



# CHANCELLOR'S SUMMIT ON ACADEMIC TECHNOLOGY

*Collaborate and Connect  
for Learner and Technology Success*

JUNE 13–14, 2018  
HILTON COLLEGE STATION CONFERENCE CENTER  
COLLEGE STATION, TEXAS





OFFICE OF THE VICE CHANCELLOR FOR ACADEMIC AFFAIRS  
**THE TEXAS A&M UNIVERSITY SYSTEM**

Dear Summit Participants:

Thank you for participating in this year's Chancellor's Summit on Academic Technology. The Summit is sponsored by the A&M System Council for Academic Technology and Innovative Education (CATIE). CATIE is composed of appointed members from the system institutions and agencies to serve as the voice in supporting the educational mission as it relates to technology use in the design, development, delivery, and assessment of courses and programs.

The Summit provides a vehicle to showcase the work CATIE has been involved in on behalf of the System members. This year's theme is "Collaborate and Connect for Learner and Technology Success." We have brought in speakers that will address policy direction and strategies that power the data and technology infrastructure in supporting the educational mission of our universities and agencies. The breakout sessions are designed to engage faculty, staff and administrators in discovering the opportunities for change and improvement within the System.

Through the Summit, we hope to continue cultivating and strengthening collaborations and maximizing the use of our resources with our System members. This will better position us to achieve our common goal of providing the best possible education for the citizens of Texas.

I am happy to, once again, welcome you to this summit. I am sure it will prove to be time well spent in our effort to increase the effectiveness of collaborating and leveraging our resources.

Sincerely,

James R. Hallmark, Ph.D.  
Vice Chancellor for Academic Affairs

The purpose of CATIE is to support the educational mission of the system members in matters related to technology use in the design, development, delivery, and assessment of courses and programs, and to advise the Vice Chancellor for Academic Affairs on such matters. CATIE members provide collaborative strategic direction, guidance, and recommendations on technology-enriched teaching, learning, and assessment initiatives.

# Council for Academic Technology and Innovative Education

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# PROGRAM OVERVIEW

WEDNESDAY, JUNE 13

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11:45 A.M. – 3:00 P.M.

## Registration

1:00 – 1:05 P.M.

*Ballroom 4*

## Welcome and Opening Remarks

*Dr. James Hallmark, Vice Chancellor for Academic Affairs,  
The Texas A&M University System*

1:05 – 1:55 P.M.

*Ballroom 4*

## Opening Keynote: Transforming Technology, Data, and Analytics into Student Success Knowledge: Lessons from California

*Patrick Perry, California State University System*

2:00 – 2:45 P.M.

*Breakout Rooms*

## Teaching and Learning Breakout Sessions

- Identifying Continuing Education Opportunities
- Accessibility: A Real-World Demonstration, Part I
- Quality Assurance Overview
- Conversation with Chief Information Officers

2:45 – 3:30 P.M.

*Ballroom 5–7*

## Networking Break & Software Showcase

*Refreshments provided*

3:30 – 4:00 P.M.

*Ballroom 4*

## General Session: Faculty Task Force Findings

4:00 – 4:45 P.M.

*Breakout Rooms*

## Teaching and Learning Breakout Sessions

- Faculty Task Force
- Conversations with the THECB-LTAC
- Student Success and Retention Technologies
- Active Learning

5:30 P.M.

*Ballroom 3*

## CATIE Meeting

*By invitation only*

# PROGRAM OVERVIEW

THURSDAY, JUNE 14

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7:15 – 8:00 A.M.

*Ballroom 3*

## **Registration and Breakfast**

8:00 – 8:05 A.M.

*Ballroom 4*

## **Welcome and Opening Remarks**

*Dr. Holly Jarvis Whitaker, Texas A&M AgriLife Extension,  
CATIE Vice Chair*

8:05 – 9:00 A.M.

*Ballroom 4*

## **Keynote Session: Strategic IT Accessibility**

*Jeff Kline, Statewide EIR Accessibility*

9:00 – 9:45 A.M.

*Breakout Rooms*

## **Teaching and Learning Breakout Sessions**

- Creating Successful Continuing Education Programs
- Instructional Designer or Instructional Technologist?
- Online Readiness Approaches
- Conversation with Jeff Kline

9:45 – 10:30 A.M.

*Ballroom 5–7*

## **Networking Break & Software Showcase**

*Refreshments provided*

10:30 – 11:15 A.M.

*Breakout Rooms*

## **Teaching and Learning Breakout Sessions**

- Open Educational Resources, Open Education
- Accessibility: A Real-World Demonstration, Part II
- Discover Your Hidden State Authorization Ninja
- Emerging Educational Technology

11:15 – 11:45 P.M.

*Ballroom 4*

## **Closing Session**

*Dr. Michelle Durán, Texas A&M-Kingsville, CATIE Chair*

noon

*Ballroom 3*

## **Lunch and Wrap-Up**

1:05 – 1:55 P.M. | Ballroom 4

## Opening Keynote: Transforming Technology, Data and Analytics into Student Success Knowledge: Lessons from California

*Patrick Perry, Chief Information Officer, California State University System*

The California Community College and the California State University systems are the largest two- and four-year systems of public higher education in the U.S. Both systems have their own unique technology ecosystems that generate vast amounts of data on the 3 million students they collectively serve each year.

Ten years ago, this data was primarily used for administrative purposes: allocations, apportionment, and required reporting. But the subsequent focus on student success has dramatically changed their use of both data and technology; its value as a source of research knowledge, driving student behavior, cutting costs and reducing technical debt, and as the basis for making data driven policy decisions skyrocketed.

Come hear the Hollywood script of how some of the most prominent work in educational research, performance accountability, and technology has occurred in support of these two systems graduation initiatives.

### ABOUT THE SPEAKER

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**PATRICK PERRY** is the Chief Information Officer (CIO) of the California State University (CSU) System where he shapes the vision, provides policy direction, and leads the strategies that power the data and technology infrastructure supporting the university's 23 campuses, 470,000 students and 47,000 employees.

Prior to this, he was the CIO of the California Community College (CCC) system and its 113 campuses, 2.5 million students, and over 100,000 employees, where he oversaw the student longitudinal unit-record data collection, institutional research, accountability reporting, and centralized technology functions.

In 2010, Perry was selected by U.S. Secretary of Education Arne Duncan to be one of the fifteen members of the Federal "Committee on Measures of Student Success", which developed a set of recommendations for the Secretary regarding the accurate calculation and reporting of progress, completion and graduation rates of students at two-year degree-granting institutions.



2:00 – 2:45 P.M.

**Teaching and Learning Breakout Sessions****Identifying Continuing Education Opportunities** Mockingbird A/B

*Dr. Holly Jarvis Whitaker, Texas A&M AgriLife Extension; Ms. Shelley Caraway, TAMU-Texarkana; Ms. Andrea Porter, WTAMU*

This session is for adult continuing education professionals, academic program leaders and faculty who are considering creating adult continuing education programs. We will walk through a process for identifying opportunity, developing support for and launching leisure learning, certificate programs and other adult education opportunities.

**Accessibility: A Real-World Demonstration | Part I** Mockingbird C/D

*Ms. Charlene Stubblefield, PVAMU; Cynthia Kauder, TAMU; A&M System presenters*

Join us for a demonstration on how accessibility is everybody's business and the effects it has on students, faculty, staff and administrators. This presentation is a real-world scenario on how the lack of accessible documents, websites and videos gravely affect students with disabilities and also students with different types of learning styles. There will be a 15-minute dramatization followed by a collaborative session to share like experiences, concerns and frustrations.

**Quality Assurance Overview**

Ballroom 4

*Dr. Lisa Bunkowski, TAMU-Central Texas; Dr. Pat Abrego, TAMU-International*

The session begins with a brief overview of quality assurance options such as OLC Quality ScoreCard, other QA Rubrics, and Quality Matters, and transitions to the QM Rubric and custom rubrics using the QM Course Review Management System. The remainder of the session is devoted to a panel discussion with representatives from TAMU System campuses to talk about their processes and experiences.

**Conversation with Chief Information Officers** Brazos Amphitheater

*Mark Stone, TAMUS; Patrick Perry, California State University System*

Welcome to our world! Join us for an interactive discussion on digital disruption and the role data and analytics play in student success. This is a continuation of the keynote presentation and follow up discussion on the relationship between IT and academics.

## WEDNESDAY, JUNE 13

2:45 – 3:30 P.M. | Ballroom 5–7

### Networking Break & Software Showcase

Come explore various software tools that are part of the A&M System Collaborative Pricing effort in leveraging resources across the system. Faculty from Texas A&M System member institutions will be demonstrating software tools that are part of the A&M System master collaborative pricing agreements.

- Blackboard
- Camtasia Studio
- Canvas
- D2L
- Examity
- MatLab
- Panopto
- Portfolium
- Qualtrics
- Respondus
- SoftChalk
- SPSS
- TurnItIn Feedback Studio
- VoiceThread

See PAGE 14 for software categories and descriptions.

3:30 – 4:00 P.M. | Ballroom 4

### General Session: Faculty Taskforce Findings

*Dr. Lori Kupczynski, TAMU-Kingsville; Dr. Kevin Williams, TAMU-Texarkana; Dr. Kris Drumheller, WTAMU; Dr. Nathan Mitchell, PVAMU; Dr. Andria Schwegler, TAMU-Central Texas*

An interdisciplinary group of faculty serving on a Task Force of the Committee on Academic Technology and Innovative Education (CATIE) assessed the technology needs of faculty across the entire Texas A&M University System (TAMUS). As academic technology is becoming an important part of our jobs as faculty members, the information from this survey helped to identify potential barriers to technology use, resources available for technology, training needs and possibility for system-level collaborative pricing. Survey results will be shared, initiating strategic conversations among administrators, faculty and staff across the system.

4:00 – 4:45 P.M.

**Teaching and Learning Breakout Sessions****Faculty Task Force**

Mockingbird A/B

*Dr. Lori Kupczynski, TAMU-Kingsville; Dr. Kevin Williams, TAMU-Texarkana; Dr. Kris Drumheller, WTAMU; Dr. Nathan Mitchell, PVAMU; Dr. Andria Schwegler, TAMU-Central Texas*

Join us as we explore the findings from the system-wide assessment of technology needs of faculty. Session participants are encouraged to share their own technology experiences and connect across the A&M System to create new collaborations for advancement of technology use in research, teaching and service.

**Conversations with the THECB-LTAC**

Mockingbird C/D

*Dr. Michelle Durán, TAMU-Kingsville*

Texas Higher Education Coordinating Board Learning Technology Advisory Committee (LTAC) engages in substantive policy research and discussion dealing with the increasingly important role that learning technology plays in Texas higher education. Current LTAC initiatives include revising the Principles of Good Practice for Electronically Delivered Courses and Programs, reviewing the definition of distance education, and launching the distance learning survey to identify the status of distance education in Texas.

**Student Success and Retention Technologies**

Ballroom 4

*Dr. Jennifer T. Edwards, Tarleton; Ms. Manon Shockey, Tarleton*

Communication is a vital part of a university's retention plan. Participants will discover best practices for higher education institutions who implement student success retention technologies like the Education Advisory Board's Student Success Collaborative and Hobson's Starfish Retention Solutions. Sample templates for emails and text messages, campaign analytics, an annual academic nudging communication plan, and social media retention resources will be shared.

**Active Learning**

Brazos Amphitheater

*Dr. Sunay Palsole, TAMU; Dr. Richard Schilke, TAMU-Central Texas*

Active learning, in short, requires students to do meaningful learning activities and think about what they are doing (metacognition). This workshop will engage participants in refining their definition of active learning and explain its benefits, identify and demonstrate active learning strategies and identify and adopt technology tools that facilitate active learning.

THURSDAY, JUNE 14

8:05 – 9:00 A.M. | Ballroom 4

## Keynote Session: Strategic IT Accessibility

Jeff Kline, Program Director, Statewide EIR Accessibility

A 300% year to year rise in IT accessibility complaints and lawsuits not only indicates a high level of risk to organizations where IT is consumed, it creates a barrier to people with disabilities, denying them the same, information, services, and opportunities that the rest of us take for granted.

Even when organizations understand the issues around this digital divide and would like to address it, there are significant challenges. IT accessibility for a large organization is complex with many dimensions

Mr. Kline will share his thoughts around these challenges and provide insight on how to systematically transition an organization to an accessible one.

### ABOUT THE SPEAKER

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**JEFF KLINE** is the author of *Strategic IT Accessibility: Enabling the Organization*. He currently serves as Program Director, Statewide Electronic and Information Resources (EIR) Accessibility at the Texas Department of Information Resources.

Prior to his current position, he was the agency EIR Accessibility Coordinator at the Texas Department of Family and Protective Services.

Before public service, Mr. Kline managed IBM's Worldwide Accessibility Consulting and Business Transformation initiatives and other areas of product development during his 26 year IBM career including industrial design, OS software development, and system usability.

9:00 – 9:45 A.M.

**Teaching and Learning Breakout Sessions****Creating Successful Adult Continuing Education Programs** Mockingbird A/B*Dr. Holly Jarvis Whitaker, Texas A&M AgriLife Extension; Ms. Shelley Caraway, TAMU-*Texarkana*; Ms. Andrea Porter, WTAMU*

This session discusses inter-system synergy and explores opportunities for Professional and Continuing Education units in TAMUS. Two campuses will share how they work together to leverage System agencies and stakeholder interest while shaping agreements and marketing curriculum regionally.

**Which Are You: Instructional Designer or Instructional Technologist?** Mockingbird C/D*Ms. Sharon Mainka, TAMU; Ms. Jennifer Maldonado-Castillo, TAMU*

How do these titles overlap and how are they different? Examples will be provided of how Instructional Technology Services (ITS) at Texas A&M is reaching out to the colleges to help support their designers and technologists and provide consistent support, best practices and networking opportunities. Discussion on how you are using these titles on your campus and opportunities that you are providing to address these issues.

**Online Readiness Approaches** Ballroom 4*Dr. Lisa Bunkowski, TAMU-Central Texas; Ms. Kristi Wuensche, TAMU Health Science Center; Dr. Alexandra Janney, TAMU-Corpus Christi; Ms. Diane Sudman, Tarleton; Dr. Julia Allen, TAMU-*Texarkana**

This session will provide an overview of online readiness approaches, a summary of our task force findings (research, benefits/drawbacks/limitations), and panel discussion with representatives from a few campuses to talk about what approach they are using and how they use it.

**Conversation with Jeff Kline** Brazos Amphitheater*Jeff Kline, Statewide EIR Accessibility*

Join Jeff as he continues the accessibility conversation. Accessibility issues are becoming more prevalent as equal access to electronic information is brought to light through advocates.

## Networking Break & Software Showcase

Come explore various software tools that are part of the A&M System Collaborative Pricing effort in leveraging resources across the system. Faculty from Texas A&M System member institutions will be demonstrating software tools that are part of the A&M System master collaborative pricing agreements.

Software demonstrations include:

**Blackboard**

*Learning Management System*

**Camtasia Studio**

*Lecture Capture/Video*

**Canvas**

*Learning Management System*

**D2L**

*Learning Management System*

**Examity**

*Proctoring Software*

**MatLab**

*Numerical computing environment*

**Panopto**

*Lecture Capture/Video*

**Portfolium**

*Student ePortfolios*

**Qualtrics**

*Survey/Research software*

**Respondus**

*Assessment applications for learning*

**SoftChalk**

*Lesson Builder*

**SPSS**

*Statistical Analysis Tool*

**TurnItIn Feedback Studio**

*Plagiarize & Feedback*

**VoiceThread**

*Audio/video discussion boards*

10:30 – 11:15 A.M.

**Teaching and Learning Breakout Sessions****Open Educational Resources, Open Education, and Online Learning: Revolution, Evolution, or Just One More Fad?** Mockingbird A/B*Dr. Bruce Herbert, TAMU*

This session will introduce open education concepts that will equip you to utilize open educational resources within your institution. As more educators share open educational resources, greater collaboration and shared knowledge is possible. This shift can increase access to quality educational possibilities. Topics Why Open matters; the 5R activities and the Creative Commons licenses; finding, adopting, and creating OER; strategies to advance OER adoption and use on your campus.

**Accessibility: A Real-World Demonstration | Part II** Mockingbird C/D*Ms. Charlene Stubblefield, PVAMU; Cynthia Kauder, TAMU; A&M System presenters*

Electronic and Information Resources (EIR) accessibility is a crucial component in providing equal opportunities in educational environments, and our initiatives are only successful with the support of key stakeholders. Their commitment to ensuring accessibility and developing a strategy to support learner success is essential.

**Discover Your Hidden State Authorization Ninja Warrior** Ballroom 4*Mr. Tom Dolan, Texas Tech University*

Are you jealous of the shadow master ninjas who have a quick answer for every state authorization question? Are you wondering how to achieve shinobi no mono? The trick is to know the ninjustsu fundamentals by heart and how to walk among the shadows. After this session, you will be able to list the four ninjustsu fundamentals; find the art of war requirements of each; create a ninja attack plan; and, how to walk among the shadow community for strength.

**Finding the Next Big EdTech Disruption: Emerging Educational Technology** Brazos Amphitheater*Dr. Richard Schilke, TAMU-Central Texas*

What is the next technology to “disrupt” or “save” higher education? This presentation looks at emerging technology and provides tools and approaches to help you prepare for the next big disruption.

# Council for Academic Technology and Innovative Education

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**Council for Academic Technology  
and Innovative Education**

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# THE TEXAS A&M UNIVERSITY SYSTEM

## UNIVERSITIES

Texas A&M University

Texas A&M University at Galveston

Texas A&M Health Science Center

Prairie View A&M University

Tarleton State University

Texas A&M International University

Texas A&M University - Corpus Christi

Texas A&M University - Kingsville

West Texas A&M University

Texas A&M University - Commerce

Texas A&M University - Texarkana

Texas A&M University - Central Texas

Texas A&M University - San Antonio

## AGENCIES

Texas A&M AgriLife Extension Service

Texas A&M AgriLife Research

Texas A&M Engineering Experiment Station

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Texas A&M Veterinary Medical Diagnostic Laboratory