



EDUVENTURES

SPEAKER BIOGRAPHIES

DR. GEOFFREY BANNISTER

President

Hawai'i Pacific University

Panelist: Presidential Panel

Dr. Bannister is the fourth president of Hawai'i Pacific University, a comprehensive, independent university with approximately 8,500 students based in Honolulu. "HPU" is Hawai'i's largest independent university and has a diverse student body. Serving a large military population and with a comprehensive set of e-learning programs, HPU offers professional and liberal education to students from around the world.

Dr. Bannister was most recently the President of Schiller International University. Previously, he was the President of Cultural Experiences Abroad, one of the U.S.'s largest study abroad providers, and founding president, The Forum on Education Abroad, the only national membership organization in the United States devoted solely to the production and oversight of Standards Development in U.S. study abroad. From 1989 to 2000 he served as the 17th President of Butler University in Indianapolis, Indiana. Before that he was, for a decade, the Dean of Arts and Sciences at Boston University.

Highlights of his career at Boston University included raising external research support from \$3.8 million to over \$15 million per year; securing NEH funding for a \$1 million challenge grant to create a Humanities Foundation in the college; and raising \$13.5 million in gifts for the College of Liberal Arts. At Butler University, he was noted for raising the size of the student body from 2,300 to 3,300 with another 3,000 on study abroad programs; increasing the full-time faculty from 167 to 240; completing the university's first ever capital campaign (\$75 million); raising \$35 million in post campaign funds; and revitalizing the athletics program with an emphasis on breadth and equitable access.

He was the principal architect of Boston University's study abroad programs, and the catalyst to the development of Butler University's Institute for Study Abroad. He was the first Chairman of the Board of Directors for the International Student Exchange Program (ISEP) in Washington, D.C., and he has served on leadership committees and boards for the International Student Exchange Program (ISEP), the American Council on Education (ACE), the College Board, Indiana Campus Compact, the NCAA, USA Rowing; on the boards of various corporations and business organizations; and as a Legal Advisor for the U.S. Department of State

He has been recipient of the King, Walker, Wilkins, Young award for service to the minority community in Indiana; Indiana International Citizen of the Year, 1992-93; and he is a Sagamore of the Wabash (Governor Evan Bayh). He was born in the United Kingdom, raised in New Zealand, received his Ph.D. in geography from the University of Toronto, Canada, in 1974 and became a United States Citizen on July 4th 1989. Dr. Bannister is a former New Zealand cycling champion and record holder. He is married to Jerri Ross, a former marketing executive in the travel industry, and is the proud father of Kate and grandfather of Sophia and Carter.

DAN BARTELL

Vice President of Sales
Pearson

***Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership
Innovation: Option 1: Evaluating Online Services Firms.***

Since May 2004, Dan Bartell has been the Vice President of Sales for Pearson Higher Education Institutional Sales. In this role, he created and leads a team focused on establishing business partnerships sponsored by Executive Leaders of colleges and universities. This team represents all Pearson content, services, and technology to provide a more holistic response to the critical challenges identified by policy makers and senior leadership in higher education. His twenty years of experience in the higher education course materials and instructional technology marketplace crosses sales and marketing; technology and related services; editorial and curriculum services; and implementation and fulfillment of products and services. This experience provides the background necessary to identify the new partnerships, new business models, and more efficient relationships needed to address the key teaching and learning challenges and opportunities in higher education. Dan Bartell spent his first four years in higher education at the University of California, studying Philosophy.

BOB BROCK

President and Co-Founder
Educational Marketing Group, Inc.

Presenter: Development Learning Collaborative Session on Marketing and Branding Across Your Institution: How Development and Enrollment Managers Can Work Together Effectively (joint session with the Enrollment Management Learning Collaborative)

With more than 35 years' experience in higher education marketing, Bob is one of the nation's most respected brand marketing and management consultants. Bob is a member of the CASE Industry Advisory Council, a faculty member for the international Academy for Educational Development (AED) and a frequent keynote speaker on brand marketing and related issues for businesses, non-profits, and organizations throughout the world. Early in his career, he served in communications and marketing positions at Washington University in St. Louis, Rutgers University, the University of Denver, and Metropolitan State College of Denver. In 1997, he co-founded Educational Marketing Group, and has provided strategic counsel to college, university, and non-profit clients globally. Bob and his co-founding partner, Marlene Brock, have provided marketing services and counsel for Virginia Tech, Washington State University, University of Nebraska, University of Michigan, University of North Dakota, University of Wyoming, University of Tennessee, University of Louisville, Cal Poly San Luis Obispo, Colorado State University system, Old Dominion University, University of Southern Maine, Clarion University, Shenandoah University, Clarkson University, Des Moines University, Hanover College, Cottey College, Buena Vista University, Mount Vernon Nazarene University, Dalhousie University, University of Victoria, and the University of Ontario Institute of Technology, among others.

MARLENE BROCK

Executive Vice President and Co-Founder
Educational Marketing Group, Inc.

Presenter: Development Learning Collaborative Session on Marketing and Branding Across Your Institution: How Development and Enrollment Managers Can Work Together Effectively (joint session with the Enrollment Management Learning Collaborative)

Marlene has 30 years of organizational management and brand development experience. In addition to her expertise in higher education, Marlene has worked in the public sector, retailing, the television industry, and corporate real estate. She has served in local government as well as for international corporations such as United Artists and Siemens Corp. Under her direction, EMG has grown into an award-winning international marketing agency cited as one of the premier educational brand-development

consultancy in North America. She has provided executive-level positioning and brand platform development services, strategic planning, marketing, and creative strategies for colleges and universities throughout North America. Her ability to develop enduring, consensus-based brand platforms is unmatched. Following a positioning retreat at Washington State University, then-president Dr. V. Lane Rawlins noted, "This was a remarkable milestone in the history of the university – the most productive strategy session I've ever been part of." Dr. Lloyd Benjamin, former president of Indiana State University, said of a positioning retreat, "It's the first time in my tenure that I've ever seen this group [executive administration] agree unanimously on anything." Marlene has facilitated consensus-based positioning for dozens of other colleges and universities across North America, including the Dalhousie University, University of Victoria, University of Louisville, University of Wyoming, University of Tennessee, Washington State University, Old Dominion University, Texas State University, Baker University, Hanover College, Mount Vernon Nazarene University, Buena Vista University, and others. She conducts professional training on positioning, brand platform development, organizational change, strategic planning, brand architecture, and related topics.

DR. WAYNE A. BROWN

Chief Executive Office

Educators Serving Educators

Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 1: Evaluating Online Services Firms.

Dr. Wayne A. Brown is the Chief Executive Officer for Educators Serving Educators, a division of Excelsior College and he also serves as the Vice President for Extended Education at Excelsior College in Albany, NY. Prior to his current role, Wayne was the first Vice President for Information Technology at Excelsior College.

Prior to joining Excelsior, Brown was the Executive Vice President for Administration at Johnson County Community College, Overland Park, KS. Brown is a retired US Air Force officer. He holds a Ph.D. in Computing Technology in Education from Nova Southeastern University and a Master's of Business Administration with an emphasis in computer information systems from Wayland Baptist University, Plainview, Texas. His research interests include CIO effectiveness, IT organizational structure, and enterprise resource planning software implementation.

DR. BARBARA CHESLER BUCKNER

Dean of Education and Health Professions

Columbus State University

Member Panelist: Schools of Education Learning Collaborative Session on Making Use of Assessment Data

Dr. Barbara Chesler Buckner is the Dean of Education and Health Professions at Columbus State University. She received her B.A. in Elementary Education from Ohio State University; her M.Ed. in Science Education from Clarion University of Pennsylvania; and her Ed.D. from Indiana University of Pennsylvania in Elementary Education with emphasis in Reading Education. Prior to coming to Columbus State University she was the Associate Provost for Assessment and Accreditation at Coastal Carolina University from 2007-2011 and Associate Dean of Education from 2005-2007. Dr. Buckner has also worked at Longwood University from 2000-2005 and Clarion University from 1988-2000. Her areas of research are: early literacy, spelling and writing development, reading pedagogy, Teacher Work Sample Methodology, and teacher preparation.

VANCE BURGESS

Director of Distance and Continuing Education
University of West Florida

Member Panelist: Online Higher Education Learning Collaborative Session on Making Online Accountable – Regulation Update, U.S. News Rankings and School Initiatives

Provide direct management and oversight of the Academic Technology Center (ATC), UWF Online Campus, and Division of Continuing Education. Supervise support to college administrators and faculty in all efforts related to the design, development, and implementation of academic technology initiatives and or distance learning courses and programs at the University. Develop and deploy strategies, policies, and resources to achieve ATC, Online Campus, and Continuing Education objectives.

DOUGLAS A. COGSWELL

President and CEO
ADVIZOR Solutions, Inc.

Speaker: Development Learning Collaborative Optional Breakfast Session on Introduction to the Managing Returns Interactive Data Tool Pilot

Douglas A. Cogswell is President and Chief Executive Officer of ADVIZOR Solutions. Mr. Cogswell has held this position since ADVIZOR's founding in the winter of 2003. Prior to that he was President & CEO of Visual Insights, a Web Analytics software company which he led through a successful spinoff from Bell Labs, and two highly successful funding rounds. Previously, he was president and CEO of Palindrome Software Company, also known as Seagate Software. Under his leadership, Palindrome's performance accelerated, growing over 300% in one year. He led the sale of Palindrome to Seagate Software and managed the company's subsequent purchase and merger with Arcada Software to create a market leader in storage management technology. From 1992 to 1994, Mr. Cogswell was executive vice president and chief operating officer of Comdisco's \$250-million Disaster Recovery Services business. Earlier in his career, he held various sales/marketing and general management positions, including five years as a principal at Booz Allen & Hamilton, where his focus was on strategy consulting to the information industry. Mr. Cogswell holds a Bachelor of Arts in Physics and Electrical Engineering from Dartmouth College (Summa Cum Laude) and a Master of Business Administration from the Harvard Business School. Mr. Cogswell participates actively on a number of Boards, including the Chicagoland Chamber of Commerce, the Chicago Software Association (of which he is Chairman), and Opportunity International (which is focused on creating jobs for the poorest of the poor in 28 countries).

DR. KEVIN CORSINI

Dean of the Graduate School
Liberty University

Member Panelist: Online Higher Education Learning Collaborative Session on Making Online Accountable – Regulation Update, U.S. News Rankings and School Initiatives

Dr. Corsini serves as Dean of the Graduate School, Administrative Dean for Graduate Programs, and a member of the graduate faculty in the Counseling Department. His primary area of research interest is Attachment Theory and its influence on Emotion Regulation and Religious Coping. Dr. Corsini has experience as an executive in business, as an ordained pastor, and is an active volunteer in his community. He has a B.B.A. from University of Georgia, a Th.M. from Dallas Theological Seminary, and a Ph.D. from Liberty University. Dr. Corsini and his wife Georgianna live in Lynchburg, Virginia and are the parents of three.

JOSEPH DONNELLY

Associate Vice President for Advancement Services and Strategic Planning
Northeastern University

Member Panelist: Development Learning Collaborative Session on Unlocking Innovation: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges

With more than 25 years' experience in development, Joe Donnelly is currently Vice President and Campaign Director at Northeastern University, responsible for advancement services and strategic planning. Though he has served in data management and research positions during his career, Joe's main expertise is donor relations; he has held positions in that area at Harvard, Brandeis, and Northeastern universities. He has also held front-line fundraising jobs in health care and education. He was the founding president of both the New England Development Research Association and the Association of Donor Relations Professionals (ADRP) and has presented on donor relations topics at ADRP, CASE, and AFP conferences. Joe holds a B.A. from Bates College.

SANDRA J. DORAN, J.D.

President
American College of Education

Panelist: Presidential Panel

Ms. Doran is the President of American College of Education, one of the world's leading providers of online advanced degree programs for educators. Under her leadership, the college has added a significant number of new degree programs, relocated its main campus from Chicago, Illinois to Indianapolis, Indiana, achieved recognition as a Quality Matters institution, has been accepted as a national accreditation candidate by TEAC, was awarded the first Indiana Innovation Grant, and created a professional development department with offerings by Louisa Moats in reading and Sally Ride in science, all in support of the college's mission of affordable, high quality programs.

Prior to assuming her current role in April 2011, President Doran had served with distinction in a number of executive positions in higher education and other business sectors. Most recently, she served as Chief of Staff/Vice President and General Counsel for Lesley University, where she coordinated and guided the executive management team and Board of Trustees.

Earlier in her career, President Doran was Senior Counsel for Holland & Knight LLP, the nation's fifth largest law firm, where she provided counsel to Fortune 500 companies, universities and non-profit groups. She was also Vice President, General Counsel and Secretary for Shaw's Supermarkets, a \$5B company, where she negotiated and managed several major acquisitions.

She is a frequent presenter at higher education and legal conferences, a contributor to industry journals, and serves on community and association boards.

President Doran holds a Juris Doctor degree from Syracuse University, and a Bachelor of Arts degree in Political Science from Southern Methodist University, where she graduated with honors.

PAUL ELSTONE

Assistant Vice President, Schools and College Development
University of Oregon

Member Panelist: Development Learning Collaborative Session on Unlocking Innovation: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges

Paul Elstone is currently Assistant vice President for Schools and Colleges, University Development at the University of Oregon. Prior to working in development, Paul worked in the advertising sales industry and also developed academic-industrial partnerships for higher education institutions in the UK and US.

Paul began his development career in at Thunderbird School of Global Management, AZ and joined the University of Oregon in 2003. He has extensive experience in corporate and foundation relations. Additionally, both at Thunderbird and the UO, he has periodically managed the office of donor relations and been the assigned major gift fundraiser for Europe.

JOHN ENDRUD

Vice President of Business Development
Deltak

Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 1: Evaluating Online Services Firms.

John Endrud is the Vice President of Business Development at Deltak. In this role, he has management responsibility for all new partner acquisitions, manages the company's market research team, and leads new product and services strategy. Previously, John was Vice President of Marketing for Deltak where he was responsible for the marketing strategy of Deltak's partners, market research, programmatic selection support and market positioning, and overseeing the startup activities of new partners to ensure a successful launch for partnerships. John also worked for Deltak's predecessor companies, Collegis and Eduprise, as a Regional Sales Executive. He has been employed in the higher education industry since joining eCollege as an Account Executive in 1997. Before joining eCollege John was the Regional Vice President for a financial services firm specializing in commercial lending to midsize companies. John earned a Bachelor's degree from the University of Minnesota-Twin Cities and has an MBA from Benedictine University.

ANN S. FERREN

Senior Fellow, Office of Quality, Curriculum, and Assessment
AAC&U

Panelist: Academic Leadership/Assessment and Institutional Effectiveness Learning Collaborative Session on Workshop Discussion: Creating the Outcomes-Focused Institution

Ann S. Ferren has more than thirty years of experience as an academic administrator in a variety of roles including Director of General Education, Dean of Faculty, and Interim Provost at American University in Washington D.C., Vice President for Academic Affairs at Radford University, and most recently as Provost at the American University in Bulgaria. She is currently a senior fellow at AAC&U, working on issues related to institutional resources and educational priorities in financially challenging times, general education, effective leadership, and other campus-based projects. Ferren is also a planner and faculty member in AAC&U's yearly Institute on General Education and Assessment. At AAC&U, Ann has served on the Board, participated in many institutes, and written for several AAC&U publications. Her work on academic quality, assessment, and reallocation of resources to support learning and curricular improvement is particularly relevant in the new economic environment of higher education.

MARIA FLYNN

Vice President, Building Economic Opportunity
Jobs for the Future

Speaker: Continuing and Professional Education Learning Collaborative Session on The Pipeline: Building Better Partnerships with Industry

As vice president of JFF's Building Economic Opportunity Group, Maria Flynn leads JFF's work to help low-skilled adults advance to family-sustaining careers, while enabling employers to build and sustain a productive workforce. Ms. Flynn guides the activities of several key JFF projects and partnerships, including the National Fund for Workforce Solutions, Jobs to Careers, and Breaking Through.

Ms. Flynn has nearly 20 years of experience in the workforce development field. As the administrator of the Office of Policy Development and Research in the U.S. Department of Labor's Employment and Training Administration, she oversaw the assessment and development of employment and training policies, managed the design of the agency's research and evaluation strategy, and provided direct support to agency budget and appropriations activities.

Ms. Flynn's responsibilities at the Labor Department included coordinating the agency's legislative, regulatory, and international affairs agendas and outreach to philanthropic organizations. As the agency's policy director, Ms. Flynn played a key role in the development and implementation of the Workforce Innovation in Regional Economic Development Initiative (WIRED).

Within the Employment and Training Administration, Ms. Flynn previously led the Division of One-Stop Operations, where she developed the policy and technical assistance framework necessary to enable states and local communities to establish comprehensive One-Stop delivery systems designed to provide quality services to job seekers, workers, and employers. She also served as team leader for the interagency policy group charged with implementing the Workforce Investment Act of 1998.

In the 1990s, Ms. Flynn played key roles in the National School-to-Work initiative and in the launch of the Secretary's Commission on Achieving Necessary Skills (SCANS) Initiative.

Ms. Flynn earned her Bachelor's in international relations and economics at Saint Joseph's University in Philadelphia and a Master's of Government Administration at the University of Pennsylvania.

KEN GOLDSTEIN

Vice President of Sales
Knewton

Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 2: Emerging Platforms & Models

Ken Goldstein, Knewton's Vice President of Sales, comes to Knewton with over 15 years of sales and sales leadership experience in the education technology field. He led high performing sales teams in the eLearning space for the last decade at Blackboard, and prior to that at eCollege. Prior to joining Knewton he was the Vice President and Head of Global Sales at eSchool Solutions. Ken has a proven background in sales, sales management, coaching, complex solution selling, and account management for advanced learning technologies. Some of the notable projects that he has worked on over the years include the K-20 eLearning platform implementation for the state of New Mexico; many large, statewide virtual school initiatives including Illinois, Kentucky, Idaho, Michigan, and Texas; as well as large scale eLearning projects for many of the leading universities and school districts across the U.S.

Ken received a dual Bachelor's degree in Business Administration and Journalism from the University of Colorado-Boulder and also has a Master's degree in Organizational Management and Development from the University of Colorado-Denver.

BETH HOLLENBERG

President
Everspring

Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 2: Emerging Platforms & Models

Beth Hollenberg is responsible for overseeing service delivery for Everspring. She has 20 years of experience working in education and social policy, with more than 10 years of experience running large-scale online, on-ground and hybrid K-12 and post-secondary education programs.

Most recently, Beth was president of the campus division for Kaplan Higher Education (KHEC), a division of The Washington Post. In this capacity, she oversaw strategy and operations for Kaplan's 75 on-ground and hybrid online campuses and learning centers, which served nearly 45,000 students nationwide. Under Beth's leadership, KHEC dramatically improved student outcomes, expanding and diversifying its academic offerings and centralizing key components of its student and faculty support systems.

Previously, Beth was the executive vice president of SCORE! Educational Centers, Kaplan's K-10 tutoring division. In this capacity, Beth developed SCORE!'s product strategy and built key home office functions and processes that enabled the company to grow to more than 170 locations. As its senior field operator, Beth oversaw all aspects of operations at all of SCORE!'s locations nationwide.

Trained as an attorney, Beth also served as associate counsel for the 2000 Democratic National Convention Committee, and a judicial clerk to the Honorable Judge Claudia Wilken of the U.S. District Court, Northern District, California. Prior to her work as an attorney, Beth was an associate at the Center for the Study of Social Policy and senior associate for CSR, Incorporated, both in Washington, D.C., where she advised on education and youth policy. In this capacity, Beth worked with state and federal governmental entities, as well as with not-for-profit and private organizations, to assist in the development and implementation of scalable programs for children and youth.

Beth holds a JD from Stanford Law School, where she was on the managing board of the Stanford Law Review and served as student co-chair for the Stanford Judicial Council. She also holds a master of arts in sociology and a bachelor of arts in psychology with distinction from Stanford University.

DR. ARTHUR M. HORNE

Dean, College of Education
University of Georgia

Member Panelist: Schools of Education Learning Collaborative Session on Making Use of Assessment Data

Arthur M. (Andy) Horne has served as the 14th dean of the College of Education since July 1, 2008. An internationally recognized authority on group counseling and therapy and early intervention for at-risk children, he also holds the title of Distinguished Research Professor. Horne is known for his scholarship on troubled families and ways to prevent and deal with bullying and aggressive behavior by males. He has received more than \$7 million in research funding that includes grants from the Centers for Disease Control and Prevention, Arthur Blank Foundation, U.S. Department of Education and National Institute of Mental Health. He is a Fellow of UGA's Institute for Behavioral Research and several divisions of the American Psychological Association. He has received numerous awards for his research and teaching. Horne joined the UGA faculty in 1989. He received his Ph.D. at Southern Illinois University.

DR. PHIL ICE

Vice President of Research and Development
American Public University System
Principal Investigator
Predictive Analytics Reporting Framework (PAR) Project

Panelist: Plenary Panel: "Big Data in Higher Education: Getting Beyond Big Hype to Big Impact"

Phil Ice holds an Education Doctorate in Curriculum and Instruction with minor concentrations in Instructional Technology and Science Education. Currently Dr. Ice is the VP of Research and Development at American Public University System (APUS) and Vice President of Research & Development for Sage Road Analytics, LLC.

His research is focused on the impact of new and emerging technologies on cognition in online learning environments. Work in this area has brought him international recognition in the form of three Sloan-C

Effective Practice of the Year Awards (2007, 2009 and 2010) and the AliveTek/DLA Innovation on Online Distance Learning Administration Award. Sloan-C has also recognized Phil through awarding a team he lead at APUS with the Gomory Award for Data Driven Quality Improvement in 2009. He has been recognized by industry through membership in Adobe's Education Leaders Group and Adobe's Higher Education Advisory Board, as well as a recipient of the Adobe Higher Education Leaders Impact Award, 2010.

Phil's vision for the future of technology in higher education is also demonstrated by his inclusion on the advisory council for the 2011 NMC / ELI Horizon Report and his role as Principal Investigator on a \$1.05 million WICHE/WCET grant to explore online retention patterns across six institutions. His work has covered the use of technology mediated feedback, which has been adopted at over 50 institutions of higher education in five countries, multi-level institutional assessment techniques, learning analytics and application of semantic analysis for mapping institutional learning assets. Phil has conducted over 100 peer reviewed and invited presentations and workshops, as well as authoring more than 20 articles, book chapters and white papers related to the integration of emerging technologies in eLearning. Other examples of his research include the use of embedded asynchronous audio feedback mechanisms, using web 2.0 tools for collaborative construction of knowledge through integration of RIA's and remote observation of student teaching experiences using asynchronous, flash-based environments.

Phil is also involved with seven other researchers in the United States and Canada in numerous other research initiatives related to the Community of Inquiry Framework. This research has resulted in the development of a validated instrument that captures the intersection of Teaching, Social and Cognitive presence in online learning environments.

ANDREW P. KELLY

Research Fellow in Education Policy Studies
American Enterprise Institute (AEI)

Panelist: Plenary Panel: "Big Data in Higher Education: Getting Beyond Big Hype to Big Impact"

Andrew P. Kelly is a research fellow in education policy studies at AEI and a doctoral candidate in political science at the University of California, Berkeley. His research focuses on higher education policy, information and consumer choice in education, and public opinion. As a graduate student, Mr. Kelly was a National Science Foundation interdisciplinary training fellow and a graduate student instructor. Previously, he was a research assistant at AEI, where his work focused on the preparation of school leaders, collective bargaining in public schools, and the politics of education. His research has appeared in Teachers College Record, Educational Policy, Policy Studies Journal, Education Next, Education Week, as well as popular outlets such as Forbes, The Atlantic, and The Huffington Post. He is co-editor of [Reinventing Higher Education: The Promise of Innovation](#) (Harvard Education Press, 2011).

DR. RITA J. KIRSHSTEIN

Managing Director
American Institutes for Research (AIR)
Director
Delta Project on Postsecondary Education Costs

Panelist: Plenary Panel: "Big Data in Higher Education: Getting Beyond Big Hype to Big Impact"

Dr. Rita J. Kirshstein is a Managing Director in the Education, Human Development and Workforce Program at the American Institutes for Research (AIR) and heads AIR's Higher Education practice area. As of January 1, 2012, Rita is heading the analytic component of the Delta Cost Project (www.deltacostproject.org). She and her AIR team will continue producing the annual trends that the project developed, expand the groups of institutions examined and fine tune some of the metrics.

Rita has dedicated much of her professional career studying higher education and ways to ensure that all students seeking a college education can attend and obtain a degree. She has analyzed a wide range of issues that include programs designed to increase minority participation in higher education overall and in science, technology, engineering, and technology programs specifically; financial aid policies at the national and state levels; the causes and consequences of rising tuitions; institutional spending patterns; and faculty roles and responsibilities.

Rita's knowledge of higher education and interest in working with students of all types has resulted in appointments to the board of trustees of the University of the District of Columbia, where she served a five-year term, and the board of directors of College Bound, a DC-based college access program. She is also an adjunct professor in the sociology department at George Washington University where she teaches graduate courses on the sociology of higher education.

STEPHEN LASTER

Chief Information Officer

Harvard Business School

Senior Fellow

Eduventures, Inc.

Moderator: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 2: Emerging Platforms & Models

Presenter: Development Learning Collaborative Session on Leveraging New Technologies in Advancement

Mr. Stephen Laster is an accomplished business leader, consultant, and technologist focused on helping organizations in the creative use of technology for collaboration, teaching and learning. Stephen is a senior fellow with Eduventures, focused on online strategy and IT strategy projects. Stephen has guided institutions in the design and implementation of major on-line programs, in the development of world-class IT strategies, and has worked with publishers to design and bring to market e-learning solutions. He has assisted organizations in all aspects of business development for on-line learning programs and in using technology to connect with campus constituencies. Stephen helps organizations turn technology investments into a true competitive advantage. Stephen began consulting with institutions to meet a market need for honest unbiased advice. He works with institutions to assess their current capabilities, establish a strategic plan, and implement the plan.

In addition to working with Eduventures as a senior fellow, Stephen is also the Chief Information Technology Officer of the Harvard Business School and a member of the HBS administrative leadership team, which oversees the school's academic, research and administrative computing teams. Previously, Stephen held several leadership positions at Babson College including CTO for Babson Interactive, Babson's for-profit eLearning company, and Director of Curriculum Innovation and Technology. Stephen led Babson into the world of blended learning and the creation of Babson's FastTrack MBA (a highly successful blended MBA program). Stephen served as a trustee for Babson College from 1992-94.

Prior to focusing his career on the apex of technology and education, and consulting, Stephen worked in industry both in information technology and technology product development. He has developed and run a network monitoring business, developed enterprise software packages and led major re-engineering and implementation efforts. Stephen has held leadership positions at Stride Rite, Art Technology Group, CrossComm, and Advanced Business Technologies, Inc. Throughout his career, Stephen has managed diverse teams of business and technology professionals. He has managed distributed teams across the United States, Poland, and India.

Stephen sits on the board of directors for The Sloan Consortium for On-line Learning and Recycline. He is on the Microsoft Higher Education Advisory Board, and serves as a strategic advisor to several technology companies. Stephen is a seasoned speaker and writer. He is considered to be a leader in e-

learning and digital community building, and was named by Ed Tech Magazine as a thought leader in educational technology.

DR. JOHN LOMBARDI

Professor of History

Louisiana State University

Co-Director, Center for Measuring University Performance

Arizona State University

Panelist: Presidential Panel

Dr. Lombardi served as President of the Louisiana State University System from 2007-2012, where he also continues to serve as a Professor of History. Dr. Lombardi is also Co-Director of the Center for Measuring University Performance and in that capacity serves as a member of the founding board of the Global Research Benchmarking System. Dr. Lombardi was Chancellor and Professor of History of the University of Massachusetts Amherst from 2002 until 2007. Prior to that, he served in various capacities, including President, Director of The Center for Measuring University Performance, and Professor of History, at the University of Florida from 1990 to 2002; as Provost, Vice President for Academic Affairs, and Professor of History at The Johns Hopkins University from 1987 to 1990; and in various capacities, including Dean of the College of Arts and Sciences, Dean of International Programs, Director of the Latin American Studies Program, and Professor of History, at Indiana University from 1967 to 1987, where in addition he taught a course on international business. Dr. Lombardi serves on the Advisory Board of the Jay I. Kislak Foundation, Inc. He publishes a blog, Reality Check, on Inside HigherEd. He also serves on the Executive Strategic Council of IMS Global Learning Consortium. Dr. Lombardi has authored or co-authored numerous books and articles on a wide variety of topics, including Venezuelan history, measuring university performance, Latin American history, and international business.

KAREN MCCAULEY

Interim Associate Vice President for Central Development and Operations

Auburn University Foundation

Member Panelist: Development Learning Collaborative Session on Unlocking Innovation: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges

Karen McCauley currently serves as the Interim Associate Vice President for Development at Auburn University, where she oversees and provides support for the University's Central Development and Operations. With over 15 years of professional development experience in higher education and non-profit leadership roles, Karen has served in varied leadership roles. She served as the State Director for the Alabama Association of Habitat for Humanity Affiliates where she was the chief executive officer. Her work with Habitat for Humanity led her to be appointed to Habitat for Humanity's U.S. Council, the highest governing body in the United States. She received numerous awards during her tenure with Habitat for Humanity including the Clarence Jordan Visionary Award and 2011 Servant Leader of the Year. Karen is a Certified Fund Raising Executive (CFRE) and also completed the Harvard Business School's Strategic Perspectives in Nonprofit Management. Karen graduated from the University of Georgia with a bachelor's in Journalism and completed a Masters of Communication at Auburn University. She and her husband Tom reside in Auburn, Alabama with their four sons, Thomas, Jackson, Dwight and Joseph.

KEVIN MOLLOY

Vice President, Online Learning Solutions

Pearson

Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership Innovation: Option 2: Emerging Platforms & Models

Kevin Molloy is Vice President for Online Learning Solutions at Pearson Education. He is responsible creating new delivery and business models for Higher Education customers around access, affordability,

and accountability. Kevin came to Pearson with more than 25 years of Higher Education experience most recently as a part of the management teams at PeopleSoft and SunGard Higher Education. He has also held roles as a college administrator, adjunct instructor, and thought leader in speaking nationally on higher education topics such as student access, student retention, emerging technologies, and public/private partnerships. Kevin has extensive experience and success in leading statewide and system wide technology decisions and in creating new types of business opportunities for colleges and universities. He has also been instrumental in creating and leading executive briefings, competitive intelligence strategy, and the coordination of overall corporate sales messaging and presentation delivery.

Most recently Kevin's national speaking engagements have included sessions at ACCCA, ACCRAO, NACUBO, CIC, ACE, and EDUCAUSE conferences on the topic of creating a "Performance Campus".

During his on campus years his assignments included College Business Officer, Financial Aid Officer, and Student Admissions and Retention coordinator. He was also responsible for leading the student information system implementation at Marist College early in his career as a part of the IBM/ Marist College Joint Study on Technology.

Kevin has his BS Degree from SUNY Oswego and an MPA degree from Marist College. Kevin and his wife Cathleen live in Grand County Colorado

LYNN OLSON

Dean of Graduate and Professional Studies

St. Joseph's College of Maine

Member Panelist: Online Higher Education Learning Collaborative Session on Making Online Accountable – Regulation Update, U.S. News Rankings and School Initiatives

Lynn Olson has been the Dean of the Division of Graduate and Professional Studies since May, 2005, responsible for all online undergraduate and graduate programs, summer session and continuing education programming. She has an MBA from the University of Southern Maine, and over 20 years experience within higher education administration in such positions as Assistant to the Vice Chancellor for Academic Affairs for the University of Maine System, Statewide Coordinator of Training and Special Projects for Maine's Small Business Development Centers and 13 years as the Chief Financial Officer for the Maine Community College System, responsible for all financial and administrative IT issues. Lynn is also President of Olson Associates, a management consultancy specializing in business performance enhancement and compliance areas.

JAMES PALINSCAR

Senior Vice President for Development

Texas A&M University Foundation

Member Panelist: Development Learning Collaborative Session on Unlocking Innovation: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges

James Palinscar has served in higher education for more than 35 years. As Senior Vice President for Development for the Texas A&M Foundation, he oversees 60 employees and all major gift fundraising activities for the foundation benefiting Texas A&M University, the nation's seventh largest university with more than 49,000 students. Palinscar joined the foundation in 1990 as Campaign Director. Under his direction, the university launched a \$500M fundraising campaign, the largest to date at the time for a public university, which ended in 1996 with \$637M. Also under his direction, the university launched a \$1B campaign in 2000 and completed it with more than \$1.5B in 2006. Over the past 21 years, annual private gift support has grown from \$40M to \$212M, ranking Texas A&M University consistently among the nation's top 20 public institutions. Foundation total assets have grown from \$170M to over \$1.3B and Trust Company assets under management have grown from \$15M to \$113.2M. Palinscar began his career at Augustana College, his alma mater, in Rock Island, Illinois, where he helped staff a successful capital campaign. From 1985 to 1990, he served as Director of Development for the College of Liberal

Arts and Sciences at the University of Florida. Palincsar earned a master's degree in education from Western Illinois University. He and his wife, Margaret, have two grown sons.

JARREL PRICE

Group Head, Education Services

Height Analytics

Panelist: Online Higher Education Learning Collaborative Session on Making Online Accountable – Regulation Update, U.S. News Rankings and School Initiatives

Mr. Price was part of the team that launched Height Analytics in January 2009. He now leads Height's Education Services Team which has built a strong reputation for its analysis of the student lending, postsecondary for-profit, k-12 and education technology markets. Previously, Mr. Price served on FBR Capital Markets' Washington Policy Analysis team. Prior to FBR, he worked for the Department of Homeland Security's Office of Legislative Affairs where he helped secure additional emergency preparedness funding in the wake of Hurricane Katrina. Mr. Price also spent several years as a consultant to the Department of State and Department of Defense, using his Arabic language skills to support capacity development in the Middle East. He is a frequent contributor to media outlets including Bloomberg News, Wall Street Journal, Chronicle of Higher Education, Time Magazine and National Public Radio. Mr. Price graduated Summa Cum Laude from Hamilton College with a B.A. in Government and maintains the Series 7, 66, and 63 securities licenses with FINRA.

SHAI RESHEF

Founder and President

University of the People

Keynote Presenter

Shai Reshef is the President of University of the People (UoPeople)—the world's first tuition-free, non-profit online academic institution dedicated to the democratization of higher education.

Grounded in the belief that knowledge is a key ingredient of world peace, UoPeople provides access to collegiate-level studies to qualified individuals regardless of geographic, financial or societal constraints.

An educational entrepreneur, Reshef has 20 years of experience in the international education market. From 1989 to 2005, he served as Chairman of the Kidum Group, a for-profit educational services company. Between 2001 and 2004, Reshef also chaired KIT eLearning, the online learning partner of the University of Liverpool and the first online university outside of the United States.

Reshef has been widely recognized for his work with UoPeople. In 2009, he was named one of Fast Company's 100 Most Creative People in Business, selected by OneWorld as one of its 'People of 2009' and awarded an Ashoka fellowship. He also joined UN-GAID as a High-level Adviser. In August 2010, on behalf of UoPeople, Reshef was granted membership in the Clinton Global Initiative. The following month, recognized for "taking the world to school," Reshef was selected by The Huffington Post readership as the Ultimate Game Changer in Education. In February 2012, he was nominated as one of Wired Magazine's "50 People Changing the World."

An expert on the intersection of education and technology, Reshef has spoken internationally at numerous conferences including the DLD: Digital, Life, Design; World Economic Forum; EG Conference, Google's Higher Education Summit; EMV Human Values meeting; The Economist's Annual Human Potential Summit and the Schools for Tomorrow Event for the New York Times. He has also lectured at Yale University, Harvard University, Stanford University and Oxford University, among others.

Reshef holds a M.A. in Chinese Politics from the University of Michigan.

DAVID T. RICHARDSON

President and Chief Executive Officer
The Learning House, Inc.

***Panelist: Online Higher Education Learning Collaborative Session on Platform & Partnership
Innovation: Option 1: Evaluating Online Services Firms.***

David T. Richardson joined Learning House in 2007 as President and Chief Executive Officer. Prior to Learning House, Richardson assumed senior leadership positions with various companies over the past 24 years, including: Capital Consulting Group, LLC, a management consulting firm specializing in early-stage growth and turnaround leadership services (President); Rentalhouses.com, Inc., the second-largest Internet listing service for advertising homes for rent, sold to Primedia in 2007 (President and Chief Executive Officer); Keller Furniture, Inc., a 125-year-old publicly traded furniture manufacturing and importing company (President and Chief Executive Officer); Pinnacle Solutions, LLC, a professional staffing and recruiting firm (Chief Executive Officer); Axxis, Inc., an audio/video technology integration and equipment rental company (President and Chief Executive Officer); High Speed Access Corp., publicly traded Vulcan Ventures and Chrysalis Ventures backed broadband Internet service provider (Vice President of Finance); PricewaterhouseCoopers, formerly Coopers & Lybrand (Senior Audit Consultant); and Wachovia Bank (Vice President of Corporate Banking).

David earned a Bachelor of Science in Finance from the University of Tennessee, Knoxville in 1987 and a Master of Business Administration degree from the University of Virginia's Darden Graduate School of Business Administration in 1994. He is also a Certified Public Accountant.

DR. MICHAEL SAYLER

Senior Associate Dean, College of Education
University of North Texas

***Member Panelist: Schools of Education Learning Collaborative Session on Making Use of
Assessment Data***

Mike Sayler is the Senior Associate Dean in the College of Education at the University of North Texas. This large public university certifies over 1000 students a year; most are initial certifications, but about 1/3 are advanced or supplementary certifications. The College of Education has about 4500 undergraduates and 1500 graduate students.

DR. MARK D. SHERMIS

Dean, College of Education
University of Akron

***Member Panelist: Schools of Education Learning Collaborative Session on Making Use of
Assessment Data***

Mark D. Shermis, Ph.D., is presently Professor and Dean in the College of Education at The University of Akron. He received his B.A. at the University of Kansas and was on active duty in the U.S. Navy for three years before entering graduate school. After finishing his master's and Ph.D. from the University of Michigan, Dr. Shermis worked for a computer firm and eventually entered academe. Dr. Shermis has played a leading role in bringing computerized adaptive testing to the World Wide Web, and for the last eight years has been involved in research on automated essay scoring. His most recent work has resulted in the seminal book on the topic (Jill Burstein, Ph.D., co-editor), *Automated Essay Scoring: A Cross-Disciplinary Approach* published by Lawrence Erlbaum Associates, Inc.