FAEDS

FLORIDA ASSOCIATION OF EDUCATIONAL DATA SYSTEMS

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Bill White
Valencia College

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David Jasa
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Membership Chair:
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Marybeth Windham
Baker County Schools;

Patti Barney
Broward College;

Feng Hou
State College of Florida;

Betsy Wetzel
Brevard Community College;

**Conference Planner & Local
Arrangements Chair**
Patsy Warmack

Dear Conference Attendees:

Welcome to the 2011 FAEDS Conference!

This annual event has been the centerpiece of this organization since its inception. We like to think that it has been the single forum that attempts to bring together administrative and academic IT practitioners from the range of Florida's K-20 institutions.

Every year the FAEDS Board, with the assistance of the organization's members, develops the program content to reflect those issues and themes that are of contemporary and immediate concern to the Florida educational IT community.

This year is no exception, thanks to your contributions the program continues to evolve and improve. Our keynote presentations focus on the issues we are all facing with the influx of mobile devices, digital content and social media in the educational environment.

Our sessions span the issues that continue to confront and challenge us all: Mobile devices, social media/device policies, Learning Management Systems and other recurring themes.

Our business sponsors, partners and vendors will again provide us with a look at the range of technological solutions and tools that not only attempt to address our common problems but are also reflective of the current state of technology in our profession.

Both the Business Partner Tuesday sessions and Casino night have become veritable fixtures of the Annual Conference. Extensive participation in the Tuesday sessions will also enhance your chances of success in Casino night.

As is typically the case for our roles in education, we are facing ever changing landscapes. Change can bring opportunity for continuous improvement. We believe that this event educates and builds networking relationships amongst technology administrators throughout the state. We hope the outcome of this network brings continuous improvement to our local organizations.

As outgoing and incoming Presidents of FAEDS we feel it is important to recognize the contributions of all of you that year after year have given your efforts, energy and enthusiasm to making the Annual Conference the signature event of our organization. It is and has been a pleasure and privilege to work for and with all of you.

Thank you,

Bill White, 2011 FAEDS President and David Jasa, 2011 FAEDS President-Elect

Keynote Speakers

Rovy Branon

Associate Dean of Online Learning & Technology
University of Wisconsin

Rovy Branon is associate dean of Online Learning and Technology within the University of Wisconsin-Extension's Continuing Education, Outreach and E-Learning division. Rovy was appointed as the executive director of the Advanced Distributed Learning Co-Lab in 2007 and is adjunct faculty in in instructional systems technology at Indiana University. He also leads the University of Wisconsin System eCampus, a gateway to 100+ online degree and certificate programs across the 26 campuses of the UW System.

Rovy's professional experience includes more than 17 years of leading teams in instructional multimedia projects, extensive web-based instructional development and research on human performance. He has several published journal articles and regularly speaks at conferences on educational technology, innovation, and leadership. Rovy graduated summa cum laude with a degree in psychology and completed his master's degree in instructional systems technology at the University of North Carolina at Charlotte. He completed his Ph.D. in instructional systems technology at Indiana University Bloomington.

Myk Garn

SREB Director, Educational Technology

Myk Garn is the Director of Educational Technology for the Southern Regional Education Board (SREB). The SREB was founded in 1948 as a nonprofit, nonpartisan organization that works with leaders and policymakers in 16 member states to improve pre-K through postsecondary education. Myk directs the SREB Educational Technology Cooperative which provides information and analysis on the potential impact of educational technology to guide schools, colleges, state education agencies, and legislative policy makers as they create and expand effective uses of technology.

Prior to joining SREB in May 2008, Dr. Garn was Associate Vice President for eLearning at the Kentucky Council for Postsecondary Education (CPE) where he served as Executive Director of the Kentucky Virtual Campus managing the strategic initiatives and day-to-day operations of the Virtual Campus and leading statewide distance education policy and technology efforts. During his nine-year tenure in Kentucky Myk also served as the founding Chief Academic Officer for the Kentucky Virtual University and as Senior Advisor for Academic Affairs for the Academic Affairs unit of CPE. Prior to Kentucky he served as Director of Distance Education for the University System of Georgia, Executive Director of the Instructional Technology Development Center at Lamar University in Texas, as producer of the award winning "Techniques of the Masters" satellite television series for Eastman Kodak Company, as manger of the Ocean Photo Centre in Grand Cayman, B.W.I., as a photography instructor at Lansing Community College and as a commercial photographer in Lansing, Michigan0.

Dr. Garn received holds a B.A. in Photography from Brooks Institute, an M.A. in Educational System Design from Michigan State University, and a Ph.D. in Educational Policy Evaluation from the University of Kentucky.

Keynote Speakers

Dr. Bill McBride

Independent Consultant and Author-in-Residence for Houghton Mifflin Harcourt

Bill McBride is a former middle and high school teacher and Reading Specialist. He holds a Masters in Reading and a Ph.D. in Curriculum and Instruction from the University of North Carolina at Chapel Hill. Bill is an independent consultant and the Author-in-Residence for Houghton Mifflin Harcourt and has contributed to the development of a number of their textbooks. He is most well known for his heartwarming novel Entertaining an Elephant. In its18th printing and used by school districts across the nation, the book tells the moving story of a burned-out teacher who becomes re-inspired with both his profession and his life. The sequel to this book, entitled Carrying a Load of Feathers, came out in 2009. He has also published Building Literacy in Social Studies and If They Can Argue Well, They Can Write Well, which shows teachers how to use simple classroom debate to teach internet research, critical thinking, and persuasive writing. Bill's latest book, What's Happening? is a Response to Intervention program for Tier 2 students. Bill presently trains teachers in student engagement, gender brain differences, using technology in the classroom, vocabulary development, and content area reading methodologies.

Mark S. Valenti CTS
Founder, President and CEO of the Sextant Group, Inc.

Mark Valenti is Founder, President and CEO of The Sextant Group, Inc., an internationally recognized design and consulting firm specializing in audiovisual and information technology solutions for the built environment. Mark has a particular interest in higher education: since 1995 he has worked on more than 200 campuses across North America designing cutting-edge learning spaces. Valenti holds a B.A. in Economics from The Pennsylvania State University and a certificate in Audio Engineering from The University of Bridgeport. Mark is a faculty member of the Facilities Management Institute of the Association of Higher Education Facilities Officers, past Chair of the Council of Independent Consultants in Audiovisual Technologies, and past president of InfoComm International. He is a member of the Society for College and University Planning, the Audio Engineering Society, and the Acoustical Society of America.

Cameron Evans
National and Chief Technology Officer
Microsoft Corporation

As the first, national and chief technology officer of Microsoft Education, Cameron Evans is responsible for shaping and executing Microsoft's technology and National Agenda in US Education. As Microsoft's Education Chief Technology Officer (CTO), Cameron's principle work focuses on strategic, sustainable reform for schools and universities across the nation. Cameron is a member of Microsoft's Education Leadership Team and is the national spokesperson for STEM Education, school innovation, and transformation.

Before joining Microsoft, Cameron was an education chief information officer (CIO) and district executive. Cameron is a US Air Force Veteran. He holds a bachelor's degree in management-computer information systems from Park University. As a life-long learner, Cameron is currently completing his Master in Business Administration in Global Leadership at The University of Texas at Dallas. He enjoys writing, producing music, eating dessert first; and international travel with his bride and daughter.

FAEDS Board Members

2011 – 2012

President and Webmaster	Bill White	Valencia College
President-elect	David Jasa	St. Lucie County School Board
Secretary	Betsy Hacker	College Center for Library Automation
Treasurer Dr.	John Opper	Florida Distance Learning Consortium
Membership Chair	Candy Garcia	NEFEC
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Conference Planner & Local Arrangements Chair	Patsy Warmack	

Scholarships

$18,000 Awarded in FAEDS Scholarships for 2011

August 19, 2011 FAEDS announced the 2011 scholarship recipients. There are six (6) recipients who will be attending one of the Florida Colleges or Universities.

The Teacher Scholarships were awarded to:

- Tilisa Skerczak

The Dr. Robert W. Sims Memorial Scholarships for post-secondary students were awarded to:

- Evan Richardson

- Hunter Hart

The William J. English Scholarships for high school seniors were awarded to:

- Bryan Wilder

- Cody DuClos

- Jonathan Burnett

The FAEDS membership congratulates these individuals and wishes them well in their educational pursuits.

Your total solution provider for the 21st century classroom.

Classroom Technology Solutions is an innovative company that applies new thinking to the challenges faced by K-12 educators. We explore how technology products can be bundled to create simple, comprehensive and cost-effective solutions. We provide a complete line of audio-visual equipment, projector mounting, anti-virus, and more. Learn how we can meet your needs today!

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Conference Schedule

September 25 – 28, 2011

Sunday, September 25, 2011

2:00 PM - 6:00 PM	**FAEDS Board Meeting** (Governor's Board Room) FAEDS Board Members only
2:00 PM - 5:00 PM	**FCITL Board Meeting** (Boca I) FCITL Board Members only
2:00 PM - 6:00 PM	**Registration & Information** (Caribbean Foyer) Conference Registration Open
6:30 PM - 10:00 PM	**Sunday Welcome Reception** (Boca Foyer and Patio) **Sponsor - Hayes** (Education Attendees Only)

Monday, September 26, 2011

7:00 AM - 7:50 AM	**Continental Breakfast** (Caribbean Foyer) **Sponsors - IBM, VMWare & Epson**
7:30 AM - 5:30 PM	**Registration & Information** (Caribbean Foyer) Conference Registration Open
8:00 AM - 9:15 AM	**Opening Keynote: Rovy Branon: Technology, Change, and the Future of Education** (Caribbean VI and VII) Welcome and Opening Keynote. Rovy Branon, Associate Dean of Online Learning and Technology within the University of Wisconsin-Extension's Continuing Education, Outreach and E-Learning Division. Rovy was appointed as the Executive Director of the Advanced Distributed Learning Co-Lab in 2007 and is adjunct faculty in Instructional Systems Technology at Indiana University. He also leads the University of Wisconsin System eCampus, a gateway to 100+ online degree and certificate programs across the 26 campuses of the UW System.
9:00 AM - 3:00 PM	**VENDOR HALL SETUP** (Caribbean III, IV, V) Vendor Sponsor set up only. No attendee admittance to vendor hall during this time.
9:20 AM - 10:10 AM	**Discuss the Latest Social Learning and Collaboration Tools: Google Apps, Gaggle, & Office 365** (Boca II) **Sponsor: Gaggle.** Join Gaggle in a discussion about safety, security and archiving for Social Learning and Collaboration tools. Instant Messaging, SMS texting, mobile access, cloud based storage, and other tools are poised to greatly impact your schools. Learn about Gaggle's 3rd party integration with Google Apps, Office 365, and YouTube. What does an enterprise rollout look like? Who are the stakeholders? What are the benefits? What issues have other districts

Monday, September 26, 2011
continued

	encountered? How do you avoid a nightmare scenario and achieve classroom paradise?
9:20 AM - 10:10 AM	**FCITL General Membership Meeting** (Boca V & VI) During this session the Florida Council of Instructional Technology Leaders (FCITL) will host our semi annual general business meeting. All FCITL members present are asked to attend.
9:20 AM - 10:10 AM	**Florida Distance Learning Update** (Boca I) Dr. John Opper, Executive Director, Florida Distance Learning Consortium. This session will discuss Distance Learning partners, Collaboration, New Technologies and Statewide Activities.
9:20 AM - 10:10 AM	**Private Cloud – How to Save $$$ on your Data Center Operations** (Boca III) **Sponsor: Microsoft**. Presenter: George Scott, Account Technology Strategist, Microsoft. If you have budget cuts you should attend this session to see how you can save money on your data center operations. Come see how you can use software you already own to build your own private cloud that is reliable and secure. Learn how Microsoft's focus can help you save money while streamlining your operations across many of your platforms.
10:10 AM - 10:30 AM	**Morning Break** (Caribbean Foyer) **Sponsor E-Techservices**
10:30 AM - 11:20 AM	**"The cutting edge: Education Solutions Development" (ESD, Inc.)** (Boca III) **Sponsor: Education Solutions Development.** Let ESD (Education Solutions Development) help you improve the efficiency of your core systems in your race to the top. ESD's latest offering provides the most comprehensive software solutions specifically created for the Florida K-12 education community. Designed with Florida State reporting in mind, these systems provide a solid frame work for the easy aggregation of your data for federal reporting as well. Additionally, our iterative implementation process allows for a safe process for larger districts to move forward in manageable steps. Our easy to use .NET suite is comprised of these four modules: • ESD.NET 2.0 Student Information System • ESD. NET 2.0 GradeBook w/Parent and Student Portals • ESD.NET 2.0 Financial Management • ESD.NET 2.0 Human Resources/ Payroll System w/Employee Portal. Join our session on "The cutting edge: Education Solutions Development" (ESD, Inc.). Chocolate and conversation will flow throughout the session, and a Flip Video Camera will be given to one lucky participant. We can efficiently and affordably bring your school district

Prepare your district's data for its next challenge

The demands for information today require that your core systems provide you with the flexibility and accessibility above and beyond the hardwired systems of past decades. Proprietary, Batch and Silos have been replaced with Open, Interactive and Interoperability. Is your district ready for the next technology cycle of Clouds, Apps and Social Networking? And these are just the technology demands.

Add to this the latest governmental requirements for calculating performance base pay increases, instructional improvement systems and the prospect of moving to a transactional state reporting process. Can your district afford to hold on to its antiquated steam locomotive that drags around the data that controls the direction of where your district needs to be?

Whether it's putting a student's critical information at a teacher's fingertips, providing a parent with a direct communication channel to the school or giving an employee a single location to find all of their employment information ESD's solutions put your district's data in a position to address today's challenges and prepare for tomorrow's.

Education Solutions Development (ESD) has been meeting the challenge of keeping educational institutions ready for the next level for over 30 years. We produce, implement and support a complete suite of integrated applications for educational administration, including business modules (Finance, Payroll, Human Resources and Florida State Reporting) and student modules (SIS, Gradebook, Parent Portal and Florida State Reporting). We can also provide customized solutions at district affordable prices.

Stop by booth 38 or attend our session *The cutting edge: Education Solutions Development (ESD,inc)* and see how ESD can prepare your district's data for its next challenge.

Education Solutions Development, Inc.
200 West 22nd Street
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Conference Schedule - *September 25 – 28, 2011*

into the 21st century. You can't Race To The Top without an efficient engine to haul your data. Don't miss this session.

10:30 AM - 11:20 AM **E-Pub: How to Create Interactive E-Publications** (Boca II) Gordon Worley, Senior Training Specialist, FCIT/USF, Shawna May, Director of Informational Technology, Okeechobee County Public Schools. Learn how multimedia and self publishing can change books from text and images into interactive excitement with opportunities for exploratory learning. This session will look at best practices for creating accessible e-books for distribution. Participants will learn how to design and export an ePub book using a variety of software and online tools. An eBook can be opened with the iBook app on an iPad, iPhone or iPod touch, provides adjustable size text, contextual definitions for words, and supports embedded images, audio, and video. Learn how educators can create their own e-books for distribution to their students and how students can create e-books for sharing.

10:30 AM - 11:20 AM **Managing Complexity in the K12 Environment using ITIL - A Case Study** (Boca V and VI) Dale Briscoe, Network Analyst and David Jasa, ITS Program Manager; St. Lucie County Public Schools. With the explosive growth in the use of hand-held smart devices, social networking and ever widening digital content by K12 students in the past five years, just keeping pace with the technology itself has become a major challenge for IT professionals. Couple that with the hectic pace of change in overall technology infrastructure and you can begin to understand the wave of complexity that has been lately washing over IT departments in K12 education. At the same time, financial constraints are forcing these departments to devise more creative ways to deal with the challenges.Just over two years ago, the St. Lucie County School District decided to tackle this problem by adopting the best practices outlined in the Information Technology Infrastructure Library (ITIL V3). In those two years we have made dramatic progress in managing increasing complexity while actually decreasing the size of the department. We have fully implemented the major elements of the ITIL Service Operations stage, which include a Technical Service Desk and a geographically dispersed Field Service Organization. We are now beginning the process of implementing the Service Design and Service Transition stages of ITIL. The purpose of this session is to describe our experiences and demonstrate the resulting increases in the department's ability to deliver quality IT services in an every more complex environment.

Conference Schedule - *September 25 – 28, 2011*

11:30 AM - 1:15 PM   **Lunch & Keynote: Myk Garn: What Change Agents Need to Change: Learning from our WORST Practices** (Caribbean Ballroom I & II)
Luncheon Sponsor – CDWG. Keynote: Myk Garn, Director, Educational Technology, Southern Regional Education Board. The rapidly moving work of eLearning, with its endless pressure to improve quality, cut costs, and increase access, requires leaders who are comfortable with, and ready to learn from, "educational failure." "If you aren't making mistakes – you aren't learning" is a powerful, but risky, heuristic. Conversely, trying to avoid mistakes by following the "best practice" mantras of consultants and project managers diminishes the competitive advantage of being different. Imitation may help you catch-up but, as www.slowleadership.org noted, unless your circumstances are static "What worked so well in yesterday's world becomes a liability in today's…and a recipe for disaster in tomorrows." At their best, best practices enable you to copy someone else. But identifying WORST practices enables and empowers both immediate change and positioning for innovation. This Collegial Confessional will stimulate confessions, conundrums, and conclusions from the presenter and audience alike – all in the name of wisdom. Participants will emerge from this session expecting to make mistakes – knowing then can learn from them – and ready to lead the way towards more profound and informative WORST practices!

1:15 PM - 2:05 PM   **Accessibility on the iPad for Blind, Deaf and other ESE Students** (Boca II)
Presenter: Shelly Ardis, Executive Director of Technology at the Florida School for the Deaf and Blind (FSDB). The iPad comes with an accessible OS out of the box for learners who are Blind or who have other exceptionalities. Many apps are available as well to enhance learning and to provide access to information and to increase participation at a fraction of the cost of other assistive technology devices.

1:15 PM - 2:05 PM   **Florida's Race to the Top Implementation** (Boca V and VI)
Holly Edenfield, FLDOE Race to the Top Coordinator. This presentation will provide an overview of Florida's Race to the Top Plan, including state and district projects, and provide an update on implementation after the first year of the grant.

1:15 PM - 2:05 PM   **University Communities Next Generation Innovation Project**   **Gig.U**   (Boca I)
Presenter: Michael Barrett, Assoc. VP & CIO at FSU. A broad-based group of 37 universities and communities across the country that was launched on Wednesday, July 27, 2011. Gig.U's mission: is to create a favorable climate

for next generation network test-beds and trigger a new generation of high-speed networking offerings for these communities. • Gig.U seeks to accelerate the deployment of ultra-high-speed networks to leading U.S. universities and their surrounding communities. • Improvements to these networks drive economic growth and stimulate a new generation of innovations addressing critical needs, such as health care and education. • University communities increasingly depend on high-speed networks to educate, collaborate and share large amounts of information instantaneously. • Research in real time has fueled the growth of the global information economy, yet today's market for bandwidth services does not address the particular needs of university communities. • Gig.U universities and their surrounding communities have the most favorable conditions for a market-based, ultra-high-speed broadband strategy, including dense populations and high demand from institutions and residential customers.

1:15 PM - 2:05 PM

Practical Approaches to Securing Mobile Devices in Education (Boca III)
Sponsor: Insight. Speaker: Dave Giles, as your school district increases its connectivity to mobile devices, you face unique challenges for security and management. The availability of new mobile devices such as iPhone®, iPad®, and Android™ has made it easy for students and administrators to get connected from anywhere at any time. The trend to Bring Your Own Device in Education also creates a variety of challenges around the security and management of these individual devices. To complicate matters, the number of malicious threats that touch mobile devices is increasing. Come hear how Symantec can solve your issues with the most comprehensive mobile security and management solutions.

2:15 PM - 3:05 PM

A Dynamic Approach to Business Continuity (Boca III)
Sponsor: Hayes E-Government Resources. Presented by: Brian Nickel, CISA, Principal, Enterprise Architect, Verizon Business. Old sayings usually have some merit, such as, "An ounce of prevention is worth…" Well, how much is it worth? Given the increasing level of technology utilization in the delivery of educational material as well as in managing mobility requirements and existing IT operations, it is important to incorporate a dynamic risk management approach to business continuity initiatives. This presentation will explore the business continuity topic from a risk-based, multivector viewpoint. This session will be informative and interactive, so bring your ideas and questions. You'll be better prepared to define the value of prevention vs. the cost of failure.

Monday, September 26, 2011
continued

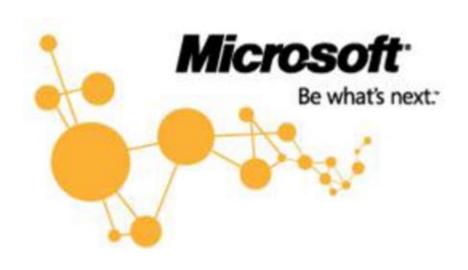|	
2:15 PM - 3:05 PM	**Employee and Student Desktop – A Framework for K-12 – Our Journey into the CLOUD** (Boca I) Scott Hansen, Director, Technology and Information Systems Marion County Public Schools. Learn how Marion County is developing a framework with their Employee and Student Desktop and see how this transition is redefining the desktop. The live demo will provide an overview of how Marion County integrated the Stoneware, Inc. web based delivery of the data center for students and staff of Marion County including the SSO delivery of live@edu, Skydrive access for staff and students and a number of other student and staff applications integrated into the Employee and Student Desktop. See how students and staff access information beyond the school walls in Marion County. No more VPN, web-enable every device to access information through this framework
2:15 PM – 3:05 PM	**Is iPad the answer to classroom computing?** (Boca II) Feng Hou, CIO, State College of Florida, Kelly Monod, Head of School, SCF Collegiate School. This presentation will provide our answers to the question by examining the following areas: 1. Choice - How teachers use apps in the classrooms, and how to align with lesson plans. 2. Access - How added benefit of having access to LMS, and thus the students can always get to their assignments without having to worry about whether the teachers have a website with things posted. 3. Collaboration - Students benefit because they have a technology that limits physical barriers, and group work is facilitated. 4. How we manage iPad apps for instructional needs.
2:15 PM - 3:05 PM	**Social Media in Education** (Boca V and VI) Facilitated by Larry Nanns, Dept. Manager, Web Communications, Hillsborough County Public Schools. This session will consist of a Panel Discussion about successful implementations of social media, some pitfalls, and a discussion of why social media is important to education. Panel members include: * Jack Davis, Exec. Director of the Hillsborough Center for Technology In Education, * Louis Zulli Jr., Technology Coordinator, Center for Advanced Technologies, Lakewood High (Pinellas County), who was awarded first place in the Use of Technology for Learning category for his "Center for Advanced Technologies News and Information Portal" (CATNIP) project of the 2011 U.S. Innovative Education Forum (IEF) (From Microsoft), * Rebekah Raulerson- School Board member from Union County Schools, * John Lien, Orange County Public Schools.
3:00 PM - 7:00 PM	**VENDOR HALL OPEN** (Caribbean III, IV and V)

Mobile Device Learning is coming soon! Verizon Wireless can help you design an "anytime, anywhere" learning solution. Contact Doug Glenn at (954)298-8812 or douglas.glenn@verizonwireless.com to discuss your options.

Conference Schedule - *September 25 – 28, 2011*

3:05 PM - 3:30 PM   **Afternoon Break** (Vendor Hall Caribbean III, IV, V)
Sponsor: Education2020

3:30 PM - 4:20 PM   **E-Rate Program-What's new for 2011** (Boca V and VI)
Presented by Melinda Crowley & Maureen Githens. Presenters will provide information on the latest changes in the erate program for the 2011-2012 funding year.

3:30 PM - 4:20 PM   **Google Apps for Education: A Shared Experience** (Boca II)
Presenters: Matt Frey, Manager, Educational Technology, Brevard County Public Schools, Gary Weidenhamer, Director Educational Technology, Palm Beach County Public Schools, Scott Woodall, Technology Coordinator, Union County School District. Interested in joining the thousands of schools and millions of students, staff and faculty currently using Google Apps for Education? This session will focus on the collective experience of several Florida districts that are in various stages of Going Google. Topics will include Account Provisioning, Acceptable Use Policies, Domain Structuring, Training, and an overview of the Apps and Services.

3:30 PM - 4:20 PM   **Virtualization – Application and Desktop** (Boca III)
Sponsor: VMware. Presenter: James Lewis, Sr. Systems Engineer – SLED. Desktop and application virtualization may not be a brand new concept, but tremendous strides have been made in recent years. As a result, educational systems are increasingly turning to virtualization to reduce expenses and increase the efficiency of deployment, security, maintenance, support and continuity. This session takes a look at the latest trends, resources, and tools.

4:30 PM - 5:20 PM   **How to Integrate your LMS, IPADS and Community of User Devices under One Digital Platform** (Boca III)
Sponsor Fforg, Inc. How is your district going to handle the Management of today's challenges of Online LMS, ETablets, E-Text books along with all the Learning Objects for your District? See how one Digital Platform can Manage, Store and Secure all of today's new Technology challenges for your online Community. An IPAD will be given away at the end of the Session to one of the lucky attendees.

4:30 PM - 5:20 PM   **Internet Safety Programs in the Classroom and for Parents** (Boca V and VI)
Presenter: Shawna May, Director of Information Technology, Okeechobee County Public Schools. Session will be set up in a round table type setting where the participants will share what they are doing in their districts to provide Internet Safety to their students, parents, and community.

Monday, September 26, 2011
continued

4:30 PM - 5:20 PM	**Unified Communication in Education - Tearing down Barriers** (Boca I)

Ken Libutti, Assistant Director of Systems Administration, Broward College. Want to know what the buzz around Microsoft voice solutions is all about? Join us for this session on Microsoft Unified Communications (UC) to learn how Microsoft Lync 2010 and Exchange Server 2010 work together to provide a full spectrum of rich voice communications tools. Voice over IP (VoIP) is the next generation of voice communications and by enabling communications over an IP network and integrating these capabilities with everyday applications like e-mail, calendaring, voice mail, instant messaging (IM), and Web conferencing, you can provide your school with a streamlined communications experience, rather than the disconnected experience provided by existing systems. Attend this session to learn about the capabilities of Microsoft voice communication tools and also to get an overview of how this software takes advantage of your existing telephony hardware infrastructure to obtain these capabilities. If your school is looking to transform your current telephony/voice communications systems, this is a session you will not want to miss!

4:30 PM - 5:20 PM   **Using Wireless Devices in Education – End Users Love It, Administrators – You Best Be Prepared** (Boca II)
Presenter: Ron Dulay, Business Development Mgr. Hayes e-Government Resources, Inc. The Tablet is here!   Along with other wireless devices. Teachers and students love it because they already use it at home! How can you best prepare your schools to use these devices safely and securely?

5:30 PM - 7:00 PM   **Vendor Hall Welcome Reception** (Caribbean Ballroom III-V)
Sponsor - Classroom Technology Solutions, Inc. Enjoy food and refreshments while you meet and welcome our vendor sponsors.

Tuesday, September 27, 2011

7:30 AM - 8:20 AM   **Continental Breakfast** (Caribbean Foyer, VI & VII)
Sponsor - Gaggle & Focus School Software

7:30 AM - 4:30 PM   **Registration & Information** (Caribbean Foyer)
Conference Registration Open

8:00 AM - 4:30 PM   **VENDOR HALL OPEN** (Caribbean III, IV and V)

8:30 AM - 10:20 AM   **Keynote General Session - Bill McBride**
(Caribbean VI and VII)
Sponsored by: Houghton Mifflin Harcourt. Dr. Bill McBride, author of "Entertaining the Elephant," is well known both

Conference Schedule - *September 25 – 28, 2011*

Tuesday, September 27, 2011
continued

nationally and internationally as a humorous and inspirational speaker and engaging presenter of innovative teaching methodologies that meet the learning needs of 21st century digital students. He believes that today's students see more and more of a disconnect between school environments and the outside world. During this interactive session, Dr. McBride will present recent research that clearly identifies six environmental stimuli that get the brain's attention-- stimuli that are inherent in most pieces of technology. Yet educators rarely employ these elements in their teaching to increase student engagement. This highly interactive workshop will model a number of brain-based literacy strategies that utilize all six stimuli, integrate technology tools and resources and consequently get students involved in learning. The presenter will show examples of various technology applications that can be integrated into the learning process to engage all learners. Information technology and Instructional technology leaders will see how digital learning can be achieved when digital technologies come alive with the latest research based strategies. Come prepared to be inspired and have fun. Detailed handouts are provided.
http://www.entertaininganelephant.com/author.html

10:20 AM - 10:35 AM
Morning Break (Caribbean Ballroom III-V)
Sponsored by Sunesys & Progressive Communications, Inc.

10:35 AM - 11:25 AM
Gartner Research Update (Boca V and VI)
Marti Harris is a research director in Gartner Research, where her research area is higher-education technology strategies, including administrative and academic systems, learning technologies, distributed learning, e-learning, social networking, and CRM for enrollment management.

10:35 AM - 11:25 AM
Schools, IT, and Cloud Computing the Agility For 21st century eLearning (Boca III)
Sponsor: UDT. Presenters: Kevin Schmid Florida Public Sector Manager Intel Americas, Daniel Rodriguez VP of Technology Services United Data Technologies, Cloud computing is one of the most talked about solutions on the education scene. School IT managers and educators know firsthand that technology changes—and the potential they create for young learners—have been constant and swift. Each new offering brings opportunities for pedagogy and challenges for deployment. Our presentation will provide a brief overview of cloud computing and some things to consider when deciding if it is right for your school.

10:35 AM - 11:25 AM
The Changing Role of the IT Director (Boca I)
Presenter: Don Manderson, Director IT, Escambia Public

Schools. In order for CTOs to remain relevant and conversant in the emerging PK12 environment they will have to become PK12 pluralists. They will be expected to be knowledgeable not just in the technical apparatus required to deliver a rapidly evolving instructional and operational environment, but also in the directives, guidelines, mandates, theories, and politics involved in the deliberations that precede purchase and deployment. As cloud-based services increasingly dominate the PK12 application delivery strategy the required technical skill set becomes increasingly narrow and deep. This skill set will be dominated by those technical areas that result in high availability and ease of use of the cloud environment and the accuracy and security of the associated data. There will also be an expectation for the ability to substantively contribute to the determination of the relevance and quality of cloud-based services through knowledge of the disciplines being served particularly pedagogy and theories of learning. PK12 CTOs will require a resource that can supply comprehensive and easily accessible information on these topics. This session will explore these topics and will provide examples of the resources that will assist PK12 CTOs with acquiring and evolving this new identity.

11:30 AM - 1:15 PM	**Luncheon & Keynote - Mark S. Valenti** (Caribbean Ballroom I & II) **Sponsor - United Data Technologies**. Keynote: Mark S. Valenti Title: Personal Learning: The Dawn of Mass Customization of Education. The recent economic recession has exposed fundamental weaknesses in the financial model underlying support of public two-year and four-year institutions. Demand for post-secondary education continues to soar even as the US job market lags the post-recession recovery. Meanwhile, districts, colleges, and universities are still in the crosswinds of facilities replacement, renovation, and expansion that began a decade ago. In the midst of this turbulence, real change is emerging in the marketplace: in the use of existing classroom space, in the design of new space, and especially in the application of teaching and learning technologies to genuinely improve learning outcomes at lower cost per student. This session will explore economic realities, market trends in technology, teaching, and learning, and will present a scenario of future educational paradigms.
1:15 PM - 5:20 PM	**Community/State College CIO Meetings** (Boca VII & VIII) Agenda provided to members.
1:15 PM - 2:05 PM	**Digital Content Transition in Florida Schools: A Panel Discussion** (Boca V & VI) Facilitated by Jeanine Gendron, Director, Instructional

Tuesday, September 27, 2011
continued

Technology, Broward County Public Schools. Digital content is rapidly being adopted by school districts in Florida to supplement, enhance and extend learning. Driven by the benefits it brings such as allowing information to be easily updated, enabling virtual learning, and facilitating personalization, school leaders are finding more ways to integrate digital content into daily classroom practice. Recent Florida legislation has also contributed to the rapid transition to digital content and both the instructional and information technology leaders have had to move forward to meet the challenges of making this content available on a 24/7 basis. In this panel discussion, staff from three school districts in Florida, Broward, Escambia and Palm Beach, will share their experiences in integrating digital content and resources. Challenges, issues, successes and best practices will be presented along with a view of future needs to be addressed. Each district will outline its "digital strategy" for addressing the integration of digital content and provide some insight into what it takes to assist teachers and students in making the transformation from print to digital. Audience will have the opportunity to address questions to the panel members and also share their experiences in this highly informative and timely conversation.

1:15 PM - 2:05 PM **Introducing the Instructional Innovation through Interoperability Leadership Council (I3LC).** (Boca I) Presenter: Rob Abel, Chief Executive Officer, IMS Global Learning Consortium. How can districts and states leverage technology to achieve continuous instructional improvement well into the future while efficiently managing IT resource expenditures? By putting in place an agile edtech and curriculum infrastructure based on open interoperability standards. In this session, Rob Abel, leader of IMS Global Learning Consortium, will preview a new collaboration among leading districts that is putting in place a new generation of technical infrastructure to realize more efficient, effective, and continuously improving teaching, learning, and assessment. The I3LC (Instructional Innovation through Interoperability Leadership Council) is being led by 10 top U.S. districts including New York City, Chicago, and Florida Virtual. Come hear how this new program is taking shape and how you can participate.

1:15 PM - 2:05 PM **Protection at the Speed of Life** (Boca III) **Sponsor: Classroom Technology Solutions, Presented by Kaspersky Lab.** The exponential growth in malware and attacks Technology Solutions at the endpoint are outpacing schools IT departments ability to keep pace in light of shrinking IT budgets. Gone are the days of "nuisance" viruses -

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cybercrime is now a multi-billion dollar business and the cost to any organization's reputation and budget cannot be overstated. Now, today's school environments adds social media usage, various mobile devices, consumerization and other IT trends which have erased the security perimeter. We're faced with "The New Threat-scape" in which the endpoint is the first and last line of defense. This educational and informative session will help you understand just how great the malware problem is and you will discover some pragmatic ways IT can reduce the threat of malware in their environments.

2:15 PM - 4:20 PM	**FAMIS Board Meeting (Board Members Only)** (Governor's Board Room) Agenda provided to members

2:15 PM - 3:05 PM   **IBM Framework for the Future of Learning** (Boca III) **Sponsor: IBM.** IBM is working with districts across the US, and in Florida to implement the IBM Framework for the Future of Learning. See how this Framework helps you implement your Instructional Improvement System to meet the requirements of Race to the Top. The Framework provides an effective and efficient tool for the teacher, parent and student to work collaboratively in advancing a student's progress through their education. The portal provides an aggregated view for the instructional leader to monitor the progress of the student's performance. The system takes advantage of data sharing from external agencies for life changing events that may impact a student's performance. Key attributes of the IBM Framework are support for open standards, where the components are flexible and can be modified to adapt to future requirements, and provide a framework for supporting other educational needs. The IBM Framework will support the seamless management of any type of digital content or learning material from any vendor. The IBM solutions components are open to adaption. For example the data model can be modified or extended, analytics can be modified to identify different groups for intervention, intervention strategies can be added or modified, and the reports can be tailored for educators needs. The Framework is based on general purpose components that are extensible such as a data repository, analytics engine, case management, and reporting.

2:15 PM - 3:05 PM   **State and Federal Legislative Update** (Boca V and VI) Presenters: Jon Bernstien (Federal Update) and Bob Bedford (Florida Update). Jon Bernstein, Washington, DC lobbyist for the Consortium of School Networking (CoSN) and Bob Bedford, Tallahassee, FL lobbyist and advisor on educational issues will present on recent and forthcoming federal and state PK-12 legislation. Jon Bernstein works in conjunction

Conference Schedule - *September 25 – 28, 2011*

Tuesday, September 27, 2011
continued

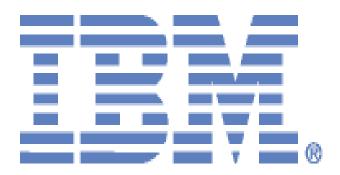|	
	with CoSN and the International Society for Technology in Education (ISTE) to advocate for the national EdTech Action Network (ETAN) agenda. Bob Bedford, CEO of Emergent Design and Development, is a former Deputy Commissioner of DOE and a former Florida superintendent who has transitioned to educational lobbyist and educational consultant roles in Tallahassee. Bob's years of experience with Florida district, department, and legislative politics make him uniquely qualified as a lobbyist and presenter regarding state education legislation. Attendees will be able to see the connections between federal and state education legislation and politics as a result of the information presented in this session.
2:15 PM - 3:05 PM	**Using Mobile Devices in the STEM classroom** (Boca I) Presenter: Martha Green, Instructional Technology Specialist, Collier County Public Schools. Mobile technology usage is pervasive in our student's daily lives, so it is only natural that we harness the power of these devices to jump start learning. This session will address the key components of the CCPS sySTEMic Integration approach to deploy EETT funded mobile learning labs to 8 project schools, from planning through implementation and evaluation. Topics include device selection, acquisition and deployment, app selection including a list of apps recommended for the STEM classroom, staff development needs and delivery, use of small form factor mobile devices for assessment, both formative and summative, and evaluation of the effectiveness of this model. Teachers have reported that use of these devices has injected new energy into their classrooms and provided a springboard for many learning activities.
3:05 PM - 3:30 PM	**Afternoon Break** (Caribbean III, IV & V) **Sponsor Measured Progress & NComputing, Inc.**
3:30 PM - 4:20 PM	**Legislative Advocacy Workshop** (Boca V and VI) Jon Bernstein, Washington, DC lobbyist for Consortium of School Networking (CoSN), will discuss advocacy and provide tips for communicating with districts' legislators both at the local level and in Tallahassee. Mr. Bernstein will draw parallels between the techniques he employs and the caveats he avoids on the Hill in Washington, DC. He will describe the approach districts and professional organizations should employ in their state educational technology advocacy efforts. As a result of the dialog that will take place in this session, Mr. Bernstein will work with Consortium of School Networking (CoSN) to create an Advocacy Tool Kit that can be employed by Florida and other states in their state advocacy efforts. Mr. Bernstein is presenting at the request of the CoSN Council of Florida.

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Tuesday, September 27, 2011
continued

3:30 PM - 4:20 PM	**Mobile Device Management** (Boca III) **Sponsor: Dell Inc.** Dell and Stoneware will discuss Mobile Device management and Browser based access for anywhere any time any device, Smartphones and Tablets are transforming the way education operates by allowing users to become more productive and responsive to academic demands. In addition to institution liable devices, school districts, Universities and colleges are exploring and opening access to student and employee owned devices for access to digital content, email and applications. This expansion of mobility devices and services places a strain on IT through additional challenges such as tighter security requirements, new mobile applications, multiple user access and high expectations from end-users. Dell and Commvault discuss how to intelligently manage the retention lifecycle of information, enabling cost reduction and improved information availability to end users by leveraging object based storage with an integrated archiving solution. Join us for an open discussion.
3:30 PM - 4:20 PM	**Second Life Educators of Escambia County** (Boca I) Presenter: Tom Ingram, Coordinator- Technology Services, Escambia County School District. The Escambia County School District opened Second Life Educators of Escambia County or SLEEC Island in 2009. Teachers have used SLEEC for development of their professional learning networks, virtual conferences with invited speakers from around the country, and formal synchronous professional development for recertification. IT staff from Escambia County will share best practices of how to use virtual environments such as Second Life for professional development and facilitate a discussion of best practices in use in other districts.
4:30 PM - 5:20 PM	**Connecting Observations and Professional Learning at the Speed of Life with the iPad** (Boca II) Andy Howard, Technology Learning Specialist, Walton County School District. With the new Teacher Appraisal system Walton County School District has issued iPads to all school administrators and an Observation tool which allows the principals to observe their teachers and then the evaluation is automatically linked to an online Professional Development system which suggests videos for the teachers to watch to improve their skills in that particular domain.
4:30 PM - 5:20 PM	**Identity-based Internet Filtering** (Boca I) The Escambia County School District implemented an identity-based Internet filtering product in 2010-2011. IT staff from Escambia County will share best practices of how to set up identity-based Internet filtering and facilitate a discussion of best practices in use in other districts.

4:30 PM - 5:20 PM

Technology at Life-Speed – Implementing LIIS (Boca III)
Sponsor: Houghton Mifflin Harcourt. The Pinpoint Integrated Education Suite creates a unique opportunity for Florida Race to the Top districts to implement a truly end-to-end solution for their Local Instructional Improvement System (LIIS). From curriculum management to professional development, from assessment to performance analytics—the Pinpoint Integrated Education Suite from Houghton Mifflin Harcourt helps you put the pieces together to create a meaningful Instructional Improvement System. In this session, Houghton Mifflin Harcourt, a trusted global education leader with a legacy of providing outcome-based education solutions spanning platform, content, and assessment, discusses how an integrated technology platform with innovative functionality and forward-thinking applications can be implemented to meet the key components of the LIIS. Learn how Pinpoint, a robust, feature rich, flexible, highly scalable system includes multiple modules, each with distinct features and functions that are all integrated and accessed from one easy-to-navigate user-friendly interface can be implemented as a holistic system or integrated with existing systems.

6:00 PM - 11:30 PM

Tuesday Night Event & Dinner (Caribe & Boca Foyers)
Reception and Dinner Sponsor: Insight Public Sector; Casino Night Sponsor: Education Solutions Development & Verizon Wireless. Reception at 6:00 in the Caribbean foyer. Dinner begins at 6:30 in Caribbean VI and VII. Casino Night is back! Event will begin at 7:30 after dinner in the Boca Foyer. It's not for real money but is a lot of fun.

Wednesday, September 28, 2011

7:30 AM - 8:20 AM

Continental Breakfast (Caribbean Foyer)
Sponsor - Fforg Inc. & Planet Technologies

7:30 AM - 11:30 AM

Registration & Information (Caribbean Foyer)
Conference Registration Open

8:30 AM - 11:25 AM

Community/State College CIO Meetings (Boca VII & VIII)
Agenda provided to members.

8:30 AM - 9:20 AM

Focus School Software (Boca III)
Sponsor: Focus School Software. Matt Muller, Director of Sales & Marketing. Focus School Software is a Florida-based company that offers software via partner source licensing. This licensing approach allows schools and school districts to participate in the development of the program, thus increasing the flexibility of the system while keeping costs low. The company's flagship product, Focus/SIS, allows for state and local data edits to be integrated into each field of

Wednesday, September 28, 2011
continued

the database. Not only are end-users prohibited from entering data that violates state rules, but also inaccurate or orphaned data is easily identified during the data migration process from a legacy system. Districts can quickly and easily learn the syntax for data edits and program additional edits that can be shared with the larger Focus/SIS user community. The result is incredibly accurate state reports prepared in a fraction of the time it takes users to create surveys in other programs. This session will provide an over view of the Focus student information system and introduce users to these powerful data edits.

8:30 AM - 9:20 AM   **Vetting LIIS Vendors with an eye to the future** (Boca I)
How the Escambia County School District is assessing vendor software solutions with one eye on the minimum standards and the other on integration and interoperability standards. Integration and interoperability are more important than ever as districts construct what we all hope to be a unified and cohesive LIIS. Data from various vendors, including digital instructional material adoption content, must all interplay both now, and in the future. Ensuring compatibility requires that we thoroughly plan by visioning our LIIS and creating rubrics to assess vendor solutions.

9:30 AM - 10:20 AM   **DOE Statewide Longitudinal Data Base and associated issues** (Boca V and VI)
Presenter: Kit Goodner Assistant Deputy Commissioner for Accountability, Research & Measurement Florida Department of Education The SLDS Program is made up of 14 different technology related projects that include initiatives in RTTT and two Statewide Longitudinal Data System federal grants. As part of those projects the PK-12, Community College and Workforce Education data systems will be redesigned and consolidated with a newly designed Education Data Warehouse in order to break down silos of data. Many of the projects in the SLDS Program feed off the redesign effort in that we will provide faster access for researchers to longitudinal student-level data, and we will provide greater reporting functionality to districts and the general public. The outcome of the SLDS Program will significantly benefit both the FLDOE and School Districts by effectively enhancing the FLDOE's ability to gather and disseminate student-centric statewide longitudinal data to school districts and researchers.

9:30 AM - 10:20 AM   **Learner Response Systems: Anytime Student Assessment** (Boca I)
Claudia Leary, Educational Specialist, Miami-Dade County Public Schools (M-DCPS). Learner Response Systems (LRS) are revolutionizing classrooms by allowing instructors the opportunity for anytime student assessment. This innovative

Conference Schedule - *September 25 – 28, 2011*

technology is especially powerful for students with special needs because it provides a safe, non-verbal vehicle through which students can participate, demonstrate their knowledge, and share their opinions. Miami-Dade County Public Schools has recently launched an aggressive assessment project for special education students who are currently enrolled in private schools. Qualifying students in participating private schools now have the opportunity to respond to questions in real time using their own response devices. Student response data can provide teachers with the instant feedback that is critical in driving "just right".

9:30 AM - 10:20 AM	**VDI the future of the Desktop** (Boca III) **Sponsor: CDWG.** David Able, COO, Logics One LLC, How to leverage Virtual Desktop Infrastructure (VDI) to increase reaction time to change, decrease time consuming task like imaging or software distribution, guarantee consistency and lower cost.
10:20 AM - 10:35 AM	**Morning Break** (Caribbean III, IV, and V) **Sponsored by Sunguard K-12 Education**
10:35 AM - 11:25 AM	**DOE update from the office of the CIO** (Boca V and VI) Presenter: Ted Duncan, Deputy CIO, Florida Department of Education
10:35 AM - 11:25 AM	**Microsoft Dynamics CRM 2011: xRM for Education** (Boca III) **Sponsor: Planet Technologies.** Visit Planet Technologies for information and a demonstration on how Microsoft Dynamics CRM 2011 is being utilized within K-12 and Higher Education. Learn how Microsoft Dynamics CRM 2011 is a platform for managing students and student retention, performance analysis, outreach and notification services. Planet Technologies will demonstrate the ease of use with the Microsoft platform including integrations with Microsoft Office 2010 and Outlook. The Microsoft Dynamics CRM 2011 platform can help any organization track the needs of their students, relationships with others, and even their associated grade data from products like Blackboard® and PeopleSoft®. Come see this session to learn how Microsoft Dynamics CRM 2011 and Planet Technologies can transform your current student tracking processes into an easy, robust and integrated platform today!
11:30 AM - 1:15 PM	**Luncheon & Keynote - Cameron Evans** (Caribbean Ballroom I & II) **Lunch Sponsor - Microsoft & Dell Computers.** Keynote: Cameron Evans, National and Chief Technology Office, US Microsoft CTO Cameron Evans will share the company's

Wednesday, September 28, 2011
continued

	perspective on the persistent trend regarding the implications of consumer choice on educational institutions. This conversation will move from devices to data to services to student outcomes and the role of leadership and technology and navigating this new landscape.
1:00 PM – 5:00 PM	**Florida DOE Post Conference Meetings (by invite)** (Regents Board Room)
1:30 PM - 3:00 PM	**COSN Florida Chapter Board Meeting** (Governor's Board Room) COSN Florida Chapter Board meeting

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