Mid-Atlantic Regional Conference 2013

People + Process + Technology: IT Matters

JANUARY 16-18
BALTIMORE, MARYLAND
Baltimore Marriott Waterfront Hotel
Thank you to our sponsors who enhance the conference experience through presentations, displays, and support of attendee activities.

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Velaris
Welcome to the EDUCAUSE Mid-Atlantic Regional Conference!

EDUCAUSE is a nonprofit membership association created to support those who lead, manage, and use information technology to benefit higher education. A comprehensive range of resources and activities are available to all EDUCAUSE members. For more information about EDUCAUSE, including membership, please contact us at info@educause.edu or visit educause.edu.

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Mobile Site:
For complete program information, visit educause.edu/mobile or use the QR codes on the session signage to view individual session abstracts.
Thank you for attending this year’s conference, “People + Process + Technology: IT Matters,” as we focus on the value technology brings to higher education even as the environment around us continues to change.

Look for the Welcome Desk near registration on Wednesday and take time to stop by and say hello (especially if this is your first time at the conference).

**CONNECTING ON-SITE**

**Wireless** is available during registration hours.

**LOGIN INSTRUCTIONS:**

» Open up wireless connections
» View available networks
» Connect to EDUCAUSEAIR
» Enter in security key: educause
» Launch web browser

Computer kiosks and print stations are available during registration hours in the Harborside Ballroom Foyer.

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**Welcome Reception**

**SPONSORED BY CAS SEVERN**

Wednesday, 5:30–6:30 p.m.

HARBORSIDE BALLROOM FOYER

Relax over food and drink and get to know your colleagues. Look for the affinity table signs where birds of a feather can gather. And, wear a sweatshirt (or other apparel) with your institution’s name, mascot, or tagline—we love to see where everyone is from! A cash bar will be available; each attendee will receive one drink ticket. **NOTE: Please wear your name badge for admittance.**

**Social media** is a dynamic part of the conference experience. Contribute to the backchannel conversation through blogs, social bookmarking sites, or photo-sharing services with the tag **MARC13**. You can also share your conference experience in “real time” with others on Twitter using the hashtag **#MARC13**.

**The sticker bar** is a fun way to identify yourself and your peers who have similar areas of interest. Personalize your name badge with iconic stickers to maximize your on-site interactions.

**Participant lists** from the conference website registration page are perfect ways to search your fellow attendees and sort by their activities or geographical location. (For noncommercial use by conference attendees only; login required.)
CONFERENCE INFORMATION

CONFERENCE POLICIES

**Name badges.** Your name badge verifies your registration and provides admission to functions. Please wear your name badge at all times.

**Mobile devices.** As a courtesy to the speakers and other participants, we ask that you silence all cell phones and turn off the sound on laptops during conference sessions. Please be respectful and limit your use of personal MiFi devices. These will disrupt the wireless experience for those around you.

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

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

CONFERENCE FEATURES

**CIO and Executive IT Leader Roundtable**

*SPONSORED BY VELARIS*

Wednesday, January 16, 2:30–5:00 p.m.

ESSEX

This small gathering brings higher education CIOs and executive IT leaders together for an informal discussion on current issues and campus challenges and provides extended opportunities to network before and after the roundtable. PLEASE NOTE: Additional registration is required.

**Workshops**

Free workshops are available on Wednesday morning and on Thursday. Join us in taking a deeper dive into selected topics: effective presentation skills, benchmarking, mentoring relationships, career planning, iPads, social media, fair use, staff management, and developing and mapping IT business processes.

**Superstorm Sandy**

Bring your stories and lessons learned to the Wednesday morning session and join us at the end of Thursday afternoon for a wrap-up session that will share a practical look at how campus IT can most effectively prepare for and respond to catastrophic events affecting our campuses.

**Connect Lounge**

Whether you want to connect with people, ideas, a power source, or all three, take advantage of our Connect Lounge to network, organize impromptu meetings, or simply recharge your mobile device or yourself.
Advice? Career Options? Project Ideas?
Opportunities exist throughout the program for connecting with experienced members of our community for small-group and one-on-one discussions, mentoring, or coaching.

» Check out the program for professional development and mentoring topics. See educause.edu/Midatlantic-regional-conference/Agenda/Mentoring.

» Come to the “How to Make the Most of the Conference” session on Wednesday morning at 9:45 in Harborside Ballroom A.

» Gather around affinity group tables at the reception.

» Look for table topics at breakfast and lunch.

» Join us at the “Choose Your Own Adventure” session on Wednesday afternoon.

» Review the attendee list to identify people who are doing work that interests you.

» Visit with EDUCAUSE staff at the poster sessions.

Lunchtime Roundtables

SPONSORED BY FULCRUM WORLDWIDE
Join a conversation while you lunch. A mix of important topics will be facilitated by attendees, committee members, and our professional development mentoring team. You may add a topic if the one that is keeping you up at night is not listed. The sign-up is near the registration desk.

There’s an app for that!
With thousands of apps to choose from, it’s hard to know which are worthwhile. Join this fun activity to share your favorites. Use the Post-its and sticky dots available at the “There’s an App for That!” board to RECOMMEND a fabulous app and to LIKE others’ contributions. We’ll identify the top apps and share them in the postconference proceedings.

Meet EDUCAUSE Staff and Learn More about the Association
EDUCAUSE content experts and program liaisons (identified by maroon EDUCAUSE staff ribbons and EDUCAUSE name badges) are on-site to share information about the association, discuss what they’re working on, and get your feedback on EDUCAUSE programs. We encourage you to meet with them during breaks.

Speaker Concierge
Interested in presenting at an EDUCAUSE event but don’t know how to get started? Or perhaps you’re a presenter this year and want to make an impact on your audience. Attend the “Elevate Your Game” sessions here at the conference, or check out the EDUCAUSE Speaker Concierge at educause.edu/SpeakerConcierge or ask any EDUCAUSE staff member (with a maroon staff ribbon on their name badge) to connect you with the on-site Speaker Concierge.

PROCEEDINGS
The conference proceedings will be posted after the conference at educause.edu/MARC13. Participants will be notified by e-mail when they’re available.
CONFERENCE INFORMATION

GOING GREEN
EDUCAUSE has taken the following actions to minimize the conference’s impact on the environment:

» Pens: Made from 100% recycled plastic
» Print programs: Printed on 30% postconsumer recycled paper
» Tote bags: Made from 50% recycled material

EVALUATIONS
Your feedback is critical for continuous improvement. Participate in four ways:

1. Provide feedback anytime. Tell EDUCAUSE anything that can help us improve the conference experience. Go to feedback.educause.edu or send a text message to 69302 that starts with “EDUCAUSE” followed by your comments.

2. Answer a quick question. EDUCAUSE staff will be collecting feedback on specific aspects of the conference. Answer our question and get a sticker that shows you’re a contributor! You can also provide feedback using the kiosks by the registration desk.

3. Session evaluations. Speakers need your feedback, too. Evaluate individual sessions by Friday, February 1. Evaluation links can be found on the individual session page at educause.edu/Midatlantic-regional-conference/Agenda or by using your handheld device to scan the QR codes adjacent to the session title on the meeting room signs.

4. Postconference evaluation. This feedback is vital to improving future conference experiences and only takes 10 minutes to complete. Shortly after the conference you’ll receive an e-mail inviting you to complete an overall event evaluation by Friday, February 1.

PARTICIPATE THROUGHOUT THE YEAR
The greatest value derives from interaction with members through EDUCAUSE programs and events. Please consider engaging with your community in the following ways:

Give a presentation. Check the website later this year for 2014 presentation guidelines, proposal forms, and deadlines. Visit the Speaker Concierge at educause.edu/SpeakerConcierge for a head start.

Serve on a conference program committee. Find information on program committees at educause.edu/Committees, or other volunteer opportunities at educause.edu/Volunteer.

Contribute as a session proposal reviewer, blogger, or photographer. To get started, click the Volunteer Now button at the bottom of the page at educause.edu/Volunteer.

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

Explore professional development opportunities. Constituent groups, mentoring, institute programs, a Career Center, conferences, and more are outlined at educause.edu/PDopportunities.
MID- ATLANTIC REGIONAL CONFERENCE 2013
PROGRAM COMMITTEE

Joy Hatch (Chair)
Vice Chancellor, Information Technology Services
Virginia Community College System

Shawn McReynolds
CIO
Wytheville Community College

William Bennett
Director, Instructional Technology Center and Educational Networks
Bluefield State College

Jim Russell
Academic Integration Manager
City University of New York

Arthur Fridrich
Director of Strategic Management Services
Virginia State University

Holly Shiflett
Director, Online Programs
University of Pittsburgh

Billie S. Dodge
CIO
Washington College

Karen Swift
Associate Director, IT
Rutgers, The State University of New Jersey/Newark

Doug Griffith
Director, Instructional Technology
Montgomery College

Lisa Veloz
Assistant Director of Enterprise Systems
Bucknell University

Carol Kondrach
Associate Vice President for Information Technology
Rider University

Sherri Yerk-Zwickl
Director of Project Management and Web and Mobile Services
Lehigh University
MID-ATLANTIC REGIONAL CONFERENCE 2013
PROFESSIONAL DEVELOPMENT MENTORING TEAM

Jeffery Cepull
Vice President and CIO
Philadelphia University

Michael McPherson
Associate Vice President and Deputy Chief Information Officer
University of Virginia

Stephen diFilipo
Vice President and Chief Information Officer
Cecil College

Robert Renaud
VP & CIO
Dickinson College

Louise Finn
CIO
Loyola University Maryland

Janet Scannell
Director of Computing Services
Bryn Mawr College

Arthur Fridrich
Director of Strategic Management Services
Virginia State University

Nadine Stern
Associate CIO
Princeton University

Dana German
Chief Technology Officer
Albright College

David Swartz
AVP, Chief Information Officer
American University

Robert German
Vice President for Information Resources
Millersville University of Pennsylvania

Barbara Zirkin
Associate Dean, Distance Learning
Stevenson University
Suresh Balakrishnan  
Assistant Vice Chancellor and Deputy CIO  
University System of Maryland

Kevin R. Craig  
Instructional Technologist  
University of Pittsburgh

Dean Croll  
Instructional Technologist  
University of Pittsburgh

Anne Driscoll  
Education Liaison Librarian  
George Mason University

Dana German  
Chief Technology Officer  
Albright College

Mary Goldberg  
Education and Outreach Coordinator  
University of Pittsburgh

Christina Griffin  
Director, IT Project Management Office  
The George Washington University

Tina Hertel  
Trexler Library Director  
Muhlenberg College

Phyllis Dickerson Johnson  
Director, Communications and Marketing  
University of Maryland

Katrina Loutzenhiser  
Instructional Designer  
University of Pittsburgh

Colleen A. Mayowski  
Doctoral Student (EdD)  
University of Pittsburgh

Johnathon A. Mohr  
Academic Computing Analyst and Support Specialist  
Philadelphia University

Melissa Muth  
Senior Information Security Analyst  
University of Pennsylvania

Rochelle Rodrigo  
Assistant Professor of Rhetoric and (New) Media  
Old Dominion University

Donald Spicer  
Associate Vice Chancellor and CIO  
University System of Maryland
MID-ATLANTIC REGIONAL CONFERENCE 2013
COMMUNITY BUILDING AND MENTORING COMMITEE

Eric Behrens
Associate CITO and Director of Academic Technology
Swarthmore College

Ronald Heasley
Executive Director of ITS
Elizabethtown College

Gerald Hinkle
Executive Director Systems
Temple University

Pamela Lowery
Director of Training and Communications
University of Mary Washington

Linda Mehlinger
Assistant Vice President Planning and Information Technology
Morgan State University

MID-ATLANTIC REGIONAL CONFERENCE 2013
SOCIAL NETWORKING TEAM

Eric Behrens @ebehrens
Associate CITO and Director of Academic Technology
Swarthmore College

Stephen diFilipo @S_df
Vice President and CIO
Cecil College

Michael Greene @profmikegreene
Web Solutions Specialist
Rappahannock Community College

Christopher Higgins @cristofolo
Director, Learning Technologies and Environments
University of Maryland

Gerald Hinkle @jerryhinkle
Executive Director, Systems
Temple University

Karl Horvath @karlhorvath
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Gwynedd-Mercy College

Veronica Longenecker @VLongenecker
Assistant Vice President for Information Technologies
Millersville University of Pennsylvania

Byron Mayes @iByron
Senior Manager, Library Technology Services
Temple University

Don Pollitt @donpollitt
Senior Systems Engineer
Loyola University Maryland

Lori Rounds @roundlo
Director of Academic Technology Services
Montgomery College

Janet Russell @janetsrussell
Director for Science Programs and Instructional Technology
Georgetown University
The best thinking in higher education IT will take place in Anaheim, California, and concurrently online October 15–18. Join us and visit educause.edu/E13 for details.
12:30–6:30 p.m.

**EDUCAUSE Institute New IT Managers Program**
(see separate registration and fee are required to attend this program)

**ESSEX**

Gayle Barton, CIO, Amherst College; Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Robert F. German Jr., Vice President for Information Resources, Millersville University of Pennsylvania; Jeffrey C. Cepull, Vice President and CIO, Philadelphia University

**Introductions and Program Overview**

**Interpersonal Communication**

In this session you will learn the fundamentals of communications styles and why understanding and adapting styles is an important component of effective management.

**Project Management**

Effective project management is critical to a successful career in higher education. This session will establish an overall understanding of project management through a focus on basic concepts, tools, strategies, processes, and phases.

6:30–7:30 p.m.

**EDUCAUSE Institute: New IT Managers Program Reception**
(see separate registration and fee are required to attend this program)

**ESSEX FOYER**
## Wednesday’s Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.–5:30 p.m.</td>
<td>Connect Lounge</td>
<td>LAUREL</td>
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<tr>
<td></td>
<td>Registration Open</td>
<td>HARBORSIDE BALLROOM FOYER</td>
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<tr>
<td>8:30–9:30 a.m.</td>
<td>Discussion Session</td>
<td>HARBORSIDE BALLROOM D</td>
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<tr>
<td></td>
<td>Identity and Access Management in Higher Education</td>
<td>HARBORSIDE BALLROOM D</td>
</tr>
<tr>
<td>8:30–11:30 a.m.</td>
<td>EDUCAUSE Institute New IT Managers Program</td>
<td>ESSEX</td>
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<tr>
<td>9:45–10:30 a.m.</td>
<td>Workshops</td>
<td>HARBORSIDE BALLROOM D</td>
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<td></td>
<td>Benchmarking for CIOs</td>
<td>HARBORSIDE BALLROOM D</td>
</tr>
<tr>
<td></td>
<td>How to Make the Most of the Conference</td>
<td>HARBORSIDE BALLROOM A</td>
</tr>
<tr>
<td>9:45–11:30 a.m.</td>
<td>iPads in the Classroom: Education Students Experience Mobile Technology</td>
<td>HARBORSIDE BALLROOM B</td>
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<tr>
<td>10:30–10:45 a.m.</td>
<td>Refreshment Break</td>
<td>HARBORSIDE BALLROOM FOYER</td>
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<tr>
<td>10:45–11:30 a.m.</td>
<td>Workshops</td>
<td>HARBORSIDE BALLROOM D</td>
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<td>The Evolving Role of the Higher Education CIO</td>
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<td>Stories from Superstorm Sandy</td>
<td>HARBORSIDE BALLROOM E</td>
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<td></td>
<td>Mentoring Relationships for Career Development</td>
<td>HARBORSIDE BALLROOM A</td>
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<tr>
<td>11:30 a.m.–1:00 p.m.</td>
<td>Lunch on Your Own</td>
<td>HARBORSIDE BALLROOM FOYER</td>
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<tr>
<td>11:30 a.m.–6:30 p.m.</td>
<td>Corporate Displays</td>
<td>HARBORSIDE BALLROOM FOYER</td>
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<tr>
<td>1:00–2:15 p.m.</td>
<td>General Session</td>
<td>HARBORSIDE BALLROOM C</td>
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<tr>
<td>2:30–3:15 p.m.</td>
<td>Concurrent Sessions</td>
<td>HARBORSIDE BALLROOM E</td>
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<td></td>
<td>ECAR: The Year in Review</td>
<td>HARBORSIDE BALLROOM E</td>
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<td>Taking Employee E-Mail to the Cloud with Office 365</td>
<td>HARBORSIDE BALLROOM D</td>
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<td></td>
<td>Taking Student Services for Online Learners to the Next Level</td>
<td>HARBORSIDE BALLROOM B</td>
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<tr>
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<td>Distributed, Hybrid, or Central? We All Come Together</td>
<td>HARBORSIDE BALLROOM A</td>
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<td></td>
<td>Leveraging IT Service Management Data to Enhance Value on Campus</td>
<td>KENT</td>
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</tbody>
</table>
2:30–5:00 p.m.
CIO Roundtable

CIO and Executive IT Leader Roundtable
(separate registration required)
SPONSORED BY VELARIS

3:15–3:45 p.m.
Refreshment Break and Corporate Displays
HARBORSIDE BALLROOM FOYER

3:45–4:30 p.m.
Concurrent Sessions
Big Data: Cramming over 3 Petabytes in a 1 Petabyte Bag
HARBORSIDE BALLROOM E

“Cloudy with a Chance of ?” Introducing Cloud Technology to Students
HARBORSIDE BALLROOM B

A Smorgasbord of Staff Development Programs: Helping You Choose Which Are Right for Your Organization
HARBORSIDE BALLROOM D

Lessons Learned Leading Change with Our Learning Spaces
HARBORSIDE BALLROOM A

Controlling Spam and Phishing at Princeton University: A Case Study
KENT

4:45–5:30 p.m.
Concurrent Sessions
Rethinking the Traditional Classroom: An iPad Integration Initiative
HARBORSIDE BALLROOM D

Leveraging Existing Resources to Create a Technology Training Center
HARBORSIDE BALLROOM E

TEAM: Building a Better Online Program to Meet Accreditation Standards
HARBORSIDE BALLROOM A

Workshop
Elevate Your Game: How to Propose, Design, and Deliver a Fantastic Conference Session
HARBORSIDE BALLROOM B

A Community College Copes and Competes Using IT Infrastructure
KENT

5:30–6:30 p.m.
Reception
SPONSORED BY CAS SEVERN
HARBORSIDE BALLROOM FOYER
WEDNESDAY, JANUARY 16

7:30 a.m.–5:30 p.m.

Connect Lounge
LAUREL
Whether you want to connect with people, ideas, power, or all three, take advantage of our Connect Lounge to network, organize impromptu meetings, or simply recharge your mobile device or yourself.

Registration Open
HARBORSIDE BALLROOM FOYER

8:30–9:30 a.m.

Discussion Session

Leadership Discussion: Identity and Access Management in Higher Education
HARBORSIDE BALLROOM D

Dana German, Chief Technology Officer, Albright College; Louise Finn, CIO, Loyola University Maryland; John J. Suess, Vice President for Information Technology/CIO, University of Maryland, Baltimore County

Has your campus established an enterprise strategy for identity and access management? Does your IAM architecture facilitate easy migration to the cloud? Is your IAM system standards-based and interoperable with other identity providers and service providers? Are you prepared to federate with other institutions of higher education, the federal government, and the private sector? Are you working toward InCommon Silver certification? This discussion session is designed to bring together CIOs, IT directors, IT architects, managers, and other leaders responsible for IAM to discuss effective practices and solutions, current challenges, and future opportunities.

8:30–11:30 a.m.

EDUCAUSE Institute New IT Managers Program
(separate registration and fee are required to attend this program)
ESSEX

Gayle Barton, CIO, Amherst College; Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Robert F. German Jr., Vice President for Information Resources, Millersville University of Pennsylvania; Jeffrey C. Cepull, Vice President and CIO, Philadelphia University

Finance and Budgeting

This session will give an overview of the basics of budgeting and finance within higher education. Key financial concepts and important budget issues will be discussed in conjunction with hands-on budgeting exercises.
9:45–10:30 a.m.

Workshops

**Benchmarking for CIOs**

HARBORSIDE BALLROOM D

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

The CIO role is changing from technologist to business strategist, communicator, and financial manager. In this new role, having data and knowing what to do with it will be instrumental to CIOs’ success. In this “flipped” session, prepare by watching a short video on benchmarking, then come ready to discuss how financial, staffing, and service data from peer institutions can be used to inform your work.

**How to Make the Most of the Conference: Content, Networking, and Next Steps**

HARBORSIDE BALLROOM A

Gerald Hinkle, Executive Director Systems, Temple University; Joy Hatch, Vice Chancellor, Information Technology Services, Virginia Community College System; Lida Larsen, Regional Conference Program Management and Professional Development, EDUCAUSE

Please join us for this interactive and fun session, which will help you get the most out of your attendance at the Mid-Atlantic Regional Conference. Get a quick overview of the conference, make smart choices about which sessions to attend, network with colleagues who do similar work, and learn how to be intentional about taking home what you learned and become more professionally involved in EDUCAUSE activities.

9:45–11:30 a.m.

**Mobile Anything, Anywhere, Anytime**

**iPads in the Classroom: Education Students Experience Mobile Technology**

HARBORSIDE BALLROOM B

Cynthia France, Director Faculty Development Center, and Deanna Reinard Stock, Director/Professor for Teacher Education, Chesapeake College; Dolores Fidishun, Head Librarian, and Ron Musoleno, Assistant Professor, The Pennsylvania State University; Rebecca Kelly, High School Librarian, Quakertown Community School District

What is the process for integrating iPads into education classes? Two institutions will share their experiences bringing this mobile technology to educators. Hear faculty and a student discuss the processes involved in student use of iPads, the design of instruction, and examples of technology-enhanced assignments, as well as what worked and what didn’t. Use our knowledge to see how to bring iPads into your instruction and promote student technology and information literacy.
10:30–10:45 a.m.

Refreshment Break
HARBORSIDE BALLROOM FOYER

10:45–11:30 a.m.

Workshops

People Matter: Professional and Career Development

The Evolving Role of the Higher Education CIO
HARBORSIDE BALLROOM D
Jerome P. DeSanto, Vice President for Planning and CIO, The University of Scranton

This session will focus on the rapidly evolving role of the higher education CIO. It will report on findings and conclusions that stem from research that was conducted in support of the 2011-12 dissertation entitled "The Higher Education Polymath: How the Role of the CIO Is Being Impacted by Information Technology Industry Forces." This session will explore what it means to be a higher education CIO today in practice. It will detail the attributes most needed to succeed in the role today and will make predictions about the future viability of the role.

Stories from Superstorm Sandy
HARBORSIDE BALLROOM E
Stephen diFilipo, Vice President and CIO, Cecil College; Carol Kondrach, Associate Vice President for Information Technology, Rider University; Joy Hatch, Vice Chancellor, Information Technology Services, Virginia Community College System

What happened? How did we respond? What did we learn from Sandy? This important session will include the sharing of stories and experiences as we sift through the aftermath of the storm. How well prepared were we when Sandy stormed ashore? What lessons did we learn that should be shared with others? What other emergencies might we see on the East Coast in the coming years? How can we prepare ourselves to face the next catastrophic event when we don’t know what and where it will be? What are the key roles for IT in preparation and response? Join this conversation and help us build a framework for emergency preparedness and business continuity.

Successful Mentoring Relationships for Career Development
HARBORSIDE BALLROOM A
David W. Dodd, Vice President and CIO, Stevens Institute of Technology; Eric Behrens, Associate CITO and Director of Academic Technology, Swarthmore College; Linda Mehlinger, Assistant Vice President Planning and Information Technology, Morgan State University

Participation in mentoring activities can be a key success factor in your career
development. But how do you start? How do you find the right mentor or set of mentors for your situation? What should the focus of your conversations be? This session will help you with these questions and help you understand what to focus on in mentee/mentor conversations. This session will cover important mentoring resources, benefits, styles, and functions and setting expectations. Whether you want to find a mentor or a coach, or to be one, join this lively session and make a difference in your career planning and development.

11:30 a.m.–1:00 p.m.
Lunch on Your Own
Visit the EDUCAUSE Registration Desk or the Hotel Concierge for lunch suggestions within walking distance of the hotel.

11:30 a.m.–6:30 p.m.
Corporate Displays
HARBORSIDE BALLROOM FOYER

Campus Televideo
Founded in 1984, Campus Televideo is a leading provider of custom cable TV, ResNet, EAS, and other telecommunications services to the higher education community, serving over 230 colleges and universities nationwide. Our focus is on service and innovation, providing high-quality, cost-effective solutions that can evolve with our customers’ changing needs.

campusM

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Dell, Platinum Partner
Dell is committed to helping students develop the knowledge and skills they need to learn and succeed in an increasingly digital world and a globally competitive workforce. Dell listens to and works with students, educators, faculty, administrators, parents, and community members to deliver innovative technology and services. Learn more about Dell in Education at www.dell.com. Follow us on Twitter @DellEDU.

Distributed Systems Services (DSS)
DSS’s comprehensive technology solutions help deliver IT value from the desktop to the data center. DSS is your single source partner for a broad spectrum of technology solutions that deliver business value. We manage IT complexity, mitigate risks, and optimize the value of IT investments, allowing you to concentrate on your core business.
Fulcrum Worldwide

As a global system integrator, Fulcrum Worldwide has built thought leadership in the higher education sector over the past 14 years. Our investments in our employees, our infrastructure, and our customers have led to demonstrating integration solutions that are tomorrow’s realities in today’s business environment. For more information, visit www.fulcrumww.com.

HP, Gold Partner

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments, and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services, and IT infrastructure to solve customer problems. Visit www.hp.com/go/publicsector.

lynda.com, Silver Partner

lynda.com is an online learning company that helps anyone learn software, creative, and business skills to achieve personal and professional goals. Members receive unlimited access to a vast library of high-quality, current, and engaging video tutorials taught by great teachers who are also working professionals.

Proofpoint

Proofpoint is a leading security-as-a-service provider that focuses on cloud-based solutions for threat protection, compliance, archiving and governance, and secure communications. Organizations around the world depend on Proofpoint’s expertise, patented technologies, and on-demand delivery system to protect against phishing, malware, and spam; safeguard privacy; encrypt sensitive information; and archive and govern messages and critical enterprise information. More information is available at www.proofpoint.com.

Specops Software

Specops Software develops unique password management and desktop management products based on Microsoft technology. We strive to fortify any company’s existing IT investments by leveraging Group Policy and Active Directory. Our vision is to be the only choice for those seeking an innovative, simple, and cost-effective solution for desktop management and password management in a Windows environment.

Symantec Corporation

Symantec is a global leader in providing security, storage, and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, ensuring confidence wherever information is used or stored.
1:00–2:15 p.m.

General Session

**Powering Innovation: Top Trends, New Attitudes, and Next Practices**

**HARBORSIDE BALLROOM C**

*Sponsored by Jenzabar, Platinum Partner*

**Jackie Fenn**, Vice President and Gartner Fellow, Gartner

So you want to be more innovative? This presentation will look at the “next big things” that will hit the headlines and the airline magazines and examine which will provide the most immediate value and which can wait until costs fall and risks diminish. In addition, it will highlight the latest thinking in how to develop sustainable innovation programs, including raising your innovation maturity, balancing centralized and decentralized innovation, developing processes that encourage rather than stifle innovation, instilling a culture of innovation, and taking advantage of emerging trends such as open innovation.

2:30–3:15 p.m.

Concurrent Sessions

**Data: Managing Information, Content, and Assessment**

**ECAR Research Tour: The Year in Review**

**HARBORSIDE BALLROOM E**

**Jacqueline Bichsel**, Senior Research Analyst, EDUCAUSE

Where does higher education stand in terms of analytics maturity, and what actions are needed to take it to the next level? How does your institution fare in providing students with the technologies that matter most? What are the best practices for assessing IT user satisfaction, fostering collaboration, and implementing value measurement initiatives? The EDUCAUSE Center for Applied Research (ECAR) can answer these questions and more by sharing key findings and practical recommendations from its recent research portfolio. Join ECAR on a tour of action-oriented results from past work and learn about future research initiatives.

**Mobile Anything, Anywhere, Anytime**

**Taking Employee E-Mail to the Cloud with Office 365**

**HARBORSIDE BALLROOM D**

**Rick Gould**, Director of Special Projects, and **Joseph G. Rossmeier**, Vice President for Technology Services, Prince George’s Community College

Prince George’s Community College (PGCC) began an E-Mail Migration Project in spring 2012 to move employee e-mail from Novell GroupWise to Exchange/Outlook in the cloud (Microsoft Office 365). This presentation
should interest institutions also considering taking their employee e-mail solution to the cloud. Many institutions have subscribed to Google or Microsoft in the cloud for students, but taking the employee e-mail solution to the cloud is viewed as posing a greater risk. PGCC has overcome these security challenges by taking additional precautions to mitigate potential problems. These are detailed in the presentation.

New Frontiers in Teaching and Learning

Taking Student Services for Online Learners to the Next Level
HARBORSIDE BALLROOM B
Jennifer Lerner, Associate Vice President for e-Learning, Northern Virginia Community College

For institutions looking to go beyond the basics and make their online programs robust and competitive, expanded student and instructional support services are key. This presentation will share the wide range of student and instructional support services provided by Northern Virginia Community College’s Extended Learning Institute, a major distance learning provider serving 23,000 students a year. Services to be covered include the student hotline, IT support, embedded library services, student activities and the virtual student union, financial aid, student success coaches, academic advising, readiness assessment, tutoring, at-home proctored examinations, and synchronous and asynchronous new student orientation.

Working Together: Partnerships and Collaboration

Distributed, Hybrid, or Central? We All Come Together
HARBORSIDE BALLROOM A
Jennifer Gay, Assistant Director, Help Desk Support, Cynthia Schaffer, Assistant Director, Desktop Support, and Adele Varens, Assistant Vice President, Client Support Services, Drexel University

Is a truly central IT organization even possible? The depth and breadth of IT needs across a university’s many disciplines indicate at the very least a hybrid solution with enterprise services and infrastructure managed centrally and ancillary (read “smaller”) IT operations distributed in technology-heavy departments. Participants will review the best methods of gathering the clans to use their collective knowledge, foster collaboration, share their specific needs, and also ensure the proverbial wheel isn’t reinvented too many times.

Corporate and Campus Solutions

Metrics-Driven Improvement: Leveraging IT Service Management Data to Enhance Value on Campus
KENT
Steven Alter, Vice President and CIO, Arcadia University; Ann Borza, Vice President of Services, Distributed Systems Services (DSS)
Wednesday, January 16

Athletic teams keep score. Does IT? Metrics are the business world’s equivalent of keeping score. Many IT organizations focus their service management efforts on the process and never even get to the game. Arcadia University is using IT Service Management metrics to improve their “game” and provide increased value on campus. Learn how an analysis of trends and a focus on the right metrics raise your IT team to a new level of results for your campus stakeholders.

2:30–5:00 p.m.

CIO and Executive IT Leader Roundtable
(separate registration required)
Sponsored by Velaris
ESSEX
Louise Finn, CIO, Loyola University Maryland; Michael R. McPherson, Associate Vice President and Deputy CIO, University of Virginia

The CIO and Executive IT Roundtable is a small and informal gathering designed to give CIOs and executive IT leaders the opportunity to discuss current campus IT issues and opportunities with peers from Mid-Atlantic region. Roundtable registration includes admittance to the Mid-Atlantic conference’s opening general session at 1:00 p.m. and reception at 5:30 p.m.
Please note: This event is limited to 35 college and university CIOs and executive IT leaders and separate registration and fee are required.

3:15–3:45 p.m.

Refreshment Break and Corporate Displays
HARBORSIDE BALLROOM FOYER

3:45–4:30 p.m.

Concurrent Sessions
Data: Managing Information, Content, and Assessment

Big Data: Cramming over 3 Petabytes in a 1 Petabyte Bag
HARBORSIDE BALLROOM E
Matthew Lawson, Director, Enterprise Services, and Brian Viscuso, Lead, Enterprise System Engineering, Virginia Community College System

Managing big data is daunting. Data is growing at an unprecedented rate, and institutions need to have a strategy for dealing with the sheer amount of data being created. This presentation will show how the VCCS manages petabytes of data with instantaneous backups, real-time disaster recovery replication, storage virtualization, and deduplication. The presentation will show how the VCCS simplified IT operations by eliminating block-based, direct-attached storage in favor of network-attached storage. Additionally, the presentation will discuss how the VCCS was able to eliminate tape backups altogether.
3:45–4:30 p.m. cont.

New Frontiers in Teaching and Learning

“Cloudy with a Chance of ?” Introducing Cloud Technology to Students
HARBORSIDE BALLROOM B
Susan O’Sullivan-Gavin, Assistant Professor I, Rider University; John H. Shannon, Associate Professor, Seton Hall University

Cloud computing is the leading edge of a transition to utility computing. Students need to understand this technology and its impact on innovation. We will discuss how we introduced students to cloud computing and dynamically engage the audience in this active session focused on sharing ideas.

People Matter: Professional and Career Development

A Smorgasbord of Staff Development Programs: Helping You Choose Which Are Right for Your Organization
HARBORSIDE BALLROOM D
John Milnes, Director, Organizational Effectiveness and Strategic Initiatives, and Nadine Stern, Associate CIO, Princeton University

We will describe staff development programs and opportunities available for our IT organization as a “smorgasbord” with associated costs and benefits and identify the value of each program to assist our audience in deciding which they might adopt. We’ll show some centrally developed processes including an electronic job repository, a workflow-enabled performance appraisal form, and confidentiality form tracking. In addition, we will demonstrate our use of SharePoint for our Community Events publicity, internal communications, and internal policy and procedures library and discuss some of the challenges and best practices for staff development and training.

Working Together: Partnerships and Collaboration

Taking Chances Together: Lessons Learned Leading Change with Our Learning Spaces
HARBORSIDE BALLROOM A
John D. Hoh, Campus Technology Officer, The Pennsylvania State University

This discussion will review where Penn State (Harrisburg) has been, where we are, and where the future will take the campus regarding how curriculum is delivered in the classrooms and how it is complemented by our outside-class study areas. More importantly, we will discuss the leadership necessary to design and implement learning spaces. Getting buy-in can be a daunting task. Personal relationships and trust built on delivering what you say makes that journey much easier. The fact that delivery is moving to all-digital formats like HDMI make it essential that we plan properly. Those attending are encouraged to provide examples of their implementations.
Corporate and Campus Solutions

Controlling Spam and Phishing at Princeton University: A Case Study

KENT
Joseph Karam, Senior Manager, Collaboration Services Group, Princeton University; Ken Liao, Director, Product Marketing, Proofpoint

This session will discuss how Princeton University tackled the seemingly insurmountable challenge of reducing spam and phishing in order to free up technology resources and focus on the school’s core priorities. With over 30 million e-mails being sent to staff each month, spam needs to be filtered and phishing needs to be identified, all while being as unobtrusive as possible toward an extremely demanding user base of faculty, staff, and students.

4:45–5:30 p.m.

Concurrent Sessions

Mobile Anything, Anywhere, Anytime
Rethinking the Traditional Classroom: An iPad Integration Initiative

HARBORSIDE BALLROOM D
Ilena Key, Team Leader, and Carlene Klimash, Senior IT Consultant, Lehigh University

Mobile technologies are here to stay, and they are changing the face of teaching and learning on college/university campuses. How can the iPad be used to lead change in the classroom? How are these devices changing teaching and learning? Lehigh University is currently entering the third semester of an iPad initiative. This session will discuss the proposal process, setting up and distributing the iPads, and the measures by which we evaluated the project.

People Matter: Professional and Career Development
Leveraging Existing Resources to Create a Technology Training Center

HARBORSIDE BALLROOM E
Suzanne Monthie, Technology Training Consultant, and Jessica Smith, Manager, Technology Training Center, Loyola University Maryland

Loyola University Maryland created a Technology Training Center to provide training in software and other technological tools to faculty and administrative staff. The center was created in a matter of months, using existing resources almost exclusively. Attendees will learn how we evolved from a one-person staff, providing mostly individual training, to working with project management to identify training needs during early stages of projects, allowing time for the development of highly customized training packages. We will share obstacles faced and how to create a training framework that can be used for any new technology for which training is needed.
4:45–5:30 p.m. cont.

**Working Together: Partnerships and Collaboration**

**TEAM (Technology, Education, Assessment, and Monitoring): Building a Better Online Program to Meet Accreditation Standards**

**HARBORSIDE BALLROOM A**

Gayle Fink, Assistant Vice President for Institutional Effectiveness, and Mariann Hawken, Instructional Technology, Bowie State University

At Bowie State University, TEAM (technology, education, assessment, and monitoring) faculty and staff work together to ensure that the university meets accreditation requirements and federal and state reporting requirements. This session focuses on how planning, research, reporting, assessment, and academic computing collaborate with faculty to enhance a developing distance education program. Examples to be highlighted include implementing the BSU Online Policy and the Strategic Plan for Online Education, identifying distance education courses in a consistent manner for reporting purposes, preparing and supporting faculty and students for an online environment, assessing online learning at the course and institutional level, and aligning with the MSCHE Hallmarks.

**Workshop**

**Elevate Your Game: How to Propose, Design, and Deliver a Fantastic Conference Session**

**HARBORSIDE BALLROOM B**

Jenny Mehmedovic, Assistant to the Provost, University of Kansas

Speaking at a conference is a major career and professional development milestone. This session will help you put together a game plan to create an outstanding conference session. We’ll provide practical takeaways and tips on the entire life cycle of a conference presentation, including submitting a winning proposal, designing your talk and supporting visuals, creating engaging strategies, and promoting your session, as well as guidance on public speaking and what to do after the conference. Come with an idea for a conference presentation and leave with a plan on how to move forward with it. Whether you’re taking the plunge and presenting for the first time or you’ve been speaking at conferences for years, this session can help you kick your presentation skills up a notch and make your next conference presentation a truly memorable event.

**Corporate and Campus Solutions**

**A Community College Copes and Competes Using IT Infrastructure**

**KENT**

Gregory Ferguson, Business Solutions Architect, NetApp; Allen D. Sinner, Director of IT Support Services, Northern Virginia Community College
WEDNESDAY, JANUARY 16

Increasing IT economies of scale enabled by centralized hardware, software, and services has yielded attractive community college efficiencies, but wetware and management challenges remain. Centralized IT infrastructure—specifically, virtualized computing and distributed storage—is better able to meet peak student demands brought on by recession-driven growth.

5:30–6:30 p.m.

Reception

*Sponsored by CAS Severn*

**HARBORSIDE BALLROOM FOYER**

One of the most valuable aspects of this conference is the opportunity to connect face-to-face with fellow attendees. Join us for the reception, where you can relax over food and drink and get to know your colleagues. Wear a sweatshirt (or other apparel) with your institution’s name, mascot, or tagline—we love to see where everyone is from! A cash bar will be available; each attendee will receive one drink ticket. NOTE: Please wear your name badge for admittance.
### Thursday’s Schedule at a Glance

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<td>7:30–8:30 a.m.</td>
<td>Breakfast</td>
<td>HARBORSIDE BALLROOM C</td>
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<td>7:30 a.m.–3:00 p.m.</td>
<td>Corporate Displays</td>
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<td>7:30 a.m.–5:00 p.m.</td>
<td>Connect Lounge</td>
<td>LAUREL</td>
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<td>8:30–9:15 a.m.</td>
<td>Concurrent Sessions</td>
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<td>Elevate Your Game: Develop a 5-Year Career Plan</td>
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<td>Managing Your Passwords</td>
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<td>11:45 a.m.–12:30 p.m.</td>
<td>Concurrent Sessions</td>
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<td>Implementation of OpenRegistry Identity Management</td>
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<td>Captioning Instructional Media</td>
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<td>Working Successfully with Emerging Technologies</td>
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How to Foster Agile Working Groups  
HARBORSIDE BALLROOM A

4-VA: A Higher Ed Collaboration  
ESSEX

Developing Mobile Services for Plymouth University  
KENT

12:30–1:30 p.m.  
Lunch and Roundtable Discussions  
SPONSORED BY FULCRUM WORLDWIDE  
HARBORSIDE BALLROOM C

1:30–2:30 p.m.  
Dessert, Poster Sessions, and Corporate Displays  
HARBORSIDE BALLROOM FOYER

EDUCAUSE Meet and Greet

POSTER SESSIONS

Attack of the Stakeholders
Creating a Culture of Innovation and Collaboration
Creating Stronger Student Outcomes through Collaboration
Delivering Hybrid Training to the Masses
Developing a Tool for Undergraduate Qualitative Research
It Takes a Village: Online Learning and Professional Collaborations
How IT Changed Campus Support
Megabit Faculty in a Gigabit World
The Inaugural Year of E-Portfolios
You Want to Put a Wi-Fi Antenna Where?

2:30–3:15 p.m.
Concurrent Sessions

Incorporating Subject Matter Experts from the Campus Community  
HARBORSIDE BALLROOM E

The E-Learning Policy Environment  
HARBORSIDE BALLROOM D

Using Google+ to Enhance Classroom Communities  
HARBORSIDE BALLROOM B

Stories of Strategic LMS Changes  
HARBORSIDE BALLROOM A

Do You Have an Innovative and Programmatic Plan of Attack?  
KENT

3:30–5:00 p.m.
Concurrent Sessions

The State of Our Learning Union is ... Change  
HARBORSIDE BALLROOM B

From Fair-Use Inaction to Fair Use in Action  
HARBORSIDE BALLROOM D

Strategies for Managing Staff in a Rapidly Changing Environment  
HARBORSIDE BALLROOM E

Developing and Mapping IT Business Processes  
HARBORSIDE BALLROOM A

Workshop

Choose Your Own Adventure  
KENT

3:30–6:30 p.m.
EDUCAUSE Institute New IT Managers Program  
(separate registration and fee are required)  
ESSEX

5:15–6:00 p.m.
Lessons Learned from Superstorm Sandy  
HARBORSIDE BALLROOM B
THURSDAY, JANUARY 17

7:30–8:30 a.m.
Breakfast
HARBORSIDE BALLROOM C
Look for affinity group signs to find colleagues working in the same space that you work in.

7:30 a.m.–3:00 p.m.
Corporate Displays
HARBORSIDE BALLROOM FOYER
Campus Televideo
campusM
Dell, Platinum Partner
Distributed Systems Services (DSS)
Fulcrum Worldwide
HP, Gold Partner
lynda.com, Silver Partner
Proofpoint
Specops Software
Symantec Corporation

7:30 a.m.–5:00 p.m.
Connect Lounge
LAUREL
Whether you want to connect with people, ideas, power, or all three, take advantage of our Connect Lounge to network, organize impromptu meetings, or simply recharge your mobile device or yourself.

Registration Open
HARBORSIDE BALLROOM FOYER

8:30–9:15 a.m.
Concurrent Sessions
Data: Managing Information, Content, and Assessment

Q: Where’s My Stuff? A: In the Portal
HARBORSIDE BALLROOM E
Michael Anthony, Information Security Analyst, Michael Greene, Web Solutions Specialist, and Leslie S. Smith, Dean of Distance Learning and Technology, Rappahannock Community College
Where are my files? What applications can I access? Where are my applications
and how do I get to them? These are few of the questions Rappahannock Community College answered by putting in a secure Unified Access Gateway. Learn about the business case and how RCC implemented its UAG portal to provide file storage, SharePoint, Outlook, remote desktop, and other remote services for employees anytime, anywhere.

**Mobile Anything, Anywhere, Anytime**

**The New Interactive, Embedded Course Resource**

**HARBORSIDE BALLROOM D**

**Mary Jane Clerkin**, English/Liberal Arts Faculty, Berkeley College

Accessible from computers, laptops, and mobile devices such as the iPad, iPhone, Android, and smartphones and available directly from within the course management system, the new embedded textbook allows online instructors to add rich learning materials into their embedded texts and students to engage and collaborate within the text. The presentation will show how the instructor added annotations, notes, bookmarks, discussions, videos, and interactive links to enrich the text and to encourage the students to engage and interact within it, thus providing students with a robust online learning experience.

**New Frontiers in Teaching and Learning**

**We’ve Got Style: Style Guide for the Web**

**HARBORSIDE BALLROOM B**

**Dean Croll**, Instructional Technologist, University of Pittsburgh

Faculty, instructional designers, instructional technologists, and course developers who create web-based instructional materials will benefit from this session, which will provide an understanding of how to develop a style guide that constructs a strong brand identity, supports consistency, and enhances accessibility in online courses. Additionally, this session will highlight a quality assurance checklist provided within the style guide. Attendees will learn how, by ensuring accessibility and consistency of course materials, the style guide will improve their brand identity and student experience.

**People Matter: Professional and Career Development**

**Using Self-Managing Teams to Improve Efficiency: JHU Case Study**

**HARBORSIDE BALLROOM A**

**Sherril Tart**, IT Manager, **Bonnie Woods**, IT Manager, Student and Administrative Solutions, and **Irene Zvagelsky**, Director, Student and Administrative Solutions, The Johns Hopkins University

This session will discuss how implementing self-managing teams at JHU helped increase employee engagement, morale, and efficiency. The results were dramatic in increasing our department’s productivity.
Corporate and Campus Solutions

**Leveraging Project, Portfolio, and Service Management: IT and Institutional Perspectives**

KENT

David Dodd, CIO, Stevens Institute of Technology; Andrew Graf, Lead Analyst, TeamDynamix

Institutions are being called on to do more with less, managing tight resource constraints and diminishing budgets while continuing to support the institutional mission and goals. This is particularly true concerning strategic initiatives, projects, and service functions. In this presentation, we will discuss how higher education-focused methodologies and tools can support the efficient and effective use of resources while simultaneously ensuring the success of both operational and strategic goals.

9:30–10:15 a.m.

Concurrent Sessions

**Data: Managing Information, Content, and Assessment**

**UM Community System: Expanding Identity Boundaries**

HARBORSIDE BALLROOM E

Brian Coats, Director, Identity Management and System Integration, University of Maryland, Baltimore

The UM Community System provides the mechanism for establishing UM identities to users outside our traditional user base, including volunteers, visiting students, emeritus faculty, contractors, and others. In conjunction with levels of assurance, these self-initiated identities can gain immediate access to certain resources and quickly have their privileges elevated through an electronic sponsorship workflow. The presentation will cover the goals of the project, challenges faced, solutions to these challenges, and a demo of the current system.

**Mobile Anything, Anywhere, Anytime**

**The Next Generation of Mobile Computing Arrives at Seton Hall**

HARBORSIDE BALLROOM D

Michael Soupios, Associate Director, Teaching, Learning, and Technology Center, and Riad Twal, Instructional Designer, Seton Hall University

Seton Hall University has been a ubiquitous computing campus for over a decade, but recent changes in hardware are challenging models of 1:1 mobile computing. As a result Seton Hall’s mobile computing program has been redesigned to address the needs of its learning community. Nokia Lumia 900 smartphones were distributed to incoming students, and, depending on their
major, Samsung Slate or Ultrabooks running Windows 8. This session will provide a brief overview of our mobile computing program, discuss its current implementation, and present the results of student satisfaction and use surveys conducted at the end of the fall semester.

**New Frontiers in Teaching and Learning**

**Designing Online Programs with Accessibility in Mind**

**HARBORSIDE BALLROOM B**

**Aravindan Veerasamy**, Director, Laureate Education

Attend this session to learn about planning and implementing a successful accessibility initiative. This session is ideal for those interested in making online programs accessible to students with disabilities. We will discuss our experiences in engaging stakeholders, getting commitment from each team, measuring where the organization stands with respect to accessibility, prioritizing items to tackle, addressing issues in creating and implementing an accessibility policy, and providing an escalation path for exceptions. You will learn the best practices of a team that has been in the trenches. You will also have an opportunity to share your own ideas on making educational programs accessible.

**Working Together: Partnerships and Collaboration**

**Drinking from the NET+ Firehose: First Experiences**

**HARBORSIDE BALLROOM A**

**Mike Carlin**, Associate Vice President/ Deputy CIO, and **John J. Suess**, Vice President for Information Technology/CIO, University of Maryland, Baltimore County

In spring 2012, Internet2 formally launched the NET+ program of services. These services are open to any higher education institution. This session will focus on the early adopter lessons learned from implementing a number of these services. We will discuss the soft and hard challenges associated with implementing a number of these services, as well as the long-term benefits we see in moving to this model.

**Corporate and Campus Solutions**

**Desire2Learn: Engage, Connect, Inform**

**KENT**

**Steve Adams**, Sales Executive, Higher Education

Desire2Learn exists to help you transform teaching and learning. Attend this session to understand how Desire2Learn, a global leader in cloud-based learning solutions with over 8 million users, is partnering with institutions to help them reach their e-learning initiatives through a focus on learner engagement, retention, and success; increased accessibility and mobility; and institutional accreditation needs.
**THURSDAY, JANUARY 17**

**10:15–10:45 a.m.**

Refreshment Break and Corporate Displays

HARBORSIDE BALLROOM FOYER

**10:45–11:30 a.m.**

Concurrent Sessions

***Mobile Anything, Anywhere, Anytime***

**Infusing “Mobility” into Mobile Apps to Support Student Engagement and Interactivity**

HARBORSIDE BALLROOM D

Josh Sankey, Senior Web Developer, and David Schuff, Associate Professor, Temple University

The rapid rise of students bringing their own devices to campus brings an unprecedented opportunity for interactivity among students and their institutions. With service delivery and student engagement in mind, we will discuss our process for the ground-up design and development of our student-facing “Fox Mobile” app. Our development effort had two key components. First, we selected a hybrid development platform that combines the advantages of a mobile website and a native app. Second, we envisioned a series of “mobile use cases” that described tasks specifically leveraging mobile device capabilities, thereby guiding the process of feature selection.

***New Frontiers in Teaching and Learning***

**Identifying Lecture Capture Practices That Spark Transformational Teaching**

HARBORSIDE BALLROOM B

Brian Boston, Academic Technology and Internet Development Coordinator, Lucas Regner, Student Program Assistant, Janet Russell, Associate Director for Science Programs and Instructional Technology, and Theresa Schlafly, Writer and Editor, Georgetown University

We will discuss our work to make maximal use of the disruptive moment created by lecture capture to encourage transformative teaching across the curriculum. We identify lecture capture practices that help transform teaching and enable blended learning opportunities such as editing classroom captures for future course assignments or contributing parts of captured lectures to a repository of digital assets for later use.

***Working Together: Partnerships and Collaboration***

**Business Analysis in Higher Education IT**

HARBORSIDE BALLROOM A

Gayleen Gray, Associate Director, CCS, University of Guelph

Computing and Communications Services at the University of Guelph
created a Business Analyst Practice as part of its strategic approach to an integrated IT support model on campus. This presentation will provide the rationale, the effort we have undertaken to implement the practice, an overview of the partnerships we have embarked on in the delivery of this service, the opportunities and challenges we have experienced, lessons learned, and how we envision the BA Practice developing over the next few years.

Workshop

Elevate Your Game: Develop a 5-Year Career Plan
HARBORSIDE BALLROOM E

Jenny Mehmedovic, Assistant to the Provost, University of Kansas

The adage “failure to plan is planning to fail” applies to our careers. No matter what your career level or financial and time constraints might be, there are many opportunities available for you to explore that will help you improve your skills and contribute to the higher education IT community. This session will help you put together a one-through-five-year professional development career plan, including the specific actions you can take to accomplish your goals and where to find professional development opportunities to support your plan.

Corporate and Campus Solutions

Managing Your Passwords
KENT

Jeff Cepull, Vice President and CIO, Philadelphia University; Kevin Sullivan, Director of Sales Engineering, Specops Software

Managing passwords in a complex enterprise is challenging. When that enterprise represents a higher education organization, those challenges are unique and amplified. New students are arriving and graduating students are moving on. Managing passwords to ensure security and compliance needs are met while empowering end users in a secure and efficient way is a primary goal. Doing this in a complex enterprise where multiple identity stores are at play can add to that complexity. This presentation will explore these challenges and how Specops solutions address the problem space for our customers.

11:45 a.m.–12:30 p.m.

Concurrent Sessions

Data: Managing Information, Content, and Assessment

Implementation of OpenRegistry Identity Management for Higher Education
HARBORSIDE BALLROOM E

Omer Almatary, IDM Project Manager, Rutgers, The State University of New Jersey

Recently Rutgers University implemented an enterprise-wide “Person Registry” using the OpenRegistry solution, which is a Jasig open-source
incubation project led by developers at Rutgers with participation from Simon Fraser University. This presentation will provide an overview of the project and provide details on the OpenRegistry system and how it can fit into the identity and access management technology stack at higher education institutions. The presentation will also explain how institutions can get involved in the plans to enhance and expand further the OpenRegistry capabilities through the Jasig open-source consortium. Rutgers University will also share their experience with the project.

**New Frontiers in Teaching and Learning**

**Captioning Instructional Media**

HARBORSIDE BALLROOM B

**Greg Cook**, Instructional Technologist, Blue Ridge Community College

The increasing availability of tools allowing faculty to create their own digital media has led to a situation where much of the content created is not accessible to those with hearing difficulties. This presentation is focused on educating faculty and instructional support staff of the need for captioning instructional digital media and methodologies for accomplishing that. Participants will learn about options for captioning podcasts, video lectures, recorded PowerPoint, and other media. Using examples of videos and other media, participants will learn about a variety of methods for creating open and closed captioning for their digital media.

**Flipped Session: Working Successfully with Emerging Technologies and Innovations**

HARBORSIDE BALLROOM D

**Malcolm Brown**, Director, EDUCAUSE Learning Initiative, EDUCAUSE

Continuously innovating and transforming our current practices is critical to keep pace with teaching and learning as it evolves. While there is no shortage of candidate innovations, the process by which to discover them, to select them for pilots, and to consider full-scale implementation, can be challenging. Join ELI in this flipped session, where we’ll explore these issues and how they map to higher education units like yours. In short, we’ll review the processes that help us identify the innovations and opportunities critical to continued student success.

To participate in this flipped session:

Watch this 30-minute introductory video, *How to Think about Disruptive Innovation*, by Alex Castellarnau of IDEO and be prepared to discuss [educause.edu/eli/disruptive-innovation](educause.edu/eli/disruptive-innovation)

We’ll also be discussing and using some of the rubrics found here: [tinyurl.com/goodpilot](tinyurl.com/goodpilot)

Please bring a laptop or tablet to the session.
THURSDAY, JANUARY 17

People Matter: Professional and Career Development

How to Foster Agile Working Groups at Your Institution
HARBORSIDE BALLROOM A

Melanie DeSantis, Director of Professional Development and Training, Joshua Hartranft, Director of Technology Assistance Center, and Veronica Longenecker, Assistant Vice President for Information Technologies, Millersville University of Pennsylvania

Does your staff feel overwhelmed? Always working in crisis mode? Are you looking for ways to empower your staff and transition from a reactive to a proactive culture? Investigate the option of agile, shared leadership teams. Learn how to empower your teams to take the lead from any position on the organization chart. Discuss how agile shared leadership teams can meet the needs of the millennial workers.

Working Together: Partnerships and Collaboration

4-VA: A Higher Ed Collaboration
ESSEX

Amy Brener, Director, Vice President, CIO, Global Projects, Information Technology Unit Deputy Director, George Mason University; Dominic Swayne, Director of External Relations and Outreach, James Madison University

4-VA, a consortium of four Virginia state universities, can serve as a model for university collaboration. This panel will discuss how a public-private partnership provided technology that enables us to quickly build the trust relationships necessary for any partnership to succeed. Once those relationships are in place, progress can be made at exponential speed. Learn how we accommodate students who need a class we don’t offer, or how we help each other fill classes that would otherwise be undersubscribed. Walk away with ideas about ways you too can work together to accomplish things you can’t do alone.

Corporate and Campus Solutions

Developing Mobile Services for Plymouth University
KENT

David Stephenson, Commercial Director, campusM; Neil Witt, Head of Academic Support, Technology and Innovation, Plymouth University

Students’ ownership of mobile devices is increasing, as is the willingness to use these devices to support the learning experience. To ascertain user needs and requirements for mobile services, Plymouth developed an institution-wide survey to investigate students’ attitudes toward mobile devices as well as their ownership, use, and role on campus. The survey data of over 2,000 responses, combined with focus groups, informed the development of a sustainable mobile solution in partnership with campusM. We will illustrate Plymouth’s journey in developing mobile based on user needs and how it’s embedded into our digital strategy.
12:30–1:30 p.m.

Lunch and Roundtable Discussions
*Sponsored by Fulcrum Worldwide*
HARBORSIDE BALLROOM C

We invite you to join colleagues for a lunchtime roundtable discussion. At the roundtable, you can network with those who share similar interests or responsibilities and discuss topics of particular interest to you. A conference attendee will host each roundtable and facilitate the discussion. If you don’t see a topic of interest below, you can sign up by the registration desk to suggest your own topic. These sessions are designed to encourage you to exchange experiences and insights with colleagues; additional lunch tables will be available if you would like to eat and network informally.

**Alternatives to Google Apps**
BYOD
The Cloud
Dealing with Difficult Personal Issues
Dealing with Unhappy Customers
E-Texts and Open Educational Resources
Enabling Innovation
Facebook and Other Social Media
Getting to “Yes”
How to Work with Your CIO
Institutional Research, Analytics, and Decisions
IT Professional Development
Leading Change from Where You Are
Managing Up
MOOCs
Next-Generation Collaborative Learning and Research
Project Management
Research Computing for Smaller Schools
Support Services: 24/7 and Off-Hours
Windows 8 M
THURSDAY, JANUARY 17

1:30–2:30 p.m.

Dessert, Poster Sessions, and Corporate Displays
HARBORSIDE BALLROOM FOYER

Enjoy coffee and dessert at these poster sessions. These sessions allow attendees to share campus experiences with colleagues on a one-to-one basis. This is your chance to learn what you need to know about interesting initiatives.

Meet and Greet: Learn More about EDUCAUSE
Jacqueline Bichsel, Senior Research Analyst, Malcolm Brown, Director, EDUCAUSE Learning Initiative, Lida Larsen, Regional Conference Program Management and Professional Development, and Julie Little, Vice President, Teaching, Learning, and Professional Development, EDUCAUSE

Share feedback, learn more about what your association is working on, and discover how you can get the most from your institution’s membership.

Attack of the Rampaging Stakeholders
David Clark, Technical Lead, Virginia Community College System

This session will offer a practical guide to leading large groups of stakeholders through a project. The project in question involves users at 23 colleges and a system office, with active participation of student records, business office, financial aid, security, and technical staff forming an extraordinarily diverse group of stakeholders. This group worked together and reached consensus on hundreds of different issues through the life of the project itself, and we’ll use this as a backdrop to a discussion of consensus-based management.

Creating a Culture of Innovation and Collaboration
Kathleen Murphy, Design and Installation Service Manager, Network and Classroom Services, University at Buffalo

At a time when traditional higher education is facing pressures to reinvent itself, information technology can help. Since cross-functional collaboration and employee engagement are known to influence innovation, find out how one school’s central IT organization is encouraging these behaviors among its employees. Participants can expect to learn about the genesis of the University at Buffalo’s CIT Professional Development Committee and some of its early programming successes.

Creating Stronger Student Outcomes through Collaboration and Assessment
Susan Payne, Virtual Services Librarian, The Johns Hopkins University; Brandon Wallace, Doctoral Student/Researcher, University of North Carolina Charlotte

With decreased funding occurring in secondary and higher education, providing relevant and meaningful cross-curricular connections can be challenging. This presentation first highlights national trends, and then shifts to a pilot project in an East Baltimore inner-city high school. This case study demonstrates how some of these challenges were addressed through a collaboration of an academic librarian
and a public school teacher. Participants in this session will take away a checklist of key considerations when undertaking similar collaborative projects and a sample of how information and digital literacy standards map to the curriculum.

**Delivering Hybrid Training to the Masses**  
**Flossie P. Wimbush**, Director, Technology Application Center, Northern Virginia Community College

This session explores innovative and interactive technologies used to train a very large adjunct population and full-time faculty. This session will discuss the process Northern Virginia Community College uses in training faculty on hybrid effectiveness and course development with the use of emerging technologies.

**Development and Implementation of a Tool to Guide Undergraduate Qualitative Research**  
**Kevin Shorner-Johnson**, Assistant Professor of Music Education, Elizabethtown College

This research study sought to develop and study a tool designed to guide students through the process of qualitative research. The tool used a dashboard mechanism and collaborative engagement to guide students through a series of collaborative steps as they conducted qualitative research in a world music course. The collected research data demonstrate the benefit of using an online tool as well as the challenge of working with ill-defined problems, changing views about the role of qualitative research, and a fascination about the process of understanding other participants’ lived experiences.

**It Takes a Village: Building Capacity in Online Learning and Leveraging Professional Collaborations**  
**Cristi D. Ford**, Assistant Professor, Center for Academic Technology, University of the District of Columbia

This session will illuminate the importance of collaboration to build capacity in online learning. During a time when many institutions’ funds and human resources are limited, it is important to capitalize on all relationships. The presentation will describe at length the opportunity one university used to increase faculty access and professional development in online teaching and learning using the Sloan Consortium. This issue is of particular importance to practitioners, instructional designers, and senior higher education IT administrators who are looking for additional alternatives to provide quality and effective support that is scalable and sustainable.

**It’s Not Just the IT Help Desk Anymore: How IT Changed Campus Support**  
**Hans Cooper**, Associate Registrar, Nathaniel Czarnota, Enrollment Management, Associate Registrar, **Kevin Joseph**, Assistant Director, Information Technology, and **Joseph W. Kirby Jr.**, Assistant Vice President for Business Systems, University of Maryland, Baltimore County
In 2009, UMBC’s Division of Information Technology replaced its current client-based help desk software with a web-based solution called Request Tracker (RT) in order to standardize and streamline the request process. UMBC’s success with RT demonstrates that by using a single help system across campus, IT support can help lead a transformation in campus support through increased partnerships and collaboration. Furthermore, standardizing the FAQ process and integrating ticket data into the campus data warehouse can improve self-service and help departments analyze their business processes to better serve the university.

**Megabit Faculty in a Gigabit World**

**Melissa Sgroi**, Assistant Professor and Chair of the Communications Department, Misericordia University; **Dana Burnside**, Assistant Professor of Education, and **Stephen R. Cheskiewicz**, Assistant Professor, Wilkes University

In the always advancing world of information and communications technology (ICT), it is imperative that faculty maintain the cutting-edge skill set required to be effective and which students have come to expect. The presentation reviews existing research on student perceptions of ICT faculty and programs. A focus is placed on how faculty who teach ICT at institutions of varying Carnegie classifications, with varying credential requirements, face challenges relating to their technological and pedagogical skills, as well as their perceptions of their skill-based readiness, how students perceive that readiness, and its link to problematic student persistence.

**You Want to Put a Wi-Fi Antenna Where?**

**Jason U. Hoerr**, Director of Core Technologies and Client Services, and **Bradley Kauffman**, Systems Administrator, Albright College

Have you ever asked your president if you can mount wireless antennas on your historic campus buildings? Can you imagine what would go through their minds if you did? Albright College’s IT Services tackled the project of providing outdoor wireless coverage using data from the Core Data Survey to support our case. We worked with our Facilities department to understand the constraints the building imposed. We came prepared with data, pictures, and props to our senior leaders. When they had visions of television aerials plastered over Old Main, we were in a position to guide them through the conversation.
2:30–3:15 p.m.

Concurrent Sessions

**Data: Managing Information, Content, and Assessment**

**Implementing Analytics: Incorporating Subject Matter Experts from the Campus Community through a Work-Group Process**

**HARBORSIDE BALLROOM E**

Thomas M. MacKay, Decision Support System Project Director, Virginia Community College System

Higher education analytics implementations are complex and have a set of issues that are nearly unique to the particular purpose of analytical systems. This interactive session will explore strategies and techniques for employing subject matter experts drawn from throughout the college to identify issues, explore potential solutions, and improve analytics ROI.

**The E-Learning Policy Environment**

**HARBORSIDE BALLROOM D**

Jarret Cummings, Policy Specialist, Washington Office, EDUCAUSE

E-learning is increasingly important to meeting our nation’s higher education goals. However, lingering concerns about quality and identity verification continue to produce problematic policies. This presentation will review the history and context for policies impacting e-learning and discuss how the e-learning policy environment might take shape in the near future.

**New Frontiers in Teaching and Learning**

**Circles of Learning: Using Google+ to Enhance Classroom Communities**

**HARBORSIDE BALLROOM B**

Susan Pennestri, Instructional Technologist, Marie Selvanadin, Senior Software Engineer, and Betsy Page Sigman, Distinguished Teaching Professor, Georgetown University

As part of the teaching, learning, and technology fellowship program at Georgetown University, Google+ was implemented in the redesign of an undergraduate database management course to enhance student learning, engagement, and communication. This presentation will share the team-based approach used in the course redesign, student feedback data, and new ways to teach with social media platforms.

**Working Together: Partnerships and Collaboration**

**Transitions: Stories of Strategic LMS Changes**

**HARBORSIDE BALLROOM A**

Michael Schueermann, Associate Vice President/ITS, Drexel University; Christopher Higgins, Director, Learning Technologies and Environments, University of Maryland
Changing a learning management system is no small task. This session will explore recent strategic LMS changes at Drexel University and the University of Maryland. Motivated by a goal to have a single LMS on campus, Drexel worked with its 13 colleges and schools, and campus administrators to get the buy-in and support to achieve this goal. Similarly, Maryland worked to involve faculty and staff from its academic units to evaluate and select a new LMS for campus, Canvas by Instructure. Maryland will cover the selection, evaluation, and implementation processes high-lighting the work with key constituents and stakeholders. The shift in mindset and support of a cloud system versus an individual instance will also be discussed. Drexel will focus on planning and communication strategies and getting buy-in from academic and administrative units. Both institutions will highlight peaks and pitfalls in their processes.

Corporate and Campus Solutions

Do You Have an Innovative and Programmatic Plan of Attack? KENT

Louise Finn, CIO, Loyola University Maryland; Gary Johnson, Jr., Principal Systems Engineer, Public Sector, Symantec Corporation

This agnostic and interactive session will open with some of the current challenges faced by the higher education enterprise at Loyola University. Topics addressed will include BYOD/mobility, big data in the cloud, and cyber awareness for users. Hear how peer enterprises are addressing these topics programmatically with new processes and technology approaches. The forum will be conversational, with time set aside for Q&A at the end.

3:30–5:00 p.m.

Concurrent Sessions

Experience IT

The State of Our Learning Union is ... Change

HARBORSIDE BALLROOM B

Corinne Hoisington, Professor, Central Virginia Community College

WARNING: This workshop is designed for professionals who can handle extreme excitement and engagement. Technology in our classroom is not a passing fad and is here to stay. In fact, it’s inexorably changing the way we teach, learn, and operate. Take a look over the horizon and glimpse trends and changes in the teaching-learning moment, mobile learning and devices, content development, student services, accessibility, and cost. This “500-foot view” of the technology landscape will give you a preview of how these trends will affect you, your students, and your school today and into the future. Topics include Windows 8, Office 2013, slates, mobility, and other technologies.
New Frontiers in Teaching and Learning

From Fair-Use Inaction to Fair Use in Action: Using Best Practices to Support Teaching and Research

HARBOR SIDE BALLROOM D

Peter Jaszi, Faculty Director, American University; Brandon Butler, Director of Public Policy Initiatives, Association of Research Libraries (ARL)

This workshop/panel will familiarize attendees with the fair-use doctrine in copyright law, the general movement toward best practices, and the Code of Best Practices in Fair Use for Academic and Research Libraries. Following an introduction to these concepts and resources, attendees will work through some common use cases and discuss how they would apply consensus fair-use principles to these cases. After the workshop, attendees will be more comfortable with the fair-use doctrine generally and will have experience applying best practices in circumstances they are likely to encounter in their own practice.

People Matter: Professional and Career Development

“Mary Isn’t Contributing to the Coffee Fund!”: Strategies for Managing Staff in a Rapidly Changing Environment

HARBOR SIDE BALLROOM E

Jennifer Lerner, Associate Vice President for e-Learning, Northern Virginia Community College

Higher education today is a rapidly changing, complex environment faced with constantly increasing expectations for flexibility, accountability, creativity, and teamwork. This presentation will focus on the staff management challenges that arise in an environment of this kind and provide a variety of concrete strategies for helping your staff not only survive change but thrive in a changing environment and produce outstanding results. Participants will reflect on and share their own staff management challenges, learn additional strategies from group discussion, and develop an action plan for taking selected strategies back for immediate, midterm, and long-term implementation at their institutions.

Working Together: Partnerships and Collaboration

Developing and Mapping IT Business Processes

HARBOR SIDE BALLROOM A

Donna Lummis, CTLT Assistant Director, and Fran White, Director, Center for Teaching, Learning, and Technology, Goucher College

Does mapping business processes sound like fun? It is! Even more importantly, it can be beneficial to your IT organization and your institution. Learn how process mapping can assist with organizational design, budgeting, and institutional effectiveness. In this hands-on facilitated workshop, you will identify and prioritize key IT processes, identify processes that cross divisional boundaries,
and try your hand at mapping a process (it’s not as easy as you think!). We are sharing research and ideas to develop a learning community that’s focused on process. Join us and become a member of our community.

Workshop

Choose Your Own Adventure

KENT

Dana German, Chief Technology Officer, Albright College; Robert Renaud, Vice President and CIO, Dickinson College; Linda Mehlinger, Assistant Vice President Planning and Information Technology, Morgan State University; Barbara Zirkin, Associate Dean, Distance Learning, Stevenson University; Eric Behrens, Associate CITO and Director of Academic Technology, Swarthmore College; Michael R. McPherson, Associate Vice President and Deputy CIO, University of Virginia

Where are you in your IT career? Find out what skills and qualifications are needed to move into middle management or to an executive position and discuss the reality of getting there with academic professionals in your region. Join this lively DIY career development event, where we will discover the technical and nontechnical skills IT professionals consider important for higher education IT professionals. This interactive event will also offer mini-tutorials on a few critical elements you need to have in your back pocket to take full advantage of opportunities on your horizon.

**Key topics:**

Best Practices for Crafting Your Resume

Eric Behrens

Managing Your Public Image

Michael McPherson

Learning to Use the EDUCAUSE Job Center

Linda Mehlinger

Recruiting 101

Robert Renaud

Money and Budgets

Dana German

Cultivating Buy-In for Difficult Decisions

Barbara Zirkin
THURSDAY, JANUARY 17

3:30–6:30 p.m.

EDUCAUSE Institute New IT Managers Program

(separate registration and fee are required to attend this program)

ESSEX

Gayle Barton, CIO, Amherst College; Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Robert F. German Jr., Vice President for Information Resources, Millersville University of Pennsylvania; Jeffrey C. Cepull, Vice President and CIO, Philadelphia University

Performance Management

Find out the essentials of effective performance management, including topics such as hiring, performance issues, conflict management, and change management.

5:15–6:00 p.m.

Workshop

Lessons Learned from Superstorm Sandy

HARBORSIDE BALLROOM B

Stephen diFilipo, Vice President and CIO, Cecil College; Carol Kondrach, Associate Vice President for Information Technology, Rider University; Joy Hatch, Vice Chancellor, Information Technology Services, Virginia Community College System

This interactive session will be based on valuable learnings gleaned from Wednesday’s “Stories from Superstorm Sandy” session. Join us for a wrap-up session that will share a practical look at how campus IT can most effectively prepare for and respond to catastrophic events affecting our campuses.
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<td>Program Committee Breakfast</td>
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<td>Hands-On Web 2.0 Using WaveMaker</td>
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<td>Global Environmental Science Education in the 21st Century:</td>
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<td>Addressing the Challenges and Opportunities That Face China through Online Innovation</td>
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Leveraging Web-Based Geospatial Tools in the Classroom
HARBORSIDE BALLROOM B

Engaging, Developing, and Retaining Great People in Not-So-Great Times
HARBORSIDE BALLROOM D

Lessons from Cross-Campus Colleagues: Using a Team-Based Model to Redesign Courses Collaboratively
ESSEX

10:30 a.m.–12:00 noon
General Session
They Just Don’t Get It! Seven Ways Geeks and Non-Geeks Can Get Along
SPONSORED BY ACCUVANT
HARBORSIDE BALLROOM C

1:00–3:00 p.m.
EDUCAUSE Institute New IT Managers Program
(separate registration and fee are required)
HARBORSIDE BALLROOM E
FRIDAY, JANUARY 18

7:30–8:30 a.m.

Breakfast
HARBORSIDE BALLROOM A
Program Committee Breakfast
(committee members only)
HERON

7:30 a.m.–12:00 noon

Connect Lounge
LAUREL
Whether you want to connect with people, ideas, power, or all three, take advantage of our Connect Lounge to network, organize impromptu meetings, or simply recharge your mobile device or yourself.

Registration Desk Open
HARBORSIDE BALLROOM FOYER

8:30–9:15 a.m.

Concurrent Sessions
Data: Managing Information, Content, and Assessment

How Good FAQs Can Change the Culture of Support (Inside and Out)
HARBORSIDE BALLROOM E
Joseph W. Kirby Jr., Assistant Vice President for Business Systems, and Anna Sniadach, Manager, University of Maryland, Baltimore County
To balance the ratio of direct assistance vs. user self-support “help” transactions, UMBC analyzed its “trouble ticket” metrics, overhauled its Knowledge Base (www.umbc.edu/faq), and encouraged IT staff to recommend relevant FAQ articles as an initial ticket resolution. For a demo, see http://my.umbc.edu/go/about-help.

Experience IT

Hands-On Web 2.0 Using WaveMaker
HARBORSIDE BALLROOM B
Andrew Lyon, Lead Network Engineer, Virginia Community College System
Using WaveMaker, an open-source toolkit, Virginia Community College System was able to save $100,000 by designing a custom interface to an audio-bridging solution. This session will demonstrate and walk the audience through a live creation of a “Hello World” Web 2.0 website using the toolkit.
FRIDAY, JANUARY 18

New Frontiers in Teaching and Learning
Global Environmental Science Education in the 21st Century: Addressing the Challenges and Opportunities That Face China through Online Innovation
HARBORSIDE BALLROOM D

Jacqueline S. McLaughlin, Associate Professor of Biology, Founding Director of CHANCE, The Pennsylvania State University

Come explore how undergraduate students and teachers can travel the world—either physically or virtually—to carry out real-world research on some of the world’s most troubling environmental issues in order to learn the importance of global environmental sustainability. A case study of the Penn State CHANCE program’s work in China will be presented showcasing the use of technology to transform an embedded field course, virtual online “research modules,” and a traditional science classroom. Witness how online innovation can bring global, real-world scientists and their research data into Chinese classrooms to mobilize students to think about societal and environmental challenges.

Working Together: Partnerships and Collaboration
Bringing Decentralized IT Service Management Together in the Cloud
ESSEX
Diane Gentile, Director, Customer Services, School of Medicine, Washington University in St. Louis

Learn how Washington University School of Medicine achieved consolidation of IT Service Management across eight separate IT departments. The departments collaborated to replace several incompatible and outdated IT systems that perpetuated barriers to collaboration and sharing. Replacing these with a single ITIL-based service management tool provided the opportunity to break through to discover and reach shared goals. We will examine the process, discuss the outcome, and learn how sharing an IT service management tool can work in a decentralized environment while preserving departmental independence.

9:15–9:30 a.m.
Refreshment Break
HARBORSIDE BALLROOM FOYER

9:30–10:15 a.m.
Concurrent Sessions
Data: Managing Information, Content, and Assessment
Data Analytics and Visualization: An Interdisciplinary Tool for Teaching and Learning STEM
HARBORSIDE BALLROOM E

Linda Mehlinger, Assistant Vice President Planning and Information Technology, Morgan State University
Data analytics and visualization can be a valuable teaching tool in the analysis of quantitative as well as qualitative data. Moreover, the techniques involved can be applied as an interdisciplinary teaching strategy for research and teaching in higher education. A training institute resulted in cohorts of teachers developing lesson plans that they shared with colleagues at the end of the institute. At the same time, our goal was to also teach the MSU STEM students how to teach DHS priority areas through the tools of visual analytics and data analysis.

**New Frontiers in Teaching and Learning**

**Leveraging Web-Based Geospatial Tools in the Classroom**

*HARBORSIDE BALLROOM B*

**Scott Rutzmoser**, Senior Computer Consultant, Lehigh University

This presentation will highlight the success of web-based geospatial tools in both research and undergraduate curriculum at Lehigh University. In addition, it will provide a brief overview of some of the cloud and web-based tools that help facilitate creating, publishing, and sharing geospatial data on the web, and how integrating this technology at your university can benefit students, faculty, and staff.

**People Matter: Professional and Career Development**

**People Matter: Engaging, Developing, and Retaining Great People in Not-So-Great Times**

*HARBORSIDE BALLROOM D*

**David Howard**, Director, Instructional Innovation Services, and **Donna Petherbridge**, North Carolina State University

Patrick Lencioni (2007) suggests that managers can “build a culture of job fulfillment,” where people feel visible and valued, improving retention and productivity. In a time where change and growth in IT outpace available resources (do more with less!), IT managers must be proactive in building a positive work culture, finding ways to develop, reward, and retain talented individuals. IT managers must also “walk the talk,” embodying transparency, communication, and collaboration—pillars sustaining workplace morale. Our presentation will focus on effective strategies for IT managers to help you keep your people committed to your organization, even in tough times.

**Working Together: Partnerships and Collaboration**

**Lessons from Cross-Campus Colleagues: Using a Team-Based Model to Redesign Courses Collaboratively**

*ESSEX*

**Anna Kruse**, Program Coordinator, **Susan Pennestri**, Instructional Technologist, **Janet Russell**, Associate Director for Science Programs and Instructional Technology, and **Theresa Schlafly**, Writer and Editor, Georgetown University

In this session, we will highlight how the Teaching, Learning, and Technology Initiative at Georgetown University enabled meaningful experiences in teaching and learning to emerge. Participating faculty fellows collaborated closely with...
teaching center professionals, participated in collegial conversations, and built an informal mentoring program where lessons learned by some informed the work of the others. We’ll share some stories of how trailblazer “Project Makeover” fall-semester assignment redesigns in this group strengthened the spring-semester redesigns of others, and we’ll discuss how open communication and collaborative problem solving made each fellow’s course(s) richer.

10:30 a.m.–12:00 noon
General Session

They Just Don’t Get It! Seven Ways Geeks and Non-Geeks Can Get Along
*Sponsored by Accuvant*

HARBORSIDE BALLROOM C

Paul Glen, Author, Columnist, and Consultant, and Maria McManus, Vice President of Program Development, Leading Geeks

Technical and nontechnical people often have trouble working together. They think differently. They speak differently. They work differently. It’s frustrating for everyone involved. In this session, a geek and a non-geek will entertainingly identify and explain how to overcome the cultural barriers to communication and collaboration. Attendees will learn why process and governance alone won’t solve these problems, how a little benign stereotyping can help us take things less personally, how to recognize the seven key differences between geeks and non-geeks, and how to diffuse disconnects before they become serious problems.

1:00–3:00 p.m.

**EDUCAUSE Institute New IT Managers Program**
*separate registration and fee are required to attend this program*

HARBORSIDE BALLROOM E

Gayle Barton, CIO, Amherst College; Joanne M. Kossuth, Vice President for Operations and CIO, Franklin W. Olin College of Engineering; Robert F. German Jr., Vice President for Information Resources, Millersville University of Pennsylvania; Jeffrey C. Cepull, Vice President and CIO, Philadelphia University

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