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To: Soura, ChristianChristianSoura@gov.sc.gov
Date: 10/1/2013 10:37:00 AM
Subject: Pre-Summit Field Trips. Limited Space Available. RSVP Today!

Dear Summit Scholarship Recipients,

We'd like to offer you first dibs to register for these pre-summit field trips taking place October 16 in Boston, prior to ExcelinEd's [National Summit on Education Reform 2013](#). If you have any questions or would like to reserve your spot at one of these first-come-first-serve opportunities, please contact the individuals listed below.

Messaging and Media Relations Boot Camp: Effectively Communicating Reform

Wednesday, Oct. 16, 2013, 1-3 p.m.

Participants will visit the Harvard Kennedy School in Boston to learn about and discuss effective communications with a panel of experts. It will address the disconnect between the vast gains made in education because of reform, and the public perception of reform and of school quality. Time will be devoted to the topics of messaging, media relations and social media and how participants can personally build on their skills to further their messages.

Leading the conversation will be: *Mike Murphy*, successful political media consultant and partner at the Revolution Agency; *Peter Cunningham*, president of Cunningham Communications and former advisor to Secretary Duncan at the U.S. Department of Education; and *Michael Bassik*, U. S. Digital Practice Chair at Burson-Marsteller, who has worked for several high-profile clients and political campaigns.

Transportation to and from the Sheraton Hotel in Boston will be provided. To confirm your spot, please RSVP to Abby Rubottom at abby@excelined.org or 850-270-2018.

Digital Learning Roundtable

Wednesday, Oct. 16, 2013, 12:30-4:30 p.m.

Digital Learning Now! and Getting Smart have carefully curated two discussions on digital learning during the Digital Learning Roundtable at [Microsoft's New England Research & Development Center](#).

The two-part discussion will focus on blended learning and financing the digital shift, with a special presentation from [Code.org](#). Rather than a typical panel followed by Q&A, subject-matter experts from each panel will guide individual table discussions, allowing attendees to “flip” their conference and provide more meaningful interactions and discussions.

Lunch and transportation to and from the Sheraton Hotel in Boston will be provided. Please [click here](#) to confirm your Digital Learning Roundtable spot. If you have any questions, please contact Nathan Martin at Nathan@excelined.org or call at (c) 202-441-2408 or (o) 202-470-5620.

Patricia Levesque

The Foundation for Excellence in Education thanks the following organizations for their support of the 2013 National Summit on Education Reform: Achiever Level: Amplify, The Dick & Betsy DeVos Family Foundation, ExxonMobil, Microsoft, The Oberndorf Family Foundation; Reformer Level: Doris & Donald Fisher Fund, Houghton Mifflin Harcourt, Intel, K12, Pearson, The Charles & Lynn Schusterman Family Foundation, Scantron, Scholastic and Target; Scholar Level: Academica, The Lynde & Harry Bradley Foundation, CharterSchools USA, Edgenuity, ETS, Morgridge Family Foundation, Renaissance Learning, ResponsiveEd, SAS, State Farm and The Travelers Companies, Inc.

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