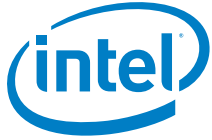


ANCHOR SPONSOR:



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.

SPONSORS:



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.



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>.

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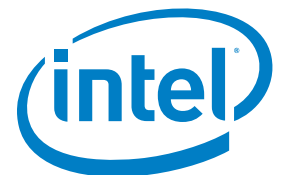


The Center for Digital Education (CDE) is a national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding. Along with its research services, CDE issues white papers and conducts the annual Digital District and Digital Community College survey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



How-to Series: **DIGITAL CONTENT**

**PaTTAN | Harrisburg, PA
May 4, 2010**



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:

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

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. – 1:05 P.M.

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. – 1:40 P.M.

Rotation #5: 1:45 P.M. – 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:

Chris Rousseau, Vice President, Publishing Systems 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:

Holly Jobe, Project Manager, Classrooms for the Future, Pennsylvania Department of Education

Dr. John Branson, Director of Educational Research, Development & Technology Services, Chester County Intermediate Unit (PAIUnet)

The Open Content Revolution

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:

Matt Federoff, Chief Information Officer, Vail Independent School District, Arizona

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. Michael Maslayak, Vice President, K12 Inc.

Charles Zogby, Senior Vice President, Education & Policy, K12