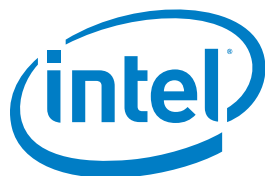




How-to Series:
**DIGITAL
CONTENT**

Magnolia Hotel | Houston, TX | March 25, 2010



AGENDA

Thursday, March 25

8:30 A.M.

REGISTRATION

9:00 A.M.

WELCOME AND KICK-OFF

A Digital Content Blueprint: News and Notes from Around the World

Eileen Lento, Ph.D., Government and Education Strategist,
Intel Americas

9:15 A.M.

TEXAS MAKES HISTORY

The Honorable Scott Hochberg, Texas House of Representatives

9:30 A.M.

TEXAS POLICY UPDATE ON DIGITAL LEARNING RESOURCES

Anita Givens, Associate Commissioner for Standards and Programs,
Texas Education Agency

The new Texas legislation surrounding digital learning resources is causing tremendous discussion around the state regarding barriers and opportunities. This presentation will be an opportunity to look at all sides of the issue.

10:15 A.M. – 12:10 P.M.

ROUNDTABLE ROTATION BEGINS

Five Concurrent 35 minute Rotations

12:10 P.M.

LUNCH SPEAKER

The Latest and Greatest in Education & Technology Research

Tom W. Greaves, CEO and Founder, The Greaves Group, LLC

12:50 P.M. – 2:05 P.M.

ROUNDTABLE ROTATION CONTINUES

2:25 P.M.

WRAP UP

Anita Givens, Associate Commissioner for Standards and Programs,
Texas Education Agency

Eileen Lento, Ph.D., Government and Education Strategist,
Intel Americas

THE ROUNDTABLES

Each roundtable will have a one page overview document prepared by the Center for Digital Education about the table's discussion points. A note taker will be present at each table to capture the conversation. The roundtables are:

Data Driven Digital Content

This table will explore data-driven decision making as it relates to digital content models. Do today's teachers, awash with data, instructional options and range of educational readiness of students, need help with interpretation of data and planning for student specific instructions so they can spend more time teaching and less time planning? The table will also discuss the intersections of digital content with assessment and engagement.

Discussion Leaders:

Gouri Das, Senior Director, Technology Strategy, Planning and Innovation, Global Technology Solutions, McGraw-Hill Education

Travis Hamilton, Director Data Driven Engagement, McGraw-Hill Education

Learning Platforms: How to Deliver Digital Content

Educators worldwide know that learning has nothing to do with the "device." It has everything to do with access, personalization and interactivity. What should be considered when thinking about the delivery platform for digital content delivery? The table will discuss the latest, the greatest, and the most effective digital content delivery devices.

Discussion Leaders:

Lenny Schad, Deputy Superintendent of Information, Katy Independent School District

Funding Facts and Fallacies

Even though digital content does not always mean free, there are tremendous resources available ranging in cost from free to modified fee structures. The table discussion will cover answers to these key questions: What is the hype around Open Education Learning Resources? What is the cost of free? How can you think about new ways to reinvent your budget while you revolutionize your learning delivery models?

Discussion Leader:

Karen Billings, Vice President of Education, Software & Information Industry Association

Digital Content Driving your Online Learning Programs

Does anyone doubt the ubiquitous spell that online learning has cast on schools throughout the world? With online content altering the face of educational institutions, questions regarding digital contents' impact on student performance, teacher training, and links to the home remain. This table will discuss the multiple implementations of digital content — single courses, blended models and full-time virtual — and, then, explore the possibility of achieving a truly individualized learning program for all students through the use of digital content and online programs.

Discussion Leader:

Dr. Michael Maslayak, National Director for Children & Families, K12 Inc.

Digital Rights Management: The Pros Chime In

What are the lines between original content and profit? How can states and districts manage digital content while being in compliance with the law? What are interoperability concerns and strategies? These are some of the questions that will be addressed at this table discussion.

Discussion Leader:

Jill Abbott, Associate Executive Director/COO, Schools Interoperability Framework Association

ANCHOR SPONSOR:



Intel is a trusted advisor and consultant to education in the technology field. Through our relationships with manufacturers and application service providers for both content and services, we are able to advise and help schools and districts move as far down the technology road as possible.

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The Center for Digital Education (CDE) is a national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding. Along with its research services, CDE issues white papers and conducts the annual Digital District and Digital Community College survey and award programs. CDE also supports the Converge media platform composed of the quarterly themed Converge Special Reports, www.convergemag.com and events.