



Success and Retention

Welcome to Memphis!



I am pleased to welcome you to the 2013 Mid-South Distance Learning Conference in beautiful and eclectic Memphis, Tennessee – home of the blues and barbeque. Memphis is one of the most historic and cultural cities in the South, home to some of the world’s greatest musicians and singers. I urge you to find time to explore the local attractions and experience the hospitality of the city and its residents. The “River Arts Festival” begins Friday night and runs through Sunday in downtown Memphis and highlights fantastic artisans and musicians.

The conference theme, “Success and Retention,” reminds us that all types of distance learning are relevant and have been used for decades. This is not “new” technology—we have all encompassed it and continue to explore the creative and innovative uses of distance learning. With this in mind, please enjoy the conference as you learn from our presenters, vendors and network with colleagues.

I am honored to have served the Mid-South Distance Learning Conference as the chair and look forward to many more years of involvement with the states of Arkansas and Louisiana!

Best,

A handwritten signature in black ink that reads "Bethany".

Bethany Worley
President, Tennessee Distance Learning Association
Chair, MSDLA Conference 2013

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Planning Committee

A special thanks to our planning committee who put this event together for us to enjoy.

Conference Chair

Bethany Worley, University of Tennessee at Martin

With help from:

Carrie Arant, University of Tennessee at Martin

Karen Guidry, Louisiana Jefferson Davis Parish Technology Center

David Hooper, Louisiana Allen Parish School Board

Jason Horne, Tennessee Online Public School

Tonya McKinney, University of Central Arkansas

Wendy Pate, Stevens Institute of Technology

Kathryn Rhodes, Roane State Community College

Sandy Schaeffer III, University of Memphis

Valerie Wilson, Southern Arkansas University Tech

Schedule at a glance

Wednesday, October 23

9:00 am – 4:30 pm	Conference Registration
	Vendor Check-in
	Vendor Set-Up
1:00 – 1:15 pm	Welcome
1:15 - 2:30 pm	Keynote Address: Kevin Kane CEO and VP of the Memphis Convention & Visitor's Bureau
	Break
2:30 – 5:00 pm	Vendor Exhibits and Poster Sessions Open
5:00 – 7:00 pm	Reception at Holiday Inn Featuring Jay Myers, Author of <i>Hitting the Curve Balls</i>
7:15 pm	Hospitality Suite Opens

Thursday, October 24

9:00 am – 4:30 pm	Conference Registration
8:00 am – 5:00 pm	Vendor Exhibits Open
8:30 – 10:30 am	Breakfast Keynote Address: James Glapa-Grossklag Dean, College of the Canyons and President, Community College Consortium for Open Educational Resources (CCCOER)
10:30– 11:20 am	Break Out Session #1
11:30 – 12:20 pm	Break Out session #2
12: 30 – 2:00 pm	Lunch Keynote Address: Barry Dahl Senior Community Manager at Desire2Learn
2:00 – 2:50 pm	Break Out Session #3
3:00 – 3:50 pm	Break Out Session #4
3:00 – 4:30 pm	Break
4:00 – 6:00 pm	Vendor Exhibits Open
6:00 – 7:30 pm	Dinner at FedEx Institute of Technology
7:45 pm	Hospitality Suite Open

Friday, October 25

8:00 am – 4:30 pm	Conference Registration
8:00 – 5:00 PM	Vendor Exhibits Open
8:30 – 10:30 am	Breakfast Keynote Address: Jeff Borden Pearson Director of Center of Online Learning
10:30– 11:20 am	Break Out Session #5
11:30 – 12:20 pm	Break Out session #6
12: 30 – 2:00 pm	Lunch Keynote Address: Reggie Smith II Chair Emeritus, Board of Directors United States Distance Learning Association (USDLA) and Director, Distributed Learning, JANUS Research Group, Inc.
2:00 – 2:50 pm	Break Out Session #7
3:00 – 3:50 pm	Break Out Session #8
2:30 – 4:30 pm	Break
5:00 – 6:00 pm	Hospitality Suite Open
6:00 pm	Dinner Groups in Downtown Memphis

Saturday, October 26

8:00 – 10:00 am	Continental Breakfast
8:00 – 9:30 am	Vendor Exhibits Open
8:30 – 9:45 am	Association Meetings
10:00 – 12:00 pm	Awards and Prize Drawings
12:00 pm	Head downtown to the River Arts Festival!

Conference evaluations will be completed online

Please visit:

<http://tinyurl.com/midsouthdlc>

Keynote Speakers



Kevin Kane
Memphis Convention & Visitors Bureau President & CEO

Kevin Kane is the acknowledged face and voice of Memphis tourism. He is President and CEO of the Memphis Convention & Visitors Bureau and President of its subsidiary MMG LLC, which manages the Memphis Cook Convention Center and the Cannon Center for the Performing Arts. He is the immediate past chairman of the board for Destination Marketing Association International, the central organization for 650 CVBs in 30 countries around the world. He is an executive committee member of US Travel Association and of the International Tennis Hall of Fame.

Since joining the CVB in 1991, Mr. Kane initiated the first hard sell of Memphis music to attract visitors. The city's music brand and iconic logo "Memphis – Home of the Blues, Birthplace of Rock 'n' Roll," was created under his direction. He opened new visitor centers in Shelby County and established new sales teams in Washington DC, Chicago, London, and Germany. He created the Memphis Sports Council, to market the city's fast growing inventory of sports facilities.

Mr. Kane is a native of Memphis and a graduate of Christian Brothers High School and the University of Memphis. He is an avid sports enthusiast, tennis player and golfer.



James Glapa-Grossklag
Dean, College of the Canyons and President, Community College Consortium for Open Educational Resources (CCCOER)

James Glapa-Grossklag is Dean of Educational Technology, Learning Resources, and Distance Learning at College of the Canyons. He supervises Distance and Accelerated Learning, Educational Travel, Libraries, and Tutoring. He serves as project director for the Distance Education Captioning and Transcription Grant, designed to support California Community Colleges in making distance learning universally accessible. His external roles include serving as President of the Advisory Board of the Community College Consortium for Open Educational Resources, Vice Chair of the Board of Directors of Intelecom, and a board member of the Directors of Educational Technology/California Higher Education, the

OpenCourseWare Consortium, and the Instructional Technology Council, as well as an advisor to the Lumina Foundation on educational technology, and a member of the ACCJC Distance Learning Task Force.

James was previously a tenured faculty member in History and has taught online, hybrid, and face-to-face. He holds a BA in History from Illinois Wesleyan University, an MA in Humanities from the University of Chicago, a Certificate in Online Teaching and Learning from CSU East Bay, and a Certificate in Proactive Leadership in Higher Education from Cornell University.



Barry Dahl
Senior Community Manager at Desire2Learn

Barry Dahl began working as the Senior Community Manager at Desire2Learn in May 2012. For 16 months prior to that date, he was an independent contractor and consultant with a focus on e-Learning and educational technology. Barry has many years of experience as a keynote speaker, conference planner and host, e-Learning quality improvement consultant, strategic planning for e-Learning growth and e-Services development, creating and analyzing surveys related to online learner satisfaction and engagement, in addition to providing on-campus and online workshops.

Barry previously served as the Vice President of Technology and Lake Superior Connect e-Campus at Lake Superior College (LSC) in Duluth, MN, where he was the senior administrator in charge of online learning. As Chief Technology Officer at LSC, he had primary responsibility for the Computer Services department, Web and Information Services, and the e-Campus known as Lake Superior Connect.

Barry has two accounting degrees from Arizona State University, and served as an accounting faculty member for a total of 17 years, including 11 years of appointments at ASU, Florida Atlantic University, University of Minnesota Duluth, and then six years at LSC.

Barry served on the Board of Directors for the Instructional Technology Council from 2007 to 2011. The board concentrates on providing useful services to members' schools (over 300) and holding the annual e-Learning conference at different sites around the U.S. He also served a two-year role on the Executive Committee of the Minnesota Online Council serving the first year ('05-06) as Chair-Elect and the second year ('06-07) as Chair.



Jeff Borden
Pearson, Director of Center of Online Learning

Hi! My name is Jeff Borden and in addition to other things, I am a professional speaker.

I hold a few titles and positions - here is a short (believe it or not) description. My titles include Senior Director of Teaching & Learning, Professor, Speaker, and Consultant, although I'm most proud to be called Husband and Daddy - my little girl was born in 2007!

I'm currently the Senior Director of Teaching & Learning at eCollege (www.ecollege.com) which means a few things. First, as I now report directly to the President, I'm responsible for helping set the academic vision for our company. In other words, where education meets technology, I get to figure out the hows and whys. Next, I am a speaker / consultant for education, eLearning, technology, communication, and teaching. In 2011 alone I performed 12 keynote addresses, as well as dozens of workshops, seminars, webinars, and other types of presentations. As well, I work closely with the Academic Training & Consulting group. My team performs the training of faculty and administrators around the country regarding "e-vangelism" for online education, pedagogy, best practices for online education, system training, growing successful programs, etc. My team of academics are all instructors / teachers somewhere and we are proud to help educate educators through course reviews, trainings, conference speaking, and consultation. Check out our eTeaching Institute for more information (<http://eteaching.ecollege.com>).



Reggie Smith II
Chair Emeritus, Board of Directors United States Distance Learning Association (USDLA) and Director, Distributed Learning, JANUS Research Group, Inc.

Reggie Smith III currently serves as Chair Emeritus of the Board of Directors for the United States Distance Learning Association (USDLA) and works for JANUS Research Group, Inc., as the Director of Distributed Learning. In his current capacity with JANUS, he provides distributed learning services covering logistics support, cinematic development, serious games, virtual collaborative training / visualizations across the military, civilian, corporate, education, healthcare and international markets. Smith is the recipient of numerous awards and commendations to including USDLA Hall of Fame Award, Black Engineer of the Year Award for Community Service, Federal Government Distance Learning Association's Pillar Award, Virtual World Association's Excellence Award and the Action Hero's Award from the Missouri Association of Community Task Forces.

Smith, who has a bachelor's degree in English/Communications from Lincoln University in PA, and a master's degree in International Management from the University of Maryland University College, has been featured and profiled in several national magazines and newspapers, including Black Enterprise, Diverse Issues in Higher Education, USA Today, Year in Computing, Videoconferencing Insight and Teleconference magazine.



As a special "Thank You", all keynote speakers will receive an original painting by Tennessee artist, Phil Kreger. This series of paintings is appropriately called "Nano Particles" in honor of our technology conference. Phil is the Chief of Exhibits at the Tennessee State Museum.

His website is www.philkreger.com.

Schedule by day

WEDNESDAY 10.23.13

9:00 – 4:30 PM	Upper Atrium	Conference Registration
1:00 – 1:15 PM	Room 123	Conference Welcome
1:15 – 2:30 PM	Room 123	Keynote Address: Kevin Kane CEO and VP of the Memphis Convention and Visitor's Bureau
2:30 – 5:00 PM	Lower Atrium Lower Atrium	Vendor Exhibits Open Poster Sessions: Embedded Librarian by Sajeesh Kumar & Rebecca Reynolds UT Health Science Center
5:00 – 7:00 PM	Holiday Inn Shelby Ballroom	Reception – Featuring Jay Myers Entrepreneur, Speaker and Author of <i>Hitting the Curve Balls</i>
7:15 PM	Room 461	Hospitality Suite Open

THURSDAY 10.24.13

9:00 – 4:30 PM	Upper Atrium	Conference Registration
8:00 – 5:00 PM	Lower Atrium	Vendor Exhibits Open
8:30 – 10:30 AM	Room 136	Continental Breakfast with Keynote Address: James Glapa-Grossklag Dean, College of the Canyons and President, Community College Consortium for Open Educational Resources (CCCOER)

10:30 – 11:20 AM**Breakout Session #1**

Presenter	Title	Track	Room
Erik Cederholm ProctorU ecedarholm@proctoru.com	Ensuring Academic Integrity with Online Proctoring	Best Practices in DL	Room 136
Dr. Deborah Watlington & Dr. Trey Martindale University of Memphis dkwtlgt@memphis.edu	Engaging Students in Online Courses with Twitter #MidSouthDLC	Student Engagement	Room 219
Tonia Carriger CILC tcarriger@cilc.org	CILC: Launching a New Era in Collaborative Technologies	Emerging Technologies	Room 123 DL Room
Dr. Barry Berman Smarthinking/ Pearson barry.berman@smarthinking.com	Online Tutoring – A Source of Support for Distance Learning Students and a Supplement to On Campus Tutoring	Student Engagement	Room 215

11:30 – 12:20 PM**Breakout Session #2**

Presenter	Title	Track	Room
Paula Christensen Northwestern State U of LA christensen@nsula.edu	Using Group Strategies to Perpetuate Online Communications	Best Practices in DL	Room 123 DL Room
Keith Sisson TBR - Emerging Technologies keith.sisson@tbr.edu	Using Mobile Devices and Apps as Teaching and Learning Tools in the History Classroom	Emerging Technologies	Room 136
Nichole White & Teri Gergen Roane State CC whitenm@roanestate.edu	WIN-WIN! Learning Object Repository	Student Engagement	Room 219
Wendy Pate Stevens Institute of Technology wendy.pate@stevens.edu	Podcasts: Not for Experts Anymore	Student Engagement	Room 215

12:30 – 2:00 PM Room 304**Lunch with Keynote Address: Barry Dahl**
Senior Community Manager at Desire2Learn**2:00 – 2:50 PM****Breakout Session #3**

Presenter	Title	Track	Room
Kristy Conger UT Health Science Center kconger@uthsc.edu	Engaging, Connecting, and Communicating with Online Students	Best Practices in DL	Room 123 DL Room
Kimberley McKee & Kimberly Klotz University of Central Arkansas kmckee@uca.edu	Project Management for Instructional Designers	Instructional Design/Dev	Room 136
Denise Malloy TBR Southwest CC dmalloy@southwest.tn.edu	Reach Me Where I Am: Teaching and Learning using Assistive Learning Apps	Student Engagement	Room 219
Connie Heflin & Laura Youngblood West Kentucky Community Connie.Heflin@kctcs.edu	Open Entry Courses with Open Door Virtual Advising	Best Practices in DL	Room 215

3:00 – 3:50 PM**Breakout Session #4**

Presenter	Title	Track	Room
Ruth Eudy UAMS College of Public Health reudy@uams.edu	Beyond Learning Management Systems: Engaging Today's Students with Multiple Media	Student Engagement	Room 123 DL Room
Frankie Perry University of Memphis fperry@memphis.edu	How to Say No and Not Feel Guilty	Training and Prof Dev	Room 136
Karen Powers Liebhaber Black River Technical College KarenL@blackrivertech.org	Are Your Discussion Questions Actually Discussion Questions?	Student Engagement	Room 219
Faith Crim & Rebecca Jones West Kentucky Community faith.crim@kctcs.edu	A Campus-Wide Approach to Reducing Textbook Costs	OER	Room 215

4:00 – 6:00 PM Lower Atrium **Vendor Exhibits Open****6:00 – 7:30 PM** Dining Room **Dinner at FedEx Institute of Technology****7:45 PM** Room 461 **Hospitality Suite Opens****FRIDAY 10.25.13****8:00 – 4:30 PM** Upper Atrium **Conference Registration****8:00 – 5:00 PM** Lower Atrium **Vendor Exhibits Open**

8:30 – 10:30 AM Room 136 **Continental Breakfast with Keynote Address:**
Jeff Borden
 Pearson, Director of the Center of Online Learning

10:30 – 11:20 AM**Breakout Session #5**

Presenter	Title	Track	Room
Jeff Nicoll KBZ Jeff.Nicoll@kbz.com	Cutting Edge DL Technology – Going Up in the Clouds	Emerging Technologies	Room 123 DL Room
Teri Gergen Roane State CC gergent@roanestate.edu	Expanding Access to Quality OTA	Best Practices in DL	Room 219
Victoria Miller UAMS Northwest vmiller@uams.edu	Building a Comprehensive Training Program for Technology Enhanced Classrooms	Training and Prof Dev	Room 215

11:30 – 12:20 PM**Breakout Session #6**

Presenter	Title	Track	Room
Jeff Nicoll KBZ Jeff.Nicoll@kbz.com	More Cutting Edge DL Technology – Capture It Now, Play it Back Later, the Power of Video Everywhere	Emerging Technologies	Room 123 DL Room
Wendy Pate Stevens Institute of Technology wendy.pate@stevens.edu	Adding Accessibility to Your Online Classroom for Disabled Students	Instructional Design/Dev	Room 219
Catharine Bomhold University of Southern Mississippi catharine.bomhold@usm.edu	Discovery Functions in the Mobile Library Environment	Emerging Technologies	Room 215

12:30– 2:00 PM Room 304**Lunch and Keynote Address: Reggie Smith II**

Chair Emeritus, Board of Directors USDLA and Director,
Distributed Learning, JANUS Research Group, Inc.

2:00 – 2:50 PM**Breakout Session #7**

Presenter	Title	Track	Room
Karen McFerrin Northwestern State U of LA mcferrin@nsula.edu	The Asynchronous Discussion Forum	Student Engagement	Room 123
Haihong (Helen) Hu , Wendy Rickman, & Stephanie Huffman University of Central Arkansas hhu@uca.edu	Teacher Education Candidates’ Technology Acceptance and Integration: Through the Glance from An Online Course	Emerging Technologies	Room 219
Pamela Wik-Grimm eCornell pwikgrimm@ecornell.com	Use Course Analytics to Improve Course Design	Instructional Design/Dev	Room 215

3:00 – 3:50 PM**Breakout Session #8**

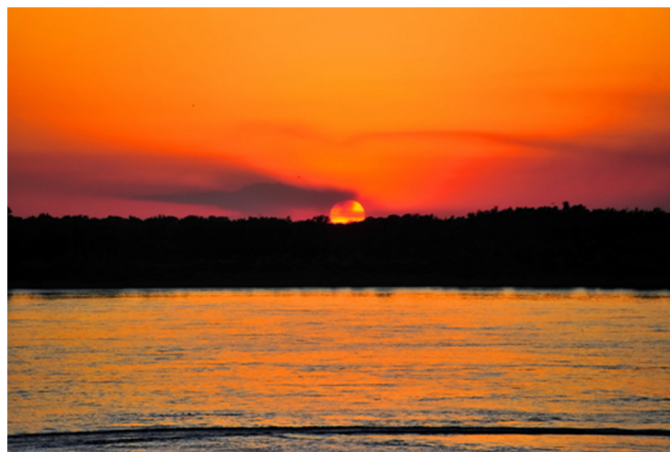
Presenter	Title	Track	Room
Tim Hacker UTMartin thacker@utm.edu	Dual Enrollment and Interactive TV	Best Practices in DL	Room 219
Sherry Stancil Nova Southeastern University sstancil@hotmail.com	If you build it, they will come: Social presence and retention in hybrid classes	Student Engagement	Room 215

5:00 – 6:00 PM Room 461**Hospitality Suite****6:00 PM** Downtown**Dinner Groups –** Sign-up sheets located at Registration Desk

Looking for something fun to do for supper? We will be forming dinner groups to visit local restaurants such as The Rendezvous and Hog and Hominy. Bethany will be the host of “Memphis underground.” Take a tour of the “underbelly” of Memphis as Bethany takes you on a beer drinking extravaganza all over Midtown and Downtown Memphis!

SATURDAY 10.26.13

- | | | |
|-------------------------|--------------|--|
| 8:00 – 10:00 AM | Lower Atrium | Continental Breakfast |
| 8:00 – 9:30 AM | Lower Atrium | Vendor Exhibits Open |
| 8:30 – 9:45 AM | | Association Meetings: |
| | Room 215 | Arkansas Distance Learning Association |
| | Room 123 | Louisiana Distance Learning Association |
| | Room 219 | Tennessee Distance Learning Association |
| 10:00 – 12:00 PM | Room 136 | Awards Presentation and Prize Drawings |
| 12:00 PM | | Head downtown to the River Arts Festival! |



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Silver Level Sponsors



Desire2Learn

A global leader in online learning solutions, Desire2Learn engages and inspires students of all ages with technology that supports the unique needs of organizations, instructors, and individual learners. Our integrated learning platform enables the delivery of a pervasive, perceptive, and personalized experience for more than 10 million end users worldwide.



UT Online

University of Tennessee Online is a division of the Office of Extended Campus and Online Studies. UT Online offers an abundance of undergraduate and graduate degrees, dual enrollment classes and non-credit classes. For more information, visit: www.utoonline.tennessee.edu.

Bronze Level Sponsors



Arkansas School for Mathematics, Sciences and the Arts Office of Distance Education

Founded in 1998, the Arkansas School for Mathematics, Sciences and the Arts Office of Distance Education is a regionally accredited, comprehensive K-12 distance education provider offering real-time, compressed interactive video courses in virtually all disciplines to schools nationwide. ODE courses are correlated to local curriculum guidelines and taught by fully certified, highly qualified teachers. Our flexible scheduling and affordable prices are designed to meet our partner schools' needs.



Canvas by Instructure

Canvas by Instructure is the learning management system that gets used. Why? Because it's easy to implement and easy to learn, so it makes teaching and learning easier. Canvas connects teachers with tools, tools with ideas, ideas with students, and students with each other. With built-in features you need and integrations you want, Canvas stays out of the way so you can focus on learning. Find out why millions of students and educators at more than 500 schools, colleges, and universities say Canvas is easy to use — and easy to love. Try it yourself at www.instructure.com/try-canvas.



Cengage Learning

Cengage Learning is a leading provider of innovative teaching, learning, and research solutions for academic, professional, and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom.



ODE

If your school is interested in adding breadth and depth to the curriculum, finding cost-effective ways to serve students in low-enrollment classes, or ensuring certified instructors staff every classroom, ODE can help.



OneVision Solutions

OneVision Solutions specializes in the sale and implementation of advanced videoconferencing solutions and services. OneVision Solutions believes in building visual networks from the inside out. Our expertise is building the necessary infrastructure building blocks with Management, Scheduling, Bridging, Firewall Traversal and Streaming/Archiving. OneVision Solutions will assist all clients in leveraging existing technology investments as well as recommending new technologies to insure that the clients' goals are met. Once these goals are met, OneVision Solutions will continue to serve our clients with its best in class **directResponse Maintenance**.



PCS

PCS is an educational technology provider in Knoxville, TN that specializes in Interactive Classroom Technologies, including Distance Learning Technology solutions. PCS is committed to enhancing student learning through their partnerships with educational institutions, by implementing technology solutions that are practical and sustainable in a school environment.



ProctorU

ProctorU uses a three-step process that confirms that the student who registered for the exam is the individual who is taking the exam and is following the institution's testing requirements. Test monitors can see the student, see what they are doing and know who they are monitoring using webcams and screen-sharing technology. ProctorU offers live, person-to-person, real-time monitoring to more than 400 colleges, universities and certification organizations.



Smarthinking

Smarthinking, a part of the Pearson family, provides readiness and retention solutions offering live, online tutoring and accelerated remediation resources enabling institutions to provide a total learning solution to those on campus and online.

Virtual Sponsors



Pearson Center For **Online Learning**

<http://researchnetwork.pearson.com/online-learning>

Upcoming



November 11-15, 2013
Sponsored By The United States
Distance Learning Association

Register for National Distance Learning Week Webinars Today - [Click Here.](#)

USDLA National Conference

May 4 – May 7, 2014

St. Louis MO

**Please remember to fill out the
online conference evaluation at:**

<http://tinyurl.com/midsouthdlc>

Thank you for
attending!



MEMPHIS

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Birthplace of Rock'n'Roll