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
Blackboard Inc. is a global leader in enterprise technology and innovative solutions that improve the experience of millions of students and learners around the world every day. Blackboard’s solutions allow thousands of higher education, K-12, professional, corporate, and government organizations to extend teaching and learning online, facilitate campus commerce and security, and communicate more effectively with their communities. Founded in 1997, Blackboard is headquartered in Washington, D.C., with offices in North America, Europe, Asia and Australia.

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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The Summit for Online Leadership and Strategy

a joint presentation by

UPCEA & ACE

Coronado Island Marriott, 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

1:10 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

1:15-2:30 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**

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

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

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**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

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

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2:15-2:15 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 SCEJBAL
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 SCEJBAL
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
8:30-9 A.M.
NETWORKING BREAKFAST
SALON C/D

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
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

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

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

Serving Those Who Served: The New Deal for Veterans
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Senior Vice President for Partnerships, Marketing, and Enrollment Management
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Rutgers, The State University of New Jersey

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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

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ALL CAMPUS
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 CILLY
Washington State University

HUNT LAMBERT
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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

KAREN VIGNARE
University of Maryland University College

JOAN WODISKA
American Council on Education