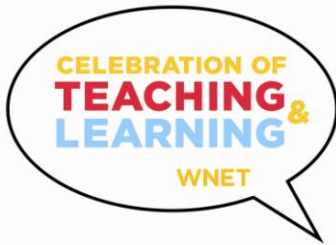


**The First International Summit
on the Teaching Profession
and the Sixth Annual
Celebration of Teaching & Learning
March 16 – 19, 2011**

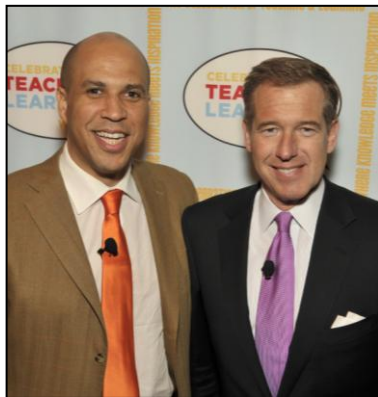


Marking Six Years of Celebration and the Beginning of an International Tradition



On March 18-19, 2011, the Celebration of Teaching & Learning once again gathered the world's best experts, advocates, and educators for a professional development conference as exceptional as its participants. Through learning environments designed to renew passion and creativity, educators explored the subject areas of the Arts, English Language Arts, Global Awareness, Health & Wellness, Instructional Technology, STEM, Social Studies, Special Education and Whole School Issues. The Celebration also provided attendees with opportunities for knowledge sharing and the tools needed to prepare our students for the future.

This year, the conversation began early with the International Summit on the Teaching Profession on March 16-17. Hosted by the U.S. Department of Education, the Organisation for Economic Cooperation and Development (OECD) and Education International (EI), WNET was proud to take a leading role in the planning with fellow partners the National Education Association (NEA), the American Federation of Teachers (AFT), Council of Chief State School Officers (CCSSO), and the Asia Society in convening education ministers, union leaders and experts from 16 countries and regions with high-performing and rapidly improving education systems.



Newark Mayor Cory Booker poses with NBC Nightly News Anchor and Managing Editor Brian Williams.

The first event of its kind, the summit engaged participating countries in an intensive discussion about promising practices for recruiting, preparing, developing, supporting, retaining, evaluating, and compensating world-class teachers.

Immediately following the summit, the 2011 Celebration featured a dynamic list of nationally acclaimed speakers, including **Rehema Ellis**, NBC News Education Correspondent; **Dr. Mehmet Oz**, cardio-thoracic surgeon and Emmy Award winning nationally syndicated talk show host; **Cory Booker**, Mayor of Newark, New Jersey in conversation with **Brian Williams**, NBC Nightly News Anchor and Managing Editor; **Cynthia McFadden**, Nightline Co-Ancor, ABC News; **Leymah Gbowee**, documentarian and executive director of Women Peace and Security Network Africa; **Walter Dean Myers**, acclaimed young adult author, and many more.

Attendance soared as more than 10,000 people gathered to celebrate education, honor teachers and look to the future. Plus, for the first time ever, educators joined the Celebration online for plenary webcasts. Up to 800 viewers tuned in for each broadcast session.

This report highlights the many successes of the 2011 Celebration and details the historic first International Summit on the Teaching Profession



U.S. Secretary of Education Arne Duncan addresses participants at the International Summit on the Teaching Profession.

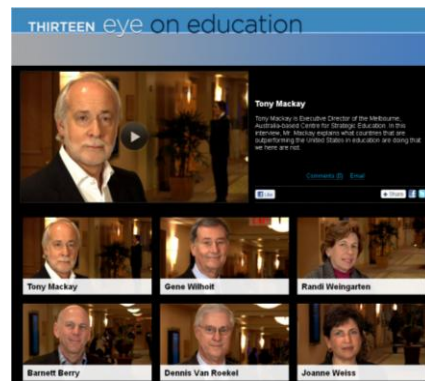
Extending the Conversation and Leveraging the Content

In 2011, the Celebration of Teaching & Learning saw a significant amount of online engagement through social media. Thousands of impressions were made through networks such as Twitter and Facebook, with many people joining the conversation by posting comments, questions, and feedback. This year also marked the launch of the Celebration's YouTube channel, providing visitors the opportunity to check out favorite videos and relive past Celebrations.

For the first time ever, live webcasts from the Celebration invited people to experience the Celebration, and the closing session of the International Summit on the Teaching Profession. 600-800 viewers tuned in for each webcasted plenary session, and more than 4,000 people in 43 different countries viewed the International Summit webcast.

Leveraging Event Content:

The gathering of nations and education experts allowed a unique opportunity to leverage the power of public media to spread inspiration and knowledge to greater audiences. Onsite, WNET's NEED TO KNOW crew conducted interviews with international and domestic leaders such as Finland's Minister of Education and Science, Henna Virkkunen and U.S. Secretary of Education Arne Duncan for a special broadcast and online segment entitled, "Fixing Education" – part of the recurring series "Fixing America." Individual interviews have also been made available online through THIRTEEN's EYE ON EDUCATION.



The Teaching Channel, a multi-media professional development platform based on the United Kingdom's Teachers TV, was unveiled at the Celebration and also took the opportunity to film profiles of a principal and a history teacher as they experienced the two-day event. The crew ultimately followed the two educators as they returned to their schools to put to work the tangible content and lessons learned from the Celebration. This material will be turned into a 30 minute viewing experience for The Teaching Channel.



Building on the successful use of Twitter in previous years, the Celebration's Twitter account almost doubled its following in 2011. As of April 22, 2011, it has **643 followers** (as of April 27, 2010 the account had 360 followers). Using the hashtag #CTL2011, Twitter members were able to connect with each other on a single page, and see other people or organizations who were talking about this year's Celebration.

In the months and weeks leading up to the event, the Celebration's Twitter community had thousands of interactions, and during the conference, the network was buzzing with "live tweets" being sent from every session room, following each discussion. This buzz even included a shout-out from Mayor Cory Booker, who has **well over a million followers** in his network.



Cory Booker Cory Booker
Looking forward to speaking at the Celebration of Teaching and Learning in NY today! #ctl2011
19 Mar



Facebook once again provided a lively forum for discussion for the Celebration's many audiences. As of April 22, 2011, the Celebration's official Facebook page has **2,393 fans**, an increase of more than 1,000 fans over the past year (as of April 27, 2010 the page had 1,109 fans). By posting links to dynamic content including official Celebration EdBlog entries, speaker videos and resources, people were continually inspired to interact on the page and with each other. In the months and

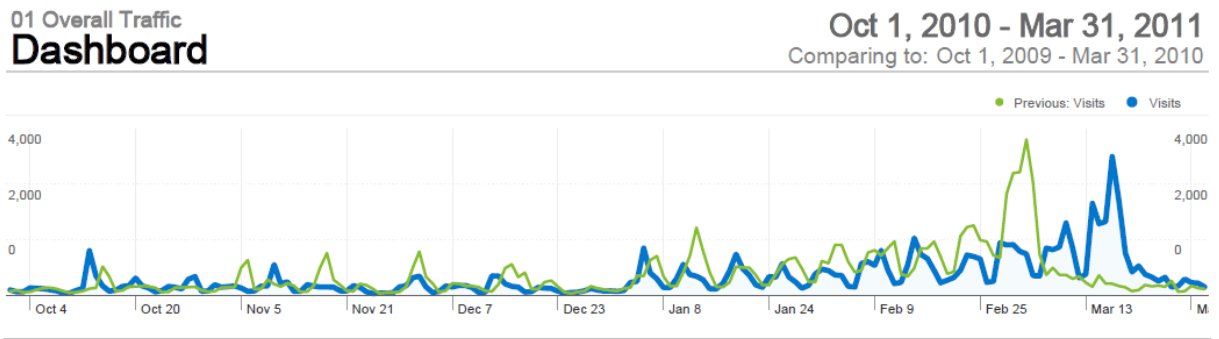
weeks leading up to the event and afterwards, this active online community has had thousands of interactions with the Celebration.

Since January 1, 2011:

- 97,920 Facebook users have viewed posts from the Celebration
- 345 Facebook users have posted comments or 'likes' on the Celebration's posts

The Celebration also saw an abundance of interactivity through eblast communications. From October 2010 – April 2011 a total of **21 eblasts** were sent to a list of approximately 100,000 people. This regular and informative communication provided event updates and encouraged people to engage with the Celebration through social media.

The Celebration website also saw substantial traffic, drawing nearly **80,000 visits** (compared to nearly 91,000 visits in 2010). Additionally, there were more than **320,000 page views** (compared with nearly 371,000 visits in 2010) on the Celebration site with the average visitor spending more than three minutes per visit each time they went to the site. This shows that the site was engaging and had interactive content.



Note: For reference when making comparisons, the Celebration was held two weeks later in 2011 than in 2010.

Event Program

PLENARY SPEAKERS

On Friday...

Gary Knell, President and CEO of Sesame Workshop, welcomed educators to the sixth annual Celebration with special guest **Elmo** and shared how Sesame Workshop continues to evolve its approach to early childhood education...



NBC education correspondent **Rehema Ellis** led a discussion with a group of outstanding high school students, providing them with a forum for sharing their perspective on school, peers, family and their future...

And **Cynthia McFadden**, co-anchor of ABC's Nightline, moderated a panel in which **Linda Darling-Hammond**, **Tony Mackay**, **Dennis Van Roekel**, **Randi Weingarten**, **Joanne Weiss**, and **Gene Wilhoit** discussed takeaways from the International Summit on the Teaching Profession.

Then, on Saturday...

Not just a celebrated young adult author, **Walter Dean Myers** joined **Jon Meacham**, Editor-at-Large, WNET, to discuss the importance of adolescent literacy and ensuring children, particularly minorities, are empowered through reading and writing...

Dr. Mehmet Oz shared his knowledge on how to combat the challenge of keeping our children healthy...

Brian Williams, NBC Nightly News anchor and managing editor, and **Newark Mayor Cory Booker** discussed the future of education reform.

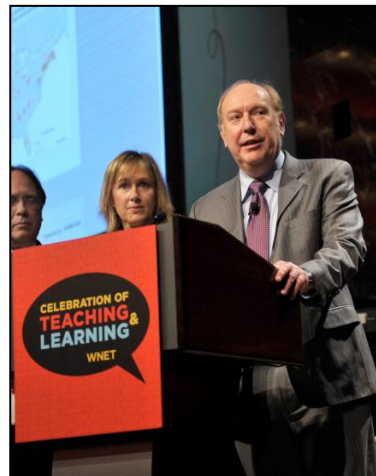


Jon Meacham and Walter Dean Myers interact with attendees after their plenary session.

FEATURED SPEAKERS AND PANELS

The Celebration also featured over 40 unique presentations where attendees heard from stellar talent including:

- **Patricia Agatston**, author and cyberbullying expert
- **Raymond Arsenault**, author of the acclaimed book, *Freedom Riders: 1961 and the Struggle for Racial Justice*
- **Karen Cator**, Director of the Office of Education Technology, U.S. Department of Education
- **Milton Chen**, senior fellow at the George Lucas Educational Foundation
- **James Comer**, Founder of Comer School Development Program, Yale University
- **Kathleen Cushman**, educator, journalist and author of nine books, including *Fires in the Mind*
- **Charlotte Danielson**, author and founder of The Danielson Group
- **Keith Devlin**, executive director and a co-founder of Stanford University's H-STAR Institute, NPR's "the Math Guy"
- **Michael Fullan**, professor emeritus at the Ontario Institute for Studies in Education at the University of Toronto and Special Advisor to the Premier and Minister of Education
- **Leymah Gbowee**, founder and executive director for Women, Peace and Security Network Africa
- **David Kirp**, professor of public policy at the University of California at Berkeley
- **Jim Knight**, research associate at the University of Kansas Center for Research on Learning and president of the Instructional Coaching Group
- **Mike Marriner**, Founder/Director of Strategic Partnerships, Roadtrip Nation
- **Chris Morgan**, ecologist, conservationist, and former host of PBS NATURE
- **David Pogue**, personal-technology columnist for *The New York Times*, host of NOVA's series, MAKING THINGS
- **Diane Ravitch**, education historian and author
- **Joe Sutliff Sanders**, assistant professor in the Children's Literature graduate track at Kansas State University and author
- **Eric Siegel**, Director and Chief Content Officer at the New York Hall of Science, and many more!



Karen Cator, head of the Office of Education Technology at the U.S. Department of Education, and Edwin Gragert, Executive Director of iEARN, discuss learning powered by technology.



Jim Knight speaks to educators about professional learning that makes a difference.

WORKSHOPS

With over 100 hands-on “In the Classroom” workshop sessions, educators had the opportunity to interact with experts, presenters and colleagues plus receive in-depth training in the latest classroom technology. These classroom-style sessions introduced and familiarized attendees with content including:

- **Adobe YOUTH VOICES Essentials Workshop: Digital Photography**
- **Assessment and Data Analysis Using Student Response Systems; The Twenty Coolest Things You Can Do From a Smart Board, SMART Technologies/Teq**
- **Back from the Future: 21st Century Skills in a 19th Century Framework**, Eastern Suffolk BOCES & Washington National Opera
- **Bringing Education to Life: Engaging and Motivating Students with Service-Learning**, National Education Association
- **Challenging Kids to Engage in Science**, Kids Science Challenge
- **Cyber-Bullying: WOT R U DOIN BOUT IT?**, NYSUT
- **Developing Cultural Identity**, Graduate School of Education, Fordham University
- **Engaging Students in Real-World Issues**, National Geographic Education
- **Geoteaching in the K-12 Classroom**, Nassau BOCES
- **Get Ready to Learn: A Daily Preparatory Curriculum for Students with Significant Disabilities**, District 75 – New York City Department of Education
- **Nanotechnology—Tiny Things Bring Big Changes**, Brookhaven National Lab Science Learning Center
- **Roadtrip Nation: The Student Experience**
- **Simple Science in the Classroom: An Interdisciplinary Approach to Using Objects From Nature**, Western Suffolk BOCES, Outdoor Environmental Education Program
- **Teaching the Curriculum through the Lens of Sustainability**, Putnam/Northern Westchester BOCES
- **Using Online Learning to Meet the Needs, Strengths, and Motivation of Every Individual Student**, NYC Department of Education’s Innovation Zone



EXHIBIT HALL

The Celebration's exhibit hall provided attendees with the opportunity to learn about new and exciting educational products and services from innovative organizations and companies. This year, 201 organizations and companies distributed information and materials, covering all K-12 subjects, grade levels and issues. Exhibitors included specialized education products, technology companies and distributors, colleges and universities, publishers, school trip destinations, professional organizations, and sponsors.

The exhibitor hall also served as home to the Social Media Room where presenters and attendees were able to tweet, blog and update their social media profiles during the event.



SPECIAL EVENTS

- **Coffee with the President**

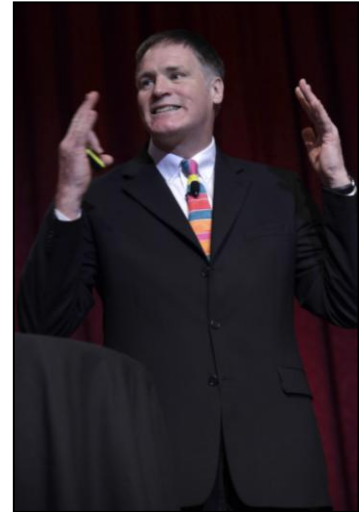
Eloise Messineo, Executive Director, Executive Leadership Institute hosted a gathering on behalf of CSA President Ernest Logan for a vibrant conversation about education in the 21st Century.

- **StoryCorps: National Teachers Initiative**

Patricia de Stacy Harrison, the president and chief executive officer of the Corporation for Public Broadcasting (CPB), announced the establishment of StoryCorps' National Teachers Initiative, which will collect, preserve, and share stories that celebrate the impact of great educators on all of our lives.

- **The Teaching Channel**

Andrew Bethell, CEO, Teaching Channel; Vice Chairman, Teachers TV-UK, officially launched The Teaching Channel, a video showcase – on the Internet and TV – of innovative and effective teaching practices in America's schools. The programming will offer an intimate front-row seat in real classrooms combining great storytelling with broadcast-quality production value.



Andrew Bethell introduces educators to The Teaching Channel.

- **Teachers Town Hall**

Peabody Award-winning host of NEED TO KNOW Alison Stewart moderated this conversation with educators focusing on three issues about which teachers have many ideas: how time is allocated during the day, week and school year, what is at the root of our drop-out crisis, and how can teachers and administrators – within a school – work together to get better results in student achievement.

- **Campaign for Grade-Level Reading**

Ralph Smith, Executive VP of the Annie E. Casey Foundation, shared the strategies and goals of the Foundation's new five-year Campaign to move the needle on third-grade reading proficiency.

- **Connect All Schools**

Craig Brown, Chief of Youth Programs at the U.S. Department of State, Karen Cator, head of the Office of Education Technology at the U.S. Department of Education, and Edwin Gragert, Executive Director of iEARN, announced Connect All Schools which aims to connect EVERY school in the United States online with the world by 2016.



Book signings provided attendees the opportunity to interact one-on-one with guest speakers like Dr. Mehmet Oz.

- **Book Signings**

This year, more than 25 authors presented at the Celebration and spent time interacting with attendees, signing books and taking photographs at the on-site Barnes and Noble.

- **Empire State Building Lighting and Mayoral Proclamation**

Mayor Bloomberg once again proclaimed the week of the Celebration "New York Celebrates Teaching & Learning Week," and on March 18, the Empire State Building proudly shone in yellow, blue and red in honor of the Celebration of Teaching & Learning.

The International Summit on the Teaching Profession

In December 2010, during the Programme for International Student Assessment (PISA) results, U.S. Secretary of Education Arne Duncan announced that the U.S. Department of Education, in conjunction with the

Organisation for Economic Co-Operation and Development (OECD) and Education International, would convene an International Summit on the Teaching Profession in New York City. This would be the first gathering in the U.S. of education ministers and union leaders from high-performing and rapidly-improving education systems around the world. The Summit was scheduled to precede the sixth annual Celebration of Teaching & Learning and on-the-ground planning was carried out by the host organizations in collaboration with WNET, the Asia Society, the National Education Association, the American Federation of Teachers, and the Council of Chief State School Officers. Ultimately, Belgium, Brazil, Canada, The People's Republic of China, Denmark, Estonia, Finland, Hong Kong SAR, Japan, the Netherlands, Norway, Poland, Singapore, Slovenia and the United Kingdom, joined the U.S. at the Summit on March 16th and 17th.

TEACHING THE INTERNATIONAL SUMMIT ON THE PROFESSION



Dr. Ronald Thorpe, WNET Vice President and Director of Education, addresses the world's top education leaders.

To ensure the foreign representatives were able to experience New York City, local school tours were facilitated to highlight current innovations and the opening Summit sessions were held at the iconic American Museum of Natural History where attendees also enjoyed an elegant dinner that featured remarks from Mayor Michael Bloomberg, Museum president Ellen Futter, Jim Simons of the Simons Foundation, and Neal Shapiro of WNET.

Over the course of two days, conversations focused on recruitment, preparation, development, support, retention, evaluation, compensation and engagement in education reform were facilitated by Tony Mackay, Executive Director, Center for Strategic Education; Kai-ming Cheng, Professor of The University of Hong Kong; Linda Darling-Hammond, Charles E. Ducommun Professor of Education of Stanford University; Ben Levin, Professor and Research Chair in Education Leadership and Policy, University of Toronto; and Fernando Reimers, Professor of International Education, Harvard University. Also in attendance were more than 400 education stakeholders representing U.S. Teachers of the Year, State Chiefs, national foundations and corporations invested in education.

The Summit caught the attention of the press as well as education stakeholders. On the opening day an op-ed discussing the historic event was posted on Huffington Post, and the following day a Press Availability was held with representatives from all host and planning organizations including WNET's Vice President, Education, Dr. Ronald Thorpe. Attending outlets included *New York Daily News*, *CNN*, *Ed Week*, *New York Post* and *Channel News Asia*, among others.

The closing sessions detailing "Lessons Learned" was webcast live for the public, drawing over 4,000 online viewers, and is now available on www.thirteencelebration.org as well as www.ed.gov. The event concluded with a reception at the Hilton New York which also kicked off the Celebration!

The Summit has been hailed as a great success in providing a venue for honest and thoughtful discourse among education leaders--so much so that plans are already in the works to make it an annual event, with a follow-up Summit in 2012 again in New York City prior to the Celebration, and another in The Hague in 2013.



Marguerite Izzo, 2007 New York State Teacher of the Year, joined U.S. Secretary of Education Arne Duncan to discuss today's most important education issues.



WNET gratefully acknowledges funding support from MetLife, the National Education Association, Simons Foundation, the Ford Foundation, Pearson, the American Federation of Teachers, Bill & Melina Gates Foundation, Carnegie Corporation of New York, Google, W.K. Kellogg Foundation, the William and Flora Hewlett Foundation, Adobe Foundation, Intel Corporation, Noyce Foundation, Scholastic Inc. and National Public Education Support Fund.

Forging Partnerships

SPONSORS

THIRTEEN and WLIW21 gratefully acknowledge sponsorship support from the following organizations:

- **Lead Sponsors:** MetLife, National Education Association, Simons Foundation
- **Premier Sponsors:** Adobe YOUTH VOICES, American Federation of Teachers, Friends of THIRTEEN, NYSUT, Pearson, SMART Technologies/Teq
- **Major Sponsors:** Corporation for Public Broadcasting, Corwin, CSA-ELI, DELL, Inc., Fordham University Graduate School of Education, Hilton New York, The McGraw-Hill Companies, NJEA, UFT, Verizon Thinkfinity.org
- **Presenting Sponsors:** Cooper-Hewitt, ETS, Hofstra University, Mercy College, Teachers College Columbia University
- **Event Sponsors:** Barnes & Noble, Campaign for Grade-Level Reading, Connecticut Education Association, EmblemHealth, NYSSAC, The College Board
- **Media Sponsor:** Education Week.



LOCAL, STATE AND NATIONAL PARTNERS

The Celebration is a BOCES CoSer-aidable professional development event presented in partnership with BOCES of Southern Westchester, Putnam/Northern Westchester, Rockland, Nassau, Western Suffolk and Eastern Suffolk. The Celebration is presented in collaboration with New York State Teacher Centers. THIRTEEN is an approved professional development vendor for the New York City Department of Education.

Supporting Associations

Afterschool Alliance
American Association of Colleges for Teacher Education (AACTE)
Asperger Syndrome and High Functioning Autism Association (AHA) Inc.
Center for Implementing Technology in Education (CITEd)
Computer Science Education Week
Connecticut Educators Computer Association
Connecticut Federation of School Administrators*
Council for Exceptional Children
Educators for Social Responsibility
Edutopia
Empire State Building Lighting Partner
ENACT
Fritzwire
Get Schooled, a Viacom initiative
Gotham Schools
IEEE
Institute for Educational Leadership
JW Foundation—The Art of Learning Project
Korean American Teachers Association of New York (KATNY)*
Learning First Alliance
Link-Ed
Lower Hudson Council of School Superintendents*
National Association of State Boards of Education
National Center for Technology Innovation (NCTI)
New York Discovery Educator Network
National Science Teachers Association
New Jersey Department of Education*
New Jersey Parent Teacher Association
New York State Education Department *
New York State Education Department of Curriculum, Instruction & Instructional Technology

NYC Department of Education
Science Friday Initiative, Talking Science blog
Science Teachers Association of New York State
Southern Westchester BOCES*
Syosset Central School District *
Teach for America
The Advocacy Lab
The After School Corporation
The Fortune Society
The Humane Society of the United States
The Opportunity Equation
TryEngineering.org
We Are Teachers
**Designates Advisory Board or ESAC member*

Supporting Colleges

Brooklyn College School of Education
Hunter College School of Education
Lehman College
Montclair State University Center of Pedagogy

Public Television Stations

ECB/Wisconsin
NETA (National Educational Telecommunications Association)
NPT/Nashville, TN
UEN/Utah
WETA/Washington, D.C.
WHRO/Norfolk, VA
WMHT/Albany, NY
WNED/Buffalo, NY/Toronto, Canada
WOUB/Athens, OH
WSKG/Binghamton, NY

Attendee Feedback

This year's Celebration used online and social media networks as a hub for information, conversation and recommendations about the conference. Attendees provided feedback through platforms including Facebook and Twitter, as well as a post-event online survey on Survey Monkey. Here is a sampling of attendee feedback:

- "An excellent venue to network and learn techniques and trends in education."
- "Thought-provoking program that energized educators and made them feel special and valued in the current climate of negativity toward teachers."
- "The best 'education' themed conference out there!!!!"
- "It will make you believe again."
- "Refreshing opportunity to learn more from experts in the field of teaching."
- "It's always inspiring to have the opportunity to listen to and connect with people passionate about education reform. I always leave with new ideas."
- "The Celebration reminded me of why I love being a teacher."
- "A wonderful opportunity to see education from a larger perspective than the classroom!"
- "A memorable, instructive, and highly rewarding experience. It refueled my knowledge, spiritual and optimism energy banks."
- "It's a great way to validate why you became a teacher."
- "It is not to be missed if you are an educator or anyone interested in emerging trends in education and helping improve it. There is much to be learned, shared and gained by attending!"
- "It is a wonderful opportunity to connect with like-minded professionals and rekindle energy that keeps us connected with the innovations we need to take back to our classrooms."
- "A fabulous opportunity to reflect and remember the purpose of education!"
- "A wonderful opportunity to be inspired and learn more about our craft and profession."
- "I came back energized and pumped!"
- "The discussions are timely and thought-provoking! I left (once again) feeling energized, inspired and ready to take action."
- "It never fails to renew my faith in the education system. I feel rejuvenated after leaving."
- "THANKS for the inspiration to keep educating tomorrow's leaders."



Media Coverage

The sixth annual Celebration once again saw a flurry of media attention with wide-ranging coverage in print, online and television outlets.

Pre-Celebration Media Coverage

Prior to the Celebration, the event was featured in news outlets, calendar listings and blogs such as: *New York Teacher*, *NJEA*, *Huffington Post*, *Education Talk Radio*, *Educator Life*, *Brooklyn Daily Eagle*, *LoHud.com*, *Discovery Educator Network*, *Bowdoin Daily Sun*, *U.S. Department of Education*, and *Gotham Schools*. *Education Week* featured a commentary from speaker David Kirp, noting his upcoming speaking engagement at the Celebration.



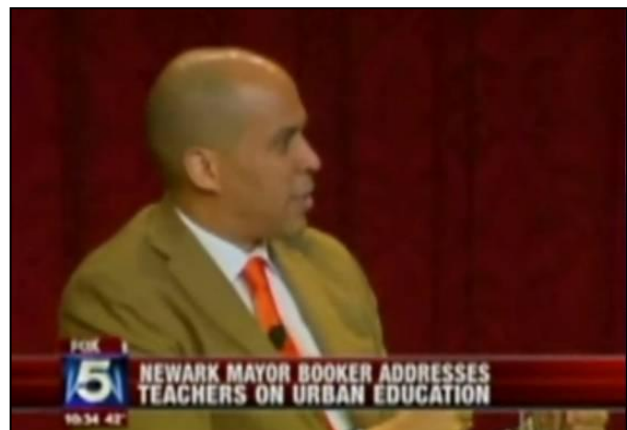
Ariel Aponte, 11th grade student at The Bronx Guild, during the student panel plenary session with Rehema Ellis

Onsite Media

More than 20 outlets were represented onsite at the 2011 Celebration, including: *Bronx News*, *the Brooklyn Daily Eagle*, *Education Week*, *Epoch Times*, *EuroNews*, *Learning Matters*, *Link-Education*, *Newsweek*, *School Library Journal*, *THE Journal*, *WBAI*, *WPIX*, *WQXR*, *WVOX*, and many more.

Notable Coverage

- *Education Week's* Liana Heitin live-blogged from the Celebration, posting six total blogs.
- *Education Daily* featured a piece on the family engagement panel.
- My FOX New York covered Mayor Cory Booker's plenary session with Brian Williams.
- ABC-7 and The Weather Channel noted that the Empire State Building was lit yellow, blue and red in honor of the Celebration.
- Ron Thorpe is now a regular blogger on *Huffington Post Education*. His first blog was posted on March 16, and we look forward to his using this opportunity to further establish the Celebration brand amongst the education community.



THE
HUFFINGTON
POST

EDUCATION WEEK

EDUCATION DAILY

Celebration 2011: Attendance and Ticket Sales

SEATS		
	2011	2010
Int'l Summit/Pre Conferences (Wed + Thurs)	800	300
Friday	4862	4935
Saturday	4555	4832
Total:	10217	10067

Geographic Breakdown (Tri-State plus Top Five)		
	2011	2010
New York	4015	4416
New York City	2788	3130
Long Island	664	783
Other	563	503
New Jersey	508	476
Connecticut	96	131
Washington DC	87	108
Massachusetts	63	82
California	40	63
Pennsylvania	30	42
Maryland	16	81
All Other States/Countries (includes unknown)	1014	650
Canada	45	29
Total Individual Registrants:	5914	6078