

OUTC16 Schedule

Sunday, February 21, 2016	
5:00 PM – 6:30 PM	Welcome Reception and Registration Check In - <i>Gold Room</i>

Monday, February 22, 2016	
7:45 AM – 9:00 AM	Registration Check In - <i>Main Galeria</i>
8:00 AM – 9:00 AM	Breakfast - <i>Gold Room</i>
9:00 AM – 10:15 PM	One Community: Endless Possibilities - <i>Jason Taylor, OmniUpdate - Crystal Ballroom</i>
10:15 AM – 10:45 AM	Refreshment Break - <i>Gold Room</i>
10:45 AM – 12:00 PM	Innovate, Create, and Inspire Using OU Campus - <i>Lance Merker, OmniUpdate - Crystal Ballroom</i>
12:00 PM – 1:00 PM	Lunch - <i>Gold Room</i>

ROOMS	Emerald Room	Crystal Ballroom	Tiffany Room	Heinsbergen Room
1:00 PM – 1:45 PM	OU Insights: Helping You Provide a Better User Experience <i>Andrew Soderberg & Rich Paul OmniUpdate</i>	Portable Administration with OU Campus for Mobile <i>Shahab Lashkari OmniUpdate</i>	Content Migration 101 <i>Marcel Ayers OmniUpdate</i>	Expand Your Reach with Responsive Emails <i>Bradley Prasuhn OmniUpdate</i>
2:00 PM – 2:45 PM	Higher Education's Inbound Marketing Survey: What's New and Next in the Marketplace <i>Jay Kelly & Ann Oleson Converge Consulting</i>	The Latest and Greatest Gadgets <i>Shahab Lashkari OmniUpdate</i>	Tag All the Things! <i>Marcel Ayers OmniUpdate</i>	Seamless Form Creation <i>Vinit Varghese OmniUpdate</i>
2:45 PM – 3:15 PM	Refreshment Break - <i>Gold Room</i>			
ROOMS	Emerald Room	Crystal Ballroom	Tiffany Room	Heinsbergen Room
3:15 PM – 4:00 PM	Using Social Media as an Effective Marketing and Recruitment Tool <i>Noelle Seybert Pepperdine University</i>	Search and Ye Shall Find: Finding More with OU Search <i>Nathan Gerber Utah Valley University</i>	Responsive Images FTW! Avoid Big-Arse Images on Tiny Phones <i>Stephen Fornal Tarrant County College</i>	Bad Ideas in Web Governance and Why They Work <i>Jason Strohm Clarion University of Pennsylvania</i>
4:15 PM – 5:00 PM	OU Insights: Helping You Provide a Better User Experience <i>Andrew Soderberg & Rich Paul OmniUpdate (Repeat)</i>	Portable Administration with OU Campus for Mobile <i>Shahab Lashkari OmniUpdate (Repeat)</i>	Tag All the Things! <i>Marcel Ayers OmniUpdate (Repeat)</i>	Expand Your Reach with Responsive Emails <i>Bradley Prasuhn OmniUpdate (Repeat)</i>
6:00 PM – 9:00 PM	Roaring '20s Hollywood Dinner Party - <i>The Cicada Club (Off site)</i>			

Tuesday, February 23, 2016					
7:45 AM – 9:00 AM	Registration Check In - <i>Main Galeria</i>				
8:00 AM – 9:00 AM	Breakfast - <i>Gold Room</i>				
ROOMS	Emerald Room	Crystal Ballroom	Tiffany Room	Heinsbergen Room	
9:00 AM – 9:45 AM	Training and Herding: How We Train and Govern Over 300 Content Contributors <i>Amy Cole</i> <i>University of Arkansas</i> <i>Cooperative Extension Service</i>	How to Migrate from a Print-Based Catalog to a Web-Based Catalog and Live to Tell About It <i>John Richardson</i> <i>Oklahoma City Community College</i>	Designing for the CMS <i>Michael Chameides</i> <i>Bard College at Simon's Rock</i>	Simplified and Automated Metrics Reporting <i>Jonathan Anspaugh</i> <i>Oral Roberts University</i>	
10:00 AM – 10:45 AM	E-Expectations: Examining Transitions from Junior to Senior Year <i>Stephanie Geyer & Matt Herzberger</i> <i>Ruffalo Noel Levitz</i>	Bring Your Blog and Website Together with OU Blogs <i>Mallory Snyder</i> <i>Utah Valley University</i>	Redesigning Your Site for a Better User Experience <i>Sylvia Nicosia</i> <i>Farmingdale State College</i>	Hiring and Empowering Student Interns <i>Romana Amato</i> <i>Saint Xavier University</i>	
10:45 AM – 11:15 AM	Refreshment Break - <i>Gold Room</i>				
11:15 AM – 12:00 PM	Development Roadmap - <i>Lance Merker and Shahab Lashkari</i> - <i>Crystal Ballroom</i>				
12:00 PM – 1:00 PM	Lunch - <i>Gold Room</i>				
ROOMS	Emerald Room	Crystal Ballroom	Tiffany Room	Heinsbergen Room	Corinthian
1:00 PM – 1:45 PM	Improve Your User Experience with EASY Card Sorts and Reverse Card Sorts <i>Chrisanne Knox</i> <i>Diablo Valley College</i>	Showcase Your Alumni and Faculty with Incredible Profiles and Directories <i>Joshua Palmeri</i> <i>Stony Brook University</i>	Marketing Success Stories: Creating a Site that Engages Students <i>Robert Feighl</i> <i>National Park College</i>	Integrating Content from External Sources into OU Campus Using RSS, PHP, and JavaScript <i>Chris Gilligan</i> <i>University of Tennessee at Chattanooga</i>	Developer Meeting and Q&A Session
2:00 PM – 2:45 PM	The Blueprints of a Brand-Driven Website: How to Build a Website that Embodies Your Brand Story <i>Matt Walters</i> <i>VisionPoint Marketing</i>	S.I.F.T. Through Your Content for Accessibility <i>Justin Gatewood</i> <i>Victor Valley College</i>	Taking a Website from Mundane to Stunningly Responsive in an OmniUpdate Minute <i>Eric Turner, Uyen Mai, & Rick Nguyen</i> <i>Mt. San Antonio College</i>	Bootstrap Form Builder <i>Adam Griffith</i> <i>Montana State University</i>	
2:45 PM – 3:15 PM	Refreshment Break - <i>Gold Room</i>				
ROOMS	Emerald Room	Crystal Ballroom	Tiffany Room	Heinsbergen Room	
3:15 PM – 4:00 PM	Transform Your Web Presence <i>Ed Wheeler & John Ayers</i> <i>Pepperdine University</i>	The Power of Portal and Mobile App Content in OU Campus <i>Nathan Gerber</i> <i>Utah Valley University</i>	Information Architecture: Core Concepts and Best Practices <i>Fran Zablocki</i> <i>mStoner</i>	Creating Gadgets: Preparation for Tonight's Hackathon <i>Shahab Lashkari</i> <i>OmniUpdate</i>	
4:15 PM – 5:00 PM	Website Wellness and Preventive Care <i>Jennie Salamoun</i> <i>NewCity</i>	Zero Hero: Going Responsive on a Deadline <i>Robin Kelly & James Mbewe</i> <i>The University of Texas at Tyler</i>	Faculty Website vs. Blackboard: Beyond Instructional Benefits <i>Xiaodong Li</i> <i>Wharton County Junior College</i>		
5:30 PM – 9:00 PM	Hackathon - <i>Emerald Room</i>				

Wednesday, February 24, 2016

7:45 AM – 9:00 AM	Registration Check In - <i>Main Galeria</i>			
8:00 AM – 9:00 AM	Breakfast - <i>Gold Room</i>			
TRACKS	NON-TECHNICAL: BEGINNER	TECHNICAL: BEGINNER	TECHNICAL: INTERMEDIATE	TECHNICAL: ADVANCED
ROOMS	Heinsbergen Room	Crystal Ballroom	Emerald Room	Tiffany Room
9:00 AM – 10:30 AM	End-User Training	Page Template Creation and Customization	XSL from the Ground Up: Learning Pure XSL	Advanced XSL: Applying and Matching Templates
10:30 AM – 10:45 AM	Refreshment Break - <i>Gold Room</i>			
10:45 AM – 12:15 PM	End-User Training (continued)	Page Template Creation and Customization (continued)	XSL from the Ground Up: Learning Pure XSL (continued)	Advanced XSL: Applying and Matching Templates (continued)
12:15 PM – 1:15 PM	Lunch - <i>Gold Room</i>			
1:15 PM – 2:45 PM	Administrator Training	Page Template Creation and Customization (continued)	XSL from the Ground Up: Learning Pure XSL (continued)	Advanced XSL: Structured Content Transformations
2:45 PM – 3:00 PM	Refreshment Break - <i>Gold Room</i>			
3:00 PM – 4:30 PM	Administrator Training (continued)	Building Directories & Templates with Multi-Edit	XSL from the Ground Up: Learning Pure XSL (continued)	Advanced XSL: Transforming External Data Sources

Thursday, February 25, 2016

7:45 AM – 9:00 AM	Registration Check In - <i>Main Galeria</i>			
8:00 AM – 9:00 AM	Breakfast - <i>Gold Room</i>			
TRACKS	NON-TECHNICAL: BEGINNER	TECHNICAL: BEGINNER	TECHNICAL: INTERMEDIATE	TECHNICAL: ADVANCED
ROOMS	Heinsbergen Room	Crystal Ballroom	Emerald Room	Tiffany Room
9:00 AM – 10:30 AM	Managing Users with Access and Workflow	How to Tag Content in OU Campus with Tag Manager	XSL and OU Campus	Extending Gadgets with APIs
10:30 AM – 10:45 AM	Refreshment Break - <i>Gold Room</i>			
10:45 AM – 12:15 PM	Understanding Page Template Components	Reusable Content	XSL and OU Campus (continued)	Extending Gadgets with APIs (continued)
12:15 PM – 1:15 PM	Lunch - <i>Gold Room</i>			
1:15 PM – 2:45 PM	Understanding Page Template Components (continued)	Front-End Development Best Practices	XSL: Functions & Calling Templates	Server-Side Scripting and Template Integration
2:45 PM – 3:00 PM	Refreshment Break - <i>Gold Room</i>			
3:00 PM – 4:30 PM	Developing an Effective End-User Training Program	Responsive Design and OU Campus	XSL: Conditionals & Loops	Server-Side Scripting and Template Integration (continued)