



Why a Field Trip?

Daniel Pink challenges us to think about “broad forces in the economy that are putting a premium on a very different approach to business...and life...and a very different set of abilities that are necessary to succeed....”

This Syfr field trip creates an opportunity to look at the world outside education to understand why education is under such pressure to change. This field trip is about data-driven decision making, but the data is data from outside the school. The data is gathered on a field trip to visit three companies that have redefined or created new industries. Our visits will help participants understand how the world has changed, how technology is infused into work, collaboration and teamwork as real work skills, & how design and synthesis, problem solving and critical thinking are expectations in the 21st century workplace.

This trip will ground and guide superintendents, principals and other district leaders in setting policies and principles for schools for the 21st Century. The cost is expenses only for those registered for a Syfr conference.

Syfr provides professional development and related events for K-12 educators across the United States. The company's philosophy is to develop collaborative approaches to problem solving in education that utilize the creativity found in the intersection of ideas from various disciplines outside of education with the expertise of practicing educators. Syfr does this through its professional development series called Intersections/Field Work.

Our Company's Mission

Syfr is a company dedicated to initiating and nourishing a culture of change in American education that embraces innovation and creativity while expecting all students to excel, independent of their demographics.

Syfr's work is to motivate all those involved in the lives of students to build shared aspirations that result in constructing an enduring change that meets real needs for education in the 21st century.

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**PLANTING THE SEEDS FOR
INNOVATION AND CHANGE**



A Field Trip to 21st Century Companies

DECEMBER 9, 10, 11, 2009

LOS ANGELES & SAN FRANCISCO



SYFR'S

ESRI

www.esri.com

ESRI, founded in 1969, is a geographic information system (GIS) technology company that makes a difference in society. ESRI products are used by millions of employees in business, engineering, defense and intelligence, education, government, natural resources, public safety, transportation, health and human services, utilities, and communication. Based on the belief that geography matters, it connects our many cultures and societies and influences our way of life, GIS leverages geographic insight to ensure better communication and collaboration.

Discover how a landscape architect created and manages a company based on design, that uses software to address social, economic, business, and environmental concerns at local, regional, national, and global scales. Learn what skills and jobs look like and are sought by this industry leader.



FIELD

Pixar

www.pixar.com

A Chief Creative Officer? What is THAT? At Pixar, it is one of the two members of the executive team. Do you think about teaching creativity and innovation to give more of your students the skills and processes that are prized by successful companies across all market sectors?

Pixar is still run by its founder, a computer scientist, and he and his team transformed animation in films. Since its incorporation, Pixar has been responsible for many important breakthroughs in the application of computer graphics (CG) for filmmaking. Consequently, the company has attracted some of the world's finest talent in this area. Pixar's technical and creative teams have collaborated since 1986 to develop a wealth of production software used in-house to create its movies and further the state of the art in CG movie making.



TRIP

Autodesk

<http://usa.autodesk.com>

“Change is all around us, from a global population boom to worldwide commoditization and climate change. The environment in which we live is rapidly shifting, and in the new global business environment, design has become the great competitive differentiator.” This is how Autodesk views opportunity.

Autodesk and its portfolio of design products are transforming the way people work. Nine million architects, engineers, manufacturers, and digital artists use their products throughout the most diverse collection of industries in the design world.

If we are to create creative problem solvers, innovative thinkers who can synthesize knowledge and process to solve complex problems, Autodesk can show us a model based on their own corporate culture where the CEO is an artist! Imagine THAT for our students.