big ideas fest 2010

action guide

December 5-8 2010, Ritz-Carlton, Half Moon Bay, California
big ideas fest 2010

A production of ISKME
welcome to big ideas fest 2010!

Our education system is at a crossroads. We need big change, but our reform efforts produce only marginal improvements. We tinker with an education system that was designed for an earlier century when what we really need is to create new hybrid ways of working together. It is time to flex our innovation and creativity muscles so we can do more than just analyze problems; together we have the power to solve them.

If you are here today, that means you have self-identified as someone who has a strong urge to bring the business-as-usual mode of reform to an end. You, no doubt, are leading the way and we are glad you are here.

During the next few days we will tackle some of education’s most intractable challenges. How can we help schools and colleges break free from conventional modes of learning? How can we ensure that innovation and new technologies flourish? How can we make education relevant to all of today’s students, at all levels of learning?

The Big Ideas Fest is designed to catalyze action on an entirely new level. This is not an educational conference of yesteryear with snooze-inducing speeches and a stack of unread papers to fill your suitcase. Instead, you’ll find yourself in a spirited flow of listening and learning. You will hear rapid-fire talks by visionary speakers. You will create innovative ideas for education and translate those concepts into actionable steps forward.

You are teachers, professors, students, administrators, researchers, policymakers, non-profit leaders, entrepreneurs, corporate leaders, foundation executives, and technology pioneers. You are also dreamers, risk-takers, and optimists. We are honored to have you here with us and we hope you are indeed ready to roll up your sleeves and get to work.

Sincerely,

Lisa Petrides

Lisa A. Petrides, Ph.D.
President and Founder, ISKME
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sunday

4:00pm-5:30pm [Miramar]
Opening Session: title tbd

5:30pm-6:30pm [Ballroom Foyer]
Reception, with Mauro Ffortissimo on Deconstructed Piano

6:30pm-8:30pm [Ballroom]
Dinner (plated)
Dr. Lisa Petrides, President, ISKME
Welcome
Martha Kanter (video), Under Secretary, US Department of Education
Opening Remarks
Annie Mais, Director of Education, Roadtrip Nation
There’s a Big Green RV on the Roof of the Parking Lot
Ashly Nand, Student, Roadtrip Nation
Introduction of Keynote Speaker
Dr. Sugata Mitra, Professor, Newcastle University
Keynote: If the World Belongs to Our Children Then Why Don’t We Just Give It to Them

monday

7:00am-9:00am [Pacifica]
Media Lounge Open

8:00am-9:00am [Miramar]
Breakfast (buffet)

8:00am-9:00am [RV on parking lot roof]
Be interviewed by Roadtrip Nation students

9:00am-10:00am [Ballroom]
Rapid Fire #1: Identifying Opportunity
Erin McKeen, CEO and Co-founder, Wordnik
If the Word is the Answer Then What is the Question
Trung Le, Principal, Cannon Design
The Third Teacher: The Entanglement Between Learning and Design
Ariel Saxe, Teacher, Leader, Writer, On the Shoulder Of Giants
Teacherpreneurship: A Real-Time Open Market for Teacher-Driven Ideas
Stephen Breslin, Chief Executive, Futurelab
Building Capacity for Innovation: When the Status Quo Is No Longer Relevant to Learning

10:30am-12:30pm [9 locations in facilitated small-group cohorts]
Action Collab Session #1: Identifying Opportunity

12:30pm-1:30pm [Ballroom]
Lunch (buffet)

12:30pm-2:00pm
Media Lounge Open [Pacifica]
Be interviewed by Roadtrip Nation students [RV on parking lot roof]

1:00pm-2:00pm [Pacifica]
Media Lounge
KQED Mini-clinic
Smartphones for Location-Based Learning

2:00pm-3:00pm [Ballroom]
Rapid Fire #2: Design
Sharyn Gabrielson, Principal, Oceee Middle School
Answer to the Teenage Literacy Crisis: Keep Them Engaged
Jennifer Anastasoff, President and Founding CEO, EnCorps
Designed to Open Doors: Transitioning STEM Professionals to the K-12 Classroom
Diego Navarro, Founder, Director, Instructor, Academy for College Excellence
A Transformative College Experience For Disconnected Young Adults
Dave Merrill, Co-founder and President, Sifted
Making the Digital Physical: The Siftables Design Story

3:15pm-4:45pm [9 locations]
Action Collab Session #2: Design

4:45pm-6:30pm [Pacifica]
Media Lounge Open [Pacifica]
Open Collab [Miramar 1]
Participant Organized

5:00pm-5:30pm [Pacifica]
Media Lounge
KQED Mini-clinic
Touchscreens: Technology at your Fingertips

5:00pm-6:30pm
Be interviewed by Roadtrip Nation students [RV on parking lot roof]

6:30pm-7:30pm [Ballroom]
Dinner (plated)

7:30pm-8:30pm [Ballroom]
Performance: Crosspulse

8:30pm [location tba]
Tweet-Up

8:30pm-midnight [Pacifica]
Media Lounge Open

tuesday

7:00am-9:00am [Pacifica]
Media Lounge Open

8:00am-9:00am
Be interviewed by Roadtrip Nation students [RV on parking lot roof]

8:00am-9:00am [Miramar]
Breakfast (buffet)

9:00am-10:00am [Ballroom]
Rapid Fire #3: Prototype
Mark Horner, Fellow, Shuttleworth Foundation
Open Everything: Improving the Education Experience for All
Constance Steinkuehler, Assistant Professor, University of Wisconsin
Creating Powerful Learning Environments Through Games: Don’t Colonize My Play Space
Christopher Rush, Co-founder and Chief Product Officer, School of One
When Success Means Not Having All the Answers
Curtis Wong, Principal Researcher, Microsoft Research
Building the Universe: One Story at a Time

10:30am-12:00pm [9 locations]
Action Collab Session #3: Prototype

12:00pm-12:30pm [Pacifica]
Media Lounge
KQED Mini-clinic
Taking iTunes to School: Video, Audio, and Lesson Plans on your Playlist

12:30pm-1:30pm [Ballroom]
Lunch (plated)

12:30pm-2:00pm
Be interviewed by Roadtrip Nation students [RV on parking lot roof]
12:30pm-2:00pm [Pacifica]
Media Lounge Open

2:00pm-3:00pm [Ballroom]
Rapid Fire #4: Scale and Spread
Maya Enista, Chief Executive Officer, Mobilize.org
Democracy 2.0: Mobilizing Opportunity and Responsibility
Heather Joseph, Executive Director, Scholarly Publishing and Academic Resources Coalition
Setting the Default to Open: Using Research to Advance the Public Good
Paul Freedman, Founder and CEO, Altius Education
How Accessing Capital Can Help Get to More Learners More Quickly: The Case of Community College Transfer
Salman Khan, Founder and Faculty, Khan Academy
When Scaling Back Means Scaling Up

3:30pm-5:00pm [9 locations]
Action Collab Session #4: Scale and Spread

5:00pm-5:30pm [Pacifica]
Media Lounge
KQED Mini-clinic
Blogs for Peer-to-Peer Learning

5:00pm-6:30pm [Pacifica]
Media Lounge Open
Open Collab [Miramar 1]
Participant Organized

Be interviewed by Roadtrip Nation students [RV on parking lot roof]

6:30pm-8:00pm [Ballroom]
Dinner (buffet)

8:00pm-midnight [Pacifica]
Media Lounge Open

Wednesday

7:00am-9:00am [Pacifica]
Media Lounge Open

8:00am-9:00am [Ballroom]
Breakfast (buffet)

9:00am-11:00am [Ballroom]
Action Collab 3-Minute Pitches

11:00am-12:00pm [Ballroom]
Speed Networking

12:00pm-1:30pm [Ballroom]
Lunch
invent design discover share make
If the World Belongs to Our Children Then Why Don’t We Just Give It to Them

Mitra is Professor of Educational Technology at Newcastle University in the UK. He works in the areas of Cognitive Science, Information Science and Educational Technology. In 1999, Sugata dug a hole in a wall bordering an urban slum in New Delhi, installed an internet-connected PC, and left it there (with a hidden camera filming the area). He then watched kids from the slum playing with the computer and in the process learning how to use it and get online, and ultimately teaching each other. In the following years he replicated the experiment in other parts of India, urban and rural, with similar results that challenge some key assumptions of formal education. The "Hole in the Wall" project demonstrates that, even in the absence of any direct input from a teacher, an environment that stimulates curiosity can cause learning through self-instruction and peer-shared knowledge.
Rapid Fires jam-pack their 15 minutes with inspiration and full out “wow”

**rapid fire: identifying opportunity**

**Erin McKean, CEO, Co-founder, Wordnik**

*If the Word is the Answer Then What is the Question*

Before starting Wordnik, McKean was editor in chief for American Dictionary at Oxford University Press. She is the editor of the irregularly-published recreational-linguistics journal *VERBATIM: The Language Quarterly*, and the author of *Weird and Wonderful Words, More Weird and Wonderful Words, Totally Weird and Wonderful Words, and That’s Amore* (also about words). She has served on the editorial board of *Dictionaries*, the journal of the Dictionary Society of North America, as well as on the editorial board for the journal of the American Dialect Society, *American Speech*. She also serves on the advisory boards of the *Credo Reference* and the Dictionary of American Regional English.

**Trung Le, Principal, Cannon Design**

*The Third Teacher: The Entanglement Between Learning and Design*

A key leader for Cannon Design’s education group, Le creates spaces encouraging student inquiry, imagination and a sense of what it means to be part of a global community. Le is widely recognized for his boundless energy and passion for learning. During his 20-year career he has incorporated multiple intelligences and learning styles in the design of education environments. His design philosophy has yielded awards from the Chicago and national chapters of the AIA and has been featured in such publications as Architectural Record, Contract Design and Eutopia. He also teamed with Bruce Mau Design to publish The Third Teacher, a book focused on how design can transform teaching and learning.

**Ariel Saxe, Teacher, Leader, Writer, On the Shoulders of Giants Teacherpreneurs: Innovating From Classrooms to Communities**

Saxe is a middle school teacher, leader, and a writer in NYC. Trained in constructivist pedagogy at Bank Street College, she’s committed to implementing innovative, developmentally appropriate teaching methods in urban public schools. Saxe is a member of the Virtual Teacher Leaders Network, where accomplished teachers work to influence education policy. She writes about teaching and education policy on her blog, On the Shoulders Of Giants. Most recently she co-authored the book, *Teaching 2030: What We Must Do For Our Students and Our Public Schools—Now and In the Future*, with a group of educators from across the country.

**Stephen Breslin, Chief Executive, Futurelab**

*Building Capacity for Innovation: When the Status Quo Is No Longer Relevant to Learning*

Breslin’s background is in engineering, and he has over 15 years experience in commercial software development, working with many of the world’s largest blue-chip organizations in a variety of fast-moving technology sectors. Prior to joining Futurelab as Chief Executive in 2008, he was Chief Executive of The Kelvin Institute Ltd, which was formed as a joint venture between two of Scotland’s leading universities as a vehicle for the commercialization of university-generated intellectual property.

**rapid fire: design**

**Sharyn Gabriel, Principal, Ocee Middle School**

*Answer to the Teenage Literacy Crisis: Keep Them Engaged*

Gabriel began her career in education as a high school math teacher. She went on to become an Assistant Principal at both the elementary and middle school levels before being named as the Principal of Ocee Middle School. OMS is Florida’s State Demonstration School for Technology and the largest middle school in the 10th largest district in the nation. Believing that it is our responsibility to engage our 21st century learners, Gabriel motivates, educates and frees teachers to deliver instruction in a way that empowers students to think deeply and learn creatively. She ensures that challenge, creativity, and technology are a regular part of the school day for every student at OMS.

**Jennifer Anastasoff, President, Founding CEO, EnCorps**

*Designed to Open Doors: Transitioning STEM Professionals to the K-12 Classroom*

Anastasoff has significant experience engaging the corporate sector in pro-bono projects as well as in education. In her capacity as CEO of BuildingBlocks International (BBI), a San Francisco-based nonprofit that is working with multinational corporations to develop what Business Week calls a corporate “Peace Corps,” she created the corporate and programmatic infrastructure to support professionals transitioning into the public sector, conducted a national public education campaign, and successfully built strategic relationships with companies like Pfizer, UPS, Cisco and PwC.

**Diego Navarro, Founder, Director, Instructor, Academy for College Excellence**

*A Transformative College Experience For Disconnected Young Adults*

Diego’s commitment to social change grew, in part, from his work as a community organizer for the American Friends Service Committee, a Quaker humanitarian aid organization, while still in college. He then went on to accrue over twenty years of experience in research and management positions in the computer industry with Hewlett Packard Labs, Apple Computer, and NCR Corporation. He has also been the CEO of two successful high-tech start-up companies. Navarro began teaching at Cabrillo College when he founded ACE in 2002.

**David Merrill, Co-founder, President, Sifteo**

*Making the Digital Physical: The Siftables Design Story*

Building the future of play, Sifteo’s first product is Siftables: a tabletop game system made of active physical and graphical tiles. Merrill is a graduate of the Fluid Interfaces Group at the MIT
rapid fire speakers

Sharyn Gabriel
Constance Steinkuehler
Ariel Saxo
Maya Enista
Paul Freedman
Christopher Rush
Mark Horner
Stephen Breslin
Salman Khan
Heather Joseph
Trung Le
David Merrill
Curtis Wong
Erin McKeen
Diego Navarro
Jennifer Anastasoff
Media Lab, where he studied with professor Pattie Maes and developed the first prototype of Siftables. His work explores how human interactions with computers can leave the limitations of the desktop interface behind, through the development of physical-digital tools that operate comfortably in our real-world environment to enable new forms of play, expressivity, problem-solving and collaboration. He has lectured in computer science at Stanford University and led music controller design workshops at the MIT Media Lab.

**Rapid Fire: Prototype**

**Mark Horner, Fellow, Shuttleworth Foundation**

*Open Everything: Improving the Education Experience for All*

Horner works in the area of Open and Collaborative Resources. His Fellowship enables him to work on a number of projects in this area. Horner manages the Siyavula project, where he coordinates the development of a comprehensive set of Open Educational Resources (OER) supporting the South African National Curriculum. This relies on the development of communities to create and support the OERs as well as the provision of platforms for development. Horner believes in the liberation of information and supporting education in South Africa. He is one of the co-founders of the Free High School Science Texts project, launched in 2002, and founder of FullMarks, launched in 2010.

**Curtis Wong, Principal Researcher, Microsoft Research**

*Building the Universe: One Story at a Time*

Wong started the Next Media Research group at Microsoft focusing on interaction, media, and visualization technologies. Wong is the co-creator of WorldWideTelescope.org, a free, rich, interactive exploration, simulation and learning environment with the highest resolution astronomical imagery available, inspiring millions of kids around the world to explore and understand the Universe. His most recent work, Project Tuva, features the lectures of Nobel Prize winning physicist Richard Feynman within a unique interactive rich media player.

**Rapid Fire: Scale and Spread**

**Maya Enista, Chief Executive Officer, Mobilize.org**

*Democracy 2.0: Mobilizing Opportunity and Responsibility*

At 26 years old, Enista is a veteran in the public service sector, beginning her non-profit career eight years ago. She began her career as the East Coast Coordinator for Rock The Vote at age 19, a position in which she registered over 30,000 young people. Through her work with Rock The Vote, Enista was awarded the first ever Rock The Vote "Rockin’ The Street’s" award. In addition to her work with Mobilize.org, Maya serves on the Advisory Board for CIRCLE, the Working Group for the Civic Health Index of the National Conference on Citizenship, and the Board of Directors for Youth Service California and the Young Non-Profit Professionals Network.

**Heather Joseph, Executive Director, Scholarly Publishing and Academic Resources Coalition**

*Setting the Default to Open: Using Research to Advance the Public Good*

Joseph serves as the Executive Director of the Scholarly Publishing and Academic Resources Coalition (SPARC), a coalition of over 800 academic research libraries in the U.S., Canada, Europe and Japan. The organization’s mission is to expand cost-effective, digital dissemination of scholarly and scientific research results. As SPARC’s Director since 2005, she has focused on enabling new publishing models, digital archives and open access policies on both the national and international level.

**Paul Freedman, Founder and CEO, Altius Education**

*How Accessing Capital Can Help Get to More Learners More Quickly: The Case of Community College Transfer*

Altius Education is an organization developing an educational ecosystem designed to serve every learner. Through the company’s student service support model, Altius is creating a culture of partnership with learners that extends beyond the classroom. Prior to Altius, Freedman founded and managed Academic Engine, which he sold to Hobsons Inc. in 2004. He then served as the president of its subsidiary focused on online student recruitment technologies. Freedman is a graduate of the University of Chicago with a bachelor of arts in public policy and a concentration in law and economics.

**Christopher Rush, Co-founder, Chief Product Officer, School of One**

*When Success Means Not Having All*

**Salman Khan, Founder, Faculty, Khan Academy**

*When Scaling Back Means Scaling Up*

Khan is the founder and faculty of the Khan Academy, a not-for-profit organization with the mission of providing a free world-class education to anyone, anywhere. It now consists of self-paced software and the most-used educational video repository on the Internet. All 2000+ video tutorials covering everything from basic addition to advanced calculus, physics, chemistry and biology have been made by Salman. He was recently profiled in Fortune Magazine as "Bill Gates' favorite teacher" and his videos have now had over 26 million views (being watched by over half a million unique students per month).
integrating the arts @ big ideas fest

Crosspulsé
Monday 7:30pm - 8:30pm (Ballroom)
Keith Terry & Crosspulsé, featuring Bryan Dyer, Steve Hogan and Evie Ladin, is a quartet combining voice, percussion, rhythm dance, beatbox, and body music. Their inventive, interactive repertoire creates music you can see and dance you can hear. Crosspulsé, Inc. is an Oakland, California-based arts organization, dedicated to the performing, recording and education of cross-cultural rhythmic arts. They produce the International Body Music Festival, presenting artists from around the world who explore the sonic possibilities of the instrument we all share – the human body.

Deconstructed Pianos-Mauro Ffortissimo
Sunday, Reception: 5:30-6:30pm (Foyer)
Artist and pianist Mauro Ffortissimo deconstructs pianos to invent new sounds and sculpture. Pure innovation in action at Big Ideas Fest; hear an open piano performance and strum on some piano strings yourself. The table centerpieces were also created by Mauro, local Half Moon Bay Artist.

Learn to juggle at the Big Ideas Fest juggling station (Foyer)

Roadtrip Nation (RV on Parking Lot Roof)
Roadtrip Nation is a movement that empowers students to hit the road and interview leaders from all walks of life to learn how they got to where they are today. In 2009, RoadtripNation.org was created along with an educational curriculum, The Roadtrip Nation Experience, to help students explore pathways relevant to their individual interests. This past school year, The Roadtrip Nation Experience guided more than 25,000 students across the nation to interview leaders in their local communities to explore pathways and opportunities for their futures.

Come see Roadtrip Nation in action. You are invited to have a cup of coffee with the Roadtrip Nation team every morning at their Green RV, located on the roof of the parking garage just outside the Big Ideas Foyer. Monday and Tuesday 8:00am-9:00am; 12:30pm-2:00pm; 5:00pm-6:30pm; and Wednesday 8:00am-9:00am. They’ll be interviewing people throughout the Fest, so make some time for this amazing group of students.

Steelcase Node Chair Display (Foyer)
See first-hand how Steelcase reinvented the traditional static, passive classroom by working with educators to design a flexible and mobile chair that could support multiple pedagogies and learning styles.

Share-Out Gallery (Hallway)
Walk the Share-Out Gallery, a snapshot into the Action Collab process and progress. Share feedback, get inspired, and learn from others.

Tweet-up
Monday, 8:30pm
Monday night following Crosspulsé performance. Stay tuned for location. Depends on weather!

Open Space Collab
Monday 4:45pm-6:30pm;
Tuesday 5:00pm-6:30pm (Miramar 1)
The Open Space Collab is for impromptu meetings and presentations. Looking for feedback and partners on your own Big Ideas? Use this space to self-organize and discuss. Sign up at the registration desk.
media lounge

The Big Ideas Fest Media Lounge is your place to learn, create, share, and experiment with technology. You can even just come in and check your email, upload your photos, check out a flipcam, and more.

The Big Ideas Fest Media Lounge is
Co-sponsored by KQED Public Media

**Hours:**
Media Lounge (Pacifica)

Saturday
8:30pm-midnight

Monday 7:00am – 9:00am;
12:30pm -2:00pm; 4:45pm – 6:30pm;
8:30pm -midnight

Tuesday 7:00am – 9:00am;
12:30pm -2:00pm; 5:00pm – 6:30pm;
8:00pm – midnight

Wednesday 7:00am – 9:00am

Twitter hashtag #bif2010
Don't forget to tag your photos
with bif2010

**Mini-clinics:**

*Smartphones for Location-Based Learning*,
Monday, 1:30pm - 2:00pm

*Touchscreens: Technology at your Fingertips*,
Monday, 5:00pm - 5:30pm

*Taking iTunes to School: Video, Audio, and Lesson Plans on your Playlist*,
Tuesday, 12:00pm -12:30pm

*Blogs for Peer-to-Peer Learning*,
Tuesday 5:00pm - 5:30pm
The Big Ideas Fest currency of interaction is Buttons. Share, collect, and wear them with pride. You have a few in your registration package and more can be earned at the Registration Desk, in your Action Collab, and from your peer participants. Show off with “Best Team Player” or “Roadtrip Nation Interviewee” and give out “You Inspired Me.”
The Institute for the Study of Knowledge Management in Education (ISKME) first piloted Action Collabs at Big Ideas Fest 2009. The primary goal of Action Collabs is to demonstrate a new framework for generating actionable ideas by creating a space for conversation, collaboration and action.
An Action Collab is a group process that creates fresh thinking, innovative designs, and viable solutions to challenges in education. You have a chance to go through an Action Collab here at Big Ideas Fest and we hope you will then take the framework back to your organization to help design new solutions to challenges within your own educational work. You could use an Action Collab to create new thinking on detailed projects such as lesson and curriculum creation or on larger systems-thinking applied to school and district design. Whatever your focus, Action Collabs dynamically engage a group to brainstorm, design, and solve challenges in education.

During the first lab, **Identifying Opportunity**, your group first listens to real-life experiences from interviewees directly impacted by the subject matter of your selected Design Challenge. You will then use those stories to brainstorm new Opportunities that address the Design Challenge. Your group will choose one or two Opportunities and move them into the second lab of **Design** where you will narrow in on one Design concept that breathes new life into the Design Challenge. Next, during **Prototype**, your group builds and tests various ways the Design could be realized and reaches one approach that works. And finally, in **Scale and Spread**, your group generates avenues for your idea to both fit into and advance out to the world.

Your Action Collab experience culminates with presenting your idea as a **3-Minute Pitch** in the form of a video, photos, role-play, or other presentation. Convince the audience to get involved, fund, and spread your idea. After each pitch, commentators will give feedback and recommendations on how to give your idea legs and viability in the real world.

### Design Challenge
Throughout an Action Collab, the group focuses on a central issue for design. The central issue is referred to as the Design Challenge. The subject matter is either a current concern facing the group or a new idea that the group wants to explore. Design Challenges sound something like, “How might we bring parents into a more supportive role with our school?” Or “How can we create a system that incentivizes teachers?”

### Big Ideas Fest 2010 has three Design Challenges to help focus the Action Collab process:

1. **How to enable teachers to have the greatest impact on learners.**
2. **How to create learning opportunities for students pushed out of formal education.**
3. **How to create alternatives for certifying or credentialing learning, as a means of expanding education and career opportunities.**

My group's Design Challenge is:

### Some primary tenets of improv are:

- Suspend judgment (stay present, evaluate later)
- Let go of your agenda (be open, be present)
- Listen in order to receive (listen for where you agree or can support, find the “yes”) 
- Build on what you receive (connect and move forward with your partner, find the “and”)
- Make your partner look brilliant (focus outward, build on what they say)
- Serve the scene (it’s not about you, it’s about what you’re creating together)

### Improv (choose one):

- a) helps me connect my mind and body
- b) makes me want to run out of the building screaming
- c) gives me massive butterflies in my stomach
- d) is my favorite way to shake up a party
- e) is something I’ve never dipped my toe into but I have a feeling that’s about to change.

Improv exercises I can see taking back to office meetings:

- Do you have assumptions about how your group will address your Design Challenge?
- Have you worked on this issue before Big Ideas Fest?
- Why is this topic important to you?
- Improv, the improvisational method of achieving cooperation, is a major component of Action Collabs. Improv provides opportunities for participants to play, let go of familiar beliefs, and open to unimaginable possibilities that connect the mind to the body.

- Are you feeling uncomfortable with Improv? Write down a few reasons why:
- Once you write them down, we suggest you move on and embrace the process - what have you got to lose?

### Who is Your Facilitator?
Your highly experienced facilitator has been trained specifically for the Big Ideas Fest. Their primary role is to be an active and consistent presence who presents information and expectations clearly. You should look to them for structure and guidance, but remember that they are not really the teacher or leader. They are your guidepost that keeps your group within the structure and parameters of the Action Collab without influencing where you end up. They will explain the Action Collab framework and kickoff all activities throughout the process, but you, the participant in concert with your cohort, will lead the direction of work and decisions made during the labs.
The team includes ISKME President and Founder Dr. Lisa Petrides, IDEO Designer Jonah Houston, LifePlays Co-founder Chris Miller, and ISKME Education Program Design & Facilitator Samantha Wayne. Combining acumen in educational research and practice with global design expertise and the transformative power of improv, Action Collabs are dynamic experiences in thought and action.

Want to bring Action Collabs into your organization to tackle a daunting challenge from a new angle, spark strategic thinking around a crisis, or discover partnerships waiting to happen? We offer three tiers of engagement in the Action Collab process: Half-Day, Full Day, and Two-Day. Contact bigideas@iskme.org and we’ll share the scoop.

Action Collab Design Team:

Lisa Petrides is president and founder of the Institute for the Study of Knowledge Management in Education (ISKME), an independent non-profit educational research institute. Her research seeks to inform and improve the ways in which those in formal and informal education foster the creation and sharing of information, apply it to well-defined problems, and create knowledge-driven environments focused on improved learning and organizational success.

Jonah Houston is a senior project leader at IDEO in Palo Alto. He works on a wide variety of projects ranging from medical devices, office furniture, consumer electronics, food and beverage, and large-scale systems design.

Chris Miller has been performing and teaching improv for almost 20 years. He co-founded LifePlays, which brings the powerfully transformative and connective skills of improv to communities and innovative workplaces, such as Google, Genentech, Microsoft, and Whole Foods.

Samantha Wayne brings education program design & facilitation to ISKME. She loves contributing to the growth, creativity, and collaboration of communities. Her background includes facilitating group therapy, teaching college courses, training unemployed adults on the importance of networking, and managing after school art programs.

Action Collab Facilitators:

Maggie Barber, professor
Barber is a faculty member in the Department of Educational Leadership and Policy at the University of Utah where her teaching and research focuses on the design, delivery, and evaluation of leadership development programs for school leaders leading change, particularly in high-need communities.

Rich Cox, improviser, performer, coach, consultant, author
Cox is a communication and acting coach who brings creativity, collaboration, and presentation from theater to organizations and businesses. Cox teaches performance improv acting to students in the Bay Area.

Elizabeth Doty, organizational learning consultant, coach, and author of “The Compromise Trap”
Since 1993, Doty’s firm, WorkLore, has focused on diagnosing breakdowns and dysfunctions in large, complex organizations, helping clients such as Intuit, Hewlett-Packard, and Archstone-Smith capitalize on hidden opportunities to improve performance.

Carl Mack, cultural diversity, group dynamics, human relations consultant and facilitator
For the past 35 years, Mack has worked at all levels of education including teaching elementary and university students, chairing both Ethnic Studies and African and African American Studies at UC Davis, and serving as a public school superintendent.

Lionel Mohri, systems designer, project leader
Mohri works at the intersection of Transformation, Systems Design and the Public Sector. He consistently brings systemic, transformative and empathic thinking to solving complex challenges. Since joining IDEO, he has worked on challenges as diverse as designing a needle-free vaccination device for pandemic flu to designing a training curriculum to transform airport security.

Erin O’Connell, professor
O’Connell teaches Classics and Comparative Literature at the University of Utah in Salt Lake City. Her scholarly interests include ancient and modern comparisons of literature, performance, and philosophy, and she is committed to making education relevant to today’s students.

Andrea Saveri, foresight and strategy developer, researcher, sense-maker
Saveri applies insights from futures research and emerging technologies to develop strategy and market opportunities. Recently, she created a 2020 forecast of the future context for education, including a map of key trends driving change, disruptive innovation areas, and implications for re-designing public learning systems.

Megan Simmons, teacher, trainer, environmental educator
Simmons supports the development of education programs, workshops, and training activities for the DER Commons project at ISKME. She is particularly passionate about providing environmental education and art programs to underserved communities nationally and internationally.

Samantha Wayne, education program design & facilitation
Wayne loves contributing to the growth, creativity, and collaboration of communities at ISKME. Her background includes facilitating group therapy, teaching college courses, training unemployed adults on the importance of networking, and managing after school art programs.
action collab session 1: identifying opportunity

Monday, 10:30am – 12:30pm

Identifying Opportunity takes the Design Challenge and brainstorms into new ideas that address the issue. Your group splits into two smaller groups and conducts an interview with outside people brought into Big Ideas Fest who are connected to some part of your Design Challenge topic. These research conversations provide real-world stories and information from people directly affected by the issue of focus. Then, using newly gathered information, your group clusters concepts and finds patterns in the research that helps clarify your focus to one or two Identified Opportunities.

My group’s Identified Opportunity:
action collab session 1: notes
identify opportunity
Design springboards into brainstorming numerous approaches to your group’s Identified Opportunities. Keep your research interviewee in mind as you consider designs that would directly benefit their experiences. Ultimately, your group chooses one design idea to Prototype.

**Monday, 3:15pm – 4:45pm**

How did all of the information from the first lab come together when your group brainstormed Design?

What do you think your research interviewees would say about your group’s Design idea?

Draw a picture of how you feel at this moment:
action collab session 2: notes
Prototyping is a methodology for making solutions tangible in a rapid and low-investment way. Your group rolls up its sleeves and creates many Prototypes that highlight different aspects of the Design. You’ll consider what works and doesn’t work in each iteration. Prototyping before creation enables your group to give honest feedback on each approach and prevents your team from getting prematurely attached to one idea. The group chooses one Prototype to move to the final lab of Scale and Spread.

Were you able to move quickly without attaching to your ideas?

Were you surprised with what worked and didn’t work?
prototype
action collab session 4: scale and spread

Tuesday, 3:30pm – 5:00pm

You’ll now expand your group’s idea into the world. Decide how the idea fits within a larger scope and then develop details on how the idea is dispersed as it is or modified for other contexts. Your group also considers real world obstacles and feasible resolutions to the Scale and Spread of the idea. Ultimately, your group creates a presentation that pitches the idea and catalyzes its Scale and Spread.

What medium will your group present the idea? (examples: video, storytelling, presentation, etc)

How do you think the audience and commentators will react to your group’s pitch?

Can you really see your idea working in the real world?
action collab session 4: notes
scale and spread
action collab
3-minute pitches

Wednesday, 9:00am – 11:00am

Release your Action Collab’s idea into the world. Convince the audience to believe in the true need and viable solution that your group has developed. Each group has three minutes to present in any form imaginable. This includes video, photos, storytelling, role-playing, presentation, or any other way that clearly exemplifies your concept. Silicon Valley entrepreneur Dale Dougherty and Foundation Program Officer Suzanne Walsh will host the session and provide commentary to help your group transition your design idea beyond the Fest and into the next phase of implementation.

Suzanne Walsh,
Bill and Melinda Gates Foundation
Suzanne Walsh is a senior program officer at the Bill and Melinda Gates Foundation where she leads the Foundation’s developmental education and new models strategies. Before joining Gates, Suzanne worked at The Lumina Foundation for Education where she managed the Making Opportunity Affordable initiative, aimed at increasing college productivity by bringing about fundamental change in the way higher education does business. Walsh also worked at The Heinz Endowments where she focused on community colleges, universities, workforce development, tech commercialization and transfer, city/county consolidation, immigration and regional economic development.

Dale Dougherty, Make Magazine & Maker Faire, O’Reilly Media
Dale Dougherty is the editor and publisher of MAKE, and general manager of the Maker Media division of O’Reilly Media, Inc. Dougherty has been instrumental in many of O’Reilly’s most important efforts, including founding O’Reilly Media, Inc. with Tim O’Reilly. He was the developer and publisher of Global Network Navigator (GNN), the first commercial Web site which launched in 1993 and was sold to AOL in 1995. Dale was developer and publisher of Web Review, the online magazine for Web designers, and he was O’Reilly’s first editor.
After each Action Collab session, cohorts share something with the group-at-large that shows where they are in the Action Collab process. **Share-Outs** happen on 4 x 5 foot magnetic boards, one per cohort, located in the side lobby. Groups use the last 5 minutes of sessions to create their share out which might include diagrams, sketches, or words. Participants will then view each other’s work along the way and offer feedback by posting stickies and adding comments.

I hope we get some feedback on:

Looking at other groups’ Share-Outs, I notice:

I’ve got to remember to talk to people from Group # ____ because:

Feedback on our Share-Out:

**networking**

Amazing people doing amazing things

Don’t forget to connect ____ with _____.

Schedule a meeting with:

Send __________ to ________________.

Check out these websites:

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Email: bigideas@iskme.org
Website: bigideASFest.org
Twitter: bigideASFest (hashtag: bif2010)
YouTube Channel: youtube.com/user/bigideASFest
The Big Ideas Fest is an extraordinary immersion into collaboration and design with a focus on modeling cutting-edge thinking in K-20 education. This unique three-day meeting of experts, creative doers, and thinkers is focused on transformational change. Big Ideas Fest is designed to break down silos and empower education champions to create scalable solutions to a host of challenging educational dilemmas, while placing learning at the front and center of all that we do.

about ISKME

The Institute for the Study of Knowledge Management in Education (ISKME) is a global leader in research and practice around knowledge sharing in the education sector. ISKME is best-known for its award-winning OER Commons initiative, as well as its international research agenda on information use and knowledge collaboration in the education sector. ISKME’s research and development efforts enable schools, colleges, universities, and the organizations that support them, to expand their capacity to collect and share information, apply it to well-defined problems, and create human-centered, knowledge-driven environments focused on learning and success. For more information: www.iskme.org
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