

# Digital Conversion Symposium – Fall 2016

Rochester, New York ♦ November 9-10, 2016

East Irondequoit Central School District  
Eastridge High School  
2350 East Ridge Road  
Rochester, NY 14622  
[click here for Google map](#)



Click or scan QR  
code to register

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Questions? Send e-mail to:

[digital-conversion@eastiron.monroe.edu](mailto:digital-conversion@eastiron.monroe.edu)



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## KEYNOTE ADDRESS - DR. MARK EDWARDS

Our superintendent of schools, [Susan Allen](#), challenged us to rethink how technology is used for instruction in our district. She wanted us to see and learn from some of the best schools in the nation, and decided we should visit some of the schools included in the [National School Boards Association \(NSBA\) annual Technology Education Site Visits](#). These schools are chosen by the NSBA for their thoughtful and successful approaches to integrating technology.

The first district we visited was [Vancouver Public Schools](#) during the 2012-13 school year. We saw firsthand how instructional technology had permeated the classrooms in this district and learned about the impressive work of the [Project Red](#) consortium. It was also here that we first heard about the work being done in Mooresville, NC. We contacted Mooresville and asked if we could visit, and they put us on their waiting list. A year and a half later (yes, the waiting list is that long) it was our turn to visit.

After our visit we learned that everyone who visits the [Mooresville Graded School District](#) seems likely to say the same thing: “We went to see their technology integration and left talking about their culture.” This district has created a blueprint for what they call [digital conversion](#) and is willing to share everything. It was the inspiration for our own journey down this path, and is now energizing other districts that have visited us to learn about it.



DR. MARK EDWARDS

Dr. Mark Edwards is the former Superintendent of the [Mooresville Graded School District](#) and the chief architect of the *digital conversion* that has transformed that district. He is the author of [Every Child, Every Day](#) and [Thank You for Your Leadership: The Power of Distributed Leadership in a Digital Conversion Model](#), and he is the 2013 National Superintendent of the Year.



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## DAY 1 (NOVEMBER 9<sup>TH</sup>)

Time	Activity	Location	Bus #1	Bus #2	Bus #3	Bus #4	Bus #5	Bus #6
7:45am - 8:15am	Continental breakfast and Registration	HS Library						
8:20am - 9:35am	Welcome, overview and keynote	Auditorium						
9:35am - 9:45am	Break and Networking	HS Library						
9:45am - 9:55am	Shuttle bus to 1st school		HR (K-2)	IG (K-2)	DE (3-5)	LP (3-5)	HS (9-12)	MS (6-8)
9:55am - 10:45am	Classroom visits							
10:45am - 10:55am	Shuttle bus to 2nd school		LP (3-5)	HS (9-12)	MS (6-8)	HR (K-2)	IG (K-2)	DE (3-5)
10:55am - 11:45am	Classroom visits							
11:45am - 11:55am	Shuttle bus back to HS from all schools							
12:00pm - 12:55pm	Lunch	HS Library						
12:55pm - 1:05pm	Shuttle bus to 3rd school		HS (9-12)	MS (6-8)	HR (K-2)	DE (3-5)	LP (3-5)	IG (K-2)
1:05pm - 1:50pm	Classroom visits							
1:50pm - 2:00pm	Shuttle bus back to HS from all schools							
2:00pm - 2:10pm	Break	HS Library						
2:10pm - 2:40pm	Student Panel	Auditorium						
2:45pm - 3:15pm	Closing Remarks	Auditorium						
3:15pm - 4:00pm	Networking	HS Library						
5:00pm - 8:00pm	Reception: ARTISANworks (see Shuttle Bus Schedule)							

DE = Durand Eastman school      IG = Ivan Green school  
 HR = Helendale Road school      LP = Laurelton Pardee school  
 HS = High school                      MS = Middle school

## DAY 2 (NOVEMBER 10<sup>TH</sup>)

Time	Activity	Location
8:00am - 8:30am	Breakfast	HS Library
8:30am - 9:15am	Teacher/Admin panel	Auditorium
9:15am - 9:30am	Break and Networking	HS Library
9:30am - 12:05pm	Breakout sessions	
12:10pm - 1:05pm	Lunch (optional partner breakout sessions)	HS Library
1:10pm - 2:50pm	Breakout sessions	
2:55pm - 3:10pm	Prize drawings and closing remarks	HS Library
3:10pm - 4:30pm	Networking	HS Library



Breakout session descriptions

# DAY 2 BREAKOUT SESSIONS (NOVEMBER 10<sup>TH</sup>)

Room	8:30am - 9:15am	9:15am - 9:30am	9:30am - 10:15am	10:25am - 11:10am	11:20am - 12:05pm	Lunch 12:10pm - 1:05pm	1:10pm - 1:55pm	2:05pm - 2:50pm	2:55pm - 3:10pm	3:10pm - 4:30pm
Auditorium	Teacher and Administrator panel 8:30am - 9:15am	Break and Networking 9:15am - 9:30am	Building Bridges and Climbing Mountains - Conversations and observations with Dr. Mark Edwards	Driving Innovative Teaching and Learning - A Superintendent's Role	Using IP Security to Secure your K-12 and Higher Education Campus		Mobile Device Management (MDM) Strategies		Prize drawings and closing remarks 2:55pm - 3:10pm	Networking 3:10pm - 4:30pm
E-7			Getting started in a K-2 classroom	Technical management logistics: A - Z	Standards based grading in a digital classroom		Apps for literacy in the primary classroom	Technical management logistics: A - Z		
E-11			Blogging in the classroom	Using iBrainstorm in the classroom	Instruction in a Digital Conversion classroom	Driving Innovative Teaching and Learning - A Superintendent's Role	Digital Conversion Consortium	Instruction in a Digital Conversion classroom		
E-15			Data guided decision making	Cool tools in the primary classroom	Ensuring structural budget support for your 1:1 initiative	Strategies to simplify access to PLTW and other academic resources	Data guided decision making	Principal perspective on Digital Conversion leadership		
110			Creating a Culture of Digital Citizenship	Digital Conversion Consortium	Cool tools in the primary classroom		Teacher preparation and professional development	Standards based grading in a digital classroom		
136			Ensuring structural budget support for your 1:1 initiative	Digital learning stations	Tech Talk (informal Q & A)	Using IP Security to Secure your K-12 and Higher Education Campus	Spotlight on strategies and Board Builder	Spotlight on strategies and Board Builder		
138			Our Digital Conversion journey	Digital Conversion Leadership - where do you start?	Digital Conversion Leadership Q & A	In our technology-based world, how are you changing your teaching to meet the needs of students?	Our Digital Conversion journey	Digital Conversion Leadership - where do you start?		
222			Using digital resources to create student-centered classrooms	Teacher preparation and professional development	Collaboration in the Science classroom		Microsoft OneNote in the classroom	Creating a Culture of Digital Citizenship		
224			Tools for effective communication with parents and students	Tech Talk (informal Q & A)	Cool tools for teachers		Principal perspective on Digital Conversion leadership	Cool tools for teachers		

- = instruction
- = technical
- = leadership
- = partner presentation



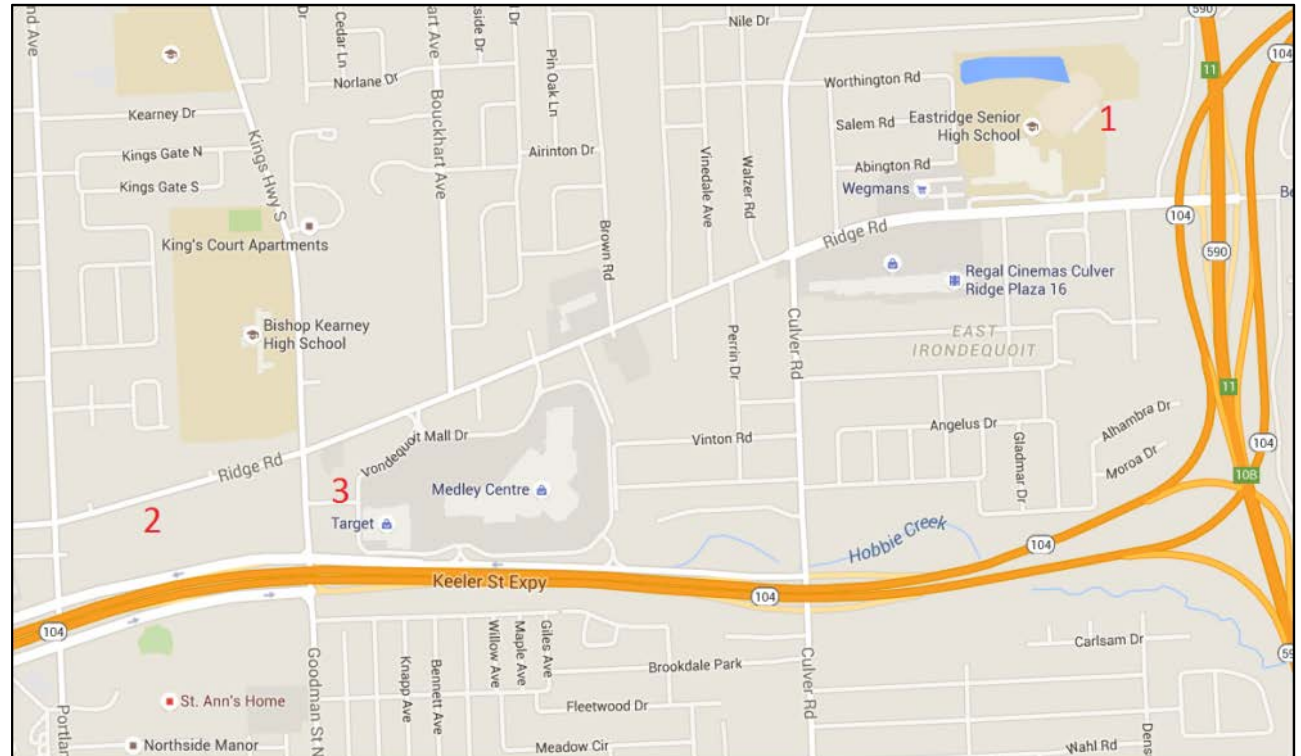
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## HOTEL INFORMATION

Special pricing has been negotiated with two hotels located a little over 1 mile from the location of the symposium. Bus shuttles will be provided to and from these hotels at the start and end of each day. **These are special rates, so please either use the reservation links below or mention at the time of booking that you are attending the Digital Conversion Symposium.**

1. Symposium location  
Eastridge High School  
2350 East Ridge Road  
Rochester, NY 14622  
(585) 339-1200
2. Hampton Inn  
1323 East Ridge Road  
(585) 339-3500  
Rochester, NY 14621  
Rate: **\$69**  
[Click here to book room](#)
3. Holiday Inn Express  
2200 Goodman Street North  
Rochester, NY 14609  
(585) 342-0430  
Rate: **\$99**  
[Click here to book room](#)



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## SHUTTLE BUS SCHEDULE

Shuttle buses will be available for pick up and drop off at both hotels, on both days. They will also be provided for transportation to and from the dinner reception at ARTISANworks.

Day 1 (November 9th)	Time	Location (Please note: these buses operate in one direction only)
	7:20am - 9:00am	From hotels to High School (first bus departs hotel at 7:20am)
	3:20pm - 4:30pm	From High School to hotels
	4:30pm	From hotels to dinner and cocktail reception at ARTISANworks
	8:10pm	From dinner and cocktail reception to hotels
Day 2 (November 10th)	Time	Location (Please note: these buses operate in one direction only)
	7:20am - 9:00am	From hotels to High School (first bus departs hotel at 7:20am)
	3:00pm - 4:30pm	From High School to hotels

## PARKING INFO

School is in session so there will be limited parking available on-site. If you are staying at one of the hotels please consider using the shuttles. If you do need to park on-site, let the parking attendant know you are attending the Digital Conversion Symposium. Thanks.



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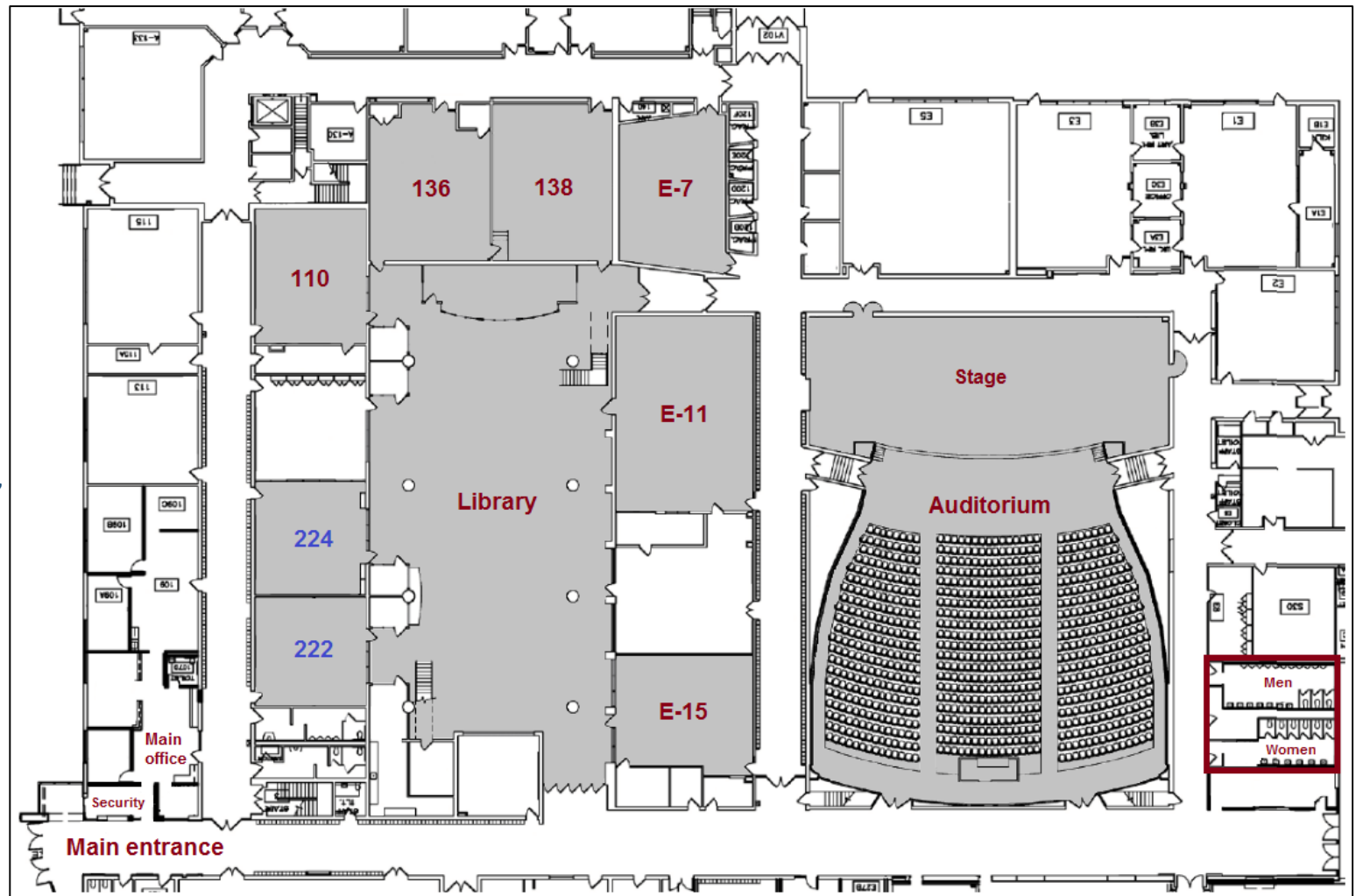
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## SYMPOSIUM FLOOR PLAN

You can pick up your event badge at the registration desk in the library. This is also where breakfast and lunch will be served both days.

The shaded rooms in the drawing will be used during the Digital Conversion Symposium. Note that two of them are on the 2<sup>nd</sup> floor, and are accessible via the balcony in the library.

The restrooms outlined on this drawing (lower right) have been designated for your use during this event.



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## OUR PARTNERS

A very big thanks to our partners for their ongoing support and contributions to our effort! Many of the partners on this page have reserved a table and made the journey to be here at the Symposium. Please stop by and visit them on the balcony level of the library and ask them how they have contributed to our success.

