



CONFERENCE

# USING MOBILE DEVICES TO TRANSFORM TEACHING AND LEARNING

January 30 - February 1, 2013  
Boston, MA

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 **ACADEMIC  
IMPRESSIONS**



**OVERVIEW**

Students are coming to campuses with widely varying degrees of technological knowledge and armed with many different mobile devices. How does your institution ensure it is meeting quality standards, while meeting faculty needs for effective instruction with mobile technology? Are you able to determine if students are actually learning more using mobile devices? Who is maintaining the mobile infrastructure and what's the cost to your institution?

Join us in Boston as experts in mobile learning from Abilene Christian University, Boise State University, and Tennessee State University and Board of Regents share advice around these topics and more. Through a combination of lecture and working sessions, you'll leave this event with a new understanding of how mobile technology can transform teaching and learning, strengthen classroom instruction, and move your institution toward an "anytime and anywhere" approach to education.

**LEARNING OUTCOME**

After attending this conference, you will be able to effectively use mobilization of mobile devices and mobile digital content of apps as:

- teaching and learning tools
- instructional and productivity tools
- recruitment and retention tools
- student services support and engagement tools

**WHO SHOULD ATTEND**

This conference is intended for faculty, faculty developers, instructional designers, instructional technologists, multimedia specialists, and content developers who want to learn how to use mobile devices as instructional tools to improve their teaching. We encourage you to send teams that include representatives from a variety of departments that would benefit from the instructional guidelines presented.

**A LEARN, WORK, AND SHARE EVENT**

As they present the conference content, our instructors will model good practices in teaching with mobile technology, showing you how it is applicable in real time. Through a mix of lecture and small group activities you will be able to ask questions and share information with fellow attendees that will help you discover how best to integrate effective instruction on any mobile platform.

*From teaching to assessment to technical support, gain new insight around how mobile learning can transform your institution.*



**Attend as a Team and Save!**

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, every fourth conference and/or workshop registrant can participate FREE of charge!



**WHAT TO BRING**

You are required to bring your own mobile device(s), as you will be actively engaged in hands-on learning and activities throughout the conference. Conference proceedings will be made available to you in the cloud.

# AGENDA

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## WEDNESDAY, JANUARY 30, 2013

- 8:00 - 9:00 a.m.** Registration and continental breakfast for pre-conference workshop attendees (breakfast included in workshop registration fee)
- 9:00 a.m. - 12:00 p.m.** Optional pre-conference workshop: Safety and Privacy Issues in Mobile Learning  
As mobile learning and remote teaching increases in popularity, so do concerns regarding personal safety and privacy issues. Our instructors will discuss some of the more prevalent current issues involving mobile privacy as well as some of the steps and strategies you can take to decrease these concerns.
- 12:00 - 1:00 p.m.** Lunch for pre-conference workshop attendees (included in workshop registration fee)
- 12:00 - 1:00 p.m.** Main conference registration
- 1:00 - 1:30 p.m.** Welcome and opening remarks
- 1:30 - 3:00 p.m.** Impact and Transformation of Mobile Devices in Education  
How can mobile technologies transform teaching and support learning goals and prepare students with the skills they need for the 21st century job market? We will explore some practical approaches to making teaching better using various mobile devices. In doing so, you will learn how to:
  - Implement mobile learning
  - Use mobile devices to support global learning initiatives
  - Set standards and accountability for teaching with mobile devices
- 3:00 - 3:15 p.m.** Break
- 3:15 - 4:45 p.m.** Maintenance of BYOD and Management of Loaner Devices  
Now that you have learned how mobile devices can transform teaching, let's have a conversation with IT about the maintenance of those devices – particularly IOS, Android, and Windows – managing the hardware and software involved. What are the business models for procuring these devices? How do we ensure quality and set standards for these devices? How might strategies differ depending on the ways the devices are being used? Case studies and suggested frameworks will be discussed.
- 5:00 - 6:00 p.m.** Networking reception (included in registration fee)



# AGENDA

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THURSDAY, JANUARY 31, 2013

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 10:15 a.m.** Modeling Effective Mobile Instruction  
Training faculty to use mobile devices for instructional purposes has proven difficult. This may be due to the acquisition of new technical skills and pedagogical methods for integrating those tools into their teaching. Perhaps the question needs to change from “how can mobile learning be used to teach” to “how can mobile learning be utilized when exercising active learning strategies?” We’ll discuss what good mobile instruction looks like and show examples. We’ll also share various applications for mobile devices that have proven effective.
- 10:15 - 10:30 a.m.** Morning break
- 10:30 a.m. - 12:00 p.m.** Mobile Content: eTexts, Multimedia, Apps for Instruction  
Mobile devices have not only transformed the way instruction is delivered to students, but have also impacted access to course materials, e-texts, discipline-specific apps and learning resources. Mobile devices can facilitate a sense of immediacy, support the lifestyle of busy adult learners, and encourage students to stay current. In this session, we’ll provide some practical ways of using mobile e-texts, apps, accessories, and share some educational applications for instructions.
- 12:00 - 1:15 p.m.** Lunch (included in registration fee)
- 1:15 - 2:30 p.m.** Content Enhancement  
With the use of technology and highly interactive pedagogical approaches, how can you ensure time for integrative and reflective thinking? Do mobile technologies distract from teaching and learning? Do they hinder the building of community? Provide a broader opportunity for cheating? We’ll discuss all of these questions and other classroom-management challenges along with methods for improving content and emerging technology solutions.
- 2:30 - 2:45 p.m.** Afternoon break
- 2:45 - 4:15 p.m.** Learning Modalities and Styles  
Learning styles and learning modalities are often used interchangeably. Recent research, however, indicates that we may not know as much as we think we know about visual, auditory, kinesthetic, and tactile learners. This session will focus on how mobile devices can engage different styles of learners.



# AGENDA

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FRIDAY, FEBRUARY 1, 2013

**8:00 - 8:30 a.m.** Continental breakfast (included in registration fee)

**8:30 - 10:00 a.m.** Teaching Strategies

Mobile learning has a way of knocking down traditional classroom doors. What are the best ways students can learn and what are some teaching strategies for using mobile devices? We'll discuss some proven teaching strategies to better retain and improve student learning.

**10:00 - 10:15 a.m.** Break

**10:15 - 11:45 a.m.** Accessibility Management

Mobile learning buffs love touting how the strategy opens up more educational opportunities for special needs students - and they're definitely right! But this strength unfortunately doubles as a weakness in some instances. Faculty unfamiliar with the accessibility standards stapled to all technological developments might inadvertently isolate students with physical and/or mental impairments. This session will review ADA issues, Universal Design for Learning and BYOD.

**11:45 a.m. - 12:30 p.m.** Bringing Your Action Plan Full-Circle & Wrap Up

In this final working sessions you'll have a chance to ask any remaining questions you have and put some finishing touches on the first draft of an action plan you've created for your campus.



# INSTRUCTORS



**DR. STEPHEN BALDRIDGE / Assistant Professor and Baccalaureate Program Director**  
*Abilene Christian University*

Dr. Baldrige's research and publications include areas surrounding mobility in learning, remote teaching, and using social media in higher education. His current research project examines pairing mobile devices with social media to increase student interaction.



**DR. NICOLE KENDALL / Interim Chair and Associate Professor, Department of Teaching and Learning**  
*Tennessee State University*

Dr. Kendall's work with teacher education candidates involves Web 2.0 training, digital citizenship awareness, and content quality review of online and mobile instruction. As a three year member of the Multimedia Educational Resource for Learning and Online Teaching [MERLOT] Teacher Education team, Dr. Kendall evaluates mobile apps that align to the national core curriculum, reinforce the ISTE standards for 21st century learning, and expand student knowledge beyond traditional mediums.



**DR. ROBBIE MELTON / Associate Vice Chancellor for Mobilization and Emerging Technologies**  
*Tennessee Board of Regents (Conference Chair)*

Dr. Melton oversees the strategic planning and implementation of the Tennessee Board of Regents' System Wide Office of Mobilization. She is the creator of the education and workforce mobile app resource center for preK-careers, author, presenter, trainer, consultant, and quality reviewer for distance education, eLearning, mobilization, global partnerships, and program and student outcomes. Dr. Melton is the recipient of many teaching and technology awards and acclaims including 2011 Catalyst Award for Leadership in the implementation of the Regents Online Campus Collaborative, 2010 MERLOT Outstanding Leadership Award, and 2009 IMS Global Solutions Outstanding Program Award.



**DALE PIKE / Director of Academic Technologies**  
*Boise State University*

Dale's current responsibilities include the coordination of technology-based tools and environments that are used for instruction, support of faculty professional development in the use of these tools to improve student learning, and leading a strategic project to extend Boise State's Mobile Learning Initiative. Prior to moving to Boise State, Dale was the Associate Dean for Instructional and Information Technology in the College of Liberal Arts & Sciences at the University of North Carolina, Charlotte.



# HOTEL RESERVATIONS

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The conference will be held at:

Hyatt Harborside  
101 Harborside Drive  
Boston, MA 02128

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of January 29 - February 1, 2013. Reservations must be made by January 9, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Harborside is a luxurious, historic Boston Logan Airport hotel offering captivating harbor and city views and outstanding dining options. Take the hotel's free shuttle to a public transportation site (T Subway system) or hop aboard a private water taxi (discounts available for attendees) to Boston's historic North End. Explore famous attractions including Faneuil Hall, Quincy Market, Boston Public Garden, New England Aquarium, Charlestown, and the USS Constitution. The hotel also offers free 24-hour transportation to and from Boston's Logan Airport (BOS).





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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](http://www.academicimpressions.com)

## REGISTRATION FEES

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

Best Value	Conference	Workshop
Conference + post-conference workshop - \$1395 USD <input type="checkbox"/> __ # of attendees	Conference only - \$1095 USD <input type="checkbox"/> __ # of attendees	Post-conference workshop only - \$395 USD <input type="checkbox"/> __ # of attendees
Total _____	Total _____	Total _____



**ATTEND AS A TEAM** - remember, if you register as a group, every fourth registrant is free.

### EARLY BIRD PRICING

Postmarked on or before January 11, 2013. For registrations postmarked after January 11, 2013, an additional \$100 fee per registrant applies.

### REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by November 2, 2012 . A \$100 processing fee will be assessed. After November 2, 2012 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.

**By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.**

Visit our website to register online:

<http://www.academicimpressions.com/conference/using-mobile-devices-transform-teaching-and-learning>





# ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

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## SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

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## CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## WEBCASTS

For webcasts, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. You may also switch your webcast order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

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Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

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Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

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Emergency Contact Name

Emergency Contact Phone



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**PAYMENT METHOD**

We accept Visa, MasterCard, and American Express 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

**CREDIT CARD**



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	



Remember, if you register as a group, every fourth registrant is free.

**AMOUNT TO CHARGE:** \_\_\_\_\_

**CHECK/INVOICE**

- My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_
- Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

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

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*