

# User Conference 2019

## Agenda

23 – 25 Oct 2019 | The Westin Resort & Spa Hotel, Cancun

**#LACUG19**

Simple is better!

## Wednesday, Oct 23<sup>th</sup>

Time	Session	Location
14:00 - 17:00	Registration	Hotel Lobby
18:00 - 20:00	Welcome Cocktail	Arrecifes Restaurant

## Thursday, Oct 24<sup>th</sup>

Time	Session	Speaker	Institution	Location
06:30 - 08:30	Breakfast and Networking			Terraza Laguna Restaurant
07:00 - 09:00	Registration / Coffee			Exhibition / Networking Area
09:00 - 09:15	Welcome	Alberto Chacin - Sr. Vice President Managing Director, LAC User Group Committee presidents	Ellucian COSTAATT - ITAM	Siqueiros
09:15 - 09:55	Ellucian Update Ellucian Product Update	Melissa King - Sr. VP, Strategy Operations Richard Forrest - VP, Global Product Strategy	Ellucian	
09:55 - 10:40	Opening Keynote: The art of simplicity, an approach to the Education for the next generation	Dr. Diana G. Oblinger - President Emeritus of EDUCAUSE		
10:40 - 10:55	The customer experience: Customer for life	Chris Collins - Sr. Vice President, Chief Customer Officer	Ellucian	
10:55 - 11:15	Sharing paths to success. A conversation with...	Chris Collins and Luis E. Gonzalez - Associate VP. IT	Ellucian / Universidad Ana G. Mendez	
11:15 - 11:45	Coffee Break / Meet the Exhibitors / Networking			Exhibition / Networking Area
11:45 - 12:30	Operational efficiency, aimed to simplicity, quality, and cost-savings on campus	Gabriel Garcia - Principal Consultant, Solutions	Ellucian	Siqueiros
12:30 - 13:15	Integrate to simplify. A flexible and efficient application architecture	Jorge Stalin - Architect, Solutions Alfonso Barbosa - Sr. Consultant, Solutions	Universidad Particular de Loja, Ecuador / Ellucian	
13:15 - 13:25	Amazon Web Services (AWS)		Amazon Web Services (AWS)	
13:25 - 13:45	Official photo			Flow Rider Stairs
13:55 - 15:00	Lunch / Meet the Exhibitors / Networking			El Palmar Restaurant
15:10 - 15:30	Breakout 1	Sponsors and case studies presentations		Siqueiros - Orozco - O'Gorman
15:35 - 16:20	Breakout 2	Case studies		Exhibition / Networking Area
16:20 - 16:50	Coffee Break / Meet the Exhibitors / Networking			
16:50 - 17:35	Breakout 3	Case studies		
17:40 - 18:25	User Group Meeting			Siqueiros
18:25 - 19:30	Free time			
19:30 - 22:00	Caribbean Dinner			Nichupte Lagoon

## Friday, Oct 25<sup>th</sup>

Time	Session	Speaker	Institution	Location
06:30 - 08:00	Breakfast and networking			Terraza Laguna Restaurant
08:00 - 09:00	Workshops			Siqueiros - Orozco - O'Gorman
09:05 - 10:05	Workshops			
10:10 - 10:55	Streamline work processes by implementing applications and simplifying academic requests and services	Maria Esperanza Luis - Head of Quality Assurance Alfonso Barbosa - Sr. Consultant, Solutions	Universidad Católica Andrés Bello, Venezuela Ellucian	Siqueiros
	Simplify the information flow, the way to make decisions in real time through Institutional Intelligence	Victor Gomez Jimenez - Manager, Backoffice System	INCAE, Costa Rica	Orozco 1
10:55 - 11:25	Coffee Break / Meet the Exhibitors / Networking			Exhibition / Networking Area
11:25 - 12:10	DIY: Low-cost technology solutions to facilitate the educational inclusion in students with disabilities	Felipe Betancur - President	Todos podemos ayudar Foundation, Colombia	Siqueiros
12:10 - 12:55	Digital transformation to make the most out of simplicity	Kari Branjord - Sr. Vice President, Digital Transformation	Ellucian	
	A.I. on campus to simplify student services	Kari Branjord: a conversation with Dr. Camille Samuel - VP. Student Affairs	COSTAATT, Trinidad and Tobago	
12:55 - 13:40	Student Panel: putting technology to work for us	Moderated by Miroslava Vidal - Coordinator, Special Projects Speakers: LACUG Committee members	ITAM, Mexico	
13:45 - 14:50	Lunch / Networking			El Palmar Restaurant
15:00 - 15:45	Presentation - Roundtable			Siqueiros y Orozco 1
15:50 - 16:35	Closing Keynote: Simplicity applied to institutional innovation and growth	Alejandro Ayala - Chief Engineer, Digital Innovation	Certified by Massachusetts Institute of Technology	Siqueiros
16:35 - 16:45	Closing Remarks	Maria Torre - Sr. Field Marketing Manager, Latin America and the Caribbean	Ellucian	
16:45 - 17:45	Creativity to simplify and support the educational inclusion of students with disabilities (Workshop: optional)	Felipe Betancur - President	Todos podemos ayudar Foundation, Colombia	

## Day 1 - Thursday Oct 24<sup>th</sup>

Breakout 1 15:10 - 15:30	Speaker	Institution	Synopsis	Session Type	Location
AWS	TBD				Siqueiros
Connecting students, technology and experiences	Emily Bombardy - Manager, Regional Sales	UPANA + TouchNet	Using a digital transformation strategy with Ellucian + TouchNet solutions, the Panamerican University of Guatemala has allowed to connect all their commercial data that matters.	Banner	Orozco 1
Argos as a University Management Support Tool	Matt Chick - Director, Global Channel Sales	UCAB + Evisions	UCAB has strengthened the execution of its administrative academic processes making university management more efficient with the design and development of reports that allows accessing information quickly and reliably, facilitating timely decision-making and management support.	Banner	Orozco 2
A solution based on Artificial Intelligence for group program and schedules of the Modelo Tec21	Luis Lopez - Director, Academic Normativity and Registrer	Tec de Monterrey + Foris	Tecnologico de Monterrey will tell us how they are facing this new stage of educational and digital transformation around the new Tec21 Educational Model, with the help of AI tools and operational optimization.	Banner	O'Gorman

## Day 1 - Thursday Oct 24<sup>th</sup>

<b>Breakout 2</b> 15:35 - 16:20	<b>Speaker</b>	<b>Institution</b>	<b>Synopsis</b>	<b>Session Type</b>	<b>Location</b>
Implementation of applications and workflows for academic procedures and services	Myriam Ventura - Banner Manager	Universidad de Monterrey, Mexico	Through the request for Banner and Workflow services we can streamline and automate various services and expose how workflow can support the management and tasks/ processes monitoring. In this presentation we will show real life cases.	Banner	Siqueiros
Certification and electronic degrees under the Ministry of Education-SEP regulatory format	Victor Herrera - Operational IT Director	Universidad Insurgentes, Mexico	Learn how the Universidad Insurgentes created an interface to meet the requirements to obtain a degree in front of the educational authority.	PowerCampus	Orozco 1
Admission Management and financial assistance: unique Chilean admission system through STUDEMRE.	Santiago Sanchez - Project Manager Pablo Vega - Functional Leader	Universidad Catolica del Norte, Chile	The free tuition benefit in Chile has become a very significant and demanding task. Being a government benefit, a series of requirements regarding access, renewal and monitoring have been established. In order to respond to this challenge, we had to work on a process covered by Banner Student and Banner Student Aid.	Banner	Orozco 2
15:35 - 15:55 Optimizing high performance planning	Daniela Romero - Chief Marketing Officer	ISIL + U-Planner	In 2018, once ISIL 3.0 Project was up and running -supported by Ellucian Banner and Recruit-, ISIL started with the U-Planner academic planning module, to support the administrative departments in schedules, and rooms/teachers allocation. The U-Planning solution made it possible to put together a class schedule that fit the students' need. Now the chances of fitting a full-load of schedules increased considerably.	Sponsors and case studies presentations	O'Gorman

<b>Breakout 3</b> 16:50 - 17:35	<b>Speaker</b>	<b>Institution</b>	<b>Synopsis</b>	<b>Session Type</b>	<b>Location</b>
Collecting leads through digital and social media campaings	Jaime Bedon - Development Engineer	Universidad San Francisco de Quito, Ecuador	We will cover how we use social media networks to generate leads. Follow-up to optimize campaigns and segments. Fields that expedite the monitoring of our call center. Opportunity tracking with customized views, creation of quick dashboards and tracking recruiter objectives.	Banner	Siqueiros
Medium and small higher education institutions in growth environment	María Luisa Flores - Executive President	ALPES - Alianza por la Educación Superior	TBD	PowerCampus	Orozco 1
Financial & Operational Management Dashboards by Argos	Eton Chin, Assistant Manager Financial Reporting, Information & Support Systems	University of West Indies, Jamaica	This session will demonstrate the use of Argos Dashboards and Scheduler to deliver financial reports, Management accounts and operational dashboards to varied constituents to enable better decision-making and actionable insights.	Banner	Orozco 2
16:50 - 17:10 Sponsor + Client Presentation - TBD					O'Gorman

## Day 2 - Friday Oct 25<sup>th</sup>

<b>Workshops</b> Session 1 - 08:00 - 09:00 Session 2 - 09:05 - 10:05	<b>Speaker</b>	<b>Synopsis</b>	<b>Session Type</b>	<b>Location</b>
Using Banner Document Management (BDM) to optimize the access and management of your documents	Alfonso Barbosa - Sr. Consultant, Solutions	Learn how Banner Document Management helps institutions capture, manage and access documents across the campus; allowing to offer a seamless experience through integration with Banner and other applications, facilitating access to all types of content for different business areas. Find out how to obtain significant cost-savings by reducing the use of paper, while improving the services offered to the academic community.	Banner - BDMS	Siqueiros
Session 1 Simplify the student experience and empower your staff with the new Self Service	Monica Cordova - Sr. Consultant, Solutions Jose Castillo - Director, Software Development		PowerCampus - PC 9.0	Orozco 1
Session 2 PowerCampus User Group - Feedback session	Elucian PowerCampus Team		PowerCampus - PC 9.0	
Modify or not Modify? That is the key issue of simplicity.	Iván Acosta - Sr. Consultant, IT Architect	Know firsthand what you can do, what kind of incidents and needs you can solve, and most importantly, how to start with PageBuilder.	Integration - Page Builder	Orozco 2
Sharing trends and strategic challenges of Higher Education in LAC	Gustavo Piedrahita - Strategic Director, Solution		Strategy - HigherEd Regional Overview	O'Gorman

<b>Presentation - Roundtable</b> 15:00 - 15:45	<b>Speaker</b>	<b>Synopsis</b>	<b>Session Type</b>	<b>Location</b>
Ellucian and the Technology Trends in Higher Education	Jose Luis Moreno - Solutions Strategy Director, Latin America, Canada and the Caribbean and Brian Knotts - Chief Architect, SVP Research	One of the pillars for Ellucian's product strategy is innovation. During this session we'd share with the audience what Ellucian is researching and applying in its portfolio of solutions on technology trends in higher education like Blockchain, Chatbots and Artificial Intelligence.	Strategy	Siqueiros
Simple is better. A review of how PowerCampus can help your institutional efforts and what's next	Tracy Williams - Senior Director, Product Management and Jose Castillo - Director, Software Development		PowerCampus	Orozco 1

<b>Optional Workshop</b> 16:45 - 17:45	<b>Speaker</b>	<b>Institution</b>	<b>Synopsis</b>	<b>Session Type</b>	<b>Location</b>
Creativity to simplify and support the educational inclusion of students with disabilities	Felipe Betancur - President	Todos podemos ayudar Foundation, Colombia	Every day you perform activities as simple as greeting, chatting, having a cup of coffee. But how would you do if you couldn't see, talk or if you had only one hand? Come to this workshop and learn how to adapt and help those with disabilities to face the adversity.	Social Responsibility	Siqueiros



Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions developed in collaboration with a global education community and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency and drive efficiencies. More than 2,500 institutions in 50 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their potential through learning.