HEKATE Foundation Meeting:

Date:
January 4-7th 2001

Location:
Monterey Beach Resort, Monterey, CA

Informal Purpose December 13th 2000 (by Lev Gonick):

Before outlining some suggestions for content and process for the meeting I wanted to remind folks that this is not a meeting of everyone we know interested in the intersection of technology and education. The intent of this gathering is to see this as a PRE-planning meeting. If successful, we would imagine a gathering of 25-30 people from across the world gathering 4-6 weeks later to pick up some of the core themes and processes that we might arrive at in Monterey. I wanted to make sure that this was clear and ok with folks.

I wanted to share some of my personal expectations for this PRE-planning event. I think of each of you as among the most forward thinking folks that I know. I mean that sincerely and with a sense of excitement that if we got this group together and asked the question: "Where could technology and education be in 3-4 years?" that this would be the group of people that could with their collective effort "make it so." To put it another way, we spend a lot of time following trends in technology. I've long ago dismissed my own naive view that what Alan Kay meant when we said that "the only way to predict the venture was to invent it" was that I could somehow do it myself. On the other hand the folks invited to campus2005 can help to invent the future and that is the goal of the planning meeting as well as the PRE-Planning gathering. The primary goal of the PRE-planning event is to explore common ground.

I am hoping that we can combine some brainstorming on future trends in technology systems, architectures, capabilities along with a sense of what difference they might make to education. A second, perhaps more important exercise is to reverse the question and ask what we know now about how people learn and ask the question what difference can technology make. As we drill down to more concrete issues I hope to explore the differences between the needs of individual learners and the needs of organization, the needs of

organizations and how our knowledge of how people learn and what technology is moving towards will help to inform individual and various organizational possibilities.The core issue however is to creatively engage the question what will the campus/higher education scene look like in 2005. In my view this is an important design question. While my preference is to start out with the naive assumption of a tabula rasa and ask what SHOULD the education scene look like in 2005, I've linked perhaps the most cited version of the future of the university which comes from James Duderstadt formerly from Michigan back in 1997. His turns out to be largely an economic reductionist argument. Others have argued from the perspective of what I would call the technological imperative (this technology stuff is coming, get on the train or get out of the way). I guess the point is that there is plenty of room for different ideal types. What emerges I hope will be a creative and hopefully common set of ideal types around which we can begin to articulate a campus2005 design specification. All of us are involved in the knowledge industry/economy and we will find ways of linking this effort to our parochial concerns. I am hoping however that we might find both the PRE-planning and planning meeting as an opportunity to begin something new, large, and exciting. I am also very interested in a discussion on positioning the campus2005 project in relation to other initiatives.

Formal Invitation January 5th 2001: (by Lev Gonick)

Campus2005 is an nascent idea. The notion is to bring together a diverse group of talented individuals connected to the post-secondary education world who are commonly bonded by their conviction that technology can be leveraged to support better learning outcomes for the education community. So much of our common experience has been constituted by the unplanned, unprepared, and unanticipated adding of technology to the education equation resulting in, what at best might be called, a series of exciting accidental revolutions. The goal of campus2005 is to explore the viability of an organization committed to the development of a cross-sectoral view (.edu, .com, .org and capital markets) of the intersection between technology and education. Campus2005, if it were successful, would produce, among other things, a set of blueprint(s) on the future of technology and post-secondary education. The outcomes would be linked as much by our understanding of how people learn as our ability to leverage technology to create a sense of excitement about learning about people, history, and science. The outcomes would enable a forging of

relationships between the not so holly trinity of .edu (formal education), .com (for profit education), and the.org (informal sector education) along with those in related sectors who provides goods and services to the post secondary education community.

On January 5th and 6th 2001 a pre-planning meeting for campus2005 is being hosted in Monterey California. The "work" of the pre-planning meeting is divided into 4 working sessions focused in large part on the process of nurturing the nascent idea summarized above and outlined in a series of exchanges in December 2000. If successful, the pre-planning meeting will support a Campus2005 Charette (or planning meeting) of approximately 25 individuals in mid-February. The idea of the Campus2005 Charette is again process oriented but focuses on the design challenge of articulating the relationship between content, context and certification; how technology can be leveraged to support the integration of values and information in an appropriate and social environment to meet outcomes and deliver certifiable skills.

While we trust campus2005 will remain an inclusive, cross-sectoral, international, learner-centered effort, it is really the quality of the individuals involved in the effort that make a difference. Feedback to the general idea of campus2005 have been overwhelmingly positive and expressions of interest now exceed 125 individuals from huge multinational technology corporations to individuals at some of the largest learning institutions in the world. However, we ask that those who choose to participate in the pre-planning and charette come as individuals willing and able to dedicate the most precious of commodities namely their own time.

Agenda:

Thursday Evening 7 pm Dinner

Friday AM (8:30-11:30): What's Important to Me and Why? An open exchange on core values, burning issues, broader perspectives, and personal commitments.

Friday Lunch Hour

Friday PM (2:00-5:30): Trends, Futures, the Knowledge Economy and Education Sector -- Models, Frameworks, Objects, Structures, Institutions an open conversation on the future of technology and education.

Happy Hour and Dinner

Saturday AM (9:30-noon): Planning Framework I: Campus2005.org Who, What (why hopefully becoms self evident from Friday's exchanges)

Saturday PM 2:00-5 Planning Framework II: Campus2005.org How, Relationships, Next steps.

Attendees:

Name	Affiliation
Lev Gonick, Ph.D	California State University Monterey Bay
Prashant Chopra	Peesh
Gordon Freedman	Prometheus
Sheziaf Rafaeli, Ph.D	Univerity of Haifa, Isreal Rafaeli, Ph.D
Mark Resmer	iUniverse.com
Christine Geith	Rochester Institutute of Technology
Jerry Lyons	Cogito
Ron Yanosky	Gartner
Joe Espezito	N/A

Reflection January 8th 2001 (by Lev Gonick):

Dear Peesh, Joe, Mark, Chris, Sheizaf, Gordon, Jerry, Ron:

I'm still recoverying :-) Thanks again! Special thanks to the longhaulers from Shangai and Haifa. I trust this email arrives before you do.

Campus 2005 Business Problem Statement (DRAFT)

So much of our common experience has been constituted by the unplanned, unprepared, and unanticipated adding of technology to the education equation resulting in, what at best might be called, a series of exciting accidental revolutions. Significant value can be derived from the development of an internationally-oriented, cross-sectoral organization focussed on intermediation, that is, an "exchange" organization supporting the intersecting needs and capabilities of the post-secondary education
community, content producers, content distributors, hardware and software infrastructure players and the range of middleware players.

At a pre-planning meeting held in Monterey Bay, California on January 5-7 a commitment was made to convene a planning meeting of a group that has provisionally been called Campus2005 on February 9/10 at an as yet unspecified location. The pre-planning group outlined a series of possible of value propositions for Campus 2005 premised on the intermediating function, including, but not limited to:

1) Strategic Planning Support and Clearinghouse of Best Practices
2) Catalyst and Project Incubation Services
3) Policy Think Tank and Event Support
4) Technology reviews and Benchmarking
5) Dissemination Strategies and Knowledge Management Integration Strategies
6) Business Development and Commercial Spin-Offs Planning

While discussion at the pre-planning was wide-ranging and reflective, the focus on next steps included making an effort to circle around to the broader list of folks invited to the first meeting (and unable to attend) as well as generating a larger list of folks for invitation. I am asking you to please pass back to me email contact information and I will produce a short context piece and invitation to the list for Feb 9/10. I would also invite others to share with the entire mailing list

above.

Thanks again everyone.