WCET 32ⁿᵈ Annual Meeting Seminar Series

The Value of Higher Ed and What the Future of Education Could Be

As the COVID-19 crisis continues, the value of higher education is called into question. Instead of viewing this as a crisis to survive, how do we use it as an opportunity to reset, recalibrate, and revision higher education?

This seminar takes place in a synchronous and asynchronous format over the course of two weeks from November 2-12. Sessions are scheduled for Monday, Tuesday, and Thursday of each week. On Wednesday, November 4, you are invited to attend an exclusive bonus session: The Value of Postsecondary Education in the Wake of COVID-19, 2:00pm - 3:15pm .

Keynote

Join us in welcoming our keynote speaker, Jaime Casap, Former Chief Education Evangelist, Google, Inc.

November 2, 2020

Welcome and Topic Overview: Higher Education's Reset
9:00am - 10:00am MT

The Global Pandemic has given us an opportunity to reshape higher education around the value propositions our students need and the future demands. We are entering the digitalization age, and higher education must focus on helping students build the knowledge, skills, and abilities they will need to thrive in this new age. Keynote speaker Jaime Casap will help us help students become lifelong learners and lifetime solution finders.

We focus on **quality** in an ever-changing online learning landscape.

Our unique, fee for service iDesign approach helps colleges and universities harness the potential of emerging technologies to design courses and degrees that make an impact, whether they're fully online, flipped, adaptive, blended, or competency-based.

We measure success in superior faculty experiences, happy administrators, student outcomes, and growing enrollment.

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Make the most of #WCET2020

We are so glad you are joining us for the WCET 32nd Annual Meeting from afar. We know that virtual convenings have both advantages and challenges, and just like with face-to-face classes and conferences, there are always competing demands. To make the most of the Seminar series, here is our advice to maximize your investment and time. To maximize your experience, we encourage attendees to:

Participate

- Attend sessions live if possible, catch the ones you miss via the recordings. To help you prioritize, we enourage you to at least attend the general sessions synchronously and a few networking activities over the six days.

- Because we are recording all breakouts, you can attend one live and watch others later.

- We have built flexibility into the schedule so you can attend to your other critical responsibilities. We hope this helps you stay present during the live sessions.

Reflect

- Reflect on what you learned, including what challenged you.

- Add your reflections to our daily Padlet boards or reflect on your own. The boards will help weave together key themes we need to further explore.

Connect

- It is hard to replicate the networking and hallway chats of face-to-face conferences in a virtual event. However, we have intentionally added discussion opportunities to the program because we know it is invaluable to connect and share experiences with your colleagues.

- Join the small group discussions during each day of the seminar.

- Add your questions, experiences, and take-a-ways to the chat.

- Participate in the focus group work, where your cohort will develop an asset to share with the broader higher education community. Time for this work is included in the program, so no time outside of the Seminar should be needed. Assets could be short YouTube videos, webcasts, one-page overviews, etc.

- The daily networking activities are designed to be fun ways to connect with other attendees.

Ask for Help

- The WCET team prides itself in being incredibly responsive. Let us know how we can help.

- The WCET Community is known for being collaborative and friendly so don't hesitate to ask for advice or lessons-learned throughout the Seminar.

Learn and Have Fun

The WCET Seminar Series should challenge you to think in new ways, explore new ideas, and be fun! We hope the activities, including gamified participation points towards prizes, the variety of sessions, and networking options will create a valuable and enjoyable experience for all attendees. See you there!

About WCET and Our Initiatives

WCET - the WICHE Cooperative for Educational Technologies, is the leader in the practice, policy, and advocacy of digital learning in higher education. WCET seeks to equip higher education personnel with the policies and practices needed to effectively and efficiently experiment with, develop, and support educational technologies that enhance learning for all students. WCET's growing membership includes almost 400 institutions, higher education agencies and systems, nonprofit organizations, government agencies, and corporations in all U.S. states and several Canadian provinces. The cooperative provides members with resources and analysis as well as facilitating avenues for members to communicate with each other and act cooperatively to identify common needs, track emerging policies and practice, evaluate efficacy, and share lessons learned.

WCET's State Authorization Network (SAN) is the leader for guidance and support for understanding regulatory compliance of out-of-state activities for postsecondary institutions. SAN provides their members access to experts, networking among others seeking to comply, and collaborative resources that ensure institutions are properly managing compliance requirements.

The OER Initiative at WCET is focused on reducing the cost of higher education and improving student outcomes through the implementation of open educational resources (OER). Unique in the OER community, WCET works with the regional compacts (WICHE, NEBHE, MHEC, SREB), state agencies and higher education systems to conduct research, design grant programs and initiatives, and provide guidance on regional and statewide OER policy and project implementation. The OER Initiative brings together OER leaders, champions, legislators, state higher education systems, and educational technologists with the goal of sharing, developing, and promoting best practices and policies on the adoption, implementation, scalability, and sustainability of OER and zero-cost curricula.

WCET is the intermediary organization for **Every Learner Everywhere**, a network centered on the transformation of digital learning in postsecondary institutions to advance equity in higher education and improve student outcomes for Black, Latinx, Indigenous students, low-income students, and first-generation students. Funded by the Bill & Melinda Gates Foundation, Every Learner's network is made up of 12 partners actively engaged in evaluating, implementing, scaling, and measuring various products and services in the digital learning space.

Supporting Members

Thank you to the following institutions and organizations that have signed up at the "Supporting Member" level to help advance WCET's work. Your commitment to WCET and our shared interest in improving the quality and reach of technology-enhanced teaching and learning in postsecondary education is greatly appreciated!

- Colorado State University
- Cooley, LLP
- Michigan State University

To learn more about the Supporting Member option, visit our member dues page.

About WICHE

WCET is a unit of the Western Interstate Commission for Higher Education (WICHE), which since 1953 has served the diverse higher education priorities of states, students, and institutions in the Western region of the United States. WICHE's programs and efforts:

- Help students pursue higher education affordably and conveniently.
- Accelerate the region-wide sharing of ideas and resources to help states and institutions improve their educational systems, services, workforce.
- Provide expert research and policy guidance for legislators and educational leaders in diverse niches including access and attainment, governance, behavioral health, demography, and education technology.
- Prepare universities, colleges, and communities to thrive amidst rapid change.

WICHE is one of four regional interstate compacts in the United States established by Congress. Based in Boulder, Colo., WICHE is funded by legislatures of its members—who reap strong returns on investment from WICHE programs—and by grantmakers and others who share our desire to overcome the education and workforce challenges of tomorrow. Learn more on the WICHE website.

Exhibitors

Throughout the virtual event, you will have the opportunity to visit our exhibitors. You will see on the schedule when there are breaks that allow you time to visit them. Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code. See the list of the exhibitors below:
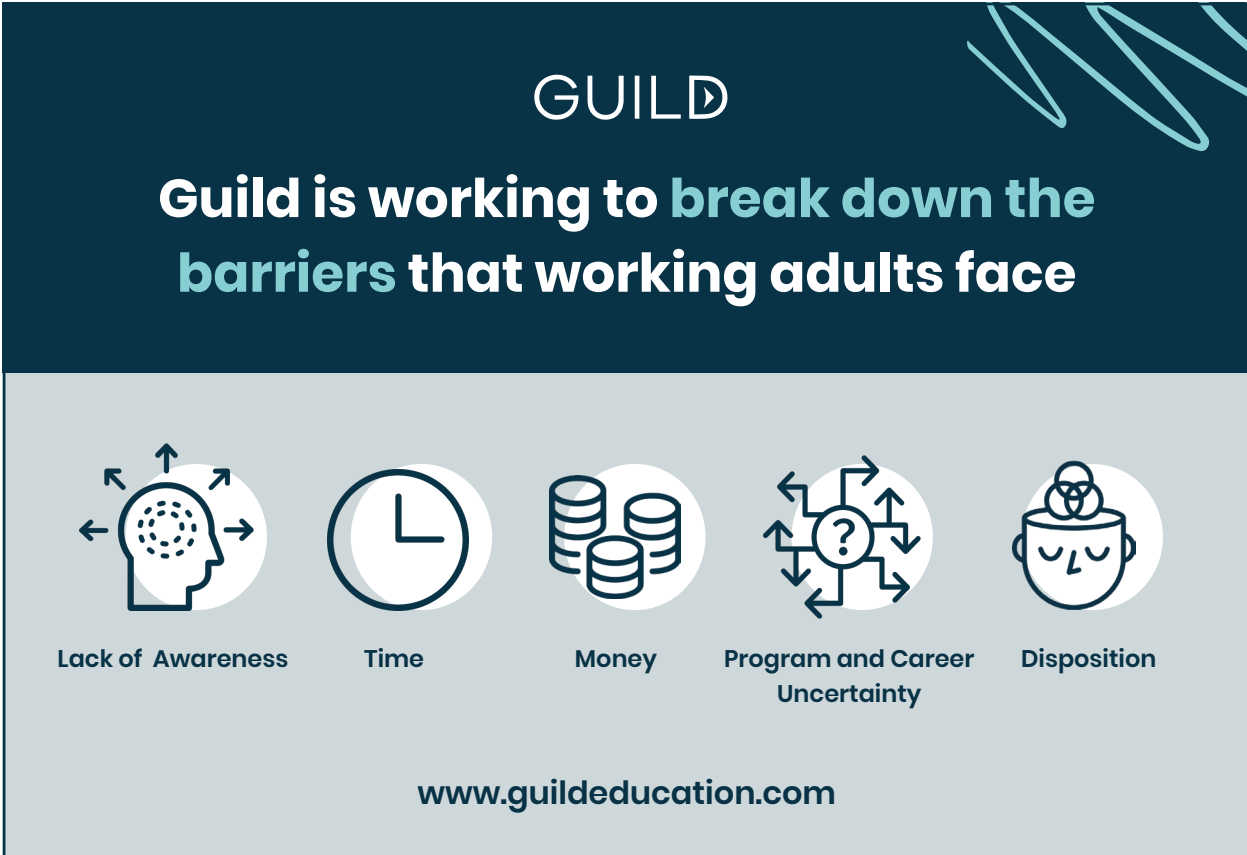
- BilibU
- Biometric Signature ID
- Blackboard
- Cengage
- CourseTune
- Guild Education
- iDesign
- Innovative Educators
- MindEdge Learning
- O'Donnell Learn
- Pragya Systems
- Quottly
- Soomo
- Straighterline

- Turnitin
- VitalSource
- Wiley | Education Services

Social Media

- Follow us on Twitter @wcet_info. Follow the conference using the backchannel #WCET2020
- Like us! Post your updates, add photos, and stay up-to-date!
- Follow our blog, WCET *Frontiers*.
- Follow us on LinkedIn.
- Follow our YouTube channel.

WCET MIX

wcetMIX is WCET's online platform for members to discuss important topics and ideas and to share news, announcements, articles, and events. MIX provides the opportunity for member engagement, community building opportunities, and options for finding and using the archives of our WCETDiscuss and WCETNews email lists. Members, if you are not in MIX, let us know and we will get you signed up.

WCET 32ⁿᵈ Annual meeting Virtual Seminar Series

Seminar 2, Week 1: The Future of Higher Ed
The seminar times listed below are all in Mountain Standard Time.

Monday, November 2

Recommended Topics for Work Groups   8:00am - 5:00pm

Welcome to the Work Group portion of the Seminar! Groups will form cohorts based on topics and collaborate on developing timely resources for the community. Share the topics related to the Value and Future of Higher Ed that you are most interested in working on. The more specific the better. Share your suggestions for outputs (i.e. YouTube video, webcast, resource guides, etc.). The outcome of your collaboration will be shared with WCET Annual Meeting attendees at a later date.

If you'd like to volunteer to be a group leader, email knawrocki@wiche.edu.
Work Groups

Post Daily Reflections and Follow Up Questions   8:00am - 5:00pm
Post to Discussion

Exhibit Hall   8:00am - 5:00pm

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

Networking Activity: Meet and Greet   8:30am - 8:50am

Participants will be randomly assigned to Zoom breakout rooms. Introduce yourself and get to know your colleagues. Participation via video is encouraged!

Break   8:50am - 9:00am

Welcome and Topic Overview:
Higher Education's Reset   9:00am - 10:00am

Moderator
- Tina Parscal, AVC of CCCOnline and Academic Affairs, Colorado Community College System

Speaker
- Jaime Casap, Former Chief Education Evangelist, Google, Inc.

The Global Pandemic has given us an opportunity to reshape higher education around the value

propositions our students need and the future demands. We are entering the digitalization age, and higher education must focus on helping students build the knowledge, skills, and abilities they will need to thrive in this new age. Keynote speaker Jaime Casap will help us help students become lifelong learners and lifetime solution finders.

General Session

Break/Exhibit Hall   **10:00am - 10:30am**

Open Forum: Sharing Stories of Lessons Learned   **10:30am - 11:15am**

Within small groups share what you've seen successfully work or what was attempted, failed, and takeaways.

Open Forum

Break   **11:15am - 11:30am**

Breakout sessions

Finding Your Why   **11:30am - 12:15pm**

Moderator
• Whitney Kilgore, Co-Founder and Chief Academic Officer, iDesign

Speaker
• Cali Morrison, Associate Dean, Alternative Learning, APUS

Knowing WHY you are in higher education is what is going to get those of us in the trenches through the challenging times ahead. It is not going to be pretty. We are going to lose institutions. We are going to lose leaders we love. But if we have solid grounding in why we do what we do, it makes us more driven to persist through the change to see the future. Be sure to have at least a writing utensil and a sticky note handy – and if you're one who likes to doodle, bring the markers, crayons, pens, and paper along, you'll have an opportunity to use them.

Breakout Session

OER Policy for Access and Inclusion   **11:30am - 12:15pm**

Moderator
• Tanya Spilovoy, Director of Open Policy, WCET

Speakers
• Nicole Allen, Director of Open Education, SPARC
• Cable Green, Director of Open Education, Creative Commons
• Cailyn Nagle, Director, Affordable Textbooks Campaign, United States Public Interest Research Group

The shift to remote learning has left millions of students without access to their course materials. Learn how OER policy can increase access and inclusion for students during COVID-19 and beyond. Join expert panelists Nicole Allen, Cable Green, and Cailyn Nagle and moderator Tanya Spilovoy for an informative and lively discussion.

Breakout Session

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BibliU is a digital education platform that **brings textbooks to life**, making student **learning more effective**.

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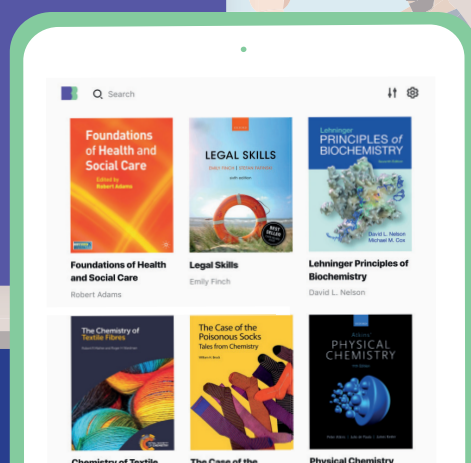
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Bespoke purchasing models for institutions

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- 'Google-like' Search
- SSO and LTI Integration
- Online-offline Access

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Higher Education as a Public Good in 2020 and Beyond   11:30am - 12:30pm

Moderator
- Judith Sebesta, Executive Director, Digital Higher Education Consortium of Texas

Speakers
- Van Davis, Policy and Planning Consultant, WCET
- Justin Louder, Associate Vice Provost, Texas Tech University

Statewide funding for higher education is in the balance as perceptions about quality and value abound. Remote learning has further exacerbated these misperceptions. Students are suing their colleges for not meeting their expectations for high-quality in-person learning. Parents have hesitations about sending their students. Employers are developing their own credentialing programs and being responsive and nimble where higher education hasn't traditionally been. How do we overcome these challenges and articulate our value as a public good during an unprecedented time like the 2020 pandemic? How do we ensure that the future of higher education is an invaluable asset to our country, to learners, and to employers? Join this fireside conversation to hear the panelists discuss these challenges and opportunities, as well as address your questions.

Breakout Session

Break/Exhibit Hall   12:15pm - 1:00pm

Networking Activity: BYOP   3:00pm - 3:30pm

Ever had your pet or favorite person make a surprise appearance on a Zoom call? Now is the time to extend an official invite and have them join in this informal networking. Groups will be randomly assigned via Zoom breakouts. We hope you use video!

Networking Activity

Tuesday, November 3

Election Day! Don't forget to vote. Our session recordings will be here for you when you get back.

Recommended Topics for Work Groups   8:00am - 5:00pm

Welcome to the Work Group portion of the Seminar! Groups will form cohorts based on topics and collaborate on developing timely resources for the community. Share the topics related to the Value and Future of Higher Ed that you are most interested in working on. The more specific the better. Share your suggestions for outputs (i.e. YouTube video, webcast, resource guides, etc.). The outcome of your collaboration will be shared with WCET Annual Meeting attendees at a later date.

If you'd like to volunteer to be a group leader, email knawrocki@wiche.edu.

Work Groups

Post Daily Reflections and Follow Up Questions   8:00am - 5:00pm

Post to Discussion

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Exhibit Hall   **8:00am - 5:00pm**

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

**Opening Panel: Election Implications for
Higher Education and Outlook**   **9:00am - 10:00am**

Moderator
- Van Davis, Policy and Planning Consultant, WCET

Speakers
- Walter Bumphus, President and CEO, American Association of Community Colleges
- Demarée Michelau, President, WICHE
- Russell Poulin, Executive Director, WCET

On Election Day, what do our panelists see as potential outcomes for federal education policy?
General Session

Break/Exhibit Hall   **10:00am - 11:30am**

Breakout Sessions

**Addressing Emerging Integrity Challenges
to Support Institutional Value**   **11:30am - 12:15pm**

Moderator
- Lindsey Downs, Assistant Director, Communications and Community, WCET

Speakers
- Tricia Bertram Gallant, Director, Academic Integrity Office, University of California, San Diego
- Mark Rickson, Principal Product Manager, Turnitin

As we experience profound changes in the educational ecosystem, there have been a lot of conversations surrounding the perceived value of the diploma and how it is changing. In this session we will discuss what a degree represents and how the evolving landscape of education is leading to an increased need for new approaches to academic integrity. You will also learn how Turnitin is designing new solutions that help ensure students engage with work that is complete, thoughtful, and focused on a good purpose – learning.
Breakout Session

Alternative Providers as Partners and Competitors   **11:30am - 12:15pm**

Moderator
- Norma Hollebeke, Manager of Network Programs and Services, Every Learner Everywhere, WCET

Speakers
- John Opper, Executive Director, Distance Learning and Student Services, Florida Virtual Campus
- Amy Smith, Chief Learning Officer, StraighterLine

Affordable, high-quality courses earned through alternative credit providers help students reach their educational goals, often at a lower cost and potentially with less risk. As alternative credit providers continue to meet the needs of students, and those of institutions, traditional higher education is beginning to see the benefits, value, and scale provided by working with alternative providers, but are also cautious. What are the advantages and potential drawbacks of working with alternative providers? How may alternative credit providers impact the landscape of traditional higher education in the future?

Breakout Session

Think Differently. Not Iteratively.   11:30am - 12:15pm

Moderator
• Gary Chinn, Assistant Dean for Digital Learning, Penn State University

Speaker
• David Staley, Director, The Humanities Institute, The Ohio State University

Incrementalism is inadequate a strategy for our current moment. Philip Rogers, senior vice president of the American Council on Education, says that the future success of university presidents will depend "on their ability to reinvent themselves and their institutions every five years, to keep up with the pace of change." Presidents must foster "disruptive innovation" if they are to ensure that their institutions survive and thrive. But how to create an innovative university? How realistic is it for any college or university to "reinvent themselves" once, let alone every five years? This presentation will argue that, in order to reinvent themselves, universities might establish an incubator to create and nurture many experimental colleges that are innovative reinventions. Rather than remaking the entire institution, universities might instead develop a portfolio of experimental autonomous units within the university, thereby spreading the risk of innovation across the entire portfolio.

Breakout Session

Break   12:15pm - 12:30pm

Open Forum: What Have You Experienced at
Your Institution   12:30pm - 1:15pm

What have you experienced personally and professionally at your institution that drives you to improve the value, quality, and future of higher education? Share your story of challenge and impact in small groups.

Open Forum

Break/Exhibit Hall   1:15pm - 2:00pm

Networking Activity: BYOB   3:00pm - 3:30pm

Share your favorite Book or Beverage with your new friends, even better if you have the item in hand and video on.

Networking Activity

VitalSource®

We make it easy to evolve and thrive in a digital-first world.

Wednesday, November 4

BONUS SESSION: The Value of Postsecondary Education in the Wake of COVID-19   2:00pm - 3:15pm

Moderator
- Ben Cannon, Executive Director, Oregon Higher Education Coordinating Commission

Speakers
- Leah Bornstein, CEO/President, Aims Community College
- Michael Collins, Vice President, JFF
- Mildred Garcia, President, American Association of State Colleges and Universities (AASCU)

As states and postsecondary institutions face severe fiscal constraints and continued uncertainty in the wake of COVID-19, defining postsecondary education's value as both a public and private good is critical. We know that the experience of higher education is invaluable to individuals, and that higher education will undoubtedly be an integral part of our economic recovery, but how we demonstrate that value is vital to our long-term success and to our ability to effectively and equitably serve our nation's students. Hear from a member of the Postsecondary Value Commission, a national initiative that is endeavoring to define and assess the value of postsecondary education, as well as other leaders on the ground about how they are evaluating and conveying the value to students, policymakers, and the public.

General Session

Thursday, November 5

Sign Up for Work Groups and Introduce Yourself   8:00am - 5:00pm

Sign up in the Work Groups area. Share your suggestions for outputs (i.e. YouTube video, webcast, resource guides, etc).

Work Groups

Post Daily Reflections and Follow Up Questions   8:00am - 5:00pm

Post to Discussion

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Exhibit Hall   **8:00am - 5:00pm**

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

Networking Activity: Virtual Coffee   **8:30am - 8:50am**

Although we can not provide the giant pastries and endless cups of coffee typical of an in person conference, you can still participate in coffee conversations. Grab your pumpkin spice latte or Earl Gray tea, turn on video, and chat with the other attendees. What have you learned that you are eager to share with your institution?

Networking Activity

Break   **8:50am - 9:00am**

Quality, Affordability, and Access:
The Iron Triangle of Then, Now, and in 3-5 Years   **9:00am - 10:00am**

Moderator
  • Don Bennett, Deputy Director, Washington Student Achievement Council

Speaker
  • Robert Kelchen, Associate Professor and Chair, Department of Education Leadership, Management, and Policy, Seton Hall University

The iron triangle of education is being flexed and challenged in new ways in the midst of a global pandemic, social unrest, and a financial roller coaster. Institutions are facing unprecedented challenges as enrollments decrease and state-support is stagnant or diminishing. What are the current economics of higher education and how can we prepare for long-term sustainability while providing high-quality, affordable, and accessible learning?

General Session

Break/Exhibit Hall   **10:00am - 10:30am**

Breakout Sessions

Being Truly "Learner-Centric" in a World that Requires It   **10:30am - 11:15am**

Moderator
  • Richard Nelson, President, Nicolet College

Speakers
  • Marie Cini, Chief Strategy Officer, ED2WORK
  • Steve Taylor, Founder and CEO, ED2WORK

As we move out of the pandemic in 2021, higher education will be in a tough position. With reduced enrollments, decreased budgets, and a smaller number of staff and faculty, postsecondary institutions will need to focus on the learner in more creative and proactive ways that provide high-quality learning experiences that meet students' needs more effectively than ever. Join Steven Taylor and Marie Cini of ED2WORK as they describe the future landscape for working learners and the educational models that will be required to meet their needs. In

this session, we will unpack questions such as, "What 'learner-centered' models, not focused on the traditional classroom, can meet the needs of today's working learners?" In addition to online learning models (hardly new, but now widespread), "How can postsecondary institutions join with employers and community-based organizations to design learning for working adults that is embedded in their lives, continuous, and affordable?"

Breakout Session

Learner Demographics and Perception of Value   10:30am - 11:15am

Moderator
- Ryan Faulkner, Director of Online Learning Services, Academic Affairs, College of Eastern Idaho

Speakers
- Vickie Cook, Executive Director of Online Professional & Engaged Learning and Research Professor, University of Illinois Springfield
- Jim Fong, Chief Research Officer and Director, Center for Research and Strategy, UPCEA

Institutions are struggling with finding student centered approaches and meeting adult learners' expectations. Presenters Vickie Cook and Jim Fong will look at the current perceived value of higher education to today's students and how the changing demographics of learners, including Generation Z and Millennial students, are impacting expectations and perceptions of the value of a higher ed degree versus alternative credentials will be examined.

Breakout Session

Rethinking the Higher Ed Business Model   10:30am - 11:15am

Moderator
- Robert Perez, Manager of Network Development and Strategic Partnerships, Every Learner Everywhere, WCET

Speaker
- Richard Price, Research Fellow, Christensen Institute

Enrollments decreasing, funding on the chopping block, endowments tied to the stock market, and staff-intensive structures. The model is on a shaky foundation - how do we stabilize, or even rethink it, for the modern learner?

Breakout Session

Break   11:15am - 11:30am

Open Forum: Sharing of Good Practices   11:30am - 12:15pm

Discuss in small groups demonstrated good practices and elements that can scale. Encouraged to share resources.
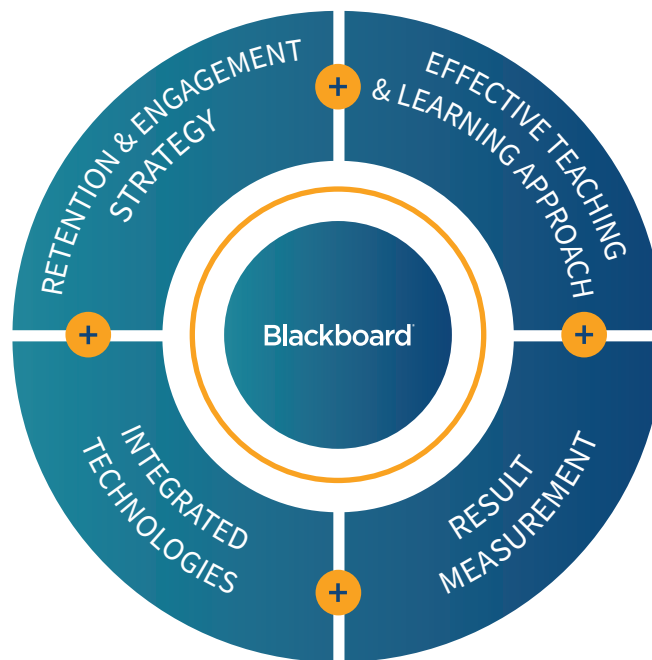
Open Forum

Break/Exhibit Hall   12:15pm - 1:00pm

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Blackboard brings together the technologies and services you need to lead your institution through this digital transformation.

Learn more at **blackboard.com**

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Monday, November 9

Focus Area Work   8:00am - 5:00pm

Go to the Work Groups area to join your group.

Determine: Goals, Output, Timeline. Begin sharing resources and assigning work.
Work Groups

Post Daily Reflections and Follow Up Questions   8:00am - 5:00pm
Post to Discussion

Exhibit Hall   8:00am - 5:00pm

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

Networking Activity: Virtual Coffee   8:30am - 9:00am

Kick off Week 2 by joining us for coffee (or your morning beverage of choice). What questions/thoughts/ideas have been percolating from last week's sessions? Who are you most excited to hear from this week?
Networking Activity

Design a New EDU   9:00am - 10:00am

Moderator
• Megan Raymond, Senior Director, Membership and Programs, WCET

Speakers
• Brett Christie, Director of LX Design, O'Donnell Learn
• Gordon Freedman, President, National Laboratory for Education Transformation
• Jessica Rowland Williams, Director, Every Learner Everywhere, WCET

How do we take this CTRL-ALT-Delete opportunity and reshape higher education? Join our panel to discuss approaches to improving teaching and learning post pandemic and in the long-term. We are in the midst of climate change in higher education, rather than weather the storm, how can we reverse negative impacts and improve the climate for all learners?
General Session

Break/Exhibit Hall   10:00am - 10:30am

Breakout Sessions

Connectedness and Community in a Virtual Environment   10:30am - 11:15am

Moderator
• Megan Raymond, Senior Director, Membership and Programs, WCET
Speaker
• Brian Verdine, Head of Client Success, Yellowdig

WCET Annual Meeting Seminar Series
The Value of Higher Ed

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As we found in the spring when campuses closed, many universities struggled with how to maintain community amidst remote learning. We know that connectedness is vital to student success, yet do we know how to build community and connectedness in a virtual environment? What have we in higher education learned since spring and what changes have we made to foster community online this fall? How can we truly foster social connectedness amongst learners in a remote or hybrid modality? In this session, we'll evaluate the community of inquiry framework and how that is being applied to online learning. According to the community of inquiry framework, there are three required elements for a strong community: Cognitive, Social, and Teaching Presence. Social Presence is defined as "the ability of participants to identify with the community (e.g., course of study), communicate purposefully in a trusting environment, and develop interpersonal relationships by way of projecting their individual personalities" (Garrison, 2009). Social presence is the piece we typically find is lacking in online learning. In this presentation, we'll dive into why communities are so valuable in learning and how to best replicate that in the online environment. Join the session to learn and discuss with other participants.

Breakout Session

Grounded in Truth & Validating Integrity:
A Perspective on Artificial Intelligence in EdTech   10:30am - 11:15am

Moderator
- Rosa Calabrese, Manager, Digital Design, WCET

Speaker
- Eric Wang, Director of Machine Intelligence, Turnitin

Artificial Intelligence (AI) is rapidly becoming ubiquitous in every aspect of our lives and work, especially in the context of our educational institutions. AI As more and more institutions are onboarding AI powered products, we recognize its tremendous potential to bring opportunities as well as the unique challenges it presents. Join us to learn about the future of AI in higher education, and how we can lead the way towards effective and ethical use in teaching and learning, while still retaining student privacy, reducing inequities, and supporting integrity at every institution.

Breakout Session

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How Can We Be Nimble Enough to Prepare Students for the Next High-Demand Jobs   10:30am - 11:15am

Moderator
- Brenda Boyd, Senior Academic Director: Program Services, Quality Matters

Speaker
- Maria Andersen, CEO, CourseTune

Top of mind at most institutions are a pandemic, the student debt crisis, and budget/enrollment crises. But looming as a bigger issue (when these others lessen) are the changes coming to the workforce as AI-powered devices and systems begin to shuffle the roles of humans in the workforce. Institutions of higher education need to move faster to address workforce changes, to retrain workers, to bring in new student populations, and to help the existing student population finish their degrees in smarter ways. Andersen will outline some of the foundational work required to begin moving quickly in response to the threats and opportunities from workforce changes as well as provide ideas for preparing students faster and in more sensible ways.

Breakout Session

Humanizing Education No Matter the Delivery   10:30am - 11:15am

Moderator
- Lindsey Downs, Assistant Director, Communications and Community, WCET

Speakers
- Rene Eborn, Special Assistant to the Vice President for Strategic Initiatives and USU Online, Utah State University
- Alexandera "Sasha" Thackaberry, Vice President of Online & Continuing Education, Louisiana State University

Engagement, community building, future models, humanizing learning. Not the tools, but the practice and policies that humanize learning.

Breakout Session

Break   11:15am - 11:30am

Open Forum Discussion   11:30am - 12:15pm

Open Forum

Break/Exhibit Hall   12:15pm - 1:00pm

Networking Activity: Sip and Learn   3:00pm - 3:45pm

Join our Sponsor BibliU for a Sip and Learn (sign-up required and space is limited).

Networking Activity

Tuesday, November 10

Post Daily Reflections and Follow Up Questions   **8:00am - 5:00pm**

> Post to Discussion

Exhibit Hall   **8:00am - 5:00pm**

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

Value of Higher Education   **9:00am - 10:00am**

Moderator
- Rachel Christeson, Assistant Director for Research and Data Analysis, NC-SARA

Speakers
- Michelle Asha Cooper, President, Institute for Higher Education Policy
- Russell Poulin, Executive Director, WCET

As states and institutions face budget cuts, defining our value as a public good is critical. Learn about a national initiative that is endeavoring to define the value of postsecondary education and a framework for assessing value. We know intrinsically that the experience of higher education is invaluable. How we qualitatively and quantitatively demonstrate the value is vital now and as we define the future of postsecondary education.

General Session

Break/Exhibit Hall   **10:00am - 10:30am**

Breakout Sessions

**Cengage: The Future of Higher Education:
Two Institutions Offer Affordable, Quality Learning at
Scale and Across Modalities**   **10:30am - 11:15am**

Moderator
- Erin Joyner, Senior Vice President, Cengage

Speakers
- Jon DeGroot, Dean of Flexible Learning, Northcentral Technical College
- Bernard Polnariev, Associate Vice President for Academic Affairs and Dean of the Scotch Plains Campus, Union County College

Before COVID-19, institutions across the country were already preparing for the future of higher education – developing strategic plans and partnerships that supported affordable, quality, digital learning at scale in any modality. Northcentral Technical College in Wisconsin and Union County College in New Jersey are two of those institutions. Both join WCET attendees to share their approaches to gaining faculty buy-in on new strategic initiatives and share perspectives on COVID-19's lasting impact on higher education, and discuss how they leveraged their partnerships with Cengage.

Breakout Session

Changing the Vision and Strategy for Online Learning   10:30am - 11:15am

Moderator
 • Russ Adkins, CEO, Russ Adkins, Inc.

Speaker
 • Darcy Hardy, Associate Vice President & Client Success Director, Blackboard

There were two major reasons why academic leadership looked to online learning - one, to increase enrollments by offering new and current programs online to students beyond the traditional student body, and/or two, to keep the students they had by making courses and programs more convenient. We are now in a different place and at a different time. There's a third reason to add to the mix. As a result of COVID-19 and the massive effort to move content online, both students and faculty have had a chance to experience this style of delivery and are now expecting it to continue. Now the vision and strategy for online learning must shift and institutions need to rethink their processes, from course design to faculty development, technology adoption to quality oversight. It's an adaptive change and it will require thoughtful cultural shifts in thinking.

Breakout Session

The PLA Boost: Learn How Prior Learning Assessment
Can Boost Student Success on Your Campus   10:30 - 11:15am

Moderator
 • Peace Bransberger, Senior Research Analyst, WICHE

Speakers
- Becky Klein-Collins, Associate Vice President for Advancement and Impact, Council for Adult and Exceptional Learning (CAEL)
- Sarah Leibrandt, Senior Research Analyst, WICHE

With the help of several national partners, the Western Interstate Commission for Higher Education (WICHE) has recently completed a two-year research initiative on the impact prior learning assessment (PLA) can have on student success. As part of this work, WICHE and the Council for Adult and Experiential Learning (CAEL) analyzed data from more than 230,000 adult students across 72 institutions. Findings from this study - and the larger landscape analysis - suggest that policies and practices that support prior learning assessment have the potential to create more efficient pathways and increase student success. Findings also suggest that PLA has a significant impact on credential completion for students historically underrepresented in higher education. Yet, barriers to accessing PLA persist for students of color and students from poverty-impacted backgrounds. Join us in a discussion on the implications of this research initiative and how to use the findings to advocate for changes in PLA policies and practices at your institution to improve student success.
Breakout Session

Focus Area Work   11:30am - 12:30pm

Go to the Work Groups area to join your group. Group work on developing resources. Mix of synchronous and asynchronous participation.
Work Groups

Networking Activity: Virtual Lunch   12:30pm - 12:50pm

Eating at your desk is no longer frowned upon! Bring your sammy and other brown bagged goodies to our networking lunch. Groups will be randomly assigned. Enable video to mimic the true conference experience without the weird butter pats and hard rolls.
Networking Activity

Focus Area Work   1:00pm - 2:00pm

Go to the Work Groups area to join your group. Group work on developing resources. Mix of synchronous and asynchronous participation.
Work Groups

Break/Exhibit Hall   2:00pm - 2:30pm

Networking Activity: #WCET2020 Lingo Bingo   3:00pm - 3:30pm

If you have not played Zoom bingo yet you have not been making the most of competitive Zooming during the pandemic. A link to a virtual bingo card will be provided and the words will be called out. Once you get a bingo let us know in the chat.
Networking Activity

Thursday, November 12

Post Daily Reflections and Follow Up Questions   **8:00am - 5:00pm**

> **Post to Discussion**

Exhibit Hall   **8:00am - 5:00pm**

Be sure to stop by the virtual exhibit hall to connect with our amazing sponsors and exhibitors! Earn 100 gamification points per exhibitor, visit each booth for their unique code.

Networking Activity: Virtual Coffee   **8:30am - 9:00am**

Our final virtual coffee conversations. Be sure to bring your favorite beverage in your most interesting coffee mug. Video is encouraged.

> **Networking Activity**

What is Quality Online Learning?
We Know What it is Not, As Do Our Students   **9:00am - 10:00am**

Moderator
• Russell Poulin, Executive Director, WCET

Speakers
• Deb Adair, Executive Director, Quality Matters
• Cynthia Jackson-Hammond, President, Council for Higher Education Accreditation (CHEA)
• Leah Matthews, Executive Director, Distance Education Accrediting Commission (DEAC)
• Shannon Riggs, Executive Director of Academic Programs and Learning Innovation, Oregon State University Ecampus, and incoming WCET Steering Committee Vice-Chair

Quality online learning is effective and potentially a pathway for all learners. How can we improve access and quality for all learners as we shape the future of education?

> **General Session**

Break/Exhibit Hall   **10:00am - 10:30am**

wcet

Focus Area Work   10:30am - 11:15am

Go to the Work Groups area to join your group. Group work on developing resources. Mix of synchronous and asynchronous participation.

Work Groups

Break   11:15am - 11:30am

Check In: What Have We Accomplished, and Where
Are We Headed?   11:30am - 12:15pm

What have we accomplished, and where are we headed? What reflections, follow up questions, and advice do you have?

Open Forum

Break/Exhibit Hall   12:15pm - 1:00pm

Focus Area Work   1:00pm - 3:00pm

Go to the Work Groups area to join your group. Finalize group work on developing resources. Mix of synchronous and asynchronous participation.

Group work will be shared at a date to be determined.

Work Groups