



**FOR IMMEDIATE RELEASE:**

**SXSW EDU® ANNOUNCES CAROL DWECK, MARY MURPHY, AND DAVID YEAGER  
AS CLOSING KEYNOTE**

**Thursday Programming Showcases How Education Empowers the Talent Pipeline  
and Innovations in the Workforce of the Future**

**January 22, 2020, AUSTIN, Texas** – SXSW EDU® announced its closing keynote and Thursday crossover programming for the Conference & Festival, March 9-12, 2020. Bringing together voices that will enable attendees to look at their own journeys of growth, equity, and learning—both in their education and careers—will act as a springboard for the special programming that sits squarely at the intersection of education and the talent pipeline.

SXSW EDU brings together three influential leaders who will discuss social-emotional learning, growth mindset, and equity. The Keynote Speakers are all part of [The Mindset Scholars Network](#), whose mission is to advance our scientific understanding of learning mindsets in order to improve student outcomes and expand educational opportunities. As one of the most influential and pioneering social science scholars of the past three decades and the author of the bestselling book, *Mindset: The New Psychology of Success*, **Carol Dweck** will be one of the closing Keynote Speakers on Thursday, March 12. Dr. Dweck's work bridges the fields of social psychology, developmental psychology, and personality psychology. In her research, she examines the self-conceptions people use to structure the self and guide their behavior as well as how this impacts their achievement and interpersonal processes. **Dr. Mary Murphy** is the Herman B. Wells Professor of Psychological and Brain Sciences and Associate Vice Provost for Diversity and Inclusion at Indiana University. Her research illuminates the situational cues—like faculty and institutional mindset—that influence students' academic motivation and achievement with an emphasis on similarities and differences amongst the majority and minority students. **David Yeager**, Associate Professor of Developmental Psychology at The University of Texas at Austin, focuses on the intersection of developmental, social, personality and educational psychology in adolescence and how the interaction between social cognitions and the home or school environment, and on opportunities for redirecting social cognitions during developmental transitions.

“Bringing together three pioneers leading the growth mindset movement is a powerful way for us to close our conversation on the last 10 years and turn our attention to how we are all going to grow for the next 10 years,” said **Greg Rosenbaum**, Head of SXSW EDU. “This keynote is foundational to much of the programming that will happen throughout the event. More importantly, they will address issues that we all face personally and professionally and how we show up to our classrooms, our board meetings, and our professions.”

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These voices set the stage for the special crossover [Thursday programming](#), that lives within the exceptional Thursday lineup. This thematically aligned programming showcases the interdisciplinary relationship of education to the workforce in very real and diverse pathways. Open to early arrivals for SXSW, the topics, organizations, and speakers featured on Thursday illuminate how education empowers and fuels innovation, pointing towards a collective effort to support our workforce and our nation for the future. Speakers from wide-ranging organizations like Slack, Refinery29, Epic Games, Flatiron School, and California Community Colleges will address diverse issues in leadership development, gaming, design thinking, the 2020 election's impact on economic development and policy, cities of learning, storytelling, employability, and talent pipeline. In addition, as previously announced, the new **Amazon Alexa EdTech Skills Challenge** will showcase the latest cutting edge innovations in how voice-technology can be and is being used in education.

## **Special programming highlights include:**

Designing a City of Lifelong Learning: (Future20) **Rachel Young**, Senior Design Lead at IDEO will tell the story of what happened when a design firm teamed up with the Drucker Institute, Mayor Pete Buttigieg, and the library system of South Bend, Indiana to imagine a universal and accessible approach to lifelong learning for all of the city's residents.

Navigating Bias: Teaching in an Election Year: (Policy Forum) **Andrea Delbanco**, Editor in Chief at *Time For Kids*, who will be joined by other voices, will speak about the framework and materials a teacher can use to teach Civics during the election cycle and how to facilitate open discussions without bringing bias into the classroom.

Education and Paths to Employment: (Panel) **Danette Howard**, SVP and Chief Strategy Officer, Lumina Foundation, **Joan Oates**, President of WorkingNation, **Eloy Ortiz Oakley**, Chancellor of California Community Colleges, and **Louis Soares**, Chief Learning and Innovation Officer, American Council on Education will discuss how educators must work closely with businesses and civic leaders to adjust curricula to prepare students for the ever-changing workforce in their communities and whether college is preparing students to be lifelong learners.

Music Workforce Development: Hiring Post-College: (Panel) **Ted Cohen**, the Head Of Corporate Development, MediaTech Ventures, **Gigi Johnson**, Executive Director, Center for Music Innovation at UCLA, **Natalie Perardi**, Global Operations for Influencer Marketing at Electronic Arts, and **Don Pitts**, Founder of Sound Music Cities will speak about the little-discussed music education and will address how experts in education, economic development, and top employers are creating solutions, value, and more jobs.

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The Storyplex: How Immersive Narrative Has Evolved: (Future20) **Stephanie Riggs, Refinery29** Creative Director will present a new paradigm for creating narratives in immersive technology that more accurately reflects the future of the medium: The Storyplex. This is based on over 20 years of research, development, and production in both traditional and immersive mediums.

For more information on the SXSW EDU Conference & Festival, please visit the [SXSW EDU website](#).

## **About SXSW EDU:**

Now in its 10th year, the SXSW EDU® Conference & Festival cultivates and empowers a community of engaged stakeholders to advance teaching and learning. The annual four-day event affords registrants open access to engaging sessions, immersive workshops, interactive learning experiences, film screenings, early-stage startups, business opportunities, and networking. SXSW EDU, a component of the South by Southwest® family of conferences and festivals, has grown from 800 to over 8,000 registrants in the last decade. Join the passionate and innovative community at SXSW EDU, March 9-12, 2020 in Austin, Texas. For more information, please visit [sxswedu.com](#).

## **Press Credentials:**

The deadline for press accreditation is Friday, February 7, 2020. To register, please go to [sxswedu.com/press](#).

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