



12th Annual Education Industry Days

February 23-24, 2012, Liaison Hotel, Washington, DC

Wednesday, February 22, 2012

2:30-4:30 EIA Board Meeting

1:00-4:30 Optional Pre-Conference (additional fee required)

Accreditation 101: Why It's So Critical to Your Business

As a powerful hallmark of quality and rigor, becoming accredited immediately sets your center or school apart from the competition. It also opens new doors with public school districts. But what are the steps involved and how much time and effort is involved. This session will explain the key steps in the application process, learn to use data to make instructional decisions, and getting ready for the site visit.

Speakers: Hank Cram and Hen Kastle, Middle States Association

4:30-6:00 Registration Opens

Name Badge Sponsored by Huntington Learning Centers
Tote Bags Sponsored by Brienza Academic Advantage

5:00-6:00 Welcome Reception

Participants: Dinner on your own

(EIA-NIPSA Boards to dine together)

Thursday, February 23, 2012

8:00-8:30 Registration/Continental Breakfast

Sponsored by ATS Project Success

8:30 -9:45 Welcome and Opening General Session

Waiver Impacts and New Opportunities

States have new flexibility to redesign their accountability and school improvement systems among other areas of reform under waiver applications from the Administration. What has the

first round of approved plans reviewed and what are some implications for future legislative priorities of the Administration and what role can the private sector play in support of these policies?

Speaker: Michael Yudin, Acting Assistant Secretary for the Office of Elementary and Secondary Education, USDE

9:45-10:45

State Efforts to Continue Reform

Waivers have created mini-laboratories of reform initiatives spanning teacher evaluation, accountability, data systems, Common Core, assessment, and school improvement. Most, but not all states sought new flexibility from the USDE. Speakers will highlight models in their respective state that use public-private partnerships, that may be created by the waivers or implemented under current legislative authority

Speakers: Jim Kolhmoos, Executive Director, National Association of State Boards of Education

Gayle Manchin, Chair of NASBE

Moderated by Alyson Klein, Education Week reporter

10:45-11:00 Networking Break

11:00- 12:00

Personalized Learning Solutions: Is K-12 Education Technology Finally Disruptive?

One-to-one computing, now more than ever, creates exciting opportunities to create personalized learning plans for students, just like a “play-list”. What are some examples of how these technologies are deployed and how does it affect student learning in the classroom or in supplementary services?

Speakers: Scott Drossos, Pearson

Michael Connelly, Mosaica Education, Inc.

12:00-1:30 Luncheon/Key Note Speaker

If We Can Put A Man On The Moon

He will discuss the increasingly complex business of delivering quality, game-changing initiatives to an increasingly demanding public. He will describe the 7 traps that governments and their private-sector partners often fall victim to as they try to put policies and programs into place, and how we can avoid these traps.

Speaker: William Eggers, Global Director, Public Sector Research,

Deloitte Consulting, LLP

1:45-2:45

Are Your Planning for an Exit Strategy?

At some point, as a business owner, you will want to or need to exit your school or tutoring business. Your exit might involve a transfer to a family member, a sale to a key employee, or a sale to a third party investor. How will you ensure that your transition will be successful?

Speaker: Richard Jackim, Exit Planning Institute

2:45- 3:00 Networking Break

3:00- 4:00

Using Social Media to Build Brand and Market Your Services

If there is one thing to know about organizing your new social media campaign, it is that you don't hire the intern to do this. Sure Digital Natives understand the tools but you need a sophisticated professional to help you identify your goals, build your presence and monitor/evaluate the effectiveness of your campaign. The presentation will provide an overview of the key steps in framing a campaign and highlight commercial tools that companies can use to maximize its effectiveness.

Speaker: Doug Palmer, Deloitte, Inc.

4:15-5:15

Johns Hopkins University- School of Education Partnership with EIA

These two organizations have teamed up to create new services that support the development of current and future education entrepreneurs. This session will highlight some of those services including new courses/certifications/advanced degrees that train professionals for careers in the industry and/or in the classroom or as school leaders; third-party documentation of the efficacy of a company's programs; and expanded capacities for school turn-around.

Speakers: Henry Smith Johns Hopkins University School of Education
Steve Pines, EIA

6:00-7:00 Networking Reception

(Dinner on your own)

Friday, February, 24, 2012

7:30-8:00 Continental Breakfast

Sponsored by SESI

8:00-9:00

Presentation of the Friend of the Education Industry Award

Sponsored by Michael R. Sandler, Education Industry Group

Outlook for the PreK-12 education Industry in the US and Globally

What are the key environmental drives over the next 3-5 years that will affect the business climate for PreK-12 education, including public education, private schools and supplemental services. In this context, what segments are growing faster than others? What is the outlook both in the US and in key international markets. And what are specific strategies to expand overseas?

Speaker: Rob Lytle, The Parthenon Group

9:00-10:00

How Cloud Computing is Revolutionizing Education

Changing expectations from students, parents, and the public who foot the bill are redefining our notion of public education. The Cloud continues to play a pivotal role in this consumerization (and ultimately globalization) of education. Cloud technology can help enable personalized, interactive, and collaborative learning delivered via evolving combinations of face-to-face and virtual models that break geographical and language barriers.

Speaker: Lynn McNally, Loudoun County Schools and Member, CoSN Board of Directors

10:00-10:15 Networking Break

10:15-11:15

Outlook for SES in the World of Waivers and ESEA Reauthorization

The Administration has invited States to waive out of school improvement mandates including SES. From a careful review of the waiver applications submitted thus far, what do we know about the prospects for after school tutoring? And how are ESEA reauthorization proposals in Congress handling federal mandates like SES? In this context, what may be future academic support services for students that may create opportunities for education entrepreneurs.

Speaker: D'Arcy Philps, Penn Hill Group

11:15-12:30

Outsourcing Opportunities in Alternative and Special Education

Public schools increasingly seek vendors to carryout special instructional services through outsourcing agreements. These services sometimes target students at-risk of dropping out or those who have already dropped out of school. Other districts seek partners for special education students. With tight budgets, outsourcing may increase. Panelists will share their strategies for forming these partnerships.

Speakers: Allan Blau, Cornerstone Schools
Mark Claypool, Educational Services of America
Michael Kaufman, SESI

12:30 Wrap up and Adjourn