

SIIA Ed Tech Government Forum



February 27-28, 2007 • Washington, DC

Software & Information Industry Association Ed Tech Government Forum
February 27-28, 2007 [Capitol Hill Visits on March 1]

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

AGENDA

Tuesday, February 27

8:30 – 9 a.m. Breakfast

9 – 9:15 a.m. Welcome & Overview

9:15 – 10:30 a.m. National Math Initiatives

Panelists will outline national and federal math initiatives, such as the National Math Panel, Voluntary National Math Standards, and Math Now proposal, and discuss the implications for education, technology and publishers.

Moderator: Amy Burke – Director, Government Relations, Texas Instruments

- Rachel Post - Legislative Assistant, Representative Vern Ehlers (R-MI), Chairman of House STEM Education Caucus, Member of House Committees on Science & Technology and Education & Labor
- Dr. Francis "Skip" Fennell - Professor of Education, McDaniel College (Md.); President, National Council of Teachers of Mathematics (NCTM); Member, U.S. DoED National Math Panel
- Laura McGiffert Slover - Director, Content and Policy Research, Achieve

10:30 – 10:45 a.m. Break

10:45 a.m.–12 p.m. NCLB Reauthorization

The No Child Left Behind Act has had both direct and indirect impact on the use of technology and e-learning in the nation's schools. With NCLB scheduled for reauthorization in 2007, education stakeholders will review its impact and challenges, and discuss how the updated law could impact school technology use, funding, etc.

Moderator:

Mark Schneiderman, SIIA

- Gary Huggins – Director, Commission on No Child Left Behind, The Aspen Institute
- Ross Wiener - VP for Practice and Policy Development, Education Trust
- D'Arcy Philips, Vice President, Van Scoyoc Associates, Inc.

12 – 12:30 p.m. Break / Lunch Served

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12:30 – 1:45 p.m.

Working Lunch:

How to Build Public-Private-Academic Partnership Commercialization Models

Panelists will outline how software and digital content publishers can tap into federal grant funds to form partnerships with research institutions aimed at developing a commercial product to the education market. Speakers will share case studies, effective models, lessons learned, resources, and dos and don'ts.

Moderator: Todd Brekhus, Vice President of Product and Market Management, PLATO Learning

- Steve Ritter - SVP, Research & Development, Carnegie Learning
- Kelly Carnes - President & CEO, TechVision21
- Tracy Gray – Director of the National Center for Technology Innovation (NCTI), American Institutes for Research (AIR)

1:45 – 2 p.m.

Break

2-3 p.m.

R&D Track: Federal R&D Grant Opportunities:

Federal agencies fund many millions in R&D each year related to educational technologies, including in the areas of cognition and instructional technologies. Many of these are open to publishers and developers, although often only as part of a partnership with an educational or research institution. Program directors from several federal agencies with significant grant programs of interest will outline the opportunities, submission and selection process, and address other questions.

Draft List of Agencies:

- U.S. Department of Defense (DoD)
- National Science Foundation (NSF)
- U.S. Department of Education (USED)
- National Aeronautics & Space Administration (NASA)

3 – 4:15 p.m.

I. R&D Track: 1:1 Business Connections:

Agency representatives presenting federal grant opportunities in the previous session will meet individually with SIIA members in pre-arranged 10 minute appointments, providing time for more detailed discussions aimed at finding potential matches between the research agendas of companies and agencies. Please note that this is not a product sales opportunity.

II. Association Track: Partnership Opportunities with National Education Organizations:

Washington, DC is home to most of the major national education associations representing teachers, administrators, state officials, and various specific curricular or other interests. Each holds conferences, delivers professional development and other guidance, produces publications, and provides advocacy and thought leadership. Many SIIA members collaborate with these organizations. Representatives from these organizations will provide a brief overview of their agendas and initiatives in order for SIIA members to better understand the opportunities for partnership.

Draft List of Organizations:

- American Association of Community Colleges (AACC)
- Association for Career and Technical Education (ACTE)

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- Association of Educational Service Agencies (AESA)
- Council of Chief State School Officers (CCSSO)
- National Council of Teachers of Mathematics (NCTM)
- National School Boards Association (NSBA)
- EDUCAUSE

4:15 – 5:30 p.m.

Association Track: 1:1 Business Connections:

National education organization representatives presenting their partnership opportunities in the previous session will meet individually with SIIA members in pre-arranged 10 minute appointments, providing time for more detailed discussions aimed at finding potential matches between their needs and company interests. Please note that this is not a product sales opportunity.

5:30 – 6:30 p.m. Break

6:30 – 9 p.m.

E-Rate 10th Anniversary Celebration
[Note: Separate SIIA Registration Required]

Hosted by the National Coalition for Technology in Education & Training (NCTET)
U.S. Botanical Gardens

Wednesday, February 28

8:30 – 9 a.m.

Breakfast

9 – 10:15 a.m.

Federal Evaluation of Educational Interventions:
Opportunities, Challenges & Impact

Several federal initiatives are aimed at helping identify and implement effective educational practices and interventions. From the What Works Clearinghouse to NCLB (SBR and Reading First) to NSF and USED evaluation grants, educational publishers face opportunities and challenges. This panel will explore: How is the role of research changing state and district decision making and practice? What are the opportunities for federal evaluation (or evaluation funding) of your educational interventions? What are the appropriate product evaluation methodologies and criteria? What is the impact on SIIA member product research and evaluation?

Moderator:

Marilyn Quinsaas – Vice President of Business Development,
Empirical Education Inc.

- Jim Kohlmoos - President & CEO, National Education Knowledge Industry Association (NEKIA)
- Doris Redfield - President & CEO, Edvantia
- Phoebe Cottingham – Commissioner, National Center for Education Evaluation and Regional Assistance, U.S. Department of Education

10:15 – 10:30 a.m.

Break

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10:30 – 11:50 a.m.

Innovation & Competitiveness:
Reform and Alignment of High School and Higher Education
with Workforce Needs

The nation's educational institutions are being challenged to meet evolving education and workforce needs in the face of global economic shifts. Innovation and competitiveness policy agendas being considered in Washington and state capitols include education as a core component. This panel will frame the pending public policies and initiatives and explore the impact on educational goals, curriculums and models, including on the role of technology and e-learning.

Moderator:

David Byer – Senior Manager, Education Leadership & Advocacy, Apple

- Bibb Hubbard - Liaison for Governor Napolitano (D-AZ), Chair, National Governors Association (NGA)
- John Bailey - Senior Policy Officer, National Initiatives, Bill and Melinda Gates Foundation
- Michael Yudin – Chief Counsel for Education, Senator Jeff Bingaman (D-NM), Senate Health, Education, Labor and Pensions Committee
- Jacqueline King - Director, Center for Policy Analysis, American Council on Education (ACE)

11:50 a.m.-12:15 p.m.

Break / Lunch Served

12:15 – 1:15 p.m.

Keynote: Governor Bob Wise, President, Alliance for Excellent Education

1:15 – 1:30 p.m.

Break

1:30 – 2:45 p.m.

Special Education & Implementation of IDEA

Special education experts will discuss the impact of the newly reauthorized IDEA law on education and the use of technology. Focus will be on Response to Intervention, Early Intervening Services, and alignment with NCLB.

Moderator:

Larry Snowwhite, Vice President of Government Relations,
Houghton Mifflin Company

- Patti Ralabate - Senior Professional Associate for Special Needs, National Education Association (NEA)
- Richard Mainzer - Associate Executive Director, Council for Exceptional Children (CEC)
- Nancy Reder, Deputy Executive Director, National Association of State Directors of Special Education (NASDSE)

2:45 – 3 p.m.

Break

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3 – 4:45 p.m.

Impact of Federal Programs on School Technology

Federal agency staff and other program experts will outline the purposes, funding distribution, uses of funds, etc. for several key federal programs.

Moderator:

Mark Tullis – VP Strategic Relations, Learning.com

Reactor:

Charles Blaschke – President, Education TURNKEY

- Title I
 - Jacqueline Jackson, Director, Student Achievement and School Accountability, U.S. Department of Education
 - Rich Long, Executive Director, National Association of State Title I Directors
- Title II Teacher Quality
 - Elizabeth Witt, Team Leader, Teacher Quality Programs, U.S. Department of Education
- Title II-D Enhancing Education Through Technology (EETT)
 - Mary Ann Wolf, Executive Director, State Educational Technology Directors Association (SETDA)

4:45 – 6 p.m.

Break

6 – 7:30 p.m.

Dinner
Bistro Bis, 15 E Street, NW

Thursday, March 1

7:30 – 8 a.m.

Breakfast
Hall of States Building, Room 285

8 – 9 a.m.

SIIA Policy Position Discussion & Advocacy Visit Preparation

SIIA Members will help shape SIIA's policy advocacy agenda based on what was learned at the SIIA Forum. SIIA Members will also be prepped for Capitol Hill Meetings.

9 a.m. – 12 noon

SIIA Capitol Hill Advocacy Group Meetings

SIIA will work with SIIA members to arrange small group advocacy meetings with key Congressional offices. The goal will be promotion of the important role of technology in education and federal support, including EETT funding, E-Rate, and the role of technology in NCLB. To ensure meetings can be arranged, SIIA members are required to confirm their participation to SIIA by February 12th. Those failing to do so may be excluded from these meetings.