

Birds-of-a-Feather Roundtable Topics and Facilitators

Tuesday, September 15, 2009
11:15 am – 12:15 pm, River Exhibit A

To view any presentation materials from a roundtable, click on the topic title hyperlink. Not all sessions have materials to post.

Roundtables are sponsored by:



All a 'Twit About Twitter

Charlene Blohm, President, C. Blohm & Associates, Inc.

Roundtable 1

With social media here to stay, education organizations are faced with the challenge of integrating Web 2.0 technologies into their marketing and public relations strategies. Twitter, a free social networking and micro-blogging service, can serve as a viable channel for reaching current and potential customers. According to a recent survey, more than 90% of marketing departments are planning to incorporate a social media campaign at some level next year. However, over a third have yet to use social media tools in their organization.

Overwhelmed? Not sure where to start? In this session, we will discuss how to seize the opportunities Twitter has to offer your company and brand.

Allocating Human Resources in a Troubled Economy

John Weiss, President, Weiss & Associates Executive Recruiting

Roundtable 2

The education industry has not been immune from the turmoil in the general economy. Education companies are struggling to maintain profitably with fewer employees, but what does the future hold? When the general recovery begins, will education companies begin hiring permanent staff? Is outsourcing the answer? Can companies really grow year over year using a skeleton workforce? Employment numbers released by BLS are not a reliable indicator of where employment is headed, because in every recession since the Great Depression, employment does not begin to grow until at least six months after a recession bottoms. If this holds true for the education industry, employment will not begin to rise until Q1 or Q2 of 2010.

Birds-of-a-Feather Roundtable Topics and Facilitators

Come and share your thoughts about the state of employment, or unemployment, in our industry and learn where and when jobs will come back on the market. If you are unemployed, or anticipating being unemployed, this roundtable discussion will provide valuable information about what to expect in the job market over the next two quarters.

Are Your Products and Services Taking Advantage of the 21st Century Market?

Ken Kay, CEO, e-Luminate Group; President, Partnership for 21st Century Skills
Terry Crane, Senior Education Advisor, Valerie Greenhill, Vice President of Market Leadership Services, e-Luminate Group

Roundtable 3

Is your organization capable of leading during this time of unprecedented change? Is your company, product or service ready for the 21st century? Learn how to align your business and products with 21st century skills such as creativity, critical thinking and problem solving. This discussion will:

- Explain how your products and services will be aligned more closely to 21st century outcomes;
- Present winning strategies that strengthen your market position around 21st century skills;
- Help you leverage these tactics and strategies in marketing and messaging to improve your competitive advantage.

Ken Kay, Terry Crane, and Valerie Greenhill will also provide an overview of the Partnership for 21st Century Skills latest initiatives. You'll come away from this interactive session with a better understanding of the 21st century skills framework and how these skills are being integrated into educational systems nationwide.

Capital Markets Update: Current Environment for Equity Financing, Acquisitions, and Divestitures

Chad Johnson, Director, and Chuck Gorman, Managing Director,
Cherry Tree Companies, LLC

Roundtable 4

In the past year, while stock and bond market values declined precipitously, interest increased in education companies, in terms of acquisitions, divestitures, and investments from private equity and venture capital firms.

Come find out which segments are most active, how the balance of power has shifted, and what to expect in today's environment for valuations, terms, and market trends.

Birds-of-a-Feather Roundtable Topics and Facilitators

Challenges of Filling the Gap Between Instructor-Led Training and a Help Desk

Rob Dzoba, VP of Business Development, Atomic Learning, Inc.

Roundtable 5

Join in an open discussion to share ideas and strategies on the following:

- How do you make a solution more “sticky” in a customer’s environment?
- How do you drive increased usage of your solution and help improve the overall implementation of success?
- How do you reduce training costs and increase the training delivery value to your customers?

Conducting and Reporting Education Technology Evaluation Research: Discussion and Feedback on SIIA’s Draft Guidelines

Denis Newman, President, Empirical Education

Roundtable 6

The current administration has continued and in several ways increased its emphasis both on accountability and on evidence-based decisions. This has increased the demand by education decision makers for research evidence about their programs, practices, products, and services. Education publishers and providers have responded by enhancing the scale, scope, and rigor of their existing research investments. In response, the Software & Information Industry Association’s (SIIA) Education Division’s Research & Evaluation Working Group has drafted a set of research guidelines.

This roundtable will allow participants to review and discuss these guidelines that provide a standard of best practices for evaluation studies of educational technologies to enhance their quality, credibility, and utility.

Objectives of the roundtable include:

- To inform stakeholders of the Guidelines to improve the practice for the reporting and conducting of evaluation research in this area and therefore enhance the quality, credibility, and utility of this research
- To drive discussion of related challenges and considerations and advance the field by helping identify the appropriate balance between the rigor, practicality, and usefulness of evaluation studies
- To solicit feedback to potentially inform a future revised version of the guidelines as necessary and appropriate

Birds-of-a-Feather Roundtable Topics and Facilitators

Digital Media Delivery in K-12

Andrew Schlessinger, CEO, SAFARI Montage by Library Video

Roundtable 7

Participants of this roundtable discussion will examine the best strategies to deliver, manage, and schedule their licensed content to school districts with varying network infrastructures and classroom devices. Participants will also have a chance to share their experiences and challenges that they face with digital media delivery and what the future needs are.

How Can You Increase Student Engagement, Renewals, and Perceived Value of Your Online Content With an Integrated Student Recognition and Rewards Program

John Bower, CEO, uBoost

Roundtable 8

With the intense scrutiny on test scores and AYP, school districts are looking for tools to motivate students to utilize your products. Your products can't be helpful and probably won't be renewed if teachers and students don't use them. An integrated recognition and rewards program can dramatically impact student and teacher usage. Come hear John Bower, CEO of the nation's largest student-focused rewards and recognition platform, uBoost, discuss recent research, trends, case studies, and recognition best practices. The U.S. Department of Education funded research led by Vanderbilt and supported by uBoost is focused on student incentives and their impact on student performance. John will discuss how Ed Tech companies are integrating rewards programs to increase time on task, student performance, and ultimately district renewals. E-learning companies are turning this integrated rewards feature into a new profit center by offering free and upgraded premium versions.

Eligibility for the \$5 billion in Race to the Top funding depends on tracking and rewarding teacher performance as measured by student performance. Recognizing and rewarding performance increases your customers' chance of winning a share of the Race to the Top funds. Integrating a rewards system makes your product indispensable in the "Race to Eligibility."

Birds-of-a-Feather Roundtable Topics and Facilitators

How to Take Online Learning to the Next Level: Highly Interactive Virtual Education

Andy Ross, VP, Global Services and Business Development, Florida Virtual School
Roundtable 9

Let Florida Virtual School, the established leader in developing and providing virtual K-12 education, takes you through the evolution of online education from its conception to the next generation of courses. Learn how interactive, fully immersive courses can engage students in a revolutionizing new way as FLVS introduces you to Conspiracy Code. The first in a new series of courses, it is an innovative, complete online course, that engages students in interactive learning while maintaining all the engagement of a high-quality entertainment video game.

FLVS currently provide customized e-learning solutions in 45 states and 34 nations. To find out more, please visit www.flvs.net

Navigating Your Brand Through the World of Social Media

Sandy Fivecoat, CEO, WeAreTeachers
Roundtable 10

From corporate websites to blogs, from direct mail to Facebook, from conversations to tweets, one thing is clear—social media matters to your brand. Join this conversation where we will discuss:

- How can you build a growing community around your brand or area of thought leadership?
- How do you support your brand strategy with social media marketing?
- How do you efficiently combine marketing and PR to give your brand a value perception among teachers?
- How do you transform a traditional marketing campaign into something sustainable and viral?
- How do you get product recommendations for products beyond word of mouth?

New Generation Learning Content Management Standards, Solutions, and Services

Fabrizio Cardinali, CEO, Giunti Labs;
Chair, European e-Learning Industry Group (ELIG)
Roundtable 11

This roundtable will be a continued discussion from Fabrizio Cardinali's Keynote speech. The conversation will continue regarding content brokerage, web services, mobile learning, and interactive TV. Cardinali is one of Europe's foremost e-Learning standards experts with official roles in the international bodies responsible for IMS, SCORM, and OKI. He was recently appointed vice chair of ELIG, European e-Learning Industry Group, an open consortium of

Birds-of-a-Feather Roundtable Topics and Facilitators

leading ICT companies and e-Learning content providers promoting e-Learning in schools, universities, the workplace, and homes throughout Europe since 2002. Mr. Cardinali's perspective spans the 100 completed projects for leading corporations, universities, and public bodies around the world. Using them to inform his discussion, he will assess the opportunities and threats for education market firms arising from the relentless growth of online content management and brokerage systems, e-Learning platforms, and device penetration.

New Research on Educator's Use of Social Networking, Blogs, Wikis, and More...

Lisa Schmucki, Founder and CEO, edWeb.net

Susan Meell, CEO, MMS Education

John Hood, Strategic Partner, edWeb.net; President, MCH, Inc.

Roundtable 12

Social networking keeps expanding in popularity (especially among students), and companies are getting on the social media bandwagon, but very little is known about how educators are using social networks and whether or not they see a value for education.

In this roundtable, you will be the first to learn about the top-line results from a brand-new study on how principals, teachers, and librarians are using social networks and other popular content-sharing tools.

We will discuss key findings from the survey, including how educators view popular social networks like Facebook, MySpace, Ning, and LinkedIn as well as education networks like Classroom 2.0, edWeb.net, and We Are Teachers, among others. You will learn about the value educators see in this technology for themselves—personally and professionally and in the classroom.

The survey also explores educators' use of popular content-sharing tools like blogs, wikis, Twitter, Flickr, YouTube, Google Docs, and more. The survey asks educators how frequently they engage in activities that students use every day—downloading music, watching and sharing videos online, playing video games, and more.

As students become increasingly sophisticated in their use of online and rich media, understanding how educators use and value these tools can help develop marketing and communications strategies, professional development programs, and resources to close the technology gap.

Come get the newest facts and join the conversation about what social networking could mean for you. The Survey of K-12 Educators on Social Networking and Content-Sharing Tools is co-sponsored by edWeb.net, MCH, Inc., and MMS Education.

Birds-of-a-Feather Roundtable Topics and Facilitators

Pulse Check: Education Marketers Speak Up!

Linda Winter, President, Winter Group

Roundtable 13

Come hear the first results from a new August 2009 "Pulse" survey of education marketers, executives, product development specialists, and sales leaders, developed jointly by MarketingWorks, SEG Research, and Winter Group. We asked marketers about their levels of satisfaction and confidence in the marketing channels and venues available to them today, and we asked what their plans for upcoming marketing promotions will include. Come hear the results and share your perspectives about how current marketing channels are performing for you and what kinds of programs, products, and services you need and want from the publications, vendors, and consultants serving the educational technology and publishing markets. Speak up and share your insights and marketing "wish lists" during this interactive session.

ROI and TCO and Their Role in Marketing and Sales Practices

Paul Kuhne, Director of Marketing, eChalk

Roundtable 14

Through ARRA, districts are being driven to make systemic short-term investments that will have long-term lasting impact – as well as making sure they are able to survive the so-called funding cliff. Such requirements are coupled with the perpetual challenge of trying to do more with less. Being able to reallocate budget by saving money is gravy. How do you combat or overcome the price tag issue and position solutions and services in a new context – one that not only meets a need but has positive budgetary implications? What guidelines, tools or messages prove useful in marketing to prospects and equipping them with the tools they need to be well-informed internal champions throughout the sales process? How does dialogue about ROI/TCO reframe the sales conversation (or not) and with which stakeholders?

Show Me the Money

Jennifer House, President, RedRock Reports

Roundtable 15

The American Recovery and Reinvestment Act (ARRA) provides a unique opportunity to facilitate a sea change in education. However, there has been confusion on guidelines and timelines for the money being released. Also, it is important to remember that there are other ongoing sources of funds that schools may use, even in this economic downturn.

Birds-of-a-Feather Roundtable Topics and Facilitators

This roundtable provides an update on the current funding trends at the federal, state, and private levels, including time-sensitive deadlines and information. Get up to speed as you launch your marketing and sales programs for the new school year. If you have questions you want to cover in this session, please email jhouse@redrockreports.com so we can make sure we have the latest information.

Social Media and Web 3.0 in Education

Yanni Kalajakis, EVP and CMO, EduTone Corporation

Roundtable 16

The social media revolution has reached a tipping point with almost 1 billion people participating in online networking sites and that is changing the way people interact. Young people have quickly embraced social networking as their primary means of interacting—they check Facebook before they check email. Neither schools nor businesses can afford to ignore the global implications of hundreds of million of individuals rapidly embracing Web 2.0 social networking technologies. People, globally, are transforming information streams into new ways of communicating, collaborating, socializing, and learning.

Schools are beginning to recognize the need to embrace social networking technology to deliver teaching and learning if they are to be effective in preparing their students to compete in the 21st century economy. This discussion will focus on how the quick adoption of social networking is creating new business opportunities and is accelerating the need for Web 3.0 technologies. Individuals and students expect new, on-demand, personalized, multi-format content and services. Technology, application, and content providers are facing big challenges in delivering on these needs via a low-cost, secure, reliable, and agile infrastructure.

30 Sales Ideas in Less Than 60 Minutes

Brenda Raker, President, The Greaves Group

Roundtable 17

We are all looking for ways to improve our sales numbers while working with what we have. This brainstorming session will focus on developing six strategies for each of the following topics:

- VP of Sales Checklist. What should a good VP of sales be doing?
- CEO Checklist. What should a successful CEO be doing to drive sales?
- Sales Team Training. Best practices to assure your team is performing at peak.
- Internet Checklist. Leveraging the Internet to drive sales.
- Education Sales Hall of Shame. Sales strategies to avoid.

Birds-of-a-Feather Roundtable Topics and Facilitators

Turn the Page to Your Next Chapter

John Meeker, Founder and President,
Meeker & Associates Executive Search and Coaching

Roundtable 18

With evidence of declining morale due to economic hard times, this bird's-eye view will help you focus on employee needs and concerns and open a new chapter working with contributors to your company. Based on more than a dozen years in the retained search and executive coaching practice, Meeker & Associates highlights key ways for companies to retain and energize team members on your team now and help them remain loyal when the market improves. Practical ways will be demonstrated to increase morale and engagement benefits for companies. This leads to mutual respect and commitment to business and personal professional objectives. Meeker & Associates has identified "tried-and-true" techniques and innovative resources that don't assume a major infusion of additional expenditures. The benefits for companies include increased engagement, commitment and loyalty, and better business performance. And as a professional, what if your company is not up to speed on retention and energizing valuable team members like yourself? Remember, it is your responsibility for your own professional development even if your company is not living up to your needs.

During this session Meeker & Associates will alert you how to find ways to access internal resources you may have overlooked. And the Meeker & Associates Next Stages Career Consulting team will share examples of ways you can initiate your own professional development to get more satisfaction and energy out of your current situation...and that alone will help you turn a page in your own chapter.

Universal Design and Accessibility Benefit All Users of Online Learning Materials

Kate Gilligan, Vice President, Education Publishing, and
Mark McCusker, CEO, Texthelp Systems, Ltd.

Roundtable 19

As the necessity to incorporate English Learners, Learning Disabled, and "At-Risk" students in the general education classroom increases, teachers are struggling to find new ways to personalize instruction for each student. Publishers are moving to improve access to key curriculum materials for all learners to meet these needs and improve student outcomes.

The importance of presenting curriculum materials in a way that students who need reading and study skills support can get the tools they need embedded in the learning environment will be discussed, with current examples from the market.

Birds-of-a-Feather Roundtable Topics and Facilitators

Unlocking the Growth Potential of Distance Learning

Wayne D’Orio, Executive Editor, *Scholastic Administrator Magazine*
Roundtable 20

More than 1 million K-12 students are taking online courses, an increase of 47% in the past two years. But the real growth is yet to come as two of three districts say they will expand offerings in the next several years. Find out how most districts are juggling providers, including in-state virtual schools, postsecondary institutions, and independent vendors. Join this discussion to understand what problems districts are facing and how they are finding solutions. Learn how one small district in Pennsylvania has created its own online school and turned a profit in less than five years.

Virtual Environments: Cost-Effective Connections With New and Existing Customers

David Longdon, Vice President, Curriculum Products & Services;
Marci Goldberg, Director, Educational Systemics
Roundtable 21

It is increasingly difficult to get quality time with school administrators, educators, and other education decision makers. With the high cost of travel, general budget constraints, and an interest in greener solutions, K-12 businesses and districts need to make effective use of alternatives that complement face-to-face conferences and meetings. Virtual environments promise greater access to more information to a large, highly qualified community at a lower cost.

While Virtual Environments can serve as the basis for virtual events, such as virtual conferences, keynote speakers, corporate meetings, and training sessions, they can do so much more. Within the K-12 market, this technology is being extended to provide an evergreen online presence providing support, professional development, and user communities.

This Birds-of-a-Feather discussion will explore how you can make the most of your presence at these events and integrate them as part of your sales and marketing strategy.

What Education Leaders Want the Industry to Know

Eliot Levinson, CEO, BLEgroup
Kate Kemker, Director of Instructional Technology, State of Florida
Mark Mitrovich, Superintendent, Naperville, Illinois, and former CEO of Edgate
Rich Mincer, CIO, Friendship Public Charter School, Washington, D.C., and former CIO, Idaho DOE
Roundtable 22

Four of the nation’s leading education CIOs and superintendents who are members of the BLEgroup and known for their leadership in the integrated use of technology will be the catalyst for the roundtable.

Birds-of-a-Feather Roundtable Topics and Facilitators

They will give two slide statements on what needs they want the industry to address and what trends they see in the market. There will be a dialogue between the attendees on the issues that were raised in the presentations (20 minutes). The remaining 15-20 minutes will be spent answering submitted questions from the session attendees.

Wooing the Workforce—Weaving Creativity, Teamwork, and Problem Solving in the World Workforce

Rusty McCarty, President, Destination ImagiNation, Inc.

Roundtable 23

When wooing workforce candidates, what do you desire? Young people who can think on their feet, solve problems, innovate solutions, and work with the team? With employees like that, what a workforce that would be!

Today's students entering the workforce need an arsenal of skills and tools beyond job-specific knowledge. Destination ImagiNation (DI) will prepare and equip your students—and future employees—with the necessary thinking and creative skills and tools.

The DI program weaves problem solving, innovative thinking, teamwork, and creativity into fun and competitive challenges appropriate for students from K through college. Found in all 50 states and 30 countries around the globe, Destination ImagiNation participants learn and practice skills that are not traditionally addressed in the classroom but are essential for the workforce of the future.

Come join us as we explore Destination ImagiNation and how it can—and will—impact the students in your public, private, and charter schools and the future workforce. See how businesses and educators can employ these techniques for more creative classrooms and booming businesses.