Business-Education Collaborative Summit Series
The Ritz-Carlton, Boston Common
Boston, MA
September 13 - 14, 2012

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Shawn Winkler, Senior Manager, Taco Bell Foundation for Teens
Mary Wright, Associate Director, Workforce Readiness, The Conference Board
The Ritz-Carlton, Boston Common  
10 Avery Street  
Boston, MA 02111

Thursday, September 13

2:00 – 5:00 p.m.  Optional Site Visit  Match Education School, Boston, MA  
Buses will leave promptly at 2:00 p.m. Meet in the lobby of the Ritz-Carlton at 1:45 p.m.

6:00 – 7:00 p.m.  Reception  - (Washington Foyer)

7:00 – 8:45 p.m.  Dinner and General Session  - (Washington Room)  
(Sponsored by Fidelity Investments)  
Business-Education Partnerships in Action  
Hear about best practices and lessons learned in business-education collaboration from a panel of experienced business leaders and educators. This panel will dig beneath the surface of business-education partnerships to discuss the challenges and successful strategies of engagement between these two communities.

Welcome:  John Gomperts, President and CEO, America’s Promise Alliance  
Moderator:  Rick Hess, Director of Education Policy Studies, The American Enterprise Institute  
Speakers:  Marc Hill, Chief Policy Officer, Nashville Chamber of Commerce  
Linda Noonan, Executive Director, Massachusetts Business Alliance for Education  
Vernay Simmons, Project Director, Prudential Investment Management Executive Office  
Dana Egreczky, Senior Vice President, Workforce Development, New Jersey Chamber of Commerce

Friday, September 14

8:00 – 8:30 a.m.  Registration and Breakfast

8:30 – 9:00 a.m.  General Session  - (Ballroom)

Setting the Stage: Education reform issues that impact business

Welcome:  John Gomperts, President and CEO, America’s Promise Alliance  
Introduction:  Andrea Nielsen, Senior Group Manager, National Education Initiatives, Target  
Speaker:  Kati Haycock, President, Education Trust

9:00 - 9:15 a.m.  Move to Concurrent Sessions

9:15 – 10:45 a.m.  Concurrent Sessions (choose one)

Session 1  Scaling Up: Expanding programs to impact achievement  - (The Studio)  
Facilitator:  JD Chesloff, Executive Director, Massachusetts Business Roundtable  
Speakers:  David Cedrone, Associate Commissioner for Economic and Workforce Development, Massachusetts Department of Higher Education  
Marcy Reed, President & CEO, National Grid Massachusetts  
Kelli List Wells, Director for U.S. Programs, GE Foundation
Session 2  
Policy Advocacy: Using the business voice to impact student achievement through policy change - *(Boylston)*

**Facilitator:** Linda Noonan, Executive Director, Massachusetts Business Alliance for Education

**Speakers:** David W. Patti, President and CEO, Pennsylvania Business Council  
Kathy Payne, Senior Director, Education Leadership, State Farm  
Steve Simmons, CEO, Simmons/Patriot Communications

10:45 – 11:00 a.m.  
**Break**

11:00 – 12:30 p.m.  
**Workshops (choose one)**

**Workshop 1**  
Prioritizing Investments - *(Tremont)*

Many companies choose education as part of their philanthropic mission, but it can be a challenge to define a specific focus. This session will underscore the importance of choosing a particular initiative to match the company’s interest and teach strategies companies can use to determine which business-education partnership is the best match for their goals.

**Facilitator:** Mary Wright, Associate Director, Workforce, The Conference Board

**Speaker:** Dr. Paul Herdman, Ed. D., President and CEO, Rodel Foundation of Delaware

**Workshop 2**  
Communication and Collaboration Between Business and Education - *(Boylston)*

The business and education communities have distinct characteristics, cultures, contexts, and languages. In this workshop, participants will learn how to identify, prepare for, and overcome these challenges to have a successful partnership.

**Facilitator:** Joyce Walters, CEO & Founder, Corporate Education Strategies and former Director of Education and Workforce Initiatives for The Boeing Company

**Speaker:** Michael DiMaggio, Director of Strategic Partnerships, Council of Chief State Schools Officers

**Workshop 3**  
Evaluating the Impact of a Business-Education Partnership - *(The Studio)*

Business partners want to know the return on their investment of time, money, and other resources in an education partnership. It’s important to set goals that are commensurate with the investment, that are understood and accepted by all parties, and that are measured clearly. In this workshop, participants will learn about key factors in a successful evaluation, including building a logic model and selecting appropriate outcome measures. Participants will work in small groups to build a logic model for an education-business partnership’s program or policy initiative.

**Facilitators:** Leslie Babinski, Research Scientist, Duke Center for Child and Family Policy  
Beth Gifford, Research Scientist, Duke Center for Child and Family Policy

12:30 – 1:45 p.m.  
**Working Lunch - (Ballroom)**

Small group discussions and report out: Meeting business leaders’ needs to improve education partnerships  
- What are the best examples of business-education partnerships from your community?  
- What can America’s Promise Alliance do to help encourage and expand similar collaborations

**Facilitator:** Sara Watson, Executive Vice President, America’s Promise Alliance

1:45 – 2:00 p.m.  
**Closing Remarks**

**Speaker:** Kathleen Murphy, President, Personal Investing, Fidelity Investments

2:00 p.m.  
**Adjourn**