



DECEMBER 11, 2012
12:45 PM - 5:30 PM EST

➤ FETC.org/leadsummit/mobile



FETC Virtual Leadership Summit:

Taking the Lead in Mobile Learning

CONFERENCE PROGRAM



Moderated by:
Therese Mageau
Editorial Director, 1105 Media Education Group

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Welcome to FETC Virtual Leadership Summit: Taking the Lead in Mobile Learning, a comprehensive exploration of mobile technology for teaching and learning that is revolutionizing the educational environment.

The conference will feature information-rich sessions on untethered learning using a variety of mobile devices—netbooks, laptops, tablets, e-readers, mobile phones, iPods, and iPads. This virtual event will explore developments influencing the creation, distribution and acquisition of mobile learning devices and educational leadership strategy. The FETC mobile technology summit provides a convenient platform to meet, exchange ideas and gain insight from real-world observations shared in a collaborative setting with other school mobile technology leaders.

Our conference team has put together a top-notch program of speakers and sessions—moderated by Therese Mageau, the Editorial Director of our own 1105 Media Education Group—and we’re expecting a lively and invigorating discussion of ideas and best mobile practices throughout the day.

Don’t forget to check out the full schedule for this content-rich, interactive virtual environment, including the Networking Lounge and the live chat options. And remember, following their live airing, these sessions will be available on-demand, through March 11, 2013, should you wish to revisit any of the sessions.

We look forward to seeing you online—enjoy the conference!



Wendy LaDuke
*President and Group Publisher
 1105 Media Education Group*



Michael Eason
*Executive Director
 FETC*

Conference Information

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Navigating Through Our Summit Environment

FETC Virtual Leadership Summit offers a dynamic, interactive platform for sessions and networking. Once you have created your profile, you can enter any area within the conference. Here’s what you’ll find in each area:

AUDITORIUM

Listen to the keynote and sessions and participate in the live Q&As.

NETWORKING LOUNGE

Drop by to meet colleagues, establish new contacts or continue conversations that began elsewhere.

LIVE CHAT

Available in the auditorium and in the Networking Lounge, or submit questions during sessions to be answered in the live Q&A period.

Conference Agenda

TUESDAY, DECEMBER 11, 2012

12:45 pm - 1:00 pm	Virtual Conference Sign-in
1:00 pm - 1:45 pm	Session 1: Learning and Schooling in the Age of Mobilism
1:45 pm - 2:00 pm	Speaker Follow-up and Q&A
2:00 pm - 2:45 pm	Session 2: Effective Mobile Programs and Policies: Designing a Strategy
2:45 pm - 3:00 pm	Speaker Follow-up and Q&A
3:00 pm - 3:30 pm	Networking in the Lounge
3:30 pm - 4:15 pm	Session 3: Administrative Mobile Tools
4:15 pm - 4:30 pm	Speaker Follow-up and Q&A
4:30 pm - 5:15 pm	Session 4: Using iPads as Dynamic Teaching Tools
5:15 pm - 5:30 pm	Speaker Follow-up and Q&A

* All times are Eastern Standard Time.



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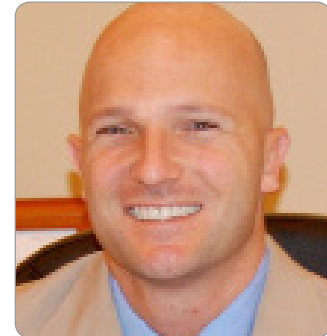
Lynell Burmark
CEO, *educatebetter.org*

Winner, Stanford University's
'Walter Gores Award for
Excellence in Teaching'



Andy Crozier
Superintendent/Principal,
Andrew Community S.D.
Andrew, IA

ISTE Emerging Leader



Eric Sheninger
Principal, *New Milford
High School*

NASSP Digital Principal
Award winner, co-author
of *Communicating and
Connecting With Social
Media: Essentials for Principals*

With more than 200 Concurrent Sessions and 125+ workshops, it's the most comprehensive event of its kind—and an invaluable resource for educational innovation in your school and district! Attend FETC 2013 and take away dozens of student-motivating teaching and learning ideas you can implement immediately—many at little, or no cost!

- Discover new applications in hands-on Workshops
- Learn to integrate hot tech tools in Concurrent Sessions
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CONFERENCE SESSIONS

SESSION 1: 1:00 PM - 1:45 PM

Learning and Schooling in the Age of Mobilism

KEYNOTE PRESENTERS: Elliot Soloway, Arthur F. Thurnau Professor, University of Michigan with Cathie Norris, Regents Professor, College of Education, University of North Texas

MODERATOR: Therese Mageau, Editorial Director, 1105 Media Education Group

Speeding past Steve Jobs' Post-PC Era into the "Age of Mobilism" we can foresee how, by 2015, each and every student in America's K-12 classrooms will be using their own mobile computing device, and with those devices engendering the most disruptive transformation in education in 150 years. Classrooms will move from today's "I teach" teacher-centric (and, by and large, ineffective and boring) pedagogy to a "we learn" pedagogy where the teacher learns along with the students, mastering content and practicing the key 21st century skills. Flipping the classroom is only the beginning; mobile technologies extend the classroom to support all-the-time, everywhere learning, to support the linking of the abstract ideas explored inside the classroom to the real world of people, places, things outside the classroom. And, most importantly make no mistake: This change is inevitable.

SESSION 2: 2:00 PM - 2:45 PM

Effective Mobile Programs and Policies: Designing a Strategy

FEATURED PRESENTER: Julie Evans, Chief Executive Officer, Project Tomorrow

MODERATOR: Therese Mageau, Editorial Director, 1105 Media Education Group

A key component of an effective mobile learning strategy is the development of a shared vision for success. To that goal, the Speak Up national data findings provide a valuable context for understanding the authentic views of students, parents and educators on mobile learning—their aspirations as well as concerns.

SESSION 3: 3:30 PM - 4:15 PM

Administrative Mobile Tools

FEATURED PRESENTER: Susan Brooks-Young, Consultant/Author, Opportunity Group

MODERATOR: Therese Mageau, Editorial Director, 1105 Media Education Group

As a school administrator, you are constantly on the move—gathering data, collaborating on projects, keeping up with professional reading, and more. You have (or are thinking about purchasing) an iPad or an Android tablet because you like its promise of mobility. Now you're ready to identify the ways the tablet will simplify your professional life and tackle some of these daily tasks using a mobile device. This session helps you identify and evaluate free and low-cost apps and administrative tools you can use to harness the power of your mobile device.

SESSION 4: 4:30 PM - 5:15 PM

Using iPads as Dynamic Teaching Tools

FEATURED PRESENTER: Jenna Linskens, Assistant Professor, Marian University

MODERATOR: Therese Mageau, Editorial Director, 1105 Media Education Group

This session will provide participants with an opportunity to explore effective uses, applications and creative ways to use the iPad in the academic setting to support student learning and assessment through creation, not just consumption. Professional applications for effective lesson presentation, organization, and communication will also be shared. The presenter will share a variety of applications (both free and of minimal cost) on the iPad, so have your device ready. Information on iPad management within the school setting will also be shared.

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CLASSROOM TABLETS



The Power of the Pen: Next Generation Tablets for the Classroom

Webinar

IT SYSTEMS MANAGEMENT



Reducing Hidden Operating Costs Through IT Asset Discovery

White Paper

1:1 COMPUTING W/ GOOGLE



The Power of the Web for Teaching & Learning: Richland School District Two Goes 1:1 with Google Chromebooks & Apps for Education

Webinar

“TINY” COMPUTING SOLUTIONS



The 10 Biggest Reasons to Go Tiny

Webinar

BYOD



Mobile Device Management and BYOD in Education Environments

White Paper

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SPEAKERS

Moderator



THERESE MAGEAU
 Editorial Director
 1105 Media Education Group

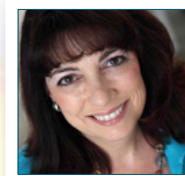
Therese Mageau is the Editorial Director for the education group at 1105 Media, where she oversees the content and direction of T.H.E. Journal and thejournal.com. The former editor-in-chief of Electronic Learning magazine, Therese has been in education publishing for nearly 25 years, developing online and print products for educators, students, and parents, as well as for professionals in other fields.

Presenters



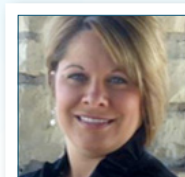
SUSAN BROOKS-YOUNG
 Consultant/Author
 Opportunity Group

Susan Brooks-Young has been involved in the field of instructional technology since 1979. She was one of the original technology users in the district where she taught and has continued to explore ways in which technology can be used to facilitate student learning. She has worked as computer mentor, technology trainer, and technology curriculum specialist. Prior to establishing her own consulting firm, Susan was a teacher, site administrator, and technology specialist in a county office of education in a career that spanned more than 23 years. Since 1986, she has published articles and software reviews in a variety of education journals. She is also author of eight books which focus on education technology and leadership. Susan works with educators internationally, focusing on practical technology-based strategies for personal productivity and effective technology implementation in schools, including mobile technologies running iOS or Android OS. Follow Susan on twitter [@sjbrooksyoung](#).



JULIE EVANS
 Chief Executive Officer
 Project Tomorrow

Julie Evans has been CEO of Project Tomorrow (www.tomorrow.org), one of the nation's leading education nonprofit organizations, since 1999. She developed the Speak Up National Research Project in 2003 and has served as the chief researcher on this project. Previously, Ms. Evans enjoyed a 17-year career in national and regional sales and marketing management with Unisys and two education technology startups. She is a graduate of Brown University and serves on the Board of Directors of Project Tomorrow, the TechAmerica Foundation Board, the TechSETS Advisory Board, and recently completed a term on the ISTE Board. Ms. Evans was named in April 2008 as one of the Top Ten Most Influential People in Education Technology over the past 10 years by eSchool News. Follow Julie on twitter [@JulieEvans_PT](#).



JENNA LINSKENS
 Assistant Professor
 School of Education, Marian
 University, Wisconsin

Jenna Linskens is an Assistant Professor in the School of Education at Marian University, Wisconsin. Primary classes she teaches include: Integrating iPads in the Classroom, Innovations in Education, Teaching and Learning Online, E-Portfolio and supervisor of the Online Teaching Certificate program. She was an elementary educator for 12 years before joining Marian. Professor Linskens has an M.A. Ed. in Curriculum and Instruction and she is currently earning an Educational Doctorate in Technology and E-Learning through Northcentral University, Arizona. She provides staff development trainings to schools on topics including: Effective use of Mobile Devices, iPads, BYOD, Web 2.0, Social Media, E-Portfolios, Online Learning, SMARTboards, and Inspiring Use of Technology. She has presented internationally, at national conferences including FETC, Campus Technology, and CoSN, and at many educational conferences at the state level. Follow Jenna on twitter [@2teach_edteach](#).

Continued on page 9

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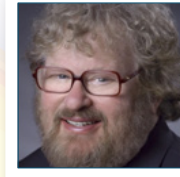


SPEAKERS (continued)



CATHLEEN NORRIS
 Regents Professor, College of
 Information
 Department of Learning Technologies
 University of North Texas

Cathleen Norris is a Regents Professor in the College of Information, Department of Learning Technologies at the University of North Texas. Professor Norris's 14 years in K-12 classrooms—and receiving Dallas' Golden Apple Award—has shaped her university research agenda, helping K-12 teachers move from the 19th century into the 21st century. Cathie has been President of the International Society for Technology in Education (ISTE), the leading international organization for technology-minded educators. From 1996 through 2001, she was the President of the National Educational Computing Association (NECA), the association that organized NECC, the premier conference on technology in K-12. Additionally, Professor Norris is co-founder of GoKnow, Inc., the premier mobile learning company. Follow Cathie on twitter [@cathieANDelliot](#).



ELLIOT SOLOWAY
 Arthur F. Thurnau Professor,
 College of Engineering
 Computer Science and Engineering
 Department
 University of Michigan

Elliot Soloway is an Arthur F. Thurnau Professor in the Dept of CSE, College of Engineering, School of Education and School of Information, University of Michigan. For the past 10 years Soloway's research has been guided by the vision that mobile, handheld—and very low-cost—networked devices are the only way to truly achieve universal 1:1 in schools across the globe. In 2001, the undergraduates selected him to receive the "Golden Apple Award" as the Outstanding Teacher of the Year. In 2004, the EECS College of Engineering HKN Honor Society awarded Soloway the "Distinguished Teacher of the Year Award." Soloway is a co-founder of GoKnow, Inc. Follow Elliot on twitter [@cathieANDelliot](#).

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FETC Virtual Leadership Summit, a comprehensive exploration of mobile technology for teaching and learning that is revolutionizing the educational environment will be available on demand, now through March 11, 2013.

Revisit the information-rich sessions presented by national experts and top educators on untethered learning using a variety of mobile devices:

- ➔ Netbooks
- ➔ Laptops
- ➔ Tablets
- ➔ e-readers
- ➔ mobile phones
- ➔ iPods, and iPads

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Here is just a sampling of the informative and inspiring sessions presented by our conference faculty of top architects, designers, engineers and administrators:

- Preview of Our Future: Defining the School of 2025
- Planning for Learning Environments: Maximizing Your Institutional Resources
- The Spaces Between: Learning in Collateral Spaces
- Explore the list of Concurrent Sessions

OPENING KEYNOTE ANNOUNCED!



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