
December 6-9, 2009, Ritz-Carlton, Half Moon Bay, California
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Welcome to ISKME's inaugural Big Ideas Fest. Your presence here is exhilarating to us. Why? Because it means that you still believe in education. It means that you still believe in the idea that all people, young and old, deserve the right to learn. And I think it also means that you have a true willingness to roll up your sleeves and do the hard work. It might be that you've grown tired of reinventing the wheel and realize that gaining a fresh perspective is in order, or that you're ready to ignite the energy and passion that lies right below the surface of your everyday life. You are all in the right place.

You're here to learn, be inspired, and to take action. You might leave with more questions than answers. And that is a good thing. You might leave more willing to take risks, encouraged by those around you. But you will for sure leave with a set of tools that can be used to identify opportunities for change, design possible solutions, and test and prototype new ideas. In some ways, what you experience here may seem exceptional and extraordinary, but remember, this is what you have brought to this gathering.

We purposely selected this venue to help escape the day-to-day pressures and to provide the space and context for all of us to explore new ways of looking at old problems. Your job for the next three days is simply to invent, design, discover, and share. The Big Ideas Fest is a starting point. It's a starting point for a movement in education—above and beyond anything we have yet to see.

On behalf of the ISKME Team and Board of Directors, let the collaboration begin!

Sincerely,

Lisa Petrides, Ph.D.
President and Founder, ISKME
Sunday

4:00pm-5:45pm [Miramar] Opening Session: Lighting Sparks for Co-Creation
6:00pm-6:30pm [Ballroom Foyer] Reception
6:30pm-8:30pm [Ballroom] Dinner
• Welcome: Dr. Lisa Petrides, President, ISKME
• Opening Remarks (video): Arne Duncan, United States Secretary of Education
• Keynote: Brewster Kahle, Founder, Internet Archive, “Universal Access to All Knowledge”
• Performance: Central Moves, “Prospection”

Monday

8:00am-9:00am [Miramar] Breakfast buffet
9:00am-9:50am [Ballroom] Keynote: Alan Kay, “Big Ideas Are Sometimes Powerful Ideas”
10:00am-11:00am [Ballroom] Rapid Fire #1: Identifying Opportunities
Dennis Bartels, Executive Director, Exploratorium, “The Other 115,632 Hours: What If Informal Learning Counted Too?”
Erin O’Connell, Associate Professor and Undergraduate Director of Languages and Literature, University of Utah, “Homeric Hip-Hop: The Ancient is Fresh”
Marco Torres, Social Studies Teacher, San Fernando High School, “Identifying Opportunities to Capture: Lessons on Observing, Engaging, and Involving Students”
Cesar Gomez & Ashly Nand, Road Trip Nation, South San Francisco High School, “From the Back of the Class: What We See From Here”

11:00am-11:15am [Ballroom] Framing Action Collab #1: Identifying Opportunities
Action Collab Leader: Chris Miller, Co-founder, LifePlays Improv

11:15am-12:45pm [9 locations in facilitated small-group cohorts] Action Collab #1: Identifying Opportunities
Changing perspectives helps to see familiar problems in a new light, and opens opportunities for novel solutions

12:45pm-1:35 Lunch
Keynote: Yvonne Chan, Principal, Vaughn, Next Century Learning Center and Member of CA State Board of Education, “Trusting You Have the Knowledge-Base to Create Something New”

1:45pm-2:45pm [Ballroom] Rapid Fire #2: Design

Tuesday

8:00am-9:00am [Miramar] Breakfast buffet
9:00am-9:50am [Ballroom] Keynote: Mae Jemison, Astronaut, Physician, Engineer
10:00am-11:00am [Ballroom] Rapid Fire #3: Prototype
Mike Marriner, Co-Founder, Roadtrip Nation, “On the Road to Making Education Relevant to the Real World”
Joel Westheimer, Professor, University of Ottawa, “All Children Left Thinking: What Everyone Needs to Know in a Democratic Society”

Matt Fritzinger, Founder, NorCal High School Mountain Bike Racing League, “I Want to Race My Bicycle: Trailblazing Into the Mainstream of High School Culture”

Neeru Paharia, Founder, Peer 2 Peer University, “Hacking the Social and Structural Elements of a Free Education”

11:00am-11:15am [Ballroom] Framing Action Collab #3: Prototype

Action Collab Leader: Dale Dougherty, Founding Editor and Publisher, Make Magazine and Creator, Maker Faire

11:15am-12:45pm [9 locations in facilitated small-group cohorts] Action Collab #3: Prototype

Test out your ideas and embrace failure as indicator of open thinking toward plausible solutions

12:45pm-1:30pm [Miramar] Lunch buffet

1:45pm-2:45pm [Ballroom] Rapid Fire #4: Scale and Spread

Erik Duval, Professor of Computer Science, Katholieke Universiteit Leuven, “Learning From Music: Abundance As a Platform For Innovation”

David Calkins, Founder, ROBOlympics, “Does Your Robot Play Well with Others?”

Deborah Quazzo, Co-Founder, NeXtAdvisors, LLC, “A Double Espresso for Education”

Hal Plotkin, Senior Policy Advisor, Office of the Under Secretary, United States Department of Education, “A New Model for Higher Education: Can We Meet the Demand Before They Vote with Their Feet”

2:45pm-3:00pm [Ballroom] Framing Action Collab #4: Scale and Spread

Action Collab Leader: Eda Roth, Actress and Professional Communications Consultant

3:00pm-4:15pm [9 locations in facilitated small-group cohorts] Action Collab #4: Scale and Spread

Share your big idea with the group through storytelling, video, or other type of presentation

4:15pm-6:30pm Suggested Activities:

- Tidepool Walk [the beach!]
- Open Space Collab [Miramar 1]
- Make a Video in the Media Lounge [Pacifica]
- Roadtrip Nation Interviews [Roadtrip RV]

6:30pm-9:00pm [Ballroom] Dinner

- Final stories and presentations by Action Collab Cohorts
- Performance (followed by Q & A): Central Moves, “Retrospection”

9:00pm until late [Pacifica] Media Lounge open

9:00am-10:00am [Ballroom] Awards Breakfast

10:00am-12:00pm [Ballroom] Designing Incentives for Education: The New Frontier

12:30pm-1:30pm [Ballroom] Lunch

Keynote: Kevin Johnson, Mayor of Sacramento, “Transforming Big Ideas into Bold Action”

1:30pm-2:00pm [Ballroom] Closing
Brewster Kahle, Founder, Internet Archive
Kahle, a computer engineer, internet entrepreneur, and digital librarian, founded the Internet Archive in 1996. He is focused on providing universal access to all knowledge and developing technologies for information discovery and digital libraries. He was co-founder of Alexa Internet, which helped catalog the Web and was later sold to Amazon.com. In 1989, Kahle invented the Internet's first publishing system, WAIS (Wide Area Information Server) system and in 1989, founded WAIS Inc., a pioneering electronic publishing company, and was later acquired by America Online. Kahle, a board member of the Electronic Frontier Foundation, is a key supporter of the Open Content Alliance.

Dr. Alan Kay, President, Viewpoints Research Institute
Kay is one of the earliest pioneers of object-oriented programming, personal computing, and graphical user interfaces. At Viewpoints Research Institute he and his colleagues continue to explore advanced systems and programming design by aiming for a "Moore's Law" advance in software creation of several orders of magnitude. His contributions have been recognized with the Charles Stark Draper Prize of the National Academy of Engineering, the Alan M. Turing Award from the Association of Computing Machinery, and the Kyoto Prize from the Inamori Foundation "for creation of the concept of modern personal computing and contribution to its realization."
Inspirational and accomplished, our Keynote Speakers demonstrate that innovative thinking and powerful action really can change education.

**Dr. Yvonne Chan**, Principal, Vaughn Next Century Learning Center and Member of California State Board of Education

Chan pushes the limits of education and social reform by encouraging accelerated English learning, longer school day and longer school year, interagency services, career-tech education, university professional development center, teacher peer-review and performance pay systems. As the founder of the first conversion charter school in the nation, she helped turn gang territories to college prep laboratories, provided construction jobs and stimulated economic growth in a high-poverty neighborhood. In addition to being a school principal, Chan is an adjunct professor at UCLA, a member of the California State Board of Education, and a Commissioner of the Los Angeles City Commission for Children Youth and Families.

**Dr. Sandy Shugart**, President, Valencia Community College

Shugart serves as the fourth president of Valencia Community College, one of the nation’s largest and most celebrated two-year colleges. Valencia, the second largest producer of graduates in the country, is especially well regarded for its learning centered approach to higher education, its economic development programs, and its outstanding academic programs. Shugart came to Valencia after serving as president of North Harris College in Texas and Vice President of the North Carolina Community College System. Shugart is also a published poet and songwriter.

**Dr. Mae Jemison**, Astronaut, Physician, Engineer

Jemison blasted into orbit aboard the shuttle Endeavour in 1992 as the first woman of color to go into space. Now the Founder and President of two technology companies, the space flight was just one in a series of accomplishments. Most recently, Jemison developed a new business, BioSentient Corporation, a medical technology company that creates and markets mobile equipment worn to monitor the body’s vital signs and train people to respond favorably in stressful situations. Prior to joining NASA in 1987, Jemison worked in both engineering and medicine, as a General Practitioner in Los Angeles and as an Area Peace Corps medical officer in Sierra Leone and Liberia in West Africa.

**Kevin Johnson**, Mayor of Sacramento

Mayor Johnson is the first native Sacramentan and the first African American to be elected to the office. His vision is for Sacramento to become “a city that works for everyone.” Johnson’s dedication to public service began long before he started his tenure as mayor. Upon retiring from the NBA after 12 seasons with the Phoenix Suns in 2000, he returned to his Oak Park neighborhood in Sacramento to serve as the CEO of St. HOPE, a non-profit community development organization he founded in 1989 to revitalize inner-city communities through public education, economic development, civic leadership and the arts.
They've got lots to share and only 12-15 minutes, in rapid succession, to get it all out. Known for their smarts and skills, our Rapid Fire Speakers are experts in a variety of fields. Their stories offer snapshots of big ideas taking shape.

Dr. Dennis M. Bartels, Executive Director, Exploratorium
Bartels is a nationally known science education and policy expert. His recent activities in the field of science education and policy include leadership of an external panel of experts on the National Science Foundation's long-range planning for pre-college science education programs and for its institutional material and technology-related education program. He has been named a Fellow of the International Society for Design and Development in Education.

Dr. Erin O’Connell, Associate Professor of Languages and Literature, University of Utah
O'Connell teaches Classics and Comparative Literature at the University of Utah in Salt Lake City. Her scholarly interests include ancient and modern comparisons and the reception of classical literature, performance, and philosophy. Her talk on Homeric Hip Hop reflects an interest that began with the rise in popularity of rap music in the 1980s and her desire to make Homer’s Iliad relevant to a wide variety of college students.

Marco Torres, Social Studies Teacher, San Fernando High School
Torres has taught high school for ten years, and has been media coach and education technology director for San Fernando High School, one of the nation’s largest urban schools in Los Angeles. Torres is also a professional filmmaker and photographer who uses digital storytelling skills to add value to his curriculum. He has been recognized locally and internationally, including being honored as a California Teacher of the Year, for his accomplishments in the classroom, and for the use of technology to empower minority students.

Cesar Gomez, South San Francisco High School Freshman, Roadtrip Nation
Gomez is a first-year AVID (Advancement Via Individual Determination) student and has already attended an AVID field trip to UC Santa Cruz and San Jose State to begin exploring his college options.

Ashley Nand, South San Francisco High School Sophomore, Roadtrip Nation
Nand is an active AVID (Advancement Via Individual Determination) student. She has taken multiple honors classes and makes her academic work a priority.

Gever Tulley, Founder, Tinkering School
A self-taught computer scientist who holds multiple technology patents, Gever’s expertise is really in thinking. Gever has taught workshops and made presentations to both kids and adults in a variety of settings, including Maker Faire, PopTech, Stanford University, Google, and TED. Gever’s famous rule while babysitting, “If you’re going to play with fire, we have to go outside.”

Gary Gaber, President, Chief Creative Officer Escape Hatch Entertainment
Gaber is the driving force behind Escape Hatch Entertainment, a game and video production company specializing in game creation, video and film effects and consulting. EHE has been involved in many creative projects, including creation of “Immune Attack” teaching students about the world inside the human body, “Discover Babylon” a video game that teaches ancient history, corporate videos, motion picture special effects and computer game consulting.

Tony Jackson, Vice President for Education, Asia Society
Jackson oversees a multidisciplinary approach to create Asia Society’s programs and influence policy to support every student graduating prepared for the 21st century global economic and civic environment. Previously at Asia Society he was the Executive Director of the International
Studies Schools Network, the nation’s first network of small, effective, internationally-themed secondary schools in underserved communities across the country.

Dr. Myra Strober, Professor, Stanford University

Strober is a labor economist at Stanford University where she is Emerita Professor of Education and Emerita Professor of Economics at the Graduate School of Business. She was founding director of Stanford’s Center for Research on Women (now the Clayman Institute for Research on Women in Gender), President of the International Association for Feminist Economics and Program Officer in Higher Education for Atlantic Philanthropies. Her book on interdisciplinarity, Challenging Habits of Thought: Conversations Across the Disciplines, will be published in 2010.

Mike Marriner, Co-Founder, Roadtrip Nation

Marriner is the Director and Co-founder of Roadtrip Nation. Feeling that his education was not connected to the real world, upon graduation he hit the road in an old, green RV to interview leaders across America and learn how they got to where they are today. That roadtrip was featured in Forbes Magazine and later turned into the book, Roadtrip Nation. Roadtrip Nation has developed a new high school curriculum, which help students and educators in under-served communities connect their education to the real world.

Dr. Joel Westheimer, Professor, University of Ottawa

Westheimer teaches, researches, and writes on democratic engagement, social justice, service learning, and community in education. Prior to moving to Canada, he taught at New York University and Stanford.

Matt Fritzinger, Founder, NorCal High School Mountain Bike Racing League

Fritzinger’s Berkeley High Mountain Bike Club has been a huge success and eventually led to the creation of the NorCal High School Mountain Bike Racing League. The program has spread to Southern California and Colorado, and Fritzinger launched the National Interscholastic Cycling Association this Fall. In 2010, over 1000 kids are expected to participate in his racing program.

Neeru Paharia, Founder, Peer 2 Peer University

Paharia, a 5th-year doctoral student at Harvard Business School, is interested in finding ways for people to consume more consciously. Previously, Paharia was on the founding team at Creative Commons serving as Executive Director. During that time she founded ccmixter.org, a music remixing website, and helped build a new semantic search engine. She volunteers on related projects that leverage the internet to make education more accessible, as co-founder of Peer 2 Peer University and acadwiki.org (a ‘Wikipedia’ for academic research).

David Calkins, Founder, ROBOlympics

Calkins is a widely respected robot builder and expert. He teaches robotics and computer engineering at San Francisco State University, is the president of the Robotics Society of America, Founder of the international ROBOlympics competition, Program Chair of the RoboNexus Consumer and Entertainment Expo, and co-chair of the RoboSoC competition for the Federation of International Robosoccer Association. He recently co-founded a company to build competition robots and home-based consumer robots.

Deborah Quazzo, Co-Founder, NeXtAdvisors, LLC

Quazzo is a 20 year veteran of investment banking. In 2001 Quazzo co-founded ThinkEquity Partners with Michael Moe and was President and Head of Investment Banking. ThinkEquity was acquired in March 2007 by London-based Panmure Gordon where Quazzo served as a Board member until her resignation in October 2008. A longtime banker to the education sector, clients have included Franklin Covey, The Princeton Review, Plato Learning, Thompson Corporation, Reed-Elsevier, American Public Education, and K12, Inc.

Hal Plotkin, Senior Policy Advisor, Office of the Under Secretary, United States Department of Education

Plotkin is the Senior Policy Adviser in the office of the Under Secretary of Education in the United States Department of Education. Previously, Plotkin served as president of the board of the Foothill-De Anza Community College District’s Governing Board of Trustees. Prior to joining the federal government, Plotkin was a Silicon Valley-based journalist and commentator, a founding editor of public radio’s Marketplace program and a former columnist for CNBC.com and SFGate.com, the website of the San Francisco Chronicle.
Action Collabs have been designed as action-based, brainstorming and problem-solving experiences in which participants use new tools, skills, and learnings to create educational impacts at the student, institution, and national levels. Facilitated small groups will identify opportunities for change, design possible solutions, test and prototype creations, and present ideas back to the group at large.

**Action Collab 1: Identifying Opportunities**  
Revisit familiar educational problems with fresh eyes. Consider voices that might challenge your world view. Knowledge collaboration is essential to solving big, intractable problems.

**Action Collab 2: Design**  
Build on the research done in Action Collab 1. Create a range of potential solutions that explore a broad range of possible programs from not-yet-created to already in existence. Design encourages a multitude of thoughts.

**Action Collab 3: Prototype**  

**Action Collab 4: Scale and Spread**  
In a short amount of time, you have created a kernel of an idea. Now is the time to share it with the group through storytelling, video, or another type of presentation. Focus on the audience needed for your idea to proliferate.

“Our action-based design aims to have everyone leave with a set of tools to start pushing the needle from wherever they are now. If you have enough people pushing from different levels, you get past things which have appeared as roadblocks in the past.”

Jonah Houston
Action Collab
Co-designers:
Jonah Houston, IDEO Designer
Lisa Petrides, ISKME President

Action Collab Leaders:
Chris Miller, improvisational teacher and performer
Dr. Erin O’Connell, professor, performer, philosopher
Dale Dougherty, publisher, editor, Maker Faire creator
Eda Roth, communications consultant, actress

Action Collab Facilitators:
Lead Facilitator: Jonah Houston, product and systems designer
Elizabeth Doty, organizational learning consultant, coach, educator
Cathy Goerz, creative producer, workshop facilitator, filmmaker
Dr. Betsy Hasegawa, organizational consultant, educator, researcher
Dr. Carl Mack, cultural diversity, group dynamics, human relations consultant and facilitator
Leslie Salmon-Zhu, graphic recorder
Andrea Savari, foresight and strategy developer, researcher, sense-maker
Megan Simmons, teacher, trainer, environmental educator
Tom Stat, business developer, designer
Samantha Wayne, social marketer
We feature arts throughout the Big Ideas Fest because we believe that the arts are a foundation of education. From performances to artist installations to experiential Action Collabs to the interactive Media Lounge, we invite you to activate your big ideas by engagement with the arts.

Media Lounge This is your space to innovate. Use a flip cam to capture Fest moments and upload them to our YouTube site. Interview fellow participants for our radio station bigideasfest.fm. Brainstorm on the SmartBoard. Create, mix, and share. Open from 6:00am until late. Location: Pacifica

Roadtrip Nation Students from South San Francisco High School’s AVID (Advancement Via Individual Determination) program will be on hand interviewing Big Ideas Fest participants about how they defined their own roads in life. The interviews are from 4:15pm to 6:30pm on Monday and Tuesday. Location: Miramar

Open Space Collab An open room with a mic and no agenda. Self organize impromptu meetings and presentations to uncover and discuss your big ideas. The Open Space Collab is available from 4:15pm to 6:30pm on Monday and Tuesday. Location: Miramar

Buttonology Take interactions to a new level as you collect and trade Big Ideas Fest buttons, such as Took biggest risk, You inspired me, Blogged, Best team player and Explored the tide pools.

EduTrees Interact with Sculptor/Installation Artist Robert Bengtson’s art installations that use the blank leaf as a starting point to collect and share your ideas, concepts, and inspirations. EduTrees are clustered in thematic groves throughout the Fest.

Center Moves This San Francisco based group of internationally-renowned movement artists, teachers, and technologists, will perform both an introduction and a reflection piece at the Fest. The group offers tools, teachings, and performances in support of creating active, real-time connections with the body. Center Moves is comprised of Brenton Cheng, Christine Call, Vitali Kononov, Laura Stokes, and Albert Mathias.

Deconstructed Pianos Mauro Di Nucci deconstructs pianos to invent new sounds and sculpture, which will inspire us throughout the Fest. Join the discussions at oerarts.ning.com to see how ISKME’s Teaching Fellows are applying his approach of remix and creation, integrating his unique art form into multidisciplinary K-12 lesson plans and activities.”

www.bigideasfest.org

about ISKME

Big Ideas Fest is a production of the Institute for the Study of Knowledge Management in Education (ISKME), a pioneer in knowledge sharing and educational innovations. An independent, nonprofit research institute established in 2002, ISKME is well-known for its award-winning OER Commons as well as its international research agenda on information use and knowledge collaboration in K-20 education.

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