



## Tuesday, May 17th, 2011

### 5:00pm – 6:00pm Keynote Discussion

Bing Gordon may know more about video games than anyone else on earth. Gordon, a Partner at Kleiner Perkins Caufield and Byers, took that post after a legendary decade as Chief Creative Officer at video game giant Electronic Arts. An unapologetic evangelist for the “videogamification of everything,” he has provocatively titled his talk, “Videogame Design Thinking: New Manipulatives For Education... Or, How Playing Videogames will Change a Generation’s Preferences and Expectations.” In the talk, Gordon will take on the controversial topic of how video games will affect learning—and vice versa. He’ll also take questions from the audience.

### 8:30pm – 10:30pm Opening Reception sponsored by Target

## Wednesday, May 18th, 2011

### 6:00am Early-riser yoga

### 6:30am – 8:00am Registration

### 7:00am – 8:00am Breakfast & first-timer breakfast

### 8:00am – 8:10am Welcome

**Reba Dominski**, Target; **Ted Mitchell**, NewSchools Venture Fund; **Jonathan Schorr**, NewSchools Venture Fund

### 8:15am – 9:00am Morning keynote: The Future of Learning

Technology has opened new ways for information—and lessons—to reach students. What are the possibilities, how will it work, and who will pay for it?

**Salman Khan**, Khan Academy; **Joel Klein**, News Corporation; **Ted Mitchell**, NewSchools Venture Fund (moderator)

### 9:30am – 10:45am Segment 1

#### Reimagining Education

As schools strive to do more with less, educators are re-imagining the traditional classroom. In small group discussions, leaders will share different approaches – including innovating with the use of time, physical environment, role of the teacher, engagement of parents, and use of technology – and their successes and challenges.

**John Bracker**, Watkinson School; **Simon Hess**, ChicagoQuest and Civitas Schools; **Michael Horn**, Innosight Institute; **Anthony Kim**, Ed Elements; **Mike Kerr**, KIPP Empower Academy; **Rick Ogston**, Carpe Diem; **Beth Purvis**, ChicagoQuest and Chicago International Charter Schools; **Chris Rush**,

School of One; **Aylon Samouha**, Rocketship Education; **Marijke Smit**, Project Frog; **Preston Smith**, Rocketship Education; **Louise Waters**, Leadership Public Schools

### Inside the Entrepreneur's Studio

Entrepreneurs are increasingly recognized as a crucial force in changing education. But that doesn't mean people understand their role, the challenges they face, and how they drive change. This session will feature two sets of interviews. In one, an entrepreneur running a for-profit education company serving low-income children will interview the leaders of two other for-profit ventures. In the other, a newly named district leader will ask questions of two experienced school system heads.

**Richard Barth**, KIPP Foundation; **John Deasy**, Los Angeles Unified School District; **Greg Gunn**, City Light Capital; **Aaron Lieberman**, Acelero Learning; **Kristin Richmond**, Revolution Foods; **John White**, NYC Department of Education, Recovery School District of Louisiana

### Innovating to Serve the Most Underserved

Join table discussions led by passionate education entrepreneurs, social critics, and civil rights advocates. Each table discussion focuses on a unique topic, from turnaround of underperforming schools to digital learning resources that customize schooling to STEM innovations and college success programs. The hope is to build communities of learning that will continue the fight beyond the session.

**Morty Ballen**, Explore Schools; **Alexandra Bernadotte**, Beyond12; **Howard Fuller**, Institute for the Transformation of Learning at Marquette University; **Sajan George**, Matchbook Learning; **Rick Hess**, American Enterprise Institute; **Jan Morrison**, Teaching Institute for Excellence in STEM; **Rebeca Nieves Huffman**, National Association of Charter School Authorizers; **David Silver**, College Track

### Movie Screening: *World Peace...and Other 4th-Grade Achievements*

*World Peace...and Other 4th-Grade Achievements* interweaves the story of [John Hunter](#), a teacher in Charlottesville, Virginia, with his students' participation in an exercise called the World Peace Game. The game triggers an eight-week transformation of the children from students of a neighborhood public school to citizens of the world. The film reveals how a wise, loving teacher can unleash students' full potential. The film traces how Hunter's unique teaching career emerges from his own diverse background. An African-American educated in the segregated schools of rural Virginia, where his mother was his 4th grade teacher, he was selected by his community to be one of seven students to integrate a previously all-white middle school. After graduation, he traveled extensively to China, Japan, and India, and his exposure to the Gandhian principles of non-violence led him to ask what he could do as a teacher to work toward a more peaceful world. Hunter teaches the concept of peace not as a utopian dream but as an attainable goal to strive for, and he provides his students with the tools for this effort.

**Chris Farina**, Rosalia Films; **John Hunter**, Teacher, Charlottesville, VA

### 11:15am – 12:15pm Segment II

#### Mindsets for Everyday Innovation

Design thinking can transform the way organizations and individuals see the world and work within it. In this session, representatives from Stanford's Design School, or "d.school," will lead a hands-on workshop that will help attendees discover their inner innovators. Participants will brainstorm new solutions to sticky challenges and create prototypes of services or experiences. Through a series of activities designed to

cultivate design-thinking mindsets, participants will uncover new approaches to solving old challenges in education.

**Rich Crandall**, Stanford d.school; **Adam Royalty**, Stanford d.school

### **Startup Lessons Learned**

As activity in the ed tech space continues to flourish, many rising entrepreneurs look to Silicon Valley veterans for guidance on startup best practices. Drawing upon this year's Summit location in the heart of Silicon Valley, this session will feature a talk by serial entrepreneur and startup guru Steve Blank, recognized as one of the top 10 influencers of Silicon Valley. After 33 years founding and leading startups, Steve moved from being an entrepreneur to teaching entrepreneurship to both undergraduate and graduate students at U.C. Berkeley, Stanford University and the Columbia University/Berkeley Joint Executive MBA program. He is a favorite teacher at both schools receiving outstanding teacher awards in 2009 and 2010. Many believe Steve has cracked the code on teaching entrepreneurship - his work in entrepreneurship methodology has also been recognized by the [New York Times](#). In this session, Steve will share his top lessons learned from founding, funding and advising startups. If you are an entrepreneur or want to think like one, this session is not to be missed.

**Steve Blank**, Stanford University and Haas School of Business

### **Learning from Success and Failure**

Failure Magazine has a hard time finding people to appear on its cover. Why? Because it's hard to talk openly about ways we have failed. Yet genuine innovation requires drawing lessons not only from success, but also from failure. For a movement of results-oriented entrepreneurs to succeed, honest conversation about both success and failure is increasingly vital. In this session, an accomplished group of speakers will examine successes and failures across sectors including education entrepreneurship, school systems, government and philanthropy. Key questions will include: how have you succeeded and failed; what have you done to make sure you have learned from both, and how do we make it easier to talk about failure?

**Darryl Cobb**, Charter School Growth Fund; **John Deasy**, Los Angeles Unified School District; **Dan Katzir**, The Broad Foundation (moderator); **Jim Shelton**, U.S. Department of Education; **Tom Vander Ark**, Open Education Solutions; **Caprice Young**, ICEF Public Schools

### **12:15pm – 1:30pm Lunch**

#### **Lunchtime plenary: Innovation and entrepreneurship: What it takes**

Few innovators have changed our daily lives as much as Facebook founder Mark Zuckerberg and venture capitalist John Doerr. In conversation, they offer insights on what it takes to make innovation and entrepreneurship succeed.

**John Doerr**, Kleiner Perkins Caufield & Byers; **Mark Zuckerberg**, Facebook

### **2:00pm – 3:00pm Segment III**

#### **"Smart Demand" in education: informing and connecting cutting-edge buyers and users with innovation policy, investment and activity**

A key driver of the cycle of innovation is the dynamic between demand and supply: demand for innovative products, processes and platforms "pulls" supply to address specific needs and problems of practice, and

supply “pushes” buyers and users to adopt these innovations. This dynamic is broken in education, with few innovations stemming from the needs of buyers and users – and many withering due to lack of uptake among customers. How do we create more “smart demand” in education – demand that can fuel and refine better educational innovations, allow high-potential innovations to attract investment dollars, and inform how quickly and widely they scale? This interactive working session will identify creative new solutions for how to better identify, inform and connect “smart demand” with policymakers, investors, and entrepreneurs.

**Bryan Hassel**, Public Impact; **Kim Smith**, Bellwether Education Partners

### [LeNOIWTA: “Let’s Not Overdo it With the Acronyms,” and Other Secrets to Teacher Buy-in and Retention](#)

Roxanna Elden has gained a cult following through observations like, “If you sit through one of the new district-mandated trainings on the importance of rigor--and I don't recommend it--you may notice that the concept would be better described as ‘not sucking at teaching.’” This session offers her unique perspective on complications that arise when schools try to practice what policymakers preach. A Teach For America alumna and National Board Certified high school teacher currently teaching in Miami, Roxanna wrote *See Me After Class: Advice for Teachers by Teachers*, which is widely used as a tool for teacher training and retention. She also writes commentary on “the teacher corner of the researcher/policymaker/teacher communication triangle.” Expect solution-minded, candid discussions on how change-makers can better communicate their goals and support teachers.

**Roxanna Elden**, Author of "See Me After Class: Advice for Teachers by Teachers"

### [Building New Teachers: Office Hours](#)

Teacher education is broken. Entrepreneurs have stepped up to this challenge, offering teacher preparation solutions that aim to redefine what it means to adequately prepare and support teachers. This session will showcase a variety of models being pioneered by performance-based teacher preparation providers, as well as the content they believe new teachers need to master in order to be effective from their first days as teachers of record. This session is structured as office hours, where Summit attendees have the opportunity to schedule 30-minute periods to meet with entrepreneurial preparation leaders in small groups to learn about their specific programs.

**Deborah Ball**, University of Michigan; **Ronni Ephraim**, 2tor; **Francesca Forzani**, University of Michigan; **Jennifer Green**, Urban Teacher Center; **Sarah Hayes Campbell**, KIPP DC; **Christina Hall**, Urban Teacher Center; **Heather Kirkpatrick**, Aspire Public Schools; **Brent Maddin**, Teacher U / Relay School of Education; **Jesse Solomon**, Boston Teacher Residency; **Melora Sundt**, University of Southern California; **Yutaka Tamura**, Teacher U / Relay School of Education

### [Keeping the spark alive](#)

Maybe it was because you loved to see the light in a child’s eye. Maybe it was because you were so excited by how those students forced you to be creative in order to help them thrive. Or maybe you got into education because you were excited about the difference you could make in the world. Regardless of your start point, it’s likely getting harder to stay the creative force that you had been. Times are challenging in education — public budgets are being cut across the board, stimulus funds and philanthropic dollars are limited, accountability and proof are the parlance of the day. It’s hard enough to survive, how can you even consider innovation? Blaise Bertrand and Sandy Speicher from IDEO will discuss the importance of innovation, even in hard times, and they will share specific ways you can

nurture your own creative mind, along with the creative minds in your organization. An example will come from IDEO's work with Target to redesign school libraries.

**Blaise Bertrand**, IDEO; **Andrea Nielsen**, Target; **Sandy Speicher**, IDEO

### Open Networking

Connect with other participants in the Atrium and Foyer and tell your story in the NewSchools Story Booth.

### 3:30pm – 4:30pm Segment IV

#### Create your own education legislation

Most conferences, you leave with little more than a tote bag. Attend this session, and you may just leave with your own piece of education legislation. Proceeding from the premise that “constraint begets creativity,” session attendees will be broken into teams and given one hour to sketch the structure of an innovative, creative, transformative policy idea to support the work of education entrepreneurs. And don't worry, we'll have political/policy experts to help guide each team through the creative process.

**Charlie Barone**, Democrats for Education Reform; **Alice Cain Johnson**, Hope Street Group; **Kathleen DeLaski**, StudentsFirst; **Vic Klatt**, Penn Hill Group; **D'Arcy Philips**, Penn Hill Group; **Ben Riley**, NewSchools Venture Fund; **Rich Strombres**, Penn Hill Group; **Ellen Winn**, 50Can

### Transforming talent management

Great teachers are essential to closing the achievement gap. School systems across the country have turned their focus to recruiting, developing and retaining great teachers. In this session, leaders from across sectors will discuss innovations in talent management practices. From the vision for transformative impact to the reality of implementation, participants will dive into this topic through small table discussions.

**Tammy Battaglini**, The Parthenon Group; **Jordan Lloyd Bookey**, Google; **Michael Cordell**, Friendship Public Charter School; **Jason Kamras**, District of Columbia Public Schools; **Lynn Liao**, The Broad Center; **Doug McCurry**, Achievement First; **Leigh McGuigan**, The New Teacher Project; **Jennifer Niles**, E.L. Haynes Public Charter School; **Jeff Pestrak**, Mastery Charter Schools

### EdTech Entrepreneurs Lab Pitch Session

This session will showcase the solutions developed by this year's inaugural cohort of aspiring education entrepreneurs. The program – a collaboration between NewSchools Venture Fund, Teach For America, NewSchools the Hasso Plattner Institute of Design at Stanford – aims to support the launch of technology-based ventures that improve student learning. Teams will pitch their ideas to a panel of expert judges, who will provide feedback to contestants and answer questions from the audience.

**Aileen Lee**, Kleiner Perkins Caufield & Byers; **Rob Waldron**, Curriculum Associates; **Kim Smith**, Bellwether Education Partners

### 4:45pm – 5:30pm Closing Keynote

OK, all that talk about new ideas and new organizations sounds really great. But what will it take to accomplish wider change? A widely respected district leader and a nationally renowned innovator offer passionate and contrasting views.

**Reed Hastings**, Netflix; **Kaya Henderson**, District of Columbia Public Schools; **Carlos Watson**, Goldman Sachs (moderator)

5:30pm Closing reception