



AGENDA
Emory Conference Center

Sunday, June 7, 2009
Session 1
7:15 p.m. – 9:00 p.m.

- Goals:** 1. Consider the revised vision for the Mobilizing STEM Education project.
2. Review expectations for what we will accomplish before we adjourn on Tuesday.
3. Get (re)acquainted.

4:00 p.m. Registration (Table across from front desk in lobby)

- Pick up your name tag and additional materials for your briefing book.

5:30 p.m. Reception (Garden Courtyard)

6:00 p.m. Dinner (Dining Room)

- For those with flight delays, the dinner buffet will be available until 9 p.m.
- The hotel restaurant closes at 10 p.m.

6:45 p.m. Welcome and framing for this session (Mel George)

7:15 p.m. Critical Advisor (CA) introductions (Mel George)

7:45 p.m. Revisiting the vision and conditions statement and sharing news in light of themes from the Lubchenco article

Form smaller groups. Your group number is on your name tag. In groups,

1. Please comment on the vision/conditions statement in light of the Lubchenco article (Tab 3).
2. Provide news about any of your projects that relate to this meeting.

8:45 p.m. Plenary: Review of the evening & instructions for next morning (Mel George)

9:00 p.m. Adjourn

DRAFT Agenda

Monday Morning, June 8, 2009

Session 2

8:30 a.m. – 12:30 p.m.

Goal: *Prepare for a campaign by considering: What proposals for action at the national level (drawing on the Matrix) should be selected for additional work?*

6:30 a.m. Optional Bird Walk

- Led by Jean MacGregor and David Blockstein (weather permitting)

7:00 – 8:00 a.m. Breakfast (Dining Room)

- Late arrivers meet with Catherine Fry, Myles Boylan, & Cathy Middlecamp for briefing.

8:00 a.m. Additional introductions, recap of Sunday, preview of morning agenda
(Mel George)

8:30 a.m. What do we mean by a “national campaign”?

(Jim Elder, Jay Labov, & Jean MacGregor)

Posters of the proposals for action at the national level (provisionally selected from the Matrix; see Tab 4, item 2) will be on the wall. A “fishbowl” session including participants who have experience with campaigns, or who have participated in our “campaign planning task group,” will provide context on the concept of a national campaign.

9:30 a.m. Preparation for the morning breakouts (Elaine Seymour & Mark Connolly)

Presentation on the Matrix: What is it? How was it constructed? How can we use it to develop the campaign plan?

10:00 a.m. Refreshment break

10:30 a.m. Small groups discuss the “Provisional Selection of Proposals”

To prepare for this session, review all the documents in Tab 4. During this session, groups of 4 or 5 CAs will draw on the Matrix and their own knowledge and experience to identify what (if any) proposals for action at the national level are missing that should be considered for the campaign.

11:30 a.m. Plenary: Designing the Campaign (Mel George & Jean MacGregor)

Mel will facilitate a discussion during which CAs present any proposals for action at the national level they believe are missing from the “provisional selection,” and why they should be included in the campaign design. ***Agreement should then be reached on the set of proposals for action at the national level that, taken together, are most likely to achieve the vision.*** The Monday afternoon groups will develop the theories of change underlying the actions in this proposed set. Particular attention should be paid to rationales for action and sources of available leverage.

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Monday Afternoon, June 8, 2009

Session 3

12:30 p.m. – 5:30 p.m.

Goal: *CAs work in small groups, each of which is focused on one of several proposals for action that will become part of the overall campaign design.*

12:30 – 1:15 p.m. Lunch (Dining Room)
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1:15 p.m. Small group working time (Beech, Poplar, Hickory, other spaces TBD)

Refreshments will be available on continuous basis. We encourage each group to take a 30-minute break for rest or walking at a time that suits the group.

4:15 p.m. Plenary review of small group outcomes (Hickory Room)

During this session, we will seek to decide on the following questions:

1. How has each working group explicated their proposal into a feasible proposal for action at the national level that addresses all the relevant matrix elements?
2. *Do these proposals, as they are now conceived and developed, fit together to comprise a sufficiently coherent design for our campaign?*

5:30 p.m. Adjourn for dinner

Monday Evening, June 8, 2009

Session 4

7:15 p.m. – 8:45 p.m.

Goal: *Engage in informal discussion.*

6:00 p.m. Pre-dinner socializing (Drawing Room)
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6:30 p.m. Dinner (Dining Room)

7:15 p.m. Informal discussions (Hickory Room)

8:30 p.m. Preview of Tuesday's agenda and input from CAs (Mel George)

8:45 p.m. Adjourn

Tuesday morning, June 9, 2009

Session 5

8:15 a.m. – 12:15 p.m.

Goal: Begin to develop a campaign plan.

6:30 a.m. Bird Walk

- Led by Jean MacGregor and David Blockstein (weather permitting)

7:30 – 8:00 a.m. Breakfast (Dining Room)

8:15 a.m. Transforming the campaign design into a campaign plan (Mel George, Jean MacGregor)

Includes short presentation on outcomes from May 11 meeting (May 11 participants); short presentation on ideas developed by Campaign Planning Task Group (Task Group members); and plenary discussion (Mel George).

10:30 a.m. Break and check out (leave bags with concierge)

11:00 a.m. So, what happens next?

Questions may include:

- What will the main product of the meeting be?
- What can each of us contribute, now, in the near term, in the longer term?
- Whom else should the campaign staff contact (to develop a network diagram)?
- Should small action groups of CAs be formed?
- How we will continue to stay in touch.

12:00 p.m. Lunch

Tuesday afternoon, June 9, 2009

Session 6

12:15 p.m. – 3:15 p.m.

Goal: Refine and agree upon on our campaign plan .

12:00 – 1:30 p.m. Lunch (Dining Room)

Sit in assigned discussion groups (assignments provided at the meeting)

12:00 p.m. Over lunch, small groups reflect on the meeting (Critical Advisors as discussion leaders)

1:30 p.m. Final Plenary

- What additional questions should be addressed?
- *Agree upon the plan of action for the campaign as it now stands.*
- Identify concrete next steps for turning the ideas generated at this meeting into actions, to help move from the campaign design to the campaign implementation phase of this project.

3:00 p.m. Logistics

- Evaluation of the meeting
- Expense forms, travel

3:15 p.m. Adjourn