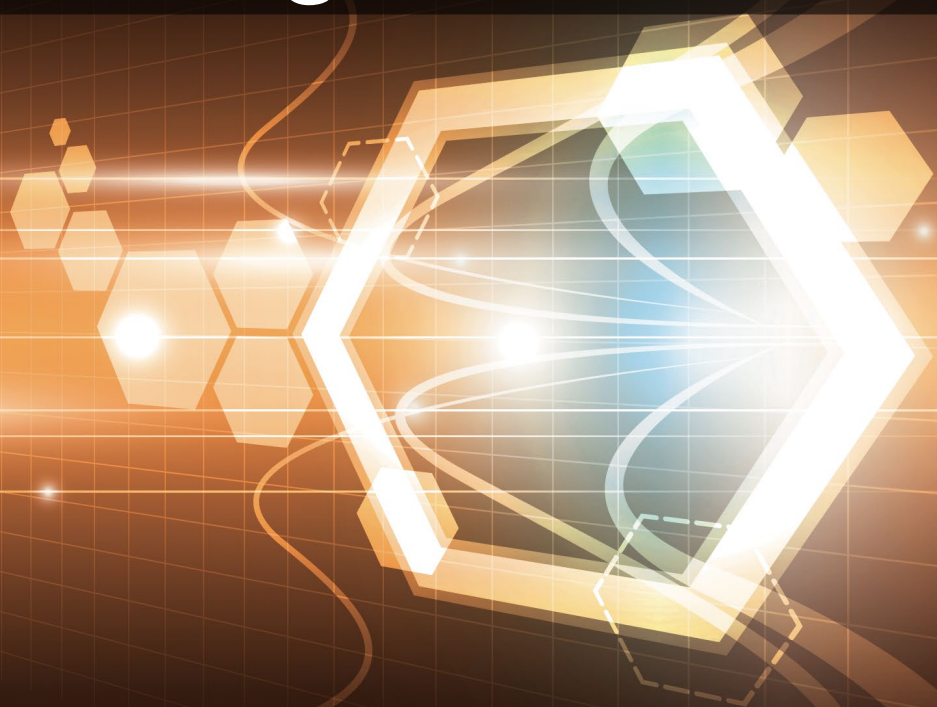


Conference Program



Moderated by:



W. GARDNER CAMPBELL

Director, Professional Development and Innovative
Initiatives, Division of Learning Technologies &
Associate Professor of English

Virginia Tech

Agenda Page 2
Sessions Page 4
Speakers Page 6

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Welcome to Campus Technology's Virtual Leadership Summit 2013, "Digital Media: A New Value Proposition," an intensive 1-day, 100% web-based conference designed specifically for CIOs and other campus IT leaders utilizing—or considering—digital media solutions in higher education.

With dozens of powerful digital technologies being employed at campuses worldwide—institutional analytics, digital learning applications online, blended learning, flexible learning space among others—this one-day event provides a convenient platform to meet, exchange ideas and gain insight from real-world observations shared in a collaborative setting with other campus IT leaders.

Our conference team has put together a top-notch program of speakers and sessions—moderated by W. Gardner Campbell, Director, Professional Development and Innovative Initiatives, Division of Learning Technologies at Virginia Tech—and we're expecting a lively and invigorating discussion of ideas and best practices throughout the day.

Don't forget to check out the full schedule for this content-rich, interactive virtual environment, including the Networking Lounge and the live chat options. And remember, following their live airing, these sessions will be available on-demand, through August 16, 2013, should you wish to revisit any of the sessions.

**We look forward to seeing you online—
enjoy the conference!**



Wendy LaDuke

President and Group Publisher
1105 Media Education Group

Conference Information

Table of Contents

Conference Information.....	2
Session Schedule	2
Conference Sessions	4
Speakers.....	6

Navigating Through Our Summit Environment

The Virtual Leadership Summit offers a dynamic, interactive platform for sessions and networking. Once you have created your profile, you can enter any area within the conference. Here's what you'll find in each area:

AUDITORIUM

Listen to the sessions and participate in the live Q & As.

NETWORKING LOUNGE

Drop by to meet colleagues, establish new contacts or continue conversations that began elsewhere during the summit.

LIVE CHAT

Available in the Networking Lounge or submit questions during sessions to be answered in the live Q&A period.

Conference Agenda Schedule as of 5/13/2013

THURSDAY, MAY 16, 2013

12:15 pm - 12:30 pm	Virtual Conference Sign-in
12:30 pm - 1:15 pm	Digital Media and New Instructional Models: Student-Centered, Student-Generated Content
1:15 pm - 1:30 pm	Session Q & A
1:30 pm - 1:45 pm	Networking in the Attendee Lounge
1:45 pm - 2:30 pm	Social, Collaborative and Global: The Expanding Reach of Student Communications
2:30 pm - 2:45 pm	Session Q & A
2:45 pm - 3:15 pm	Extended Networking in the Attendee Lounge
3:15 pm - 4:00 pm	Changing Publishing Models
4:00 pm - 4:15 pm	Session Q & A
4:15 pm - 4:30 pm	Networking in the Attendee Lounge
4:30 pm - 5:15 pm	Program Change: New Credentialing Pathways for Students in the Digital Realm; New Importance for IT Organizations
5:15 pm - 5:30 pm	Session Q & A

* All times are Eastern Daylight Time.

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Conference Sessions

SESSION 1: 12:30 PM - 1:15 PM

Digital Media and New Instructional Models: Student-Centered, Student-Generated Content

PRESENTER: Jim Groom, Director of Teaching and Learning Technologies, University of Mary Washington

From the flipped classroom, to student blogging, to student-produced video content, digital media is turning many of our traditional instructional modes upside-down. This session explores the most impactful of current digitally enabled pedagogical strategies, and considers how basic digitized information forms such as remixed content are changing the rules of engagement between the student and the instructor, the instructor and the course materials, and the student and the subject content.

SESSION 2: 1:45 PM - 2:30 PM

Social, Collaborative and Global: The Expanding Reach of Student Communications

PRESENTERS: Andrew Bonamici, Associate University Librarian for Media and Instructional Services, with Helen Chu, Director, Academic Technology, University of Oregon

New media for communications are changing not only how and what is communicated, but also where it is communicated. Students today are accustomed not only to a worldwide reach for their digital communications – most are also comfortable with exposure at a potentially global scale. But is your institution all that comfortable with open, social/global communications? This session examines not only the opportunities enabled by our expanding digital communications capabilities, but also the security and authentication considerations both for regulatory compliance concerns and for the well-being of the institution's constituents and the education community.

SESSION 3: 3:15 PM - 4:00 PM

Changing Publishing Models

PRESENTERS: Brad Wheeler, VP for IT and CIO, Indiana University, with Rand Spiwak, EVP/CFO (ret.), Daytona State College

Everybody's aware of the new options for digital materials in higher education—eTextbooks, customized course materials, and student-generated content, but who's doing anything about it? This session explores the intriguing, inspiring, but sometimes downright confusing world of digital publishing. In 45 minutes, we'll look at as many models as we can—not just the theoretical ones, but the real, current implementations and the “who's doing what” of digitized content for higher education.

SESSION 4: 4:30 PM - 5:15 PM

Program Change: New Credentialing Pathways for Students in the Digital Realm; New Importance for IT Organizations

PRESENTERS: Trent Batson, President/CEO, with Gary Brown, Academic Director, AAEEBL.org

One of the areas where IT organizations may find they are having an increased impact—and a growing influence within the higher administrative reaches on campus—is the space where digital technologies and academic program design meet. It's not that higher-level administrators won't try to run without the advice of knowledgeable IT leaders. But the demands of implementing technology-infused programs for high-profile problems such as student success or data-intensive quality measurements for academic and degree qualifications will result in a new emphasis on IT's participation as degree pathways and education program designs change.

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Speakers

Moderator



W. GARDNER CAMPBELL

**Director, Professional Development and Innovative Initiatives,
Division of Learning Technologies &
Associate Professor of English
Virginia Tech**

Gardner Campbell is the Director of Professional Development and Innovative Initiatives in the Division of Learning Technologies at Virginia Tech, where he also serves as Associate Professor of English. He moved to Virginia Tech from his previous position as the founding Director of the Academy for Teaching and Learning at Baylor University and an Associate Professor of Literature, Media, and Learning at Baylor's Honors College. Previous to that, he was a Professor of English at the University of Mary Washington, where he also served as the Assistant Vice President for Teaching and Learning Technologies. His work with technology for education has spanned over two decades, including posts at the University of San Diego and the University of Richmond. He is a Fellow of the Frye Leadership Institute, past Chair of the Electronic Campus of Virginia, past chair of the Board of Directors for the New Media Consortium, and currently serves on the Advisory Board for the National Institute for Technology in Liberal Education. You can read his blog, "Gardner Writes," at www.gardnercampbell.net. Campbell is a Campus Technology Conference Program Advisory Board member.

AAEEBL (The Association for Authentic, Experiential and Evidence-Based Learning), a global non-profit. His passion is learning, both his own learning, and improved learning designs for others realized through information technology.



ANDREW BONAMICI

**Associate University Librarian for
Media and Instructional Services,
University of Oregon**

Andrew Bonamici is Associate University Librarian for Media and Instructional

Services at the University of Oregon, a division that includes Library Instruction and Campus Partnerships, Digital Scholarship Center, the Portland Library and Learning Commons, and the Center for Media and Educational Technologies (campus classroom technologies, interactive media development, video production, streaming media, videoconferencing, consulting and training, and film and digital image services). He holds the AMLS degree from the University of Michigan School of Information, a BA in Music History and Theory from Marylhurst University, and is a fellow of the 2005 Frye Leadership Institute.

Presenters



TRENT BATSON

President/CEO, AAEEBL.org

Trent Batson has worked as tenured faculty or as information technology administrator at 8 different institutions, his last being MIT. Starting in 1985, Batson started his

leadership in educational change around technology that has spanned 28 years. He had major grant funding from the Annenberg/CPB Projects, the US Department of Education, Boeing, IBM, the Mellon Foundation and other grant funding sources. He has worked in the IT industry and in 2009 launched

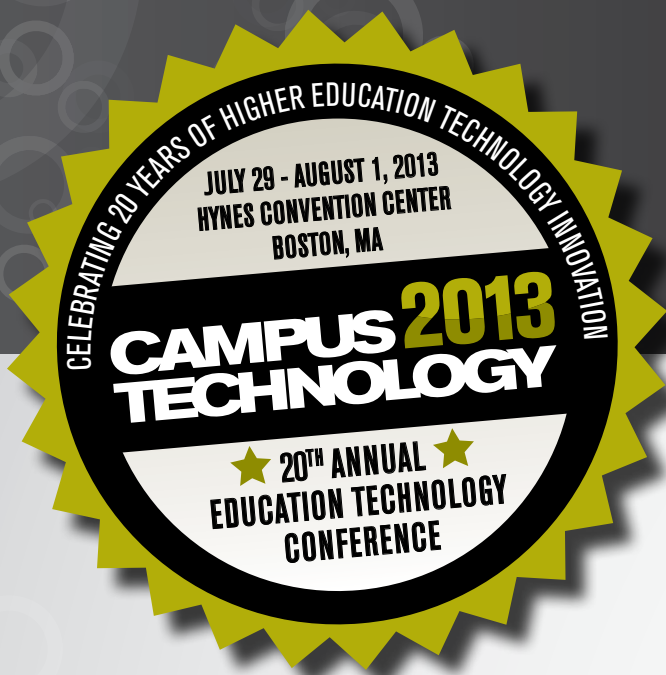


GARY BROWN

Academic Director, AAEEBL.org

Gary Brown is the Academic Director for the Association of Experiential and Evidence-Based Learning, or AAEEBL, a leading international professional ePortfolio

organization. He is a Senior Fellow with the Association of American Colleges and Universities (AAC&U) where he currently is an assessment leader on the Quality Collaboratives project, a national effort working to maintain quality as the nation addresses the completion agenda. And as Associate Vice Provost at Portland State University, he has been involved with examining policies and practices for assessing and awarding credit for prior learning. Brown has been involved with assessment and educational technologies since the mid 1980s. He was a recipient of the Pacific Northwest's first annual award for Teaching, Learning & Assessment.



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LEV GONICK,
VP for Information
Technology Services
and CIO, Case Western
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Speakers, Continued



HELEN CHU

**Director, Academic Technology,
University of Oregon**

A Leading Change Leadership Institute Fellow, Helen is the director of academic technology at the University of Oregon, where she manages the built and virtual learning environments. She, with her team, provides instructional technology support, LMS administration, learning space design and classroom technology support, and broadcast video and streaming production services. Helen has also served at Columbia University, UCLA, and California Polytechnic San Luis Obispo, and has managed the help desk; expanded campus software site licensing and instructional labs; led Web strategy and development; and spearheaded the creation of the I2 faculty R&D lab and Learning Commons.

education, including teaching at the graduate and undergraduate levels. He has served as CFO and Pensacola State College and Daytona State College for twenty-seven years. Randy led the college's e-Text Project, which will reduce student textbook costs by replacing traditional textbooks with digital alternatives including e-textbooks and open content. Since retiring, Randy has lectured on eText to over two-hundred and fifty colleges and universities in twenty-nine states. Randy holds a doctorate of education from the University of Florida, a masters of business administration and a bachelors of business administration from Stetson University, FL.



JIM GROOM

**Director of Teaching and Learning
Technologies, University of Mary
Washington**

Jim Groom is the director of the Division of Teaching and Learning Technologies and adjunct professor at the University of Mary Washington in Fredericksburg, Virginia. He has been working for over fifteen years in education with a consistent focus on the development of teaching and learning in higher education. In addition to his extensive experience teaching at the college level, for the past eight years he has worked primarily in the field of instructional technology.



BRAD WHEELER

**VP for IT and CIO
Indiana University**

Brad Wheeler is Indiana University's vice president for information technology and chief information officer, leading IT services for IU's eight campuses. Wheeler has co-founded some of higher education's most transformative software and service collaborations including the Sakai Project for teaching and learning software, Kuali for financial and other administrative systems, the HathiTrust for digital copies of scanned books as part of the Google Book Project, and the formation of Internet2's Net+ Services. These projects are a blend of both open source and traditional development models that have grown to an ecosystem encompassing over \$60M of pooled investments from 50 institutions and 22 commercial firms. Most recently, he has led IU's pilot testing of eTexts since 2009 and 2012 full rollout of an eText model that brings substantial discounts to students for digital textbooks.



RAND SPIWAK

**EVP/CFO(ret.), Daytona State
College**

Rand Spiwak is the recently retired executive vice president (EVP) and chief financial officer at Daytona State College (FL), where he served as a senior member of the college's management team overseeing the day-to-day operations of the college. Randy has more than 40 years' administrative experience in higher

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