



The Joan Ganz Cooney Center Inaugural Symposium

Logging Into the Playground: How Digital Media Are Shaping Children's Learning May 9, 2008

McGraw-Hill Corporate Headquarters, 50th floor

8:00am **Registration & Light Breakfast**, McGraw Hall

9:00am **Welcoming Remarks**, William Oldsey, Executive Vice President, McGraw-Hill Education

Introducing the Joan Ganz Cooney Center

- Gary E. Knell, CEO, Sesame Workshop
- Joan Ganz Cooney, Co-Founder, Sesame Workshop

9:30am **Special Reports**

- *The Cooney Challenge*: Michael Levine, Executive Director, Joan Ganz Cooney Center
- *National Survey: How Parents and Educators View the Educational Potential of New Media*, Jim Steyer, Founder & CEO, Common Sense Media
- *Getting Over the Slump: Innovation Strategies to Promote Children's Learning*, James Paul Gee, Mary Lou Fulton Presidential Professor of Literacy Studies, Arizona State University

10:00am **From Virtual Worlds to Digital Classrooms: How Today's Kids Are Knowing and Growing**

This session will provide an analysis of digital media use among elementary-aged children, through presentations of utilization research and trend reports. Key issues will include: What are the most popular uses of digital media today in informal and classroom learning? How do these experiences shape literacy development? How do these trends compare for children who aren't technologically savvy or have limited access to digital media?

- Moderator: Claudia Wallis, *TIME Magazine*
- Panelists:
 - Buwon Tran, Director of Consumer Research, Casual Entertainment, Electronic Arts
 - Jennifer Kotler, Assistant Vice President of Domestic Research, Education, Research, and Outreach, Sesame Workshop
 - Susan Neuman, Professor of Educational Studies, University of Michigan
 - Francie Alexander, Senior Vice President of Scholastic Education and Chief Academic Officer, Scholastic Inc.

11:00am **Something Old, Something New: Literacy Challenges In a Global Age**

Reading experts and advocates of “new literacies,” such as critical thinking, creativity and cultural awareness, will discuss the essential skills that elementary-aged children need in a global age. Which core competencies will be needed to compete and cooperate, and what role can digital media play to support their acquisition? The panel will focus on strategies for tackling the “fourth grade slump”—the drop in reading ability that occurs in many students when they must make the transition from “learning to read” to “reading to learn.”

- Moderator: Lisa Guernsey, journalist
- Panelists:
 - Marilyn Jager Adams, Research Professor of Cognitive and Linguistic Sciences, Brown University
 - Bernie Trilling, Global Director, Oracle Education Foundation
 - Nichole Pinkard, Senior Research Associate, Chief Technology Officer, and Director of the IIS project at the Center for Urban School Improvement, University of Chicago
 - Margaret Honey, Senior Vice President, Strategic Initiatives & Research, Wireless Generation
 - Lesli Rotenberg, Senior Vice President, PBS KIDS Next Generation Media Initiative and Jayne James, Executive Director, Ready to Learn, Corporation for Public Broadcasting

12:00pm **Buffet Lunch**

1:00pm **Keynote: The New Culture of Learning**
Bing Gordon, Chief Creative Officer, Electronic Arts

1:30pm **Meeting the Challenge: What Key Sectors Can Do to Accelerate Children’s Learning on the New Playground**
How should research, industry, policy, community and philanthropic leaders respond to the challenges and opportunities posed by emerging learning

technologies? Which priorities must the next President and the critical sectors tackle first?

- Moderator: Linda Roberts, Former Director, Office of Educational Technology, US Department of Education
- Panelists:
 - Rob Lippincott, Senior Vice President, Education, PBS
 - Ellen Wartella, Executive Vice Chancellor & Provost, University of California, Riverside
 - Connie Yowell, Director of Education, MacArthur Foundation
 - Delia Pompa, Vice President for Education, National Council of La Raza

2:30pm **Technology Forum: Presentation of Digital Media Best Practices**

A selection of promising educational games and websites will be previewed before attendees are invited to explore them in person in the Signature Dining Room. Best practices to include: an online children's book library that employs unique child-focused user interface and search strategy, innovative uses of iPods to create motivated readers, and an online storytelling tool.

- Moderator: Warren Buckleitner, Editor, Children's Technology Review
- Best practices:
 - International Children's Digital Library, Allison Druin, Director, Human-Computer Interaction Lab, University of Maryland
 - Community Building with Google Earth, Michael T. Jones, Chief Technology Advocate, Google, Inc.
 - Universal Design for Learning, David Rose, Chief Scientist, CAST
 - mREAD Project, Glenda Revelle, Vice President of Education and Research/Creative Development and Digital Media, Sesame Workshop
 - Apple in the Classroom, Kathy Shirley, Technology and Media Services Director, Escondido Union School District
 - Kerpoof, Krista Marks, CEO & Co-Founder, Kerpoof

3:15pm **Wrap Up**

- Michael H. Levine, Joan Ganz Cooney Center

3:30pm **Technology Demos & Reception**, Signature Dining Room

- On-the-floor demonstrations of promising practices
- Young guides from Computers for Youth and Global Kids will be on hand to engage attendees in emerging technologies.

4:30pm **Reception Ends**