



Vision, Education & Media

What we do?

Our mission is to construct solutions that inspire students and teachers and to address the widest possible range of academic standards through the use of leading-edge technologies.

We believe that effective work with technology can have an enormous impact on learning and teaching. Our mission is to share this understanding with educators and learners to inspire educational excellence.

Our philosophy of learning is rooted in constructivism. Constructivism emphasizes a hands-on problem solving and project-based approach to learning that challenges students to think creatively, apply concepts, and actively “construct” meaning. Founded in the belief that individuals learn in unique and complex ways, this approach offers students an opportunity to conduct their own research and experiments in the pursuit of knowledge.

[Consulting – Teacher Training – Curricula]

How we do it?

Our teaching involve collaboration on multi-faceted projects that use raw data, primary sources, manipulatives, and interactive materials. Technology is an important tool for this kind of learning, but is not the central focus of the experience.

Students come away with a greater sense of accomplishment because they have learned how to problem solve and grasp large concepts — skills they can transfer to other subjects and disciplines.

Children will create their own engaging and interactive video games using Scratch. They are introduced to robotics by building and programming projects, using sensors, motors and software. Students design, construct and program interactive, autonomous robots.

Partners

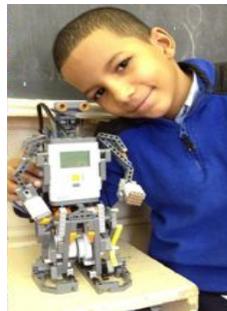


What we teach them?

Among other things, children will create their own games, tell stories, and design projects using what they learn in school

Skills that kids learn:

- ✓ STEAM(Science,Technology, Engineering, Arts, Math),
- ✓ Coding / Programming, Algorithmic & Computational thinking,
- ✓ Pre-Engineering and Engineering skills, \
- ✓ Storytelling,
- ✓ Design Thinking process
- ✓ Creativity,
- ✓ To Become



*“...our schools don’t teach kids how to make things, but instead train them to become scholars, “in the narrowest sense of the word, meaning someone who spends their time reading and writing. Of course, **most people are not scholars. We survive by doing things.**”*

Mark Frauenflender, Editor in Chief of Make Magazine. Author of Made by Hand: Searching for Meaning in a Throwaway World

*“Kids today are surrounded by technology. They are **experts at consuming this technology**, but beyond that it is important to **have the skill to understand and appreciate what goes into making it**. Kids find it challenging to become active participants, or **“creators,”** instead of passive consumers. Learning to program for example allows them this creativity and control over their world.”*

Laura Allen, Founder Vision Education & Media

Founder and leader

Laura Allen is the Founder and President at Vision Education & Media (VEM) / RoboFun (New York)

Ms. Allen has worked with teachers and students for over twenty-six years, creating some of the field's most effective solutions for using technology as a tool for learning and teaching. An early interest in LOGO programming led Laura to the Harvard Graduate School of Education where she collaborated on projects with the MIT Media Laboratory and the mathematician and educator, Dr. Seymour Papert, the founder of LOGO programming and one of the world's foremost experts on instructional technologies. As well as with Dr. Mitchel Resnick, Director of the Lifelong Kindergarten group.

Laura Allen studied at Teachers College, Columbia University, and Lesley College. Laura also has bachelor's degree in Painting and Sculpture from Skidmore College.

She is an active member of the Maker movement and improving STEAM (science, technology, engineering, art and mathematics) education. Laura was named as one of the Enterprising Women of the Year in both 2006 and 2008 by Enterprising Women magazine.



Recognitions



MacArthur
Foundation



enterprising
Women
OF THE YEAR AWARD
WINNER



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Development partners – Augusto Carrizo & Fausta Ballesteros

Augusto Carrizo (Partner Latam), is an international business executive with a time-tested record of progressive leadership directing high-growth businesses across United States, Canada and international markets, including Latin America, Asia, and Africa.

Augusto attended college in USA at University of Maine, and held multiple senior management and executive positions both in Latin America and USA. He also founded and chaired the Latin American Leadership Initiative, who represented a yearly gathering of influential latin american Family Groups and Business Leaders with the aims of tackling pressing issues for the region.

For the last 8 years, based in New York City, he has worked along some of the greatest minds and leaders in Business, Politics, Leadership and Innovation such as Jack Welch, Bill Clinton, Malcom Gladwell, Dan Pink, Richard Branson, Jim Collins, among others.



Fausta Ballesteros (Partner Latam) is an international marketing and corporate communications consultant. With more than 15 years of experience in working for and in multinational companies such as Shell, Unilever, American Express and Globant in the areas of Media Relations, Corporate Communications Sustainable Development, Stakeholders Engagement, Marketing, Brand Management and PR.

She holds a BA in Social Communications and a MA in Marketing. She has also experience working in partnership with NGO's and academics. And as member of the Leadership Board and Parent Teacher Association of Schools in NYC. As a consultant, she is actually in charge of all Marketing and Communication initiatives for Globant in the US.



Both are also entrepreneurs and parents of 3 boys.



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Some of our work ...

MIT Media Lab: VEM has contributed to the MIT Media Lab's documentation of Scratch and VEM staff assist in Scratch and PicoCricket trainings. For the last two years, Mitchel Resnick, Director of the Lifelong Kindergarten group, has given a hands-on demonstration at VEM Stonington Retreat.

NYC Department of Education: We have partnered with them for the past 15 years. As a licensed contractor, we have provided service to over 60 schools in the New York City area, in some of the city's most challenging schools. Currently we are running programs to support the teaching of STEM and Common Core.

Dell Inc.: Dell Computers has used VEM as their professional development partner for New York City Schools. In this role we have been Dell's official partner for deploying professional development workshops for public school teachers and administrators.

Bell (Building Educated Leaders for Life): it is a community based organization (CBO) that provides schools and community centers with supplemental programming. In 2012, Bell asked VEM to create and implement a summer video game program for 80 students.

YWCA. VME develop the concept and curriculum for the YWCA's TechGyrls program, a national initiative for girls age 9-13 that is currently running in over 55 YMCA's across the country.

The Stonington Retreat: Ms. Allen founded and directed an international summer technology institute for educators which has run for thirteen years (1996-2009)

Partners





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Things that make us proud

In the past three years, we have participated in **three Maker Faires** at the New York Hall of Science and were awarded the **Educator's Choice** for two of the three years



VEM has been the recipient of numerous **grants and awards** including two National Science Foundation (NSF) Grant, totalling over **2.5 million in funding**.



- From 2008 – 2011, Vision worked with students on the NSF ITEST strategies grant program, **GreenFab: Sustainable Design Through Engineering and Technology**.
- From 2005 – 2008, Vision implemented an ITEST strategies grant, **SoBRO TEC**, which served students from the South Bronx area, increasing their understanding of IT concepts and revealing significant gains in 21st Century skills.

In 2008, Vision was one of 16 recipients out of a pool of over 1100 applicants that was awarded a **McArthur Foundation Digital Media and Learning Foundation award** for the creation of a website for hands-on science projects.

MacArthur
Foundation



We have delivered programs in over twenty-five schools funded by the **21st Century Community Learning Center grants**, providing a variety of STEM programs to youth from high needs communities