

# HUDK 5053: FEATURE ENGINEERING STUDIO

9/18/17 4:53 PM

# In the news

## Despite drop in funding, edtech still presents a huge opportunity



According to *YourStory* data, since January, edtech startups have raised \$94.21 million through 34 deals as against \$107 million across 46 deals in the corresponding period last year.



## The Fault Lines Between Sharing and Shilling for an Edtech Product



## *Silicon Valley Courts Brand-Name Teachers, Raising Ethics Issues* The New York Times



## Virtual science lab startup Labster bags \$10M to accelerate its ed tech play



## Guest Post: Ed Tech's Collision Course

Are transparency, accuracy and honesty all fair game for 'disruption'?



## Barnes & Noble Acquires Deeper Roots in Ed Tech

## Data Sheet—Talking With Tim Cook About Apple as a Force for Good **FORTUNE**

## Good Relationships Are Data-Driven: A Higher Education Example



## Parents cite student privacy concerns with popular online education platform



## Princeton Students Use YouTube to Motivate High Schoolers

Video interviews leverage advice from STEM students, who offer guidance on transitioning to college majors.

## Is Your Adaptive Learning Tool Safe?

New research recommends schools put data protection best practices in place when using new ed tech.



Department of Education kills Obama-era deal to share student loan data with CFPB

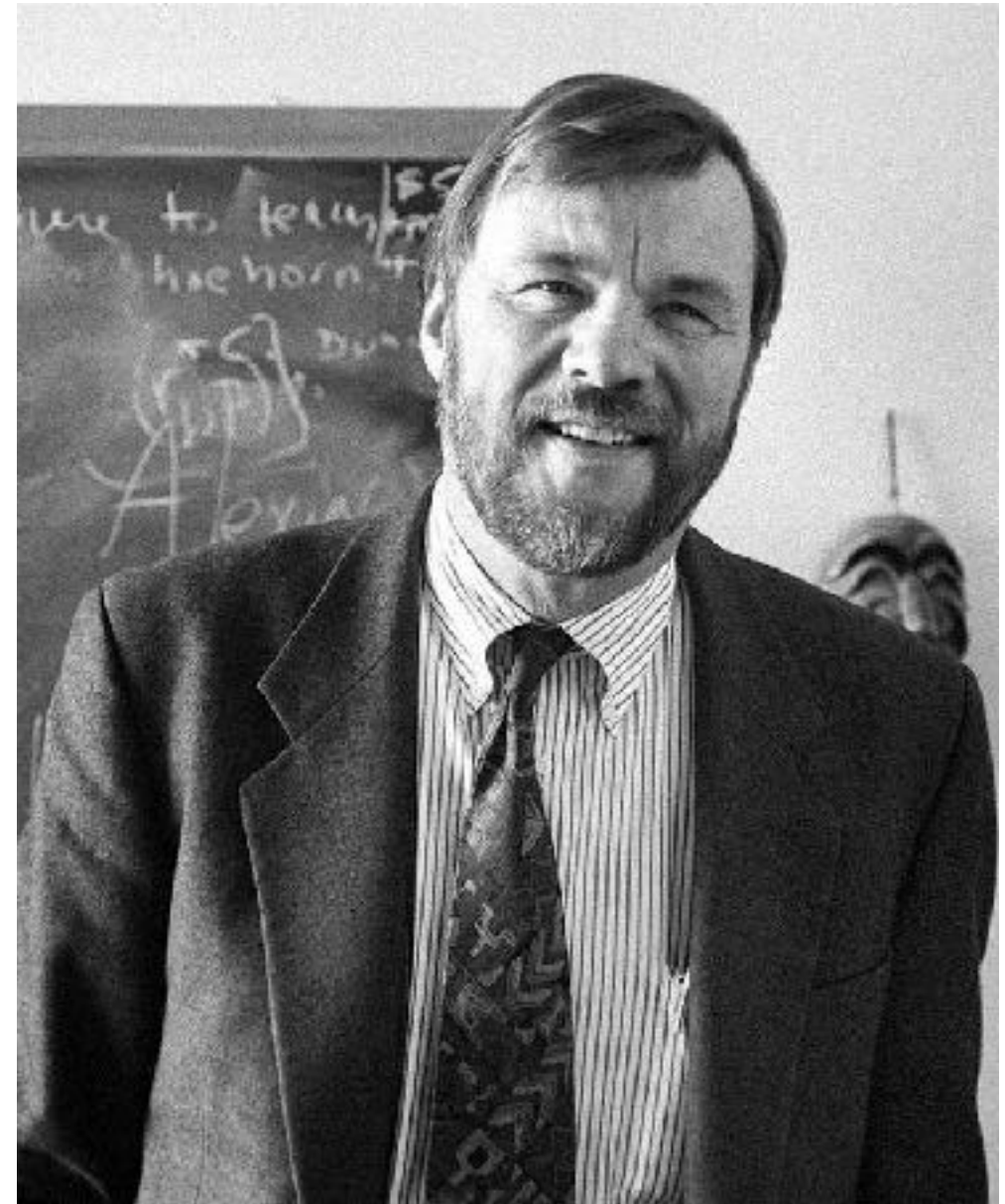
# Events

Event	Date	Time	Location	URL
Meetup: Learn about xAPI & Discuss Implementations	November 8	6:30pm	Build NY 335 Madison Ave	
PDN Photoplus (VR conference)	October 27-28	all day	Javits Center	<a href="https://registration.experientevent.com/ShowPPE171/Flow/attendee#/registrant/Profile/">https://registration.experientevent.com/ShowPPE171/Flow/attendee#/registrant/Profile/</a>
EdTech Startup? Let's Talk About the Legal Aspects of the Business!	September 12	6:30pm	NYU	<a href="https://www.meetup.com/EdTechNYC/events/242700444/">https://www.meetup.com/EdTechNYC/events/242700444/</a>
NY Media Festival	September 26-27	all day	Museum of Jewish Heritage 36 Battery Place	<a href="https://www.eventbrite.com/e/new-york-media-festival-nyme-2017-tickets-31846042370">https://www.eventbrite.com/e/new-york-media-festival-nyme-2017-tickets-31846042370</a>

# Teams

When people work together to build a house, will the job probably

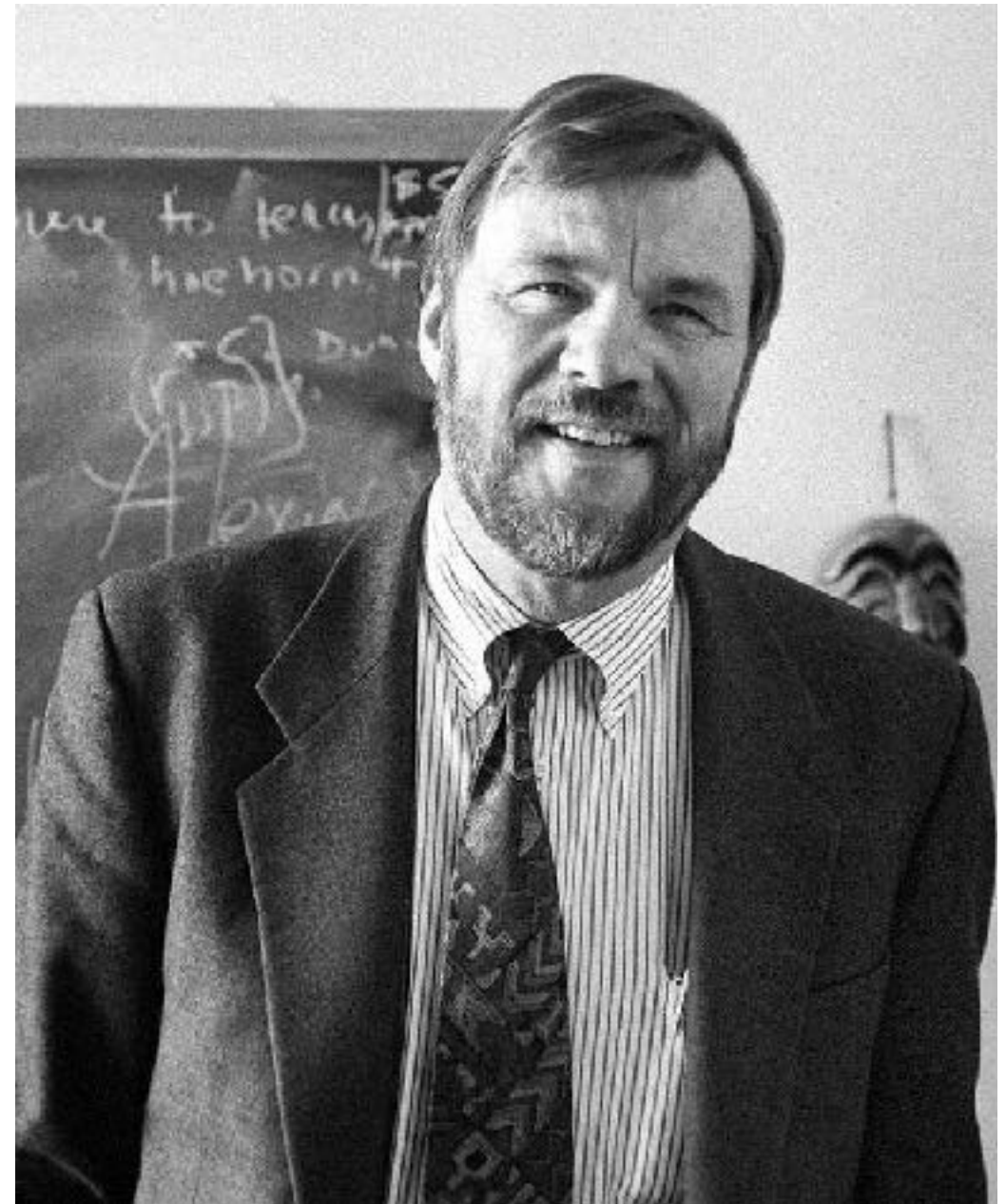
- (a) get done faster
- (b) take longer to finish, or
- (c) not get done



**Richard Hackman**

# Teams

- Make sure you know who is on the team?
- Compelling direction
  - Involves authority/ Emotionally demanding/angst
- Harmony  $\neq$  Harmony
- The first few minutes of the first meeting set up the team for success or failure
- Group size  $< 6$



**Richard Hackman**

# Meetings

## Why have them?

### **Optimist:**

- Disseminate information
- Build mutual understanding
- Group problem solve

### **Pessimist:**

- Disperse responsibility
- Dilute authority
- Delay decisions

### **Realist:**

- People are social and understand things socially
- Group identity



# Meetings

How to have a meeting:

- 4 Ps
  - ▶ Purpose
  - ▶ Process
  - ▶ Preparation
  - ▶ Pacing



# Notes

## YOU WILL TAKE NOTES IN YOUR MEETINGS

- Signals that you are invested
  - Therefore, do it visibly (not on a phone)
- Allows you to stay on track
- Allows you to follow up
- Every person should take notes because no one will cover everything
- One person should collect notes and send a summary
- Note taking resource: [http://hilt.harvard.edu/files/hilt/files/notetaking\\_0.pdf](http://hilt.harvard.edu/files/hilt/files/notetaking_0.pdf)



# Authority

- Be mindful of exerting authority
- There is always a risk causing angst
- Always ask yourself, “Why do I care?”

# Exercise

**The theatre department of a prestigious college is interested in “Learning Analytics”. The dean of the department believes analytics “is the future” and is “vitally important” to the survival of the theater program. They currently make available to their faculty a learning management system but it is under utilized. Several faculty have completed interesting programing using technology with their students.**

**The head of IT has approached you to work on learning analytics for the theater department.**

**Strategize with your group about how to approach your first meeting with the head of IT. What information would you be looking to gain? What problems do you foresee? What ideas, if any, would you float?**