



Career Acceleration Virtual Event Series Fall 2023

Edtech Insights: A Fireside Chat with Industry Veterans

IN COLLABORATION WITH ALLCOURSE

NOVEMBER 1, 2023 | 7pm EDT



Teach For
America

Welcome!

Career Acceleration Event Series

HOSTED BY THE TEACH FOR AMERICA CAREER CENTER AND
SELECT PARTNERS AND CONTRIBUTORS.

ENGAGE IN CAREER ACCELERATING TOPICS TO HELP INSPIRE
AND SUPPORT MINDSETS, KNOWLEDGE AND SKILLS THAT
ADVANCE YOUR CAREER.

Career Acceleration Virtual Events Series Line-up



Register for any of the events on TFA's [Alumni Hub](#)

- 1 **10/5: Leadership in Action: Defining your Personal Leadership Philosophy and Overcoming Imposter Syndrome** | Presented by Claremont Lincoln University
- 2 **10/11: Applying to Doctoral Programs in Education: Making Your Application Stand Out** | Presented by Harvard Graduate School of Education
- 3 **10/18: How to Design a Career You Love**
Presented by Mission Collaborative
- 4 **10/26: Building Inclusive Learning Environments: Collaborative Strategies for Educators and Stakeholders** | Presented by Teachers College, Columbia University
- 5 **11/1: Edtech Insights: A Fireside Chat with Industry Veterans** | Presented by AllCourse, Kaplan, and Youtube/Google





Alumni
Hub

[Career Center](#) ▾ [Connect With Your Community](#) ▾ [Programs, Events & Benefits](#) ▾ [For Partners](#) ▾

Career Acceleration Media Library

Engage in Career Accelerating Topics

Welcome to Teach For America's Career Acceleration Media Library. Here you will find opportunities to engage in content we curated for our network and developed with mission-aligned partners and contributors focused on the following areas:

- Career Skill Development
- Diversity, Equity, Inclusion & Belonging
- Graduate Study & Continuing Education
- Leadership & Professional Development

Videos



Building Inclusive Learning Environments: Collaborative Strategies for Educators and Stakeholders (The Summer Principals Academy (SPA) at Teachers College, Columbia University)



How to Design a Career You Love



Applying to Doctoral Programs in Education – Making your Applications Stand Out (Harvard Graduate School of Education)

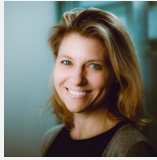


[View All Videos](#)

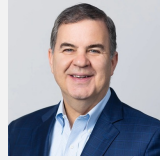
WELCOME!



Jose Ferreira is the founder and CEO of [AllCourse](#). He previously founded auto-grading pioneer BakPax (acquired by TPT) and adaptive learning giant Knewton (acquired by Wiley).



Katie Kurtz is the Managing Director, Global Head of Learning at Google/YouTube. She was previously the Chief Product Officer at Noodle Partners.



Andy Rosen has served as Kaplan, Inc's chairman and CEO since 2008. He is also the author of [Change.edu](#); [Rebooting for the New Talent Economy](#).

This panel is led by Jose Ferreira, CEO & Founder of AllCourse. AllCourse is a new education marketplace connecting schools with certified, online teachers. Jose is joined by Andy Rosen, current CEO & Chairman of Kaplan, and Katie Kurtz, Managing Director, Global Head of Learning at Google/YouTube.

WHAT'S NEW WITH EDTECH?

Career Acceleration Virtual Event Series

Join us for a panel discussion with Edtech veterans with experience at Youtube/Google, Kaplan, Knewton, Bakpax, and AllCourse. Hear their thoughts on the industry, AI, and transitioning from a classroom to an edtech environment.

Hosted by:



In collaboration with:



Edtech Insights: A Fireside Chat with Industry Veterans

Andy Rosen Chairman & CEO, Kaplan

Katie Kurtz Managing Director & Global Head of Learning, YouTube

Jose Ferreira Founder & CEO, AllCourse (previously founded Bakpax and Knewton)

Hosted by:



A marketplace connecting schools
with certified, online teachers

November 1, 2023

Agenda

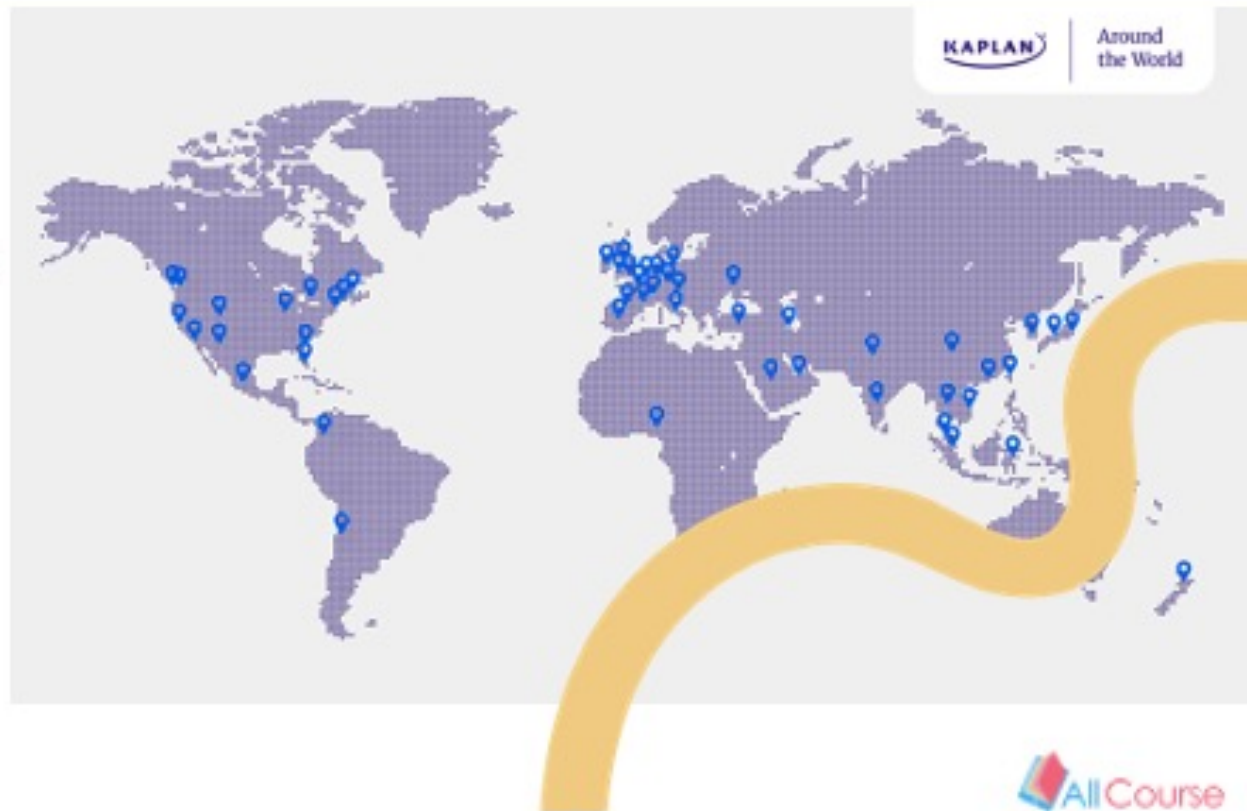
- Panel introduction and backgrounds
- Transitioning to Edtech / for-profit companies
- Trends in Edtech & AI
- Sizzling new AI product demo
- Q&A



Kaplan

Founded: 1938

- 10,000+ employees worldwide
- 1.2 million learners annually
- Operates in 26 countries
- 4,000 educational partners
- 13,000+ corporate clients



Kaplan

Education businesses:

- **For individuals:** exam & professional licensure prep, language training
- **For universities:** recruiting, pathways programs, online enablement, degree and certificate programs, prelum programs, all-access exam prep
- **For employers:** professional certification and training, education as a benefit, apprenticeship programs, career coaching and college advising



Kaplan

Current initiatives:

- All-Access university programs
- Career and academic advising
- International education

Howard University Now Provides Free Grad School Test Prep

Howard University is partnering with Kaplan to provide free graduate-level admissions and professional-licensure test prep.

Amazon adds virtual one-on-one coaching to Career Choice

Kaplan partners with U of Victoria on recruitment

YouTube

- Founded: 2005
- Acquired by Google in 2006
- Over 2B monthly logged-in users

The screenshot shows the YouTube homepage with a search bar at the top. The search results are for "Why Pi is So Important". The first video is "The Infinite Life of pi" by Reynaldo Lopes, with 1.5M views and 10 years old. The second video is "Mile of Pi - Numberphile" with 2.1M views and 7 years old. The third video is "How Many Digits of Pi Do We Really Need?" by Real Engineering, with 644K views and 4 years old. The fourth video is "The most unexpected answer to a counting..." by 3Blue1Brown, with 1.1M views and 4 years old. Below this, there is a "Show more" button. The next section is "Let's Learn About Mammals" with a subtitle "There are a wide variety of animals that are considered mammals. Learn about them here in this playlist." It features four video thumbnails: "KINDA SMALL" about elephants, "Blue Whales 101 | Nat Geo Wild", "3 NEAT FACTS ABOUT NARWHALS", and "OUR BIG BEAR FAMILY" about bears.

YouTube Learning

Current initiatives:

- Platform features to support active learning - Quizzes, Real Time Concepts
- Player for Education video embed player
- Courses
- Study Hall Courses for college credit



Study Hall

@studyhall · 73.9K subscribers · 644 videos

Going to college can be confusing, that's why Study Hall exists — to help you prepare for a... >

[getstudyhall.com](https://www.getstudyhall.com) and 2 more links

Subscribe

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AllCourse

Founded: 2021

Education businesses:

- Marketplace for Teachers
- Content creation and discovery

The screenshot shows the AllCourse website interface. At the top, there are search bars for "What teachers are you looking for?" and "What courses are you looking for?". Below the search bars are navigation links: "Browse jobs", "Refer a colleague", "Create a course", and "Inbox".

On the left side, there are filter sections for "Subjects +4", "States", "Experience", "Grade levels certified to teach", "License", "Level of education", and "Hourly rate".

The main content area displays "175 results" and a grid of teacher profiles. Each profile includes a photo, name, subject areas, and hourly rate. The profiles shown are:

- Martine Richardson**: Subject Areas: Mathematics (Algebra 1, Algebra 2, Geometry, Pre-Algebra, Pre-Calculus). Hourly rate: \$50/hour.
- Akila Cranner**: Subject Areas: Mathematics (Algebra 1, Geometry, Pre-Algebra, 6th Grade Math). Hourly rate: \$40/hour.
- Michael Carlson**: Subject Areas: Advanced Placement (AP Calculus AB, Mathematics (Algebra 1, Algebra 2, Calculus, Geometry, Trigonometry, Pre-Algebra, Pre-Calculus...)). Hourly rate: \$90/hour.
- Cristina Ungareanu**: Subject Areas: Advanced Placement (AP Calculus AB, AP Calculus BC, AP Statistics, Language (Spanish)), Mathematics (Algebra 1, Algebra 2, Calculus...). Hourly rate: \$60/hour.
- Paola Rager**: Subject Areas: Elementary (1st Grade, 2nd Grade, 3rd Grade, 4th Grade, 5th Grade), Mathematics (Algebra 1, 1st Grade Math, 2nd Grade Math, 3rd Grade Math...). Hourly rate: \$75/hour.
- Rayed Toussley**: Subject Areas: Mathematics (Algebra 1, Geometry, 8th Grade Math). Hourly rate: \$45/hour.
- Deborah Brnjovich**: Subject Areas: Mathematics (Algebra 1, Algebra 2, Geometry, Trigonometry, 8th Grade Math). Hourly rate: \$50/hour.
- Aisha Pendergrass**: Subject Areas: Elementary (3rd Grade), Mathematics (8th Grade Math, Algebra, Pre-Algebra, 8th Grade Math...). Hourly rate: \$42/hour.

At the bottom right, the AllCourse logo is displayed.

AllCourse

Current initiatives:

- Building 2-sided marketplace for teachers looking for online work and school administrators (and parents) looking to hire
- AI-powered content generation



The screenshot shows the AllCourse website interface. At the top left is the AllCourse logo. To its right are navigation links for 'Content' and 'Textbook', with 'Textbook' being the active page. The main heading is 'Textbook Generator'. Below this, the text reads: 'Say hello to your textbook-making sidekick!', 'Effortlessly craft tailored textbooks for your classroom. Personalized, professional, and just a click away.', 'All it takes is answering a few questions.', and 'Ready to create the perfect textbook?'. To the right of this text is an image of a white robot with blue eyes sitting at a desk with an open book and a chalkboard in the background. At the bottom of the main content area is a blue 'Start' button. The footer contains the copyright notice '© Copyright 2023 AllCourse.com, All Rights Reserved' and links for 'Terms of Service | Privacy Policy | Login'.

Why Edtech?

Transitioning from schools to companies

Trends in Edtech

AI

Thank you

Questions?



◆ Thank you!



A post-event Email will be sent on
November, 11th with the event
recording and resources.

◆ Thank You!



We'd Love Your Feedback. Please take a moment to complete the brief survey. Your responses will help us evaluate and design programming to continue to support and develop our network. **All survey responses are anonymous.**

Thank You For Joining Tonight's Event


For even more ways to connect with TFA's alumni network, explore the wealth of resources, events, and more on our online platform: [TFA Alumni Hub](https://www.teachforamerica.org/alumni-hub).



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Illuminate Every Learner

In collaboration with:  **AllCourse**



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