

**TASA, in collaboration with Syfr Corporation,
has created Tomorrow's Education in Today's Classrooms.**

This unique, three-conference series is designed to further a shared vision for public education. Participants are encouraged to create new ways of thinking about the challenges facing public education and collaborate to create solutions.

Part I: A Whole New Brain

6 p.m. July 19 through 11:30 a.m. July 22, Hyatt Lost Pines Resort, Lost Pines, TX

Part I is designed to arm participants with a wealth of information about how 21st century students learn. The first conference will explore new findings in neuroscience, examine current and future assessment requirements, and discuss how to mesh them to meet current performance requirements. This conference is a “research into practice” conference, examining recent brain research and developing several action research projects for districts and teachers to implement consistent with our emerging understanding of the nature of 21st century learning.

This conference will help us understand how culture and even age hard wire the brain against change and presents art as a metaphor for how change can occur and the elements necessary to make it happen.

Part II: A Whole New Education

1 p.m. September 9 through 3 p.m. September 10, Houston Hyatt, Houston, TX

Part II presents a look at what the future of education should hold. It is designed to provide action steps and rationale for changing education relative to each of the six articles in *Creating a New Vision for Public Education in Texas*. Participants can expect to become convinced that requirements, organizations, and relationships can be changed. Participants will have an opportunity to participate in an online learning community to put the vision into practice.

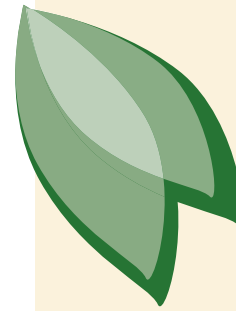
Part III: A Whole New World

1 p.m. October 27 through 3 p.m. October 28, Hyatt Lost Pines Resort, Lost Pines, TX

Daniel Pink (*A Whole New Mind*) challenges educators 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” in a new era defined not by traditional “knowledge workers,” but by creators and empathizers. The conference series ends by looking at Pink’s book (which will be provided to all Part III registrants) in economic and educational terms, and tying it to TASA’s visioning statement. Participants can expect to learn more about and contribute to the Visioning Institute’s six guiding principles with emphasis on two: technology and assessment. Participants will go through a four-step call-to-action process:

- How is the 21st century economy and labor market different than that of the 20th?
- How can we change to accommodate these differences while living within current state and federal requirements?
- How will we use technology to accomplish this?
- How do we broaden our assessment practices and meet performance requirements?

**Share the vision and put it into practice in your district with fresh perspectives from the
TASA/Syfr series: Tomorrow's Education in Today's Classrooms!**



Registration

This is a three-conference series. You may choose to enroll in individual events or in the entire three-conference series. The sessions are designed for superintendents, chief academic officers, and/or district teams of two to five. Upon registration, participants will be enrolled in Syfr’s Digital Campus to prepare for the conference. The Syfr Digital Campus will begin the collaborative work with regular postings prior to the conference.

A link to complete conference details, including agendas, speaker bios, and registration fees and discounts, may be found at <http://www.tasanet.org> (look under Conferences on our home page). Information is also available at www.syfrcorp.com.

For additional information, contact:

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Revised Conference Schedule

July 19–22

September 9–10

October 27–28



**TASA/Syfr Conference
Tomorrow's Education in
Today's Classrooms**

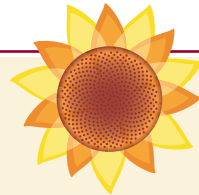


A Unique Partnership

The Texas Association of School Administrators believes that it is our duty to help reframe the “problems and challenges” of public education in the context of the digital revolution to improve learning opportunities and provide the engaging experiences our students deserve. As such, a group of Texas superintendents came together to create the Public Education Visioning Institute and to publish our recent work, *Creating a New Vision for Public Education in Texas*.

We have chosen to partner with Syfr (www.syfrcorp.com), whose mission and vision, like ours, has been to reframe issues by bringing ideas and information

from outside education to educators. The philosophy that drives Syfr is the belief that the intersections of diverse ideas create the climate for change and that real change requires that we put new ideas into daily and ongoing practice. Syfr is 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.



Creating a New Vision for Public Education in Texas & **Tomorrow’s Education in Today’s Classrooms**

The purposes and premises embraced by the participants in TASA’s Public Education Visioning Institute are defined in the context of these six articles and will be the focus of the TASA/Syfr Conference Series.

Article I: The New Digital Learning Environment

“We must embrace and seize technology’s potential.”

Computers have created an entirely new job market that makes new and lasting demands on education. The digital age has triggered automation, abundance, and Asia, issues that are the source of Daniel Pink’s book, *A Whole New Mind*. The TASA/Syfr conference series responds to this visioning principle with a presentation in the October conference that draws heavily on Frank Levy’s and Richard Murnane’s book, *The New Division of Labor*, as well as *The Race Between Education and Technology* by Lawrence Katz and Claudia Goldin.

Article II: The New Learning Standards

“The new digital environment demands new learning standards.”

David Autor applies the research of Katz, Goldin, Murnane, and Levy to create a vibrant conversation about the digital age and how it challenges our schools. His focus in the October conference (**Part III: A Whole New World**) will be on the nature of the new job market and how differences in this market will truly challenge American schools.

Looking at standards relative to the 21st century will be a recurring theme in this conference series and will become a main topic in the second conference in September (**Part II: A Whole New Education**) when we consider multiple paths to education with Bob Schwartz, the Academic Dean of the Harvard Graduate School of Education and former CEO of Achieve, Inc. Both Autor and Schwartz have strong messages for rural as well as urban school districts.

Article III: Assessments for Learning

“Appropriate and varied types of assessment are essential.”

The topic of assessment pervades the public debate about school reform and will also be a consistent topic throughout all three conferences in this series. We will look at how to accommodate 21st century needs while addressing current assessment requirements, examine an example of assessment that informs instruction and that could have a profound impact on special education, and look at the future of assessment.

Article IV: Accountability for Learning

Article V: Organizational Transformation

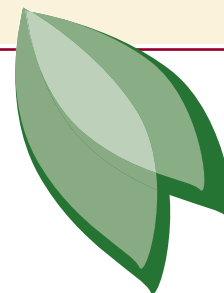
“Excellence and sustained exceptional performance come from a commitment to shared values and a clear vision that encourages collaboration and teamwork...The digital revolution and its accompanying social transformations and expectations dictate a transformation of schools...to schools that function as learning organizations.”

Our ability to collaborate around a shared vision to change our educational organizations is reflected in two topics explored in the second and third conferences. Discussions are drawn largely from the books *Creative Destruction* (Kaplan and Foster), *Firms of Endearment* (Sisodia, Seth, and Wolfe), *The Difference* (Page), and *Group Genius* (Sawyer). Robert Schwarz, a contributing author to *Double the Numbers*, continues this theme in his presentation in the second conference.

Article VI: A More Balanced and Reinvigorated State/Local Partnership

“The present state-dominated partnership is inherently incapable of creating the type of schools that can provide the learning experiences most needed by students in our schools today.”

The conversation about changing the relationship between the state and local school districts begins in the first conference (**Part I: A Whole New Brain**) and continues through the second and third conferences. Creative solutions and innovation are found only when there is room for diverse opinions and trials—however, the current relationship precludes that possibility. The topics discussed include how districts can create action research in response to real student needs and pursue diverse paths for diverse requirements.



Tomorrow’s Education in Today’s Classrooms

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