

AGENDA
Strategic Agenda Workgroup
Council on Postsecondary Education
Tuesday, June 3, 2014
10:00 AM
Conference Room A

1. Policy Focus Areas 3 and 4: A Review of Progress Made
2. Discussion Items
 - a. Commonwealth College 2
 - b. Healthcare Workforce Project 4
 - c. Entrepreneurship Programs & Strategies
3. Updates
 - a. State Authorization
 - b. State Broadband Activities 5
 - c. IdeaFest 10
Website: <http://www.ideafestival.com/about-if>
 - d. Research-related activities and meetings
 - e. Overview of Research Relative to Degree Growth by Discipline
4. Summary Discussion
5. Other Business
6. Adjourn
Next Meeting: 10:00 a.m., November 6, 2014, CPE Conference Room A

Commonwealth College Status Report

May 21, 2014

With the notification in April that funding for Commonwealth College was not in the FY 2014 - 2016 state budget, discussions have continued among the public universities and the Council on Postsecondary Education as to the future of Commonwealth College, and what can be accomplished given the lack of state funding.

Currently, three universities plan to implement an online competency-based degree in 2015: University of Louisville (Organizational Leadership & Learning; Concentration in Healthcare), Western Kentucky University (Advanced Manufacturing) and Kentucky State University (Network Engineering).

UofL has a planning team in place, and is in the process of hiring a Director for Competency-based Education. UofL has also created a consortium of healthcare providers to help identify appropriate competencies and assessments. WKU is offering the advanced manufacturing degree through the Engineering Department. With assistance from the Bowling Green Chamber of Commerce and the National Association of Manufacturers, they surveyed the region to determine the need for the degree and found that a significant number of workers with this degree will be needed in the near future. KSU currently offers an online degree in network engineering that is a 2 +2 degree with KCTCS, and given the success of the program, they are confident that converting the degree to a competency-based model will further enhance enrollment and completion in a high demand occupational area.

The progress to date can be attributed to the work of the provosts as well as a Core Team appointed by the provosts comprised of representatives from seven universities. The group assisted CPE with the planning and implementation of Commonwealth College as envisioned given state funding to support all participating schools. The Core Team met every two weeks and in a short period of time made significant progress in building collegiality and enthusiasm for online, competency-based degrees for adult students. With the lack of state funding, the Core Team meetings were suspended until further notice, however the team's input was valuable to the process.

To generate external support for Commonwealth College, CPE wrote three grants to support Commonwealth College. In 2012 CPE submitted a proposal to the James Graham Brown Foundation for one million dollars. The funds were to support the startup of the online competency-based degree in Organizational Development with a concentration in health care at UofL in partnership with healthcare providers. UofL would have serve as a prototype for CBE, but unfortunately the proposal was not accepted, although it helped build support for the program among healthcare providers.

CPE recently applied to the CAEL's CBE Jumpstart Program funded by the Lumina Foundation. No funding was attached to this professional development opportunity. Kentucky was not selected and the feedback indicated there were many more applicants than they could accommodate this year, and they encouraged Kentucky to participate in a Competency-L list serve established to help

institutions interested in competency-based education and assessment communicate and learn from each other.

Kentucky was, however, selected as one of 10 institutions/states to participate in the Next Generation Learning Challenges Breakthrough Models Incubator 2014 funded by the Gates Foundation and offered through EDUCAUSE. Kentucky was picked because of our collaborative model, common brand and a workforce emphasis, which is unique in the U.S. A 10-member team comprised of representatives from the University of Louisville, Western Kentucky University, Kentucky State University and CPE will participate in NGLC over the next 20 months. The first meeting is in July in Washington D.C. Team membership is currently being identified to meet the specific requirements of NGLC. A \$50,000 award to CPE will help defray the cost of participation and the travel expenses of the team.

While the lack of state funding has presented challenges to moving forward as Commonwealth College, there is a strong case to be made for offering online competency-based degrees under the brand of Commonwealth College. An “umbrella” brand name 1) streamlines marketing efforts and costs; 2) becomes known as the “go to” portal for adults seeking degrees in high demand occupational areas with flexibility of time to degrees; 3) identifies Commonwealth College schools as the “school of choice” across the state and the U.S. for specific degrees; 4) better positions the program for future state funding, other grant opportunities and greater visibility at the state, region and national levels; and 5) creates the opportunity for shared costs in some areas resulting in savings for all.

Discussions continue with campus leadership to determine what may be feasible given the lack of state funding. The Council believes that working together as Commonwealth College has many advantages. A possible way forward would be to start with three institutions, with the ultimate goal of a full suite of high-demand degrees from most all Kentucky public institutions in the future. The elements of Commonwealth College may include but are not limited to:

- 1) a common name and brand,
- 2) an online & competency-based degree model adhering to best practices,
- 3) designation of institutions as the “school of choice” for specific degrees with no duplication of degrees within the collaborative,
- 4) degrees offered in verified top 20 high demand occupational areas,
- 5) common online portal for student support services that may include program and course descriptions, advising, coaching, enrollment, technical support, financial aid and career guidance that coordinates with campus services.
- 6) ongoing advise from an employer advisory panel, and
- 7) standards for the collaborative model will be created, monitored, and guided over time by leadership from each participating institution and CPE

By working together, Kentucky has the potential to create an online competency-based model like no other in the U.S. The pooling of expertise, the synergy of collaboration and the already-proven support of the employer community and building on the success of KCTCS provides the potential of success with Commonwealth College.

Healthcare Capacity Workgroup

Update: May 2014

In response to the Deloitte Healthcare Capacity Report in spring 2013 and CPE's Rural Access Workgroup recommendations, CPE staff have entered into work with Secretary for Health and Family Services, Audrey Haynes, to address Kentucky's and the nation's concerns.

Given the age of the current healthcare workforce and the large number of baby boomer retirements taking place presently and in the near future, Kentucky, along with the rest of the nation, is facing a severe primary care workforce shortage. Exacerbating the issue is an influx of individuals who now have access to healthcare due to the Affordable Care Act. Particularly in rural areas of Kentucky, primary care is limited or there are long waits to receive care.

CPE, when learning of the Deloitte Study, reached out to Secretary Haynes to offer assistance in convening postsecondary providers to talk about solutions. CPE invited representatives from the healthcare educator community to Frankfort on two occasions (October 2013, and March 2014) to discuss capacity of our teaching facilities, which include clinical sites, training preceptors, and ways that postsecondary educators may be able to contribute.

In addition to meeting with our healthcare leaders, industry leaders have also been contacted for their appraisal of the situation with regard to hiring practices, preparation of graduates, and much more.

It appears the more urgent needs occur in rural settings or in underserved parts of some urban locations. Several factors are contributing to these health workforce challenges:

- Primary care in and for disparate/rural areas.
- Affordability of healthcare education.
- Underutilized LCHs/reduction of ER visits/chronic disease management.
- Underutilization of ancillary/extender staff (10:1 in engineering, may be 100:1 in healthcare).

A number of priorities have been established to give us better data to analyze the "crisis" and identify opportunities, including participating in a National Governors' Association (NGA) grant with a number of other states facing similar dilemmas.

The NGA workgroup will look at new service delivery models to address existing shortages and emerging needs; build strategies for accurate data collection/analysis; spotlight primary care, oral and behavioral health; and plan for the future via the integration of pipeline development and training investments, and the integration of medical practice.

Staff preparation by Linda Linville

Next Generation Kentucky Information Highway

May 2014

The Next Gen KIH, a statewide middle-mile communication network, is focused on meeting current needs, but more importantly, positioning Kentucky to be a national leader in high-capacity internet service connections.

This network-based, optical fiber backbone, will improve the quality, reliability and usability of broadband network services. This creates better value for money spent by improving access to shared network services/systems and information across the Commonwealth.

The Commonwealth is working closely with the [Center for Rural Development \(CRD\)](#) and the “[Shaping Our Appalachian Region \(SOAR\)](#)” initiative created by U.S. Congressman “Hal” Rogers and Governor Beshear. Congressman Rogers and the CRD are focused on providing high-capacity and high-speed internet access to one of Kentucky’s most underserved areas, Eastern Kentucky.

Once completed, the network will consist of more than 3,000 miles of fiber throughout the Commonwealth.

Background

The Commonwealth’s current networks supporting state government, higher education, K-12 education and local governments have independently evolved over the last 15-20 years.

Today’s environment includes:

- Commonwealth Office of Technology (COT): Responsible for the Kentucky Information Highway (KIH) through a contract with AT&T for a managed services multi-protocol label switching (MPLS) network.
- University of Kentucky: On behalf of the postsecondary education community, UK has a contract with Windstream for the [Kentucky Postsecondary Education Network \(KPEN\)](#), also a managed services MPLS network. UK has a contract for the [Kentucky Regional Optical Network \(KyRON\)](#) which is lighting indefeasible right of use (IRU) fiber in a loop connecting Louisville, Cincinnati, Lexington, and Frankfort.

By bringing together the many stakeholders that currently support these different initiatives, Next Gen KIH will be an integrated, statewide dark fiber optical network managed by the Commonwealth. Next Gen KIH will serve all of Kentucky by:

- Providing capacity so that private vendors can tap into the system to better deliver network services.

- Bridging service gaps (especially in rural areas).
- Promoting economic development.

As more fiber is deployed, Kentucky will be positioned to connect with high-speed networks in other states.

Vision and Goals

The Next Gen KIH will be a collaboration of multiple stakeholders and customers. Through this network, Kentucky will connect to state, national and international resources and communities.

The NG-KIH goals:

- Promote economic development by sharing the backbone with the private sector. Use the backbone to recruit companies to locate in Kentucky.
- Support collaborative opportunities across and among public and private entities.
- Enhance research, education and public service opportunities.
- Increase economies of scale which will:
 - Eliminate duplicate networking infrastructure projects and associated costs across the public sector.
 - Combine public sector buying power to increase statewide access to affordable broadband services for government, organizations, businesses, communities and citizens.
 - Reduce technology cost through aggregate purchasing.
 - Make dark fiber available to the public sector and to private sector technology service providers in un-served or underserved rural areas.
 - Maximize shared services opportunities (clinical systems, advanced engineering systems, shared eLearning environments, etc.)

Services to be Provided

There is a difference between the Internet and services that use the internet. Common services that use the Internet include the:

- World Wide Web - a global set of documents, images, and other resources. Most web users are familiar with browser software, such as Internet Explorer, Mozilla Firefox, Apple's Safari and Google Chrome, to navigate the web.
- Communication - includes email, Internet telephony (phone service)
- Data transfers - file sharing and streaming media

Simply stated the Internet is a network of networks. Once built, Next Gen KIH will be one of those networks, focused on providing high capacity communication and data transfer services. Of course, web services would also be available. Next Gen KIH will offer high

capacity bandwidth services such as dark fiber Indefeasible Right of Use (IRU) contracts & wavelength\lambda services to support a variety of solutions such as:

- Enhanced disaster recovery and backup capabilities
- More extensive use of cloud solutions
- High-quality video connections
- Exchange of large data files
- Enhanced telephony services and applications
- Access to supercomputers and scientific data storage facilities

Architectural Vision

The architecture shall be modeled to ensure reliability, redundancy, and resiliency. The network will be comprised of multiple sites and will be structured to ensure high availability and high speeds. Support sites will be strategically located throughout the Commonwealth and serve as points for last mile connections which will serve local communities. A graphical overview of the tentative network is attached.

Anticipated Benefits

Investing in a border-to-border fiber communication backbone expands the Commonwealth's opportunities, with benefits that go "beyond the balance sheet". These benefits, such as economic development and tourism growth, higher education advances, interconnected public safety, and enhanced health care, serve to improve all Kentuckians' lives and lifestyle. When fully deployed Kentucky's geographic boundaries will be flattened; our economy will grow through increased economic opportunity; our students, citizens, public safety officers, medical professionals, and first-responders will see what is happening around the corner....or around the world....via high-quality, life-like experiences; and our public safety and healthcare will be more responsive.

Simply stated, benefits and opportunities that rely on a fiber rich communication network will be available state wide, not just in our larger metro areas.

Suggested Organization Structure

The Kentucky Emerging Technology team is spearheading planning work. The team, part of the Finance and Administration Cabinet, has worked with a coalition of stakeholders that provides leadership support for Next Gen KIH.

Since March 2014, [CTC Technology & Energy](#), an independent communications and engineering consulting firm, has been working to assess and validate the Commonwealth's vision for the Next Gen KIH. Bringing their experience and expertise of working on cutting-edge communications networks projects, CTC engineers will perform a technical assessment of the state's current network plans, develop a strategy for fiber construction, and provide detailed guidance on network operations.

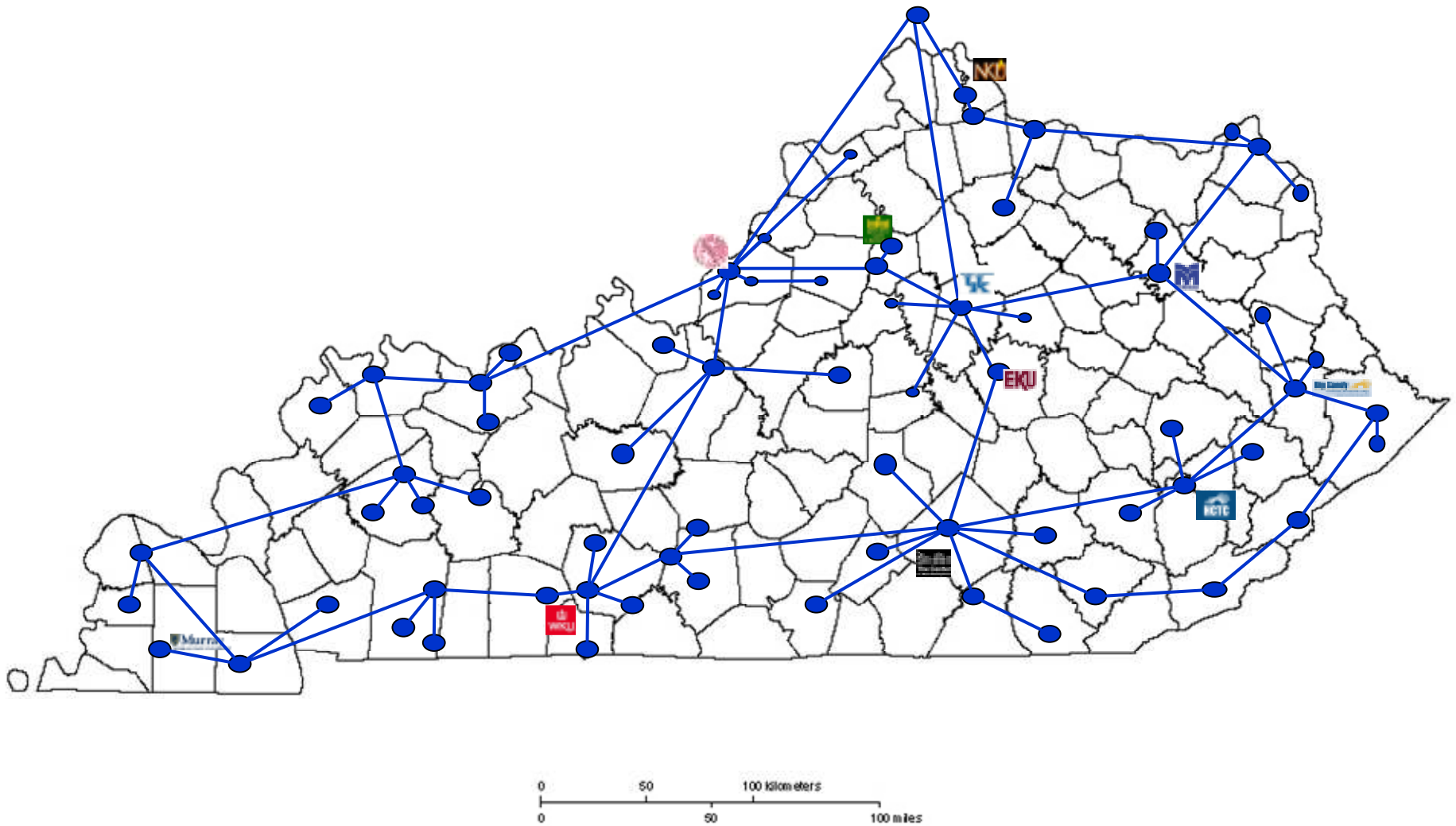
Their business analysts will assess the state's current network financial models, refine projections, and aid in the creation of a sustainable governance and business model. Headquartered in the Washington, D.C. metropolitan area, CTC has satellite offices in California, Colorado, Illinois, Kentucky, Minnesota, New Mexico, North Carolina, Washington, D.C., Wisconsin, and Columbia, MD.

One of the more critical components of the Next Gen KIH will be the working relationships between government and service providers. These relationships are key to reaching the Commonwealth's most underserved areas.

Timeline of Events

- Fiber Leadership Group Created - October 2013
- Consulting Contract to CTC Awarded - March 2014
- Release of Request for Information - April 2014
- Solicitations Development – TBD

Next Generation Kentucky Information Highway



For Presentation Purposes Only

TAKE **NORM** DOWN.

WE ALL KNOW **NORM**. SAME OL' **NORM**. **NORM** IS BORING. **NORM** DOESN'T MAKE WAVES. **NORM** DOESN'T PUSH BOUNDARIES. **NORM** IS A SQUARE PEG IN A WORLD OF SQUARE HOLES. WITH **NORM** THE STATUS IS ALWAYS QUO. **NORM** ALWAYS TAKES THE ROAD MORE TRAVELED. **NORM'S** BLANKET IS ALWAYS WET. **NORM'S** STICK STAYS IN THE MUD. A PARTY TO **NORM** IS A FOCUS GROUP WRAPPED IN A COMMITTEE. **NORM** IS DANGEROUS TO ALL THINGS NEW AND COOL AND DIFFERENT. **NORM** IS A BAD INFLUENCE IN THE WORKPLACE AND IN SCHOOLS. **NORM** STIFLES INNOVATION. **NORM** CRUSHES CREATIVITY. **NORM** DUMBS IT ALL DOWN TO DEAD CENTER MEDIOCRITY. RISE UP AND BANISH **NORM** FROM OUR MIDST. EXILE **NORM** TO THE NETHER REACHES OF YOUR MIND. RESIST **NORM** WITH EVERY SYNAPSE. SPEAK UP. DEMAND IDEAS. DITCH **NORM**. STAY CURIOUS.

STAY CURIOUS.



IDEA FESTIVAL®

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4-DAY SCHEDULE

Tuesday, September 24

8:30 AM - 3:00 PM

Thrivals™ 6.0:

The Quest Continues

Separate Registration Required

A fun, mind bending, future focused, innovative, leading edge and thought provoking learning experience where humans of all identities are challenged by each other, to think about new ideas, rethink old assumptions, build on the minds of others, to become, to do, to understand, to otherwise live this single planetary experience to its fullest. **Presented by:** Augusta Brown Holland Philanthropic Foundation, Majora Carter Group, LLC, Louisville Water Company, Me to We Foundation, University of Louisville College of Business, University of Louisville Liberal Studies and YUM! Brands



9:00 AM - 6:00 PM

IF Labs

Free: Separate Registration Required

IF Labs, offered on the opening day of the Festival, focus on ideas and topics of particular interest to Louisville and the greater Kentucky region. Labs are free and open to the public but require registration.

- Retake Your Health
Sponsored by KentuckyOne Health
- Developing a Smart Food Culture
- Salon 97: Classic Music from the U.S.
- Social Entrepreneurship
- VentureCapital/VentureWell Venture Forum

Time to be determined
Guerilla Garden Dig-In

(Location to be determined)
Los Angeles-based fashion designer turned fresh food activist, artist and guerrilla gardener **Ron Finley** is on a mission to literally revolutionize our approach to community, health and food. Finley will share his ideas at Thrivals 6.0 and will also do some digging and planting while at IF.

Presented by KentuckyOne Health and Fit for Fun



Wednesday, September 25

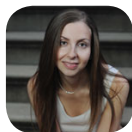
8:45 AM - 9:00 AM

IdeaFestival Opening

9:00 AM - 10:00 AM

Mindfulness, Deep Observation and Sherlock Holmes

Maria Konnikova, who writes the weekly "Literally Psyched" column for *Scientific American*, comes to IF to explore the ideas and lessons behind her recent *New York Times* bestselling book, *How to Think Like Sherlock Holmes*. Through the fictional character of Holmes, she delves into the keys to contemplative reasoning and the path to thinking critically and clearly. **Presented by Louisville Convention and Visitors Bureau**



10:30 AM - 11:30 AM

Fooling Houdini

Magician, author and writer for *Discover* and *The Wall Street Journal*, **Alex Stone** will take you deep inside the world of magic and magicians. He explores the extraordinary talent of expert magicians...how our minds are so cleverly manipulated and what magic teaches us about human nature and perception.

Presented by Stites & Harbison



12:00 PM - 1:00 PM

"Innocence" (Lunch Provided)

Founded in 1992, the Innocence Project has employed DNA technology and expert representation to free innocent people in prison... sometimes on death row. Policy Director **Stephen Saloom** is joined by **Calvin Johnson**, who served over 15 years in prison before being exonerated, to discuss the work of the project and explore the various issues and implications surrounding the concept of justice, guilt and innocence, the reliability of eyewitness accounts and the effects on people forced to serve many years in prison for crimes they did not commit. **Presented by Kentucky Science and Technology Corporation**

1:30 PM - 2:30 PM

Comedy as Translation

Stand-up comedian **Chris Bliss** delivers intelligent and timely commentary on our world, in the tradition of Mark Twain and Jon Stewart. Bliss will share his unique insights on a number of contemporary issues as well as addressing the unique role of comedy as an important means of communication. **Warning: If you miss the end of this event you will have only yourself to blame.**

Presented by Delta Dental of Kentucky



3:00 PM - 4:00 PM

Learning from the Octopus: Unleashing Nature's Secrets of Adaptation

Marine ecologist, congressional advisor and author **Rafe Sagarin** shares nature's secrets for innovation and adaptation and how they can be applied to how we respond to unpredictability – from terrorism to climate change and global markets. **Presented by Brown-Forman**



4:30 PM - 5:30 PM

Big Challenges, Big Ideas: Radical Solutions to Intractable Problems

Jason Pontin, editor in chief and publisher of *MIT Technology Review*, sees the world's most innovative and disruptive technologies. At IdeaFestival 2013, he'll introduce attendees to the innovators who are creating really radical solutions to some of the world's biggest or sometimes least addressed problems. Joining Jason will be **Dmitri Alperovitch**, **Daniela Schiller** and **Kim Xu**. **Presented by the Kentucky Council on Postsecondary Education**



5:45 PM - 8:00 PM

Taste of Innovation

(Churchill Downs, Millionaires Row 4, transportation provided)

What has now become an IdeaFestival tradition descends on the world famous Churchill Downs, home to the running of The Kentucky Derby, for a food, drink and networking extravaganza. Chefs, mixologists, restaurants and, of course, Bourbon distillers, from across the region offer some of their favorite and oftentimes specially designed food, drink and desserts for everyone to enjoy, all while overlooking the world famous track. **Presented by Humana Vitality, Atria Senior Living, Barry Wooley Designs, Bella Vita:Media, Cafe Press, Churchill Downs, IdeaFestival, Louisville Magazine, University of Louisville Alumni Association, Winston Industries, Xtreme Media, York Management, Inc.**

Thursday, September 26

8:00 AM - 8:45 AM

IF Mash-Up: 50 Reasons to Reread 50 Books You Haven't Touched Since High School For Sponsors, Speakers and Festival Pass Holders Only

Author **Kevin Smokler** discusses why all those books we were forced to read in high school really weren't the complete waste of time we all thought...being the super smart seventeen year olds that we all were. **Presented by the Paul Ogle Foundation**



9:00 AM - 10:00 AM

Sustainable Beauty: How Good Design Benefits People, Planet, and Profit

Lance Hosey, Chief Sustainability Officer of the global design leader RTKL, discusses his book, *The Shape of Green: Aesthetics, Ecology, and Design*, the first to show how beauty can promote sustainability. **Presented by the University of Louisville**



10:30 AM - 11:30 AM

The Esperion Story: Resilience and Innovation in Good and Bad Economic Times

Entrepreneur, Founder, CEO of Esperion Therapeutics, Inc., **Roger Newton** co-discovered and was the product champion behind the game-changing drug Lipitor®. Newton will detail this extraordinary journey of innovation, failure and success that resulted in the discovery and commercialization of a major drug...as well as the entrepreneurial lessons learned. **Presented by Accent Marketing and the Paul Ogle Foundation**

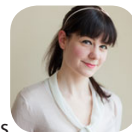


12:00 PM - 1:00 PM

The Hacker's Guide to the Galaxy (Lunch Provided)

Don't panic: the next big science revolution isn't just for asteroid miners or CERN scientists. Just as science fiction has often shown the way to future inventions, the act of hacking is now generating prototypes that act as footholds for future explorations, discoveries and epiphanies in science. At IF **Ariel Waldman** will take you on a tour of our universe (from black holes and dark matter to exoplanets and the search for extraterrestrial intelligence) and show you how you can actively explore and be a part of the final frontier through getting excited, generating new entrepreneurial ideas and making things.

Presented by Louisville/Jefferson County Metro Government



1:30 PM - 2:30 PM

Beth Comstock

The worlds of hardware and software are converging, shaping two powerful forces: Advanced Manufacturing and the Industrial Internet. Previously unimaginable products, services, and business models are now realized through agile methods, open and empowered global communities, and disruptive fabrication technologies.

Beth Comstock, CMO and leader of GE's growth and market-innovation initiatives, will share her view of this – what GE is calling the next Industrial Revolution -- and how it will transform global industry, boost productivity and launch a new age of prosperity and growth. **Presented by GE**



3:00 PM - 4:00 PM

Farmacology

Daphne Miller, author and practicing physician in San Francisco, returns to dissect mainstream medicine's mechanistic approach to healing and discuss how innovative family farming can dramatically impact and influence our health and wellbeing.

Presented by Humana Vitality



4:00 PM - 4:15 PM

Hasan Davis

Former juvenile offender diagnosed with ADHD and Dyslexia, **Hasan Davis** had been removed from every school that he had attended until a few people were willing to see his potential instead of just his problems. With their support, he managed to survive and thrive, ultimately becoming Commissioner of Kentucky's Department of Juvenile Justice. At IF he will discuss his life and how his experiences have profoundly shaped his approach and ideas about dealing with troubled youth. **Presented by 21c Museum Hotel**



4:30 PM - 5:30 PM

Sherman and The March to the Sea

Civil War General William T. Sherman, often called the "first modern general," orchestrated one of this nation's most controversial historical events...the taking of Atlanta, which greatly contributed to Lincoln's re-election and the ensuing March to the Sea. Sherman has been compared to Napoleon and Patton. Historian **Brooks Simpson** explores the context of The March, as well as Sherman's leadership, strategy tactics and his guiding philosophy about the nature of war and the human condition.

Presented by The Gheens Foundation



5:30pm-7:30pm

Speakers Reception

For Sponsors, Speakers and Festival Pass Holders Only

(21c Museum Hotel)

New this year. A special reception for IF sponsors and Festival Pass Holders that offers a smaller, quieter setting to meet and interact with each other and the 2013 presenters, artists and performers. **Presented by 21c Museum Hotel, IdeaFestival, Old Forester, Proof on Main, Republic National Distributing Company, US Bank, York Management, Inc.**

8:00pm - 9:30pm

Retazos

The **Retazos Dance Theater**

Company was created in Havana City in January of 1987 by choreographer and professor

Isabel Bustos Romoleroux. This artistic initiative was born of the necessity to find, through a natural and daily gesture, a language able to express contradictions and good and bad decisions of our times. Bustos invents an intimate language from a creative avant garde and a singular scenic projection. Retazos expresses in a reflective dance, unpredictable vitality that with its images and gestures reveals a path into the Latin American spirituality. This is their U.S. premiere in cooperation with Copperbridge Foundation. **Presented by the C. E. & S. Foundation**



Friday, September 27

8:00 AM - 8:45 AM

IF Mash-Up: A Glimpse of the Future From Those Who Will Create It.

For Sponsors, Speakers and Festival Pass Holders Only

In the last twenty years being digitally connected to the world has gone from part-time luxury to full-time necessity. The current "generation" will be the first generation to grow up where being connected is as common and necessary as water and electricity. How does this shape one's view of the world? Join this panel of middle school and high school age students from across Kentucky as they discuss and imagine life in the near future.

Presented by Friends of IF

9:00 AM - 10:00 AM

Rafael Lozano-Hemmer

Mexican-Canadian artist

Rafael Lozano-Hemmer will present his recent interactive installations that are at the intersection of architecture and performance art. Using technologies such as robotics, computerized surveillance and telematic networks he creates platforms for public participation. Inspired by phantasmagoria, carnival and animatronics, his light and shadow works are "antimonuments for alien agency".

Presented by artwithoutwalls



9:00 AM - 2:00 PM

IF Kids

Separate Registration Required

Middle school-age kids are the audience for this unique event that introduces and explores many of the ideas, perspectives on creative thinking and other IF lessons to a younger audience. Events include discussions, hands-on activities and performances by many of the presenters taking part in the overall IdeaFestival. **Presented by IdeaFestival, the Kentucky Science Center and Kosair Charities**



10:30 AM - 11:30 AM

Art @ the Edge

Creative Capital supported artists, **Eric Dyer, Paul Rucker, Jesse Sugarmann and Elaine Tin Nyo**, are pushing the boundaries of art and meaning. Each will take the stage at IF to explore their ideas, art and discuss current projects. **Presented by IdeaFestival and the Creative Capital Foundation**

12:00 PM - 1:00 PM

Rome: The Fall of an Empire and the Fate of America (Lunch Provided)

Commentator and Editor at Large at *Vanity Fair*, **Cullen Murphy** compares and contrasts events contributing to the decline of the Roman Empire with the current global context and historical position of the US. **Presented by the University of Kentucky**



1:30 PM - 2:30 PM

Happiness...for People Who Can't Stand Positive Thinking

Tired of all the empty happy talk?

Join commentator and writer **Oliver Burkeman** as he delves into our ideas about

happiness, failure and success...as well as our quest to find that important "peaceful middle ground."

Presented by the Galt House



3:00 PM - 4:00 PM

Tererai Trent

Trent is the founder of Tinogona, which builds and repairs schools in rural Zimbabwe. Using her own amazing life story and quest for an education as inspiration, **Dr. Tererai Trent** has emerged as a tireless global advocate for access and the right to an education... particularly for young females.

Presented by the Kentucky Community and Technical College System



4:30 PM - 5:30 PM

The Purpose-Driven Brand

Former Chief Marketing Officer at Brown-Forman **Kris Sirchio** leads a discussion with national brand and marketing leaders about their ideas on purpose-driven brands, fundamental shifts in marketing, and why now is the moment for marketing and marketers to step-up and drive the needed dialog between brands, business and people to deliver results and make the world a better place. Kris will be joined by **Donald Lassere, Kelly Mooney, Mario Simon and Jim Stengel** (via pre-recorded video).

Presented by Greater Louisville Inc.



8:00 PM - 9:30 PM

Mother Falcon

Mother Falcon is a dynamic orchestral indie band from Austin, TX. that performs at rock clubs while maintaining a presence on the arts scene, scoring plays and films. The group thrives on collaboration and improvisation, with the fourteen musicians sharing responsibility for instrumentation, vocals, and writing new music. Motherfalconmusic.com

Presented in cooperation with

The Kentucky Center for the Performing Arts



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**UNIVERSITY OF
LOUISVILLE**
It's Happening Here.

IdeaFestival 2013...Sept. 24-27, Louisville, Kentucky...for more information visit ideafestival.com

Unless otherwise noted all events are held at the Kentucky Center for the Performing Arts.

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