



# MEEC Member Conference and Vendor Showcase Agenda

Friday, April 8, 2011

7:30 am - 8:45 am	Registration and Continental Breakfast (Foyer/Salon F/G)					
8:45 am - 9:00 am		Welcome (Salon F/G)				
9:00 am - 9:45 am		Keynote Address: Cameron Evans, National and Chief Technology Officer, U.S. Education, Microsoft				
9:45 am - 10:15 am		Break (Foyer/Salon F/G)				
9:45 am - 3:00 pm		Vendor Showcase (Salon D/E)				
10:15 am - 11:05 pm		Exhibits Open	InterroBang: An New online/Real- World Game!	Building a CMDB with Microsoft System Center Products	Is it Time for a Tablet?	Transforming Language Art Curriculum with New Learning Technologies
11:15 am - 12:05 pm	Multi- Disciplinary Software Used to Create Video Games for Social Causes		Experiences with Student Tracking for Success at BSU	SMART Response XE: Solutions for Assessing Student Understanding	A Day in the Life of the Adobe Site License	Leveraging Sharepoint for Rich Collaboration
12:05 pm - 1:45 pm	Lunch, Member Meeting, Virtual Computing Lab (VCL) Panel Discussion (Salon F/G)					
2:00 pm - 2:50 pm	Data Loss Protection: Comprehensive Data protection		Virtual New Clinical Building	Transforming Science Curriculum with New Learning Technologies	Using Social Networks to Profile, Find and Own your Victims	I'm Authorized: One University's Experiences as an Apple Authorized Service Provider
3:00 pm - 3:30pm	Closing Remarks and Door Prizes (Salon F/G)					

# Conference Session Descriptions

(Arranged per time slot)

## Session I

**10:15 - 11:05**

### **InterroBang: A New Online/Real-World Game!**

Allyson Knox/Microsoft

Come to this session and learn about a free, online/real-world game called InterroBang found at [www.playinterrobang.com](http://www.playinterrobang.com). InterroBang is a social networking game that helps students solve problems in their communities and beyond. Players in middle and high school choose missions online that send them to complete real-world "deeds." The game captures youth excitement and natural inclination to help others, allowing them to express their passion from the four corners of the screen to the four corners of the block. Students feel good about their accomplishments when they win points and prizes by improving problem-solving skills and connecting with others to make a difference in their community. In a Games 4 Change competition in December, InterroBang won second-place Social Impact Game of the Year 2010. Microsoft's US Partners in Learning, Nuvana, e-Pals, the Exploratorium, and the Corporation for National and Community Service have worked together since November of 2010 to create InterroBang with over 9,000 US students playing by January 2011. Join us!

### **Building a CMDB with Microsoft System Center Products**

Jamie Bakert, John Taylor/Johns Hopkins

Having a solid Configuration Management Database (CMDB) of your institution's assets are becoming increasingly important in today's computing environment. Creating a CMDB of your computing infrastructure with Microsoft System Center tools has become easier than ever with System Center Service Manager. Join us for an in-depth look of how Johns Hopkins has implemented their CMDB.

Target Audience - IT Management, All levels of an organization's IT Server and Infrastructure staff

### **Is it Time for a Tablet?**

Pierre D. Dickson/Prince George's County Public Schools

Bill Heneghan/Hartford Computer

The latest advancements in tablet technology make it a viable solution for certain environments. There will be a brief presentation of current models followed by a discussion of benefits and limitations.

### **Transforming Language Art Curriculum with New Learning Technologies**

Janice Adams/Education Development Executive/Apple, Inc.

Apple products are easy to use, and they also offer real, measurable benefits to your school by increasing test scores and student engagement. Join us to see how Apple products encourage creativity and empower learners in the area of language arts. See products that offer easy to learn tools that allow students to communicate their best thinking in compelling new ways. Experience learning resources that employ the use of mobile as well as portable technology to enrich language arts instruction and support language learners.

### **"I Need Help Desk Support!" Utilizing the MEEC Help Desk Contract for Tier I Technology Support at Your Institution.**

Lisa Youngborg/St. Mary's College of Maryland

Janet Immink/Bell Techlogix

The task of selecting a partner to assist your institution with Help Desk support is daunting. Session features a single site user's engagement process, shares the challenges and rewards of working through the discovery phase and will provide time for a discussion of the pros and cons of the fully functional Tier One partnership between St. Mary's College of Maryland and Bell Techlogix.

Target Audience - Any MEEC member or institution, at any grade level or in any support function, interested in information on the Help Desk contract implementation.

## **Session II**

### **11:15 - 12:05**

#### **Multi-Disciplinary Software Used to Create Video Games for Social Causes**

Pat Yongpradit/Springbrook High School

Springbrook High School Students

Flash. Fireworks. Photoshop. Visual Studio. C#. XNA. Software applications from different companies and disciplines come together to make student creativity come alive. At Springbrook High School, digital art software meets programming software in an engaging project-based learning experience as students work across disciplines to create video games that address the United Nations Millennium Development Goals. Students in the Springbrook Academy of Information Technology will demonstrate their projects and discuss how they used software tools to manage their schedule, communicate ideas, share resources, create artwork, and program games to address women's issues, environmental sustainability, and poverty.

#### **Experiences with Student Tracking for Success at BSU**

Fabio Chacon, Ph.D./ Bowie State University and Al Valbuena, D.Ed./Bowie State University

This study shows preliminary results of the Student Success Monitoring System (SSMS) that was announced at the MEEC 2010 Conference. The authors describe the process of implementation and lessons learned. The SSMS improves awareness of faculty, advisors and students about the factors that can improve perseverance in college; at the same time, it facilitates communications among all key people involved in student retention. Highlights of the system are early alert, streamlined referrals of students, improved communications and keeping a student profile in real time. The paper explores derivative uses of the SSMS data for the purpose of academic program assessment. The use of special tools purchased through MEEC agreement is exemplified with Microsoft CRM.

#### **SMART Response XE: Solutions for Assessing Student Understanding**

Michael Erickson/Daly Computers, Inc.

Gain instant and ongoing insight into student understanding for middle and secondary education. The SMART Response XE interactive response system combines wireless, keyboard-style remotes (or clickers), a receiver and powerful assessment software. SMART Response XE integrates with SMART Notebook collaborative learning software, providing you with one application for creating lessons, delivering assessments and evaluating results.

Target Audience - Instructors, CIOs, Curriculum Specialists

#### **A Day in the Life of the Adobe Site License**

Victoria Lees/Montgomery College

Molly Aiken and Paul Faust/Adobe Systems

Montgomery College implemented the Adobe ELA program and they will talk about their experience and the benefits they are realizing as a result. Adobe will roll out the program details for all MEEC schools who may want to implement programs at their own schools.

Target Audience - CIO, IT, Software License managers, anyone involved with managing and purchasing Adobe software for their campus

#### **Leveraging Sharepoint for Rich Collaboration**

Dell

Dell and University of Maryland will lead a presentation around Sharepoint and how to effectively utilize and collaborate with this solution.

Target Audience - CXO's, instructors, end users

## **Session III**

### **2:00 - 2:50**

#### **Data Loss Protection: Comprehensive Data Protection**

Symantec

Address external threats, gain visibility into the storage, transmission and use of confidential information to identify highest areas of exposure

Target Audience - CIO's, Security Officers

#### **Virtual New Clinical Building**

Justin Tibbels, Johns Hopkins University

Thinking of virtualizing your campus? JHU has done just with a very new, and not completely finished 1.6 million square foot clinical building. We will demonstrate the use of the 3d model of Johns Hopkins' New Clinical building that includes an interactive interface to be used by clinicians and staff to help make their transition from their current locations to the building easier. The tool created by our students, accurately reflects building and room sizes while giving a realistic depiction of the work areas to be used by clinicians and staff. Among the application used to help create this tool are Adobe Acrobat pro; Flash and Photoshop.

#### **Transforming Science Curriculum with New Learning Technologies**

Janice Adams/Education Development Executive/Apple, Inc.

Join Apple to experience how our products increase engagement, encourage creativity, and empower learners at every level in the curriculum area of science. We will examine the use of a variety of resources to help students learn, investigate, and analyze science content. Experience technology tools that allow students to easily demonstrate their knowledge and understand of scientific concepts.

#### **Using Social Networks To Profile, Find and Own Your Victims**

Dave Marcus/ McAfee® Labs

Social engineering is one of the most complex threats to deal with and protect against. The more you know about your victims likes, dislikes, hobbies and activities, the better chance you have of successfully social engineering them to do whatever you want. What if there existed a set of tools that told a scammer or cybercriminal everything they wanted to know about their intended targets? What if their intended targets were, in fact, freely sharing this information with the very attackers that sought to steal their data?

This presentation will take the audience through the most powerful set of tools ever created for the wily social engineer and cybercriminal: Bing, Twitter, Facebook, TwitScoop, TinyURL and other social media sites. By focusing on how to cleverly mine these sites for key user words, trends and topics and combining these results with an URL shortening service like TinyURL, we will demonstrate how any user can be sent any amount of malware, phishing attacks or any other social engineering-based attack at the cybercriminals command with a lure that will work every time.

Attendees will gain a better understanding of the power and dangers of social engineering and the potential risks Web 2.0 technologies, specifically social networking technologies, present in today's digital society.

Target Audience - All including end users

#### **I'm Authorized!: One University's Experiences as an Apple Authorized Service Provider**

Anthony Forte, Jason McMahon/Loyola University Maryland

Many schools have been weighing the pros and cons of becoming authorized service providers in order to do warranty repairs on certain hardware. Anthony and Jason, two Apple certified technicians, will discuss Loyola University's experiences as an Apple certified repair center and the advantages and disadvantages of being an authorized service provider in general.

Target Audience - Help Desk and Desktop Support managers, Desktop support technicians, student support managers and technicians

# Conference Venue Information

## BWI Airport Marriott

1743 West Nursery Road · Linthicum, Maryland 21090

<http://www.marriott.com/hotels/travel/bwiap-bwi-airport-marriott/>

### Room Reservations

Conference \$149 (+tax), normal daily rate as much as \$289. Indicate MEEC (Maryland Education Enterprise Consortium) Guarantee deadline – March 18, 2011. After the guarantee date room/price based on availability.

**Toll-free** 1 888 236 2427      **Local number** 410-859-8300

### Directions

From BWI airport..Stay in far right lane to Elm Road. Cross Aviation Blvd. Turn left onto Elkridge Landing. Turn right onto West nursery Road. \*\*\* From Washington DC..I-95 to I-195 to B/W Parkway. I-295 North to West Nursery Road (Right off exit ramp), hotel is one mile on left.

### Parking

Complimentary on-site parking. The closest parking to the exhibit hall is at the rear/side of the building.