CAMPUS 2010 TECHNOLOGY
VIRTUAL CONFERENCE

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CAMPUS 2010 TECHNOLOGY
VIRTUAL CONFERENCE

NOVEMBER 18, 2010 | 10:30am – 6:00

Complete Virtual Conference Schedule and Information

LIVE Keynote Plus Q & A Session

New IT Strategies for a Digital Society
Susan E. Metros, University of Southern California

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Welcome to Campus Technology Virtual Conference, the cutting-edge companion to Campus Technology's live events, featuring some of its most compelling content and speakers.

We are pleased to announce that our conference kicks off with a particularly compelling Keynote: "New IT Strategies for a Digital Society" presented by Susan E. Metros, Associate Vice Provost and Deputy CIO for Technology-Enhanced Learning at USC. With Smartphones on track to outship PCs and heavy mobile data users projected to number 1 billion by 2013, the Digital Age is not somewhere in the future—it's now. How can IT managers best serve a digitally immersed campus? Find out how campuses are revising their IT strategies to support a mobile, global digital citizenry in this must-attend session.

In addition to the keynote and other outstanding sessions, don't forget to check out the full schedule for our content-rich, interactive virtual environment, including the Auditorium, the Exhibit Hall, Networking Lounge, Media Center and Prize Center. And remember, following their live day airing, these sessions will be available on-demand, through February 18, 2011, for those colleagues who are unable to attend.

Thank you for your continued support and enjoy the virtual conference and expo!

Wendy LaDuke
President and Group Publisher
1105 Media Education Group

Virtual Conference Information

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Navigating Through Our Conference and Expo

The Campus Technology Virtual Conference offers several dynamic must-explore venues. Be sure to visit each one to enjoy the full conference experience. Here's what you'll find in each area:

AUDITORIUM

Enter the auditorium to listen to the keynote and conference sessions. Actively participate in the live Q & As after each recorded presentation. Join the auditorium chat to take part in the discussion thread.

NETWORKING LOUNGE

Take advantage of this opportunity to build your professional learning network. Establish new contacts and participate in a variety of discussions.

EXHIBIT HALL

Research vendors, collect product information, view product demos and have in-depth conversations with solution providers.

MEDIA CENTER

Collect exhibitor product materials, session proceedings and other takeaways and add them to your briefcase to download at your convenience.

PRIZE CENTER

Collect points and win prizes! See the list of prizes given away in exhibitor booths and by Show Prize Sponsors.

SHOW PRIZE DRAWINGS

Win great prizes from show prize sponsors CSI Wireless, iDashboards and Campus Technology 2011. Collect at least 5 points when you perform different actions and you will be eligible for the show prize drawings. Drawings will be held throughout the day. Visit the Prize Center for the rules and a complete prize list.

Show prizes include:

- CT 2011: Full Conference Registration
- CT 2011: Full Conference Registration plus 2 nights hotel accommodation
- CSI Wireless: Two $50.00 Visa gift cards
- iDashboards: $50 Amazon.com gift card

Virtual Conference Schedule

Sessions updated as of 11/10/10. All times listed are ET.

10:30 - 11:00 am
Dedicated Exhibit Hall Time

11:00 am – 12:00 pm
Live Keynote Presentation
"New IT Strategies for a Digital Society"

Susan E. Metros, *Associate Vice Provost and Deputy CIO for Technology-Enhanced Learning and Professor of Visual Design and Clinical Education, University of Southern California*

LIVE Q&A

12:00 - 12:30 pm
Dedicated Exhibit Hall Time

12:30 - 1:30 pm
"Creating Flexible, Technology-Enhanced Collaboration and Learning Spaces"

Ron Danielson, *Vice Provost for Information Services and Chief Information Officer, Santa Clara University*

Presentation recorded at Campus Technology 2010

LIVE Q&A

1:30 – 2:00 pm
Dedicated Exhibit Hall Time

2:00 – 3:00 pm
"Virginia Tech's Use of eFolio Thinking for ePortfolio Adoption"

Marc Zaldivar, *Director, ePortfolio Initiatives, Virginia Tech*

Presentation recorded at Campus Technology 2010

LIVE Q&A

3:00 – 3:30 pm
Dedicated Exhibit Hall Time

3:30 - 4:30 pm
"Maryland's Mobile Learning Story"

Ellen Yu Borkowski, *Chief Information Officer, Union College*

Chris Higgins, *Acting Director, University of Maryland*

Presentation recorded at Campus Technology 2010

LIVE Q&A

4:30 - 5:00 pm
Dedicated Exhibit Hall Time

5:00 - 6:00 pm
"Building a Foundation for Integrating Rich-Media on a Web 2.0 Campus"

Adam Smeets, *Digital Media Specialist, Loyola University-Chicago*

John Drevs, *Manager of University Web Content, Loyola University-Chicago*

Bruce Montes, *Director of Academic Technology Services, Loyola University-Chicago*

Presentation recorded at Campus Technology 2010

LIVE Q&A

LIVE Q&A
Participants are encouraged to submit questions during the presentation for live discussion after each session.

On-Demand Sessions

May be viewed at any time in the auditorium during the live event or the archive period through February 18, 2011.

Sponsored by Brocade
"Brocade Networks Power Dynamic Solutions for Higher Education"

Ron Totah, *Senior Director, Technical Marketing, Brocade*

Sponsored by NEC Display Solutions of America, Inc.
"From Campus to Classrooms: Cost-Effective Digital Solutions for the 21st Century School"

Rich McPherson, *Product Manager, Projectors NEC Display Solutions of America, Inc.*

Live Keynote Session
Sessions updated as of 11/10/10

11:00 am - 12:00 pm ET
"New IT Strategies for a Digital Society"

Susan E. Metros, Associate Vice Provost and Deputy CIO for Technology-Enhanced Learning and Professor of Visual Design and Clinical Education, University of Southern California
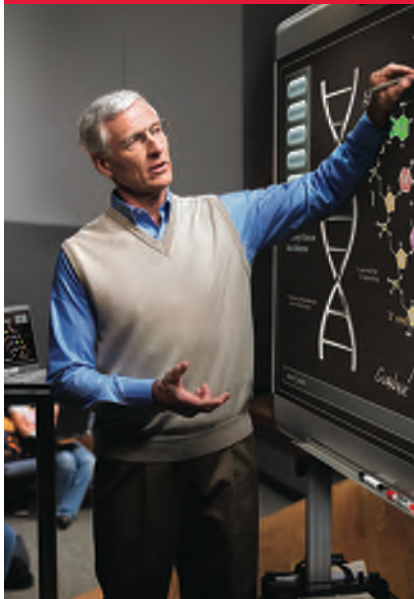
Today's students are digitally motivated, visually stimulated and socially connected. To educate and engage this new breed of learners, institutions of higher education are revisiting and revising basic academic tenants by asking, "What does it mean to be a literate human being in today's society?" As educators transform the way they teach, conduct research and serve their communities, IT leaders also must alter their institution's IT strategies to best support a mobile, global digital citizenry.

Live presentation with live Q&A in the auditorium.

About Susan E. Metros

Susan E. Metros is Associate Vice Provost and Deputy CIO for Technology Enhanced Learning at the University of Southern California in Los Angeles. She also holds professorships in visual design and clinical education. In her executive role, she leads the academic community in integrating new and emerging educational technologies into teaching, learning and research. In her role as educator and designer, she teaches courses in multimedia and new literacies and has served as principal designer on several international award winning multimedia projects. She has published and presented widely on leadership, knowledge management, visual literacy and the role of technology in transforming education to be learner-centered.

Virtual Conference Sessions

12:30 - 1:30 pm
"Creating Flexible, Technology-Enhanced Collaboration and Learning Spaces"

Ron Danielson, Vice Provost and CIO, Santa Clara University

Those who are engaged in projects to build flexible learning spaces are wise to look to the experience of others who have extensively built flexible, technology-enhanced spaces. This session offers attendees the opportunity to do just that. Ron Danielson, Vice Provost for Information Services and CIO, led the design and construction of Santa Clara University's Harrington Learning Commons, Sobrato Technology Center and Orradre Library—a 194,000-square-foot building that includes flexible, technology-enhanced classroom and informal meeting spaces, collaboration spaces and experimental instructional technology areas as well as housing the library. Danielson will share his experience in the design and construction of what has become an important center of learning for the campus, offer some observations about its use for collaboration and learning and entertain questions and discussion.

LIVE Q&A

2:00 – 3:00 pm
"Virginia Tech's Use of eFolio Thinking for ePortfolio Adoption"

Marc Zaldivar, Director, ePortfolio Initiatives, Virginia Tech

This session addresses recent arguments against ePortfolios. Drawing from the notion of "eFolio Thinking," the presenter will discuss techniques used to support the successful adoption of ePortfolio technologies. Presenter will share case studies of on-going projects at Virginia Tech, which allow different programs to achieve levels of standardization, thus satisfying assessment needs, while also facilitating customization and identity formation for students.

LIVE Q&A

3:30 – 4:30 pm
"Maryland's Mobile Learning Story"

Ellen Yu Borkowski, Chief Information Officer, Union College
Chris Higgins, Acting Director Academic Support, University of Maryland

Since the fall of 2008, the University of Maryland has been exploring how mobile devices can enhance the student and faculty educational experience. Several cohorts of faculty have used iPod Touches and iPhones in pedagogically based activities to explore the possibilities of mobile learning. We will share our faculty and student stories and lessons learned along with the unique perspectives of staff from the University of Maryland's Office of Information Technology, which has an overall goal of integrating technology with pedagogy and research to support the academic mission of the university.

LIVE Q&A

5:00 – 6:00 pm
"Building a Foundation for Integrating Rich-Media on a Web 2.0 Campus"

Adam Smeets, Manager, Digital Media Services, Loyola University Chicago
John Drevs, Manager of University Web Content, Loyola University Chicago
Bruce Montes, Director of Academic Technology Services, Loyola University Chicago

Web 2.0 has created new channels for university communities to connect. User-generated content from diverse populations presented an opportunity to extend the voice of the university to all students, faculty and staff. Academics, marketing and IT partnered to provide a system of self-managed services. This session will highlight how Loyola utilized third-party and home-grown solutions at the University. Technologies highlighted will include Flash video, iTunesU, Blackboard, blogs and wikis.

LIVE Q&A

On Demand Sessions

May be viewed at any time during the live event or the archive period.

Brocade Networks Power Dynamic Solutions for Higher Education

Ron Totah, Senior Director, Technical Marketing, Brocade

Faced with growing student populations and restricted budgets, today's institutions of higher education are seeking new ways to attract students and faculty while cost-effectively delivering a world-class education. Technology is playing a key role in ensuring the success of these efforts. From applications that improve campus collaboration, to secure wireless access to campus resources, the network has become integral to the campus experience. Understand how next-generation wireless, powered edge connectivity, and standards such as MPLS can help ensure that your network meets the increased demands of new technologies, more users, and virtual campus departments. Join TechBytes host Ron Totah and Brocade SE Manager Andy Anchev to discuss the evolution of campus networks. Learn how colleges and universities are scaling their existing network infrastructures to provide fast, reliable connectivity across and between campuses. And discover how these robust networks can deliver innovative technologies and applications to attract leading researchers, enhance instruction, and reduce operating costs.

From Campus to Classrooms: Cost-Effective Digital Solutions for the 21st Century

Rich McPherson, Product Manger, Projectors, NEC Display Solutions of America, Inc. School

Is your school keeping up with the trends? Messaging, imagery and many other forms of communication have been transitioned into the digital world over the past several years, and a growing number of educational institutions have begun to realize the many benefits of digitizing their facilities. Aside from the environmental and cost-saving advantages of reducing paper, ink and plastic usage, cutting-edge digital display products allow schools to improve interaction amongst faculty and students, and establish a campus-wide connectivity that promotes safety, information sharing and a technology-forward environment. While bright, large-screen displays on campus or in hallways promote upcoming events or alert passersby of an emergency, feature-rich projectors in the classrooms keep students' attention and desktop monitors with crisp screen performance fill the computer lab. This webinar will detail the latest trends in technology for the education market and how your school—no matter its size, budget or technical know-how—can take advantage of the current stimulus to fund a digital makeover in and out of its classrooms. Many initial concerns arise when considering such a transition, and this webinar will identify and address those qualifying questions. After viewing, you will have the necessary tools to move forward with creating a cost-effective digital solution for your school.

Speakers

Keynote Speaker

Susan E. Metros
Associate Vice Provost and Deputy CIO for Technology-Enhanced Learning and Professor of Visual Design and Clinical Education, University of Southern California

Susan E. Metros is Associate Vice Provost and Deputy CIO for Technology Enhanced Learning at the University of Southern California in Los Angeles. She also holds professorships in visual design and clinical education. In her executive role, she leads the academic community in integrating new and emerging educational technologies into teaching, learning and research. In her role as educator and designer, she teaches courses in multimedia and new literacies and has served as principal designer on several international award winning multimedia projects. She has published and presented widely on leadership, knowledge management, visual literacy and the role of technology in transforming education to be learner-centered.

Campus Technology Virtual Conference Speakers

Ellen Yu Borkowski
Chief Information Officer, Union College

Ellen Yu Borkowski is the Chief Information Officer for Union College. Prior to her role at Union College, she was Director of Academic Support at the University of Maryland's Office of Information Technology, responsible for leading the unit's efforts in the integration of technology with pedagogy and research to meet the academic mission of the university. While at Maryland, Borkowski was project manager for the Mobility Initiative which has focused on studying whether incorporating mobile technology enhances the student educational experience.

Ron Danielson
Vice Provost and CIO, Santa Clara University

Ronald L. Danielson became CIO of Santa Clara University in July 2000 and was appointed Vice Provost and CIO in January 2006. He has been affiliated with the university since September 1976, filling a number of faculty and administrative roles during his tenure. As CIO, Danielson leads the Information Services division in offering academic and administrative computing, networking and telecommunications, web, instructional and classroom technology and library services to the university. His recent accomplishments include completion of the design and construction of Santa Clara's Harrington Learning Commons, Sobrato Technology Center and Orradre Library, a nearly 200,000 square foot facility which has had significant impact on the learning environment and culture at the university.

John Drevs
Manager of University Web Content, Loyola University Chicago

John Drevs is the University Web Content Manager at Loyola University Chicago. He leads the University web team which manages the look and feel as well as content for Loyola's website.

Chris Higgins
Acting Director, University of Maryland

Chris Higgins has spent more than 15 years working with teaching and learning technologies, including 10 years at the University of Maryland. From doing research and workshops in computer-assisted language learning to a more generalized support of technology for teaching and learning, Higgins has embraced a wide range of responsibilities, from supporting and designing language labs to developing materials for online courses. Exploring new technologies and new uses of current technologies is his primary focus at this time.

Rich McPherson
Product Manager, Projectors NEC Display Solutions of America, Inc.

Rich McPherson is responsible for the company's full projector lineup. He manages the marketing and messaging of projector families, pricing and inventory issues, product roadmaps and all engineering and technical aspects of the projectors. Additionally, he works closely with the sales and channel marketing teams. McPherson has an extensive background in product management and has been with NEC since 1995. He holds dual degrees in Electrical and Mechanical Engineering Technology from Corning Community College.

Bruce Montes
Director of Academic Technology Services, Loyola University Chicago

Bruce Montes is the Director for Academic Technology Services in the ITS division at Loyola University Chicago. In his current role, he oversees the academic support operations for the division, including supporting students, faculty and staff with mastering the use of current technologies. He has served in multiple capacities at Loyola for over 30 years and has extensive experience in the use of technology in higher education.

Adam Smeets
**Manager, Digital Media Services,
Loyola University Chicago**

Adam Smeets is the Manager of Digital Media Services for Academic Technology Services within the Division of Information Technology Services and adjunct instructor at Loyola University Chicago. In this role, Smeets manages the campus lab environments at both the Lake Shore and Water Tower campuses, including the Digital Media Lab and student advisors (undergraduate students). This includes an equipment loan program, training courses, online application and server development, as well as one-on-one consultations for students, faculty and staff. He also serves in multiple roles and capacities within Information Technology Services. These roles range from creative support and interface development to programming and development guidance. Smeets also serves on multiple committees within the institution, as well as teaching courses with a focus on technology, business and application/web development.

Ron Totah
Senior Director, Technical Marketing, Brocade

Ron Totah leads the Brocade Global Solution Architects, who discuss solutions, trends and vision with customers, analysts and the field—helping incorporate any feedback and requirements into the Brocade product strategy.

Marc Zaldivar
Director, ePortfolio Initiatives, Virginia Tech

Marc Zaldivar is the Director of ePortfolio Initiatives at Virginia Tech. He has a Ph.D. in Instructional Design and Technology from Virginia Tech (2008). Before becoming an instructional designer, he worked in the department of English there, teaching composition and working in the University Writing Center. In the new position, his research focus is on the use of ePortfolios for assessment—both institutional and self-assessment—and on the applications of ePortfolios for learning and professional development. He is currently working with a dozen other colleagues at Virginia Tech to research engagement and reflection practices that best facilitate student learning. In addition, his primary role is to assist in the adoption of ePortfolio pedagogy and technology across the university; currently, he is working with more than 30 different programs to adopt ePortfolio strategies. He is a member of AECT, INCEPR, AAEEBL and ePAC.
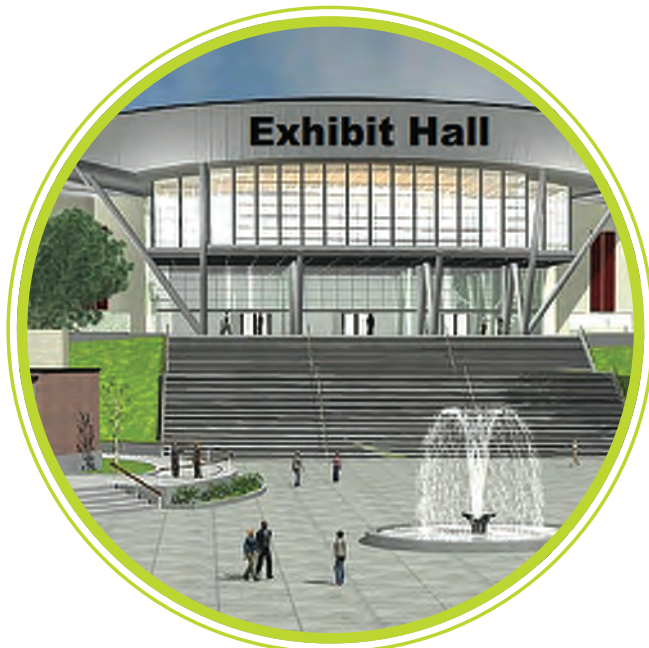
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Exhibit Hall

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- **KEYNOTE ADDRESS:** "New IT Strategies for a Digital Society" presented by Susan Metros, Associate Vice Provost and Deputy CIO for Technology-Enhanced Learning, USC

- **EXPERT SPEAKERS SHARING THEIR VIEWS** of best practices and tips for success

- **A VIRTUAL NETWORKING LOUNGE** to reconnect with colleagues and make new contacts

- **TECHNOLOGY PRODUCT AND SERVICE DEMOS** in the virtual exhibit hall

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A wholly owned subsidiary of CDW, ranked No. 41 on Forbes' list of America's Largest Private Companies, CDW Government (CDW-G) is a leading provider of multi-brand technology solutions to higher education institutions. The company features dedicated account managers who help customers choose the right technology products and services to meet their needs. The company's technology specialists and engineers offer expertise in designing customized solutions, while its advanced technology engineers can assist customers with the implementation and long-term management of those solutions. Our offerings range from discrete hardware and software products to complex technology solutions such as virtualization, collaboration, security, mobility, data center optimization and cloud computing.

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NEC Display Solutions designs, produces and delivers leading-edge visual display technology that combines simplicity with flexibility, enabling faculty to deliver lessons with confidence. NEC Display Solutions specializes in desktop LCDs, large-screen LCD displays, interactive whiteboards and a diverse line of projectors for customers who demand the most high-quality, reliable display solutions to meet their needs. Our business is driven by advanced technologies, industry-leading service and value-add programs that help increase your productivity. The pure colors, crisp text and lifelike images help streamline the learning process by engaging students and increasing retention. NEC's Star Student program helps institutions acquire display products to engage audiences, share information and move students to new levels of discovery without straining budgets. Not only does the program enable your school to have the most advanced display technologies, but it gives Cashback Rewards, preferred pricing and additional warranty coverage on select products.

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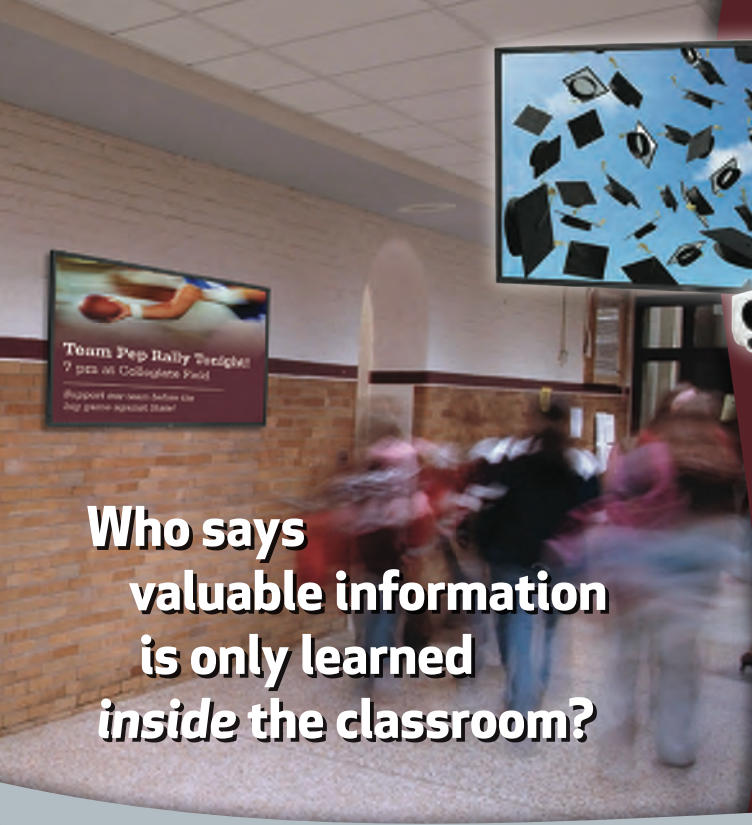
Exhibitors

Alcatel-Lucent

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Campus Technology Magazine

Campus Technology is a comprehensive resource that includes a monthly magazine, website, newsletters, webinars, online tools and in-person and virtual events—providing in-depth coverage on the technologies and implementations influencing colleges and universities across the nation. You'll discover valuable how-to content, best practices, industry trends, expert advice and insightful articles to help administrators, campus executives, technologists and educators plan, develop and successfully launch effective IT initiatives. Visit our booth to sign up/renew your free magazine or newsletter subscriptions and to set up your CampusTechnology.com online account to access the free resource tools available exclusively on our website.

Cellular Specialties, Inc.

The use of mobile technology on campus is increasing due to the rapid adoption of mobile devices. Tech-savvy students and faculty are driving the demand for 24x7 wireless access and expect new technologies such as voice, video and data applications to work everywhere on campus. As a leading in-building wireless systems integrator, CSI has focused its business on providing turnkey indoor coverage systems to support the applications needed to improve efficiency, reduce operational expenses and maximize technologies on campus. Our solutions have the unique ability to integrate IP technologies, WiFi, public safety, emergency response and 3G/4G cellular service over the same system architecture. CSI's team of RF network designers, project managers and other technical professionals have relationships with the leading manufacturers and authorization by all four of the nation's major wireless carrier—allowing us to provide the best solutions based on our customers unique needs. Learn more:
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Kaltura

Kaltura provides the world's first open source online video platform. More than 75,000 web publishers, service providers, developers and educational institutions use Kaltura's flexible platform to enhance their websites, web services and web platforms: advanced customized video, photo and audio functionalities, including publishing, management, syndication, monetization and analysis, as well as content uploading and remixing. Kaltura's platform, in use by hundreds of educational institutions around the world—including 9 of the top 15 schools in America—is integrated with every leading learning management system in the market. Kaltura's Cross Campus Media Suite includes the core platform and a suite of applications and services that are tailored specifically for the challenges and use cases that universities and colleges face today, including video for teaching and learning, providing distance education, powering libraries, facilitating research, supporting recruitment, improving communications and more. For more information visit www.kaltura.com and www.kaltura.org.

Meraki, Inc.

Meraki offers enterprise-class wireless networks at a fraction of the cost and complexity of traditional networking vendors. Using Meraki's unique cloud-based architecture, an administrator can configure thousands of Meraki access points over the web through a single interface. The company's customers range from enterprises to world-class educational institutions. Meraki wireless networks serve millions of users on over 16,000 networks in more than 140 countries. Meraki is located in San Francisco, California, and is funded in part by Sequoia Capital and Google. For more information, please visit www.meraki.com

Oracle Academy

The Oracle Academy is one of the most comprehensive academic offerings in the IT industry, providing software, hosted software, technology and business curriculum and certification resources to teachers in secondary and higher education institutions. The program delivers hands-on technical experience to prepare students for both IT and business careers and provides faculty with professional development resources to further their own careers.

The Oracle Academy prepares students for information technology (IT) careers and provides teachers with world-class training and professional development opportunities by granting software, curriculum and certification resources to high schools, vocational schools and colleges and universities.

Right Answers

RightAnswers delivers knowledge management, self-service and knowledge-based development tools to enable enterprise organizations to optimize their internal support and external customer service operations. Designed for internal support, the company's flagship software—RightAnswers Unified Knowledge Suite—provides an ITIL-certified platform to help organizations keep pace with their changing service and support needs while facilitating rapid problem resolution. For external customer service, Unified Knowledge Suite for Customer Service is a KCS Verified solution that offers knowledge-driven resources to deliver a consistent, multi-channel experience. RightAnswers solutions are utilized by more than 4 million users across hundreds of companies, including commercial enterprises, higher education institutions and government agencies.

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• PDF Lead Generation: PDFSalesLeads is a PDF lead generation tool that provides organizations the ability to generate more leads from white papers, case studies and other PDF-based content.

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