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
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

Join us in San Diego for the most relevant conversation in online leadership and strategy today.
WEDNESDAY
JANUARY 29, 2014

1-1:15 P.M.
WELCOME
MOLL Y CORBETT BROAD
American Council on Education

MODULE I: HOW BIG DATA IS DRIVING EFFICIENCY AND EFFECTIVENESS

1:15-2:30 P.M.
GENERAL SESSION
Million More Mission: Using Insight and Action Analytics to Help Students Learn Well and Finish Strong
PRESENTER
MARK MILLIRON
Civitas Learning
MODERATOR
BOB HANSEN
UPCEA

2:30-3 P.M.
COFFEE BREAK

3-4 P.M.
CONCURRENT SESSIONS
Data and Analytics: 101
PANELISTS
SEAN GALLAGHER
Northeastern University
BRIAN MURPHY CLINTON
Northeastern University
MODERATOR
JOEL SHAPIRO
Northwestern University

Surfing the Tsunami: Technology and Pedagogical Innovation
PRESENTER
CANDACE THILLE
Stanford University
MODERATOR
MARIE CINI
University of Maryland University College

Benchmarking Online Student Services: Toward an Anatomy of Success
PANELISTS
KEVIN KRUEGER
Student Affairs Administrators in Higher Education (NASPA)
KAI DREKMEIER
InsideTrack
JIM FONG
UPCEA
MODERATOR
ROBERT HANSEN
UPCEA

5-7 P.M.
OPENING RECEPTION
Hosted by Summit Sponsors and Exhibitors
THURSDAY  
JANUARY 30, 2014

8:30-9 A.M.  
NETWORKING BREAKFAST

MODULE II: ALIGNING ONLINE EDUCATION WITH INSTITUTIONAL MISSION AND STRATEGY

9-10:30 A.M.  
GENERAL SESSION 

Aligning Online Education with Institutional Mission and Strategy

PANELISTS  
RUTH BLACK  
Cal State Online

FRED HURST  
Northern Arizona University

KEVIN REILLY  
University of Wisconsin System

MODERATOR  
LAWRENCE GORDON  
Los Angeles Times

10:30-11 A.M.  
COFFEE BREAK

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

PANELISTS  
JAY HALFOND  
Boston University

NANCY COLEMAN  
Boston University

MODERATOR  
DAVID CILLAY  
Washington State University

The Role of Online in Advancing Regional/Global Competitiveness

PRESENTER  
MARY WALSHOK  
University of California, San Diego

MODERATOR  
GEORGE IRVINE  
University of Delaware

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

PANELISTS  
WAYNE SMUTZ  
UCLA Extension

MARIE CINI  
University of Maryland University College

JOHN LABRIE  
Northeastern University

MODERATOR  
ROBERT HANSEN  
UPCEA
MODULE III: INNOVATION, ACCESS, AND AFFORDABILITY: A STRATEGIC IMPERATIVE

12:15-2 P.M.
LUNCH GENERAL SESSION
Open Education: The Business & Policy Case for OER
PRESENTER
CABLE GREEN
Creative Commons
MODERATOR
RAY SCHROEDER
UPCEA, 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
PRESENTER
NELSON BAKER
Georgia Institute of Technology
MODERATOR
KIM OBBINK
Montana State University

Competency-Based Degree Completion: New & Emerging Models
PANELISTS
DAVID SCHEJBAL
University of Wisconsin Extension
DEB BUSHWAY
Capella University
KATE KAZIN
Southern New Hampshire University
MODERATOR
JEFFERY ROSEN
Higher Learning Commission of the North Central Association

Mapping the MOOC Landscape: Emerging Business Models and Other Developments
PANELISTS
DAPHNE KOLLER
Stanford University, Coursera
ELLEN JUNN
San Jose State University
DAVID CILLAY
Washington State University
DEANNA MARCUM
ITHAKA S+R
MODERATOR
CATHY SANDEEN
American Council on Education

3:15-3:45 P.M.
COFFEE BREAK

3:45-4:45 P.M.
SPOTLIGHT SESSIONS
STATEWIDE STRATEGIES FOR THE DELIVERY OF ONLINE LEARNING: THREE CASE STUDIES
PANELISTS
ALEXANDRA PICKETT
The State University of New York
MARY NIEMEC
University of Nebraska Online Worldwide
BRIAN MARCHMAN
University of Florida
MODERATOR
JOAN WODISKA
American Council on Education

STATE REGULATIONS AND SARA UPDATE
PANELISTS
GREG FERENBACH
Dow Lohnes
JEANNIE YOCKEY-FINE
Dow Lohnes
MODERATOR
SUSAN ALDRIDGE
Drexel University Online

EMERGING TECHNOLOGIES, NEW STRATEGIC OPPORTUNITIES: WHAT’S NEXT?
PRESENTER
RAY SCHROEDER
UPCEA, University of Illinois Springfield
MODERATOR
DEWITT “WITT” SALLEY
Clemson University

6 P.M.
DINNER GROUPS
FRIDAY
JANUARY 31, 2014

8:30-9 A.M.
NETWORKING BREAKFAST

MODULE IV: UNDERSTANDING THE POLICY ENVIRONMENT FOR ONLINE EDUCATION

9-10:30 A.M.
GENERAL SESSION

Understanding the Policy Environment for Online Education: A Panel Discussion

PANELISTS
SYLVIA MANNING
Higher Learning Commission of the North Central Association

DANIEL GREENSTEIN
Bill & Melinda Gates Foundation

ANDREW KELLY
American Enterprise Institute

MODERATOR
CHRIS MURRAY
Thompson Coburn, LLC

10:30-11 A.M.
COFFEE BREAK

11 A.M.-12 P.M.
CONCURRENT SESSIONS

Serving Those Who Served: The New Deal for Veterans

PANELISTS
JAMES SELBE
University of Maryland University College

JAMES PAPPAS
University of Oklahoma

MODERATOR
AMY HEITZMAN
UPCEA

Faculty Issues, Development in Online

PRESENTER
CATHERYN CHEAL
San Jose State University

Building Affordability: Competency-Based Education in Texas

PANELISTS
TODD HITCHCOCK
Pearson

VAN DAVIS
Texas Higher Education Coordinating Board

MODERATOR
MARSHALL SCHOTT
Lone Star College System

12 P.M.
ADJOURN

JOIN US IN SAN DIEGO for the most relevant conversation in ONLINE LEADERSHIP & STRATEGY TODAY

LEARN MORE AT CONFERENCES.UPCEA.EDU/SOLS. EARLY REGISTRATION DISCOUNT EXPIRES DECEMBER 2!
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.
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A Joint Presentation by
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January 29-31, 2014
Coronado Island Marriott, San Diego

Please visit our website at upcea.edu for program updates.

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