-demand infrastructure and its subsequent impacts on real customers
Transforming Modern Universities for the Mobile-Born Generation

Lisa M. Davis, Vice President and Chief Information Officer, Georgetown University; Stewart Elliot, CEO, and Andrew Yu, Founder and CTO, Modo Labs; Frank Peagans, Senior Director, Enterprise Applications Services, The University of Arizona; Matthew Willmore, mobileND Program Manager, University of Notre Dame

The mobile-born generation is born and raised on mobile devices. They not only require mobile apps but also demand the best possible mobile experience. Make over your university’s mobile experience and move to being a mobile thought leader. Learn how three top universities have already done it.

OUTCOMES: Investigate how to attract and recruit the brightest mobile-born students by using advanced mobile apps • Explore ways to engage and retain the mobile-born through the best possible mobile app experience • Discover how to prepare the mobile-born for success with a citizen development and mobile software program

Success through an Inclusive Approach: Unified Communications at the George Washington University

Marcy Day, Project Manager, Charles Mance, Director, Communications Engineering Services, Edward A. Martin, Deputy CIO–Operations, and Michael Briggs, Director of Information Technology Law School, The George Washington University; David Donoho, Manager, University of Maryland

The George Washington University approached the selection and implementation of a next generation communications infrastructure through heavy stakeholder involvement and a disciplined collaborative partnership. Decentralized IT, Safety and Security, Facilities Management, Procurement, Academic Affairs, and other offices collectively informed a requirements process, platform selection, business case preparation, and successful implementation.

OUTCOMES: Learn how a stakeholder community collectively owning an investment and implementation can help build better business alignment • Identify inclusive approaches to business case development that can be applied at other member institutions • Achieve better outcomes through next-gen technology infrastructure

Leadership and Management

IT Strategic Alignment: The Core of Strategic Planning

James N. Bradley, Vice President and Chief Information Officer, and Erin Morgan, Director, Office of the CIO, The University of Texas at Arlington

In this session, we will provide IT leaders and strategic planners with five core reasons for conducting a strategic assessment of the IT organization, supply the scope and composition of six teams that will be indispensable in performing your assessment, and outline eight assessment activities that will better inform your strategic plan.

OUTCOMES: Articulate five benefits of conducting a comprehensive IT assessment as a precursor for developing an IT strategic plan • Define the scope and composition of six assessment teams specifically charged with conducting an analysis that will inform the IT strategic plan • Identify eight activities critical to assessing the current and future state of the IT organization

Leading from Within: Finding Your Leadership Sweet Spot

Joseph Shelley, Assistant Vice Chancellor, Information Technologies [Interim], University of Washington Bothell

Leading from within requires an entirely different paradigm from top-down leadership. The way a CIO leads does not translate to the way IT staff need to lead. We must involve every IT person in transformational leadership. We will facilitate a discussion of strategies to help staff lead from within.

OUTCOMES: Understand the differences between top-down and bottom-up change leadership and explore examples of change leadership in your organization to understand the characteristics of these two trajectories • Learn how to implement at least three bottom-up leadership practices that lead to success • Identify leadership “sweet spots” by using a simple, repeatable model to explore which change leadership opportunities are most likely to be successful at different levels in the organization
Social Network Mapping As a Tool for Advancing Innovation on Campus

MEETING ROOM W304F-H

Rebecca Griffiths, Program Director for Online Learning, ITHAKA; Zachary Johnson, CEO, Syndio Social

Organizational change is notoriously hard to achieve. Social network analysis offers a new tool for advancing the adoption of new tools and behaviors on campus. This methodology can help leaders identify and empower influential individuals, identify communication silos and pockets of resistance, and develop data-driven strategies to overcome these obstacles. In this session, representatives from Ithaka S+R and Syndio Social will present new research on organizational change in higher education through the lens of social networks and the role that individual “influencers” play in advancing innovation and transformation.

OUTCOMES: Learn about a new tool to think about promoting the adoption of tools and behaviors • See what a social network “dashboard” looks like and how these data can inform communication strategies for new initiatives • View institutional cultures and sentiments towards innovation in a new light

Strengthening CIO and CISO Collaboration on Security and Privacy

MEETING ROOM W209A/B

Thomas Siu, Chief Information Security Officer, Case Western Reserve University; Lois Brooks, Vice Provost for Information Services/CIO, Oregon State University; Elias G. Eldayrie, Vice President and Chief Information Officer, University of Florida; Peter J. Murray, CIO/VP, University of Maryland, Baltimore; Melissa Woo, CIO/Vice Provost for Information Services, University of Oregon

Join us for an open discussion about the evolving roles and responsibilities of the CIO and CISO. Current CIO leaders of the Higher Education Information Security Council (HEISC) will lead discussion on ways those in leadership roles can better collaborate on current and future information security and privacy challenges. Input from the session will help guide the EDUCAUSE Cybersecurity Initiative.

OUTCOMES: Understand the strategic security and privacy issues and challenges that the higher education community will focus on over the next year • Make new connections with CIOs and CISOs • Learn about the EDUCAUSE Cybersecurity Initiative, current working group activities, and opportunities for collaboration

Transforming IT: Designing and Nurturing Future IT Services and Organization

MEETING ROOM W307C/D

Clint Davies, Principal, BerryDunn

In higher education, the need to do more with less is escalating exponentially. Institutions are asking, How will technology help us efficiently achieve our mission and strategy? In this session, three leading institutions will share how they are addressing this complicated challenge while also designing and nurturing future IT services.

OUTCOMES: Learn how three institutions are effectively aligning technology with strategic direction and changing institutional needs • Explore innovative approaches for developing the IT organization, building culture, enhancing team performance, and improving competencies • Identify methods for coping with decreasing budgets, dealing with risks, and adapting to the changing technology landscape

Service Management and Support

Beyond the Service Catalog to Service Design

MEETING ROOM W304B-D

Randall Alberts, Assistant Director, Project Management, Mahmoud Pegah, Chief Information Officer, and Larry R. Thompson, President, Ringling College of Art and Design

Moving IT organization from management of traditional IT “pieces” to managing “services” is altering the service delivery model. IT’s motivation should focus on customer experiences and interactions. The Service Design framework enables an organization to move beyond just listing services to exploring how to improve customer interactions.

OUTCOMES: Learn what Service Design is and who is involved in this initiative • Learn about Service Design processes and who is involved with each part • Explore how to engage stakeholders to be involved efficiently and effectively at different design stages, within time and resource limits

Teaching and Learning

EDUCAUSE Technology Research in the Academic Community: What Matters Most to Your Students and Faculty?

MEETING ROOM W311F-H

Jacqueline Bichsel, Senior Research Analyst, D. Christopher Brooks, Senior Research Fellow, and Eden Dahlstrom, Director of Research, EDUCAUSE

Students and faculty are arguably the most important consumers of campus IT services. Identifying opportunities for improvement can be tricky in the absence of data to navigate the complex landscape of technology experiences in the academic community. In 2014 ECAR surveyed over 73,000 undergraduates and 17,000 faculty to capture their technology experiences and expectations. Join ECAR in this session to hear about the findings of this research and how to personalize the results in a meaningful way at your college or university.

OUTCOMES: Be able to explain the IT issues that matter most to students and faculty • Apply the study results to your campus in a way that will help prioritize opportunities for improvement of IT services to students and faculty • Assess the value of your institution’s involvement in the 2015 round of technology research in the academic community
WEDNESDAY

2:40–3:30 p.m. (continued)

Keep Them Engaged: Flipping Faculty Development
MEETING ROOM W308C/D
Daxing Michael Chen, Executive Director, Academic Technology/Information Technology Services, and Jeff Schomburg, Director of Instructional Technology, St. Mary’s University

In this interactive session, we’ll explore a sustainable faculty development model to build a campus-wide support network for instructional technology integration and infusion, pedagogical discussions, and sharing of best practices. Anchored on an intensive Summer Institute on Learning Technologies, the program has yielded unprecedented faculty interest and administrative support.

OUTCOMES: Understand the importance of adopting a systematic approach to delivering faculty training • Understand that faculty training requires collaborative efforts, from both on-campus service providers and outside resources • Understand the incomparable value of cross-discipline sharing, collaboration, mentoring, and cross-pollination of pedagogical experiences, best practices, and opportunities

Using 3D Printing for Teaching and Learning
MEETING ROOM W308A/B
David M. Antonacci, Director of Teaching and Learning Technologies, The University of Kansas Medical Center

The era of 3D printing has arrived. In this session, learn how 3D printing works. We’ll include a short demo and some free samples and explore the technical capabilities and current applications of this technology. Learn about the educational possibilities for you and your students.

OUTCOMES: Understand the technical capabilities and limitations of current 3D printers • Identify some current applications and future possibilities of 3D printing in your field • Learn how to integrate 3D printing into your classes to improve student learning

DISCUSSION SESSIONS

Decision Support/Data Warehouses
MEETING ROOM W304E
Ora Fish, Executive Director UDW+, New York University; Theodore Bross, Associate Director, Administrative Information Services, Princeton University

Decision support encompasses business/institutional intelligence, data warehousing, executive information systems, data mining, data marts, and performance management. We’ll discuss organizational and technological issues, tools, and solutions for implementing business intelligence and data warehouses to address managerial decision making, strategic planning, and information reporting. Join us to share best practices and lessons learned.

IT Accessibility
MEETING ROOM W206A
Greg Kraus, University IT Accessibility Coordinator, North Carolina State University

Join this conversation on current and emerging issues related to IT accessibility, especially focusing on policy and law. We’ll discuss implications and share strategies and best practices for ensuring our institutions’ technologies are accessible to all learners. Both practitioners and IT leaders are encouraged to participate.

Learning Space Design
MEETING ROOM W310A/B
Richard Holton, Director, Academic Computing Services, Stanford University; Phillip D. Long, Professor, The University of Queensland

Join our discussion on topics from what makes a physical space conducive to learning to the principles and processes of effective learning space design. Share ideas and experience on how formal and informal spaces impact teaching practices, learning activities, student interactions, and campus sense of community. Explore how we measure and assess the effectiveness of new and redesigned learning spaces.

Sustainable IT
MEETING ROOM W306A/B
Mark Staub, Service Strategy, The Pennsylvania State University; MaryBeth Stuenkel, IT Program Manager, University of Michigan–Ann Arbor

The challenge: reduce environmental impact and save resources, including money. Join us to discuss best practices for greener IT and how to use IT to further environmental goals. Bring your questions, your attempts, your successes, and your failures, so we can all learn from each other.

Web Portals
MEETING ROOM W304A
Jameson Watkins, Director, Customer Innovation and Support, The University of Kansas Medical Center

This session will be devoted to solution-independent web portal technology. We’ll focus on issues such as Internet strategies involved in deciding to move forward with a portal. Discussion will also identify which vendors, open-source products, and homegrown solutions work best and how to integrate them with back-end systems.
LEARNING THEATER SESSION

Improving Operational Efficiency through the Use of Data: Dell Think Tank
LEARNING THEATER, WEST HALL A3

The Dell Think Tank program brings together industry leaders to discuss trending topics impacted by technology. The goal is to create an open forum that fosters collaboration and reveals unique industry needs. During the third session, participants will discuss how universities go about getting started with a data analysis project.

OUTCOMES: Explain why improving operational efficiency through use of data analytics makes sense for your university • Learn best practices among successful big data initiatives in university settings • Learn how predictive analytics can be used to increase student and faculty retention

3:30–4:00 p.m.

DISCUSSION SESSION

Continue the Conversation with Paul Glen
WEST LEVEL 3 FOYER

Paul Glen, Author, Columnist, and Consultant, Leading Geeks

Join us for an extended half-hour conversation following “Advancing Your Career in One Simple Step.”

3:30–4:30 p.m.

Refreshment Break in the Exhibit Hall
WEST HALL A3-4

Take time to refuel and connect while you explore the exhibit hall. Engage with companies providing the latest advances in technology and reenergize with snacks and beverages to maximize your conference experience!

3:40–4:30 p.m.

LEARNING THEATER SESSION

Incorporating the Student Voice into Your Technology Strategies: Dell Think Tank
LEARNING THEATER, WEST HALL A3

The Dell Think Tank program brings together industry leaders to discuss trending topics impacted by technology. The goal is to create an open forum that fosters collaboration and reveals unique industry needs. During the last session, a panel of educators, students, and IT industry leaders will discuss best practices and challenges incorporating students into the technology decision-making process.

OUTCOMES: Discuss best practices for and challenges to incorporating students into the technology decision-making process • Learn best practices for authentically engaging students

3:30–4:00 p.m.

EDUCAUSE Data Services: Old Favorites (CDS) and New Opportunities (CTA)
EDUCAUSE CENTRAL, WEST A LOBBY

Stop by for a demonstration of the CDS reporting tool. Learn tips and tricks to accessing the data and benchmarking against your peers. Also, learn about a new data service coming soon: the Campus Technology Assessment. Meet staff members Susan Grajek, vice president for data, research, and analytics, Leah Lang, senior IT metrics and benchmarking analyst, Pam Arroway, senior statistician, and Ronald Yanosky, senior research fellow.
WEDNESDAY

4:30–5:20 p.m.

FEATURED SESSION

Privacy and Disclosure: Competing Values in Higher Education
Sponsored by Wowza Media Systems
MEETING ROOM W311B-D
Anita LaFrance Allen, Henry R. Silverman Professor of Law and Professor of Philosophy, University of Pennsylvania

Colleges and universities face the unique new challenge of fostering academic freedom and open learning for faculty, students, and staff while also deploying IT resources to protect campus networks, data, and individuals’ privacy rights. Why is privacy still important, now that social networking, open learning, mass surveillance, and data breaches entail wanted and unwanted accessibility? What roles must individuals play in protecting their own privacy, and how can colleges and universities, businesses, and government help?

OUTCOMES: Increase understanding of the ethical, legal, and practical value of privacy, confidentiality, and data protection in higher education and society at large

CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

CNI Community Update
MEETING ROOM W307A/B
Joan Lippincott, Associate Executive Director, and Clifford A. Lynch, Executive Director, Coalition for Networked Information

This update is for all attendees interested in recent developments in the broad landscape of digital information. We welcome those who have not attended recent CNI meetings and want to hear about the latest developments in our areas of activity. We are engaged in work on e-research, particularly regarding data curation, e-science, and digital humanities; management of scholarly identity; institutional repositories; learning spaces; digital scholarship centers; and assessment. Input into CNI’s program priorities will be welcome.

Estimating the Costs of Distributed IT Services
MEETING ROOM W304F-H
Cindy Mitchell, Associate CIO, University of Maine System; David Stack, Chief Operating Officer and Deputy CIO, University of Wisconsin–Milwaukee

Challenging budgets lead CIOs to try to understand institutional “IT spend.” Many institutions have significant levels of IT spend outside central IT. We will define distributed IT spend, offer tips for calculating it, and discuss the value of the information from an overall budgeting and planning perspective.

OUTCOMES: Receive tips for estimating distributed IT spending outside central IT • Understand some of the challenges and pitfalls encountered when estimating distributed IT spending • Understand the importance of including overall institutional IT spending in planning and budgeting exercises

Using Analytics to Improve Performance Management
MEETING ROOM W205A
Himanshu Shekar, Client Advisor, NEC Corporation of America

With the right analytics strategy in place, educational institutions can transform their business processes to manage financial performance, improve operational results, meet regulatory requirements, and use information as a strategic asset. Learn how a new data warehouse and analytics accelerator helped CUNY improve its financial reporting and analysis.

OUTCOMES: Discover how to apply analytics strategy to improve financial and operational performance • Learn how to transform information into a valuable asset • Explore how one university transformed its financial reporting platform

Drupal and the Assembled Web: Right Content, Right Context, Right Now
MEETING ROOM W309A/B
Chris Hartigan, Vice President, Higher Education, Acquia; Ian Leslie, Executive Director of Interactive Services and Social Media, Savannah College of Art and Design; Georgia Allen, Assistant Dean, Information Technology, University of North Carolina at Chapel Hill

Higher education institutions using open-source Drupal are capitalizing on the opportunity to deliver digital experiences that are more personalized and relevant, and they’re doing it faster than ever thought possible through the power of the assembled web.

OUTCOMES: Explore how to expedite delivery of campus sites using an assembled web strategy on Drupal • Identify risk mitigation with lessons learned from campus-wide and department-specific Drupal implementations • Investigate data strategies that add context and personalization for digital experiences
Online Video Strategies across New York State: Learning from the NY6

MEETING ROOM 306A/B

James C. Forney, Educational Technologies Resource Manager, St. Lawrence University; Kevin Barhydt, Academic Technology Specialist, and Jermaine Wells, Coordinator for Learning Environments/Special Events and Conferences, Union College

Learn how cross-campus collaboration enables colleges, universities, and consortiums to build a scalable framework for growing digital media collections. We will examine how the New York Six Liberal Arts Consortium uses Ensemble Video to provide cost-effective video streaming infrastructure as a service.

OUTCOMES: Learn about a cost-effective streaming solution • Be able to articulate a campus-wide streaming strategy • Be able to identify the value of cross-discipline and cross-departmental online video strategies

Enterprise/Administrative IT

90% Plus: Winning the Game before the Team Takes the Field

MEETING ROOM W204

Richard Hunter, Vice President and Gartner Fellow, Gartner

Two years ago, 80% on-time, on-budget with value delivery was considered world-class performance. A small vanguard of IT organizations has broken that ceiling with sustained delivery rates above 90%. This presentation will discuss the key characteristics of these organizations, which are, in general, focused on big-picture decision making driven by strategy.

OUTCOMES: Learn to leverage the few critical success factors in the IT investment cycle that make or break efficient and effective delivery of strategic benefits for the enterprise.

Cloud ERP for Higher Education

MEETING ROOM W311E

Jack Kelly, Education Solutions Executive, IBM Corporation

Institutions are reluctant to purchase 20-year-old architectured software, costly infrastructure, or upgrade-and-main- tenance cycles of on-premise solutions. Learn about an ERP solution that is a pure cloud-based SaaS, offering greater flexibility and scalability, a quicker deployment time, and lower total cost of ownership.

OUTCOMES: Learn about the current ERP landscape available to higher education today • Learn how a SaaS business model is fundamentally different from traditional on-premise solutions • Explore how SaaS provides a fundamentally different technology model for an IT organization

Data Center Refresh: Best Practices at the University of Northern Colorado

MEETING ROOM W310A/B

Ted Stein, Director, Data Center, Cisco Systems; Brad Sharp, Director, Infrastructure and Support Services, University of Northern Colorado

Learn how the University of Northern Colorado completed a multiyear data center upgrade leveraging best-of-breed technologies to power over 300 virtual servers, including all enterprise systems. The session will focus on best practices for gaining efficiencies while ensuring performance, reliability, redundancy, and sustainability within a centrally managed data center.

OUTCOMES: Explore ways to gain efficiencies • Identify how to ensure performance and reliability • Discover how to provide redundancy and sustainability within a centrally managed data center

Emergency Management in the 21st Century

MEETING ROOM W304B-D

Jon Barnwell, Superintendent, Police Department, Hunter Ely, Chief Information Security Officer, and Norris Yarbrough, Director of Emergency Management, Tulane University

Tulane’s Technology Services has partnered with University Police and the Office of Emergency Management to create an Integrated Operations Center that includes a daily-use Network Operations Center and Security Operations Center with the ability to pivot into an Emergency Operations Center during a crisis. In this session, we will review the partnership and technologies required to make it all work.

OUTCOMES: Learn how to justify the cost and use of an EOC by making it dual purpose and providing daily use of the space • Learn how to mine social media data to help you address rumors and provide critical intelligence in regards to safety • Learn how to employ technology to ensure policy and procedures are followed during major events and that your agency is following the National Incident Management System

Piloting Virtual Computer Labs

MEETING ROOM W206B/C

Weston Miles Taylor, Academic Technology Specialist for Students, Colorado College; Scott Arnst, Director of Information Technology Services, University of Michigan–Flint

Several options are available for students to use campus-owned software in a computer lab. This session will explore some of the current possibilities and the presenters’ experiences piloting a number of them.

OUTCOMES: Learn about different options for creating a virtual computer lab • Identify one or two advantages and disadvantages of each of the lab options • Identify one or two virtual lab options that might work for your situation
Climbing the Leadership Ladder: An Insider’s View of the CIO Search Process

MEETING ROOM W206A

Mary Beth Baker, Managing Partner, and Philip J. Goldstein, Managing Partner, Next Generation Executive Search/Goldstein & Associates

Building the next steps in your career development requires an understanding of the current attributes and experiences that CIO search committees seek. Rising and aspiring CIOs must establish readiness, while sitting CIOs must demonstrate their progress from operational to strategic leadership with the agility and adaptability to move to institutions of different scale or mission. Next Generation Executive Search will share insights into how search committees vet candidates and how candidates can best prepare to compete for CIO roles.

OUTCOMES: Identify successful strategies for job seekers and avoid common pitfalls • Gather advice to help improve interview readiness and gain a competitive edge • Improve career management strategies when seeking a first CIO position or the next CIO position

Critical Questions about Competency-Based Education: An Interactive Learning Dialogue with Experienced Practitioners

MEETING ROOM W308A/B

Stacey L. Clawson, Senior Program Officer, Bill & Melinda Gates Foundation; Laurie Dodge, Vice Chancellor of Institutional Assessment and Planning, Brandman University; James E. Selbe, Director, Direct2Degree, Kentucky Community and Technical College System; Michael Offerman, Consultant, Offerman Consulting; Rick Staisloff, Principal, rpkGROUP

Moderated by: Charla Long, Dean, Lipscomb University

What is and what isn’t competency-based education? What are the most pressing challenges in areas of CBE curriculum/assessment design, technical infrastructure, marketing, student support, business processes, and policy? Whether your institution is considering or already implementing CBE, this collaborative learning session will provide the opportunity to discuss your most important questions related to developing and delivering CBE programs. We’ll begin by sharing an overview of progress made by national CBE initiatives, then move quickly to interactive work groups focused on key questions from the audience facilitated by experienced colleagues at various stages of CBE.

OUTCOMES: Identify key topics and questions related to CBE in different stages of development • Apply learning about CBE-related opportunities and challenges to your institution

Why Unizin? Digital Education at Cloud Scale

MEETING ROOM W205B/C

Patrick J. Burns, Vice President for Information Technology and Dean of Libraries, Colorado State University; Bradley Wheeler, Vice President for IT and CIO, Indiana University; Anastasia Morrone, Associate Vice President, Learning Technologies, and Dean for IT, Indiana University-Purdue University Indianapolis; Elias G. Eldayrie, Vice President and Chief Information Officer, University of Florida; James L. Hilton, Dean of Libraries/Vice Provost for Digital Educational Initiatives, University of Michigan–Ann Arbor; Amin Qazi, CEO, Unizin Organization

The Unizin Consortium is a university-owned, cloud-scale operator for digital education much like Internet2 has been for the network. It is bringing together library, IT, and academic communities within and across campuses to shape the digital learning ecosystem for content, software platforms, and learner analytics. This session will present different campus motivations for choosing Unizin as well as a look inside Unizin.

OUTCOMES: Understand what Unizin means for all of higher education • Understand the motivations for creating Unizin and the capital investments by differing founders • Be able to describe Unizin’s goals for content, software platforms, and learner analytics at scale

Leadership and Management

CIOs Sound Off: To Be or Not to Be “Social”

MEETING ROOM W312A-C

A. Michael Berman, Vice President for Technology and Communication, California State University, Channel Islands; Raechelle Clemmons, Vice President and Chief Information Officer, St. Norbert College; Melody Childs, Associate Provost and CIO, University of Alabama in Huntsville; John J. Suess, Vice President of IT and CIO, University of Maryland, Baltimore County

Does spending time on social media provide CIOs and other technology professionals with real benefits, or is it just a distraction and waste of time? In this point-counterpoint session, four CIOs will sound off on the virtues—or lack thereof—of being a “social” CIO.

OUTCOMES: Hear compelling arguments for and against using social media in your professional life and decide whether there are more risks or rewards associated with being “social” • Learn ways to become more “social” and strategies for managing a professional social media presence • Understand the risks and possible trade-offs associated with using social media in a high-level professional role

OUTCOMES: Identify key topics and questions related to CBE in different stages of development • Apply learning about CBE-related opportunities and challenges to your institution
Environment: The Flipped Classroom

OUTCOMES:
- Identify the primary characteristics of flipped technology and mobile devices to create learning experiences.
- Engage in a design thinking session on building a flipped program or school. We will identify ways to leverage technology and mobile devices in this environment.
- Take a deep dive into the dynamics of the flipped classroom and engage in a design thinking session on building a flipped program or school. We will identify ways to leverage technology and mobile devices to create learning experiences.

In this session, we will focus on the flipped classroom concept and its potential to bring innovation to schools. Take a deep dive into the dynamics of the flipped classroom and engage in a design thinking session on building a flipped program or school. We will identify ways to leverage technology and mobile devices to create learning experiences.

OUTCOMES:
- Identify the primary characteristics of flipped learning beyond the hype.
- Engage in higher-level/leadership thinking about the flipped classroom model as a means of curriculum and program innovation.
- Understand the role of technology and how to effectively leverage it for learning.

The CIO of the future is a leader who brings focus to the role of IT in higher ed. But what qualities make for a successful CIO? What traits are required for the CIO to be a strategic player for IT on campus? What can we expect the near future to look like, and what does it take to lead IT in this environment? In 2014 Jisc and EDUCAUSE convened an international working group of leading U.K. and U.S. IT leaders to define the CIO of the future. Join this session to discuss what characteristics the group identifies as essential and to add your own thoughts on what traits IT leaders need to possess.

Think Small, Get Big Results

OUTCOMES:
- Learn about visualizing the crowdsourcing of notes in real time.
- Address how the LSRS can be applied to classroom management and planning.
- Gain experience to apply the LSRS criteria to several real-world classroom learning spaces.

The Learning Space Rating System project provides a set of measurable criteria to assess how well the design of classrooms supports and enables active learning activities. Launched in the summer of 2013 with a beta version, the project released the first official version in the summer of 2014. In this session, attendees will be introduced to the revised version of the LSRS criteria and also have the opportunity to work with LSRS team members to apply the credit specifications to rate various kinds of learning spaces.

OUTCOMES:
- Develop an understanding of the idea underlying LSRS and how it works.
- Address how the LSRS can be applied to classroom management and planning.
- Gain experience to apply the LSRS criteria to several real-world classroom learning spaces.

Study Guides Crowdsourced from Student Notes in Real Time

OUTCOMES:
- Learn about visualizing the crowdsourcing of study guides based on student note-taking.
- Learn about concepts in extreme weather through hands-on use of the study guide prototype.
- Explore how crowdsourced study guides could integrate with other external resources.

Driving Innovation in the Learning Environment: The Flipped Classroom

OUTCOMES:
- Identify the primary characteristics of flipped learning beyond the hype.
- Engage in higher-level/leadership thinking about the flipped classroom model as a means of curriculum and program innovation.
- Understand the role of technology and how to effectively leverage it for learning.

Teaching and Learning
Wednesday

4:30–5:20 p.m. (continued)

SharePoint
MEETING ROOM W304A
Julia Hart, Director of IT and Institutional Research, and Thomas S. Kunka, Senior Application Specialist, University of Illinois at Urbana-Champaign
Join this conversation on all things SharePoint: use cases, deployment strategies, development, governance, security, privacy, licensing, etc., are all fair game. Help us determine if there is enough interest in SharePoint to establish an EDUCAUSE Constituent Group or if it would best fit into an existing group.

Virtual Worlds
MEETING ROOM W304E
B. Scott Diener, Associate Director IT Services, The University of Auckland; Jeffery A. LeBlanc, Vice President for Information Technology, University of Northwestern Ohio
Join us to talk about using virtual environments as a teaching tool and learning platform and the growing variety of platforms and challenges in working with this new technology.

Final Roundtable Q/A with Internet2
MEETING ROOM W209C

4:30–5:30 p.m.

EDUCAUSE 2014 and EDUCAUSE 2015 Program Committees Meeting
(Committee members only)
MEETING ROOM W110A

4:30–6:00 p.m.

Community Colleges Discussion Session
MEETING ROOM W311A
Charles W. Currier, Vice President Information Technology, and Joseph C. Miragliotta, Manager, Planning and Emerging Technology, College of DuPage
What are the top-ten issues impacting community colleges today? Join us for this timely discussion, which will focus on how to manage technology-based information resources in the community college environment, with specific discussion topics shaped by the interests of attendees.

5:20–5:50 p.m.

Continue the Conversation with Anita LaFrance Allen
WEST LEVEL 3 FOYER
Anita LaFrance Allen, Henry R. Silverman Professor of Law and Professor of Philosophy, University of Pennsylvania
Join us for an extended half-hour conversation following “Privacy and Disclosure: Competing Values in Higher Education.”

5:30–6:20 p.m.

CONCURRENT SESSIONS
Analytics and Data-Driven Decision Making

Is IT Cost Accounting Worth the Effort Involved?
MEETING ROOM W304B-D
Michael Phillips, Senior Director, Huron Consulting Group; Andrew Wissmiller, Associate Vice Chancellor, Information Technology Services, UCLA; Bob H. Lim, Chief Information Officer, University of Kansas
IT cost accounting is often avoided or used sparingly as a key method for reducing costs or generating additional funding. In this session, representatives from two universities, Kansas and UCLA, will discuss recent cost-accounting projects undertaken at their institutions, as well as their objectives and the results achieved.

OUTCOMES: Understand the basic components of a cost-accounting model • Learn what type of information is generated from this model and how it can be used • Get real examples of how cost accounting information is used at two large universities to support decisions on IT matters
Leadership and Management

Alignment and Accountability: Moving from the Strategic to the Operational
MEETING ROOM W304F-H

Craig A. Fowler, Chief Information Officer, and Anna McFadden, Director of Academic Engagement and IT Governance, Western Carolina University

The IT strategic plan is ready. Will it sit on the shelf or drive the work of the IT division? In this session, we will detail how we have aligned the work of IT to strategic directions. Through interactive conversation, we will explore and evaluate the processes and share documents such as the strategic plan, the IT communication plan, a sample IT quarterly report, and a one-pager to track and measure progress.

OUTCOMES: Be able to articulate a strategy for moving an IT organization from the strategic to the operational • Be able to support such a move with specific documents and processes • Reflect on your experiences and share strategies with fellow attendees

Security, Compliance, Privacy, and Risk Management

Managing Risk in Moving to the Cloud: Lessons from the Internet2 NET+ Program
MEETING ROOM W312A-C

Robert Carozzoni, Information Technology Area Manager II, Cornell University; Jerrold M. Grochow, Senior Advisor to NET+, Internet2; Donna Tatro, Associate CIO, Princeton University; Erik Lundberg, Assistant Vice President, IT Services and Strategic Sourcing, University of Washington

Internet2’s NET+ program has been engaging universities and cloud service providers in understanding and mitigating risks universities face in moving to the cloud. This panel will address risk mitigation approaches developed by dozens of technical and contractual experts from higher education institutions and cloud service providers participating in the program.

OUTCOMES: Understand the key risk factors to consider in moving to the cloud • Learn about proven approaches that help mitigate risk, both internally and with cloud service providers • Discover how to participate in the “community cloud” process of the Internet2 NET+ program

Teaching and Learning

Assessment with Learning Analytics: Combining Multiple Sources of Data to Support Student Learning with Educational Technology
MEETING ROOM W311F-H

Jae-Eun Russell, Instructional Designer, Kathy L. Schuh, Associate Professor, and Samuel Van Horne, Assessment Director, The University of Iowa

In this interactive presentation, grounded in a research study about student learning with e-textbooks, we will provide strategies for incorporating both learning analytics and surveys to understand students’ experiences using educational technology and engage faculty and educational technologists on using data to promote student learning.

OUTCOMES: Learn how to critically evaluate and interpret learning analytics data to draw and use conclusions to guide decisions about how to support users of educational technology • Learn strategies for communicating with educational-technology vendors about learning analytics data in order to receive the best possible data sets for analysis • Understand the importance of having discussions with vendors about the “meanings” behind the values that are included in learning analytics data sets

OK Class: Google Glass in Higher Education
MEETING ROOM W311B-D

Chris Penny, Professor, West Chester University of Pennsylvania

Google Glass has sparked a mix of curiosity and skepticism in education. In this session, Google Glass Explorers will highlight what’s possible with Google Glass and where we think this technology might be heading. We will also discuss some of the critical issues surrounding the use of Google Glass in education.

OUTCOMES: Understand what Google Glass is • Be able to explain, in your own words, three or more educational uses of Google Glass • Be able to determine whether using Google Glass would be appropriate on your campus

5:30–6:30 p.m.

EDUCAUSE Institute Programs Reception
Sponsored by Civitas Learning
MEETING ROOM W110B

This event is for all graduates of EDUCAUSE Institute programs: Leading Change Institute, Breakthrough Models Academy, Breakthrough Models Incubator, Leadership Program, Learning Technology Leadership Program, Management Program, and New IT Managers Program. Graduates of all cohorts are warmly welcome to attend this reception. Reconnect with members of your class, make new connections, and explore common interests with other higher education leaders.
WEDNESDAY

5:30–6:30 p.m. (continued)

NDLC Reception
(By invitation only)
MEETING ROOM W108B

6:00–7:30 p.m.

Hawkins Leadership Roundtable Reception
Sponsored by Workday, Gold Partner
ORCHID ROOM, RECREATION LEVEL, HYATT REGENCY HOTEL
Note: Separate registration and fee are required for the roundtable.

Senior Leadership Roundtable Reception
Sponsored by Workday, Gold Partner
ORCHID ROOM, RECREATION LEVEL, HYATT REGENCY HOTEL
Note: Separate registration and fee are required for the roundtable.

6:30–8:00 p.m.

Kuali Foundation Reception
PLAZA BALLROOM E, CONVENTION LEVEL, HYATT REGENCY HOTEL
RECOGNIZING
Exemplary Leaders
IN OUR COMMUNITY

Congratulations to the
2014 EDUCAUSE Award Recipients

Leadership Award
Gordon Wishon
Chief Information Officer,
Arizona State University

Community Leadership Award
Joanne Kossuth
Vice President for Operations and
CIO, Olin College of Engineering

Rising Star Award
Katie Vale
Director of Digital Learning,
Harvard School of Public Health
Harvard University

We are pleased to recognize our Awards Program Sponsor:

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As a global leader in domain names and Internet security, Verisign powers the invisible navigation that takes people to where they want to go on the Internet. For more than 15 years, Verisign has operated the infrastructure for a portfolio of top-level domains that today include .com, .net, .tv, .edu, .gov, .jobs, .name and .cc, as well as two of the world’s 13 Internet root servers. Verisign’s product suite also includes Distributed Denial of Service (DDoS) Protection Services, iDefense® Security Intelligence Services and Managed DNS. To learn more about what it means to be Powered by Verisign, please visit VerisignInc.com.
Thursday, October 2

7:00–10:15 a.m.

**EDUCAUSE Community and Collaboration Lounge Open**  
_Sponsored by EMC Corporation_  
MEETING ROOM W207A/B

This space is designed for members of the EDUCAUSE community to connect with each other. Organize impromptu and birds-of-a-feather meetings, share valuable content, or just relax and recharge in this informal setting. Drop in or use the online scheduling sheet at http://tinyurl.com/EDU14CommunityLounge to reserve space for larger meetings. See you there!

**International Welcome Lounge Open**  
MEETING ROOM W207C

If you’re an international attendee, stop by this informal lounge to connect with colleagues, check e-mail, relax, and recharge your devices. You’ll also find refreshments, convenient access to a printer, and basic office supplies.

7:00–11:30 a.m.

**Media Lounge Open**  
MEETING ROOM W203A

Media representatives attending EDUCAUSE 2014 have a quiet place this year to get away from the commotion of conference activities, charge devices, conduct interviews, and compose their stories. The room will not be formally scheduled, so we ask that you please use common courtesy in this shared space with your volume and time use of the area.

**CIO Lounge Open**  
_Sponsored by Sonic Foundry, Platinum Partner_  
MEETING ROOM W208A–C

Higher education CIOs are invited to relax and hold informal gatherings in this centrally located room. Enjoy an assortment of snacks and beverages and find a quiet, comfortable spot to charge your devices, watch streamed general sessions, and check your e-mail.
THURSDAY

7:30–8:00 a.m.

Morning Refreshments
WEST LEVEL 3 FOYER
Start your morning right as you plan your day and compare strategies with colleagues for how to get the most from the professional development and networking opportunities present. Coffee, tea, and sodas will be available during this time.

7:30–9:00 a.m.

Hawkins Leadership Roundtable Breakfast
Sponsored by Workday, Gold Partner
MEETING ROOM W209A–C
Note: Separate registration and fee are required for the roundtable.

Senior Leadership Roundtable Breakfast
Sponsored by Workday, Gold Partner
MEETING ROOM W209A–C
Note: Separate registration and fee are required for the roundtable.

7:30–10:15 a.m.

Speaker Ready Room Open
MEETING ROOM W203B/C
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

7:30–10:30 a.m.

Registration Desk Open
Sponsored by Jenzabar, Platinum Partner
WEST A LOBBY
Your conference experience begins at the registration desk. All preregistered conference attendees, exhibit hall staff, and on-site registrants start at the registration kiosks. Check in, pick up your entry badge, and proceed to the tote area for your program, tote, and other conference materials.

7:30–11:30 a.m.

EDUCAUSE Central Open
Furniture provided by Steelcase, Gold Partner
Video wall provided by CDW-G, Gold Partner, and NEC, Bronze Partner
WEST A LOBBY
Visit EDUCAUSE Central, a community hub near registration, to connect with association leaders and learn about recent EDUCAUSE activities.

8:00–8:50 a.m.

FEATURED SESSION

Digital Knowledge Ecosystem: Developing Agile Approaches to Connected Learning
MEETING ROOM W311B-D
Judy O’Connell, Courses Director, School of Information Studies, Charles Sturt University
The principles of connected learning weren’t born in the digital age, but they are extraordinarily well suited to a dynamic global knowledge ecosystem. Connected learning is a real-world activity. It’s social. It’s active. It’s networked. It’s personal. It’s effective. Agile approaches to connected learning offer the possibility for productive and broad-based educational change.

OUTCOMES:
Understand the influence of emerging technologies in a global knowledge ecosystem • Understand the importance of participatory knowledge networks and digital innovation for communicating and working collaboratively and effectively with others • Expand knowledge of digital environments in order to embrace innovation and change in professional practice

CONCURRENT SESSIONS

Analytics and Data-Driven Decision Making

I Can See Clearly Now: Gaining Insight into Academic Processes through Analytics
MEETING ROOM W308C/D
Susan Lukose, Senior Technical Architect, and Christopher M. Reichley, Senior Technical Architect, University of Mississippi
As consumers, we are familiar with killer apps that yield powerful results through automation and analytics. How can similar results be realized in higher education? In this session, we will highlight three university case studies where data mining of an automated process has resulted in better visibility and yielded new insights and opportunities.

OUTCOMES: Identify consumer apps with embedded analytics that have transformed how we work and play • Consider three case studies that involve the automation of core academic processes and the resultant application of data-mining techniques and analytics • Brainstorm academic processes that are candidates for future automation and the opportunities that might exist for applying analytics to the resulting data sets
Sherpa, MAP, Predictive Analytics, and Dashboard: Systems Designed for Student Success
MEETING ROOM W311F-H

Robert Bramucci, Vice Chancellor, Technology and Learning Services, and Jim Gaston, Director of IT–Academic Systems, South Orange County Community College District

Students flock to services like Spotify that deliver personalized recommendations, yet college presents a bewildering array of choices without comparable assistance. SOCCCD has created systems that act together to personalize each student’s experience and improve academic success. See live demos and hear our plans to make these systems widely available.

OUTCOMES: Understand the importance of personalizing the student experience and the impact this can have on student success • Understand the potential of using these systems on a wider scale (perhaps at your institution) • Understand the importance of including students in the design and development of student systems

Digital Content, Libraries, Curation, and Open Access

Open Access, Digital Repositories, and Government Mandates: Do We Still Need the Library to Have a Library?
MEETING ROOM W308A/B

Kimberly Armstrong, Deputy Director, University of Illinois at Urbana-Champaign; Joseph Starratt, Dean of Libraries, Washington State University

We will examine the growth of open access content available via institutional digital repositories, not-for-profit repositories, government websites, and author websites, taking into consideration the complexities of higher education and the economics of scholarly publishing in our exploration of the question of the future of the digital and print library.

OUTCOMES: Understand the current state of content available via digital open repositories • Contrast the university-wide investment in open access with expenditures for scholarly content • Understand the impact of more openly available research on the teaching and learning environment in higher education

Enterprise/Administrative IT

To Scrum or Kanban: Is That the Question?
MEETING ROOM W305A/B

Candace Jones, Senior Applications Manager, Web and Application Services, University of California, Office of the President

Agile methodologies have invaded most IT organizations, but finding the right fit is a challenge. At the Web and Application Services unit within the UC Office of the President, we struggled to find balance between development initiatives and maintenance activities. We have taken a blended approach to applying the appropriate agile methodology.

OUTCOMES: Learn about the differences between Scrum and Kanban principles • Identify strategic actions and decisions needed to select an appropriate agile methodology for the right type of work • Learn why an adjusted approach makes sense for higher education

Update from the EDUCAUSE Administrative IT Program
MEETING ROOM W304F-H

Betsy Tippens Reinitz, Director of Administrative IT Programs, EDUCAUSE; William L. Dillon, Executive Vice President, NACUBO

Planning is under way for the EDUCAUSE Administrative IT Program that will help colleges and universities support institutional strategy by defining and maximizing the value of administrative systems and services. In this session, we will present an update on program planning, provide information from the proceedings of the Administrative IT Summit held in June 2014, and give a preview of a new study on IT service delivery models. In addition, participants will have an opportunity to discuss program planning options and weigh in on the direction the program will take as it matures.

OUTCOMES: Learn about Administrative IT Program work currently under way • Connect your institution’s challenges to the major themes of the Administrative IT Program • Give input into program development for resources to address administrative IT challenges

Leadership and Management

Building a Master Task List
MEETING ROOM W304B-D

Martin Klubeck, Strategy and Planning Consultant, and Don Padgett, Program Manager–Strategic Initiatives, University of Notre Dame

We will walk through the creation of a master task list, the first step in creating a living professional development plan. We will dive into the evaluation of tasks that participants provide in the context of the four key attributes: frequency, criticality, complexity to perform, and complexity to learn.

OUTCOMES: Learn how to create an MTL from background documentation • Learn how to assess the skills required for each task • Learn how to assess a worker’s skill levels for a given set of tasks and understand how the MTL fits into a professional development plan
Developing Leaders through a Successful Mentorship Program
MEETING ROOM W307A/B

Curtis A. Carver Jr., Vice Chancellor and CIO, Board of Regents of the University System of Georgia; Abraham George, Chief Information Officer, Columbus State University; Steven Burrell, Vice President for Information Technology and Chief Information Officer, Georgia Southern University

Developing leadership through mentorship successfully develops leaders to the forefront of IT management while building self-esteem, trust, and respect. Mentorship provides an active platform for team members to have candid discussion and social dialogue, creating an atmosphere of trust, creativity, and innovation.

OUTCOMES: Learn about leadership development strategies in an IT organization • Learn how successful and high-performing leadership teams are developed • Learn how to identify and develop protégé-mentor teams

Is Your Strategic Plan Ready for the Latest Innovation?
MEETING ROOM W205B/C

Bernadette McMahon, Associate Vice President/Chief Information Officer, Columbia College Chicago; Deborah Burak, CIO, Northampton Community College; David Monchusie, Chief Information Officer, Park University

New trends challenge our campuses’ strategic plans almost every day. Big data, MOOCs, flipped classrooms, BYOD, responsive design, and the cloud necessitate solutions as well as agile and dynamic responses from the IT department. Hear how a panel of experts tackles these and other challenges with innovative technology backed by strong strategic plans.

OUTCOMES: Learn about strategic plans that keep the IT department focused and agile • Understand the critical aspect of software and hardware solutions in answering these challenges • Learn how to help your institution be an innovative technology leader

Technology Leadership and the CIO: Characteristics and Capabilities
MEETING ROOM W312A-C

Louisa Dale, Director Sector Intelligence, Jisc; Thomas Andriola, Vice President and CIO, University of California, Office of the President; Paul Saunders, Chief Technology Officer and Director of UoD IT, University of Dundee; Mark Askren, CIO, University of Nebraska–Lincoln

IT is more challenging, relevant, and exciting than ever before. Leading IT requires unique characteristics and capabilities. The CIO of the future is a leader who brings strategic focus to the role of IT in higher ed. But what qualities make for a successful CIO?

OUTCOMES: Understand what characteristics need to be developed now in order to effectively become an IT leader in the future • Learn what role the CIO will need to play in the future in order to be a strategic influencer in the higher ed organization • Identify ways the CIO can position the IT organization so that it is a core player in supporting the institutional mission

Service Management and Support

The Brains, Bricks, and Bytes of Learning Space Strategy
MEETING ROOM W206B/C

Crista Copp, Director of Academic Technology, Loyola Marymount University

After years of adequate but disjointed support for classrooms, labs, and audio-video needs, our campus implemented a reorganization. Learn about the brains (people), the bricks (physical elements), and bytes (technology) in creating a true learning space strategy and join in a lively discussion about how to improve your own strategy.

OUTCOMES: Identify the elements of a full campus learning space team • Discover what it takes to build a learning space strategic plan from the ground up • Learn how to involve the campus and build buy-in for learning space design

Teaching and Learning

Adopting Research-Based Instructional Strategies for Enhancing STEM Education
MEETING ROOM W303

Lance C. Perez, Associate Vice Chancellor for Academic Affairs, Heath V. Tuttle, Director, Learning and Emerging Technologies and Analytics, and Jeremy Van Hof, Learning Technology Service Manager, University of Nebraska–Lincoln

The NSF-funded Adopting Research-Based Instructional Strategies for Enhancing (ARISE) STEM education project is a three-year project aimed at bridging the gap between research and practice. The project draws on research and theories of change to effect institutional transformation in undergraduate STEM education.

OUTCOMES: Identify components of the UNL collaboration for improving STEM education that can be implemented on your campus • Evaluate strategies for improving STEM education through research-based instructional strategies on your campus • Develop a plan to implement similar (or better) strategies on your campus
Plan It, but Will They Come? Engaging Faculty in Professional Development
MEETING ROOM W307C/D
Gerard Flynn, Senior Director of IT Administration and Client Services, Pepperdine University; Kim Round, Director of Instructional Technology, Saint Anselm College
Saint Anselm College attracted one-third of its faculty to its annual technology conference. Pepperdine University professors took the lead in their own technological professional development. Presenters from both schools will share best practices and lessons learned in engaging faculty to take interest in technology and learning.

OUTCOMES: Discuss effective strategies for engaging faculty in instructional technology PD initiatives • Investigate how collaboration between instructional support units can result in a more holistic approach to faculty development • Consider the feasibility of employing identified strategies at your institution during the 2014–15 academic year

Student-Empowered Learning Analytics through the Quantified Self
MEETING ROOM W304E
Jason Fish, Director of Informatics, and Kevin O’Shea, Educational Technologist, Purdue University
Learn how Purdue University is providing data back to students to produce predictive analytics that enable better decisions based on individual needs. Using the idea of the quantified self, students can learn about and understand their specific situation and what is needed to improve performance.

OUTCOMES: Learn about the quantified self and its impact on student success in teaching and learning • Compare and contrast collected learning analytics and how they relate to the quantified self • Plan methodologies to model learning analytics and characteristics to increase individual student performance

DISCUSSION SESSIONS
The App as a Metaphor for Learning Objects and Tools
MEETING ROOM W205A
Liz Pisney, Director, Product Management, Follett Higher Education Group; Kris Bickell, Director of Distance Education, University of Bridgeport; Shea Silverman, Web Applications Developer, University of Central Florida; John J. Suess, VP of IT and CIO, University of Maryland, Baltimore County
Moderated by: Rob Abel, CEO, IMS Global Learning Consortium
The “App Store” model has provided consumers with limitless choice and flexibility in customizing the user experience. Thanks to open standards, such as Learning Tools Interoperability, we’re beginning to see that same kind of flexibility enter the education app space. Additionally, open standards are now helping to “future proof” institutional investments in LMS frameworks, e-portfolios, and even student information systems. Is this the beginning of a significant shift in the education application landscape? Join panelists for a discussion about the implications of app portability across platforms to create custom learning experiences.

Diversity in IT
MEETING ROOM W304A
Richard J. Bazile, Assistant Director of Information Technology, Miles College
We are increasingly multicultural and serve communities where demographics (race, ethnicity, gender, gender identity, sexual orientation, age) continue to change the workplace. Join us for open dialogue on issues of collaboration and support, career coaching, and diversity advocacy. Potential topics will include hiring, inclusion/exclusion, mentoring, training/education, social cohesion/relationships, and pay equity.

Evidence of Impact
MEETING ROOM W206A
Patsy D. Moskal, Associate Director, RITE, University of Central Florida
Research on effective models, faculty and student issues, and outcome evaluation is critical to inform faculty and administrative future decisions on how to invest time and effort. Bring your challenges and successes as we discuss how to facilitate evidence of impact research and evaluation in the classroom and beyond.

8:50–9:10 a.m.
Beverage Break
WEST LEVEL 3 FOYER
Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! Coffee, tea, and sodas will be available during this time.

8:50–9:20 a.m.
DISCUSSION SESSION
Continue the Conversation with Judy O’Connell
WEST LEVEL 3 FOYER
Judy O’Connell, Courses Director, School of Information Studies, Charles Sturt University
Join us for an extended half-hour conversation following “Digital Knowledge Ecosystem: Developing Agile Approaches to Connected Learning.”
9:10–10:00 a.m.

**FEATURED SESSION**

From Passive to Active: The Impact of Libraries and Librarians on Increasing Student Learning, Improving Faculty Productivity, and Achieving Institutional Mission

MEETING ROOM W311B-D

Megan Oakleaf, Associate Professor, Syracuse University

Libraries exist to make a difference in the lives of their users—and in the success of their institutions. Eschewing traditionally passive roles, today’s librarians take a proactive approach. This session will highlight new ways librarians align library services with institutional priorities and use rigorous outcomes assessment data to effect change.

**OUTCOMES:** Identify linkages between library services and institutional mission • Summarize research demonstrating library value to and impact on institutional mission • Translate patterns of institutional alignment and assessment to your own units

**CONCURRENT SESSIONS**

Analytics and Data-Driven Decision Making

How to Future-Proof Your Academic Video Strategy

MEETING ROOM W204

Matt McCurdy, Vice President of Education, Sonic Foundry

As demand for academic video grows unabated, what’s your plan to keep up? Do you have a strategy to leverage the video created on your campus? How will you move the mountains of unmanaged video into secure, searchable environments? The leader of the lecture capture revolution has compiled research from real data on student use of academic video to the increased adoption of flipped classrooms. Hear how to best leverage this academic technology phenomenon to differentiate your campus, elevate learning outcomes, and streamline content management.

**OUTCOMES:** Determine how to meet this new level of student expectations for academic video • Explore a strategy guide that allows you to leverage the rising tide of academic video on your campus • Discover actionable knowledge about choosing a platform to manage all your video

Improving Student Success with Analytics

MEETING ROOM W312A-C

Greg Ketcham, Director, Academic Programs and Distance Learning, and Mohammad Mohammadi, Associate Provost, SUNY College at Oswego; Andy T. Clark, Associate VP for Enrollment Management, and Brian A. Haugabrook, Chief Information Officer, Valdosta State University

SUNY Oswego and VSU deployed different systems that provided valuable information about identification and support for at-risk students. While SUNY Oswego implemented Starfish EARLY ALERT, VSU implemented Oracle Business Intelligence. In this presentation we will discuss why each university chose the products they did, their implementation process, and the results they have achieved so far.

**OUTCOMES:** Understand how early identification of at-risk students affects their academic success • Learn the planning process for implementation of retention support systems • Recognize the importance for student success of communication channels created between student, support staff, and faculty

Unlock the Secrets of CDS Data

MEETING ROOM W310A/B

Leah Lang, Manager, Core Data Service, and Betsy Tippens Reinitz, Director of Administrative IT Programs, EDUCAUSE

Please join us for a hands-on deep dive into the EDUCAUSE Core Data Service data. We’ll show you how to navigate the wealth of data collected in the CDS survey, including how to create and use peer groups, how to find which enterprise systems are in use at different institutions, and how to use the data to build a story about your institution. For hands-on participation, your institution must have completed the 2013 CDS survey. Interested participants should come prepared with their laptops and must request CDS Reviewer access prior to attending this session.

**OUTCOMES:** Create custom peer groups • Benchmark core metrics against peer institutions • Identify specific peers with similar and aspirational IT environments

New Approaches for Campuses Managing Digital Identity

MEETING ROOM W206B/C

Steven T. Carmody, IT Architect, Brown University; Paul Caskey, Chief Technology Officer, University of Texas System

Federated identity management is an effective way to manage access to campus-based and cloud services. A number of campuses use external/social identities with at least some populations (e.g., prospective students, parents, and continuing education students). Learn about the efforts under way to simplify implementation and management of these approaches.

**OUTCOMES:** Learn about the resources InCommon is deploying to simplify federated identity management implementation • Learn about the outsourced resources available from companies with identity appliances, cloud offerings, and consulting services • Learn how campuses are using social identities for loosely affiliated constituencies and about related policy considerations
Leadership and Management

Information Strategies in the Connected Age: How New Delivery Models Advance IT Investments from Operational to Transformative
MEETING ROOM W304F-H
John D. Hermes, Vice President for Information Technology, Oklahoma Christian University; Judith H. Lewis, Senior Information Technology Manager, CIS, Texas A&M University

Transformative IT initiatives require sound governance, a commitment to community development, and transparent exchange of information. Panelists from Oklahoma Christian University and the Texas A&M University System will share best practices for evaluating and instituting shared-service delivery, including obtaining buy-in, defining stakeholder and business officer responsibilities, and generating repeatable outcomes.

OUTCOMES: Learn how to develop a staffing and organizational model to facilitate openness and agility • Learn how to use maturity models to strategically evaluate, expand, and measure IT investment • Learn how to engage business officers by building community and enabling information sharing

Managing the IT Investment Portfolio: Bringing Transparency and Sanity to IT Spend
MEETING ROOM W205B/C
Anne Milkovich, Business Officer and Director of Planning and Programs, Montana State University; Harper Johnson, Director of Enterprise Information Solutions, Northern Arizona University; Anna Biggers, Assistant Vice President for IT, University of Oklahoma; Erin Morgan, Director of the CIO, The University of Texas at Arlington

Moderated by: Alan Katz, Assistant Dean for Finance and Administration, College of Computing, Georgia Institute of Technology

Managing IT projects and services as an investment portfolio improves business maturity and facilitates transparency, planning, decision support, and reputation. Hear our story, learn practical techniques, and walk away with the simple tools of a low-overhead approach to IT investment portfolio management.

OUTCOMES: Learn about flexible models for managing IT investment portfolios • Learn how to develop and evaluate business cases for prioritization • Learn different approaches to governance appropriate to campus culture

Security, Compliance, Privacy, and Risk Management

Are Passwords Passé? Deployment Strategies for Multifactor Authentication
MEETING ROOM W305A/B
David H. Walker, Consultant; Michael A. Grady, Senior IAM Consultant, Unicon

Increasingly, passwords alone cannot continue to protect online systems. A cohortium of over 40 institutions is evaluating multifactor authentication alternatives (phone, certificates, and hardware-based tokens) to mitigate risks and increase security. We will outline business drivers and policy and technical factors that help determine deployment strategies.

OUTCOMES: Get a basic understanding of multifactor technologies • Receive use cases and deployment strategies • Obtain lessons learned from early adopters

The Road to RFID: Migrating from Magnetic Data Storage to Contactless Identity Systems
MEETING ROOM W307C/D
Christopher Bradie, Associate Vice President, Susan Kennedy, Senior IT Director, Business Services Division, and Christian Sapp, Director of PennCard, University of Pennsylvania

The days of storing data on magnetic stripes for campus ID cards are numbered. Market indicators suggest rapid growth in the use of more secure RFID-based “contactless” solutions. Hear about Penn’s journey to gain executive buy-in, choose among technologies, and implement strategies to embrace these trends.

OUTCOMES: Learn how to secure executive commitment and resources at an institutional level for enterprise-wide endeavors • Identify cross-functional, institution-wide opportunities that support security, service enhancement, and internal/external system interoperability • Understand emerging and directional campus ID card–related technologies

Service Management and Support

Reach Out to Students with Proactive Support
MEETING ROOM W304B-D
Constance Leimomi Ford, Support Center Manager, and Michele Kelmer, IT Strategy Business Analyst, Indiana University; Cathy O’Bryan, Director, Client Support, Indiana University Bloomington

At Indiana University, many of our students were unaware of the technology offerings, as noted in the Student Voice Report and the UITC User Survey 2013. Traditional means of student communication had limited impact. Proactive student support and outreach with a minimal investment of six student positions has yielded significant results in just four months.

OUTCOMES: Learn communication campaign techniques to enhance the value of your existing IT services through increased user participation • Identify and maximize contextual opportunities to interact with student users in meaningful, proactive F2F encounters • Learn how to establish similar student-to-student outreach programs on your campus to increase student awareness and use of IT offerings
THURSDAY

9:10–10:00 a.m. (continued)

Teaching and Learning

Accessible Product Design: The Power of Vendor-Client Collaboration
MEETING ROOM W307A/B
Jason Hardin, Senior Product Manager, Open Source Solutions, and Kris Stokking, Director of Development, Open Source Solutions, Blackboard; Marlene Zentz, Instructional Design Consultant, University of Montana
Additional project contributor: Aaron Page, Student Accessibility Specialist, University of Montana

A critical aspect of making software and systems accessible is establishing viable working relationships between vendors and clients. In this interactive session, we will share the strengths of one collaborative model established by the University of Montana and Moodlerooms and explore other strategies for engaging vendors in the development of accessible learning tools.

OUTCOMES: Learn how to identify client interaction models that increase the likelihood of vendor participation in the collaborative development of accessible solutions • Identify collaborative tools (software) that can be used with assistive technologies during prototyping and user interface design testing sessions to provide feedback to vendors • Learn about various types of collaborations and determine when it is most advantageous for institutions to jointly approach vendors and work toward accessible product design

Breaking Through Bottleneck Courses: CSU’s Proven Course Redesign Program
MEETING ROOM W308C/D
Brett Christie, Director of Course Redesign Services, California State University, Long Beach; Kathy Fernandes, Director, Learning Design and Technologies, and Gerard L. Hanley, Assistant Vice Chancellor, Academic Technology Services, California State University, Office of the Chancellor

California’s budget included $10M for CSU to reduce bottleneck courses. Through an RFP process with 25 campuses, successfully redesigned courses were selected, and 65 faculty worked across campuses, adopting those courses using CSU’s Quality Online Learning and Teaching program and faculty e-portfolios.

OUTCOMES: Learn what the CSU is doing to reduce bottleneck courses and provide students more access to courses • Learn about the combinations of pedagogies and technologies we are implementing in disciplines across the CSU to better engage our students • Learn how to analyze indicators of success for the redesigned courses

Growing Game-Based Learning at Your Institution: Leveling Up
MEETING ROOM W303
Joseph L. Bisz, Associate Professor of English, Borough of Manhattan Community College/CUNY; Victoria Mondelli, Executive Director for Teaching Excellence and Engaged Learning, and Christopher Salute, Assistant Dean, School of Business, Mercy College

A growing number of faculty are interested in creating learning games for optimal student engagement. In this session, we will engage participants in the learning game design process through an interactive game. We will share how we are conducting faculty development on when and how to translate tabletop games to digital games.

OUTCOMES: Participate in an interactive and collaborative game on game design • Learn about a faculty development model for growing GBL • Receive tips, caveats, and resources for successfully growing GBL on your campus

Prepare to Wear! Exploring Wearable Technologies in the Learning Environment
MEETING ROOM W311F-H
Emory Craig, Director of eLearning and Instructional Technology, College of New Rochelle; Maya Georgieva, Associate Director, Center for Innovation in Teaching and Learning, NYU Stern, New York University

This is the year of wearable technologies. Facilitators will wear and lead a discussion on the ways wearable technology will reshape the teaching and learning environment and the potential impact of wearables on the interactions between students and faculty. We will review projects and videos from Google Glass and the Narrative Clip Camera.

OUTCOMES: Understand the ways wearable technology can reshape the teaching and learning environment • Analyze the challenges wearables pose in the interactions between students and faculty • Start thinking about your wearable technology strategy today

DISCUSSION SESSIONS
Business Continuity Management
MEETING ROOM W206A
George F. Claffey Jr., Chief Information Officer, Charter Oak State College

Join us for strategic and tactical discussions regarding the ability of institutions to maintain or restore business and academic services when normal operations are disrupted. Topics may include managing disaster recovery as well as risk and impact assessment, prioritizing business processes, and restoring operations to a “new normal” after an event.
IT Communications
MEETING ROOM W205A
Lisa Trubitt, Assistant CIO, University at Albany, SUNY
Join this conversation on the challenges that IT professionals and organizations face in communicating strategically and clearly to user communities, to internal and external constituencies, to campus leadership, and within the IT organization itself. Topics for discussion range from best practices and lessons learned to feedback and/or deconstruction of communications written by participants.

IT Strategic Planning
MEETING ROOM W308A/B
Mark I. Berman, Chief Information Officer, Siena College
With today’s constrained budgets, strategic planning can be difficult to do responsibly and with appropriate expectations. We’ll cover issues and challenges associated with developing, renewing, and managing IT strategic plans. Discussion topics include best practices for engaging students, faculty, and staff; scenario planning; lessons learned; and aligning with institutional priorities.

MEETING
Professional Development Advisory Committee
(Committee members only)
MEETING ROOM W105B

10:00–10:15 a.m.

DISCUSSION SESSION
Continue the Conversation with Megan Oakleaf
WEST LEVEL 3 FOYER
Megan Oakleaf, Associate Professor, Syracuse University
Join us for an extended 15-minute conversation following “From Passive to Active: The Impact of Libraries and Librarians on Increasing Student Learning, Improving Faculty Productivity, and Achieving Institutional Mission.”

10:15–11:15 a.m.

GENERAL SESSION
New Responsibilities for Postsecondary Education in the 21st Century
Sponsored by SAP Public Services
WEST HALL A2
Nancy Zimpher, Chancellor, The State University of New York
The health and prosperity of humanity worldwide increasingly depends on the reliable delivery of education and training to support the innovation-driven 21st-century economy and careers. And yet the gap between what’s required to complete college successfully and readiness among the underprepared is widening, in both traditional and nontraditional populations. Chancellor Zimpher makes the case for how universities can—and must—be leaders in working to close that gap through creative, evidence-based, and scalable interventions that campuses and systems can and should embrace to better serve this nation, its prosperity, and the ongoing success of its citizens. Transformational changes in the ways universities deliver instruction must include applied learning, digital access, seamless transfer, and multiple learning supports to meet the demands of access, completion, and success.

Join the best thinking in higher education IT next year!

October 27–30, 2015
Indianapolis, Indiana, and Online
Watch for the call for proposals, opening early December!
EDUCAUSE 2014 features more than 270 exhibiting corporations. Use the exhibitor directory (beginning on page 136) to help you navigate the exhibit hall and locate companies providing the latest advances in technology to serve your campus needs.

In addition to exhibits, numerous activities take place in the hall, including refreshment breaks, lunch, and dessert stations.

**EXHIBIT HALL HIGHLIGHTS**

**LEARNING THEATER**

The Learning Theater is a community space designed for high-energy presentations and informal group discussions.

**START-UP ALLEY**

Visit Start-Up Alley to provide valuable input and feedback to nearly 30 emerging companies and learn about pilot opportunities.

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**NETWORKING RECEPTION**

**Tuesday | 4:30–6:30 P.M.**

Join your colleagues for an informal gathering with drinks and hors d’oeuvres while visiting exhibitors.

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**Sas**

Silver Partner, Booth #1221/1223

**Symantec**

Bronze Partner, Booth #218/220

**InLighten**

Booth #473/475
EXHIBIT HALL HOURS
For hall location, please see map on page 11.

TUESDAY  9:30 a.m.–6:30 p.m.
WEDNESDAY 10:00 a.m.–4:30 p.m.
3Play Media
Booth #972
Tole Khesin, Vice President Marketing
tole@3playmedia.com, 617-764-5189 x103
www.3playmedia.com

Product Categories: Captioning; Media Production, Preservation, and Storage

7signal Solutions
Booth #1176
Eric Camulli, Vice President of Marketing
eric.camulli@7signal.com, 330-328-8841
www.7signal.com

Product Categories: Network Infrastructure; Risk Management; Wireless

Academic Management Systems
Booth #144
Brian R. Hopewell, Vice President, Higher Education
bhopewell@academicmanagement.com, 716-867-8464
www.academicmanagement.com

Product Categories: Academic Information Systems; Enterprise Information Systems; Learning Analytics; Mobile Apps

Accuvant
Booth #1059
Arnold Harden, Regional Director
aharden@accuvant.com, 404-585-1718
www.accuvant.com

Product Categories: Consulting; Enterprise Information Systems; Governance and Compliance; Risk Management

Acquia
Booth #243/245
Chris Hartigan, Vice President, Higher Education
chris.hartigan@acquia.com, 781-313-8331
www.acquia.com

Product Categories: Cloud Computing and Services; Content Management Systems; E-Commerce; Open Source

Ad Astra Information Systems
Booth #1201/1203
Sarah Collins, Chief Business Officer
scollins@aais.com, 913-652-4100
www.aais.com

Product Categories: Academic Information Systems; Analytics; Consulting

Adobe Systems
Bronze Partner
Booth #809
Lisa Deakes
ldeakes@adobe.com, 408-536-6000
www.adobe.com/education

Product Categories: Cloud Computing and Services; Digital Publishing

Aegis Identity Software
Booth #1205/1207
Janet Yarbrough, Director of Business Development
janet.yarbrough@aegisidentity.com, 303-589-5435
www.aegisidentity.com

Product Categories: Data Security; Identity and Access Management; Open Source; Student Information Systems

Aerohive Networks
Booth #1058/1060
Solange Brill, Marketing Programs Manager
sbrill@aerohive.com, 408-585-6272
www.aerohive.com

Product Categories: BYOD; Cloud Computing and Services; Network Infrastructure; Wireless

AirWatch
Gold Partner
Booth #815
AirWatch by VMware Education Sales
education@air-watch.com, 877-367-1855
www.air-watch.com

Product Categories: BYOD; Mobile Apps; Mobile Learning; Security Management

Alcatel-Lucent Enterprise
Bronze Partner
Booth #231
Neal Tilley, Senior Director, Education Technology, North America
neal.tilley@alcatel-lucent.com, 407-922-3864
enterprise.alcatel-lucent.com

Product Categories: BYOD; Digital Signage; Enterprise Information Systems; Security Management
Alertus Emergency Notification
Booth #134
Ryan Ockuly, National Sales Director
rockuly@alertus.com, 888-425-3788 x724
www.alertus.com

Product Categories: Adaptive Technologies; Intrusion Detection and Prevention; Security Management

Amazon Web Services
Booth #108

AMX Corporation
Booth #931

Apogee
Bronze Partner
Booth #850/852
Wendi Lisso, Director, Business Development
sales@apogee.us, 512-478-8858 x120
www.apogee.us

Product Categories: BYOD; Help Desk; Network Infrastructure; Wireless

Aruba Networks
Booth #857/859/861
Christian Gilby, Product Marketing
cgilby@arubanetworks.com, 408-227-4500
www.arubanetworks.com

Product Categories: Mobile Apps; Network Infrastructure; Network Security and Applications; Wireless

Asahi Net International
Booth #942
Christian Bond, Sales and Clients Relationships Manager
cbond@anisakai.com, 480-233-8330
www.anisakai.com

Product Categories: Content Management Systems; LMS; Online Learning; Open Source

AT&T
Silver Partner
Booth #451
Ben Kruse, Lead Manager, Education Marketing
ben.kruse@att.com, 816-275-0405
www.corp.att.com/edu/highered

Product Categories: Cloud Computing and Services; Mobile Apps; Virtualization; Wireless

Atomic Learning
Booth #863
Deb Meester, Director of Higher Education Sales and Service
dmeester@atomiclearning.com, 888-259-6890 x255
www.atomiclearning.com/highed

Product Categories: Help Desk; LMS; Mobile Learning; Online Learning

Autodesk
Booth #118
Victoria Anderson, Manager Education Marketing
Victoria.Anderson@autodesk.com
www.autodesk.com

Product Categories: BYOD; Cloud Computing and Services

Automatic Sync Technologies
Booth #961
Kara Stark, Account Manager
info@automaticsync.com, 877-278-7962
www.automaticsync.com

Product Categories: Captioning; Governance and Compliance; Online Learning; Webcasting

Avaya
Booth #485/487
Rob Huff, Account Executive, Network Solution Sales
robhuff@avaya.com, 859-653-0960
www.avaya.com

Product Categories: Audio and Video Conferencing; BYOD; Network Infrastructure; Wireless

AvinED Technical Furnishings
Booth #1062
Brian Wagner, President
bwagner@avined.com, 724-274-5470
www.avinedtechnicalfurnishings.com

Product Category: Furniture

AVST
Booth #880
Denny Michael, Vice President of Marketing
dmichael@avst.com, 949-699-2300
www.avst.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; E-Mail and Productivity Systems; Mobile Apps
EXHIBITOR DIRECTORY

BerryDunn
Booth #675
Dave Houle, Senior Manager
dhoule@berrydunn.com, 207-541-2218
www.berrydunn.com

**Product Categories:** Consulting; Enterprise Information Systems; Governance and Compliance; Security Management

Blackboard
Gold Partner
Booth #611
NAHE Sales Team
800-424-9299
www.blackboard.com

**Product Categories:** Audio and Video Conferencing; Cloud Computing and Services; Learning Analytics; Online Learning

Blindside Networks
Booth #146
Frederick Dixon, CEO
ffdixon@blindsidenetworks.com, 613-695-0264
blindsidenetworks.com

**Product Categories:** Online Learning; Open Source; Webcasting

Blue Coat Systems
Booth #680
Kerry Ford, Vice President, Americas Marketing
kerry.ford@bluecoat.com, 650-906-9139
www.bluecoat.com

**Product Categories:** BYOD; Cloud Computing and Services; Network Security and Applications; Security Management

Blue Jeans Network
Booth #249
Amy Gatta, Marketing Programs Specialist
amy@bluejeans.com, 408-385-7750
www.bluejeans.com

**Product Categories:** Audio and Video Conferencing; BYOD; Cloud Computing and Services; Webcasting

Bomgar Corporation
Gold Partner
Booth #437
Danielle Rosero, North America Marketing Manager
DRosero@bomgar.com, 770-408-8369
www.bomgar.com

**Product Categories:** Data Security; Help Desk; Mobile Apps; Network Security and Applications

BOSS SOFTWARE
Booth #620
Kevin Raasch, Director, Sales and Marketing
kevin.raasch@bosssoftware.com, 877-489-7745 ext. 229
www.bosssoftware.com

**Product Categories:** Academic Information Systems; Enterprise Information Systems; Student Information Systems

Bradford Networks
Booth #706
Tom Murphy, Senior Vice President, Sales and Marketing
tmurphy@bradfordnetworks.com, 866-990-3799
www.bradfordnetworks.com

**Product Categories:** BYOD; Network Security and Applications; Security Management

Brainfuse
Booth #110
Gianni Lecciso, Director of Higher Education
glecciso@brainfuse.com, 978-697-4760
www.brainfuse.com

**Product Categories:** Mobile Learning; Online Learning

Bretford Manufacturing
Booth #1279/1281
Bretford Customer Care
customerservice@bretford.com, 800-521-9614
www.bretford.com

**Product Categories:** Furniture; Learning Space Design and Outfitting

BridgeWave Communications
Booth #1273
Joe Schraml, Vice President of Solutions Marketing
joes@bridgewave.com, 408-567-6984
www.bridgewave.com

**Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Network Infrastructure; Wireless

BRUNS-PAK
Booth #1084
Paul Evancho, Vice President of Sales and Marketing
pdevancho@bruns-pak.com, 732-248-4455
www.brunspak.com

**Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Consulting
**Burning Glass Technologies**  
Booth #1086  
Stephen J. Lynch, Director of Workforce and Economic Development Services  
slynch@burning-glass.com, 617-227-4800  
www.burning-glass.com  
*Product Categories:* Academic Information Systems; Analytics; Business Intelligence; Consulting

**Cambridge Computer**  
Booth #957/959  
Karen King, Sales Operations  
kking@cambridgecomputer.com, 781-250-3242  
www.cambridgecomputer.com  
*Product Categories:* Cloud Computing and Services; Data Administration and Warehousing; Enterprise Information Systems; Hardware

**Campus Management Corporation**  
*Gold Partner*  
Booth #919  
Jim Polit, Senior Marketing Research Lead  
jpolit@campusmgmt.com, 561-982-3778  
www.campusmanagement.com  
*Product Categories:* Academic Information Systems; Cloud Computing and Services; Enterprise Information Systems; Student Information Systems

**Campus Technology**  
Booth #562  
David Tucker, Media Consultant  
dtucker@1105media.com, 515-256-0156  
1105publicsector.com  
*Product Categories:* Consulting; Social Media

**Campus Televideo**  
Booth #966  
Brian Rosenblatt, Vice President of Sales  
brosenblatt@campustelevideo.com, 818-822-5483  
www.campustelevideo.com  
*Product Categories:* Academic Information Systems; Student Information Systems

**CampusCruiser**  
Booth #618  
Lisa Battista, Vice President of Sales and Professional Services  
lbattista@campuscruiser.com, 973-244-7856 x117  
www.campuscruiser.com  
*Product Categories:* Cloud Computing and Services; LMS; Mobile Learning; Online Learning

**CampusEAI Consortium**  
Booth #1067  
Katherine Haubrich, Marketing Coordinator  
katherine_haubrich@campuseai.org, 216-589-9626 x185  
www.campuseai.org  
*Product Categories:* Cloud Computing and Services; Enterprise Information Systems; Help Desk; Mobile Apps

**campusM**  
*Bronze Partner*  
Booth #769/868  
Scott Bruckel, Vice President of Sales, North America  
scott.bruckel@ombiel.com, 203-820-7958  
www.campusM.com  
*Product Categories:* Analytics; BYOD; Enterprise Information Systems; Mobile Apps

**Canon U.S.A.**  
Booth #1259/1261/1263  
Paul Ng, Associate Specialist  
pang@cusa.canon.com, 631-330-4764  
www.usa.canon.com/advancedsolutionsforeducation  
*Product Categories:* BYOD; Content Capture; Document Imaging and Management; Online Learning

**Canvas by Instructure**  
*Bronze Partner*  
Booth #443  
Michael Rutkowski, Director of Market Development  
michael@instructure.com, 801-869-5040  
www.canvaslms.com/EDUCAUSE2014  
*Product Categories:* Cloud Computing and Services; Learning Analytics; LMS; Open Source

**CCKF**  
Booth #952  
Cecil Banhan, Senior Vice President Business Development  
cecil.banhan@cckf-it.com, 917-703-1417  
realizeitlearning.com  
*Product Categories:* Adaptive Technologies; Analytics; LMS; Online Learning

**CDW-G**  
*Gold Partner*  
Booth #909  
Dave Doucette, Senior Regional Sales Manager  
dave.doucette@cdwg.com, 312-705-4501  
www.cdwg.com/highereducation  
*Product Categories:* Audio and Video Conferencing; BYOD; Cloud Computing and Services; Network Security and Applications
**Cengage Learning**
*Gold Partner*
Booth #419
Robin Lucas, Senior Director Branding & Research
robin.lucas@cengage.com, 513-229-1946
www.cengage.com

*Product Categories:* Adaptive Technologies; Analytics; LMS; Online Learning

**CHRISTIE**
Booth #1179/1181
www.christiedigital.com

*Product Categories:* Audio and Video Conferencing; BYOD; Digital Signage; Virtualization

**The Chronicle of Higher Education**
Booth #650/652
Harvey Hill, Associate Publisher, Advertising
harvey.hill@chronicle.com
www.chronicle.com

*Product Category:* Digital Publishing

**Ciber**
Booth #537/539
Garth Carter, Vice President
gcarter@ciber.com, 630-258-3430
www.ciber.com

*Product Categories:* Cloud Computing and Services; Consulting; ERP

**Cisco Systems**
*Gold Partner*
Booth #1121
John Tuohy, Education Marketing Manager
jtuohy@cisco.com, 408-525-7370
www.cisco.com/go/education

*Product Categories:* Cloud Computing and Services; Network Infrastructure; Virtualization; Wireless

**Citrix Systems**
*Bronze Partner*
Booth #737
Nicole Nesrsta, Vertical Solutions Marketing Manager, Education
nicole.nesrsta@citrix.com, 954-229-5933
www.citrix.com/education

*Product Categories:* Cloud Computing and Services; Mobile Apps; Network Security and Applications; Virtualization

**Cloudpath Networks**
*Silver Partner*
Booth #1157/1159
Amith Nair, Vice President, Sales and Marketing
amith@cloudpath.net, 303-647-1570
www.cloudpath.net

*Product Categories:* BYOD; Identity and Access Management; Network Security and Applications; Wireless

**Code 42 Software**
Booth #102/104
Code42 Sales Team, General Sales
sales@crashplanproe.com, 612-333-4242
www.code42.com/enterprise

*Product Categories:* Business Continuity, Disaster Recovery, Emergency Planning; BYOD; Cloud Computing and Services; Data Security

**Cognizant Technology Solutions**
Booth #885/887
Cathy Abrena, Field Marketing
catherine.abrena@cognizant.com, 201-450-7170
www.cognizant.com/education

*Product Categories:* Analytics; BYOD; Cloud Computing and Services; Consulting

**Collaborative Solutions**
Booth #1251
Manish Patel, Global Vice President, Sales and Marketing
mpatel@collaborativesolutions.com, 415-509-4470
www.collaborativesolutions.com

*Product Categories:* Cloud Computing and Services; Consulting; Enterprise Information Systems; Student Information Systems

**CollegeNET**
Booth #631
Julia Noonan, Vice President, Sales
sales@collegenet.com, 503-973-5200
www.corp.collegenet.com

*Product Categories:* Cloud Computing and Services; CRM; E-Commerce; Enterprise Information Systems
CollegeSource
Booth #873
Jennifer Wright, Marketing Associate
jennifer@collegesource.com, 513-834-8768
www.collegesource.com
**Product Categories:** Academic Information Systems; Content Management Systems; Data Administration and Warehousing

Computer Comforts
**Bronze Partner**
Booth #601/603
Samantha Kolavo, Marketing Director
samantha@computercomforts.com, 281-535-2288
www.computercomforts.com
**Product Category:** Furniture

Corel Corporation
Booth #446
Brian Hanlon, North American Licensing Manager, Roxio, Pinnacle, and Corel
brian.hanlon@corel.com, 613-728-8200
www.corel.com

Courseload
Booth #779/781
Joe Costanzo, Senior Vice President, Sales
joe@courseload.com, 919-931-9908
www.courseload.com
**Product Categories:** Content Management Systems; Learning Analytics; Mobile Learning; Online Learning

Crestron Electronics
Booth #531
Howard Rose, Market Development Manager
hrose@crestron.com, 201-767-3400
www.crestron.com
**Product Categories:** BYOD; Classroom Control Systems

D2L
**Gold Partner**
Booth #219
info@d2l.com, 1-877-352-7329
www.Brightspace.com
**Product Categories:** Analytics; E-Portfolios; LMS; Mobile Learning

Dell
**Platinum Partner**
Booth #401
**Product Categories:** Analytics; Mobile Learning; Network Infrastructure; Security Management

Deloitte
Booth #956/958
Betty Fleurimond, Director, Higher Education
bfleurimond@deloitte.com, 202-370-2582
www.deloitte.com/highereducation
**Product Categories:** Analytics; Cloud Computing and Services; Consulting; ERP

Destiny Solutions
Booth #345/347
Doug Fraser, Director, National Sales
dfraser@destinysolutions.com, 703-608-1535
www.destinysolutions.com
**Product Categories:** Cloud Computing and Services; ERP; Student Information Systems

Difference Engine
Booth #543
Brian Behnke, Business Development Director
bbehnke@difference-engine.com, 202-265-3276 x161
www.difference-engine.com
**Product Categories:** Adaptive Technologies; Cloud Computing and Services; Learning Analytics; Online Learning

DLT Solutions
Booth #1271
Jason Quinn, Red Hat Higher Education Sales Representative
jason.quinn@dlt.com, 877-742-8358
www.dlt.com/redhat
**Product Categories:** Cloud Computing and Services; Open Source; Storage; Virtualization

DocFinity
Booth #953
Ian Llado, Account Manager
info@docfinity.com, 814-238-0038
www.docfinity.com/education
**Product Categories:** Content Capture; Content Management Systems; Document Imaging and Management; Governance and Compliance
EXHIBITOR DIRECTORY

e2Campus by Omnilert
Booth #467
Samantha Leland,
Marketing Operations Manager
sleland@e2campus.com, 800-256-9264
www.e2Campus.com

Product Categories: Business Continuity, Disaster Recovery,
Emergency Planning; Cloud Computing and Services;
Security Management

Echo360
Silver Partner
Booth #1031/1033
Tim Weir, Marketing Events Manager
tweir@echo360.com, 703-948-3093
echo360.com

Product Categories: Clickers; Content Capture; Learning
Analytics; Online Learning

Eclipse PPM
Booth #946
Teresa Funnell, Account Executive
Tfunnell@eclipseppm.com, 416-385-0774 x254
www.eclipseppm.com

Product Categories: Cloud Computing and Services;
Enterprise Information Systems; Governance and
Compliance; Portfolio and Project Management

EcoprintQ
Booth #1262
Alfredo Milanes, Sales Director
sales@ecoprintq.com, 800-236-8499
www.ecoprintq.com

Product Categories: Analytics; BYOD; Data Security;
Enterprise Information Systems

Edmentum
Booth #774
Ryan Hagedorn, Vice President Higher Education
ryan.hagedorn@edmentum.com
www.edmentum.com

Product Categories: Mobile Learning; Online Learning;
Training; Virtualization

Educate Online
Booth #122
Lisa Philpott, Vice President of Marketing
lisa.philpott@educate-online.com, 978-624-7003
www.educate-online.com

Product Categories: Adaptive Technologies; Learning
Analytics; Mobile Learning; Online Learning

EduServe
Booth #962
John Slack, President
jslash@eduserve.info, 815-485-7265
thinkeduserve.com

Product Categories: Cloud Computing and Services;
Consulting; ERP; Help Desk

Ellucian
Platinum Partner
Booth #901
Alan Freund, Solution Specialist
request@ellucian.com, 800-223-7036
www.ellucian.com

Product Categories: Cloud Computing and Services;
Consulting; ERP; Student Information Systems

EMPOWER Student Information System
Booth #673
Gail Waldrup, Director of Client Relations
gwaldrup@empowersis.com, 248-647-8841
www.empowersis.com

Product Category: Student Information Systems

EMS Software by DEA
Bronze Partner
Booth #605/607
Jody Long, Marketing Events Coordinator
jody.long@dea.com, 303-850-4852
www.dea.com

Product Categories: Academic Information Systems;
Business Intelligence; Digital Signage; E-Mail and
Productivity Systems

Enrollment Rx
Booth #148/150
Karmel Kifarkis, Accounting Manager
karmel@enrollmenttrx.com, 847-737-1537
www.enrollmenttrx.com

Product Category: CRM

Ensemble Video
Booth #158
Scott Nadzan, Vice President Marketing and Sales
scott@ensemblevideo.com, 315-753-0094
ensemblevideo.com

Product Categories: Cloud Computing and Services; Digital
Publishing; Media Production, Preservation, and Storage;
Online Learning
Entigence Corporation
Booth #1219
Matthew Serrone, Marketing and Sales Associate
mserrone@entigence.com, 202-740-3997
entigence.com

Product Categories: Business Intelligence; Cloud Computing and Services; Consulting; ERP

Entrinsik
Booth #162/164
Tad Buck, Director, Informer Solutions
tad@entrinsik.com, 888-703-0016
www.entrinsik.com

Product Categories: Analytics; Business Intelligence; E-Commerce

Epson
Gold Partner
Booth #1131
Ted Marcus, CAM, Eastern Regional Manager
ted_marcus@ea.epson.com, 562-981-3840
www.epsonbrighterfutures.com

Product Categories: Audio and Video Conferencing; Classroom Control Systems; Hardware; Wireless

ESET North America
Booth #1076/1078
ESET Sales
www.eset.comus, 866-343-3738
www.eset.com

Product Categories: BYOD; Data Security; Governance and Compliance; Security Management

Evisions
Booth #867/869
Bruce Bleiman, Vice President, Sales
sales@evisions.com, 714-824-5252
www.evisions.com

Product Categories: Cloud Computing and Services; Data Administration and Warehousing; Enterprise Information Systems; Student Information Systems

Exact Furniture
Booth #984
Kevin O’Brien, President
sales@exactfurniture.com, 800-648-9125
www.exactfurniture.com

Product Categories: Audio and Video Conferencing; Digital Signage; Furniture; Learning Space Design and Outfitting

ExamSoft Worldwide
Booth #637/639
Carter Maddox, Marketing Manager
cmaddox@examsoft.com, 866-429-8889
www.examsoft.com

Product Categories: BYOD; Cloud Computing and Services; Learning Analytics; Security Management

Excelsoft Technologies
Booth #580
Harish Balakrishnan, Senior Manager, Business Development
harish.balakrishnan@excelindia.com, +91-974-051-0613
www.excelindia.com

Product Categories: Learning Analytics; LMS; Mobile Learning; Online Learning

eXplorance
Silver Partner
Booth #1061/1063
Ian Haugh, Vice President, Channels and Partnership
Ihaugh@explorance.com, 514-947-4260
www.explorance.com

Product Categories: Adaptive Technologies; Analytics; Learning Analytics; Student Information Systems

Extensis
Booth #368
Jim Kidwell, Marketing Manager
jkidwell@extensis.com, 503-274-2020
www.extensis.com

Product Categories: Digital Publishing; Media Production, Preservation, and Storage; Portfolio and Project Management; Social Media

Extreme Networks
Bronze Partner
Booth #643
Brittany Silveria, Marketing Specialist
bsilveri@extremenetworks.com, 603-952-5106
www.extremenetworks.com

Product Categories: BYOD; Network Infrastructure; Network Security and Applications; Wireless

Extron Electronics
Silver Partner
Booth #619
sales@extron.com, 800-633-9876
www.extron.com

Product Categories: Audio and Video Conferencing; BYOD; Classroom Control Systems; Furniture
EXHIBITOR DIRECTORY

FireEye
Booth #878
Jessica Marty, Americas Marketing Manager, Education
jessica.marty@fireeye.com, 408-324-8993
FireEye.com

*Product Categories:* Data Security; Network Security and Applications; Risk Management; Security Management

Fischer International Identity
Booth #573
Gary O’Neill, Sales Director
gio@fischerinternational.com, 678-548-8242
www.fischerinternational.com/edu

*Product Categories:* Cloud Computing and Services; Governance and Compliance; Identity and Access Management; Network Security and Applications

Flat World Education
Booth #1158
Chris Silberman, Director
csilberman@fwk.com, 240-388-4467
www.flatworldknowledge.com

*Product Categories:* Adaptive Technologies; Learning Analytics; Mobile Learning; Online Learning

Follett Higher Education Group
Silver Partner
Booth #137
Pat Usher, Senior Vice President of Sales
pusher@follett.com, 800-FOLLETT
www.follettfoward.com

*Product Categories:* Academic Information Systems; Content Management Systems; E-Commerce

Four Winds Interactive
Bronze Partner
Booth #651
Brian Cerkvenik, Director of Education and Government Sales
bcerkvenik@fourwindsinteractive.com, 720-389-3673
www.fourwindsinteractive.com

*Product Categories:* Content Management Systems; Digital Signage; Hardware; Mobile Learning

Fujitsu America
Booth #551/553
Larry D’Onofrio, Vice President, Mobile Product Sales
Larry.D’Onofrio@us.fujitsu.com, 973-725-1116
www.us.fujitsu.com

*Product Categories:* BYOD; Cloud Computing and Services; Hardware

Gartner
Platinum Partner
Booth #700
Mischelle Choinski, Regional Vice President
mischelle.choinski@gartner.com, 703-387-5682
www.gartner.com

*Product Categories:* Analytics; Business Intelligence; BYOD; Security Management

Gigamon
Booth #120
Mike Bork, Regional Sales Director
mike.bork@gigamon.com, 708-514-1150
www.gigamon.com

*Product Categories:* Cloud Computing and Services; Data Security; Enterprise Information Systems; Network Security and Applications

Ginkgotree
Booth #458/460
Katelyn Achatz, Account Manager
info@ginkgotree.com
www.ginkgotree.com

*Product Categories:* BYOD; Content Management Systems; Learning Analytics; Online Learning

Google
Booth #201
Beth Malin, Sales, Education
bmalin@google.com, 212-565-2857
www.google.com/edu

*Product Categories:* Cloud Computing and Services; Data Administration and Warehousing; E-Mail and Productivity Systems; Mobile Learning

GoPrint Systems
Booth #950
Brenda Briseno, Sales Director
Brenda@GoPrint.com, 888-527-7468 x3
www.GoPrint.com

*Product Categories:* BYOD; Document Imaging and Management

GovConnection
Silver Partner
Booth #255
Lisa Trisciani, Senior Director Sales
ltrisciani@govconnection.com, 800-800-0019
www.govconnection.com

*Product Categories:* BYOD; Mobile Learning; Network Infrastructure; Virtualization
GradesFirst
Booth #886
Mario Moore, CEO
info@gradesfirst.com, 800-745-5180
www.gradesfirst.com

Product Categories: Analytics; CRM

Guidance Software
Booth #1180
Roger Reitzel, Lead Development Manager
roger.reitzel@guidancesoftware.com, 626-229-9191
www.encase.com

Product Categories: Data Security; Governance and Compliance; Network Security and Applications; Security Management

Hannon Hill Corporation
Booth #772

Helix Education
Booth #1167
Kari Kovar, Vice President, Strategic Partnerships
KKovar@HelixEducation.com, 801-639-1650
www.HelixEducation.com

Product Categories: Analytics; Consulting; LMS; Student Retention

Higher One
Bronze Partner
Booth #373
Rob Reach, Chief Sales Officer and Executive General Manager
RReach@higherone.com, 203-776-7776 x4138
www.higherone.com

Product Categories: Academic Information Systems; Analytics; Enterprise Information Systems; Financing

Higher Technology Solutions
Booth #116
Matthew Alex, President and Managing Partner
malex@htsglobal.com, 312-543-5296
www.htsglobal.com

Product Categories: Academic Information Systems; Consulting; CRM; Student Information Systems

Hitachi ID Systems
Booth #872
Stewart Nash, Director, Technology Solution Sales
sales@hitachi-id.com, 403-233-0740
www.hitachi-id.com

Product Categories: Data Security; Help Desk; Identity and Access Management; Security Management

Hobsons
Bronze Partner
Booth #743
Alice Heidtman, Event Planner
alice.heidtman@hobsons.com, 513-746-2305
hobsons.com

Horizon DataSys
Booth #987
Gonzalo Ortiz De Zevallos, Senior Account Manager
gonzalo@horizondatasys.com, 604-324-0797 x120
www.horizondatasys.com

Product Categories: Classroom Control Systems; Security Management; Training; Virtualization

Howard Technology Solutions
Booth #1137
Rusty Thoms, Regional Sales Manager
rthoms@howard.com, 888-912-3151
www.howard.com

Product Categories: Cloud Computing and Services; Document Imaging and Management; Hardware; Mobile Learning

Huawei Enterprise USA
Booth #960
Tom Yarbrough, Enterprise Sales
tom.yarbrough@huawei.com, 469-744-8659
www.huaweienterpriseusa.com

Product Categories: Audio and Video Conferencing; Network Infrastructure; Storage; Wireless

iDashboards
Booth #152
Jon Salmon, Sales Manager
jsalmon@idashboards.com, 248-528-7168
www.iDashboards.com/edu

Product Category: Business Intelligence

IData
Booth #1213/1215
Brian Parish, CEO and Founder
bparish@idatainc.com, 703-378-2110 x801
www.idatainc.com

Product Categories: Consulting; Data Administration and Warehousing; Training
<table>
<thead>
<tr>
<th>Company</th>
<th>Booth #</th>
<th>Contact Information</th>
<th>Website</th>
<th>Product Categories</th>
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</thead>
<tbody>
<tr>
<td>Impulse Point</td>
<td>#569/668</td>
<td>Tim Evans, Vice President of Sales, <a href="mailto:tevans@impulse.com">tevans@impulse.com</a>, 508-366-0685</td>
<td><a href="http://www.impulse.com">www.impulse.com</a></td>
<td>BYOD; Identity and Access Management; Network Security and Applications; Security Management</td>
</tr>
<tr>
<td>Infor</td>
<td>#963</td>
<td>Mark Zavala, Senior Account Executive, Education Solutions, <a href="mailto:mark.zavala@infor.com">mark.zavala@infor.com</a>, 610-236-0548</td>
<td><a href="http://www.infor.com">www.infor.com</a></td>
<td>Analytics; ERP; Training</td>
</tr>
<tr>
<td>JivLighten</td>
<td>#473/475</td>
<td>Matt Welter, Communications Director, <a href="mailto:mwelter@inlighten.net">mwelter@inlighten.net</a>, 716-759-7750</td>
<td><a href="http://www.inlighten.net">www.inlighten.net</a></td>
<td>Cloud Computing and Services; Content Management Systems; Digital Signage</td>
</tr>
<tr>
<td>Jenzabar</td>
<td>#1101</td>
<td>Peter Denly, Business Development Representative, <a href="mailto:peter.denly@jenzabar.com">peter.denly@jenzabar.com</a>, 617-492-9099</td>
<td><a href="http://www.jenzabar.com">www.jenzabar.com</a></td>
<td>Cloud Computing and Services; CRM; ERP; Student Information Systems</td>
</tr>
<tr>
<td>Internet2</td>
<td>#267</td>
<td>Dave Gift, Associate Vice President, Community Engagement, <a href="mailto:dgift@internet2.edu">dgift@internet2.edu</a>, 734-352-4970</td>
<td><a href="http://www.internet2.edu">www.internet2.edu</a></td>
<td>Academic Information Systems; Cloud Computing and Services; Network Infrastructure; Network Security and Applications</td>
</tr>
<tr>
<td>JAMF Software</td>
<td>#167</td>
<td>Dave Saltmarsh, Educational Evangelist, CETL, <a href="mailto:dave.saltmarsh@jamfsoftware.com">dave.saltmarsh@jamfsoftware.com</a>, 612-605-6625</td>
<td><a href="http://www.jamfsoftware.com">www.jamfsoftware.com</a></td>
<td>BYOD; Classroom Control Systems; Mobile Learning</td>
</tr>
<tr>
<td>JourneyEd.com</td>
<td>#100</td>
<td>Christopher Neet, Director of Sales, <a href="mailto:cneet@journeyed.com">cneet@journeyed.com</a>, 800-876-3507 x7103</td>
<td><a href="http://www.journeyed.com">www.journeyed.com</a></td>
<td>Cloud Computing and Services; Digital Publishing; Virtualization; Wireless</td>
</tr>
<tr>
<td>Jive Communications</td>
<td>#1265</td>
<td>Scott Jager, Director of Business Development, Higher Education, <a href="mailto:sjager@jive.com">sjager@jive.com</a>, 385-312-9467</td>
<td>jive.com</td>
<td>Audio and Video Conferencing; Cloud Computing and Services; Mobile Apps</td>
</tr>
<tr>
<td>Kaltura</td>
<td>#937</td>
<td>Justin Beck, Vice President Education, <a href="mailto:justin.beck@kaltura.com">justin.beck@kaltura.com</a>, 646-290-5445</td>
<td><a href="http://www.kaltura.com">www.kaltura.com</a></td>
<td>BYOD; Content Capture; Online Learning; Open Source</td>
</tr>
</tbody>
</table>

**Impulse Point**

**Booth #569/668**

Tim Evans, Vice President of Sales
tevans@impulse.com, 508-366-0685

**Website:** www.impulse.com

**Product Categories:** BYOD; Identity and Access Management; Network Security and Applications; Security Management

---

**Infor**

**Booth #963**

Mark Zavala, Senior Account Executive, Education Solutions
mark.zavala@infor.com, 610-236-0548

**Website:** www.infor.com

**Product Categories:** Analytics; ERP; Training

---

**inLighten**

**Booth #473/475**

Matt Welter, Communications Director
mwelter@inlighten.net, 716-759-7750

**Website:** www.inlighten.net

**Product Categories:** Cloud Computing and Services; Content Management Systems; Digital Signage

---

**Inside Higher Ed**

**Booth #843**

---

**Internet2**

**Booth #267**

Dave Gift, Associate Vice President, Community Engagement
dgift@internet2.edu, 734-352-4970

**Website:** www.internet2.edu

**Product Categories:** Academic Information Systems; Cloud Computing and Services; Network Infrastructure; Network Security and Applications

---

**JAMF Software**

**Booth #167**

Dave Saltmarsh, Educational Evangelist, CETL
dave.saltmarsh@jamfsoftware.com, 612-605-6625

**Website:** www.jamfsoftware.com

**Product Categories:** BYOD; Classroom Control Systems; Mobile Learning

---

**JourneyEd.com**

**Booth #100**

Christopher Neet, Director of Sales
cneet@journeyed.com, 800-876-3507 x7103

**Website:** www.journeyed.com

**Product Categories:** Cloud Computing and Services; Digital Publishing; Virtualization; Wireless

---

**Jive Communications**

**Booth #1265**

Scott Jager, Director of Business Development, Higher Education
sjager@jive.com, 385-312-9467

**Website:** jive.com

**Product Categories:** Audio and Video Conferencing; Cloud Computing and Services; Mobile Apps

---

**Kaltura**

**Booth #937**

Justin Beck, Vice President Education
justin.beck@kaltura.com, 646-290-5445

**Website:** www.kaltura.com

**Product Categories:** BYOD; Content Capture; Online Learning; Open Source
Kanopy Streaming
Booth #944
Shannon Spurlock, Marketing and Sales
info@kanopystreaming.com; 415-926-5293
www.kanopystreaming.com

Product Categories: Digital Publishing; Online Learning

KEMP Technologies
Booth #385
Sydney Stone, Marketing Communications Lead
sstone@kemptechnologies.com, 646-554-5357
kemptechnologies.com

Product Categories: Cloud Computing and Services; Network Infrastructure; Network Security and Applications; Virtualization

Kuali Foundation
Booth #1051
Mike Allmendinger, Director of Communications
mea2@kuali.org, 607-342-2343
www.kuali.org

Product Categories: Cloud Computing and Services; ERP; Open Source; Student Information Systems

LabArchives
Booth #1080
Earl Beutler, President and CEO
info@labarchives.com, 800-653-5016
www.labarchives.com

Product Categories: Cloud Computing and Services; Data Administration and Warehousing; E-Portfolios; LMS

LANDESK Software
Booth #1280
Christian Hansen, Territory Manager
christian.hansen@landesk.com, 862-593-7632
www.landesk.com

Product Categories: Analytics; BYOD; Help Desk; Security Management

LaptopsAnytime
Booth #1249
Jonathan Ruttenberg, Vice President
jonathan@laptopsanytime.com, 614-579-3057
www.laptopsanytime.com

Product Categories: BYOD; Cloud Computing and Services; Hardware; Help Desk

Laserfiche
Silver Partner
Booth #337
Linda Ding, Education Program Strategist
linda.ding@laserfiche.com, 562-988-1688 x197
www.laserfiche.com

Product Categories: Content Capture; Document Imaging and Management; Enterprise Information Systems; Governance and Compliance

Lenovo
Bronze Partner
Booth #109
Jason Mooneyham, Executive Director
U.S. Public Sector Sales
mooneyj@lenovo.com, 919-257-4913
www.lenovo.com/education

Product Categories: Cloud Computing and Services; Enterprise Information Systems; Hardware; Mobile Learning

Level 3 Communications

Leve(3)

Booth #581
Bulent Taskan, Director, Business Development
Bulent.Taskan@level3.com, 585-255-1169
www.level3.com

Product Categories: Audio and Video Conferencing; Cloud Computing and Services; Network Infrastructure; Network Security and Applications

LiveText
Booth #560
Matthew Kaylie, Educational Consultant
matthew.kaylie@livetext.com, 646-942-0212
www.livetext.com

Product Categories: Data Administration and Warehousing; E-Portfolios; Learning Analytics; LMS

LocknCharge
Booth #1255
Josh Davis, Associate Sales Manager
josh.d@lockncharge.com, 608-215-5643
www.lockncharge.com

Product Categories: BYOD; Furniture; Learning Space Design and Outfitting; Mobile Learning
<table>
<thead>
<tr>
<th>EXHIBITOR DIRECTORY</th>
</tr>
</thead>
</table>
| **LONGSIGHT**
  *Silver Partner*
  Booth #237
  Sean Wallace, Director of Business Development
  information@longsight.com, 740-599-5005 x807
  www.longsight.com
  **Product Categories:** Cloud Computing and Services; LMS; Online Learning; Open Source |
| **Lucid Software**
  Booth #119
  Brad Hanks, Education Outreach
  brad@lucidchart.com, 801-948-4577
  www.golucid.co
  **Product Categories:** Cloud Computing and Services; Digital Publishing; Online Learning |
| **Lumens Integration**
  Booth #785/787
  Michael Olmedo, Vice President of Sales
  marketing@mylumens.com, 888-542-3235
  www.mylumens.com
  **Product Categories:** Academic Information Systems; Audio and Video Conferencing; Media Production, Preservation, and Storage; Wireless |
| **lynda.com**
  *Silver Partner*
  Booth #837
  Mary Fairchild, Director, Academic Sales
  sales@lynda.com, 805-755-1582
  www.lynda.com
  **Product Categories:** Mobile Learning; Online Learning; Portfolio and Project Management; Training |
| **Macmillan Science and Education**
  *Silver Partner*
  Booth #943
  Rhonda Seelinger, Event Manager
  rhonda.seelinger@macmillan.com, 646-787-7658
  se.macmillan.com
  **Product Categories:** Business Intelligence; Clickers; Digital Publishing; Online Learning |
| **MakerBot**
  Booth #1253
  Andrew Rosa, Events Coordinator
  andrew_rosa@makerbot.com, 347-676-3775
  MakerBot.com
  **Product Category:** Hardware |
| **Maplesoft**
  Booth #1077
  Andrew Rourke, Director, Teaching Solutions
  arourke@maplesoft.com, 800-267-6583
  www.maplesoft.com
  **Product Categories:** LMS; Mobile Apps; Mobile Learning; Online Learning |
| **Marshall Furniture**
  Booth #1074
  Michelle Wille, Vice President
  sales@marshallfurniture.com, 847-395-9350
  www.marshallfurniture.com
  **Product Category:** Furniture |
| **McGraw-Hill Education**
  *Gold Partner*
  Booth #411
  Timothy Peyton, Senior Services Director
  timothy.peyton@mheducation.com, 614-354-6126
  www.mheducation.com
  **Product Categories:** Adaptive Technologies; Content Capture; Digital Publishing; Learning Analytics |
| **Meru Networks**
  *Bronze Partner*
  Booth #1037
  Richard Nedwich, Senior Director, Education
  rnedwich@merunetworks.com, 408-916-1459
  www.merunetworks.com
  **Product Categories:** BYOD; Identity and Access Management; Network Infrastructure; Wireless |
| **MessageSolution**
  Booth #979/981
  Richard Santos, Sales Executive
  richards@messagesolution.com, +1 408 383 0100
  messagesolution.com
  **Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Enterprise Information Systems; Risk Management; Storage |
Microsoft Corporation
Silver Partner
Booth #101
Cimon Cox, Senior Audience Marketing Manager
cimonb@microsoft.com, 703-943-5756
www.microsoft.com/education

Product Categories: Business Intelligence; Cloud Computing and Services; E-Mail and Productivity Systems; Identity and Access Management

Minitab
Booth #387
Nicole DeFazio, Senior Academic Sales Representative
ndefazio@minitab.com, 814-238-3280
www.minitab.com

Product Category: Analytics

Mitel
Booth #351
Speleos Dravillas, Director of Vertical Sales
speleos_dravillas@mitel.com, 613-592-2122
www.mitel.com

Product Categories: Audio and Video Conferencing; Business Continuity, Disaster Recovery, Emergency Planning; BYOD; Cloud Computing and Services

Modo Labs
Booth #367/369
Charles Chisholm, Account Executive
sales@modolabs.com, 866-391-6636
www.modolabs.com

Product Categories: Digital Publishing; LMS; Mobile Apps; Student Information Systems

Moofwd
Booth #130/132
Thomas Szwech, Director of Sales and Marketing
thomas.szwech@moofwd.com, 732-997-4239
www.Moofwd.com

Product Categories: BYOD; Content Management Systems; Mobile Apps

Moran Technology Consulting
Silver Partner
Booth #519
Charlie Moran, Senior Partner and CEO
Charlie.Moran@MoranTechnology.com, 877-212-6379
www.MoranTechnology.com

Product Categories: Consulting; ERP; Identity and Access Management; Student Information Systems

NEC
Bronze Partner
Booth #709
Joseph Lanners, Senior Practice Manager, Public Sector
joseph.lanners@necam.com, 214-262-6386
www.necam.com

Product Categories: Analytics; Cloud Computing and Services; Content Management Systems; Identity and Access Management

NEC Display Solutions
Booth #585
NEC Display Solutions, Channel Marketing Manager
mkouba@necdisplay.com, 630-467-3000
www.necdisplay.com

Product Category: Hardware

NetApp
Silver Partner
Booth #261
877-263-8277
www.netapp.com

Product Categories: BYOD; Cloud Computing and Services; Storage; Virtualization

Nimble Storage
Booth #845
sales@nimblestorage.com
www.nimblestorage.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; BYOD; Data Administration and Warehousing; Enterprise Information Systems

Novell
Booth #622/624
Joe Marton, Systems Engineer
jmarton@novell.com, 312-656-8090
www.novell.com

Product Categories: Data Security; Governance and Compliance; Mobile Apps; Security Management

Ntrepid Corporation
Booth #1256
Evie Brewer, Client Relations
timestream@ntrepidcorp.com, 571-612-8488
ntrepidcorp.com/timestreamedu

Product Categories: Analytics; Data Administration and Warehousing; Document Imaging and Management; Portfolio and Project Management
OmniUpdate
Booth #951
Michael Monina, Vice President of Sales
mmonina@omniupdate.com, 805-484-9400 x611
omniupdate.com

Product Categories: Analytics; Content Management Systems; Mobile Apps; Social Media

OnBase by Hyland
Silver Partner
Booth #823
Jennifer Tysee, Higher Education Sales Director
Jennifer.tysee@onbase.com, 216-308-1435
www.onbase.com/highereducation

Product Categories: Content Capture; Content Management Systems; Document Imaging and Management; Enterprise Information Systems

Oracle Corporation
Gold Partner
Booth #211
Heather Swanson, Field Marketing Manager
heather.swanson@oracle.com, 630-391-3530
oracle.com

Product Categories: Analytics; Cloud Computing and Services; Hardware; Student Information Systems

OrgSync
Booth #1217
Cayce Stone, Senior Vice President of Business Development
cayce@orgsync.com, 972-907-0900 x206
www.orgsync.com

Product Categories: Analytics; Content Management Systems; E-Portfolios; Mobile Apps

Palo Alto Networks
Booth #1161
Palo Alto Networks Sales Contact
contact_sales@paloaltonetworks.com, 866-320-4788
www.paloaltonetworks.com

Product Categories: Cloud Computing and Services; Data Security; Network Security and Applications

Panasonic
Bronze Partner
Booth #967
Panasonic Higher Education, Solutions Specialists
educationsolutions@us.panasonic.com, 855-253-5439
www.panasonic.com/projectors

Product Categories: Audio and Video Conferencing; Hardware; Learning Space Design and Outfitting; Media Production, Preservation, and Storage

Panopto
Booth #461/463
Rob Toe, Director of Education Sales
rtoe@panopto.com, 412-368-9238
www.panopto.com

Product Categories: Content Capture; Content Management Systems; Media Production, Preservation, and Storage; Online Learning

Panasonic
Bronze Partner
Booth #967
Panasonic Higher Education, Solutions Specialists
educationsolutions@us.panasonic.com, 855-253-5439
www.panasonic.com/projectors

Product Categories: Audio and Video Conferencing; Hardware; Learning Space Design and Outfitting; Media Production, Preservation, and Storage

Panther Learning Systems
Booth #366
Mark Limbach, CEO
mlimbach@pantherlearning.com, 412-855-6545
pantherlearning.com

Product Categories: Adaptive Technologies; Cloud Computing and Services; Learning Analytics; Online Learning

Parature, from Microsoft
Booth #106
Stephanie Purman, Marketing Manager, Educaiton
parasales@microsoft.com, 703-564-7758
www.parature.com

Product Categories: Cloud Computing and Services; CRM; Help Desk; Social Media

Pearson
Platinum Partner
Booth #701
Savino Longo, Marketing Manager, Strategic Partnerships
savino.longo@pearson.com, 619-850-0793
www.pearsonhighered.com

Product Categories: Analytics; Content Management Systems; Digital Publishing; LMS

Perceptive Software from Lexmark
Booth #731
Jessica Lyles, Team Lead Business Development
jessica.lyles@perceptivesoftware.com, 913-667-8308
www.perceptivesoftware.com

Product Categories: Content Capture; Content Management Systems; Document Imaging and Management; Enterprise Information Systems
| **Pharos Systems** | **Booth #879**  
| Scott Murphy, Vice President, Sales  
| smurphy@pharos.com, 585-939-7051  
| www.pharos.com | **Product Categories:** Analytics; BYOD; Cloud Computing and Services; Mobile Apps |
| **ProctorU** | **Booth #484**  
| Andrew Caldwell, Vice President of Business Development  
| contact@proctoru.com, 888-355-8043  
| www.proctoru.com | **Product Categories:** Identity and Access Management; LMS; Online Learning; Security Management |
| **Philo** | **Booth #986** |
| **Pink Elephant** | **Booth #1275/1277**  
| Kerri-Ann Gelines, CRM Manager  
| info@pinkelephant.com, 1-888-273-7465 x1  
| www.pinkelephant.com | **Product Categories:** BYOD; Consulting; Governance and Compliance; Help Desk |
| **Poll Everywhere** | **Booth #578**  
| Justin Gold, Director of Sales  
| justin@polleverywhere.com, 800-388-2039 x106  
| www.polleverywhere.com | **Product Categories:** BYOD; Clickers; Learning Analytics; Mobile Learning |
| **Polycom** | **Booth #1243/1245**  
| Marc McCormick, Public Sector Marketing Manager  
| marc.mccormick@polycom.com, 408-685-6272  
| www.polycom.com/education | **Product Categories:** Audio and Video Conferencing; Cloud Computing and Services; Content Capture; Content Management Systems |
| **PowerCreator** | **Booth #1258**  
| Frank Meng, Sales Manager  
| info@classroomrecordings.com, 0086-10-51298081  
| www.classroomrecordings.com | **Product Categories:** Audio and Video Conferencing; Content Capture; Content Management Systems |
| **PrinterOn Corporation** | **Booth #1174**  
| Ken Noreikis, Vice President of Sales and Marketing  
| knoreikis@printeron.com, 708-205-7243  
| www.printeron.com | **Product Categories:** Cloud Computing and Services; Mobile Apps |
| **Rave Mobile Safety** | **Booth #1247**  
| Scot Schermerhorn, Director Higher Ed Sales  
| sschermerhorn@ravemobilesafety.com, 508-532-8919  
| www.ravemobilesafety.com | **Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Mobile Apps; Security Management; Social Media |
| **Proofpoint** | **Booth #342**  
| Ed Stacy, Senior Manager Higher Education Sales  
| estacy@proofpoint.com, 408-517-4710  
| www.proofpoint.com | **Product Categories:** Data Security; Governance and Compliance; Security Management; Social Media |
| **Pure Storage** | **Booth #985**  
| Pure Storage, Sales Representative  
| sales@purestorage.com, 800-379-7873  
| www.purestorage.com | **Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Storage; Virtualization |
| **Qualtrics** | **Booth #379**  
| Daniel Young, Event Manager  
| dyoung@qualtrics.com, 770-500-8436  
| www.qualtrics.com | **Product Categories:** Analytics; Cloud Computing and Services; Enterprise Information Systems |
| **Rapid Insight** | **Booth #847**  
| Christopher Major, Account Manager  
| chris.major@rapidinsightinc.com, 603-447-0240 x2625  
| www.rapidinsightinc.com | **Product Categories:** Analytics; Business Intelligence |
Regent Education  
Booth #968  
Jacques Jarman, Senior Vice President Sales  
jacques.jarman@regenteducation.com, 240-215-6212  
www.regenteducation.com  

**Product Categories:** Cloud Computing and Services; Student Information Systems

Regroup  
Booth #138  
Stuart Jarvis, Director of Sales and Business Development  
sjarvis@regroup.com, 917-746-6768  
www.regroup.com  

**Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Risk Management; Security Management

Respondus  
Booth #636/638  
Sales Director, Respondus Sales Team  
sales@respondus.com, 425-497-0389 x129  
www.respondus.com  

**Product Categories:** Identity and Access Management; LMS; Online Learning

Salesforce.com Foundation  
Booth #149  
Mark Dickey, Senior Vice President, Enterprise Sales  
mdickey@salesforce.com  
www.salesforcefoundation.org  

**Product Categories:** Cloud Computing and Services; CRM; E-Mail and Productivity Systems; Enterprise Information Systems

San Jose State University  
Booth #136  
Rhonda Dahlgren, Recruitment and Events Analysis  
Rhonda Dahlgren, 408-924-2500  
slisweb.sjsu.edu  

**Product Categories:** Mobile Learning; Online Learning; Training

SAP Public Services  
Booth #523/525  
Lauren Erikson, Marketing Manager  
lauren.erikson@sap.com, 781-325-3756  
www.sap.com/highered  

**Product Categories:** Analytics; Cloud Computing and Services; ERP; Student Information Systems

SAS Institute  
Silver Partner  
Booth #1221/1223  
Missi Poynter, Senior Account Executive  
Missi.Poynter@sas.com, 919-531-0467  
www.sas.com/highered  

**Product Categories:** Analytics; Business Intelligence; Data Administration and Warehousing; Enterprise Information Systems

Scantron Corporation  
Booth #1156  
Brad Zentner, Vice President Sales  
brad.zentner@scantron.com, 800-722-6876 x7555  
www.scantron.com  

**Product Categories:** Academic Information Systems; Enterprise Information Systems

Schoology  
Booth #161  
Robert Tousignant, Sr. Director of Higher Education Sales  
rtousignant@schoology.com, 212-213-8333 x69  
www.schoology.com  

**Product Categories:** Academic Information Systems; LMS; Mobile Learning; Online Learning

SEP Software Corporation  
Booth #1274  
Lanai Bayne, Vice President Business Development  
lb@sepusa.com, 303-449-0100  
www.sepusa.com  

**Product Categories:** Business Continuity, Disaster Recovery, Emergency Planning; Data Security; Network Infrastructure

ShareStream  
Booth #521  
Gayraud Townsend, Director of Business Development  
sales@sharestream.com, 888-875-9475  
www.sharestream.com  

**Product Categories:** Content Management Systems; Digital Publishing; Media Production, Preservation, and Storage; Online Learning

SHI International Corporation  
Booth #874/876  
Sophie Truong, Public Sector Software Partner Manager  
Sophie_Truong@shi.com, 732-868-8938  
www.shi.com  

**Product Categories:** Cloud Computing and Services; Data Security; Mobile Learning; Virtualization
Sierra-Cedar
Booth #851/853
Elizabeth Thompson, Vice President, Higher Education
contact@sierra-cedar.com, 866-827-3786
www.sierra-cedar.com

Product Categories: Academic Information Systems; Business Intelligence; Cloud Computing and Services; Consulting

Silicon Mechanics
Booth #1175/1177
Art Mann, Education/Research/Government, Vertical Group Manager
artm@siliconmechanics.com, 425-420-1285
www.siliconmechanics.com

Product Categories: Cloud Computing and Services; Hardware; Storage; Virtualization

Skillsoft Corporation
Booth #462
Jeff Atkins, Vice President, Education, State, and Local Government
jeff_atkins@skillsoft.com, 480-513-4600
www.skillsoft.com

Product Categories: LMS; Mobile Learning; Online Learning; Training

SMART Technologies
Booth #572/574

SoftChalk
Booth #343
Sales Team
sales@softchalk.com, 877-638-2425
www.softchalk.com

Product Categories: Cloud Computing and Services; Digital Publishing; Mobile Learning; Online Learning

Softdocs
Booth #586
Andrew Daniel, Vice President
adaniel@softdocs.com, 888-457-8879
www.softdocs.com

Product Categories: Content Management Systems; Document Imaging and Management

Software Secure
Booth #121
Steve Lesser, Vice-President, Sales and Marketing
slesser@softwaresecure.com, 617-340-6381
www.softwaresecure.com

Product Categories: Identity and Access Management; LMS; Online Learning; Security Management

Sonic Foundry
Platinum Partner
Booth #501
Sean Brown, Vice President of Education
engage@sonicfoundry.com, 877-783-7987
www.sonicfoundry.com

Product Categories: Content Capture; Content Management Systems; Online Learning; Webcasting

Sony Electronics
Booth #975/977

Spanning Cloud Apps
Booth #269
Josh Grothe, SLED Account Executive
joshua.grothe@spanning.com, 512-236-3041
spanning.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Data Security; Risk Management

Spectrum Industries
Booth #831
Shannon Ouimet, Event Coordinator
souimet@spectrumfurniture.com, 800-235-1262
www.spectrumfurniture.com

Product Category: Furniture

Starfish Retention Solutions
Booth #978/980
John Plunkett, Senior Vice President, Strategy and Marketing
jplunketti@starfishsolutions.com, 703-260-1185
www.starfishsolutions.com

Product Categories: Analytics; Business Intelligence; CRM; Student Retention
Steelcase
**Gold Partner**
Booth #511
Laura Feinauer
lfeinau@steelcase.com

*Product Categories:* Furniture; Mobile Learning; Online Learning

Stoneware
Booth #123/125
Jessica Menasian, Account Executive
jmenasian@stone-ware.com, 888-473-9485
www.stone-ware.com

*Product Categories:* BYOD; Classroom Control Systems; Cloud Computing and Services; Online Learning

STOP Security Tracking of Office Property
Booth #466
Doug Belfiore, Director of Customer Relations
doug@stoptheft.com, 203-945-2020
www.stoptheft.com

*Product Categories:* Data Security; Risk Management; Security Management

Strata Information Group
Booth #751/753
Emily Ruin, General Manager, Client Services
rudin@sigcorp.com, 617-596-6868
www.sigcorp.com

*Product Categories:* Consulting; ERP; Student Information Systems; Training

Symantec Corporation
**Bronze Partner**
Booth #218/220
Ben Orencia, Education Practice Manager
ben_orencia@symantec.com, 503-614-7931
www.symantec.com

*Product Categories:* BYOD; Data Security; Identity and Access Management; Virtualization

Symplicity Corporation
Booth #1050/1052
Adam Fentress, Higher Ed Sales Manager
afentress@symplicity.com, 703-351-0200 x7100
www.symplicity.com

*Product Categories:* Cloud Computing and Services; CRM; Enterprise Information Systems

TargetX
Booth #479
Brian Niles, Founder and Chief Evangelist
niles@targetx.com, 877-715-7474
targetx.com

*Product Categories:* Cloud Computing and Services; CRM; E-Mail and Productivity Systems; Enterprise Information Systems

Taskstream
Booth #457/459
Webster Thompson, President
info@taskstream.com, 800-311-5656
www.taskstream.com

*Product Categories:* Academic Information Systems; Analytics; Cloud Computing and Services; E-Portfolios

TeachPrivacy
Booth #777
Gina Bellantoni, Director of Marketing
gina@teachprivacy.com, 215-886-1943
www.teachprivacy.com

*Product Categories:* Consulting; Online Learning; Privacy; Training

TeamDynamix
**Bronze Partner**
Booth #717/719
Jason Ehmann, Consultant
jehmann@teamdynamix.com, 614-202-7357
www.teamdynamix.com

*Product Categories:* Cloud Computing and Services; Help Desk; Portfolio and Project Management

TechSmith Corporation
Booth #331
Matt Dennis, Education Account Manager
M.Dennis@techsmith.com, 517-381-2300
www.techsmith.com/edu

*Product Categories:* Mobile Learning; Online Learning; Training

Tegile Systems
**Bronze Partner**
Booth #154/156
Brian Schmitt, Inside Educational Sales Development Manager
brianschmitt@tegile.com, 530-223-1873 x164
www.tegile.com

*Product Categories:* Data Administration and Warehousing; Hardware; Storage
<table>
<thead>
<tr>
<th>EXHIBITOR DIRECTORY</th>
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</thead>
<tbody>
<tr>
<td><strong>Teq AVIT</strong></td>
</tr>
<tr>
<td>Booth #678</td>
</tr>
<tr>
<td>Richard Dussaign, Sales Manager</td>
</tr>
<tr>
<td><a href="mailto:info@teqavit.com">info@teqavit.com</a>, 949-709-4040</td>
</tr>
<tr>
<td><a href="http://www.teqavit.com">www.teqavit.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> Audio and Video Conferencing; BYOD; Classroom Control Systems; Wireless</td>
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<th><strong>TERMINALFOUR</strong></th>
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<tbody>
<tr>
<td>Booth #468</td>
</tr>
<tr>
<td>Michael Lyons, Business Development Executive</td>
</tr>
<tr>
<td><a href="mailto:michael.lyons@terminalfour.com">michael.lyons@terminalfour.com</a>, 617-500-9171</td>
</tr>
<tr>
<td><a href="http://www.terminalfour.com">www.terminalfour.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> Analytics; Content Management Systems; Social Media</td>
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<tr>
<th><strong>ThreatTrack Security</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth #344</td>
</tr>
<tr>
<td>Nicole McBride, Manager of Inside Sales</td>
</tr>
<tr>
<td><a href="mailto:sales@threattrack.com">sales@threattrack.com</a>, 855-885-5566</td>
</tr>
<tr>
<td><a href="http://www.ThreatTrackSecurity.com">www.ThreatTrackSecurity.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> BYOD; Data Security; Network Security and Applications; Security Management</td>
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<th><strong>Three Rivers Systems</strong></th>
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<tr>
<td>Booth #131</td>
</tr>
<tr>
<td>Jami Morshed, Vice President Global Sales and Marketing</td>
</tr>
<tr>
<td><a href="mailto:jamim@threerivers-cams.com">jamim@threerivers-cams.com</a>, 636-779-1506</td>
</tr>
<tr>
<td><a href="http://www.threeriverssystems.com">www.threeriverssystems.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> Analytics; Cloud Computing and Services; CRM; ERP</td>
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<th><strong>Tidebreak</strong></th>
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<tbody>
<tr>
<td>Booth #556/558</td>
</tr>
<tr>
<td>Tom Mallen, Director of Sales</td>
</tr>
<tr>
<td><a href="mailto:sales@tidebreak.com">sales@tidebreak.com</a>, 650-289-9869 x1</td>
</tr>
<tr>
<td><a href="http://www.tidebreak.com">www.tidebreak.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> BYOD; Classroom Control Systems; Learning Space Design and Outfitting; Mobile Learning</td>
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<th><strong>TimeClock Plus</strong></th>
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<tbody>
<tr>
<td>Booth #974/976</td>
</tr>
<tr>
<td>Jordy Moorman, Vice President of Sales</td>
</tr>
<tr>
<td><a href="mailto:sales@timeclockplus.com">sales@timeclockplus.com</a>, 800-749-8463</td>
</tr>
<tr>
<td><a href="http://www.timeclockplus.com">www.timeclockplus.com</a></td>
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<tr>
<td><strong>Product Categories:</strong> Cloud Computing and Services; Hardware; Identity and Access Management; Mobile Apps</td>
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<th><strong>Tk20</strong></th>
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<tbody>
<tr>
<td>Booth #679</td>
</tr>
<tr>
<td>Anthony Cyplik, Regional Vice President</td>
</tr>
<tr>
<td><a href="mailto:acyplik@tk20.com">acyplik@tk20.com</a>, 602-956-2604</td>
</tr>
<tr>
<td><a href="http://www.tk20.com">www.tk20.com</a></td>
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<tr>
<td><strong>Product Categories:</strong> Academic Information Systems; E-Portfolios; Learning Analytics; LMS</td>
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<th><strong>TouchNet Information Systems</strong></th>
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<tbody>
<tr>
<td>Booth #816/818</td>
</tr>
<tr>
<td>Michael Brooks, Manager, Sales Operations</td>
</tr>
<tr>
<td><a href="mailto:michael.brooks@touchnet.com">michael.brooks@touchnet.com</a>, 913-599-6699</td>
</tr>
<tr>
<td><a href="http://www.touchnet.com">www.touchnet.com</a></td>
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<tr>
<td><strong>Product Category:</strong> E-Commerce</td>
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<th><strong>TRACSYSTEMS</strong></th>
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<tr>
<td>Booth #1057</td>
</tr>
<tr>
<td>Celia Libby, CFO</td>
</tr>
<tr>
<td><a href="mailto:clibby@tracsystems.com">clibby@tracsystems.com</a>, 214-461-9855 x108</td>
</tr>
<tr>
<td><a href="http://www.tracsystems.com">www.tracsystems.com</a></td>
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<tr>
<td><strong>Product Categories:</strong> Analytics; BYOD; Consulting; Document Imaging and Management</td>
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<th><strong>Tribal Group</strong></th>
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<tbody>
<tr>
<td>Booth #1241</td>
</tr>
<tr>
<td>Steve Hope, Global Sales Director, Higher Education</td>
</tr>
<tr>
<td><a href="mailto:steve.hope@tribalgroup.com">steve.hope@tribalgroup.com</a>, 1-800-368-3143</td>
</tr>
<tr>
<td><a href="http://www.tribalgroup.com">www.tribalgroup.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> Analytics; Consulting; Student Information Systems</td>
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<th><strong>Trustwave</strong></th>
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<tbody>
<tr>
<td>Booth #579</td>
</tr>
<tr>
<td>Derek Clark, Manager</td>
</tr>
<tr>
<td><a href="mailto:dclark@trustwave.com">dclark@trustwave.com</a></td>
</tr>
<tr>
<td><a href="http://www.trustwave.com">www.trustwave.com</a></td>
</tr>
<tr>
<td><strong>Product Categories:</strong> BYOD; Data Security; Intrusion Detection and Prevention; Network Security and Applications</td>
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<th><strong>Tuition Management Systems</strong></th>
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<tbody>
<tr>
<td>Booth #881</td>
</tr>
<tr>
<td>Buddy Costa, Regional Sales Manager</td>
</tr>
<tr>
<td><a href="mailto:bcosta@dafford.com">bcosta@dafford.com</a>, 205-620-5015</td>
</tr>
<tr>
<td><a href="http://www.tuitionmanagementsystems.com">www.tuitionmanagementsystems.com</a></td>
</tr>
<tr>
<td><strong>Product Category:</strong> E-Commerce</td>
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</tbody>
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**Note:** The text above represents the directory entries as provided, ensuring all information is accurately transcribed. Any formatting or layout specifics from the original document are maintained for readability and coherence.
EXHIBITOR DIRECTORY

Turning Technologies
Booth #431
sales@turningtechnologies.com, 330-746-3015
www.turningtechnologies.com

Product Categories: BYOD; Clickers; Learning Analytics; Mobile Learning

Tutor.com
Booth #160
Jim Barnes, Vice President of Sales
Jim.Barnes@tutor.com, 646-619-8214
www.tutor.com/higher-education

Unanet
Booth #1276
Doug D’Argenio, Director; Business Development
kogden@unanet.com, 703-689-9440
www.unanet.com

Product Category: Portfolio and Project Management

Unicon
Booth #702/704
Jim Layne,
Vice President of Marketing
jlayne@unicon.net, 480-558-2400
www.unicon.net

Product Categories: Consulting; Identity and Access Management; Learning Analytics; Open Source

Unify
Booth #361/363
Rosemarie Marshall, National Sales Director
rosemarie.marshall@unify.com, 561-923-7123
www.unify.com

Product Categories: Audio and Video Conferencing; Cloud Computing and Services; Mobile Apps

UNIT4 Business Software
Silver Partner
Booth #1043
Nick Gibson, Head of Education Solutions, Sales, Education
nick.gibson@unit4.com, +44 1275377333
www.unit4.com

Product Categories: Academic Information Systems; Cloud Computing and Services; ERP; Student Information Systems

University Business
Booth #1132
Joyce Kacin, Associate Publisher
jkacin@universitybusiness.com, 203-981-3716
www.universitybusiness.com

Product Categories: Business Intelligence; Digital Publishing; E-Mail and Productivity Systems; Media Production, Preservation, and Storage

University Lease
Booth #359
John Riddle, Vice President
jriddle@universitylease.com, 800-317-8687
www.universitylease.com

Product Categories: ERP; Financing; Hardware; Network Infrastructure

U.S. Bank Equipment Finance
Booth #1075
Anatoly Lipetsky, Vice President
anatoly.lipetsky@usbank.com, 949-798-4753
usbank.com/tfg

Product Category: Financing

Utelogy Corporation
Booth #112
Frank Pellkofer, CEO
Frank.pellkofer@utelogy.com, 707-338-4704
www.utelogy.com

Product Categories: Analytics; Audio and Video Conferencing; Classroom Control Systems; Help Desk

Vaddio
Booth #143
Hailey Klein, Marketing Manager
hklein@vaddio.com, 763-971-4451
www.vaddio.com

Product Categories: Audio and Video Conferencing; BYOD; Classroom Control Systems; Hardware

Virco
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Brian True, National Sales Manager
info@virco.com, 800-448-4726
www.virco.com

Product Categories: Furniture; Learning Space Design and Outfitting
EXHIBITOR DIRECTORY

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Trey Hicks, Chief Sales Officer
salesteam@visix.com, 800-572-4935
www.visix.com
Product Category: Digital Signage

Vital Source Technologies
Bronze Partner
Booth #140/142
Mike Hale, Vice President of Sales
mike.hale@ingramcontent.com
www.vitalsource.com
Product Categories: Content Management Systems; Digital Publishing; Learning Analytics; LMS

VMware
Silver Partner
Booth #723
Nestor Kassaraba, Field Marketing Manager
nkassaraba@vmware.com, 571-375-3458
www.vmware.com
Product Categories: BYOD; Cloud Computing and Services; Virtualization

Vocado
Booth #1079/1081
Ciel Senechal, Vice President Sales Operations
ciel@vocado.net, 916-436-8103
www.vocado.com
Product Categories: Cloud Computing and Services; Enterprise Information Systems; Governance and Compliance; Student Information Systems

Vocareum
Booth #1160/1162
Vishal Kapoor, Marketing
vishal@vocareum.com, 650-549-5194
www.vocareum.com
Product Categories: Cloud Computing and Services; Learning Analytics; LMS; Online Learning

Wacom Technology Services
Booth #1163
Dennis Hoff, Senior Product Manager
dennis.hoff@wacom.com, 360-896-9833
www.wacom.com
Product Categories: Classroom Control Systems; Document Imaging and Management; Media Production, Preservation, and Storage

WebCheckout
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Daniel T. Pyne, Vice-President, Sales
sales@webcheckout.net, 773-477-7019
www.webcheckout.net
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WEPA
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amanda.skelton@wepanow.com, 205-605-6059
www.wepanow.com
Product Categories: Adaptive Technologies; Cloud Computing and Services

Wiley
Booth #1151
Lisa Harding, Product Marketing Manager
Lisa.Harding@deltak-innovation.com, 630-528-3129
www.wiley.com
Product Categories: Adaptive Technologies; CRM; Online Learning

Wisegate IT
Booth #481
Scott LeSueur,
Global Director, Education and Academic Medical Centers
scott.lesueur@wisegate.org, 801-557-6115
www.wisegateit.com
Product Categories: BYOD; Data Security; Identity and Access Management; Security Management

Wolfram Research
Booth #1178
Kelvin Mischo, Academic Sales Manager
kelvinm@wolfram.com, 217-398-0700 x5497
www.wolfram.com
Product Categories: Cloud Computing and Services; Digital Publishing; Mobile Learning; Online Learning

WolfVision
Booth #1056
Pablo Munguia, Regional Sales Manager
pablo.munguia@wolfvision.us, 678-237-5090
www.wolfvision.com
Product Categories: Audio and Video Conferencing; BYOD; Document Imaging and Management; Training
Workday
Gold Partner
Booth #1111
Peggy McGillis, Integrated Marketing Director, Higher Education
peggy.mcgillis@workday.com, 925-951-9000
www.workday.com/edu

Product Categories: Cloud Computing and Services; ERP; Mobile Apps; Student Information Systems

WTC Consulting
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Ron Rutherford, Director of Marketing
rrutherford@wtc-inc.net, 213-689-5309
www.wtc-inc.net

Product Categories: Consulting; Network Infrastructure; Portfolio and Project Management

W.W. Norton & Company
Booth #875/877
Cassie del Pilar, Director of Institutional Sales
cdelpilar@wwnorton.com, 212-790-4290
www.wwnorton.com

Product Categories: Adaptive Technologies; Digital Publishing; Mobile Learning; Online Learning

Xirrus
Booth #1209/1211
Alexandra Gunther, Marketing Manager
info@xirrus.com, 805-262-1600
www.xirrus.com

Product Categories: BYOD; Hardware; Network Infrastructure; Wireless

Zones
Booth #1257
Kathryn Kurshinsky, Higher Education Sales Manager
kathryn.kurshinsky@zones.com, 253-205-6319
www.zones.com

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