



SUMMIT 2014



THE SUMMIT
for ONLINE LEADERSHIP *and* STRATEGY
a joint presentation by

University Professional and Continuing Education Association
& American Council on Education



January 29-31, 2014
San Diego, Coronado Island





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Recently named among the World's Top 10 Most Innovative Companies in Education by Fast Company magazine, **InsideTrack** is best known for its executive-style student coaching, which is proven to increase enrollment, retention and completion by an average of 10 to 15 percent. However, since its founding in 2001, InsideTrack has also developed a reputation for effective use of technology and analytics, both to manage its coaching operations and to generate insights for university leaders on how to enhance the student experience and overall operational effectiveness. After coaching 361 students in its first year, InsideTrack has now coached more than 635,000 students. As it continues gathering and analyzing data on what makes students and institutions successful, the company is helping to shape the future of higher education – one in which more students graduate prepared for success. For additional information, please visit: www.insidetrack.com. Follow InsideTrack on Twitter @InsideTrack

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UPCEA

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ACE

One Dupont Circle NW
Washington, DC 20036
Phone: 202.939.9300

schedule at a glance

WEDNESDAY, JANUARY 29, 2014

10:30 A.M.-12 P.M.

UPCEA Online Leadership
Roundtable – by Invitation |
Tidelands

1-1:15 P.M.

Welcome | Salon C/D

1:15-2:30 P.M.

General Session | Salon C/D

2:30-3 P.M.

Coffee Break | Coronado Foyer

3-4 P.M.

Concurrent Sessions

5-7 P.M.

Opening Reception
Hosted by Summit Sponsors
and Exhibitors | Skyline Terrace 🍷

THURSDAY, JANUARY 30, 2014

7:45-9 A.M.

UPCEA Center for Online
Leadership & Strategy Advisory
Council Breakfast Meeting |
Coronado 4/5

8:30-9 A.M.

Networking Breakfast | Salon C/D

9-10:30 A.M.

General Session | Salon C/D

10:30-11 A.M.

Coffee Break | Coronado Foyer

11 A.M.-12 P.M.

Concurrent Sessions

12:15-2 P.M.

Lunch General Session | Salon C/D

2:15-3:15 P.M.

Concurrent Sessions

3:15-3:45 P.M.

Coffee Break | Coronado Foyer

3:45-4:45 P.M.

Spotlight Sessions

6 P.M.

Dinner Groups Meet in Lobby 🍷

FRIDAY, JANUARY 31, 2014

8:30-9 A.M.

Networking Breakfast | Salon C/D

9-10:30 A.M.

General Session | Salon C/D

10:30-11 A.M.

Coffee Break | Coronado Foyer

11 A.M.-12 P.M.

Concurrent Sessions

12 P.M.

Adjourn 🍷

THE SUMMIT for ONLINE LEADERSHIP and STRATEGY *a joint presentation by*

UPCEA  ACE

Coronado Island Marriot, San Diego
January 29-31, 2014

OUR FIELD IS RAPIDLY CHANGING due in large part to advances in technology during a period of economic stagnation. New, powerful opportunities have emerged in higher education, including analytics, assessment models, MOOCs, and flexible learning programs designed to facilitate degree completion. Those who understand these developing trends and can master the strategic use of online learning will flourish in the coming years; those who do not will be vulnerable to eroding enrollments, or worse.

In a unique partnership between UPCEA and ACE, the Summit convenes key thought leaders and practitioners to address four key topics that are re-shaping the 21st century university:

- 🍷 *How Big Data is Driving Efficiency and Effectiveness*
- 🍷 *Aligning Online Education with Institutional Mission and Strategy*
- 🍷 *Innovation, Access, and Affordability: A Strategic Imperative*
- 🍷 *Understanding the Policy Environment for Online Education*

Welcome to San Diego!



WEDNESDAY, JANUARY 29, 2014

10:30 A.M.-12 P.M.

UPCEA ONLINE LEADERSHIP ROUNDTABLE - BY INVITATION
TIDELANDS

1-1:10 P.M.

WELCOME

SALON C/D

 **MOLLY CORBETT BROAD**
President
American Council on Education

1:10-1:15 P.M.

WELCOME

SALON C/D

 **ROBERT HANSEN**
CEO
UPCEA

MODULE I: HOW BIG DATA IS DRIVING EFFICIENCY AND EFFECTIVENESS

1

1:15-2:30 P.M.

GENERAL SESSION

Million More Mission: Using Insight and Action Analytics to Help Students Learn Well and Finish Strong

SALON C/D

PRESENTER

 **MARK MILLIRON**
Co-Founder & Chief Learning Officer, Civitas Learning;
Founding Chancellor of WGU Texas

MODERATOR

 **ROBERT HANSEN**
CEO
UPCEA

ONLINE PASS

IN PARTNERSHIP WITH SONIC FOUNDRY, UPCEA and ACE are providing the entire program of the Summit for on-demand viewing via the Online Pass (all four general sessions, all 12 concurrent sessions, and all three Spotlight sessions). The pass, available to UPCEA and ACE members and Online Leadership Package institutions for \$499 (\$649 for nonmembers), provides on-demand viewing for your entire institution for up to one year. For those unable to attend the event, this is a great opportunity to take advantage of the resources UPCEA and ACE have to offer. Go to conferences.upcea.edu/SOLS/onlinepass.html to purchase the pass.

2:30-3 P.M.

COFFEE BREAK

CORONADO FOYER

3-4 P.M.

CONCURRENT SESSIONS

Data and Analytics: 101

SALON A

PANELISTS

 **SEAN GALLAGHER**
Senior Strategist & Market Development Office
Northeastern University

 **BRIAN MURPHY CLINTON**
Executive Director for Enrollment Management in Our College of Professional Studies
Northeastern University

MODERATOR

 **JOEL SHAPIRO**
Associate Dean of Academics
Northwestern University

Surfing the Tsunami: Technology and Pedagogical Innovation

TIDELANDS

PRESENTER

 **CANDACE THILLE**
Founding Director of the Open Learning Initiative, Assistant Professor of Education, Graduate School of Education, and Senior Research Fellow, Office of the Vice Provost for Online Learning
Stanford University

MODERATOR


 **MARIE CINI**
Provost and Senior Vice President for Academic Affairs
University of Maryland University College


Benchmarking Online Student Services: Toward an Anatomy of Success

SALON B

PANELISTS

 **KEVIN KRUGER**
President
Student Affairs Administrators in Higher Education (NASPA)

 **KAI DREKMEIER**
Founder and President
InsideTrack, Inc.

 **JIM FONG**
Director, UPCEA Center for Research and Consulting
UPCEA

MODERATOR

 **ROBERT HANSEN**
CEO
UPCEA

5-7 P.M.

OPENING RECEPTION

SKYLINE TERRACE

Hosted by Summit Sponsors and Exhibitors





THURSDAY, JANUARY 30, 2014

7:45-9 A.M.

UPCEA CENTER FOR ONLINE LEADERSHIP & STRATEGY
ADVISORY COUNCIL - BREAKFAST MEETING
CORONADO 4/5

8:30-9 A.M.

NETWORKING BREAKFAST
SALON C/D

MODULE II: ALIGNING ONLINE EDUCATION WITH INSTITUTIONAL MISSION AND STRATEGY

2

9-10:30 A.M.

GENERAL SESSION

Aligning Online Education with Institutional Mission and Strategy

SALON C/D

PANELISTS



RUTH BLACK
Executive Director, Cal State Online
Cal State Online



FRED HURST
Senior Vice President, Extended Campuses
Northern Arizona University



KEVIN REILLY
President Emeritus, Regent Professor
University of Wisconsin System
Presidential Advisor for Leadership
American Council on Education

MODERATOR



LAWRENCE GORDON
Reporter, Higher Education
Los Angeles Times

10:30-11 A.M.

COFFEE BREAK
CORONADO FOYER

11 A.M.-12 P.M.

CONCURRENT SESSIONS

Structures and Leadership in Flux: How Universities are Responding to the Implications and Opportunities of Online Distance Learning

SALON A

PANELISTS



JAY HALFOND
Former Dean, Metropolitan College & Extended Education,
Boston University; Innovation Fellow, UPCEA



NANCY COLEMAN
Director of Distance Education
Boston University

MODERATOR



DAVID CILLAY
Vice President, Global Campus
Washington State University

The Role of Online in Advancing Regional/ Global Competitiveness

TIDELANDS

PRESENTER



MARY WALSHOK
Author, educator, researcher, and Associate Vice
Chancellor for Public Programs and Dean of Extension
University of California San Diego

MODERATOR



PATRICIA MALONE
Executive Director
State University of New York at Stony Brook
Corporate Education and Training and the
Advanced Energy Training Center
Office of VP Economic Development

The Convergence of Online Learning and Continuing Education: A Conversation About Change and Opportunity

SALON B

PANELISTS



WAYNE SMUTZ
Dean of Continuing Education and UCLA Extension
UCLA Extension



MARIE CINI
Provost and Senior Vice President for Academic Affairs
University of Maryland University College



JOHN LABRIE
Dean of the College of Professional Studies
and Vice President for Professional Education
Northeastern University

MODERATOR



ROBERT HANSEN
CEO
UPCEA

MODULE III: INNOVATION, ACCESS, AND AFFORDABILITY: A STRATEGIC IMPERATIVE

3

12:15-2 P.M.

LUNCH GENERAL SESSION

Open Education: The Business & Policy Case for OER

SALON C/D

PRESENTER



CABLE GREEN
Director of Global Learning
Creative Commons

MODERATOR



RAY SCHROEDER
Director, UPCEA Center for Online Leadership and
Strategy, UPCEA; Associate Vice Chancellor for Online
Learning and Professor Emeritus, University of Illinois
Springfield

2:15-3:15 P.M.

CONCURRENT SESSIONS

**New Collaboration for Higher Education:
A Degree to Scale Computer Science to the World**

SALON A

PRESENTERS



NELSON BAKER
Dean, Professional Education
Georgia Institute of Technology



DAVID WHITE
Assistant Dean for Academic Programs
Georgia Institute of Technology

MODERATOR



KIM OBBINK
Director of Extended University
Montana State University

**Competency-Based Degree Completion:
New & Emerging Models**

TIDELANDS

PANELISTS



DAVID SCHEJBAL
Dean, Continuing Education, Outreach and E-Learning
University of Wisconsin Extension



DEB BUSHWAY
Vice President of Academic Innovation
Capella University



KATE KAZIN
Chief Academic Officer, College for America
Southern New Hampshire University

MODERATOR



JEFFERY ROSEN
Vice President for Accreditation Relations;
Director, Open Pathway, Higher Learning Commission
of the North Central Association

**Mapping the MOOC Landscape: Emerging
Business Models and Other Developments**

SALON B

PANELISTS



DAPHNE KOLLER
Rajeev Motwani Professor in the Computer Science
Department and the Oswald Villard University Fellow
in Undergraduate Education, Stanford University;
Co-Founder, Coursera



CATHY CHEAL
Associate Vice President;
Senior Academic Technology Officer
San Jose State University



DAVID CILLAY
Vice President, Global Campus
Washington State University



REBECCA GRIFFITHS
Program Director
ITHAKA S+R

MODERATOR



CATHY SANDEEN
Vice President, Education Attainment and Innovation
American Council on Education

3:15-3:45 P.M.

COFFEE BREAK

CORONADO FOYER

3:45-4:45 P.M.

SPOTLIGHT SESSIONS

**STATEWIDE STRATEGIES FOR THE DELIVERY
OF ONLINE LEARNING: THREE CASE STUDIES**

SALON A

PANELISTS



ALEXANDRA PICKETT
Associate Director
The State University of New York Learning Network



MARY NIEMIEC
Associate Vice President for Distance Education,
Director of University of Nebraska Online Worldwide
University of Nebraska



DAVID SCHEJBAL
Dean, Continuing Education, Outreach and E-Learning
University of Wisconsin Extension

MODERATOR



JOAN WODISKA
Vice President, Chief Leadership Officer
American Council on Education

STATE REGULATIONS AND SARA UPDATE

TIDELANDS

PANELISTS



GREG FERENBACH
Attorney
Cooley, LLP



JEANNIE YOCKEY-FINE
Senior Manager
Cooley, LLP

MODERATOR



SUSAN ALDRIDGE
Senior Vice President for Online Learning
Drexel University Online

**EMERGING TECHNOLOGIES,
NEW STRATEGIC OPPORTUNITIES:
WHAT'S NEXT?**

SALON B

PANELISTS



RAY SCHROEDER
Director, UPCEA Center for Online Leadership and
Strategy, UPCEA; Associate Vice Chancellor for Online
Learning and Professor *Emeritus*, University of Illinois
Springfield



JOEL HARTMAN
Vice Provost for Information Technologies and Resources
University of Central Florida

MODERATOR



DEWITT "WITT" SALLEY
Director of Online Education
Clemson University

6 P.M.

DINNER GROUPS

Meet in Lobby





FRIDAY, JANUARY 31, 2014

8:30-9 A.M.

NETWORKING BREAKFAST

SALON C/D

MODULE IV: UNDERSTANDING
THE POLICY ENVIRONMENT
FOR ONLINE EDUCATION

4

9-10:30 A.M.

GENERAL SESSION

**Understanding the Policy Environment for
Online Education: A Panel Discussion**

SALON C/D

PANELISTS



SYLVIA MANNING

President, Higher Learning Commission;
Chancellor Emerita
University of Illinois at Chicago (UIC)



DANIEL GREENSTEIN

Director of Postsecondary Success Strategy,
Bill & Melinda Gates Foundation; former Vice
Provost of Academic Planning, Programs, and
Coordination, University of California System



ANDREW KELLY

Director of the Center on Higher Education Reform,
Resident Scholar, and Jacobs Associate
American Enterprise Institute

MODERATOR



CHRIS MURRAY

Partner, Lobbying & Policy
Thompson Coburn LLC

10:30-11 A.M.

COFFEE BREAK

CORONADO FOYER

Save the Dates

FOR

SAN ANTONIO

★ T E X A S ★

2015 SUMMIT FOR
ONLINE LEADERSHIP AND STRATEGY

JANUARY 20~22, 2015

GRAND HYATT SAN ANTONIO

11 A.M.-12 P.M.

CONCURRENT SESSIONS

**Serving Those Who Served:
The New Deal for Veterans**

SALON A

PANELISTS



JAMES SELBE

Senior Vice President for Partnerships,
Marketing, and Enrollment Management
University of Maryland University College



JAMES PAPPAS

Vice President, University Outreach and Dean,
College of Liberal Studies
University of Oklahoma



WALLACE BOSTON

President and CEO
American Public University System

MODERATOR



AMY HEITZMAN

Chief Learning Officer
UPCEA

Faculty Issues, Development in Online

SALON B

PRESENTER



CATHERYN CHEAL

Associate Vice President and
Senior Academic Technology Officer
San Jose State University

MODERATOR



RICH NOVAK

Vice President for Continuing Studies and
Distance Education
Rutgers, The State University of New Jersey

**Building Affordability: Competency-Based
Education in Texas**

TIDELANDS

PANELISTS



DAN BARTELL

Vice President
Pearson



VAN DAVIS

Director of Innovations in Higher Education
Texas Higher Education Coordinating Board

MODERATOR



MARSHALL SCHOTT

Associate Vice Chancellor, Academic Affairs and
Energy and Manufacturing Institute
Lone Star College System

12 P.M.

ADJOURN



SAVE THE DATES



JOIN US FOR THE
ONLINE LEADERSHIP ROUNDTABLE
JUNE 18~19, 2014
 WASHINGTON, D.C. ★ MAYFLOWER HOTEL ★ DUPONT CIRCLE

ONLINE LEADERSHIP
 • ROUNDTABLE •

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Recognizing the important changes at hand and the need for vision, leadership, support, and collaboration necessary to meet the challenges head-on, UPCEA has created a new Center for Online Leadership and Strategy (COLS).

COLS is dedicated to helping member institutions leverage online education as a critical strategic asset, and to serving as a valued resource for professional administrators charged with building and sustaining successful programs.

FIND OUT MORE TODAY AT UPCEA.EDU/COLS.

**CENTER FOR ONLINE LEADERSHIP
AND STRATEGY ADVISORY COUNCIL**

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Drexel University

WALLY BOSTON
American Public University

DAVID CILLAY
Washington State University

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Harvard University

GARY MILLER
Penn State University

CHRIS MURRAY
Thompson Coburn, LLP

MARY NIEMIEC
University of Nebraska

ALEXANDRA PICKETT
SUNY Learning Network

JASON RHODE
Northern Illinois University

WITT SALLEY
Clemson University

CAROL SCHEIDENHELM
Loyola University Chicago

RAY SCHROEDER
UPCEA Center for
Online Leadership and Strategy

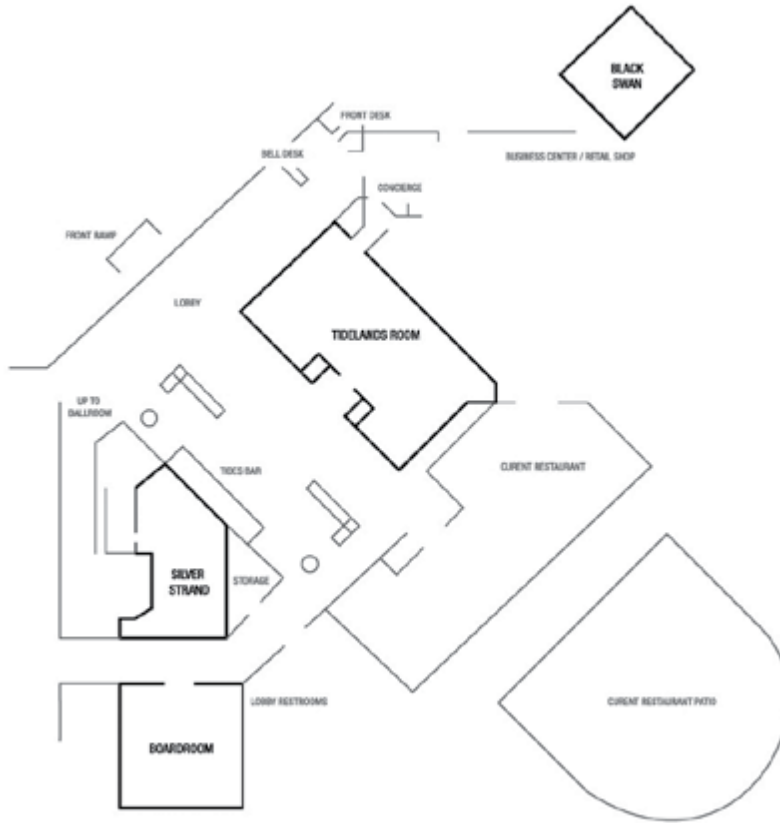
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University of Maryland University College

JOAN WODISKA
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