

Innovation in Education: Where Schools and the Hi-Tech Industry Meet

Microsoft Education Vision:

*Empower people to realize their social and economic potential
by enabling access to quality education experiences for
everyone through technology*

Yoram Yaacovi
CTO and GM Technologies
Israel R&D Center
Microsoft

The Role of the Hi-Tech Industry: From Education to Practice

Industry



**Development Tools,
Strategic
Roundtables, Exec
Reviews**

Academia



**Software, Joint
Research,
Roundtables and
Internships**

School



**Information Sharing.
Email, Storage,
Authoring, Services**



Students today depend too much upon ink. They don't know how to use a pen knife to sharpen a pencil. Pen and ink will never replace the pencil.

National Association of Teachers
Journal, 1907



Students today depend on these expensive fountain pens. They can no longer write with a straight pen and nib. We parents must not allow them to wallow in such luxury to the detriment of learning how to cope in the real business world which is not so extravagant.

—PTA Gazette, 1941

Our Students - Who are They?

Most have never known a world without:



The Internet



Texting



Cell Phones



Digital Music



Video on
Demand

Today's Student

- The average teen has been online for nearly 5 years and spends over 9 hours per week online
 - Send and receive email (84%)*
 - Surf just for fun on the internet (66%)*
 - Do research for school (64%)*
 - Visit social networking sites (49%)*
 - Have over 100 contacts in their buddy lists
- The fastest growing segment of computer users today 5–7 year olds
- In Israel: 88% of the households have at least one computer**

* Alloy College Explorer (2006)

** Survey by Dr. Yair Amihai-Hamburger and Dr. Tali Froind (2008)

Our Students are Ready. Are We?

Traditional Learning

21st Century Learning

The Opportunity for Technology



**Extending the Reach of
High-Quality Education to All**



**Enabling Relevant,
Personalized,
and Engaged Learning**



**Giving Educators Greater
Insight and More Time**



**Nurturing Powerful
Communities of Learning**



**Supporting Agile, Efficient and
Connected Education systems**

A New Assessment Model

- LONDON — Jan. 13, 2009 —At the Learning and Technology World Forum in London, Cisco Systems Inc., Intel Corporation and Microsoft Corp. unveiled plans to underwrite a multi-sector research project to develop new assessment approaches, methods and technologies for measuring the success of 21st-century teaching and learning in classrooms around the world

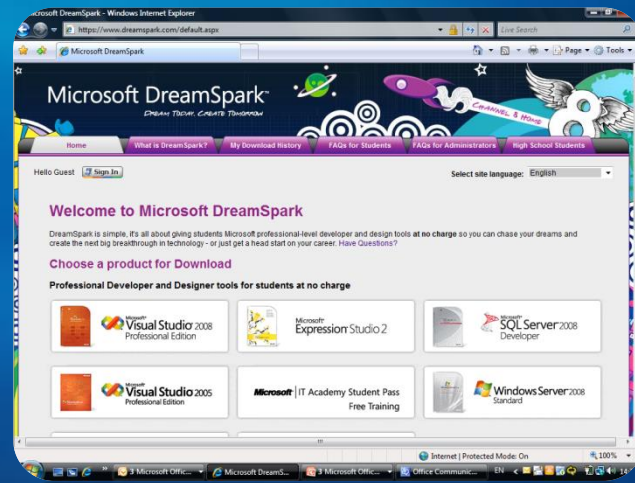
Live@edu

Microsoft Live@edu is being used by more than two thousand schools in more than 85 countries.



DreamSpark

- A program for students providing professional Microsoft developer, designer and database software at no charge!
- At least 5000 licenses to be donated in Israel (~\$10M)
- Downloads available from a new local website through a verification process
- Goal: Better perception & usage of MS platform by students
- 200 downloads in Israel so far



Takeaways

- Israel's most important national resource is our people and their skills. This resource is being threatened.
- Technology offers multiple and more productive models for students to learn and excel
- Microsoft, and the hi-tech industry, can help propel the education in Israel to the 21st century

Microsoft[®]

Your potential. Our passion.[®]