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Session 1:

Cloud-Based Tools That Drive Collaboration on Projects at Kellogg and Pritzker

Presenters:
Amit Prachand, Assistant Vice President for Information and Analytics, Office of Administration and Planning
Alex Stern, Director of Information Technology, Pritzker School of Law

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
As the use of cloud-based collaboration and project management tools increases across Northwestern, two schools have adopted tools that are effectively providing new capabilities for leading and participating in projects, as well as helping leadership communicate workload and priorities across project portfolios. The presentation will highlight the initial “needs” at Kellogg and Pritzker that drove the adoption of the tools, share the adoption processes, and demonstrate specific-use cases that are applicable for many other constituents across the University.
Session 1:

Feinberg Student Wellness Initiative

**Presenters:**
Allison Matricaria, Senior Project Administrator, Student Advising and Wellness, Feinberg School of Medicine
Sandra Sanguino, M.D./M.P.H., Associate Dean for Student Affairs and Associate Professor in Pediatrics and Medical Education, Feinberg School of Medicine
Students (3-4, TBD)

**Presentation Format:**
Panel Discussion

**Abstract:**
Research demonstrates the relationship between physician wellness and compassionate patient care. Also, physicians with regular wellness practices also demonstrate improved psychological well-being. Feinberg staff members recently used student and faculty input along with evidence-based practices to develop and implement a Wellness Initiative for medical students. The goals of this initiative are to foster a healthy learning environment, encourage lifelong wellness habits, and help students maximize their potential in all aspects of their lives. In this panel presentation, we will describe the needs assessment we conducted and the initiative we developed during this academic year. We will describe specific components of the intervention, early evaluation results, and how this approach may benefit students in other schools at Northwestern. We believe the diverse perspectives of our panelists (staff, faculty, students) will be helpful to other units at Northwestern who may wish to incorporate wellness activities or initiatives. Designing and offering activities that promote physical, emotional, interpersonal/community, and academic wellness will help Northwestern students develop the skills needed to approach their education and future careers with resilience, balance and satisfaction. We look forward to sharing the results of our innovative and successful Wellness Initiative with the broader Northwestern community.
Session 1:

Medill’s Learning So Far from Teaching Online - Experiences, Stories and Analytics

Presenters:
Tom Collinger, Executive Director of the Medill IMC Spiegel Digital & Database Research Center, Senior Director of the Medill Distance Learning Initiative, Medill School of Journalism, Media, Integrated Marketing and Communication

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
In September 2012, Medill launched a fully online version of its Integrated Marketing Communications graduate program, taught to working professionals around the world, thanks to the support of faculty and administration. Since then, Medill faculty has also launched the first Northwestern MOOC with Coursera, two multi-MOOC Specializations in Content Strategy and Social Media Marketing, and has participated in the cross-school Organizational Leadership MOOC Specialization. The faculty that launched these classes also teaches undergraduates and graduates in our on-premises programs. They have experimented with teaching different student populations, while learning and then piloting new pedagogies, and integrating the use of, and in some cases, the testing of, new technologies to grow engagement and learning outcomes. The learning analytics from some of the experiments will be shared. We’ll compare and contrast student involvement, engagement, and some outcome measures (e.g., grades and self-reported learning and satisfaction measures) across online and off-line courses taught by the same instructors. This session will review our learnings and share insights from this evolution.
Session 1:

Implementing New Business Processes Using SharePoint and Nintex

Presenters:
Barry Sexton, Director of Business and Finance, Northwestern University in Qatar
Lea Bowman, Business and Risk Analyst, Northwestern University in Qatar

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
Northwestern University in Qatar (NU-Q) has been using SharePoint extensively for several years across all departments. In the last year, we have been able to work across departments at NU-Q to improve many business performance processes which had previously been paper-based, manual, and disjointed. The following are some applications in SharePoint using Nintex that were implemented at NU-Q, each involving many people across many departments and include workflow approvals as well as the sharing of information:

1. Student Travel Application
2. Course Information Collection
3. Research Administration System
4. Studio 20Q Grant Payments

Each has unique qualities and is an important business process or system for faculty, student, and staff support.
Session 2:

First Efforts at Leveraging Amazon Web Services at Northwestern: Teaching and Learning, Research, Administration and Cultural Heritage Projects in the Cloud

Presenters:
David Carr, Associate Vice President for CyberInfrastructure, Northwestern University Information Technology (NUIT)
Bill Parod, Architect, Software Development Group in Academic & Research Technologies, NUIT
Rodolfo Vieira, D.M.A., Senior Software Developer, Advanced Media Production Studio in Academic & Research Technologies, NUIT

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
Cloud computing is a ubiquitous part of life in today’s online world, whether at home (Netflix) or at work (Canvas, Box, Google Apps). Cloud infrastructure vendors such as Amazon Web Services (AWS) and Microsoft Azure are increasingly providing services that higher ed planners should consider adopting: high-level, feature-rich, and scalable software building blocks offering substantial value beyond raw computing and storage infrastructure. These well-integrated service options are impacting how software projects are designed, developed, and sustained at Northwestern. This presentation will outline the range of services available in AWS, discuss early work at Northwestern using some of these services in teaching and learning, research support, and cultural heritage projects, and share planning efforts underway to establish best practice use of AWS from an enterprise perspective at Northwestern. Participants will come away with a better understanding of the value proposition of feature-rich services offered by AWS (beyond basic compute and storage resources) and the attendant sustainability issues being discussed by campus planners. The goal is to reduce development effort, save staff time, and improve operations when using AWS cloud services.
Session 2:

NUhelp App - Navigating Safety and Wellness at Northwestern

Presenters:
Todd Adams, Ph.D., Assistant Vice President and Dean of Students, Student Affairs
Christopher Walker, Lead Software Developer, Students Affairs Information Technology
Anthony (Tony) Kirchmeier, Assistant Dean of Students and Director of Off-Campus Life, Student Affairs

Presentation Format:
Lecture and Video Presentation, followed by Q&A

Abstract:
The presentation’s purpose is to highlight a creative solution to student and parent demand for additional campus safety resources. Northwestern’s Student Affairs and University stakeholders produced the NUhelp mobile app in order to expand the reach of NU’s safety and wellness resources. Through an overview of the entire process, attendees will learn about:

- Incorporating continual student/community feedback within an agile process of problem resolution
- The pros and cons of in-house development vs. vendor solutions
- Educating groups to refashion web content for display on a mobile app
- Leveraging existing University systems and staff to remain on budget
- The importance of cloud-based analytics, marketing and social media

The talk will describe the original problem and considered solutions, present short videos of the final mobile product, provide handouts of our content guidelines, and demonstrate the NUhelp police dashboard. The talk will conclude with a summary of the lessons learned and next steps in growing student engagement with the app.
Session 2:

Transformational Technology is Now: Learn@Northwestern

Presenters:
Michael Blayney, Ph.D., Executive Director, Office of Research Safety
Samir Desai, Executive Director, Learning & Organizational Development, Office of Human Resources
Brenda Bryant, Project Manager Lead, Office for Research Information Technology

Presentation Format:
Lecture and Demo Presentation, followed by Q&A

Abstract:
In any large and complex organization, business efficiency, compliance, employee development, and performance are intimately linked to knowing and faithfully carrying out common tasks through comprehensive training. Moreover, the potential to develop and improve the organization rests, in part, in how the organization can identify, develop, and recognize excellent employees through training and credentialing. Compared to other industries, higher education has been slower to adopt the use of “learning management systems” (LMS) as a primary tool in the training and credentialing process. This past fall, Northwestern University successfully implemented a powerful LMS tool called Learn@Northwestern. The presenters will describe and demonstrate our new LMS, share some of the lessons we learned, and discuss best practices for the future of Learn@Northwestern.
Session 2:

Assessing (and Improving) the Efficiency of Research Operations

Presenters:
Jeffrey Weiss, Ph.D., Research Professor and Director for Research Analysis, Feinberg School of Medicine
Eric Boberg, Ph.D., Research Assistant Professor and Assistant Vice President and Dean of Students, Feinberg School of Medicine

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
Strong competition for funding, and limited space, require the research enterprise at Northwestern to operate with high efficiency. This presentation will describe three areas in which the Feinberg School of Medicine has developed or is developing quantitative measures of efficiency to allow resources to be allocated strategically. **Space Utilization:** A fixed amount of research space must be allocated based on its most productive use. Productivity is calculated annually as the dollars of funding supporting each square foot of space. Both individual PIs and departments & centers are evaluated. **Efficiency of Research Administration:** Grants management staff need to be assigned based on quantifiable need. We have documented the size and distribution of the RA staff. Working with OSR, we are developing measures of proposal and award complexity. RA efficiency will be calculated at the department level as Proposals & Awards Scaled for Complexity (PASC) per RA equivalent (FTE). **Department Administrative Efficiency:** Departments are scored on six measures of administrative efficiency in the areas of Expense and Payroll Charging, Proposal Submission and Effort Certification. A dashboard covering the entire medical school is provided quarterly to department chairs and center directors.
Session 3:

4 Schools, 4 Deans, 6 MOOCs: Best Production Practices for Northwestern’s Organizational Leadership Specialization on Coursera

Presenters:
Alanna Lazarowich, Senior Director of the Architectures of Collaboration Initiative (KACI), Kellogg School of Management
Deirdre Lee, Digital Media Specialist, Northwestern Information Technology Advanced Media Production Studio, NUIT
Heather S. Haseley, Course Management and Training Specialist, Northwestern Information Technology Faculty Support Services, NUIT
Stephen Poon, Digital Media Specialist, Northwestern Information Technology Advanced Media Production Studio, NUIT

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
Dean Sally Blount highlights two reoccurring themes throughout Northwestern’s Organizational Leadership Specialization: clarity of purpose and effective collaboration. These key elements can serve as a larger metaphor for this 6-course project, which was the largest MOOC production effort at the University to date, including 4 deans, 13 faculty, 6 guest instructors, and 47 supporting staff and personnel across 4 schools. This project showcases a significant achievement in supporting two of the major pillars of NorthWEstern WILL, through connecting our community and engaging with a global audience. The overall structure of the presentation will include topics such as how to assemble a comprehensive cross-functional effort, how to engage with a variety of senior-level faculty and administration to achieve the same goals, and how to orchestrate pedagogical components to support Northwestern’s strategic plan using an innovative, technology-driven approach. The participants will walk away with a better understanding of what a Massive Open Online Course is and how this can expand NU’s reach to a more global and diverse audience. Additionally, participants will learn how the team effectively engaged a diverse group of stakeholders as well as best practices in instructional design, video production, and post-production of these online courses. These practices can be applied across the University in future online course productions as well as other technological innovations.
Session 3:

Using Video Technology to Evaluate Talent in Admissions & Beyond

Presenters:
Don Rebstock, Associate Dean of Strategic Initiatives, Pritzker School of Law
Kate Smith, Assistant Dean of Admissions and Financial Aid, Kellogg School of Management
George Langford, Director of Facilities, Pritzker School of Law

Presentation Format:
Panel and Demo Discussion

Abstract:
In 2014, Kellogg became one of the first U.S. MBA programs to offer applicants the opportunity to submit responses to essay questions through a video essay platform. In 2015, Northwestern Pritzker School of Law became the first law school to implement full-length video interviews as part of its admissions process. Kellogg and the Law School teamed with Kira Academic, a leader in the video admissions platform industry, to offer candidates an option to complete and submit their video-recorded responses anytime, anywhere. Through this service, applicants, within a limited timeframe, respond to a series of questions that are randomly selected from a pre-recorded bank of questions. Each question is developed with the aim of providing information related to specific candidate competencies. See here: http://tippingthescales.com/2015/10/northwestern-law-launches-video-interviews/ and here: http://www.chicagobusiness.com/article/20140823/ISSUE02/140829959/before-you-start-read-these-dos-and-donts-of-video-essays for some press coverage and further details on this technology. The presenters, with the assistance of an information technology or audio visual staff member, will provide an overview of this emerging video admissions platform. The session will include a demonstration of the service along with a summary of its benefits, details of its implementation, and a discussion of possible applications in other areas, including human resources.
Session 3:

**Job Shadowing: A Platform for Collaboration, Training and Collective Understanding**

**Presenters:**
Kelly Morrison, Director, Office for Sponsored Research (OSR), OSR-Evanston Office
Catherine Barrera, Director of Research Administration, McCormick School of Engineering & Applied Science

**Presentation Format:**
Lecture Presentation, followed by Q&A

**Abstract:**
Sponsored research represents a critical University business function: Northwestern submitted proposals totaling $2.5 billion and received awards totaling $620 million in FY2015. Significant resources at the department, school and central levels are dedicated to supporting this function. Throughout the process, department and central administrators are required to work closely together to support a broad range of activities, often in situations with tight turnaround and competing priorities. Given the broad range of responsibilities and challenges that face research administration professionals, extensive knowledge on policies, processes, and guidelines is essential in managing transactions successfully. The McCormick School of Engineering & Applied Science (McCormick) and the Office for Sponsored Research-Evanston (OSR-Evanston) partnered to provide staff a richer training experience through the creation of a job shadowing program. The program was designed to allow participants the opportunity to have direct experience with the roles and responsibilities from the perspective of the “other” side through a series of hands-on interactive sessions. This presentation will discuss the design of this job shadowing project, and how this type of project can succeed in multiple areas of University administration. We will cover a range of topics, including a discussion of both quantitative and qualitative benefits, positive organizational change, and broad applicability. We will discuss lessons learned and future plans for collaboration.
Session 3:

Beyond Program Review: Identifying Data Metrics to Drive Continuous Improvement

Presenters:
Megan Blackwelder, Assistant Vice President for Program Review, Office of Administration and Planning

Amit Prachand, Assistant Vice President for Information and Analytics, Office of Administration and Planning

Lizabeth Schaps, Director of Finance and Administration, Facilities Management

Presentation Format:
Lecture Presentation, followed by Q&A

Abstract:
For over thirty years, Northwestern’s Program Review process has catalyzed continuous improvement and strategic planning in academic and administrative units at the University. During the most recent review cycle, Program Review partnered with Institutional Research, and the units under review, to identify key performance indicators for each unit to help inform the assessment process, continuously refining these metrics based on feedback from stakeholders. This presentation engages with participants to proactively identify key performance indicators that align with departmental and University objectives. Participants self-assess how they measure success and track performance for their team/unit, and compare their feedback to metrics frequently gathered as part of the review process. This discussion of examples will highlight for units how they can identify data metrics to track progress against unit objectives, working in partnership with their school or unit leadership. Through discussion of the challenges and potential solutions related to data gathering and dissemination, participants are encouraged to consider how assessment of student, faculty and staff learning, and productivity can be measured and strengthened, not only as part of the Program Review process, but on an ongoing basis.