

# Evolving the Links

Monday, March 25, 2002 and Tuesday, March 26, 2002

The Pyle Center  
702 Langdon Street  
Madison, Wisconsin

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## Draft Agenda 3/13/02

### Monday, March 25

- 8:00am           Rolls and Coffee
- 8:30am           Welcome, Introduction and Review  
                    Byron Knight, Director of Broadcasting & Media Innovations  
                    Kevin Reilly, Chancellor of UW Extension
- 9:15 am           Public Broadcasting point of view  
                    John Lawson President, APTS Vision of PTV/Higher Education  
                    Terry Bryant, CPB Vision of the Digital Service Future
- 9:45am           Break
- 10:00am          University/Public television opportunities  
                    University point of view  
                    Molly Broad, President of UNC (presentation via satellite)  
                    Kevin Reilly, Chancellor UW Extension  
                    Richard Gowen, South Dakota School of Mines and Technology
- 11:00am          NASULGC/APTS  
                    Mark Erstling, APTS  
                    Linda Kay Benning, NASULGC
- 11:30am          The Role of the Higher Education Telecommunications Consortium (HETC)  
                    Jim Fellows, Higher Education Telecommunications Consortium
- 11:45am          Lunch

- 1:00pm Discussion  
 Introduction: Mark Erstling, APTS  
 Facilitator: Ted Krichels, General Manager WPSX-TV PSU  
 QuestMap™ Ideas Tracking: Steven Vedro  
 What are the common needs of university licensees and higher education institutions?  
 How can we best meet these needs?
- 2:00pm Portal Guided Tours and Discussion  
 Educational/Professional Content  
 Lou Pugilese, CEO OnCourse  
 John Fischer, UW Extension Continuing Education  
 Ideas Portal
- 3:00pm Break
- 3:15pm Portal Guided Tours and Discussion, continued  
 Art/Cultural Portals  
 Ann Engelman, Wisconsin Public Television  
 Portal Wisconsin  
 Terry Dugas, Nebraska Educational Telecommunications NDAA  
 Nebraska Digital Alliance for the Arts
- 4:15pm End of session
- 6:00pm Reception/Dinner (Essen Haus)

**Tuesday March 26, 2002**

- 8:00am           Rolls and Coffee
- 8:30am           Intro to Asset Management/Metadata/Digital Asset Distribution Concepts  
Steve Vedro, Project Consultant, Evolving the Links
- 9:00am           Sharable Content Object Reference Model (SCORM)  
Where are we now and where does it fit with Digital Asset Management?  
Ed Meachen, Associate Vice President UW System  
Judy Brown, Academic ADL CoLab
- 9:30am           Digital Asset Management/Metadata Updates  
Internet2 Initiatives -- ViDE Video Development Initiative  
Grace Agnew, Rutgers University Libraries, Internet2 Video  
Public Television Initiatives – WGBH archiving  
Dave MacCarn, Chief Technologist, WGBH  
University Initiatives – Educational Content Delivery  
Paul Burrows, Manager, Technology Integration,  
University of Utah
- 10:45am          Break
- 11:00am          Digital Asset Management/Metadata  
Where are we now?  
Alison White, Corporation for Public Broadcasting  
Future of CPB Public Broadcasting Metadata Working Group  
Alison White, Corporation for Public Broadcasting  
Dave MacCarn, WGBH
- 11:30am          Digital Distribution Fund  
Doug Weiss, VP, Strategic Development, CPB  
Jerry Butler, PBS Engineering
- 12:00            Lunch
- 1:00pm           Digital Asset Distribution  
Rich Media Utility IBM/Wisconsin Public Television/Partners  
James Steinbach, Wisconsin Public Television  
Fred Bonner, IBM  
Jeff Stromberg, Ancept
- 2:00pm           Digital Asset Management, continued  
Advanced Digital Distribution Entity (ADDE)  
Dennis Haarsager, KWSU-TV  
Jerry Butler, PBS Engineering  
University affinity content collaborative
- 3:00pm           Wrap up discussions  
Tour of Advanced Distributed Learning Academic Co-lab (tentative)  
Possible small group meetings\*

\*Rich Media Utility partners will meet separately On Sunday evening to discuss the RMU project with representative from IBM

\*A CPB/Public Broadcasting Metadata Working Group may also have its organizational meeting.