





Summit Schedule
April 15 - 17, 2011

Location:

Hilton San Jose
300 Almaden Boulevard
San Jose, CA 95110

Friday, April 15, 2011

- 4:00PM** Introductions
- 4:15PM** Program Begins – Opening Remarks
- 4:25PM** Kickoff Speaker and Q/A
- 4:45PM** Student Panel and Q/A
- 5:45PM** Break
- 6:15PM** Dinner and Keynote Speaker
- 7:15PM** California Community College System Expert Speaker and Q/A
- 7:45PM** California Master Plan Overview and Solutions Expert Speaker
- 9:00PM** Program Ends and Late Registration

Saturday, April 16, 2011

- 8:30AM** Breakfast Served
- 8:45AM** Program Begins – Keynote Speaker
- 9:25AM** Introduction to Keypad Voting and Small Group Discussions
- 9:45AM** Table Discussion 1: *What challenges do students face in completing their education?*
- 10:45AM** Break
- 11:00PM** Table Discussion 2: *What can government officials do to improve college completion rates in California?*
- 12:00PM** Table Discussion 3: *What can administration officials, faculty and staff at academic institutions do to help improve completion rates at our schools?*
- 1:00PM** Open Lunch with Partners and Experts
- 2:30PM** Table Discussion 4: *What can Millennials do to ensure that we achieve our individual and collective academic goals?*
- 3:30PM** Democracy 2.0 Voting and Group Reporting
- 4:30PM** Democracy 2.0 Resources Voting



- 5:30PM Break
- 6:30PM Networking Reception
- 7:00PM Dinner and Keynote Speaker
- 8:00PM Entertainment – Screening of The Lottery

Sunday, April 17, 2011

- 9:00AM Breakfast Served
- 9:30AM Democracy 2.0 Competition Begins
- 12:30PM Lunch Served and Evaluations
- 1:30PM Award Ceremony
- 2:30PM Program Ends

What to Expect at the Summit

The Target 2020 California Democracy 2.0 Summit convenes 100 students from northern California community colleges to identify barriers they face in achieving their postsecondary educational goals and develop Millennial-led solutions to address them.

Day 1 of the summit will feature a welcome reception, dinner, and prominent experts from the education and civic fields with question and answer time.

Day 2 will include a series of large and small-group discussions, interactive voting, and keynote addresses from prominent experts in the education and civic fields. After lunch, small groups will reconvene to finalize the top issues for discussion and vote on next steps.

The day will close with a networking reception where participants will have the opportunity to meet and interact with partner organizations, funders and fellow participants. The evening concludes with a dinner and a speech from one of our distinguished guests.

Day 3 of the summit will include the Democracy 2.0 Competition where selected competitors will present their Democracy 2.0 proposals to all participants who will then vote on on each presentation. The five proposals receiving the top votes will receive a share of up to \$25,000 and expert support from Mobilize.org to implement their projects on campus, in their community or online.

Interactive Keypad Voting

During Mobilize.org summits, participants use interactive keypad voting to drive conversation, acknowledge disagreement and to build consensus. Each participant receives a personal handheld keypad to vote on ideas and discussion points that are raised or presented during the summit.



Prior to large and small group discussions, participants use their keypads to participate in a demographic survey that help participants identify and understand where differences in opinion may exist. At the request of participants, all voting results can be seen in real time and conversation around significant voting differences can occur in a respectful, civil manner. Participants also use keypad voting to decide the winners of Democracy 2.0 Awards. All keypad votes are anonymous and are only identified by self-selected, voter demographics.

Democracy 2.0 Competition

Democracy 2.0 applicants and participants have the opportunity to win two types of investments from Mobilize.org by turning their ideas into community, campus or online projects; Democracy 2.0 Awards and Mobilize.org Seed Investments.

Democracy 2.0 Awards

All Democracy 2.0 Summit applicants are invited to submit their ideas for Democracy 2.0 Awards; financial investments up to \$7,500 and one year of expert support from Mobilize.org. Prior to the summit, Mobilize.org will select up to 15 proposals and invite the individual or team to compete in the Democracy 2.0 Competition.

During the Democracy 2.0 Award Competition, held on the final day of every summit, each competitor has five minutes to present their idea to summit participants. Each participant uses a personal interactive keypad to vote on each project according to its:

1. Social Impact – Improving Conditions
2. Creativity/Innovation of the Idea
3. Use of New Media/Social Networking
4. Sustainability

The first vote, on the project's relationship to Democracy 2.0, is very important. Proposing teams should keep in mind the values and ideas embodied in the Democracy 2.0 Declaration when developing their project.

The five projects receiving the top votes will win Democracy 2.0 Awards and one project will win the **Democracy 2.0 Viewers Choice Award**, selected by the summit's webcast viewers via interactive online voting. Democracy 2.0 Award competitors are encouraged to invite their peers and classmates to tune in and vote at www.Mobilize.org. Please see the Democracy 2.0 Declaration on the Mobilize.org website or at the end of this document for more information.

Mobilize.org Seed Investments

All summit participants have the opportunity to submit ideas developed during the summit for Mobilize.org Seed Investments; awards up to \$2,500. Participants are encouraged to collaborate with each other and with on-site partner organizations to develop solutions into project ideas and will be asked to submit their proposals. An announcement is made during the summit about when and where project proposals are due.



Following the summit, Mobilize.org and its summit partners will select up to 3 projects to win Mobilize.org Seed Investments and will publicly announce the winners within two weeks of the summit's close.

Presentation Slides and Technology

Participants who plan to use and create slides for their presentation should bring their own laptops. All other technical support you need for your presentations, besides a LCD projector and audio, is each individual and each team's responsibility.

For the actual presentation **participants must deliver their slides via USB hard-drive to the Mobilize.org staff by 6:30 PM on April 16, 2011** for testing. Slides are not required but may be useful to illustrate the points you make in your presentation. WIFI Internet will be available in the lobby and hotel rooms, but you should not rely on it for your presentation, since reception is not guaranteed.



Frequently Asked Questions

What is Mobilize.org?

Mobilize.org is an all-partisan organization that aims to improve the way democracy works by investing in Millennial driven solutions. Mobilize.org is Millennial-built and Millennial-led, and we believe it is not enough for Millennials to identify our generation's most pressing issues, but that we must actively work together to solve them.

What is Democracy 2.0?

Democracy 2.0 is an initiative launched by Mobilize.org that empowers Millennials to move from passive to active citizenship, not as the leaders of tomorrow – but as the citizens of today. Democracy 2.0 programs include national summits, workshops, resources, and awards produced and provided by Mobilize.org.

What is Target 2020?

Mobilize.org, in partnership with the Bill & Melinda Gates Foundation, the John S. and James L. Knight Foundation and the Rappaport Family Foundation is hosting Target 2020, in San Jose, CA, April 15-17, 2011.

During Target 2020, 100 students from northern California's community colleges will identify barriers they face in achieving their postsecondary educational goals and develop Millennial-led solutions to address them. The top ideas and solutions, identified by summit participants, will receive a share of \$25,000, and one year of support to implement their projects back home.

Why is Mobilize.org hosting Target 2020?

For the first time in the 21st century, the current generation of college-aged Americans will be less educated than their parents. Fewer than 46% of students at 4-year universities complete their degree within 6 years and only 3 out of 10 students attending community colleges complete their 2-year associate degree within 3 years.

Higher education is a primary factor in improving the state of our communities and our country, as individuals who complete some form of postsecondary education are able to earn higher wages, likely increasing the financial stability for themselves and their families. But if the current student population, all members of the Millennial Generation, is somehow falling short of achieving its educational goals, our country faces a significant problem with consequences impacting our nation for decades to come.

Mobilize.org and our partners believe it is up to Millennial students to identify the obstacles they face in completing their education and to develop solutions they can champion and implement in their communities. We also believe that Millennials are well equipped to lead projects in their communities that will help address college completion and that will produce measurable results.

Where will Target 2020 California Summit be held?

The Target 2020 California Summit will be held at the Hilton San Jose in San Jose, CA.



Will Mobilize.org cover hotel and travel to Target 2020?

For all accepted participants, Mobilize.org is providing a shared hotel room for two nights at the Hilton San Jose. Individual hotel rooms and additional nights will be the responsibility of the participant.

Participants are also eligible to receive a travel stipend upon request and approval by Mobilize.org. Once you are notified of your acceptance, Mobilize.org will work with you on travel arrangements. Please be sure to complete the Registration Form to request a travel stipend, which will be emailed to accepted participants.

To request a specific roommate for Target 2020, please list your roommate preference on your Registration Form. Mobilize.org will try to accommodate all roommate requests.

When should I arrive in San Jose?

Participants should arrive in San Jose between 1:30PM and 4:00PM on April 15, 2011 for check-in. The summit will begin promptly at 4:00PM. If this will be an issue due to class schedules, please email Amber@mobilize.org.

Will meals be covered at Target 2020?

Mobilize.org will provide most meals during Target 2020. To receive meals, participants must attend and be present for all summit activities.

How do I get to the Hilton San Jose?

The Hilton San Jose is located at 300 Almaden Boulevard, San Jose, CA 95110. For the best directions, please visit their [website](#) prior to your arrival in San Jose.

What should I wear?

There is no attire requirement. You will be dressing for your peers and can choose to dress accordingly. If you are presenting a proposal, we suggest that you dress up. Suits are not expected or required.

Who do I contact if I have additional questions?

Please email Amber Cruz at Amber@mobilize.org or call her at 202.729.8171.



DEMOCRACY 2.0 DECLARATION

Democracy is an unfinished project. It's time we upgrade.

We, the Millennial Generation, are uniquely positioned to call attention to today's issues and shape the future based on the great legacy we have inherited. Our founding fathers intended for every generation to build, indeed to innovate, on the American experience. We realize that as young people we are expected to be the leaders of tomorrow, but we understand that as citizens we are called to be the leaders of today.

We are compelled by the critical state of our present democracy to establish a new vision.

In a world often damaged by conflict and intolerance, we must commit to develop common ground through equality and open mindedness.

In a world often damaged by social isolation and materialism, we must commit to community at the family, local, national and global levels.

In a world often damaged by instant gratification, we must commit to creating sustainable solutions.

In a world often damaged by apathy and disillusionment, we must commit to civic participation and inclusion of all voices.

The present state of our democracy impedes opportunity for real change. We must connect the specific issues failing our population with their underlying systemic causes.

Our government seems unable or unwilling to adequately address our broadest problems, including economic inequality, America's role in the world, and the effect of money on the democratic process. But we must remember, our government is only as effective as the sum of its citizens. Low civic participation means the most disadvantaged people in society are neglected and we overlook many potential solutions to our problems.

Our generation is telling a different story. We are uniquely positioned to foster community engagement through social networks of all kinds. It is our responsibility to use information and technology to upgrade democracy, transform communication and advance political engagement and civic participation.

We are social networkers, we are multi-taskers, we are communicators and we are opinionated. The informality of our generation breaks down traditional barriers and opens doors for inclusiveness and equality.

Most importantly, we are leaders in a society that yearns for leadership.

It's our democracy, it's time to act.



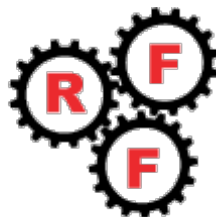
Summit Partners

BILL & MELINDA
GATES *foundation*

The Bill & Melinda Gates Foundation focuses on issues it believes are the biggest barriers that prevent people from making the most of their lives. By teaming up with partners around the world to take on some tough problems, including the failures of America's education system, it funds innovative ideas and employs an outstanding leadership team to direct strategies and grantmaking. The belief that every life has equal value is at the core of their work. www.gatesfoundation.org.



The Knight Foundation is a national foundation with local roots. It chooses, as the Knight brothers chose, to seek opportunities that can transform both communities and journalism, and help them reach their highest potential. It advances journalism in the digital age and invest in the vitality of communities where the Knight brothers owned newspapers. The Knight Foundation focuses on projects that promote informed, engaged communities and lead to transformational change. It believes that information is a core community need and that all citizens should get the information they need to thrive in a democracy and act in their own best interest. To learn more about the Knight Foundation, visit www.knightfoundation.org.



RAPPAPORT FAMILY FOUNDATION

The Rappaport Family Foundation focuses on finding innovative and promising ideas for engaging community college students in the state of California and preparing them to be a generation of committed and skilled life-long progressive activists. It is not a secret that community colleges are facing difficult fiscal challenges in this economic environment, or that efforts need to be focused on helping students have access to and the ability to succeed in college. However, during a time of civic renewal among young people, we cannot afford to miss this narrow window of opportunity to equip the most progressive-minded generation in decades. <http://www.rappaportfamilyfoundation.org>