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Subject: #EIE13 Morning Briefing: Welcome to Boston!

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Dear Friend,

Welcome to Boston! Thank you for joining us, and welcome to the Foundation for Excellence in Education's 2013 National Summit on Education Reform.

Now in our sixth year of this annual gathering, Governor Jeb Bush and the Foundation for Excellence in Education are honored to once again host hundreds of leading education reformers from across the nation and around the world to share strategies to improve the quality of education for all children.

We hope these two days are an opportunity to engage in a series of thoughtful, in-depth discussions on proven policies and innovative strategies to improve student achievement. Take a moment to check out some general information, fun facts and tips:

Join the Conversation: #EIE13: The discussion at the 2013 National Summit on Education Reform is sure to extend far beyond the walls of the Sheraton Boston Hotel. Don't miss a thing by joining the conversation online:

- Follow [@ExcelinEd](#) on Twitter for the latest news and updates, and use [#EIE13](#) to join the National Summit conversation.
- Download the [official #EIE13 app](#) to your device for information on speakers, the [Summit agenda](#) and strategy sessions.
- Check out [TheEdFlyBlog.com](#) for the latest discussions on education reform.

Have Friends and Colleagues Stuck Back at Home and Missing the Action? The Foundation for Excellence in Education is live streaming keynotes and general sessions here: [www.ExcelinEd.org/SummitLive](http://www.ExcelinEd.org/SummitLive).

On Tap for Thursday: Keynotes, general and strategy sessions and more. The full agenda is available online [here](#).

## Thursday Morning Agenda Highlights :

Governor Jeb Bush , Chairman of the Foundation for Excellence in Education, kicked off his National Summit with an opening keynote address . Check out Governor Bush's recent visit to [NBC's Education Nation](#): "The great challenge for our country is the lack of social mobility – which means that if you're born poor today, there's a higher probability you'll stay poor. And, if you're born rich, there's a higher probability you'll stay rich. And that's not the America that people want. And the one thing that we've got to get right is to assure that mobility comes through high quality education." More [here](#).

Governor Bush was introduced by a special guest . Read more about Florida's first "teacher-in-residence" [here](#). Now that's a #ThrowbackThursday!

Cementing the Foundation of Success: The first Strategy Session offered on Thursday focuses on mastering reading by the third grade. The [Washington Post](#) recently covered one of the most cutting edge policy initiatives in education today. Key excerpt: "[Mary Laura Bragg](#), who ran Florida's third-grade retention program under Bush, said it forced elementary schools to get serious about literacy. Principals moved their best teachers to kindergarten and first and second grades, she said. Schools sought state funds for diagnostic reading tests and other help.

'I saw a sea change in behavior,' Bragg said. 'It's a shame that it was the threat of retention that spurred these schools into doing what they should have been doing all along.'"

Customized Education: We can all agree disruption rules. Michael Horn, moderator of our panel highlighting, '[Extreme Choice through Digital Learning](#),' gave a TEDx Talk in Manhattan Beach recently on this topic. Check it out [here](#), and be sure to catch him moderating [Strategy Session II at 9:45 a.m.](#)

College and Career Currency: Making High School Diplomas Worth the Investment: With the current great debate over raising standards and expectations, this conversation is not to be missed. [Kati Haycock](#), [Michael Cohen](#) and [David Coleman](#), in one location and all together? Yeah, we'll be there too.

The Art of Communicating Reform. The most thoughtful and effective of education policies has little chance to succeed without the support of parents, educators, business leaders and community members. Join this session to learn how to effectively communicate issues critical to the student-centered reform movement across target audiences in your state. This session will impressively include:

- Moderator [Shannon Bream](#) – a Fox News correspondent and, more importantly, an alumna of The Florida State University College of Law. Just last year Shannon gave the commencement address at Florida State, which you can view online [here](#). Our prediction: Shannon agrees the 'Noles will crush Clemson on Saturday.
- [Michael Bassik](#), U.S. Digital Practice Chair, Burson-Marsteller and CEO, Proof Integrated Communications (according to [@mbassik](#), he's a "new dad, frequent flyer and rubber duck collector.")
- [Peter Cunningham](#), former Assistant Secretary for Communications to U.S. Secretary of Education Arne Duncan. In many a music lover's opinion, more important than all of this education reform "jazz," is real jazz. Peter is an accomplished guitar player with an affinity

- for jazz and rock. More [here](#).
- Renowned strategist [Mike Murphy](#) rounds out this diverse group. Called a "media master" by Fortune magazine, Murphy has handled media and strategy for more than 26 successful gubernatorial and senatorial campaigns. Most importantly, he is an avid Tweeter, and you can check out his feed [here](#).

Education Reform is (Still) a Battlefield: Vergara v. California : Former U.S. Solicitor General [Theodore B. Olson](#) will deliver remarks during lunch today highlighting how the legal system can be a pathway to challenging the status quo in education. Following these opening remarks, former U.S. Secretary of State [Condoleezza Rice](#) – a Foundation for Excellence in Education Board Member – will join this special keynote presentation to interview Mr. Olson on his leadership role in [Vergara v. California](#), a groundbreaking education lawsuit that takes on special interests through the courts, striving to ensure all students have access to a quality education.

Bonus Link, Breakfast Edition: Foundation for Excellence in Education Board Member Dr. Condoleezza Rice discusses her role on the College Football Playoff selection committee for 2014, announced yesterday. Sports Illustrated has the [story](#).

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