

imagination | conversations
a project of Lincoln Center Institute

**New Collaborations
with Lincoln Center Institute**

America's
imagination | summit
a project of Lincoln Center Institute

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NASA

Charles Camarda was born in Queens, New York, and received his undergraduate degree in aerospace engineering from the Polytechnic Institute of Brooklyn in 1974. After graduation, he began work at NASA's Langley Research Center (LaRC), and received his MS from George Washington University in mechanical engineering in 1980, and a PhD in aerospace engineering from Virginia Polytechnic Institute in 1990. He was head of the Thermal Structures Branch at LaRC in 1996, when he was selected to be an astronaut. He flew on the return-to-flight mission of Space Shuttle STS-114 in 2005. He was selected to be director of engineering at the Johnson Space Center in December 2005, was the deputy director for advanced projects at NASA's Engineering and Safety Center, and is currently NASA's senior advisor for innovation. After completing a detail assignment with the Polytechnic Institute of NYU for two years, during which time he helped develop curricula, courses, and STEM outreach programs in innovative conceptual engineering design, Mr. Camarda is currently working on the development of a "collaboratory" that integrates innovative problem solving, engineering design, and STEM education.



Charles Camarda
Senior Advisor
for Innovation,
Office of Chief Engineer

* * *

Space Center Houston

Lincoln Center Institute (LCI) and Space Center Houston (SCH) announce a multi-year, collaborative Science, Technology, Engineering, Math (STEM), and Imaginative Learning project with the goal of developing experientially-based professional development modules for educators. This imaginative and creative conceptual framework will be designed to promote teaching methodology that is more effective than traditional practices in either science or art, disciplines traditionally presented as independent from one another.

SCH is the official visitor center for NASA's Johnson Space Center. SCH preserves and showcases precious artifacts depicting the history of manned space flight, as well as current discoveries. The facility educates more than 750,000 visitors annually. The education program at SCH includes more than two dozen national and international learning experiences that have served to educate more

than 1,000,000 school-age children since its inception in 1994. These experiences range from weekly science courses for underprepared learners to global cooperative challenges for students all over the world.

SCH is currently a valued partner on multiple projects that help meet aerospace industry needs and support NASA's mission of providing educational tools to formal and informal science educators nationwide.

* * *

International Space Station

LCI and the International Space Station (ISS) program at NASA announce an agreement to promote the integration of music and the arts with science and technology. Potential collaborative projects that the ISS program and LCI will explore include: filming crewmembers on board the ISS as they perform or produce works of art in space; conducting interviews of crewmembers and engineers about how music, the arts, imagination, and creativity shape who they are as scientists, engineers, and explorers; and creating educational content to stimulate public engagement in science and the arts.

Throughout the history of the space program, NASA has not only experienced scientific discoveries and technological innovations in space, but has also had the fortune of working with astronauts who double as talented artists and musicians. One of the latest examples of the fusion of science and music occurred during astronaut Cady Coleman's stay on board the ISS, when she performed the first ever space-Earth flute duet with Jethro Tull's Ian Anderson.

With this future collaboration, NASA and LCI see great potential to accentuate imagination, creativity, and innovation through the mixture of space science, art, technology, and music.

* * *

**International Academy of Aeronautics Humans in Space Symposium
Youth Art Competition**

LCI and the International Academy of Aeronautics Humans in Space Symposium Youth Art Competition, under the leadership of Jancy McPhee, are pleased to work together to focus attention on the artistic expressions of talented youth. At America's Imagination Summit, a DVD by videographer Mertcan Avci, featuring

actors from a school in Bursa, Turkey, will be shown. These students won first place in the age 14-17 digital video category in the most recent Youth Art Competition. Their video artwork, entitled *Golden Age*, carries the message that the younger generation is ready to be the future of human space flight, working together as members of the human race, not of a single country or continent. This two-and-a-half-minute video may be viewed on YouTube:

www.youtube.com/watch?v=-3mMGXvucFs.

Discussions about future collaboration between LCI and the Youth Art Competition continue.

The **Humans in Space Symposium Youth Art Competition** was designed to involve young people in thinking about the future of human space flight and to provide a means for them to creatively communicate their ideas. The online international art competition invites youth between the ages of 10 and 17 to submit visual, literary, musical, and video art responding to the question, “What is the future of human space exploration, and why is it important?” By including the next generation in the planning of the future, the competition also aims to enhance their awareness of, interest in, and support for human spaceflight. A key goal of the competition is to ensure that the messages of youth artists are “heard” by adult attendees. The hope is that the artwork inspires adults, giving them fresh ideas and new energy, while helping them to learn what the next generation believes is important for the future of human space exploration—so that those ideas may influence future planning.

The winning artwork is displayed in an online gallery at www.humansinspaceart.org or www.dsls.usra.edu/meetings/IAA/artContest.

The response to the most recent call for artwork was enormous: 550 art entries from 22 countries were received. An international panel of 71 judges (including artists, scientists, teachers, engineers, astronauts, and others) evaluated the art and provided the scores used to determine awardees.

Curriki

Curriki, a nonprofit online organization, and LCI announce that LCI's Imagination Lesson Plans, built upon LCI's Capacities for Imaginative Learning, will be freely available to the worldwide Curriki community of educators. The Imagination Lesson Plans are based on LCI's inquiry-based approach to teaching and learning, and are designed to marry the Common Core Standards for literacy across the curriculum with learning experiences that evoke imagination, creativity, and innovation. They are rooted in the study of works of art and employ four key concepts: art-making, questioning, reflection, and contextual information and research.



Janet Pinto
 Chief Academic Officer
 and Director of
 Product Development

“We’re excited to put LCI’s innovative lesson plans into the hands of teachers to show that imaginative learning is doable, practical, and beneficial,” says Curriki Executive Director Kim Jones. “Not only do these lessons incorporate core literacy standards, they encourage students to use critical thinking skills, unleash creativity, and think ‘outside the box,’ so that we can bring personalization to the learning process and put imaginative learning at the forefront of school curricula.”

“Today, imaginative learning is as critical to career success as a college degree,” says LCI Executive Director Scott Noppe-Brandon. “Teaching students to examine a work of art—in fact, any object of study—to bring their own experience to it and take away new awareness and original ideas prepares them for a world that demands, and thrives on, innovation and ingenuity.”

Curriki is the leading K–12 global community for teachers, students, and parents to create, share, and find open learning resources that improve teacher effectiveness and student outcomes. With over 173,000 members, Curriki attracts more than 1.6 million unique visitors per year. More than 43,000 learning resources are available on Curriki and are free to educators in the U.S. and around the world, including in places such as India, Africa, and Australia, which all have large bases of Curriki members. Anyone—teachers, administrators, students, parents—can join Curriki for free and access myriad open educational resources, contribute their own resources, share ideas, and connect with others. Imagination Lesson Plans will be available on www.curriki.org, starting in September 2011.

New Visions for Public Schools

LCI joins New Visions for Public Schools as lead educational partner in the launch of several New Visions Charter High Schools in New York, the first two of which will open in the Bronx in September 2011. The concept behind these schools is to provide all students, regardless of their previous academic history, with an education of the highest quality in an atmosphere of respect, responsibility, and rigor. New Visions schools are designed to ensure that all graduates will have the skills and content knowledge necessary to succeed in their post-secondary education lives. The schools engage students, teachers, and administrators in coherent learning experiences that allow risk-taking, embrace multiple methods of learning, cultivate students' imaginative and creative abilities, and celebrate achievement.

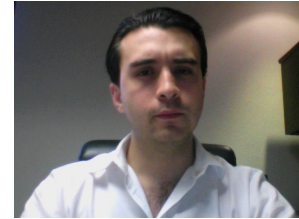


Ronald Chaluian
Vice President,
Charter Schools

Over the course of **New Visions'** history, it has worked hand-in-hand with community organizations and individuals throughout the Bronx to develop effective learning opportunities for the young people of the borough. This work has resulted in the establishment of five New Visions schools (1990s), 46 New Century High Schools (2002-2007), and three Transfer schools (2007-2008). Pairing what it learned through the establishment and support of these schools with the flexibility to innovate that the charter law offers around curriculum, resources and assessments, New Visions has been able to develop the New Visions Charter High School Model. Creating these charter schools will increase the number of high-school choices families and students have, and result in improved student outcomes across the Bronx.

Design for Change School Challenge

LCI, Design for Change, and Mexico-based organization EducarUno announce a partnership to include the United States in Design for Change, the world's largest school competition. EducarUno's goal is to see Design for Change fully implemented in school systems across Spain, Portugal, and the Americas. LCI will assist EducarUno in the distribution of Design for Change toolkits to schools in the U.S., and will design ways for EducarUno to further the development of imaginative learning through its programs across countries.



Alfonso Romo
Founder and President,
EducarUno

“Through this partnership,” says coordinator Alfonso Romo, founder and president of EducarUno, “Design for Change will soon be introduced into the United States, where we plan to empower millions of children to be able to say, ‘I can.’ With LCI’s work on imagination, Design for Change will be highly enriched, and teachers and students across the world will benefit.”

Design for Change, founded in India by Kiran Bir Sethi, is the largest global movement designed to give children an opportunity to express their own ideas for a better world and put them into action.

Children and adults learn through the Design for Change School Challenge that “I can” are the two most powerful words a person can believe. Children who have discovered this are changing their world.

This year, Design for Change reaches 33 countries and over 300,000 schools, inspiring hundreds of thousands of children, teachers, and parents to celebrate the fact that change is possible and that they can lead that change!

The challenge asks students to do four very simple things: Feel, Imagine, Do, and Share. Children are dreaming up and implementing brilliant ideas in service of humanity all over the world, from challenging age-old superstitions in rural communities, to earning their own money to finance school computers, to solving the problem of heavy school bags. Children are proving that they have what it takes to be able to ‘design’ a better future.

National Creativity Network

LCI is proud to be in partnership with the National Creativity Network (NCN). LCI Executive Director Scott Noppe-Brandon serves as a member of NCN's board of directors. The mutual goal of NCN and LCI is to spark national and state movements to create environments—in schools, workplaces, communities, and public offices—where every person is inspired to grow creatively.



George Tzougros
Board Chair

NCN is a historic coalition of national, regional, and state grassroots entities working together to spark a movement to ensure that North America remains at the forefront of innovation, free enterprise, and democratic values. NCN believes that the future of our communities and institutions depends on the ability of leaders in education, commerce, and culture to nurture imagination and harness creativity to solve existing problems and generate new opportunities.

Membership in NCN is open to American and Canadian businesses, nonprofit organizations, and governmental entities that: share a commitment to the transformational power of the Imagination-Creativity-Innovation framework defined by NCN and LCI; work in multiple sectors or geographical areas; and seek to connect with other such organizations. NCN also strives to develop a grassroots network to facilitate the exchange of ideas, models, and “best questions,” as well as to provide practical support and resources to interested parties.

Creative Challenge Index

LCI announces its support of the Creative Challenge Index (CCI), a legislative action, proposed by Dan Hunter, to create a new accountability measure for U.S. schools.



Dan Hunter
 Founding Partner,
 Hunter Higgs

The CCI establishes a public measurement of the number of opportunities for creative work in schools. After the Index is established, schools are given a public rating.

The CCI was signed into law in Massachusetts in August 2010. In February 2011, the California Senate Education Committee favorably reported out CCI legislation.

Consulting firm Hunter Higgs is now working with advocates to implement a campaign for the Index in Oklahoma.

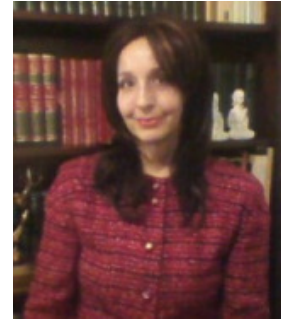
Standardized testing was established to provide accountability and measure school success. Through the CCI—in addition to standardized tests—schools can be measured by how much opportunity they create for creative and critical thinking. Currently, states are using individual achievement (measured by standardized tests) to determine schoolwide success. Through a creative opportunity index, they can measure the overall environment of a school.

The CCI is developed by a selected task force of legislators and business and community leaders, working with the state education department and leaders in education. The task force hears testimony from teachers, citizens, scholars, and experts. Through hearings and public forums, the task force establishes guidelines for best practices, in addition to a public measurement of creative opportunities.

The CCI provides accountability to the individual student and to society, ensuring that schools are preparing future leaders in innovation.

Katerva

LCI announces a partnership with UK-registered charity organization Katerva. The new Katerva Awards will shine a spotlight on solutions to the world's greatest challenges in the categories of behavioral change, economy, energy and power, food security, gender equality, human development, materials and resources, protected areas, transportation, and urban design. The winners of the “Sustainability Initiative of the Year” Katerva Award, selected by the Katerva Awards Council, and a People’s Choice Award will be announced annually at Lincoln Center, in collaboration with LCI.



Victoria Kamsler
Chief Research Officer

Katerva serves to identify, award, and accelerate game-changing ingenuity in sustainability. The name Katerva comes from the Latin word *caterva*—which means “crowd”—and reflects the global sourcing of innovative ideas.

Council on Competitiveness

LCI and the Council on Competitiveness announce an agreement to work together toward the goal of bringing Imagination-Creativity-Innovation theory and metrics into the practices of the Council's business, academic, and labor communities. The Council and LCI will co-develop, along with a group of the nation's leading economists, a new metric—one designed to measure how imaginative practices drive innovation, productivity, and prosperity. The new metric will be a "leading indicator" in the Council's flagship publication, the *Competitiveness Index*.



Deborah L. Wince-Smith
President and CEO

The **Council on Competitiveness** is a non-partisan, non-governmental organization comprised of CEOs, university presidents, and labor leaders working to ensure U.S. prosperity. The leaders founded the Council in 1986 during a time when the United States was facing its most dire economic challenges since the end of World War II. The country had slid from being the world's largest creditor to its largest debtor, its position as a global leader in technology and innovation was declining, and American industries were losing market share to international competitors. To meet these mounting challenges, these leaders from industry, academia, and labor joined together to found the Council, a forum for elevating national competitiveness to the forefront of national consciousness.

The 21st century poses new challenges to—and opportunities for—American competitiveness: the globalization of innovation capacity, high-speed communications, enterprise resilience, and energy sustainability issues are forcing organizations at all levels to rethink and redefine the drivers of U.S. prosperity. After 25 years, the Council on Competitiveness continues to set an action agenda to drive U.S. productivity and leadership in world markets and to raise the standard of living for all Americans.

To achieve its goals, the Council convenes top private and public sector leaders to address America's long-term competitiveness challenges; generates innovative public policy solutions, galvanizing its unique coalition to translate ideas into action; and measures U.S. performance in the global marketplace, to identify key obstacles and opportunities.

Next Steps

After America's Imagination Summit, LCI, the U.S. Department of Education, the National Education Association, the American Federation of Teachers, and numerous other organizations will host a follow-up meeting in Washington, D.C., in the fall of 2011.

LCI is pleased to share the announcement of this important meeting and other next steps with the following organizations attending America's Imagination Summit.

U.S. Department of Education



Peter Cunningham

Assistant Secretary for
 Communications and Outreach

National Education Association



John Wilson

Executive Director

Ovation



Gaynor Strachan-Chun

Senior Vice President, Marketing

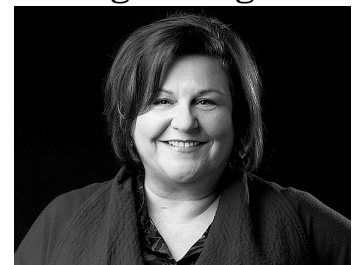
Wolf Trap Foundation for the Performing Arts



Miriam C. Flaherty Willis

Senior Director, Education

Big Thought



Giselle Antoni

President and CEO

Acknowledgments



LCI is grateful to Livestream for streaming America's Imagination Summit, making it possible for millions of viewers to watch the event online.

Livestream is the leading live video destination and platform. Event organizers, content owners, celebrities, and artists around the world use Livestream's social broadcasting tools to engage and grow their audiences on the web, mobile devices, and connected TVs. More than one billion video minutes are streamed each month to a growing community of 20 million monthly viewers (50,000 of whom are watching right now). www.livestream.com



LCI is grateful to Newswire, the company responsible for media production and distribution of America's Imagination Summit.

NewsWire is the new human face on the accelerating shift to online and mobile consumption of news, a unique 24/7 business and international affairs broadcasting channel, moving more deeply into the background and resolution of the breaking news stories provided by other networks. From in-depth one-hour interviews with pioneers in the worlds of business, politics, philanthropy, science, and theology to featuring its global conferences, NewsWire gives personal access to leaders who maximize both financial return and social good. www.newswires.tv



Martine N. Smitka
 Executive Producer

Acknowledgments (continued)



LCI is grateful to Voss for providing bottled water at America's Imagination Summit.

Voss premium water is bottled at an artesian source in the pollution-free wilderness of southern Norway.

With a clean yet distinct taste and low mineral content, Voss is recognized as one of the purest bottled waters.

Voss, with its iconic design, is served on the tables of the finest restaurants and lounges, in the rooms of the most distinctive hotels, and in the homes of the most demanding water drinkers around the world.

Voss is proud of its ongoing commitment to the Voss Foundation, with the mission of providing access to pure, clean drinking water to communities in sub-Saharan Africa.

Voss is committed to the environment and the pursuit of 100% carbon neutrality through a set of comprehensive, environmentally friendly measures.

For information and distribution, call 1-877-525-VOSS. www.vosswater.com