

## Important Contacts for Participants:

### **Claremont Hotel –**

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### **UC Berkeley –**

Steve Garber (Clark Kerr Lead) • (415) 596-5757 • sgarber@berkeley.edu

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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 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?*

**10:40-10:50am      BREAK**

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

**1. Enrollment Management & Curriculum Planning (Room 104, Newell Perry) – Barbara Sawrey, UCSD**

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**2. Integration of Online Learning & Technology-Supported Courses**

*(Room 203, Sargent Johnson) – Jim Williamson, UCLA*

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**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.*