

Appendix A

OUTREACH EFFORTS

One of the most important aspects of the work of the Partnership for 21st Century Skills has been to build consensus among the education, business and policymaking communities on the importance of 21st century skills and to develop a common language for describing these skills. In pursuing these goals, the Partnership conducted an extensive outreach effort to a broad range of individuals and groups within the education community, including education experts, teachers, administrators, students, businesses, community groups, university faculty and researchers, underserved community representatives, after-school program representatives, and policy-makers. Below is a description of our efforts in the first year.

OUTREACH AT CONFERENCES AND MEETINGS

The Partnership presented its plan of work to solicit suggestions and feedback at a number of national conferences and meetings.

NATIONAL SCHOOL BOARDS ASSOCIATION CONFERENCE, DALLAS, TEXAS

Nov. 15, 2002

The Partnership held a briefing at the NSBA T+L convention. More than 600 invitations went out to leaders in the education community and others attending the NSBA conference. Approximately 50 people participated.

STATE EDUCATION TECHNOLOGY DIRECTORS ASSOCIATION MEETING, WASHINGTON, D.C.

Dec. 8–10, 2002

The Partnership participated in this event with state educational technology directors from all 50 states to discuss technology literacy and 21st century skills.

ICT LITERACY CONFERENCE, WASHINGTON, D.C.

Jan. 24, 2003

The Partnership participated in panel discussions on ICT literacy.

FLORIDA EDUCATION TECHNOLOGY CONFERENCE, ORLANDO, FLA.

Feb. 4–6, 2003

The Partnership made a presentation to state education technology leaders at this conference.

NATIONAL COALITION FOR TECHNOLOGY IN EDUCATION AND TRAINING CONFERENCE, WASHINGTON, D.C.

Feb. 25, 2003

The Partnership participated in this education conference and gathered input from education experts on 21st century skills and technology literacy.

CONSORTIUM FOR SCHOOL NETWORKING CONFERENCE, ARLINGTON, VA.

Feb. 27, 2003

The Partnership staff and two school district practitioners led a panel discussion on Defining and Promoting 21st Century Skills from Theory to Practice. Approximately 100 people attended this session.

NATIONAL FORUM ON 21ST CENTURY SKILLS, TUCSON, ARIZ.

March 10–11, 2003

In addition to presenting our work plan and preliminary findings at conferences and meetings, the Partnership convened education leaders to review our draft report and MILE Guide for 21st Century Skills at a two-day forum.

This forum was the Partnership's major event of the year to gather education community feedback on its work. The Partnership organized a national forum on 21st century skills and brought education experts together to discuss the definition, teaching and assessment of these skills. The group reviewed the draft MILE Guide and provided feedback on the MILE Guide and our draft report.

Participants

AEL, Inc.	John Ross
ATEC/CNAC	Art Sheekey
Center for Media Literacy	Tessa Jolls
Community Technology Development, Inc.	Holly M. Carter
Consortium for School Networking	Bob Moore, Ferdi Serim
Corporation for Public Broadcasting	Cheryl Williams
Digital Media Resource Center, University of Arizona	Christopher Johnson
DRA Software Training, ITCAP	Charlene Peters
Education Development Center, Inc.	Tony Streit
Education Development Corporation	Margaret Honey
Harvard Graduate School of Education	Alyson Knox
Idaho State Department of Education	Rich Mincer
ISTE	Don Knezek
Just Think Foundation	Elana Rosen
League for Innovation in the Community College	Mark Milliron
Learning Technology Center	Paul Resta
Learning.com	Mark Tullis
Media Literacy Project	Renee Hobbs
Metiri Group	Cheryl Lemke
Mindplay	Judith Bliss
National Business Education Association	Janet Treichel
National Geographic Society	Chris Shearer
NCREL	Gil Valdez
NetDay	Julie Evans
North Central RTEC	Kristin Ciesemier
Northwest Educational Technology Laboratory	Seymour Hanfling
Office of U.S. Rep. Jim Kolbe	Hassan Hijazi
Ohio SchoolNet Commission	Larry Fruth
Online Learning.net	Alan Arkatov
Pima County School District	Linda Arzoumanian
SETDA	Mary Ann Wolf
Software Information Industry Association	Karen Billings

Tech Corps	Karen Smith
Technology and Workforce Development	Robert Pearlman
Texas Education Agency	Anita Givens, Karan Kahan
Tucson Unified School District	Lorraine McPherson
WestEd RTEC	Bernie Trilling
The Western Governors University	Bob Mendenhall
Wyoming Department of Education	Linda Carter
Tomas Rivera Institute	Elsa Macias
University of Connecticut	Donald J. Leu
University of Kansas	Jayne W. James
U.S. Congress	U.S. Rep. Jim Kolbe (R-Ariz.)

DIGITAL EDUCATION LEADERSHIP CONVERSATION CONFERENCE, CORAL GABLES, FLA. March 28, 2003

The Partnership presented its draft messages to state departments of education and school district chief information officers, chief technology officers and senior industry executives attending this conference.

OPEN MEETING WITH NATIONAL EDUCATION GROUPS, WASHINGTON, D.C. May 21, 2003

The Partnership hosted a discussion with John Bailey, U.S. Department of Education, to discuss the Partnership's materials. Participating education groups included American Association of Colleges for Teacher Education, Consortium for School Networking, National Skill Standards Board, Marco Polo Education Foundation, NetDay, The Cato Institute, CNA Corporation, National PTA, Tech Corps, Federation of American Scientists and Digital Promise.

OUTREACH TO ORGANIZATIONS

The Partnership's research and development effort has collected a great deal of information, resources and online tools via our Request for Information (RFI), posted on our Web site at www.21stcenturyskills.org.

Organizations submitting information

ABOTICS

Association of College & Research Libraries
Alabama Supercomputer Authority
Alliance for a Media Literate America
American Association of Colleges for Teacher Education
American Association of School Librarians,
a division of the American Library Association
American Foundation for the Blind
Belhaven School, Linwood, N.J.
Benton Foundation, Center for Children and Technology
Bridges.com Inc.
Bristol Local School District, Bristolville, Ohio
California Learning Resource Network
California State University Long Beach
Camanche High School, Camanche, Iowa
Caribou High School, Caribou, Maine
CNA Corporation
The Cato Institute
Center for Media Literacy
CIRCLE (with funding from Pew Charitable Trust)

Cognitive Concepts, Inc.
Colorado Power Libraries
CompTIA
Computer Literacy Project Survey
Computers for Education
Consortium for School Networking
Council of Chief State School Officers
Diagramix
Digital Promise
District of Columbia Public Schools
Durham Elementary School, Durham, Maine
Education Development Center, Inc.
Educational Testing Service
EduCatalyst
Etta J. Wilson Elementary School, Newark, Del.
Evans Newton Incorporated, Scottsdale, Ariz.
Federation of American Scientists
Florida Center for Instructional Technology
Fort Totten Public School District #30, Ft. Totten, N.D.
Generation Yes
Global SchoolNet
Hotmath, Inc.
iEARN-USA
Information Technology Association of America
Institute of Electrical and Electronics Engineers, Inc.
International Center for Leadership in Education
International Tech Ed Association
ISTE
League for Innovation in the Community College
Lee's Summit North High School, Lee's Summit, Mo.
Marco Polo Education Foundation
Media Literacy Project
MILE: Media and Information Literacy Exchange
Morino Institute
Morristown High School Library, Morristown, N.J.
Mt. Olive Public Schools, Budd Lake, N.J.
National Academy Foundation
National Assistive Technology Research Institute (NATRI)
National Business Education Association (NBEA)
National Center for Education Statistics (NCES)
National Geographic
National PTA
National Skill Standards Board
National Workforce Center for Emerging Technologies
North Central Regional Educational Laboratory (NCREL)
NetDay
New Technology Foundation
Ohio Educational Library Media Association
Oliver Wendell Holmes Library at Phillips Academy, Andover, Mass.
Orchard Hill Elementary School, Cedar Falls, Iowa
Pennsylvania State University
SAFARI Technologies, Inc.
School Library Media Programs

SchoolNet, Inc.
 Scott County Partnership, Scottsburg, Ind.
 Seaford Middle School, Seaford, Del.
 Shenandoah Elementary Middle School, Shenandoah, Iowa
 Stargazer Foundation
 State Educational Technology Directors Association
 State of Wisconsin, Department of Public Instruction
 Teachers@work Free Resources
 Tech Corps
 University of Denver Research Institute
 WestED
 Wilson County Schools, Wilson, N.C.
 YouthLearn at Education Development Center

OUTREACH TO INDIVIDUALS AND GROUPS WITH EXPERTISE IN 21ST CENTURY SKILLS

In addition to seeking input through the RFI, the Partnership conducted extensive outreach to education experts and organizations to solicit their expertise on 21st century skills.

Alliance for a Media Literate America
 American Film Institute
 American Forum for Global Education
 American Association of School Librarians,
 a division of the American Library Association
 Aspen Institute
 Educational Testing Service's International
 ICT Literacy Panel
 Center for Media Literacy
 Metiri Group
 Cognitive Concepts, Inc.
 Computers for Education
 Consortium for School Networking
 Dr. Susan Curzon, Dean, University Library
 at CSU Northbridge
 EduCatalyst
 Education Development Center
 Educational Testing Service
 The Big6
 Faculty at the Harvard Graduate School of Education
 The Futures Channel
 George Lucas Foundation
 iEARN (International Education and Resource Network)
 Information Technology Association of America
 International Society for Technology in Education
 International Technology Education Association
 Lawrence Township Schools, Indianapolis, Ind.
 Mid-Atlantic Regional Educational Laboratory
 Mouse (Making Opportunities for Upgrading Schools and Education)
 National Skill Standards Board
 North Central Regional Educational Laboratory
 NetDay

National Forum on Information Literacy
 SchoolNet Inc.
 Scott County Partnership, Scottsburg, Ind.
 Software and Information Industry Association
 State Educational Technology Directors Association
 Tech Corps
 The League for Innovation in the Community College

FOCUS GROUPS RESEARCH ON THIS REPORT AND THE MILE GUIDE

The Partnership organized focus groups in April and May 2003 to gather feedback on the draft MILE Guide from teachers, students, administrators, state educational technology directors, after-school program directors and others in the education community:

LAWRENCE TOWNSHIP, IND. This group comprised primarily digital literacy coaches in the Lawrence Township Digital Age Literacy Program.

UNDERSERVED COMMUNITY GROUPS.

In this group, participant affiliations included classroom teachers, after-school programs, corporations and government agencies in the Washington, D.C. area.

CLASSROOM TEACHERS. This focus group convened K–12 public school teachers from around the United States who work with Cable in the Classroom to discuss both the report and MILE Guide.

STATE EDUCATIONAL TECHNOLOGY DIRECTORS

ASSOCIATION/AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS, a division of the American Library Association. Members of the State Educational Technology Directors Association and the American Library Association from Florida, Ohio, Texas and Virginia participated.

NATIONAL EDUCATION ASSOCIATION (NEA). The Partnership met with nine NEA board members, all of whom are classroom teachers, representing Alaska, Indiana, Iowa, Louisiana, Massachusetts, Nebraska, Oregon, Pennsylvania, and West Virginia.

SOFTWARE AND INFORMATION INDUSTRY ASSOCIATION.

The Partnership met with a group of 25 software and information industry executives from the education technology field in California for a focus group on the Partnership's materials.

STUDENTS. The Partnership met with a diverse group of high school students at Cienega High School, Vail, Arizona, to discuss 21st century learning.

NETDAY. The Partnership convened with a group of nine AmeriCorps members from Oakland and Santa Ana in California and the Rio Grande Valley in Texas and three AmeriCorps project directors to discuss implementation of 21st century skills in schools.