



Texas State Board of Education Learning Roundtable Educating the Digital Generation – November 17th, 2015

Page | 1

Invited Presenters

Cat Alexander

Director of Blended Learning
Raise Your Hand Texas (RYHT)
<https://openstaxcollege.org/>

Cat Alexander is the Director of Blended Learning at Raise Your Hand Texas, leading the Raising Blended Learners Initiative (RYHT RBL). The RYHT RBL is helping teams implement blended learning strategies that transform instructional practices, shift to more effective pedagogical models, and lift student achievement in districts across Texas. Prior to this role, Cat Alexander was a consultant for the Bill and Melinda Gates Foundation and a program officer at the Michael and Susan Dell Foundation, where she designed and led investments in blended and personalized learning in district and charter schools across the country. Ms. Alexander was also the founding chief operating officer for Rocketship Education, the first blended learning charter network in the country.

Dr. Richard Baraniuk

Director
OpenStax
<https://openstaxcollege.org/>

Richard G. Baraniuk is the Victor E. Cameron Professor of Electrical and Computer Engineering at Rice University and the Founder and Director of OpenStax. In 1999, Dr. Baraniuk launched Connexions (now OpenStax CNX), one of the world's first and today one of the world's largest "open education" platforms, providing free and remixable e-textbooks to millions of users from 200 countries. In 2012, OpenStax College published the first texts in its growing free and open library for introductory college courses. Today, more than 20 percent of all U.S. degree-granting institutions are using at least one OpenStax text. More recently, through his research in machine learning, he is enhancing the OpenStax textbooks with personalized learning features that optimize each student's learning experience based on his or her background, context, and learning goals.

Dr. Carl Blyth

Director
Center for Open Educational Resources and Language Learning – University of Texas
<http://coerll.utexas.edu/coerll/>

Carl Blyth is an applied linguist specializing in the learning and teaching of foreign languages. Dr. Blyth is the director of a Title VI Center funded by the U.S. Department of Education that focuses on the production and dissemination of open educational resources for foreign language education (K-16).

Brendan Desetti

Director, Education Policy
Software & Information Industry Association (SIIA)
<http://www.siaa.net/etin>

Brendan Desetti is the Director of Education Policy for the Software & Information Industry Association (SIIA). He works with SIIA members and other education stakeholders to identify educational trends and needs, formulate a vision for technology and related policies, address industry and market challenges, and advocate for enabling legislation and government programs at the federal and state levels. He also helps education providers understand the impact of public policies and regulations on their customers in order to better serve educational needs.

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 2

Invited Presenters

Jay Diskey

Executive Director

Association of American Publishers' PreK-12 Learning Group

Jay Diskey is Executive Director of the Association of American Publishers' (AAP) PreK-12 Learning Group. In that role he directs the group's advocacy, public policy development and operations. Prior to joining AAP in June 2006, he headed Diskey & Associates, a public affairs consultancy specializing in education. Diskey has served as communications director for the U.S. House of Representatives' Committee on Education and the Workforce, and as vice president of the education practice at Hager Sharp Inc., a Washington-based public relations firm. In the early 1990s, he was special assistant to U.S. Secretary of Education Lamar Alexander. He earned a master's degree and a bachelor's degree from Indiana University. In April 2014, Diskey was elected to serve as chair of the International Publishers Association's Education Publishers Forum, which is the IPA's education committee. Diskey is headquartered in AAP's Washington office.

John Dragoon

Executive Vice President and Chief Marketing Officer

Houghton Mifflin Harcourt

<http://www.hmhco.com>

As Executive Vice President and Chief Marketing Officer of Houghton Mifflin Harcourt (HMH), John Dragoon is responsible for the company's branding, product portfolio, and marketing strategy and operations. Prior to joining HMH in April 2012, John served as chief marketing officer and channel chief of Novell, where he led the company's Marketing and Partner programs for more than seven years, after previously serving in senior strategy and marketing roles for Art Technology Group, Internet Capital Group, and IBM. He holds an MBA from Cornell University and a bachelor's degree from Union College.

Dr. Steven Ebell

Deputy Superintendent

Clear Creek ISD

<http://www.ccisd.net>

Dr. Steven Ebell serves as Deputy Superintendent of Curriculum and Instruction for the Clear Creek Independent School District (CCISD). CCISD is a high-performing school district serving more than 41,000 students, located south of Houston and home to the NASA Johnson Space Center. CCISD is deeply committed to meeting the needs and aspirations of each student. Through a bold and visionary strategic plan, CCISD has begun the journey of personalizing learning for each student. To support the personalization of learning, CCISD launched Latitude to Learn, a learning technology initiative that provides a digital device to each student in grades 4-12. Learners are empowered through strong teaching, an aligned curriculum, and a robust electronic learning platform.

Dr. Geoff Fletcher

Principal

GH Fletcher Consulting

Dr. Geoff Fletcher is Principal at GH Fletcher Consulting, a private consulting group serving the education and education technology public and private sectors. Prior to forming GH Fletcher Consulting, he served as deputy executive director for the State Educational Technology Directors Association (SETDA). Dr. Fletcher also was editorial director for the Education Group of 1105 Media with responsibility for all content

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 3

Invited Presenters

associated with T.H.E. Journal and Campus Technology. He served in a variety of positions with the Texas Education Agency, the two most recent as associate commissioner with responsibility for curriculum, assessment, textbooks, technology and professional development and as assistant commissioner with responsibility for information systems and PEIMS.

Scott Floyd

Director of Instructional Technology

White Oak ISD

<http://woisd.net>

After spending a decade in the classroom at the elementary, middle, and high school levels, Scott Floyd has now been the Director of Instructional Technology for White Oak ISD for the last nine years. Mr. Floyd works daily with staff and students to help them integrate the best technology tools for the learning need taking place.

Karen Fuller

Chief Technology Officer

Klein ISD

<http://www.kleinisd.net/>

Karen Fuller serves as the Chief Technology Officer for the 20th largest district in Texas, Klein Independent School District (KISD). KISD supports over 48,000 devices for more than 50,300 students. KISD is in its 10th year of a successful 1:1 program with four large high schools, one intermediate, and a high school program, and will be expanding the program to grades 3-8 in the next five years. She has 25 years' experience in K-12 educational technology. She has been a classroom teacher, technology coordinator, manager of technology services for an Educational Service Center, and director of technology. She currently serves as the chair for the Texas K-12 CTO Council, a state chapter of CoSN.

Richard Keaveny

Vice President

McGraw-Hill Education

Richard Keaveny is the Vice President of Technology Product Management at McGraw-Hill Education. Mr. Keaveny has more than 20 years' experience working with educators and students to make award-winning learning tools to help in the learning moment.

Mary Kemper

Director of Mathematics

Coppell ISD

Mary Kemper serves as the K-12 Director of Mathematics in Coppell ISD as well as the math content lead for the Texas Association of School Administrators (TASA) on its iTunes U Project. Recently named an Apple Distinguished Educator, Ms. Kemper embraces the opportunity to make a difference as an authentic author, trusted advisor, passionate advocate, and global ambassador. Ms. Kemper works to build capacity amongst educators and instructional leaders as they implement quality mathematics teaching and learning in our classrooms, aligned to a vision of transformation.

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 4

Invited Presenters

Scott Kinney

Senior Vice President of Educational Partnerships

Discovery Education

www.Discoveryeducation.com

As Discovery Education Senior Vice President of Educational Partnerships, Scott Kinney partners with school systems nationwide to develop and implement innovative digital content services supporting student achievement. Previously, Mr. Kinney served as Discovery Education's senior vice president of professional development and managed all aspects of the organization's efforts to provide educators job-embedded, research-based professional development. Prior to joining Discovery Education, Kinney spent 15 years in public education serving at both the school district and regional service center levels.

Jackie Lain

President

Learning List™

<http://LearningList.com>

Jackie Lain has served school districts at the local, state and federal levels as a school attorney, working in the White House, at Standard & Poor's and most recently as an associate executive director of the Texas Association of School Boards (TASB). Over the years, Ms. Lain heard repeatedly from school administrators who were frustrated that the instructional materials their districts purchased failed to live up to the publishers' claims. She founded [LearningList.com] Learning List to address that problem. Like Consumer Reports®, Learning List is a subscription service that provides independent, professional reviews of preK-12 instructional materials to help educators choose and use instructional materials most effectively.

Jeff Lansdell

President

CEV Multimedia

<http://icevonline.com>

Jeff Lansdell is president of CEV Multimedia, an educational technology publisher located in Lubbock, Texas. CEV Multimedia specializes in providing quality curriculum and educational resources for the subject areas of Agricultural Science & Technology, Business & Marketing, Family & Consumer Sciences, Trade & Industry, Health Science and Career Exploration. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. With customized playlists, online testing and grading, and weekly additions to its content library, iCEV is the most comprehensive online resource for CTE educators and students. CEV has been a past participant in four Texas instructional materials adoptions, along with many other states.

Dr. Deanna Lovesmith

Assistant Superintendent-Curriculum and Instruction

Belton ISD

<http://www.bisd.net>

Dr. Deanna Lovesmith serves as the Assistant Superintendent for Curriculum and Instruction for the Belton Independent School District (BISD). BISD serves more than 10,800 students as a fast-growth district. Prior to her current role, Dr. Lovesmith served as the principal of Belton New Tech High School @ Waskow, recognized as one of the two Apple Distinguished Schools in BISD. Through the visionary leadership of the superintendent and Board of Trustees, BISD has committed to providing a digital device for every student in

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 5

Invited Presenters

grades 6-12,, and a 1:3 digital environment for grades K-5.. Belton ISD's digital learning initiative supports the district's aligned curriculum and instructional practices with increased student engagement and accessibility to rich-content.

Randy Moczygemba

Superintendent

New Braunfels ISD

<http://www.nbisd.org>

Randy Moczygemba has spent 30 years in education advocating for the success of all students through equitable access to the highest learning standards. Mr. Moczygemba was fortunate to be able to provide 1:1 computer access to all students in his classroom in 1985. As an administrator, he was an advocate for implementation of 21st Century Skill Sets in the mid-1990s by designing and installing a wide-area network and bringing internet connectivity to all campuses at Lamesa ISD. He repeated this process in 2000 as superintendent at Medina ISD.

In 2009, as superintendent of the New Braunfels ISD, Mr. Moczygemba encouraged the board to begin to provide equitable access to technology integration by starting a 1:1 pilot program with all students at the New Braunfels Ninth Grade Center, which was scheduled to open in 2012. The focus points of the project were: (1) a move to project-based learning (PBL); (2) equitable access for all students to the technology that supports PBL; and (3) designing a cost elimination process that would make this project sustainable without increasing budgetary requirements. The program has been successful and has been expanded twice to include grades 4-12 for 2015-2016 with a plan in place to include grades 1-12 by 2017-2018.

Dr. Scott Muri

Superintendent

Spring Branch ISD

<http://www.springbranchisd.com>

Scott R. Muri, Ed.D., joined Spring Branch ISD (SBISD) as Superintendent of Schools in July of 2015. Prior to his arrival in Texas, he served as deputy superintendent of academics for Fulton County Schools in Atlanta, Ga., and chief information officer and chief accountability officer in the Charlotte-Mecklenburg Schools in North Carolina. Early in his career, Dr. Muri served as technology leader and administrator at Disney's Celebration School in Florida.

Dr. Muri believes that every child is an individual learner and strongly believes that the teacher-student equation is most effective when learning is personalized to the unique needs of every child. As SBISD's leader, Dr. Muri and the SBISD Board of Trustees have taken the initial steps required under Texas House Bill 1842 to become the first District of Innovation in Texas allowing local freedom from certain state requirements to effectively leverage great teachers and powerful technologies to personalize the learning experience for all children in the Spring Branch ISD.

Marc Nelson

Vice President Digital Strategy

Pearson Learning Services

Marc Nelson is Vice President of Technology Product Management for Pearson Learning Services. Marc has 23 years' experience in the Industry. Pearson's learning platforms serve millions of teachers and students each day. Pearson is committed to delivering rich digital learning experiences to a wide range of networks

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 6

Invited Presenters

and devices. Pearson's newest learning platform, Pearson Realize, is certified by the IMS Global Learning Consortium, as an LTI Tool Provider allowing for seamless integration with a growing list of participating learning management systems.

Lan Neugent

Interim Executive Director

State Educational Technology Directors Association (SETDA)

<http://setda.org>

Lan Neugent brings more than 43 years of educational experience to the State Education Technology Directors Association (SETDA) as a teacher and administrator at the local school level, international business development program manager, college administrator and assistant superintendent at the Virginia Department of Education. Areas of responsibility at the department included oversight of data collection and reporting, career and adult programs and educational technology. Major initiatives during his tenure included a highly successful on-line testing program, statewide instructional technology resource teacher deployment, starting Virginia's virtual education program, distribution and management of nearly one-billion dollars for equipment and infrastructure build-out and development of a multitude of instructional resources. He has been actively involved with SETDA since its inception and has served as a committee chair, board member, treasurer and board chair.

Mr. Neugent is the recipient of several national and local recognitions. These include SETDA's prestigious State Leader of the Year (SLY) award, NCTET's Community Builder award, the Making it Happen Jacket, VSTE's (Virginia's ISTE associate) Honors of the Society and the VETAC Educational Leadership award. He is a native of New York and holds a bachelor's degree, master's degree and certificate of advanced study in educational administration from the State University of New York.

Dr. Karen Rue

Superintendent

Northwest ISD

<http://www.nisdtx.org>

Superintendent Karen Rue is in her 14th year as superintendent, where she is leading a transformational change in education at Northwest ISD and in Texas to ensure that all students are equipped for the digital age in which we live. Dr. Rue is currently serving as president of the Texas Association of School Administrators and is co-chair of the Texas High Performance Schools Coalition. She is president of the Urban Schools of America Association and past chair of the Fast Growth Schools Coalition.

Lenny Schad

Chief Information Technology Officer

Houston ISD

<http://houstonisd.org>

Lenny Schad is the Chief Information Technology Officer for the nation's seventh largest school district, Houston ISD, where he is responsible for all technology, Ed tech, and the print shop. Mr. Schad has been in the technology field for 25 years and his career has spanned both the private and public sectors. He joined the K-12 sector in 2003.

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 7

Invited Presenters

Kellie Skarda

Textbook Manager

Goose Creek CISD

www.gccisd.net

IMCAT-President

<http://www.imcat.org>

Kellie Skarda has worked for Goose Creek CISD for 19 years and has been the district's Textbook Manager for the past 15 years. Locally she oversees the instructional material adoptions, the district's instructional materials allotment, and all other operations of the instructional materials department. Goose Creek CISD is in Baytown, 20 miles east of Houston, with a student population of 23,600 and has been growing at a rate of approximately 11 percent over the past two years due to expansion projects at Exxon, Chevron, and Bayer.

For the Instructional Materials Coordinators Association of Texas (IMCAT), Ms. Skarda has been on both the Region IV and the State level IMCAT executive boards for the past 10 years; she currently serves as the organization's president.

Heather Staker

Research Fellow

Clayton Christensen Institute

Heather Staker is the author of *Blended: Using Disruptive Innovation to Improve Schools* (San Francisco: Wiley, 2015) and is a national expert in student-centered learning. She is currently training and advising 75 schools and districts in Texas to develop strategic plans for blended learning as part of the Raising Blended Learners initiative, sponsored by Raise Your Hand Texas. She has a Bachelor of Arts from Harvard College and an Master of Business Administration from Harvard Business School.

Anthony Swei

Co-Founder

EducationSuperHighway

<http://www.educationsuperhighway.org>

Michael Turzanski

State Engagement Manager

Dan Runcie

State Engagement Consultant

EducationSuperHighway (ESH) was founded because of the belief in the promise of digital learning in our public schools. Because of their extensive experience and expertise, ESH is helping lead the nationwide effort to solve the large scale technology challenges of providing high-speed, robust, affordable connectivity for all K-12 students in every state.

Matt Tyner

Manager Textbook Services

Dallas ISD

Matt Tyner is currently in his 16th year in education. He began his career as a teacher followed by seven years as a campus-level administrator, working as an assistant principal for five of those years and as principal of a T-STEM Academy. Mr. Tyner has been the instructional materials coordinator for the Dallas Independent School District since 2011, serving more than 220 campuses and 159,000 students.

Texas State Board of Education Learning Roundtable

Educating the Digital Generation – November 17th, 2015

Page | 8

Invited Presenters

Dr. Chuck Weaver

Professor and Chair

Baylor University, Dept of Psychology and Neuroscience

Charles A. Weaver III has been at Baylor University since 1989, where he is currently Professor and Chair of the Department of Psychology and Neuroscience. He has published dozens of scientific articles, two books, and delivered more than 100 professional and scientific presentations. He has been published in the areas of reading and education, memory and language, the relationship between confidence and memory, and eyewitness identification. He has served on the editorial boards of five journals, including the Journal of Educational Psychology, and served as associate editor of the Journal of Experimental Psychology: Learning, Memory and Cognition. He has also served on grant review panels for the U. S. Department of Education for more than a decade, serving as chair of two different panels. He was recently named as a “Fellow” by both the Association for Psychological Science and the Psychonomic Society, and was named “Baylor Fellow” in 2012.

Jon Wilkins

Managing Director

Federal Communications Commission

<http://www.fcc.gov>

Jon Wilkins is the Managing Director at the Federal Communications Commission, where he serves as the agency's chief operating official with authority over budget, personnel, information technology and cybersecurity, and federal contracting. He also serves as advisor for management to FCC Chairman Tom Wheeler, and in that capacity has worked with the Chairman's office and senior FCC staff on a number of strategic initiatives at the Commission. Most notably, he has led policy modernization efforts for the Universal Service Fund, which supports over \$8 billion annually in advanced telecommunications services for the nation's schools and libraries via the E-Rate program; low income households via the Lifeline program; and rural communities via the Connect America and Rural Healthcare programs.

Jon joined the FCC in November 2013. Prior to that, Mr. Wilkins spent 16 years at McKinsey & Company's Washington, D.C. office, where he first became a partner in 2003. He also served as a policy advisor in the Office of Plans and Policy at the FCC from 1998-1999, as a federal judicial law clerk from 1995-1996, and as a member of the Obama-Biden Presidential Transition Team in 2008-2009.

He graduated from Yale Law School in 1995 and Dartmouth College in 1992. He lives in Chevy Chase, Maryland, with his wife and two children.