

A satellite is shown in orbit above a large, white, multi-story resort building. The building has a prominent central tower with a dome and a flagpole. The resort is set against a backdrop of trees and a clear sky. Two yellow curved lines arch across the top of the page, framing the satellite and the main title.

# DET/CHE

FALL CONFERENCE 2004



“Education is the Internet killer application of the twenty-first century.”  
– Peter Drucker

**CLAREMONT RESORT & SPA**  
**BERKELEY, CA**  
**NOV. 30 ~ DEC. 3, 2004**

DIRECTORS OF EDUCATION TECHNOLOGY / CALIFORNIA HIGHER EDUCATION

# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”

Nov. 30 ~ Dec. 3, 2004  
CLAREMONT RESORT & SPA  
BERKELEY, CA



## DET/CHE MEMBERS,

ALLOW US TO EXTEND A WARM AND HEARTFELT WELCOME TO THE NINETEENTH ANNUAL DIRECTORS OF EDUCATIONAL TECHNOLOGY/CALIFORNIA HIGHER EDUCATION CONFERENCE AT THE ELEGANT CLAREMONT RESORT AND SPA. DURING THE 1990S THE INTERNET REVOLUTION EXPLODED; BY THE END OF THE DECADE RAPID DEVELOPMENT OF THE INTERNET HAD IMPLoded. THE CHANGES HAVE BEEN DRAMATIC, COMPELLING AND GLOBAL. HIGHER EDUCATION HAS BEEN CHANGED FOREVER. HOW WILL THE TECHNOLOGICAL DEVELOPMENTS, DRIVEN BY THE INTERNET, IMPACT EDUCATIONAL TECHNOLOGY IN THE NEXT FEW YEARS?

WE HOPE THE DET/CHE CONFERENCE WILL ENLIGHTEN AND INFORM YOU DURING THESE CHANGING TIMES.

THE DET/CHE CONFERENCE HAS GROWN IN SCOPE AND COMPLEXITY IN NINETEEN YEARS. THE CONSIDERABLE EFFORT BY THE LOCAL PLANNING COMMITTEE IS DEEPLY APPRECIATED. PLEASE TAKE THE TIME TO THANK THEM INDIVIDUALLY DURING THE COURSE OF THE CONFERENCE.

ENJOY YOUR STAY AT THE CLAREMONT RESORT AND SPA. RELAX AND ENERGIZE WITH ENGAGING CONVERSATION IN A WONDERFUL ENVIRONMENT. WE SINCERELY HOPE YOU THOROUGHLY ENJOY THE CONFERENCE AND RETURN TO YOUR RESPECTIVE CAMPUSES REINVIGORATED AND READY TO FACE THE CHALLENGES OF THE FUTURE.

SINCERELY,

MARLENE DELEON  
PRESIDENT

HENRY BURNETT  
VICE PRESIDENT

~~~~~

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# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”



## TUESDAY, NOVEMBER 30

DAY AT BERKELEY ~ PRECONFERENCE EVENTS

- 9:30AM ~ 11:30AM      **WHAT IS HAPPENING NOW AND IN THE FUTURE AT UC BERKELEY**  
DWINELLE HALL ~ ROOM 3401
- 11:30AM ~ 12:30PM      **LUNCH ON YOUR OWN**
- 12:30PM ~ 2:30PM      **UC BERKELEY CAMPUS TOURS**
- 1:30PM ~ 4:00PM      **CSU SYSTEM-WIDE GENERAL MEETING**
- 2:30PM ~ 4:00PM      **UC SYSTEM-WIDE GENERAL MEETING**
- 4:00PM ~ 6:00PM      **DET/CHE BOARD MEETING**  
CLAREMONT RESORT & SPA ~ NAPA BALLROOM
- 6:00PM ~ 9:00PM      **DET/CHE RECEPTION**  
HOSPITALITY & CONFERENCE REGISTRATION ~ SONOMA ROOM  
ENTERTAINMENT BY “THE FELONIUS BLUES REVUE”

## WEDNESDAY, DECEMBER 1

ALL SESSIONS IN CLAREMONT BALLROOM

- 7:30AM ~ 8:30AM      **CONTINENTAL BREAKFAST**  
CLAREMONT BALLROOM
- 8:15AM ~ 8:30AM      **WELCOME & INTRODUCTIONS**  
HENRY BURNETT, DIRECTOR OF MEDIA SERVICES, UC SANTA CRUZ
- 8:30AM ~ 9:30AM      **UC RIVERSIDE SMART CLASSROOMS**  
LARRY MCGRATH, DIRECTOR OF COMPUTING SUPPORT SERVICES, UC RIVERSIDE  
ISRAEL FLETES, MANAGER, MULTIMEDIA TECHNOLOGIES  
  
YEAR 5 OF AN 8-YEAR, 2 MILLION DOLLAR GENERAL ASSIGNMENT CLASSROOM  
UPGRADE. WHERE WE STARTED, THE JOURNEY, WHERE WE ARE TODAY AND  
WHERE WE ARE GOING.
- 9:30AM ~ 10:30AM      **OPEN SOURCE WEB ARCHIVING**  
SHERYL MARTIN-SHULTZ, MANAGER OF INSTRUCTIONAL DEVELOPMENT AT UCSC  
  
A LOOK AT USING OPEN SOURCE OR LOW COST MATERIALS TO CREATE AN  
AUTOMATED SYSTEM FOR CAPTURING, TRANSFERRING AND ALLOWING ACCESS  
TO VARIOUS TYPES OF CLASSROOM PRESENTATIONS.
- 10:30AM ~ 11:00AM      **BREAK/REFRESHMENTS**  
VISIT COPORATE SPONSOR EXHIBITS

# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”



**WEDNESDAY, DECEMBER 1**

**ALL SESSIONS IN CLAREMONT BALLROOM**

**11:00AM ~ NOON**

## **CONVERGENCE OF TELEVISION & WEB**

CHRISTOPHER LAXTON, DIRECTOR OF MEDIA PRODUCTION AT SJSU  
COREY GIN, INSTRUCTIONAL DEVELOPER, SJSU ECAMPUS  
JEREMY KEMP, INSTRUCTIONAL DEVELOPER, SJSU ECAMPUS

SJSU HAS DEVELOPED COURSES THAT COMBINE QUALITY TELEVISION PRODUCTION WITH INTERACTIVE WEB CT MATERIALS TO CREATE A NEW HYBRID. THE DEVELOPMENT TEAM INCLUDED INSTRUCTIONAL DESIGNERS AND TELEVISION PRODUCERS WORKING WITH SELECTED FACULTY.

**NOON ~ 1:00PM**

## **LUNCH ~ NAPA BALLROOM**

**1:00PM ~ 2:00PM**

## **SPOT LIGHT SESSIONS**

COPORATE SPONSORS & MORE

**2:00PM ~ 3:00PM**

## **ONLINE HAMLET CONUNDRUMS**

JIM BIERMAN, PROFESSOR THEATER ARTS, UC SANTA CRUZ

JAMES BIERMAN'S ONLINE HAMLET CONUNDRUMS COURSE LOOKS AT MAJOR ISSUES OF INTERPRETATION OF SHAKESPEARE'S CLASSIC PLAY THAT HAVE OCCUPIED THE MINDS OF AUDIENCES, DIRECTORS, DESIGNERS, PERFORMERS AND CRITICS DURING ITS 400-YEAR HISTORY. IN DOING THIS, STUDENTS ARE CHALLENGED TO GAIN A SENSE OF THE HISTORY OF PEOPLE'S PREOCCUPATIONS WITH THE PLAY. STUDENTS ATTEND ONLINE LECTURES THAT HAVE THE CHARACTER OF RICH DOCUMENTARIES THAT INCLUDE SOUND AND VIDEO EXAMPLES, ANIMATED ILLUSTRATIONS, GAMES AND PUZZLES RELATED ENTIRELY TO INTERPRETATIONS OF HAMLET, AND A RICH VARIETY OF ILLUSTRATIONS. THEY ALSO SHARE IDEAS AND COMMENTS THROUGH THE USE OF A LISTSERV NAMED "HAMLIST." ONLINE QUIZZES ASSESS THEIR FAMILIARITY WITH THE READING AND THE "LECTURE" MATERIALS.

**3:00PM ~ 3:30PM**

## **BREAK/REFRESHMENTS**

VISIT COPORATE SPONSOR EXHIBITS

**3:30PM ~ 4:30PM**

## **GARTNER'S HYPE CYCLE**

KATHY FERNANDES, DIRECTOR OF ACADEMIC TECHNOLOGIES, CSU CHICO

THIS INTERACTIVE SESSION WILL INTRODUCE YOU TO GARTNER'S HYPE CYCLE MODEL. WE WILL THEN COLLECTIVELY DEVELOP OUR OWN HYPE CYCLE BY DISCUSSING WHERE WE FEEL EDUCATIONAL TECHNOLOGIES FALL ON THE HYPE CYCLE CURVE.

**4:30PM ~ 5:30PM**

## **IMPROVE STUDENTS' PERFORMANCE WITH NOTES LINKED TO MEDIA-RICH INSTRUCTIONAL CONTENT**

JOHN ITTELSON, DIRECTOR, IDEALAB, SCU MONTEREY BAY  
JUDITH EINSTEIN, VICE PRESIDENT, TEGRITY

LEARN ABOUT A STUDY SYSTEM DESIGNED FOR USE INSTITUTION-WIDE, TEGRITY CAMPUS, WHICH EMPOWERS STUDENTS TO RE-EXPERIENCE INSTRUCTION RECEIVED IN CLASS OR ONLINE BY CLICKING ON THEIR NOTES. EVEN NOTES TAKEN ON ORDINARY PAPER WITH A TEGRITY PEN CAN BE SYNCHRONIZED.

**5:30PM ~**

## **DINNER ON YOUR OWN**

# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”



## THURSDAY, DECEMBER 2

### ALL SESSIONS IN CLAREMONT BALLROOM

7:30AM ~ 8:30AM

#### **CONTINENTAL BREAKFAST**

CLAREMONT BALLROOM

8:30AM ~ 9:30AM

#### **WHY SAKAI? OPPORTUNITIES & CHALLENGES**

MARA HANCOCK, ETS ASSOCIATE DIRECTOR, UC BERKELEY

THIS SESSION WILL INTRODUCE THE SAKAI PROJECT AND SAKAI EDUCATIONAL PARTNERS PROGRAM (SEPP), THEIR TIMELINE, DELIVERABLES, AND OTHER ASSOCIATED PLANS. WE WILL TALK ABOUT UC BERKELEY'S FIRST-HAND EXPERIENCE IN DEVELOPING THE SAKAI GRADE BOOK.

9:30AM ~ 10:30AM

#### **CREATING IT VALUE ECOSYSTEM**

MIKE PESHKAM, PRESIDENT & CEO PRISMA NETSOURCING INC.

THERE IS AN EMERGING CONSENSUS THAT JUDICIOUS TRANSFORMATION OF IT ORGANIZATION COUPLED WITH NEW STRATEGIES THAT OPTIMIZE THE RELATIONSHIP AMONG PEOPLE, PROCESSES AND TECHNOLOGY WOULD RESULT IN INCREASED INSTITUTIONAL EFFECTIVENESS.

10:30AM ~ 11:00AM

#### **BREAK/REFRESHMENTS**

VISIT CORPORATE SPONSOR EXHIBITS

11:00AM ~ NOON

#### **ON-LINE LEARNING: COMMUNITY COLLEGE CASE STUDIES**

MARTHA MILLS, DIRECTOR OF THE CALIFORNIA VIRTUAL CAMPUS, BAY AREA-REGION 1

IN FALL 2003, THE CALIFORNIA VIRTUAL CAMPUS CONDUCTED A CASE STUDY ANALYSIS OF THE COMMUNITY COLLEGE SYSTEM TO ASSESS HOW CAMPUSES OF VARYING SIZE, GEOGRAPHIC LOCATION AND RESOURCES HAVE RESPONDED TO THE INCREASED DEMAND TO EXPAND ONLINE COURSE OFFERINGS.

NOON ~ 1:00PM

#### **LUNCH**

NAPA BALLROOM

1:00PM ~ 3:00PM

#### **UNSTRUCTURED TIME**

~ VISIT WITH CORPORATE SPONSORS

~ NETWORK WITH PEERS

~ PREPARE FOR MILLS COLLEGE TOUR, BANQUET DINNER & KEYNOTE ADDRESS

# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”



## THURSDAY, DECEMBER 2

MILLS COLLEGE CAMPUS

3:00PM ~ 10:00PM

### **MILLS COLLEGE CAMPUS TOUR**

BUS LEAVES 3:00PM

5:00PM ~ 6:30PM

### **COCKTAIL RECEPTION**

HOSTED BY MILLS COLLEGE FACULTY/STAFF CLUB

6:30PM ~ 9:30PM

### **BANQUET DINNER & KEYNOTE ADDRESS**

#### **LEADING WITH VISION: BEING SLIGHTLY AHEAD OF THE CURVE**

DAVID HOULE, DAVID HOULE & ASSOCIATES

WITH MORE THAN 25 YEARS EXPERIENCE, DAVID HOULE HAS IMPACTED THE MEDIA INDUSTRY WITH AWARD-WINNING TELEVISION PROGRAMMING AND BUSINESS STRATEGIES. HOULE SPENT 20 YEARS IN TELEVISION ADVERTISING SALES, SPONSORSHIP, PROGRAMMING, DISTRIBUTION AND PRODUCTION. MORE RECENTLY, HE DEVELOPED A SUCCESSFUL SALES AND MARKETING STRATEGY FOR AN E-LEARNING INTERNET START-UP.

BEGINNING HIS CAREER IN ADVERTISING SALES AT NBC AND CBS, HE MOVED ON TO HELP LAUNCH AND BUILD MTV WHERE HE BECAME VICE PRESIDENT NATIONAL SALES. HE WAS ALSO INSTRUMENTAL IN LAUNCHING NICKELODEON, VH-1 AND CNN HEADLINE NEWS.

IN THREE YEARS WITH UNIVERSITY ACCESS, AN INTERNET E-LEARNING COMPANY AS SENIOR VICE PRESIDENT OF SALES & MARKETING, THEN LATER AS MANAGING DIRECTOR, HOULE HELPED BUILD THE COMPANY FROM 10 EMPLOYEES TO 200+ AND FROM TWO THOUSAND TO EIGHT MILLION DOLLARS IN SALES. DURING HIS TENURE, UNIVERSITY ACCESS WON MORE THAN 40 INDUSTRY AWARDS FOR EXCELLENCE IN PRODUCTION AND CONTENT.

9:30PM ~ 10:00PM

RETURN BUS TO CLAREMONT RESORT & SPA

## FRIDAY, DECEMBER 3

7:30AM ~ 8:30AM

### **BREAKFAST**

NAPA BALLROOM

8:30AM ~ 9:30AM

### **CAMPUS UPDATES**

9:30AM ~ 10:30AM

### **HIGH PERFORMANCE LEARNING SPACES IN STANFORD'S WALLENBERG HALL**

ROBERT SMITH, DIRECTOR, TECHNOLOGY SERVICES  
STANFORD CENTER FOR INNOVATIONS IN LEARNING

A REPORT ON THE USES OF A RANGE OF TECHNOLOGY TOOLS IN DIVERSE CLASSES IN WALLENBERG HALL'S ADVANCED RESOURCE CLASSROOMS.

10:30AM ~ 11:00AM

### **BREAK/REFRESHMENTS**

VISIT CORPORATE SPONSOR EXHIBITS

11:00AM ~ NOON

### **DET/CHE GENERAL MEETING**

CLAREMONT BALLROOM

NOON ~ 1:00PM

### **LUNCH ON YOUR OWN**

# DET/CHE NINETEENTH ANNUAL FALL CONFERENCE

“EDUCATION IS THE INTERNET KILLER APPLICATION OF THE TWENTY FIRST CENTURY”



|       | Mon 29                                                                  | Tue 30                                                                                                                                    | Wed 1                                                                                       | Thu 2                                                                                                                        | Fri 3                                                                                            |
|-------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
|       |                                                                         |                                                                                                                                           | <b>DET/CHE ANNUAL FALL CONFERENCE 2004</b>                                                  |                                                                                                                              |                                                                                                  |
| 8:00  |                                                                         |                                                                                                                                           | 7:30 AM<br>WELCOME BY HENRY BURNETT (8:15AM)<br><b>BREAKFAST</b><br>CLAREMONT BALLROOM      | 7:30 AM<br><b>BREAKFAST</b><br>CLAREMONT BALLROOM                                                                            | 7:30 AM<br><b>BREAKFAST</b><br>NAPA BALLROOM                                                     |
| 9:00  |                                                                         | DAY AT BERKELEY<br>PRECONFERENCE EVENTS<br>9:30 AM<br>WHAT IS HAPPENING NOW AND IN THE FUTURE AT UC BERKELEY<br>DWINELLE HALL (ROOM 3401) | 8:30 AM<br><b>UC RIVERSIDE SMART CLASSROOMS</b>                                             | 8:30 AM<br><b>WHY SAKAI?</b><br>OPORTUNITIES & CHALLENGES<br>MARA HANCOCK                                                    | 8:30 AM<br><b>CAMPUS UPDATES</b>                                                                 |
| 10:00 |                                                                         |                                                                                                                                           | 9:30 AM<br><b>OPEN SOURCE WEB ARCHIVING</b><br>SHERYL MARTIN-SHULTZ                         | 9:30 AM<br><b>CREATING IT VALUE ECOSYSTEM</b><br>MIKE PESHKAM                                                                | 9:30 AM<br>ROBERT SMITH<br><b>HIGH PERFORMANCE LEARNING SPACES IN STANFORD'S WALLENBERG HALL</b> |
| 11:00 |                                                                         |                                                                                                                                           | CORPORATE SPONSOR EXHIBITS<br>BREAK/REFRESHMENTS                                            | CORPORATE SPONSOR EXHIBITS<br>BREAK/REFRESHMENTS                                                                             | CORPORATE SPONSOR EXHIBITS<br>BREAK/REFRESHMENTS                                                 |
| Noon  |                                                                         | 11:30 AM<br><b>LUNCH ON YOUR OWN</b>                                                                                                      | 11:00 AM<br><b>CONVERGENCE OF TELEVISION &amp; WEB</b><br>CHRISTOPHER LAXTON                | 11:00 AM<br><b>ONLINE LEARNING: COMMUNITY COLLEGE CASE STUDIES</b><br>MARTHA MILLS                                           | 11:00 AM<br><b>DET/CHE GENERAL MEETING</b><br>CLAREMONT BALLROOM                                 |
| 1:00  | 12:00 PM<br><b>New Event</b>                                            | 12:30 PM<br><b>UC BERKELEY CAMPUS TOUR</b>                                                                                                | 12:00 PM<br><b>LUNCH</b><br>NAPA BALLROOM                                                   | 12:00 PM<br><b>LUNCH</b><br>NAPA BALLROOM                                                                                    | 12:00 PM<br><b>LUNCH</b><br>ON YOUR OWN                                                          |
| 2:00  | UC SYSTEM-WIDE GENERAL MEETING UC BERKELEY<br>DWINELLE HALL (ROOM 3401) | 1:30 PM<br><b>CSU SYSTEM-WIDE GENERAL MEETING</b>                                                                                         | 1:00 PM<br><b>SPOT LIGHT SESSIONS</b><br>CORPORATE SPONSORS                                 | 1:00 PM<br><b>UNSTRUCTURED TIME</b><br>VISIT WITH CORPORATE SPONSORS<br>NETWORK WITH PEERS<br>PREPARE FOR MILLS COLLEGE TOUR |                                                                                                  |
| 3:00  |                                                                         | 2:30 PM<br><b>UC SYSTEM-WIDE GENERAL MEETING</b>                                                                                          | 2:00 PM<br><b>ONLINE HAMLET CONUNDRUMS</b><br>JIM BIERMAN                                   |                                                                                                                              |                                                                                                  |
| 4:00  |                                                                         |                                                                                                                                           | CORPORATE SPONSOR EXHIBITS<br>BREAK/REFRESHMENTS                                            | 3:00 PM<br><b>MILLS COLLEGE CAMPUS TOUR</b><br>BUS LEAVES 3:00PM                                                             |                                                                                                  |
| 5:00  |                                                                         | 4:00 PM<br><b>DET/CHE BOARD MEETING</b><br>CLAREMONT RESORT & SPA<br>NAPA BALLROOM                                                        | 3:30 PM<br><b>GARTNER'S HYPE CYCLE</b><br>KATHY FERNANDES                                   |                                                                                                                              |                                                                                                  |
| 6:00  |                                                                         |                                                                                                                                           | 4:30 PM<br><b>IMPROVE PERFORMANCE WITH LINKED NOTES</b><br>JOHN ITTELSON<br>JUDITH EINSTEIN | 5:00 PM<br><b>COCKTAIL RECEPTION</b><br>HOSTED BY MILLS COLLEGE<br>FACULTY/STAFF CLUB                                        |                                                                                                  |
| 7:00  |                                                                         | 6:00 PM<br><b>DET/CHE CONFERENCE RECEPTION</b><br>HOSPITALITY & CONFERENCE REGISTRATION<br>SONOMA ROOM                                    | 5:30 PM<br><b>DINNER ON YOUR OWN</b>                                                        | 6:30 PM<br><b>BANQUET DINNER &amp; KEYNOTE ADDRESS</b><br>BY DAVID HOULE                                                     |                                                                                                  |
| 8:00  |                                                                         | ENTERTAINMENT BY "THE FELONIUS BLUES REVUE"                                                                                               |                                                                                             | "LEARNING WITH VISION: BEING SLIGHTLY AHEAD OF THE CURVE"<br>MILLS COLLEGE                                                   |                                                                                                  |

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Nov. 30 ~ Dec. 3, 2004  
CLAREMONT RESORT & SPA  
BERKELEY, CA



## DET/CHE CONFERENCE SPONSORS

DET/CHE GRATEFULLY ACKNOWLEDGES OUR CORPORATE MEMBERS WHO ARE SPONSORING CONFERENCE EVENTS. WE ENCOURGE ALL CONFERENCE PARTICIPANTS TO TAKE THE TIME TO SPEAK WITH THEM ABOUT THEIR PRODUCTS AND SERVICES, WELCOME THEM TO THE CONFERENCE AND THANK THEM FOR THEIR SUPPORT OF DET/CHE.

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