Welcome to the Administrative IT Summit 2015!

We are pleased to welcome both IT and business leaders to this special event co-hosted by EDUCAUSE and NACUBO.

Analytics is our focus this year. We know it is a critical topic for higher education now, as individual institutions and our entire sector strive to understand, justify, and optimize the value of higher education. Analytics promises to help us do just that. What we have to do is learn how—and that is the challenge we'll explore at this meeting.

You hold the key to a strategic institutional resource: the massive amounts of transactional data within administrative systems. We'll discuss ways to transform that data into business intelligence, which can inform and improve decision making on your institution's mission-critical issues.

While here at the summit, you'll be exposed to ideas, advice, and insights from practitioners and trusted advisors. You'll meet old friends and make new ones as you engage with IT and business colleagues from other institutions. If you've come with a team from your institution, you can use this opportunity to shape and deepen your institutional strategies.

Our efforts to increase analytics maturity do not begin and end here in Seattle. Both EDUCAUSE and NACUBO offer resources that support analytics awareness and usage. We encourage you to engage in these opportunities. See page 2 for details.

We would like to thank our sponsors Ellucian, Moran Technology Consulting, Oracle, and Workday for their generous support of and participation in the summit. Corporate Partners are important partners in our exploration of analytics in higher education.

Make the most of this event. Learn, share, network, and relax. We hope you take time to enjoy Seattle as well!

Bill Dillon
Executive Vice President
NACUBO

Susan Grajek
Vice President for Data, Research, and Analytics
EDUCAUSE

Brought to you by

The National Association of College and University Business Officers (NACUBO) is a membership organization that represents chief business and financial officers through advocacy efforts, community services, and professional development activities. The association's mission is to advance the economic viability and business practices of higher education institutions in fulfillment of their academic missions. For more information, visit nacubo.org.

EDUCAUSE is a nonprofit membership association created to support those who lead, manage, and use information technology to benefit higher education. A comprehensive range of resources is available to all EDUCAUSE members. For more information about EDUCAUSE, including membership, visit educause.edu.
ON-SITE CONNECTIONS

WIRELESS ACCESS
Wireless internet is available throughout the Administrative IT Summit event meeting space.
Network SSID: EDUCAUSEAIR
Network password: educause (case sensitive)

NAME BADGE
Your name badge verifies your registration and provides admission to functions. Please wear your name badge at all times.

RECEPTION
MONDAY, 6:30–8:00 P.M. | PUGET SOUND, LOBBY LEVEL
One of the most valuable aspects of this event is the opportunity to connect face-to-face with fellow attendees. Join us for the reception, where you can relax over food and drink and get to know your colleagues.

NOTE: Please wear your name badge for admittance.

EVALUATION FEEDBACK
Your input is vital to helping shape future events—from what’s offered through the program to who presents it. Please tell us what you think.

Sessions: Share your thoughts on sessions and presenters through the online event program: educause.edu/AdminIT15/Agenda.

Overall: Watch for the overall evaluation e-mail shortly after the event.

MOBILE DEVICE ETIQUETTE
Please silence all mobile devices during event sessions.
Please disable personal MiFi’s or wireless hotspots on all mobile devices during the conference. Personal wireless networks cause disruption for those using the summit wireless network.
Thank you for limiting your bandwidth usage when using the summit wireless network.

SESSION RESOURCES
All presenters are asked to upload their session resources, including slides, videos, handouts, etc., to the associated listing in the online agenda. Following the event, the online agenda will be available to participants through the Administrative IT Summit proceedings web page.

AUDIO/VIDEOTAPING, DIGITAL RECORDING, AND PHOTOGRAPHY
Because all presentations and associated materials are the intellectual property of the presenters, attendees must obtain presenter permission to record a session or other activity in any medium. Attendees are allowed to record for commercial purposes only with prior permission from both EDUCAUSE and the presenters. EDUCAUSE reserves the right to ask attendees to move within or to leave a session venue if their use of technology is disruptive. By attending the event, attendees agree to the terms of the EDUCAUSE Image/Audio/Video Release Form, which allows images, audio, and video recorded on-site to be used for educational and promotional purposes.

Disclaimer: Content from event speeches, presentations, blogs, wikis, and feeds reflects the opinions of the authors and not necessarily those of EDUCAUSE or its members.

FINANCIAL ASSISTANCE FOR PROFESSIONAL DEVELOPMENT
The EDUCAUSE Fellowship Advisory Committee awards fellowships and one scholarship each year to individuals who could not otherwise attend an EDUCAUSE professional development event without financial support. Applications are now being accepted for 2016 events. Apply now, or refer a colleague at educause.edu/Fellow.

CONNECT THROUGHOUT THE YEAR
Engage in many ways with your EDUCAUSE community!

1. Be a Presenter: Submit a proposal to share your experience and “lessons learned” by answering a call for proposals at any of the available events on educause.edu/Events.

2. Serve on a Program Committee: Find information on program committees at educause.edu/Committees.

3. Contribute as a Session Proposal Reviewer, Convener, or Photographer: Click the “Volunteer Now” button at the bottom of educause.edu/Volunteer.

4. Participate in an EDUCAUSE Live! webinar: Information and schedule can be found at educause.edu/Live.

5. Explore Professional Development Opportunities: Institute programs, conferences and events, constituent groups, mentoring, our Career Center, and more are outlined at educause.edu/PDopportunities.
ANALYTICS RESOURCES FROM EDUCAUSE AND NACUBO

In 2015, EDUCAUSE programs will focus on analytics in the following ways:

- New research on the current state of analytics in higher education, including institutional and learning analytics—ECAR, in partnership with Gartner
- Best practices in data governance—ECAR working groups
- Emerging analytics technologies and trends—ECAR 2015 Top 10 Strategic Technologies and IT Trends reports
- Institutional analytics maturity assessment and technology deployment metrics and tools—Core Data Service
- A community of practice dedicated to the discussion of key themes in learning innovation, including learning analytics—ELI
- A comprehensive article and resource listing—EDUCAUSE library

NACUBO recommends the following analytics resources:

- “Analytics That Support Planning, Budgeting, and Results” webcast
- “Data Point the Way,” Business Officer magazine article

View a clickable listing: educause.edu/AdminIT15

Monday, June 22

5:00–6:30 p.m.

Registration Desk Open
CASCADE BALLROOM FOYER, MEZZANINE LEVEL

6:30–8:00 p.m.

Reception
PUGET SOUND, LOBBY LEVEL

One of the most valuable aspects of this conference is the opportunity to connect face-to-face with fellow attendees. Join us for the reception, where you can relax over food and drink and get to know your colleagues. A hosted bar will be available.

NOTE: Please wear your name badge for admittance.

Tuesday, June 23

7:00 a.m.–5:00 p.m.

Registration Desk Open
CASCADE BALLROOM FOYER, MEZZANINE LEVEL

7:00–8:00 a.m.

Networking Breakfast
CASCADE BALLROOM FOYER, MEZZANINE LEVEL

A complete, hot breakfast will be served.

8:00–8:30 a.m.

Welcome
CASCADE BALLROOM, MEZZANINE LEVEL

Betsy Tippens Reinitz, Director of Administrative IT Programs, EDUCAUSE; William L. Dillon, Executive Vice President, NACUBO

8:30–9:30 a.m.

Setting an Analytics North Star, in Higher Education and Beyond
CASCADE BALLROOM, MEZZANINE LEVEL

Jack Phillips, CEO, International Institute for Analytics

Most organizations today have an array of emerging analytics aspirations, but few have built consensus around what it means to succeed with analytics. Through its ongoing research, IIA has documented examples of how leading enterprises across a variety of industries have set their analytics “North Star” to build impactful, data-driven programs.

9:30–10:00 a.m.

Break
CASCADE BALLROOM FOYER, MEZZANINE LEVEL

10:00–10:30 a.m.

ECAR Analytics Maturity Index
CASCADE BALLROOM, MEZZANINE LEVEL

The ECAR Analytics Maturity Index for Higher Education provides a starting point for understanding an institution’s progress in analytics along six dimensions. This session will introduce the Analytics Maturity Index and will provide background for discussion topics later in the summit. For more information, visit educause.edu/analyticsMI.
10:30–11:30 a.m.

**Analytics Strategies: Culture, Collaboration, and Partnership**  
*CASCADE BALLROOM, MEZZANINE LEVEL*

Roger V. Bruszewski, Vice President for Administration and Finance, Millersville University of Pennsylvania;  
Mike Chapple, Senior Director, IT Service Delivery, University of Notre Dame

Developing and implementing an effective analytics strategy requires effort beyond what a single department within an institution can do on its own. Instead, a successful implementation requires a collaborative effort across the enterprise as well as a good understanding of the role that institutional culture plays. This session, co-led by senior leaders in IT and business, will address issues of partnership, collaboration, and culture.

11:30 a.m.–12:00 noon

**Analytics Strategies: Small Group Discussions**  
*CASCADE BALLROOM, MEZZANINE LEVEL*

Engage with other attendees in small group discussions about the culture, collaboration, and partnership issues raised in the previous session.

12:00 noon–1:00 p.m.

**Networking Lunch**  
*CASCADE BALLROOM FOYER, MEZZANINE LEVEL*

1:00–2:00 p.m.

**Community Conversations and Dessert**  
*CASCADE BALLROOM FOYER, MEZZANINE LEVEL*

Similar to poster sessions, community conversations provide attendees with the opportunity to move informally from conversation to conversation in order to discuss a variety of analytics-related topics and hear from institutions at varying stages of analytics maturity. For more information on the planned presentations and presenters, please view the Community Conversations handout.

2:00–3:00 p.m.

**Analytics Strategies: Talent Management and Staff Development**  
*CASCADE BALLROOM, MEZZANINE LEVEL*

Mark Saine, Senior Director, Executive and Leadership Development, TIAA–CREF; Kathryn F. Gates, Chief Information Officer, University of Mississippi

With the rise of the data-driven culture and the increased importance of analytics comes a change in the higher education staffing landscape. This session will explore the impact on IT staffing and the emerging needs for staff development and talent management that result from that change.

3:00–3:30 p.m.

**Analytics Strategies: Small Group Discussions**  
*CASCADE BALLROOM, MEZZANINE LEVEL*

Engage with other attendees in small group discussions about the talent management and staff development issues raised in the previous session.

3:30–4:00 p.m.

**Break**  
*CASCADE BALLROOM FOYER, MEZZANINE LEVEL*

4:00–5:00 p.m.

**Sponsor Panel: Getting the Most from Your Analytics Investment**  
*CASCADE BALLROOM, MEZZANINE LEVEL*

Fred Richards, Vice President of Product Management, Business Analytics, Ellucian; Charlie Moran, Senior Partner and CEO, Moran Technology Consulting; Mark Armstrong, Vice President of Higher Education Product Development, Oracle; Liz Dietz, Vice President of Strategy and Product Management, Student Systems, Workday

Facilitated by: Jacalyn Askin, Project Manager, Higher Education Economic Models, NACUBO

A panel of executives from summit sponsors will discuss ways that corporate partners can help institutions develop and strengthen their analytics strategies and make the most of their investments in analytics.

5:00–5:15 p.m.

**Wrap-Up**  
*CASCADE BALLROOM, MEZZANINE LEVEL*
Wednesday, June 24

7:00–11:00 a.m.

Registration Desk Open

CASCADE BALLROOM FOYER, MEZZANINE LEVEL

7:00–8:00 a.m.

Networking Breakfast

CASCADE BALLROOM FOYER, MEZZANINE LEVEL

A complete, hot breakfast will be served.

8:00–8:45 a.m.

Analytics and a Crossroads for Higher Education

CASCADE BALLROOM, MEZZANINE LEVEL

Susan Grajek, Vice President, Data, Research, and Analytics, EDUCAUSE

Thanks to changes in demographics, economics, technology and other areas, higher education is at a crossroads. Its future promises to be turbulent and very different from its present. Analytics—whether in its application to individuals, business practices, or institutions—is helping shape that future. And yet the future of analytics in higher education is itself uncertain. How will our institutions productively harness the promise of analytics? What are the needed baseline investments, and how prepared are institutions to make them? What pitfalls lie ahead? And what implications does the analytics revolution have for the profession of information technology and its relationship to business operations and executive functions in higher education?

8:45–10:15 a.m.

Moving the Needle: How to Make a Difference

CASCADE BALLROOM, PUGET SOUND, AND ELLIOTT BAY

Michael D. Erickson, Chief Information Officer, Colorado School of Mines; Sharon E. Blanton, Vice President and Chief Information Officer, Hawaii Pacific University; Paul Jenny, Senior Vice President, University of Washington

Based on the ECAR Maturity Model, this session will allow attendees to divide into groups to work on issues related to analytics. Topics may include governance, data, process, culture, expertise, or investment. Facilitated by senior leaders in IT and business, attendees will explore ways to move the needle on their analytics strategies, regardless of current institutional maturity level.

10:15–10:30 a.m.

Break

CASCADE BALLROOM FOYER, MEZZANINE LEVEL

10:30–11:15 a.m.

A New Generation of Business Analytics

CASCADE BALLROOM, MEZZANINE LEVEL

Lisa Kart, Research Director, Gartner

Information management and analytics enable innovation and transformation in how we conduct business. Before making significant investments in business analytics, information and analytics leaders must do two things. First, they must understand the significant changes happening in the business analytics market today. Second, and most importantly, they must determine what problems to tackle with analytics to get started in their organizations. Higher education can learn from other industries placing analytics at the core of their operations and move up the maturity curve.

11:15–11:30 a.m.

Wrap-Up

CASCADE BALLROOM, MEZZANINE LEVEL
Analytics is a critical topic for higher education now, as individual institutions and our entire sector strive to understand, justify, and optimize the value of higher education. Join us as we continue the conversation at EDUCAUSE 2015.

Register now: educause.edu/annual-conference.
Through a strategic partnership, Ellucian® and Nuventive® launched a ground-breaking solution and strategy for institutions needing a single-source-of-truth that aligns to your strategic plan and enhances decision-making and external reporting. Learn more at ellucian.com/perform.

Fostering a truly data-driven culture keeps modern universities competitive. Campus leaders choose Oracle education solutions to quickly discover and execute fresh strategies that cultivate student success and operational excellence.

Workday develops partnerships with higher education institutions by engaging colleges and universities in the design process to develop solutions that will fit each institution’s specific needs, including needs for analytics.

Using the ECAR Analytics Maturity Index, we help institutions determine the benefits of analytics investments and balance the risks of investing too much before the benefits are known.