

2018 DESTINY SOLUTIONS USER CONFERENCE SESSION OVERVIEW



WEDNESDAY, JUNE 13, 2018 TO FRIDAY, JUNE 15, 2018 IN SAN DIEGO

KEYNOTES



BRYAN CAPLAN
PROFESSOR OF ECONOMICS
GEORGE MASON UNIVERSITY

Online education provides premium pedagogy for a bargain price. So why isn't it rapidly driving traditional schools out of business? Caplan, author of *The Case Against Education*, argues that the primary function of education is not teaching useful skills, but certifying ("signaling") worker quality. Since one of the most important traits that education signals is sheer conformity, online education suffers from a built-in catch-22: The student who tries an innovative alternative to traditional education signals non-conformity. This catch-22 poses a major challenge, but accepting the severity of the problem is the first step to solving it.



DR. DIANA WU
DEAN
UC BERKELEY EXTENSION

We who work in continuing education have to be a model and the very definition of "continuous improvement" because that is our value statement. Long before Six Sigma was introduced by two engineers at Motorola in 1986 and adopted as a business strategy by GE in 1995, continuing education was cultivating continuous learning, improvement, and innovation across our organizations. We had to do this in order to survive and thrive. Building a successful learning organization—something every business should want to do—requires a commitment to learning. Who better to do that than us? What makes us good at continuous improvement and how can we do it better?



PAUL MARCA
ASSOCIATE VICE PROVOST
STANFORD UNIVERSITY

Disruption is visible everywhere in industry: The largest taxi company owns no taxis; the largest music provider produces no music; the largest retailer has no stores. In an era of disruption, education is primed to be disrupted. Much of that is happening online where digital transformation of everything from the student experience to flipped classrooms to online degrees is now flourishing. So how do universities position themselves to ride the wave of disruption and take advantage of this moment in time?

NETWORKING

Enjoy meeting other conference participants with ample time allocated to networking events.

Join us for a Destiny-sponsored beach party right on the water. With fire pits, a live band, and a delicious dinner, this will be a prime time to meet and mingle.

For our newer customers, you will have an opportunity to speak with other customers who are currently in the implementation phase to learn how others are managing the project, and come away with some best practices.

MEALS

We are pleased to keep conference attendees well fed throughout the conference. We will provide:

WEDNESDAY	THURSDAY	FRIDAY
Breakfast, lunch, snacks, dinner	Breakfast, lunch, snacks	Breakfast, snack

COMMUNITY LED SESSIONS

DESTINY ONE AND LEAN

DAN MCLEOD
SYSTEMS BUSINESS ANALYST
UNIVERSITY OF NEW HAMPSHIRE

Dan McLeod is the University of New Hampshire's Destiny One business analyst and brings over 15 years of experience leading IT projects. His professional background includes experience in different professional environments such as manufacturing, print media and public education. Dan is a State of New Hampshire Lean black belt and has been assisting various departments at UNH develop and streamline business processes using Lean methodologies.

Implementing a new software platform can be a great opportunity to review business processes, create greater efficiencies and let the unit put time back into what they do best: serving their students and stakeholders. As UNH worked to intake new units on our Destiny One platform, we relied on Lean methodologies to help our team embrace a culture of continuous improvement, create streamlined, repeatable workflows and create Destiny One-driven efficiencies. Learn how we used Lean kaizen events and kata during our implementation of Destiny One to change from “that’s the way we’ve always done it” to continuous improvement.

LESSONS LEARNED FROM AN INTERNAL AUDIT REVIEW

DAVID BENSON
ASSOCIATE DIRECTOR, CONTINUING
EDUCATION SYSTEMS
TEMPLE UNIVERSITY

David Benson is a system administrator, trainer, and functional lead for the Destiny One implementation at Temple University. He has worked in university administration and technology for over six years and currently works in Continuing Education Systems. Continuing Education Systems has been able to implement Destiny One as an ERP solution for non-credit operations, centralize numerous business operations, and build an infrastructure for continuing education entrepreneurship.

In 2017, Temple University’s internal audits department completed an end-to-end system audit of the implementation of Destiny One. This included a review of roles/permissions, access, cash handling procedures, accounts receivable tracking, and integrations with central systems. The Continuing Education Systems office implemented a number of changes as a result of this audit that we believe the user community may find useful in their own internal audit and compliance processes.

DIGITAL BADGES FOR PROFESSIONAL DEVELOPMENT PROGRAMMING

HEATHER MATHEWSON
BUSINESS ANALYST
UNIVERSITY OF MINNESOTA

Heather Mathewson is an IT professional with over 20 years’ experience supporting non-credit registration processes and staff at the University of Minnesota.

Come hear why the University of Minnesota’s College of Continuing and Professional Studies was eager to pilot Destiny One’s digital badging functions. We’ll cover the decision points and learning moments that were necessary to successfully implement this in our organizational environment.

CENTRALLY GOVERNING IN A DECENTRALIZED ENVIRONMENT

KRISTY DAVIS
ASSOCIATE DIRECTOR FOR
ACADEMIC SUPPORT RESOURCES IT
UNIVERSITY OF MINNESOTA

SANDY NELSON
DESTINY ONE SYSTEM
SUPPORT TEAM LEAD
UNIVERSITY OF MINNESOTA

This session focuses on governance and how we’ve been successful at the UMN. We are a large institution that is very decentralized in many ways, but we’ve found a mechanism to ensure people’s voices are heard while putting the responsibility on them to make smart choices about learner engagement.

GROWTH THROUGH CHANGE: APPLICATIONS OF TECHNOLOGY TO DRIVE CONTINUOUS IMPROVEMENT

MICHAEL KUNG
BUSINESS OPERATIONS ANALYST,
SCHOOL OF CONTINUING STUDIES
UNIVERSITY OF TORONTO

Michael Kung, Business Operations Analyst, University of Toronto, School of Continuing Studies As the Business Operations Analyst at the University of Toronto, School of Continuing Studies, Michael supports his colleagues by contextualizing what they do into comparable data points to drive informed decision making and identify potential opportunities for growth and improvement. Recently, he has been involved in reviewing a broad range of operational processes to identify, recommend and support change execution in the school's continuous improvement endeavours and provide a quantitative measure of these improvements. Prior to this, Michael helped develop and deploy a suite of internal reporting dashboards which streamlined decision-making data and empowered users in the organization to work more effectively.

The University of Toronto, School of Continuing Studies has undertaken multiple initiatives to rethink the way it creates value for its learners by continuously challenging the way it leverages technology. With constrained resources and an increasingly competitive marketplace, the solutions we choose to support continuous improvement initiatives must be applied with significant care and consideration. This session will outline the continuous improvement cycle and demonstrate that, through deep collaboration amongst internal stakeholders and thoughtful consideration of internal feedback, technology can amplify the capacity of the organization, and more importantly, liberate staff to focus on greater value-added work that is irreplaceable by technology, and ultimately, enriches the learner experience.

COMPOSING DESTINY ONE HARMONICS

ROBIN SEASE
BUSINESS ANALYST
UC BERKELEY EXTENSION

Robin began working with Destiny One during UCBX's gap analysis phase. At the time, Robin served as the subject matter expert for online courses and services, as well as integrations with the several UCBX learning management systems. From that initial working committee, Robin never left Information Systems and soon became a full-time BSA working to retire homegrown and shadow systems and migrate those processes and data to Destiny.

UC Berkeley Extension's implementation of Destiny One in 2012 facilitated decommissioning dozens of homegrown, disconnected systems with more systems on the horizon as we adopt new Destiny One modules. Though this sounds simple, we cannot downplay the impact migrations have on staff as they relinquish processes they know, trust and often worked hand-in-hand with a programmer to create. When we began our implementation, we sometimes preserved processes for staff at the cost of customizing Destiny One. Recently, however, we embraced Destiny's "configure not customize" approach. We trust Destiny Solutions to be the best in its class, so when staff request something beyond the scope of Destiny, we investigate processes and our other system solutions first, but if the need still exists, we leverage Destiny and partner system APIs and our versatile programmers to craft tools between systems.

BUSINESS CONSIDERATIONS USING THE DESTINY CONNECT FRAMEWORK TO PUSH THE BOUNDARIES

SEAN KEESLER
BUSINESS ANALYST
ECORNELL

LINDSEY MULLINS
FINANCE DIRECTOR
ECORNELL

Sean Keesler and Lindsey Mullins support Cornell University's efforts to extend their for-credit and professional development eLearning opportunities via learning management, student information, sales support, and marketing automation systems.

eCornell offers three learning modalities to corporate customers: expert-led certificates, on-demand lessons, and live events. In this session, learn about the market opportunity and scope of these different modalities and learn how a combination of Destiny One features, the Destiny Connect framework, and custom web applications have helped the school towards their business goals. This talk is paired with another dealing with some technical considerations on these topics.

TECHNICAL CONSIDERATIONS USING THE DESTINY CONNECT FRAMEWORK TO PUSH THE BOUNDARIES

SEAN KEESLER
BUSINESS ANALYST
ECORNELL

Sean supports Cornell University's efforts to extend their for-credit and professional development eLearning opportunities via learning management, student information, sales support, and marketing automation systems.

This talk is the technical follow-up to another talk dealing with some business considerations on these topics. eCornell has built a number of custom marketing pages and web applications to support their business goals. In this session, learn about the technical requirements that they met, and understand the various custom applications they built to support their stakeholders. Learn which Destiny Connect APIs were used in their overall design and how eCornell ensures optimal performance by caching data. Lessons learned and possibilities for future roadmap development will be shared.

DESTINY ONE'S HIDDEN SUPER POWER: THE ARCHIVE DATABASE

SHELLY JOBST
DIRECTOR OF CONTINUING AND
PROFESSIONAL EDUCATION
VIRGINIA TECH

Shelly Jobst is the Director of Continuing and Professional Education at Virginia Tech. Prior to becoming director, Shelly held various roles in CPE, including serving as the business analyst on the Destiny implementation team.

TRAVIS CARTER
BUSINESS ANALYST
ENROLLMENT INFORMATION SYSTEMS
VIRGINIA TECH

Travis Carter is the Manager of Enrollment Information Systems for Virginia Tech's Continuing and Professional Education. Travis oversees the day-to-day operations of Destiny. Travis has a professional background that includes data analysis, teaching, and software development.

Utilizing Destiny One's archive database has allowed Virginia Tech to improve existing business processes while also providing enhanced service to our clients. Utilizing the archive database to develop customized reports has provided staff with access to pertinent information using only a few comprehensive reports that are updated hourly and stored centrally. Specialized registration reports have been automated to be sent via email to clients and program planners on a daily or weekly basis. These automated reports have increased efficiency, reducing the amount of work required by our registration staff, while also putting near real-time data at our clients' fingertips. The purpose of this session is to highlight the hidden power of Destiny's archive database and to show how Virginia Tech has used it to improve our overall operational efficiency.

BUILDING NON-TRADITIONAL EDUCATION FROM THE GROUND UP

DANIELLE RAUSER
DIRECTOR OF ENROLLMENT AND
MARKETING
COLUMBIA COLLEGE CHICAGO ONLINE

Danielle oversees the marketing, admissions and retention for Columbia College Chicago Online. Some of her primary initiatives include strategic planning to brand Columbia Online as a new online educational option, developing partnerships and communication plans for professionals looking for continuing education, as well as designing and implementing our customer relationship management system, WordPress and e-commerce. She has been working in higher education in enrollment and marketing for over 12 years.

ERIC BAILEY
DIRECTOR OF ONLINE CURRICULUM
COLUMBIA COLLEGE CHICAGO ONLINE

Eric assists in envisioning, proposing and creating new business models and online programs to propel Columbia College Chicago Online's mission of providing innovative, high-quality online education to students across the country and around the world by increasing access and implementing modern technologies. With Columbia since 1997, Eric uses his progressive experience with instructional technology and online learning design to work effectively with deans, directors, department chairs and faculty, building relationships that facilitate a solid understanding and common goals in advancing the college's mission.

This presentation will feature an overview of how Columbia College Chicago, a traditional arts and media college, entered the continuing education market by offering online curricula for non-traditional students. In less than two years, we have integrated new systems to the college (Destiny One, Slate, Canvas) and developed audience-specific content through digital marketing to attract and modernize processes for Columbia Online's target audience. We will highlight the obstacles and solutions we have implemented through streamlining our checkout process, updating our website, incorporating non-credit/certificates into our offerings, and most importantly, developing curricula that the workforce requires ahead of the competition.

CONFERENCE SESSIONS

CORE STREAM

OPTIMIZING THE DESTINY ONE CHECKOUT: E-COMMERCE BEST PRACTICES AND THEIR APPLICABILITY TO HIGHER EDUCATION

The Destiny One checkout is the core engine driving purchases and enrollments. Learn how the Destiny One checkout stacks up against industry standard e-commerce best practices. Discover new features that optimize the checkout process and minimize abandoned shopping carts. Learn what is on the horizon to further enhance the checkout process, including a discussion of modern Web 3.0 tools to engage customers and maximize conversions.

CE AS THE RELATIONSHIP HUB: OBSERVATIONS ON THE DIRECTION OF THE MODERN UNIVERSITY

Non-traditional divisions—with their focus on serving the needs of learners and employers—sit poised to transform the direction and focus of the future university. Facilitating this evolution requires leaders to leverage data and infrastructure in new and exciting ways.

DESTINY ONE OPERATIONAL HEALTH CHECK

The Operational Health Check is designed to optimize staff usage of Destiny One and address any questions, issues, or new requirements identified subsequent to the initial implementation. Walk through a typical OHC and hear about the benefits and outcomes from several customer OHCs recently conducted.

TAKE MATTERS INTO YOUR OWN HANDS: USING THE SELF SERVICE CONFIGURATION TOOLS IN DESTINY ONE

We will dig deep into the library of configuration points and resource keys available in the self-service Configuration Editor to highlight the most significant, and some of the more obscure but useful settings to tailor your instance of Destiny One for your business needs.

WHAT'S NEW AT DESTINY SOLUTIONS

Learn about the new features and improvements made to Destiny One over the last year, and find out about some key initiatives being driven by Destiny Solutions' support and services teams.

DESTINY ONE DOCTOR ONE-ON-ONE APPOINTMENTS

The doctor is in! Destiny One Doctor is your opportunity to go one-on-one with a Destiny One product expert who can help you solve technical challenges, master advanced tools, or offer advice to overcome business problems. You can schedule these 15-minute sessions with a product expert at the conference.

DESTINY ONE PRODUCT ROADMAP

Learn what exciting features are in store over the next 12 months on the Destiny One product roadmap.

MANAGING MULTIPLE DIVISIONS WITH DESTINY ONE

Review best practices and considerations when supporting multiple schools, divisions, or units within a single installation of Destiny One.

SETTING UP YOUR DESTINY ONE IMPLEMENTATION FOR SUCCESS

Hear from our experts about how to prepare the project team and organization for your Destiny One implementation. We will cover a number of topics from key project roles to business process documentation to product training.

DESTINY ONE SETUP ASSISTANT

Follow along as we use the Setup Assistant on-screen wizard to configure a new installation of Destiny One.

NEW CUSTOMER STREAM

INTRODUCTION TO DESTINY CONNECT WEB SERVICES

Learn how to access Destiny One data and events using REST and SOAP web services and HTTP Post Notifications. This is an introductory session for users who are looking to understand what web services are available, how they work, and hear practical examples of customer usage.

HOSTING AND SECURITY OVERVIEW

Take a deep dive into the Destiny Solutions Operations environment to learn how we implement and manage security, compliance, privacy, and uptime. The operations team will also share their future roadmap.

USING AN INTEGRATION-PROVIDER-AS-A-SERVICE (IPAAS) TO MANAGE INTEGRATIONS WITH DESTINY ONE

iPaas integration provides a platform for configuring real-time, two-way integrations with Destiny One and external systems. In this working session, learn what is involved to connect to integration endpoints and author an integration pipeline.

ADVANCED USAGE AND ROADMAP FOR DESTINY CONNECT WEB SERVICES

Take your understanding of web services to the next level. Discuss opportunities with the web service library and learn about some advanced customer usages. Discuss technical barriers that may be in place to meeting your business goals using web services. We will brainstorm solutions how these challenges may be overcome. We will also share the web services roadmap.

DESTINY ONE CERTIFICATIONS AND COMPLIANCE: PCI, GDPR, AND SOC-2

Learn how Destiny Solutions is addressing audit and compliance requirements. This session will provide information on PCI compliance, the new European Union's General Data Protection Regulation (GDPR), and Destiny Solutions' progress towards a SOC-2 audit.

DESTINY ONE CORPORATE ENGAGEMENT MANAGER

Understand go-to-market opportunities available with this module to engage your corporate customers. Learn about corporate contracts and curated catalogs, bundle pricing, and the corporate portals.

DESTINY ONE CONFERENCE MANAGER

For schools that offer conferences, this session will review the current capabilities and recent enhancements of the Destiny One Conference Manager. In this session we will review the set-up of a new conference, how to brand a registration site, and walk through an individual and group enrollment. We will also share the new self-service options that are available following registration.

DESTINY ONE LANGUAGE PACKS

Review the features available to present the content on your website in multiple languages.

DESTINY ONE ARCHIVE DATABASE

What is the archive database and why should you want one? Learn how other customers benefit from the archive database.

DESTINY CONNECT DATA IMPORTS & EXPORTS

Learn about the library of available data import and export templates to support scheduled batch integrations.

Continued >

DESTINY ONE INTERNATIONAL AND SPECIALTY PROGRAMS MANAGER

Deep dive into the capabilities of the International and Speciality Programs Manager to manage cohort-based enrollments.

DESTINY ONE BADGING

Learn about the collaboration between Destiny Solutions and Credly, the leading provider of digital credentials and badges. Learn how this module allows you to award badges to your learners, and how you can incorporate badging into your marketing strategy.

DESTINY ONE DASHBOARDS

Learn how to get the most value from Destiny One Dashboards. We will review the best dashboards for discovering trends in your institutional data. We will also share the capabilities available with the Author and Connect packages to build custom dashboards.

DESTINY CONNECT ELLUCIAN BANNER CONNECTOR

Do you work at a Banner school? Learn about this new connector that exchanges curriculum, profile, enrollment, and financial data between Destiny One and Ellucian Banner.

DESTINY CONNECT PEOPLESOFT CAMPUS SOLUTIONS CONNECTOR

Do you work at a PeopleSoft school? Learn about this new iPaaS-powered connector that exchanges curriculum, profile, enrollment and financial data between Destiny One and PeopleSoft Campus Solutions.

DESTINY CONNECT SALESFORCE CONNECTOR

Do you want to integrate Destiny One with a CRM? Learn about the current and planned roadmap capabilities of this connector to share Destiny One profile and academic data with Salesforce.

Visit destinysolutions.com/grow-conference-2018 to register!