Extron H.264 products are not like any live streaming products on the market today. Designed specifically for pro AV applications, Extron H.264 products support the wide variety of video and computer resolutions and formats used in modern university AV Systems. They provide superior quality and flexibility with advanced signal processing, scaling and aspect ratio management, plus a range of control options and support for many streaming protocols. Perfect higher education applications include presentation overflow, AV help desk monitoring, multichannel streaming systems, and high definition signage systems. Extron H.264 streaming products can be integrated with third party media servers and deliver live media to content delivery networks.

SME 100 Encoder Key Features:
• Streams DVI, RGB, HDTV, and video signals with audio over IP networks
• Selectable streaming output resolutions from 166x120 to 1024x768, and HDTV 720p/30 and 1080p/30
• Integrated three-input AV Switcher

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• Supports streaming resolutions from 480x320 up to 1080p/60
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If you have colleagues who couldn’t join us in person, please encourage them to attend virtually—there’s still time to participate.

On behalf of everyone who has made this premier gathering of the higher education IT community possible, thank you for attending.

Best wishes,

Diana G. Oblinger
President and CEO
EDUCAUSE

Loretta Early
Program Committee Chair
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**NETWORK PASSPHRASE:** **educause** *(CASE SENSITIVE)*

**Mobile App**

Download the conference mobile app for quick and easy access to the daily agenda, your personal itinerary, location and exhibit hall maps, and conference session evaluations (Android, iOS, BlackBerry, and tablet versions are available). Access the best thinking at [educause.edu/edu13/mobile-app](http://educause.edu/edu13/mobile-app).

**My Itinerary**

Create your own personal itinerary using the daily agendas on the EDUCAUSE website (login required) or the conference mobile app. Add and delete sessions, as well as exhibitors you wish to visit.

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**Socially Connected**

- [facebook.com/AnnualConference](http://facebook.com/AnnualConference)  
- [#EDU13](http://twitter.com/EDU13)  
- [tinyurl.com/linkedinE13](http://tinyurl.com/linkedinE13)  
- [flickr.com/groups/educause2013](http://flickr.com/groups/educause2013)

**Evaluation Feedback**

**SESSIONS:** Share your thoughts on sessions and speakers through the conference mobile app, through our online session evaluation system, at one of the conference information kiosks, or from your own computer at your convenience at [net.educause.edu/sesseval/e13](http://net.educause.edu/sesseval/e13).

**OVERALL:** Submit any comments you have to [feedback.educause.edu](http://feedback.educause.edu) and watch for the overall conference evaluation e-mail shortly after the conference. Coming soon to your inbox!
GETTING STARTED

Places
Please see maps on pages 20–23.

INFORMATION KIOSKS | LOBBY A
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 | LEVEL 3
Sponsored by KwikBoost
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. Phones and tablets (and all the cables!)—our sponsor’s got you covered. Hang out or drop them off for a “kwik” charge.

CIO LOUNGE | MEETING ROOM 303C/D
Sponsored by Desire2Learn Incorporated, 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.

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

COMMUNITY AND CONSTITUENT GROUP LOUNGE | MEETING ROOM 205B
Sponsored by ConnectEDU, Bronze Partner
Designed for members of the EDUCAUSE community and constituent groups, this informal setting is created for you to organize impromptu meetings, share valuable content, or just relax and recharge. Drop in or use the on-site scheduling board to reserve larger meetings.

INTERNATIONAL WELCOME LOUNGE | MEETING ROOM 205A
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 206A
Media representatives attending EDUCAUSE 2013 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 204A
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 SPACES | MEETING ROOMS 304A/B AND 304C/D
Furniture in Meeting Room 304A/B provided by Steelcase, Gold Partner

Flexibility is key in these two professionally designed learning spaces, which have been created to host a combination of presentations, small-group interactions, and large-group discussions.

EXHIBIT HALL | EXHIBIT HALL B/C
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 127 to learn about other exciting activities in the hall, including the Start-Up and NGLC alleys.

LEARNING THEATER | EXHIBIT HALL C
Located near the lunch area in the back of the exhibit hall, this community space will feature high-energy presentations including community updates and specific program spotlights and showcases. See pages 32–33 for more information and a detailed schedule.

EDUCAUSE CENTRAL | LOBBY C
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.

TOTE SELF-STUFFING AREA | LOBBY A
In an effort to reduce waste, we’ve created an area for you to choose only the complimentary hard-copy information you want. Gather association resource flyers, the conference print program, and a convenient tote bag to fill as you desire with these items and any collectibles from your trips through the exhibit hall.

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

Conference Bags: Made from 50% recycled material (great for reuse after the conference)
Name Badge Holders: Made from 50% recycled material
Pens: Made from 100% recycled plastic
Tote Stuffing Area: Take only the information you want
Print Program: Printed on Forest Stewardship Council-certified 100%-recycled paper
Learning spaces reimagined.

At Steelcase Education Solutions, we set out to do far more than simply update the classroom. Our goal was to rethink. Reinvent. Re-envision learning spaces. So we spent some time in them—hundreds of them. Listening. Observing. Talking to the people who know them best. We immersed ourselves in the way information is presented, absorbed and processed. How seats are arranged and technology is implemented. How communication and collaboration work. All so we can make learning more engaging, more empowering, more inspiring. For today, and years of tomorrows.

www.steelcase.com/educationsolutions
Domains and Outcomes
In an effort to help you navigate the program, the EDUCAUSE 2013 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.

<table>
<thead>
<tr>
<th>IT ORGANIZATIONAL DOMAINS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data/Information Access and Management</td>
</tr>
<tr>
<td>Enterprise and Infrastructure</td>
</tr>
<tr>
<td>Leadership and Management</td>
</tr>
<tr>
<td>Security, Privacy, and Compliance</td>
</tr>
<tr>
<td>Services and Support</td>
</tr>
<tr>
<td>Teaching and Learning</td>
</tr>
</tbody>
</table>

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.

Special Designations

AWARD WINNER SESSIONS
Award Program sponsored by Moran Technology, 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. These are not long sales pitches but rather facilitated 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, and 323link

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.

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 2013 conference website proceedings page.
NEARLY 90% OF YOUR STUDENTS ARE NOT AS ENGAGED AS YOU’D LIKE THEM TO BE.

MINDLINKS CAN HELP.
Market-leading content integrated into your LMS = student engagement.
## SCHEDULE-AT-A-GLANCE

### TUESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–5:30 p.m.</td>
<td>Registration, Exhibitor Help Desk, EDUCAUSE Central</td>
</tr>
<tr>
<td>7:00 a.m.–4:00 p.m.</td>
<td>Morning Seminars</td>
</tr>
<tr>
<td>8:00–11:30 a.m.</td>
<td>Full-Day Seminars (continued)</td>
</tr>
<tr>
<td>7:00 a.m.–11:30 a.m.</td>
<td>Refreshment Break for Seminar Attendees 9:30–10:00 a.m.</td>
</tr>
<tr>
<td>12:30–4:00 p.m.</td>
<td>Afternoon Seminars</td>
</tr>
<tr>
<td>8:00 a.m.–4:00 p.m.</td>
<td>Full-Day Seminars (continued)</td>
</tr>
<tr>
<td>2:00–2:30 p.m.</td>
<td>Refreshment Break for Seminar Attendees</td>
</tr>
</tbody>
</table>

### WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–6:30 p.m.</td>
<td>Registration, EDUCAUSE Central, Community &amp; Constituent Group Lounge</td>
</tr>
<tr>
<td>11:00 a.m.–4:00 p.m.</td>
<td>CIO Lounge</td>
</tr>
<tr>
<td>7:00 a.m.–5:00 p.m.</td>
<td>International Welcome Lounge</td>
</tr>
<tr>
<td>7:00–9:30 a.m.</td>
<td>General Session Sir Ken Robinson</td>
</tr>
<tr>
<td>8:00–11:30 a.m.</td>
<td>Morning Seminars</td>
</tr>
<tr>
<td>8:00 a.m.–4:00 p.m.</td>
<td>Full-Day Seminars (continued)</td>
</tr>
<tr>
<td>9:30 a.m.–10:30 a.m.</td>
<td>Exhibit Hall: 9:30 a.m.–6:30 p.m.</td>
</tr>
<tr>
<td>11:20–11:40 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>11:40 a.m.–12:30 p.m.</td>
<td>Sessions</td>
</tr>
<tr>
<td>12:30–4:00 p.m.</td>
<td>Afternoon Seminars</td>
</tr>
<tr>
<td>8:00 a.m.–4:00 p.m.</td>
<td>Full-Day Seminars (continued)</td>
</tr>
<tr>
<td>3:20–3:40 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>3:40–4:30 p.m.</td>
<td>Sessions</td>
</tr>
<tr>
<td>4:30–6:30 p.m.</td>
<td>Networking Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>
### THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration, EDUCAUSE Central</td>
</tr>
<tr>
<td>7:00–5:30</td>
<td>Community &amp; Constituent Group Lounge, International Welcome Lounge, CIO Lounge</td>
</tr>
<tr>
<td>7:00–6:30</td>
<td>EDUCAUSE Central</td>
</tr>
<tr>
<td>8:00–8:50</td>
<td>Sessions</td>
</tr>
<tr>
<td>8:50–9:10</td>
<td>Break</td>
</tr>
<tr>
<td>9:10–10:00</td>
<td>Sessions</td>
</tr>
<tr>
<td>10:00–10:30</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:30–11:30</td>
<td>General Session, Jane McGonigal</td>
</tr>
<tr>
<td>11:30–1:30</td>
<td>Lunch in the Exhibit Hall</td>
</tr>
<tr>
<td>1:30–2:20</td>
<td>Sessions</td>
</tr>
<tr>
<td>2:20–2:40</td>
<td>Break</td>
</tr>
<tr>
<td>2:40–3:30</td>
<td>Sessions</td>
</tr>
<tr>
<td>3:30–4:30</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>4:30–5:20</td>
<td>Sessions</td>
</tr>
<tr>
<td>5:20–5:30</td>
<td>Break</td>
</tr>
<tr>
<td>5:30–6:20</td>
<td>Sessions</td>
</tr>
</tbody>
</table>

### FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00–10:15</td>
<td>Community &amp; Constituent Group Lounge, International Welcome Lounge, CIO Lounge</td>
</tr>
<tr>
<td>7:30–11:30</td>
<td>EDUCAUSE Central</td>
</tr>
<tr>
<td>8:00–8:50</td>
<td>Sessions</td>
</tr>
<tr>
<td>8:50–9:10</td>
<td>Break</td>
</tr>
<tr>
<td>9:10–10:00</td>
<td>Sessions</td>
</tr>
<tr>
<td>10:15–11:15</td>
<td>General Session, Paul LeBlanc</td>
</tr>
<tr>
<td>10:30–11:20</td>
<td>Refreshment Break for Seminar Attendees</td>
</tr>
<tr>
<td>11:30–12:30</td>
<td>Lunch for Seminar Attendees</td>
</tr>
<tr>
<td>11:20–11:40</td>
<td>Break</td>
</tr>
<tr>
<td>11:40–12:30</td>
<td>Sessions</td>
</tr>
<tr>
<td>12:30–4:00</td>
<td>Full-Day Seminars</td>
</tr>
<tr>
<td>12:30–2:30</td>
<td>Poster Session</td>
</tr>
<tr>
<td>1:30–2:30</td>
<td>Refreshment Break for Seminar Attendees</td>
</tr>
<tr>
<td>2:00–2:30</td>
<td>Break</td>
</tr>
<tr>
<td>2:30–3:20</td>
<td>Sessions</td>
</tr>
<tr>
<td>3:20–3:40</td>
<td>Break</td>
</tr>
<tr>
<td>3:40–4:30</td>
<td>Sessions</td>
</tr>
<tr>
<td>4:30–6:30</td>
<td>Networking Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>
CONVENTION CENTER MAPS

Level 1
CONVENTION CENTER MAPS

Level 3

Level 2
Preparing for change? Find out what lies ahead.

Rapid changes in the education technology landscape are redefining the enterprise IT organization. In “The Four Futures of IT,” Gartner Research Vice President and Distinguished Analyst Jorge Lopez outlines the changes you can expect — and how you can prepare.

Meet one-on-one with Gartner analysts — and pick three free pieces of Gartner research!
Visit Booth #900 for details.
Amos Auringer
Irma Fabular
Steven L. Kaplan
Jorge Lopez
John Mishler, Ph.D.
Stephen E. Smith
Terri-Lynn B. Thayer
Sunday, October 13

8:00 a.m.–5:00 p.m.

**Exhibitor Help Desk Open**
LOBBY B
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 2014, and participating in other EDUCAUSE opportunities.

Monday, October 14

8:00 a.m.–4:00 p.m.

**EDUCAUSE Board of Directors Meeting**
(Board members only)
EXECUTIVE BOARDROOM, FOURTH FLOOR, HILTON ANAHEIM HOTEL

8:00 a.m.–5:00 p.m.

**Registration Desk Open**
*Sponsored by Jenzabar, Platinum Partner*
LOBBY B
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.

**Exhibitor Help Desk Open**
LOBBY B
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**Speaker Ready Room Open**
MEETING ROOM 204A
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.
Tuesday, October 15

**7:00–7:45 a.m.**

**Breakfast for Seminar Speakers and Conveners**

**BALLROOM E**

Seminar speakers and conveners are invited to this continental breakfast in order to pick up informational packets as well as mingle and chat informally with others.

**7:00 a.m.–4:00 p.m.**

**EDUCAUSE Community and Constituent Group Lounge Open**

**MEETING ROOM 205B**

This space is designed for members of the EDUCAUSE community and constituent groups 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 on-site scheduling board to reserve space for larger meetings. See you there!

**International Welcome Lounge Open**

**MEETING ROOM 205A**

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**

**MEETING ROOM 206A**

Media representatives attending EDUCAUSE 2013 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**

**LOBBY C**

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**

**LOBBY B**

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.

**Exhibitor Help Desk Open**

**LOBBY B**

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 2014, and participating in other EDUCAUSE opportunities.

**Speaker Ready Room Open**

**MEETING ROOM 204A**

Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

**8:00–11:30 a.m.**

**MORNING SEMINARS**

*Note: Separate registration and fee are required.*

**Seminar 8A: Make Your Online Content Accessible: It’s Easier Than You Think!**

**MEETING ROOM 208A/B**

**Seminar 9A: Reimagining the “E” in E-Portfolio: Emerging, Engaging, and Enriching Technologies for Teaching and Learning**

**MEETING ROOM 304C/D**

**Seminar 10A: Designing Virtualization and Cloud Services into a High-Availability, Multitiered, Multilocation Data Center**

**MEETING ROOM 209A/B**

**Seminar 11A: More Than a Home Page: Crafting a Campus Identity for the Mobile/Social World**

**MEETING ROOM 210A/B**

**Seminar 12A: A Breakthrough Model for Faculty Development: The Life-Cycle Approach**

**MEETING ROOM 210D**

**Seminar 13A: Iterative Design Process of Curriculum and Games**

**MEETING ROOM 211A/B**

**Seminar 14A: Balanced Leadership: The Role of Behavior Styles**

**MEETING ROOM 213A**

**Seminar 15A: A Roadmap for Peer Consulting**

**MEETING ROOM 213B**

**Seminar 16A: Change Management in Higher Education**

**MEETING ROOM 213C**
Seminar 17A: Getting to Match Point: Successful Negotiation, Conflict Management, and Facilitation in Higher Education IT  
MEETING ROOM 204B

Seminar 18A: Responsive Web Design  
MEETING ROOM 210C

Seminar 19A: Overcoming the Influence Deficit: How Higher Ed CIOs Can Hold More Sway  
MEETING ROOM 212A/B

8:00 a.m.–12:00 noon

ECAR-CIA Working Group Meeting  
PALOS VERDES, FOURTH FLOOR, HILTON ANAHEIM HOTEL
This meeting, sponsored by the ECAR Communications Infrastructure and Applications Working Group, brings together speakers to share the latest on important communication technology issues. Learn more about what you need to support your campus’s needs.

HEISC Leadership Team Meeting  
(By invitation only)  
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL

8:00 a.m.–4:00 p.m.

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

Seminar 1F: From Question to Action: Creating In-House Surveys as a Part of Data-Driven Decision Making  
MEETING ROOM 213D

Seminar 2F: Legal Issues Every Higher Ed Technology Professional Should Understand  
MEETING ROOM 204C

Seminar 3F: Designing an IT Service Catalogue to Support Strategic and Operational Effectiveness  
MEETING ROOM 207A

Seminar 4F: Project Management Conference within a Conference  
MEETING ROOM 207B

Seminar 5F: Leveraging Personal Learning Networks for Individual and Organizational Innovation  
MEETING ROOM 304A/B

Seminar 6F: Becoming a Successful Technology Manager  
MEETING ROOM 207C

Seminar 7F: ITANA Face2Face 2013—EA in Action: The Value of Enterprise Architecture  
MEETING ROOM 207D

8:00 a.m.–5:00 p.m.

Next Generation Learning Challenges Convening: Breakthrough Models for College Completion  
(By invitation only)  
LAGUNA, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Next Generation Learning Challenges grant recipients from Wave IIIb will be convening. Lunch included.

9:00–10:00 a.m.

EDUCAUSE Nominations Committee Meeting  
(Committee members only)  
LIDO A, FOURTH FLOOR, HILTON ANAHEIM HOTEL

9:30–10:00 a.m.

Refreshment Break for Seminar Participants  
FOYERS
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)  
LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL

11:00 a.m.–4:00 p.m.

CIO Lounge Open  
Sponsored by Desire2Learn Incorporated, Platinum Partner  
MEETING ROOM 303C/D
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 only: A continental-style welcome breakfast for CIOs will be offered from 7:00 to 7:45 a.m.
TUESDAY

11:15 a.m.–12:45 p.m.

EDUCAUSE Connect Committee Meeting
(Core committee, content architects, ambassadors, and career counselors only)
SAN SIMEON, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Lunch will be provided for committee members.

11:30 a.m.–12:30 p.m.

Lunch for Seminar Participants
(Lunch ticket required)
BALLROOM E
Lunch is available to speakers and attendees who are registered for a full-day seminar or both a morning and an afternoon seminar (lunch tickets will be issued accordingly).

11:30 a.m.–1:00 p.m.

ELI Advisory Board Meeting
(Board members and invitees only)
LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Lunch will be provided for committee members.

11:45 a.m.–3:00 p.m.

Coalition of Higher Education IT Associations Meeting
(By invitation only)
MALIBU, FOURTH FLOOR, HILTON ANAHEIM HOTEL
This invitation-only session convenes the leaders of international associations of higher education IT. Lunch will be provided for attendees.

12:00 noon–2:45 p.m.

ECAR Working Groups Meeting
PALOS VERDES, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Join this open meeting of the new ECAR working groups (formerly ACTI) to hear the latest on how to engage with colleagues on topics such as cyberinfrastructure, data storage, communications technologies, mobile data collection, and more.

1:00–2:00 p.m.

SEMINAR
Note: Separate registration required. Corporate attendees only.

IT Industry Research Update
HUNTINGTON, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Jacqueline Bichsel, Senior Research Analyst, and Eden Dahlstrom, Senior Research Analyst, EDUCAUSE
This session will offer participants an in-depth review of two recently published research reports by the EDUCAUSE Center for Analysis and Research: The Consumerization of Technology and The State of E-Learning in Higher Education. Your business will benefit from having a better understanding of the real-time trends and issues impacting your customers.

12:30–4:00 p.m.

AFTERNOON SEMINARS
Note: Separate registration and fee are required.

Seminar 8P: Turning Change into Opportunity: The 21st Century’s Most Valuable Skill
MEETING ROOM 208A/B

Seminar 9P: Evaluating Learning Spaces
MEETING ROOM 304C/D

Seminar 10P: Best Practices Build Better Systems
MEETING ROOM 209A/B

Seminar 11P: Campus IT Policy Development
MEETING ROOM 212A/B

Seminar 12P: Sharpening the Sword: Brain-Based Learning Strategies
MEETING ROOM 213C

Seminar 13P: Ensuring Quality in Online and Blended Programs
MEETING ROOM 213B

Seminar 14P: Principles and Practices: Building an Effective Social Media Toolkit
MEETING ROOM 210D

Seminar 15P: How Good Are Your IT Services?
MEETING ROOM 211A/B

Seminar 16P: Integrating the 4Cs into Instructional Activities with Tablets
MEETING ROOM 213A

Seminar 17P: Following the Bouncing Ball to Senior IT Leadership Positions
MEETING ROOM 210C

Seminar 18P: The Horizon Report: A Hands-On Approach to Putting Theory into Practice
MEETING ROOM 210A/B

MEETING ROOM 204B
As the global leader in domain names, 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 Services. To learn more about what it means to be Powered by Verisign, please visit VerisignInc.com.

For confidence, click here.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>1:00–2:00 p.m.</td>
<td>ELI 2014 Program Committee Meeting (Program committee members and invitees only)</td>
<td>LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL</td>
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<tr>
<td>1:00–2:50 p.m.</td>
<td>RUCC Meeting (RUCC members and invited guests only)</td>
<td>MEETING ROOM 303B</td>
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<tr>
<td>2:00–2:30 p.m.</td>
<td>Refreshment Break for Seminar Participants</td>
<td>FOYERS</td>
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<td>2:00–3:00 p.m.</td>
<td>SEMINAR</td>
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<td>Note: Separate registration required. Corporate attendees only.</td>
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<td>Talk with the Board</td>
<td>HUNTINGTON, FOURTH FLOOR, HILTON ANAHEIM HOTEL</td>
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<td></td>
<td>Susan E. Metros, Professor, Associate Vice Provost, Associate CIO, and Interim Associate Dean, University of Southern California; Bruce Maas, Vice Provost for Information Technology and CIO, University of Wisconsin–Madison</td>
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<td>When was the last time you got to spend 60 uninterrupted minutes with a campus CIO? During this informal gathering with members of the EDUCAUSE Board of Directors, you’ll have a chance to hear firsthand about the most significant IT issues and challenges they are facing on their campuses and discover the best way to partner with and market your products to the higher education community.</td>
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<tr>
<td>2:30–3:30 p.m.</td>
<td>EDUCAUSE Reviewers Meeting</td>
<td>SAN SIMEON, FOURTH FLOOR, HILTON ANAHEIM HOTEL</td>
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<td></td>
<td>Existing and would-be members of the EDUCAUSE Reviewers Committee are invited to attend this informal meeting to get acquainted with colleagues and discuss reviewing for EDUCAUSE Review Online.</td>
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<tr>
<td>3:00–4:30 p.m.</td>
<td>Chief Information Officers (CIOs) Constituent Group Discussion Session</td>
<td>BALLROOM A</td>
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<td>Learn how your CIO colleagues are tackling common challenges in this discussion and networking session on the EDUCAUSE top-10 IT issues for 2013. Informal, small-group discussions will focus on the wireless explosion, improving student outcomes, cloud sourcing, and other topics. Join this energetic and engaging start to the conference.</td>
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<tr>
<td>4:30–5:30 p.m.</td>
<td>Constituent Group Leaders Meeting (Group leaders only)</td>
<td>SAN SIMEON, FOURTH FLOOR, HILTON ANAHEIM HOTEL</td>
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<td>5:30–7:30 p.m.</td>
<td>DISCUSSION SESSION</td>
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<td>Software Licensing Issues Constituent Group</td>
<td>MEETING ROOM 303B</td>
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<td></td>
<td>Margaret H. Knox, CIO, University of Texas System</td>
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<td>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.</td>
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<tr>
<td>7:00–9:00 p.m.</td>
<td>EDUCAUSE Board, EDUCAUSE 2013 Program Committee, and EDUCAUSE Recognition Reception (By invitation only)</td>
<td>AVILA, FOURTH FLOOR, HILTON ANAHEIM HOTEL</td>
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<td>Next Generation Learning Challenges is hosting a reception for all grant recipients, Breakthrough Models Academy participants, and Breakthrough Models Incubator team members.</td>
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</table>
Discover great ideas.

Start-Up Alley is back at EDUCAUSE 2013! Visit 30 emerging companies with innovative products and services for higher education. Share feedback on new ideas and learn about pilot opportunities for your institution.

Visit the alley during exhibit hall hours:
WEDNESDAY, 9:30 a.m.–6:30 p.m.
THURSDAY, 10:00 a.m.–4:30 p.m.

Start-Up Alley Participants:
AcademicWorks
Apidapter
ApprenNet
AspirEDU
Axiom Networks
Collaaj
Composeright Pty Ltd
Copley Retention Systems
Emerald Exam
Enroll
Ginkgotree
GiveGab
HigherNext
InFlight Corporation
Intellify Learning
NextThought
NorthCanal Group
panOpen
Panther Learning Systems
Revolution Next Technologies Pvt Ltd
Rukuku
Shareworks Solutions BV
Shindig
Smart Hires Corporation
Tutor Matching Service
USEED
ValuePulse
Virdocs Software
Vizi Courseware
YouSeeU
Where thinking becomes action.

Exhibit Hall C
(near the lunch seating area)

The Learning Theater is a community space open during the exhibit hall hours and designed for interactive discussions and thought-provoking presentations.

When not participating in these quick-paced activities, you can engage in this informal setting with constituent groups and peers to explore hot topic discussions and just-in-time answers to day-to-day challenges.
**WEDNESDAY**

9:40–10:20 a.m.

**Prepare for Lift-Off: Becoming a Successful IT Pilot Site**

Join a panel of your university colleagues to learn what it takes to successfully deliver and host technology pilots on your campus.

10:30–11:20 a.m.

**You Found Your Match: Now Fund It and Make It Work**

What does it take to keep IT pilot partnerships productive and harmonious? Hear feedback from principal investigators, campus partners, and NGLC to learn about what partners on both sides want and need to make pilot implementations successful.

11:40 a.m.–12:30 p.m.

**Discover Your Pilot**

Learn more about pilot opportunities from start-up and emerging companies whose representatives will share information about their pilot projects and offer advice and insight on their experiences.

12:40–2:30 p.m.

**Showcase of the Latest in Student Planning and Advising Tools**

Come and learn about the latest technologies being developed by leading education technology vendors designed to simplify student guidance and education planning at higher education institutions.

11:30 a.m.–1:30 p.m.

**Breakthrough Models Academy 2013 Competition**

Hear twelve teams from the 2013 Breakthrough Models Academy share the concepts they’ve developed and honed for a breakthrough model in higher education and help select a winning design. Interview team members and assist the “secret judges” to award $5,000 in professional development money to each member from up to three teams.

**THURSDAY**

11:30 a.m.–1:30 p.m.

**NET+ 101: Moving to the Cloud with Our Friends in Higher Education and Industry**

As cloud computing shifts traditional technology acquisition models, institutions need to find a balance between the two. Learn how Internet2 NET+ works with campuses and industry to meld traditional procurement models with the realities of the cloud.

2:30–3:20 p.m.

**Improv: Improve! Women in IT Constituent Group**

Join the Women in IT Constituent Group in a bit of improv as they explore and practice behaviors that can lead to improved recruitment, retention, and advancement of women in higher ed IT. You’ll get an overview of effective practices and then get your improv on!

4:40–6:30 p.m. (two 50-minute sessions)

**Making IT Accessibility Accessible**

Join the IT Accessibility Constituent Group to learn how we can help you implement accessibility on your campus. View demonstrations and learn how other campuses are implementing accessibility.
All Things Hosted: Developing an Institution-Wide Cloud Strategy

Reported as a top IT issue by EDUCAUSE, cloud computing is one of the fastest-changing aspects of higher education technology. Join Jenzabar for a special presentation featuring IT leaders who have developed cloud strategies across their campuses—saving time and money, and gaining efficiencies and reliability.

Wednesday, October 16
11:40am-12:30pm
Meeting Room 210C

Panel:
Alan Roberts, Director of Enterprise Services, Grove City College
Jacqui Spicer, CIO/VP for Information Technology, Baker College
Ben Bassett, Vice President and General Manager, Managed Services, Jenzabar

Moderator:
Casey Green, Founder and Director, The Campus Computing Project

Visit jenzabar.com/EDUCAUSE for more information.
Wednesday, October 16

7:00–8:00 a.m.

**EDUCAUSE Core Data Service Advisory Group Meeting**  
(By invitation only)  
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL

**Fellowship Advisory Committee Meeting**  
(Committee members only)  
LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL  
Breakfast will be provided for committee members.

7:00 a.m.–4:30 p.m.

**International Welcome Lounge Open**  
MEETING ROOM 205A  
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 a.m.–5:00 p.m.

**CIO Lounge Open**  
Sponsored by Desire2Learn Incorporated, Platinum Partner  
MEETING ROOM 303C/D  
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 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 204A  
Speakers are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

7:00 a.m.–6:30 p.m.

**EDUCAUSE Central Open**  
LOBBY C  
Visit EDUCAUSE Central, a community hub near registration, to connect with association leaders and learn about recent EDUCAUSE activities.
EDUCAUSE ANNUAL CONFERENCE | The Best Thinking in Higher Education IT

7:00 a.m.–6:30 p.m. continued

Registration Desk Open
Sponsored by Jenzabar, Platinum Partner
LOBBY B

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.

EDUCAUSE Community and Constituent Group Lounge Open
Sponsored by ConnectEDU, Bronze Partner
MEETING ROOM 205B

This space is designed for members of the EDUCAUSE community and constituent groups 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 on-site scheduling board to reserve space for larger meetings. See you there!

8:00–9:30 a.m.

GENERAL SESSION
Note: This session will be streamed live for the online audience only and will not be recorded.

Leading a Culture of Innovation
Sponsored by Pearson, Platinum Partner
EXHIBIT HALL A

Sir Ken Robinson, Educationalist and Author

Sir Ken Robinson, internationally acclaimed expert on creativity and innovation and author of *Finding Your Element*, *The Element*, and *Out of Our Minds*, has worked with some of the world’s leading creative organizations—in the corporate, educational, and cultural fields. In this presentation, he will identify three myths about innovation that hold many organizations back and the basic practices that drive the most innovative organizations ahead of the pack. He will also present a three-tier strategy to generate “systemic innovation” across the whole organization. He will then identify the three core roles of creative leaders to make this happen. Key topics will include the need for “systemic innovation”; the relationships between imagination, creativity, and innovation; the three levels of systemic innovation; and the basic roles of creative leaders.

*Please join us for an informal book signing immediately following this session in Pearson’s booth #1109 in the exhibit hall.*

9:30–10:15 a.m.

Meet with EDUCAUSE Staff to Discuss Security and Privacy Programs
EDUCAUSE CENTRAL

Stop by to learn more about EDUCAUSE activities in security and privacy, including the Higher Education Information Security Council (HEISC), and a new area of focus, governance, risk, and compliance. Meet with Susan Grajek, vice president for data, research, and analytics, Rodney J. Petersen, senior government relations officer and managing director of the Washington office, and Valerie M. Vogel, program manager.

9:30 a.m.–6:30 p.m.

Exhibit Hall Open
EXHIBIT HALL B/C

Don’t miss the opportunity to preview technology solutions offered by more than 270 companies. The exhibitor directory will help you navigate the hall and locate exhibitors providing the latest advances in technology to serve your campus needs. We’re also featuring Start-Up Alley, where you can interact and share feedback with emerging companies that are helping to shape the future of higher education IT. Visit NGLC Alley to learn about our innovative grant projects and how these models can apply to your institution. Refreshment breaks and lunch are also located in the exhibit hall.

9:30–10:30 a.m.

Refreshment Break in the Exhibit Hall
Sponsored by Brinqa
EXHIBIT HALL B/C

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!

9:40–10:20 a.m.

Leadership and Management
Prepare for Lift-Off: Becoming a Successful IT Pilot Site
LEARNING THEATER, EXHIBIT HALL C

Amy Collier, Director of Digital Learning Initiatives, Vice Provost for Online Learning, Stanford University; George Veletsianos, Assistant Professor, Curriculum and Instruction Department, University of Texas at Austin; Tanya Joosten, Director, University of Wisconsin–Milwaukee

Your campus is an innovator in many ways, and you’ve been approached to be a pilot site for a new campus IT product. You’d like to say yes to the idea, but you’re not sure you have the infrastructure to make it work. Join a panel of your university colleagues to learn the ropes and discover what it takes to successfully deliver and host technology pilots on your campus. The panelists will offer a dynamic conversation
on the importance of stakeholder involvement, faculty engagement and selection, faculty development and support, technical infrastructure, student support, research and evaluation, and critical steps your institution needs to take to ensure your pilot not only flies but soars.

10:30–11:20 a.m.

**FEATURED SESSION**

- **Open Networks for Social and Connected Learning**
  *Sponsored by Accenture*
  **BALLROOM C**
  **Mimi Ito**, Cultural Anthropologist and Professor, University of California, Irvine

Today's online world offers new opportunities for demand-driven and socially connected learning, but only the most activated digital learners are taking advantage of this potential. Our research found very few connections between young people's informal and interest-driven learning and the classroom. We are all struggling to adapt to the new realities of a world of social media and free-flowing information. How can we best guide, mentor, teach, and coach young people in an era of abundant information and social connection? What kinds of platforms, policies, and technologies can best connect the classroom to the wider world of learning?

*Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.*

**Data/Information Access and Management**

- **Connected Security: Managing the Proliferation of Devices on Campus**
  **MEETING ROOM 212A/B**
  **John Mullen**, Vice President and General Manager, Education, State, and Local Government, Dell

Universities and colleges have to deal with privacy, data leakage, poisoned sites, social engineering, and employee productivity among a landscape of constantly evolving threats. The BYOD revolution has brought personal devices into the picture; these provide an easy target for threats and malware to enter the network and for users to innocently access malicious sites, infecting the network. Universities are facing a tremendous loss of productivity due to increasing attacks on campus, which results in lost or stolen IP and student/faculty and research data. To combat these challenges, Dell has developed an innovative integrative technologies approach to deliver connected security.

*Outcomes:* Learn about the issues and threats facing IT organizations today | Learn how connected security protects universities proactively from device to cloud through a comprehensive life-cycle approach | Learn about advanced models of Dell embedded security

**Improving Student Outcomes through Integrated Planning and Advising Services**

**BALLROOM A**

**Celeste M. Schwartz**, Vice President for Information Technology and College Services, Montgomery County Community College

*Moderated by: Greg Ratliff*, Senior Program Officer, Postsecondary Success, Bill & Melinda Gates Foundation

This session will showcase colleges that are deploying state-of-the-art student guidance and support technologies that personalize the delivery of information across organizational departments through an integrated data and information platform.

**Enterprise and Infrastructure**

**The Future of Administrative IT**

**MEETING ROOM 204B**

**Gordon D. Wishon**, CIO, Arizona State University; **Debra Hust Allison**, Vice President for Information Technology and CIO Emerita, Miami University; **Brian D. Voss**, Vice President of Information Technology, University of Maryland

*Moderated by: Jarret Cummings*, Director of External Relations, EDUCAUSE

Institutions are approaching the end of their administrative systems life-cycle facing significant fiscal pressures. As our community considers the future of administrative IT, how should we understand and convey its value to the institution? What steps would help institutions to maximize that value? Join a CIO panel in discussing these questions and exploring potential community priorities.

**A Hybrid Public-Private Cloud Strategy for Institutions**

**MEETING ROOM 207B**

**Paul Singh**, Datacenter Technical Specialist, and **Richard Young**, Principal Platform Specialist, Microsoft Corporation

As the technology industry continues to move to the cloud, most institutions still need to maintain an on-premises environment in spite of the exorbitant costs. Learn how you can have both and reduce your IT costs and streamline IT management through a hybrid public-private cloud strategy.

*Outcomes:* Realize that you can have a hybrid public-private cloud strategy today that reduces TCO and management
WEDNESDAY

10:30–11:20 a.m. continued

Silver Linings Playbook: Hard-Earned Lessons from the Cloud
MEETING ROOM 213D

Robert Carozzoni, Information Technology Area Manager II, Cornell University; William Wrobleski, Director of Infrastructure Projects, University of Michigan–Ann Arbor; Erik Lundberg, Assistant Vice President, IT Services and Strategic Sourcing, University of Washington

Universities are under pressure to join the frenzied rush to the cloud, yet barriers on and off our campuses often trip us up. We’ll explore the benefits and challenges of aggressively moving toward cloud services and outline a playbook for finding the silver linings in the cloud.

Outcomes: Understand the value cloud computing can bring to campus | Acquire a better understanding of the barriers to cloud service adoption | Discover ideas on how to successfully accelerate cloud adoption

Leadership and Management

IT as a Service and the Future of IT on Campus
BALLROOM D

Mark Henderson, Associate Vice President and CIO, Case Western Reserve University; Lev S. Gonick, Chief Executive Officer, OneCommunity

As technology leaders in higher education assess how to align our organizations with the challenges facing the academy, the time has come to consider discontinuous organizational change. This panel conversation between a public university CIO and a private university CIO will outline the emerging approaches to “X” as a service and the future of IT.

Outcomes: Realize that resistance to the commodification of IT as a service is futile | Learn how fundamental reexamination of organizations is in the immediate future | Understand the alternative models to the functionally organized IT organization

Top-10 Indicators That You Should Be a Higher Education CIO
MEETING ROOM 213A

David Swartz, Assistant Vice President, CIO, American University; Hilary J. Baker, Vice President and CIO, California State University, Northridge

The job of the CIO in higher education is an exciting and rewarding position. However, it is not for everyone. How do you know whether you are ready to step into the CIO role? Two seasoned CIOs will share their thoughts on this topic, share a list of top-10 CIO readiness indicators, and engage you in a conversation to address your questions and concerns.

Outcomes: Gain better insight into the skills and capabilities needed by a higher ed CIO | Be able to answer the question, Is the CIO job for you?

Women in IT Leadership: Forging New Paths
BALLROOM E

Elizabeth Clark, Managing Director, Educational Technology Group, Harvard Business School

Higher education has done a better job advancing women into top IT leadership roles than much of the corporate sector. A 2012 study on CIOs in higher education identified reasons behind that trend. This interactive session aims to apply research findings to policy and practice in higher ed IT organizations.

Outcomes: Understand the outcomes and implications of the study on gender proportionality in higher education IT leadership | Recognize there are tangible ways to intervene at the organizational level | Generate new, creative ideas/organizational practices

You Found Your Match: Now Fund It and Make It Work
LEARNING THEATER, EXHIBIT HALL C

Nancy Millichap, Program Officer, Next Generation Learning Challenges, EDUCAUSE; Deborah Quazzo, Managing Director, GSV Advisors

Hear feedback from principal investigators and campus partners on what it takes to keep IT pilot partnerships productive and harmonious. What do campus partners expect, and how can IT companies that partner with universities and institutions be sure to deliver on those expectations? Insights gained during the pilots of NGLC’s initial 29 demonstration projects will give attendees a look at the real-world findings about what partners—one on both sides—want and need to make pilot implementations successful. This session will also feature panelists from funded and funding organizations sharing the “true” metrics a pilot needs to consider and deliver on in order to attract capital and discussing where and how to find the money so critically needed to fund a campus IT pilot.

Security, Privacy, and Compliance

An Institutional Framework for Privacy in Higher Education

Note: This session will be streamed live for the online audience and only the audio will be recorded.

BALLROOM B

Kent Wada, Director, Strategic IT Policy and Chief Privacy Officer, UCLA

Privacy is a strategic underpinning of the academic mission in addition to an operational compliance function. This talk will share definitions, principles, and an overarching framework for privacy governance to guide institutional decision making and policy development, resulting from an 18-month initiative of the University of California and a working model at UCLA.

Outcomes: Define privacy and how it relates to information security | Hear why privacy is a strategic underpinning of the academic mission | Discover an integrated framework for privacy strategy, governance, and operations
BREAK THROUGH
To improved outcomes

Don’t miss these compelling sessions at EDUCAUSE:

Exploring Emerging and Innovative Online Delivery Models in Higher Education
Wed., 10:30AM - 11:20AM, Room 207D
Panelists:
Fred Hurst  Northern Arizona University
Kirk Trigsted  University of Idaho
Kathleen Burns  University of Missouri – St. Louis
Brian Lukoff  Pearson Catalyst
Todd Hitchcock  Pearson

Harnessing the Power of Learning Technologies to Improve Outcomes in Higher Ed
Wed., 11:40AM - 12:30PM, Room 204B
Jerome Grant  Executive Vice President - Digital Product, Pearson

OpenClass: Advancing the Learning Experience through an Open, Easy, and Innovative Learning Environment
Thurs., 9:10AM - 10:00AM, Room 207D
Melinda Thompson  Abilene Christian University
Rhonda Tracy, Ph.D.  West Virginia University-Parkersburg
Scot Chadwick  Pearson

To see a schedule of 10-minute, in-booth demos on Pearson solutions and first-hand customer experiences, visit EDUCAUSE Booth #1109: pearsonlearningsolutions.com/Educause

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ALWAYS LEARNING

PEARSON
WEDNESDAY

10:30–11:20 a.m. continued

C Texas Tech’s Banner Ecosystem Security Strategy
MEETING ROOM 204C

Kari Branjord, Vice President, Product Management and Strategy, Student Services, Ellucian; Kay Rhodes, Associate Vice Chancellor, CIO, TTU System, Texas Tech University

In this session, we will share the Texas Tech University System’s approach to developing a stronger, layered security strategy to manage its enterprise systems and data security concerns. We will also share recommended practices for Banner by Ellucian, including an overview of Banner Data Defense.

Outcomes: Gain an overview of Banner Data Defense | Learn about security best practices shared by Banner institutions

Services and Support

Who Are Your At-Risk Students? Using Data Mining to Target Intervention Efforts
MEETING ROOM 211A/B

Lalitha Agnihotri, Senior Systems Analyst, Niyazi Bodur, Vice President, Information Technology and Infrastructure, and Alexander Ott, Associate Dean, Academic Support and Enrollment Services, New York Institute of Technology

Improve targeted intervention by building a model to identify and classify at-risk students using data at your institution—and do it in-house with available data-mining tools. Find out how we did this at New York Institute of Technology and how you can do it as well.

Outcomes: Gain an understanding of the complete life cycle of the At-Risk Student Identification Model | Hear the methodology and the technologies used to create the model | Understand how to initiate a similar model

Teaching and Learning

C Connecting Students to Career Opportunities: Success Stories from Diverse, Yet Like-Minded, Institutions
MEETING ROOM 207C

Moderator: Brad Baumgartner, SVP, International Sales, ConnectEDU

ConnectEDU will moderate a panel of representatives from higher education institutions in reviewing the ways in which technology has been used to successfully connect students to career opportunities. Learn how these institutions have overcome specific challenges and how they’ve utilized technology to serve their students more efficiently and effectively.

Outcomes: Understand the multiple facets of successfully connecting students to career opportunities | Learn how technology plays a critical role in successfully connecting students to career opportunities | Gain knowledge regarding the capabilities available to help with reporting on progress and student success

Effective Peer Review Assessments in a Writing MOOC
MEETING ROOM 213C

Thomas Evans, Senior Instructional Designer, Evonne Kay Halasek, Associate Professor of English, Jennifer Michaels, Graduate Student in Rhetoric/Composition/Literacy, and Cynthia L. Selfe, Distinguished Humanities Professor, The Ohio State University

This session will examine the efficacy of MOOCs as a platform for writing instruction, using data analysis and other means to engage with critical questions for digital media studies and writing studies: Does the teaching of writing scale? For whom? In what form? Under what circumstances?

Outcomes: Understand data analytics that examine student textual production in MOOCs | Consider whether MOOCs can facilitate effective student peer assessment | Consider the implicit mandate to pursue alternative platforms for delivering rich instruction

C Exploring Emerging and Innovative Learning Models in Higher Education
MEETING ROOM 207D

Frederick M. Hurst, Senior Vice President for Extended Campuses, Northern Arizona University; Brian Lukoff, Program Director for Learning Catalytics, Pearson; Kirk Trigsted, Director, Polya Mathematics Center, University of Idaho; Kathleen Burns, Director, Advanced Credit Program, University of Missouri–St. Louis

Moderated by: Todd Hitchcock, Vice President, Online Solutions, Pearson

More than 6.7 million students are taking at least one course online. To meet the growing demand for online programs that lead to better outcomes in the classroom and beyond, institutions are exploring emerging online learning models that improve the teaching and learning experience. From competency-based and self-paced learning to the flipped classroom and redesigned courses using the Emporium Model, this session will explore the impact and merits of each emerging model.

Outcomes: Learn about the benefits of competency-based learning | Learn how self-paced online learning improves access to education while providing flexibility and affordability | Hear successful course redesign stories around the NCAT Emporium Model and the flipped classroom approach

How to Gamify Your E-Student Services
MEETING ROOM 304C/D

Alexandera Thackaberry, Manager of Next-Generation Learning, Cuyahoga Community College

In this session, you’ll embark on a collaborative journey from the basics of game mechanics through a make-and-take plan for implementing gamified experiences for your students. We will identify opportunities, brainstorm solutions, and explore examples from institutions that have implemented all or parts of a gamified solution.
Outcomes: Describe how game mechanics can be leveraged to motivate specific student behaviors | Explain how cultural and institutional factors interact with agile committee design and development | Create an interactive blueprint for gamifying e-student services

OAAI: Deploying an Open Ecosystem for Learner Analytics

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Josh Baron, Senior Academic Technology Officer, Marist College

The Open Academic Analytics Initiative (OAAI), an NGLC grant recipient, has developed a predictive model for learner analytics using open-source tools, which we are releasing under an open-source license. We will share project outcomes along with research into effective OER-based intervention strategies and other critical learner analytics scaling factors.

Outcomes: Learn how students who received interventions had a 7% increase, on average, in their overall course grades | Hear how predictive models are more portable than first anticipated | Learn about the emerging field of learning analytics

Simplifying Copyright in Online Education: Understanding New Behaviors

MEETING ROOM 208A/B

Robert J. Clougherty, Vice Provost, Empire State College SUNY; Franny Lee, Vice President, University Relations and Product Development (Co-Founder), SIPX

We will explore lessons learned from a pilot collaboration between SUNY Empire’s master’s in learning and emerging technologies and SIPX (formerly Stanford Intellectual Property Exchange). Gain insights on student engagement with deep analytics on content usage and see how to unlock doors for online education while reducing university liability by bringing together library subscriptions, open content, and copyrighted content in an easy, transparent experience.

Outcomes: Realize that copyright doesn’t have to be scary | Learn that content usage doesn’t have to disappear into a black hole | Hear how differential pricing encourages new purchasing and business models
WEDNESDAY

10:30–11:20 a.m. continued

DISCUSSION SESSIONS

**Business Schools and Colleges IT Officers Constituent Group**

MEETING ROOM 207A

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

The meeting provides a forum for business and management school faculty and IT leaders to identify opportunities for collaboration and explore ideas that best benefit our unique customers. Come prepared to share strategies, solutions, and best practices.

**Health School IT Professionals Constituent Group**

MEETING ROOM 210D

*Vincent Sheehan*, CIO, Associate Dean for Information Technology, Indiana University; *Boyd Knosp*, Associate Dean for Information Technology, The University of Iowa

This session will focus on issues and challenges facing IT professionals serving in medical and health-related institutions. Discussions will cover such areas as planning, coordinating, facilitating, and/or providing technology services for academic medicine, including medical education, clinical care, medical and health sciences research, health science libraries, and public health. The group will also explore such topics as the relationships between medical and health-related school IT staff and central campus IT units.

**Schools and Colleges of Engineering IT Leadership Constituent Group**

MEETING ROOM 213B

*Sherwood Keith Boswell Jr.*, Director, Information Technology and Engineering Computer Services, North Carolina State University

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 priorities and challenges, strategic planning, support, budget, and best practices.

**Small Colleges Constituent Group**

MEETING ROOM 209A/B

*Ethan Benatan*, Fellow, National Institute for Technology in Liberal Education; *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.

State Systems Constituent Group

MEETING ROOM 210A/B

*Warren J. Wilson*, CIO, Black Hills State University; *Linda Hilton*, CIO, Vermont State Colleges

This meeting will focus on planning, coordinating, facilitating, and providing technology services for state higher education systems. Identifying and exploring areas where collaboration adds value, reduces costs, and encourages cooperation will be central to the discussion. Directors or managers of IT for state systems or coalitions of colleges, coordinators of statewide networks, and system-level IT users such as directors of distance learning coalitions should plan to participate.

10:30 a.m.–12:30 p.m.

**IT Issues Panel Meeting**

(By invitation only)

AVILA A, FOURTH FLOOR, HILTON ANAHEIM HOTEL

The EDUCAUSE IT Issues Panel includes individuals from EDUCAUSE member institutions to provide quick feedback to EDUCAUSE on current issues, problems, and proposals across higher education IT.

11:20–11:40 a.m.

**Beverage Break**

Sponsored by Hyland Software, Bronze Partner

FOYERS

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 ELI Staff**

EDUCAUSE CENTRAL

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 Mimi Ito**

FOYER, LEVEL 3

*Mimi Ito*, Cultural Anthropologist and Professor, University of California, Irvine

Join us in the foyer for an extended half-hour conversation following “Open Networks for Social and Connected Learning.”
11:40 a.m.–12:30 p.m.

FEATURED SESSION

Online Learning: The Proper Role for the CIO Is...!
*Sponsored by Accenture*

BALLROOM C

Tracy Futhey, Vice President for IT and CIO, Duke University; Bradley Wheeler, Vice President for IT and CIO, Indiana University

What role, if any, should a CIO play in shaping and executing an institution’s online learning strategy? Is this finally an opportunity to play a major, influential, and strategic role in the educational mission, or is this the province of academics with perilous risks for CIOs? This session will debate the specific opportunities and risks for CIO engagement in online learning.

*Outcomes:* Identify institutions’ cultural contexts that enable or inhibit CIO engagement in online learning | Identify rationales that may make a case for broad (or narrow) CIO/IT engagement | Identify personal characteristics that shape colleagues’ impressions of the role for the CIO

Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.

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Data/Information Access and Management

Leveraging Learning Analytics to Build a Culture of Evidence-Based Decision Making

MEETING ROOM 211A/B

Phillip Adams, Director, Blackboard; James Mabry, Vice President of Academic Affairs, Shouan Pan, President, and Sasan Poureetezadi, Vice President, Information Technology, Mesa Community College

Mesa Community College is engaged in an ambitious college-wide improvement initiative to use assessment data to analyze programs and implement necessary interventions or enhancements. Discover how an analytics infrastructure has enabled one college to move beyond a traditional reliance on perceptions and anecdotes to make informed decisions.

*Outcomes:* Learn how one college is balancing investments between tactical, operational, and strategic for analytics | Analyze what institutional resources are necessary | Demonstrate the significance of cross-divisional partnerships to a college-wide improvement initiative

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Enterprise and Infrastructure

All Things Hosted: Developing an Institution-Wide Cloud Strategy

MEETING ROOM 210C

Jacqui Spicer, CIO, Baker College System; Alan Roberts, Director of Enterprise Services, Grove City College

Reported as number 3 in this year’s annual EDUCAUSE top-10 IT issues survey, cloud services and hosted IT environments are increasingly important as institutions continue to adopt these practices. Hear from peer IT leaders who have developed a cloud strategy across their campuses—saving time and money and gaining efficiencies and peace of mind.

*Outcomes:* Discover the importance of developing an institution-wide hosted plan | Learn about the high value/affordability of moving toward a subscription-based model | Learn best practices for working with your service provider to adopt cloud services

ECAR Study Results for BYOD and the Consumerization of IT in Higher Education

MEETING ROOM 204C

Stephen diFilipo, Vice President and Chief Information Officer, Cecil College; Eden Dahlstrom, Senior Research Analyst, EDUCAUSE

The consumerization of IT continues to weigh heavily on the minds of campus leaders and IT units. What are the most important bring-your-own-device/everything IT issues affecting higher education, what is the standard for embracing the BYOD/E paradigm, and what can we learn from one another? Hear what ECAR found in its investigation of this topic and walk away with a better understanding of the BYOD/E climate in higher education and ideas to better accommodate and leverage personal computing environments.

A Partnership between the Provost’s Office and the CIO to Capture Faculty Productivity using Lyterati

MEETING ROOM 213B

C. Dianne Martin, Professor, Computer Science Chair, Cyber Security Policy and Research Institute, and Edward A. Martin, Deputy CIO–Operations, The George Washington University

GWU has deployed a faculty ERP to capture annual faculty productivity. A joint collaboration between the provost’s office and the CIO was a critical success factor in this deployment. This presentation will describe the leadership and cooperation required to implement a powerful new IT system across our 10 schools.

*Outcomes:* Realize that collaboration between provost and CIO is key | Realize that faculty must be involved in activities that produce quantifiable results | See that treating faculty productivity only through a “contribution” lens is too narrow
Taming IdM Chaos to Secure Campus and Cloud Resources: Lessons Learned by Two Small Colleges

MEETING ROOM 213C

Gayle Barton, CIO, Amherst College; Joseph Vaughan, CIO/Vice President for Computing and Information Services, Harvey Mudd College

Does identity management in the cloud sound scary? Learn how two small private institutions successfully implemented IdM by prioritizing realistic requirements, setting cloud versus on-campus criteria, mitigating risks, identifying vendor-selection criteria, and more. We’ll compare and contrast our two institutions’ experiences and outcomes and provide you with a roadmap to address your own identity management challenges.

Outcomes: Understand a realistic set of requirements to move forward with IdM | Understand the criteria for selecting an IdM vendor | Access a concrete list of considerations for IdM

Cloud Contracting: The Internet2 NET+ Way

BALLROOM D

Alan G. Fishel, Attorney, Arent Fox; Jerrold M. Grochow, Senior Advisor to NET+, Internet2; Thomas Trappler, Director, UCLA Software Licensing, UCLA; Nancy K. Lynch, Associate Director, Senior University Legal Counsel, University of Wisconsin–Madison

Internet2 has been engaging cloud service providers and university counsels in developing contracts that meet the needs of the university community. This session will address the key issues that schools should be and are concerned with in contracting for cloud services and discuss how Internet2 NET+ is addressing these concerns.

Outcomes: Learn key factors to look for in cloud services contracts | Learn key factors to consider in negotiating with cloud services vendors | Learn how to participate in the NET+ “community cloud” contracting process

Discover Your Pilot

LEARNING THEATER, EXHIBIT HALL C

Keith Chamberlain, Director, Business Development, EDUCAUSE

Now that you have discovered what it takes to conduct an IT pilot at your institution, learn more about pilot opportunities among the start-up community at the EDUCAUSE Annual Conference. During this informal session, start-up and emerging companies will share information about their pilot projects and how they might work with your institution to create a pilot partnership. Successful start-up mentors from emerging companies will also be on hand to give advice and insight on their experiences.

The Personal Leadership Philosophy: A Valuable Leadership Tool

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Donald J. Welch, President and CEO, Merit Network

Values-based leadership is a critical competency, especially during rapidly changing times. Leaders must exhibit and develop this skill. The personal leadership philosophy is a leadership tool that has been proven effective. In this session, you will not only understand what should go into it but also develop your own philosophy.

Outcomes: Understand the importance of leadership to your organization’s success | Understand the importance of values in leading | Understand how critical leadership is to retaining talented IT staff

The Search for Coherence in the Research Library World

MEETING ROOM 213A

Elliott Shore, Executive Director, Association of Research Libraries (ARL)

After a generation of experimentation in the field of linked information technologies, libraries have returned to a notion that was popular in the 19th century: the universal library. We now think again, like we did in previous periods, that if we can just get it right, we can manage to solve the world’s information needs from the library. The presentation will sketch out the implications of new large-scale projects that aim to make sense of a landscape in which libraries are not isolated from the much larger ecology of digital forms of information.

Outcomes: Work toward focusing our efforts on supporting projects that will scale across higher education

Things Rising Stars Do

BALLROOM A

Timothy M. Chester, Vice President for Information Technology, University of Georgia; Sue Traxler, Assistant Vice Chancellor for Information Technology/CIO, University of Wisconsin–Platteville

Moderated by: Marilu Goodyear, Director, University of Kansas

Rising stars don’t set out to be stars—they are focused on making a difference. They are the ones who are constantly looking for ways to grow personally and professionally. Never afraid to take on challenges others shy away from, they often find themselves rewarded with bigger and more difficult things to do. They want to make an impact on higher education—and that’s what makes them stars. Come hear past and present chairs of the EDUCAUSE Recognition Committee discuss what it takes to be a rising star in our profession.

Outcomes: Develop an awareness of the competencies and career trajectories that characterize those high performers previously considered by the EDUCAUSE Recognition Committee for the Rising Star Award
Connect with Learning

Join us at the hot topic session to hear a panel of industry leaders discuss opportunities, challenges, and successes in online learning.

Wed, Oct 16th, 2:30–3:20 PM, Room 204C

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Security, Privacy, and Compliance

What’s Your Number? Measuring the Maturity of Your Security Program with HEISC’s New Assessment Tool
BALLROOM B
Cathy Hubbs, Chief Information Security Officer, American University; David Escalante, Director of Computer Policy and Security, Boston College

Do you know how mature your security program is? EDUCAUSE has developed an enhanced information security program assessment tool to help you gauge your program. This session will introduce the new tool and explain how it can assist in both benchmarking and improving information security.

Outcomes: Learn how to perform a self-assessment of your information security program | Access a quick resource to ramp up areas in your security program | Address current and future compliance gaps

Teaching and Learning

Building for Global Collaboration: Transforming Your Campus Learning Spaces through Pedagogy, People, Technology, and Vision
MEETING ROOM 208A/B
Andrew Allen, Deputy CIO–Stern School of Business, and Maya Georgieva, Associate Director, Center for Innovation in Teaching and Learning, NYU Stern, New York University

This session will focus on strategic planning to design learning spaces with emphasis on pedagogy, people, technology, and vision. We will examine the importance of establishing design standards matching pedagogical needs with institutional technology and infrastructure support plans. We will discuss design principles for mobile, connected, visual, and interactive learning for the global campus.

Outcomes: Discuss the importance of learning space design standards that match pedagogical aims | Learn why involving students, faculty, support staff, and executive groups is critical | Realize that strategic planning is vital to developing learning spaces and must involve talent from across the institution

A College-Level Learning Framework for Assessing Open Educational Resources
BALLROOM E
Amy McQuigge, Coordinator of Open Education, Office of Research, Innovation and Open Education, and Nan L. Travers, Director of Collegewide Academic Review, Empire State College SUNY

SUNY Empire State College is developing a framework to assess university-level learning, regardless of where it was acquired. Participants will apply the framework to sample student learning and will leave with strategies to use the framework within their prior learning assessment programs or OER initiatives.

Outcomes: Understand the need for a framework to assess student university-level learning | Apply the framework to your programs | Relate the shared principles of national and international frameworks to define university-level learning and domains of knowledge
Empowering the Student: A Forward-Thinking Student Computing Initiative

MEETING ROOM 207D

Jon Phillips, Managing Director–Strategy and Solutions, Dell; David Crain, Assistant Provost and CIO, Southern Illinois University at Carbondale

Southern Illinois University’s innovative learning initiative provided 1:1 technology and digital content access to all students and teachers through a freshman tablet computing initiative. Teaching and learning practices changed when students and teachers were provided with laptops, wireless learning environments, and additional technology resources. This session will discuss how SIU plans to measure changes in teacher practices, student achievement, student engagement, and students’ research skills.

Outcomes: With technology pervading all aspects of our lives, learn how universities strive to prepare students to be competitive in a mobile and versatile computing environment

Harnessing the Power of Learning Technologies to Improve Outcomes in Higher Education

MEETING ROOM 204B

Jerome Grant, Executive Vice President–Digital Product, Pearson

Technology has provided a once-in-a-generation opportunity to provide widespread access to education, the ability to increase engagement and improve instruction through the digital transformation of content, and the capability to analyze trends in student performance and measure the achievement of outcomes. Join Pearson for an informative session that explores the technological transformation of teaching and learning.

Outcomes: Learn how to leverage predictive analytics to improve student outcomes | Learn how to use social learning to advance the teaching and learning experience and improve student success | Learn how to improve management and sharing of a wide selection of digital content across the institution
**WEDNESDAY**

**11:40 a.m.–12:30 p.m. continued**

**Image-Rich Digital Tools Encourage Autonomous Learning in Online and Real Laboratory Courses**

*MEETING ROOM 304C/D*

Mary Frances Ypma-Wong, Educational Technology Facilitator, University of California, Irvine; Jonathan Mark Kevan, IT Specialist, University of Hawaii at Manoa; Stefanie Attardi, PhD Candidate, Western University Canada

The highly visual nature of human anatomy and microbiology courses encourages teaching with digital technology. The use of online collaborative software to teach three-dimensional anatomy concepts in a two-dimensional space and customized iPad content enable students to better collaborate, self-evaluate, and learn.

*Outcomes:* Outline the logistics and strategies employed when incorporating iPads into the “wet lab” environment | Identify factors that influence a student’s preference for online or face-to-face teaching labs

**Innovation in Action: Unifying Your Campus in the Cloud**

*MEETING ROOM 213D*

Eileen Smith, Product Marketing, Workday

Does your institution grapple with siloed solutions? Do you have a variety of bolted-on applications to your ERP for mobile access, predictive analytics, faculty information, and the like? This panel will discuss the positive outcomes institutions have attained by deploying a unified solution across campus and the benefits realized from having that application in the cloud.

*Outcomes:* Learn how transformational thinking ensures university viability | Discover how a unified solution breaks down institutional barriers | See how predictive analytics can assist your campus with tough questions

**Whither the Digital Revolution?**

*MEETING ROOM 207C*

Roe McFarlane, Senior Vice President, Product Development, Follett Higher Education Group; Rob Abel, CEO, IMS Global Learning Consortium; Samantha Birk, Associate Director for Instructional Technologies, Indiana University-Purdue University Fort Wayne

Moderated by: Liz Pisney, Director, Product Management, Academic Tools, and Utilities, Follett Higher Education Group

We were promised jetpacks, personal robots, and digital course materials that would replace print textbooks. So why hasn’t this happened? This panel will bring together academicians with representatives from publishing and IT to address how campuses can enhance access and affordability of course materials using new technologies.

*Outcomes:* Learn how to assess the impact of technology on student outcomes | Hear about an effective course materials strategy and learn how to implement it on your campus

**Business Continuity Management Constituent Group**

*MEETING ROOM 207A*

Brian T. Nichols, CIO, Louisiana State University

This group provides a forum for strategic and tactical discussions regarding the ability of institutions of higher education to maintain or restore business and academic services when some circumstance disrupts normal operations. Discussion topics may include disaster recovery; the activities that restore the institution to an acceptable condition after suffering a disaster as well as assessing risk and impact; prioritizing business processes; and restoring operations to a “new normal” after an event.

**Student Affairs IT Constituent Group**

*MEETING ROOM 212A/B*

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 conflict and judicial services, dean of students, Greeks, student union management, counseling services, and health services.

**Virtual Worlds Constituent Group**

*MEETING ROOM 209A/B*

AJ Kelton, Director, Emerging and Instructional Technology, College of Humanities and Social Sciences, Montclair State University; Jeffery A. LeBlanc, Vice President for Information Technology, University of Northwestern Ohio

Many instructors and institutions have embraced the idea of using virtual environments as a teaching tool and learning platform. Now that we are past the initial hype, a deeper conversation can take place about the growing variety of platforms and challenges in working with this new technology. Whether you’ve been involved with virtual worlds for a while or are just getting curious now, you’ll find this discussion session helpful. This meeting will take place simultaneously on-site in Anaheim as well as in Second Life and in the jokaydia OpenSim grid.

**Women in IT Constituent Group**

*MEETING ROOM 210A/B*

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

This group collects and disseminates effective practices in the recruitment, retention, and advancement of women in higher education IT. Through both virtual and face-to-face networking opportunities and by making good use of its affiliation with NCWIT, the National Center for Women and Information Technology, this group provides a venue for
addressing a wide range of issues affecting women IT professionals in colleges and universities, including securing high-level leadership roles in higher education.

12:30–1:00 p.m.

DISCUSSION SESSION

Continue the Conversation with Tracy Futhey and Brad Wheeler

FOYER, LEVEL 3

Tracy Futhey, Vice President for Information Technology and CIO, Duke University; Brad Wheeler, Vice President for IT and CIO, Indiana University

Join us in the foyer for an extended half-hour conversation following “Online Learning: The Proper Role for the CIO Is…!”

12:30–1:15 p.m.

Meet the Editors of EDUCAUSE Review/EDUCAUSE Review Online

EDUCAUSE CENTRAL

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 EDUCAUSE Review Online, and Catherine Yang, director of content, about authoring opportunities and topics of current interest.

12:30–2:00 p.m.

Hawkins Leadership Roundtable

Sponsored by Ellucian, Platinum Partner

MEETING ROOM 303A

Note: Separate registration and fee are required.

12:30–2:30 p.m.

Lunch

Sponsored by loudCloud Systems, Bronze Partner

EXHIBIT HALL B/C

Enjoy a buffet-style lunch while you connect with colleagues and share best practices.

12:40–2:30 p.m.

Data/Information Access and Management

Showcase of the Latest in Student Planning and Advising Tools

LEARNING THEATER, EXHIBIT HALL C

Greg Ratliff, Senior Program Officer, Postsecondary Success, Bill & Melinda Gates Foundation

Come and learn about the latest technologies being developed by leading education technology vendors designed to simplify student guidance and education planning at higher education institutions.

PARTICIPANTS

Katie Blot, President, Education Services, Blackboard; John White, Vice President, Product Management, Higher One; Greg Schlather, General Manager, Catapult Systems; Charles Thornburgh, CEO and Founder, Civitas Learning; Jeff McDowell, Vice President, Market Development, Desire2Learn; Scott Fassbach, Chief Research Officer, Education Advisory Board; Mark D. Jones, Senior Vice President and Chief Product Officer, Ellucian; Laurel Dukehart, President, Gateway to College; Todd Gibby, President, Higher Education, Hobsons; Michael Croso, CEO and Founder, MyEdu Corporation; Janene Panfil, Senior Vice President for Retention Solutions, Noel-Levitz; Jenny Abramson, Chief Monetization Officer and Senior Vice President, Partnerships, Personal; Sandra Sanvido, Director of Product Marketing, Salesforce.com Foundation; Jeff McDaniel, Senior Executive, Client Services, Strata Information Group; Larry Piega, President, SmartEvals; David Yaskin, CEO and Founder, Starfish Retention Solutions; Russell Little, Project Director, Student Success Plan, Sinclair Community College; Dan Barber, Solutions Director, Unicon; Alex Swartz, Chief Executive Officer, Valpar

12:45–1:45 p.m. Presentations

1:45–2:15 p.m. Group Discussion

1:30–2:15 p.m.

Meet EDUCAUSE Professional Development Staff

EDUCAUSE CENTRAL

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 the new EDUCAUSE Connect events, our popular Management and Leadership Institute programs, and ways to get involved, including becoming a presenter and volunteering.

1:30–2:30 p.m.

Dessert Stations

Sponsored by EcoprintQ

EXHIBIT HALL B/C

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 and the Next Generation Learning Challenges Alley.
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.

**Data/Information Access and Management**

**The Cost of IT at the University of Alberta (2008–13)**
Josh Ryder, IT Strategic Initiatives Officer, University of Alberta

Additional project contributor: Rob Lake, Information Technology Planning and Forecasting Officer, University of Alberta

We will describe a methodology for how to compute the cost of IT at a major institution and present the results for the past five years. Attendees will gain an understanding of what percentage of an operating budget is spent on IT.

**Dime-Store Data Warehouse: The TCU Census Project**
Cathan Coghlan, Director of Institutional Research, Faina Feldman, Software Developer, and Joshua Harmon, Director of Enterprise Application Services, Texas Christian University

This session will examine the pros and cons of TCU’s Census Project strategy. Although it’s not a perfect ETL tool or data warehouse, this quickly and inexpensively implemented instrument has given institutional research and other departments unprecedented access to our historical and current data.

**Giving Big Data a Voice on Campus**
Tom Goodmanson, President and CEO, Calabrio

Campuses are sitting on endless data but not using it effectively. We’ll review new analytic techniques by examining a real-world case study that automatically captures and analyzes 100% of call volumes. Attendees will learn how intelligent solutions can provide valuable insight into their voice data, better compliance, quality assurance, and more.

**IdM: Building Walls While Breaking Down Barriers**

Do you think implementing an institution-wide identity management program has to be painful? If so, you’re wrong. Learn from some of SUNY Albany’s identity management team members how IdM energized collaboration and relationships across the university.

**Long-Term Data Management Strategies for Big Data**
Barry R. Ribbeck, Director, Systems Architecture, Infrastructure, Cloud Strategies and Initiatives, Rice University

We will discuss data storage, scaling, and current technologies and methods of managing large-scale data repositories over extensive periods of time (20+ years). We’ll also explore the decision processes that led us to pursue archiving options at Rice and review the options and processes used to evaluate them and come to a decision.

**Predictive Analytics Perspectives: Adoption, Experience, Results**
Theresa Morelli, Product Manager, IBM Corporation

Additional project contributor: Lynn Skinner, Marketing Program Manager–Events, IBM Corporation

Predictive analytics is transforming institutions of higher education by empowering administrators to move from reaction to prediction by leveraging data into predictive intelligence to increase retention rates, targeting successful students for admission, decreasing costs, and enhancing the student experience. Learn about real-world experiences with predictive analytics adoption and results.

**Simplifying Complexity through Infographics: A Focus on Visualizing Academic Library Assessment Data**
Eugene J. Harvey, Assessment and Reference Librarian, Buffalo State College

Have you heard the term *infographics*? 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. Capture the power of information visualization with infographics.
POSTER SESSIONS

Enterprise and Infrastructure

Combining Project Management and ITIL as a Driver for IT Governance
Mauro Cesar Bernardes, Assistant Director, Lucia Vilela Leite Filgueiras, Assistant Director, and Jaime Simao Sichman, Director, Centro de Computacao Eletronica, Universidade de Sao Paulo

This poster will present the results of a strategy developed at University of Sao Paulo to combine ITIL (Information Technology Infrastructure Library) and Project Management for IT Governance improvements. The experiences in IT Service Management and Project Management will be shared to help other organizations in their IT Governance process.

Creatively Leveraging Your Document Management Solution’s Advanced Features
Jim Sibenaller, Director, Enterprise Architecture and PMO, Information Technology Services, Loyola University Chicago; Chuck Zettler, Director, Project Management, Palm Beach State College

Loyola University Chicago and Palm Beach State College will demonstrate innovative ways to leverage the advanced features of document management and workflow systems to stay competitive campus-wide. Discover effective strategies for extending the life of core systems, reusing information, improving operations and student services, quantifying ROI, and coping with tight budgets.

Device Management: A Case for KACE
Gerard Flynn, Senior Director, IT Administration and Client Services, Pepperdine University

Pepperdine University seeks to provide academic freedom to end users to customize their computing devices as they wish. However, a number of end users fail to keep their applications updated, which can result in invasion by virus, malware, or identity thieves. In response, we have implemented Dell’s KACE device management system.

Disaster Recovery Preplanning: Decision Making for RTO and RPO
Janice El-Bayoumi, Director, Quality Assurance and Process Management, and John Jackson, Senior Facilities Technologist, University of New Brunswick

Senior executives are accountable to make decisions regarding institutional IT critical service recovery times and recovery points. Explore how to provide them with the information they need to make those decisions. This information includes risks, threats, reputational and financial business impacts, and decision execution costs—from administrative, academic, and research perspectives.

Higher Ed IT Trends: An Open Discussion of Centralized Support Leveraging an Integrated NOC and Service Desk
Michael Kubit, Director of the Run Organization, Information Technology Services, Case Western Reserve University; Sandra Wightman, Practice Leader, Service Management, CDI Corporation

As higher education environments face competitive and economic pressure, technology expectations increase, emphasizing the criticality of a stable technology platform. Join an interactive session fueled by real-time technology text-based polls to help answer the question, Can integrating a centralized network operations center and service desk model uplift the customer experience?

Journey to the Cloud
Edward J. Evans, Director of Software Services, and Dan Schumacher, Director, Hardware Services and Operations, Purdue University

The future is becoming “cloudier” at Purdue University; we are well on our way to implementing a cloud strategy. In 2011, we migrated SAP, Banner, and Blackboard to a private cloud. The private cloud infrastructure allows us to federate systems and staff resources to save money and improve service.

Strategies for Providing Secure Website Hosting as a Central Service
Joseph Graham, Enterprise Architect, University of Pittsburgh

A policy requiring the use of centralized hosting for websites was implemented at Pitt in 2007 as a security measure. One key to success has been the implementation of a three-pillar approach to web security: scanning, isolating, and monitoring. This presentation will focus on how this approach allows Pitt to effectively manage web hosting for more than 800 institutional sites.

The Tech and Business Applications of Open-Source Analytics
Max Garrick, Enterprise Systems Architect, and Su Wang, Enterprise Software Engineer, University of California, Irvine

This presentation will describe how to use near-real-time, locally hosted, open-source analytics software to guide application development and strategy. The data allows you to focus on users’ most desired features, as well as refined usability and improved project resource allocations.
Turning Open Source on Its Side: Drupal from the Top Down
Mark R. Albert, Director, University Web Services, Dhinakaran Thamanan Ramaiyan, Senior Programmer Analyst, and Nadya Rose, Supervisor of Applications Integration, The George Washington University

The George Washington University has adopted open-source Drupal for the centrally managed yet flexible content management system for the campus. While most Drupal implementations are single-purpose websites, GW has adapted this system to meet the needs of feature and security updates while allowing individual sites freedom to experiment.

Leadership and Management

Athletic Rivalries and Web Accessibility: Who Is in the Sweet 16 This Year?
Jon Gunderson, Coordinator of Information Technology Accessibility, University of Illinois at Urbana-Champaign

Everyone is keenly aware of the competitive nature of college sports and the rivalries between schools and athletic conferences. Let’s see how over 200 universities and 12 conferences score in making their websites accessible to people with disabilities using open-source tools that are freely available.

Delivering a Practical Mobility Strategy: Start Here and Get It Done!
Terry Nikkel, Associate Vice President–ITS, University of New Brunswick

The emphasis of any mobility strategy needs to be convenience and ease of use, combined with willingness to act quickly and take measured risks to ensure timely responses to the mobility needs and preferences of students, faculty, and staff. A successful mobility strategy supports the demands of technological change while being practical and straightforward.

David Adcock, Senior Project Manager–OIT, Hemalatha Manickavayaham, IT Project Management Manager, and Kimberly White, IT Project Manager Lead, Georgia Institute of Technology

We will present lessons learned from the evolution of our virtual PMO at Georgia Tech OIT to meet a strategic goal of relentlessly pursuing organizational effectiveness to increase visibility into technology investments and a “lite-weight” approach to gain operating efficiencies and adoption across the enterprise. Join us!

Increasing Awareness of the Value of IT
Tracy Gale, Communications Manager, and Fedro Zazueta, Associate CIO and Professor, University of Florida

Actions resulting from a revised governance structure, a new strategic plan, and the reallocation of staff resources led to the creation of an IT Communications group at the University of Florida. These actions were followed by the implementation of a communications plan to increase awareness of the value that IT services provide to primary stakeholders: faculty, students, staff, trustees, and friends of the university. In today’s challenging budgetary climate, UF Information Technology has successfully used communications channels to maximize resources and impact. Metrics indicate a substantial increase in customer awareness.

Innovative Solutions from Internet2: Bringing Cloud and Network Technologies to Campus
Andrew Keating, Program Manager, Internet2

Internet2 is laying the groundwork for entirely new ideas in higher education by helping to equip the brightest people in the world with the most advanced technology in the world. We will show what Internet2 is doing via advanced networks and the cloud, addressing technical, legal, compliance, business model development, documentation, support, and marketing and promotional activities.

Sunshine, Lightning, and Fog: Weathering the Cloud Services Storm
Ruth Ginzberg, Senior IT Procurement Specialist, University of Wisconsin System Administration; James Kavanagh, Assistant Director, Letters and Science IT Office, and Wendy Luljak, Senior IT Communications Strategist, University of Wisconsin–Milwaukee

Cloud computing is here to stay. How can you illuminate institutional concerns and empower faculty, staff, and researchers in purchasing and wisely using cloud services? How can you penetrate the fog of vendor claims? Learn how the University of Wisconsin–Milwaukee formed a campus-wide advisory board to weather the cloud-computing storm.

A Transformational Leadership and Staff Development Program
Kathy Snizaski, Information Resource Consultant II, Clemson University

The Clemson Computing and Information Technology Leadership Summit emerged in a collaborative, self-organizing and innovative way. This program removes barriers, aligns strengths with opportunities, and empowers individuals to lead. Learning outcomes are focused on self-awareness, emotional intelligence, creativity, and coaching.
Transforming Student Engagement with KnowU, a Social Learning Platform

Kevin Hesler, Vice President of Information Services, Jason Stele, Director, EdTech, and Dennis A. Trinkle, Provost and Chief Academic Officer, Harrison College

Discover ways to drive student engagement through an innovative online social learning platform. See how Harrison College’s KnowU creates a unique sense of place and community for students and faculty and view the initial results since its implementation a year ago.

Video Collaboration Technologies: Removing Barriers

Benjamin J. Fineman, Program Manager, Video Services, Internet2

Video communication technologies have the potential to enhance collaboration, but it seems like something is always in the way. Is video too unreliable? Hard to use? Expensive? Hard to set up? In this session, Internet2 will discuss how institutions can overcome these roadblocks to begin leveraging advanced video collaboration.

Security, Privacy, and Compliance

Bring Your Own Credentials: A New Take on Single Sign-On

Jeremy Rosenberg, Senior Application Developer, Simon Fraser University

Simon Fraser University has integrated cloud credential providers using the open-source CAS single sign-on solution. This means that applications can allow access to Gmail or Facebook credentials and CAS handles all the communication. This presentation will demonstrate how the integration works and some of its valuable uses.

Services and Support

Building a Technology Toolbox to Facilitate Campus-Wide Communication and Collaboration

Dan Menicucci, Associate Director of Information Systems, University of Pittsburgh

Effective communication today requires more than telephones and bulletin boards. At the University of Pittsburgh, we’re combining the technologies used for emergency notification, digital signage, and desktop communication (instant messaging and ad hoc conferencing) systems with our enterprise infrastructure. Our goal is anytime, anywhere, situation-appropriate communication at a click or touch.

Case Studies on Using Actionable Data to Measure and Manage Academic Operations

Sarah Collins, Product Manager, Platinum Analytics, and Tom Shaver, CEO and Founder, Ad Astra Information Systems

This discussion will include how real-world examples of data-driven, actionable “success drivers” in academic operations, in conjunction with a change management roll-out strategy, can move the needle up on higher-level outcomes like productivity, efficiency, affordability, and student success.

Finding Their Way: A Research-Based, Collaborative Approach to Building a Digital Wayfinding System

Donna M. Lanclos, Associate Professor for Anthropological Research, Maggie Ngo, Web Graphic Designer, and Bob Price, Director, Digital Initiatives and Client Services, University of North Carolina Charlotte

J. Murrey Atkins Library at UNC Charlotte has collaboratively developed a digital wayfinding system. This poster will explore targeted use cases, our process of development, wayfinding problems in academic buildings, and digital tools’ potential to make institutional buildings more accessible for all users.

Get Control of Your Course Materials: Simplifying through Standardization

Bruce Schneider, Director of Sales Engineering and Analytics, Ambassador College Bookstores; Stuart Grinell, Marketing Representative, Campus Management Corp.

Curriculum management, analytics, and assessment compliance mean teamwork for academics, operations, and IT alike. Learn how university system leaders and campus leaders can work together to simplify content delivery and management by standardizing course materials, reducing material costs, leveraging systems and integrations, analyzing usage, achieving economies of scale, and more.

How to Program That Digital Display in the Lobby

Britain Woodman, Instructional Learning, University Library, University of Michigan—Ann Arbor

Wondering what to put on your digital screens? The University of Michigan Library has developed techniques to find beautiful high-definition content through student and faculty outreach, the open web, and government resources. This speaker will help you learn about sources and search techniques and suggest inexpensive tools to add professional-quality branding.

IT’s Role in Research Administration

Kathy Kuhns, Administrative Assistant, and Chad Macusznonok, IT Senior Business Analyst, University of Central Florida

At the UCF Office of Research and Commercialization, IT is more than computer support. Our specialized IT department uses a researcher-centric approach to develop systems that allow UCF researchers to more efficiently manage their administrative responsibilities so they can focus on what they do best—research.
POSTER SESSIONS

1:30–2:30 p.m. continued

Managing Student Support in Technology Environments for Teaching and Learning
Gursimran S. Koonjul, Multimedia Support Specialist, Cluster Services, Academic Technology Services, Carnegie Mellon University

Additional project contributor: Kimberly Hennessey, Manager, Clusters Support Services, Academic Technology Services, Carnegie Mellon University

At Carnegie Mellon, campus-wide academic technology spaces are partly supported by Cluster Services’ collaborative student consultant model, which has developed to provide customer support, maintenance, and troubleshooting services for faculty, staff, and students. This presentation will highlight lessons learned from managing a rich training and mentoring program for student employees.

Metrics, Motivation, and Mattering: How Not to Be Miserable
Vicki Rogers, Service Desk Manager, University of West Georgia

How do we motivate IT support employees while still doing more with less? We will take a look at some practical ways to measure, motivate, and achieve performance goals. We will move beyond traditional methods, suggest ideas for change, and deliver a customizable tool to use with your team.

ODU Learns: A Collaborative Social Media Experiment with Various Student Academic Support Services
Melanie Barker, Graduate Assistant, Marissa A. Jimenez, Instructional Resource Specialist, and Rochelle Rodrigo, Assistant Professor of Rhetoric and (New) Media, Old Dominion University

ODU Learns is a collaborative social media strategy between the library, the learning commons, and the Student Success Center. The services share one ODU Learns social media identity over different social networking outlets. We will share the history of how ODU Learns developed and the design and implementation strategies.

Ready, Set, Stream: Cost-Effective DIY Streaming for End Users
Joseph F. Greco, Senior System Engineer, and Tiffany Habay, Manager, Network Media and Events, Carnegie Mellon University

This session will provide an overview of the implementation of a self-service streaming offering by Computing Services at Carnegie Mellon University. We will discuss how our chosen solution has allowed us to accommodate the increasing demand for streaming video production and distribution while keeping costs minimal for our department and end users.

Supporting Today’s Digital Essay
Peggy Akridge, Manager, Student Computing Services, and Patsy Carruthers, Director, Academic Technology Group, University of Kentucky

Students today are being asked to bring their essays to life through digital media to express themselves and learn about the subject matter. The University of Kentucky, with student support and funding, opened a presentation center that will aid students in developing their communication skills through digital media.

Welcome to the Library: Committing to an Analytics-Based Approach to Online Library Service
Jane Foo, Digital Systems Librarian, and Shanna Pearson, User Experience Librarian, Seneca College of Applied Arts and Technology

What would happen if libraries designed services that began with a student’s search? How can we move from a traditional information service model to one that is integrated, intuitive, and useful to students? Join us for a look at our approach to reinventing the digital library experience.

Teaching and Learning

Adaptive and Superadaptive Online Learning: Helping Our Students Learn Smarter
Jason Overby, Associate Professor, College of Charleston

This presentation will provide an introduction to adaptive and superadaptive online learning technologies that have the power to forever change how our students learn in college. Attendees will gain a more comprehensive understanding of how to easily provide individualized learning to students in a variety of subjects.

The Apprentice’s Apprentice: What’s Missing from Active Learning Teaching Systems and Spaces
Matthew Schottenfeld, Television Production Manager, Fordham University; Young S. Lee, Professor, Michigan State University

It’s not always easy in the education environment to teach technologies in a collaborative manner as an active learning class due to equipment limitations and teaching methods. This session will offer insights for teaching technology-based collaborative subjects through active learning apprenticeship techniques from the Fordham Nightly News program.

Challenges and Opportunities to Create Education-Based Start-Ups in Universities: The Qu-vox Case
Alberto Aguilar, Faculty, Adriana Elizondo, Undergraduate Student, Ricardo Escandon, Undergraduate Student, and Angelica Santana Fierro, Faculty, Tecnologico de Monterrey (ITESM)

Educators should foresee entrepreneurship in IT as a way to
approach the opportunities and challenges that universities have to promote the creation of start-ups collaboratively between faculty and students. Furthermore, universities need to make sure that these opportunities become strategies for teaching entrepreneurship.

Countdown 3, 2, 1, and We’re Live! Data-Driven Decision Making in Implementing Lecture Capture in the Classroom and Beyond

Sherri Restauri, Distance Learning Director, University of Alabama in Huntsville

Based on data collection across several years of implementation of lecture capture, components of successful adoption and implementation include training and support, effective room design, and embedded support structures. This interactive session will present keys to building successful infrastructure and achieving high-impact outputs with this technology on a higher education campus.

Designing Education through Open Culture

Jonan Donaldson, Instructional Designer, Oregon State University

This presentation will review the design and implementation of a course where students wrote and published books licensed by Creative Commons. The course brought together best practices in education, including project-based learning, collaborative learning, and student ownership of learning, while helping students become experts in open educational resources.

Developing for Mass Scale: Tools to Support Adaptive MOOC Environments

Brian Adams, Lead Developer, College of Arts and Letters, Julie Libarkin, Associate Professor, Scott Schopieray, Director of Academic Technology, College of Arts and Letters, and Stephen R. Thomas, Assistant Professor, Michigan State University

MOOCs are one of the most talked about subjects in current educational discussions. Despite the popularity of the topic, there is evidence that very few learners who engage in MOOCs finish. Our presentation will focus on our process and experience in creating adaptive tools to support customized student learning in MOOCs.

Focusing Discipline and Pedagogical Knowledge through an Agile Development Lens

Kay Louise Lipson, Academic Dean, Swinburne Online, and Matt Parker, General Manager, IT and Student Operations, Swinburne University of Technology

Swinburne Online is a partnership between a traditional university and a successful and entrepreneurial IT business that was established to design, develop, and deliver university degrees entirely online. In this session, we will showcase how agile development strategies have been applied to online education through an innovative course development process.

A Framework for Implementing Mobile Learning

Amy Sugar, Instructional Technologist, Rollins College; Sue Bauer, Instructional Designer, University of Central Florida

This session will explore the adoption of mobile apps at the University of Central Florida. We will present our 2012 UCF mobile survey findings and our Mobile Implementation Framework, which can be used as a scalable solution to integrate mobile learning into a population of any size.

From E-Learning to Social Learning: An Open-Source Trilogy (Moodle, Mahara, Elgg) at Paris Descartes University

Eric Cherel, CIO, and Thierry Koscielniak, ICT for Education Executive Director, Université Paris Descartes–Sorbonne Paris Cité

The example of Paris Descartes University ICT for Education department will help you build a strategy to provide a seamless architecture of open-source learning tools: faculty validate skills through Moodle; students build e-portfolios with Mahara and publish their digital profile through Elgg. This brings consistency to the whole process. See www.carnets.parisdescartes.fr.

Geographies of Learning: How Students Navigate, Use, and Learn from Digital Resources

Charles D. Dzuban, Director, and Patsy D. Moskal, Associate Director, Research Initiative for Teaching Effectiveness, University of Central Florida; Flora McMartin, Consultant, and Glenda Morgan, Director, and Patsy D. Moskal, Associate Director, Research Initiative for Teaching Effectiveness, University of Central Florida; G. D. Letfair, Consultant, and Patsy D. Moskal, Associate Director, Research Initiative for Teaching Effectiveness, University of Central Florida

We will present the results of a large qualitative and quantitative study of how undergraduate students find, use, and learn from digital resources. The data-driven models developed in our study have large implications for how we support student learning in online and blended classes, in libraries, and in other learning environments.

Greening the Classroom

Anna M. Olsson, Manager of Training and Assessment, American University

In 2008 American University pioneered a Green Teaching Certificate program that encourages and rewards faculty for being more sustainable in their teaching. This session will provide information about starting and running such a program and discuss the advantages for both campus sustainability and increased use of technology in teaching.
**An iPad Semester Loan Program: Management, Policy, and the Pedagogical Value of iPads**

*Terri Gustafson, Assistant Director–Center for Teaching and Technology, College of Education, Michigan State University*

The College of Education at Michigan State University implemented a semester loan iPad program during the 2012–13 academic year for faculty and students. We will discuss mobile management of iOS devices, student and faculty perceptions about the pedagogical applications of the iPad, and policy implications for future projects.

**Lecturing with an iPad**

*Perry J. Samson, Professor, Atmospheric, Oceanic, and Space Sciences, University of Michigan–Ann Arbor*

This talk will demonstrate “mobile lecturing.” A combination of SplashTop and LectureTools allows the instructor to show slides, monitor feedback, pose questions, and draw on slides while roaming the classroom. This mobility reduces the likelihood that students will go off task during class. Bring your laptop or iPad to play along.

**Mandatory for Success: Designing a Relevant Online Student Orientation**

*Marwin Britto, Executive Director, Lone Star College–Online, Lone Star College System*

Students often enter online courses without the necessary skill sets to ensure success. In this session, you will learn how mandatory online orientation aids student readiness; how to collect effective stakeholder feedback for developing and implementing a successful online student orientation; and how technology can make a mandatory student orientation work for you.

**Opening Up to Open Courses**

*Thomas Evans, Senior Instructional Designer, and Cory Tressler, Educational Technologist, The Ohio State University*

Getting started with building an open course starts with “why?” before “how?” This flipped session will share Ohio State’s approach to open courses and other resources prior to the session. Attendees will experience the process by building a module published on iTunes U during the session.

**Rethinking Classroom Dynamics: A Partnership between Faculty, Students, and IT**

*Dustin Atkins, Director, External Relations–CCIT, Jan R. Holmevik, Associate Professor, and Alex McInerney, Senate Chair, IT Advisory Board, Clemson University*

This session will explore a novel partnership between Clemson’s IT Student Advisory Board, the faculty Academic Technology Council, and the IT organization to develop a program to implement, manage, and assess an e-learning initiative across a large research university campus. Two IT staff members, a faculty member, and a student will share successful strategies, models, roadblocks, and experiences during this session.

**Students’ Experiences with an Active Learning Classroom**

*Young S. Lee, Professor, Michigan State University*

In this session, we will present students’ experiences with a technology-enriched active learning classroom called REAL at Michigan State University. We will offer user feedback on the effectiveness of the room layout and classroom settings for active learning and learning in general. In addition, inspiring classroom components from the students’ perspective will be discussed.

**Tips for Producing Flipped Class Video Materials from a TV Studio Expert’s Point of View**

*Matthew Schottenfeld, Television Production Manager, Fordham University*

Getting the most out of producing flipped class videos with easy-to-understand equipment and procedures is essential to the success of a flipped class. This presentation will provide guidelines and techniques for building faculty’s confidence and enhancing the quality of video elements from a television studio expert’s point of view.

**Understanding the Impact of Online Instruction: Strategies and Lessons from the U-Pace Instructional Approach**

*Dylan Barth, Learning Technology Consultant, Raymond Fleming, Professor, Laura Pedrick, Special Assistant to the Provost and Executive Director, UWM Online, and Diane M. Reddy, Professor, University of Wisconsin–Milwaukee*

*Additional project contributors: Heidi Pfeiffer, Doctoral Student, and Leah Stoiber, Academic Research Specialist, University of Wisconsin–Milwaukee*

Understanding the impact of online instruction is imperative for higher education professionals. Extensive research on U-Pace, an innovative online instructional approach, illustrates effective methods to evaluate student learning. Furthermore, U-Pace offers a successful model for acting on analytics data. Join us to interact with the U-Pace creators and an instructional technologist.

**Virtual Campus Infrastructure: IT/User Collaborations to Design and Implement Interactivity across Campuses and Beyond**

*Henrik Agerskov, Project Manager, Simon Fraser University*

*Additional project contributor: Cheryl Geisler, Dean of Faculty of Communication, Art and Technology, Simon Fraser University*

The adoption of virtual technologies in a multicampus university has been enhanced by developing dynamic use models in advance of technology selection and by collaboration between users and technical staff. In this presentation, these principles will be illustrated by a multicampus course supporting heavy multimedia content and student interaction.
**FEATURED SESSION**

**Advances in Devices, Cloud Services, and Data Analytics: High-Impact Opportunities for Education**  
*Sponsored by Accenture*

**BALLROOM C**

**Anoop Gupta**, Corporate Vice President, Microsoft Corporation

We are witnessing rapid advances and innovation in devices, complemented by tremendous innovation in cloud services and analytics, which open up new models for scale learning such as MOOCs. New models and pedagogies for in-classroom learning are transforming the nature of textbooks. Novel communication and collaboration services, always-on feedback loops, and big data can offer deep insights into student learning, provide personalized pathways for students, and improve retention. This talk will share a perspective on these ongoing developments and touch on key products, services, and research efforts that can empower the higher education community.

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**Outcomes:**
- Understand why enterprise storage has become a wild animal to manage
- Learn what to consider when talking to vendors and staff about solutions
- Discover strategies to manage enterprise storage near term, medium term, and long term

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**Innovating K–20 through Centers of Excellence: Accelerate Student Outcomes and Retention with Data and Personalized Learning**

**MEETING ROOM 207C**

**Greg Garn**, Dean, and **Mark Morvant**, Executive Director, Center of Teaching Excellent, University of Oklahoma

**Moderated by:** **Jon Phillips**, Managing Director–Strategy and Solutions, Dell

Learn from top university IT administrators how they are using groundbreaking analytics and meaningful data to personalize each student’s unique academic journey, from application to graduation and beyond. These school leaders are seeing higher retention rates, increased student performance, and more meaningful interactions to help address each student’s learning needs.

**Outcomes:**
- Gain applicable ideas of how you can garner data, create good data, and analyze it to increase student success and outcomes

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**Enterprise and Infrastructure**

**CIO Panel: Evolving Departmental Success into Enterprise Strategies**

**MEETING ROOM 213B**

**Robert J. Lowden**, Associate Vice President, Enterprise Software, Indiana University Bloomington; **Kirk Kelly**, Associate Vice President and CIO, Portland State University; **Drew W. Hopkins**, Chief Information Officer, Thomas Edison State College

IT faces high expectations from a wide range of stakeholders to continually expand IT investments, which often arise from success in a single department. Enterprise platform implementations and expansions are especially complex to manage. Because these projects have the potential for large-scale use and widespread impact, they must deliver measurable outcomes that matter. How do you move toward an enterprise strategy that provides a sustainable model that IT can support without slowing down departments?

**Outcomes:**
- Understand how to map IT strategic planning to overarching institutional plans
- Explore enterprise system evaluation approaches
- Learn how to strike a collaborative balance between centralized oversight and decentralized rollouts
2:30–3:20 p.m. continued

C The Future of Video in Education: A Vision for Your Campus in 2014 and Beyond
MEETING ROOM 207B
Sean Brown, Vice President of Education, Sonic Foundry
A student-driven phenomenon is pushing academic video to the forefront of education-technology planning initiatives. Join the decade-long leader in video capture as they describe their vision for the future of instructional media on your campus—and tell you how to best harness the power of video in support of your academic missions.

Outcomes: See how leading institutions use campus-wide video | Learn what enterprise video platforms have to offer | Learn the value of searchable, indexed, and tagged video

Virtual Desktops: New Opportunities for Support, Software Utilization, and Security
MEETING ROOM 213D
Aaron Coburn, Systems Administrator and Programmer, and Colleen Keenan, Senior Classroom Technology Specialist, Amherst College; Stephen A. Vieira, CIO, Community College of Rhode Island
Additional project contributor: Scott Payne, Director of Academic Technology Services, Amherst College
Virtual desktops present many opportunities for campuses large and small. This presentation will highlight two projects: a multi-institution, cloud-based model and a system emphasizing mobile support in a large institution. The performance and financial implications of a virtual desktop initiative will be discussed, and participants can experience one or both systems live.

Outcomes: Experiment with virtual desktop systems | Learn how virtual desktop systems address accessibility and support for mobile devices

Leadership and Management

Avoiding the Project Landfill: Strategies to Stop Wasting Precious IT Resources on Throwaway Projects
MEETING ROOM 304C/D
Scott Kirner, Director, Enterprise Systems, and Tracy Weber, Manager, Applications Development, University of Notre Dame
Notre Dame will share shocking revelations on wasted IT project hours! Join us to take a collaborative approach with fellow attendees to learn about tools and techniques that will help you to discover the reasons for such “epic fails” and find solutions to keep your precious IT hours out of the “project landfill.”

Outcomes: Understand the importance of data in making your case to leadership | Learn about tools to analyze data and determine root causes and solutions to the problem of throwaway projects | Generate ideas from session attendees on root causes and solutions

Computers and Higher Education: The Accidental Revolution Revisited
MEETING ROOM 204B
Kenneth C. Green, Founding Director, The Campus Computing Project; David L. Smaller, Vice President, Information Technology and Director of the Library, Hamilton College; Theresa Rowe, CIO, Oakland University; Martin Ringle, CIO, Reed College; Robert G. Gillespie, Vice President for Computing (retired), University of Washington
A major 1981 NSF report characterized computing in higher education as “an accidental revolution,” largely unanticipated and unplanned, which left institutions unprepared for new technologies. Has much changed over three decades? What’s the long view on IT as an “accidental revolution”: What have we learned, what do we do well, and what must we do better?

Outcomes: Realize the need for agile planning processes and organizational structures | Recognize that navigating campus politics is more about relationships than technology | Understand the importance of sustainable budget models for changing technologies and the expanding demand for IT resources and services

Do More...with Project Management!
MEETING ROOM 211A/B
Sherri Yerk-Zwickl, Director of Project Management and Web and Mobile Services, Lehigh University; Louise Finn, CIO/Associate Vice President Technology Services, Loyola University Maryland; Dana German, Project Manager, University of Virginia; Joy Hatch, Vice Chancellor, Information Technology Services, Virginia Community College System
An agile organization promises to be a catalyst for change and enrichment in our institutions. One key to making this happen is project selection and management—the ability to plan first and then execute. Learn how four institutions have implemented project management to improve efficiency, reduce project backlog, and increase transparency.

Improv: Improve! Women in IT Constituent Group Theater Session
LEARNING THEATER EXHIBIT HALL C
Beth Schafer, Director of Client Services, University of Wisconsin–Milwaukee
The Women in IT Constituent Group is out to change the world, one IT shop at a time. Join us in a bit of improv as we explore and practice behaviors that can lead to improved recruitment, retention, and advancement of women in higher ed IT. We’ll give an overview of effective practices, and then will get our improv on—with you! Come prepared to learn, engage, and be inspired to make positive change.

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Strategies You Can Use

As a manager, you want to help your staff members enhance their skills and broaden their perspectives. We all know that investing in people results in improved performance, better work products and services, and happier staff members. But how do you go about achieving this if your budgets have been slashed, yet your university is expecting that you and your team will continue to deliver the same level of service? What are some practical strategies you can use anytime to create a culture of professional growth? Join our colleagues Cynthia Golden and Keith McIntosh to discuss some proven strategies for building a learning organization.

Security, Privacy, and Compliance

IT Risk Assessment: Two Universities Share Their Methodologies

Throughout higher education, increased emphasis is being placed on the necessity to manage IT risk/opportunity more effectively. In this session, we will compare and contrast how Princeton and Oxford universities manage risk, review experiences from many other universities, and sprinkle in the EDUCAUSE top-10 IT issues. Participants will leave the session knowing how to improve risk management at their institutions.

Outcomes: Discover risks that represent the highest IT risks for your university | Correlate against the EDUCAUSE top-10 issues and a sharing of top risks | Understand how they should be managed and hear proposals for developing opportunity management within an IT risk management framework

A Proactive Approach to Data-Breach Response

When a data breach occurs or is suspected, how well an institution reacts defines how effectively it recovers. From essential planning elements to controlled investigation tactics and compliant-notification strategies, today’s response requires a blend of internal and external resources and expertise for the most defensible outcome.

Outcomes: Learn about response best practices | Discover when to stop or slow down your team | Learn how to combine the skills of internal responders, counsel, and breach experts

Meeting the Needs of Digital Visitors and Residents: Developing Engagement with Institutional Services

This session will present the framework and findings of the U.S.-U.K. collaborative three-year longitudinal Visitors and Residents project to identify how students and faculty engage with technology and information sources. Attendees will actively participate by mapping their own and their institutional communities’ patterns of engagement with technology and information sources.

Outcomes: Identify modes of engagement for personal and institutional situations | Identify how the community engages with technology and how that engagement changes | Identify how institutions can better engage the community in the use of institutionally provided technology and resources

Balancing Pedagogy, Interactivity, and Accessibility: A Faculty-IT Support Partnership

This session will share the processes and best practices of a collaboration between faculty and IT support services of George Mason University to create an interactive, accessible, self-paced online course to teach undergraduates to cultivate the self-discipline and self-direction required for online learning success. The session includes a “live” course demonstration.

Outcomes: Identify the challenges and benefits of faculty-IT support service collaboration in e-learning course development | Examine strategies for successful collaboration | Compare the collaborative processes discussed with those at your institution
The California State University Affordable Learning Solutions for Faculty, Students, and Higher Education Institutions

MEETING ROOM 208A/B

Gerard L. Hanley, Senior Director, Academic Technology Services, California State University, Office of the Chancellor

The CSU Affordable Learning Solutions (ALS) initiative reduces the cost of course materials by providing faculty and students with choices of affordable and accessible digital content. We will showcase the innovative technology services and business solutions available to other higher education institutions and discuss the benefits and outcomes of ALS.

Outcomes: Leverage CSU’s initiative to produce major savings for students through digital alternatives to textbooks | Learn a strategy that combines existing and innovative technologies and leverages existing campus services | Envision academic content delivery through local and global services

Don’t Forget about the Students! Getting Students Excited about and Armed for Learning Analytics

BALLROOM D

Dionne N. Curbeam, Director of Instructional Technology and Training, and Tiffany Thompson, Instructional Technologist, Coppin State University

Students can be the forgotten stakeholder when deploying learning analytics because many assume that students will “get it.” At Coppin State, we implemented a plan to raise awareness about the proper use of learning analytics for students and obtained their feedback about learning analytics. Join us as we unveil this student strategy.

Outcomes: Realize that the deployment of analytics on campuses requires student involvement | See learning analytics from a student lens | See artifacts from our strategy, including student documentation, examples of student exhibits, and video testimony of students

Driving Student and Institutional Success with Data and Analytics

MEETING ROOM 204C

Kenneth Chapman, Vice President, Product Engineering, Desire2Learn Incorporated

It has been proven that students who receive personalized
attention to meet learning objectives will, on average, perform two standard deviations better than students who learn via conventional instructional methods. Join our hot topic panel, where industry experts and leaders from higher ed institutions will discuss the benefits of implementing adaptive and predictive analytics solutions and offer real examples. Learn how to be more efficient and deliver improved outcomes for students and your institution, today and in the future.

☐ MOOC Data Analysis: Open-Source Code for Open Education
BALLROOM E
Abe Murray, Senior Product Manager, Google; David Edward Polley, Research and Editorial Assistant, Indiana University Bloomington

This discussion will include an instructor and a student from Indiana University’s graduate-level Information Visualization MOOC and the Google Course Builder product manager. The session will inspire the adoption of open-source MOOC platforms and visual analytics tools as well as studies of MOOCs themselves across platforms and course types.

Outcomes: Discuss GCB extensions that let MOOC students work with real-world clients | Introduce open-source data mining and visualization tools to understand the composition of student teams and their learning progress | Review data and analysis from our MOOCs

☐ Teaching and Learning Breakthroughs: Next-Generation Academic Models in Practice
BALLROOM A
Peter McAliney, Executive Director, Ameritas Hispanic Pathways; Barbara Hunt, DN3 Project Manager, Columbus State University; Karen Dowdall-Sanford, Senior Director, Online Programs, University of Washington

This fall, the 10 institutions that received Next Generation Learning Challenges grants in 2012 launched their Breakthrough Models for College Completion. These models completely rethought degree programs to leverage learning science to create pathways, customized and personalized with the aid of technology, to enable more students to succeed in achieving degrees at lowered costs. In this session, participants will learn from key leaders of these programs how their designs are reshaping academic models for post-secondary education.

Outcomes: Learn ways to compact the curriculum without cutting corners | Learn how to help shorten the time to graduation, lower overall cost for students, and improve retention

DISCUSSION SESSIONS
CDS Data Forum
MEETING ROOM 303A

What benchmarks do you use? What questions do benchmarks help you answer? Stop by the CDS Data Forum to share best practices and tips and tricks for benchmarking with your colleagues.

Cloud Computing Constituent Group
MEETING ROOM 210D
Thomas Dugas, Associate Director of Global IT Services, Carnegie Mellon University

This important conversation will provide participants with the opportunity to learn about and discuss the challenges and opportunities associated with the adoption of cloud computing in colleges and universities. Examples of discussion topics include cloud contract negotiation and management, cloud vendor relationship management, IT service management practices, compliance and legal issues, data privacy and security considerations, cloud identity and access management, cloud service integration (cloud to cloud and cloud to on-premises), skills and staffing implications, and cloud use cases to enable institutional agility, efficiency, and innovation.

IT Metrics Constituent Group
MEETING ROOM 213C
Danita Leese, Executive Analyst, California State University, Northridge; Hans Pongratz, Senior Vice President and CIO, Technische Universität Munchen

This year we will share best practices around developing metrics programs and adopting tools. Discussion topics will include: What type of metrics are you developing and how are you using them? What helped drive adoption of metrics and tools in your organization? What challenges did you face in implementing metrics and tools in your institution and how did you navigate the challenges? If anyone is interested in discussing additional IT metrics topics, please send suggestions to the e-mail list and/or the session co-leaders.

Mobile and Handheld Computing Constituent Group
MEETING ROOM 207A
Stephen diFilipo, Vice President and CIO, Cecil College; Tracey L. Choulat, Director of Information and Instructional Technology, University of Florida

Join us for a lively discussion and discovery of innovative and functional uses for mobile computing in higher education. BYOD will be a highlighted topic, with the ECAR report *The Consumerization of Technology and the Bring-Your-Own-Everything (BYOE) Era of Higher Education* freely available. Topics include hardware, applications, tools, special uses, wireless and mobile connectivity, web services, support issues, security, and others. Creative ideas for projects using mobile devices in teaching, learning, and administration will also be explored.

Web Portals Constituent Group
MEETING ROOM 210A/B
Jameson Watkins, Director, Internet Development, The University of Kansas Medical Center

This session will be devoted to solution-independent web portal technology in higher education. The meeting will focus on issues such as Internet strategies involved in deciding to move forward with a portal. Discussion will also identify what vendors, open-source products, and homegrown solutions work best and how to integrate them with back-end systems such as Blackboard, Banner, and PeopleSoft.
2:30–3:20 p.m. continued

**Badging Focus Group Meeting**
SAN SIMEON, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Badging is one way to demonstrate professional activity within a community and professional network. Badges have potential to motivate and validate incremental growth along a learning path. Join this focus group to contribute to the understanding of badging in the EDUCAUSE community. Help us assess how badges can add value to your professional portfolio and career development path.

2:30–4:30 p.m.

**Internet2 NET+ Service Provider CEO Panel**
MEETING ROOM 303B
The shift to the cloud represents not just a major technology transition but a transformation in the relationship between commercial service providers and higher education campuses. CIOs and deputy CIOs are encouraged to participate in an interactive discussion with current and prospective NET+ service provider CEOs and senior higher education executives as they discuss the NET+ approach from both university and provider points of view. Learn how CIOs can partner with Internet2 and service providers to make the program effective.

2:30–5:30 p.m.

**IPAS Grantee and Community of Practice Meeting**
(By invitation only)
LAGUNA, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Bill & Melinda Gates foundation IPAS Market Acceleration Project applicants will discuss the rapidly evolving market for better student support technology platforms and aligned business processes. Attendees will participate in small group discussions about their respective efforts to improve student retention at their institutions through better use of technology. Colleges that received IPAS MAP grants will also be in attendance to share about their journey.

3:00–4:00 p.m.

**International Participant Meeting and Reception**
MEETING ROOM 205A
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.

3:20–3:40 p.m.

**Beverage Break**
Sponsored by Hyland Software, Bronze Partner
FOYERS
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 Next Generation Learning Challenges Staff**
EDUCAUSE CENTRAL
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, and Nancy Millichap, program officer.

3:30–4:30 p.m.

**Chief Privacy Officers Meeting**
(By invitation only)
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL

3:40–4:30 p.m.

**FEATURED SESSION**
Note: This session will be streamed live for the online audience only and will not be recorded.

**The Four Futures of IT**
Sponsored by Accenture
BALLROOM C
Jorge Lopez, Vice President and Distinguished Analyst, Gartner
With a rapidly changing technology and education landscape, questions arise about the form of IT organizations in the future. This presentation is about four different futures that help define IT for the enterprise. You will learn about the four futures and their organizational implications, as well as attributes and leadership styles. This session will be most useful to those organizations that are seeing great change ahead in their own futures.

Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.
Every day, we see people at colleges and universities around the globe work to transform daunting challenges into unlimited potential. And that inspires us. Because of the work you do, we embrace new ideas, develop new insights, and design new approaches to help education move forward.

At Ellucian, we deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies.


**Do Clicks Count to Increase Student Achievement? Learner Analytics on a Large-Enrollment Hybrid Course**

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Kathy Fernandes, Director of Systemwide LMS Services, and John Whitmer, Associate Director, LMSS Project, California State University, Office of the Chancellor

Improving student persistence through academic technologies, especially among underrepresented minority students, is a goal at many colleges and universities. This presentation will discuss a pilot learning analytics research project on a redesigned hybrid large-enrollment course that explored the relationship between LMS activity, student background characteristics, and student achievement.

**Outcomes:** Learn why LMS use is a better predictor of grade than traditional demographic data from the student information system | Learn why substantial data filtering is required to convert LMS log files | Learn strategies to secure institutional support for learning analytics

**How to Make Strategic Use of the EDUCAUSE Top-10 IT Issues**

MEETING ROOM 204B

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

The EDUCAUSE top-10 IT issues can be your blueprint to a more strategic IT organization. This session will help you leverage the issues to elevate the presence of IT at your institution. Learn about each of the top-10 issues, how CIOs are framing them, what EDUCAUSE research can tell you about them, and how to put them to use. Plus, get a preview of 2014’s top 10.

**Leveraging a Virtualization-Powered Cloud to Deliver Affordable Anytime, Anywhere Learning**

MEETING ROOM 207C

Mel Stockwell, Deputy Chief Cloud Strategist, VMware

As colleges and universities evolve IT operations and infrastructure, cloud computing has emerged as a critical path to meeting unique requirements for students, professors, administrators, and researchers. Higher education organizations are delivering secure, connected learning with cloud computing to eliminate IT complexity and deliver the compute capabilities required by each of their stakeholder audiences, but finding the most flexible, agile, and cost-effective approach is the trick.

**Outcomes:** Understand the role of cloud computing in connected learning | Understand how to deliver compute capabilities and share information through different cloud architectures | Understand how virtualization enables various cloud formats and maximizes resource utilization

**Achieve Student Success with Insight and Unified Processes**

MEETING ROOM 204C

Joseph Burkhart, Director Higher Education, Oracle Corporation

Education today is facing challenges in the areas of retention rates, student performance, and learner outcomes. The ability to have a complete view of a student that enables coordination and collaboration of success programs, interventions, and services is key to improving student outcomes. Hear industry leaders discuss how advanced analytics is critical to both student success and institutional effectiveness.

**Outcomes:** Discover how to deliver a closed-loop process for student success | Learn about embedding predictive modeling in business processes | Learn how to leverage social media to deliver and improve the student experience

**BYOD for Communicators**

MEETING ROOM 207B

Frank Miuccio, Director of Information Technology, University of Southern California

In this session, we’ll take a look into USC Annenberg School of Communication’s BYOD journey. We will discuss how Annenberg is developing a dynamic BYOD infrastructure for digital media literacy and convergence.

**Outcomes:** Learn about the BYOD philosophy and getting buy-in | Learn about BYOD in a media environment | Learn about BYOD implementation and design

**How Open-Source Drupal Is Changing the Game in Higher Education**

MEETING ROOM 213B

Kieran Lal, Director of Technology, Acquia

The fastest-growing digital platform in higher education, open-source Drupal, is transforming how institutions of all types manage their digital content. Attend this session to learn how Drupal is benefiting over 2,000 institutions today and what Drupal innovation will mean for the digital campus experiences of tomorrow.

**Outcomes:** Learn how Drupal can give you agility, speed, and freedom | Hear about assembling unique and user-centric websites | Realize you can design one site for both the web and mobile

**Project Management: The Challenge of Ethical Communications**

BALLROOM B

Paula Brossard, IT Project Manager, and Wendy Luljak, Senior IT Communications Strategist, University of Wisconsin–Milwaukee

The truth, the whole truth, and nothing but the truth? Where is the line between telling it all and using your best judgment to determine what and whom to tell? This session will explore the challenges, approach, and framework for ensuring ethical decision making in project management communications.

**Outcomes:** Understand what constitutes ethical communications
in project management | Know what to take into consideration | Understand the various approaches to decision making and steps in the decision-making process

**Leadership and Management**

- **The CIO and Legal Issues**
  **BALLROOM A**

  **Seth Gilbertson**, Associate Counsel, and **Joseph Storch**, Associate Counsel, Office of General Counsel, SUNY System Administration

  CIOs are involved with supervisor and employer perspectives regarding legal issues, both within their own organization and within the institution as a whole. This discussion of legal issues CIOs need to know about will include the misuse of e-mail, social media in the workplace, and privacy laws, as well as non-technical issues such as handling workplace harassment, discrimination, and free speech concerns.

- **The HathiTrust Research Center: Building Shared Computational Resources to Mine the Largest Academic Digital Library Corpus**
  **BALLROOM E**

  **John Unsworth**, Vice Provost for Library and Technology Services and CIO, Brandeis University; **Robert H. McDonald**, Associate Dean for Libraries/Deputy Director Data to Insight Center, Indiana University Bloomington; **Beth Sandore**, Associate University Librarian for Library IT, University of Illinois at Urbana-Champaign

  The HathiTrust Research Center (HTRC), a unique cross-institutional partnership for distributed computational service, is in an 18-month start-up phase. This presentation, featuring the HTRC Executive Committee, will focus on current plans to provide analytic services to nonprofit and educational researchers for the digital corpus of the HathiTrust Digital Library.

  **Outcomes**: Understand the benefits and opportunities offered by the HathiTrust Research Center | Understand how to collaborate or benefit from joining the HathiTrust Digital Library | Learn about current HTRC production services that may be available for researchers

- **Improving Transparency, Relationships, and IT Decision Making through a Campus-Wide Governance and Strategic Planning Process**
  **MEETING ROOM 304C/D**

  **Faith Brown**, Portfolio Management and Strategic Planning Director, **Jane Livingston**, Associate CIO, and **Susan West**, Associate Director, Strategic Communications, Office of the CIO, Yale University

  For the past two years, Yale has developed and implemented a new governance structure that supports our overall goal to improve customer satisfaction, increase transparency, and improve IT decision making, particularly in the areas of strategic planning and the selection of the portfolio of IT projects.

  **Outcomes**: Realize that leadership engagement and commitment is key | Know that governance structure should be reflective of the size and complexity of your institution | See how to align your services to the decision-making structure

- **A Leading Change Culture That Works**
  **MEETING ROOM 213D**

  **Sherri Parker**, Dean of Instructional and Learning Resources, Harrison College

  What if every employee at your institution were rated on leadership? How would you define leadership if that were the case? Would this make a difference in your ability to lead change? Developing a culture that makes things happen by encouraging and channeling the contributions of others can make a difference. Learn how Harrison College’s award-winning culture connects its people to the mission with a distributed leadership environment where every employee is rated on five competencies, including one shared by all—leadership.

  **Outcomes**: Be able to identify and describe new processes to address leadership challenges and ways to implement tools to foster new ideas in the workplace

- **The Mouse That Roared: A Small Consortium Making Big Payoffs**
  **MEETING ROOM 213A**

  **Nikki E. Reynolds**, Director, Educational Technology Services, Hamilton College; **Jeffrey Wetherill**, Director of Digital Learning, Hobart and William Smith Colleges; **Rene Thatcher**, Director, Client Services and Educational Technologies, St. Lawrence University; **Ellen Borkowski**, CIO, Union College

  The NY Six Liberal Arts Consortium has launched a series of initiatives that have produced big payoffs. Come hear how our library and IT departments have overcome the typical obstacles to collaboration across different institutions in different locations, and how those payoffs have been realized.

  **Outcomes**: Learn how collaboration across institutions can yield significant advantages, particularly for small departments | See how communication overhead and uneven partner commitments can be mitigated | See savings measured in terms of both budget and program development

- **The Transformational CIO: A Panel Discussion**
  **MEETING ROOM 207D**

  **Philip Komarny**, CIO, Seton Hill University; **David Waldron**, Vice President for Information Technology, St. Edward’s University; **Joanna Young**, CIO, University of New Hampshire

  **Moderated by**: **Vafa Afshar**, CMO and Chief Customer Officer, Enterasys Networks

  This panel will discuss how university CIOs can be transformational: leading across functions by example, driving cultural change, and redesigning business processes. The panelists will take a look at specific examples of successfully implementing mobile, social, cloud, app, and big data technology to advance the goals of the university.

  **Outcomes**: Better understand the relevant issues that university CIOs confront | Realize that the CIO needs to take responsibility for the overarching goals of the institution and provide strategic solutions | Understand the critical role that trends in apps play in achieving the goals of the CIO and the university
3:40–4:30 p.m. continued

Security, Privacy, and Compliance

**Multifactor Authentication in Higher Education**

MEETING ROOM 213C

David H. Walker, Consultant; Andrew Petro, Software Developer, Unicon; Brendan Bellina, Identity Services Architect, University of Southern California; Paul Caskey, Chief Technology Officer, System-Wide Information Services, University of Texas System; Bryan Wooten, Systems Administrator, University of Utah

Planning and deployment issues related to multifactor authentication in higher education will be presented by participants in the NSTIC-sponsored MFA Cohortium project. Overall issues of risk assessment, identity assurance, and user experience will be discussed, as well as technical and operational specifics for CAS and Shibboleth.

**Outcomes:** Achieve a basic understanding of multifactor technologies | Examine use cases and deployment strategies | Learn lessons from early adopters

Services and Support

**The Help Desk Is Dead: Long Live the Service Desk**

MEETING ROOM 210D

Dawn Lewis, Director User Services, and Stephen A. Vieira, CIO, Community College of Rhode Island

In this world of immediacy, the traditional help desk model is a dying breed, suffering from users’ demands for instant gratification. People want quick, consistent, and usable answers. This presentation will follow the process the CCRI took to introduce a service desk with video snippets, self-service password and account maintenance, and automated provisioning/termination of accounts.

**Outcomes:** Collect and deliver tried and true methods of improving customer service | Learn how to introduce technology in a service desk model | Gather feedback concerning significant support issues facing the traditional help desk

Teaching and Learning

**Getting Schooled on BYOD at Utah Valley University: Lessons Learned**

MEETING ROOM 209A/B

Duke Heaton, Network Engineer, and Eddie Sorensen, Senior Director, Utah Valley University

This session will focus on how Utah Valley University overcame significant challenges to create a BYOD environment that integrates mobility into the university experience for more than 40,000 students and faculty. This interactive session will arm attendees with the knowledge needed to overcome similar challenges on their own campuses.

**Outcomes:** Realize that supporting BYOD requires quick, secure access to all devices | Learn how to automate the secure onboarding process to facilitate greater technology use in the classroom and on campus | Learn what technologies are needed to support BYOD

**Predictive Analytics: A Case Study in Improving Student Success**

MEETING ROOM 211A/B

Laura Malcolm, Vice President of Product, Civitas Learning; Darren Catalano, Vice President, Analytics, and Marie A. Cini, Provost and Senior Vice President, Academic Affairs, University of Maryland University College

Learn how the University of Maryland University College is improving student success rates by leveraging predictive analytics to identify at-risk students and providing relevant interventions. UMUC partnered with Civitas Learning to use data analytics to help understand the risk factors that impact students and to administer appropriate interventions.

**Outcomes:** Realize that analytics is both a technical and organizational initiative | Learn how to leverage big data technologies to improve student outcomes | Gain insight into the technical, logistical, and cultural considerations for work in predictive analytics

**Students in K–12 Teacher Preparation Programs “Speak Up” about their Digital Experiences and Expectations**

BALLROOM D

Julie Evans, Chief Executive Officer, Project Tomorrow

A new report from Project Tomorrow documents the digital experiences that college students are having within their teacher preparation programs, as well as their expectations for using emerging technologies in their future classrooms. The findings from that study will be shared in this session with commentary from an expert panel.

**Outcomes:** Gain new insights into the digital lives of today’s college students | Learn about the expectations of K–12 leadership for more digitally ready teachers | Gain perspective on the effectiveness of teaching strategies around technology usage from the perspectives of students

DISCUSSION SESSIONS

**Administrative Systems Management Constituent Group**

MEETING ROOM 207A

Matthew S. Burfeind, Deputy CIO, Massachusetts College of Art and Design

The meeting will discuss the implementation and postimplementation phases of administrative systems. Implementation includes identifying selection procedures and funding mechanisms, using consultants, retraining staff, and determining required features. Postimplementation issues include developing reporting strategies, managing modifications and updates, and resolving duplicate records and integration issues. To facilitate open discussion among meeting attendees, no corporate representatives, please.
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Visit booth 1301 to learn more about our innovations for personalized learning. Dell.com/Educause2013
3:40–4:30 p.m. continued

Blended and Online Learning Constituent Group
MEETING ROOM 210C

Ellen Marie Murphy, Executive Director of Curriculum and Learning Systems, Ivy Bridge College, Altius Education

Higher education is seeing exponential growth in the field of online and blended teaching and learning. This session is geared toward directors, coordinators, and/or administrators of online and blended learning programs. We will discuss the course development/program development process: How is the process affected by things such as building in learning analytics, measuring competencies and outcomes, meeting accessibility issues, the inclusion of third-party apps, and more? A panel of presenters will discuss these issues with participants.

Evidence of Impact Constituent Group
MEETING ROOM 212A/B

Patsy D. Moskal, Associate Director, Research Initiative for Teaching Effectiveness, University of Central Florida

With the ongoing, rapid growth of innovation in technology-enhanced education, research is a critical piece to inform decision making about the impact of these practices in higher education. This session is devoted to a discussion of issues related to research and evaluation. Please bring your experiences, ideas, successes, and challenges regarding how to successfully use evidence-based practice to examine teaching and learning.

IT Communications Constituent Group
MEETING ROOM 210A/B

Lisa V. Trubitt, Assistant CIO/Policy and Communication, University at Albany, SUNY

This discussion will address 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 are broad, ranging from best practices and lessons learned to feedback and/or deconstruction of communications written by participants.

Research Computing Constituent Group
MEETING ROOM 208A/B

David Stack, Deputy CIO, University of Wisconsin–Milwaukee; Donald Spicer, Associate Vice Chancellor and CIO, University System of Maryland

This meeting is a forum for discussing 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.
4:30–5:00 p.m.

Continue the Conversation with Jorge Lopez
FOYER, LEVEL 3
Jorge Lopez, Vice President and Distinguished Analyst, Gartner
Join us in the foyer for an extended half-hour conversation following “The Four Futures of IT.”

5:40–6:30 p.m.

Making IT Accessibility Accessible
LEARNING THEATER EXHIBIT HALL C
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.

4:30–5:15 p.m.

Core Data Service (CDS) Reporting Demo
EDUCAUSE CENTRAL
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.

6:00–7:30 p.m.

Hawkins Leadership Roundtable Reception
POOL DECK, HILTON ANAHEIM HOTEL
Note: Separate registration and fee are required for the roundtable.

4:30–6:30 p.m.

Networking Reception in the Exhibit Hall
Sponsored by:
McGraw-Hill Education, Gold Partner | Booth #511
CourseSmart, Bronze Partner | Booth #723
Atomic Learning | Booth #1570
SHI International | Booth #1668
EXHIBIT HALL B/C
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 2014 in Orlando, Florida. Winners will be announced on Thursday.

6:30–8:30 p.m.

OpenDNS Reception—Hilton Anaheim Hotel Host
PACIFIC BALLROOM SALON C, SECOND FLOOR, HILTON ANAHEIM HOTEL
After a full day of sessions, join OpenDNS CEO and founder David Ulevitch and the rest of team OpenDNS for a cocktail reception in the Pacific Ballroom. Hors d’oeuvres and drinks will be served, and we’ll also be hosting a prize giveaway, so stop by, network, and enjoy!

6:30–8:00 p.m.

Kuali Foundation Reception
HUNTINGTON, FOURTH FLOOR, HILTON ANAHEIM HOTEL

4:40–5:30 p.m.

Making IT Accessibility Accessible
LEARNING THEATER EXHIBIT HALL C
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.
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SEE WHERE EDUCATION IS GOING. AND HOW TO GET THERE FIRST.

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SEE HOW WE’RE ACCELERATING INTEGRATION AND INNOVATION IN EDUCATION TECHNOLOGY. →
· Blackboard.com/EDUCAUSE
· Booth #537
· Corporate Session Thursday, October 17 at 9:10am in Room 207A
Special Higher Education Program
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Thursday, October 17

7:00–8:30 a.m.

**EDUCAUSE Institute New IT Managers Program Faculty Meeting**  
(Faculty members only)  
LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL

7:00 a.m.–5:30 p.m.

**EDUCAUSE Central Open**  
LOBBY C  
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*  
LOBBY B  
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 204A  
Speakers using technology are encouraged to visit to test their equipment, prepare for their sessions, or make last-minute modifications.

7:00 a.m.–6:30 p.m.

**CIO Lounge Open**  
*Sponsored by Desire2Learn Incorporated, Platinum Partner*  
MEETING ROOM 303C/D  
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.
7:00 a.m.–6:30 p.m. continued

EDUCAUSE Community and Constituent Group Lounge Open
Sponsored by ConnectEDU, Bronze Partner
MEETING ROOM 205B
This space is designed for members of the EDUCAUSE community and constituent groups 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 on-site scheduling board to reserve space for larger meetings. See you there!

International Welcome Lounge Open
MEETING ROOM 205A
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
MEETING ROOM 206A
Media representatives attending EDUCAUSE 2013 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.

7:30–8:00 a.m.

Morning Refreshments
FOYERS
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.

7:30–8:45 a.m.

EDUCAUSE Professional Development Advisory Committee Meeting
(Committee members only)
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL
Meeting of the 2013–14 EDUCAUSE Professional Development Committee. Includes current 2013 committee members and new committee members joining in 2014. Breakfast will be provided for committee members.

8:00–8:50 a.m.

FEATURED SESSION
Speeding Up on Curves
Sponsored by AVAST Software
BALLROOM C
Bradley Wheeler, Vice President of IT and CIO, Indiana University
2013 LEADERSHIP AWARD WINNER
Award sponsored by Moran Technology Consulting, Silver Partner
What curves will reshape colleges and universities, and how do campus leaders know when to accelerate, brake, or try to bend a curve itself? These increasingly nonlinear times present extraordinary opportunities for campus leaders, and a candid reflection on our successes and “lessons” can provide essential insights as we shape our future.

Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.

Data/Information Access and Management

The New Multiple-Device, Multi-OS Reality on Campus
MEETING ROOM 204 C
Device density on campus has surged as mobile learning initiatives and curriculum advancements are implemented. But where does that leave IT organizations? Don’t get left behind! Join this session and learn how to simplify and affordably manage the new multiple-device, multi-OS environment.

Outcomes: Get the latest tips and tricks for managing a multiple-device, multi-OS environment with limited resources | Learn how institutions are maximizing efficiency as IT responsibilities increase | Learn how to manage student, staff, and executive expectations when everyone on campus has laptops and tablets

Using Prescriptive Analytics to Reduce Course Dropout
BALLROOM E
Rajeev Bukralia, CIO and Associate Provost for Information Services, University of Wisconsin–Green Bay
Student retention has become a priority in higher education in recent years due to its impact on students, institutions, and society. The session will describe a roadmap for creating a prescriptive, analytics-based system to reduce course dropout. We will discuss predictive and prescriptive analytics techniques and challenges in implementing analytics-based projects.

Outcomes: See how to create a roadmap for prescriptive analytics to identify at-risk students | Learn statistical and machine-learning techniques used in creating a predictive model | Learn about the challenges of prescriptive analytics and ways to mitigate them
Technology in American Higher Education
Survey of E-Learning and Information Technology effectiveness of IT investments, mobile apps, and open source. Financial planning, cloud computing, data analytics, the effectiveness of IT investments, mobile apps, and open source.

2013 Campus Computing Survey, including strategic and administrative systems so our institutions can invest in our core missions: teaching and learning, service, and research.

Outcomes: Consider the historical expenses of ERP investments | Learn about buying and implementing administrative systems in smarter ways | See how the various alternatives can work for your institution

Leadership and Management

We Built, We Bought, We Shared: The Costs of Administrative Service Systems vs. the Academic Mission
MEETING ROOM 213D
Thomas Dodds, CIO and Vice President for Information Technologies, Cornell University; Steve Fleagle, CIO and Associate Vice President, The University of Iowa; Laura Patterson, CIO and Associate Vice President, University of Michigan–Ann Arbor; Eric L. Denna, CIO, University of Utah

This panel will bring to life lessons learned from alternative approaches to manage the costs of ERP implementations, including building your own in the modern era, buying and implementing in smarter ways, implementing SaaS alternatives, and joining a higher ed consortium that shares processes and software development. We will also address the leadership opportunities for finding ways to minimize the costs of administrative systems so our institutions can invest in our core missions: teaching and learning, service, and research.

Outcomes: Learn about new trend data on key issues (budgets, cloud deployment, IT security, analytics, etc.) of interest to IT leaders | Hear about disaggregated data by sector and segment | Hear what CIOs and other campus IT leaders do better

Core Data Service 2013: Core Metrics on IT Financials, Staffing, and Services
BALLROOM A
Susan Grajek, Vice President, Data, Research, and Analytics, and Leah Lang, Senior IT Metrics and Benchmarking Analyst, EDUCAUSE

Get a head start on this year’s strategic planning with the latest from the EDUCAUSE Core Data Service (CDS). With data from the CDS 2013 survey, this session will cover core metrics and trends on IT financials, staffing, and services from higher education’s premier benchmarking service.

MEETING ROOM 212A/B
Lance Merker, President and CEO, OmniUpdate; Seth Meranda, User Experience Architect, University of Nebraska–Lincoln

Mobile device usage among students has exploded over the past few years and has changed student recruitment. We’ll look at the latest research data and explore technology solutions for leveraging this powerful medium to expand recruitment strategies.

Outcomes: Hear about students browsing college sites via mobile devices and how the numbers have changed since 2011 | See how priorities vary, and techniques to ensure an excellent experience across all devices | Know which activities students expect on a mobile device

The Goldilocks Principle and the Project Manager: Rightsizing Project Management Methodology
MEETING ROOM 211A/B
Kate Abele, Quality Manager, and Arin Komins, Senior Project Manager, University of Chicago; Ericka Mendez, Project Manager, and Bobby Jo Morse, Senior Project Manager and Business Analyst, Information Technology Services, University of Wisconsin–Milwaukee

Following PMBOK is too much! Following no project management is too little! Sound familiar? How do you find the right balance to manage projects within higher ed? Learn how the University of Chicago and the University of Wisconsin–Milwaukee rightsized their project management methodologies from the ground up to keep them agile, adaptable, and applicable to everyone within the organization.

Outcomes: Learn how your peers think about reducing risk by using project management methodology that is just right for project managers across your IT organization, not just the PMO
THURSDAY

8:00–8:50 a.m. continued

Lessons in Competency-Based Education
Program Development
BALLROOM B

Linda Smarzik, Dean, Computer Studies and Advanced Technology, Austin Community College District; Carin Gordon, Dean, Business and Information Technology, Valencia College
Moderated by: Sally M. Johnstone, Vice President for Academic Advancement, Western Governors University

Western Governors University, supported by the Bill & Melinda Gates Foundation, is assisting a dozen community colleges across the country in developing IT-related, competency-based education (CBE) programs. A panel of pioneering administrators will discuss how their faculty and support staff are managing to apply a set of design principles for CBE to their own campus culture.

Security, Privacy, and Compliance

Ethics and Analytics: The Limits of Knowledge and a Horizon of Opportunity
MEETING ROOM 204B

Matthew D. Pistilli, Research Scientist, and James E. Willis III, Educational Assessment Specialist, Purdue University

The realms of academic and learning analytics are in need of ethical frameworks to address issues associated with student autonomy, information confidentiality, and predictive modeling. This interactive session will involve small-group discussion surrounding a frontier of ethics and its contribution to innovation in and use of new analytics systems. Additional information on some of the topics we’ll be discussing can be found in the EDUCAUSE Review article “Ethics, Big Data, and Analytics: A Model for Application.”

Outcomes: Learn the importance of developing a set of ethical frameworks to understand the effects of analytics | See how ethics can be a partner to innovation | Realize there are pioneering new ethical typologies to analyze education and technology

Teaching and Learning

Creating ADA-Compliant Course Sites: An Online Training Program
MEETING ROOM 208A/B

John Bowers, Director of Academic Technology, Western Kentucky University

Online course sites must be accessible to students with disabilities, but training instructors in accessible design has often been an afterthought. WKU developed a required, automated training program based on a series of inexpensively produced video tutorials. Learn how this program has served as a model for other institutions.

Outcomes: Learn that online course sites are an area of legal vulnerability | Realize that training is required to produce accessible course sites | Hear details of an exemplary best practice for other institutions of higher education

Exploring Badging in an Open Course: OER 101
MEETING ROOM 209A/B

Mark McBride, Director, Library Services, Monroe Community College; Beth Pilawski, Instructional Designer, Mount Washington College

Explore the use of automatically generated and manually generated Mozilla Open Badges in an open-enrollment course offered via a CourseSites/Blackboard platform. The presenters will outline the results of badging exploration made possible by the award of an Innovative Instruction Technology Grant (IITG) from the State University of New York.

Outcomes: Learn the advantages for badging in education and training | See how Mozilla Open Badges can be generated within an LMS and managed on a large scale | Discover whether badges are viewed as a sustainable or disruptive innovation

Graduating to Mobility through E-Learning
MEETING ROOM 213C

Tye Miller, Director of Education Solutions, AirWatch; Indir Avdagic, Director of Information Security and Risk Management, Harvard University

With the exponential growth of mobile devices and tablets entering the classroom across educational institutions, learning is evolving. This session will provide attendees with strategies on how institutions can embrace the next generation of learning with educational apps, e-books, and content on secure mobile assets through a lessons-learned approach.

Outcomes: Define how students are reaping the benefits of replacing paper textbooks with digital books | Identify how institutions are maximizing their mobile investment by managing mobility and ensuring mobile security | Analyze how secure mobility is allowing teachers and IT administrators to ensure device compliance and maintain regulatory policies in real time

How to Implement a Large-Scale Adaptive Learning Platform in Higher Education
MEETING ROOM 210C

David Collery, CEO, CCKF; Judy Komar, Vice President of Educational Technology, Career Education Corporation

Realize it breaks the traditional learning boundaries and adapts to the lifelong learning needs of individuals. This presentation will explore on a firsthand basis how 20,000 higher education learners and associated faculty succeeded in implementing an adaptive learning platform in six to eight months in subjects as diverse as criminal law, fundamentals of algebra, and English composition.

Outcomes: Learn how to use a content-agnostic adaptive learning platform across multiple disciplines | Explore evidence-based learning outcomes | Learn how to optimize individual student learning paths
Lightning Round—Teaching and Learning
Furniture provided by Steelcase, Gold Partner
MEETING ROOM 304A/B
Rebecca Kessler Williamson, Curriculum Technology Manager, Boston University; Marie Larcara, Faculty, Canisius College; Shay David, CRO and Co-Founder, Kaltura; Jessica Knott, Instructional Designer, Michigan State University; Anne Minenko, Faculty, University of Minnesota

The Flip Side of Flipped: What the Data Say about Engagement in the Active Learning Classroom
Jessica Knott, Michigan State University
Based on data gathered from both students and faculty after a semester of teaching and learning in Michigan State’s active learning classrooms, we’ll briefly discuss what really works when it comes to flipped and blended environments.

Flipped Classroom: Your Steps to Success
Shay David, Kaltura
Due to increasing need for stimulating, dynamic learning experience, many institutions are adopting the concept of the “flipped classroom.” We will discuss best practices of flipping the classroom using video.

Flipping Made Easy
Marie Larcara, Canisius College
Experience a flipped model and learn why and how to flip your own classrooms to improve content learning, develop critical thinking, and solve management issues.

Maps, Steps, and Tips to Help You Get a Grip on Classroom Flipping
Anne Minenko, University of Minnesota
Come take a trip through a nest of frameworks and a supplemental website to help you clip flipped classroom challenges and deliver hip higher-order learning.

Reinventing the Classroom
Rebecca Kessler Williamson, Boston University
The Boston University School of Management strives to create an atmosphere of experiential learning through the innovative use of technology. Come hear how our faculty turn that vision into reality.

The Value of Evaluative E-Portfolio Projects
MEETING ROOM 304C/D
Samantha Calamari, Instructional Designer, Brown University
This session will explore the pedagogical approaches in e-portfolios and inspired by their potential to increase student engagement. Learn how to move beyond logistics and plan future instructional projects. Conceptualize how this pedagogical approach can be applied to teaching and learning.

Outcomes:
Become knowledgeable and confident about e-portfolios and inspired by their potential to increase student engagement | Learn how to move beyond logistics and plan future instructional projects | Conceptualize how this pedagogical approach can be applied to teaching and learning

DISCUSSION SESSIONS

Community Colleges Constituent Group
MEETING ROOM 207D
Charles W. Currier, Vice President Information Technology, and Joseph C. Miragliotta, Manager, Planning and Emerging Technology, College of DuPage
What are the top-10 issues impacting community colleges today? This meeting 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.

Diversity in IT Constituent Group
MEETING ROOM 207A
Richard J. Bazile, Assistant Director of Information Technology, Miles College
Higher education IT units are increasingly multicultural, and they serve multicultural communities where demographics continue to change, bringing both benefits and issues to the workplace. Topics may include the benefits of multicultural organizations, employment and hiring, issues of inclusion/exclusion, access to key players, mentoring, training/education (PD), social cohesion/relationships, and pay equity. Bring your experiences, ideas, and questions to the conversation.

IT Strategic Planning Constituent Group
MEETING ROOM 210A/B
Nadine Stern, Associate CIO, Princeton University; Mark I. Berman, CIO, Siena College; Gayleen Gray, Associate Director, University of Guelph
IT strategic planning is challenging even in the best of times. With today’s severely constrained budgets, it can be even more difficult to plan responsibly and set appropriate expectations. This session will provide participants with the opportunity to discuss issues and challenges associated with developing, renewing, and managing IT strategic plans. Discussion topics may include best practices, scenario planning, innovative strategies such as “crowdsourcing,” lessons learned, and achieving alignment with institutional priorities.

iTunes U Constituent Group
MEETING ROOM 207B
Sheri Stahler, Associate Vice President, Computer Services, Temple University
In this lively discussion we will share and evaluate emerging practices for the implementation of iTunes U in postsecondary education and consider issues ranging from cross-organization support of an iTunes U service to the appropriateness of the application for the delivery of academic content.
8:00–8:50 a.m. continued

Social Media Constituent Group
MEETING ROOM 210D
Shannon Ritter, Social Media Coordinator, Admissions and Recruitment, The Pennsylvania State University; Tanya Joosten, Director, University of Wisconsin–Milwaukee

We will discuss using social media to increase communication, build online learning community, create connections with the instructor and among students, and enhance engagement. We again will focus on harnessing the capacity of social media and look to members to bring their experiences to share. We will explore the implications of the integration of social media throughout higher education for an array of purposes (e.g., teaching, recruiting, advising, and more). Social media for our purposes is defined as media that’s used to build social networks and connections for sharing information through a mediated channel.

Wireless Local Area Networking Constituent Group
MEETING ROOM 207C
Michel Davidoff, Director Cyber Infrastructure, California State University, Office of the Chancellor; Philippe Hanset, Consultant, The University of Tennessee

This group addresses 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.

8:50–9:10 a.m.

Beverage Break
Sponsored by IBM Corporation, Silver Partner
FOYERS

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.

Continue the Conversation with Bradley Wheeler
Bradley Wheeler, Vice President for IT and CIO, Indiana University

FOYER, LEVEL 3

Join us in the foyer for an extended half-hour conversation following “Speeding Up on Curves.”

9:00–10:00 a.m.

Teaching, Learning, and Technology Focus Group
(Hosted by the EDUCAUSE Learning Initiative)
AVILA A, FOURTH FLOOR, HILTON ANAHEIM HOTEL

Join us in this focus group as we explore the teaching and learning challenges you face and 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 post-secondary 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 opportunities.

9:10–10:00 a.m.

FEATURED SESSION

The Road to Utopia: The Strategic and Uncommon Relationship between the CFO and the CIO
Sponsored by AVAST Software
BALLROOM C

Lynn Johnson, Chief Financial Officer, Associate Vice President for Finance, Colorado State University; Timothy Walsh, Vice President, Finance, Duke University; Robert M. Specter, Vice President, and Brian D. Voss, Vice President of Information Technology, University of Maryland

We all know that great pairings can produce uncommon results, such as Hope and Crosby, Redford and Newman, Hepburn and Tracy, or Bogie and Bacall. The relationship between the CIO and the CFO (aka Senior Business Officer or SBO) has historically been a challenging one—for both! Rare, it seems, are the exemplars of aligned vision and close collaboration that advance IT’s impact on the institution. Join EDUCAUSE Presidential Fellow Brian Voss in a conversation with CFOs who will explore this important and strategic relationship between CIOs and CFOs and the uncommon results great pairings can produce.
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 601 or go to www.cisco.com/go/education.
Data/Information Access and Management

**Bring Your Own Credential: Providing Access to Campus Services with Social Identities (Google, Yahoo, Twitter)**

MEETING ROOM 212A/B

Steven T. Carmody, IT Architect, Brown University; Dedra Chamberlin, IT Manager, University of California, Berkeley

Social identities have become ubiquitous, and federated identity management continues to grow in popularity. Schools are looking at eliminating the creation of institutional credentials for groups like parents or research/project collaborators, allowing users to bring their own social credentials. Learn how collaborations are developing “Social2SAML” gateways to make this possible.

**Outcomes:** Learn how to integrate social identities with existing federated identity management systems | Determine how to benefit from authenticated access without issuing an institutional identity | Learn about hosted solutions and open-source solutions

**Four Reasons You Should Never Buy BI/Analytics Solutions**

MEETING ROOM 207B

Cameron Evans, Chief Technology Officer, Microsoft Corporation

This session is for leaders who want to provide business intelligence as a strategic asset for collaboration and decision making, school innovation, and institutional effectiveness. Learn what to consider before making an investment in a BI/analytics solution. Become an even greater fiscally responsible analytics hero for your institution.

**Outcomes:** Learn how to take BI beyond IT to empower each employee | Tap latent investments to create deep insight for program management to big data projects

**Open-Source Collaboration: A Pathway to Sustainability**

MEETING ROOM 304C/D

Michele Kimpton, Chief Executive Officer, and Andrew Woods, Lead Architect, DuraSpace; Timothy McGearry, Director of Library and Information Technology, and Jill Sexton, Head of Digital Repository Services, University of North Carolina at Chapel Hill

UNC Chapel Hill Libraries and DuraSpace have partnered to make digital preservation software available to a broader community. This collaboration provides a model for other
institutions to gain broader adoption of their open-source software and improve long-term sustainability. This presentation will address the successes and challenges of this model.

**Outcomes:** Learn about preparing collections for digital preservation | Develop awareness of the services DuraSpace offers to the higher education community | Learn how to be a catalyst for this and similar collaborations

**Tackling the Big Data Deluge in Education**  
**MEETING ROOM 207C**

**Ryan Peterson,** Director, Solutions Architecture, EMC Corporation

Educational institutions are deluged by big data in operations, analytics, and research. Limited budgets require a solution that is simple to administer, scalable, and cost-effective. This presentation will detail how EMC Isilon scale-out storage for big data reduces costs, simplifies management, and achieves greater storage efficiency for educational institutions.

**Outcomes:** Learn about simplifying big data storage management | Understand how to reduce storage management costs and complexity by 40% | Learn about pay-as-you-go scalability to over 20PB with 80%+ efficiency

**Enterprise and Infrastructure**

**The Cloud: A Fruitful Environment for Collaboration**  
**MEETING ROOM 213C**

**Cees Brouwer,** Vice Chancellor, Open University Netherlands;  
**Wouter de Haan,** Manager, Program IT and Business Management, SURFfoundation;  
**Andres Steijaert,** Community Support Manager, SURFnet BV

Higher education and research organizations in the Netherlands, united in SURF, developed a program to jointly adopt the cloud, based on a “cloud first” strategy. We will present the program and several instruments and tools that help universities with the psychological, organizational, and technical transition to the cloud, as well as early results.

**Outcomes:** Learn about the tools and approaches to respond to and benefit from the cloud | Discover the potential of a collaborative approach | Hear key issues regarding privacy and security, data portability, interoperability, and human resources

**Cloud Services for Your Oracle ERP**  
**MEETING ROOM 204C**

**Bruce W. Moore,** Executive Director, Strategic Alliances, CIBER

This session will illustrate how institutions or consortia can run a complete Oracle ERP solution in the cloud. A public cloud offers the most simplicity with the lowest cost and time to value. A private cloud allows you or your consortium to tailor a solution to your needs.

**Outcomes:** Learn about running a complete Oracle solution in the cloud | Learn how to reduce cost and time to value with a public cloud | Learn how to tailor a solution in a private cloud

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**From Wired to BYOD to Distance Learning: Lessons Learned in Making Technology Investments**  
**MEETING ROOM 213A**

**Sheryl Reinhard,** Director of IT Infrastructure, Duquesne University

**Moderated by:** **Neal Tilley,** Senior Director Education Business Development, Alcatel-Lucent

Adopting a strategy of connected education centered on mobility, video, and collaboration has allowed Duquesne University to deliver a rich teaching and learning environment. Learn how Duquesne has partnered with Alcatel-Lucent to create an environment where BYOD, interactivity, and immersive education are the norm.

**Outcomes:** Learn how mobility impacts network strategy | Understand what BYOD means to different users | Discover how connected education is transforming the higher ed experience

**Leadership and Management**

**Close Encounters of the Fourth Kind: Laying Bare the Questions**  
**BALLROOM B**

**Bill Hogue,** Vice President for Information Technology and CIO, University of South Carolina

**2013 COMMUNITY LEADERSHIP AWARD WINNER**

Award sponsored by Moran Technology Consulting, Silver Partner

When it comes to aliens, close encounters of the fourth kind are said to leave humans with a transformed sense of reality. Maybe that explains some of what I’ve experienced over my decades in academia. If only I’d known at the outset I was in the presence of aliens, how different life might have been! The writer James Baldwin tells us, “The purpose of art is to lay bare the questions that have been hidden by the answers.” That’s precisely the sort of thing an alien might say to all of us who imagine, create, lead: Our purpose is to lay bare the questions that have been hidden by the answers. Find out what Eric Holder, B.F. Skinner, Steve Jobs, and Vint Cerf have in common. Join me for a love letter to higher education—an irreverent celebration of aliens in academia, beings who have transformed my sense of reality over and over by laying bare the questions.
Consortial Collaboration Supporting Evolving Trends in Higher Education

MEETING ROOM 211A/B

Mary Jean Bishop, Director of the Center for Innovation and Excellence in Learning and Teaching, Guy Jones, Executive Director, MDREN, Tamara Petronka, Executive Director, MEEC, Donald Spicer, Associate Vice Chancellor and CIO, and Chuck Thomas, Executive Director of the USMAI Library Consortium, University System of Maryland

Maryland cultivates several statewide multi-institutional collaborations including leveraged procurement of technology products and services, development and support of network-based services and underlying network infrastructure, library services, and innovation in learning and teaching. This panel discussion will outline efforts to align these activities to achieve effectiveness and efficiency while respecting the autonomous governance of each collaborative.

Outcomes: Learn the leveraging effect that multiorganizational consortia can bring to a variety of critical services | See how to avoid overlap in service delivery by cohosting consortia | Learn how to establish balance in complex governance organizations

Improving Student Success: Using Groundbreaking Analytics and Fast Data to Improve Student Retention

MEETING ROOM 204B

David Hardison, Industry Value Advisor, SAP Public Services; Vince Kellen, CIO, University of Kentucky

Recent advances with in-memory computing and analytical tools offer advanced analytics in real-time action with mass quantities of data. Join us to learn how the University of Kentucky and SAP teamed up to build the next generation of high-speed, real-time, in-memory analytics to improve student retention and several other key operating issues.

Outcomes: Learn how UK realized the benefit of better support services with real-time insight into student performance; reduced extract, transform, and load process time; and the ability to conduct predictive tuition and revenue modeling | Gain insight into transforming organizations with this approach

Security, Privacy, and Compliance

Learning to Live with an Advanced Persistent Threat

MEETING ROOM 213B

John M. Denune, IT Security Director, University of California, San Diego

In early 2012, UCSD became the target of a series of cyberattacks seeking access to sensitive campus research. This advanced persistent threat (APT) required us to rethink aspects of our campus security policies and infrastructure and focus on the challenges of communication and coordination in a decentralized campus environment.

Outcomes: Realize that conventional security thinking doesn’t apply to advanced persistent threats | Understand the strategies and techniques that are effective against repeated attacks | Hear how to communicate, coordinate, and implement significant security changes

Services and Support

Lecture Capture: An Accessible Technology

BALLROOM D

Kate Beverage, Assistant Director, Academic Technology Center, and Aaron Ferguson, Director, Office of Disability Services, Worcester Polytechnic Institute

This interactive presentation will focus on how WPI is using lecture capture to provide accommodations for students with disabilities, to promote universal design and access through proactive implementations, and for pandemic planning. Additionally, attendees will engage in a conversation on the partnership opportunities between academic technology and offices of disability services.

Outcomes: Identify how WPI uses lecture capture to improve accessibility and ease of access | Understand how capture technologies can circumvent functional limitations of a disability | Discuss outreach strategies for faculty and students

Teaching and Learning

Education 2020: The Future of Education and the Technology to Get You There

MEETING ROOM 207A

Mark Strassman, Senior Vice President, Product Management, Blackboard

Blackboard has seen great change in 2013: a new CEO, a new mission. Learn about the forces shaping the future of education and what teaching and learning will look like in 2020. Hear about the way big data, learner preferences, and other trends are changing not just the education landscape but also the way Blackboard is working to support institutions with a more integrated, innovative set of technologies and services.

Outcomes: Learn what will be important to future learners and about major technology disruptions | Gain insight into how various factors will drive the educational experience shift | Learn about changes to Blackboard’s direction

Look, Ma, No Paper Textbooks! Creatively and Collaboratively Advancing Our E-Content Future

BALLROOM E

Clare van den Blink, Director, Academic Technologies, Cornell University; Susan Grajek, Vice President, Data, Research, and Analytics, EDUCAUSE; Dana C. Voss, Program Manager, Internet2 NET+ Services, and Shelton Waggener, Senior Vice President, Internet2; Bruce Maas, Vice Provost for Information Technology and CIO, University of Wisconsin–Madison

Over the past two years, hundreds of faculty at more than 50 colleges and universities collaborated with Internet2, publishers, e-textbook platform providers, and EDUCAUSE to
deliver digital versions of textbooks to over 25,000 students in thousands of undergraduate and graduate courses. Come hear the stories of these pilots, including discussion of the key findings of the EDUCAUSE-led collaborative research study of 24 institutions that participated in the Fall 2012 pilot. Learn about a new initiative from Internet2/NET+ and partner institutions that will move from these pilots to production e-content service offerings.

OpenClass: Advancing the Learning Experience through an Open, Easy, and Innovative Learning Environment
MEETING ROOM 207D
Melinda L. Thompson, Director of Instructional Design, Abilene Christian University; Scot Chadwick, Vice President and General Manager, OpenClass, Pearson; Rhonda Tracy, Senior Vice President, Academic Affairs, West Virginia University at Parkersburg

In May 2013, SIIA, the Software and Information Industry Association, named OpenClass a visionary product and awarded it a CODiE Award for Best Postsecondary LMS. Join this panel discussion featuring higher education administrators, educators, IT staff, and content creators on using OpenClass and the OpenClass Exchange to advance the learning experience for students through the fusion of the social tools and analytics and quality course content.

Outcomes: Learn how to significantly enhance the online learning environment | Learn how to leverage insights from data and analytics | Learn how to extend learning experience to mobile devices

Study Results: Students’ Perspectives and Their Expectations of Mobile Agility in Higher Education
BALLROOM A
George F. Claffey Jr., CIO, Charter Oak State College; Diane M. Duesterhoeft, Reference/Instruction Librarian, Blume Library, St. Mary’s University; Rosemary A. Rocchio, Director of Educational and Collaborative Technologies, OIT, UCLA; Andrew J. Goodenow, Associate CIO, University of Missouri–Kansas City

Four diverse universities from the EDUCAUSE Frye Institute will share insights from each campus on the collaboratively conducted Mobile Agility Study, with over 1,850 total responses. The study focused on getting an understanding of students’ perceived value of mobile technologies in the classroom, for their studies, and in their daily lives.

Outcomes: Learn how to communicate the importance, value, and dependability students expect from mobile services | Understand the academic “mobile usage profile” of various demographics | Provide a baseline for student attitudes toward academic uses of mobile technology

Visual Notes and Vivid Memories: The Digital Tablet as a Travel Companion
Furniture provided by Steelcase, Gold Partner
MEETING ROOM 304A/B
Kyle Parker, Senior Software Engineer for Developing Technologies, Ball State University

The presenters have developed and tested a tablet-based application centered on travel as an educational tool for students of architecture, planning, environmental design, and other experiential field study curriculums. Media integrated with geospatial mapping has enhanced the user experience, allowing users to “retrace” their steps through the field-trip sites.

Outcomes: Learn how tablet-based technology and interface is valuable for the emerging design student | Hear about the value of bundling and geographically organizing travel media | See how students transition between the app and other apps on the device

DISCUSSION SESSIONS
Data Administration Constituent Group
MEETING ROOM 209A/B
Michael Fary, Enterprise Data Architect, University of Chicago

This important session will provide attendees with an opportunity to discuss current issues and share ideas and concerns about institutional data management, including governance and stewardship, policies and standards, and guidelines for application development, metadata, privacy and security, and quality and access.

IT Support Services Constituent Group
MEETING ROOM 208A/B
Cathy O’Bryan, Director of Client Support, Indiana University Bloomington; Wendy Woodward, Director, IT Support Services, Northwestern University

This group focuses on strategic thinking on how to best provide support for the higher education communities of faculty, staff, and students. In particular we focus on how to share information, best practices, common tools, and strategies. This community has expert knowledge of help desk management, desktop support, hardware/software standards, knowledge management, service management systems, and end-user communications. By leveraging our commonalities, we seek innovative, effective, and efficient practices that ensure successful support.
9:10–10:00 a.m. continued

**Massive Open Online Courses (MOOCs) Constituent Group**
MEETING ROOM 210A/B
Christopher E. Shull, Vice President for Information Technology and Operations, Drexel University
Join this EDUCAUSE constituent group to take 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.

**Project Management Constituent Group**
MEETING ROOM 210C
Randall Alberts, Assistant Director, Project Management, Ringling College of Art and Design
This meeting 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.

**Restructuring IT Organizations: Challenges and Opportunities**
MEETING ROOM 303B
Michael D. Miller, Vice Provost for Information Services/CIO, California Polytechnic State University, San Luis Obispo; Sharon P. Pitt, Interim Deputy CIO, George Mason University
IT restructuring is on the rise. A big driver of this rise is change in institutional leadership; another is reconceptualization of old models driven by changes to the academy itself. Today’s restructuring encompasses IT governance, organizational agility, even greater alignment of IT to institutional priorities, and central IT’s responsiveness to emerging and promising technologies and IT consumerization. This session will provide a forum for CIOs to openly discuss IT restructuring, along with the challenges and opportunities that restructuring presents.

**Outcomes:** Recognize drivers for restructuring IT | Learn how to reduce staff anxiety about restructuring | Learn how to improve institutional restructuring procedures and processes and engage the institutional community in restructuring discussions

10:00–10:30 a.m.

**Core Data Service (CDS) Reporting Demo**
EDUCAUSE CENTRAL
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 Arroyo, senior statistician. Released in 2013, CDS Reporting is EDUCAUSE’s new self-service tool that enables CDS participating institutions to interact with their data.

**Meet with EDUCAUSE Staff to Learn about ECAR Working Groups**
EDUCAUSE CENTRAL
Stop by for an informal opportunity to speak with Susan Grajek, vice president for data, research, and analytics, and Karen Wetzel, program manager, about ECAR working groups, which bring together IT leaders and technologists to address core technology challenges. Individuals at all EDUCAUSE member institutions are invited to join these groups to help advance emerging technologies important to colleges and universities.

**Refreshment Break in the Exhibit Hall**
EXHIBIT HALL B/C
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!

10:00 a.m.–4:30 p.m.

**Exhibit Hall Open**
EXHIBIT HALL B/C
Don’t miss the opportunity to preview technology solutions offered by more than 270 companies. The exhibitor directory will help you navigate the hall and locate exhibitors providing the latest advances in technology to serve your campus needs. We’re also featuring Start-Up Alley, where you can interact and share feedback with emerging companies that are helping to shape the future of higher education IT. Visit NGLC Alley to learn about our innovative grant projects and how these models can apply to your institution. Refreshment breaks and lunch are also located in the exhibit hall.
10:30–11:30 a.m.

GENERAL SESSION

**Higher Education Is a Massively Multiplayer Game**
Sponsored by Follett Higher Education Group
EXHIBIT HALL A

Jane McGonigal, Game Designer and Author

In the best-designed games, our human experience is perfectly optimized: we have important work to do, we're surrounded by potential collaborators, and we learn quickly and in a low-risk environment. When we're playing a good online game, we get constant useful feedback, we turbo-charge the neurochemistry that makes challenge fun, and we feel an insatiable curiosity about the world around us. None of this is by accident. Game developers have spent three decades figuring out how to make us happier and more collaborative, how to make learning more fun and social, and how to satisfy our hunger for meaning and success. All of these game-world insights can be applied directly to reinvent higher education as we know it.

Please join us for an informal book signing immediately following this session in Follett Higher Education Group’s booth #1719 in the exhibit hall.

11:30 a.m.–1:00 p.m.

Hawkins Leadership Roundtable
Sponsored by Ellucian, Platinum Partner
MEETING ROOM 303A
Note: Separate registration and fee are required.

11:30 a.m.–1:30 p.m.

Lunch
EXHIBIT HALL B/C

Enjoy a buffet-style lunch while you connect with colleagues and share best practices.

Leadership and Management

Breakthrough Model Designs from the Breakthrough Models Academy Competition
LEARNING THEATER, EXHIBIT HALL C

Veronica Diaz, Associate Director, EDUCAUSE Learning Initiative, and Nancy Millichap, Program Officer, Next Generation Learning Challenges, EDUCAUSE

Come play a part in selecting a winning design for a breakthrough model in higher education, and take away ideas you can use in planning your own institution’s transformation. Twelve teams, representing the participants in the inaugural 2013 Breakthrough Models Academy, will share the concepts they’ve developed and honed for new higher education institutions, degree programs, or comprehensive student success systems. Talk to team representatives about their designs, learn how the Breakthrough Models Academy works, and register your opinions. At the session’s conclusion, a panel of secret judges will announce up to three teams as winners of scholarships and cash prizes.

12:30–1:15 p.m.

Meet EDUCAUSE Research Staff
EDUCAUSE CENTRAL

Stop by for an informal opportunity to learn more about the EDUCAUSE Center for Analysis and Research (ECAR), the top-10 IT issues report, and the Core Data Service. Meet with Susan Grajek, vice president for data, research, and analytics, Pam Arroyo, senior statistician, Leah Lang, senior IT metrics and benchmarking analyst, Eden Dahlstrom and Jackie Bichsel, senior research analysts, Joanna Grama, portfolio manager, data, research, and analytics, and Ron Yanosky, senior research fellow.

12:30–1:30 p.m.

Dessert Stations
EXHIBIT HALL B/C

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 and the Next Generation Learning Challenges Alley.

1:00–4:00 p.m.

EDUCAUSE Institute Leadership Program Faculty Meeting
(Faculty members only)
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL

EDUCAUSE Institute Learning Technology Leadership Program Faculty Meeting
(Faculty members only)
LIDO A, FOURTH FLOOR, HILTON ANAHEIM HOTEL
1:30–2:20 p.m.

**FEATURED SESSION**

**Creative Disruption and IT Leadership**  
*Sponsored by AVAST Software*

**BALLROOM C**

**Theresa Rowe**, CIO, Oakland University; **John J. Suess**, Vice President for Information Technology/CIO, University of Maryland, Baltimore County

All institutions strive to create vibrant learning environments for students, but often the pace of change is slow. Higher education is experiencing turbulence caused by changing demographics, student debt, a global economy, and the rise of MOOCs, to name just a few factors. What are today’s opportunities and challenges for IT leaders, and what role can we play in helping our institutions navigate in this time of creative disruption? Our panel will explore ways that IT leaders are leveraging these opportunities and working across the campus both to introduce and to manage this creative disruption shaping higher education.

**Outcomes:** Learn to recognize and navigate the politics and opportunities associated with disruptive change in teaching and learning

Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.

**Data/Information Access and Management**

**Creating a Data Governance Program**

**BALLROOM E**

**Michael J. Chapple**, Senior Director, Enterprise Support Services, University of Notre Dame

Data stewardship and governance are complex topics in higher education. At Notre Dame, we’ve built a five-pillar program: Quality and Consistency; Policies and Standards; Security and Privacy; Compliance and Retention; and Archiving. In this presentation, you will learn about our approach and how you might apply the lessons we’ve learned.

**Enterprise and Infrastructure**

**The Allure of Big Data? “Big” Isn’t the Most Important Criterion**

**MEETING ROOM 213C**

**Sherry A. Woosley**, Director of Analytics and Research, EBI MAP-Works; **Troy Williams**, President, Macmillan New Ventures; **James Caras**, General Manager, Sapling Learning

The era of big data in higher education has arrived, along with a renewed focus on completion rates measurement of graduation success against granular student data. In this session, we’ll look at the juxtaposition of technology tools and services that measure student success and how to succeed when starting your own analytics program.

**Outcomes:** Identify useful versus important student data | Learn what kinds of data campus stakeholders need to build a dashboard they’ll actually use | See how to build retention models with predictors that can be controlled

**Empowering Users to Do Analytics in a Secure and Managed Environment**

**MEETING ROOM 212A/B**

**Jason Morales**, Principal Platform Strategist, Microsoft Corporation; **Christopher Frederick**, Lead Business Intelligence Specialist, University of Notre Dame

In this session we will share how to achieve “governance” and self-service business analytics through empowering users with familiar tools they use in their everyday tasks.

**Outcomes:** Explore the everyday tools you are using | Learn how to extend them for powerful business analytics within a secured environment

**Managing Student Success Using Data-Driven CRM**

**MEETING ROOM 207A**

**Raymond Blackwood**, Director, Product Management, and **Jason Soffer**, Product Manager, Campus Management Corp.; **Karl E. Burgher**, Chief Strategy Officer, Indiana State University

Retaining and graduating students is critical due to increased competition, decreasing demographics, and higher accountability. Historically, higher education has used CRM for recruitment, admissions, and advancement. Hear how Indiana State is now applying CRM to drive data-driven actions enterprise-wide, enhancing engagement and intervention, and managing graduation guarantees, campus events, and alumni relations.

**Outcomes:** See how institutions like yours are increasing retention with enterprise CRM | Understand the challenges of integrating CRM with your SIS, LMS, social media, and more | Learn how to transform integrated data into actionable CRM activities
TAKE EDUCATION TO THE NEXT LEVEL

For more than 25 years, CDW·G has been helping institutions revolutionize education by implementing the latest in technology and solutions that help students communicate, collaborate and learn more effectively, while keeping networks safe and data center efficiency on high. **We’re here to help you.**

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BOOTH #808

Stop by and interact with the latest classroom 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.
THURSDAY

1:30–2:20 p.m. continued

What You Need to Know about Today’s IT Workforce

MEETING ROOM 304C/D

Warren J. Wilson, CIO, Black Hills State University; Jacqueline Bichel, Senior Research Analyst, EDUCAUSE; John Milnes, Director, Organizational Effectiveness and Strategic Initiatives, Princeton University

Using data from ECAR’s 2013 study, we will discuss which IT roles are changing, what skills are necessary for current IT staff, the reorganization efforts of IT departments, which positions are being lost or are in short supply, the factors that are important in maintaining an IT workforce for the foreseeable future, and the factors that account for variance in morale in IT departments. In this presentation, you will learn about the changes that have occurred in the organizational climate of higher education IT in the past two years and what these changes mean for the future of IT.

Outcomes: Learn about recent changes to the IT workforce and what they mean | Discover what changes can be implemented to increase workforce retention, satisfaction, and productivity.

Leadership and Management

The iPad Experience: A Campus Initiative to Revolutionize the Teaching of Content

MEETING ROOM 213A

Alberto Aguilar, Faculty, and Angelica Santana Fierro, Faculty, Tecnológico de Monterrey (ITESM)

Qualitative and quantitative data, as well as the opportunities and challenges encountered in implementing an iPad campus initiative in Tecnológico de Monterrey Campus Chihuahua, will be presented in order to serve as a basis for implementing similar initiatives at other universities.

Outcomes: Learn aspects that need to be addressed to support similar initiatives | Hear about actors involved in implementing an iPad initiative and how to enroll them | Learn about training courses for faculty and metrics that can assess impact on stakeholders.

NET+ 101: Moving to the Cloud with Our Friends in Higher Education and Industry

LEARNING THEATER EXHIBIT HALL C

Shelton Waggener, Senior Vice President, Internet2

Cloud computing shifts traditional technology acquisition from a “purchase and install” model (local) to one that is driven by the use of vendor-provided, shared (multitenant) environments. Although departments and individuals are often able to purchase services directly from cloud service providers without having to follow historical internal technology procurement processes, institutions need to find a balance between historical administrative control structures and the “click and buy” availability of cloud services. This session will focus on how institutions can meld their traditional procurement models with the realities of the cloud. Guest speakers from cloud service providers will address issues from their standpoint as well.

Outcomes: Learn about procurement issues in moving to the cloud | Learn how Internet2 NET+ works with campuses and industry.

On the Shoulders of Giants: Leveraging Peer Networks for the Leading Edge

BALLROOM B

Barron Koralesky, Associate Director of Information Technology Services, Macalester College; Jennifer Sparrow, Senior Director of Networked Knowledge Ventures and Emerging Technologies, Virginia Tech

2013 RISING STAR AWARD WINNERS

Award sponsored by Moran Technology Consulting, Silver Partner

The challenges of leadership include looking toward the leading edge and sustaining innovation. Developing strong peer networks can help with these challenges. In this interactive session, we will discuss the benefits of cultivating a peer learning network and gather your best practices and hints for growing your network.

So What Does It Cost? Case Studies of Campus Web Accessibility

BALLROOM A

Cyndi Rowland, GOALS Project Director, and Jonathan Whiting, Director of Training and Evaluation, WebAIM Center for Persons with Disabilities, Utah State University

Participants will learn about the costs of specific practices in use by institutions as they move toward web accessibility. Discussions will predominate the session, and resources will be shared to assist in budget planning for this challenging topic in postsecondary education.

Outcomes: Engage in accessibility cost data and the complexities of costs and practices | Hear about various costs that might be in play | Identify resources available to institutions as they make decisions about enterprise-wide web accessibility.

Viewpoints on Community Cloud: CIO Perspectives on Migrating from Campus to Cloud Services with NET+

MEETING ROOM 204B

Jerrold M. Grochow, Senior Advisor to NET+, and Shelton Waggener, Senior Vice President, Internet2

CIOs at leading institutions will share their experiences with and the benefits and challenges of implementing cloud services individually and as part of the Internet2 community effort of the NET+ initiative. Over 300 universities (member institutions and others) are now participating in one or more of the NET+ services. This panel discussion will shared lessons learned in migrating to those services over the past 24 months, with practical experience regarding technical and
nontechnical challenges, including how they have worked together with cloud vendors to develop customized services, pricing, and contracting for the higher education community. This session will provide an opportunity for those from a community college, liberal arts school, or large research institution to interact with the presenting CIOs.

### Services and Support

**Sherpa: Combine Predictive Analytics with a Recommendation Engine to Improve Student Success**

**MEETING ROOM 210C**

Robert Bramucci, Vice Chancellor, Technology and Learning Services, South Orange County Community College District

At this session we will provide an update on the “Sherpa” project—a revolutionary personal guide focused on student success. We will present our new predictive analytics module and provide an update on how Sherpa is impacting student success at our colleges.

**Outcomes:** Learn that student success depends on their making informed and effective decisions | Hear how predictive analytics and a recommendation engine can leverage scarce resources | Learn the importance of having students involved in the design process

### Teaching and Learning

#### DIY E-Books Using Open-Source Tools

**BALLROOM D**

John Raible, Instructional Designer, and Amy Sugar, Instructional Designer, University of Central Florida

This session will introduce several resources and tools for designing and developing engaging and accessible e-books. We will demonstrate how to create one chapter of an e-book using free open-source products in an .epub format, which can be viewed on a mobile device or computer.

**Outcomes:** Learn major design decisions, concerning content organization, sources for materials, and how much time you should expect to spend in the creation process | Discover free open-source resources for developing e-books | Discuss technical considerations

#### Evaluating the Impact of Educational Analytics

**MEETING ROOM 207C**

Sean Devine, CEO, CourseSmart; Reynol Junco, Associate Professor, Library Science, Purdue University; Adrian Guardia, Lecturer, College of Business, Management/Human Resource Management, Texas A&M University–San Antonio

*Moderated by: Scott Jaschik, Editor, Inside Higher Ed*

Through educational analytics, institutions and faculty can measure how students interact with course content and make more informed decisions to drive student retention and improve learning outcomes. Join this panel discussion about metrics, results, and insights from the 2013 spring pilot of CourseSmart Analytics.

**Outcomes:** Learn about the CourseSmart Analytics and TAMU–San Antonio case study | Understand how to research evaluating the link between engagement with digital technology and improved learning outcomes | Learn about academic analysis with the CourseSmart Engagement Index

#### Flipping the Introductory Physics Classroom: Clickers Are Primary, Lectures Are Secondary

**MEETING ROOM 204C**

Roger A. Freedman, Lecturer with Security of Employment, Department of Physics, University of California, Santa Barbara

Built by educators for educators, i>clicker provides user-friendly technology that enables instructors and students to interact dynamically through question-and-answer polling. The structure of an introductory physics course has been revamped so that clicker questions (multiple-choice and alphanumerical) are the primary component of the lecture period, and the lecture is delivered to students online and asynchronously.

**Outcomes:** Learn how i>clicker creates an interactive classroom, enabling instructors to elevate student engagement and increase learning outcomes | Hear about the ability to use conventional remotes or personal smart devices | Discover this reliable, easy-to-use technology

#### Help Your Research Faculty Collaborate More Efficiently with COmanage

**MEETING ROOM 212A/B**

Benjamin Oshrin, Project Architect, Internet2; Scott Koranda, Senior Scientist, University of Wisconsin–Milwaukee

Research faculty today collaborate not only with colleagues across campus but also with peers from around the world. We will explore how a collaboration management platform (CMP) like COmanage can help you leverage your existing investment in federated identity and provide efficient tools for research faculty to manage access for their colleagues to data, applications, and collaborative tools.

#### Teaching Isn’t Magic: Using Transparent Pedagogy in Online Teacher Education

**MEETING ROOM 210A/B**

Laura Dell, Academic Director, Online Learning and Teacher Licensure, and Sarah Schroeder, Lead Instructional Designer and Assistant Professor, University of Cincinnati

Online learning provides a unique environment in teacher education programs for a transparent pedagogy—a strategy where we deliberately model and openly discuss our own pedagogical choices as instructors. Participants will learn tools and strategies for implementing a transparent pedagogy and will share their own expertise in teacher education.

**Outcomes:** Describe the benefit of a transparent pedagogy model in online teacher education courses | Identify strategies for modeling and presenting our pedagogical choices as an instructor in online teacher education courses | Share best practices and learn strategies from experienced colleagues
To MOOC, or Not to MOOC

Meeting Room 209A/B

Katie Blot, President, Education Services, and Jarl Jonas, Director, Product Management and CourseSites, Blackboard; Phill Adams, Vice President, Product Strategy, Moodlerooms

As the topic of MOOCs is becoming more prevalent in education, institutions are tasked with understanding how this paradigm could or should impact their teaching and learning initiatives. Through a panel discussion, representatives from institutions will share why they are embracing MOOCs and how they are approaching the MOOC “experiment” in strategic and tactical ways.

Outcomes: Understand how and why institutions are incorporating MOOCs and large courses into their strategic initiatives | Identify resources that can support institutions’ MOOC-related initiatives | Discuss the needs, challenges, and best practices of supporting large courses with technology.

Utah State University: Creating a Successful Distance Learning Environment

Meeting Room 207B

Robert Wagner, Vice Provost, Utah State University

Learn how USU delivers nearly 400 distance education courses weekly to students across the state. Using a high-quality videoconferencing solution, USU ensures equal access to educational resources in even the most remote locales, encourages collaboration and community building among students, and supports nontraditional and adult students with a curriculum tailored to their unique needs.

Outcomes: Learn how videoconferencing allows USU to maximize its personnel and technology budgets | Learn how the system ensures equal access to educational resources and encourages collaboration and community building among students.

A Vision for FLEXspace: Flexible Learning Environments eXchange

Meeting Room 304A/B

Megan Marler, Senior Analyst, Strategic Initiatives, ARTstor/ Shared Shelf; Gerard L. Hanley, Senior Director, Academic Technology Services, California State University, Office of the Chancellor; Clare van den Blink, Director, Academic Technologies, Cornell University; Joseph A. Moreau, CTO and Vice Chancellor, Technology, Foothill–DeAnza Community College District; Jim Twetten, Director, Academic Technologies, Iowa State University of Science and Technology; Lisa A. Stephens, Senior Strategist, Academic Innovation, University at Buffalo–SUNY; Terry Calhoun, Director of Publishing, SCUP, University of Michigan–Ann Arbor

A collaboration of higher education stakeholders is developing and implementing a rich-media interactive database designed to share and evaluate innovative learning space designs. The panel will review the development of a self-sustaining service and a community of practice. This initiative expands on a SUNY-developed proof-of-concept database with ARTstor.

Outcomes: Understand the rationale behind FLEXspace and the associated community of practice | Learn how to maximize the pedagogical effectiveness of the learning environments being contributed to the repository under development | Hear a summary of recommendations compiled by participants.

DISCUSSION SESSIONS

IT Architects Constituent Group

Meeting Room 208A/B

James Phelps, Enterprise Architect, University of Wisconsin–Madison

IT Architects in Academia focuses on the practice of IT and enterprise architecture in higher education. There will be a brief introduction to the ITANA.org organization followed by a review of 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 (www.itana.org) and our wiki (www.spaces.internet2.edu/display/itana/Home).

ITIL in Higher Education Constituent Group

Meeting Room 213B

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 this opportunity to gain guidance and share knowledge on adoption and implementation of ITIL (Information Technology Infrastructure Library) best practices and the related issues and obstacles that are particular to higher education. This year we aim to have several discussion groups, each focused on a single ITIL-related topic of interest, each chaired by one or two schools with expertise in each area.

Learning Space Design Constituent Group

Meeting Room 207D

Richard Holeton, Director, Academic Computing Services, Stanford University; Phillip D. Long, Professor, The University of Queensland

This meeting will provide a forum to discuss topics ranging from what makes a physical space conducive to learning to the principles and processes of effective learning space design. Join us and share your ideas and experience on how formal and informal spaces impact teaching practices, learning activities, and student interactions, as well as the campus sense of community. We’re particularly interested in your input on how you measure or assess the effectiveness of a new or redesigned learning space.
**Library/IT Partnerships Constituent Group**

**MEETING ROOM 210D**

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. It will 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.

**Outcomes:** Discover best practices, lessons learned, and effective ways to communicate the benefits of consolidating services

1:30–3:00 p.m.

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**Service Consolidation: Balancing Business Need with Academic Culture**

**MEETING ROOM 303B**

Vincent Sheehan, CIO, Associate Dean for Information Technology, Indiana University; Kay Rhodes, Associate Vice Chancellor, CIO, TTU System, Texas Tech University

In an era of balancing the increasing costs to meet the technology needs of faculty and students with the pressure to keep tuition and fees low, service consolidation can provide significant cost benefits. However, “consolidation/centralization” is often a dirty word in higher education and flies in the face of the academic model of unit independence. To change the way we do business requires changing the culture. This session will provide a forum for CIOs to openly discuss successes, failures, and strategies to manage the transition from a pure “academic” model to a “business” model of managing information technology services.

**Outcomes:** Discover best practices, lessons learned, and effective ways to communicate the benefits of consolidating services

1:30–3:00 p.m.

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**Kuali Foundation Open Meeting for CIOs and Senior IT Leaders**

**MEETING ROOM 303A**

In this session, leaders from the Kuali community will be on hand to talk with CIOs and other leaders in higher education who want to learn more about the Kuali Foundation. The Kuali Foundation is now delivering mature, open-source software for the enterprise. This session will review how we engage with institutions of higher education in (1) providing a path for adopting open-source software that is already essentially owned by every institution and (2) engaging with others in higher education to benefit from best practices. We believe that engagement with Kuali software and the Kuali community 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.
THURSDAY

1:30–3:30 p.m. continued

EDUCAUSE Institute Management Program Faculty Meeting
(Faculty members only)
LA JOLLA, FOURTH FLOOR, HILTON ANAHEIM HOTEL

2:20–2:40 p.m.

Beverage Break
Sponsored by IBM Corporation, Silver Partner
FOYERS
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.

2:20–2:50 p.m.

Continue the Conversation with Theresa Rowe and Jack Suess
FOYER, LEVEL 3
Theresa Rowe, CIO, Oakland University; John J. Suess, Vice President for Information Technology/CIO, University of Maryland, Baltimore County
Join us in the foyer for an extended half-hour conversation following “Creative Disruption and IT Leadership.”

2:40–3:30 p.m.

FEATURED SESSION

But Is It Quality?
Sponsored by AVAST Software
BALLROOM C
Judith S. Eaton, President, Council for Higher Education Accreditation
It is both an exciting and disturbing time in higher education. Innovation has become a primary focus. This time, the innovation is about student access to new or revitalized types of educational offerings, whether in the form of MOOCs, competency-based education, assessment of prior learning, or courses from private providers that are not colleges and universities. While information technology is a primary driver of this innovation, its ultimate role and effectiveness also rests on our willingness to focus on some familiar yet important questions. Is the innovation yielding quality education? Are students learning? Are students protected against substandard offerings? How do we know?
Outcomes: Learn about new educational offerings that are considered innovative | Realize that student learning is central to judgments about the quality of innovative offerings
Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.

Data/Information Access and Management

CNI Community Update
MEETING ROOM 213A
Joan K. Lippincott, Associate Executive Director, and Clifford 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 the cyberinfrastructure needs for scholarship, particularly regarding data curation, e-science, and digital humanities; management of scholarly identity; institutional repositories; and learning.
Outcomes: Achieve a better understanding of CNI as an organization and its programmatic initiatives

Enterprise and Infrastructure

Adoption and Evolution of Custom Mobile Apps on Campus
MEETING ROOM 204C
Benjamin Kruse, Lead Marketing Manager, AT&T; Shani Lenore-Jenkins, Associate Vice President of Enrollment, Maryville University; John D. Hermes, Vice President for Information Technology, Oklahoma Christian University
Custom mobile applications are playing an increasingly important role on campuses, providing vital communications links between the institution, students, alumni, and the general public. Beyond broadening a sense of campus “community” and connectedness, investment in custom mobile apps can far extend the efficacy of legacy campus platforms and systems.
Outcomes: Learn how to evaluate processes for development platforms and feature sets | Understand the evolving reach for custom-developed mobile apps | Learn about differentiation versus expectation in the eyes of app users

From Black Hole to Gold Mine: Adding Analytics to the University Portal
MEETING ROOM 304C/D
Martin Morrey, Web Integration Manager, University of Edinburgh
University web portals can often be black holes when seeking useful information about user activity. Attendees will be asked to imagine adding their dream analytics solution to their portal. What should it record, and what reports and visualizations should it generate? We will show how these desired capabilities can be implemented in a practical solution.
Outcomes: Realize that web analytics do not have to be limited to page-level intelligence | Learn an authenticated user portal offers a rich opportunity to gather business intelligence | Learn a simple, client-side route to implementing analytics
**Leadership and Management**

**Chronicle Tech Trends: Looking Back and Peering Forward**

**Ballroom D**


*The Chronicle of Higher Education*’s team of award-winning reporters focused on technology, along with an editor for its ProfHacker blog, will identify key trends in education technology across several sectors (administration, teaching, library, and research) and present a list of topics to watch in the year ahead.

**Outcomes:** Learn the 5–10 top trends | Hear the stories of the most interesting and controversial projects nationwide | Discuss lessons that can be learned from them

**The Higher Education CIO and Technology Leaders: Ten Years of Study**

**Ballroom B**

Wayne Brown, Vice President for Extended Education, Excelsior College

The higher education CIO is a relatively new role that is critical to the institution. In 2013, 49% of CIOs predicted they would retire in the next 10 years. To further complicate this retirement challenge, technology leaders (those in the next organizational layer down from the CIO) may not be interested in the CIO position or adequately preparing for it if they are interested. This research, now in its tenth year, has been widely published and quoted. This presentation will report on the 2013 results of the longitudinal higher education CIO and technology leader study conducted by Wayne Brown, founder of the Center for Higher Education CIO Studies ([www.checs.org](http://www.checs.org)).

**Navigating the Clouds with an Enterprise IT Strategy**

**Ballroom E**

Clayton Burton, Senior Programmer Analyst, Jason Long, Web Programmer Analyst, and Fredrick Miller, CIO, Furman University

Should your university be a cloud service leader? How do you balance the benefits and risks of strategic innovation? What about identity management in the cloud? Furman University is pursuing an aggressive move to cloud services. The lessons we’ve learned can help your institution plan for cloud services.

**Outcomes:** Learn why cloud services are a strategic innovation that can foster communication, collaboration, and service excellence | Hear about models, risks, and opportunities | Realize that identity management is the glue that holds campus and cloud services together

**Security, Privacy, and Compliance**

**Increasing Your IT Security Capabilities through Crowdsourcing**

**Meeting Room 213B**

Andrew Roberts, Director, IT Compliance and Risk Management, Grand Canyon University

What kind of reputation does your IT security department have? Do users consider you a hindrance, roadblock, and a reliable source of “no” as an answer to every question? Learn how to change your reputation and make crowdsourcing one of the most valuable items in your security toolbox.

**Outcomes:** Learn methods to change the perception of IT security from roadblock to partner and enabler | Discover how user awareness programs can be vehicles for behavioral change | Hear strategies to transform the end users into valuable IT security tools

**Services and Support**

**The Global Social Network: Building Community and Collaboration with Faculty and Staff across the Globe**

**Meeting Room 210D**

Brian Gnatt, Director, Customer Experience, and Alexandra H. Kim, Vice President of Information Technology Services, University of Maryland University College

Social media has rapidly and fundamentally changed how we live, work, and play. This session will describe our journey in implementing an internal social network that includes all UMUC faculty and staff to educate everyone about best practices, trends, and the future impact and importance of social networks that will be of interest to every IT professional.

**Outcomes:** Learn that social is an effective way to work | Hear about tangible business value that can benefit the institution and individual faculty and staff | See how social allows unprecedented levels of communication, collaboration, and transparency
Adaptive Learning: Effectively Integrating Technology into the Classroom

Deb Bushway, Vice President for Academic Innovation, Capella University; Adam Newman, Managing Vice President, Industry Solutions, Education Growth Partners; Scott Dalrymple, Dean, Excelsior College; Neil T. Heffernan, Assistant Professor of Computer Science, Worcester Polytechnic Institute

Moderated by: Rahim S. Rajan, Program Officer, Bill & Melinda Gates Foundation

Experts in the field will discuss the latest technology and tools for creating courses that effectively personalize student learning and blend relevant technology and online content into instruction. Learn about new instructional models and organizational processes designed to dramatically improve student learning outcomes.

Designing Student Experiences in New Mobile Environments: Apps for Active Learning

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Emory Craig, Director of eLearning and Instructional Technology, College of New Rochelle; Andrew Allen, Deputy CIO–Stern School of Business, and Maya Georgieva, Associate Director, Center for Innovation in Teaching and Learning, NYU Stern, New York University

We will examine three mobile app environments designed to promote active learning. The facilitators will lead a discussion on best practices for designing student-centered learning experiences in the apps. Participants will obtain specific ideas for curriculum integration, a list of feature recommendations for designing apps, and a strategy for planning mobile initiatives.

Outcomes: Learn how to design active learning experiences with mobile technology | Hear how to develop apps features that go beyond accessing information | Learn how to channel and plan a mobile initiative

Exploring Ginkgotree: Increasing Access, Engagement, and Learning with OER

MEETING ROOM 207C

Dylan Barth, Learning Technology Consultant, and Tanya Joosten, Director, University of Wisconsin–Milwaukee

University of Wisconsin–Milwaukee will discuss its partnership with Ginkgotree to explore the efficacy of its application to curate digital content for creating textbook alternatives that improve student outcomes.

Outcomes: Consider faculty development and training in using Ginkgotree and OER | Learn about institutional processes to launch a Ginkgotree pilot

Learning Analytics for Educational Design and Student Predictions: Beyond the Hype with Real-Life Examples

MEETING ROOM 208A/B

Nynke Bos, Program Manager, Educational Technology, and Nynke Kruiderink, Team Leader, Educational Technology

Social Sciences, University of Amsterdam; Perry J. Samson, Professor, Atmospheric, Oceanic, and Space Sciences, University of Michigan–Ann Arbor

Interaction in this session will increase your insight into the tricky business of managing data. Subsequently, two examples will illustrate how learning analytics is being used to shape didactic frameworks and educational design (University of Amsterdam) and how it is being used to provide adaptive learning opportunities for students (University of Michigan).

Leveraging MOOCs to Increase College Readiness

MEETING ROOM 209A/B

Robin Grebing, Director of Online Education, St. Louis Community College; Chelsea Caile, Advisor, Southeast Missouri State University

Perhaps no advancement in education has spread as rapidly as the massive open online course, or MOOC. St. Louis Community College and Southeast Missouri State University are exploring MOOCs and OERs, with the goal of improving college readiness and student success.

Outcomes: Realize that MOOCs (or any technology) can serve the most pressing needs of the institution | Know that collaboration is crucial to most successful projects | Realize that it is possible to be innovative with existing and even shrinking resources

Readiness for Online Learning: Indicators of Success for a Nontraditional Student Population

MEETING ROOM 210A/B

Troy Courville, Director of Institutional Research and Effectiveness, and Yakut Gazi, Director of Distributed Learning and Instructional Technology, Texas A&M University–Central Texas

TAMUCT uses a readiness assessment tool for online learning to identify risk areas to provide remediation and support. The scores collected over 18 months were analyzed to identify domains with highest likelihood of explaining success. This session will discuss instructional and institutional strategies to support at-risk students for online learning.

Outcomes: Describe several components of student readiness for online learning for nontraditional students | Discuss strategies to remedy and support at-risk students in online programs | Discuss how a readiness assessment can be beneficial for accreditation
Time Won’t Tell: Using Technology to Move from Seat Time to Competency-Based Learning
MEETING ROOM 213C

Eric Evans, Chief Operating Officer, Bryan University; Joe Mildenhall, CIO, Grand Canyon University; Manoj Kutty, CEO, LoudCloud Systems; Randi Reich Cosintino, Provost and CAO, Strayer University

Changing learning environments are catalyzing discussion around the pace at which students master skills. Competency-based learning systems allow institutions to more effectively use technology and faculty skills in creating numerous graduation pathways. By addressing specific learner needs through targeting interventions, CBL platforms elevate engagement, achieve greater effectiveness, and increase throughput.

Outcomes: Understand CBL platform capabilities | Learn how to strategize implementation opportunities with new online technologies | Determine how to grow potential for learner success

Unleashing the Power of Adaptive Learning
MEETING ROOM 207B

Michael Windelspecht, Adjunct Professor, Appalachian State University; Brad Parkins, Director, Digital Product Marketing, McGraw-Hill Education

Adaptive learning technology guides students on a personalized learning path to course mastery, resulting in higher course completion rates and improved grades. Come learn the science behind adaptive learning and hear how institutions are using it to enhance flipped and hybrid courses to increase student success and retention.

Outcomes: Understand how adaptive learning technology works and enables flipped models | Learn how low pass rates and retention are addressed by adaptive learning | Discover how metacognitive analyses help improve student outcomes and performance

Emergency Communications Constituent Group
MEETING ROOM 207A

Mark Katsouros, Director, Network Planning and Integration, The Pennsylvania State University

In this important discussion session we will focus on strategic issues and tactical challenges that affect IT communications in advanced planning for, during mitigation of, and subsequent to an emergency in higher education. This year we’ll take a closer look at how we can leverage our investments in mass communications to expand operational communications to our campus communities and some specifics of how our tools are being used to solve broader information needs. In addition, come prepared to share your best practices and lessons learned regarding emergency messaging.

Games and Learning Constituent Group
MEETING ROOM 211A/B

AJ Kelton, Director, Emerging and Instructional Technology, College of Humanities and Social Sciences, Montclair State University; Chris Stubbs, Project Manager, The Pennsylvania 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 are welcome.

Google Apps Constituent Group
MEETING ROOM 207D

Ken Ingle, Executive Director, Emerging Technology Services, Central Piedmont Community College; Wendy Woodward, Director, IT Support Services, Northwestern University

This discussion will provide a forum for higher education professionals to share their thoughts and experiences regarding 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.

Instructional Technologies Constituent Group
MEETING ROOM 212A/B

Cyprien P. Lomas, Assistant Dean, Learning Technologies, and Director, LFS Learning Centre, The University of British Columbia

This meeting will provide a forum for discussing key issues related to instructional technologies. Topics will include using learner-centered principles, selecting technology, and leveraging information technology to enhance teaching and learning. Instructional technology combines an understanding of pedagogy and technology, and instructional technologists are a diverse group encompassing faculty, staff, and even students, as well as education and learning theorists.

Straight Talk about the Cloud
MEETING ROOM 303B

Joseph Vaughan, CIO/Vice President for Computing and Information Services, Harvey Mudd College; Kathryn F. Gates, CIO, University of Mississippi; Betsy Tippens Reinitz, Assistant Vice Chancellor, Information Technologies, University of Washington Bothell

As technology leaders, we are embracing the cloud to address campus needs and advance the institutional mission. Yet the cloud brings new challenges, and market hype can make it difficult to sort through endless options. This session will provide a forum for CIOs to openly discuss successes as well as concerns and strategize on the best uses of the cloud.
3:30–4:00 p.m.

Core Data Service (CDS) Reporting Demo
EDUCAUSE CENTRAL

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.

Meet the Editors of EDUCAUSE Review/EDUCAUSE Review Online
EDUCAUSE CENTRAL

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 EDUCAUSE Review Online, and Catherine Yang, director of content, about authoring opportunities and topics of current interest.

DISCUSSION SESSION
Continue the Conversation with Judith Eaton
FOYER, LEVEL 3

Judith S. Eaton, President, Council for Higher Education Accreditation

Join us in the foyer for an extended half-hour conversation following “But Is It Quality?”

3:30–4:30 p.m.

Refreshment Break in the Exhibit Hall
EXHIBIT HALL B/C

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!

4:00–5:00 p.m.

EDUCAUSE 2013 and EDUCAUSE 2014
Program Committees Meeting
(Committee members only)
EL CAPITAN, FOURTH FLOOR, HILTON ANAHEIM HOTEL
4:30–5:20 p.m.

**FEATURED SESSION**

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**Bringing Business Knowledge to Education: Lessons Learned and Best Practices in Data Management and Analytics—Special Double Session, Part 1**  
*Sponsored by AVAST Software*  

**BALLROOM C**

MaryAnne DePesque, Senior Manager, Advanced Analytics, Blue Cross Blue Shield of Arizona; Marc Hoit, Vice Chancellor for IT and CIO, North Carolina State University; Bruce Bedford, Vice President of Marketing Analytics and Consumer Insight, Oberweis Dairy; John Barry Taylor, Inland Fisheries Division, Texas Parks and Wildlife  

**Moderated by:** Susan Grajek, Vice President, Data, Research, and Analytics, EDUCAUSE

Higher education faces significant challenges to reduce costs and improve student success and research productivity. The flood of data that can help address those challenges can be leveraged with analytics, but how? How can you stay afloat and find the answers you need? How should you approach the task of getting buy-in from stakeholders? How can you ensure reliable decisions that lead to better outcomes? Education is not business, but corporate America’s experience with analytics can be applied to our institutions and challenges. This session will bring together leaders from higher education with analytics innovators in government and the retail and insurance industries to share best and cutting-edge practices and lessons learned that can be applied to your institution. EDUCAUSE Vice President Susan Grajek will facilitate what is sure to be a lively and insightful discussion in this special double session.

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**Data/Information Access and Management**

**New Developments in Central Directory Service and Account Provisioning**  

**MEETING ROOM 213A**

Dan Menicucci, Associate Director of Information Systems, University of Pittsburgh

University of Pittsburgh users want seamless integration of applications and services under a single sign-on approach. In 2000, we implemented a Central Directory System. This presentation will show how we expanded that original architecture to consolidate authentication systems and enable true single sign-on across the university.

**Outcomes:** Discuss how single sign-on is possible, desirable, and necessary | See how a robust and well-designed directory can be easily adapted to meet new requirements | Realize that single sign-on can be implemented securely across all services

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**Answers to Improving Student Retention**  

**MEETING ROOM 213B**

Theresa Morelli, Senior Product Manager, IBM Corporation; Pamela Kick, CEO, Pinnacle IT

Educators are using predictive analytics to drive higher graduation rates. Using simple, affordable, cloud-based solutions, you can predict which students are at risk of dropping out and get individualized recommendations for how to intervene and keep them on track; no analytics expertise required. Focus on what matters most: creating and retaining successful students.

**Outcomes:** Learn how to overcome barriers to adopting predictive analytics for student retention | Determine how to shift your focus from heavy, technical solutions to improving student outcomes | Discover how to quickly and easily implement customized, cloud-based analytics

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**It’s Not the Technology: Business Process Clarity Drives Successful CRM Implementation**  

**MEETING ROOM 204B**

Dale Ganus, Assistant Managing Director, Texas Tech University

Often institutions jump into a technology implementation without clearly understanding the business process efficiency they expect to achieve. Learn how Texas Tech’s investments in clearly defining business processes up front drove a successful CRM implementation, supported the institution’s business goals, and made it possible to even switch CRM technology platforms along the way.

**Outcomes:** Learn how to develop a CRM Blueprint, a written plan, success metrics, timelines, and a roadmap | Learn how a CRM Blueprint can guide your implementation | Learn how to separate business process definition from automation

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**Voices of a Cloud: Success with Voices in the Cloud IP Telephony**  

**MEETING ROOM 210D**

James Bradley, Vice President and CIO, The University of Texas at Arlington

Two universities, Tulane and Texas A&M, deployed the Voice in the Cloud IP telephony solution from Internet2, which promises modern tools to replace aging local PBX systems, and significant savings. The session will discuss the reality of the deployment and include a discussion of participants’ concerns about the service.

**Outcomes:** Determine the alignment between a published service and the service as delivered | Discuss lessons learned when deploying the service and how institutions can ensure successful rollouts | Hear how savings can be achieved when deploying this service
Leadership and Management

Getting There: How Your Network Can Help You Get Your First CIO Job (and Succeed at It!)
MEETING ROOM 304C/D
Mara Hancock, CIO, Vice President–Technology, California College of the Arts; Kirk Kelly, Associate Vice President and CIO, Portland State University; Bo Wandschneider, CIO/Associate Vice President, Queen’s University; Matt Riley, CIO, University of Montana; Melissa Woo, Vice Provost for Information Services/CIO, University of Oregon

“How do I get from here to there?” Your professional network can help you find the right job, land it, and succeed in it. In this interactive session, five first-time CIOs will share their experiences on the path, including how they were supported by mentors, role models, and friends.  

**Outcomes:** Learn how to identify mentors and types of mentoring important to a CIO position | Hear how to find and develop a leadership network | Gain insight into the first-time CIO experience for those considering the CIO career path

- **IT Accessibility: The Big Picture Writ Midsized**
  BALLROOM D
  Robert Squires, Director, UMOntline and Technical Support, and Martene Zentz, Accessibility Specialist/Instructional Design Consultant, University of Montana; Terrill Thompson, Technology Accessibility Specialist, University of Washington

  Technology accessibility standards have existed since the 1990s. However, most websites, applications, videos, documents, and devices used in higher education remain inaccessible. How can this problem be solved? Through the example of the University of Montana, this interactive session will investigate the roles we all play in addressing these issues. We will consider an awareness of the accessibility challenges continuing to face higher education, successful strategies for addressing IT accessibility issues, and renewed motivation to engage in the work of providing universally accessible IT.

  **Outcomes:** Gain an awareness of the accessibility challenges continuing to face higher education | Learn successful strategies for addressing IT accessibility issues | Renew motivation to engage in the work of providing universally accessible IT

- **MOOCs, E-Textbooks, Tablets, Analytics, Oh My!**
  MEETING ROOM 211A/B
  Gerard L. Hanley, Senior Director, Academic Technology Services, California State University, Office of the Chancellor; John T. Harwood, ITS–Associate Vice Provost, The Pennsylvania State University; John J. Suess, Vice President for Information Technology/CIO, University of Maryland, Baltimore County; Laura Patterson, CIO and Associate Vice President, University of Michigan–Ann Arbor

  Moderated by: Rob Abel, CEO, IMS Global Learning Consortium

  Digital applications promise easier access to content and personalized learning. Unfortunately, it’s difficult for faculty to make productive use of digital resources and a challenge for IT departments to keep up with integration projects. According to the 2012 Campus Computing Survey, 74% of campus IT officers identified “instructional integration of information technology” as a very important campus IT issue over the next two to three years. Come learn how IMS Global, InCommon, and ELI are collaborating to evolve a new IT architecture for learning to help institutions make the best of exploding options for digital resources to enable personalized learning experiences.

  **Outcomes:** Learn specific policies to accelerate development of personalized learning environments | Learn how IT leaders and commercial partners can collaborate to develop and implement a flexible and adaptable IT architecture for learning

- **Rethinking Business as Usual in NGLC Breakthrough Models**
  BALLROOM A
  Paul Freedman, CEO, Altius Education; James E. Selbe, Director, Direct2Degree, Kentucky Community and Technical College System; Jennifer Freed, Dean of Instruction and Academic Affairs, Rio Salado College

  In 2012, 10 bold institutions received Next Generation Learning Challenges grants to develop and launch their Breakthrough Models for College Completion, leveraging online learning and lowering costs for improved student success. Their complete redesigns of degree programs, enabled by technology, seek to break the confines of long-accepted models for postsecondary education by improving learning environments, staffing models, and the use of time. The programs launched this fall. In this session, participants will hear from project leaders of three of the programs about their innovations in the business model of higher education.

- **Social Campus Transformation: To Better Engage a Connected Generation**
  MEETING ROOM 212A/B
  Doug Wotherspoon, Executive Director, Advancement, Algonquin College; James R. Bottum, CIO, Clemson University, Sandra Sandvold, Director of Product Marketing, Salesforce.com Foundation; Niel Nickolaisen, CIO, Western Governors University

  This panel will explore how the CIOs of three distinguished universities fought the comfort and familiarity of traditional education to transform their organizations to meet the demands of a digital generation. The presentation will discuss actionable steps and resources available to revolutionize organizations and why the time for transformation is now.

  **Outcomes:** Gain advice on steps to transform an organization into a social campus | Get a greater awareness of the tools and resources available to make the necessary changes | Understand why now is the time to incorporate social technologies
They can be anything. Start by giving them the tools to make them successful.

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THURSDAY

4:30–5:20 p.m. continued

Services and Support

Campus Readiness: Communicating IT Changes to the Campus Community
MEETING ROOM 213D
Jo-Ann Cuevas, Campus Readiness Specialist, Christine Jacinto, Assistant Director of Information Technology, School of Humanities and Sciences, and Ammy Woodbury, Campus Readiness Specialist, Stanford University

The IT department is ready to launch a new project, but how does the rest of campus find out about it? Learn about Stanford’s innovative approach, the Campus Readiness Team. Hear how it works for the project team and campus stakeholders, then work together to build a communications plan for your project.

Outcomes: Realize that communication to the campus community is key to adoption and satisfaction | Hear how communication planning is key to project success | Hear why dedicated communication, training, and user experience specialists should be involved

A Collaborative, Cost-Effective, Round-the-Clock Technology Call Center
BALLROOM E
Keith A. Weber, CIO, College of Mount Saint Joseph
Additional project contributor: Tim White, Vice President of Business Development, Education at Work

Feeling pressure to expand your hours of technology support for students, faculty, and staff but can’t afford it? Come learn about a cost-effective, innovative collaboration that achieves these goals while also helping college students pay for their degree and develop critical 21st-century job skills.

Outcomes: Learn an innovative and cost-effective approach that provides 24/7 call center support to students, faculty, and staff | Gain an understanding of the nonprofit model that uses student employees | Learn about opportunities that exist for additional institutions to join in this collaborative effort

Teaching and Learning

From Badges to Breakthroughs: Unleashing Learner Potential through Competency-Based Achievements
BALLROOM B
Deborah Everhart, Director of Integration Strategy, Blackboard; Karen Solomon, Vice President for Accreditation Relations, The Higher Learning Commission; Frederick M. Hurst, Senior Vice President for Extended Campuses, Northern Arizona University; Ellen Wagner, Executive Director, WICHE/WCET

This session will explore challenging innovations, using “the course” as the primary unit of educational currency. Panelists will discuss credit for MOOC completion, prior learning assessments, badge frameworks, and verification of competencies as options for extending low-cost, quality educational opportunities for increasingly diverse student and instructor populations.

Outcomes: Learn about emerging trends to reevaluate and award credit for student learning | See mounting evidence of alternative credentials that recognize demonstrated/validated competencies | See how discrete bundles of defined outcomes are available through learning communities that provide reputation frameworks for peer validation

Getting Your Faculty to Adopt Learning Management Technology: Lessons from the Front Lines
MEETING ROOM 207D
Moderated by: Stephanie Weeks, Vice President, User Experience, Blackboard

Join the debate with a battle-hardened group of technologists, faculty, and user experience experts as they discuss the emerging role of faculty in technology decision making. Panelists will share their views and experiences as they relate to faculty expectations, user requirements, and what it takes to drive successful mobile and learning management technology adoption on campus.

Outcomes: Learn what’s important to faculty as they assess mobile and learning technology | Understand which strategies to avoid and which to implement to encourage adoption | Examine how to get faculty to use the technology through real-life examples

Innovation in Action: Success Stories in Improving Student Outcomes
MEETING ROOM 207C
David Shulman, Associate Vice President of the Virtual Campus and Instructional Technology, Broward College; Jon Aliri, Chief Executive Officer, The Bookstore at University of Montana

Moderated by: Mehdi Maghsoodnia, CEO, Rafter

SaaS models. Open technologies. Digital content beyond e-books. Institutions are starting to deploy these tools with the critical goals of driving down costs and improving student outcomes. Learn how campuses are thinking about and deploying open platforms to remain competitive and nimble in this ever-changing environment.

Outcomes: Learn how you can dramatically reduce the cost of course materials and better serve students | Understand how the disaggregation of content will improve student outcomes
The Learning Space Rating System
Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Shirley Dugdale, Principal, Dugdale Strategy; Malcolm Brown, Director, EDUCAUSE Learning Initiative, EDUCAUSE; Richard Holeton, Director, Academic Computing Services, Stanford University; Joseph Cevetello, Director of Learning Environments, ITS TEL, University of Southern California

The Learning Space Rating System (LSRS) provides institutions with a measure of how their space and support operations encourage active learning. This project has created a set of measurable criteria that assess how physical environments enable a spectrum of active teaching and learning engagements. These criteria form the basis for a rating system that will allow institutions to benchmark their environments against best practices within the higher education community. The LSRS project recently released a beta draft of the standards. Come to this session to hear more and learn how you can get involved in using and improving the beta draft.

DISCUSSION SESSIONS

Network Management Constituent Group

MEETING ROOM 209A/B

Brian Paige, IT Director, Calvin College; Pete Hoffswell, Network Manager, Davenport University

Join your network management peers to discuss a wide range of topics relevant to network managers including network convergence, bandwidth management, management systems, security, wireless technologies, and support. This gathering will allow network managers to share ideas about their current professional challenges and new or emerging technologies with other networking experts from a wide variety of institutional backgrounds.

Openness Constituent Group

MEETING ROOM 207A

Patrick Masson, Chief Technology Officer, UMassOnline, University of Massachusetts Central Office; Ken Udas, Deputy Vice Chancellor, Academic Services, and Chief Information Officer, University of Southern Queensland

So you’re interested in joining that new open project, but do you know what you’re getting into? The opportunities and advantages of educational resources developed by open communities of practice have been touted both for individual campuses and for education as a whole. Openness enables co-creation, free distribution, peer review, and more, all promising to increase quality while reducing costs. But not all of the growing number of “open” initiatives offer the same advantages to contributors and collaborators. Further, not all campuses may have the interest or capacity to distinguish and leverage the affordances offered by different communities. This session will provide insight into how to identify and participate in organizations that align with your campus’s interests in open communities of practice.

Professional Development/Staff Management Constituent Group

MEETING ROOM 213C

Tracey Leger-Hornby, Dean of Library Services, Worcester Polytechnic Institute

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.

Sustainable IT Constituent Group

MEETING ROOM 207B

MaryBeth Stuenkel, IT Program Manager, University of Michigan–Ann Arbor

We are all challenged to save money and reduce our impact on the environment. This meeting will discuss best practices to make IT greener (green for IT) and to use IT to further environmental goals (IT for green). Please come ready to hear what others are doing to further sustainability through IT in both ways and to share what your institution is doing: what works and what does not.

4:30–6:20 p.m.

An Opportunity for CIOs and Deputy CIOs to Hear Internet2 Updates

MEETING ROOM 303A

This is an opportunity for CIOs and deputy CIOs to meet with Internet2 executives and peers to hear updates, share information, and provide input to Internet2 programs as seen at the CIO level. Topics will include the Internet2 Network as an “innovation platform,” the future of software-defined networking, InCommon, NET+, and more.

4:30–6:30 p.m.

ITANA (un)Conference 2013

MEETING ROOM 204C

James Phelps, Enterprise Architect, University of Wisconsin–Madison

The ITANA (un)Conference is a fun, fast-paced working session focused on enterprise and business architecture issues in higher education. We gather topics, vote for the best ones, and work to quickly frame and analyze the topic. The whole event is controlled by the clock: three minutes to pitch your idea, two minutes for clarifying questions. Pitch your topic, get votes, and lead the discussion in a fast-paced session. It’s fun.
THURSDAY

5:30–6:20 p.m.

FEATURED SESSION

Bringing Business Knowledge to Education: Lessons Learned and Best Practices in Data Management and Analytics—Special Double Session, Part 2

Sponsored by AVAST Software

BALLROOM C

MaryAnne DePesquo, Senior Manager, Advanced Analytics, Blue Cross Blue Shield of Arizona; Marc Hoit, Vice Chancellor for IT and CIO, North Carolina State University; Bruce Bedford, Vice President of Marketing Analytics and Consumer Insight, Oberweis Dairy; John Barry Taylor, Inland Fisheries Division, Texas Parks and Wildlife

Moderated by: Susan Grajek, Vice President, Data, Research, and Analytics, EDUCAUSE

Join us for Part 2 of this special double session focusing on the significant challenges to reduce costs and improve student success and research productivity that are facing higher education. This session will bring together leaders from higher education with analytics innovators in government and the retail and insurance industries to share best and cutting-edge practices and lessons learned that can be applied to your institution. EDUCAUSE Vice President Susan Grajek will facilitate what is sure to be a lively and insightful discussion in continuation of this special double session.

Operational Reporting Gets a Makeover: Harvard’s Roadmap to Analytics

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Jennifer Jackson, Associate Director, Harvard University; John McGale, Architect and Manager, Performance Architects

Hear about our approach to BI transformation at Harvard University in moving from an operational report-centric model to a modern-day analytical platform. We will explore key strategies required in building a successful BI roadmap with OBIEE, engaging with diverse stakeholders, and preparing for change management when an entire culture shift is on the horizon.

Leadership and Management

Challenges and Choices across Two Categories of IT Consolidations

MEETING ROOM 211A/B

Stephen D. Franklin, Director of Academic Outreach, Office of Information Technology, and Dana F. Roode, CIO and Associate Vice Chancellor, University of California, Irvine; Steve McLeod, CIO, and Bryson R. Payne, Department Head of Computer Science, University of North Georgia

This session will be an interactive panel presentation on two forms of IT consolidation: UC Irvine’s strategic consolidation of IT across 18 units to form a single IT organization over four years, and the impact of IT planning on the University of North Georgia’s consolidation of two multicampus universities in one year.

Data/Information Access and Management

Turning Big Data Analytics into Personal Student Data

BALLROOM B

Shah Ardalan, President, and Michael L. Mathews, Chief Strategist of Innovation and Entrepreneurship, Lone Star College System

The Department of Education’s MyData Button, along with Lone Star College System’s Educational Positioning System (EPS), transforms big data into personal data that navigates students toward career paths. This innovation allows 80,000,000 U.S. students to track, position, and navigate their personal educational journey using their personal data.

Outcomes: Learn why 95% of systems sold to institutions have hindered personalized ownership | Learn why MyData Button is a breakthrough in the future of personalized education systems | Understand the effect it has on helping students and parents take ownership

Enterprise and Infrastructure

Infusing “Mobility” into Mobile Apps to Support Student Engagement

BALLROOM A

Josh Sankey, Senior Web Developer, and David Schuff, Associate Professor, Temple University

The increase in the number of students bringing mobile devices to campus brings an unprecedented opportunity for interactivity with the institution. With service delivery in mind, we will discuss the design and development of our student-facing Fox School Mobile app. We will outline our methodology for conceptualizing mobile use cases that guided feature selection.

Outcomes: Realize that mobile apps must be more than mobile versions of desktop applications | Envision use cases particular to the mobile user | Learn how extensible, flexible platforms are critical
**Darwin, Finches, and Poker Chips: An Agile Journey**

**MEETING ROOM 304C/D**

**Bill Lee**, Software Development Team Manager, and **Dawn Nicholls**, Project Manager/Business Analyst, University of Edinburgh

Find out how to bridge the gap between IT technical staff and your academic and research communities. Learn to speak a common language and deliver successful projects together using innovative agile techniques such as “user stories,” “poker chip prioritization,” and “estimations using animal analogies.”

**Outcomes:** Learn how user stories promote collaborative partnerships between IT staff and their customers | See how “poker chip prioritization” allows projects to deliver value to the institution | Understand how animal analogies provide users with a greater understanding of the cost of their requirements

**Services and Support**

**Making It Scale: The Service Process Analysis Model for Strategic IT Management**

**MEETING ROOM 210D**

**Georgia Allen**, Assistant Dean, Information Technology, University of North Carolina at Chapel Hill

To help address the challenges of increased resource cuts, the speaker has developed the Service Process Analysis (SPA) model. This interactive presentation will explain how this model defines work processes, clarifies services, and transitions activities to a marketing approach.

**Outcomes:** Learn tangible results of the model | Learn about building processes and marketing services to cultivate partnerships and trust | See how to alleviate some of the challenges caused by fewer resources and increased demand

**Teaching and Learning**

**The Annual ECAR Student and IT Study**

**MEETING ROOM 204B**

**Eden Dahlstrom**, Senior Research Analyst, EDUCAUSE; **Charles D. Dziuban**, Director, Research Initiative for Teaching Effectiveness, University of Central Florida; **Glenda Morgan**, Director, Academic Technology Services and eLearning Strategist, University of Illinois at Urbana-Champaign; **J. D. Walker**, Research Fellow, University of Minnesota

The ECAR study of student technology surveyed over 100,000 students from 251 institutions in 2013. The resulting report represents findings that embody student perspectives about technology in higher education. Learn what students say about their technology experiences and discover how this information can inform your institution’s decision-making process around technology.

**Digital Badges: Passport to Student Learning**

**BALLROOM D**

**Kyle Bowen**, Director of Informatics, Purdue University

Students have increasing choices in how they pursue learning. Digital badges offer a new method to recognize learning in all of its forms. Using badges creates a visual learning transcript and portfolio for showcasing student work. This presentation will explore how digital badges have been implemented at Purdue University.

**Outcomes:** Describe digital badges and options for using them for student engagement and alternative forms of credentialing | Identify approaches to digital badges for formal and informal learning | Compare methodologies for implementing digital badges

**Pacific Rim Collegiate Cyber Defense Competition: An Overview**

**MEETING ROOM 213A**

**Kurt Giessel**, Instruction Server Administrator, **Amelia Phillips**, Division Chair, Pure and Applied Science, and **Timothy Wrye**, Director of Instructional Computing, Highline Community College

We will present an overview of the Pacific Rim Collegiate Cyber Defense Competition, where student teams must maintain and run their IT department while defending it against a group of professional hackers. The winner of this competition joins the winners of other regional competitions to compete in the National CCDC in San Antonio.

**Outcomes:** Learn about a joint venture between four institutions | Get an overview of what the competition is and how it works, and the challenges of multiple agencies working together | See how institutions can build a student team to compete

**Turbocharging Our MOOCs with Mooculus**

**BALLROOM E**

**Thomas Evans**, Senior Instructional Designer, and **Jim Fowler**, Lecturer, The Ohio State University

While developing Calculus One for Ohio State, we noticed limitations within our MOOC platform’s environment. We had two choices: inhibit our course development or push the envelope to provide highly engaging learning experiences for the world. We chose to build Mooculus, an interactive MOOC add-on that’s profoundly impacted student learning.

**Outcomes:** Learn strategies for massive-scale student engagement that revolves around a community of strong faculty and teaching presence | Learn strengths and weaknesses of MOOC platforms | Gain insight into how strategic partnerships with faculty can bring about opportunities for innovation in teaching and learning
5:30–6:20 p.m. continued

DISCUSSION SESSIONS
Digital Signage in Higher Education Constituent Group
MEETING ROOM 208A/B

Thomas S. Kunka, Coordinator, Network Systems and Operations, University of Illinois at Urbana-Champaign

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

Gazing Into the Crystal Ball
MEETING ROOM 303B

Lori E. MacMullen, Executive Director, Canadian University Council of CIOs (CUCCIO); Stephen diFilipo, Vice President and CIO, Cecil College

The view inside the crystal ball is foggy. Examining the Gartner Hype Cycle raises the question of where we will find the next technology triggers. This session will investigate some potential sources of those triggers, from the trails of dollars invested by venture capital firms to our own residence halls. What methodologies or tools are available to assess the efficacy of relative emerging technology? Oh, and did we mention MOOCs? One thing is certain: Those technologies that will have the greatest impact on the academic mission and the administrative operations are yet to be developed. In this session, our collective vision can make the crystal ball a bit less foggy.

5:30–6:30 p.m.

EDUCAUSE Institute Programs Reunion
Sponsored by Ellucian, Platinum Partner
PACIFIC PROMENADE AND PACIFIC BALLROOM C, SECOND FLOOR, HILTON ANAHEIM HOTEL

This event is for graduates and cohort groups who have previously attended EDUCAUSE Institute Programs. Reconnect with members of your class, make new connections, and explore other common interests among peers.

Programs invited to attend:
Breakthrough Models Academy
Breakthrough Models Incubator
Leadership
Leading Change Institute
Learning Technology Leadership
Management
Your Office Now Includes Your Students.

You purchase Microsoft Office for all your faculty and staff – now add students at no additional cost¹.

Think about every faculty, staff and now student on campus having access to the latest and most widely used productivity solution to pursue their major, their degree, their dream.

Visit the Microsoft booth #1201 to learn how.

¹EES Volume Licensing agreement; purchase of either Office Professional Plus or Office 365 ProPlus for all faculty and staff is required.
Next Generation Learning Challenges (NGLC) fosters a community of innovators and adopters to create a lasting compilation of replicable solutions and greater institutional adoption—dramatically improving the quality of learning experiences in the United States. Learn more at nextgenlearning.org.
Friday, October 18

7:00–10:15 a.m.

**EDUCAUSE Community and Constituent Group Lounge Open**
*Sponsored by ConnectEDU, Bronze Partner*

MEETING ROOM 205B

This space is designed for members of the EDUCAUSE community and constituent groups 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 on-site scheduling board to reserve space for larger meetings. See you there!

**International Welcome Lounge Open**

MEETING ROOM 205A

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**

*Sponsored by Desire2Learn Incorporated, Platinum Partner*

MEETING ROOM 206A

Media representatives attending EDUCAUSE 2013 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 Desire2Learn Incorporated, Platinum Partner*

MEETING ROOM 303C/D

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.
FRIDAY

7:30–8:00 a.m.

Morning Refreshments
FOYERS
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
Sponsored by Ellucian, Platinum Partner
MEETING ROOM 303A
Note: Separate registration and fee are required.

7:30–10:15 a.m.

Speaker Ready Room Open
MEETING ROOM 204A
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
LOBBY B
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
LOBBY C
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

Copyright Challenges Facing Higher Education
BALLROOM C
Pam Samuelson, Faculty Director, Berkeley Center for Law and Technology, University of California, Berkeley
There has never been a more challenging time for higher educational institutions in relation to copyright law and policy. Georgia State University’s electronic course reserve policy has been challenged as copyright infringement. The University of Michigan and other library partners of Google are fighting in the courts to establish that it is fair use to make digital copies of books for purposes of preservation, text mining, and access to print-disabled persons. Congressional hearings have been held to consider comprehensive reform of copyright law, and the head of the Copyright Office has announced her interest in overseeing “the next great copyright act.” But will the outcomes be great for higher education or just for copyright industry groups?
Join us for an extra 30 minutes in the foyer for an opportunity to continue the conversation immediately following this session.

Data/Information Access and Management

Mobile Advising: Assembling a Business Architecture for Student Success
BALLROOM E
Rhonda Dean-Kyncl, Assistant Dean for Academic Services, University of Oklahoma Central Office
The University of Oklahoma’s Academic Services department has built a mobile digital records system that dramatically improved how advisors communicate with students. See how a Tier 1 research institution managed the implementation of an integrated information management system that helps students and advisors easily track academic progress through many channels.
Outcomes: Know how engaging students through mobile recordkeeping supports an institution’s competitive edge | Learn how digital access to records improves student retention and success | See why IT staff and advisors must form strategic partnerships to establish a new set of business process standards
Remote Infrastructure Management: Taking IT Services to the Cloud
BALLROOM A

Robert Pescinski, IT Director/Program Manager, Raritan Valley Community College

Providing IT services has become an overwhelming problem: IT operations are needed around the clock, and the breadth of services is constantly expanding. “Rightsourcing” is the use of remote and on-campus resources in an integrated way to address these needs.

Outcomes: Learn how “rightsourcing” through remote infrastructure management can solve IT problems | Explore how proper integration of off-campus resources and on-campus staff can improve services | Understand how rightsourcing beats traditional outsourcing

Leadership and Management

“I’m One of You, and I’m Here to Help!” Lessons Learned from the TBSR External Review Process
MEETING ROOM 213A

John H. Carpenter, Chief Technology Officer, McDonough School of Business, Georgetown University; Bryan Hoffman, Interim Director of Technology, College of Business, Minnesota State University, Mankato; Ginger Breon, Assistant Dean and CIO, Smeal College of Business, The Pennsylvania State University; Bradford J. Hunt, Executive Director of IT, University of Georgia; David Burns, Director, Red McCombs School of Business, University of Texas at Austin

The Technology in Business Schools Roundtable has implemented an external review process to help member schools in benchmarking their IT organization’s effectiveness. In this session you’ll learn how we leverage the experience of experts we know and trust—our members—to gain valuable insights, and how you can do it too.

Outcomes: Realize the unique value in having a peer review process that goes beyond typical benchmarking | Learn how to expose issues or opportunities that other consultants may not recognize | Leave with ideas and tools to begin a program like this

Collaborative Procurements: Perspectives from Multiple Stakeholders
MEETING ROOM 211A/B

Louise Finn, CIO/Associate Vice President Technology Services, Loyola University Maryland; Chad Kearsley, ATU Manager, Microsoft Corporation; Tamara Petronka, Executive Director, MEEC, and Donald Spicer, Associate Vice Chancellor and CIO, University System of Maryland

MEEC is a statewide, K–20-leveraged IT products and services procurement consortium. Membership consists of public, private, and federal institutions and libraries. MEEC stakeholders include members, vendors, and the host organization. This interactive panel discussion will explore the value proposition for participating in MEEC from the perspective of these stakeholder groups.

Outcomes: Learn how to develop a win-win-win strategy for leveraged procurements | Hear about potential savings in the procurement process | Realize there are secondary benefits, such as goodwill of funders, by taking the initiative in consortial approaches

The Transformational Journey to a Modern Learning Environment: A Triangulation of Perspectives
MEETING ROOM 213C

Eugene J. Harvey, Assessment and Reference Librarian, and Melaine C. Kenyon, Director of Instructional Technology, Buffalo State College; Mark McBride, Director, Library Services, Monroe Community College

Curious about modern learning environments? Join us for a discussion of the transformation of a traditional computer lab into a modern active learning environment using an innovative triangulation model of three perspectives: conceptualization and planning from A/V and IT, library instruction and professional development, and learning space assessment.

Outcomes: Understand the triangulation concept involving system integration of a selected control system with modern classroom furniture | Learn how to assess the impact of new learning environments | Contemplate the impact of learning environments on faculty and instruction
FRIDAY

8:00–8:50 a.m. continued

Teaching and Learning

Bringing Accessibility into the Classroom: Practice and Proof

Furniture provided by Steelcase, Gold Partner

MEETING ROOM 304A/B

Daniela Marghitu, Faculty, Computer Science, and Richard Clay Yarbrough, Instructional Technology Specialist III, Auburn University; Tracy Mitrano, Director of IT Policy, Cornell University; Ayanna Howard, Professor, Georgia Institute of Technology

In this interactive presentation, we will present tools and strategies for enabling higher education faculty and administration to engage college-age students with disabilities in the classroom environment. Participants will be encouraged to work collaboratively toward identifying possible solutions to education accessibility issues, which incorporate policies, procedures, and procurement strategies.

Outcomes: Learn the principles of Universal Design and Universal Design for Learning (UDL) | Learn how to develop accessible classroom and web-based applications and services | Learn about administrative solutions/best practices involving policies, procedures, and procurement strategies

A Comparison of Active Note-Taking Methods

MEETING ROOM 304C/D

Ken Graetz, Director, Teaching, Learning, and Technology Services, and Norbert Thomes, Learning Systems and Services Coordinator, Winona State University

Student note-taking is changing rapidly. Many students have tablets with note-taking and annotation capability that goes unused. Next-generation note-taking requires students to transform their note-taking process from passive transcription to an active skill. Winona State conducted usability studies, selected a standard note-taking app, trained students and instructors, and assessed outcomes.

Outcomes: Realize that “taking notes” is changing | Know that it is possible to evaluate note-taking applications using established and rigorous methodology | Learn how active note-taking can have a deep impact on learning

ECAR’s 2013 Study The State of E-Learning in Higher Education: An Eye toward Growth and Increased Access

MEETING ROOM 204B

Jacqueline Bichsel, Senior Research Analyst, EDUCAUSE

The expansion of e-learning initiatives has been driven by an increase in post-traditional learners, who desire flexibility in scheduling and location. In addition to providing increased access, e-learning can contribute to increased enrollments and revenue, enhance an institution’s reputation, and enrich the teaching and learning experience. We present results from a comprehensive study characterizing the current state of e-learning in higher education. We will review insights into the challenges of e-learning, concerns that remain about e-learning, the most important factors to consider in selecting e-learning technologies, and specific steps institutions can take to make progress in their e-learning initiatives.

☐ From IT to Academic Affairs: Getting Started with Learning Analytics

BALLROOM D

Dionne N. Curbeam, Director of Instructional Technology and Training, Prasad Doddanna, Director of Information Systems, and Sadie R. Gregory, Provost and Vice President for Academic Affairs, Coppin State University

In the past, Coppin State University has successfully implemented many of the Blackboard Analytics modules. In spring 2012, Coppin started the Analytics for Learn implementation process, with a launch date of fall 2012. This presentation will share the details of our implementation effort, including strategy, feedback from faculty and students, and lessons learned.

Outcomes: Hear why learning analytics requires a coordinated effort between information technology, academic affairs, and campus executive level administrators | See how these areas can work together to move learning analytics forward | Understand that learning analytics is feasible even with a small budget

☐ Learning in the Public Sphere: The Pedagogy of LMSs and MOOCs

BALLROOM B

Michael Griffith, Faculty Technology Coordinator, Tulane University

With social learning poised to dominate education technology development over the next few years, we will revisit the social media theories surrounding the public sphere and how the behavior of the individual in these spaces determines their stability moving forward. We will look toward theoretical planning over reactive practice.

Outcomes: Learn the theoretical underpinnings of the Public Sphere as a basis for understanding the behavior of individuals | Look at this Public Sphere through the lens of well-developed theories | Learn the results of Tulane’s exploration of these concepts

DISCUSSION SESSIONS

Registrars and Admissions Officers Constituent Group

MEETING ROOM 210A/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, recordkeeping and access, and data storage and retrieval. Come share your pitfalls, best practices, and proven solutions with your colleagues.
**Web Professionals Constituent Group**

**MEETING ROOM 213B**

**Aren Cambre**, Team Lead, Web Technologies, Southern Methodist University

This session will allow web masters, project managers, administrators, designers, and other web professionals to exchange ideas on the use of the web as both a productivity and public relations tool. Topics may include content management systems, mobile web, the IT-PR working relationship, and web-related tools and technologies.

**8:50–9:10 a.m.**

**Beverage Break**

**FOYERS**

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.**

**Continue the Conversation with Pam Samuelson**

**FOYER, LEVEL 3**

**Pam Samuelson**, Faculty Director, Berkeley Center for Law and Technology, University of California, Berkeley

Join us in the foyer for an extended half-hour conversation following “Copyright Challenges Facing Higher Education.”

**9:10–10:00 a.m.**

**FEATURED SESSION**

**Internet Governance**

**BALLROOM C**

**James X. Dempsey**, Policy Director, Center for Democracy and Technology

Who controls the Internet, and how might changes in the governance structure affect access and freedom? A global debate is under way over who should govern the Internet, with momentous consequences in store for access, freedom, and innovation. In fact, national governments, international bodies, technical standards organizations, institutions of higher education, the companies that provide the infrastructure and software, and users themselves all have a role to play. This talk will unpack a widely misunderstood topic that deserves the attention of all who care about the future of the Internet.

**Enterprise and Infrastructure**

**Enabling Cloud Adoption with IAM, WebSSO, and Federation**

**MEETING ROOM 213A**

**Tunde Giwa**, Chief Technology Officer, The Juilliard School; **John O’Keefe**, Vice President and CIO, Lafayette College; **William G. Thompson Jr.**, IAM Practice Director, Unicon; **George Hosler**, Director, Enterprise Systems Integration, University of Kansas

As cloud-based services continue to gain importance and adoption, many campuses are still struggling to develop integration strategies that work well with current IT architectures, systems, and services. This session will focus on IAM architecture as a key enabler of successful cloud-based service adoption and integration.

**Outcomes:** Learn why identity and access management is a key enabler of any cloud-based services strategy | See how CIFER Enterprise WebSSO: CAS and Shibboleth create a robust solution | Gain a sense of scale, challenges, and pitfalls for these types of projects

**Leadership and Management**

**Building Better Services through Community: Internet2 NET+ Canvas LMS**

**MEETING ROOM 213D**

**Catherine Zabriskie**, Director, Academic Technology Services, Brown University; **Devlin Daley**, Co-Founder, CTO, Canvas by Instructure; **Andrew Keating**, Program Manager, Internet2; **Joel L. Hartman**, Vice Provost and CIO, University of Central Florida; **Alison Robinson**, Deputy CIO, University of Maryland, **Karin I. Roberts**, Assistant Director, Academic and Collaborative Applications, UW-IT, University of Washington

This session will highlight the benefits of a cloud-hosted LMS and an effective model for engaging cloud service providers. Specifically, four universities will describe how they worked with Internet2 and Instructure to make the Canvas LMS available through the NET+ initiative, securing enhancements to better fit Internet2 community requirements.

**Outcomes:** See how project management can provide increased efficiency and agility | Understand how implementing PM concepts can be done without sacrificing principles or losing implementation time | Gain practical tips from organizations that have made PM work
9:10–10:00 a.m. continued

Data Management Future: An ECAR Presentation
MEETING ROOM 211A/B

Curtis W. Hillegas, Director of Research Computing, Princeton University; Guy T. Almes, Director, Academy for Advanced Telecommunications and Learning Technologies, Texas A&M University; Michael Fary, Enterprise Data Architect, University of Chicago; Judy Caruso, Director, IT Policy and Planning, University of Wisconsin–Madison

Join some experts on data management on the ECAR Data Management Team as they present their perspectives and predictions on the future of data management. The panelists will discuss directions in administrative data, research/science data, IT infrastructure, and visionary data facilities.

Plan, Deploy, and Sustain a Scalable Enterprise Network Infrastructure in Support of Learning, Research, and Business Operations
BALLROOM B

Richard Pickett, CIO, San Diego State University; Min Yao, Chief Enterprise Technology Officer, University of California, San Diego

This session will share the experiences and business models of two research universities in San Diego (University of California San Diego and San Diego State University) in planning, deploying, and sustaining enterprise networks in the face of fiscal challenges.

Outcomes: Understand the challenges of building a sustainable and scalable network infrastructure | Learn about the role of collaboration in building research networks | Hear about funding models for a scalable network infrastructure and services

The Cloud: Migrating to and Managing from the Last Mile (the Lecture)
MEETING ROOM 210D

Amy Metzger, Telecommunications and Operations Manager, Dave Spanel, Assistant Director, and Corrie J. Svehla, Technology Manager, University of Nebraska–Lincoln

Additional project contributors: Gary Caster, Affiliate–Project Management, and Bryan Kinnan, Client Services Support Specialist, University of Nebraska–Lincoln

In addition to joining the Big Ten Conference, the University of Nebraska–Lincoln recently completed a full migration from premise Lotus Notes and other systems to Microsoft Office 365. Learn key Research 1 University considerations and due diligence in provider selection, migration planning, and long-term management of enterprise level “cloud-based commodity services.”

Outcomes: Learn how e-mail sourcing deserves consideration with the institution’s mission and enterprise architecture | Hear about challenges and solutions to issues arising from cloud hosting and sourcing of e-mail | Gain an understanding of managing and maintaining cloud services from the campus

Partnersourcing across Institutions for Efficient, High-Quality Support
BALLROOM A

Constance Leimomi Ford, Support Center Manager, and Sue B. Workman, Associate Vice President, Client Services and Support, Indiana University; Cathy O’Bryan, Director of Client Support, Indiana University Bloomington

Learn about the unique, mutually beneficial partnersourcing support between Indiana University and Ivy Tech Community College. By leveraging expertise, economies of scale, and the power of an interinstitutional relationship, IU and Ivy Tech have realized improved efficiencies and higher-quality technical support for their combined 340,000 students, faculty, and staff.

Outcomes: Identify and recognize IT support opportunities within higher education for partnersourcing across institutions | Describe the potential efficiencies of partnersourcing for IT support | Gain increased awareness of the challenges and benefits of leveraging across institutions

Teaching and Learning

Documentary Instruction: Transforming the Lecture
BALLROOM E

Ray Henderson, President, Academic Platforms, Blackboard; Jeff Larsen, CEO and Executive Producer, In The Telling

Additional project contributors: Nancy Rubin, Director of Online and Social Media, Briarcliffe College; Liesl Riddle, Associate Dean for Graduate Programs, GW School of Business, The George Washington University

Robust analytics, vast transactional infrastructures, and massively scalable courses have been produced in 20 years of online education. And yet, the crucial last mile—the lecture itself—remains largely unchanged. This talk will explore documentary instruction and the cinematic lecture. It will show various techniques including animation and documentary filmmaking strategies that enhance the storytelling aspects of the lecture and create branches into deep learning. Case studies from Columbia University, the George Washington University, Engineers Without Borders, the Bainbridge Graduate Institute, and other pioneers in documentary instruction provide real-world examples of this innovative approach that bring the art of storytelling to online courses.

Outcomes: Become aware of alternative forms, formats, and techniques for online instruction | Learn how online education can become more effective and more active | Understand how leading higher education institutions have applied digital storytelling to make their instruction more engaging
E-Assessment Challenges: How to Conduct Secure E-Exams with Open-Source Solutions and BYOD
MEETING ROOM 210C

Tobias Halbherr, Expert for Examinations and Online Examinations, and Daniel R. Schneider, Project Leader Safe Exam Browser, ETH Zurich

Do you think e-assessment is a complex endeavor that can only be deployed in examination rooms kitted out with special hardware and expensive testing suites or external test centers? We will demonstrate how to conduct online exams that are secure even on student laptops, using the free open-source Safe Exam Browser combined with Moodle.

Outcomes: Gain an overview of organizational and technological challenges presented by computer-based testing and the available solutions | Understand how Safe Exam Browser secures computers during exams | Discuss different kinds of computer-based testing scenarios

Growing Game-Based Learning at Your Institution
MEETING ROOM 208A/B

Victoria Mondelli, Director of Teaching and Learning, and Chris Salute, Assistant Dean, School of Business, Mercy College

To better educate and engage next-generation learners, we have launched a game-based learning initiative at Mercy College. This session will offer strategies for enhancing faculty expertise in game development and facilitation. Participants will learn about resources helpful in building a game-based learning initiative at their institutions.

Outcomes: Review game-based learning pedagogies and methodologies | Hear recommendations for developing a game-based learning faculty community | Develop practical steps for starting a game-based learning initiative | Participate in a game on gaming

The Little Red Schoolhouse: An Old Model for a New Age
MEETING ROOM 304C/D

Dawn Clineman, Director of Online Learning, and Carolyn J. Stoll, Instructional Designer, University of Cincinnati

In this fun, interactive presentation session, we will use the Little Red Schoolhouse as a lens to facilitate a discussion of how methods employed out of necessity by one-room school teachers can be adapted to meet the needs of the modern online learner.

Outcomes: Draw comparisons between the one-room classroom and today’s online classroom | Take away active online teaching methods | Leave with a new way of looking at an old, perhaps too easily discarded, model of teaching and learning

Social Presence in Online Learning: Bringing Learners Together in New Ways across Space and Time
BALLROOM D

Matthew Clay, Assistant CIO of Technology Consulting, Jude Higdon-Topaz, Assistant CIO for Academic Technology, and Bryan Schneider, Assistant CIO and Director of Technology Services, Minnesota State University, Mankato

In this talk, we’ll discuss how telepresence, new models for lecture capture, and a range of other tools are empowering instructors and learners to feel a greater sense of “social presence” and powering pedagogies like flipped instruction and blended learning.

Outcomes: Define social presence and explain why it is important in online learning environments | Discuss presence vis-à-vis emerging, dominant pedagogical models | Apply principles and technology-enhanced pedagogical strategies of digital social presence in an online or blended environment

Using Analytics to Assess the Impact of LMS Course Redesign Training

Furniture provided by Steelcase, Gold Partner
MEETING ROOM 304A/B

John Fritz, Assistant Vice President, Instructional Technology and New Media, University of Maryland, Baltimore County

Although we’ve long had an interest in learning analytics at UMBC, we’ve struggled to scale up development of our proprietary solutions. This session will show how we are using Blackboard Analytics for Learn (BA4L) to explore the LMS in much finer detail and assess the impact of faculty course redesign training.

Outcomes: Learn the various course design differences we discovered with respect to modes of instruction and to faculty training | Understand how we used BA4L to discover effective hybrid practitioners | Understand that learning analytics is driven by questions, not tools

DISCUSSION SESSIONS

Decision Support/Data Warehousing Constituent Group
MEETING ROOM 207A

Theodore Bross, Associate Director, Administrative Information Services, Princeton University

Decision support encompasses a range of topics including business/institutional intelligence, data warehousing, executive information systems, data mining, data marts, and performance management. This meeting will provide a forum to 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. The meeting is a great opportunity to connect with your colleagues and share best practices and lessons learned.
ECAR Annual Student Technology Study Q&A
SAN SIMEON, FOURTH FLOOR, HILTON ANAHEIM HOTEL
The student technology study explores technology ownership, use, and perceptions of technology among undergraduate students. Have you participated in the study in the past? Are you considering participating next year? Meet ECAR’s student study research team, learn how to become involved, and find answers to your questions about this annual study.

IT Accessibility Constituent Group
MEETING ROOM 207B
Greg Kraus, University IT Accessibility Coordinator, North Carolina State University
This meeting will provide a forum for discussing current and emerging issues related to IT accessibility, especially focusing on policy, law, and implementation. Several current activities at the federal level, as well as multiple lawsuits and formal complaints against higher education institutions for using inaccessible technologies, are forcing us all to take IT accessibility more seriously. This forum will provide an opportunity to discuss implications and to share strategies and best practices for ensuring our institutions’ technologies are accessible to all learners. Anyone with a leadership role in IT is encouraged to participate.

IT CFOs and Business Officers Constituent Group
MEETING ROOM 207D
Alan Katz, Assistant Dean for Finance and Administration, College of Computing, Georgia Institute of Technology
This discussion will 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.

10:15–11:15 a.m.
GENERAL SESSION

Disaggregation and Innovation in Higher Education: Charting a Course through Turbulent Times
Sponsored by Vital Source Technologies
EXHIBIT HALL A
Paul J. LeBlanc, President, Southern New Hampshire University
Institutions of higher education are facing change and competition from for-profits, start-ups, and disruptive delivery modes. Innovation fatigue is taking hold as institutions wrestle with MOOCs, competency-based education, badges, and more. Developing an effective institutional strategy requires a theory of change and what’s happening in academia. Too many institutions flail, without advancing institutional goals, mission, or positioning. This presentation will frame the change under way through the lens of disaggregation, explore the implications for the emergence of new delivery and business models, and provide a heuristic for examining institutional strategy through SNHU’s rapid growth as the fourth-largest nonprofit provider of online degrees and its launch of College for America, the first competency-based degree program approved by the Department of Education.

See You Next Year!
September 29–October 2
Orlando, Florida, and Online
Join us again for the best thinking in higher education IT!
Congratulations to the 2013 EDUCAUSE Award Recipients

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Barron Koralesky
Macalester College

Rising Star Award
Jennifer Sparrow
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EXHIBIT HALL

EDUCAUSE 2013 features more than 270 exhibiting corporations. Use the exhibitor directory (beginning on page 150) 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 HOURS

WEDNESDAY
9:30 a.m.–6:30 p.m.

THURSDAY
10:00 a.m.–4:30 p.m.

EXHIBIT HALL HIGHLIGHTS

NETWORKING RECEPTION IN THE EXHIBIT HALL
WEDNESDAY | 4:30–6:30 p.m.
McGraw-Hill Education, Gold Partner | Booth #511
CourseSmart, Bronze Partner | Booth #723
Atomic Learning | Booth #1570
SHI International | Booth #1668

Join your colleagues for an informal gathering with drinks and hors d’oeuvres while visiting exhibitors. Scan your badge at all of the sponsor booths for a chance to win one of three complimentary registrations to EDUCAUSE 2014 in Orlando. Winners will be announced on Thursday.

START-UP ALLEY

Visit Start-Up Alley to provide valuable input and feedback to 30 emerging companies and learn about pilot opportunities.

NEXT GENERATION LEARNING CHALLENGES ALLEY

Learn about innovative grant projects and how these game-changing models of education can apply to your institution.

LEARNING THEATER

The Learning Theater is a community space designed for high-energy presentations and informal group discussions.
EXHIBIT HALL HOURS

WEDNESDAY
9:30 a.m.–6:30 p.m.

THURSDAY
10:00 a.m.–4:30 p.m.

WIN A FREE EDUCAUSE 2014 REGISTRATION!

During the networking reception in the exhibit hall on Wednesday from 4:30 to 6:30 p.m., don’t forget to scan your badge at each of the sponsor booths—marked with an asterisk (*)—for a chance to win one of three complimentary registrations to EDUCAUSE 2014 in Orlando, Florida. Winners will be announced on Thursday.

Note: You must visit and swipe your badge at all of the sponsor booths to qualify.

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Aastra
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**Product Categories:** Audio and Video Conferencing; Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Enterprise Information Systems; Wireless

Absolute Software
Booth #910
sales@absolute.com, 800-220-0733
www.absolute.com

**Product Categories:** Data Security; Help Desk; Mobile Computing; Security Management

Accuvant
Booth #1677/1679
Jeep Keyser, Director, SLED West
jkeyser@accuvant.com, 480-201-5656
www.accuvant.com

**Product Categories:** Data Security; Identity and Access Management; Network Security and Applications; Security Management; Virtualization

Acquia
Booth #1561/1563
Chris Hartigan, General Manager, Higher Education
chris.hartigan@acquia.com, 781-313-8331
www.acquia.com

**Product Categories:** Cloud Computing and Services; Content Management Systems; Mobile Computing; Open Source

Ad Astra Information Systems
Booth #1520/1522
Sarah Collins, Chief Business Officer
scollins@aais.com, 913-652-4100
www.aais.com

**Product Categories:** Academic Information Systems; Analytics and Research; Consulting

Adobe Systems
Booth #420
www.adobe.com/education

**Product Categories:** Audio and Video Conferencing; Cloud Computing and Services; Digital Publishing

Aegis Identity Software
Booth #659/758
Janet Yarbrough, Director of Business Development and Sales
janet.yarbrough@aegisidentity.com, 303-589-5435
www.aegisidentity.com

**Product Categories:** Cloud Computing and Services; Data Security; Enterprise Information Systems; Identity and Access Management; Security Management

Aerohive Networks
Booth #1665/1667
Charles Bettinelli, Regional Sales Manager
cbettinelli@aerohive.com, 949-680-8152
www.aerohive.com

**Product Categories:** Classroom Control Systems; Hardware; Mobile Computing; Network Infrastructure; Wireless

AirTight Networks
Booth #1675
Paul Kersse, Director of Channel Operations
paul.kersse@airtightnetworks.com, 843-737-1177
www.airtightnetworks.com

**Product Categories:** Cloud Computing and Services; Mobile Computing; Network Infrastructure; Network Security and Applications; Wireless

AirWatch
Bronze Partner
Booth #751
Tyce Miller, Director of Education Solutions
education@air-watch.com, 877-367-1855
www.air-watch.com

**Product Categories:** Cloud Computing and Services; Content Management Systems; Mobile Computing; Network Security and Applications

Alcatel-Lucent
Booth #1436
Ruth Killeen, Senior Director Field Marketing
ruth.killeen@alcatel-lucent.com, 732-616-3225
www.alcatel-lucent.com/enterprise

**Product Categories:** Audio and Video Conferencing; CRM; Digital Signage; Network Security and Applications; Wireless
Alertus Emergency Notification
Booth #560
Drew Mulford, Director, Higher Education Sales
dmulford@alertus.com, 866-425-3788
www.alertus.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Consulting; Digital Signage; Hardware

AMX Corporation
Booth #1442
Global Education Marketing
800-222-0193
www.amxcampus.com

Apogee
Booth #629/728
Wendi Lisso, National Account Manager
wlisso@apogee.us, 512-478-8858 x120
www.apogee.us

Product Categories: Academic Information Systems; Help Desk; Mobile Computing; Network Infrastructure; Wireless

AppDynamics
Booth #904
info@appdynamics.com
www.appdynamics.com

Product Categories: Cloud Computing and Services; E-Commerce; Mobile Computing

Artemis
Danielle Bonner, Event Sales Coordinator
info@ArtemisEducation.com, 800-765-4838
www.ArtemisEducation.com

Product Categories: Analytics and Research; Consulting; Social Media; Training

Aruba Networks
Silver Partner
Booth #1250/1252
Brad Hogan, Global Events
bhogan@arubanetworks.com, 408-227-4500
www.arubanetworks.com

Product Categories: Mobile Computing; Network Infrastructure; Network Security and Applications; Security Management; Wireless

Asahi Net International
Booth #342
Tomoka Higuchi McElwain, Vice President, Sales and Marketing
thiguchi@anisakai.com, 212-521-4275
www.anisakai.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Learning Management Systems (LMS); Open Source; Training

AT&T
Bronze Partner
Booth #1430
Ben Kruse, Lead Marketing Manager
bc1849@att.com, 816-275-0405
www.att.com/edu/highered

Product Categories: Cloud Computing and Services; Learning Management Systems (LMS); Mobile Computing; Network Security and Applications; Wireless

Atomic Learning
Booth #1570
Deb Meester, Director of Higher Education Sales
dmeester@atomiclearning.com, 866-259-6890
www.atomiclearning.com/highed

Product Categories: Adaptive Technologies; Consulting; Help Desk; Student Information Systems; Training

Automatic Sync Technologies
Booth #255
Kevin Erler, Partner
kevin@automaticsync.com, 877-278-7962
www.automaticsync.com

Product Categories: Adaptive Technologies; Content Capture; Media Production, Preservation, and Storage; Training

Avatier Corporation
Booth #1379
James Swan, Sales
jamessw@avatier.com, 925-217-5188
www.avatier.com

Product Categories: Cloud Computing and Services; Consulting; Help Desk; Identity and Access Management; Security Management
## EXHIBITOR DIRECTORY

### Avaya
Booth #1524/1526
Patrick Scott, Senior Account Executive
pdscott@avaya.com, 630-245-2718
www.avaya.com

*Product Categories:* Audio and Video Conferencing; Cloud Computing and Services; Network Infrastructure; Network Security and Applications; Security Management

### BerryDunn
Booth #1662
Clint Davies, Principal
cdavies@berrydunn.com, 207-541-2322
www.berrydunn.com/highered

*Product Categories:* Business Continuity, Disaster Recovery, Emergency Planning; Consulting; Enterprise Information Systems; Network Infrastructure; Security Management

### Big Bang
**Bronze Partner**
Booth #1312/1314
Nathaniel Bauer, Marketing Director
nbauer@bigbangllc.com, 414-225-9075
www.bigbangllc.com

*Product Categories:* Business Continuity, Disaster Recovery, Emergency Planning; Consulting; Help Desk; Network Infrastructure

### Blackboard
**Gold Partner**
Booth #537
Lauren Gelfound, Senior Manager, Vertical Marketing
Lauren.Gelfound@Blackboard.com, 800-424-9299
www.blackboard.com

*Product Categories:* Academic Information Systems; Analytics and Research; Audio and Video Conferencing; Consulting; Learning Management Systems (LMS)

### Blue Coat Systems
Booth #1752
Sevi Boisvert, Account Manager
sevi.boisvert@bluecoat.com, 408-505-6312
www.bluecoat.com

*Product Category:* Network Security and Applications

### Brainfuse
Booth #1756
Gianni Lecciso, Director of Higher Education
glecciso@brainfuse.com, 978-697-4760
www.brainfuse.com

*Product Categories:* Adaptive Technologies; Cloud Computing and Services; Learning Space; Training; Virtualization

### Bretford Manufacturing
Booth #1663
Customer Service
customerservice@bretford.com, 800-521-9614
bretford.com

*Product Categories:* Furniture; Learning Space

### Bomgar Corporation
Booth #1169
Danielle Rosero, Marketing Events Manager
DRosero@bomgar.com, 770-407-1875
www.bomgar.com

*Product Categories:* Data Security; Help Desk

### BOSS SOFTWARE
Booth #351
Andy Levy, Director of Sales
andy.levy@bosssoftware.com, 720-284-3893
www.bosssoftware.com

*Product Categories:* Security Management; Student Information Systems

### Box
Booth #1376/1378
Nima Tavakoli, Channel Sales Manager, Education
nima@box.com, 650-633-3736
www.box.com

*Product Categories:* Cloud Computing and Services; Content Management Systems; Data Security; Mobile Computing

### Bradford Networks
Booth #1518
Michael Killoran, Vice President Sales
mkilloran@bradfordnetworks.com, 339-933-0317
www.bradfordnetworks.com

*Product Categories:* Identity and Access Management; Mobile Computing; Network Infrastructure; Network Security and Applications; Security Management

### Blue Jeans Network
Booth #643
Jordan Casey, Account Executive
jordan@bluejeans.com, 800-403-9256
bluejeans.com

*Product Category:* Cloud Computing and Services
BridgeWave Communications
Booth #1460
Randy Montoya, Director of Sales, West
randym@bridgewave.com, 425-273-0440
www.bridgewave.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Document Imaging and Management; Network Infrastructure; Wireless

California State University, Office of the Chancellor
Booth #1233
MERLOT Webmaster
webmaster@merlot.org, 562-951-8488
www.merlot.org

Product Categories: Academic Information Systems; E-Portfolios; Learning Space; Open Source

Cambridge Computer
Booth #458/460
Karen King, Director of 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 #800
Jim Polit, Senior Marketing Research Lead
jpolit@campusmgmt.com, 561-982-3778
www.campusmanagement.com

Product Categories: Consulting; CRM; Enterprise Information Systems; ERP; Student Information Systems

Campus Technology
Booth #658/660
Naama Ben-Daat, Senior Marketing Coordinator, Public Sector Media
nbendaat@1105media.com, 703-876-5067
www.campustechnology.com

Product Categories: Academic Information Systems; Cloud Computing and Services; Financing; Mobile Computing; Virtualization

Campus Televideo
Booth #468
Rick Nixon, Director of Sales & Marketing
rnixon@campustelevideo.com, 203-983-5400 x119
www.campustelevideo.com

Product Category: Wireless

CampusCruiser
Booth #318
Lily Hsu, Office Manager
lhsu@campuscruiser.com, 973-244-7856 x180
www.campuscruiser.com

CampusEAI Consortium
Booth #1711
Anjli Jain, Executive Director
anjli_jain@campuseai.org, 216-589-9626
www.campuseai.org

Product Categories: Cloud Computing and Services; ERP; Identity and Access Management; Learning Management Systems (LMS); Mobile Computing

campusM
Booth #1571
David Stephenson, Commercial Director
david.stephenson@ombiel.com, + 44 7748704061
www.campusM.com

Product Categories: Cloud Computing and Services; Content Management Systems; Learning Management Systems (LMS); Mobile Computing; Student Information Systems

Canvas by Instructure
Bronze Partner
Booth #151
Michael Rutkowski, Market Development Manager
michael@instructure.com, 801-869-5000
www.instructure.com

Product Categories: Cloud Computing and Services; Learning Management Systems (LMS); Open Source; Training

Carbonite
Booth #668
Eric Raymond, National Account Manager
eraymond@carbonite.com, 617-927-1942
www.carbonite.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services

CCKF
Booth #568
Cecil Banhan, SVP Business Development
cecil.banhan@cckf-it.com, 917-703-1417
realizeitlearning.com

Product Categories: Adaptive Technologies; Analytics and Research; Learning Management Systems (LMS); Learning Space
CDW Government
Platinum Partner
Booth #808
David Doucette, Senior Regional Sales Manager
dave.doucette@cdwg.com, 312-705-4501
www.cdwg.com/highereducation

Product Categories: Cloud Computing and Services; Data Security; Mobile Computing; Network Security and Applications; Wireless

CedarCrestone
Booth #1525/1527
Elizabeth Thompson, Vice President–Higher Education
Elizabeth.Thompson@CedarCrestone.com, 678-245-6896
www.cedarcrestone.com

Product Categories: Academic Information Systems; Cloud Computing and Services; Consulting; Enterprise Information Systems; Help Desk

Cengage Learning
Gold Partner
Booth #519
Kristin McNary, Marketing Director
kristin.mcnary@cengage.com, 518-348-2372
www.cengage.com

Product Categories: Analytics and Research; Digital Publishing; Learning Management Systems (LMS); Learning Space

Cherwell Software
Booth #471/473
Joan Harrison, Account Manager
joan.harrison@cherwell.com, 719-203-3450
www.cherwell.com

CHRISTIE
Booth #1260/1262
Matt Curry, Senior Manager, Consultant Relations
mattthew.curry@christiedigital.com, 847-274-9638
www.christiedigital.com

Product Categories: Adaptive Technologies; Audio and Video Conferencing; Digital Signage; Learning Space

The Chronicle of Higher Education
Booth #1622/1624
Harvey Hill, Associate Publisher
Harvey.Hill@chronicle.com, 202-466-1074
Chronicle.com

Product Category: Digital Publishing

CIBER
Booth #722/724
Garth Carter, Vice President
gcarter@ciber.com, 630-693-8819
www.ciber.com

Product Categories: Academic Information Systems; Cloud Computing and Services; Consulting; Enterprise Information Systems; ERP

Cisco Systems
Gold Partner
Booth #601
John Tuohy, Education Marketing Manager
jtuohey@cisco.com, 408-525-7370
www.cisco.com/go/education

Product Categories: Cloud Computing and Services; Mobile Computing; Network Infrastructure; Virtualization; Wireless

Citrix Systems
Booth #1009/1011
Erik Alvarez, Citrix Education Sales
erik.alvarez@citrix.com, 800-424-8749 (press 4 for sales)
www.citrix.com/education

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Mobile Computing; Network Infrastructure; Virtualization

Click Security
Booth #1375/1377
Tim Roy, Director of Sales
tim@clicksecurity.com, 512-637-8500
www.clicksecurity.com

Product Categories: Analytics and Research; Network Security and Applications; Security Management

CloudLock
Booth #1368
Elizabeth Eagleston, Regional Sales Director
Elizabeth@CloudLock.com, 978-448-0507
www.cloudlock.com

Product Categories: Data Security; Security Management

Cloudpath Networks
Bronze Partner
Booth #353/355
Jeff Grimm, Sales Executive
jeff@cloudpath.net, 303-647-5412
www.cloudpath.net

Product Categories: Mobile Computing; Network Infrastructure; Network Security and Applications; Security Management; Wireless
EXHIBITOR DIRECTORY

Code 42 Software
Booth #1575/1577
Code42 Sales Team
sales@code42.com, 612-333-4242
www.code42.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Mobile Computing; Security Management; Virtualization

Cognizant
Booth #361/363
Steve Schenfeld, Director, Global Sales–Education
Steven.Schenfeld@cognizant.com, 914-260-4910
www.cognizant.com/information-media-entertainment/education

Product Categories: Cloud Computing and Services; Consulting; Enterprise Information Systems; Learning Management Systems (LMS); Student Information Systems

CollegeNET
Booth #1131
Julia Noonan, VP, Sales
sales@collegenet.com, 503-973-5200
www.corp.collegenet.com

Product Categories: Analytics and Research; Cloud Computing and Services; CRM; E-Commerce; Enterprise Information Systems

CollegeSource
Booth #1263
Jennifer Wright, Marketing Associate
jennifer@collegesource.com, 513-834-8768
www.collegesource.com

Product Categories: Academic Information Systems; Data Administration and Warehousing; Data Security; Learning Management Systems (LMS)

Computer Comforts
Bronze Partner
Booth #1219/1318
Frank Kolavo, President
frank@computercomforts.com, 281-535-2288
www.computercomforts.com

Product Category: Furniture

Corel Corporation
Booth #1627
Morry Attias, Account Manager, Licensing Graphics and Digital Media–NA
morry.attias@corel.com, 888-267-3548 x2031
www.corel.com

Product Categories: Consulting; ERP; Mobile Computing; Open Source; Security Management

Courseload
Booth #365
John Falchi, Senior Vice President, Academic and Business Partnerships
jfalchi@courseload.com, 317-257-0570
www.courseload.com

Product Categories: Analytics and Research; Digital Publishing; Open Source

CourseNetworking
Booth #223/225
Sarah Zike, Director, Business Development
sarah@coursenetworking.com, 317-550-2020
www.thecn.com

Product Categories: Learning Management Systems (LMS); Social Media

CourseSmart
Bronze Partner
Booth #723
Shannon Meadows, SVP, Business Development
shannon.meadows@coursesmart.com, 650-295-3820
www.coursesmart.com

Product Categories: Analytics and Research; Digital Publishing

Crestron Electronics
Booth #743
Dave Silberstein, Director, Commercial Markets
dsilberstein@crestron.com, 201-767-3400
www.crestron.com

Product Categories: Audio and Video Conferencing; Classroom Control Systems

Dell
Platinum Partner
Booth #1301
www.dell.com/highered

Product Categories: Cloud Computing and Services; Hardware; Mobile Computing; Network Infrastructure; Virtualization

Deloitte
Booth #1470
Louise Upton, Partner
lupton@deloitte.ca, 902-721-5527

Product Categories: Consulting; ERP; Mobile Computing; Open Source; Security Management

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Desire2Learn Incorporated
*Platinum Partner*
Booth #1319
info@desire2learn.com, 877-352-7329
www.desire2learn.com

*Product Categories:* Analytics and Research; Cloud Computing and Services; Learning Management Systems (LMS)

Destiny Solutions
Booth #1361/1363
Jonathan Tice, Senior Vice President
jtice@destinysolutions.com, 866-403-0500 x216
www.destinysolutions.com

*Product Categories:* Cloud Computing and Services; ERP; Student Information Systems

DLT Solutions
Booth #1477/1479
Brandon Leppo, Red Hat Solutions Sales Representative
brandon.leppo@dlt.com, 703-708-9107
www.dlt.com/redhat

*Product Categories:* Cloud Computing and Services; Data Administration and Warehousing; Network Infrastructure; Open Source; Virtualization

DocFinity
Booth #1257
Ian Llado, Account Manager
info@docfinity.com, 814-238-0038
www.docfinity.com

*Product Categories:* Content Management Systems; Document Imaging and Management; Enterprise Information Systems; Mobile Computing

E2Campus by Omnilert
Booth #1155/1157
National Sales, Emergency Communications Consultant
info@e2campus.com, 800-936-3525
www.e2campus.com

*Product Categories:* Business Continuity, Disaster Recovery; Emergency Planning; Content Management Systems; Security Management; Social Media

Echo360
*Silver Partner*
Booth #529
David Brounstein, Vice President of US and Canada Sales
dbrounstein@echo360.com, 703-667-7500
www.echo360.com

*Product Categories:* Clickers; Content Capture; Content Management Systems; Learning Space; Mobile Computing

Eclipse PPM
Booth #1766
Craig MacInnis, VP, Business Development
cmacinnis@eclipseppm.com, 416-385-0774
www.eclipseppm.com

*Product Category:* Portfolio and Project Management

EduServe International
Booth #764
Karly Tomlinson, Officer Manager
ktomlinson@eduserve.info, 815-717-8090
www.eduserveinternational.com

*Product Category:* Consulting

Ektron
Booth #570
Cathy Lovas, Marketing Manager
cathy.lovas@ektron.com, 603-594-0249
www.ektron.com

*Product Categories:* Cloud Computing and Services; Content Management Systems; Mobile Computing

Ellucian
*Platinum Partner*
Booth #501
Alan Freund, Solution Specialist
request@ellucian.com, 800-223-7036
www.ellucian.com

*Product Categories:* Analytics and Research; Consulting; CRM; Enterprise Information Systems; Mobile Computing

EMC Corporation
*Bronze Partner*
Booth #1701/1703
Breck Dewitt, K12 and HiEd CTO and Director
breck.dewitt@emc.com, 615-973-5300
www.emc.com/education

*Product Categories:* Cloud Computing and Services; Data Security; Enterprise Information Systems; Network Security and Applications; Virtualization

EMPOWER Student Information System
Booth #1660
Dennis Bredel, Director of Business Development
dbredel@empowersis.com, 888-826-6773
www.empowersis.com

*Product Category:* Student Information Systems
Enrollment Rx
Booth #227/229
George Monteguido, Sales and Marketing Director
george@enrollmentrx.com, 847-737-1036
www.enrollmentrx.com

*Product Categories:* Cloud Computing and Services; CRM; Document Imaging and Management; Student Information Systems

Ensemble Video
Booth #464
Scott Nadzan, VP of Marketing and Sales
scott@ensemblevideo.com, 315-753-0094
ensemblevideo.com

*Product Categories:* Academic Information Systems; Content Management Systems; Media Production, Preservation, and Storage; Training

Enterasys Networks
*Bronze Partner*
Booth #1119
Jonathan Kidwell, Solution Engineer Ctrl Sales
jkidwell@enterasys.com, 502-432-4671
www.enterasys.com

*Product Categories:* Identity and Access Management; Network Infrastructure; Network Security and Applications; Virtualization; Wireless

Epson
*Gold Partner*
Booth #418
Jeff Greenlee, Regional CAM Manager
jeff_greenlee@ea.epson.com, 562-981-3840
www.epsonbrighterfutures.com

*Product Categories:* Document Imaging and Management; Hardware

Event Management Systems by Dean Evans and Associates
*Bronze Partner*
Booth #1519/1521
Nadine Hosmer, Senior Account Executive
nadine.hosmer@dea.com, 800-440-3994
www.dea.com

*Product Categories:* Academic Information Systems; Audio and Video Conferencing; Student Information Systems

Eximsoft Worldwide
Booth #1629
Carter Maddox, Marketing Manager
cmaddox@examsoft.com, 903-539-6970
www.examsoft.com

*Product Categories:* Analytics and Research; Cloud Computing and Services; Data Administration and Warehousing; Mobile Computing

Excelsoft
Booth #259
Dev Ramnane, VP, Business Development
dev.r@excelindia.com, 609-373-9846
www.excelindia.com

*Product Categories:* Adaptive Technologies; Analytics and Research; Digital Publishing; Learning Management Systems (LMS); Open Source

Exinda
Booth #1633
Ryan Tollofson, Director, Content Marketing
ryan.tollofson@exinda.com, 416-850-1583
www.exinda.com

*Product Categories:* Analytics and Research; Business Continuity, Disaster Recovery, Emergency Planning; Identity and Access Management; Network Infrastructure; Network Security and Applications

Experian QAS
Booth #754
Michelle Kavalchuk, Marketing Specialist
michelle.kavalchuk@experian.com, 617-385-6700
www.qas.com

*Product Categories:* Cloud Computing and Services; Content Capture; Content Management Systems; CRM; Data Administration and Warehousing

eXplorance
Booth #369
Samer Saab, CEO
ssaab@explorance.com, 514-836-7264
www.explorance.com

*Product Categories:* Academic Information Systems; Analytics and Research; Enterprise Information Systems; Learning Management Systems (LMS); Learning Space
Extensis
Booth #253
James Kidwell, Product Marketing Manager
jkidwell@extensis.com, 503-274-2020
www.extensis.com

*Product Categories:* Academic Information Systems; Enterprise Information Systems; Virtualization

Extron Electronics
Silver Partner
Booth #710
sales@extron.com, 800-633-9876
www.extron.com

*Product Categories:* Audio and Video Conferencing; Classroom Control Systems; Furniture

Fiberlink
Booth #237
Amanda Gammons, Marketing Manager
agammons@fiberlink.com, 215-664-1656
www.maas360.com

*Product Categories:* Cloud Computing and Services; Identity and Access Management; Mobile Computing; Network Security and Applications; Security Management

FireEye
Booth #1467
Bret Waugh, Territory Manager
bret.waugh@fireeye.com, 310-721-0818
www.fireeye.com

*Product Category:* Network Security and Applications

Fischer International Identity
Booth #561/563
Dorothy J. Roosevelt, Assistant to the President
djr@fischerinternational.com, 239-436-2625
www.fischerinternational.com/edu

*Product Categories:* Cloud Computing and Services; Identity and Access Management; Security Management

Flat World Knowledge
Booth #655
Jessica Frisenda, Marketing Manager
jessica@fwk.com, 202-604-9775
www.flatworldknowledge.com

*Product Categories:* Adaptive Technologies; Digital Publishing

Follett Higher Education Group
Booth #1719
Zakia Jarrett, Manager, Intellectual Property
zjarrett@follett.com, 630-371-7328
www.fheg.follett.com

*Product Categories:* Consulting; E-Commerce

Fortinet
Booth #572

Four Winds Interactive
Bronze Partner
Booth #436
Katrina Heim, Director of Sales, Government and Education
kheim@fourwindsinteractive.com, 720-389-3636
www.fourwindsinteractive.com

*Product Category:* Digital Signage

Fujitsu America
Booth #233/332
Dan Callaghan, Regional Dir, Product Sales
DCallaghan@us.fujitsu.com, 408-764-9321
solutions.us.fujitsu.com

*Product Categories:* Enterprise Information Systems; Hardware; Mobile Computing; Network Infrastructure

FuzeBox
Booth #358
Lizzy Wilmarth, Director of Accounts–Education
lwilmarth@fuzebox.com, 415-676-1639
www.fuzebox.com

*Product Categories:* Academic Information Systems; Audio and Video Conferencing; Cloud Computing and Services; Virtualization; Wireless

Gartner
Platinum Partner
Booth #900
Mischelle Choinski, Regional Vice President
mischelle.choinski@gartner.com, 703-387-5682
www.gartner.com

*Product Categories:* Analytics and Research; Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Consulting; Identity and Access Management
Gilfus Education Group
Bronze Partner
Booth #1223
Tom Winterstein, Managing Partner
Tom@Gilfuseducationgroup.com, 888-861-3375 x708
www.gilfuseducationgroup.com

Product Categories: Analytics and Research; Enterprise Information Systems; Learning Management Systems (LMS); Network Infrastructure; Portfolio and Project Management

Google
Silver Partner
Booth #1125
www.google.com/apps/edu

Product Categories: Cloud Computing and Services; Data Security; E-Mail and Productivity Systems; Enterprise Information Systems; Learning Management Systems (LMS)

GoPrint Systems
Booth #1356
Brenda Briseno, Sales Director
sales@goprint.com, 888-527-7468 x3
www.goprint.com

Product Categories: Cloud Computing and Services; Mobile Computing

GovConnection
Bronze Partner
Booth #1510
Lorna Murphy, Marketing Associate
lmurphy@pcconnection.com, 603-683-2987
www.govconnection.com

Product Categories: Digital Signage; Mobile Computing; Network Infrastructure; Network Security and Applications; Virtualization

Hannon Hill Corporation
Booth #673
Blaine Herman, VP Sales
blaine.herman@hannonhill.com, 678-904-6900 x111
www.hannonhill.com

Product Categories: Cloud Computing and Services; Content Management Systems; Social Media

Higher Technology Solutions
Booth #1707
Sachin J. Koshy, Director, Client Services
skoshy@htsglobal.com, 612-501-0882
www.htsglobal.com

Product Categories: Academic Information Systems; Consulting; CRM; Enterprise Information Systems; Student Information Systems

Hitachi ID Systems
Booth #1656
Ajay Parmar, Senior Account Manager
Ajay_Parmar@Hitachi-ID.com, 403-233-0740 x246
www.Hitachi-ID.com

Product Categories: Cloud Computing and Services; Data Security; Identity and Access Management; Network Security and Applications; Security Management

Hobsons
Silver Partner
Booth #1000
Alice Heidtman, Event Planner
alice.heidtman@hobsons.com, 513-746-2305
www.hobsons.com

Horizon DataSys
Booth #1352
Kully Pawa, Senior Account Executive
kully.pawa@horizondatasys.com, 604-324-0797 x4001
www.horizondatasys.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Classroom Control Systems; Help Desk; Mobile Computing; Security Management

Howard Technology Solutions
Booth #440/444
Colin McDaniel, Tradeshow Manager
cmcdaniel@howard.com, 601-399-5713
www.howardcomputers.com

Product Categories: Audio and Video Conferencing; Digital Signage; Learning Management Systems (LMS); Mobile Computing; Wireless

HP
Gold Partner
Booth #1101
Phyllis Koenig, WW Event Manager
phyllis.koenig@hp.com, 443-285-4043
www.hp.com/go/highereducation

Product Categories: Cloud Computing and Services; Document Imaging and Management; Enterprise Information Systems; Mobile Computing; Network Security and Applications
Huawei Enterprise USA
Booth #205
Rick Qiu
rick.qiu@huawei.com
www.huaweienterpriseusa.com

**Product Categories:** Audio and Video Conferencing; Cloud Computing and Services; Media Production, Preservation, and Storage; Network Infrastructure; Wireless

Hyland Software
Bronze Partner
Booth #619/718
Laurel Stiller, Higher Education Marketing Manager
Laurel.Stiller@hyland.com, 440-788-6071
www.hyland.com

**Product Categories:** Content Capture; Content Management Systems; Document Imaging and Management; Enterprise Information Systems; Student Information Systems

IData
Booth #569/571/573
Brian Parish, President
bparish@idatainc.com, 703-378-2110 x801
www.idatainc.com

**Product Categories:** Analytics and Research; Cloud Computing and Services; Consulting; Data Administration and Warehousing; Enterprise Information Systems

Identity Finder
Booth #1362
Chris Arold, Sales Director
sales@identityfinder.com, 646-863-8301
www.identityfinder.com

**Product Categories:** Data Administration and Warehousing; Data Security; Enterprise Information Systems; Network Security and Applications; Security Management

Impulse Point
Booth #450/452
Tim Evans, VP, Sales, Impulse Point
tevans@impulse.com, 508-330-8212
www.impulse.com

**Product Categories:** Cloud Computing and Services; Identity and Access Management; Mobile Computing; Network Security and Applications; Security Management

inLighten
Booth #1143
716-759-7750
www.inlighten.net

**Product Categories:** Content Management Systems; Digital Signage; Student Information Systems

Inside Higher Ed
Booth #902
Samantha Smith, Marketing Manager
samantha.smith@insidehighered.com, 202-448-6143
www.insidehighered.com

**Product Categories:** Digital Publishing; E-Commerce; E-Portfolios; Social Media

Io Consulting
Booth #1367
ISE
Booth #1279
Scott Pepin, Regional Sales Manager
spepin@ise-group.com, 253-279-0837
www.ise-group.com

**Product Categories:** Furniture; Learning Space; Training

izzy+
Booth #1743
Brandon Reame, Market Development Strategist
brandon.reame@izzyplus.com, 616-510-0578
www.izzyplus.com

**Product Categories:** Financing; Learning Space

Jadu
Bronze Partner
Booth #551
Matt Culpin, Marketing Manager
matt.culpin@jadu.net, 877-411-6959
www.jadu.net

**Product Categories:** Content Management Systems; Digital Publishing; E-Commerce; Mobile Computing

Jenzabar
Platinum Partner
Booth #301
Liz DeSmit, Product Marketing Manager
Liz.DeSmit@jenzabar.com, 540-432-5237
www.jenzabar.com

**Product Categories:** Analytics and Research; Cloud Computing and Services; CRM; ERP; Learning Management Systems (LMS)

JourneyEd.com
Booth #219
Greg Lamkin, Director of Sales
glamkin@digitalriver.com, 972-805-9400
www.journeyed.com

**Product Categories:** Cloud Computing and Services; E-Commerce; Hardware; Training
EXHIBITOR DIRECTORY

Juniper Networks
Booth #1537
Tracy O’Brien, Marketing Manager
tobrien@juniper.net, 408-745-2000
www.juniper.net

Product Categories: Cloud Computing and Services; Network Infrastructure; Network Security and Applications; Virtualization; Wireless

Kaltura
Booth #1566
Meytal Burstein, Director of Marketing
meytal.burstein@kaltura.com, 646-290-5445
www.kaltura.com

Product Category: Open Source

Kuali Foundation
Booth #354
Mike Allmendinger, Director of Communications
mea2@kuali.org, 607-342-2343
www.kuali.org

Product Categories: Enterprise Information Systems; ERP; Mobile Computing; Open Source; Student Information Systems

LabArchives
Booth #564
Earl Beutler, President and CEO
ebeutler@labarchives.com, 800-653-5016
www.labarchives.com

Product Categories: Analytics and Research; Cloud Computing and Services; Data Administration and Warehousing; E-Portfolios; Mobile Computing

LANDesk
Booth #1576
Ralph Mooers, Territory Manager, SmB/SLED–Pacific
Ralph.Mooers@landesk.com, 503-925-0988
www.landesk.com

Product Categories: Cloud Computing and Services; Help Desk; Identity and Access Management; Mobile Computing; Network Security and Applications

LaptopsAnytime
Booth #1674
Jonathan Ruttenberg, Vice President
jonnathan@laptopsanytime.com, 614-579-3053
www.laptopsanytime.com

Product Categories: Cloud Computing and Services; Hardware; Learning Space; Mobile Computing

Laserfiche
Silver Partner
Booth #1351
Linda Ding, Education Program Strategist
linda.ding@laserfiche.com, 562-988-1688 x197
www.laserfiche.com

Product Categories: Content Capture; Content Management Systems; Document Imaging and Management

The Learning House
Booth #1457
Chris Rollins, Business Development Associate
crollins@learninghouse.com, 502-815-0734
www.learninghouse.com

Product Categories: Analytics and Research; Consulting; Learning Management Systems [LMS]; Training

Learning Objects
Booth #637
Craig Johnson, Business Development
Cjohnson@learningobjects.com, 202-265-3276 x158
www.learningobjects.com

Product Categories: Adaptive Technologies; Cloud Computing and Services; Digital Publishing; E-Portfolios; Learning Space

Lenovo
Bronze Partner
Booth #1410
Jason S. 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 Computing

Level 3 Communications
Booth #371
Bulent Taskan, Director, Business Development
Bulent.Taskan@level3.com, 585-255-1169
www.level3.com

Product Categories: Audio and Video Conferencing; Data Administration and Warehousing; Help Desk; Network Infrastructure; Network Security and Applications

Liquidware Labs
Booth #1579
Jason Smith, Director of User Management Solutions
Jason.Smith@liquidwarelabs.com, 678-648-7042
www.liquidwarelabs.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Identity and Access Management; Mobile Computing; Virtualization
LiveText
Booth #1254/1256
Kelly Grigus, Events Coordinator
conferences@livetext.com, 708-588-1735
www.livetext.com

Product Categories: Analytics and Research; Content Management Systems; E-Portfolios; Learning Management Systems (LMS)

Lock’n’Charge Technologies
Booth #344
Peg Rickard, Director, Business Development
peg.r@lockncharge.com, 608-220-3535
www.lockncharge.com

Product Categories: Data Security; Hardware; Mobile Computing; Security Management

Longsight
Bronze Partner
Booth #1551
Sean Wallace, Marketing Director
information@longsight.com, 740-599-5005
www.longsight.com

Product Categories: Academic Information Systems; Cloud Computing and Services; Content Management Systems; Learning Management Systems (LMS); Open Source

Lumens Integration
Booth #243
Michael Olmedo, Vice President of Sales
michael@mylumens.com, 888-542-3235
www.mylumens.com

Product Categories: Adaptive Technologies; Audio and Video Conferencing; Hardware; Media Production, Preservation, and Storage; Security Management

lynda.com
Silver Partner
Booth #651
Lauren Lochtefeld, Senior Manager of Events
llochtefeld@lynda.com, 805-477-3900
www.lynda.com

Product Categories: Learning Space; Training

Macmillan Science and Education
Booth #1008
Macmillan Higher Education and Macmillan New Ventures
salessupport@macmillan.com, 800-446-8923

Product Categories: Adaptive Technologies; Clickers; Digital Publishing; E-Portfolios; Learning Space

Marshall Furniture
Booth #559
Michelle Wille, VP Sales and Marketing
michelle@marshallfurniture.com, 847-395-9350
www.marshallfurniture.com

Product Categories: Digital Signage; Furniture

McGraw-Hill Education
Gold Partner
Booth #511
Mary Donnelly, Senior Exhibits Manager
mary.donnelly@mheducation.com, 212-904-2892
www.mheducation.com

Product Categories: Adaptive Technologies; Content Capture; Digital Publishing

Meru Networks
Booth #1243
Richard Nedwich, Director of Education BU
info@merunetworks.com, 877-952-6725
www.merunetworks.com

Product Categories: Identity and Access Management; Learning Management Systems (LMS); Network Infrastructure; Virtualization; Wireless

MessageSolution
Booth #1469/1471
Josh Liang, VP Marketing
josh@messagesolution.com, 408-383-0100
www.MessageSolution.com

Product Categories: Cloud Computing and Services; Content Management Systems; E-Mail and Productivity Systems; Enterprise Information Systems

Microsoft Corporation
Gold Partner
Booth #1201
Cimon Cox, Audience Marketing Manager
cimonb@microsoft.com, 703-943-5756
www.microsoft.com/education

Product Categories: Analytics and Research; Cloud Computing and Services; Content Management Systems; CRM; Identity and Access Management

Minuteman/Para Systems
Booth #562
Bill Allen, Director of Marketing
ballen@minutemanups.com, 972-446-7363
www.minutemanups.com

Product Categories: Data Security; Enterprise Information Systems; Network Infrastructure; Network Security and Applications; Security Management
Modo Labs
Booth #470/472
Charles Chisholm, Account Executive
charles.chisholm@modolabs.com, 617-768-7562
www.modolabs.com

Product Categories: Academic Information Systems; Learning Management Systems (LMS); Mobile Computing; Open Source

Moofwd
Booth #201/203
Thomas Szwech, Director of Sales and Marketing
thomas.szwech@moofwd.com, 855-266-6393 x107
moofwd.com

Product Categories: Cloud Computing and Services; E-Mail and Productivity Systems; Enterprise Information Systems; Mobile Computing

Moran Technology Consulting
Silver Partner
Booth #1310
Charlie Moran, Senior Partner and CEO
charlie.moran@morantechnology.com, 877-212-6379
www.MoranTechnology.com

Product Categories: Cloud Computing and Services; Consulting; ERP; Identity and Access Management; Student Information Systems

NEC
Bronze Partner
Booth #101
Annie Moore-Cox, PhD, Senior Vertical Practice Manager
annie.moore-cox@necam.com, 518-218-4247
www.necam.com/highered

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Network Infrastructure; Network Security and Applications; Virtualization

NEC Display Solutions
Booth #1731
Kim Holm, Reseller Sales
sinformation@necdisplay.com, 866-632-6673
www.necdisplay.com

Product Categories: Digital Signage; Hardware

NetApp
Bronze Partner
Booth #1637
Ann James, Field Marketing Manager, State and Local Government and Education Marketplace
ann.james@netapp.com, 408-591-4138
www.netapp.com/edu

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Content Management Systems; Data Security; Virtualization

NetSupport
Booth #1523
Marcus Kingsley, CEO
sales@netsupport-inc.com, 770-205-4456
www.netsupport-inc.com

Product Categories: Academic Information Systems; Classroom Control Systems; Student Information Systems; Training

Nimble Storage
Booth #727
Paul Malkon, Account Executive
pmalkon@nimblestorage.com, 760-707-2247
www.nimblestorage.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Data Administration and Warehousing; Data Security; Hardware; Network Infrastructure

Novell
Booth #836/838
Brian Six, Senior Sales Engineer
BSIX@novell.com, 858-699-8701
www.novell.com

Product Categories: Data Security; Document Imaging and Management; E-Mail and Productivity Systems; Mobile Computing; Security Management

Oberon
Booth #1374
Scott Thompson, President
sdt@oberonwireless.com, 814-867-2312
www.oberonwireless.com

Product Categories: Mobile Computing; Network Infrastructure; Network Security and Applications; Wireless

OmniUpdate
Booth #762
Michael Monina, VP of Sales
mmonina@omniupdate.com, 805-484-9400
omniupdate.com

Product Categories: Cloud Computing and Services; Content Management Systems; Digital Publishing; Mobile Computing; Social Media
onShore Development
Booth #912/914
Daniel T. Pyne, Vice-President, Sales
sales@webcheckout.net, 773-477-7019
www.webcheckout.net

**Product Categories:** Academic Information Systems; Data Administration and Warehousing; Enterprise Information Systems; ERP; Help Desk

OpenDNS
Booth #721
Tasha Reasor, Marketing Programs Manager
tasha@opendns.com, 415-344-3129
www.opendns.com

**Product Categories:** Data Security; Network Security and Applications

Oracle Corporation
Silver Partner
Booth #1601
Rachel Copp, Senior Field Marketing Manager
rachel.copp@oracle.com, 703-364-0566
www.oracle.com

**Product Categories:** Academic Information Systems; Analytics and Research; Cloud Computing and Services; Enterprise Information Systems; Student Information Systems

Panasonic
Bronze Partner
Booth #211
Grace Taveras, Marketing Specialist
grace.taveras@us.panasonic.com, 201-392-6524
www.panasonic.com/education-technology

**Product Categories:** Digital Signage; Document Imaging and Management; Hardware; Mobile Computing; Security Management

Panopto
Booth #1567/1569
Jason Filatov, Sales Representative
sales@panopto.com, 855-PANOPTO
www.panopto.com

**Product Categories:** Audio and Video Conferencing; Content Capture; Content Management Systems; Media Production, Preservation, and Storage; Training

Pearson
Platinum Partner
Booth #1109
Christine Curtin, Director of Marketing
christine.curtin@pearson.com, 617-671-2919
www.pearsonhighered.com

**Product Categories:** Academic Information Systems; Analytics and Research; Content Management Systems; Digital Publishing; Learning Management Systems (LMS)

PeopleAdmin
Booth #670
Tod Klubnik, VP of Sales and Business Development
SalesDept@PeopleAdmin.com, 877-637-5800
www.peopleadmin.com/contact

**Product Categories:** Analytics and Research; Cloud Computing and Services; Consulting; E-Portfolios

Perceptive Software
Silver Partner
Booth #1237
Teresa Seltman, Trade Show Specialist
jessica.lyles@perceptivesoftware.com, 913-667-8308
www.perceptivesoftware.com

**Product Categories:** Content Capture; Content Management Systems; Document Imaging and Management; Enterprise Information Systems

PESC-Postsecondary Electronic Standards Council
Booth #1354
Jennifer Kim, Director of Membership Services
Jennifer.Kim@PESC.org, 202-261-6514
www.PESC.org

**Product Categories:** Data Administration and Warehousing; E-Portfolios; Student Information Systems

Pinnacle IT
Booth #772
Pamela Kick, CEO
Pamela.Kick@PinnacleIT.com, 207-873-7540 x1000
www.pinnacleit.com

**Product Categories:** Analytics and Research; Cloud Computing and Services

Polycom
Booth #1369/1371
Marc McCormick, Public Sector Marketing Manager
marc.mccormick@polycom.com, 408-685-6272
www.polycom.com/education

**Product Categories:** Audio and Video Conferencing; Business Continuity, Disaster Recovery, Emergency Planning; Content Management Systems; Media Production, Preservation, and Storage; Training
EXHIBITOR DIRECTORY

PrinterOn Corporation
Booth #1669
Denis Dreni, Director, Strategic Alliances and Global Sales
ddreni@printeron.com, 425-647-0772
www.printeron.com

Product Category: Cloud Computing and Services

Procera Networks
Booth #1657
Trevor Failor, VP Sales
trevor.failor@proceranetworks.com, 1-877-PROCERA
www.proceranetworks.com

Product Categories: Network Infrastructure; Network Security and Applications; Virtualization

ProctorU
Booth #373
Andy Caldwell, Vice President of Business Development
acaldwell@proctoru.com, 925-273-7588
www.proctoru.com

Product Categories: Identity and Access Management; Security Management

Proofpoint
Booth #1357
Ed Stacy, EDU Regional Sales Rep
estacy@proofpoint.com, 408-517-4710
www.proofpoint.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Content Management Systems; Data Security; Security Management

Qualtrics
Booth #1762/1764
Daniel Young, Marketing and Events
dyoung@qualtrics.com, 801-374-6682 x4227
www.qualtrics.com

Product Categories: Academic Information Systems; Cloud Computing and Services; Mobile Computing

Questionmark
Booth #245
Jeff Place, Product Evangelist
jeff@questionmark.com, 800-863-3950
www.questionmark.com

Product Categories: Analytics and Research; Cloud Computing and Services; Consulting; Content Management Systems; Data Security

Rapid Insight
Booth #558
Product Category: Analytics and Research

Rave Mobile Safety
Booth #1556
Don Basler, Marketing Manager
dbasler@ravemobilesafety.com, 508-532-8935
www.ravemobilesafety.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Security Management

RealNetworks
Booth #719
Charles Johnson
Helix-sales@realnetworks.com, 800-444-8011
www.realnetworks.com/helix

Product Categories: Cloud Computing and Services; Content Management Systems; Security Management

Respondus
Booth #824/826
Sales Director
sales@respondus.com, 405-497-0389
www.respondus.com

Product Categories: Classroom Control Systems; Learning Management Systems (LMS); Learning Space

rSmart
Booth #352
Sean Warren, Product Manager
swarren@rsmart.com, 866-874-4338
www.rsmart.com

Product Categories: Cloud Computing and Services; Enterprise Information Systems; ERP; Network Infrastructure; Open Source

Runner Technologies
Booth #1557
Barry Allweiss, VP of Sales and Marketing
barry@runnerotech.com, 561-395-9322
www.RunnerTech.com

Product Categories: CRM; Data Administration and Warehousing; E-Mail and Productivity Systems; ERP; Student Information Systems
EXHIBITOR DIRECTORY

Salesforce.com Foundation
Booth #125
Sandra Sanvido, Director of Product Marketing
ssanvido@salesforce.com, 415-836-3639
www.salesforcefoundation.org

Product Categories: Cloud Computing and Services; CRM; E-Mail and Productivity Systems; Enterprise Information Systems; Social Media

Samsung Techwin America
Booth #359
Richard Bellomy, VP, Sales and Marketing
richard.bellomy@samsung.com, 310-605-3306
www.samsungpresenterusa.com

Product Categories: Audio and Video Conferencing; Content Capture; Hardware; Learning Space; Training

San Jose State University
Booth #1462
Rhonda Dahlgren, Recruitment and Events Analysis
Rhonda.Dahlgren@sjsu.edu, 408-924-2500
SLISWEB@JSU.EDU

Product Categories: Academic Information Systems; Analytics and Research; Portfolio and Project Management; Student Information Systems; Training

SAP Public Services
Booth #623/625
Bruce Levick, National Director of Business Development
Bruce.Levick@SAP.com, 978-546-1103
www.sap.com/industries/highered/index.epx

Product Categories: Analytics and Research; Data Administration and Warehousing; ERP; Mobile Computing; Student Information Systems

SAS Institute
Silver Partner
Booth #1478
Missi Poynter, Senior Account Executive
Missi.Poynter@sas.com, 919-531-0467
www.sas.com/highered

Product Categories: Analytics and Research; Data Administration and Warehousing; Enterprise Information Systems; Mobile Computing

Scantron Corporation
Booth #1366
Rich Vesga, Account Executive
rich_vesga@scantron.com, 800-722-6876 x7784
www.scantron.com

Product Categories: Academic Information Systems; Analytics and Research; Document Imaging and Management; Enterprise Information Systems; Hardware

SchoolChapters
Booth #662
Catherine Hutchings, Director of Communications
service@schoolchapters.com, 800-604-9465
www.schoolchapters.com

Product Categories: E-Portfolios; Mobile Computing; Social Media

Schoology
Booth #107
Robert Tousignant,
Sr. Director of Higher Education Sales
rtousignant@schoology.com, 212-213-8333
www.schoology.com

Product Categories: Adaptive Technologies; Content Management Systems; Learning Management Systems (LMS)

SEP Software Corp.
Booth #1623
Richard Yager, Marketing Manager
ry@sepusa.com, 303-449-0100
www.sepusa.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Data Security; Media Production, Preservation, and Storage; Network Infrastructure; Virtualization

ShareStream
Booth #1705
Gayraud Townsend, Director of Business Development
info@ShareStream.com, 888-875-9475
ShareStream.com

Product Categories: Academic Information Systems; Content Capture; Content Management Systems; Learning Management Systems (LMS); Media Production, Preservation, and Storage

SHI International Corp.
Booth #1668
Sophie Truong, Public Sector Software Partner Manager
Sophie_Truong@shi.com, 732-868-8938
www.shi.com

Product Categories: Data Security; Hardware; Mobile Computing; Network Infrastructure; Virtualization

Silicon Mechanics
Booth #663/665
Art Mann, Sales Manager,
Education/Research/Government
art.mann@siliconmechanics.com, 425-424-0000 x135
www.siliconmechanics.com

Product Categories: Cloud Computing and Services; Enterprise Information Systems; Hardware; Open Source; Virtualization
EXHIBITOR DIRECTORY

SoftChalk
Booth #565
Sales
sales@softchalk.com, 877-638-2425 x1
www.softchalk.com

Product Categories: Cloud Computing and Services; Mobile Computing; Open Source

Softdocs
Booth #1778
Dawn Woodrow, Sales Coordinator
dwoodrow@softdocs.com, 888-457-8879 x108
www.softdocs.com

Product Category: Document Imaging and Management

Software Secure
Booth #1253
Steve Lesser, Vice-President, Sales and Marketing
slesser@softwaresecure.com, 617-340-6381
www.softwaresecure.com

Product Categories: Cloud Computing and Services; Identity and Access Management; Mobile Computing; Security Management

Sonic Foundry
Platinum Partner
Booth #1501
Eleanor Jacobson, Event Marketing Intern
eleanorj@sonicfoundry.com, 608-443-0030
www.sonicfoundry.com

Product Categories: Content Capture; Content Management Systems; Learning Space; Media Production, Preservation, and Storage; Mobile Computing

Sophos
Booth #1774
NA Sales
nasales@sophos.com, 781-494-5800
www.sophos.com

Product Categories: Cloud Computing and Services; Data Security; Mobile Computing; Network Security and Applications; Security Management

Spectrum Industries
Booth #818/820/822
Shannon Ouimet, Event Coordinator
souimet@spectrumfurniture.com, 800-235-1262
www.spectrumfurniture.com

Product Category: Furniture

Sprint
Booth #633/732
Linda Ferguson, Marketing Manager
linda.ferguson@sprint.com, 440-447-6158
www.sprint.com/highereducation

Product Categories: Cloud Computing and Services; Digital Signage; Mobile Computing; Wireless

SSD Technology Partners
Booth #1332
Kyle Lauser, Axiom Business Development
klauser@ssdel.com, 302-472-2226
www.axiomhighered.com

Product Categories: Consulting; Content Capture; Document Imaging and Management; Student Information Systems

Starfish Retention Solutions
Booth #1670
John Plunkett, SVP, Strategy and Marketing
jplunkett@starfishsolutions.com, 703-260-1185
www.starfishsolutions.com

Product Categories: Academic Information Systems; Analytics and Research; CRM; Enterprise Information Systems

Starin
Booth #1725
Keith Myers, Channel Sales Manager
Keith.Myers@starin.biz, 800-846-5606
www.starin.biz

Product Categories: Audio and Video Conferencing; Content Capture; Learning Space

STEALTHbits Technologies
Booth #664
Tim Eisenhardt, Marketing Manager
tim.eisenhardt@stealthbits.com, 201-301-1816
www.stealthbits.com

Product Categories: Data Security; Identity and Access Management; Security Management

Steelcase
Gold Partner
Booth #410
educationsolutions@steelcase.com
www.steelcase.com/educationsolutions

Product Categories: Audio and Video Conferencing; Furniture
Stoneware
Booth #1568
Jessica Menasian, Account Exec
jmenasian@stone-ware.com, 888-473-9485
www.stone-ware.com

Product Categories: Classroom Control Systems; Cloud Computing and Services; Help Desk; Mobile Computing; Training

STOP Security Tracking of Office Property
Booth #1456
Doug Belfiore, Director of Customer Relations
doug@stoptheft.com, 800-488-7867
www.stoptheft.com

Product Categories: Data Security; Network Security and Applications; Security Management

Strata Information Group
Booth #1618/1619
Emily Rudin, General Manager, Client Services
rudin@sigcorp.com, 619-296-0170
www.sigcorp.com

Product Categories: Consulting; Data Security; ERP; Training

Streakwave Wireless
Booth #1475
Richard Bernhardt, Senior Director, Marketing and Communications
richard@streakwave.com, 408-294-8415
www.streakwave.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Network Infrastructure; Security Management; Wireless

Student Cloud
Booth #1578
Jose Peres, Partner
jperes@studentcloud.com, 877-648-7547

Super Micro Computer
Booth #1676
Edison Shih, Sales Coordinator
edisons@supermicro.com, 408-614-5701
www.supermicro.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Data Administration and Warehousing; Hardware; Network Security and Applications

Symantec Corporation
Booth #1626/1630
Jason Dondzil, Mgr, Inside Sales
Jason_Dondzil@symantec.com, 407-357-5106
www.symantec.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Data Security; Identity and Access Management; Mobile Computing; Network Security and Applications

Symplicity Corporation
Booth #469
Adam Fentress, Sales Lead
afentress@symplicity.com, 703-351-0200 x7100
www.symplicity.com

Product Categories: Cloud Computing and Services; Consulting; CRM; E-Portfolios

TaskStream
Booth #1267/1269
Webster Thompson, President
info@taskstream.com, 800-311-5656
www.taskstream.com

Product Categories: Academic Information Systems; Analytics and Research; Cloud Computing and Services; E-Portfolios; Portfolio and Project Management

TeachPrivacy
Booth #1754
Daniel Solove, Founder
inquiry@teachprivacy.com, 215-886-1943
www.teachprivacy.com

Product Categories: Consulting; Data Security; Network Security and Applications; Training

TeamDynamix
Booth #1151/1153
Andrew Zimmer, Marketing Coordinator
azimmer@teame dynamics.com, 614-581-1261
www.teamdynamix.com

Product Categories: Cloud Computing and Services; Help Desk; Portfolio and Project Management

TechSmith Corporation
Booth #1531
Haley Carwile, Education Account Manager
h.carwile@techsmith.com, 517-381-5884
www.techsmith.com

Product Categories: Content Capture; Training; Virtualization
Tegile Systems
Booth #1161/1163
sales@tegile.com, 510-791-7900
www.tegile.com

Product Categories: Cloud Computing and Services; Enterprise Information Systems; Network Infrastructure; Virtualization

Teq AVIT
Booth #653
Mitesh Patel, Sales VP
info@teqvavit.com, 949-709-4040
www.teqavit.com

Product Categories: Audio and Video Conferencing; Classroom Control Systems; Mobile Computing; Network Infrastructure; Wireless

TERMINALFOUR
Booth #725
Michael Lyons, Pre Sales Consultant
michael.lyons@terminalfour.com, 617-500-9171
www.terminalfour.com

Product Category: Content Management Systems

ThreatTrack Security
Booth #304
John Reumann, Director of Sales
Sales@ThreatTrack.com, 855-885-5566
www.threattracksecurity.com

Product Categories: Data Security; Mobile Computing; Network Security and Applications; Security Management

Three Rivers Systems
Booth #1137
Jami Morshed, VP Global Sales and Marketing
jamim@threeriverssystems.com, 636-386-8616
www.threeriverssystems.com

Product Categories: Academic Information Systems; CRM; ERP; Learning Management Systems (LMS); Student Information Systems

Tidebreak
Booth #1653/1655
Tom Mallen, Director of Sales
educause13@tidebreak.com, 650-289-9869
www.tidebreak.com

Product Categories: Classroom Control Systems; Content Capture; Learning Space; Mobile Computing

TimeClock Plus
Booth #1678
Jordy Moorman, Vice President of Sales
sales@timeclockplus.com, 800-749-8463
www.timeclockplus.com

Product Categories: Analytics and Research; Cloud Computing and Services; Enterprise Information Systems; Hardware; Mobile Computing

Tivli
Booth #1476
Marc Emmons, Director of Sales
marc@philo.com
www.philo.com

Product Categories: Adaptive Technologies; Cloud Computing and Services; Content Management Systems; Media Production, Preservation, and Storage; Social Media

TK20
Booth #1461
Anthony Cyplik, Regional Vice President
acyplik@tk20.com, 602-524-1490
www.tk20.com

Product Category: Learning Management Systems (LMS)

Top Hat
Booth #131
Gene Murray, VP of Sales
gene@tophat.com, 434-531-8268
www.tophat.com

Product Categories: Clickers; Training

Toshiba America Information Systems
Booth #731
Richard Vaughn, Director of Education Sales
richard.vaughn@tais.toshiba.com, 913-907-0687
us.toshiba.com

Product Categories: Hardware; Mobile Computing

TouchNet Information Systems
Bronze Partner
Booth #737/739
John Murphy, Vice President
john.murphy@touchnet.com, 913-599-6699
www.touchnet.com

Product Categories: Data Security; E-Commerce
EXHIBITOR DIRECTORY

TRACSYSTEMS
Booth #1574
Celia Libby, Vice President/CFO
clibby@tracsystems.com, 214-461-9855 x108
www.tracsystems.com
Product Categories: Document Imaging and Management; Hardware; Identity and Access Management; Mobile Computing; Wireless

Tuition Management Systems
Booth #1625
Carl J. Firlings Jr., Managing Director, National Sales
cfirlings@afford.com, 401-921-3832
www.afford.com
Product Category: E-Commerce

Turning Technologies
Bronze Partner
Booth #1543
sales@turningtechnologies.com, 330-746-3015
www.turningtechnologies.com
Product Categories: Clickers; Data Administration and Warehousing; Data Security

U.S. Bank Equipment Finance
Booth #1275
Marty Vahsen, Vice President
martin.vahsen@usbank.com, 203-968-8149
usbank.com/tfg
Product Categories: Consulting; ERP; Financing; Hardware; Network Infrastructure

Unanet Technologies
Booth #1255
Kate Ogden, Vice President, Business Development
sales@unanet.com, 703-689-9440
www.unanet.com
Product Categories: Cloud Computing and Services; Portfolio and Project Management

Unicon
Booth #322/324
Jim Layne, Vice President of Marketing
jlayne@unicon.net, 480-558-2400
www.unicon.net
Product Categories: Consulting; Enterprise Information Systems; Identity and Access Management; Learning Management Systems (LMS); Open Source

Unidesk Corporation
Booth #1474
sales@unidesk.com, 877-800-DESK
www.unidesk.com
Product Categories: Cloud Computing and Services; Virtualization

UNISYS Corporation
Booth #662
Dennis Alby, Vice President, Western Region
dennis.alby@unisys.com, 916-801-2925
www.unisys.com
Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Content Management Systems; Data Security; E-Mail and Productivity Systems

UNIT4 Business Software
Booth #111
David Turner, Group Marketing Director
info@unit4.com, +44 1423 537739
www.unit4.com
Product Categories: Adaptive Technologies; Cloud Computing and Services; CRM; ERP; Student Information Systems

University Business
Booth #1632
Joyce Kacin, Associate Publisher
jkacin@universitybusiness.com
www.universitybusiness.com
Product Categories: Analytics and Research; Digital Publishing; Social Media

UniversityLease
Booth #672
John Riddle, Vice President
jriddle@universitylease.com, 800-317-8687
www.universitylease.com
Product Category: Financing

USI Corporation
Booth #1768
Tonya Bjurstrom, Solution Sales
tbjurstrom@usicorp.com, 719-488-6963
www.usicorp.com
Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Hardware
EXHIBITOR DIRECTORY

Utology Corporation
Booth #300
Frank Pellkofer
Frank.Pellkofer@Utology.com, 707-338-4704
www.utology.com

Product Categories: Analytics and Research; Audio and Video Conferencing; Classroom Control Systems; Enterprise Information Systems; Virtualization

Vaddio
Booth #119
Hailey Klein, Marketing Coordinator
hklein@vaddio.com, 763-971-4451
www.vaddio.com

Product Categories: Audio and Video Conferencing; Classroom Control Systems; Cloud Computing and Services; Content Capture

VASCO Data Security International
Booth #1277
Benjamin Wyrick, VP of Sales
info-usa@vasco.com, 508-366-3400
www.vasco.com

Product Categories: Cloud Computing and Services; Identity and Access Management; Network Security and Applications; Security Management

Via Response Technologies
Booth #302
Kirstie Chadwick, Senior VP, Sales and Marketing
kchadwick@viareponse.com, 407-493-4001
www.viareponse.com

Product Categories: Analytics and Research; Clickers; Learning Management Systems (LMS); Mobile Computing; Training

Virco
Booth #326/328
Brian True, National Accounts Manager
info@virco.com, 800-448-4726
www.virco.com

Product Category: Furniture

Visix
Booth #1643
Trey Hicks, Chief Sales Officer
salesteam@visix.com, 800-572-4935
www.visix.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Digital Signage; Student Information Systems

Vital Source Technologies
Booth #669
William Chesser, VP, Sales
william.chesser@ingramcontent.com, 919-755-8100
www.vitalsource.com

Product Categories: Analytics and Research; Digital Publishing; Learning Management Systems (LMS); Media Production, Preservation, and Storage; Mobile Computing

VMware
Silver Partner
Booth #430
Nestor Kassaraba, Senior Manager, State/Local/Education Marketing
nkassaraba@vmware.com, 301-335-8480
www.vmware.com

Product Categories: Business Continuity, Disaster Recovery, Emergency Planning; Cloud Computing and Services; Identity and Access Management; Mobile Computing; Virtualization

Wacom Technology Services
Booth #1466/1468
Steve Smith, Business Development
steve.smith@wacom.com, 360-896-9833
www.wacom.com

Product Categories: Content Capture; Hardware; Mobile Computing; Wireless

WEPA
Booth #752
Amanda Skelton, Sales Coordinator
amanda.skelton@wepanow.com, 205-605-6059
www.wepanow.com

Product Categories: Adaptive Technologies; Cloud Computing and Services

Wolfram Research
Booth #768
Paul Fish, Academic Account Executive
paulf@wolfram.com, 217-398-0700
www.wolfram.com

Product Categories: Academic Information Systems; Analytics and Research; Digital Publishing; Mobile Computing; Training

WolfVision
Booth #454
Andrea Mayer, Sales Manager West/Assistant VP
andrea.mayer@wol夫vision.us, 650-648-0002
www.wolfvision.us

Product Categories: Audio and Video Conferencing; Content Capture; Hardware; Learning Space; Training
Workday
Silver Partner
Booth #1611
Sales
sales@workday.com, 866-951-9002
www.workday.com

Product Categories: Analytics and Research; Cloud Computing and Services; Enterprise Information Systems; ERP; Mobile Computing

WTC Consulting
Booth #908
Ron Rutherford, Director of Marketing
rrutherford@wtc-inc.net, 213-689-5309
www.wtc-inc.net

Product Categories: Consulting; Portfolio and Project Management

W.W. Norton & Company
Booth #463/465
Michael Wright, Director of Sales, College Department
mwright@wwnorton.com, 212-790-9443
wwnorton.com

Product Categories: Adaptive Technologies; Digital Publishing; Learning Management Systems [LMS]; Learning Space

Xirrus
Booth #1013/1015
Alexandra Gunther, Marketing Specialist
info@xirrus.com, 805-262-1600
www.xirrus.com

Product Categories: Cloud Computing and Services; Hardware; Network Infrastructure; Wireless

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Portland, OR

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EDUCAUSE Connect
March 17–19
Chicago, IL
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March 17–19
Chicago, IL
NERCOMP Annual Conference
March 24–26
Providence, RI

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April 2–3
Online Only
EDUCAUSE Connect
April 30–May 2
Baltimore, MD
New IT Managers Program
April 30–May 2
Baltimore, MD

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Security Professionals Conference
May 6–8
St. Louis, MO, and Online

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Leading Change Institute
June 1–6
Washington, DC
Learning Technology Leadership Program
June 23–27
Seattle, WA

JULY
Management Program
July 7–11
Seattle, WA
Breakthrough Models Academy
July 13–18
Boston, MA
Leadership Program
July 14–18
Seattle, WA
Breakthrough Models Incubator
July 22–25
Washington, DC

SEPTEMBER
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Sept. 29–Oct. 2
Orlando, FL, and Online

OCTOBER
ELI Online Fall Focus Session
Oct. 29–30
Online Only

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