



Du 26 avril au 1^{er} mai 2015

ROADBOOK

#LEXNYB @EducPros

EducPros.fr
Au service des professionnels de l'enseignement supérieur
by l'Étudiant

ÉDITO



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Bonjour, et bienvenue pour cette quatrième “*Learning Expedition*” EducPros.

Quatre jours durant, vous allez visiter quelques-uns des lieux les plus emblématiques des écosystèmes universitaires de la côte Est. Nous les avons choisis, avec notre partenaire Prime, pour leur caractère exemplaire et/ou innovant, dans le souci de vous offrir de nouvelles pistes pour bâtir vos stratégies à moyen et long terme.

À New York, d’abord, ville-monde à l’énergie légendaire qui, telle le Phénix, sait en permanence se régénérer voire renaître de ses cendres – parfois au sens propre. Dépassée depuis plusieurs années par San Francisco sur le terrain de l’innovation dans le secteur des high-tech, la “Grosse Pomme” s’est réveillée et propose aujourd’hui des pôles innovants d’intérêt majeur.

À Boston, ensuite, berceau de l’université américaine depuis que John Harvard, alors âgé de 29 ans, créa la première université du nouveau continent, qui devait réaliser la synthèse des traditions anglaise et germanique et diffuser son influence dans le monde entier.

Pour autant, nous ne vous présentons aucun de ces lieux comme des “modèles”. La richesse du système américain est précisément de chérir la différence, d’adapter les réponses aux contraintes du temps et de l’espace : c’est cette plasticité que nous vous invitons à rencontrer, espérant qu’elle contribuera à vous inspirer.

Toute l’équipe de *l’Etudiant/EducPros* est à votre disposition pour vous rendre ce voyage le plus agréable et utile possible ; n’hésitez jamais à la solliciter.

Have a nice trip !

Emmanuel Davidenkoff

PROGRAMME

dimanche 26 avril p. 4

16:55 Vol direct Paris CDG-New York JFK
19:00 Transfert vers l'hôtel Marriott Algonquin
21:00 Dîner à l'hôtel Marriott Algonquin

lundi 27 avril p. 5

08:30 Départ de l'hôtel Marriott Algonquin
09:00 Columbia University

- 09:00 Alliance
- 10:00 EdLab
- 11:00 Dual Bachelor Sciences Po/Columbia University
- 11:30 Visite guidée du campus

12:45 Déjeuner à l'Almond Restaurant
14:00 General Assembly
15:00 Voxy
16:00 Knewton
17:30 WeWork
18:30 Soirée libre

mardi 28 avril p. 10

08:00 Départ définitif de l'hôtel Marriott Algonquin
08:30 Metropolitan Museum of Art
11:00 IBM Watson
13:15 Déjeuner à Brooklyn
14:15 NYU Game Innovation Lab
14:50 MakerBot
17:00 Kickstarter
18:00 Transfert New York-Boston
22:00 Arrivée à l'hôtel Hyatt Regency Cambridge

mercredi 29 avril p. 14

09:00 Départ de l'hôtel Hyatt Regency Cambridge
09:30 Kendall Square Association
11:00 Massachusetts Institute of Technology

- 11:00 MIT Media Lab
- 12:00 MIT Design Lab & MIT Mobile Experience Lab
- 13:00 Déjeuner au MIT Media Lab
- 14:00 EdX
- 15:30 Martin Trust Center for MIT Entrepreneurship

17:00 Pause à l'hôtel Hyatt Regency Cambridge
18:00 Départ de l'hôtel
18:30 Réception à la résidence du consul général de France

jeudi 30 avril p. 18

08:45 Départ de l'hôtel Hyatt Regency Cambridge
09:30 LearnLaunch
11:00 Massachusetts Institute of Technology

- 11:00 MIT Office of Digital Learning & MIT OpenCourseWare
- 12:30 Déjeuner au MIT Office of Digital Learning
- 13:45 Visite du campus Kendall MIT (Stata Center, COOP MIT)
- 14:30 MIT Industrial Liaison Program

16:00 Cambridge Innovation Center
17:30 Venture Café
19:30 Dîner de clôture de la délégation

vendredi 1^{er} mai p. 22

09:00 Départ de l'hôtel Hyatt Regency Cambridge
09:30 Harvard University

- 09:30 Visite historique du campus
- 11:30 Harvard Business School & HBX
- 13:00 Déjeuner-débat avec les intervenants
- 14:00 Débriefing de la Learning Expedition
- 15:00 COOP de Harvard et temps libre ou retour à l'hôtel

17:30 Départ de l'hôtel Hyatt Regency Cambridge vers Boston Logan Airport
20:45 Vol direct Boston-Paris (arrivée le samedi 2 mai à 8:00 à l'aéroport CDG)

Délégation - Relations et coopérations franco-américaines p. 25

Jour 1

dimanche 26 avril

- 16:55 Vol direct Paris CDG-New York JFK (A)
- 19:00 Transfert vers l'hôtel Marriott Algonquin (B)



The Algonquin Hotel Times Square
59 W 44th Street
New York, NY 10036
<http://www.algonquinhotel.com>

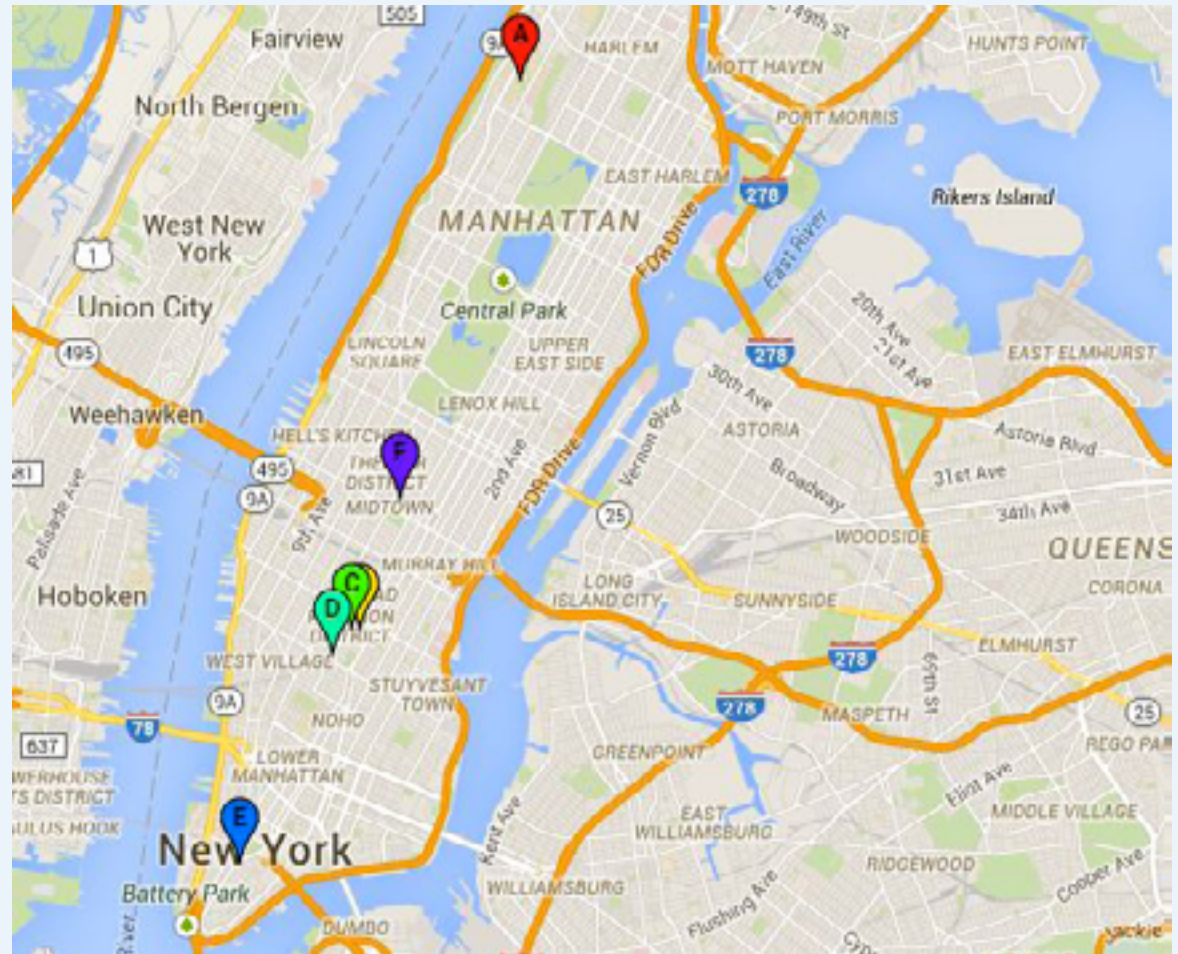
- 21:00 Dîner à l'hôtel Marriott Algonquin (B)
Rencontre avec tous les membres de la délégation



Jour 2

lundi 27 avril

- 08:30 Départ de l'hôtel Marriott Algonquin
- 09:00 COLUMBIA UNIVERSITY (A)
 - 09:00 Alliance
 - 10:00 EdLab
 - 11:00 Dual Bachelor Sciences Po/Columbia University
 - 11:30 Visite guidée du campus
- 12:45 Déjeuner à l'Almond Restaurant (B)
- 14:00 General Assembly (C)
- 15:00 Voxy
- 16:00 Knewton (D)
- 17:30 WeWork (E)
- 18:30 Soirée libre / Times Square (F)



COLUMBIA UNIVERSITY



Columbia University is one of the top academic and research institutions in the world, conducting pathbreaking research in medicine, science, the arts, and the humanities. Approximately twenty five thousand students are enrolled in its three undergraduate schools, thirteen graduate and professional schools, and a school of continuing education.

With a history of some two hundred and fifty years, Columbia University engages the participation of 1,991 international faculty, researchers, visiting scholars and scientists, and 8,547 international students. Columbia ranks fourth among the 2,500 US colleges and universities reporting international enrollments.
<http://www.columbia.edu>

09:00

Alliance



Created in the fall 2002, Alliance is a non-profit transatlantic joint-venture between Columbia University and three prestigious French institutions: the École Polytechnique, Sciences Po, and Panthéon-Sorbonne University.

A unique partnership of excellence at the global stage, the Alliance Program has become a vivid hub for Franco-American talents, with its cutting-edge joint education programs, its unique network of faculty in all disciplines, and its vibrant offer for discussions and global dialogue at the highest level. Every year, more than 240 students and 80 professors benefit from the Alliance network, and 40 conferences are organized in Paris and New York on the pressing issues of our time.

<http://alliance.columbia.edu>

10:00

Alessia Lefebure - Director of the Alliance at Columbia University



Mrs. Alessia Lefebure joined Columbia's faculty as adjunct at SIPA in 2011, and in the preceding decade, taught at both Sciences Po Paris and Tsinghua University in Beijing. Lefebure's expertise and experience in global academic affairs and sociology of higher education are deep and broad. Before taking leadership of the Alliance, a joint-venture for innovation in global scientific and educational collaboration, she served as Director of the Centre for Asia and the Pacific at Sciences Po, from 2006 to 2011. Since her arrival at Columbia University in 2011, she has broadened the scope of the Alliance consortium—expanding academic and public policy impact while creating new bridges with the corporate and cultural world.

EdLab



EdLab is a research, design, and development unit at Teachers College, Columbia University. Teachers College is the oldest and largest graduate school of education in the United States. EdLab envisions and pilots knowledge projects for a fundamentally different education sector that is attuned to the emerging post-industrial world. EdLab's work is divided into five foundational areas : Reimagining Schooling, Innovations for Online Learning, New Directions for Online Publishing, Efficiencies in Educational Research, and Charting the Future of Libraries.

<http://edlab.tc.columbia.edu>

Naveed Husain - Chief Information Officer Teachers College

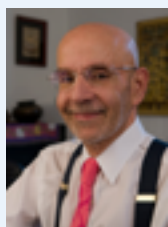


Naveed Husain has over 20 years of global professional experience in the private and public sectors. He has worked in challenging duty stations for the United Nations Department of Peacekeeping Operations, where he provided logistics support, communications and networking to peacekeeping missions in Ethiopia, Iraq, Israel and Somalia among others. In 2004, he moved to Queens College/CUNY as Chief Information Officer to lead the IT strategy aligned with the College's Strategic Priorities and created a consultative, customer-oriented team. Naveed is now CIO at Teachers College at Columbia University.

11:00

Dual Bachelor Sciences Po/Columbia University

Peter Awn - Dean School of General Studies



Peter Awn, Ph.D., is in his seventeenth year as dean of the School of General Studies. For 34 years, Awn has also been a professor of Islamic and Comparative Religion at Columbia University. He has also been visiting professor at Princeton University and has lectured widely to academic and business professionals on the role Islamic religion plays in the current political and social development of the Muslim world.

11:30

Visite guidée du campus

12:45

Déjeuner à l'Almond Restaurant

<http://www.almondnyc.com>

14:00

General Assembly



Established in early 2011 as an innovative community in New York City for entrepreneurs and startup companies, General Assembly is an educational institution that transforms thinkers into creators through education in technology, business and design at fourteen campuses across four continents.

<https://generalassemb.ly>

Mercedes Bent, Head of New Ventures & University Relations



Mercedes jumped into NYC's startup community in 2010 by managing social media for a wine startup. Still working in finance at the time she made the jump to GA in 2012 and began as a producer for evening courses. She is now the Product Manager of the 3-month Web Development Immersive program globally. Mercedes graduated from Harvard College with degrees in Economics and East Asian studies.

15:00

Voxy

Voxy is a personalized and adaptive language learning platform that uses sophisticated technology, live tutors, and empirically supported pedagogical principles to teach English to learners worldwide. Voxy uses its proprietary technology to turn real-world, authentic content into contextual learning activities. Voxy creates custom, engaging learning material for English language learners based on their daily performance, proficiency levels, personal goals, and interests. Voxy's multiplatform courses are designed to work seamlessly across the web, and on tablet and mobile devices. <https://voxy.com>

Katharine B. Nielson - *Chief Education Officer, Voxy*

Dr. Nielson leads a team of curriculum specialists, data analysts, and research associates to develop test items, curate language learning content, develop curricula, and run empirical studies at Voxy, an educational technology company focused on teaching English to non-native speakers. Prior to this, she investigated the efficacy of technology-mediated language training at the University of Maryland Center for Advanced Study of Language and served as the Academic Director of Foreign Languages at University of Maryland, University College. She has published and lectured on autonomous language learning, task-based language teaching, computer-assisted language learning, principles of instructional design, and language training product evaluation.

16:00

Knewton

Knewton's goal is to personalize lessons for students around the world. Education companies use Knewton technology to power course materials that dynamically adapt to each student's unique needs. By analyzing data to figure out what a student knows, Knewton recommends what to study next, helping more students master material and get ahead. Knewton-powered analytics identify knowledge gaps and predict performance to help educators, parents, and administrators better support every student. Knewton was founded in 2008 and has offices in New York City and London. <http://www.knewton.com>

Charlie Harrington - *Director of Business Development*

Charlie Harrington heads Knewton's international headquarters in London. Knewton personalizes digital courses for students so every student is engaged and no student slips through the cracks. Charlie is responsible for Knewton's international expansion throughout Europe, the Middle East and Africa (EMEA), developing partnerships with leading publishers, universities, startups, and governments. Previously, Charlie worked at Morgan Stanley, providing corporate finance coverage for global transportation companies and infrastructure public-private-partnerships. Charlie holds a BA from Georgetown University.

17:30

WeWork



Catering to the entrepreneurial workforce, WeWork is building a physical and digital network where small businesses can connect, collaborate and share resources. Founded in 2010 by Adam Neumann and Miguel McKelvey in New York, WeWork is now home to over 20,000 members in 8 cities across the US and Europe. There has been a macro shift towards a new way of work—one focused on a movement towards meaning. WeWork is accelerating this movement.

<https://www.wework.com>

John Lewis - VP Finance WeWork



John manages corporate finance and expansion strategy. Part of this strategy involves working with universities to bolster their entrepreneurship initiatives through resources and programming. Prior to WeWork, John held various real estate and finance roles at Jones Lang LaSalle, Barclays Capital and Intracorp.

He holds a B.A. in Economics from University of Virginia and an MBA from Columbia Business School.

18:30

Soirée libre

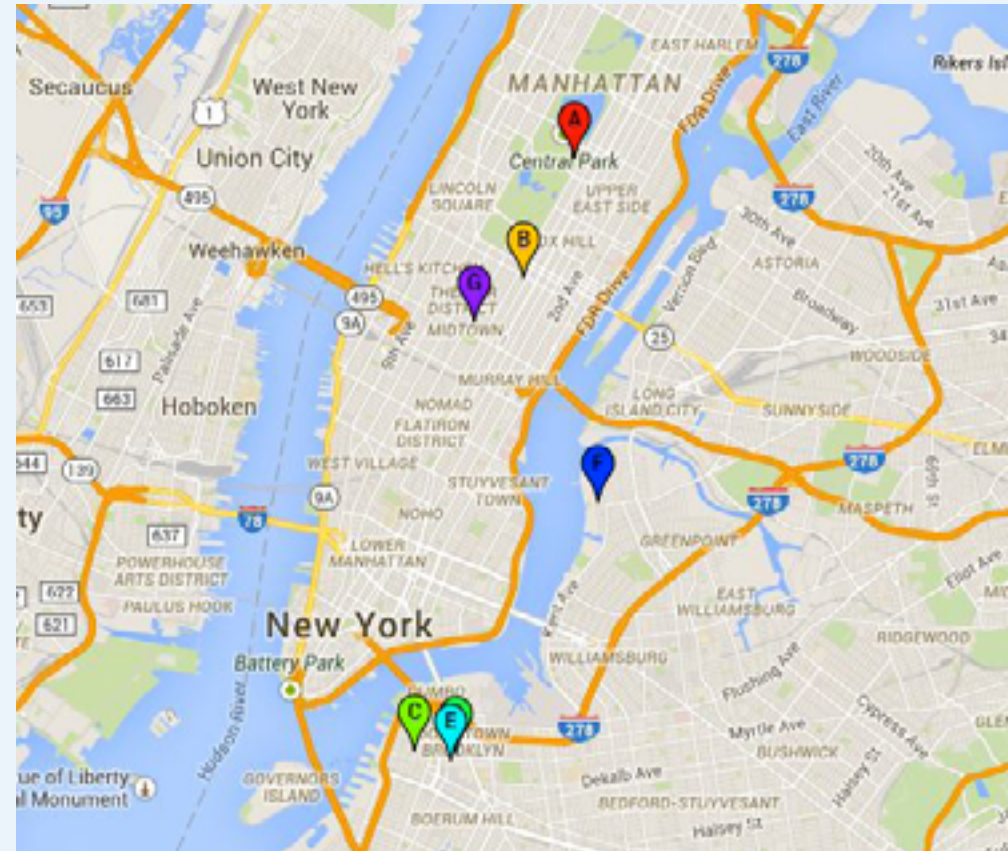
Depuis WeWork Fulton Center
222 Broadway, New York, NY 10038
13 min de marche jusqu'au World Trade Center



Jour 3

mardi 28 avril

- 08:00 Départ définitif de l'hôtel Marriott Algonquin ⑥
- 08:30 Metropolitan Museum of Art ①
- 11:00 IBM Watson ②
- 13:15 Déjeuner à Brooklyn ③
- 14:15 NYU Game Innovation Lab ④
- 14:50 MakerBot ⑤
- 17:00 Kickstarter ⑥
- 18:00 Transfert New York-Boston
- 22:00 Arrivée à l'hôtel Hyatt Regency Cambridge



08:00

Départ définitif de l'hôtel Marriott Algonquin

Les valises sont chargées le matin dans le bus.
Transfert en bus toute la journée.

08:30

Metropolitan Museum of Art - visite privée

The MET is one of the world's largest and finest art museums. Its permanent collection includes more than two million works of art spanning five thousand years of world culture, from prehistory to the present and from every part of the globe. The Metropolitan Museum of Art's earliest roots date back to 1866 in Paris, France, when a group of Americans agreed to create a "national institution and gallery of art" to bring art and art education to the American people.

<http://www.metmuseum.org>

Sree Sreenivasan - Chief Digital Officer

Sree Sreenivasan (@sree) is the first Chief Digital Officer at the Metropolitan Museum of Art, the latest step in what he calls "a three-decade, one-way love affair with the world's greatest museum." At the Met, he leads a world-class team of 70 working on topics he loves: digital, social, mobile, video, data, email apps and more.

He joined the Met after spending 20 years at Columbia University as a member of the faculty of the Columbia Journalism School and a year as the university's first Chief Digital Officer. In 2009, he was named one of AdAge's 25 media people to follow on Twitter and in 2010 was named one of Poynter's 35 most influential people in social media; in 2014, he was named the most influential CDO in the US.

11:00

IBM Watson

IBM Watson is a cognitive system that enables a new partnership between people and computers that enhances and scales human expertise. Watson processes information more like a human than a computer—by understanding natural language, generating hypotheses based on evidence, and learning as it goes. IBM Watson University Programs offer faculty members and students a range of opportunities for working with Watson and engaging with cognitive computing, ultimately advancing student developer skills and fueling an ecosystem of innovators.

www.ibm.com/fr/watson

Katharine Frase - Vice President and Chief Technology Officer, IBM Public Sector

Katharine Frase was appointed Vice President and Chief Technology Officer, IBM Public Sector, in March 2013. As CTO, she provides thought leadership for IBM and its customers on innovation and strategic transformation specific to government, education, life sciences, healthcare and cities, driving the creation of new solutions. Prior to this role, she was Vice President, Industry Solutions Research, working across IBM Research on behalf of IBM clients, to create transformational industry-focused solutions, including the application of "Watson" technologies to business applications and the realization of Smarter Planet solutions. In 2006, she was elected as a member of the (U.S.) National Academy of Engineering. Dr. Frase received an A.B. in chemistry from Bryn Mawr College and a Ph.D. in materials science and engineering from the University of Pennsylvania. She is a member of the IBM Academy of Technology and sits on numerous external committees and boards.

13:15

Déjeuner à Brooklyn

<http://armandos143.com>

14:15

NYU Game Innovation Lab



The Game Innovation Lab brings together faculty and students from NYU Polytechnic School of Engineering doing research focused on games as an innovation challenge. The Lab's emphasis is on the technical/engineering/science side of games and simulations. Sample projects include user interface innovation (sensor-based tracking, multi-touch), network and video quality research, and research on games for learning.

<http://gil.poly.edu>

14:50

MakerBot



MakerBot, a subsidiary of Stratasys Ltd., was founded in 2009 and specializes in desktop 3D printers and scanners. MakerBot is a leader in the desktop 3D printer market with more than 50,000 MakerBot 3D Printers out in the world. MakerBot sets itself apart by offering an entire MakerBot 3D Ecosystem that makes 3D printing easy and accessible for everyone. The MakerBot 3D Ecosystem includes its 3D printers and scanners, its website Thingiverse.com, the world's largest 3D design community for discovering, printing and sharing 3D models, its software, apps and partnerships with leading companies; MakerBot Learning training programs; and MakerBot Retail Stores in New York, Boston and Greenwich.

<http://www.makerbot.com>



Makerbot - Filament

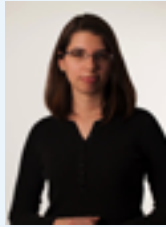
Yuri Salnikoff - CMO



Yuri Salnikoff is the chief marketing officer at MakerBot where he oversees global marketing. Since joining MakerBot in early 2014, Yuri and his team have strengthened the MakerBot brand and firmly established the MakerBot 3D Ecosystem across all marketing channels. Always thinking about the end user and scrappy with his marketing budget, Yuri

believes in testing new marketing levers, and winning, or failing, fast. Before joining MakerBot, Yuri was global director, Brand Activation at Siegel + Gale, and led brand strategy and growth as vice president, managing director at R/GA, the leading global agency for the digital age. Earlier in his career, he led Agency.com as managing partner. Yuri began his career as a marketer at Colgate-Palmolive, after graduating with an MBA in Marketing for Kellogg Business School.

Erin Arden - Manager Makerbot Learning



Erin Arden will discuss MakerBot Innovation Centers, how students and universities change education and the way students iterate faster through 3D Printing and Real Time Prototyping. Erin is a training manager at MakerBot, the global leader in the desktop 3D printing industry.

Her team globally trains a wide range of clients from enthusiasts getting started to teachers looking for ways to innovate their curricula, designers and engineers in varied fields, to companies looking to get ahead. In addition to her work at MakerBot, Erin is an adjunct instructor in 3D printing at NYU School of Continuing and Professional Studies and teaches courses in 3D printing and rapid prototyping.

Max Friefeld - Product Manager



Max is a product manager at MakerBot on the Digital Products team. He is responsible for the Innovation Center Management Platform, the cloud software that organizes and streamlines printing and managing an Innovation Center of 30, 50, or 100+ MakerBot Desktop 3D Printers. Max joined MakerBot last year after his company, Layer By Layer, was

acquired to bring their innovative secure 3D printing software to the MakerBot Digital Store.

17:00

Kickstarter

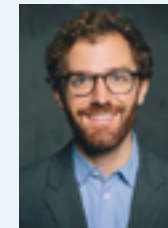
KICKSTARTER

Kickstarter is a new way to fund creative projects which has over 70,000 funded projects and over \$1 billion USD pledged.

Kickstarter aims to let creative people of all kinds—journalists, artists, musicians, game developers, entrepreneurs, bloggers—raise money for their projects by connecting directly with fans, who receive exclusive access and rewards in exchange for their patronage. More than just a fundraising app, Kickstarter's a publishing platform where project creators can communicate with the people that are supporting them.

www.kickstarter.com

Andrew Boyajian - Director of International and Payments



Andrew [@asboyajian] joined Kickstarter's Product team in 2011. After leading development of an in-house payment system, he oversaw international expansion. Kickstarter funding is now available in 10 countries and it has users across all continents. Before joining Kickstarter, he contributed to payments and risk analysis at Eventbrite and Google. He received dual degrees from Elizabethtown College.

18:00

Transfert New York-Boston

Bus privé / débriefing / dîner lunch-box

22:00

Arrivée vers 22:00 à Boston

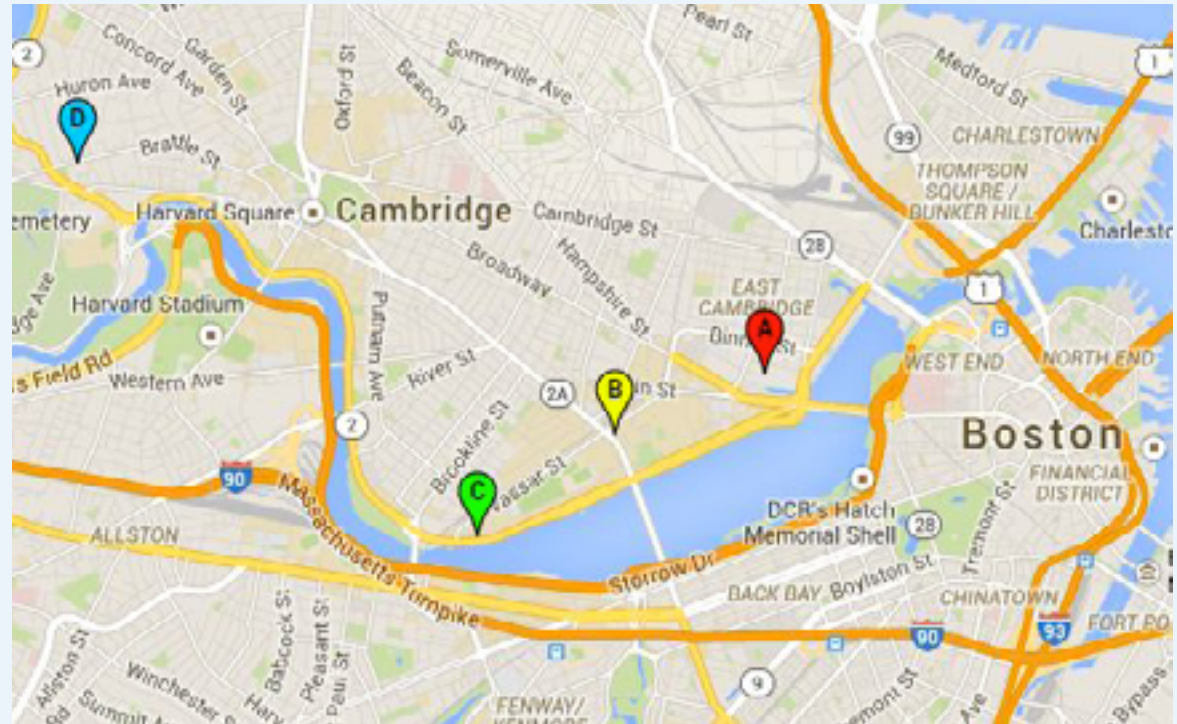


Hôtel Hyatt Regency Cambridge
575 Memorial Drive
Cambridge, MA 02139
<http://cambridge.hyatt.com>

Jour 4

mercredi 29 avril

- 09:00 Départ de l'hôtel Hyatt Regency Cambridge
- 09:30 Kendall Square Association (A)
- 11:00 MASSACHUSETTS INSTITUTE OF TECHNOLOGY (B)
 - 11:00 MIT Media Lab
 - 12:00 MIT Design Lab & MIT Mobile Experience Lab
 - 13:00 Déjeuner au MIT Media Lab
 - 14:00 EdX
 - 15:30 MIT Entrepreneurship
- 17:00 Pause à l'hôtel (C)
- 18:00 Départ de l'hôtel
- 18:30 Réception à la résidence du consul général de France (D)



09:00

▶ **Départ de l'hôtel Hyatt Regency Cambridge**

09:30

▶ **Kendall Square Association**



Kendall Square is a special place that offers exciting opportunities to its organizations, employees and residents. Our community is the premier global technology and life sciences hub, and home to MIT, the world's leading technology-centered institution of higher learning. Technological advancement, new product launches, groundbreaking scientific discoveries, and crucial commitments for venture capital funding occur on a daily basis.

<http://www.kendallsq.org>

▶ **Alexandra Lee - Executive Director**



Alexandra leads efforts to preserve, promote and advance the interests of Kendall Square, the densest square mile of innovation on the planet and a vibrant place to live, work and play. Alexandra spent 18 years at the Boston Society of Architects, where she was responsible amongst other things for BSA charrettes exploring new and changing uses for important places in Massachusetts, such as Ft. Devens, the South Boston waterfront, the Washington Street Corridor and the Boston Harbor Islands. Following that, Alexandra spent several years as Director of Programs at the Rose Kennedy Greenway. Alexandra was then recruited to run a major project in San Francisco where she was the leader of the year-long series of events commemorating the 75th anniversary of the Golden Gate Bridge.

11:00

▶ **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**



▶ **MIT Media Lab**

Actively promoting a unique, anti-disciplinary culture, the MIT Media Lab goes beyond known boundaries and disciplines, encouraging the most unconventional mixing and matching of seemingly disparate research areas. It creates disruptive technologies that happen at the edges, pioneering such areas as wearable computing, tangible interfaces, and affective computing. Today, faculty members, research staff, and students at the Lab work in more than 25 research groups on more than 350 projects that range from digital approaches for treating neurological disorders, to a stackable, electric car for sustainable cities, to advanced imaging technologies that can “see around a corner.” The Lab is committed to looking beyond the obvious to ask the questions not yet asked—questions whose answers could radically improve the way people live, learn, express themselves, work, and play.

<http://www.media.mit.edu>

12:00

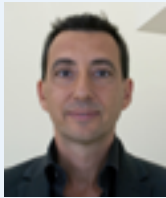
▶ **MIT Mobile Experience Lab**



By operating within the vibrant atmosphere of MIT, the Mobile Experience Lab drives innovation by thoughtfully considering the relationship between emerging technologies and their surrounding social, cultural, and physical spaces. In order to accomplish this, we conduct both academic and field research, design simple solutions to problems, and test our ideas through physical and digital prototypes to ensure that our ideas withstand real world issues.

<http://mobile.mit.edu>

Federico Casalegno - *Associate Professor of the Practice,
Founder and Director of the MIT's Design Lab and of
the Mobile Experience Lab*



A social scientist with an interest in the impact of networked digital technologies on human behavior and society, Prof. Casalegno both teaches and leads advanced research at MIT, and designs interactive media to foster connections between people, information and physical places using cutting-edge information technology. Between 2004 and 2011, he had a position as Lecturer at the MIT Media Lab Smart Cities group and from 2006 until 2011 co-directed the MIT Design Lab with Prof. William J. Mitchell. He founded and directs the MIT Mobile Experience Lab since 2004. From 2004 to 2007, he worked at Motorola, Inc. as a Technology and Product Innovation Analyst, designing pioneering products, experiences and services for mobile devices. Dr. Casalegno holds a PhD in Sociology of Culture and Communication from the Sorbonne University, Paris V, with a focus on mediated communication and social interaction in networked communities and wired cities.

13:00

Déjeuner au MIT Media Lab

14:00

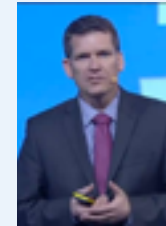
EdX



EdX offers interactive online classes and MOOCs from the world's best universities, colleges and organizations. Online courses from MITx, HarvardX, BerkeleyX, UTx and many other universities can be taken here. Topics include biology, business, chemistry, computer science, economics, finance, electronics, engineering, food and nutrition, history, humanities, law, literature, math, medicine, music, philosophy, physics, science, statistics and more. EdX is a non-profit online initiative created by founding partners Harvard and MIT.

<https://www.edx.org>

Johannes Heinlein - *Senior Director of Strategic Partnerships*



Johannes Heinlein is leading university partnership and collaboration initiatives. In this role, Johannes works directly with the edX president and board on identifying and executing strategy. Prior to joining edX, Johannes served as director in the Office of the President and Provost of Harvard University where he was responsible for the planning and execution of university-wide transformations in strategy and operations. Prior to joining Harvard, Johannes worked in the public sector and for global industry leaders, to develop and implement change management and program strategies. He has lived and worked in Europe, Asia and North America. Johannes holds degrees from the University of Hamburg, Germany, the University of Edinburgh, Scotland and the University of Strathclyde, Scotland.

Lee Rubenstein - *Vice President of Business Development*



Lee Rubenstein leads engagements with prospects and partners including Foundations, NGO's, Corporations, and Governments both local and international. Lee has been building, running, and advising global businesses in the learning, communications, and media space for 20+ years. Most recently he served 5 years as President and COO of TBA Global, and as an advisor to several companies in the online entertainment space. Lee's career has been focused on incorporating innovative technology and strategy to assist high profile brands improve their business results through education, communications, strategy and media. Lee is a graduate of Boston University, and serves on the Board of Governors of Tufts Medical Center, and the Corporate Advisory Council of Massachusetts College of Art and Design.

15:30

**Martin Trust Center
for MIT Entrepreneurship**



The Martin Trust Center provides the expertise, support and connections needed for MIT students to become effective entrepreneurs.
<http://entrepreneurship.mit.edu>

Kyle Judah, Entrepreneur in Residence - Program Director GFSA



Program Director for the Global Founders' Skills Accelerator (GFSA), MIT's summer accelerator for student ventures. He also runs the center's Corporate Innovation Program, working with large corporations like GM, 3M, Michelin and Coca Cola to help them continue to drive growth through innovation. He is the former CEO & Cofounder of RecoVend and BetaMatch.

17:00

Pause à l'hôtel Hyatt Regency Cambridge

18:00

Départ de l'hôtel Hyatt Regency Cambridge

18:30

Réception à la résidence du consul général de France

Fabien Fieschi - Consul General of France in Boston



Fabien Fieschi is a graduate of Sciences Po in Paris. He also holds a certificate in International Relations from Sciences Po, where he participated in an exchange program with Keio University in Tokyo, Japan. After having served at the Consulate General of France in Tokyo from 1995 to 1997, M. Fieschi passed the examination at the Ministry of Foreign Affairs with a specialty in Asia and

was admitted as Councilor of Foreign Affairs in March 1998. Until 2001, he was in charge of disarmament and non-proliferation at the Strategic Affairs Directorate of the Ministry.

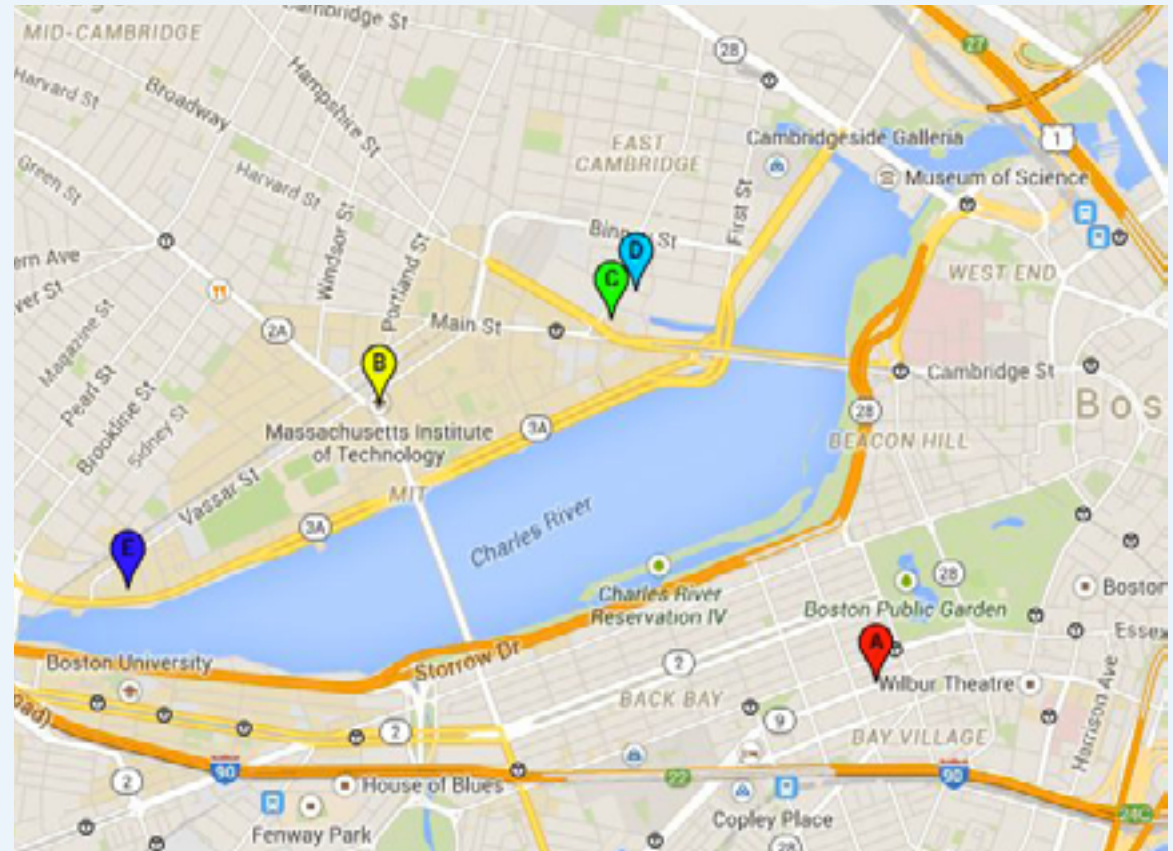
Afterwards he left for Tokyo where he was initially attached to the Japanese Ministry of Foreign Affairs (2001-2002) in the framework of an exchange of diplomats, then was named as First Secretary at the French Embassy, in charge of bilateral questions and domestic affairs in Japan (2002-2006). He then joined the French Permanent Mission to the United Nations in New York as First Secretary in charge of human rights (2006-2009). In August 2009, he joined the office of Prime Minister François Fillon as an advisor in charge of Strategic Affairs and Relations with European and Asian nations.

Mr Fieschi was named Consul General in Boston in August 2012.
<http://blog.diplomatie.gouv.fr/Mon-epiphanie-ou-demain-le>

Jour 5

jeudi 30 avril

- 08:45 Départ de l'hôtel Hyatt Regency Cambridge
- 09:30 LearnLaunch (A)
- 11:00 MASSACHUSETTS INSTITUTE OF TECHNOLOGY (B)
 - 11:00 MIT Office of Digital Learning & MIT OpenCourseWare
 - 12:30 Déjeuner au MIT Office of Digital Learning
 - 13:45 Visite du campus Kendall MIT (Stata Center, COOP MIT)
 - 14:30 MIT Industrial Liaison Program
- 16:00 Cambridge Innovation Center (C)
- 17:30 Venture Café (D)
- 19:30 Dîner de clôture de la délégation (E)



08:45

Départ de l'hôtel Hyatt Regency Cambridge

09:30

LearnLaunch

LearnLaunch

Dedicated to connecting, supporting, and growing greater Boston's education technology ecosystem to drive innovation and transform learning, LearnLaunch offers a vibrant community, educational events, a collaborative co-working space, and a selective accelerator program to promote the growth of the education technology sector in greater Boston, a world education hub.

<http://learnlaunch.com>

Liam Pisano - *Managing Director*



Liam Pisano joined LearnLaunch as Managing Director in 2014. Liam will oversee LearnLaunch's Accelerator program, Campus co-working space, and coordinate with its non-profit Institute. Prior to joining LearnLaunch, Pisano focused on growth equity, leveraged buyout and venture debt investments in the education services, technology, and health care sectors. He is an investment professional with over 15 years of experience, holding investment roles at Spectrum Equity Investors, Hercules Technology Growth Capital and Patriot Capital, as well as co-founding edtech startup Academic Earth. Liam received his BA in Political Science from Williams College, and his MBA from Yale University.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

The mission of MIT is to advance knowledge and educate students in science, technology and other areas of scholarship that will best serve the nation and the world in the 21st century—whether the focus is cancer, energy, economics or literature. Since 1861, Motto : Mens et manus—"Mind and Hand"

Campus (680km²) : <http://whereis.mit.edu>

11:00

MIT Office of Digital Learning
MIT OpenCourseWare



For the past 12 years, OpenCourseWare has worked with faculty and staff across MIT to make the core teaching materials from MIT classes openly available on the Internet for free and open access. Materials from over 2,000 classes have been accessed by over 150 million people, and it is an online resource used extensively by prospective and current MIT students. In 2012, MIT launched the MITx initiative, and since then MIT has offered dozens of massive open online courses (MOOCs) for free to learners around the edX platform, each enrolling thousands of students. Through MITx offerings, we are actively engaged in applying scalable online learning technology to improve education nationally and internationally. MIT's work in digital learning is reflective of efforts across many institutions in higher education to improve the quality of learning experiences for their students. through the use of digital technologies and through an improved understanding and application of the science of learning. This presentation will build on Open and Online initiatives underway at MIT (OCW, MITx) as well as a recent study on the Future of MIT Education, to address the impact and opportunities of new digitally enabled learning technologies.

<http://odl.mit.edu>

ocw.mit.edu

Cecilia D'Oliveira - *Associate Dean of Digital Learning*



Cecilia D'Oliveira responsibilities span OpenCourse Ware (OCW) and MITx MOOCs (massive open online courses). Cecilia has been associated with the MIT community for many years. She has a Bachelor of Science degree from MIT department of Electrical Engineering and Computer Science and a Master of Science in Management from the MIT Sloan School.

Through her career at MIT she has been involved in the introduction of many key I/T innovations for the campus including the Internet, wireless networking, electronic mail, the World Wide Web, and online purchasing. She was the Executive Director of MIT OpenCourseWare from 2008 to 2014, and OCW Technology Director from 2002 to 2008.

Dr Vijay Kumar - *Associate Dean & Senior Strategic Advisor*



Vijay Kumar provides leadership for sustainable technology-enabled educational innovation at MIT. In his prior roles at MIT as Senior Associate Dean of Undergraduate Education, Assistant Provost and Director of Academic Computing, as well as other institutions, Vijay has been responsible for strategy development and leading units engaged in the effective integration of information technology and media services in education. Vijay was the Principal Investigator of OKI (Open Knowledge Initiative), an MIT-led collaborative project to develop an open architecture for enterprise educational applications.

12:30

Déjeuner au MIT Office of Digital Learning

13:45

Visite du campus Kendall MIT (Stata Center, COOP MIT)

14:30

MIT Industrial Liaison Program



The MIT ILP (Industrial Liaisons Program) is dedicated to creating and strengthening mutually beneficial relationships between MIT and corporations worldwide. The ILP continues to be a key player in making industrial connections for MIT, with over 200 of the world's leading companies partnering with the Industrial Liaison Program to advance research agendas at MIT.

<http://ilp.mit.edu/>

Klaus Schleicher - *Senior Industrial Liaison Officer*



Klaus Schleicher joined the Office of Corporate Relations in 2013. He has a Global Operations and Technology background that has delivered rapid profitable growth in the imaging systems, speech recognition, IT security and consulting, digital printing & media industries. He has executive experience in Sales, Marketing, Product Development, Strategy and Business Development and has held senior positions at Universal Wilde, Presstek Inc., Consul Risk Management B.V. (IBM), Lernout & Hauspie (Nuance), Agfa (Bayer Corp.) and Honeywell Inc. He holds a Master Degree in Computer Science and Engineering, from the Technical University of Giessen in Germany.

16:00

Cambridge Innovation Center

Overlooking the Charles River and the MIT campus, CIC is the area's largest office space facility for small and fast-growing companies. The CIC hosts more than 500 companies and offers a unique set-up to help entrepreneurs find the resources they need while starting their companies, including easy access to MIT professors as the building is located across the street from MIT. Visiting the CIC will help understand how America's leading incubator function, and how they work closely with top universities.

Tim Rowe - Founder and CEO

Tim Rowe, President and Founder of KSA, runs Cambridge Innovation Center, the largest US innovation center, housing 600 companies, and is a venture partner with New Atlantic Ventures. He received his BA from UMass-Amherst and an MBA from MIT Sloan. In 2004 Tim was named to "40 Under 40" by *Boston Business Journal*.

17:30

Venture Café

Because Innovation is a social process, the CIC organize a weekly gathering for the innovation community held on Thursday evenings at the 5th Floor of CIC Cambridge. As such, it is fueled by conversation, collaboration, and storytelling. The Venture Café Foundation enhances and accelerates the innovation process through spaces, programs, and conversations for individuals and organizations to gather and build relationships.



19:30

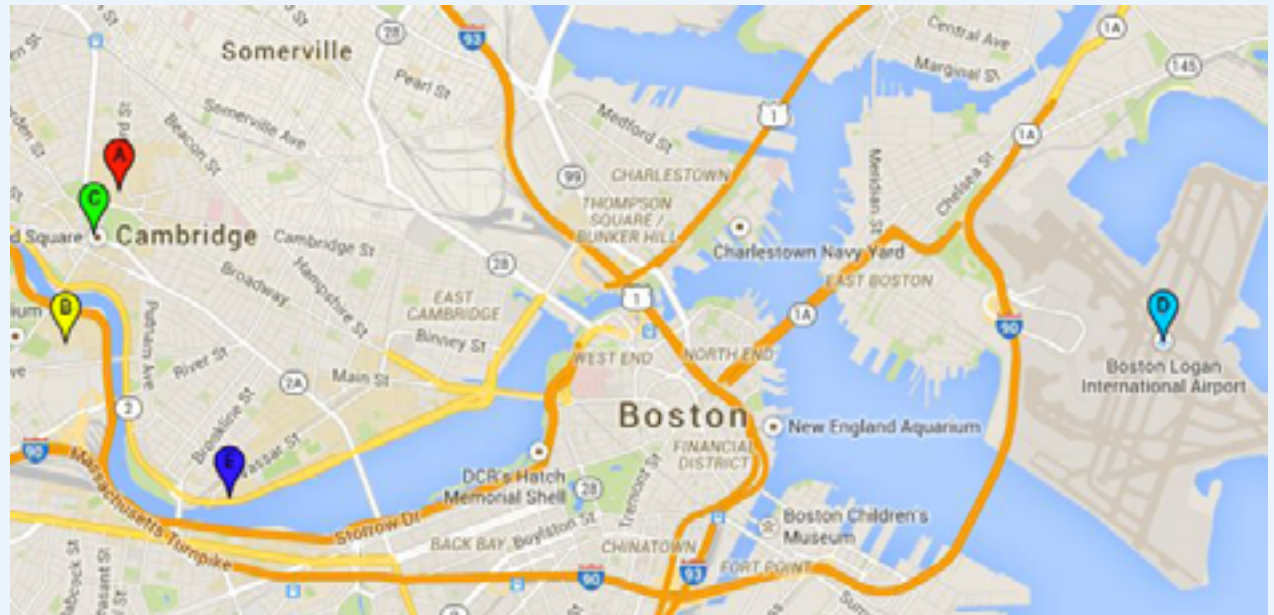
Dîner de clôture de la délégation

Restaurant Evoo
<http://www.evoorestaurant.com>

Jour 6

vendredi 1^{er} mai

- 09:00 Départ de l'hôtel Hyatt Regency Cambridge
- 09:30 HARVARD UNIVERSITY (A)
 - 09:30 Visite historique du campus
 - 11:30 Harvard Business School & HBX (B)
 - 13:00 Déjeuner-débat avec les intervenants
 - 15:00 COOP de Harvard et temps libre (C)
- 17:30 Départ de l'hôtel Hyatt Regency Cambridge vers Boston Logan Airport (E)
- 20:45 Vol direct Boston-Paris CDG (D)



09:00

Départ en bus de l'hôtel Hyatt Regency Cambridge**HARVARD UNIVERSITY**

Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally. We'll share updates and news about alumni, students, and the Harvard community. Harvard University is a private university in Cambridge, Massachusetts, US, and a member of the Ivy League. Founded in 1636 by the colonial Massachusetts legislature, Harvard is the oldest institution of higher learning in the United States. It is also the first and oldest corporation in North America.

<http://www.harvard.edu>

09:30

Historical campus tour

11:30

Harvard Business School

The Harvard Graduate School of Business Administration was established in 1908, offering the world's first MBA program with a faculty of 15, 33 regular students, and 47 special students. HBS is the only top business school in the United States with a self-contained, residential campus that forms its own vibrant community in the heart of one of the world's great cities. Although it is one of the largest business schools in the world, our educational approach provides the advantage of smaller groups by centering on study cohorts of eight students within the larger class groups. HBS Executive Education is an immersive learning experience—one that empowers senior executives to reflect, recharge, and reemerge as visionary leaders.

Participants return to their companies with fresh insights on their professional and personal strengths, strategies for taking leadership skills to the next level, and a global network of peers whose challenges mirror their own.

<http://www.exed.hbs.edu>

HBX

HBX is the new digital initiative of Harvard Business School. The mission of HBX is the same as that of HBS: to educate leaders who make a difference in the world. HBX aims to reimagine education for the digital age and we intend to do this via a unique learning ecosystem based on two distinct custom-built platforms. HBX Live is a virtual classroom designed to replicate the HBS case classroom. The HBX Course Platform allows for asynchronous online learning that incorporates elements that make the HBS pedagogy unique: real-world case-based situations, active learning, and social learning. HBX's Credential of Readiness (CORe) and Disruptive Strategy programs are offered on the Course Platform.

<http://hbx.hbs.edu>



Perry Hewitt - *Chief Digital Officer, Harvard University*



Perry Hewitt is an established leader in digital strategy, with extensive experience in both corporate and not-for-profit sectors. As Harvard University's first chief digital officer, she is charged with leading digital strategy for communications and engagement for audiences including the general public, media, and alumni worldwide—as well as exploring ways organizations effect digital transformation. Perry has worked in marketing, editorial, and strategy roles at firms including Crimson Hexagon, Razorfish, Harcourt, and Lotus Development Corporation. She has consulted to media companies on digital product development, and began her career in publishing at the Houghton Mifflin Company. She has lived and worked in Switzerland, Russia, the United Kingdom, and Australia, and now lives in the Boston area with her family.

William Shea - *Director, Director of Corporate Relations & Market Development*



William (Bill) focuses on promoting Harvard's Open Enrollment and Custom Executive Education programs by working with HR and Training Directors in Central and Eastern Europe. Prior to joining Harvard, Bill worked at Coopers & Lybrand LLP as a senior consultant responsible for the development, marketing and presentation of leadership and executive development programs. Bill also spent over seven years with the Center for Creative Leadership (CCL), where he established and served as Managing Director of CCL's first European branch office in Brussels, Belgium.

Ross Pearo - *Director of Marketing and CORe Product*



Ross Pearo is responsible for developing and implementing the marketing and branding strategies for HBX and its individual product lines. In addition, he serves as the product director for the Credential of Readiness (CORe) program working with faculty and cross-functional teams to deliver effective high-impact learning experiences teaching business fundamentals. Ross has been involved in online education since 2003 serving in a variety of roles in marketing, business development, and product management for eCornell, a subsidiary of Cornell University in Ithaca, NY and for a private online education firm in Indianapolis, IN. Ross earned an MBA as a Jones Scholar at Rice University in Houston, TX and an Honors BBA from Wilfrid Laurier University in Waterloo, Canada.

13:00

Déjeuner-débat avec les intervenants sur le campus

14:00

Débriefing de la Learning Expedition

15:00

COOP de Harvard et temps libre ou retour à l'hôtel

17:30

Départ de l'hôtel Hyatt Regency Cambridge vers Boston Logan Airport

20:45

Vol direct Boston-Paris (arrivée le samedi 2 mai à 8:00 à l'aéroport Paris CDG)

#LEXNYB @EducPros

Universités

- @CPUuniversite CPU (Conférence des présidents d'université), Denis EHR SAM
- @FranckyTrichet Université de Nantes, Francky TRICHET
- @Paris_Sorbonne Université Paris Sorbonne, Clothilde ZUR NEDDEN

Écoles de commerce

- @ValerieCG_AUD Audencia, Valérie CLAUDE-GAUDILLAT

Groupement d'écoles

- @IONISTutoring1 IONIS Education Group, Esther-Laure SELLAM
- @MichelAugendre Studialis, Michel AUGENDRE

Écoles d'ingénieurs

- @CentraleNantes Centrale Nantes, Valérie CHILARD
- @SixVincent HEI (École des Hautes études d'ingénieurs), Vincent SIX
- @INSAToulouse INSA Toulouse, Jérémie GRISOLIA
- @ISAE_officiel ISAE, Olivier LESBRE
- @UTTroyes Université de technologie de Troyes, Timothée TOURY

Formation professionnelle

- AFPOLS, Antoine BREINING
- AFPOLS, Didier LOUBET
- AFPOLS, Franck MARTIN

Agences

- @Petrus_CEO Petrus Communications, Kirsten WILLIAMSON

ÉQUIPE EDUCPROS

- @HeleneON Hélène ALLAIRE
- @CAuthemayou Céline AUTHEMAYOU
- @SyLecherbonnier Sylvie LECHERBONNIER
- @CcilePeltier1 Cécile PELTIER



PRIME (@innovPRIME) is a transatlantic innovation platform promoting the Paris region as a center of innovation and engaging in activities to encourage and incentivize American companies and organizations to invest in the Paris region. Prime offers a series of services and programs fostering transatlantic partnerships: Ambassadorship to connect Paris region labs with American companies, Open Innovation programs to connect corporations with innovative startups, Learning Expeditions & Technology-Focused Events. Prime is a subsidiary of Paris Region Enterprises. Prime has a sister company, the French Tech Hub, a growth accelerator for French high tech companies in the US.

FRENCH TECH HUB (@FrenchTechHub) is a growth accelerator for French High Tech Companies in the US. The French Tech Hub has formed an alliance with Ubifrance to serve IT and Life Sciences companies from all over France. The French Tech Hub is located in San Francisco and in Boston and operates as a One-Stop-Shop to provide a wide variety of services needed for American expansion: strategic coaching, marketing support, business development, domiciliation, working desk, subsidiary creation, administrative support, etc. The French Tech Hub was founded as an initiative of the Paris Region Development Agency, the French Ministry of Foreign Trade, Ubifrance and BPIFrance.

#LEXNYB @EducPros
Learningexpedition@letudiant.fr

en partenariat avec :



et les soutiens de :

