



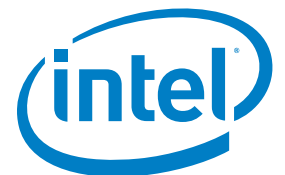
# How-to Series: **DIGITAL CONTENT**

New York Marriott at the Brooklyn Bridge | Brooklyn, NY  
June 9, 2010

**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](http://www.convergemag.com) and events.



## Wednesday, June 9, 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

**Melanie Fekete**, Business Development Manager, Public Sector, Intel

**9:15 A.M. – 9:30 A.M.**  
**OPENING REMARKS: AN UPDATE ON DIGITAL CONTENT FOR NEW YORK SCHOOLS**

**Stan Silverman**, Director, New York Institute of Technology

**9:30 A.M. – 9:50 A.M.**  
**AN OVERVIEW OF NYC DOE'S INNOVATION & EDUCATION STRATEGY**

**Julian Cohen**, Executive Director, School Innovation, New York City Department of Education

**9:50 A.M. – 10:10 A.M.**  
**TAKING INNOVATION TO SCALE: A BLUEPRINT APPROACH**

**Calvin Baker**, Superintendent, Vail School District, Vail, Arizona

**10:10 A.M. – 10:20 A.M.**  
**BREAK**



McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP), is a leading innovator in developing teaching and learning solutions for the 21st century. Through a comprehensive range of traditional and digital education content and tools, McGraw-Hill Education empowers and prepares professionals and students of all ages to connect, learn and succeed in the global economy. McGraw-Hill Education has offices in 33 countries and publishes in more than 65 languages. Additional information is available at <http://www.mheducation.com>.



### Microsoft in the Public Sector

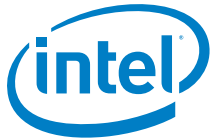
By partnering with governments and educational institutions around the world, Microsoft is committed to finding technology solutions that help to improve the operations of government and the delivery of services to its citizens, expand the quality and reach of educational opportunities, and find new ways to grow local economies.

### CONVERSATION SPONSOR:



Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

## 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](http://www.k12blueprint.com).

## SPONSORS:



HP is recognized as a global leader in imaging and printing solutions for higher education institutions and K-12 schools. We offer technical expertise, and reliable products and solution sets that allow customers to benefit from:

- Consulting services, including procurement, installation, management and support that can be customized to improve your institutional effectiveness
- Relationships with industry leading solution providers
- Powerful solutions to optimize your environment, enhance teaching and learning, and help the planet.



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.

**10:20 A.M. – 12:15 P.M.**

### ROUNDTABLE ROTATION BEGINS

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

**ROTATION #1: 10:20 A.M. - 10:55 A.M.**

**ROTATION #2: 11:00 A.M. - 11:35 A.M.**

**ROTATION #3: 11:40 A.M. - 12:15 P.M.**

**12:15 P.M. – 1:00 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.

**Michael Gielniak, Ph.D.**, Projects & Development Manager, One-to-One Institute

**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. – 2:35 P.M.**

### WRAP UP

**Diana Gowen**, Alliance Manager, Strategic Education Programs, Intel

**Melanie Fekete**, Business Development Manager, Public Sector, Intel

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:*

**Lana Brodsky**, Vice President, PMO & Finance Operations, McGraw-Hill Education

**Sally Cheney**, Editorial Director, McGraw-Hill Education

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

## Learning Platforms: Digital Content Delivery and Classroom Efficiency

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 along with a conversation about how technology can help educators spend more time focusing on students and less time on administrating the classroom.

### *Discussion Leaders:*

**Eric Simon**, General Manager, Managed Enterprise Solutions, HP Imaging and Printing Group

**Katherine Tsamasiros**, Director, Solutions Design & Engineering, New York City Department of Education

## Innovation Table: The Open Content Revolution and Collaboration Models

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? The table will also tackle business partnerships and collaboration models designed to enhance every school, touch every parent, teacher and administrator and help prepare every student for their future.

### *Discussion Leaders:*

**Calvin Baker**, Superintendent, Vail School District, Vail, Arizona

**Bill Kilcullen**, Education Solutions, U.S. Public Sector Services, Microsoft Corporation

## 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:*

**Jim Blair**, Vice President, Powerspeak Division, K12

**Chuck Paynter**, Senior Director, 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 Leaders:*

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

**Stan Silverman**, Director, New York Institute of Technology