

SIIA Ed Tech Government Forum



March 12-13, 2008 • Washington, DC

SIIA 2008 Ed Tech Government Forum ***Today's Policies . . . Tomorrow's Education Market***

March 12-13, 2008
Washington, DC

Hall of States Building
444 N. Capitol Street, Room 333
Washington, DC

Wednesday, March 12

8:30 – 9 a.m. **Breakfast**

9 – 9:15 **Welcome & Overview**

9:15–10:30 **Emerging Markets:
Initiatives and Opportunities in Pre-K, After-School, and SES**

Moderator: Larry Snowwhite, Houghton Mifflin

- Adele Robinson, Associate Executive Director, Policy & Public Affairs, National Association for the Education of Young Children (NAEYC)
- Jennifer Rinehart, VP for Policy and Research, After School Alliance
- Steve Pines, Executive Director, Education Industry Association

10:30 – 11:45 **How a New NCLB and Changed Expectations
Would Impact What is Taught and Assessed**

As NCLB reauthorization is debated, many are proposing changes in testing and accountability provisions as incentives to broaden/deepen instruction, including the idea of multiple measures. How has NCLB impacted the curriculum today? What are the likely changes to NCLB? How will they impact curriculum, instruction and assessment in the nation's classrooms?

Moderator: David Byer, Apple

- Roberto Rodriguez, Senior Education Advisor, Chairman Edward Kennedy (MA), U.S. Senate Health, Education, Labor and Pension Committee
- Andy Rotherham, Co-Founder and Co-Director, Education Sector
- Gene Wilhoit, Executive Director, Council of Chief State School Officers (CCSSO)

11:45–12 p.m. **Discussion of Actionable Items**

Leaders: Larry Snowwhite, Houghton Mifflin
David Byer, Apple
Dana Jeffrey Laursen, PLATO Learning



12 – 12:15 **Break – Lunch Served**

12:15 – 1:15 **Lunch Keynote: Federal Policies and NCLB –
Current Implementation and Future Directions**

Jack Jennings, President and CEO, Center on Education Policy
Moderator: Rose Anello, Scholastic

1:15 – 1:30 **Break**

1:30 – 2:45 **Meeting the Needs of Diverse Learners:
Impact of NCLB and IDEA**

Current federal programs and pending federal legislation is aimed, in part, at both identifying and serving the needs of low-achieving students, including at-risk and special needs students. How is federal policy supporting (and mandating) personalized learning, early intervening services, and response-to-intervention? How are state policies and local instruction changing to meet the needs of individual students, including through a program of ongoing assessment and appropriate interventions? How would pending NCLB legislation impact policy and practice?

Moderator: Melanie Pritchett, Compass Learning

- Jill Morningstar and Lloyd Horwich, Majority Staff, U.S. House Committee on Education and Labor
- Richard Long, Executive Director, National Association of State Title I Directors and Government Relations Director, International Reading Association (IRA)
- Patti Ralabate, Senior Professional Associate for Special Needs, National Education Association (NEA)

2:45 – 3:00 **Discussion of Actionable Items**

Leaders: Melanie Pritchett, Compass Learning
Charles Blaschke, Education TURNKEY

3:00 – 5:00 **1:1 Business Connections with
Federal R&D Agencies & Education Organizations**

SIIA will pre-arrange 12 minute appointments between attendees and representatives of both federal agency R&D programs as well as national education organizations. These 1:1 introductory meetings will provide networking and business opportunities for attendees. R&D meetings aim to help identify matches between company and agency research agendas, potentially leading to grants or other opportunities. Education Association meetings aim to help facilitate partnerships between companies and national

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education organizations with reach to teachers, administrators, state officials, and various curricular or other interests. Please note that this is not a product sales opportunity, and that SIIA members will be provided preference.

Confirmed Agencies & Organizations Include:

- American Association of Community Colleges (AACC)
- American Association of School Administrators (AASA)
- Association for Supervision and Curriculum Development (ASCD)
- Association of Educational Service Agencies (AESAs)
- Consortium for School Networking (CoSN)
- Council of Chief State School Officers (CCSSO)
- NASA Learning Technologies
- National Science Foundation (NSF)
- National School Boards Association (NSBA)
- State Educational Technology Directors Association (SETDA)
- U.S. Department of Education's Institute for Education Sciences (USED-IES)
- U.S. Department of Education's Office of Special Education Programs (USED-OSEP)

5 – 5:30 **Break**

5:30 – 7:30 **SIIA Vision K-20 Dinner with Education Stakeholders**
National Press Club, Ballroom
529 14th Street, NW, 13th Floor

Thursday, March 13

8 – 8:30 a.m. **Breakfast**

8:30 - 9:15 **Morning Keynote: State of the States in Education**
Dane Linn, Director, Education Division,
National Governors Association (NGA)
Moderator: Rob Foshay, Texas Instruments

9:15 – 9:30 **Break**

9:30 – 10:45 **High School Redesign: Rhetoric and Reality?**

Most stakeholders and decision makers agree that the traditional U.S. high school model is in need of a makeover to better meet the needs of today's students. Higher standards, personalized learning, 21st century skills, more rigorous courses, and authentic learning are among the proposed reforms. Backed in part by foundations and advocacy groups, dozens of initiatives have been introduced and enacted. What policies and programs are being introduced, implemented, successful? What is the status of federal and state



leadership support? What does redesign of the high school mean for technology-based content, assessments and learning?

Moderator: Kevin Alansky, Blackboard

- Sandra Boyd, Vice President, Advocacy and Outreach, Achieve
- Harold Brown, Executive Director, EdWorks and the Ohio High School Transformation Initiative (OHSTI), KnowledgeWorks Foundation
- Bethany Little, Vice President for Policy and Federal Advocacy, Alliance for Excellent Education

10:45–12 p.m. **How Federal Research Initiatives and Program Requirements Impact Education and Product Research Demands**

Several federal programs and policies are aimed at helping identify and implement effective educational practices and interventions. These include the What Works Clearinghouse, pending changes to NCLB’s “scientifically based research,” and program-specific requirements such as for “scientifically based reading research.” What are the goals of these initiatives and regulations? How do they relate? What has been the impact? What changes are being considered? How are these federal efforts impacting the demand for research in education?

Moderator: Steve Ritter, Carnegie Learning

- Lindsay Hunsicker, Office of Ranking Member Mike Enzi (WY), Senate Health, Education, Labor & Pensions Committee
- Mike Petrilli, Vice President for National Programs & Policy, Fordham Foundation
- Jerry Sroufe, Senior Advisor and Director of Government Relations, American Educational Research Association (AERA)

12 – 12:15 **Discussion of Actionable Items / Meeting Concludes**

Leaders: Kevin Alansky, Blackboard
Steve Ritter, Carnegie Learning
Chris Brown, Pearson