

JUNE 27-29, 2016

**WASHINGTON HILTON,
WASHINGTON, D.C.**

THE SUMMIT FOR ONLINE LEADERSHIP

A Joint Presentation by UPCEA and ACE





THE SUMMIT FOR ONLINE LEADERSHIP

**JUNE 27–29, 2016
WASHINGTON HILTON
WASHINGTON, D.C.**

WELCOME TO THE 2016 SUMMIT FOR ONLINE LEADERSHIP!

UPCEA and ACE welcome you to the nation's capital for a summit meeting of university leaders—presidents, provosts, deans, and teams engaged in leading online initiatives—to address the key topics and issues in the leadership of online higher education.

We all share in the dramatically changing economics, demographics and technologies of these most interesting times in our field. We are on the cusp of an electoral process in this country that promises to bring about deep changes in policies impacting the structure and support of higher education at both the state and national level. Just what those changes will be has not yet been determined, but we must be prepared if we are to help shape those changes, rather than be shaped by the changes determined by others.

Through high-level sessions featuring national and international leaders, we will assess the challenges and opportunities, and help to set an agenda for the future that will preserve quality and access while offering affordability and innovation to the students of today and tomorrow.

Welcome to Washington, D.C., and the third annual Summit for Online Leadership!



UPCEA
One Dupont Circle
Washington, DC 20036
202-659-3130



ACE
One Dupont Circle
Washington, DC 20036
202-939-9300




SCHEDULE AT A GLANCE

JUNE 27, 2016

11:30 AM–5:00 PM	Registration Open	2:00–3:30 PM	Opening General Session Access, Affordability, and the Completion Agenda <i>Zakiya Smith</i> , Strategy Director, Lumina Foundation
1:15–1:45 PM	UPCEA Policy Committee Meeting		
1:15–5:00 PM	Innovation Hall Open	3:30–4:00 PM	Coffee with Exhibitors
		4:00–5:00 PM	Concurrent Session I
		5:00 PM	Reception Sponsored by Blackboard

JUNE 28, 2016

7:30–8:15 AM	Center for Online Leadership Advisory Council Meeting	2:00–3:00 PM	Concurrent Session IV
7:30 AM–5:30 PM	Registration Open	3:15–4:15 PM	General Session Social Media and Its Influence on a Student's University Decision <i>Rob Humphrey</i> , Education Vertical, LinkedIn <i>Meagan Rochelle</i> , Client Partner of Global Marketing Solutions, Facebook <i>Christa Watson</i> , Director of Paid Search, Social & Conversion, Pearson
8:00–8:30 AM	Breakfast Sponsored by 		
8:30–9:30 AM	General Session Federal Update: Setting the Stage for Online Higher Education Leaders <i>Chris Murray</i> , Partner, Thompson Coburn LLP <i>Vince Sampson</i> , Special Counsel, Cooley LLP	4:15–4:30 PM	Coffee with Exhibitors
9:45–10:45 AM	Concurrent Session II	4:30–5:30 PM	General Session Presidential Panel <i>Javier Miyares</i> , President, University of Maryland University College <i>Cathy Sandeen</i> , Chancellor, University of Wisconsin Colleges & University of Wisconsin-Extension Moderator: <i>Doug Lederman</i> , Editor and Founder, Inside Higher Ed
10:45–11:15 AM	Coffee with Exhibitors		
10:45 AM–5:30 PM	Innovation Hall Open		
11:15 AM–12:15 PM	Concurrent Session III		
12:30–1:45 PM	Lunch and General Session Disruption Analogies: What Can Higher Education Learn from the Health Care Industry? <i>Darrell Kirch</i> , President and CEO, Association of American Medical Colleges	6:00 PM	Dinner Groups Depart from hotel lobby

SUMMIT AT A GLANCE

JUNE 29, 2016

7:30 AM–12:30 PM	Registration Open
7:30 AM–12:30 PM	Innovation Hall Open
8:00–8:30 AM	Breakfast
8:30–9:30 AM	Concurrent Session V
9:45–10:15 AM	Coffee with Exhibitors
10:15–11:15 AM	Concurrent Session VI
11:30 AM–12:30 PM	Closing General Session The Role of STEM and Engineering Teams in Leading Online Initiatives <i>Kathy Pugh</i> , Vice President, Education Services, edX <i>Paul Marca</i> , Executive Director, Center for Professional Development, Stanford University <i>Ricardo Gutierrez Mercado</i> , Institutional Effectiveness Director, Tecnológico Monterrey <i>Nelson Baker</i> , Dean, Professional Education, Georgia Institute of Technology Sponsored by the <i>International Association for Continuing Engineering Education</i>
12:30 PM	Adjourn
1:30–5:00 PM	Post-Conference Institutional Use of the UPCEA Hallmarks of Excellence in Online Leadership (separate registration and fee required)

Registration Desk Hours

Monday, June 27	11:30 AM–5:00 PM
Tuesday, June 28	7:30 AM–5:30 PM
Wednesday, June 29	7:30 AM–12:30 PM

Innovation Hall Hours

Monday, June 27	1:15–5:00 PM
Tuesday, June 28	10:45 AM–5:30 PM
Wednesday, June 29	8:00 AM–12:30 PM

Get Online at the Summit

To help you get the most out of the Summit, we're pleased to offer free wireless internet in all meeting and session rooms, as well as the Innovation Hall.



SUMMIT AT A GLANCE

Go Mobile with the 2016 Summit App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the 2016 Summit for Online Leadership app.

Download **Guidebook** in the Apple App Store or Google Play, or visit guidebook.com/getit. After the app downloads, open it. Then search for and select "2016 Summit for Online Leadership."

Continue the Conversation Online!

Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use **#SOL16** on Twitter.

Virtual Registration

Unable to attend all of the sessions you're interested in at this year's Summit? Take advantage of UPCEA's new Virtual Registration for the Summit. All six general sessions as well as six concurrent sessions (one per concurrent session block) are available for archived viewing via Virtual Registration. (For those on your team unable to attend the Summit in person, Virtual Registration provides live streaming access to these sessions, including live chat during concurrent sessions.

Look for the **VR** in the program and visit conferences.upcea.edu/SOL/virtualreg.html for more information.

Thank you to all of our institutional sponsors!



Thank you to our overall event sponsors!



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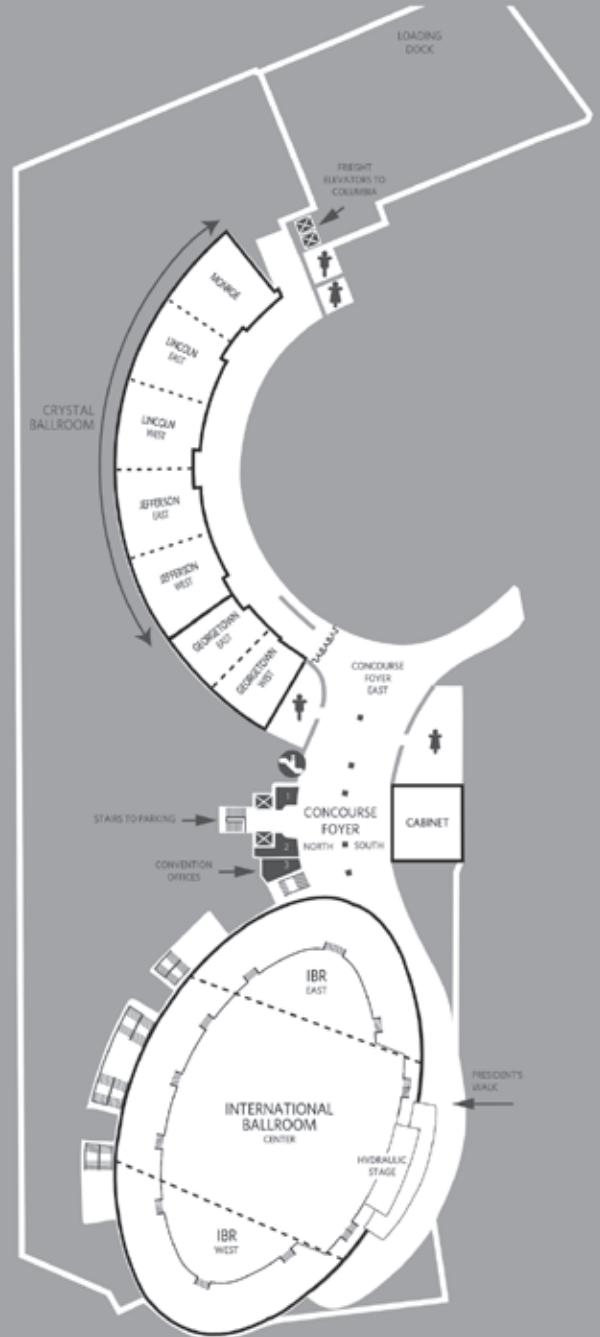
VENUE FLOORPLANS

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CONCOURSE LEVEL
WASHINGTON HILTON



SUMMIT SCHEDULE

MONDAY, JUNE 27, 2016

1:15–1:45 PM

*UPCEA Policy
Committee Meeting
Georgetown West*

2:00–3:30 PM

Opening General Session
**VR Access, Affordability, and the
Completion Agenda**

International Ballroom
Zakiya Smith is currently a Strategy Director at the Lumina Foundation, the nation's largest foundation dedicated solely to higher education. At Lumina, she leads the work of the foundation to develop new models of student financial support for higher education, focusing on issues of affordability. Prior to her work in philanthropy, Smith served as a Senior Advisor for Education at the White House Domestic Policy Council, where she was tasked with developing President Obama's higher education policy. Smith also served in the Obama administration at the U.S. Department of Education, where she developed programmatic, policy and budget solutions to respond to pressing challenges in college access, affordability, and completion.
*Zakiya Smith, Strategy Director,
Lumina Foundation*

3:30–4:00 PM

Coffee with Exhibitors

4:00–5:00 PM

Concurrent Session I
**Financial Outlook Part 1:
The State of Higher
Education Today**
Georgetown East

Universities across the country are competing for students by keeping costs low and improving outcomes. In addition to net tuition revenue, other revenue sources, including research funding and state appropriations for public universities, are tight. At this session, Edie Behr, Vice President and Senior Credit Officer with Moody's Higher Education and Not-for-Profit Team, will delve into the reasons behind Moody's stable outlook for the higher education sector.
*Edith (Edie) Behr, Moody's
Investors Service, Inc.
Moderator: Kelly Otter,
Georgetown University*

**Applied Experiential Learning:
Models, Outcomes, and Lessons
Learned in Online and Hybrid
Professional Degree Programs**
Georgetown West

Online education has greatly expanded access to higher education. However, these modalities generally offer very little face to face interaction between students, faculty, and practitioners. This session will share two models used at Northeastern University's College of Professional Studies and will address pedagogical and operational considerations when integrating experiential learning.
*Marissa Lombardi, Northeastern University
James Passanisi, Northeastern University
Mary Thompson-Jones,
Northeastern University
Moderator: Becky Lodewyck,
University of Phoenix*

**VR Making Online Student
Retention a Priority**

Jefferson West
University of Maryland University College (UMUC) is creating an institutional approach to organizing, implementing and evaluating student support services and interventions to improve outcomes through use of analytics and tactical interventions. Learn how UMUC is developing a framework for identifying at risk students, coordinating intervention efforts, and systematically evaluating initiatives.
*Beth Mulherrin, University of Maryland
University College
Thomas Porch, University of Maryland
University College
Moderator: Sheila Thomas,
California State University System*

**Promising Models for
Competency-Based Education**

Jefferson East
The multi-institutional, national Distance Education and Technological Advancement (DETA) Research Center promotes student access and success through evidence-based online learning practices and technologies, specifically by funding research-based proposals designed to advance the fields of traditional and competency-based distance education. Practices and promising models stemming from this research and the UW Flexible Option degree program will be shared in this session.
*Judee Richardson, University of
Wisconsin-Extension
Moderator: Julie Uranis,
Western Kentucky University*

5:00 PM

Reception
Sponsored by

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Heights Courtyard

SUMMIT SCHEDULE

TUESDAY, JUNE 28, 2016

7:30–8:15 AM

Center for Online Leadership
Advisory Council Meeting
Cabinet

8:00–8:30 AM

Breakfast
International Ballroom
Sponsored by



Noodle Partners is an innovative alternative to traditional OPMs that capitalizes on a university's inherent strengths. We help universities like Pepperdine build, manage and grow their online programs by:

- Eliminating the revenue share
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- Sourcing and managing the best external providers only where outside help is needed

www.noodle-partners.com

Scott Levine | slevine@noodle.com

8:30–9:30 AM

General Session

VR Federal Update: Setting the Stage for Online Higher Education Leaders

International Ballroom

The stakes could not be higher in this presidential election year, the outcome of which influence the most significant updates in federal higher education legislation: the reauthorization of the Higher Education Act (HEA). Attendees will gain information about how online learning and contemporary learners fit into the conversation, how this election will change the higher education landscape, and how best to get involved in a meaningful way.

*Chris Murray, Partner,
Thompson Coburn LLP*

*Vince Sampson, Special Counsel,
Cooley LLP*

9:45–10:45 AM

Concurrent Session II
**UPCEA Hallmarks of Excellence:
Application to a Statewide System**
Georgetown East

Panelists will lead discussions focused on application of the *UPCEA Hallmarks of Excellence in Online Leadership* from the perspectives of research-intensive land grant institution, a research-intensive urban university, and regional comprehensive university. Session participants will engage in discussions about how the Hallmarks may be applied and utilized to support strategic leadership for their respective institutions.

Vickie Cook,

University of Illinois, Springfield

*Adam Fein, University of Illinois,
Urbana-Champaign*

Gayla Stoner, University of Illinois, Chicago

Moderator: *Ray Schroeder, University of
Illinois, Springfield and UPCEA*

Building Collaborative e-learning Programs for University Systems and Community College Districts

Jefferson East

How do you start an e-learning collaborative program across multiple campuses or institutions that offers equity and access for the multiple constituents involved? What structures need to be in place for success? This talk will focus on strategies and models to consider when forming an e-Learning collaboration.

*René Sainz, Inter American University of
Puerto Rico*

Jeff Rabey, Blackboard

Moderator: *Karan Powell, American Public
University System*

A Research-Based Approach to Designing a Multi-Channel Student Onboarding Process to Maximize Student Success

Georgetown West

Original research conducted at Arizona State University with InsideTrack examined different methods of introducing students to support resources. The findings reveal new insights and strategies to drive meaningful student engagement, satisfaction, and long-term success.

Joe Chapman, Arizona State University

Brooke McDermid, InsideTrack

Moderator: *Matthew Prineas, University
of Maryland University College*

VR What Leaders Need to Know about Instructional Design

Jefferson West

Have you ever wondered what goes into creating an online course development team? Or wondered what an instructional designer does? In this interactive session, panelists from three distinct institutional structures will discuss what administrators need to know about the role of an instructional designer, evolving personnel and team models, and nuances and trends in online education.

*Ryan Anderson, University of
Wisconsin-Extension*

Melody Buckner, University of Arizona

Moderator: *Camille Funk, George
Washington University and UPCEA's
Higher Education eDesign Collaborative*

10:45–11:15 AM

Coffee with Exhibitors
Concourse Foyer

11:15 AM–12:15 PM

Concurrent Session III

Strategies for Creating an Adaptive Courseware Piloting Process

Georgetown East

Presenters will share insights about current adaptive courseware efforts including a focus on developing a process for creating new, scalable adaptive courseware practices, how to create a comprehensive evaluation plan from the onset, and the use of theory to inform practices such as how to allow research to help guide the piloting strategy.

Cristi Ford, University of Maryland University College

Karen Vignare, University of Maryland University College

Moderator: *Andy Casiello, Old Dominion University*

How to Design and Build a Test Drive and Online Orientation for Current and Prospective Graduate Students

Georgetown West

The Instructional Resource Center (IRC) is responsible for the development of Advanced Academic Programs part-time graduate and certificate programs. Since students' may be taking an online course for the first time, the IRC developed a Student Online Orientation and the AAP Test Drive Course to help students acclimate to the online environment and aid in students' success.

Pamela Wimbush, Johns Hopkins University

Moderator: *Kathleen Burke, Johns Hopkins University*

Demographic Shifts in Educational Demand and the Rise of Alternative Credentials

Jefferson East

Micro-credentials, nano-credentials, badges...staying current on emerging trends in education is a challenge. It is also the life-force of the work that we do to prepare students for an ever-shifting professional landscape. In this engaging session, learn about the driving factors behind the emergence of alternative credentials and hear insights about what's next.

Kyle Peck, The Pennsylvania State University

Pete Janzow, Pearson

Moderator: *Jim Fong, UPCEA*

VR Change We Must: The Future of Online Learning

Jefferson West

Based on a newly published series of essays by well-respected and innovative educators, this session will spotlight their solutions to the myriad fiscal, administrative, pedagogical, technical, and political problems facing higher education today. As the book's editors say of their fellow contributors, "Their solutions mean changing hearts and minds as well as budget processes and governance, managing change and technology as well as teaching and learning." Attendees will have the opportunity to purchase the book onsite.

James Hilton, University of Michigan

George Otte, City University of New York

Ray Schroeder, University of Illinois, Springfield and UPCEA

Moderator: *Vickie Cook, University of Illinois, Springfield*

SUMMIT SCHEDULE

TUESDAY, JUNE 28, 2016 *continued*

12:30–1:45 PM

Lunch and General Session

VR Disruption Analogies: What Can Higher Education Learn from the Health Care Industry?

International Ballroom

Darrell G. Kirch, MD, is president and chief executive officer of the Association of American Medical Colleges (AAMC). A distinguished physician, educator, and medical scientist, Dr. Kirch speaks and publishes widely on the need for transformation in the nation's health care system and how academic medicine can lead that change across medical education, medical research, and patient care. His career spans all aspects of academic medicine and includes leadership positions at two medical schools and academic health systems, as well as at the National Institutes of Health. *Darrell Kirch, President and CEO, Association of American Medical Colleges*

2:00–3:00 PM

Concurrent Session IV
New Design Opportunities and Technologies

Jefferson East

Tremendous online course design and execution opportunities are attainable through a judicious application of appropriate technological tools. This session reviews several examples of approaches that facilitate the accomplishment of what students and faculty consistently regard as key attributes of great online courses: comprehensive content, the application of thorough principles of learning, high quality teaching and aligned assessment. The impact of the demonstrated techniques is further enhanced through the effective collaboration between instructional designers and subject matter experts.

Nada Savicevic, Ryerson University

Stephane Muller, University of California, Irvine

Moderator: Will Webb, Northeastern University

Open Standards Enabling Innovation and Growth: Collaborating for Next-Generation Education Models

Georgetown East

This panel of leading innovators will describe the challenges and barriers they have faced with their technology systems as they implemented new models, their short-term strategies, as well as long-term plans to "raise all boats" by working with the supplier software market through IMS Global collaboration to enable next-generation education models to thrive in their institutions.

MJ Bishop, University System of Maryland

Jeffrey Grann, Capella University

Lee Johnston, Brandman University

Moderator: Mark Leuba, IMS Global Learning Consortium



VR Access, Innovation, and General Education

Jefferson West

As federal and state legislation focus on creating greater access to post-secondary degrees for all students—and as more jobs in the 21st century require a post-secondary degree—innovations in pathways to degree attainment are top of mind. Panelists will explore the role of general education requirements for four-year degrees with regard to affordability, access, and successful post-graduation employment.

Burck Smith, Straighterline

Jason Palmer, Gates Foundation

Amy Laitinen, New America

Moderator: *Deborah Seymour, American Council on Education*

Competencies and Hallmarks: International and Institutional Quality Measures

Georgetown West

Institutional leaders in international education and in online learning now play a far more critical role in the strategies and success of their universities. These evolving professions will benefit from concrete, aspirational standards to help their schools broaden their audience and pursue new modalities for learning. Two new quality measures, the NAFSA International Education Professional Competencies and the UPCEA *Hallmarks of Excellence in Online Leadership*, will serve as indispensable tools for individuals and their institutions. This panel will explore the common elements and intersection of these guidelines, and discuss future opportunities for international online education and the role of collaboration in global higher education.

Sheila Schulte, NAFSA: Association of International Educators

Soma Chakrabarti, University of Delaware and Chair, UPCEA International Network

Moderator: *Jay Halfond, Boston University and Editor, UPCEA Hallmarks of Excellence in Online Leadership*



3:15–4:15 PM

General Session

VR Social Media and Its Influence on a Student's University Decision

International Ballroom

A Pew survey released last year found that in 2014, 74% of online adults use social networking sites. The question is no longer if universities should use these platforms, it's how and how often. Working closely with social media platforms like LinkedIn and Facebook has given Pearson an insider's look in how universities can use social media to their benefit. This session will share how universities can establish a strong social media presence to reach students (prospective, current, and alumni) and simultaneously monitor reputation in an era where social media has become the go-to place for discussion.

Rob Humphrey, Education Vertical, LinkedIn

Meagan Rochelle, Client Partner of Global Marketing Solutions, Facebook

Christa Watson, Director of Paid Search, Social & Conversion, Pearson

4:15–4:30 PM

Coffee with Exhibitors Concourse Foyer

4:30–5:30 PM

General Session

VR Presidential Panel

International Ballroom

Through moderated dialogue, President Miyares and Chancellor Sandeen will discuss issues and opportunities facing the future of higher education, spotlighting the dynamic role of online learning with regard to increasing student success, providing greater access, and innovating sound financial models.

Javier Miyares, President, University of Maryland University College

Cathy Sandeen, Chancellor, University of Wisconsin Colleges & University of Wisconsin-Extension

Moderator: *Doug Lederman, Editor and Founder, Inside Higher Ed*

6:00 PM

Dinner Groups

Depart from hotel lobby

SUMMIT SCHEDULE

WEDNESDAY, JUNE 29, 2016

8:00–8:30 AM

Breakfast

Concourse Foyer

8:30–9:30 AM

Concurrent Session V

Sharing the Vision in a Time of Transition: Information Technology (IT) and Academics

Georgetown West

Higher education is in significant transition propelled by rising costs and evolving priorities, while seeking enhanced relevancy, quality, and efficiency. In this context, the presenters will discuss how IT and AA (academic affairs) can come together in a shared vision of how to best serve the needs of the students and empower faculty members in meeting the mission of higher education. Those attending will be engaged in the discussion of effective strategies and practices.

Bruce Maas, University of Wisconsin, Madison; Chair of the Board, EDUCAUSE

Ray Schroeder, University of Illinois, Springfield and UPCEA

Moderator: Cynthia DeLuca, University of South Florida

Connected Credentials and Competencies: The Changing Needs of a Knowledge Economy

Georgetown East

This presentation will explore new research designed to address the gap between how students communicate their competencies and how employers assess the capabilities of potential employees. The results provide a practical framework for change management dialogue and action at academic institutions, preparing the field for effective implementation of technologies for competency-based education (CBE), extended transcripts, and digital portable credentials.

Deborah Everhart, Georgetown University

Evelyn Ganzglass, Corporation for a Skilled Workforce

Moderator: Carol Vallone, Meteor Learning

VR Financial Outlook Part 2: Policymakers

Jefferson West

Through both case study and the use of national trends, this session will examine the rapidly changing landscape of state higher education policy and its impact on universities. Panelists will address the role of online learning with regard to state funding crises and/or mandates for innovation and change, including out-of-state student initiatives, over-crowding and pipeline issues, AASCU's Innovations Exchange, and best practices stemming from successful state initiatives and lessons learned.

Thomas Harnisch, AASCU

Michael Maul, Commonwealth of Virginia

George Pernsteiner, SHEEO

Moderator: Ali Eskandarian, George Washington University

Discussant: Vickie Cook, University of Illinois, Springfield

Innovations in Online Learning: Institutional Sponsor Roundtables

Jefferson East

Institutional Sponsor Roundtables are table-based, small group, guided discussions about specific institutional innovations in online learning, presented by representatives from each of the Institutional Sponsors of the 2016 Summit for Online Leadership, during one concurrent session. This session will host six synchronous, hour-long conversations:

Georgetown University

Johns Hopkins University

Old Dominion University

The George Washington University

University of Maryland

University College

University of Virginia

Moderator: Kimberly Zaski, UPCEA



9:45–10:15 AM

Coffee with Exhibitors
Concourse Foyer

10:15–11:15 AM

Concurrent Session VI
Design Thinking: Four Key and Critical Steps to Innovation

Georgetown East

In today's 24/7, cloud-based, everything-mobile world, the differentiator is no longer technology or content. Innovation is being achieved on a human scale now. Leading this is "design thinking." This session will spotlight best practices, lessons learned, and shared stories to help you better align your people, process, culture, and technology.

Damien Bracken, Berklee College of Music

Balvinder Kumar, California State

University, East Bay

Moderator: *Chokdee Rutirasiri,*

Story+Structure

U.S. News Best Online Programs Rankings: Review and Discussion of an Evolving System

Georgetown West

In this session, learn about the factors which contribute to U.S. News & World Report's *Best Online Programs*, the annual modifications to the report's methodology, and potential future developments. Attendees can expect to have a better understanding of what factors contribute to their rankings, better knowledge of how to prepare for upcoming data collection, and the opportunity to provide feedback directly to U.S. News.

Eric Brooks, U.S. News & World Report

Moderator: *Bob Hansen, UPCEA*

Creating a Quality Alternative Credit Ecosystem for Higher Education

Jefferson East

Find out how ACE created a transparent, flexible pathway for non-traditional students through an alternative credit ecosystem (www.AlternativeCreditProject.com), which offers low- or no-cost, online, general education courses which its partner colleges guarantee to accept for direct transfer credit. ACE is also undertaking a first-of-its-kind study to follow the full lifecycle of alternative credits—registration, completion, transfer, persistence, and success—over a three-year period.

Steven Taylor, American Council on Education

Patricia Steele, Higher Ed Insight

Moderator: *Sarah MacDonald, James Madison University*

VR The Leadership Lens

Jefferson West

This session will engage in a moderated dialogue with three senior leaders exploring the strategies, tips, and techniques which can be used to keep a "leadership lens" that maintains pace with today's rapidly emerging and changing educational landscape. Among other topics, panelists will explore how they balance user expectations, faculty perspectives, and administrative accommodations while keeping at bay such threats as security breaches, privacy concerns, and policy dictates.

Chris Bustamante, Rio Salado College

Renata Engel, The Pennsylvania State University

Dick Senese, Capella University

Moderator: *Lawrence Ragan, The Pennsylvania State University*

11:30 AM–12:30 PM

Closing General Session

VR The Role of STEM and Engineering Teams in Leading Online Initiatives

International Ballroom

Sponsored by the International Association for Continuing Engineering Education

As STEM fields continue to change and evolve rapidly, keeping one's career up to date with the latest knowledge is a challenge. Online programs are providing both access and affordability while paving the way with new technologies that benefit all online disciplines. The panel will engage both the experts and the audience with what technologies and pedagogies may be around the corner as online learning pivots to meet the needs of the learner.

Kathy Pugh, Vice President, Education Services, edX

Paul Marca, Executive Director, Center for Professional Development, Stanford University

Ricardo Gutierrez Mercado, Institutional Effectiveness Director, Tecnológico Monterrey

Nelson Baker, Dean, Professional Education, Georgia Institute of Technology

12:30 PM

Adjourn

CENTER FOR ONLINE LEADERSHIP

ADVISORY COUNCIL

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Director of Online Education, Clemson University

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Loyola University Chicago

Steven Taylor

Associate Director, Special Initiatives,
American Council on Education

Karen Vignare

Associate Provost and Director, Center for Innovation in
Learning, University of Maryland University College

Craig Weidemann

Vice President for Outreach and Vice Provost for Online
Education, The Pennsylvania State University

*Thank you to Blackboard for sponsoring
the Center for Online Leadership.*

Blackboard





UPCEA and the Higher Education eDesign Association (HEeD) have joined forces to form the **UPCEA HEeD Collaborative**.

UPCEA is now the place for instructional design teams (instructional designers, multimedia developers and team administrators) in higher education for networking and professional development.

The mission of the HEeD Collaborative is to support and enhance higher education instructional design. Participation in the UPCEA HEeD Collaborative provides access to a community of professionals who are interested in best practices for online course creation.

Benefits



Professional Development



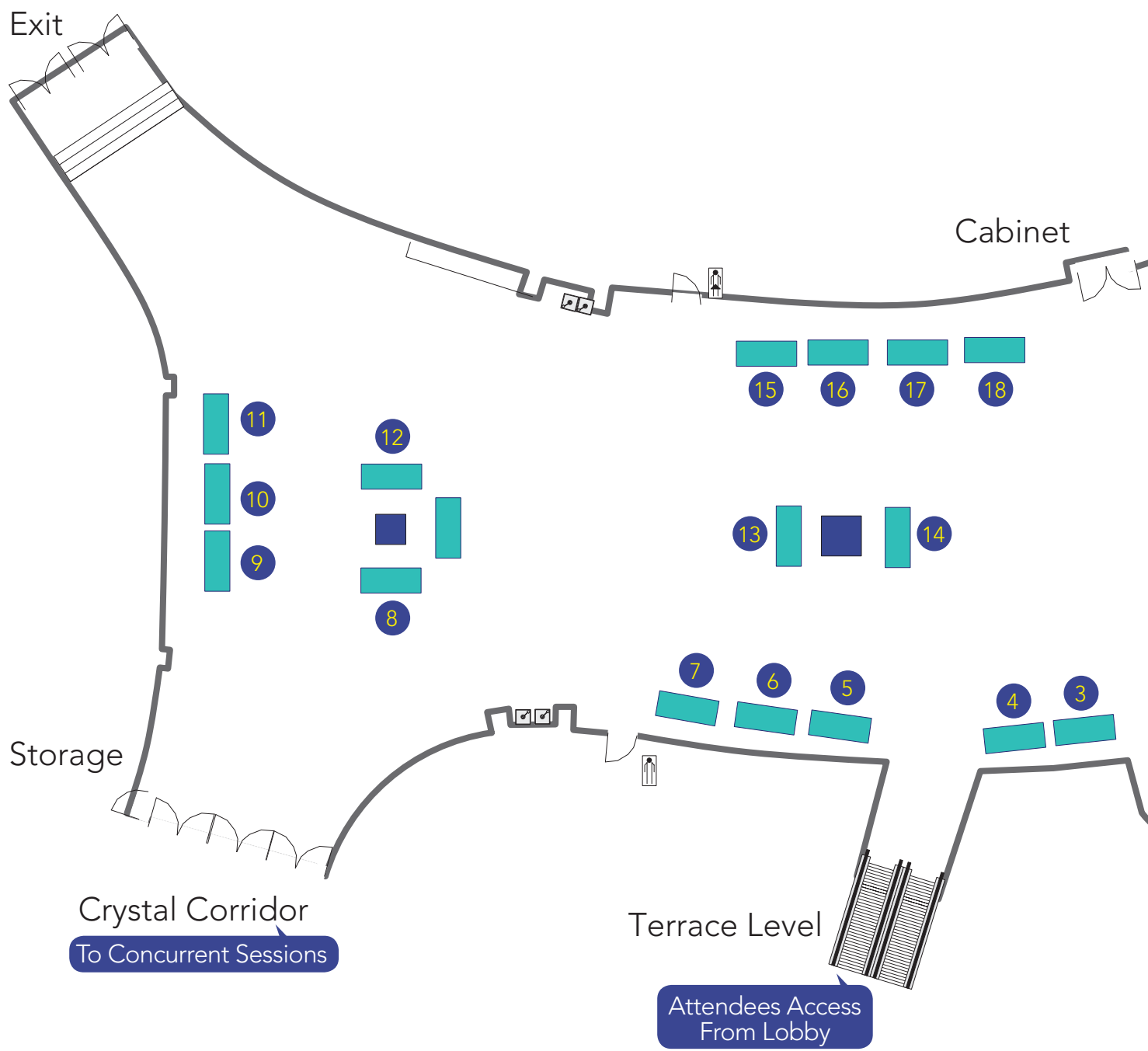
Networking



Visit www.upcea.edu/heedcollab to learn more about how you can join the Collaborative.

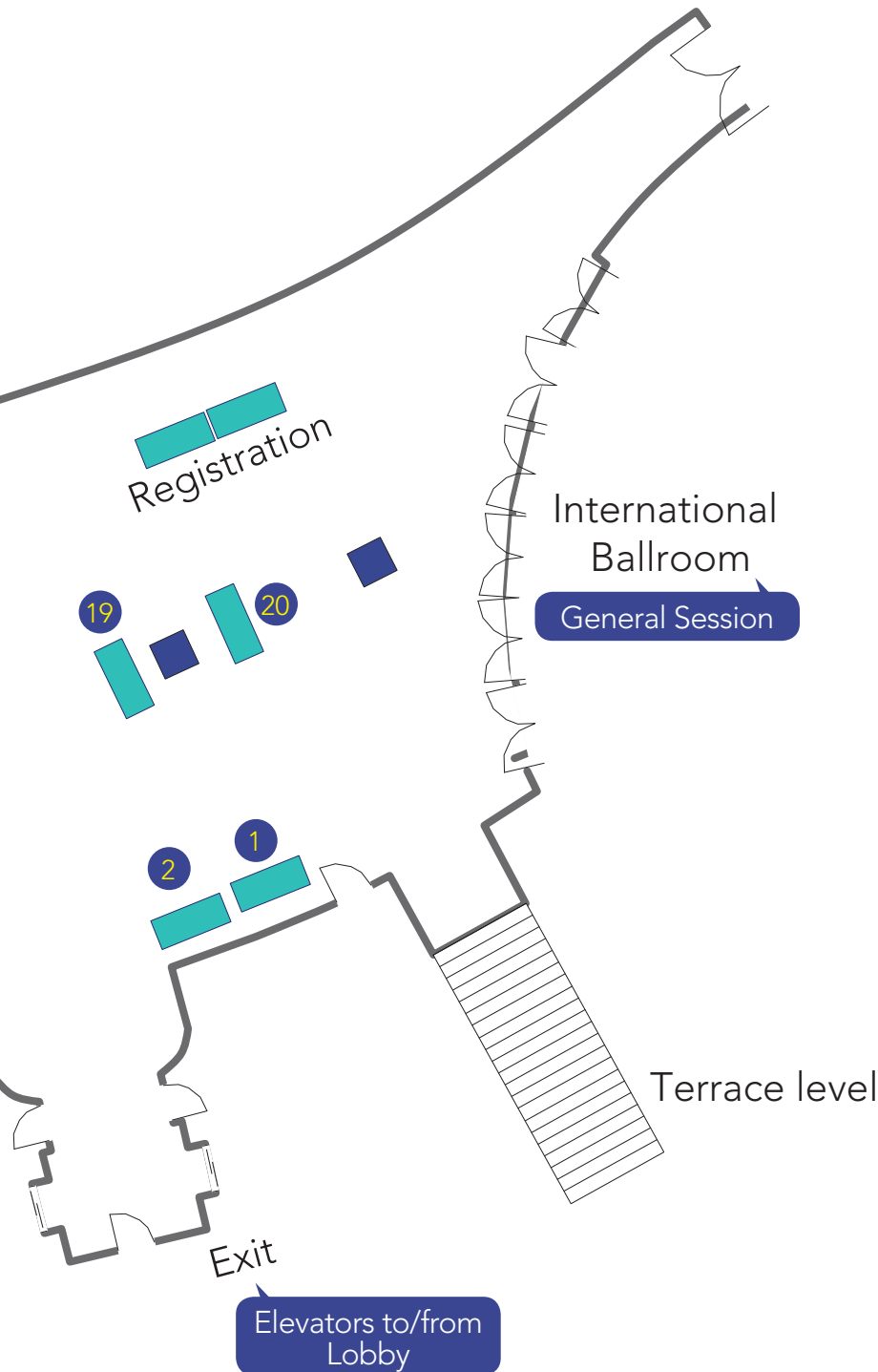
INNOVATION HALL

INNOVATION HALL MAP (IN THE CONCOURSE FOYER)



INNOVATION HALL DIRECTORY

by Tabletop Number



Tabletop # Company

1	Blackboard
2	Sparkroom
3	StudyPortals
4	Keypath Education
5	Pearson
6	Jetspring
7	Meteor Learning
8	All Campus
9	Educational Testing Consultants
10	World Education
11	Credly
12	Tutor.com
13	The Learning House, Inc.
14	Motivis Learning
15	CourseArc
16	ExtensionEngine
17	ProctorFree
18	Jenzabar
19	HR Certification Institute
20	Parchment

INNOVATION HALL

INNOVATION HALL DIRECTORY *Alphabetically*

All Campus

www.allcampus.com

All Campus partners with higher education institutions to grow online enrollment. We provide the marketing investment, know-how, and service level required for success. We structure our services around your goals, needs, and operations. Our tuition-sharing model provides the investment, marketing and enrollment expertise you need to reach a national audience.

Kyle Shea | kshea@allcampus.com

Blackboard

www.blackboard.com/sites/student-services/

Blackboard's Student Lifecycle Services drive enrollment and student persistence by helping institutions of all sizes optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering a personalized support experience for students and faculty.

Amy Loder | amy.loder@blackboard.com

CourseArc

www.coursearc.com

CourseArc is an intuitive, online authoring tool that allows anyone to create beautiful, interactive and accessible online courses. CourseArc was designed for nontechnical personnel to develop content without requiring any development experience. Once you have built your course, it's easy to integrate the content into your LMS using LTI.

Katie Egan | katie@coursearc.com

Credly

credly.com

Credly is a leading digital credential service provider, helping associations recognize lifelong achievement with the most popular platforms for verifying, sharing and managing digital credentials and open badges. The enterprise-class system allows organizations to officially verify skills and competencies; distribute portable, secure, digital credentials; and gain actionable data and insights.

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Educational Testing Consultants

www.etctestprep.com

Educational Testing Consultants offers test preparation programs in partnership with universities, colleges, and other educationally focused organizations. ETC's suite of courses includes programs for the GRE General®, GMAT®, LSAT®, SAT®, and ACT® exams. ETC's unique partnership model offers a high quality continuing education program that is fully supported by the continuing education and test preparation experts at Educational Testing Consultants.

Steven Shotts | shotts@etctestprep.com

Extension Engine

extensionengine.com

Experts in Custom Learning Experiences. 70+ product launches for some 40 clients including elite universities, corporations, and foundations. Services: Customized Open edX instances, platform and course development, instructional design, operational analytics, custom xBlocks, theming, hosting, on-going maintenance and support. References/Clients: Harvard Business School, Harvard Medical School, HarvardX, MIT, College of the Holy Cross, Boise State University, Microsoft, The Smithsonian Institution, Amplify, Johnson & Johnson, edX

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HR Certification Institute

www.hrci.org

HR Certification Institute® (HRCI®) is the recognized leader of the only nationally accredited certification programs that human resource management generalists earn to demonstrate various levels of HR mastery, knowledge and real-world experience. HRCI's premier family of credentials includes the aPHR™, PHR®, SPHR®, GPHR®, PHRi™, SPHRi™ and California-specific designation, PHRca®.

Jackie Berdy | jackie.berdy@hrci.org

Jenzabar

www.jenzabar.com

Jenzabar, Inc. is a leading provider of enterprise software, strategies, and services developed exclusively for higher education. The company offers integrated, innovative solutions to advance the goals of academic and administrative offices across the campus and throughout the student life cycle. As a trusted partner serving more than 1,300 campuses worldwide, Jenzabar has over four decades of experience supporting the higher education community. Jenzabar is headquartered in Boston, Massachusetts.

Jason Currier | Jason.Currier@jenzabar.com

JetSpring

www.jetspring.com

JetSpring provides digital communication services for higher education institutions. With a focus on live chat and text messaging, JetSpring is the industry leader when it comes to increased engagement between students and their institutions. We provide our clients with a solution not a software. Chat with us!

Allen King III | Allen.King@Jetspring.com

Keypath Education

www.keypatheducation.com

Keypath Education partners with institutions to launch programs, grow enrollment, improve learning and connect education to careers. The company has a strong reputation for its education mission and quality in the U.S., Canada, the U.K. and Australia. Since 1989, Keypath Education has been dedicated to changing lives through education.

Aaron Edwards | aaron.edwards@keypathedu.com

Meteor Learning

www.meteorlearning.com

Meteor Learning partners with higher education to develop personalized, online CBE degree programs that build job-ready skills and enhance career advancement. By aligning with industry to build workforce needs into the program development process, Meteor Learning's partners are able to launch differentiated degrees that deliver unparalleled value for working professionals.

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Motivis Learning

www.motivislearning.com

Motivis Learning is a pioneer in Learning Relationship Management (LRM). With proven success at Southern New Hampshire University's College for America, Motivis is the only provider to develop a fully-integrated suite of learning tools—think LMS, SIS, community engagement and more—all designed specifically for competency-based education.

Colin Irose | colin@motivislearning.com



INNOVATION HALL

INNOVATION HALL DIRECTORY *Alphabetically*

Parchment

www.parchment.com

Parchment believes credentials matter. Providing a convenient platform to securely send and receive credentials online has established Parchment as the leader in eTranscript exchange. Since 2003, we have exchanged over 20 million credentials. Our send network, reaching 22% secondary and 13% postsecondary schools, is dedicated to turning credentials into opportunities.

Jennifer Martin Maloy | Jmartin@parchment.com

Pearson

www.pearsoned.com

Pearson is the world's learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

Brett Frazier | bfrazier@pearson.com

ProctorFree

ProctorFree.com

ProctorFree is an on-demand, automated online proctoring solution designed to help colleges and universities improve their academic integrity and online student experience. ProctorFree provides an accurate identification authentication and proctoring solution that is scalable, user-friendly, and the most cost-effective option available.

Eric McGee | eric@proctorfree.com

Sparkroom

www.sparkroom.com

The award-winning leader in higher education performance marketing, Sparkroom provides full-service, data-driven marketing strategy, marketing services and technology solutions that address the full customer lifecycle. We focus on efficiently identifying and attracting student prospects that matriculate and graduate.

Marcelo Parravicini | marcelo.parravicini@sparkroom.com

StudyPortals

www.studyportals.com

StudyPortals is the Global Study Choice Platform. We help students find the right program, in any corner of the world. At the same time, we help universities, colleges, graduate schools, language schools, and higher education institutions to reach students, inform students, and embrace performance-based online marketing.

Stephen Secora | ssecora@studyportals.com

The Learning House, Inc.

www.LearningHouse.com

The Learning House, Inc., through its proprietary cloud-based technology platform, helps colleges and universities create, manage and grow high-quality online degree programs and courses. Partnering with more than 75 schools, Learning House enables institutions to efficiently and affordably achieve their online education goals.

Jay Hatcher | jhatcher@learninghouse.com

Tutor.com

www.tutor.com/higher-education

Tutor.com helps students fill knowledge gaps and we help institutions improve their retention rates by combining research based one-to-one tutoring and learning analytics. We help students finish what they start! We help colleges and universities with diagnostic data and insights to improve retention and completion rates!

Jim Barnes | jim.barnes@tutor.com

World Education

www.worldeducation.net

World Education's mission is to provide the highest quality workforce education and training to help students achieve career success. We believe in creating a positive learning journey for students by providing superior service, comprehensive content, and expert coaching in a format that is accessible and affordable.

Candice Markham | candice@worldeducation.net

THANK YOU, EXHIBITORS

WE VALUE YOU AND YOUR PARTICIPATION.





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