

KEYNOTE THURSDAY  
8:30 AM

# WELCOME

SPUTNIK 70 years Oct 14 1957

We are not peacocks  
Be part of a coagulating dinner club!

Hemp coat

This year we will teach what ever the governer wrote on a napkin

Larry Cuban  
business model

Scientific management  
return on investment

college ready

Charlton School expansion

not in support

Government

How do we start to become

- \$
- data
- IHE
- Teacher Training

Federal Register  
Vol 79 No 232  
12-3-2014

DOE 34 CFR Parts 612 686  
Docket ID Ed. 2014 OPE 0057

real players:  
How can we be involved

WNHD?  
what would  
DO?

Immediate on one card

Policy  
Academics

Rigorous in depth reports

We need a course in public relations P.R.

Lauder's suggestions channels of engagement



Broken  
Bridges  
how do we

Bilingual

Your own my

dialogic canonical texts  
constructive

OPEN the

1 2  
third space

language | language  
be able to cross the bridge

come in

the door who is listening

space

MEDIA PRESENCE

US we must take the initiative

**RPT**

EDUCATORS WRITERS ASSOCIATION  
"what is coming in mass media"

if you build they won't come

Embryonic Stage of Influence (in their face)

Less reactive more pro-active

senator's aids

**PUSH**

Lindy Johnson...

- ▶ use metaphors, but not fro Shakespeare
- ▶ forward looking
- ▶ Educational Reform

Business (LRA, 2014)



"all politics is local"  
(Tip O'Neil)

- school boards
- state education
- not Arnie Duncan
- get PR & scale up

Daniel Katz

Where's the money coming from?  
who runs it?

incestuous



How do we TEACH our students "POLICY"

Politico.com  
morning education



The End.....  
SK