Thank you to our sponsors who enhance the event experience through support of attendee activities.

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Welcome to EDUCAUSE Connect!

SOLVE TOP IT ISSUES
Join a cohort that examines a key issue from the tactical to strategic—with the end goal of determining solutions that are practical, influential, and replicable.

NETWORK ACROSS TRADITIONAL ROLES
Facilitated sessions and affinity activities are designed to maximize peer discussions and networking that enable collaboration before, during, and after the event.

GROW THE PROFESSION
Comprehensive career development opportunities enhance session learning by updating skills that enable you to lead and advance your institution from where you are.

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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 is available to all EDUCAUSE members. For more information about EDUCAUSE, including membership, please contact us at info@educause.edu or visit educause.edu.
ON-SITE CONNECTIONS

WIRELESS ACCESS
Wireless connectivity is available throughout the Connect event meeting space.
Network SSID: EDUCAUSEAIR
Network password: educause (case sensitive)

NAME BADGES AND PERSONALIZATION
Your name badge verifies your registration and provides admission to functions. Please wear your name badge at all times. Customize yours with colorful stickers indicating your areas of interest, institutional role, and EDUCAUSE involvement. Stop by the Affinity Sticker Bar next to registration.

AMBASSADOR’S DESK AND GAMIFICATION
Stop by the Ambassador’s Desk for a variety of activities including dinner sign-ups, bingo cards, and more.

Connect Bingo!
Each square has an activity. The more activities you complete, the more Connections you’ll make with colleagues and increase your access to expertise across the higher education IT community. It’s easy and it’s fun!
1. Pick up your bingo card at the Ambassador’s Desk near registration.
2. Mark the bingo square with an X when you complete an activity and have a colleague initial it.
3. Bring your completed bingo card to the Ambassador’s Desk no later than 4:00 p.m. on Thursday to be entered into a drawing for prizes at the end of the day.

RECEPTION
WEDNESDAY, 4:30–5:45 P.M.  |  LONE STAR BALLROOM FOYER
One of the most valuable aspects of this event is the opportunity to connect face-to-face with fellow attendees. Join us for the reception, where you can relax over food and drink and get to know your colleagues. A cash bar will be available; each attendee will receive one drink ticket.

NOTE: Please wear your name badge for admittance.

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

E-MAIL AND PRINTER KIOSKS
Computer and print stations are available during registration hours in the foyer outside the main thought leader room.

SESSION RESOURCES
All content leaders are requested to upload their session resources, including slides, videos, handouts, etc., to its listing in the online agenda, available to participants through the EDUCAUSE Connect San Antonio proceedings web page.

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

Sessions: Share your thoughts on sessions and content leaders through the mobile app or the online event program: educause.edu/EC153/Agenda.

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

MOBILE APP
Sponsored by Pearson, Platinum Partner
Available for: Android | iOS | Tablet
Download the EDUCAUSE Conference & Events mobile app to:
• Access the daily agenda
• Create a personal itinerary
• Review speaker bios
• View location maps
• Complete session evaluations
Download the app: educause.edu/EC153/mobile

MOBILE DEVICE ETIQUETTE
As a courtesy to participants, we ask that you silence all mobile devices during event sessions. In addition, please limit your mobile device use so bandwidth is not exceeded.

AUDIO/VIDEOTAPING, DIGITAL RECORDING, AND PHOTOGRAPHY
Because all presentations and associated materials are the intellectual property of the content leaders, attendees must obtain content leader 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 content leaders. EDUCAUSE reserves the right to ask attendees to move within or to leave a session venue if their use of technology is disruptive. By attending the event, attendees agree to the terms of the EDUCAUSE Image/Audio/Video Release Form, which allows images, audio, and video recorded on-site to be used for educational and promotional purposes.

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

DATA-INFORMED DECISION MAKING
How are you responding to issues such as student outcomes, big-data needs, predictive analytics development, business intelligence, metrics, policy development, and information access and management, as they relate to these two of the top 10 IT issues: improving student outcomes and using analytics to drive institutional outcomes?

ENTERPRISE SERVICE DELIVERY
How are you responding to interrelated top 10 IT issues such as changing funding models, access demand, sourcing technologies and services at scale, implementing risk management and security practices, and developing an enterprise IT architecture that can respond to changing conditions and new opportunities?

ADDITIONAL EXPERIENCES ON-SITE

CIO EXPERIENCE
Sponsored by Workday, Gold Partner
Additional registration and fee required.

The CIO Experience, designed for higher education individuals who currently hold the CIO title or the most senior IT leader title at their institution/campus, includes:

- A networking lunch on Wednesday
- A reception Thursday evening
- A roundtable discussion on Friday morning

EDUCAUSE INSTITUTE NEW IT MANAGERS PROGRAM
Additional registration and fee required.

This program coaches IT professionals who are first-time managers or who aspire to management roles on the basic skills critical for managing and supervising projects, units, and people. All sessions are facilitated by a faculty of experienced IT leaders. Space is limited to 50 participants. Check at the registration desk for availability.

MENTORING AND CAREER DEVELOPMENT
Individual and group opportunities are available for those seeking advice on workplace issues or their own careers. Browse the program for sessions and lunchtime roundtables for additional mentoring opportunities.

PARTNERSHIPS AND COLLABORATIONS
How are you partnering for collective understanding of IT deliverables with issues such as higher education intelligence, student success and retention, faculty development, accessibility, vendor relationships, provision of instructional facilities and content, security issues, and building coalitions and teams across campus divisions as they relate to the top 10 IT issues assisting faculty with instructional integration of IT and determining the role of online learning and strategies for that role?

TALENT AND CAREER DEVELOPMENT
How are you responding to financial planning, project management, leadership development, legal basics for IT staff, successful mentoring relationships, effective teamwork, staff professional development, collaboration and communication, relationship management, design thinking and cultivating innovation as it relates to IT issue IT staffing and development?

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

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

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

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

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

5. Explore Professional Development Opportunities: Institute programs, conferences and events, constituent groups, mentoring, our Career Center, and more are outlined at educause.edu/PDopportunities.
CONNECT COMMITTEE MEMBERS

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Lone Star College System

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Lynn University

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Nevada System of Higher Education

Beth Schaefer
University of Wisconsin–Milwaukee

Joseph Shelley
University of Washington Bothell

Nadine Stern (Connect Chair)
Princeton University

Ellen J. Waite-Franzen (San Antonio Chair)
Dartmouth College

Deborah Whitten
Arizona State University
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM</td>
<td>Registration</td>
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<td>Lone Star Prefunction A</td>
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<td>NITM Breakfast</td>
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<td>NITM Sessions</td>
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<td>Thought Leader Session</td>
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<td>The Digital Difference: Ron Kraemer</td>
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<td>Lone Star Ballroom D-F</td>
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<td>Corporate Displays</td>
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April 22

7:30–8:15 a.m.

New IT Managers Program

Opening Breakfast
Separate registration required.
LONE STAR BALLROOM A
A continental breakfast will be served.

7:30 a.m.–5:00 p.m.

Registration Desk Open
LONE STAR PREFUNCTION A

Connect Lounge Open
PRESIDIO A, THIRD LEVEL

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.

8:15–8:45 a.m.

New IT Managers Program

2015 Cohort Welcome
Separate registration required.
LONE STAR BALLROOM A

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University; Susan Malisch, Vice President and CIO, Loyola University Chicago

The New IT Managers Program focuses on teaching first-time managers and those aspiring to management roles the basic skills critical for managing and supervising projects, units, and people. The program provides a comprehensive view of the role of manager as well as specific skills development in several key management areas including interpersonal communication, finance and budgeting, managing up, and performance management. Additionally, the program offers an invaluable opportunity to share information and experiences with peers and experienced IT practitioners in a highly interactive series of both face-to-face and online sessions.

8:45–10:15 a.m.

New IT Managers Program

Interpersonal Communication
Separate registration required.
LONE STAR BALLROOM A

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University

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

Outcomes: Understand the importance of communication styles in management • Understand the characteristics of basic communication styles • Learn how to flex and adapt communication styles

9:00–10:15 a.m.

Thought Leader Session

The Digital Difference
Sponsored by Grovo
LONE STAR BALLROOM D-F

Ron Kraemer, Vice President and Chief Information and Digital Officer, University of Notre Dame

Explore how emerging digital solutions have the potential to transform IT services in teaching, learning research, scholarship, university operations, and campus life. We will discuss how the current and future roles of the chief digital officer might be applied while identifying the key issues to consider as digital delivery strategies become more prevalent. Participants will be challenged to discuss and share innovative ways they are adapting to and driving digital technologies, solutions, and career skills.

10:15–10:30 a.m.

Networking Break
LONE STAR PREFUNCTION A
Partnerships and Collaboration

Big Change in a Fast World: Collaborating for Long-Term Impact

TRAVIS AB, THIRD LEVEL

Liv Gjestvang, Associate Vice President for Learning Technology, The Ohio State University; Christopher Edwards, Assistant Vice President for eLearning Technology, University of Cincinnati

The pace of change, both in higher education and in technology industries, is moving today at rates we have never seen before. This session will explore how organizations can collaborate with internal and external partners to build innovation and growth, while sustaining healthy, productive, and creative work environments. Participants will identify their greatest organizational challenges and learn how collaboration can lead to positive change. We will develop a set of best practices focused on sustaining innovation across our organizations, without succumbing to burnout or disillusionment. This session will be valuable whether you are just getting started or have a mature organization.

Outcomes: Recognize approaches that lead to inclusive, innovative, and sustainable organizations • Identify organizational barriers and develop plans to overcome these challenges • Explore strategies for managing the rapid rate of disruptive change

New IT Managers Program

Interpersonal Communication (continued)

Separate registration required.

LONE STAR BALLROOM A

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University

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

Outcomes: Understand the importance of communication styles in management • Understand the characteristics of basic communication styles • Learn how to flex and adapt communication styles

CONCURRENT SESSIONS

Data-Informed Decision Making

Breaking Down Silos to Foster a Culture of Data-Driven Decision Making

LONE STAR BALLROOM B

Teresa Fernandez, Senior Director, IT Customer Service, American University; Scott Krajewski, Director of IT, Augsburg College; Michael Dillon, Associate Vice-Provost of Institutional Research, University of Maryland, Baltimore County

To achieve a successful institutional culture of data-driven decision making, you need to break down silos and work across the entire institution. Before lifting that sledgehammer, you need to make sure your organization is ready. And if it is not ready, you can be the one to build that readiness. Hear the experiences of three different institutions at three different readiness levels and be challenged to examine your own institution. In this session, we will help you try to answer these questions: How do you know when your organization is ready? What do you need to get started? How do you act collaboratively as an institution rather than in silos (IT versus IR)? How do you get institutional buy-in?

Outcomes: Recognize the characteristics of institutional readiness • Identify methods to ensure institutional buy-in • Pinpoint elements needed for successful data collection and appropriate use

Enterprise Service Delivery

IT Leadership Service Challenges and Priorities

TRAVIS CD, THIRD LEVEL

Mike Dewey, Director, Academic and Research Computing, and Carlos R. Solis, Assistant Director, Academic Technology Services, Rice University

The IT service delivery model must address increasing needs for academic and research support. How can the central support team determine appropriate services, meet these critical new demands, and realign staff to rethink service delivery priorities?

Outcomes: Determine essential versus important service priorities • Identify the most difficult instructor/research support demands • Create needed expertise within the support team
Talent and Career Development

Communicating for Success

LONE STAR BALLROOM C

Diane J. Graves, Assistant Vice President for Information Resources and University Librarian, Trinity University

What are the secrets of great communicators? How do you develop the ability to connect authentically with others and communicate your message clearly and concisely? Having superb communication skills is a critical differentiator between those who lead and those who are led. In this session, you will learn skills, strategies, and techniques that will help you have the impact you want, whether it is one-on-one with your colleagues, superiors, or reports—or managing across the academic organization.

Outcomes: Identify communication and facilitation skills that engage, energize, and influence others, be they employees, peers, administrators, or faculty • Develop and structure a compelling story to effectively lead people • Pinpoint simple and proven techniques to polish your communication skills

12:00 noon–1:00 p.m.

Lunchtime Roundtable Discussions

Sponsored by Grovo

LONE STAR BALLROOM D-F

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. Each roundtable is hosted by an event participant who will 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.

Benchmarking to Inform Decision Making

Leah Lang, Director of Analytics Services, EDUCAUSE

Building Assessment Frameworks

Sarah Toms, IT Director, University of Pennsylvania

Cloud Hosting Campus Apps

Casey Wright, Web Application Programmer, Purdue University

Creating and Managing Advisory Boards

Teresa Wimmer, Senior Director, Enterprise Applications, University of Virginia

Internet2

Paul H. Erickson, Enterprise Architect, University of Nebraska–Lincoln

Learning Spaces

Peggy Rowland, Senior Director, Teaching and Learning Technology, University of Notre Dame

Measuring Digital Literacy

Andy Auerbach, Education Sales Director, Grovo

Paraprofessional Development and Training

Ariana Lewis, Senior Help Desk Analyst, Loyola University Chicago

Soft Skills Needed to Advance Your Career

Mario Berry, Associate Vice Chancellor–Enterprise Applications, Lone Star College System

What to Do in San Antonio

Arturo de los Santos, Associate Director of Information Technology Services, Trinity University

Women in IT

Beth Schaefer, Director of Client Services, University of Wisconsin–Milwaukee

CIO Experience

CIO Experience Networking Lunch

Sponsored by Workday, Gold Partner

Separate registration required.

Join us to meet with current CIOs and those holding the most senior IT leader title on their campuses for a networking lunch on the first day at Connect. Catch up with colleagues and make new campus connections. The CIO Experience is limited to 50 individuals who currently serve their campus as the CIO or the most senior IT leader; additional registration and fee are required.
12:00 noon–5:45 p.m.

**Corporate Displays**

*LONE STAR PREFUNCTION A*

Join informal discussions with representatives from companies providing technology products and services. Get questions answered and find out more information about what solutions they have to offer.

**Brocade**

Brocade networking solutions help organizations transition smoothly to a world where applications and information reside anywhere. Innovative Ethernet and storage networking solutions for data center, campus, and service provider networks help reduce complexity and cost while enabling virtualization and cloud computing to increase business agility. Visit www.brocade.com.

**Cattura Video**

Cattura Video specializes in enhancing your video experience for your lecture capture, blended learning, and flipped classroom environments. With tools to create and curate videos, smart timeline-based notes, and speech-to-text searching, faculty can easily transform their videos into smart videos that are interactive, searchable, and indexable.

**Cherwell Software**

Cherwell Software develops Cherwell Service Management, an award-winning business technology and IT service management platform, and Express Software Manager for IT asset management. Cherwell is dedicated to customer success, with over 98% customer satisfaction and 98% customer retention. Cherwell offers choice, power, and value to IT teams.

**Fischer International Identity, Silver Partner**

Fischer delivers Identity Management Made for Higher Education that streamlines identity management and governance. Cloud-based and on-campus solutions improve outcomes by quickly extending effectiveness, agility, compliance, and security across an institution. Visionary, rapidly implemented technology delivers low-cost, no-risk solutions that provide unparalleled value: provisioning, identity governance, federated SSO, privileged access, and password management.

**lynda.com, Silver Partner**

lynda.com helps anyone learn software, creative, and business skills to achieve personal, academic, or professional goals. Users get access to a vast online library of high-quality, current, and engaging video tutorials taught by experts.

**Modo Labs**

Kurogo Mobile Campus from Modo Labs is a complete solution that allows universities and enterprises to easily create mobile experiences in hours. Apps can be integrated seamlessly with any data source and customized in any way imaginable. Over a thousand universities and organizations in more than 40 countries use solutions from Modo Labs to deliver rich mobile websites and apps.

**NexGen Storage**

NexGen offers the only hybrid flash array with PCIe flash performance and policy-based storage QoS, allowing customers to prioritize application workloads. NexGen ensures the right data is in the right place at the right time, aligning the costs of storing, accessing, and managing data with its business value.

**OrcaTV**

OrcaTV is a unique, curated channel of student- and faculty-submitted flyers, videos, and social media that simplifies communications on college campuses and helps inform and engage the university community. By bringing many different communication mediums to one place, OrcaTV creates a centralized platform that is accessible, interactive, and fun to use.

**QLess**

QLess helps dozens of colleges and universities around the world eliminate long lines with mobile interactive queuing. Students wait remotely at the library, in the food court, or even in class, instead of standing in line or sitting in crowded waiting areas. Happy, liberated students mean happy, productive staff members!

**Qwilt**

Video is already consuming roughly 70% of your university’s network bandwidth. By deploying Qwilt’s open-caching solution, you can scale your network efficiently for this demand, while understanding video traffic sources, volumes, consumption, and trends.

**SkillSurvey**

To succeed as hires in today’s IT organizations, applicants need to be able to adapt, shift from technical to business problems, collaborate with institutional leaders, and comply with regulatory requirements. Pre-Hire 360 is an online reference assessment that utilizes behavioral science and talent analytics to give you confidential insight on these skills and more from candidates’ references. Visit us to learn more.
TargetX

A leading higher education technology company, TargetX provides CRM solutions to help colleges build relationships with their most important constituencies, built on the powerful Salesforce.com platform. With its 16-year reputation for innovative technology and industry expertise, TargetX has become one of the most-trusted higher education CRM providers.

Unicon

Unicon provides IT services for learning analytics and the Student Success Plan, a case management technology. Learning analytics is a crucial part of the strategy for optimizing learning environments. SSP helps institutions achieve student success by providing a coaching and counseling model for integrated planning and advising services.

VMware

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the cloud era. VMware Professional Services transforms IT possibilities into business outcomes. Our comprehensive portfolio of consulting and education services addresses the technical, people, and process transformation needed to deliver tangible business results.

WTC Consulting

WTC Consulting is a national firm that has been delivering consulting services to higher education and academic medical centers since 1983, with expertise in strategic technology planning, rate and funding strategies, IT cost and service alignment, mobility planning, and infrastructure assessment and design. WTC has conducted over a thousand engagements for 260 campus clients.

1:00–2:00 p.m.

CONCURRENT SESSIONS

Data-Informed Decision Making

Chief Data Officer: Champion of Data Governance and Analytics

LONE STAR BALLROOM B

Michael C. Kelly, Chief Data Officer, University of South Carolina; Jason Fishbain, Chief Data Officer, University of Wisconsin–Madison

What is a chief data officer? Should your institution have one? Attend this session to understand the institutional challenges that led our institutions to create the CDO position to support numerous functional data stewards and central IT, and how the position has quickly evolved. Learn how a CDO, through collaboration and developing partnerships, can establish a governance framework for becoming a more data-driven decision-making institution by implementing information quality standards, risk management/compliance and data architecture, and integration practices.

Outcomes: Discover the responsibilities of CDOs • Investigate necessary partnerships for an effective CDO and analytics program • Recognize the purposes of data governance programs

Enterprise Service Delivery

Geeks, Google, and Gamification: Training with the Force

TRAVIS CD, THIRD LEVEL

Chas Grundy, Manager, Product Services, University of Notre Dame

They’re busy. You’re busy. They need training. You need the project to succeed. Learn how we trained hundreds of staff in a matter of weeks using our Google Apps Jedi Academy—and the fun had along the way. Take home a toolkit you can use to design an innovative training program your customers will love.

Outcomes: Discover how to use gaming elements at work • Learn how to change the way training is addressed • Receive a digital toolkit for program creation

Partnerships and Collaboration

Shaping the Face of Digital Badges

TRAVIS AB, THIRD LEVEL

Kevin O’Shea, Educational Technologist, Purdue University

Digital badge use is growing in higher education. In this session, gain insights and lessons learned from implementing a badging project. Create cross-curricular, professional group, and interdepartmental interest in badging to unify strategic university outcomes. Design samples of badging uses on campus.

Outcomes: Identify challenges to implementing digital badges in instructional programs • Define stakeholders to impact student success with digital badges • Ideate strategies for effectively implementing and assessing digital badges

Talent and Career Development

“Unleashed Potential” Hackathon

LONE STAR BALLROOM C

Erin Morgan, Assistant Director, University of Texas at Arlington

The maturing IT organization’s structure, along with talent management, has emerged as one of the top issues facing higher education IT leaders today. Innovation and agility were easily demonstrated when our organizations
were young. Like software development start-ups, as our organizations have grown and matured, bureaucracy and lack of shared purpose have stifled employee engagement, inspiration, and organizational adaptability. Join thought leaders from across the higher education community in a hackathon focused on illuminating solutions to the most challenging issues facing IT leaders today: lack of individual and organizational purpose, structural barriers to agility and resilience, and unrealized employee potential.

**Outcomes:** Develop strategies for creating shared vision and values • Discover practical ideas for increasing engagement and agility by reducing bureaucracy • Create solutions that enable employee innovation and collaboration

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**1:00–2:30 p.m.**

**New IT Managers Program**

**Project and Portfolio Management**

Separate registration required.

**LONE STAR BALLROOM A**

**Susan Malisch,** Vice President and CIO, Loyola University Chicago

This session will provide an overview of project management components and why it is important to create and operate a project management roadmap to ensure a successful outcome.

**Outcomes:** Understand the processes for project request and approval life cycles • Understand how to plan and manage the project, including resource capacity and demand • Understand the importance of portfolio planning and governance

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**2:15–3:15 p.m.**

**CONCURRENT SESSIONS**

**Partnerships and Collaboration**

**A Partnership in IT Project Prioritization: How to Say Yes or No**

**TRAVIS AB, THIRD LEVEL**

**Mary Judkins,** Project Manager, and **Suzanne Traxler,** CIO, University of Wisconsin–Platteville

Partnerships are a perennial EDUCAUSE top 10 IT issue. In this session, we will discuss a case study of a Project Management Center of Excellence (PMCOE) office and an IT project prioritization process that completed a very successful first year. Learn how the new IT prioritization model was designed to be institutionally focused, while representative of all campus stakeholders by having the PMCOE office partner with ITS to manage projects on campus, as well as to facilitate the IT prioritization process. We will share successes and challenges faced when rolling out a project management and prioritization program, and work with sample templates to help make your campus successful.

**Outcomes:** Learn the importance of partnerships/collaboration for IT projects • Review examples of UW-Platteville leadership taking ownership for projects • Practice reviewing projects with sample toolsets

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**Data-Informed Decision Making**

**From Question to Action: Creating In-House Surveys as a Part of Data-Driven Decision Making**

**LONE STAR BALLROOM B**

**David Consiglio,** Head of Research Support and Educational Technology, Bryn Mawr College

Join this important session to learn how to create your own in-house surveys, evaluate those surveys in the context of other data-collection choices, and turn your data into action.

**Outcomes:** Gain experience in identifying goals as well as writing clear and useful questions to obtain those goals • Discover effective sampling strategies and methods to maximize response rates • Investigate how to use data to develop a business case and to effectively communicate changes and results with your campus constituents

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**Enterprise Service Delivery**

**Meet the New Dynamic Duo: ITSM and PPM**

**TRAVIS CD, THIRD LEVEL**

**LeRoy Butler,** Associate Vice President for Technology, Lewis University; **Andrew Graf,** Lead Analyst, TeamDynamix

There’s a new dynamic duo in higher education: IT Service Management (ITSM) and Project and Portfolio Management (PPM). These traditionally separate disciplines are being combined to increase visibility, resources, and more. The outcome of this change in IT service management is a more efficient and effective IT organization, one that can meet the university’s technology needs.

**Outcomes:** Discover effective change management processes by utilizing ITSM and PPM methodology • Examine ways to successfully implement ITSM and PPM • Explore industry trends around the convergence of PPM and ITSM in higher education
Wednesday — 12

Talent and Career Development

Service Catalog Best Practices
LONE STAR BALLROOM C

Butch Juelg, Associate Vice Chancellor, Technology Services, Lone Star College System; Reginald Lo, Director, Service Management, VMware

IT departments need to become more service oriented, beginning with a service catalog and focusing on continued service improvement. The ECAR Service Catalog Working Group is publishing best practices for creating a service catalog. This is an opportunity for institutions to adopt a common industry practice instead of reinventing the wheel. Explore the connection between key performance indicators, ITSM processes, and project management and how, taken together, they improve IT operations and customer service. This session will include an exercise that describes the thought process behind the service catalog framework and shows how it is logically constructed. Attend this session to discuss best practices and lessons learned, and discover how you can start maturing your IT service management right now.

Outcomes:
- Realize that service improvement is about incremental change
- Investigate the service catalog framework recommended by ECAR
- Explore next steps to become service oriented (i.e., service owners)

New IT Managers Program

Budget and Finance
Separate registration required.
LONE STAR BALLROOM A

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University; Susan Malisch, Vice President and CIO, Loyola University Chicago

This session will explore two critical aspects of a higher education institution’s financial circumstances. The first identifies key indicators of an institution’s financial health and maps where you can find them. The second examines the nature of costs in our enterprise and pulls back the camouflage under which those costs often hide.

Outcomes:
- Learn the basic language of budgeting and financial reporting
- Understand common sources and uses of funds in higher education
- Understand the connection between your financial decision making and your institution’s financial condition
- Learn how to use those insights to gain credibility and influence and make better decisions

Networking Break and Corporate Displays
LONE STAR PREFUNCTION A

While you get refreshments, join informal discussions with representatives from companies providing technology products and services. Get questions answered and find out more information about what solutions they have to offer. See pages 9–10 for company names and descriptions.

CONCURRENT SESSIONS

Data-Informed Decision Making

Mining Social Media to Make Decisions
LONE STAR BALLROOM B

Joseph T. Yun, Manager of Campus IT Relations and Data Analytics, University of Illinois at Urbana-Champaign

Learn how to utilize social media listening tools to aggregate information about your technology offerings from various channels (Twitter, Facebook, blogs, forums, news, etc.). Campus constituents such as the student body frequently turn to social media to express their excitement or concerns about technology, and social media listening tools enable us to collect and mine this data. Discover how to build a similar program for your institution and how to provide reports to your organization’s leadership on what’s trending for your campus via social media.

Outcomes:
- Identify key data-driven decision-making opportunities available via social media listening
- Investigate how to create a social media listening effort
- Pinpoint additional opportunities for knowledge building and decision-making arenas appropriate for social media listening

Enterprise Service Delivery

How Your Relationships with Tech Impacts Everything
TRAVIS CD, THIRD LEVEL

Rachel Apgar, ITS Process Owner, and Joseph Bauer, IT Process Manager, University of Michigan–Ann Arbor

How does your philosophical relationship with technology impact your daily and practical activities? Participate in this facilitated journey of self-discovery to learn the differences between technology delivery and service delivery and explore how these differences might change the way you approach the top 10 IT issues as a service provider. This interactive, guided conversation will weave theory with practice and incorporate participant experience and views along the way.
**Outcomes:** Discover that technology has a bigger impact on daily life than previously realized • Explore the difference between service and technology delivery • Challenge assumptions of what a service provider is

**Partnerships and Collaboration**

**Deconstructing Silos: Building Partnerships between Information Security and Academic Research**

**Travis AB, Third Level**

Christopher Dehner, Information Security Specialist, Kennesaw State University

Competitive academic research increasingly requires that greater attention be paid to secure data management. Isolated data silos are easy targets for nefarious actors, increasing the risk of a crippling breach. Recognizing this need, an innovative relationship formed between the KSU Information Security Office and the Bagwell College of Education to securely manage research data for a $9M Department of Education grant. Gain insight from this case study on how to build successful partnerships between researchers and IT services. Additionally, the evolution of data security practices and the methods employed to bridge the admin/academic divide will be showcased.

**Outcomes:** Learn how IT can bridge the admin/academic divide by enhancing security in data management protocols • Learn how to become an advocate and ally for secure data practices • Leave empowered to develop university-wide structures for secure data management procedures

**Talent and Career Development**

**Leading Peers (because Ordering Seldom Works)**

**Lone Star Ballroom C**

Bruce D. Reeves, Interim Manager of Academic Support, University of Minnesota–Duluth

IT staff often find themselves in the position of leading their peers to complete a project whether small or big in scope. Sometimes, getting a peer to do an agreed-upon task can be daunting. Leading, whether peers or otherwise, is a challenge many IT professionals face in higher education but are often ill prepared to handle.

**Outcomes:** Explore a modeled process • Identify concrete strategies to take back to your institution • Develop frameworks for leading peers

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**4:30–5:45 p.m.**

 Responsible for Admittance

**Lone Star Prefunction A**

One of the most valuable aspects of this event is the opportunity to connect face-to-face with fellow attendees. Join us for the reception, where you can relax over food and drink and get to know your colleagues. A cash bar will be available; each attendee will receive one drink ticket.

**NOTE:** Please wear your name badge for admittance.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>Registration</td>
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<tr>
<td></td>
<td>Lone Star Prefunction A 7:30 a.m.–5:00 p.m.</td>
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<tr>
<td>7:45 AM</td>
<td>Networking Breakfast</td>
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<td>Lone Star Ballroom D-F 7:30–8:30 a.m.</td>
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<td>8:00 AM</td>
<td>NITM Sessions</td>
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<td>Lone Star Ballroom A (separate registration is required) 8:30–10:00 a.m.</td>
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<td>8:15 AM</td>
<td>NITM Sessions</td>
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<td>Lone Star Ballroom A (separate registration is required) 8:30–10:00 a.m.</td>
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<td>9:00 AM</td>
<td>Corporate Displays</td>
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<td></td>
<td>Lone Star Prefunction A 10:00 a.m.–3:00 p.m.</td>
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<tr>
<td>9:15 AM</td>
<td>Lunch and Roundtable Discussions</td>
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<td>Lone Star Ballroom D-F 12:00 noon–1:00 p.m.</td>
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<tr>
<td>9:30 AM</td>
<td>Dessert, Poster Sessions, and Corporate Displays</td>
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<td>1:00–1:45 p.m.</td>
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<td>9:45 AM</td>
<td>NITM Session</td>
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<td>Lone Star Ballroom A (separate registration is required) 1:45–2:45 p.m.</td>
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<tr>
<td>10:00 AM</td>
<td>Last Chance to Visit Corporate Displays</td>
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<td>2:45–3:00 p.m.</td>
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<td>10:15 AM</td>
<td>NITM Session</td>
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<td>Lone Star Ballroom A (separate registration is required) 3:00–3:45 p.m.</td>
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<td>10:30 AM</td>
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<td>3:45–4:00 p.m.</td>
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<td>10:45 AM</td>
<td>Thought Leader Session</td>
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<td>Tell Me about Yourself: Holley Murchison</td>
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<td>11:00 AM</td>
<td>CIO Experience</td>
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<td>Networking Reception</td>
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<td>Presidio B, Third Level (separate registration required) 5:00–6:00 p.m.</td>
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<tr>
<td>11:15 AM</td>
<td>Evening on Your Own</td>
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<tr>
<td>11:30 AM</td>
<td>NITM Session</td>
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<tr>
<td></td>
<td>Lone Star Ballroom A (separate registration is required) 3:00–4:00 p.m.</td>
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</table>
April 23

7:30–8:30 a.m.

Networking Breakfast

*LONE STAR BALLROOM D-F*

A complete, hot breakfast will be served.

7:30 a.m.–5:00 p.m.

Registration Desk Open

*LONE STAR PREFUNCTION A*

Connect Lounge Open

*PRESIDIO A, THIRD LEVEL*

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.

8:30–9:30 a.m.

New IT Managers Program

**Budget and Finance (continued)**

*Separate registration required.*

*LONE STAR BALLROOM A*

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University; Susan Malisch, Vice President and CIO, Loyola University Chicago

This session will explore two critical aspects of a higher education institution’s financial circumstances. The first identifies key indicators of an institution’s financial health and maps where you can find them. The second examines the nature of costs in our enterprise and pulls back the camouflage under which those costs often hide.

**Outcomes:**
- Learn the basic language of budgeting and financial reporting
- Understand common sources and uses of funds in higher education
- Understand the connection between your financial decision making and your institution’s financial condition
- Learn how to use those insights to gain credibility and influence and make better decisions

8:30–10:00 a.m.

**CONCURRENT SESSIONS**

**Data-Informed Decision Making**

**Studying Learning Success: Exploring Factors, Questions, Data, and Ways of Using Your Analyses to Greatest Effect**

*LONE STAR BALLROOM B*

Andrea Lisa Nixon, Director of Educational Research and Lecturer in Educational Studies, Carleton College; Randall J. Stiles, Associate Vice President, Analytics and Institutional Research, Grinnell College

Join this interactive workshop to explore ways of measuring the success of your efforts in teaching and learning. We will address questions such as what does learning success mean at your institution? What kinds of data might help you understand if you are achieving your goals? How might the results of the analysis be used to best effect at your campus? Join colleagues and experts in this session to begin mapping your strategy.

**Outcomes:**
- Determine the focus of your (T&L) project
- Consider the most compelling type of analysis and questions for your institution how to develop (or enhance) your (T&L) data-collection efforts
- Compare possible data sources to best address those questions and draft a roadmap for using your analysis to the greatest effect

**Enterprise Service Delivery**

**Information Security: Moving Beyond the "Office of No"**

*TRAVIS CD, THIRD LEVEL*

Jon Allen, Assistant Vice President and Chief Information Security Officer, Baylor University; Miguel Soldi, Assistant Chief Information Security Officer, University of Texas System

As tempting as it may be to say “No, we can’t do this” at times, the effectiveness of information security will be measured not only by how effective we are at preventing security breaches but also by our contributions to achieving institutional goals. Information security provides essential risk analysis that allows management to make informed decisions about technology and information security. Increased use of technology is not optional—the cloud is here to stay, and institutional data will continue to move to third-party service providers. Information security needs to be seen as “Let’s see how can we make this work” rather than “No, it can’t be done.” During this session, we will explore alternatives and approaches available to information security professionals to move from perceived “roadblocks” to nimble, flexible, and accessible partners in meeting institutions’ changing missions of instruction, research, patient care, and community service.
8:30–10:00 a.m. continued

**Outcomes:** Realize the tie between preventing security breaches and achieving institutional goals • Discover how to make informed decisions using risk analyses • Explore how to move forward in making the cloud a reality

**Partnerships and Collaboration**

**Digital Storytelling for Collaboration On and Off Campus**

*TRAVIS AB, THIRD LEVEL*

Butch de Castro, Associate Professor, and Salem W. Levesque, Digital Media Coordinator, University of Washington Bothell

Through a collaboration between faculty and learning technologies staff, students learned how to storyboard, capture video footage and edit it, and produce digital media projects. The outcomes of these project served additional community-based organizations as media campaigns and political action efforts to convey their stories. This service-learning assignment was transformative for students. Traditional course content was enlivened by the unconventional integration of a digital arts component, and students were taught a skill applicable to other aspects of their professional and personal lives.

**Outcomes:** Discover how digital media can be incorporated into nontraditional programs and courses • Create a plan to help students and faculty with little or no previous experience learn media-production skills in a short time • Learn how to demonstrate the value of digital storytelling to community stakeholders

**Talent and Career Development**

**Growing the Next Generation of Higher Ed Leaders**

*LONE STAR BALLROOM C*

Thomas Andriola, Vice President and CIO, University of California, Office of the President

This session will focus broadly on staff development techniques ranging from early career to senior level and the different skills and competencies that are of greatest need at different points of the IT career: skills training, external knowledge building, career goal setting, and experience-based learning through job assignments during early career development as well as senior talent management frameworks that focus on greater development of the soft skills of IT leadership. It will also include a discussion of an overall need for coaching/mentoring at all levels of career development. This facilitated session will share and discuss techniques, frameworks, and success stories, as well as the need for EDUCAUSE programs to develop tomorrow’s leaders in higher education IT well versed in collaboration, team building, change leadership, and organizational renewal.

**Outcomes:** Develop a potential roadmap to grow your people and build the talent pipeline throughout your organization • Determine practical strategies for how to get existing employees/managers to engage in mentoring and coaching activities with staff • Discuss the evolving model for senior IT leadership under consideration by members of the EDUCAUSE CIO community

9:30–10:00 a.m.

**New IT Managers Program**

**Performance Management**

Separate registration required.

*LONE STAR BALLROOM A*

Susan Malisch, Vice President and CIO, Loyola University Chicago

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

**Outcomes:** Understand the fundamentals of personnel management • Understand the basics of team dynamics • Understand the employee life cycle

10:00–10:30 a.m.

עשויים

**Networking Break**

*LONE STAR PREFUNCTION A*

10:00 a.m.–3:00 p.m.

**Corporate Displays**

*LONE STAR PREFUNCTION A*

Join informal discussions with representatives from companies providing technology products and services. Get questions answered and find out more information about what solutions they have to offer. See pages 9–10 for company names and descriptions.
New IT Managers Program

Performance Management (continued)
Separate registration required.
LONE STAR BALLROOM A
Susan Malisch, Vice President and CIO, Loyola University Chicago

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

Outcomes: Understand the fundamentals of personnel management • Understand the basics of team dynamics • Understand the employee life cycle

CONCURRENT SESSIONS

Data-Informed Decision Making

Using Analytics in Education and Operations: Integrating Perspectives with Frameworks for Success
LONE STAR BALLROOM B
Theodore L. Curran, Executive Director, Finance, Carnegie Mellon University; Linda Baer, Senior Fellow, Civitas Learning; Janet May Dillon, Director, Outreach Analytics and Reporting, The Pennsylvania State University

Three subject matter experts with different roles in higher education and industry will focus on how analytics are being used to address strategic priorities in universities. The team will demonstrate examples of tools that can change institutional culture and drive a transformation in academic, operational, and financial success. The session will highlight predictive analytics techniques and how different stakeholders can use them effectively for decision making. There is an industry transformation where key university stakeholders expect the right information in a consumable format with direct, secure access. Real use cases will be shown and evaluated; the drivers to put analytics/dashboard technologies in place and the steps to make it work. This lightning round session will be highly interactive, with breakout groups focused on developing frameworks in desired topic areas (e.g., student success, alumni engagement, and research center/publication goals).

Outcomes: Discover and use strategies and tools necessary to enable analytics capabilities • Determine best practices for building organizational capacity for analytics • Explore use cases on how institutions are using analytics platforms and dashboards to deliver on goals

Enterprise Service Delivery

Increasing Accessibility through Mobile Responsiveness
TRAVIS CD, THIRD LEVEL
Robby Seitz, Campus Webmaster, and Harshul Sharma, System Analyst II, University of Mississippi

With the proliferation of a wide variety of web-capable devices on campus, it is imperative that we make considerations for every self-service to be consumable from any device, ensuring that it works well with assistive tools and provides a great user experience. The objective of this session is to engage participants in a discussion concerning obstacles to an ideal solution and suggestions for best practices in overcoming each of these factors.

Outcomes: Realize the importance of responsive and accessibility considerations for all self-services • Investigate ongoing challenges in content presentation for mobile devices • Recognize similarities between devices for users with disabilities and mobile users

Partnerships and Collaboration

Challenges and Lessons Learned Through Campus Collaborations
TRAVIS AB, THIRD LEVEL
Alan R. Heath, Web and Academic Development Team Lead, Dartmouth College; Dan Harder, Director, Campus Technology Support, Elon University; Laurie McGowan, Senior Web Systems Consultant, and Erin F. McLaughlin, Assistant Teaching Professor, University of Notre Dame

Consider how academic systems can create web applications to support academic and administrative needs including a standardized process to handle the project life cycle with agile development methodologies to design and implement approved projects. Explore a case study partnership that transformed a print journal of first-year writing to a custom web-based publication that blended a variety of media, afforded pedagogical scaffolding, broadened accessibility, and reduced student textbook costs. Hear about how co-budget and shared license requests benefit the campus-wide system and meet institutional objectives.

Outcomes: Partner with faculty and stakeholders to develop processes and high-quality software to support cutting-edge subject matter using agile development in higher ed • Discover ways to effectively collaborate, meet strategic institutional objectives, and invest in resources during budget constraints
Talent and Career Development

Successful Negotiating Requires Listening

LONE STAR BALLROOM C

Ellen J. Waite-Franzen, Vice President for Information Technology and CIO, Dartmouth College

All too often, the reason we fail has less to do with technical competence and more to do with misunderstood expectations or a mismatch between expectations and resources. While research shows that negotiation skills are critical for a successful career and fundamental to almost everything we do at work daily, it is one of the last things we consider when planning our own and others’ professional development. In this session, you will learn how to discern the true needs of others—and the best way to accomplish that through listening, asking questions, and collaborating.

Outcomes: Learn how to determine the difference between true needs and wants • Learn how to listen to understand rather than respond • Explore how to manage expectations by bringing others to the discussion who can help you listen and better understand

12:00 noon–1:00 p.m.

Lunchtime Roundtable Discussions

LONE STAR BALLROOM D-F

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. Each roundtable is hosted by an event participant who will 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.

24/7 Student Technology Support

David R. Hoyt, Chief Information Systems Officer, Collin County Community College District

Assessing Maturity of IT Capability

Leah Lang, Director of Analytics Services, EDUCAUSE

Cloud Procurement

Paul H. Erickson, Enterprise Architect, University of Nebraska–Lincoln

Faculty and Online Course Development

Lujean Baab, Senior Director–Networked Learning Design, Virginia Tech

Mentoring

Carolyn Lightfoot, Chief Information Officer, Lee College

Risk Assessment and Mitigation

Khushru Tata, Vice President for IT and CIO, South Carolina Technical College System

Round Rooms: Building Collaborative Classrooms

James A. Crawford, Executive Director, Office of Technology Services, Lone Star College System

So Are You Thinking about Becoming a CIO?

Suzanne Traxler, CIO, University of Wisconsin–Platteville

Student Employees

Conny Liegl, Senior Designer, California Polytechnic State University, San Luis Obispo

Turning the Ship: Changing Organizational Culture

James N. Bradley, Vice President and Chief Information Officer, University of Texas at Arlington

User Advocacy and Service Desks

Lisa Callihan, IT Customer Experience Manager, University of Michigan–Ann Arbor

1:00–1:45 p.m.

Dessert

LONE STAR PREFUNCTION A

Corporate Displays

LONE STAR PREFUNCTION A

Join informal discussions with representatives from companies providing technology products and services. Get questions answered and find out more information about what solutions they have to offer. See pages 9-10 for company names and descriptions.
POSTER SESSIONS

LONE STAR PREFUNCTION A
Visit these informal, interactive, brief presentations that share campus experiences on effective practices, research findings, or technical solutions.

Be Flexible! How to Create Modular Content in 5 Easy Steps
Conny Liegl, Senior Designer, California Polytechnic State University, San Luis Obispo
Revise your existing workflow and “think modular”: It will save valuable time and money while allowing employees to focus on the important tasks. To help you cultivate this mind-set, we will show you ways to identify duplicated efforts in your organization and how to develop a content toolbox for multiple uses. We will demonstrate best practices for producing a new product by combining existing resources and materials as a creative way to save resources.

Outcomes: Learn how to implement strategies to maximize productivity and minimize duplicated efforts • Obtain a lean-thinking guide to transform your organization • Obtain best practices for implementing modular content strategies

Coaching Grease: Reducing Friction in Organizational and Cultural Change
Sherwood Keith Boswell Jr., Director, Information Technology and Engineering Computer Services, NC State University
In higher education IT, one of the most difficult things for a leader to do is to successfully effect organizational or cultural change. Find out how the application of coaching theory and techniques can help achieve desired change outcomes and create more effective organizations.

Outcomes: Identify the primary human-based elements that impede or prevent successful organizational or cultural change and how they reduce organizational effectiveness • Determine how to apply coaching theory and techniques to reduce or eliminate the effects of human-based friction during the organizational or cultural change process • Explore a functional model for individual coaching

Lessons Learned: How to Prepare for a Successful CRM Implementation
Jason Ramsey, Associate Director, ITS, Allegheny College
In the not-so-distant past at Allegheny College, we created codes in our student information system to indicate which office an admissions folder was in, in the hopes of saving time locating a file during the review process. However, there comes a time when you can no longer squeeze any more efficiency out of legacy systems, and workarounds like this become obsolete. This presentation will share lessons learned on our journey to a new CRM. We will discuss how to lay the foundation for a successful CRM implementation and explore the steps you should take to create a cross-functional, collaborative approach to managing the student life cycle.

Outcomes: Understand the steps required when implementing a CRM system • Evaluate current business processes and create a checklist of requirements • Gain insight into leveraging departmental expertise

Maintaining Student Satisfaction and Reducing Costs with Data-Driven Decisions
Robert Guthrie, Manager of Ed Tech Projects, University of Notre Dame
Facing an $80,000 budget deficit with the student printing service and no prospect of a budget increase, we organized our information into a data model to determine the source of the budget issue and to evaluate potential changes in the service. Student printing is a high-visibility service with a 91% satisfaction rating; it isn’t desirable to change the service if there is a negative impact to that rating. By organizing the data model, we identified the sources of the budget issue and proposed solutions. We then used that information to build widespread stakeholder consensus for the proposed changes in the service.

Outcomes: Understand the data model/analysis process we used • Learn how to follow a data-driven consensus-building process • Become participants in building a midyear progress update

You Can Get It for Free: Tips to Finding No-Cost Professional Development
Katherine Lehman-Meyer, Director, Academic Media Center, St. Mary’s University
It’s imperative that all IT personnel are up to date on industry trends, but most operating budgets won’t allow for the volume of desired training. This session will introduce strategies for creating corporate partnerships within our own communities and provide step-by-step instructions to get started. These strategies will encourage the use of overlooked campus resources and underdeveloped student assets.

Outcomes: Create professional development action plans • Understand unique vendor partnership options • Meet people that can help you do this
New IT Managers Program

Time Management
Separate registration required.

LONE STAR BALLROOM A

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University

Successful delegation and effective time management are essential skills that will help managers and their teams succeed. This session will look at how to focus on the right things at the right time, ways to improve your own delegation skills, and how to avoid procrastination in order to manage job stress and be successful managers.

Outcomes: Learn about the most common barriers to effective delegation and how to deal with these • Identify common barriers to effective time management and techniques for addressing them • Create a framework for making decisions about how to most effectively spend your time

CONCURRENT SESSIONS

Data-Informed Decision Making

How Adoption Patterns Affect Technology Initiatives

LONE STAR BALLROOM B

Philip Neufeld, Executive Director, Information Technology, Fresno Unified School District

New technology rollouts in higher education carry the promise of better teaching and learning and improved student outcomes. However, we rarely consider how adoption patterns will affect technology initiatives. Data from a robust, mixed-methods study of tablet adoption by Fresno State students suggests ways to make technology initiatives more sensitive to variations among students and to get more users on the path to adoption more quickly.

Outcomes: Recognize how adoption patterns affect technology rollouts • Explore technology adoption variations among students • Determine how to use data about technology adoption to improve technology initiatives

Enterprise Service Delivery

Campus Collaboration in the Cloud

TRAVIS CD, THIRD LEVEL

Jon Allen, Assistant Vice President and Chief Information Security Officer, Baylor University; Andrew Keating, Director, Cloud Services, Internet2

Over the past few years, universities have worked together on strategies for developing and deploying cloud services for the research and education community under the auspices of the Internet2 NET+ program. This session will review the results of the community’s collaboration on cloud service delivery, risk mitigation, and evolving standards on security, identity, accessibility, and others. It aims to engage participants to think through how they and their institutions can participate and become more knowledgeable about the risks and benefits associated with developing a cloud strategy in conjunction with their peers.

Outcomes: Explore how universities have assessed cloud services • Gain access to a proven toolkit developed by universities for cloud readiness • Strategize how to engage campus leaders on the benefits of the cloud

Partnerships and Collaboration

A Lightning Round Look at Competency-Based Education

TRAVIS AB, THIRD LEVEL

Laurie J. Pulido, President, eLearning Innovation; Emily Wood, Instructional Designer, Helix Education; Casey Wright, Web Application Programmer, Purdue University

What does competency-based education (CBE) mean for higher education, and how does it fit within existing traditional credit hour courses? Explore the challenges and lessons learned when collaborating with faculty, instructional designers, students, IT, and vendors. Consider data and analytics within selected instructional methods, integration strategies, instructional design, course creation, motivation, and student support.

Outcomes: Compare and contrast competency-based to traditional credit hour educational models and analyze how digital badges can support CBE • Describe how instructional designers and technology combine to meet the needs of CBE • Define the application of data and analytics to support learning assessment through CBE
Talent and Career Development

Developing a Talent Toolkit to Meet the Higher Ed Needs of the Future
LONE STAR BALLROOM C

Daniela A. Aivazian, Organizational Effectiveness Specialist, Stanford University

“IT staffing models” is a top 10 IT issue. Stanford IT Services, like many central IT organizations, staffs mostly with internal full-time IT employees. This is challenging in a world where the pace of technology change is constantly increasing and/or organizational capacity and resilience must adapt to meet the evolving expectations of faculty and students, while Silicon Valley aims to lure our best employees away. We believe talent is how we maximize the strategic contribution of IT. Our Talent Development Toolkit works to increase competence, commitment, and connection, leading to greater productivity and catalyzing change that supports Stanford’s mission.

Outcomes:
- Obtain lessons learned from the Stanford ITS experience, including tips and strategies
- Develop adaptable tools and approaches from our Talent Development Toolkit
- Investigate the utility of an interactive coaching practice

2:45–3:00 p.m.

Corporate Displays
LONE STAR PREFUNCTION A

This is your last chance to visit company displays. Please see pages 9–10 for company names and descriptions.

3:00–3:45 p.m.

CONCURRENT SESSIONS

Data-Informed Decision Making

Moving from Learning Analytics to Institutional Effectiveness
LONE STAR BALLROOM B

Angie McAllister, Senior Vice President, Data and Analytics, Pearson; Christopher Higgins, Executive Director, Academic and Scholarly Technology Services, University of Chicago; John Fritz, Assistant Vice President, Instructional Technology, University of Maryland, Baltimore County

Higher education is witnessing a remarkable moment of experimentation and data collection, where new ways of thinking about learning are coming from innovative faculty and start-ups as well as established institutions and corporate partners. Using the ECAR Analytics Maturity Index, participants will do a self-assessment in order to inform a process of creating a practical model for data-driven decision making for their campus. This session will focus on practical ways to apply the latest learning science principles with the discoveries found in volumes of data that are generated from digital learning activities.

Outcomes: Explore the foundations of learning analytics and institutional effectiveness • Critique a specific model for learning design to improve student success • Articulate one concrete step for evidence-based decision making at your institution

Enterprise Service Delivery

Unsteady Ground: Changes in IT Communications
TRAVIS CD, THIRD LEVEL

Carlyn Foshee Chatfield, Manager, IT Technical Communications, Rice University

The IT communications manager is a new role in the 21st century. This person is typically charged with unifying and distributing technology updates, alerts, and announcements to the campus community. Coordinating outgoing messages requires internal collaboration, so communications managers often bridge silos inside central IT. Responsibility for marketing IT services, project management communications, and event coordination also creeps into the communicator’s role, and campus messages cover a wide range of topics. Today, IT must be perceived as strategic to the university’s mission. How can IT communications shift to a focused broadcast about the value of IT without abandoning the smaller messages?

Outcomes: Explore how to craft messages faculty, staff, and students will read • Identify strengths in your IT division, aligned with university mission • Review and revise four brief announcements

Partnerships and Collaboration

Assess Your Organization’s Student/Customer Focus
TRAVIS AB, THIRD LEVEL

Nancy J. Stephens, Emeriti Faculty, Arizona State University

For nonacademic purposes, students can be considered customers because they have money and choice. They can select among many educational institutions, and they will likely select the one that delivers a good and memorable experience. The increasing importance of student experience mirrors a similar development in the commercial world: more service industries are concerned about the experience they deliver to customers. In this session, you will work with a tool designed to discover how student/customer focused your organization actually is.
**Outcomes:** Explore why students truly are your customers • Understand and think critically about processes students must follow at your organization and ascertain whether they are easy, convenient, and timely • Pinpoint where your organization is strong (and weak) at giving students good experiences

**Talent and Career Development**

**Women and Diversity in IT: Promoting Success through Advocacy and Mentorship**  
*LONE STAR BALLROOM C*

**Ariana Lewis,** Senior Help Desk Analyst, Loyola University Chicago; **Beth Schaefer,** Director of Client Services, University of Wisconsin–Milwaukee

Interested in learning about diversity and gender challenges in the IT workplace? We’ll provide tips on how to effectively promote diversity and cultural inclusion, coupled with mentoring and succession planning, in order to directly impact professional development in both the workplace and larger society.

**Outcomes:** Pinpoint resources, training, and information to promote a diverse workplace • Develop supportive environments that encourage personal development both inside and outside the workplace • Identify networking opportunities that support women and diversity in IT

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**New IT Managers Program**

**Managing Up and Moving Up**  
*Separate registration required.*  
*LONE STAR BALLROOM A*

**Mark S. Walbert,** Associate Vice President for Academic Technologies, Illinois State University; **Susan Malisch,** Vice President and CIO, Loyola University Chicago

Learn how to assess what your management style is, how to better understand and communicate with your peers and supervisors, and how managing up can create opportunities for advancement.

**Outcomes:** Understand how to effectively communicate with supervisors and upper management • Learn why it is important to understand your supervisor’s perspective and preferences • Learn about career planning and advancement

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**Register Your Bingo Cards**  
*LONE STAR PREFUNCTION A*

This is your last chance to register your bingo card. See staff at the gamification table, located next to the registration desk.

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**Thought Leader Session**

**Tell Me about Yourself: Effectively Crafting the Story That Will Forward Your Career Success, at Every Level**  
*LONE STAR BALLROOM D-F*

**Holley Murchison,** Social Entrepreneur and Rhetoric Coach, Oratory Glory

We live in a world that sometimes demands we be outspoken to avoid being overlooked. And as it relates to work, we often see that those who speak up are rewarded, while those who do not miss out on opportunities for advancement. In this session, we will use insights from the ECAR workforce study, which ranked the ability to communicate effectively as the most important skill for success at all career levels, from IT staff to the CIO. We will explore the critical communication skills needed to thrive professionally. Through a series of prompts and interactive activities, you’ll learn strategies for honing your voice, introducing yourself, gaining attention, and speaking confidently about your work with authenticity and poise.

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**CIO Experience Networking Reception**

Sponsored by Workday, Gold Partner  
*Separate registration required.*  
*PRESIDIO B, THIRD LEVEL*

Join other CIOs in the 2015 Experience cohort for conversation and a beverage before making evening dinner plans. The CIO Experience is limited to 50 individuals who currently serve their campus as the CIO or the most senior IT leader; additional registration and fee are required.

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**Evening on Your Own**

Sign up at the Ambassador’s Desk for dinner groups with new colleagues. Enjoy San Antonio before our final day of deep-dive learning on Friday.
FRIDAY SCHEDULE AT-A-GLANCE

**April 24**

**7:30–8:15 a.m.**

*New IT Managers Program*

**Cohort Graduation**

*Separate registration required.*

**LONE STAR BALLROOM A**

Mark S. Walbert, Associate Vice President for Academic Technologies, Illinois State University; Susan Malisch, Vice President and CIO, Loyola University Chicago

Reflect on what we’ve learned in this program and discuss how to continue on a professional development path to solve problems, network, and grow together as managers.

**7:30–8:30 a.m.**

**Networking Breakfast**

**LONE STAR BALLROOM D-F**

A continental breakfast will be served.

**7:30–10:45 a.m.**

**Registration Desk Open**

**LONE STAR PREFUNCTION A**

**7:30–11:30 a.m.**

**Deep-Dive Sessions**

8:30–11:30 a.m.

*Take a deeper look into one topic area, hear multiple perspectives, and then apply that learning to your institution.*

**7:30 AM**

**Registration**

**LONE STAR PREFUNCTION A**

**7:30–10:45 a.m.**

**Networking Breakfast**

**LONE STAR BALLROOM D-F**

**7:30–8:30 a.m.**

**CIO Experience Roundtable**

*Sponsored by Workday, Gold Partner*  
*Separate registration required.*

**PRESIDIO B, THIRD LEVEL**

The CIO Roundtable guided discussion forum is designed to spark conversation among current CIOs. This learning deep dive provides an opportunity for participants to challenge ideas, gain new insights, and leave Connect with a fresh perspective. Breakfast will be served. The CIO Experience is limited to 50 individuals who currently serve their campus as the CIO or the most senior IT leader; additional registration and fee are required.

**7:30–11:30 a.m.**

**CIO Experience Roundtable**

PRESIDIO B, THIRD LEVEL

(separate registration is required)

7:30–11:30 a.m.
8:30–11:30 a.m.

DEEP DIVES

Data-Informed Decision Making

Breaking Silos and Building a University Data Community

Sponsored by SkillSurvey

LONE STAR BALLROOM B

Malavizhi Perumalraja, Database Administrator, Lynn University; Craig Rudick, Data Scientist, University of Kentucky

Building an active data community across an institution enables and expands our data-reporting and analytics capabilities. The key to success is focusing on leveraging data governance with aligned change management and providing full data transparency via an extensive and highly flexible set of reporting tables for fast and easy data access. The result is a stronger partnership between IT and the rest of the institution, which provides a model for strategically leveraging technology to break the silos and improve student outcomes.

Outcomes: Learn how to secure cooperation and buy-in through governance initiatives • Explore how data transparency fosters community across traditional silos • Investigate the importance of fast and easy data access

Talent and Career Development

A Professional Development Roadmap to Help You and Your Team Achieve Your Goals on a Shoestring Budget

LONE STAR BALLROOM C

Benjamin Leung, Project Manager–Enterprise Applications, Lone Star College System; Glenda Bailey, Talent Management, Division of Information Systems, University of Mississippi Medical Center; Micah Sardell, Director of Systems and Operations, and Sara Stubbs, Director, Information Services, University of Oregon

One of the most important aspects of any professional development or talent management program is dedicating sufficient expertise to the effort. Learn more about the talent management role and the strategies that foster success, many of which can be developed with little or no budget. What happens when you try a job swap? Stronger teams? The development of critical relationships? Increased levels of staff engagement and greater confidence across the organization? Come find out and learn how to do this at your institution and for yourself.

Outcomes: Identify creative opportunities for professional development • Explore the relationship between organizational success and employee engagement • Pinpoint target areas to initialize actions and successful strategies to positively affect employee engagement
Looking to learn more about the latest technology to serve your campus needs? Contact our participating companies for information.

Brocade
*Participation: Corporate Display*
Kyle Heisner
kheisner@brocade.com, 512-372-6838
www.brocade.com
*Product Category:* Storage

Cattura Video
*Participation: Corporate Display; Notepad and Pen Sponsor*
Emily Schelling, Sales Engineer
sales@catturavideo.com, 210-614-8324
www.catturavideo.com
*Product Categories:* Content Capture; Media Production, Preservation, and Storage Online Learning

CDW-G, Platinum Partner
*Participation: Print Program Sponsor*
Matt Treanor, Account Executive ll
matttre@cdwg.com, 312-705-0211
www.cdwg.com/highereducation
*Product Categories:* Audio and Video Conferencing; Cloud Computing and Services; Network Infrastructure

Cherwell Software
*Participation: Corporate Display*
Lennis Landry, Account Executive
832-285-2194
www.cherwell.com
*Product Category:* Help Desk

Civitas Learning
*Participation: Presentation*
Matthew Milliron, Senior Director, Partner Success
matthew.milliron@civitaslearning.com, 512-949-5915
civitaslearning.com
*Product Categories:* Analytics; Learning Analytics; Student Retention

eLearning Innovation
*Participation: Presentation*
Laurie Pulido, CFO
info@elearninginnovation.com, 884-435-3276
www.elearninginnovation.com
*Product Categories:* Help Desk; Online Learning; Training

Epson, Gold Partner
*Participation: Projector Sponsor*
Sean Gunduz, Product Manager
sean_gunduz@ea.epson.com, 562-981-3840
www.epson.com/education
*Product Categories:* Classroom Control Systems; Hardware; Wireless

Fischer International Identity, Silver Partner
*Participation: Corporate Display*
Mark Cochran, Sales Director
mdc@fischerinternational.com, 603-566-7256
www.fischerinternational.com/edu
*Product Categories:* Cloud Computing and Services; Consulting; Identity and Access Management

Grovo
*Participation: Thought Leader Session Sponsor; Lunch and Roundtable Sponsor*
Andy Auerbach, Education Sales Director
andy@grovo.com, 646-602-4543
www.grovo.com
*Product Categories:* LMS; Online Learning; Training

Helix Education
*Participation: Presentation*
Kari Kovar, Vice President, Strategic Partnerships
kkovar@helixeducation.com, 801-639-1650
www.helixeducation.com
*Product Categories:* Analytics; Consulting; Student Retention

Jenzabar, Platinum Partner
*Participation: Totebag Sponsor*
Peter Denly, Business Development Representative
Peter.Denly@jenzabar.com
www.jenzabar.com
*Product Categories:* Cloud Computing and Services; CRM; ERP

lynda.com, Silver Partner
*Participation: Corporate Display*
Javier Labrador, Account Executive
jlabrador@lynda.com, 805-755-1618
www.lynda.com
*Product Categories:* Help Desk; Mobile Learning; Online Learning
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<td>NexGen Storage</td>
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<td>Orca TV</td>
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<td>QLess</td>
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<td>Unicon</td>
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<td>WTC Consulting</td>
<td>Corporate Display</td>
<td>Consulting; Governance and Compliance; Portfolio and Project Management</td>
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Keep growing.

For a comprehensive list of upcoming events, please visit educause.edu/Events.

**MAY**
- **Security Professionals Conference**
  May 4–6
  Minneapolis, MN, and Online

**JUNE**
- **Administrative IT Summit**
  June 22–24
  Seattle, WA

**JULY**
- **Leadership Program**
  July 6–10
  Philadelphia, PA
- **Breakthrough Models Academy**
  July 13–17
  Chicago, IL
- **Learning Technology Leadership Program**
  July 13–17
  Philadelphia, PA
- **Management Program**
  July 13–17
  Philadelphia, PA
- **Breakthrough Models Incubator**
  July 28–31
  Washington, DC

**SEPTEMBER**
- **ELI Focus Session**
  September 15–17
  Online

**OCTOBER**
- **Annual Conference**
  October 27–30
  Indianapolis, IN, and Online

**Ongoing**
- **EDUCAUSE Live! Webinar Series**
- **ELI Online Courses**
The next big things in technology are here

The next generation of college students is using mobile devices, cloud computing and collaborative technology to communicate and learn. And to best accommodate learners, instructors are adopting these technologies into their curriculum, causing a strain on networks, security stress, privacy concerns and control issues. CDW-G understands your needs and offers a comprehensive list of solutions to help your institution get prepared for the school year.

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- Security
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- Storage
- Total Mobility Management
- Unified Communications and Collaboration
- Virtualization

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