Friday, January 24, 2014 • Philadelphia Marriott Downtown • Grand Ballroom C–E

11:00 am  **Americas Regional Council Business Meeting**

Jane Treadwell, OCLC Americas Regional Council Chair; University Librarian & Dean, Library Instructional Services, University of Illinois at Springfield, Brookens Library

Sandy Yee, OCLC Board of Trustees Chair; Dean of the Wayne State University Libraries and Library and Information Science Program

Skip Prichard, OCLC President and CEO

12:00 pm  **Lunch and Roundtable Discussions**

1:00 pm  **OCLC Symposium • A Collective Insight Event**

*The Hope and the Hype of MOOCs*

Bryan Alexander, Senior Fellow at NITLE, will present a brief keynote giving an overview of the topic and recent news. Skip Prichard, OCLC President and CEO, will moderate a debate panel that includes Bryan and:

- Anya Kamenetz, author and contributing writer for Fast Company
- Ray Schroeder, Associate Vice Chancellor for Online Learning at the University of Illinois at Springfield
- Audrey Watters, technology journalist and founder of Hack Education
- Cathy De Rosa, OCLC Global Vice President of Marketing

3:30 pm  **Wine and cheese reception**

*Note: Portions of this meeting will be streamed live on the Web at [http://www.oclc.org/go/en/livefeed/ARC.html](http://www.oclc.org/go/en/livefeed/ARC.html) for guests not attending the event in person, and will be posted on OCLC’s website following the conference.*
Today’s panel


Cathy De Rosa, OCLC Vice President for the Americas and Global Vice President of Marketing. Over the last decade, Cathy has led quantitative library research work that has resulted in seven major membership reports that explore library users’ behavior and the perception of libraries. The urgent need for funding for public libraries also led to Cathy’s work with the Bill & Melinda Gates Foundation grant-funded “Geek the Library” advocacy campaign.


Skip Prichard is the fifth president of OCLC since its founding in 1967. Attracted to OCLC’s public purpose, he joined OCLC in 2013 after leading several multinational organizations that provide a variety of services and content to libraries around the world. Before joining OCLC, Skip was President and CEO of Ingram Content Group Inc., a leading global content and services provider. Prior to his leadership at Ingram, he was President and CEO of ProQuest Information and Learning.

Ray Schroeder, Professor Emeritus and Associate Vice Chancellor for Online Learning at the University of Illinois at Springfield, and Director of the Center for Online Leadership and Strategy at the University Professional and Continuing Education Association (UPCEA). Ray has delivered numerous national presentations and publications in online and technology-enhanced learning. He has published the popular “Online Learning Update” and “Educational Technology” blogs for the past dozen years.

Audrey Watters, a technology journalist and founder of Hack Education. Audrey has written extensively on MOOCs, including a Library Journal “Digital Shift” blog post, “MOOC Mania: Debunking the hype around massive open online courses.”

We are a worldwide library cooperative, owned, governed and sustained by members since 1967. Our public purpose is a statement of commitment to each other—that we will work together to improve access to the information held in libraries around the globe, and find ways to reduce costs for libraries through collaboration.

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