

# ACTION ANALYTICS SYMPOSIUM



 CAPELLA UNIVERSITY

## PROGRAM OUTLINE

### MONDAY, SEPTEMBER 21

5:00 - 7:00 **Opening Reception – Atrium**

### TUESDAY, SEPTEMBER 22

- UNDERSTANDING THE ANALYTICS CHALLENGE -

MORNING SESSION – TOWN SQUARE A

8:00 - 8:30 **Registration - Continental Breakfast – Atrium**

8:30 - 10:00 **Overview of analytics—why action analytics for higher education?**  
Linda Baer, Minnesota State Colleges and Universities and Donald Norris,  
Strategic Initiatives, Inc.

10:00 - 10:15 **Refreshment Break – Atrium**

10:15 - 11:50 **Best practices in building analytics capacity**  
Facilitator Donald Norris, Strategic Initiatives, Inc.  
• John Campbell, Purdue University  
• Michael Dillon, University of Maryland Baltimore County  
• Jeff Grann and Alex Ushveridze, Capella University: Predictive Modeling  
• Ken Moore, Sinclair Community College  
• Craig Schoenecker, Minnesota State Colleges and Universities

LUNCH – ATRIUM

12:00 – 1:00 **Introduction**, Commissioner Alice Seagren, Minnesota Department of Education  
**Keynote address**, Martha Kanter, Undersecretary of Education

## AFTERNOON SESSION – TOWN SQUARE A

- 1:10 - 2:05 **Accountability and assessment panel—what information, reports, and dashboards are needed?**  
Facilitator Michael Offerman, Capella University  
Moderated panel discussion involving participants selected from:
- George Boggs, American Association of Community Colleges
  - John Hammang, American Association of State Colleges and Universities
  - Charlie Lenth, State Higher Education Executive Officers
- 2:05 - 2:15 **Refreshment Break – Atrium**
- 2:15 - 3:25 **Building analytics to support institutional and public policy**  
Facilitator Mark Milliron, Catalyze Learning International  
Moderated panel discussion involving participants from key national groups:
- Paul Lefrere, International Perspective, UK Open University
  - Jill Wohlford, Lumina Foundation
- 3:35 - 5:00 **Building the next generation educational technology tools to support action analytics**  
Facilitator Linda Baer, Minnesota State Colleges and Universities  
Moderated panel discussion and demonstrations involving participants understanding developments in the educational technology community:
- Cesar Brea, Al Essa and Mark Milliron, Minnesota State Colleges and Universities  
Student Success System prototype
  - Jeff Grann and Kim Pearce, Capella Learning and Career Outcomes
  - Paul Lefrere and Donald Norris, Next Generation Analytics Products
- 5:00 - 5:30 **Preparing for tomorrow's discussion**  
**Linda Baer, Donald Norris, Michael Offerman, and Mark Milliron**
- What issues should a national agenda for analytics focus on?
  - What are the pressure points for analytics?
  - How does this fit with President Obama's agenda?
  - How can we make a difference in a timely fashion?
  - How can analytics support serious institutional innovation?
- 6:00 **Dinner – Atrium**

**WEDNESDAY, SEPTEMBER 23****- UNDERSTANDING THE ANALYTICS CHALLENGE -**

## MORNING SESSION – TOWN SQUARE A

- 8:30 -10:00 **Setting a national agenda**  
Brainstorming on what issues would be the focus of a national agenda?
- 10:00 - 10:15 **Refreshment Break – Atrium**
- 10:15 - 12:00 **Next steps in setting a national agenda**  
Answering the question and next steps