



# DATATEL EXECUTIVE PROGRAM

*Executive Forum at DUG 2010*

**Sunday, March 28, 2010**  
Gaylord National Resort & Convention Center  
Woodrow Wilson A

## **OBJECTIVE:**

*Demonstrate the importance of bringing together the various leaders and teams at your institution to develop a cohesive plan for building a more efficient and effective organization.*

8:00 A.M. – 8:45 A.M.

**BREAKFAST**

8:45 A.M. – 9:00 A.M.

**WELCOME AND INTRODUCTIONS**

*John Speer, III, President and Chief Executive Officer, Datatel*

9:00 A.M. – 9:50 A.M.

**THE HIGH COST OF SYSTEM FRAGMENTATION**

*Siegfried Behrens, General Manager of U.S. Education, Microsoft Corporation*

Institutions spend thousands of dollars needlessly each year trying to make their technology systems work together. By combining your administrative and academic needs under one coherent technology framework, you can significantly reduce and perhaps even eliminate the costs associated with fragmented solutions. Hear how Datatel and Microsoft are working together to ensure that your institution receives the highest possible return on your technology investments.

9:50 A.M. – 10:50 A.M.

**WE DO THAT**

*Liz Murphy, Chief Client Officer, Datatel*

With enrollment figures rising and budgets shrinking, you need to find ways to manage with fewer resources. See how Datatel's Enterprise Education Platform combines the full functionality of Colleague with critical teaching and learning tools to save you money, increase productivity, and help ensure student success. From recruitment, enrollment, and learning management to alumni relations, we have what you need to bring your entire campus together.

10:50 A.M. – 11:00 A.M.

**BREAK**

11:00 A.M. – 12:00 P.M.

**DATATEL'S TECHNOLOGY DIRECTION: 2010 AND BEYOND**

*Joshua Dietrich, Vice President of Software Development, Datatel*  
*Kyle Loudermill, Vice President of Product Management, Datatel*

Among your top requests is to be kept well informed about Datatel's technology direction and how it will impact your institution in both the short and long term. In this session, we'll take a close look at Datatel's Solution Portfolio Roadmap, which summarizes our projects over the next several years.

12:00 P.M. – 1:20 P.M.

**LUNCH**



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1:20 P.M. – 2:10 P.M.

**PANEL DISCUSSION: BUSINESS INTELLIGENCE: DATA DRIVEN DECISION MAKING IN THE STRATEGIC ACADEMIC ENTERPRISE**

*Henry DeVries, II, Ph.D., Vice President for Administration, Finance, and Information Services, Calvin College*

*Louise Finn, Chief Information Officer and Assistant Vice President of Technology Services, Loyola University in Maryland*

*Michelle Papajohn, Director of Administrative Computing, Saint Joseph's College, New York*

*Shannon Shank, Director of Institutional Data Management, Mount St. Mary's College*

*Moderator: Kevin Meldorf, Product Manager – Business Intelligence, Datatel*

Business intelligence (BI) is the prerequisite to making smart, data driven decisions in every area of higher education. However, successful BI initiatives require strategic executive leadership to drive adoption and success. Peers, experts, and Datatel product managers facilitate this lively discussion on Datatel's higher education intelligence solutions and strategy. Learn the best ways to allocate your resources, proactively monitor the quality of your programs, and identify key academic trends to better serve your communities and constituents.

2:10 P.M. – 3:00 P.M.

**PANEL DISCUSSION: DATATEL'S INTELLIGENT LEARNING PLATFORM**

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

*Martin Knott, Chief Executive Officer, Moodlerooms*

*Moderator: Wayne Bovier, Product Manager – Learning Management Systems, Datatel*

You told us you needed a more affordable learning management platform. We listened. Together we'll discuss how institutions can easily support next-generation teaching and learning and lower ongoing costs with open source course management. We'll discuss the recent findings of a North Carolina Community College System research study on learning management and explore ways to overcome the challenges of adopting or migrating to a new solution.

3:00 P.M. – 3:10 P.M.

**BREAK**

3:10 P.M. – 3:50 P.M.

**FROM RECRUITMENT TO ENDOWMENT: CAPTURING THE 360-DEGREE VIEW**

*Kyle Loudermilk, Vice President of Product Management, Datatel*

Building the Enterprise Education Platform goes beyond the administrative functionality of Colleague and the academic capabilities of learning management. Here you'll see how recruitment and retention strategies, enterprise CRM, advancement, and alumni relations all play a critical role in reaching your own goals as well as those of the institution as a whole.

3:50 P.M. – 4:50 P.M.

**THE TRUE BENEFITS OF THREE-YEAR PLANNING**

*Sean Philpott, Senior Director of Enterprise Systems, Berklee College of Music*

*Steve Stelter, Business Advisor, Datatel*

Administrators at Berklee College of Music, a 2009 Datatel Partner in Excellence Award-winner, have made great strides in their use of Colleague over the past few years. See how they used Datatel's Strategic Academic Enterprise concept and Solution Portfolio Roadmap to create a three- to five-year plan that helps them make critical technology decisions, understand future funding requirements, manage change, and build a more efficient and effective organization.

4:50 P.M. – 5:00 P.M.

**CLOSING REMARKS**

*John Speer, III, President and Chief Executive Officer, Datatel*

5:00 P.M. – 6:30 P.M.

**COCKTAIL AND HORS D'OEUVRE RECEPTION – CHERRY BLOSSOM BALLROOM FOYER**

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