



Insight and Innovation for Technology Leaders
October 19, 2004 ♦ Palisades, NY



Cincinnati Country Day School
Cincinnati, Ohio

Joe Hofmeister, Technology Director

Responsibilities include: All technology budget issues, supervision of technology staff, responsibility for vision and mission of the program, future directions, oversight of technology program PK-12. Mr. Hofmeister reports directly to head of school and shares administrative responsibility with the other members of the Head's Cabinet.

Background Information: <http://countryday.net/>

Cincinnati Country Day School (CCDS), a private college preparatory school in suburban Cincinnati with 950 students, has discovered the benefits of equipping its student body with Toshiba's tablet PC. "The revolutionary aspect of Toshiba's tablet PC is that it brings together the best of the digital world with the best of the physical world," noted Joseph Hofmeister. "It is the hardest, but best, thing we have ever done with technology. It has profound implications for the way the school does business. In school year 2003, CCDS embraced tablets as the new standard for technology. CCDS was the only school in the country using tablets extensively in the classroom. The 2004-05 school year has brought more tablets to Country Day. Every student in grades 5 and 9 will buy a Tablet PC to use in the classroom.

CCDS and Toshiba Relationship

Mr. Hofmeister says: "In many ways CCDS is a flagship school for Toshiba. We have been through thick and thin with Toshiba and have a solid relationship with them. We consider three things when it comes to our investment with a company who is supplying us with laptops or tablets: quality, price and relationship. Today we feel we are very well pleased with all three of those criteria with Toshiba. Sometimes I think our relationship with Toshiba is so solid that Toshiba doesn't nearly take advantage of it enough. We are salesmen too."

CCDS and Microsoft Relationship

"Cincinnati Country Day School consistently demonstrates unparalleled thought leadership. Their unwavering mission to provide every student with an educational experience that is engaging, effective and inspiring is demonstrated in everything they do. We are proud of our long history with CCDS and we thank them for sharing their



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passion."-Mary Cullinane, Manager K-12 Segment, Microsoft Corporation speaking of Cincinnati Country Day School's designation as a Center of Excellence.

An overview of CCDS technology environment:

A cutting-edge program, and one that has been in place for a long time. CCDS had their own minicomputer and 15 hardwired terminals in 1974 and have grown steadily since then. Since '96 all students in grades 5-12 own laptops and now TabletPC's and have them with them each day in school. The campus is totally wireless, all students have directories and server backup space, T-1 access to the Internet, and never have used any filters. A strong AUP is in place and enforced.

Anytime Anywhere Learning / Notebooks for Schools

Cincinnati Country Day School has long been immersed in technology, but in 1996 the school made the leap to laptops. Since that time, every student in grades 5 through 12 has had their own Toshiba laptop. Students bring their laptops to classes and take them back and forth from home to school every day. The effects of this experience have been transformative for the entire school community—even for those not excited about technology. The constant evolution and integration of computer technology brings what can be done, and what is expected, to new levels.

Toshiba TabletPC technology is helping teachers engage their tech-savvy Generation-Y students who have become almost impervious to traditional teaching methods. Toshiba TabletPCs bring excitement and create the interactive learning experiences in a way that these headphone-wearing, Web-surfing students, can sink their teeth into.

The laptop program is funded by school budget for faculty and financial aid machines. The total estimated annual budget for technology is \$600,000. CCDS continually refreshes its existing technologies and brings new technologies into the school. Each student at CCDS must upgrade to a new laptop every four years. CCDS has three mobile cart computer labs which are used in grades 4 and below as well as by the teachers who come to the school to attend workshops offered to interested schools in the country.

Here is an excerpt from the most recent monthly newsletter sent to the parents:

More on Tablets: Those Wonderful Machines

Parents who want to see exactly why Cincinnati Country Day has embraced tablets as the new standard for technology can now go online and see tablets in action. The video, filmed at Country Day by Toshiba Corp., shows how CCDS teachers and students are making the most of this exciting new technology. The film is now featured on Toshiba's web site as well as Country Day's. For a front row view, click <http://www.countryday.net/tech/LALP/Default.htm>.



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Tablet PC Workshop

To share its unique expertise, Country Day is hosting two workshops this year, one in October (25-27) and the other in late April. The session gives teachers the skills they need to bring the best of tablet technology to their schools.

Each participant receives a tablet to use during the session. Participants become students as they explore the many new ways tablets can enhance learning -- and remembering. Among their other activities, participants create an online journal chronicling their work during the session. They can post notes and handouts, use the stylus to scribble comments, even add digital photos.