



*Transforming Business Schools
with Information Technology*



Technology in Business Schools Roundtable 2017 Annual Meeting

AGENDA

FOSTER SCHOOL OF BUSINESS

UNIVERSITY *of* WASHINGTON

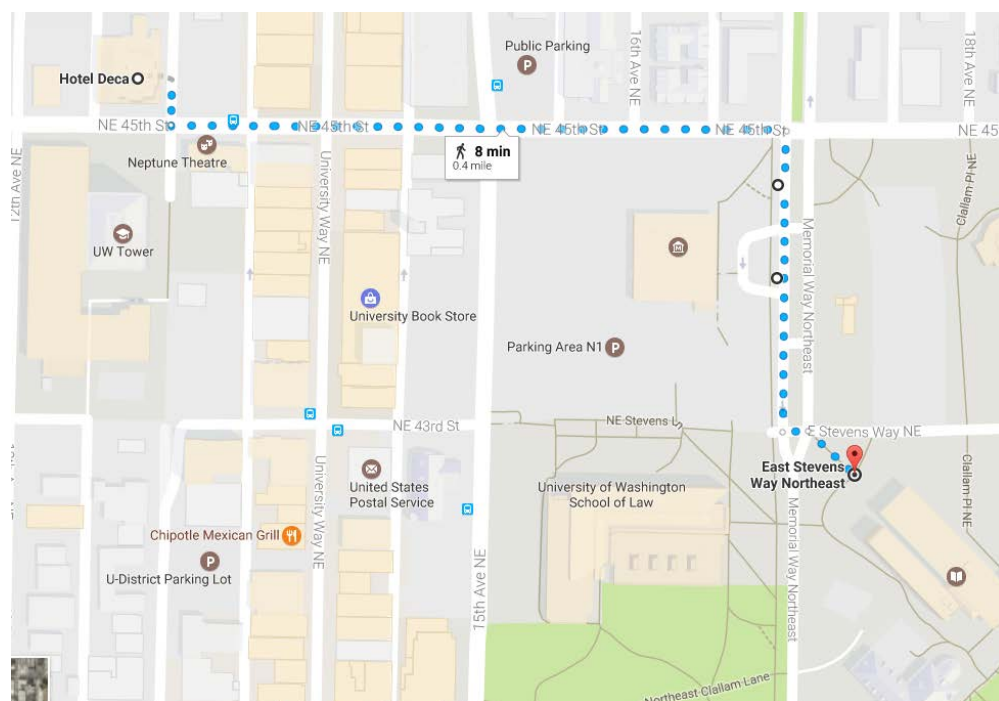
June 12th-15th, 2017

Proudly Sponsored by:



Monday, June 12th

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| <p>4:00pm - 5:00pm</p> <p>Hotel Deca, Executive Boardroom</p> | <p>TBSr Board Meeting</p> <p>Board Members Only</p> |
| <p>5:00pm - 7:00pm</p> <p>Hotel Deca, Governor Room</p> | <p>Welcome Reception All TBSr members, guests and vendors welcome.</p> <p>Beverages and appetizers.</p> |
| <p>7:00-</p> | <p>Dinner on your own. Here are a few nearby recommendations:</p> <p>In Hotel Deca:</p> <p>The District Lounge - Hey, you're already there!</p> <p>University Way NE (The Ave.)</p> <p>Big Time Brewery and Ale House - Microbrews and burgers</p> <p>Shalimar - Indian cuisine</p> <p>University Village:</p> <p>Din Tai Fung - Famously delicious soup dumplings</p> <p>Joey Kitchen - Salads, sandwiches, steaks, rotisserie chicken</p> <p>Eureka! - Burgers and beers</p> <p>Blue C Sushi - Conveyer belt sushi</p> |



Tuesday, June 13th

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| <p>7:15am – 8:30am Every 10 to 15 minutes</p> | <p>Shuttle from Hotel Deca to Paccar Hall Meet shuttle at the load zone on Brooklyn Ave., outside of the hotel main entrance Shuttles depart the hotel every 15-20 minutes, or take a 10 minute walk</p> |
| <p>7:30am Every 30 minutes</p> | <p>Hotel shuttle from Silver Cloud Inn to Paccar Hall (7:30, 8:00, 8:30) Meet shuttle out front. Let desk staff know you need a shuttle to Paccar Hall.</p> |
| <p>7:30am – 8:30am Dempsey Hall Room 302, (Anthony's Forum)</p> | <p>Breakfast, Sponsored by <i>SonicFoundry</i> Welcome, Overview of Agenda, Logistics Connie Buechele – Chair, TBSr Chuck Coopman, Enterprise Account Executive, Sonic Foundry Jim Jiambalvo, Dean, UW Foster School of Business</p> |
| <p>8:30am-8:45am</p> | <p>Move from breakfast to Paccar 291</p> |
| <p>8:45am-10:15am PACCAR Hall, Room 291</p> | <p>Panel discussion: <i>Preparing Your Organization for the Cloud</i> Moderator: Erik Lundberg, AVP, Research, Collaboration and Strategy, UW Information Technology (UW-IT) Jeff Barr, Chief Evangelist, Amazon Web Services Mark Garcia, Azure Cloud Solution Architect, Microsoft Dave Nettleton, Group Product Manager, Google Cloud Platform Discussion of issues related to preparing your organization for cloud computing. Discussion topics include regulatory considerations such as FERPA/HIPPA, data security, types of compute loads that benefit from using the cloud, etc.</p> |
| <p>10:15am-10:30am</p> | <p>Break & Sponsor rooms open</p> |
| <p>10:30am-11:15am PACCAR Hall, Room 291</p> | <p>Presentation: <i>Data Science, Machine Learning, and AI</i> Mark Garcia, Azure Cloud Solution Architect, Microsoft These areas represent the hottest business jobs of today. Discuss current learning challenges and massive gaps in these skillsets, how we are helping job seekers fill these gaps, what students can do to learn these skills, how these areas are fundamentally changing the way companies do business, emerging trends, growth potential, and what Microsoft Azure can do to help.</p> |
| <p>11:15am-12:00pm PACCAR Hall, Room 291</p> | <p>Presentation: <i>Internet of Things in Higher Education</i> Aaron Bucher, Senior Solutions Architect, Amazon Web Services Rob Fatland, Director of Cloud and Data Solutions, UW eScience Institute Chuck Benson, Assistant Director for IT, UW Facilities Services We will describe the Internet of Things (IOT) technology wave in the context of both devices and data streams; in terms of information management on the public cloud. IOT can be seen as an IT-driven implementation task that creates a new service for a given community; it can also be viewed in the context of a business school curriculum element or a topic for research in emergent technology. With IOT we wish to know: What is possible? Where are the basic structural elements, what are implementation pitfalls and other considerations?</p> |

Tuesday, June 13th (continued)

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| 12:00pm - 1:00pm | Lunch & Sponsor rooms open |
| 1:15pm - 2:00pm PACCAR Hall, Room 291 | Panel Discussion: <i>Discussions around Salesforce in Business Schools</i> Moderator: John Carpenter , <i>Georgetown University</i> Chris Coppa , <i>Success Engagement Director, Salesforce.org</i> Derek Luther , <i>Account Executive, ACF Solutions</i> Vadim Gorelik , <i>Salesforce Consulting Manager, Huron Consulting Group</i> Throughout their journey, our students expect a stellar academic program, a collaborative student experience, tailored services, and a feeling of connection to their school. Such expectations have a direct impact on student satisfaction, retention, and performance. Join us for an open discussion around the value of Salesforce to Business Schools and sharing some best practices and lessons learned from schools of business using Salesforce today. |
| 2:00pm - 2:45pm PACCAR Hall, Room 291 | Presentation: <i>Data and Analytics Transform Lives and Livelihoods</i> Mario Faria , <i>Managing VP, Data and Analytics Research, Gartner Group</i> Data is now as integral to our 21st century economy as oil has been for many decades. With the power of data and analytics, organizations are rethinking their business strategy completely. However, when we look at data and analytics from a higher education perspective, there are some untapped opportunities to make data-driven decisions. What are some of these opportunities? Does a culture change need to happen to positively impact your company's bottom-line? |
| 2:45pm - 3:00pm | Break & Sponsor rooms open |
| 3:00pm - 4:30pm PACCAR Hall, Room 291 | Presentation: <i>The Beautiful Science of Data Visualization</i> Dustin Smith , <i>Market Intelligence, Tableau</i> Seeing and understanding data is richer than creating a collection of queries, dashboards, and workbooks. It is also more than just giving data to data scientists: it's about giving data and the right tools to everyone. In this talk, you will learn how visual and cognitive science allow us to understand what makes data visualization so deeply satisfying. Why does a collection of bars, lines, colors, and boxes become surprisingly powerful and meaningful? How does fluid interaction with data increase our intelligence? We will explore why three decades of research into the beautiful science of data visualization have brought us to the verge of an exciting new revolution. |
| 4:30pm | Shuttle or stroll: Return to hotels |
| 5:45pm | Bus leaves Hotel Deca to UW Club University Shuttle leaves Silver Cloud Inn for UW Club |
| 6:00pm - 9:00pm UW Club, 4020 E Stevens Way NE | Dinner hosted by Panopto Drinks and appetizers followed by dinner. <i>Drink tickets behind your nametag.</i> Brief remarks from Eric Burns , <i>CEO, Panopto</i> |

Wednesday, June 14th

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| 7:15am-8:30am | Shuttle or stroll: Hotel Deca to Paccar Hall Meet shuttle at the load zone on Brooklyn Ave., outside of the hotel main entrance Shuttles depart the hotel every 15-20 minutes, or take a 10 minute walk |
| 7:30am | Hotel shuttle from Silver Cloud Inn to Paccar Hall (7:30, 8:00, 8:30) Meet shuttle out front. Let desk staff know you need a shuttle to Paccar Hall. |
| 7:30am-8:30am Dempsey Hall, Room 302 | Breakfast sponsored by Proctorio Welcome from John Lacivita, Proctorio |
| 8:30am-8:45am | Sponsor Rooms Open Make your way to Paccar 291 |
| 8:45-10:15am PACCAR Hall, Room 291 | Presentation: <i>Using Data to Transform Education</i> Marc Reguera, PowerBI Customer Engagement Team Lead John Kim, PowerBI & Data Analytics Consultant, Microsoft Marc and John will address the importance of organizations developing and publishing authoritative data with clear definitions and data security as a necessary step toward business intelligence, and then demonstrate using that data to create insight. |
| 10:15am-10:30am PACCAR Hall, Room 299 | Break & Sponsor rooms open |
| 10:30am-12:00pm PACCAR Hall, Room 291 | CIO Forum: Bringing the Outside In Moderated by Dan Roberts, Ouellette & Associates Panelists: Chris Van Liew, CIO, Seattle University, former CIO Weyerhaeuser Judith Henderson, Head of Enterprise Operations & IT, Farmers New World Life Brian Cheney, VP of Information Technology/CIO, Nintendo |
| 12:00pm-1:00pm Dempsey Hall, Room 302 | Lunch |

Wednesday, June 14th (continued)

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| 1:00-1:15pm | Make your Way back to Paccar 291 |
| 1:15-2:45pm | <p>Presentation: <i>MBA Rankings: Changing the Game</i></p> <p>Dan Turner, <i>Associate Dean for Masters Programs</i></p> <p>Andrea Bowers, <i>Marketing Strategist</i></p> <p>Mike Bozee, <i>User Interface Designer</i></p> <p><i>UW Foster School of Business</i></p> <p>Panel will share lessons learned from UW Foster School's study of existing MBA Rankings from BusinessWeek and U.S. News and how we are attempting to 'change the game,' through our MBA Rankings Calculator, which allows prospective MBA students to select the measures they value most highly, and create a customized ranking on those measures. http://foster.uw.edu/business-school-rankings/</p> |
| 2:45pm-3:00pm | Break and Sponsor rooms open |
| 3:00pm-4:30pm | <p>Presentation: Collaboration with Microsoft Surface Hub</p> <p>Brent Johnson, <i>Technology Solutions Professional, Microsoft</i></p> <p>In addition to the built-in team experiences like Skype for Business, Microsoft Office and Whiteboard, Microsoft Surface Hub is customizable with a wide array of applications.</p> |
| 4:30-4:45pm | <p>Group Photo</p> <p>Please wear your school colors for our annual participant photo op.</p> |
| 4:45pm | Shuttle or stroll back to hotels to freshen up |
| 5:45pm | <p>Buses depart Hotel Deca for Palace Ballroom.</p> <p>UW Shuttle departs Silver Cloud Inn for Palace Ballroom.</p> |
| 6:15pm-9:00pm | <p>Cocktails, Dinner and Awards Presentation, Presented by WRDS</p> <p>Beverages and appetizers. <i>Drink tickets behind your nametag.</i></p> <p>Welcome from Connie Buechele, <i>Chair, TBSr</i></p> <p>Greeting from Robert Zarazowski, <i>Wharton Research Data Service (WRDS)</i></p> <p>Dinner</p> <p>Presentation of The Weibusch Award</p> <p>Presentation of The Kreuger Award</p> |
| 9:00pm | Buses return to Hotel Deca/Silver Cloud Inn |

Thursday, June 15th

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| 7:15am-8:30am | Shuttle or stroll: Hotel Deca to Paccar Hall Meet shuttle at the load zone on Brooklyn Ave., outside of the hotel main entrance Shuttles depart the hotel every 15-20 minutes, or take a 10 minute walk |
| 7:30am | Hotel shuttle from Silver Cloud Inn to Paccar Hall (7:30, 8:00, 8:30) Meet shuttle out front. Let desk staff know you need a shuttle to Paccar Hall. |
| 7:30am-8:30am Dempsey Hall, Room 302 | Breakfast |
| 8:30am-8:45am | Make your Way to Paccar 291 |
| 8:45am-9:30am | TBSr Business Meeting Scholarship Presentation, 2019 Host Presentations and other TBSr updates |
| 9:30am-10:15am | Presentation: Lecture Capture at UW: Lessons Learned/Q&A Laura S. Baldwin , <i>Service Manager</i> Tom Lewis , <i>Director</i> <i>UW-IT Academic Experience Design & Delivery</i> |
| 10:15am-10:30am | Break |
| 10:30am-12:00pm | Panel Discussion: Centralized vs. Decentralized IT Facilitator: John Carpenter , <i>Georgetown University</i> Panelists: Carol Henry , <i>West Virginia University</i> Tony Balsamo , <i>Washington University St. Louis</i> Shandon Bates , <i>University of Oregon</i> |
| 12:00pm | Adjourn until TBSr'18 See you next year in Philadelphia! |