



Future Ready Schools Conference Connections Program

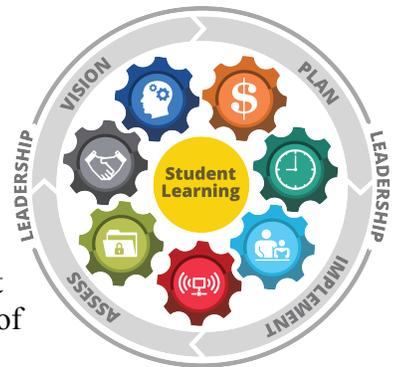
Guidelines, procedures, and application process for new and existing Future Ready Schools coalition partners and others organizations interested in supporting the overall movement at specific state, regional, and national events.

PURPOSE

The [Future Ready Schools](#) (FRS) “Conference Connections” program will engage [coalition partners](#) in a collaborative effort that supports the overall goals of FRS initiative. [The Alliance for Excellent Education](#) (the Alliance) seeks willing partner organizations to repurpose and/or develop meaningful Conference Connections at state, regional, and national events. The strength of the FRS movement hinges on the active engagement, entrepreneurial spirit, and collaboration of its coalition of nonprofit education organizations; regional membership organizations; and/or state agencies that support high-quality digital learning implementation in school districts throughout the nation.

PARTNER ENGAGEMENT

The FRS initiative encourages varying levels of support from national and regional nonprofit organizations with overlapping goals in advancing the effective use of technology to transform teaching and learning in K–12 public schools. To date, partners have promoted summits, contributed resources aligned with the [FRS framework](#), sent experts to attend regional summits, and advanced the FRS movement through communication tools such as newsletters, social media outlets, and more. In some cases, content partners have offered input into the agenda as well as moderators for breakout sessions during the first wave of thirteen in-person summit events in spring/summer 2015.



ADDITIONAL PARTNERSHIP POTENTIAL: CONFERENCE CONNECTIONS

FRS seeks to deepen and expand commitments to collaborate with interested coalition partners and organizations that coordinate state, regional, and national conferences as they develop and offer professional learning opportunities for district leaders that align with the FRS initiative.

These additional partnerships offer organizations—existing or new to FRS—with opportunities to (1) be creative and entrepreneurial in developing programming that showcases expertise; (2) leverage work in service of the FRS goals that districts have developed; and (3) advance the FRS initiative. Once approved, conference organizers may elect to utilize an entire FRS conference theme or develop a FRS conference strand aligned with the FRS framework. This new level of partnership will elevate an organization’s visible expertise in digital learning, and provide direct connections to the well-known and highly successful FRS initiative.

The FRS [leadership network](#) (in development), [regional summits](#), and [interactive planning dashboard](#) have received overwhelmingly positive reactions nationwide from more than 2,000 district leaders. As these efforts continue to grow in popularity, organization’s involved in the Conference Connections program will reap benefits that include a presence on the FRS website, FRS brand recognition from school administrators, and active promotion through a variety of FRS communication outlets (newsletter, social media, etc.).

BRANDING and PROMOTION

Participants/organizations in the FRS Conference Connections program will enjoy the following benefits:

- Listing on the appropriate page of the futurereadyschools.org website.
- Use of provided graphics on marketing materials and websites, including those of the FRS framework, individual gears, and “We support Future Ready Schools” logo.
- Opportunities to align sessions (all or some) with the FRS framework, and utilize relevant FRS gears to show alignment within the conference program and/or session descriptions.

To avoid brand confusion, in-person, virtual, or other events listed as an official FRS Conference Connection may not use the term “summit” under any circumstances. Terms such as “strand,” “session,” “workshop,” “institute,” etc., are all permissible. FRS Conference Connection events may include, but are not limited to

- any/all conference sessions throughout the conference aligned with the FRS framework;
- a strand of sessions throughout the conference aligned with the FRS framework;
- an FRS conference theme; and
- a one-day FRS pre-conference workshop led by FRS staff members.

SIGN UP DETAILS and CONTACT INFORMATION

To apply for the FRS Conference Connections program, please send the components listed below in an attached Word or PDF document to Tom Murray, the Alliance for Excellent Education’s state and district digital learning director, at tmurray@all4ed.org. Questions regarding the Conference Connections program should also be directed to Tom Murray.

Statement of Interest: *(No more than 250 words)*

Please articulate the level of interest and proposed connection to the FRS initiative.

Conference Information:

Please outline the conference by including the following details:

- Conference name
- Date(s)
- Location
- Description
- Theme (or TBD) if applicable
- Website address
- Expected number of attendees
- Registration fee
- Organizer’s contact information

Details of Proposed Conference Connection(s): *(No more than 1 page)*

Please submit details of the proposed Conference Connection(s), including the following:

- Sample conference agenda (may be from a previous conference)
- List of key themes/messages to be conveyed at conference
- Proposed list of FRS connections (alignment, strand, conference theme, etc.)

FINE PRINT and EXPECTATIONS

- Approval for an organization to participate in the FRS initiative as a Conference Connection is limited to that specific conference and does not grant a permanent license to the organization to use the service mark FRS or the official logo beyond the specific approved Conference Connection. The Alliance retains all exclusive rights to the FRS mark, logo, and supporting materials.
- A disclaimer regarding FRS (provided by FRS staff), with a link back to futurereadyschools.org must be included in any promotional materials that reference the FRS initiative.
- Conference Connections must mirror the mindset posited at the FRS regional summits: *Leading with learning; technology is not the driver; importance of teachers; systemic planning; continuous improvement; leadership; networking; and collaborative culture.*
- Conference Connections must demonstrate direct alignment with the FRS framework, including explicit mention by name of one or more of the seven gears, or leadership strand.
- When focused on superintendents, Conference Connections should promote the [Future Ready District Pledge](#).
- Where appropriate, Conference Connections should introduce FRS tools, including the FRS framework, readiness assessments, gaps and strategies, and the robust planning tools available free to all district leadership teams.
- Conference Connections must include specific language to be supplied by FRS that clarifies that this supporting Conference Connection is part of the overall FRS movement/initiative and is sanctioned and aligned with the FRS initiative, but that it is not an official FRS regional summit for district-level leadership teams.
- Conference Connections must provide a brief, informal narrative after the conference answering questions about attendance, impact, and participant perceptions.
- Conference Connections must be open to FRS follow up with participants as needed to ensure quality of the FRS initiative and implementation.

Note: The FRS team will work with conference staff on the above expectations.