



## 2015 LearnLaunch Conference

### Across Boundaries: Delivering on Edtech's Promise

#### Breakout Session Descriptions

This year, we will have three types of sessions, as outlined below:

- **Overview Panels:** These panels will showcase experts discussing the topic.
- **Experiential Panels:** These panels will provide the personal perspective of panelists who are actively engaged in the field.
- **Interactive Workshops:** These workshops will allow attendees to interact with one another and learn skills they can utilize immediately after the conference at their company or school.

#### Breakout Session 1

Friday, January 23 2:45-3:30 PM

#### **Superintendent Hot Seat**

Session Type: Experiential Panel

Session Audience: K-12

Session Description: This panel comprises superintendents and school leaders who are responsible for delivering results enabled by technology. Panelists will address topics that include their approach to blended learning, privacy concerns, funding, and professional development.

Panelists:

- Paul Dakin: Superintendent, Revere Public Schools (Revere, MA) (Moderator)
- Andres A. Alonso: Professor of Practice, Harvard Graduate School of Education (former CEO of Baltimore City Public School System)
- Nancy Gustafson: Superintendent, Millis Public Schools (Millis, MA)
- Shawn Jackson: Deputy Chief of Teaching and Learning, Chicago Public Schools

#### **College of the Future: How Edtech Is Pushing Instructional Models**

Session Type: Overview Panel

Session Audience: Higher Education

Session Description: Higher education institutions are expected to provide a high quality education at a low cost, as well as retain more students. This panel will

address how universities are using edtech to push their instructional models, how the sector is deploying innovations and new technologies to meet these challenges, and how colleges and universities with independent faculty implement instructional innovations.

Panelists:

- Jim Honan: Senior Lecturer on Education, Harvard Graduate School of Education (Moderator)
- MJ Bishop: Director, Center for Academic Innovation, University of Maryland
- Nick Ducoff: Vice President for New Ventures, Northeastern University
- Brian White: Assistant Professor of Biology, University of Massachusetts Boston

## **Taking Your Edtech Venture Global**

Session Type: Overview Panel

Session Audience: Entrepreneurs

Session Description: Around the world, countries recognize that the level of education their citizens attain determines the standard of living for those people. Education services are growing rapidly outside the United States. Software is often a global business, but local regulations can vary widely. This panel will discuss how entrepreneurs are moving into global markets, the challenges these entrepreneurs are facing, and what business models work globally.

Panelists:

- Diana Stepner: VP, Innovation Partnerships & Developer Relations, Pearson (Moderator)
- Nick Gaehde: President, Lexia Learning
- Karen Miller: Co-Founder & President, DoInk
- Fernando Reimers: Ford Foundation Professor of Practice in International Education, Harvard Graduate School of Education

## **Can Edtech Close the Skills Gap?**

Session Type: Overview Panel

Session Audience: Adult Education

Session Description: Much has been written about the gap between employers' needs and prospective employees' skills. This panel will cover the emergence of new educational products and services focused on the preparation of adult learners. How are large corporate employers using edtech innovations for their employees' learning? Will re-certifications for the professions go online? What is the role of badging? Will a new crop of tech-enabled "trade schools" grow?

Panelists:

- Bridget Terry Long: Academic Dean and the Saris Professor of Education and Economics, Harvard Graduate School of Education (Moderator)
- Diane Hessian: CEO, Startup Institute

- Sarah Hodges: VP Marketing & Client Services, Smarterer
- John Stuart: Senior Vice President, Global Academic Program and Service Advantage Partner Program, PTC

## **The Construction Zone: Building an iSchool**

Session Type: Interactive Workshop

Session Audience: Educators

Session Description: This session is for educators and administrators who are exploring or are involved in the implementation of a mobile learning initiative. Through the voice of administrators, teachers, and students, participants will experience firsthand how Blake Middle School engaged students and educators in the transformation from a computer lab/wireless cart model to a 1:1 environment.

Workshop Facilitators:

- Jason Heim: 8th Grade Science Teacher, Blake Middle School (Medfield Public Schools)
- Diane Horvath: Technology Integration Specialist, Blake Middle School
- Nat Vaughn: Principal, Blake Middle School

## **Breakout Session 2**

Friday, January 23 5:30-6:15 PM

### **Principal Hot Seat**

Session Type: Experiential Panel

Session Audience: K-12

Session Description: This panel of principals will provide insight into school leaders' approaches to adopting edtech. This panel will include principals who are implementing edtech at their schools. Topics that will be covered include how principals view edtech as a lever for improving student achievement, how they decide what edtech tools to deploy, how they support professional development related to edtech tools, and how edtech tools help solve various school needs.

Panelists:

- Marty Geoghegan: Principal, John T. Nichols Jr. Middle School (Middleborough, MA) (Moderator)
- Nora Vernazza: Co-Headmaster, TechBoston Academy (Dorchester, MA)
- Andy Zitoli: Principal, Millis Middle School (Millis, MA)

### **The Rise of Personalized & Blended Learning in K-12**

Session Type: Overview Panel

Session Audience: K-12

Session Description: The Clayton Christensen Institute has predicted that blended learning will be the most prevalent form of online learning in K-12. This panel will cover topics such as what paths schools follow to introduce blended

learning, how growth is led by teachers, schools and districts, as well as how schools fund blended learning programs.

Panelists:

- Alan November: Founder, November Learning (Moderator)
- Suzy Brooks: Third Grade Teacher, Falmouth Public Schools
- Anthony Kim: Founder & CEO, Education Elements
- Beth Rabbitt: Partner, Learning Accelerator
- Shawn Rubin: Director of Blended Learning, Highlander Institute

## **Instructional Designer & Academic Technologist Hot Seat**

Session Type: Experiential Panel

Session Audience: Higher Education

Session Description: Colleges and universities vary in their approaches to deploying edtech in post-secondary instruction. However, the role of the instructional designer is key to developing engaging courses for students. The academic technologists and instructional designers on this panel will address what approaches work best to encourage faculty adoption of flipped classrooms, MOOCs, and other innovations. They will also address how the costs of creating great tech-enabled experiences are funded and managed. In addition, they will discuss edtech tools that are delivering value and what tools are needed.

Panelists:

- Mark Miller: Partner, LearnLaunch and Managing Partner, Good Harbor Partners (Moderator)
- Sarah Krongard: Instructional Designer for Online & Hybrid Programs, Lesley University
- Amy Stevens: Associate Vice President of eLearning, Southern New Hampshire University
- Katie Vale: Director of Digital Learning, Harvard University

## **Edtech Emerging in Early Learning**

Session Type: Overview Panel

Session Audience: Early Education

Session Description: Research shows that 40% of third grade students aren't proficient in reading. Educators believe that not enough children have the appropriate skills they need to thrive in kindergarten. There is now widespread consensus that support for learning from birth to pre-K needs to be expanded. This panel will cover topics such as how edtech tools are improving school operations, supporting teachers and staff, and improving parent connections so that more children can get quality care at a reasonable cost. It will also explore cutting edge products and services for the early learning market.

Panelists:

- Carolyn Lyons: Independent Consultant and Former President & CEO, Strategies for Children (Moderator)

- Kin Lo: Founder & CEO, Kaymbu
- Barbara Willer: Senior Advisor for Strategic Innovation, The National Association for the Education of Young Children (NAEYC)
- Wayne Ysaguirre: President & CEO, Nurtury

## **What Is Coding Code for? Meaningful Computing for Youth and You**

Session Type: Interactive Workshop

Session Audience: Educators

Session Description: From Girls Who Code to Hour of Code, learning to code has become a mass movement in our country and around the world. But why are youth learning to code and does it matter? In this workshop, we begin with a challenge to the participants - what are the big questions or problems that are being addressed with the help of computing and what do they have in common? After a brief introduction to the state of coding education in the United States and elsewhere, we challenge participants to take on the problem statement: "Our current educational system(s) do not prepare most youth to create things that matter with computing." Participants will then be introduced to the Stanford design-thinking framework and ideate on this problem. They will leave the session with a solution that is ready for prototyping and subsequent user testing.

Workshop Facilitators:

- Jessica Artilles: Graduate Research Assistant, MIT
- Felicia Kamriani: Education and Business Development, MIT App Inventor
- Emily Martin: Administrative Assistant, The Education Arcade
- Josh Sheldon: Project Manager, The Education Arcade
- Morris D. Vanegas: Graduate Student, Man-Vehicle Laboratory, Kavli Institute for Astrophysics and Space Research

## **Breakout Session 3**

Saturday, January 24 11:30 AM – 12:15 PM

### **Standards-Based, Competency-Based Learning Emerges in Higher Ed**

Session Type: Overview Panel

Session Audience: Higher Education

Session Description: Colleges and universities are currently experimenting with mastery- and competency-based education. This panel will cover topics such as challenges schools are facing as a result, the assessments being used, the types of software these schools need, and the challenges educators are facing as their schools move in this direction.

Panelists

- Natalya Shulga: Principal, The Parthenon Group (Moderator)

- Kris Clerkin: Executive Director, College for America at Southern New Hampshire University
- Matt Fowler: President, Wabash Valley College (IL)
- John Mott: Chief Learning Officer, Learning Objects

### **Entrepreneurs Speak: Where's the Money?**

Session Type: Experiential Panel

Session Audience: Entrepreneurs

Session Description: Most edtech startups are challenged to raise the funds they need to grow their companies. Obstacles may include investors' lack of industry knowledge, long sales cycles, seasonality, and just plain fear that edtech won't yield a high ROI. However, there are many success stories of startups that were able to overcome these hurdles and subsequently raise big rounds or get acquired. Panelists include local edtech founders who will discuss how they were able to successfully raise money to grow their edtech startups.

Panelists:

- Shauntel Paulson: Principal, NewSchools Venture Fund (Moderator)
- Dave Balter: CEO, Smarterer
- Monica Brady-Myerov: Founder & CEO, Listen Current
- Ramji Raghavan: Founder & CEO, Pragya Systems
- Tom Rose: Co-Founder, Testive

### **The Tech in Edtech: Software Architecture**

Session Type: Overview Panel

Session Audience: Entrepreneurs

Session Description: This panel will explore what software architecture will support personalized learning. SIS and LMS are already widely adopted. What other content systems, assessment systems, data systems, and applications will be part of school software architectures? Which decisions are critical? How will schools deal with the huge range of offerings becoming available?

Panelists:

- Betsy Corcoran: Co-Founder & CEO, EdSurge (Moderator)
- Julie Farago: Engineering Manager, Google
- Stephen Laster: Chief Digital Officer, McGraw-Hill Education
- George Moore: CTO, Cengage Learning
- Sean York: Chief Architect of Innovation & Advanced Development for Higher Ed Architecture, Pearson

### **Digital Natives Speak: High School Student Hot Seat**

Session Type: Experiential Panel

Session Audience: Educators, Entrepreneurs

Session Description: This panel of high school students will address edtech from a student perspective. Students will discuss what personalized learning should look like, how their learning moves from outside the classroom into the classroom

(or vice versa), how they see their roles as digital citizens, and how schools can better prepare them for college and their future careers.

Moderator: Karen Winsper, Director of Instructional Technology, Norton Public Schools

### **What Does Successful Game-Based Learning Look Like?**

Session Type: Interactive Workshop

Session Audience: Educators, Entrepreneurs

Session Description: An entire world of games exists to support learning that hasn't been at a teacher's fingertips—until now. Playful Learning is a national initiative supporting educators using games in education. We aim to introduce playful systems and engaging games that meet needs and ignite passions in the classroom. Learn how educators can access free tools that help them find the games they need and plug them into a larger professional community of educators using games in the classroom. This session will explore what game-based learning is, does it work and why, what successful implementation looks like, and how educators can take their innovation with play to the next level. We'll play a simple and fun game together, explore tools, and discuss the big questions.

Workshop Facilitators:

- Ira Sockowitz: Executive Director, Learning Games Network
- Peter Stidwill: Executive Producer, Learning Games Network

### **Change Management Workshop**

Session Type: Interactive Workshop

Session Audience: Educators and Entrepreneurs

Session Description: Introducing educational technology into a school will require behavioral change. Harvard Business School professor Michael Tushman will teach a Harvard Business School case that will draw participants into a change management challenge. Note: Participants will be required to read the case prior to attending the session.

Workshop Facilitator:

- Michael Tushman: Professor of Business Administration and Chair of Program for Leadership Development, Harvard Business School

### **Breakout Session 4**

Saturday, January 24 1:30-2:15 PM

### **Standards-Based, Competency-Based Learning Emerges in K-12**

Session Type: Overview Panel

Session Audience: K-12

Session Description: The Common Core is inspiring schools to move to standards-based instruction, and many are choosing to emphasize mastery.

What needs does this create for schools? What types of assessments of competency are they using? What types of software do competency-focused schools need? Are they moving to standards-based gradebooks? How are they supporting performance assessments? What challenges do educators face as they move in this direction?

Panelists:

- Julia Freeland: Education Research Fellow, Clayton Christensen Institute (Moderator)
- Renee Foster: President and Publisher, Curriculum Associates
- Alison Hramiec: Director of Curriculum and Instruction, Boston Day and Evening Academy
- Tom Raffio: Chairman, New Hampshire Board of Education
- Claudia Reuter: Vice President, HMH Labs at Houghton Mifflin Harcourt

## **College Completion: Does Big Data Matter?**

Session Type: Overview Panel

Session Audience: Higher Ed

Session Description: Colleges and universities have invested in SIS, LMS, and other enterprise software systems. How are they using the data in these systems to increase student completion? What other innovative approaches are they using to attempt to improve student outcomes?

Panelists:

- Gates Bryant: Partner, Education Growth Advisors (Moderator)
- Ben Castleman: Assistant Professor of Education and Affiliated Professor, University of Virginia Batten School of Leadership and Public Policy
- Jill Frankfort: Co-Founder, Persistence Plus
- Vince Kellen: Senior Vice Provost, Analytics and Technologies, University of Kentucky

## **Monetizing Your Edtech Startup**

Session Type: Interactive Workshop

Session Audience: Entrepreneurs

Session Description: It is difficult to survive the first two years as an edtech startup in a sector with extraordinarily lengthy procurement and adoption cycles. In this interactive workshop, you will engage with successful entrepreneurs who have navigated the challenges of growth. You will leave the workshop with a better understanding of edtech business models and how to make tough decisions about growth that could make or break the success of your startup.

Workshop Facilitators:

- Andrew Joseph: Co-Founder, TenMarks, an Amazon company
- Beth Marcus: CEO & President, Playrific
- Karen Miller: Co-Founder, Dolnk
- Bob Tedeschi: Co-Creator, Bobo Explores Light
- Rob Toof: Founder & CEO, ProctorCam



## **Internet of Things Roundup—Using IoT Gadgets in the Classroom to Teach Kids STE(A)M Principles**

Session Type: Interactive Workshop

Session Audience: K-12

Session Description: What's the difference between a Raspberry Pi, a Spark Core, an Arduino, and Beacons? How can we use them to get kids excited about STE(A)M? In this workshop, we will discuss some of the many different options we can leverage to get kids excited about code. Although these devices are easily accessible and affordable, they come in a bewildering variety of formats and have different strengths. We will look at four options, view demos, and let workshop attendees attend an IoT "Petting Zoo" to get ideas on how to leverage these devices within a classroom.

Workshop Facilitators:

- Jen Looper: Developer Relations, Telerik

## **Run It By Real Teachers!**

Session Type: Interactive Workshop

Session Audience: Entrepreneurs

Session Description: Too many edtech companies plow forward without getting input from actual teachers. Over and over, I see these companies make fatal errors because they don't take into account the reality of how our schools and days function. This is the opportunity for startups to get candid advice from teachers and get questions answered in order to improve their product and interactions with the educators who might actually use and share their products. This workshop will include small-group work and the chance to perfect your pitch in a small group facilitated by a K-12 teacher.

Workshop Facilitators:

- Liz Byron: 6th-8th Grade Math Learning Specialist at Gardner Pilot Academy
- Ben Courchesne: English Teacher, The Roxbury Latin School
- Kate Klein: Teacher, Sumner Elementary School
- Lillie Marshall: Humanities Teacher, Boston Public Schools
- Michelle Sanchez: 8th Grade History & ELA Teacher, Gardner Pilot Academy
- Colin Turner: Civics Teacher, Orchard Gardens K-8 School

## **Bold Talks**

Saturday, January 24 2:30-3:00 PM

Session Description: Bold Talks are short, rapid-fire talks (similar to TEDx talks) that allow edtech innovators to discuss how edtech has inspired them. Each talk will last approximately 5 minutes, and speakers will tell personal stories that will help attendees think differently about the industry and be inspired to change.

Panelists:

- Chris Dede: Timothy E. Wirth Professor in Learning Technologies, Technology, Innovation, and Education Program, Harvard Graduate School of Education (Facilitator)
- Liz Brooke: Vice President of Education & Research, Lexia Learning
- Aaron Feuer: Founder & CEO, Panorama Education
- Tess Ross-Callahan: Student, Tufts University
- Sanjay Sarma: Professor of Mechanical Engineering, MIT
- Jeffrey Shea: Teacher, Belmont High School (2015 Massachusetts Teacher of the Year)