

mob|Ed+09

April 23 – 24, 2009
Mini-Conference @ PCC
Explore the impact of mobile technologies on learning!

WHEN: April 23 – 24, 2009

WHERE: Pasadena City College
1570 E. Colorado Blvd.
Pasadena CA 91106

WHO: Any California Educators in Higher Ed
Preference will be given to California Community College Instructors!

HOW: All registration online: <http://www.pasadena.edu/dmc-pcc>

REGISTRATION: FREE! First-come, first-served! Limited to 80 attendees!

First 50 California Community College Instructors to register win an iPodTouch for use in the classroom!

*If you **cancel** your registration or **fail to attend**, this **forfeits** your chance to receive the iPodTouch! Upon online registration you will receive an email confirmation followed by a second email if you are one of the lucky first 50 to register!*

MoblEd+09 brings an intimate group of educators together to explore the impact of new mobile technologies on learning. Participants will focus how learning is changing in a world of mobile technology.

MoblEd+09 will be held on the campus of Pasadena City College in Pasadena, California. The meeting begins with an evening plenary session on Thursday, April 23. A panel of educators and industry representatives will lead a provocative and entertaining discussion. Friday, April 24, will be a day-long conference of presentations, discussions, and hands-on interactive workshops.

Educators from all levels and all disciplines are welcome! Focus on best practices in higher education and how mobile devices and education are evolving. Industry participants will join with educators to share their perspectives.

Confirmed presenters include:

- **Abilene Christian University**, Texas, brings a team led by **Bill Rankin**, to report on their experience providing an Apple iPhone or iTouch to every freshman.
- **Seton Hall University**, New Jersey, brings a team led by **David Middleton**, to describe two educational technology projects—one with Nokia phones and a second using the Amazon Kindle.
- **Michelle Pacansky-Brock**, an educator from **Sierra College**, describes how using the web-based program VoiceThread has transformed her courses.
- **Lynda Weinman**, the co-creator of **lynda.com**, the most influential online learning and training library, shares her thoughts on the “digital student,” learning, and the impact mobility will have on online learning.
- Other speakers include—**Eileen Clegg**, **Visual Insight**, **Apple Higher Ed**, and **Laurie Burruss**, **Director, PCC Digital Media Center**.
- Conference chaired by **Michael Berman**, **AmbermanLtd.** & **MobileTribe**.

Funded by the Multimedia & Entertainment Initiative as a statewide hub activity and in partnership with the Economic Workforce Development and the California Community College’s Chancellor’s Office. Additional support comes from the Pasadena City College Digital Media Center, AmbermanLtd, and MobileTribe.

Agenda:

Thursday, April 23—Evening Plenary Session, Vosloh Forum		
Time	Title	Presenter
6:00 pm	Introductions/Overview	Michael Berman, Laurie Burruss
6:15 pm	Keynote: Online Learning Goes Mobile!	Lynda Weinman, Lynda.com
7:00 pm	<i>Short Break - Networking</i>	Refreshments
7:30 pm	Panel: How Mobile Technology Will Change the Way We Learn	Moderator: Michael Berman Bill Rankin, Abeline Christian University David Middleton, Seton Hall University Michelle Pacansky-Brock, Sierra College Lynda Weinman, Lynda.com
8:30 pm	Q & A	Audience Participation
8:40 pm	Panel Wrap Up	
9:00 pm	End of session; tomorrow's announcements	Berman, Burruss

Friday, April 24—Full Day Conference, R122 Art History Lecture Hall		
Time	Title	Presenter
7:30 am	Continental Breakfast/Registration	Gallery Courtyard (across from R122)
8:30 am	Plenary: iPhone @ Abilene Christian University	
9:45 am	<i>Coffee Break - Networking</i>	Gallery Courtyard
10:00 am	Workshops: A. Using VoiceThread in the Classroom (hands-on): Michelle Pacansky-Brock B. Producing Video for the (Very) Small Screen: Chris Mattia, Callinectes Video Learning	R420 Digital Media Lab R122 Art History Lecture Hall
11:30 am	<i>Lunch</i>	Gallery Courtyard
12:30 pm	Plenary: Seton Hall University Students Learn with Kindles and Cell Phones	
1:45 pm	<i>Cookie Break</i>	Gallery Courtyard
2:00 pm	Workshops: A. Strategies for piloting mobile learning on your campus (ACU & SHU folks) B. Visualizing the future of mobile learning (Eileen Clegg and Michael Berman) C. Create your own mobile app & company – Pitch Party! (Laurie Burruss)	R122 R420 R421
3:15 pm	Reports from the Workshops; Audience Feedback (new ideas, thoughts, further questions and directions)	R122
4:00 pm	End of Session: Wrap-up & Thanks!	

Speakers/Presenters:

Name/Affiliation/Email	Bio
Michael Berman: Chair michael@ambermanltd.com AmbermanLtd. – Making sense of IT http://www.ambermanltd.com/	Michael Berman has applied his experience in technology and higher education to his new enterprise, AmbermanLtd , providing strategic consulting services to education and beyond. He is also Vice President for Education at MobileTribe , working with leading higher education institutions to create a new mobile communications platform for the modern learner. MobileTribe lets you organize your world by blending all your online social and personal communities, address books, movies and music into one easy to use application that spans multiple communities like Facebook, Myspace, Yahoo!, Google, and now Orkut!, enabling you to communicate, socialize, share and enjoy digital media. http://www.mobiletribe.net/
Laurie Burruss: Conference Coordinator Pasadena City College cosmodog@pacbell.net	Director, Digital Media Center , Full Professor, Interactive Design, Visual Arts & Media Studies, Adobe Education Leader, New Author @ lynda.com
Eilenn Clegg eileen@visualinsight.net	Visual Insight - Working with leaders of organizations and industries who are pioneering the use of visual communication to engage, connect, and inspire people. Complex ideas take shape immediately when captured in real time on giant murals. http://visualinsight.net/_engelbart http://visualinsight.net
Paul Fisher Seton Hall University	Director of the Teaching, Learning, and Technology Center
Chris Mattia mattia@mac.com	Callinectes Training - is focused on producing custom video based training for Business, Education and Government. With over 10 years of experience in the Education Market we seek to develop technology fluency and strive for enduring understanding in our learners. http://www.callinectes.us/ http://www.linkedin-ech3.com/in/chrismattia Data Projector, Laptop, Elmo Presenter to shoot screen of iPhone
David W. Middleton Seton Hall University David.Middleton@shu.edu	Assistant Vice-President for Finance & Techonology

<p>Jeff Monday Apple Higher Ed</p>	
<p>Michelle Pacansky-Brock Sierra College mpacansky-brock@sierracollege.edu</p>	<p>VoiceThread - Transforming media into collaborative spaces with video, voice, and text commenting. http://voicethread.com/#home</p>
<p>Scott Perkins Abilene Christian University</p>	<p>Director of Research, Professor of Psychology</p>
<p>William Rankin, PhD + 2 Abilene Christian University ACU Box 28252 Abilene TX 79699 rankinw@acu.edu</p>	<p>Director of Educational Innovation, Associate Professor of English, Apple Distinguished Educator http://www.acu.edu/connected</p>
<p>George Saltzman Abilene Christian University</p>	<p>Director, Adams Center for Teaching and Learning</p>
<p>Michael Taylor Seton Hall University taylormi@shu.edu</p>	<p>Professor, Department of Environmental Studies</p>
<p>Lynda Weinman Lynda@lynda.com</p>	<p>Lynda.com – http://www.lynda.com</p>