

CAMPUS 2010 TECHNOLOGY

17th Annual Education Technology Conference

JULY 19 – 22, 2010
SEAPORT WORLD TRADE CENTER
BOSTON, MA



Campus Technology 2010: **ADVANCING HIGHER EDUCATION THROUGH TECHNOLOGY**

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CAMPUS 2010 TECHNOLOGY

17th Annual Education Technology Conference

Acquire the Tech Tools You Need for a Cutting-Edge Campus at CT10



The use of technology has always driven change in higher education. Web services, social software, rich media and cloud computing are creating a particularly exciting dynamic on campuses worldwide. Combine the breakneck speed of these technological trends with more—and more sophisticated—users with a tight budget and like never before you need to learn. As a campus technology leader, you have the opportunity to learn from your peers and experts from technology and education to make learning more engaging and to make operations more efficient and effective.

Campus Technology 2010 is one of the most effective ways to expand your knowledge of how to use cutting-edge technologies to affect teaching and learning, campus operations student retention and other key aspects of today's institutions of higher education. Through a robust conference program of in-depth workshop and breakout sessions, you can access the expertise of dozens of nationally recognized higher education tech experts as well as have numerous opportunities to network with peers struggling with the same issues that you have. You also can see and interact with the latest technologies in the exhibit hall.

Take a look at our Campus Technology 2010 agenda—the keynotes, workshops, breakout sessions, exhibits and more—outlined in these pages and on the web at www.campustechnology.com/summer10. Then plan to join your peers at this unique event, July 19 – 22 in Boston. It's a great venue for the conference and a wonderful opportunity to meet with colleagues who are presenting or attending. And remember the early bird registration date of June 18 to get the best discount!

Wendy LaDuke
President and Group Publisher
Campus Technology & T.H.E. Journal

ADVANCING HIGHER EDUCATION THROUGH TECHNOLOGY

IS YOUR CAMPUS AT THE FOREFRONT OF TECHNOLOGY?

At Campus Technology 2010 you'll find all the tools you need to assure that your institution remains competitive, pedagogically and institutionally, via the latest wave of technologies for the campus.

- Discover how top institutions are incorporating their latest technologies
- Get relevant information from speakers with hands-on experience and expertise
- Master cutting-edge technologies and learn how to integrate them into IT strategic plans and education programs.

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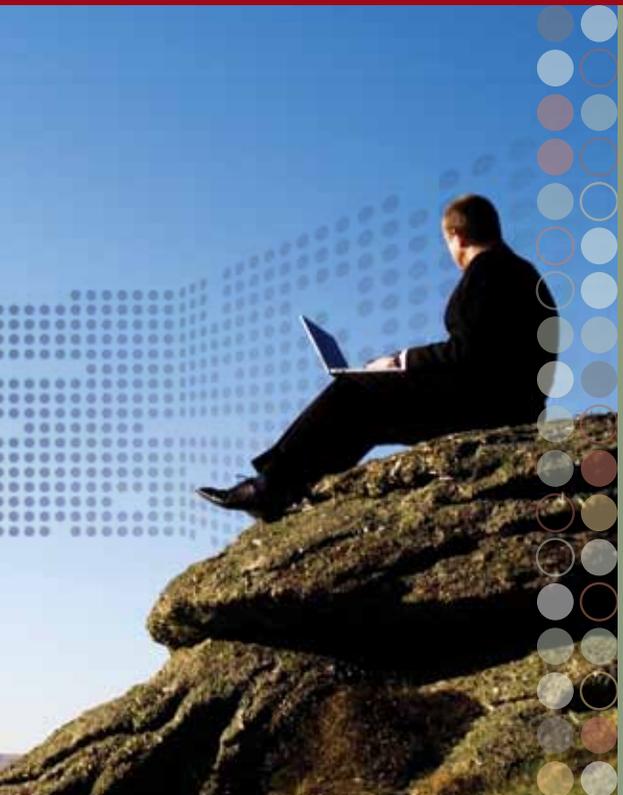
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TOP REASONS TO ATTEND

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Campus Technology conferences offer you the opportunity to learn about and master the cutting-edge technologies that drive student success and educational advancement both in and out of the classroom.

› New Approach to Your Academic Technology Future

Pioneering experts and thought-leaders in technology for higher education will explore the latest wave of technologies you need to assure that your institution remains competitive, pedagogically and institutionally.

› Real Information For the Real World

Acquire the most up-to-date information on new tools, applications and services—and how they work right now, on *real campuses* throughout the country. Workshops and sessions help you master these same technologies for seamless integration into your lesson plans and initiatives.

› Nonstop Networking Opportunities

Campus Technology 2010 is a community comprised of highly motivated technology professionals from across the country and around the world. Network in a supportive environment that enlists technology leaders as peer advisors and role models.

› Collegial Environment

Enjoy easy access to speakers and vendor representatives in a relaxed environment where the common goal is professional growth, and shared solutions to specific technology challenges.

TRACK 1:

INSTRUCTIONAL DESIGN AND LEARNING ENVIRONMENTS

- T01 Technology for Learning: Video Production as a Tool for Engagement
- T06 Virginia Tech's Use of eFolio Thinking for ePortfolio Adoption
- T11 How to Design the Student-Centered Electronic Learning Environment
- T15 From Didactic to Dynamic: Three Simple Steps to Enabling "Real" Interactive Experiences in Any Classroom
- W16 Delivering Academic Distance Learning Programs to the Corporate World
- W20 Virtual Support Center for Geographically Dispersed Faculty and Students
- W21 Accessibility Solutions on RIT Island
- W26 The Phoenix Way: Rising from the Ashes of First-Year Programs
- TH31 Student Voices + Technological Innovation: Rethinking Online Pedagogies
- TH36 Empowering Distance Learning with Interactive Video Collaboration

TRACK 2:

LEADERSHIP/STRATEGY

- T02 Chief Information Office Effectiveness in Higher Education
- T07 ePortfolios for Student Life and Academics
- T12 Social Technologies in Higher Education
- W17 Open Source: Leading the Road Ahead
- W22 IT Governance: University Mission Critical
- W27 Innovative Tools for Establishing a Culture of Assessment
- W30 Collaboration Across the Campus: Doing More with Less
- TH32 Effective Executive Reporting and Key Performance Indicators
- TH37 Linking Treasures and Students: NYIT's EEZ and Web 2.0 Technology
- TH40 Educational Social Networking for Professional Development

TRACK 3:

DIGITAL CAMPUS AND IT INFRASTRUCTURE

- T03 Moving a Course into the Cloud
- T05 Creating a Low-Cost, High-Performance Campus Search Engine
- T08 Forecast for Malibu: Cloudy with a Chance of Virtual Computing
- T10 Emergency Mass Notification Systems: Integration in 2010
- T13 Real World Business Intelligence for Higher Education
- W18 How Zero Clients Make the Grade for PC Replacement
- W23 Proprietary to Open Source: A Case Study
- W28 Predictive Analytics for the Masses: Making the Impossible Possible
- TH33 DocSoup and Crackers: Electronic Document Routing Saves Time and \$
- TH38 Internship Management: Optimizing Evaluation of Professions

TRACK 4:

LEARNING APPLICATIONS AND TOOLS

- T04 Teaching with Web 2.0: Case Study and Analysis
- T09 Sakai Learning Applications Update
- T14 Simonides: A Flexible, Open Source Networking and ePortfolio Toolset
- W19 Use of Video Objects as Exemplars for Bloom's Revised Taxonomy
- W24 Building a Foundation for Integrating Rich-Media on a Web 2.0 Campus
- W25 Mobility, What Now?
- W29 I Always Wondered What That Was: SCORM in Non-technical, Simple and Plain English
- TH34 Practice Makes Perfect! Bringing Experiential Learning to Life
- TH35 When a Course is Both Online and On Site: Best Practices for Synchronous Delivery
- TH39 Facing Facebook and Other Social Tales



PRE-CONFERENCE WORKSHOPS

MONDAY JULY 19, 2010

8:30 AM – 12:00 PM
M01

Tablet PCs: Collaboration, Interaction and Assessment
Cynthia Liotta and Suzanne Sturdivant, Gannon University

M02

Problem Solving 101: Robotics and Discovery Based Learning
George Fazekas, Monroe Community College

1:00 – 4:30 PM
M06

Moodle + Web 2.0: Design Portable, Interactive Online Units
Rhonda Ficek, Minnesota State University - Moorhead

M07

Online Rogue Professor: Piecing Together What You Need from Web 2.0
Daniel Quigley and Stan Silverman, New York Institute of Technology

BREAKOUT SESSIONS

TUESDAY JULY 20, 2010

8:30 – 9:45 AM

Opening Keynote — SHERRY TURKLE, P. 7

10:00 – 11:00 AM
T01

Technology for Learning: Video Production as a Tool for Engagement
Mitchell Shuldman, University of Massachusetts - Lowell

T02

Chief Information Office Effectiveness in Higher Education
Wayne Brown, Excelsior College

11:15 AM – 12:15 PM
T06

Virginia Tech's Use of eFolio Thinking for ePortfolio Adoption
Teggin Summers, Marc Zaldivar and C. Edward Watson, Virginia Tech

T07

ePortfolios For Student Life and Academics
Amy Stevens, Massachusetts College of Liberal Arts

3:45 – 4:45 PM
T11

How to Design the Student-Centered Electronic Learning Environment
Malcolm Montgomery, University of Cincinnati

T12

Social Technologies in Higher Education
Barry Libert, Mzinga

WEDNESDAY JULY 21, 2010

8:30 – 9:45 AM

Keynote — STEPHEN LASTER, P. 7

10:00 – 11:00 AM
W16

Delivering Academic Distance Learning Programs to the Corporate World
Kris Risi and Erik Poole, Drexel University

W17

Open Source: Leading the Road Ahead
Josh Baron, Marist College, Moderator

11:15 AM – 12:15 PM
W21

Accessibility Solutions on RIT Island
Joeann Humbert and Katie McDonald, Rochester Institute of Technology

W22

IT Governance: University Mission Critical
Clay Fulton, Carnegie Mellon University, Bart Prickett, Columbus State Community College, and Sandra Warner, Johnson County Community College

3:45 – 4:45 PM
W26

The Phoenix Way: Rising from the Ashes of First-Year Programs
Douglas Beckwith, University of Phoenix

W27

Innovative Tools for Establishing a Culture of Assessment
David Baur, Walden University and Dara Wexler, TaskStream

THURSDAY JULY 22, 2010

8:30 – 9:30 AM
TH31

Student Voices + Technological Innovation: Rethinking Online Pedagogies
Elaine Maldonado, Jeff Riman, Dymrna Bowles, and Tamara Cupples, Fashion Institute of Technology - SUNY

TH32

Effective Executive Reporting and Key Performance Indicators
Link Alander and Shah Ardalan, Lone Star College System

9:45 – 10:45 AM
TH36

Empowering Distance Learning with Interactive Video Collaboration
David Kaminski, Dominican College and Nadeem Khan, Vidizmo, LLC

TH37

Linking Treasures and Students: NYIT's EEZ and Web 2.0 Technology
Daniel Quigley and Stan Silverman, New York Institute of Technology

11:00 AM – 12:00 PM

Closing Keynote — JOSH BARON, P. 7

M03

Next Generation Computing: Using the Cloud to Build Learning Communities
John Kuglin, Retired, University of Montana

M04

How to Design the Student-Centered Electronic Classroom
Malcolm Montgomery, University of Cincinnati

M05

Building Virtual Worlds for Immersive Education
Keith Rajcecki, Sun Microsystems, Inc.

M08

Mashups of Educational Tools and Open Content
Stuart Sim, Common Need

M09

Planning Campus Events for the Virtual World of Second Life
Catherine Dutton and Jean Mankoff, Texas Woman's University

M10

IT as a Cost Recovery Center
Jeff Frey, Chris Boyd and Michael O'Connor, Rice University

T03

Moving a Course into the Cloud
David Malan, Harvard University

T04

Teaching with Web 2.0: Case Study and Analysis
Mihaela Vorvoreanu, Purdue University

T05

Creating a Low-Cost, High-Performance Campus Search Engine
Jeff Frey, Chris Boyd and Michael O'Connor, Rice University

T08

Forecast for Malibu: Cloudy with a Chance of Virtual Computing
Gerard Flynn and Thomas Hoover, Pepperdine University

T09

Sakai Learning Applications Update
Josh Baron, Marist College

T10

Emergency Mass Notification Systems: Integration in 2010
Denise Chatam Walker, Lone Star College System

T13

Real World Business Intelligence for Higher Education
Stuart Sim, Common Need

T14

Simonides: A Flexible, Open Source Networking and ePortfolio Toolset
Lucy Appert and Robert Squillace, New York University

T15

From Didactic to Dynamic: Three Simple Steps to Enabling "Real" Interactive Experiences in Any Classroom
Geoff Mitchell and Gordon Howell, Queensland University of Technology

W18

How Zero Clients Make the Grade for PC Replacement
Jeff Cunningham, University of Maryland

W19

Use of Video Objects as Exemplars for Bloom's Revised Taxonomy
Jerald Cole, University of Bridgeport

W20

Virtual Support Center for Geographically Dispersed Faculty and Students
JoAnn Gonzalez-Major and Amanda Albright, University of Alaska - Anchorage

W23

Proprietary to Open Source: A Case Study
Bill Randall, North Carolina Community College System

W24

Building a Foundation for Integrating Rich-Media on a Web 2.0 Campus
Adam Smeets, John Drece and Bruce Montes, Loyola University Chicago

W25

Mobility, What Now?
Ellen Yu Borkowski, University of Maryland

W28

Predictive Analytics for the Masses: Making the Impossible Possible
Jim Young, College of Charleston and Mike Psenka, eThORITY

W29

I Always Wondered What That Was: SCORM in Non-technical, Simple and Plain English
Mike Rustici, Rustici Software

W30

Collaboration Across the Campus: Doing More with Less
Stephen Laster, Harvard Business School

TH33

DocSoup and Crackers: Electronic Document Routing Saves Time and \$
Sandy Bury, Bradley University

TH34

Practice Makes Perfect! Bringing Experiential Learning to Life
Doug Beckwith, Axia College and David Clarke, IV, Toolwire, Inc.

TH35

When a Course is Both Online and On Site: Best Practices for Synchronous Delivery
Joeann Humbert and Jessica Hooper, Rochester Institute of Technology

TH38

Internship Management: Optimizing Evaluation of Professions
Carla Allen and Wei Du, University of Missouri

TH39

Facing Facebook and Other Social Tales
Jean Mankoff, Catherine Dutton and Kim Grover Haskin, Texas Woman's University

TH40

Educational Social Networking for Professional Development
Steve Hargadon, Elluminate



MORNING WORKSHOPS

MONDAY, JULY 19, 8:30 AM – 12:00 PM

M01 Tablet PCs: Collaboration, Interaction and Assessment

Cynthia Liotta, Director of Radiologic Sciences Program, and Suzanne Sturdivant, Radiologic Sciences Program, Gannon University

This workshop will demonstrate the use of the Tablet PC as an integral part of the classroom instruction. It will focus on four themes: collaborative technology learning activities, which are specific to the Tablet PC; technology-based assessment; strategies with technology that increase student interaction with the classroom materials anytime, anywhere; and technology enhancements to course materials that increase the student's preparedness for classroom discussion.

M02 Problem Solving 101: Robotics and Discovery Based Learning

George Fazekas, Associate Professor, Monroe Community College

The LEGO MINDSTORMS NXT robotics invention system is incorporated into a course to foster critical thinking and develop strong problem solving skills. Students use LEGOs as an engaging tool to explore robotics, mechanical systems electronics and programming. The workshop concludes with a "live" robotic application that showcases the benefits of direct student interaction and discovery in problem solving.

M03 Next Generation Computing: Using the Cloud to Build Learning Communities

John Kuglin, Retired Associate Dean, University of Montana

A dynamic cloud is enhancing education today! As a result, a new category of web-based technologies are emerging that use the Internet as storage and distribution mechanisms. This revolutionary development is called "Cloud Computing." This environment provides for innovative and cost-effective learning systems during these difficult economic times. Educators need to understand and take advantage of these new capabilities. Cloud Computing facilitates new levels of collaboration and can foster a higher level of academic achievement for all students. Join John Kuglin as he navigates through numerous cloud-based applications and discusses the promise they hold for educators. Learn the pros and cons for campus implementation. This is a great workshop for campus IT staff, instructional faculty and research teams looking for better ways to collaborate and communicate.

M04 How to Design the Student-Centered Electronic Classroom

Malcolm Montgomery, Manager, University of Cincinnati

Learn the key elements of student-centered learning space design and how to communicate them to your architect, as well as the essential system requirements to provide to your AV contractor. You will take home a copy of "Montgomery's Twelve Rules of Thumb" for specifications you can use at your institution. With these tools, you will be able to evaluate and influence the technical work of other professionals to ensure that teaching with technology works for your institution.

M05 Building Virtual Worlds for Immersive Education

Keith Rajcecki, Solutions Architect for Education, Sun Microsystems, Inc.

This hands-on workshop on immersive education combines 3D and virtual reality technology with digital media to immerse and engage students. The presenter will show how to deploy and build this environment with Project Wonderland, a multi-user virtual-learning environment designed to deliver the security, scalability, reliability and functionality organizations need to conduct the business of learning, Web 2.0 and social software.

AFTERNOON WORKSHOPS

MONDAY, JULY 19, 1:00 – 4:30 PM

M06 Moodle + Web 2.0: Design Portable, Interactive Online Units

Rhonda Ficek, Director, Instructional Technology Services, Minnesota State University - Moorhead

This workshop provides a unique experience, empowering participants to create materials that are deployable in any IMS. The user-friendly authoring applications make it easy to embed audio, video and self-quizzes. Participants work with Web 2.0 applications to create content for a unit (i.e., screen captures and audio). Finally, they will develop a working knowledge of an open-source IMS (Moodle) to import their unit, and use several of Moodle's unique activities to enhance collaboration and interaction.

M07 Online Rogue Professor: Piecing Together What You Need from Web 2.0

Daniel Quigley, Associate Dean of CAS and Associate Professor of English and Stan Silverman, Director of TELS, New York Institute of Technology

In this workshop, the presenter will briefly outline the importance of the role technology rogues play in advancing innovative uses of new and emerging technologies in the classroom. Participants will explore the steps of pulling together a functional, personalized set of Web 2.0 tools with which to augment a traditional class, offer a blended class or offer a class completely online.

M08 Mashups of Educational Tools and Open Content

Stuart Sim, CTO and Co-Founder, Common Need

Want to learn how to deliver your existing LMS course materials in any social network of your choice with minimal effort, including Google Wave and Ning? Then this workshop is for you! Come learn how to make use of freely available content from Open Content Repositories with simple drag-and-drop ease.

M09 Planning Campus Events for the Virtual World of Second Life

Catherine Dutton, Manager, Instructional Technology Software Application and Jean Mankoff, Director of Instructional Technology Delivery Systems, Texas Woman's University

This hands-on workshop will address events as one use of the virtual world, Second Life. Virtual worlds such as this provide many opportunities for engagement and immersion. During the workshop participants and presenters will discuss possible events, evaluate advertising possibilities, considerations for a world-wide audience and the limitations of the Second Life platform. Participants should have a Second Life account setup and bring laptops wireless-ready for hands-on participation.

M10 IT as a Cost Recovery Center

Jeff Frey, Manager, Web Services, Chris Boyd, Web Interaction Designer and Michael O'Connor, Web Applications Developer, Rice University

Many university information technology departments (IT) have, or are considering, moving to a cost recovery model for a portion of services to their campus. During this process it is important to think about the entire campus infrastructure, IT support model, policies, management and overall pros and cons, including budget challenges that can impact staffing, service offerings and marketing. This workshop will guide participants through exercises looking at different models for their campus and how various issues might impact decisions. Participants will leave with a self-constructed personalized business plan to finish and implement. If you've ever wondered how to start a cost recovery center inside your IT department, or have a center that you'd like to manage better, you need to attend this workshop.

TUESDAY, JULY 20, 8:30 – 9:45 AM

TECHNOLOGY AS THE ARCHITECT OF SELF: IMPLICATIONS FOR HIGHER EDUCATION

SHERRY TURKLE



Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology and Director for the Initiative on Technology and Self Program in Science, Technology and Society, Massachusetts Institute of Technology

With a special focus on our evolving and technology-infused higher education environments, Turkle will consider how contemporary digital connectivity is changing the nature of the “self,” including our “selves” in academia. What are the deeper implications of changes in our students, especially those whose generation has grown up “tethered” to connectivity devices and in a new regime of privacy. Now that we know the challenges for teaching and research with digital communications, are we living the lives as educators that we want to live? In the past, Turkle has argued that computation brought with it a new reflective space—a “second self.” The metaphor, she insists, does not go far enough. Now there is a new state of the self, itself.

Sherry Turkle is Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology in the Program in Science, Technology and Society at MIT, and the founder (2001) and current director of the “new” MIT Initiative on Technology and Self, a center of research and reflection on the evolving connections between people and artifacts. Professor Turkle is the author of numerous published works, including *Second Self: Computers and the Human Spirit*; and *Life on the Screen: Identity in the Age of the Internet*. Profiles of Professor Turkle have appeared in such publications as *The New York Times*, *Scientific American*, and *Wired Magazine*. She is a featured media commentator on the effects of technology for CNN, NBC, ABC and NPR, including appearances on such programs as *Nightline* and *20/20*.

CAMPUS TECHNOLOGY CONFERENCE PROGRAM ADVISORY BOARD

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WEDNESDAY, JULY 21, 8:30 – 9:45 AM

THE ROAD AHEAD: DRIVING INNOVATION IN THE ‘NEW NORMAL’

STEPHEN LASTER



Chief Information Officer, Harvard Business School

As the education technology community rises from the ashes of the financial crises, we awaken in a world of tight resources and increased demands. On many campuses technology is perceived with a dichotomy of emotions: a bottomless pit of resource consumption, a silver bullet for collaboration and teaching without borders and travel costs, and a hot bed of innovation that will forever change teaching and learning. For technology leaders, the coming months represent a wave of opportunity or a wave of anxiety. “Driving Innovation in the New Normal” explores these very real tensions and provides insights on how to capture the wave for positive change.

Stephen Laster is the Chief Information and Technology Officer of the Harvard Business School and a member of the HBS administrative leadership team, which oversees the school’s academic, research and administrative computing teams. Laster sits on several Harvard University committees focused on leveraging technology across the Harvard community. As an educator he has taught courses at the undergraduate, graduate and executive/ professional levels in the areas of web development, problem solving, software design, virtual team management and eLearning product development.

THURSDAY, JULY 22, 11:00 AM – 12:00 PM

THE ED TECH JOURNEY AND A FUTURE DRIVEN BY DISRUPTIVE CHANGE

JOSH BARON



Director of Academic Technology and eLearning, Marist College

The closing keynote and culmination of Campus Technology 2010 will be Josh Baron’s tantalizing look at the effects of technology innovation on our institutions and the examination of a future that imagines inventive uses of technology that truly revolutionized teaching and learning and facilitated new business models.

After a brief review of our journey down the educational technology path over the past few decades and a reminder of some of the challenges we have faced in affecting real change in our educational systems, Baron will present a scenario in which technologies converge to create a disruptive force within education, from which a fundamental new model of teaching and learning will emerge. Baron will conclude with practical strategies for realizing this future.

As Director of Academic Technology and eLearning at Marist College, Josh Baron is responsible for overseeing a wide range of instructional technology initiatives, including distance learning, faculty professional development and learner support. He also plays a leadership role in strategic planning for the college in areas of academic and information technology. Baron was elected to the Sakai Foundation Board of Directors in 2008, for which he now serves as board chair.



TRACK 1: INSTRUCTIONAL DESIGN AND LEARNING ENVIRONMENTS

T01 Technology for Learning: Video Production as a Tool for Engagement

Mitchell Shuldman, Media Librarian, University of Massachusetts - Lowell

Video production has been dramatically redefined in recent years and is now recognized as a key emerging educational technology. This session shares how this project sought to facilitate deeper learning through active, purposeful student engagement in a collaborative group project (video documentary) with an external, outside-of-the-classroom focus. To date, this project has been implemented 26 times in 16 different courses across 9 disciplines, and involving 11 faculty. The results so far: over 180 student video projects.

T06 Virginia Tech's Use of eFolio Thinking for ePortfolio Adoption

Teggin Summers, Assistant Director, ePortfolio Initiatives, Marc Zaldivar, Director, ePortfolio Initiatives, and C. Edward Watson, Director, Professional Development and Strategic Initiatives, Virginia Tech

This session addresses recent arguments against ePortfolios. Drawing from the notion of "eFolio Thinking," the presenters will discuss techniques used to support the successful adoption of ePortfolio technologies. Presenters will share case studies of ongoing 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.

T11 How to Design the Student-Centered Electronic Learning Environment

Malcolm Montgomery, Manager, University of Cincinnati

During this session attendees will learn the key elements of student-centered learning space design and how to communicate them to your architect, as well as the essential system requirements to provide to your AV contractor. Attendees will receive a copy of "Montgomery's Twelve Rules of Thumb" for specifications to use at their institutions. With these tools, you will be able to evaluate and influence the technical work of other professionals to ensure that teaching with technology works.

T15 From Didactic to Dynamic: Three Simple Steps to Enabling "Real" Interactive Experiences in Any Classroom

Geoff Mitchell, Director of Learning Environments and Technology Services, and Gordon Howell, Learning Environments Manager, Queensland University of Technology

Need more flexible learning spaces? This presentation provides insight into how Queensland University of Technology (QUT) can take almost any space and turn it into a functional, dynamic, group-based learning environment in less than 10 minutes.

W16 Delivering Academic Distance Learning Programs to the Corporate World

Kris Rise, Senior Director of Corporate and Executive Education, and Erik Poole, Director of Instructional Technology, Drexel University

Drexel University's Executive Education department provides corporate learning solutions aimed at Fortune 1000 companies. For the past few years, Drexel has partnered with large organizations to deliver immersive online learning environments in leadership training.

W20 Virtual Support Center for Geographically Dispersed Faculty and Students

JoAnn Gonzalez-Major and Amanda Albright, Senior Instructional Designers, University of Alaska - Anchorage

Part of UAA's vision is to strengthen educational programs and expand educational opportunities supporting lifelong learning. One way of accomplishing this goal is to ensure that the individuals responsible for delivering instruction have adequate resources to do so effectively. This session provides an overview of the UAA Instructional Design Resource Center where faculty have an opportunity for anytime/anywhere training that can assist them in the development of new, innovative programs and approaches.

W21 Accessibility Solutions on RIT Island

Joann Humbert, Director of Academic Technology, and Katie McDonald, Instructional Technologist, Rochester Institute of Technology

With the presence of the National Technical Institute for the Deaf at RIT, assuring the accessibility of course materials, projects and activities for those who are deaf or hard of hearing is essential. RIT has achieved this goal through an innovative use of open-captioning for live presentations and pre-recorded media used within Second Life. Additionally, RIT, in collaboration with NTID, has also created a series of short videos for an "Orientation to Business" course that included an American Sign Language interpreter to deliver the content to students, along with open-captions and audio transcripts, so that students could access the content in the format of their choice.

W26 The Phoenix Way: Rising from the Ashes of First-Year Programs

Douglas Beckwith, Dean and Executive Director, University of Phoenix

In early 2010, the University of Phoenix and Axia College launched an innovative new "First Year Sequence" for all incoming students. This 24-unit sequence of eight courses presents a gradual introduction to the complexity of learning technology that fosters student engagement at the most critical stage of a student's academic career. Participants will explore the Beckwith Hierarchy of First-Year Needs and discover how it applies to course design and sequencing.

TH31 Student Voices + Technological Innovation: Rethinking Online Pedagogies

Elaine Maldonado, Director, Faculty Development and Center for Excellence, Jeff Riman, Instructional Designer and Coordinator, Dymna Bowles Dean, Curriculum and Instruction, and Tamara Cupples, Executive Director, Online Learning and Academic Technology, Fashion Institute of Technology - SUNY

This presentation begins with an overview of the technologies that have been integrated into FIT's diverse, and often unique, curriculum. This session includes a demonstration of how web-based tools and other technologies can be used online for blended and "enhanced" learning. The presenters will also share their data on student responses to these technologies; the session will wrap up with open a dialogue on the potential for new and innovative online teaching practice.

TH36 Empowering Distance Learning with Interactive Video Collaboration

David Kaminski, Instructor and Technology Coordinator, Dominican College and Nadeem Khan, President, Vidizmo LLC

With passage of time, the use of video technology for learning has increased significantly. This enables distant learning to adapt with respect to classrooms, making it the most effective and efficient course to engage students' interests. This session explores the above video techniques as well as outlining to combine different applications using video to build effective solutions and catering to customized needs.



TRACK 2: LEADERSHIP/STRATEGY

T02 Chief Information Office Effectiveness in Higher Education

Wayne Brown, Vice President, Excelsior College

The higher education chief information officer is an important role. Unfortunately, a large percentage (45%) of them will retire in the next 10 years. This presentation will report on the results of a longitudinal higher education CIO study (www.checs.org) and a new study that surveyed the people of the next organizational layer.

T07 ePortfolios for Student Life and Academics

Amy Stevens, Web Communications Manager, Massachusetts College of Liberal Arts

The use of ePortfolios for academic assessment is a fairly well documented enterprise, but the use of ePortfolios for co-curricular endeavors has been relatively ignored. In this session, participants will learn about how MCLA is implementing ePortfolios for their Student Life division to help students capture what they learn both inside and outside the classroom, to showcase their leadership skills and to help Student Life staff assess the effectiveness of their programs.

T12 Social Technologies in Higher Education

Barry Libert, Chairman and Chief Executive Officer, Mzinga

The Web 2.0 evolution has enabled educational institutions to connect in transparent and impactful ways, achieving a greater competitive edge. In order to take full advantage of this movement, institutions must embrace open dialogue and fully understand the implications of becoming a more “social” organization. The use of online communities is gaining rapid momentum and is proving to be a must for enterprises looking to engage, innovate and “disrupt.” More institutions are shifting power to teachers and students in an effort to tap into the collective intelligence from many. For these forward-thinking institutions, wisdom, insight and decision-making no longer lie solely in the hands of the anointed few. By creating a new level of transparency and engagement, community extends the reach and impact of critical processes, to facilitate idea sharing, innovation and brand recognition.

W17 Open Source: Leading the Road Ahead

Moderator, Josh Baron, Director of Academic Technology and eLearning, Marist College

A panel of open source leaders will explore the future of open source/community source in higher education and discuss the developments we may expect to see over the next decade. While each panelist will provide relevant updates on their own organization's latest directions, the group will attempt to identify trends in the open source community as a whole. The panel will especially consider how open source projects and initiatives have responded to the current global economic challenges and point out related opportunities for educational institutions.

W22 IT Governance: University Mission Critical

Clay Fulton, PPMO Technical Coordinator, Carnegie Mellon University, Bart Prickett, Director of IT Support Services, Columbus State Community College, and Sandra Warner, Director of Administrative Computing Services and Deputy Chief Information Officer, Johnson County Community College

IT governance is mission critical for higher education institutions. Using their first-hand experiences, industry IT professionals will address the importance of working with campus leaders to improve IT governance and how to apply project and portfolio management to align IT with the mission and goals of the university.

W27 Innovative Tools for Establishing a Culture of Assessment

David Baur, NCATE Research Analyst, Walden University, and Dara Wexler, Education Solutions Specialist, TaskStream

As administrators guide campus-wide collaboration and communication regarding institutional effectiveness, they seek innovative tools to streamline the process and support faculty and staff efforts. Learn how institutions can integrate TaskStream to support assessment and accreditation needs; drive sustainable processes for institution-wide continuous improvement; and engage communities in designing, managing and sustaining outcomes assessment, strategic planning and accreditation processes.

W30 Collaboration Across the Campus: Doing More with Less

Stephen Laster, Chief Information Officer, Harvard Business School

In this economic climate, we are all faced with the challenge of doing more with less. At the same time, we are implored by our students, faculty and community partners to provide seamless—yet secure—access to data, documented decisions and ideas that allow them to share knowledge, manage content, build social networks and make better-informed decisions while on campus and across the world. This session will address how to build—and apply—an enterprise collaboration strategy that meets campus needs, provides a high degree of availability and provides a consistent user experience, all in a cost-effective manner.

TH32 Effective Executive Reporting and Key Performance Indicators

Link Alander, Associate Vice Chancellor and Shah Ardalan, Vice Chancellor and Chief Information Officer, Lone Star College System

Every organization faces significant challenges in an economic downturn. Reducing IT costs is usually one of the first considerations. However, it is critically important to review the organization's KPIs to prevent long-term and infrastructure damages with short-term financial gains. The key to this: demonstrating IT value over IT expense.

TH37 Linking Treasures and Students: NYIT's EEZ and Web 2.0 Technology

Daniel Quigley, Associate Dean, CAS; Associate Professor English and Stan Silverman, Director of TBLS, New York Institute of Technology

NYIT's Educational Enterprise Zone (EEZ) uses technology to link the treasures of many of the nation's leading cultural institutions to students in areas where direct access to these resources is impossible. The EEZ is now expanding its partnerships with colleges and universities. This session will explore how the EEZ is modeled, and the ways in which it can be replicated by a wide range of colleges and institutions.

TH40 Educational Social Networking for Professional Development

Steve Hargadon, Social Learning Consultant, Eluminate

Social networking is not just MySpace and Facebook, although these popular services give a good idea of how compelling social networking environments can be for today's students. During this session attendees will explore social networking as part of a growing trend toward Web 2.0 technologies that can create engaged learning environments, and we will discuss what lessons can be learned from existing educational social networks.



TRACK 3: DIGITAL CAMPUS AND IT INFRASTRUCTURE

T03 Moving a Course into the Cloud

David Malan, Lecturer on Computer Science, Harvard University

In Fall 2008, Harvard College's introductory computer science course, CS 50, moved into the cloud. Rather than continue to rely on their own instructional computing infrastructure on campus, they created a load-balanced cluster of virtual machines (VMs) for their 330 students within Amazon Elastic Compute Cloud (EC2). In this session hear about what went well and lessons learned, so others can more easily build their own home in the cloud.

T05 Creating a Low-cost, High-performance Campus Search Engine

Jeff Frey, Manager of Web Services, Chris Boyd, Web Interaction Designer and Michael O'Connor, Web Applications Developer, Rice University

Most institutional search solutions include feature-rich/expensive vendor systems, or low-cost/inflexible services. Rice University developed a campus search application using an open source web framework and freely available search APIs; the freedom of customization without vendor lock-in or expensive licensing fees. Technologies used included Python, Django framework, jQuery libraries and Yahoo BOSS. Come hear about resources available for cost-effective API-based search services.

T08 Forecast for Malibu: Cloudy with a Chance of Virtual Computing

Gerard Flynn, Director of Institutional Technology and Thomas Hoover, Director of Instructional Technology Support, Pepperdine University

Pepperdine University is conducting a 12-month study to assess the costs and feasibility of "creating its own cloud" by virtualizing hardware, software and storage for university employees and students. During this session presenters will share the results from a pilot implementation, thus revealing costs, user satisfaction, ease of administration and recommendations for installation.

T10 Emergency Mass Notification Systems: Integration in 2010

Denise Chatam Walker, Chief Emergency Management Officer, Lone Star College System

During this session the presenter will share a vendor-neutral solution for emergency mass notification. These systems utilize existing technology and augment it where necessary to meet the demand of safety on college campuses for all faculty, staff and students.

T13 Real World Business Intelligence for Higher Education

Stuart Sim, CTO and Co Founder, Common Need

Business Intelligence tools have been used to monitor and act on financial activity for a while. In this session the use of these sophisticated tools will be explored to look for trends and patterns in learning and social activity so stakeholders can make better use of limited resources.

W18 How Zero Clients Make the Grade for PC Replacement

Jeff Cunningham, Director of Information Systems for the Department of Agricultural Resource, University of Maryland

Discover how the Department of Agricultural and Resource Economics (AREC) at the University of Maryland adopted easily a zero-client approach to desktop virtualization, using just one solution that allowed them to utilize existing IT infrastructure and get rid of aging, problematic PCs—and their added costs and headaches.

W23 Proprietary to Open Source: A Case Study

Bill Randall, Associate Vice President Learning Technology, North Carolina Community College System

The North Carolina Community College System (NCCCS) published the results of a study to determine whether or not Moodle was a viable alternative to Blackboard. NCCCS has since participated in Datatel's beta program to test the integration between Moodle and its Datatel Colleague administrative software. Come hear how they leveraged the two systems to provide faculty and students the tools to be successful, and how administration gained the information it needed to make smart decisions.

W28 Predictive Analytics for the Masses: Making the Impossible Possible

Jim Young, Founding Director of the Discovery Informatics Program, College of Charleston and Mike Psenka, President and Chief Executive Officer, eThority

During this session attendees will explore strategies for making predictive analytics available to all of their end-users, not just statisticians, as well as how paradigm shifts in predictive modeling will increase the accessibility of this technology. Attendees will also learn how these advances in the accessibility of predictive analytics can help them monitor trends in student retention to turnover, thus increasing success rates by tracking key indicators.

TH33 DocSoup and Crackers: Electronic Document Routing Saves Time and \$

Sandy Bury, Executive Director of Computing Services, Bradley University

An electronic document management system developed by Bradley University's Application Development Team over the summer has had a broad and immediate impact in cost and time savings at the University, and has been enthusiastically embraced by faculty and administrators alike.

TH38 Internship Management: Optimizing Evaluation of Professions

Carla Allen, Clinical Assistant Professor and Wei Du, Manager of Information Technologies, University of Missouri

Authentic learning and assessment, like that found in internship programs, is well supported by pedagogical research. However, program faculty are often challenged to provide timely and meaningful feedback. This session will present the web-based internship management application developed by UM to address such issues. The successes and challenges faced in developing a platform supportive of a variety of evaluation processes in multiple programs will be shared.



TRACK 4: LEARNING APPLICATIONS AND TOOLS

T04 Teaching with Web 2.0: Case Study and Analysis

Mihaela Vorvoreanu, Assistant Professor, Purdue University

There is a lot of debate, and not nearly as much evidence, about using Web 2.0 in the classroom. We need to know whether we can use Web 2.0 in ways that benefit students. This session demonstrates how one instructor wove Twitter, social networking and the blogosphere into several college courses. Additionally, assessment data regarding the impact of these teaching strategies on student learning, motivation and career success will be presented.

T09 Sakai Learning Applications Update

Josh Baron, Director of Academic Technology and eLearning, Marist College

This session provides a look at some of the most innovative applications of the Sakai Collaboration and Learning Environment. Josh Baron will draw examples from the “Teaching with Sakai Innovation” awards program, now in its third year, to show how several institutions have achieved fundamental innovations in teaching and learning using the open source CLE. Baron will also comment on how the Sakai community recognizes and shares innovative applications and best practices.

T14 Simonides: A Flexible, Open Source Networking and ePortfolio Toolset

Lucy Appert, Associate Director of Educational Technology and Robert Squillace, New York University

Simonides is a flexible portfolio and academic networking toolset being built for the Sakai 3 open-source LMS at New York University. Unlike other ePortfolio tools, it is designed to enable the more dynamic forms that students’ own self-directed narratives of their intellectual development take. Moreover, through its academic networking profile page and associated group of university-wide project sites, the Simonides and Sakai 3 package is a powerful means of promoting student agency.

W19 Use of Video Objects as Exemplars for Bloom’s Revised Taxonomy

Jerald Cole, Chair, University of Bridgeport

Bloom’s Revised Taxonomy prescribes a set of activities in the digital realm to reinforce learning. These activities include the creation and integration of digital videos as learning objects. This session will cover the implementation of Flash video components, exemplifying the six elements of Bloom’s revised model, for incorporation into Web 2.0 learning environments.

W24 Building a Foundation for Integrating Rich Media on a Web 2.0 Campus

Adam Smeets, Digital Media Specialist, John Drece, Manager of University Web Content, and 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.

W25 Mobility, What Now?

Ellen Yu Borkowski, Director of Academic Support, University of Maryland

Since the fall of 2008, the University of Maryland has been exploring the ways in which mobile devices can enhance the student educational experience. Several cohorts of faculty have used iPod Touches in pedagogically based activities to explore the possibilities of mobile learning. Hear faculty and student stories and lessons learned from the unique perspectives of staff from the University of Maryland’s Office of Information Technology.

W29 I Always Wondered What that Was: SCORM in Non-technical, Simple and Plain English

Mike Rustici, Owner, Rustici Software

You go to upload a course into your management system and one of your choices is SCORM. You bypass it because you don’t really know what it is, why you would want to use it or even how. During this session presenters will share that interoperability thing and why you should care; whether the sharing part of SCORM is worth it for you; how the data SCORM gathers can help you see if your students are actually learning; and when and where SCORM makes sense.

TH34 Practice Makes Perfect! Bringing Experiential Learning to Life

Doug Beckwith, Dean and Executive Director, Axia College, and David Clarke, IV, Founder, Toolwire, Inc.

Today’s “new frontier” of learning requires fresh approaches to develop agile minds. Among these approaches is “experiential learning,” which provides hands-on personalized practice with live Internet-based systems and scenario-based virtual worlds. Come hear how these remote laboratory-based learning solutions can bridge the gap between education and experience in such fast-growing fields as IT, healthcare technology and business consulting.

TH35 When a Course is Both Online and On Site—Best Practices for Synchronous Delivery

Joeann Humbert, Director of Academic Technology, and Jessica Hooper, Instructional Technologist, Rochester Institute of Technology

Insight from RIT on best practices for synchronous delivery of online courses, with special consideration of courses that need to be delivered in two formats: online and in class at the same time. These sessions do not use high-end conferencing software, so faculty is burdened with the responsibility of using a tool like Adobe Connect, while managing the two groups at the same time and delivering a good class—something that is both difficult and not necessarily a methodology RIT instructors believe in. However, through this necessity, faculty members have gained experience with this format. Drawing from a training session developed by RIT the presenters will share methods that help faculty do a great job when serving both audiences.

TH39 Facing Facebook and Other Social Tales

Jean Mankoff, Director of Instructional Technology Delivery System, Catherine Dutton, Manager, Instructional Technology Software Applications, and Kim Grover Haskin, Director, Instructional Operations, Texas Woman’s University

Is Facebook a student fad or a legitimate teaching tool? As more students adopt Facebook and other social platforms, instructors frequently ask this question. This session explores one university’s experiences in using Facebook, Twitter and other social tools for communication to students, faculty and staff. Live examples of sites will be showcased along with discussions concerning potential risks and rewards.

EXHIBIT HALL

THE CAMPUS TECHNOLOGY 2010 EXHIBIT HALL is where attendees can gather to see the latest products and services from participating technology vendors. Attendees traditionally enjoy this busy, interactive environment with lively discussions of new technologies, networking opportunities, poster sessions and technology classrooms that offer detailed product demonstrations and drill-down information.

SCHEDULE AND SPECIAL EVENTS

TUESDAY, JULY 20

12:15 – 3:30 pm	Exhibit Hall Open
12:15 – 1:15 pm	Lunch
1:00 – 3:25 pm	Technology Classrooms
2:00 – 3:00 pm	Poster Sessions
4:45 – 6:30 pm	Exhibit Hall Reception
5:00 – 6:25 pm	Technology Classrooms

WEDNESDAY, JULY 21

12:15 – 3:30 pm	Exhibit Hall Open
12:15 – 1:15 pm	Lunch
1:00 – 3:25 pm	Technology Classrooms
2:00 – 3:00 pm	Poster Sessions
3:00 pm	Exhibit Hall Raffle

For a complete listing of Technology Classrooms and Poster Sessions, go to www.campustechnology.com/summer10

EXHIBITORS

Acentech, Inc.
Aerva, Inc.
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AVerMedia Information, Inc.
Barix AG
CDW-G
CollegeNET, Inc.
Crestron
Desirez2Learn
Digication, Inc.
Digital Campus
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LogMeln
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GENERAL INFORMATION

HOTEL INFORMATION

Campus Technology 2010 attendees who book their hotel by **June 16, 2010** will receive the special conference rates listed below (subject to availability). After **June 16, 2010** regular room rates will apply.

To make your Campus Technology hotel reservations go to: www.campustechnology.com/summer10. Hotel reservations should be made through this link above. Please **DO NOT** call the hotel directly, as you will be redirected to the Campus Technology Housing Bureau.

All reservations must be guaranteed with a credit or debit card.

HOST HOTEL

Seaport Hotel

One Seaport Lane
Boston, MA 02210

Rate: \$194 single/double

(Located across the street from the Seaport World Trade Center, where the conference is taking place.)

ADDITIONAL CONFERENCE HOTELS

Renaissance Boston Waterfront Hotel

606 Congress Street
Boston, MA 02210

Rate: \$199 single/double

(Located a short two blocks [13 miles] from Seaport World Trade Center, where the conference is taking place.)

Embassy Suites Boston - at Logan Airport

207 Porter Street
Boston, MA 02128

Rate: \$159 single/double

(Located 1.5 miles from event venue, but conveniently situated on the MBTA Silver Line, a short ride away from the Seaport World Trade Center. This hotel also offers a complimentary full, cooked-to-order breakfast and evening reception for guests.)

Hotels will accept cash or credit/debit card payment for your stay upon arrival. If paying by check or purchase order, e-mail Campus Technology Event Housing at housing@1105media.com for further instructions.

For questions regarding housing, please contact:

Campus Technology Event Housing
Monday through Friday, 8:00 am – 5:00 pm ET
Phone: 702-938-1490
E-Mail: housing@1105media.com

AIR TRAVEL DISCOUNTS

American Airlines is offering discounts to Campus Technology 2010 attendees for air travel to Boston between **July 16 and 25, 2010**. Mileage members can receive credit for all American miles flown to attend this conference. Call or have your travel agent call American Airlines at 800-433-1790 and reference #6870AU. Book your discounted ticket online, using the discount reference number above as the aa.com promotion code.

TRANSPORTATION TO AND FROM THE AIRPORT

The Seaport World Trade Center and conference hotels are located only three miles from Boston's Logan International Airport. Transportation from the airport will need to be arranged via a short cab ride, rental car or the MBTA Silver Line rapid bus system, which stops near the Seaport hotel and is a short walk to the World Trade Center and other conference hotels.

Estimated one-way taxi fare from Logan Airport is \$30 – \$40. If you travel via the Silver Line rapid bus system you will exit at the World Trade Center stop. For additional information on ground transportation options, please visit www.massport.com.

RENTAL CAR DISCOUNT

Avis Rent-a-Car is offering car rental discounts for Campus Technology 2010 attendees. To receive the discount, call Avis at 800-331-1600 and use the Avis Worldwide Discount (AWD) number #D005872.

ATTENDEE NETWORKING

Interested in networking with other attendees? Be a part of pre-conference networking by checking the "Attendee Networking" box when you register. Prior to the conference you will have an opportunity to introduce yourself to other attendees and arrange to meet for lunch, dinner or other break times, to network.

WEATHER AND DRESS

Summer in Boston reaches an average high of 82°F and an average low of 65°F. Moderate humidity is common. Dress for the conference is business casual. Please keep in mind that the climate inside meeting rooms can vary greatly, often falling on the cooler side.

ENTERTAINMENT

The Boston Harbor Seaport area makes a convenient base for exploring the city on foot, via cab, water taxi or by T train. The conference hotels are within walking distance of the New England Aquarium, the Boston Children's Museum, the Boston Design Center and the Bank of America Pavilion. The hotels are also just minutes from the city's famous Financial District, the Back Bay, North and South Ends, Faneuil Hall Marketplace and Fenway Park, home of the Boston Red Sox.

REGISTRATION INFORMATION

HOW TO REGISTER

Online: www.campustechnology.com/summer10

Phone: 800-280-6218 (8:00 am – 5:00 pm PDT)

Fax: 541-346-3545 (credit card payment only)

Mail: Campus Technology 2010 Registration
1277 University of Oregon
Eugene, OR 97403-1277

REGISTRATION DEADLINES

Early Registration Discount Deadline: JUNE 18, 2010

TEAM REGISTRATION DISCOUNTS

When three or more people from a single school or organization register at the same time, you can realize savings of up to \$200 per person. (See Registration Package listings for details.)

REFUND AND CANCELLATION POLICY

A 100% refund less a \$100 processing fee will be given for all cancellations requested by June 18. After June 18, no refunds will be given; however, all registrations are transferable to colleagues and associates with written authorization from the original registrant.

REGISTRATION QUESTIONS?

Phone: 800-280-6218 (8:00 am – 5:00 pm PDT)

E-mail: CampusTech@ce.uoregon.edu

Web: www.campustechnology.com/summer10

Campus Technology 2010's Federal Tax ID number is 20-4583700
Campus Technology 2010 is a division of 1105 Media, Inc.

SECURE WEB REGISTRATION

Online registration is transacted via secured server in order to safeguard your private information:
www.campustechnology.com/summer10

REGISTRATION PACKAGES

Conference Registration

- 3 days
- All conference sessions
- Keynote and general sessions
- Access to Exhibit Hall
- Exhibit Hall Reception
- Poster Sessions
- Lunch Tuesday and Wednesday
- Refreshment breaks

Only \$699*
THROUGH
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**Early Bird Savings.
\$799 after 6/18/10.*

Pre-Conference Workshops and Conference Registration

- Morning and Afternoon Workshops
- All conference sessions
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- Access to Exhibit Hall
- Exhibit Hall Reception
- Poster Sessions
- Lunch on Monday, Tuesday and Wednesday
- Refreshment breaks

Only \$899*
THROUGH
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\$999 after 6/18/10.*

Complete Conference and Hotel Package

- 4 nights hotel (Sunday – Wednesday) at the Seaport Hotel, host hotel (room and tax only)
- Morning and Afternoon Workshops
- All conference sessions
- Keynote and general sessions
- Access to Exhibit Hall
- Exhibit Hall Reception
- Poster Sessions
- Lunch on Monday, Tuesday and Wednesday
- Refreshment breaks

Only \$1,949*
THROUGH
JUNE 18

**Early Bird Savings.
\$2,049 after 6/18/10.*

Special Team Registration Pricing (Groups of 3 or More)

When one member of your team or organization registers at the individual rates listed above, additional team members (2 or more) can register at the special team rates of \$599 for the conference or \$799 for pre-conference workshops and conference registration

**TEAM MEMBERS
SAVE UP TO
\$200**

No other discounts apply.

For more information on group registration e-mail Sara Ross at ross@1105media.com.

REGISTRATION FORM

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Step 1. TYPE OR PRINT YOUR NAME, ADDRESS, PHONE NUMBER AND E-MAIL ADDRESS (All fields are required)

FIRST NAME	LAST NAME	TITLE	
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*Your e-mail is used to communicate with you about your conference registration, related products and services, as well as offers from select vendors. Refer to our Privacy Policy, <http://www.1105media.com/privacy.aspx>, for additional information.

Step 2. CONFERENCE PRICING

	EARLY BIRD THROUGH JUNE 18	REGULAR AFTER JUNE 18
<input type="checkbox"/> Conference Registration	\$699	\$799
<input type="checkbox"/> Pre-Conference Workshops and Conference Registration	\$899	\$999
<input type="checkbox"/> Complete Conference and Hotel Package (Package includes full pre-conference workshops and conference registration, plus four nights at the Seaport Hotel)	\$1,949	\$2,049
<input type="checkbox"/> Special Team Registration Pricing (Groups of 3 or More)	TEAM NAME: _____	
<input type="checkbox"/> Conference Registration:		
First Person	\$699	\$799
Additional Team Members	\$599 each	
<input type="checkbox"/> Pre-Conference Workshops and Conference Registration:		
First Person	\$899	\$999
Additional Team Members	\$799 each	
<input type="checkbox"/> CHECK ENCLOSED (payable to 1105 Media/Campus Technology 2010)	<input type="checkbox"/> PURCHASE ORDER (include copy with registration form) # _____	
<input type="checkbox"/> CREDIT CARD: <input type="radio"/> VISA <input type="radio"/> MASTERCARD <input type="radio"/> AMEX NUMBER _____ EXP. DATE _____ CW2 # _____	Print Name as it Appears on Your Credit Card _____ Signature _____	
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Step 3. DEMOGRAPHIC QUESTIONS

Please tell us where you work:

- 4-year college Vocational institution
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How did you hear about Campus Technology 2010?

- Received brochure in the mail
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Do you evaluate, recommend, specify or approve the acquisition of technology products and services?

- Yes No

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Step 4. REGISTER (Please register using Priority Code NBC1)

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Mail: Campus Technology 2010 Registration
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Step 5. SELECT YOUR SESSIONS ONLINE

After receiving your confirmation code, go to the registration page at www.campustechnology.com/summer10, enter your code and select your preferred conference breakout sessions.

Transfer/Cancellation Policy: You may transfer your registration to another person any time prior to the event. To cancel, your request must be submitted in writing and postmarked no later than June 18, 2010. Your fee will be returned, less a \$100 cancellation fee.

QUESTIONS?

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