

# OUTC20 Schedule

Sunday, March 15, 2020				
4:00 PM – 7:00 PM	Registration Check In - Ballroom Foyer			
5:00 PM - 6:30 PM	Welcome Reception (Sponsored by DataBank) - Ballroom Circle			
Monday, March 16, 2020				
7:45 AM - 9:00 AM	Registration Check In - Ballroom Foyer			
7:45 AM - 8:45 AM	Breakfast - Ballroom (sponsored by Stamats)			
9:00 AM – 10:00 AM	Welcome Presentation by Lance Merker and Peter DeVries - Ballroom			
10:00 AM - 10:15 AM	Refreshment Break			
10:15 AM - 11:15 AM	Seth O'Dell Panel Discussion: Top Trends to Watch In Tech & Non-Traditional Education - Ballroom			
11:15 AM - 11:30 AM	Transition to Breakouts			
ROOMS	Studio I Room Lead: Sara Arnold	Studio II Room Lead: Christopher Zack	Studio III Room Lead: Kylee Wagner	Studio IV Room Lead: Cory Madden
11:30 AM - 12:15 PM	<b>Destiny One Demo</b> Rob Iannino   Destiny Solutions	<b>The Project Life Cycle</b> Panel Presentation   OmniUpdate Dennis Esguerra, Prashant Singh, PMO REP, Brian Laird, Barbara McQuillian, Christopher Zack	<b>The Power of Custom OU Campus Gadgets: Making Life Easier for Content Editors</b> Julie Duersch and Mark Snyder   Utah State University	<b>Your Accessibility Toolbox: Software and Skills for Maintaining Your Site</b> Norma Stary   Fashion Institute of Technology
12:15 PM – 1:15 PM	Lunch - Ballroom or Ballroom Circle (sponsored by Beacon)			
12:15 PM – 1:15 PM	Focus Group Lunch Session - Executive Boardroom			
1:15 PM - 4:30 PM	Help Room with Pro Services, PMO and Training - Writer Room   AD Help Room - Performers Room			
1:15 PM - 2:00 PM	<b>How to Drive Topline Growth Using Destiny One</b> Jeremy Fleming   Destiny Solutions and Nicole Westrick   Temple University	<b>Promoting Author Experience: The Key to a Successful CMS Switch</b> Briana Johnson   Oklahoma State University Institute of Technology	<b>From RFP to Redesign: An Ongoing Case Study at Murray State University</b> Charley Allen-Dunn   Murray State University	<b>Accessible PDFs: Starting with Your Source Document</b> Kelly Rushing   University of South Alabama
2:15 PM - 3:00 PM	<b>OU Campus and Destiny One Integration</b> Kim Prieto, Chad Rowe, Adam D.   OmniUpdate + Destiny Solutions	<b>UX Writing and You: It's All in the Details</b> Pete Gaioni   iFactory	<b>Building and Serving Your Campus Web Manager Community</b> Kelly Bostick   University of Arkansas	<b>Getting the Content You Want</b> Laura Lehman   Eastern Mennonite University
3:00 PM – 3:30 PM	Refreshment Break			
3:30 PM - 4:15 PM	<b>Destiny One Demo</b> Rob Iannino, Destiny Solutions	<b>Easily Add Schema to Your OU Campus Templates Using XSL</b> Wesley Howard   Harper College	<b>Surviving as a Team of One</b> Rebekah Wright   Southwest Baptist University	<b>Brand Guardians of the Galaxy: Harness the Power of Content Editors</b> Daria Kempka & Dwayne Burtin   Marquette University
4:30 PM - 5:15 PM	<b>Building Engaging Experiences Through Visual Content Design</b> Christopher Ward & Milya Maxfield   Kennesaw State University	<b>OmniUpdate Basic Administrator Assistance</b> Barbara McQuillan   OmniUpdate Helpers: Christopher Zack	<b>Navigating Guided Pathways Through Select List Snippets</b> Matt Bidart & Rick Nguyen   Mt. San Antonio College	<b>OmniUpdate Intermediate/Advanced Developer Assistance</b> Brian Laird   OmniUpdate Helpers: Cory Madden
6:00 PM – 10:00 PM	Harry Potter World			

**Tuesday, March 17, 2019**

7:45 AM – 9:00 AM	Registration Check In - Ballroom Foyer			
8:00 AM – 9:00 AM	Breakfast - Ballroom or Ballroom Circle			
9:00 AM - 5:00 PM	Account Director Meeting Room - Writer Room			
<b>Rooms</b>	<b>Studio I</b> Room Lead: Sara Arnold	<b>Studio II</b> Room Lead: Brian Laird	<b>Studio III</b> Room Lead: Kylee Wagner	<b>Studio IV</b> Room Lead: Christopher Zack
9:00 AM – 9:45 AM	<b>Destiny One Demo</b> Rob Iannino   Destiny Solutions	<b>E-Expectations: Digging into Website Implications</b> Stephanie Geyer   Ruffalo Noel Levitz	<b>Blocks, Modules, Components, Assets - Building and Using a Design System to Establish Your Brand and Maintain Consistency</b> Maxwell Rowe   Mackey Creative Lab	<b>Marketing to Millennials</b> Mariah Obiedzinski   Stamats
10:00 AM – 10:45 AM	<b>How to Drive Topline Growth Using Destiny One</b> Jeremy Fleming, Destiny Solutions and Customer TBD	<b>Enhancing the Editor Experience</b> Kevin Call   East Tennessee State University	<b>Implementing a Pathways Like Experience When You Can't Implement Pathways</b> Sean Sweeney   iFactory	<b>Integrating External XML Data with OU Campus Page Content</b> Craig Tommola   Hope College
10:45 AM – 11:15 AM	Refreshment Break			
11:15 AM – 12:00 PM	Product Roadmap with Kimberly Prieto (Ballroom)			
12:00 PM – 1:00 PM	Lunch - Ballroom or Ballroom Circle (sponsored by Stamats)			
12:00 PM – 1:00 PM	Focus Group Lunch - Executive Boardroom			
1:00 PM – 1:45 PM	<b>Getting Buy-In with Content Workshops and Successfully Implementing a Distributed CMS Long Term</b> Elizabeth Harrison   Mackey Creative Lab	<b>Best Practices for Training Website Editors</b> Lee Augsburger   University of West Georgia	<b>Designing and Coding for Patterns</b> Jenny Slaughter   NewCity	<b>Homepage Is Redesigned, Now What? Making Data-Driven Decisions That Convert Prospective Students</b> Jon S. Wilburn   Kentucky Community & Technical College System
2:00 PM – 2:45 PM	<b>4 Tips for Navigating the Ambiguous World of Accessibility</b> Ryan Pudloski   Paskill Stapleton Lord	<b>Multiple Websites One Launch Plan</b> Matt Herzberger, RNL, Aaron Blau, Converge and Mark Bandy, Harford Community College	<b>Web Analytic Dashboards 2.0: Going Further, Diving Deeper</b> Scott Dewar   Utah Valley University	<b>Building Blocks for a Web Community: Building an Elements Library Using Components</b> Mallory Snyder   Utah Valley University
2:45 PM – 3:15 PM	Refreshment Break			
3:15 PM – 4:00 PM	<b>Developer Panel Q&amp;A Session</b> Kim, Yves, Alok, JR, Juston, Daisy, Shahab   OmniUpdate	<b>A Human-First Approach to Writing Web Content</b> Eric Turner and Rick Nguyen   Mt. San Antonio College	<b>Practical Components for Content Editors</b> Darrien Boling   San Diego State University	<b>Moving Your .EDU and CMS to the Cloud</b> Mark Rimar   Saint Louis University
4:15 PM - 5:00 PM	<b>Developer Panel Q&amp;A Session Part II</b> Kim, Yves, Alok, JR, Juston, Daisy, Shahab   OmniUpdate	<b>Think Like an Analyst: Mastering the Analytics Essentials</b> Josh Dodson   VisionPoint Marketing	<b>Leveraging XSLT to Create Dynamic JSON-Driven Structured Data for Better SEO</b> Danielle Bosco   Utah State University	<b>Everything But The Kitchen Sink - Template Development Strategies for OU Campus</b> Daniel Niemann   West Valley College
5:15 PM - 7:00 PM	<b>Networking Demo with Formstack</b>	<b>Networking Demo with NMQ Digital</b>		
5:15 PM - 6:15 PM	Focus Group Dinner - Executive Boardroom			

## OUTC20 SCHEDULE

Wednesday, March 18				
7:45 AM – 9:00 AM	Registration Check In			
8:00 AM – 9:00 AM	Breakfast			
Rooms	STUDIO I Room Lead: Rob	STUDIO II Room Lead: JR	STUDIO III Room Lead: Barbara	STUDIO IV Room Lead: Aki
9:00 AM – 10:30 AM	<b>Introduction to OU Campus</b>	<b>Customizing OU Campus for Your Website Design</b>	<b>XSL From the Ground Up</b>	<b>Expanding Your XSL Horizons</b>
	Presenter: Paul Warren Helpers: Anthony, Rob	Presenter: Billy Woody Helpers: Claudia, JR	Presenter: Yves Lempereur Helpers: Barbara, Brian Laird	Presenter: Cory Madden Helpers: Aki, Mohammad
10:30 AM – 10:45 AM	Refreshment Break			
10:45 AM – 12:15 PM	<b>Set Yourself Up For Success</b>	<b>Editing Pages with Accessibility in Mind</b>	<b>XSL From the Ground Up CONTINUED</b>	<b>Advanced XSL CONTINUED</b>
	Presenter: Paul Warren Helpers: Anthony, Rob	Presenter: Billy Woody Helpers: JR, Jay	Presenter: Yves Lempereur Helpers: Barbara, Brian Laird	Presenter: Cory Madden Helpers: Aki, Mohammad
12:15 PM – 1:15 PM	Lunch			
1:15 PM – 2:45 PM	<b>Using Regex to Regulate Your Site</b>	<b>The Building Blocks of an Editable Design</b>	<b>XSL From the Ground Up CONTINUED</b>	<b>Exploring and Building Gadgets</b>
	Presenter: Robert Kiffe Helpers: Billy, Mohammad	Presenter: Paul Warren Helpers: JR, Jay	Presenter: Yves Lempereur Helpers: Barbara, Brian Laird	Presenter: Shahab Lashkari Helpers: Juston, Claudia
2:45 PM – 3:00 PM	Refreshment Break			
3:00 PM – 4:30 PM	<b>Open Workshop: Administration</b>	<b>Components Inside and Out</b>	<b>XSL From the Ground Up CONTINUED</b>	<b>Exploring and Building Gadgets CONTINUED</b>
	Presenters: Billy Woody, Paul Warren, Anthony Alvidrez	Presenter: Brian Laird Helpers: JR, Jay	Presenter: Yves Lempereur Helpers: Claudia, Barbara	Presenter: Shahab Lashkari Helpers: Juston, Aki
5:30 PM - 9:00 PM	Hackathon, Shahab Lashkari - Salon I Helpers: Cory, Jay, Juston, JR			

## OUTC20 SCHEDULE

**Thursday, March 19, 2019**

7:45 AM – 9:00 AM	Registration Check In			
8:00 AM – 9:00 AM	Breakfast			
Rooms	STUDIO I Room Lead: Anthony	STUDIO II Room Lead: Claudia	STUDIO III Room Lead: Barbara	STUDIO IV Room Lead: Juston
9:00 AM – 10:30 AM	<b>Working in the Future: Scheduling Actions in OU Campus</b>	<b>Working with 3rd-Party Widgets</b>	<b>Making XSL-PCF Pages and OU Templates</b>	<b>The Magic of Metadata API</b>
	<b>Presenter: Billy Woody</b>	<b>Presenter: Robert Kiffe</b>	<b>Presenter: Brian Laird</b>	<b>Presenter: Shahab Lashkari</b>
	Helpers: Anthony, Paul	Helpers: Claudia, Jay	Helpers: Barbara, Aki	Helpers: Juston, Mohammad
10:30 AM – 10:45 AM	Refreshment Break			
10:45 AM – 12:15 PM	<b>Support Your Editors With Documentation</b>	<b>Building Your Ideal Editing Experience</b>	<b>Making XSL-PCF Pages and OU Campus Templates CONTINUED</b>	<b>WebVR: Make Your Virtual Campus a Reality</b>
	<b>Presenter: Billy Woody</b>	<b>Presenter: Robert Kiffe</b>	<b>Presenter: Brian Laird</b>	<b>Presenter: Juston Points</b>
	Helpers: Anthony, JR	Helpers: Claudia, Jay	Helpers: Barbara, Aki	Helpers: Mohammad, Cory
12:15 PM – 1:15 PM	Lunch			
1:15 PM – 2:45 PM	<b>Access and Workflow... and Beyond!</b>	<b>Polish Your Social Media Presence</b>	<b>Making XSL-PCF Pages and OU Campus Templates CONTINUED</b>	<b>JavaScript Framework for Your Website</b>
	<b>Presenter: Paul Warren</b>	<b>Presenter: Robert Kiffe</b>	<b>Presenter: Brian Laird</b>	<b>Presenter: Cory Madden</b>
	Helpers: Anthony, JR	Helpers: Claudia, Jay	Helpers: Barbara, Aki	Helpers: Mohammad, Juston
2:45 PM – 3:00 PM	Refreshment Break			
3:00 PM – 4:30 PM	<b>Access and Workflow... and Beyond! CONTINUED</b>	<b>Open Workshop: Administration</b>	<b>Making XSL-PCF Pages and OU Campus Templates CONTINUED</b>	<b>Open Workshop: Developer Advanced</b>
	<b>Presenter: Paul Warren</b>	<b>Presenters: Billy Woody, Claudia Rodriguez-Schroeder, Mohammad Laknhour, Rob Kiffe</b>	<b>Presenter: Brian Laird</b>	<b>Presenters: Cory Madden, Juston Points, Mohammad, Jay Amano</b>
	Helpers: Anthony, JR		Helpers: Barbara, Aki	