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| <b>7:30-9:00am</b><br><i>Sunset Court</i>       | Registration  |
| <b>8:00-9:00am</b><br><i>Twin Peaks</i>         | Breakfast   |
| <b>9:00-5:00pm</b><br><i>Sunset Court</i>       | Vendor Showcase Pavilion Open   |
| <b>9:00-9:15am</b><br><i>Ralston Ballroom</i>   | <b><u>Opening Remarks</u></b><br><br><b>Janet Napolitano</b> , University of California President   |
| <b>9:15-10:00am</b><br><i>Ralston Ballroom</i>  | <b><u>Keynote Address: Impact of Technology on Learning and the Brain</u></b><br><br><b>Gary Small</b> , M.D., Professor of Psychiatry and Biobehavioral Sciences, the Parlow-Solomon Professor on Aging at the David Geffen School of Medicine at UCLA, Director of the UCLA Longevity Center, Director of the Geriatric Psychiatry Division at the Semel Institute for Neuroscience & Human Behavior, and Author, iBrain: Surviving the Technological Alteration of the Modern Mind   |
| <b>10:00-11:00am</b><br><i>Ralston Ballroom</i> | <b><u>Panel Session: Exploring Emerging Trends in Education Delivery</u></b><br><br>A robust, moderated panel discussion with practitioners of Emerging Education models, including Daphne Koller, Coursera (MOOCs) and Raghu Krishnaiah, COO, Western Governor's University (Competency-based models). <ul style="list-style-type: none"> <li>• Moderator: <b>Michelle Quinn</b>, Business Columnist, San Jose Mercury News</li> <li>• <b>Jon Bergmann</b>, Chief Learning Officer, TurnAbout Learning</li> <li>• <b>Daphne Koller</b>, Co-Founder and President, Coursera</li> <li>• <b>Raghu Krishnaiah</b>, Chief Operating Officer, Western Governor's University</li> </ul> |
| <b>11:00-11:10am</b>                            | Transition  |

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| <p><b>11:10-11:55am</b></p> | <p><b><u>Concurrent Session #1: Data Analytics</u></b><br/>Attendees have three options to choose from</p> <p><b><u>Focus on UC Innovations [Sea Cliff Room]</u></b></p> <p><b>How UC is Harnessing Big Data to Make Real-Time Decisions</b><br/>Data science at UC Berkeley and the Global Agenda Council teamed up to paint a picture of the higher education online landscape, including the benefits of online education, inherent barriers, and key players in the space today. The confluence of big data and higher education represents a permanent change to the learning landscape, one from which students, faculty, and entire areas of study will benefit. Hear how UC's are harnessing this data to make the UC experience better.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Becky Armstrong</b>, Director, Research Subject Protection, University of California, Berkeley</li> <li>• <b>Dr. Zach Pardos</b>, Assistant Professor, UC Berkeley Graduate School of Education &amp; School of Information</li> </ul> <p><b><u>Focus on Student Life [Pacific Heights Room]</u></b></p> <p><b>Improving the Student Experience with Analytics and Big Data</b><br/>Arizona State University is committed to excellence, access and impact. In this sessions, learn how the "New American University" is using analytics and big data to enable student success. The investment and capacity it has built around data warehousing, dashboards, reporting and visualization is helping the University toward goals such as freshman persistence, graduation rates, enrollment, academic impact, and diversity. This session will also showcase some of the product and tools that have been built and describe some of the work around retention, learning and service analytics, big data and metrics.</p> <ul style="list-style-type: none"> <li>• <b>John Rome</b>, Deputy CIO and Business Intelligence Strategist, Arizona State University</li> </ul> <p><b><u>Focus on Student Learning [Presidio Room]</u></b></p> <p><b>Big Data: What's the Big Deal?</b><br/>With development of new software, institutions can now collect massive amounts of data. However, we need to step back and decide what questions should be asked in order to build the proper systems and to make effective use of the data to guide strategic decisions that positively impact our students. Dr. Ellen Wagner's experience with a multi-institutional data mining collaboration will help us answer those questions.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Ellen Wagner</b>, Partner and Senior Analyst, Sage Road Solutions, LLC</li> </ul> |
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| <p><b>11:55-12:05pm</b></p>                            | <p>Transition</p>  |
| <p><b>12:05-1:20pm</b><br/><i>Ralston Ballroom</i></p> | <p><b><u>Lunch Keynote Address: The Future of Education Technology: Failure, Resilience and Opportunity</u></b></p> <p><b>Ben Wildavsky</b>, Director of Higher Education Studies at the State University of New York’s Rockefeller Institute of Government, and Policy Professor at SUNY-Albany</p> <p>Hear from a prize-winning journalist and author who writes and speaks frequently on educational innovation and university globalization. His most recent books are <i>The Great Brain Race: How Global Universities Are Reshaping the World</i> and a co-edited volume, <i>Reinventing Higher Education: The Promise of Innovation</i>.</p>  |
| <p><b>1:20-1:30pm</b></p>                              | <p>Transition</p>  |
| <p><b>1:30-2:15pm</b></p>                              | <p><b><u>Concurrent Session #2: Student Support Services</u></b><br/>Attendees have three options to choose from</p> <p><b><u>Focus on UC Innovations [Twin Peaks Room]</u></b></p> <p><b>Student Success Innovations Using High Impact Practices</b><br/>With student success at the forefront of higher education's priorities across the country, high impact practices (HIPS), are strongly associated with student engagement and success. This session will demonstrate a portfolio of student-success innovations in the student affairs division at UC Merced that power student learning, help us assess our practices, and use findings to improve programs and services. Through interactive dialogue attendees will be walked through an umbrella of high impact practices and services that use innovation and analytics to inform and power our student-success initiatives.</p> <ul style="list-style-type: none"> <li>• <b>Brian O’Bruba</b>, Interim Assistant Vice Chancellor for Campus Life &amp; Director – Center for Career &amp; Professional Advancement, UC Merced</li> <li>• <b>Dr. Fuji Collins</b>, Assistant Vice Chancellor for Health &amp; Wellness and Interim Dean of Students</li> <li>• <b>Dr. Charles Nies</b>, Interim Vice Chancellor for Student Affairs, UC Merced</li> </ul> <p><b><u>Focus on Student Life [Pacific Heights Room]</u></b></p> <p><b>Student Coaching Tools</b><br/>InsideTrack is the biggest player in the growing industry of student coaching, and their methods produce impressive results. The combination of one-on-one student coaching, process expertise, analytics and</p> |

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|                           | <p>technology generate increased enrollment, higher graduation rates and an enhanced student experience. Learn how InsideTrack is shaking up college campuses across the country by helping universities better support their students' needs.</p> <ul style="list-style-type: none"> <li>• <b>Chris Tilghman</b>, Vice President, Program Development, InsideTrack</li> </ul> <p><b><u>Focus on Student Learning [Presidio Room]</u></b></p> <p><b>Tools for Supporting First Generation Students</b><br/>No matter how talented they might be, first generation college students have built in disadvantages with regard to success in college and beyond that public institutions like the UC system have both a moral and mission imperative to serve. Specifically, these students typically lack a clear and well-considered vision for their long term success not mention access to mentors, and role models to show them the ropes at school and work. In choosing to pursue top-flight academic programs, they leave behind their community and find themselves torn between two worlds in which they often feel that they don't belong. Personalized and student-centric learning is helpful for all students, but it's essential for these students. But managing all the relationships required to support these students is nearly impossible without the right technology. Learn how Fidelis is enabling that technology and helping to create a better experience for these first generation college students.</p> <ul style="list-style-type: none"> <li>• <b>Gunnar Counselman</b>, Founder and CEO, Fidelis Inc</li> </ul> |
| <p><b>2:15-2:25pm</b></p> | <p>Transition</p>   |
| <p><b>2:25-3:10pm</b></p> | <p><b><u>Concurrent Session #3: Online Tools &amp; Applications</u></b><br/>Attendees have four options to choose from</p> <p><b><u>Focus on UC Innovations #1 [Pacific Heights Room]</u></b></p> <p><b>Ready, Set, Play: The Gamification of Learning using a Mobile App at UC San Diego</b><br/>Gamification has emerged as a significant trend in recent years. Its garnered considerable application and assessment within the education and corporate sectors as a powerful tool to facilitate learning, engagement, skill development, and innovation. This session delves into gamification trends and principles. It provides a detailed look into a case-study of applied gamification using a mobile app to transform student orientations traditionally conducted in-person into a mobile gaming (learning) event at the UC San Diego Library. Participants will leave this session with an understanding of the significance of gamification as a learning tool and key insights into the UC San Diego case-study, including lessons learned.</p> <ul style="list-style-type: none"> <li>• <b>Marlo Young</b>, Communications &amp; Outreach Specialist, UC San Diego Library</li> </ul>  |

**Focus on UC Innovations #2 [Sea Cliff Room]**

**Engaging UC Students: Is There an App for That?**

What kinds of interactive learning applications scaffold and support student engagement with content, with instructors and with each other?

Hear from UC faculty teaching online courses about the tools they are developing and using to encourage student interaction and support student learning.

- Moderator: **Ellen Osmundson**, Ph. D., Project Coordinator, Innovative Learning Technology Initiative, University of California Office of the President
- **Jennifer DiZio**, Doctoral Student and Researcher, UC Berkeley Graduate School of Education and the Berkeley Center for New Media
- **Juliette Levy**, Associate Professor of History, UC Riverside Department of History
- **Greg Niemeyer**, Associate Professor, UC Berkeley Department of Art Practice
- **John Scott**, Doctoral Student, Researcher and Instructor, UC Berkeley Graduate School of Education

**Focus on Student Life [Presidio Room]**

**Transforming the Online Communication Channel**

Learn how popular social media platforms are transforming the way higher education institutions connect with students, and how students connect with each other. Social media platforms are being adopted as methods to communicate not only in the classroom, but also to relay information about campus events, emergencies, even college acceptance and grades. Social media platforms are also being used to connect students to potential jobs, to educate them about their earnings potential, and to interact with alumni.

- Moderator: **Eric Westervelt**, Education Correspondent, NPR
- **Brett Baker**, Brand Partnerships, Education, Twitter
- **Katie McGlynn**, Head of Industry, Education, Google

**Focus on Student Learning [Marina Room]**

**Mind the Gap: Game-Based-Learning From Research to Scale**

Recognizing the enormous potential of digital games, many leading foundations, academic institutions and government agencies are investing hundreds of millions of dollars to harness the power of the medium to further their impact goals. Unfortunately, there is large gap between the potential for games to make meaningful impact and the reality of highly engaging and sustainable game-based products and services that are actually making impact at significant scale. This talk will highlight strategies and case studies for closing this gap.

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|   | <ul style="list-style-type: none"> <li>• <b>Alan Gershenfeld</b>, President and Co-Founder, E-Line Media and Founding Industry Fellow, ASU Center for Games and Impact</li> </ul>  |
| <b>3:10-3:30pm</b><br><i>Sunset Court</i> | Afternoon Break  |
| <b>3:30-4:15pm</b>                        | <p><b><u>Concurrent Session #4: Mobile Trends</u></b><br/>Attendees have three options to choose from</p> <p><b><u>Focus on UC Innovations [Pacific Heights Room]</u></b></p> <p><b>Mobile Technologies, Informal Learning, and UC Pedagogy: Rethinking Approaches to Digital Divides</b><br/>Find out how new media is being utilized to take advantage of mobile technologies and youth practices by UC faculty who are encouraging students to create maps, archives, and critical analysis just using tools on their phones.</p> <ul style="list-style-type: none"> <li>• <b>Elizabeth Losh</b>, Director, Culture, Art, and Technology Program, Sixth College, and Associate Teaching Professor, Department of Literature, UC San Diego</li> </ul> <p><b><u>Focus on Student Life [Sea Cliff Room]</u></b></p> <p><b>Bring Your Own Device (BYOD)</b><br/>Handheld devices like smartphones and tablets give students unparalleled access to educational resources and services. Colleges are experimenting with different ways to integrate these devices into the classroom, and betting that the BYOD movement will dramatically increase learning opportunities for students. Learn how this new program has the ability to reshape the student experience.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Tamar Elkeles</b>, Ph.D., Chief Learning Officer, Qualcomm</li> </ul> <p><b><u>Focus on Student Learning [Presidio Room]</u></b></p> <p><b>Using Mobile Devices &amp; Apps to Drive Engagement</b><br/>It's a phone! It's a computer! No, it's mobile learning. Learn how mobile devices and apps can drive engagement, promote student learning, and support the goal of creating a dynamic experience in an online or on-campus class.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Michael M. Grant</b>, Assistant Professor, Educational Technology, University of South Carolina</li> </ul> |
| <b>4:15-5:00pm</b><br><i>Sunset Court</i> | <p><b><u>Networking Happy Hour</u></b><br/>Attendees network over wine and appetizers.</p>   |