Important Contacts for Participants:

**Claremont Hotel** –
41 Tunnel Road, Berkeley, 94705 • (800) 551-7266 • (510) 843-3000

**UC Berkeley** –
Steve Garber (Clark Kerr Lead) • (415) 596-5757 • sgarber@berkeley.edu
Margo Trunova (Stadium & Shuttle Lead) • (435) 210-0684 • mtrunova@berkeley.edu
Monica Garcia (General Questions) • (510) 593-7888 • mmgarcia@berkeley.edu

Thursday, January 7, 2016

**Prior to 8:30am**  
Breakfast (unscheduled), transportation to Clark Kerr Campus available from Claremont Hotel (Main Lobby, 8:00 – 8:30am in 10 minute intervals)

**8:30am – 9:00am**  
Check-in and Coffee at Clark Kerr Campus (Building 14, South Entrance)

**9:00am – 9:30am**  
**Welcome** (Krutch Theater)
Catherine P. Koshland, Vice Chancellor for Undergraduate Education, UC Berkeley
Pamela Brown, UC Vice President for Institutional Research & Academic Planning

**9:30am – 10:40am**  
**Concurrent Breakout Sessions (A)**

1. **Enrollment Management & Curriculum Planning** *(Room 104, Newel Perry)* – Barbara Sawrey, UCSD
   How does your campus model and use data to manage enrollment, anticipate and meet curriculum demand, and accommodate growth in both academic and student life?

2. **Integration of Online Learning & Technology-Supported Courses** *(Room 203, Sargent Johnson)* – Jim Williamson, UCLA
   How do campuses employ technology-enabled content to support student success, accommodate more students, improve time-to-degree, and assist transfer students in transitioning to the University of California?

3. **Faculty & Student Buy-In** *(Room 204, Warring Wilkinson)* – Rebecca Miller, UCSF
   What are campuses doing to help faculty and/or advisors to embrace the use of analytic data to improve student outcomes? What are the systemic or policy barriers? Where are the successes? What data can we use in working with faculty and students to show support for or adoption of best-practices and support better outcomes?

4. **Tracking the Effectiveness of Programs Aimed at At-Risk Students** *(Krutch Theater)* – Sereeta Alexander, UC Berkeley
   How can we create supportive relationships among program staff, institutional research, and administrators while creating effective and engaging experiences for students? What are campuses experiencing when assessing program effectiveness? How can we engage in assessment that employs more robust methodologies?
10:40-10:50am BREAK

10:50am – 12:00pm Concurrent Breakout Sessions (B)

1. Enrollment Management & Curriculum Planning (Room 104, Newel Perry) – Barbara Sawrey, UCSD
   How does your campus model and use data to manage enrollment, anticipate and meet curriculum demand, and accommodate growth in both academic and student life?

2. Integration of Online Learning & Technology-Supported Courses (Room 203, Sargent Johnson) – Jim Williamson, UCLA
   How do campuses employ technology-enabled content to support student success, accommodate more students, improve time-to-degree, and assist transfer students in transitioning to the University of California?

3. Faculty & Student Buy-In (Room 204, Warring Wilkinson) – Rebecca Miller, UCSF
   What are campuses doing to help faculty and/or advisors to embrace the use of analytic data to improve student outcomes? What are the system or policy barriers? Where are the successes? What data can we use in working with faculty and students to show support for or adoption of best-practices and support better outcomes?

4. Tracking the Effectiveness of Programs Aimed at At-Risk Students (Krutch Theater) – Sereeta Alexander, UC Berkeley
   How can we create supportive relationships among program staff, institutional research, and administrators while creating effective and engaging experiences for students? What are campuses experiencing when assessing program effectiveness? How can we engage in assessment that employs more robust methodologies?

12:00 – 1:30pm Lunch & Keynote Panel on The Reality & Future of Big Data

Marco Molinaro (facilitator), Assistant Vice Provost, Educational Effectiveness; Director, Center for Educational Effectiveness, UC Davis
David Kil, Chief Data Scientist, Civitas Learning, LLC
Zachary A. Pardos, Assistant Professor, School of Information & Graduate School of Education, UC Berkeley
1:30 – 2:15pm  Report out from Breakout Sessions

2:15 – 3:30pm  Interactive Poster Sessions/Demonstrations & Break
(Room 102, Clark Kerr Room, and Main Hallway)

3:30 – 4:30pm  Moderated Panel Discussion on Data Ethics Privacy

Kent Wada (moderator), Chief Privacy Officer, UCLA
Lisa Ho, Campus Privacy Officer, UC Berkeley
Mitchell Stevens, Associate Professor, Director of Digital Research & Planning, Stanford University
Elaine Sedenberg, PhD Student, UC Berkeley

4:30 – 5:00pm  Campus Roundtable Discussions

SHUTTLE TO MEMORIAL STADIUM FOR DINNER AND RECEPTION
Shuttle departs from main “horseshoe” driveway at Clark Kerr Campus to transport guests to Gate 6/Prospect Lot of Memorial Stadium. Guests will proceed down paved hill and cross Goldman Plaza to enter the stadium through elevators 3 & 4.

Departure times from Clark Kerr Campus: 5:00pm & 5:20pm

Guests who have driven to the campus may leave their cars parked at Clark Kerr Campus during the reception.

Shuttles will depart from the stadium at 8:00pm and 8:30pm to return guests to the Clark Kerr Campus and to the Hotel.
Friday, January 8, 2016

Prior to 8:30am

Breakfast (unscheduled), transportation to Clark Kerr Campus available from Claremont Hotel (Main Lobby, 8:20 – 8:50am in 10 minute intervals)

8:30am – 9:00am

Check-in and Coffee at Clark Kerr Campus (Building 14, South Entrance)

9:00 – 9:15am

Welcome (Krutch Theater)

Aimée Dorr, UC Provost & Executive Vice President for Academic Affairs
Claude Steele, Executive Vice Chancellor & Provost, UC Berkeley

9:15 – 10:45am

Concurrent Panel Discussions

1. Traditional Institutional Research – Room 104, Newel Perry Room –
   Amber Machamer (moderator), UC Berkeley
   Cinnamon Danube, UC Merced; Anna Sher and Tonya Ritola, UCSC;
   Allison Cantwell and Ryan Johnson, UC Riverside; Tongshan Chang, UCOP
   This session will explore making the most out of Institutional Research and audience participation is encouraged. Panelists will briefly describe an institutional research study or project that used data and analytics and, in the course of the discussion, will address research questions, methodology, and the applications of results.

2. Predictive Analytics – Room 203, Sargent Johnson Room – Michael Pazzani (moderator), UC Riverside
   Jonathan Whitman and Robert Musial, UC San Diego; Ryan Cherland, UC Irvine;
   Marco Molinaro, UC Davis; Kelly Wahl, UCLA
   In describing a project that used a type of predictive analytic tool, panelists will focus on the pros & cons of their approach and lessons learned in the process to share and gain insights.

3. The Practical Stuff: Data Access, Portability, and Standards – Room 204, Warring Wilkinson Room – Jenn Stringer (moderator), UC Berkeley
   Bret Brinkman, UC Santa Barbara; Chuck Rowley, UC Riverside;
   Douglas Easterly, UC San Diego; Shohreh Bozorgmehri, UC Irvine
   Come learn about the Next Generation Digital Learning Environment (NGDLE) as we discuss insights gained on the investment, standards, infrastructure, and relationships that it takes to support NGDLE and the analytics enterprise at scale.

10:45 – 11:00am

BREAK
11:00 – 12:00pm  Campus Roundtable Discussions on Conference Outcomes

12:00 – 1:30pm  Lunch & Keynote – Wanted: A GPS for Higher Education
Daniel Greenstein, Director of Education, Postsecondary Success, Bill & Melinda Gates Foundation

1:30 – 2:30pm  Adaptive Learning –
UC Davis Instructional Research & Development Team
Marco Molinaro, Assistant Vice Provost, Educational Effectiveness; Director, Center for Educational Effectiveness, UC Davis

2:30 – 3:00pm  Closing Thoughts, Action Items, and Wrap-up
Catherine P. Koshland, Vice Chancellor for Undergraduate Education, UC Berkeley
Pamela Brown, UC Vice President for Institutional Research & Academic Planning

We gratefully acknowledge the support and partnership of the Division of Academic Affairs, UC Office of the President in the development and implementation of this event.