ED TECH 2013
POWERING UP SUCCESS

JOIN ED TECH LEADERS for an interactive day of keynote presentations, panel discussions, and case studies focused on how to use digital tools to raise student achievement.

BOSTON, MA
September 27, 2012

DETROIT, MI
October 5, 2012

GAIN UNIQUE INSIGHTS FROM EXPERT PRACTITIONERS
FEATURED SPEAKERS:

SHERYL ABSHIRE
Chief Technology Officer, Calcasieu Parish Public Schools, La.

DARRYL LAGACÉ
Chief Information and Technology Officer, San Diego Unified School District

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ED TECH 2013

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8:00 A.M. – 9:00 A.M.
KICK-OFF KEYNOTE CONVERSATION
Building Technology-rich PD Programs to Improve Schools* (Part I)
Presented by ed-tech experts Rob Mancabelli, Author and Educational Innovation Expert, and Will Richardson, Author and Co-founder of Powerful Learning Practice
The BIG questions:
• Which 21st Century skills are essential to teachers? 
• What online PD that imparts those skills looks like?

9:00 A.M. – 9:55 A.M.
PORTFOLIO DISCUSSION
Smart Digital Innovation in Tough Budget Times
• Using technology to boost teacher effectiveness and personalize education
• Redeploying resources to raise your district’s technological IQ
• Exploiting the cost-effectiveness of open-source materials

9:55 A.M. – 10:20 A.M.
TECHNOLOGY SHOWCASE AND NETWORKING BREAK

10:20 A.M. – 11:10 A.M.
PORTFOLIO DISCUSSION
E-Learning in the Age of Accountability
• How to make district-based virtual education programs work
• What the shift to greater accountability will mean for ed-tech leaders
• How to raise the quality of virtual education for low-, middle-, and high-achievers

11:10 A.M. – 12:25 P.M.
WORKING LUNCH WITH INTERACTIVE ROUNDTABLES
Network with your peers and discuss vital issues in education technology, including:
• E-Textbook Transition
• Online Professional Development
• Crafting Digital Content

12:25 P.M. – 1:15 P.M.
MIDDAY KEYNOTE PRESENTATION AND CONVERSATION
Building Technology-rich PD Programs to Improve Schools* (Part II)
Presented by ed-tech experts Rob Mancabelli, Author and Educational Innovation Expert, and Will Richardson, Author and Co-founder of Powerful Learning Practice
The Solutions YOU Need:
• Strengthening the link between online teacher PD and student learning
• Using professional networks for ongoing PD and lasting results

1:15 P.M. – 2:00 P.M.
CASE STUDY: CALCASIEU PARISH PUBLIC SCHOOLS, LA.
Aligning Standards and Building Capacity for Student Achievement
Presented by Sheryl Abshire, Chief Technology Officer, Calcasieu Parish Public Schools, La.
Districts have a broad range of technology tools available, but without receptive teachers and effective student usage, student achievement can remain stagnant. Chief Technology Officer Sheryl Abshire will guide participants through the challenges of reaching core constituencies by developing a buy-in strategy and incorporating stakeholders without bogging down the ed tech implementation process.

2:00 P.M. – 2:25 P.M.
TECHNOLOGY SHOWCASE AND NETWORKING BREAK

BOSTON ONLY
2:25 P.M. – 3:10 P.M.
CASE STUDY: SAN DIEGO UNIFIED PUBLIC SCHOOLS
Adapting Long Term Tech Plans In Real Time
Presented by Darryl LaGacé, Chief Information and Technology Officer, San Diego Unified Public Schools
Adapting long term technology deployment strategies remains a constant challenge for district leaders as technology changes rapidly. Darryl LaGacé explains new approaches that work for him in his large district, including:
• How to adapt your tech plans in real time
• How to develop flexible strategies that will work for your district
• How to roll out teacher PD in a large district and secure buy-in for new programs

3. DISCOVER how to leverage digital learning and take it to the next level

4. NETWORK with experienced education leaders who use ed-tech to accelerate learning.

5. JOIN in working lunch discussions of pragmatic ed-tech topics.

6. EXPAND your knowledge of most effective ed-tech tools.

7. REGISTER your group of 2 or more and save $30 per person.

REGISTER NOW! www.edweekevents.org/edtech2013

GET READY for an intensive day of learning and practice from which you will leave prepared to return to your district or office with new ideas to power up success for students and teachers.

DETROIT ONLY
2:25 P.M. – 3:10 P.M.
CASE STUDY: STATE OF MAINE
Ed-Tech Integration and the Research Behind It
Presented by Jeff Mao, Learning Technology Policy Director, Department of Education, Maine; Board Chair, State Educational Technology Directors’ Association (SETDA)
Education leaders working to integrate ed-tech strategies to drive student achievement in their districts need to understand the research behind proven approaches for success. But how do you find this research and what are the best ways to interpret and explain it clearly to educators and policymakers who may not be particularly tech-savvy? Join Jeff Mao, as he outlines the research, planning, and implementation that went into the large-scale, 1-to-1 computing program in his state.

*This agenda is subject to change.
Please view the latest version at www.edweekevents.org/edtech2013

A recent Education Week Leadership Forum panel discussion.

TOP 7 REASONS TO ATTEND:

1. LEARN from district-leaders on the front lines of ed-tech implementation.
2. ENGAGE in effective strategies for making smart ed-tech decisions.
3. DISCOVER how to leverage digital learning and take it to the next level
4. NETWORK with experienced education leaders who use ed-tech to accelerate learning.
5. JOIN in working lunch discussions of pragmatic ed-tech topics.
6. EXPAND your knowledge of most effective ed-tech tools.
7. REGISTER your group of 2 or more and save $30 per person.

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Register today and pay only $399 for this full day of strategic ed-tech action. Register online. It’s easy!

REGISTRATION FORM

I would like to attend Ed Tech 2013: POWERING UP SUCCESS on:

☐ September 27th, 2012, in Boston, Mass., at the rate of $399
☐ October 5th, 2012, in Detroit, Mich., at the rate of $399

First Name _______________________________ Last Name _______________________________ Name for Badge (First) _______________________________

Job Title _______________________________ Organization _______________________________

Address _______________________________

City __________________________ State __________ Zip __________

Work Phone/ext. __________________________ Email address _______________________________

Payment type: ☐ Purchase Order ☐ Credit Card For Credit Card Purchases: ☐ Visa ☐ Mastercard ☐ AMEX

Card Number __________________________ Expiration Date __________ Signature of Cardholder _______________________________

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Engage with education leaders from around the country

BOSTON, MA
SEPTEMBER 12, 2012

MELISSA DODD
Chief Information Officer, Boston Public Schools

SAM FARSAIL
Director of Instructional Technology, Irving Independent School District, Texas

DEBBIE KARCHER
Chief Information Officer, Miami-Dade County Public Schools

DARRYL LAGACÉ
Chief Information and Technology Officer, San Diego Unified School District

JOHN MELLIOS
Director, Education Tools and Technology, Chicago Public Schools

KECIA RAY
Executive Director Learning Technologies, Metropolitan Nashville Public Schools; President elect, ISTE Board

DETROIT, MI
OCTOBER 5, 2012

MICHELE HANCOCK
Superintendent, Kenosha Unified School District, Wis.

CHRISTINE M. JOHNS
Superintendent, Utica Community Schools, Mich.

JEFF MAO
Learning Technology Policy Director, Department of Education, Maine; Board Chair, State Educational Technology Directors’ Association (SETDA)

RICK OGSTON
Founder and CEO, Carpe Diem Schools

KAREN P. RIDGEWAY
Superintendent of Academics, Detroit Public Schools

ROY S. ROBERTS
Emergency Manager, Detroit Public School; Board Chair, Michigan Education Achievement Authority

BOTH LOCATIONS

SHERYL ABBHIRE
Chief Technology Officer, Calcasieu Parish Public Schools, La.

ROB MANCABELLI
Author and Educational Innovation Expert

WILL RICHARDSON
Author and Co-founder of Powerful Learning Practice, a unique professional-development program

THEMISTOCLES SPARANGIS
Chief Technology Director, Technology Services & Support Los Angeles Unified School District

View the full list of speakers and full bios at www.edweekevents.org/edtech2013

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