

Educational Publishing Futures

A strategic seminar

Brussels 17-18 February 2011

This strategic seminar for 150 delegates will provide a platform where Ministries of Education, publishers and ICT vendors can discuss the future of educational publishing and digital content for schools. Join us in a debate on:

- How professionally developed learning materials for schools and open educational resources can co-exist.
- How the market for eTextbooks and educational apps in schools is developing now that tablet, smartphone and other mobile devices are becoming mainstream.
- How ministries are supporting the Interactive Whiteboard common file format in response to the growing demand for interoperable IWB resources.
- How stakeholders have applied the new IMS Common Cartridge specification to K-12 content and tested these resources with teachers.
- How tools and services from the ASPECT project enable content developers to improve the metadata of their resources and make their content more easily discoverable.
- How publishers and content developers can participate in the European Schoolnet Learning Resource Exchange for schools.

European Schoolnet

European Schoolnet is a unique network of 30 Ministries of Education (MoE) that is at the forefront of global initiatives related to the exchange and interoperability of digital learning resources for schools. With support from its Ministries and the European Commission, European Schoolnet has developed the Learning Resource Exchange (LRE) service for schools and continues to work with both Ministries and commercial educational publishers in major content-related projects.

To coincide with the launch of a new version of the LRE portal early in 2011, European Schoolnet is planning a major strategic seminar for policy makers and educational publishers in Brussels on 17-18 February 2011. The objective of this seminar is to enable Ministries and publishers to examine a number of strategic issues related to: the relationship between professionally developed learning materials and open educational resources; content interoperability and exchange; the development and application of emerging content standards; and requirements for new business models related to K-12 educational resources.

The seminar builds on work carried out in the European Commission funded ASPECT project that has been developing best practices related to the adoption of learning technology standards and specifications. It also addresses new challenges for educational content that have been identified by Ministries in the European Schoolnet Policy and Innovation Committee and Interactive Whiteboard Working Group.

Date

Thursday 17 Feb 2011, 14.00-18.00
(registration opens 13.00)

Friday 18 Feb 2011, 09.00-16.00

Venue

Crowne Plaza Brussels - Le Palace
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PROGRAMME

Thursday 17 February		
13.00-14.00	<i>Registration and exhibition opening</i>	<i>Foyer and Ballroom II, ground floor</i>
14.00-14.20	<i>Welcome and Introduction</i> <i>Marc Durando, Executive Director, European Schoolnet</i>	<i>Ballroom I, ground floor</i>
14.20-14.30	<i>Building a New Partnership</i> <i>Jim Ayre, Senior Adviser European Schoolnet</i>	
14.30-15.00	<i>Educational publishing: enabling the world to teach and learn?</i> <i>Graham Taylor, Director Educational Publishers Council, UK</i> A healthy and sustainable educational publishing industry is an asset to any democratic society and essential for a competitive knowledge economy. The mission of educational publishers is to provide continuously effective tools and services for teachers and learners, using whatever media are available. Dynamic educational publishing brings a quality of learning experience adapted to local needs. This presentation will explain what added value publishers can bring, why teachers, schools and ministries might choose to work with professionally developed learning materials, and what policy makers might take into account in order to enable publishers to develop and sustain high quality solutions.	
15.00-15.30	<i>Digital Educational Content Interoperability</i> <i>Establishing the Foundation for an Integrated System of Instruction and Assessment</i> <i>Rob Abel, Ed.D., Chief Executive, IMS Global Learning Consortium</i> What does the future of digital educational content require? The U.S. Department of Education has established the Race to the Top program - a historical investment in improving America's K-12 education system. Recently two grants were awarded to support Race to the Top Assessment - a radical redesign to support an integrated system of instruction and assessment. Rob Abel will provide an overview of how interoperability standards can be applied to enable a vendor-neutral approach to achieving the vision of Race to the Top - one that is in tune with aspirations around the world. This includes a discussion for interoperability of content and assessments across classroom, online, and mobile environments.	
15.30-16.00	<i>Digital textbooks: a pathway towards using technology in the classroom?</i> <i>Catherine Lucet, Présidente at Editions Nathan</i> French educational publishers have been systematically offering increasingly elaborate digital versions of their textbooks in recent years. But, how are these resources perceived by teachers, how do they interoperate with digital workspaces, how are they distributed, how are they evolving, and what role can they play in an overall change management process? In this presentation Catherine Lucet, Présidente at Editions Nathan will share the findings of a number of research studies and reflections on these questions.	
16.00-16.45	<i>Coffee break and exhibition</i>	<i>Ballroom II, ground floor</i>
16.45-17.10	<i>Interactive Whiteboard content interoperability -</i> <i>Benefiting both users and producers</i> <i>Will Ellis, iTEC Project Manager, European Schoolnet</i> The increasing international adoption of interactive whiteboard technologies in schools is currently providing commercial publishers and content developers with opportunities to create new types of innovative teaching and learning content. At the same time, authoring software from IWB vendors is supporting the development of user generated and open educational resources. In this context, Ministries in European Schoolnet's Interactive Whiteboard Working Group have been supporting the Becta initiative in the UK to define a common file format for IWB content. Will Ellis, formerly Head of Digital Learning resources at Becta and now leading the European Schoolnet iTEC project, will	

	explain the background to Becta's work and explore how an IWB common file format can be taken forward at a European level in a way that mutually benefits technology users and providers.
17.10-17.35	<p><i>Developing best practices for educational content standards</i> <i>David Massart, European Schoolnet and Warwick Bailey, Icodeon Ltd.</i></p> <p>European Schoolnet's ASPECT project (Adopting Standards and Specifications for Educational Content) is coming to a close at the end of February 2011. With support from the European Commission's eContent^{plus} Programme, ASPECT has included 22 partners from 15 countries, including 9 Ministries of Education, four commercial content developers and leading technology providers. For the first time, experts from all international standardisation bodies and consortia active in e-learning have worked together in order to improve the adoption of learning technology standards. In this presentation, David Massart, the ASPECT Project Manager will present the key project results. Warwick Bailey, Director of Icodeon Ltd. in the UK and one of the ASPECT partners will also highlight the differences between SCORM and the more recent Common Cartridge specification, including how the latter lends itself more to blended learning situations.</p>
17.35-18.00	<p><i>Electronic Books and EPUB</i> <i>Cristina Mussinelli, member of the Board of Directors at IDPF (International Digital Publishing Forum)</i></p> <p>As digital publishing continues to expand, EPUB is rapidly becoming a widely used standard for ebooks and has gained a critical role in the future development of the digital publishing market. EPUB (short for electronic publication) is the free and open e-book official standard of the International Digital Publishing Forum (IDPF). It allows publishers to produce and send a single digital publication file and provides interoperability for consumers between software/hardware. EPUB is designed for reflowable content, meaning that the text display can be optimised for the particular display device used by the reader of the EPUB-formatted book. This presentation will highlight the key features of EPUB and describe the future implementation of the new release of EPUB 3 that will be delivered in summer 2011.</p>
18.00-19.00	<p><i>Exhibition open and pre-dinner drinks</i> <i>Ballroom II, ground floor</i></p>
19.30	<p><i>Dinner – all delegates are invited to attend</i> <i>Restaurant Nouveau Taste at Crowne Plaza</i></p>

Friday 18 February

09.00-10.20	<p><i>Breakout session 1</i> <i>ASPECT Best Practices for content standards and specifications</i> <i>Room Infinity, 2nd floor</i></p> <p>During this session, chaired by David Massart of European Schoolnet, the main results of the ASPECT project will be presented. Lars Ingesman from UNI-C will report on the best practices identified by both public and private sector content providers. Águeda Gras-Velázquez from European Schoolnet will explain how teachers in the project responded to using content specifications such as SCORM and Common Cartridge. Finally, Neil Smith from the Vocabulary Management Group will introduce tools developed by his company during the project to support best practices for managing metadata application profiles and controlled vocabularies.</p>	<p><i>Breakout session 2</i> <i>Interactive Whiteboard Content: key issues and challenges</i> <i>Ballroom I, ground floor</i></p> <p>During this session, there will be a panel discussion involving leading IWB suppliers moderated by Will Ellis from European Schoolnet. The session will consider: how we can define quality IWB content; whether content created by interactive whiteboard tools is appropriate for particular learning and teaching approaches/scenarios; whether current IWB resources are of sufficient quality to impact on learning outcomes; what are the implications for publishers of the growing volume of user-generated IWB content; and whether a common file format for IWB content provides more opportunities or challenges for publishers.</p>
10.20-11.00	<p><i>Coffee break and exhibition</i> <i>Ballroom II, ground floor</i></p>	
11.00-12.30	<p><i>Breakout session 3</i> <i>The next generation of school interoperability: classroom meets online, learning meets data</i> <i>Room Infinity, 2nd floor</i></p> <p>During this session there will be a panel discussion moderated by Rob Abel of the IMS Global Learning Consortium with several leading providers of classroom and online learning technologies and school operators specialising in personalised learning. It is clear that to students, teachers and administrators there should be a seamless user experience across classroom and online. And all systems should produce data that help improve the personalisation of the learning experience in line with every pupil's needs. How do we get there from here using vendor-neutral interoperability as a foundation? Participants include: Mark O'Neill, Technical Product Manager, Blackboard; Warwick Bailey, Director Icodeon; Martin Hall, Manager RM Education; Emilio Bernabei, Director, Global Ecosystems and Marketing Operations, SMART Technologies.</p>	<p><i>Breakout session 4</i> <i>Digital Textbooks becoming mainstream?</i> <i>Ballroom I, ground floor</i></p> <p>During this session there will be three short presentations and a panel discussion that will explore how trends around the rapid take up of smart mobile and tablet devices are likely to impact on the textbook market in the next few years. Presenters include: Leonardo Tosi, Researcher, INDIRE Owen White, Digital Strategy Director, Pearson Education Peter Scott, Head of Knowledge Media Institute, Open University, UK</p>

12.30-14.15	<p><i>Buffet Lunch and exhibition</i> <i>Foyer and Ballroom II, ground floor</i></p> <p><i>13.00 – 14.00 Room Infinity, 2nd floor</i> <i>European Schoolnet Policy and Innovation Committee</i> <i>(a meeting only for participating Ministries of Education)</i></p> <p><i>13.15 – 13.45 Ballroom I, ground floor</i> <i>Lunchtime briefing on developing content for the iPhone, iPad and iPod Touch</i></p>
14.15-14.45	<p><i>KlasCement: Building trusted partnerships</i> <i>Ballroom I, ground floor</i> <i>Hans de Four and Pascal Craeye, EduCentrum</i></p> <p>The non-profit organisation EduCentrum leads KlasCement, a project for schools partially subsidised by the Ministry of Education in Flanders. The fast growing KlasCement portal with over 64,000 members and 16,600 resources enables teachers to access both open content and resources from commercial providers. In this presentation Hans de Four, founder and coordinator of KlasCement, and Pascal Craeye, a member of the EduCentrum Board, will outline how this initiative has been building partnerships with content providers from the private sector over the last few years and how KlasCement provides a model for how a public sector initiative and commercial partners can successfully work towards the same goal - delivering a better education.</p>
14.45-15.15	<p><i>eLearning and the Digital Agenda for Europe: Modernising Education</i></p> <p>Marc Röder, Project Officer with the European Commission will outline current DG INFSO activities in eLearning (ICT PSP Call in eLearning this year, Technology Enhanced Learning) and provide some context on these activities by outlining the Commission's strategic objectives and the underlying policy rationale (i.e. the Digital Agenda).</p>
15.15-15.35	<p><i>European Schoolnet Policy and Innovation Committee</i></p> <p>Doug Brown, Chair of the European Schoolnet Policy and Innovation Committee, will reflect on the outcomes of the two days and report on some key content issues identified by Ministries of Education present at the event and share their thoughts about the important issues for European Ministries of Education and their relationship with publishers in the future.</p>
15.35-16.00	<p><i>Next Steps</i></p> <p>An open discussion with seminar delegates on proposals for next steps towards defining Educational Publishing Futures and opportunities for joint working.</p>
16.00	<p><i>Close of seminar</i></p>