December 10-12, 2007
Westin San Francisco
Market Street Hotel

WINTER 2007
CAMPUS TECHNOLOGY

Fast-track Immersive Workshops

Technology Leadership in Practice

Move your institution forward in these vital areas for 2008 and beyond:

- Globalized Education
- Online & Distance Learning
- Social/Academic Collaboration
- Business Intelligence
- Security
- Assessment
- IT Leadership
- Teaching & Learning Technology

Keynote Speakers

John W. McCredie
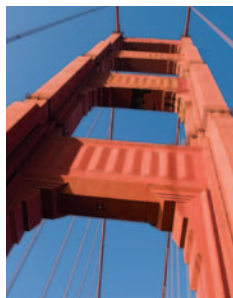Vice Chancellor and CIO, Emeritus, University of California-Berkeley

James Boyle
William Neal Reynolds Professor of Law, Duke University

"It's like 2½ days with a consultant."

www.campustechnology.com/winter07

Technology
LEADERSHIP

Welcome to Technology Leadership in Practice

a ground-breaking, immersive event created to deliver both institutional and career action plans for campus IT leadership over two-and-a-half days of intensive, "fast-track" workshops.

Technology Leadership in Practice has been specifically designed to offer attendees an immersive focus on any two of eight critical challenges they must meet and master in 2008-2010, in order to move their institutions forward pedagogically and operationally through the intelligent use of technology.

In each all-day primary focus track, attendees will progress through three stages: 1) Morning "crash course" delivered by a recognized IT leader in the focus area, 2) Midday panel discussion and interaction with additional IT leaders representing a cross-section of US campus profiles, 3) Afternoon working session, bringing attendees together with the track leader, panelists, and peers facing similar challenges—all committed to developing customized action plans for attendees.

Importantly, each day's "fast track"—as well as two not-to-be-missed keynotes—will focus both on delivering solutions for institutional edge *and* for personal career growth.

In the final half day, track leaders, panelists, and attendees will share findings across all eight tracks. Real-time polling (PRS) technology will be utilized so that attendees also can share up-to-the-minute best-practice information with peers.

No other conference you will attend this year is specifically designed to make sure you will effectively put new ideas into action.

We hope you will join us in San Francisco for Technology Leadership in Practice—it's as close as you can get to two-and-a-half days with a professional consultant, without hiring one!

Table of Contents

Who Should Attend

Education technology professionals and proponents who are:

- CIOs, CISOs, CTOs, VPs of Technology
- IT Directors/Managers
- Academic Computing Directors/Managers
- Administrative Computing Directors/Managers
- Instructional Technologists, Deans, Department Chairs
- Media and Library Services Directors/Managers
- Interested in advancing their IT leadership skills and their higher education careers in technology

Track 1
Business Intelligence

Mastering the Art of Business Intelligence: Accelerate your Institutional Edge with BI & Analytics

Track Leader
Dave Wells, Director of Education
The Data Warehousing Institute

Few presenters in the BI/DW field are truly qualified to offer college and university IT professionals a "fast-track" to business intelligence expertise on a par with corporate sophistication, yet with higher education sensibilities and priorities. David Wells brings more than 10 years of BI & DW experience across higher education, government, and corporate sectors, plus more than 15 years as a professional educator. An acknowledged BI guru with extensive DW experience as IS Manager at the **University of Washington**, Wells has a unique "inside/outside" vantage point. The higher education sector is currently a primary focus for Wells, who has worked and consulted with institutions such as **Stanford University**, **Princeton University**, and the **University of Washington**.

Part 1
Institutional Research, Effectiveness, and Compliance
Wells will concentrate on DW/BI skills development and action plan components that no campus IT leader should be without. All information will relate directly to improving institutional edge in the competitive higher education arena. Included: BI and institutional research, performance measurement and management in higher education, research, academic planning and advisement, employing BI for institutional effectiveness, data governance and data integration challenges in higher education, managing compliance and risk with BI, and more.

Part 2
Success Stories in Institutional Intelligence
Leading, diverse institutions will share their success stories of their breakthrough to institutional intelligence, followed by networking and collaborative activities to help every institution step up to these challenges:

- Institutional Commitment: Meeting the Challenges of Sponsorship, Funding, and Participation
- The Higher Education Dashboard: Performance Metrics Matter
- Academic Intelligence: Retention and Graduation Analytics
- Integrating Disparate Data: An Essential Step to BI

Part 3
Next Steps to Institutional Intelligence
Brainstorming strategies and tactics helps attendees and their institutions overcome DW/BI barriers and kick-start solid institutional intelligence initiatives. The afternoon concludes with presentations of the discussion outcomes.

> "No campus IT leader can afford to move into 2008 without solid data warehousing and business intelligence action plans in place. Competing effectively in the higher education arena now demands it."
>
> **Dave Wells**

Track 2
Social/Academic Collaboration

Leading Change in Social Collaboration Environments

Track Leader
Julian Lombardi, Asst. VP, Academic Services and Technology Support, Duke University

How do you help your campus avoid an implementation on the trailing edge of a technology—just before a new star rises on the horizon? Nowhere does being behind the curve leave you more open to critics than with the highly visible communication and collaboration technologies the entire campus relies upon every day.

Julian Lombardi not only knows his way around technology (beyond blogging and way ahead of wiki), he's been a lead developer for advanced multi-user collaboration environments like Croquet—cutting-edge social collaboration tools designed to scale economically. In this exhilarating day of discovery, Lombardi will lead track attendees out ahead of the curve, to lead technology change that may not have much precedence, but is bound to register high in campus impact.

Lombardi draws on his research interests surrounding complex systems and the phenomenon of emergence for his development work in self-optimizing computer-based information systems. Attendees will get a look into the future as they work to develop a firm foothold in current and emerging social collaboration technologies for the campus.

Part 1
Social Collaboration Technologies Then, Now, and Beyond
Explore current and emerging social collaboration tools:

- Wild about Wikis? Born to Blog? Pick your weapon from today's collaboration arsenal—then move beyond it.
- Understanding the principles of collaboration technologies
- Where do we go from here? Amaze me.
- Campus IT convictions: Does your administration understand your development efforts?

Part 2
Case Studies: From the Campuses
Three institutions will present their case studies reflecting different social collaboration solutions currently in place, their institutional strategies, and unique user requirements. They'll offer down-to-earth (take-back-to-your-own-campus) suggestions for making extraordinary social collaboration advances. Finally, each institution will present future (and futuristic!) directions they hope to pursue.

Part 3
Now It's Up to You
Here's your opportunity for general or topic-based roundtable discussions with your peers to:

- Compare current campus strategies for social collaboration technologies
- Assess common goals
- Share knowledge of development efforts
- Envision future scenarios
- Examine various collaboration tool/process directions
- Launch or develop action plans

> "The latest social collaboration tools provide us with tantalizing glimpses of what the future can hold for online interaction. Success in working with these types of technologies will only belong to those who fully understand the scope of what is coming and how it can integrate and scale with the enterprise."
>
> **Julian Lombardi**

Track 3
Assessment
Assessment: Accountability & Credibility on Your Own Terms

Track Leader
Steve Acker, Director, Learning Technologies Research and Innovation & Associate Professor of Communication Ohio State University

As a proactive response to Margaret Spellings' Higher Education Action Agenda, Ohio's higher education institutions embarked on a two-year project in 2005 to develop and disseminate Student Success plans. These plans indicate specific learning outcomes and educational opportunities available to students attending schools in Ohio, and also provide measures of student attainment of learning goals. Over the last two years, Steve Acker has represented **Ohio State University** on the Planning Committee on Higher Learning Accountability and Productivity of the Ohio Board of Regents—creators of this program. Steve has presented assessment workshops all over Ohio for faculty and administrators from more than 60 Ohio colleges and universities. Now he brings his insight and expertise to our event, and stands ready to help attendees with their own assessment challenges.

Part 1
Trends, Convergence, Assessment Sharing, and More
Crash Course: The Spellings Commission's National Agenda, alternatives to *US News & World Report* rankings, accreditation trends, competing for students on identified outcome, sharing assessment data constructed for delivery over the web, and more.

Part 2
Assessment Areas, Audiences, 'Conversation' and Mechanics
Includes course, discipline, and institutional assessment; assessment audiences: accreditors, parents, legislators, students; re-engineering the curriculum as an outcomes-oriented endeavor; building rubrics; more.

Open Discussion: Attendees will be encouraged to interact on the above topics and additional issues, including principles for assessing student learning, assessing the GEC curriculum, assessing the Liberal Arts, value-added assessment (pre/post measurement), the role of ePortfolios in assessment, and more.

Part 3
Working Teams: Creating the Assessment Plan Blueprint
Teams with common objectives will create an assessment plan blueprint with learning objectives, rubrics, and outcome presentation strategies. Outputs will be shared via an open-source template for group-at-large discussion and critique.

Track 4
Globalization
Going Global: Advance Your Institution via a Winning Worldwide Learning Initiative

Track Leader
Diane E. Beck, Professor & Director, Educational Initiatives, College of Pharmacy, University of Florida

The **University of Florida** has been at the leading edge of globalized education for more than a decade, both exporting its degree programs using digital delivery and collaboration technologies, and sharing its program development expertise internationally. Diane Beck has been at the center of these globalization efforts, developing programs and curricula for pharmacy education, and pioneering the university's international education programs around the globe.

In an enlightening morning seminar, Beck will examine numerous global distance learning models to uncover what works—and what doesn't. An in-depth discussion of yet-to-be-exploited globalization opportunities for higher education follows, including critical steps for development of Global Distance Learning Initiative action plans. The afternoon session will open with a panel of campus technology pros representing three distinct case study models and their diverse strategic approaches. Finally, discussion will move into an expert feedback "debriefing" session, as attendees present the panel and track leader with unique challenges requiring customized feedback from the day's expert presenters.

Part 1
Globalization Frameworks and Models
Includes "What Works," infrastructure challenges, finding the right partners, governmental requirements/approvals, and more.

Developing Your Institution's Plan
Getting powerful administrative support, crafting a model curriculum/program, your realistic business plan, and more.

Part 2
Case Studies: Success Around the Globe
Some institutions offer their degree in other countries; others offer their content and expertise for use in foreign institutions' degree programs; still others build bridges between their students and those in another country for mutually beneficial collaborative experiences. A panel representing three institutions, each approaching globalization in its own unique way, will discuss the models and compare successes, challenges, and future plans.

Part 3
Debriefing and Q&A with an Expert Panel
After a day's worth of brainstorming, here is the ideal opportunity to run your institution's unique global distance education challenges by an experienced panel. Attendees will not only gain valuable expert insight to help them form "customized" action plans, but they will also enjoy an outstanding networking opportunity to forge alliances and share and compare ideas.

Track 5
IT Leadership Track
Preparing for an IT Leadership Role: Your Path to Success

Track Leader
John Camp, Former CIO, Wayne State University

No one knows more about the path to IT leadership than John Camp. After serving 10 years as deputy CIO and CIO at Michigan's **Wayne State University**, as well as other IT leadership positions since 1985, the recently retired Camp has a wealth of career-track information and candid "insider" advice. Now chair of the EDUCAUSE Current Issues Committee, it is Camp's current challenge to continue to assess the leadership role of the CIO and the strategic impact these officers can have at their institutions. The following EDUCAUSE 2007 Top Ten IT Issues will figure prominently in this track: Funding IT; Security; Administrative/ERP/Information Systems; Identity/Access Management; Disaster Recovery/Business Continuity; Faculty Development, Support, and Training; Infrastructure; Strategic Planning; Course/Learning Management Systems; and Governance, Organization, and Leadership for IT.

Part 1
Urgent IT Issues and Challenges, and the CIO
Includes: Characteristics and roles of effective IT leaders; preparing for a CIO position and for the shortage of qualified candidates; attracting, growing, and retaining IT stars; group work (issues and challenges); funding IT; and more.

Part 2
What Keeps Us Up At Night? The "Big 3" Challenges
Three IT executives from diverse institutions will discuss how they tackled and triumphed over three of today's hottest challenges. Interactive Q&A follows.

Part 3
Roundtable Discussion: Prevailing Over the "Big 3" Challenges
Track attendees, panelists, and the track presenter will break into roundtable discussion to address individual campus and leadership challenges, network toward customized solutions, and identify strategies and approaches for dealing with IT issues/challenges for 2008 and beyond.

> "Effective IT leaders adopt realistic strategies to deal with pressing issues facing their institutions. Responding to funding constraints, protecting valuable information from unauthorized access, and recovering from IT disasters are some issues that IT leaders must address. If you haven't taken a hard look lately at top issues, you need to do so now."
>
> **John Camp**

Track 6
Security
Your Golden Rings to Authentic Security Leadership: Partnerships, Executive Buy-In, & Campus Culture

Track Leader
Joy R. Hughes, Vice President, IT & CIO, George Mason University

Security is a multi-level, ever-changing strategic priority for higher education institutions today. As a leader of campus security initiatives, how can you keep up with the urgent demands and shifting realities of the range of issues we label "security?"

Joy Hughes is in an ideal position to track important campus security trends, as well as observe multiple facets of security strategies for a broad range of institution types. She has extensive experience in security practices and technologies, but does not promote technology solutions as the be-all and end-all for campus security leaders. Rather, Hughes targets people skills, the ability to foster partnerships, and understanding the campus culture, as she coaches her colleagues about security leadership on campus. Hughes will focus on "real-world" strategies to bring about the organizational change needed to make the institution more secure and resilient to crises.

Part 1
Framing Security Challenges: No-Fail Strategies for Campus Leaders

- Getting the executive team fully invested in cybersecurity and business continuity
- Acquiring the resources needed to achieve security and business continuity goals
- Getting the faculty on board with your initiatives while still maintaining an open and collaborative culture

Part 2
Campus Thought Leaders: Getting the Job Done
Follow the stories of three campus security leaders—facing varied and diverse tribulations—who guided their institutions through the often-muddy waters of security challenges that included compliance, incident response, and funding. Here's the item-by-item drill-down information that will help attendees start to build their own action plans for 2008 and beyond.

Part 3
Brainstorming Sessions: Closing the Awareness Gap on Your Campus and Polishing Your Career Portfolio via Security Success
In small groups of attendees and case study presenters, attendees will receive expert coaching through potential security scenarios, brainstorming creative solutions from their unique institutional perspectives. Hughes is especially adept at describing how to identify and leverage the unique political systems at your institution and refine your approaches to "getting the security job done" on your campus. Behind-the-scenes political and cultural tips from our case-study panelists is an added plus.

> "Organizational change is needed to ensure the investment, acceptance, and support for security and business continuity measures across campus. IT leaders in higher education need to focus on strategies and tactics that respect the campus culture even as they work to change that culture."
>
> **Joy R. Hughes**

Track 7
eLearning

Leading the Pack Through eLearning Excellence

Track Leaders
Joel M. Smith, Vice Provost & CIO, Carnegie Mellon University

Susan Ambrose, Assoc. Provost, Education & Director, Eberly Center for Teaching Excellence, Carnegie Mellon University

Richard E. Mayer, Professor, Psychology, University of California-Santa Barbara

In this day of discovery, track leaders Joel Smith, Susan Ambrose, and Rich Mayer will escort attendees on an insider's journey through the process of applying results from the learning sciences to the design and execution of eLearning technology interventions that have a much higher chance of achieving institutional support and having a positive impact on learning outcomes. Today's eLearning successes rely on the ability to understand how students learn, and especially, how they learn via the use of pedagogical technology intervention.

Through team efforts at **Carnegie Mellon University**, Smith and Ambrose have successfully used strategic discovery and presentation methods to secure the success of Carnegie Mellon educational technology interventions. Throughout his career, Smith has focused on creating sustainable support models for faculty and staff, and has written and lectured extensively on the use of pedagogical theory in the development of effective eLearning programs. Ambrose has designed and conducted seminars for faculty and administrators, and conducts ongoing research to continuously improve the quality of education at Carnegie Mellon. Rich Mayer brings 30 years of research in

education and cognitive psychology to bear on the effective use of multimedia technologies for learning, and has authored more than 18 books and more than 250 articles and chapters on multimedia learning.

Part 1
Developing Educational Technology Interventions with Principles Developed by Contemporary Learning Theory
A review of today's essential learning principles and an examination of how leaders may apply them to eLearning initiatives.

Part 2
Inside the Team Successes
Strategies that engage teams of faculty, the campus educational technology organizations, and the campus teaching center are front and center as case study examples illustrate ways to leverage learning principles in the development of effective eLearning programs.

Part 3
Roundtable Interaction: Finding Your Own Way
Attendees are encouraged to bring their own examples of previous educational technology interventions for eLearning, or those in the works. Smith, Ambrose, and Mayer will examine attendees' challenges and questions, and discuss how to build in learning principles to improve these interventions and gain institutional support to sustain them.

> "Today's eLearning successes rely on the ability to understand how students learn and, especially, how they learn via the use of pedagogical technology intervention. Without that understanding, your eLearning launch may never get off the ground."
>
> **Joel Smith**

Track 8
Teaching and Learning Technology

Hi-Tech Learning Spaces That Succeed and Engage

Track Leaders
Mary Jo Gorney-Moreno, Associate VP, Academic Technology, San Jose State University

Menko Johnson, Instructional Consultant, Information Technology, San Jose State University

Today, planning, designing, and building formal and informal high-technology learning spaces for student success and faculty engagement is a primary focus for college and university campuses around the globe. **San Jose State University** (SJSU) is leading in just this kind of teaching incubation innovation. In fact, SJSU has spent the past five years changing its approach to student engagement through the creation of a new university partnership with the City of San Jose. One result: An exciting new, collaborative, learning space, the Student Success Center (www.sjsu.edu/asc).

Mary Jo Gorney-Moreno had primary responsibility for the design, implementation, evaluation, and assessment of this project. A university professor for 20 years prior to moving into the role of an AVP for academic technology in 2001, Gorney-Moreno is also the director of the Center as well as the director of faculty development.

Menko Johnson is an instructional technologist focused on effective integration of technology in teaching spaces that emphasize collaboration and flexibility. Johnson is part of a team at SJSU investigating the impacts of specific technology tools on faculty instruction and student learning.

Part 1
Design, Implementation, and Assessment of New and Innovative Learning Spaces
Attendees will walk through the process key to the planning of the SJSU Student Success Center. Gorney-Moreno and Johnson will share many of the findings, plus the methods, tools, and survey instruments employed during the discovery and review process.

Gorney-Moreno will also examine selling the project internally, pitfalls of working with multiple vendors, methods for choosing the right vendor partners, and the critical challenge of campus change management.

Johnson will offer additional points regarding the pedagogical design of high-end classrooms and the potential of SJSU's incubator classroom to foster new teaching methods.

Part 2
Case Studies
- **San Jose State University** (Mary Jo Gorney-Moreno and Menko Johnson): Building 500 'smart' classrooms on campus.
- **Emory University** (Alan Cattier): Constructing the Cox Center, 100 additional 'smart' classrooms across campus, and residential spaces with high-tech T&L capability.
- **Stanford University** (Robert Emery Smith): Known for seminal work on high-tech learning spaces in Wallenberg Hall, now the acknowledged model for so many initiatives.
- **San Diego State University** (James Frazee): Developing high-tech T&L for very large spaces and lecture halls during burgeoning growth.

Part 3
Roundtable Discussion: Expert Q&A / Consulting
As close to one-on-one consulting as you can get, without hiring! Attendees will break into discussion tables for customized question-and-answer and no-holds-barred discussion with leaders in the field.

> "Schools are building hi-tech learning spaces, but are they actually deepening student learning and drawing faculty to the use of advanced technology for education, or are they just tacking on bells and whistles? Applicants and their parents expect students to be engaged and enthralled, and future employers are watching."
>
> **Mary Jo Gorney-Moreno**

Keynote

Monday, December 10, 8:30-9:15am

Speaker

John W. (Jack) McCredie, Assoc. Vice Chancellor & CIO, Emeritus, University of California-Berkeley

Placing Yourself at the Forefront of Change: Inside the IT Governance Findings, and More

Jack McCredie's 2005 retirement from his CIO post at **UC Berkeley** did not mean that colleagues heard less from this prominent IT figure: It presented a unique opportunity for IT leaders to benefit greatly as McCredie leveraged years of strategic planning experience—at the helm of one of the biggest IT organizations in the US— into invaluable studies and discussions of IT governance and leadership. McCredie opens Campus Technology's most leadership-focused event to date by offering yet-to-be-published findings from his most recent ECAR study on IT governance, combined with his invaluable insight into IT leadership issues and our ability to drive, manage, and sustain pedagogical change and progress through technology.

Jack McCredie is a senior ECAR fellow and associate vice chancellor & CIO, emeritus, University of California, Berkeley. In December 2005, Jack McCredie retired as the associate vice chancellor, information technology, and chief information officer at the university (where he now holds an emeritus title). In his role at UC Berkeley, he was responsible for leading central IT support for academic, administrative, and outreach programs including the campus data and voice networks for the university. As an ECAR senior fellow, much of his work has focused on IT governance and leadership issues. In recent years, he has written and spoken on strategic and leadership issues for higher education IT. He also chairs the Internet2 Network Planning and Policy Advisory Committee and is a member of the Internet2 Board.

Conference Wrap-up

Wednesday, December 12, 8:45-10:00am

Moderator

Victor Edmonds, Director, Educational Technology Services, University of California-Berkeley

Leading the Leaders: A Conference Wrap-Up

After two days of expert advice, in-depth self-examination, and brainstorming/planning with peers, it's time for track attendees to cull out the best-of-the-best leadership practices they've discovered and share them widely. A panel drawn from our expert Campus Technology conference presenters, led by veteran board member Victor Edmonds, will present the results of a survey completed by attendees in each of our eight tracks—the results will be correlated with data collected on the spot from plenary session attendees, using a personal response system. This session promises minute-by-minute revelations and "ah-ha" reactions!

Closing Keynote

Wednesday, December 12, 10:30-11:15am

Speaker

James Boyle, William Neal Reynolds Professor of Law, Duke University

The Openness Aversion: Managing Bias in IT Leadership

Anyone who has ever heard James Boyle speak will understand why Technology Leadership in Practice attendees are so fortunate to enjoy this rare opportunity: Simply put, Professor Boyle is riveting. This time out, Boyle, who writes widely on issues of intellectual property, internet regulation, and legal theory, will be addressing an issue that IT leaders and aspirants are all too familiar with: the impact of bias on the road to effective IT leadership. Learning to manage such bias can help us to keep our institutions in the forefront and— on a more personal level—help us keep ourselves squarely on the path to leadership roles. Says Boyle:

"Behavioral economics, constitutional law, and decision theory have one thing in common: They all focus on the most likely skews and biases in rationality, politics, and decision-making. We cannot choose to make no mistakes. But we can learn what type of mistakes we are disproportionately likely to make and build our organizations to minimize them."

What implications can we draw for leaders who deal with information technology, educational policy, and intellectual property? James Boyle's keynote delivers the answers.

James Boyle is a William Neal Reynolds Professor of Law at **Duke Law School** and co-founder of the Center for the Study of the Public Domain. Boyle is the author of *Shamans, Software and Spleens: Law and the Construction of the Information Society*, and is a Board Member of Creative Commons, which is working to facilitate the free availability of art, scholarship, and cultural materials by developing innovative, machine-readable licenses that individuals and institutions can attach to their work. He is also one of the founders of Science Commons and ccLearn. In 2003 Professor Boyle won the World Technology Network Award for Law for his work on the public domain and the "second enclosure movement" that threatens it. He writes a regular online column for the *Financial Times'* New Economy Policy Forum. His most recent book is *Bound By Law*.

"Many strong leaders exhibit character traits such as decisiveness, honesty, integrity, empathy, the willingness to consult widely, and the ability to build upon the skills and recommendations of others. However, many individuals with these abilities do not *necessarily* become leaders."

John W. (Jack) McCredie

"We cannot choose to make no mistakes. But we can learn what type of mistakes we are disproportionately likely to make and build our organizations to minimize them."

James Boyle

Conference-at-a-Glance

Monday, December 10, 2007

8:30am - 9:15am

Keynote
Placing Yourself at the Forefront of Change: Inside the IT Governance Findings, and More
John W. (Jack) McCredie, UC Berkeley (emeritus)

	Track 1 **Mastering the Art of Business Intelligence**	Track 2 **Leading Change in Social Collaboration Environments**	Track 3 **Assessment: Accountability and Credibility on Your Own Terms**	Track 4 **Going Global: Advance Your Institution via a Winning Worldwide Learning Initiative**
9:30am - 12:00pm	**Institutional Research, Effectiveness, and Compliance** Dave Wells The Data Warehousing Institute	**Social Collaboration Technologies Then, Now, and Beyond** Julian Lombardi Duke University	**Trends, Convergence, Assessment Sharing and More** Steve Acker Ohio State University	**Globalization Frameworks and Models** Diane Beck University of Florida
12:00 - 2:00pm	Lunch on the Town			
2:00 - 3:30pm	**Success Stories in Institutional Intelligence**	**Case Studies: From the Campuses**	**Assessment Areas, Audiences, 'Conversation' and Mechanics**	**Case Studies: Success Around the Globe**
3:45 - 4:45pm	**Next Steps to Institutional Intelligence**	**Now It's Up to You**	**Working Teams: Creating the Assessment Plan Blueprint**	**Debriefing and Q&A with an Expert Panel**

Tuesday, December 11, 2007

	Track 5 **Preparing for an IT Leadership Role: Your Path to Success**	Track 6 **Your Golden Rings to Authentic Security Leadership**	Track 7 **Leading the Pack Through eLearning Excellence**	Track 8 **High-Tech Learning Spaces that Succeed and Engage**
8:45 - 11:15am	**Urgent IT Issues and Challenges, and the CIO** John Camp Wayne State University (ret.)	**Framing Security Challenges: No-Fail Strategies for Campus Leaders** Joy Hughes George Mason University	**Developing Educational Technology Interventions with Principles Developed by Contemporary Learning Theory** Joel Smith and Susan Ambrose Carnegie Mellon University Richard E. Mayer UC Santa Barbara	**Design, Implementation, and Assessment of New and Innovative Learning Spaces** Mary Jo Gorney-Moreno and Menko Johnson San Jose State University
11:15am - 2:15pm	EXHIBIT HALL OPEN			
11:30am - 12:30pm	Lunch in the Exhibit Hall (Birds-of-a-Feather Groups)			
12:30 - 1:30pm	Poster Sessions			
2:15 - 3:45pm	**What Keeps Us Up at Night? The "Big 3" Challenges**	**Campus Thought Leaders: Getting the Job Done**	**Inside the Team Successes**	**Case Studies**
4:00 - 5:00pm	**Prevailing Over the "Big 3" Challenges**	**Polishing Your Career Portfolio Via Security Success**	**Finding Your Own Way**	**Expert Q&A / Consulting**
5:00 - 6:15pm	Wine and Cheese Reception			

Wednesday, December 12, 2007

8:45 - 10:15am

General Session Panel
Leading the Leaders: A Conference Wrap-Up, Victor Edmonds, Director, Educational Technology Services
UC Berkeley (Moderator)

10:30 - 11:15 am

Closing Keynote
The Openness Aversion: Managing Bias in IT Leadership, James Boyle, William Neal Reynolds Professor of Law
Duke University & Co-founder, Center for the Study of the Public Domain

www.campustechnology.com/winter07   *Note: Track content is under development by track leaders and subject to change.*

Exhibit Hall and General Info

Exhibit Hall

Find the latest technology products and services influencing colleges and universities today. Attendees will enjoy this interactive environment that provides lively discussions on new technologies, networking opportunities, and technology classrooms that offer detailed product demonstrations.

Exhibit Hall Schedule and Special Events

Tuesday, December 11

11:15am – 2:15pm	Exhibit Hall Open
12:30pm – 1:30pm	Poster Sessions
12:30pm – 1:55pm	Technology Classrooms
5:00pm – 6:15pm	Wine & Cheese Reception
5:00pm – 5:55pm	Technology Classrooms
6:15pm	Exhibit Hall Raffle

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General Info

Attendee Networking Opportunities

Planned Networking allows you to make plans ahead of time to connect at the event. Be sure to checkmark the attendee networking box when you register. We will provide you and other registrants with names, titles, institutions, and e-mail addresses of fellow attendees so that you can communicate before and after the conference.

Lunch on the Town gives you time on Monday to take a break between sessions to enjoy San Francisco and grab an informal lunch at local eateries with newly-formed acquaintances, colleagues, and old friends.

Birds-of-Feather Luncheon presents the opportunity to meet with other attendees on Tuesday to discuss particular technology subjects of interest.

Wine and Cheese Reception in the Exhibit Hall provides attendees a relaxing, collegial atmosphere to talk with vendors, technology experts, and peers.

Networking Dinners offer you an opportunity to dine with other attendees on Tuesday evening at one of several nearby restaurants where we've made reservations.

Weather and Dress

December temperatures in San Francisco reach an average high of 57°F and an average low of 47°F, and moderate precipitation is common this time of year. Dress for the conference is business casual. Keep in mind that the climate inside meeting rooms can vary greatly, so please plan accordingly.

Entertainment

The Westin San Francisco Market Street sits in the heart of the vibrant South of Market district. Conveniently situated, the hotel is close to many popular shopping, dining, and entertainment sites. Within walking distance of the hotel you'll find Union Square, the new Westfield San Francisco Center, the San Francisco Museum of Modern of Art, Theater District, the Moscone Convention Center, and the Financial District. And you're just a scenic cable car ride away from Chinatown and Fisherman's Wharf. For entertainment options and things to do while in San Francisco, visit http://www.onlyinsanfrancisco.com.

How to Register

Online: www.campustechnology.com/winter07
Phone: 1.800.280.6128 (8:00am–5:00pm PST)
Fax: 1.541.346.3545 (credit card payment only)
Mail: Campus Technology
Winter 2007
Registration
1277 University of Oregon
Eugene, OR 97403-1277

On-Site: You may register for the conference on-site. However space is limited and admission cannot be guaranteed.

Registration Questions?

Phone: 1.800.280.6218 (8:00am–5:00pm PST)
E-mail: CampusTech@continue.uoregon.edu
Web: www.campustechnology.com/winter07

- Campus Technology 2007 federal tax ID number is 95-4758348
- Campus Technology 2007 is a division of 1105 Media, Inc.

Secure Web Registration

Rest easy—online registration at www.campustechnology.com/winter07 is secure. Our secured server environment keeps your information private.

Registration Deadlines

Early Bird Registration Discount Deadline:
November 2
Regular Online Registration Deadline:
December 4
After December 4, please register on-site.

Registration will be limited to space available.

Registration Package

Includes

- 2 ½ days of Drill-Down Workshops
- Keynote, Wrap-Up, & Closing Sessions
- Access to Exhibit Hall
- Wine and Cheese Reception
- Technology Classrooms
- Poster Sessions
- Lunch on Tuesday
- Refreshment Breaks

All for only **$599**
Save $100 when you register by November 2

Group Packages

Groups of five, ten or more attendees who register at the same time will now realize great savings. Early bird savings apply! See rates and group registration information on page 11.

Refund & Cancellation Policy

A 100% refund less a $50 processing fee will be given for all cancellations requested by November 2. After November 2, no refunds will be given; however, all registrations are transferable to colleagues and associates with written authorization from the original registrant.

Hotel Information

Westin San Francisco Market Street
50 Third Street
San Francisco, CA 94103 USA
Ph: 415.974.6400
www.westinsf.com

A special room rate of $199 single/double has been reserved for Campus Technology 2007 attendees. Attendees must book their accommodations by November 16, 2007, to receive the discount. After that date, regular room rates will apply. Rooms at the special rate are available from December 8-13, based on availability.

To make reservations call 888.627.8561 or 415.974.6400 and mention that you are with the Campus Technology conference to receive the group rate. You may also reserve through the hotel and travel page on our conference website, www.campustechnology.com/winter07.

Hotel Parking

Valet parking at the Westin San Francisco Market Street is $44 USD daily with in-and-out privileges for guests staying at the hotel.

There are several parking garages within walking distance from the hotel. To view your options, visit www.westinsf.com and click on Location + Directions. Prices will vary.

Air Travel Discounts

American Airlines is offering discounts to Campus Technology 2007 attendees for travel to the San Francisco area (SFO, OAK airports) between December 7 and 15, 2007. Mileage members can receive credit for all American miles flown to attend this conference. To take advantage of these discounts, call or have your travel agent call American Airlines at 1.800.433.1790 and reference 1105 Media Events. To book your discounted ticket online, go to www.aa.com and use the discount reference number mentioned as the aa.com discount code.

Transportation To & From Airport

The hotel is closest to San Francisco International Airport (SFO), however Oakland International Airport (OAK) is also very near. Transportation will need to be arranged by shuttle, taxi, or rental car.

A list of available shuttle services can be found on the airport websites listed under "door-to-door vans" on the Ground Transportation pages. Prices will vary, but should be around $17 to $25, depending on pick-up location.

Rental Car Discount

Avis Rent-a-Car is offering a discount on car rentals for Campus Technology 2007 attendees. To receive the discounted rate, call Avis at 1.800.331.1600 and use the Avis Worldwide Discount (AWD) number #D005872 or go to the travel page of the Campus Technology website and follow the link to make your reservation online.

Registration Form

Step One: Type or print your information

First Name

Last Name

Title

Institution/Company

Mailing Address

City   State/Province   Zip/Postal Code

Country

Day Phone   Fax

E-mail*

*Required! (Please print this ID very clearly. We send last minute
 confirmations and announcements via e-mail.)

Your e-mail address is used to communicate with you about your conference
registration, related products and services, and offers from select vendors.
Refer to our **Privacy Policy**, http://www.1105media.com/privacy.aspx, for
additional information.

☐ **Attendee Networking – Yes, I want to participate**

Step Two: Choose Your Package

Single Package	Early Bird Through Nov. 2	Regular After Nov. 2
Conference Registration (2½ days)	**$499**	**$599**

Group Packages For Group Registrations, please call Sara Ross at 972.934.9525	Early Bird Through Nov. 2	Regular After Nov. 2
Group 5 Pak	**$2200**	**$2500**
Group 10 Pak	**$4200**	**$5000**

Total Fee $_____

☐ Check Enclosed (payable to 1105 Media/Campus Technology 2007)

Credit Card ☐ Visa   ☐ MasterCard   ☐ AMEX   ☐ Discover Card

Number   Expiration Date

Your Signature for Credit Card

Address if Different From Above

Step Three: Demographic Questions

Please tell us where you work:

☐ 4-year college
☐ 2-year college
☐ Vocational institution
☐ Government organization
☐ Other (please specify) _____

How did you hear about Campus Technology 2007?

☐ Received brochure in the mail
   (Please indicate priority code on mailing label _____)
☐ Saw brochure in *Campus Technology* magazine
☐ Campus Technology eNewsletter
☐ Campus Technology website
☐ 1105 Media website
☐ From colleague/co-worker
☐ My association sent me
☐ Other publication

Please indicate your primary role:

☐ Top Level Non-IT Executive (Chancellor, Provost, President, VP, CAO, etc.)
☐ Top-Level IT Executive (CIO, CTO, VP, etc.)
☐ IT Director/Manager - Academic Computing
☐ IT Director/Manager - Administrative Computing
☐ Administrative Mgmt (Dean, Dept. Chair, Director)
☐ Faculty Member (Professor, Adjunct, Instructor)
☐ Media/Library Services
☐ Other _____

**Do you evaluate, recommend, specify, or approve the acquisition
of technology products and services?**

☐ Yes   ☐ No

Step Four: Send in Your Registration

MAIL registration with full payment to: Campus Technology Winter 2007,
1277 University of Oregon, Eugene, OR 97403-1277 or, if you use
a credit card, FAX your registration to: 1.541.346.3545.

You may also register ONLINE through our secure website at
www.campustechnology.com/winter07

If you would like to use a Purchase Order to register, please contact
Gretchen Duerst, Conference Services coordinator at 1.800.280.6218 or
1.541.346.3537 to make arrangements.

Step Five: Select Your Sessions Online

After receiving your confirmation code, you may go to the registration page at
www.campustechnology.com/winter07 and enter your code. Then select the
conference tracks that you are interested in attending. This will help us in
planning logistics; however, it is not binding nor required.

Transfer/Cancellation Policy: You may substitute another person in your place
any time prior to the event. If you must cancel, your fee will be returned, less a
$50 cancellation fee, as long as your cancellation is in writing and
postmarked no later than November 2, 2007.

Questions? Registration Information: 1.800.280.6218 or 1.541.346.3537

E-mail: CampusTech@continue.uoregon.edu
Web: www.campustechnology.com/winter07

CAMPUS TECHNOLOGY

WINTER 2007

Fast-track Immersive Workshops

December 10-12, 2007
Westin San Francisco Market Street Hotel

Technology Leadership in Practice

Immerse yourself in these fast-track workshops and emerge with a blueprint for successful deployment of technology leadership.

Early Bird Discounts
Save up to $100

Group Registration Packages
Huge Savings for Groups of 5 or 10!

Choose one of four vertical tracks each day:

- Globalized Education
- Online & Distance Learning
- Social/Academic Collaboration
- Business Intelligence
- Security
- Assessment
- IT Leadership
- Teaching & Learning Technology

Register today at: **www.campustechnology.com/winter07**

CAMPUS TECHNOLOGY

WINTER 2007

**9121 OAKDALE AVENUE, SUITE 101
CHATSWORTH, CA 91311
RETURN SERVICE REQUESTED**

CAMPUS TECHNOLOGY

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