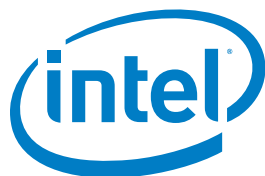




How-to Series: **DIGITAL CONTENT**

Embassy Suites Hotel | Fort Lauderdale, FL
September 13, 2010



AGENDA

Monday, September 13, 2010

8:30 A.M. – 9:00 A.M.

REGISTRATION

9:00 A.M. – 9:15 A.M.

WELCOME AND KICK-OFF

Diana Gowen, Alliance Manager, Strategic Education Programs, Intel

Bart Heisey, Manager, Florida Public Sector Programs, Intel

9:15 A.M. – 9:45 A.M.

MOVING TOWARDS DIGITAL CONTENT: CHALLENGES, OPPORTUNITIES AND FUTURE TRENDS

James Notter, Superintendent, Broward County Public Schools

9:45 A.M. – 10:15 A.M.

CHARTING A COURSE FOR TECHNOLOGY IN FLORIDA EDUCATION

Dr. Kate Kemker, Director, Technology & Learning Innovation, Florida Department of Education

10:15 A.M. – 10:25 A.M.

BREAK

10:25 A.M. – 12:20 P.M.

ROUNDTABLE ROTATION BEGINS

All five roundtable discussions occur simultaneously during each 35 minute rotation.

ROTATION #1: 10:25 A.M. - 11:00 A.M.

ROTATION #2: 11:05 A.M. - 11:40 A.M.

ROTATION #3: 11:45 A.M. - 12:20 P.M.

12:20 P.M. TO 1:05 P.M.

LUNCH SPEAKER: THE LATEST AND GREATEST IN EDUCATION & TECHNOLOGY RESEARCH: PROJECT RED

Project RED (Revolutionizing Education) is a national research and advocacy initiative with the mission to transform learning through technology.

Jeanne Hayes, CEO and Founder, The Hayes Connection

1:05 P.M. – 2:20 P.M.

ROUNDTABLE ROTATION CONTINUES

All five roundtable discussions occur simultaneously during each 35 minute rotation.

ROTATION #4: 1:05 P.M. TO 1:40 P.M.

ROTATION #5: 1:45 P.M. TO 2:20 P.M.

2:25 P.M.

WRAP UP

Diana Gowen, Alliance Manager, Strategic Education Programs, Intel

Bart Heisey, Manager, Florida Public Sector Programs, Intel

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:

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

Chris Rousseau, Vice President, Publishing Systems, McGraw-Hill Education

Learning Platforms: How to Deliver Digital Content

Educators worldwide know that learning has everything to do with access, personalization and interactivity, so what should be considered when thinking about the delivery platform for digital content delivery? The table will also discuss the latest, the greatest, and the most effective digital content delivery devices.

Discussion Leaders:

Dr. Jeanine Gendron, Director, Department of Instructional Technology, Broward County Public Schools

Angela Coluzzi, Director, Network Integration, Broward County Public Schools

Mark S. Hudson, Education Senior Consultant, Dell

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:

Dr. Kate Kemker, Director, Technology & Learning Innovation,
Florida Department of Education

Digital Content Driving your Online Learning Programs

It has been argued that some of the greatest short term traction we can make in school transformation is through online learning. The foundation has been set and the results have proven that students can succeed with online learning, whether through stand alone courses or through the combined power of a virtual school. The table will discuss the relationships between online learning courses, digital content and virtual schools alongside a discussion about credit recovery, remediation and other opportunities for student achievement through online learning.

Discussion Leaders:

Dr. Janet Aikele, Senior Director Sales Support, K12
Steve Allison, Director, School Development, K12

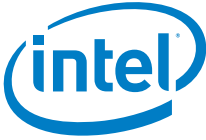
Digital Rights Management: The Pros Chime In

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

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.

Without question, the Internet has transformed the way we communicate. Through glimpses into the future, we have seen how technology can change the way we live and work. Preparing students to manage and maximize what technology has to offer is a high priority for Intel and education systems worldwide.

For more information about one-to-one computing in your school system, visit www.k12blueprint.com.

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K12 is the nation's leader in providing individualized, online learning solutions to students from kindergarten through high school. K12 partners with districts and schools to help students reach their highest personal potential, and offers a continuum of curriculum options, from single online courses, to blended programs, to full-time, turn-key online solutions.



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Microsoft in the Public Sector

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PRESENTED BY:



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.