

# Data-Driven Learning

31 July–2 August 2017

**iFest**



*innovation* → *instruction* → *implementation*

Hilton Mark Center, Alexandria, VA  
Keynotes, panels, tutorials, group discussions  
<http://www.ndia.org/events/2017/7/31/adl-ifest>

## KEYNOTE SPEAKERS



Maj Gen Thomas Deale  
Vice Director,  
Joint Force Development (J7)



Kim Peretti  
Senior Director,  
Adobe Digital Learning Services

# iFest 2017

## Theme: Data-Driven Learning

Hilton Alexandria Mark Center, 5000 Seminary Road, Alexandria, VA 22311

31 July–2 August 2017

<http://www.ndia.org/events/2017/7/31/adl-ifest>

| <b>Monday</b> | <b>Agenda Item</b>   |
|---------------|--|
| 1200–1730     | <b>Registration and Exhibits Open</b> - Lower Lobby  |
| 1400–1430     | <b>Welcome Address</b> - Plaza Ballroom BC <ul style="list-style-type: none"><li>• Rear Admiral James Robb, USN (Ret), NTSA President</li><li>• Dr. Jennifer Vogel-Walcutt, Director of Innovation, Advanced Distributed Learning (ADL) Initiative</li></ul>   |
| 1430–1530     | <b>Government Keynote</b> - Plaza Ballroom BC <ul style="list-style-type: none"><li>• Major General Thomas Deale, USAF, Vice Director, Joint Force Development, J7</li></ul> <b>Industry Keynote</b> <ul style="list-style-type: none"><li>• Ms. Kim Peretti, Senior Director, Adobe Digital Learning Services</li></ul> |
| 1530–1600     | <b>Break &amp; Exhibit Time</b> - Lower Lobby  |
| 1600–1730     | <b>Facilitated Session with Keynote Speakers</b> - Plaza Ballroom BC <ul style="list-style-type: none"><li>• Dr. Sae Schatz, Director, ADL Initiative</li></ul>  |
| 1730–1900     | <b>Professional Networking Reception</b> - Lower Lobby   |

| <b>Tuesday</b> |   | <b>Agenda Item</b>   |   |  |
|----------------|---|--|---|--|
| 0800–0900      | <b>Continental Breakfast</b> - Lower Lobby  |  |   |  |
| 0900–1000      | <b>Ignite! Talks: Emerging Learning Technologies</b> - Plaza Ballroom BC <ul style="list-style-type: none"> <li>• Mr. Dale Carpenter, National Park Service</li> <li>• Dr. Jeremiah Folsom-Kovarik, Soar Technology, Inc.</li> <li>• Mr. James Lower, Questionmark</li> <li>• Mr. Dean Pianta &amp; Mr. Yasir Saleem, Adobe Systems Federal</li> <li>• Mr. Daniel Serfaty, Aptima, Inc.</li> <li>• Mr. Nick Washburn, Riptide Software, Inc.</li> <li>• Mr. Duncan Welder &amp; Mr. Art Werkenthin, RISC, Inc.</li> </ul>   |  |   |  |
| 1000–1030      | <b>Break &amp; Exhibit Time</b> - Lower Lobby   |  |   |  |
| 1030–1200      | <b>Tutorials</b> - Plaza Ballroom (PB) I, II, III   |  |   |  |
|                | <b>Big Data for Experience Intelligence (PB I)</b> <ul style="list-style-type: none"> <li>• Mr. Shelly Blake-Plock &amp; Ms. Margaret Roth, Yet Analytics</li> </ul>  | <b>Learning Analytics (PB II)</b> <ul style="list-style-type: none"> <li>• Mr. Mike Rustici, Watershed</li> </ul>  | <b>Cybersecurity (PB III)</b> <ul style="list-style-type: none"> <li>• Mr. Aaron Gauthier, USAF, Air Education and Training Command (AETC)</li> </ul> |  |
| 1200–1330      | <b>Lunch &amp; Exhibit Time</b> - Terrace Room and Lower Lobby  |  |   |  |
| 1330–1430      | <b>Ignite! Talks: Government Learning Science and Technology Needs</b> - Plaza Ballroom BC <ul style="list-style-type: none"> <li>• Dr. Keith Beurskens, Army University</li> <li>• Lt. Col. Chris Boring, USAF, US Joint Staff</li> <li>• Mr. Wayne Gafford, DoD Enterprise Product Lifecycle Mgmt. Integrated Decision Environment</li> <li>• CAPT David Herschel, USN, OSD OUSD P-R</li> <li>• Ms. Arianne Miller, Office of Personnel Management (OPM) - The Lab</li> <li>• CDR Henry Phillips, USN, NAWCTSD</li> <li>• Mr. Aaron Schumacher, Defense Innovation Board</li> <li>• Mrs. Linda Summerlin, USAF, Barnes Center</li> <li>• Dr. Kendy Vierling, USMC, Future Learning Group</li> </ul> |  |   |  |
| 1430–1500      | <b>Break &amp; Exhibit Time</b> - Lower Lobby   |  |   |  |
| 1500–1630      | <b>Panel and Facilitated Discussion: Learning Technology Standards, Competencies, and Credentialing</b> - Plaza Ballroom BC <ul style="list-style-type: none"> <li>• Mr. Avron Barr, Institute for Defense Analyses (IDA) - Facilitator</li> <li>• Dr. James Belanich, IDA - Discussant</li> </ul>  |  |   |  |
|                | <ul style="list-style-type: none"> <li>• Ms. Jeanne Kitchens, Credential Engine</li> <li>• Mr. Joshua Marks, IMS CASE Project</li> <li>• Dr. Robby Robson, CASS Project and IEEE Standards Association</li> </ul>   | <ul style="list-style-type: none"> <li>• Mr. Michael Sessa, Postsecondary Electronic Standards Council (PESC)</li> <li>• Mr. Eric Shepherd, HR Open Standards</li> <li>• Dr. Rosalyn Scott, Medbiquitous</li> </ul>  |   |  |
| 1630–1800      | <b>Professional Networking Reception - Exhibitor/Poster Session</b> - Lower Lobby   |  |   |  |
|                | <ul style="list-style-type: none"> <li>• Ms. Angela Gotch, VATC, Inc.</li> <li>• Mr. Scott Kozak, CogniSens, Inc.</li> <li>• Mr. Tim Martin, Rustici Software</li> <li>• Mr. Brian Moon, Perigeon Technologies</li> <li>• Mr. Elliot Robson, Eduworks Corporation</li> <li>• Mr. TJ Seabrooks, Rustici Software</li> </ul>  | <ul style="list-style-type: none"> <li>• Dr. Stephen Fancsali, Carnegie Learning, Inc.</li> <li>• Dr. Xiangen Hu, University of Memphis</li> <li>• Dr. Andrew Hampton, University of Memphis</li> <li>• Dr. Kara Orvis, Aptima, Inc.</li> <li>• Dr. Krista Ratwani, Aptima, Inc.</li> <li>• Mr. Nick Washburn, Riptide Software, Inc.</li> </ul> |   |  |

| <b>Wednesday</b> |   | <b>Agenda Item</b>  |  |
|------------------|---|---|--|
| 0800–0900        | <b>Continental Breakfast</b> - Lower Lobby  |   |  |
| 0900–1000        | <b>Breakout Presentations</b> - Plaza Ballroom (PB) I, II, III  |   |  |
|                  | <b>Learning Analytics (PB I)</b> <ul style="list-style-type: none"> <li>User-centered learning analytics for intelligence tutoring (Mr. Mike Smith, ICF)</li> <li>Harnessing machine learning and analytics to create 21st century training models (Dr. Krista Ratwani, Aptima, Inc.)</li> <li>xAPI profiles (Mr. Aaron Silvers, Data Interoperability Standards Consortium)</li> </ul>   | <b>Future Learning Ecosystem: Data Interoperability (PB II)</b> <ul style="list-style-type: none"> <li>Data visualization in a total learning architecture (Mrs. Amanda Bond, Soar Technology, Inc.)</li> <li>Data sharing across the NPS learning and performance ecosystem (Mr. Dale Carpenter, National Park Service)</li> <li>Interoperability that supports improved cross-application user experience and learning outcomes (Dr. Michael Freed, SRI International)</li> </ul> | <b>Cybersecurity and Privacy (PB III)</b> <ul style="list-style-type: none"> <li>Addressing trust and security for xAPI-based learning systems (Mr. TJ Seabrooks, Rustici Software, Inc.)</li> <li>US Army mobile embedded training: A full spectrum approach (Mr. Dean Reed, Institute for Simulation and Training)</li> <li>Cybersecurity (Dr. Cathy Downes, National Defense University)</li> </ul>   |
| 1000–1030        | <b>Break &amp; Exhibit Time</b> - Lower Lobby   |   |  |
| 1030–1130        | <b>Breakout Presentations</b> - Plaza Ballroom (PB) I, II, III  |   |  |
|                  | <b>Student Centered Design: Personalized (PB I)</b> <ul style="list-style-type: none"> <li>Reimagine eLearning (Mr. Dean Pianta, Adobe Systems Federal)</li> <li>Cognitive profiling of training readiness and potential (Mr. Scott Kozak, CogniSens, Inc.)</li> <li>Competency and skills service (Dr. Robby Robson, Eduworks Corporation)</li> </ul>  | <b>Human Computer Interaction: Military Applications (PB II)</b> <ul style="list-style-type: none"> <li>Core US military doctrine: Training to the sixth dimension (Mr. Robert Cowherd, VATC, Inc.)</li> <li>Bringing High Velocity Learning (HVL) to the waterfront (Mr. Kelly Schneider, NAVSEA Systems Command)</li> <li>Substituting game-based virtual environment simulators for physical simulators: A case study (Dr. Wes Naylor, Coe &amp; Naylor Group)</li> </ul>        | <b>Assessment (PB III)</b> <ul style="list-style-type: none"> <li>Benefits of using machine-generated human factors performance data for training and assessment (Mr. Jerome Bresee, Vocavio)</li> <li>Methods for using controlled virtual student grouping, dynamic, regrouping, and Deep Academic Learning Intelligence (DALI) (Mr. Scott Martin, George Mason University)</li> <li>Best practices in learner experience metrics (Mr. Robert Hatton, SAIC)</li> </ul> |
| 1130–1300        | <b>Lunch &amp; Exhibit Time/iFest Closing Remarks</b> - Terrace Room and Lower Lobby  |   |  |
| 1300–1700        | <b>Workshop &amp; Networking</b> - Room TBD   |   |  |
|                  | <ul style="list-style-type: none"> <li>Mr. Jonathan Poltrack, Mr. Tom Creighton, Mr. Andy Johnson, &amp; Mr. Jason Haag, ADL Initiative - Facilitators</li> </ul> <p>Workshop will provide an overview of Experience Application Programming Interface (xAPI), discuss the value of learning analytics, and share how learning organizations can benefit from their use. This session will focus on technical content and demonstrations.</p> |   |  |



# xAPI Workshop

August 2, 2017

## **EXPERIENCE API INTRO WORKSHOP AFTER ADL iFest**

This workshop will focus on providing a high level overview of the Experience Application Programming Interface (xAPI). This session will focus on technical content and demonstrations.

### **What is the xAPI specification?**

The xAPI specification describes how software applications capture and share (big) data on human performance, along with associated context information (i.e., “experience” data). Combined with learning analytics, xAPI promises to revolutionize the way training and education is conducted, managed, and measured.

### **What are the goals?**

The goals of this workshop are to introduce the concept and value of learning analytics, define and describe xAPI, consider the potential uses of xAPI (and associated learning analytics) in your organization, and discuss other open questions, such as security, privacy, and implementation best practices. The workshop is best suited for a technical audience, but anyone involved in a learning ecosystem may benefit.

### **What will be covered?**

- xAPI Use Cases - Why do you care about xAPI?
- xAPI Technology Overview - What exactly is the xAPI?
- xAPI & Learning Analytics - How do I use xAPI to benefit my organization?

### **DATE:**

August 2, 2017  
From: 13:00 - 16:00

### **LOCATION:**

Alexandria Mark Center  
Hilton - 5000 Seminary  
Road, Alexandria,  
Virginia, 22311



*In addition, we will have technical experts on site to assist participants with specific questions and challenges experienced while implementing xAPI.*

**<https://www.adlnet.gov/xAPI>**

visit 