

BRINGING MOBILE LEARNING TO YOUR INSTITUTION

February 20-22, 2012
Houston, TX



ACADEMIC ■ IMPRESSIONS

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OVERVIEW

Mobile devices are increasingly popular on college campuses and are becoming more functional as access to high bandwidth grows. Using portable mobile learning devices like tablets (iPads, Amazon Fire, Android, etc.) and smartphones (iPhones, Androids, etc.), students are capable of accessing educational content, activities, and services from anywhere and at any time.

Join us at this working conference to examine the decisions that need to be made when building and implementing m-learning and when creating interactive and collaborative learning activities for use on mobile devices. Participants will develop planning guidelines framed around six key areas:

- Objectives
- Audience
- Budget
- Instructional strategies
- Stakeholders
- Technology

WHO SHOULD ATTEND

Information technology professionals, multimedia specialists, content developers, and instructional designers will create planning guidelines for implementing and developing a mobile learning project on their campuses, and will establish a set of next steps for their return to campus.

LEARNING OUTCOME

After participating in this conference, you will be able to create a plan to implement and develop mobile learning project on your campus.

A TEAM APPROACH

Building and implementing mobile learning requires both institutional commitment and the combined efforts of multiple departments to effectively meet the needs of all stakeholders. We encourage you to send teams that include representatives from a variety of departments that would benefit from the planning guidelines presented at this workshop.

WHAT TO BRING

You are required to bring your mobile device to the conference. You will be actively engaged in hands-on understanding and activities. Conference proceedings will be made available to you online and on a flash drive rather than in a binder.

**Create a
plan for
implementing
and developing
mobile learning
on your campus.**

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AGENDA

MONDAY, FEBRUARY 20, 2012

12:00 – 1:00 p.m. **Conference registration**

1:00 – 1:30 p.m. **Opening remarks and introductions**

1:30 – 3:00 p.m. **Where Are We in m-Learning?**

Mobile learning is receiving serious attention in the e-learning community today. How much of it is hype, and how much is real? What should be delivered with mobile devices, and how does one get started? This session will give you a better understanding of the global view and directions, who's doing what, available tools, management considerations, opportunities, and successful initiatives.

3:00 – 3:15 p.m. **Break**

3:15 – 4:45 p.m. **Learning for the New Mobile Society**

This session will examine key trends, design techniques, and technologies that are fast emerging to meet the challenges and changes of today and tomorrow. It will showcase how to design for stolen moments of learning while riding the train or sitting in an airport waiting for a flight, rather than entire classes. The session will explore:

- Examples of mobile learning at other institutions
- Designing learning materials for mobile learning
- Selecting the most appropriate mode of dissemination of learning materials
- Supporting the technological infrastructure

5:00 – 6:00 p.m. **Networking reception (included in registration)**

TUESDAY, FEBRUARY 21, 2012

8:30 – 9:00 a.m. **Continental Breakfast (included in registration)**

9:00 – 10:15 a.m. **Making Collaboration Mobile**

This session discusses the decision-making process behind effectively incorporating social networking media in a classroom with mobile technologies. It will include a discussion of how the collaboration skills these tools help build can transfer beyond the classroom.

10:15 – 10:30 a.m. **Break**

10:30 a.m. – 12:00 p.m. **m-Learning: An Instructional Designer's View**

This session will explore m-learning from an instructional design perspective. Participants will learn how Apple, Google, and other leading companies and universities are exploring the use of m-learning in their approaches to mobile-instructional systems design. We will not only look specifically at instructional design, but also review information design principles for a variety of devices, development tools, technology standards, and applications in the context of real-world examples. In this session, you will learn:

- How instructional design for m-learning differs from traditional instructional design
- What criteria must instructional designers meet
- Which learning theories and models work best for mobile delivery
- What format/delivery options exist on various mobile devices
- How m-learning components integrate into a larger curriculum
- What tools will help with the instructional design content for mobile devices

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TUESDAY, FEBRUARY 21, 2012

12:00 – 1:15 p.m. **Lunch (included in registration)**

1:15 – 2:30 p.m. **e-Books and Mobile Learning**

This presentation will suggest ways to deliver educational resources to mobile devices from a digital reading room and library catalog. The questions that will be addressed in this session include:

- *What constitutes an effective m-library?*
- *What resources can be made available in the m-library?*
- *What are the technical difficulties in implementing the digital reading room on mobile devices?*
- *What are the challenges with proprietary content and open educational resources?*

We will discuss decision points and cost and examine both platform-dependent and platform-independent approaches.

2:30 – 2:45 p.m. **Break**

2:45 – 4:30 p.m. **iPads, Tablets, and Mobile Resources**

- *The iPad and Android devices*
- *IT support*
- *Infrastructure challenges*
 - *Repositories*
 - *Standards*

WEDNESDAY, FEBRUARY 22, 2012

8:30 – 9:00 a.m. **Continental breakfast (included in registration)**

9:00 – 10:15 a.m. **At Your Institution**

Today's learners are technologically savvy, have desire for ubiquitous connectivity, and prefer learning on the move. The challenge for institutions is to use mobility by new technologies and devices to enhance learning and provide a quality, active, engaged, educational experience for students. This session will address the systematic questions to consider in implementing an m-learning project at your institution. The session will focus on key considerations in implementing m-learning projects and offer ample resources around:

- *Audience*
- *Budget*
- *Instructional strategies*
- *Objectives*
- *Stakeholders*
- *Technology*

We'll also share some case studies from Abilene Christian University and Athabasca University.

10:15 – 10:30 a.m. **Break**

10:30 a.m. – 12:00 p.m. **Getting Started and Wrap-Up**

This presentation will deal with costs, available tools, and decision points to start your m-learning project. This will be a discussion and demonstration session where you will:

- *Discuss the up-front decisions to make for even a small pilot*
- *Understand what tools are available today for creation of mobile content*
- *Develop a framework for designing a pilot project*

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INSTRUCTORS



Dwayne Harapnuik, Vice President of Academics, Concordia University

Dwayne has focused his scholarly and professional efforts in the field of teaching and learning, instructional technology, mobile learning, and Web-based learning. As VP of academics, he is providing leadership that will ensure Concordia has a learning environment that utilizes innovation to stimulate critical and analytical thinking and that equips its graduates to effectively communicate as they tackle global challenges. Prior to joining Concordia in the fall of 2011, Dwayne was the director of faculty enrichment at Abilene Christian University, where he helped the faculty develop active and engaging

learning environments and provided strategic direction for mobile learning, instructional design, teaching and learning with technology, and faculty development.



Rory McGreal, Associate Vice President and Professor of Computer Technologies in Education, Athabasca University

In addition to being the associate vice president at Canada's Open University, Rory is also a UNESCO/COL chair in open educational resources. He was previously the executive director of TeleEducation NB, a bilingual New Brunswick e-learning network. He also was previously a supervisor at Contact North, a distance education network in Northern Ontario. He has also worked abroad in the Middle East, Seychelles (Indian Ocean), and Europe. He has been honored with

the Wedemeyer Excellence in Distance Education Award. He researches the implementation and management of distance education systems and networks from technological, pedagogical, and policy perspectives. His present research interests include the use of open educational resources and standards in technology-assisted learning, particularly in the development/application of learning objects. He is also researching how these would be applied and formatted on mobile devices for m-learning.



Lynne O'Brien, Director, Academic Technology and Instructional Services, Duke University

Lynne works with faculty, librarians, campus IT planners, and academic technology groups around the country to develop strategic programs to support the use of technology in teaching and research initiatives. Lynne and her staff have been key players in the campus-wide Duke Digital initiative, which promotes experimentation with new technologies in education. She recently led the Duke Libraries strategic planning process. Formerly a faculty member at Brown University, Lynne has organized conferences on academic computing, taught courses in educational software design, planned technology-

enhanced classrooms, reviewed proposals for the National Institutes of Health, and served on accreditation teams for the New England Association of Schools and Colleges. Lynne holds a Ph.D. in education from the University of Delaware.



Harvey Singh, CEO, Instancy Inc.

Harvey is a pioneer in the field of e-learning, social learning, and knowledge management and is the founder of Instancy Inc., an SaaS (software as a service) and Web 2.0 learning platform company. Prior to Instancy, Harvey served as the chief learning technology officer at Centra Software after the company he co-founded, MindLever, merged with Centra Software, a real-time collaboration company. Harvey has also served as an advisor to e-learning standards organizations such as Advanced Distributed Learning (US Department of Defense) and IMS, and he was nominated as e-Learning

Executive of the Year in 2001.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency Houston
1200 Louisiana St.
Houston, TX 77002

To reserve your room, call 888.421.1442 Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of February 19, 20 and 21, 2012. Reservations must be made by January 27, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Situated in the heart of downtown's thriving business and entertainment districts, Hyatt Regency Houston is connected to high-end shops, restaurants, and services via the city's famous seven-mile tunnel. The hotel is only 12 miles from Houston's Hobby Airport (HOU) and 22 miles from Houston's George Bush Intercontinental Airport (IAH).



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Attend as a team – remember, if you register as a group, every fourth registrant is free. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at www.academicimpressions.com**

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before February 3, 2012

☐ Bringing Mobile Learning to Your Institution _____ \$1095 USD
(For registrations postmarked after February 3, 2012, an additional \$100 fee per registrant applies)

☐ Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____

Job Title _____ Institution/Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

Emergency Contact Name _____ Emergency Contact Phone (day) _____

(In case of emergency, we will contact this person on your behalf) (evening) _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

- ☐ **Sign me up for HEI: Daily Pulse** – impactful news, trends, and practices, sent daily
- ☐ **Sign me up for HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays
- ☐ **Sign me up for HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by November 28, 2011. A \$100 processing fee will be assessed. After November 28, 2011 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.