

# *Tech & Learning Webinar*

## **Opportunities and Challenges for Web 2.0 in Schools**

Tuesday March 31, 2009  
10:00 am PST/1:00 pm EST

Sponsored by:

**LIGHTSPEED**  
—SYSTEMS—

# Introductions



Moderator:

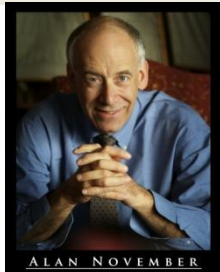
Gwen Solomon

Custom Projects, Tech & Learning

Sponsor:



## Speakers



**Alan November**  
**November Learning**



**Ellen Bialo and Jay Sivin-Kachala**  
**Interactive Educational Systems Design (IESD)**



**Terrell Tucker**  
**Director of Information & Technology Services**  
**Panama-Buena Vista School District**  
**Bakersfield, CA**

# Agenda

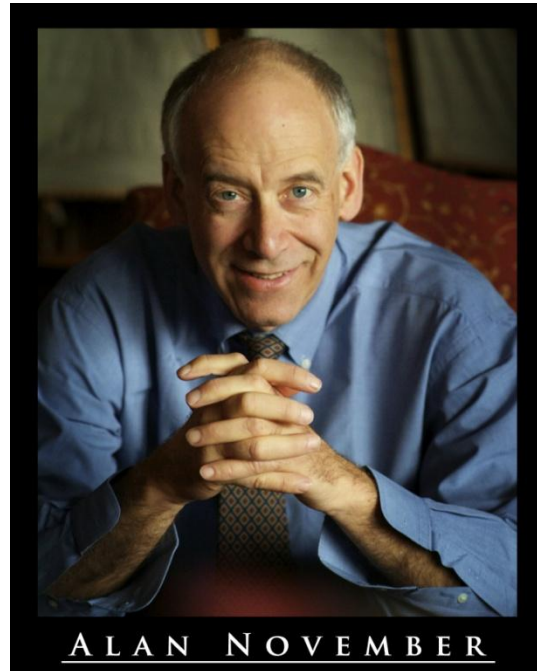
- Web 2.0 Opportunities
- K12 Survey on Web 2.0
- Case Study

## About our Sponsor

Innovative, comprehensive solutions for network security, filtering, monitoring, management, and optimization have emerged from Lightspeed's IT expertise and constant customer interaction.

Lightspeed Systems partners with schools to ensure safe online learning environments.

# Alan November



## Hubris or Accurate?

- "Until you USE the technology we live with every single day, you will NEVER understand how to teach us"

"I want to be WITH the teacher. But teachers are not ready to do that."



## Three Myths of the Web

- Level Playing Field
- Smarter Students
- Different Points of View

## 6 Learning Jobs

- Daily Researcher
- Curriculum Researcher
- Global Communicator
- Tutorial Designer
- Curriculum Reviewer
- Daily Scribe

# ■ Tutorial Designer

## Prime Factorization

①

$$\begin{array}{c} 32 \\ \wedge \\ 2 \times 16 \end{array}$$

### Quick Review:

A **prime number** is a number whose only whole number factors are 1 and itself.

*Such as: 2, 3, 5, 7, 11, 13...*

A **composite number** has factors other than 1 and itself.

*Also, the number 1 is neither prime nor composite.*

# ■ Daily Researcher



alan@alanovember.co.uk

## American Revolution



**Creator** [\[Edit your profile\]](#)



Name: Alan November  
Member since: Jan 3, 2008

**Contributors** [\[Manage contributors\]](#)

**Search engine details** [\[Edit this search engine\]](#)

we will use this tool to compare US and UK versions of events

American Revolution searches 1 site: [www.nara.gov](http://www.nara.gov)

Last updated: Jan 21, 2008

Add this search engine to your [Google homepage](#):

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# Turkey or Site:tr



# Curriculum Researcher

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“Number the Stars” results 1 - 20 of about 5,550

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Also try: [lois lowry](#)

## Playlist Results for Number the Stars



[AyeAyeLtd](#)

### Number The Stars - Chapters 1

[Number The Stars - Chapter 1 \(2:](#)

[Number The Stars - Chapter 2 \(1:](#)

[Number The Stars - Chapter 3 \(1:](#)

[3 videos](#) [View Playlist](#) [Play All](#)



[mlivingsto](#)

### Book Reviews

[number the stars. \(1:31\)](#)

[Number The Stars-preview \(0:53\)](#)

[The Sisters Grimm book series trai](#)

[The Giver Book Trailer \(1:31\)](#)

[40 videos](#) [View Playlist](#) [Play All](#)

## Next Step

- Staff Development focus on designing rigorous motivating assignments.

## Elements of Design

- Students own learning
- Authentic audience
- Collaborative work
- Makes a contribution

## Ellen Bialo & Jay Sivin-Kachala



**Interactive Educational Systems Design  
(IESD)**

## National Research Survey on District Use of Internet Technologies

- Online survey
- Focused on the use, attitudes, concerns, & plans regarding the Internet and Web 2.0 technologies in US school districts
- Included just over 500 district technology directors

## National Research Survey on District Use of Internet Technologies

- Did not treat Web 2.0 with a broad brush
- Instead Web 2.0 was broken down into 7 specific categories related to student instruction and learning environments

# National Research Survey on District Use of Internet Technologies

## 7 Types of Web 2.0 Technologies

- Student-generated online content
- Teacher-generated online content
- Online social networking used as part of instruction
- Online learning games and simulations
- Student use of virtual learning environments
- Multimedia resources
- Online communication with parents & students outside school hours

## National Research Survey on District Use of Internet Technologies

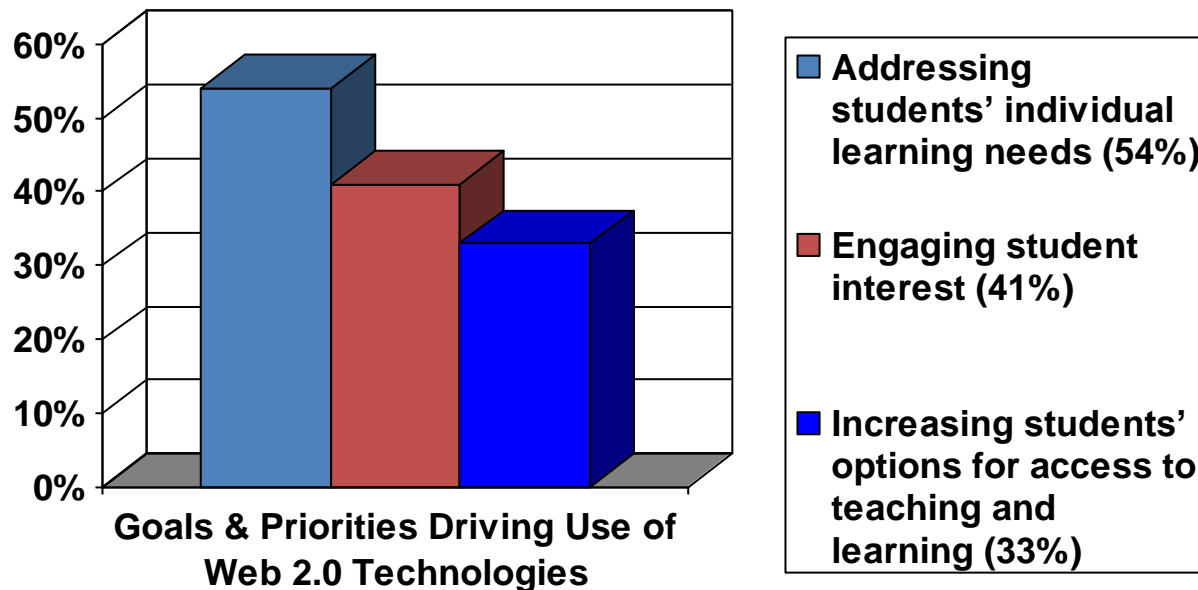
- Phase 1 of Lightspeed Systems & netTrekker's *Safe Schools in a Web 2.0 World* Initiative
- Goal of the Initiative—  
Provide educational leaders with  
the vision, guidance, & support  
for *maximizing Web 2.0 learning opportunities*  
while *protecting students and teachers*

## National Research Survey on District Use of Internet Technologies

What is the main reason for districts adopting Web 2.0?

## National Research Survey on District Use of Internet Technologies

Three most frequently cited reasons for the adoption of Web 2.0 technologies



## **National Research Survey on District Use of Internet Technologies**

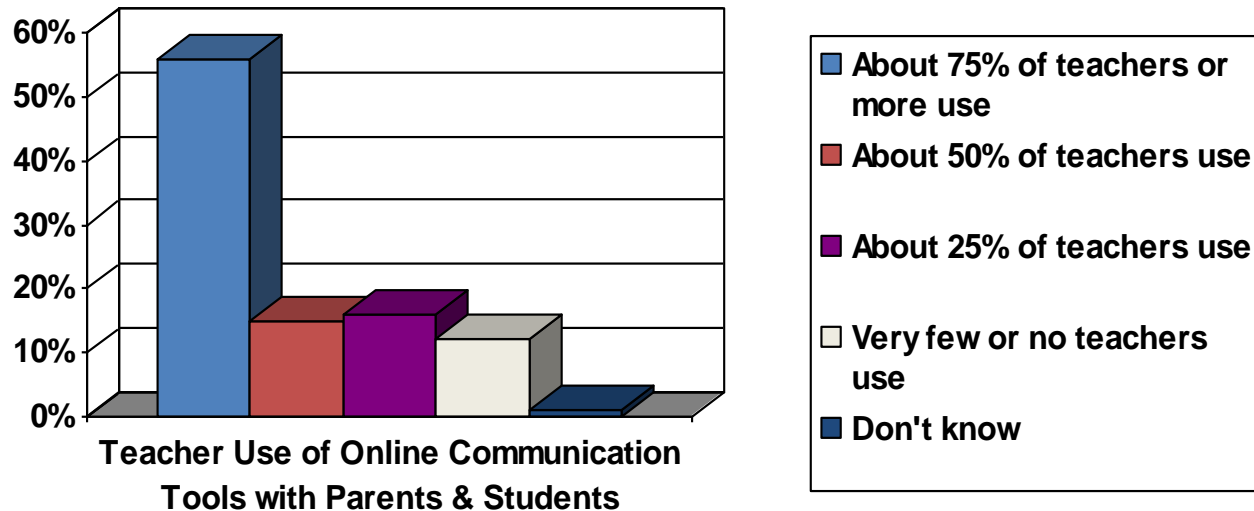
Which Web 2.0 technology are most teachers using today?

## **National Research Survey on District Use of Internet Technologies**

Districts are at different stages of use and adoption of different Web 2.0 technologies

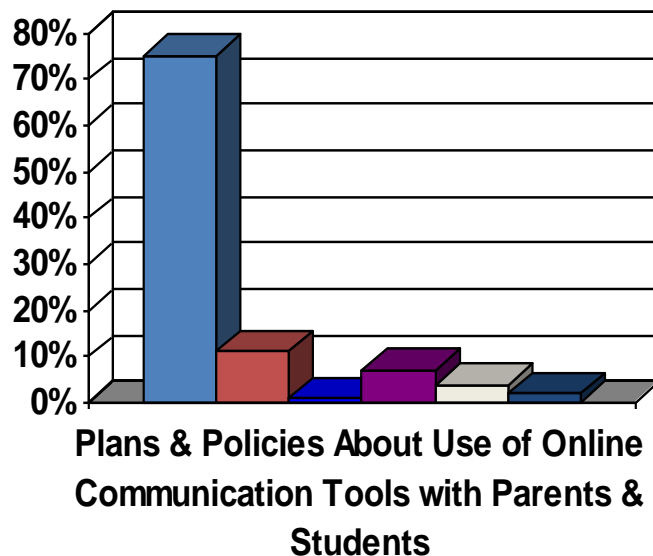
## National Research Survey on District Use of Internet Technologies

*Online communication tools with parents & students are widely used by teachers*



## National Research Survey on District Use of Internet Technologies

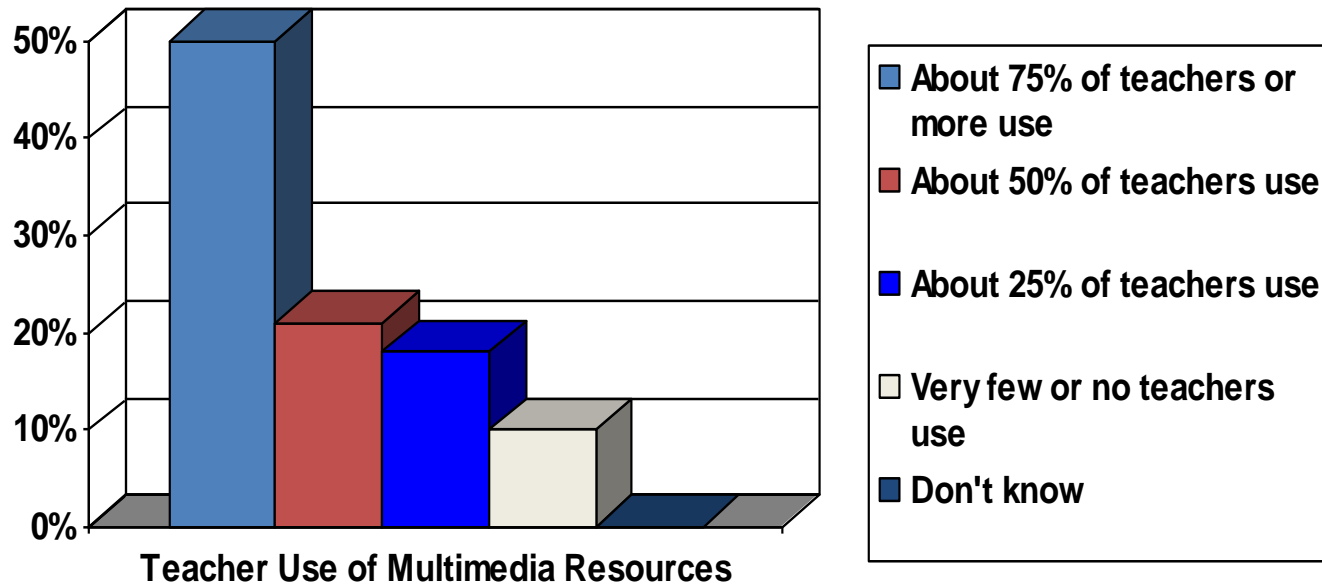
Most districts have plans for adopting or promoting use of *online communications tools* with parents & students



- Have a plan for adopting/promoting use
- All but do not actively promote use
- Current policies don't allow use
- Currently considering plans/policies
- Never discussed at district level
- Don't know

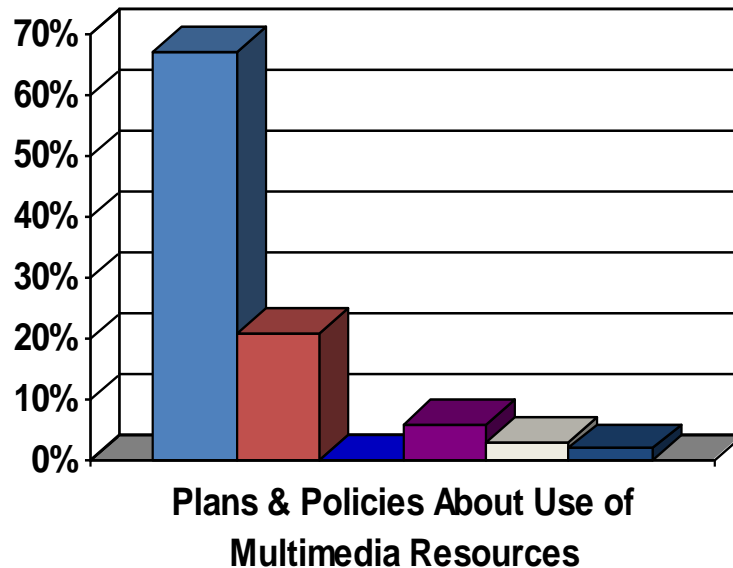
## National Research Survey on District Use of Internet Technologies

*Multimedia resources are also widely used by teachers*



## National Research Survey on District Use of Internet Technologies

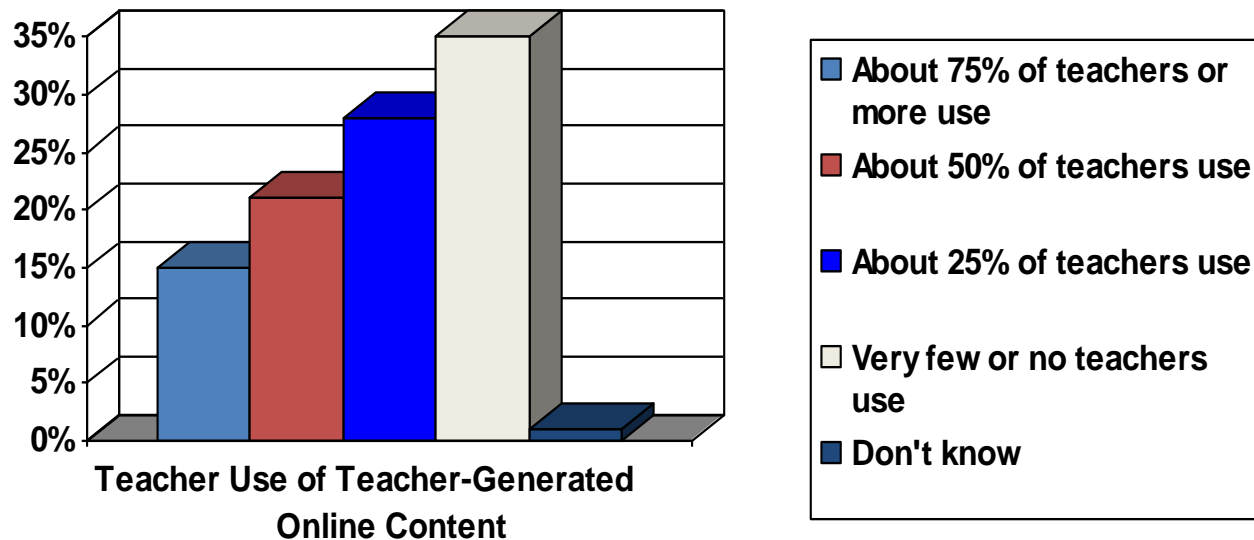
Use of *multimedia resources* is often supported by district plans



- Have a plan for adopting/promoting use
- Allow but do not actively promote use
- Current policies don't allow use
- Currently considering plans/policies
- Never discussed at district level
- Don't know

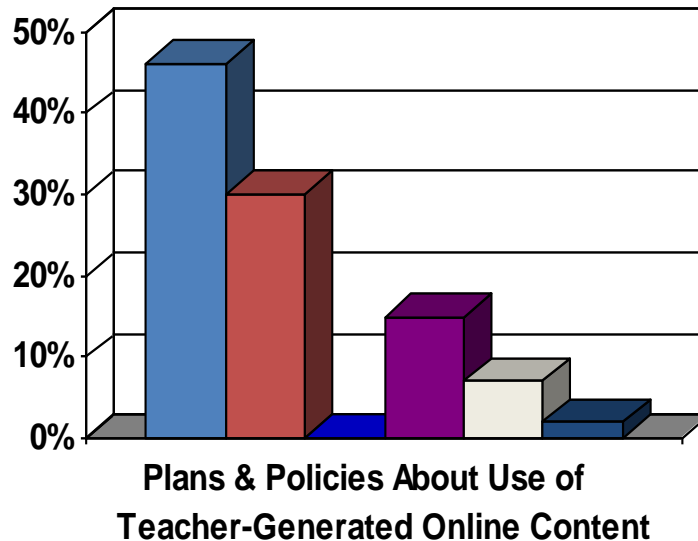
## National Research Survey on District Use of Internet Technologies

In most districts, a significant group of teachers use *teacher-generated online content*



## National Research Survey on District Use of Internet Technologies

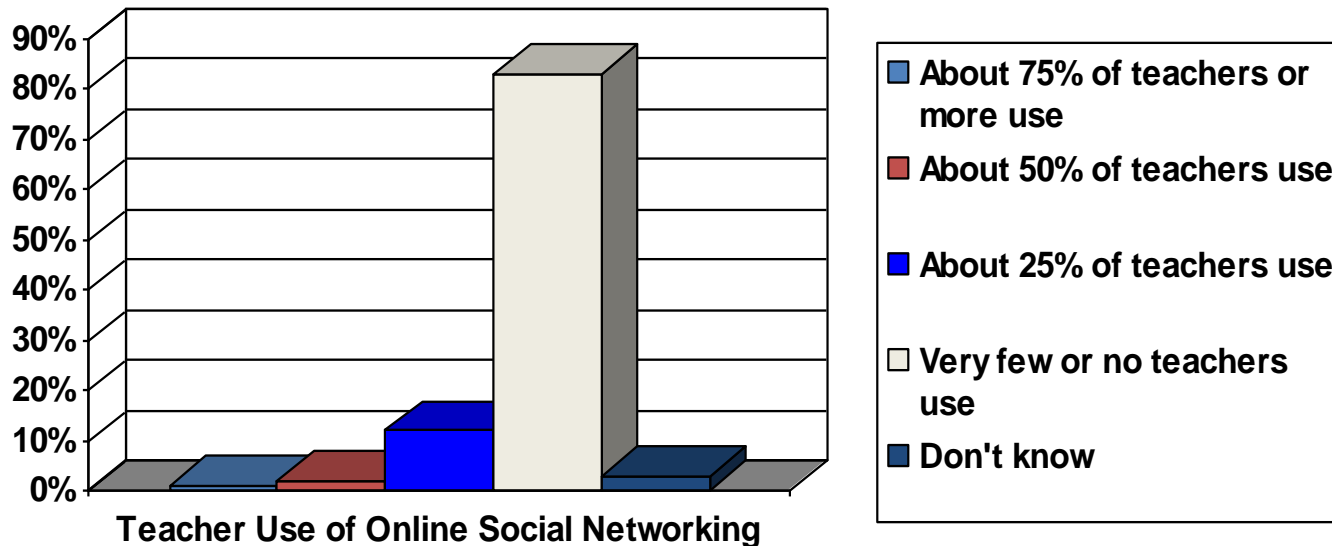
*Teacher-generated online content* is likely to be the next area for growth based on district plans



- Have a plan for adopting/promoting use
- Allow but do not actively promote use
- Current policies don't allow use
- Currently considering plans/policies
- Never discussed at district level
- Don't know

## National Research Survey on District Use of Internet Technologies

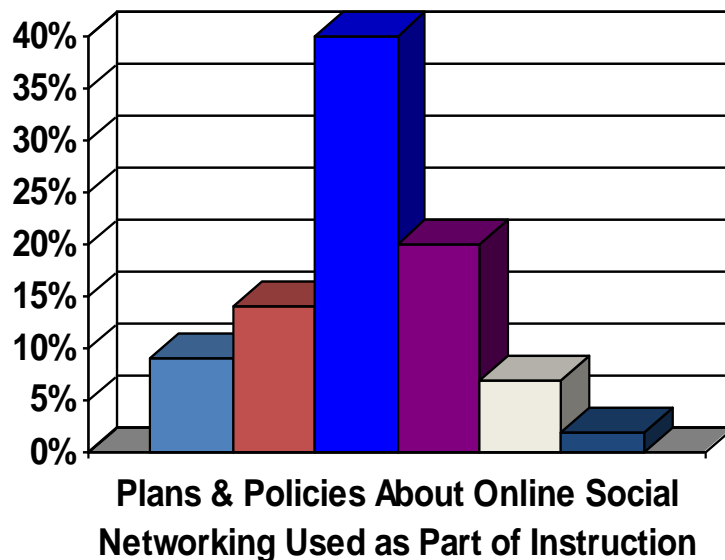
Very few teachers use *online social networking* as part of instruction



## National Research Survey on District Use of Internet Technologies

Many districts have policies that don't allow use of *online social networking*, but trailblazers exist

- 



- Have a plan for adopting/promoting use
- Allow but do not actively promote use
- Current policies don't allow use
- Currently considering plans/policies
- Never discussed at district level
- Don't know

# **National Research Survey on District Use of Internet Technologies**

Barriers to Adoption of Online Social Networking

## National Research Survey on District Use of Internet Technologies

Most frequently identified human factor barriers to *online social networking used as part of instruction*

- Need to monitor appropriate use (55%)
- Lack of teacher knowledge about how to use effectively (51%)
- Teacher perceptions about lack of instructional value or appropriateness (48%)

## National Research Survey on District Use of Internet Technologies

Most frequently identified technology-related barriers to *online social networking used as part of instruction*

- Student safety concerns (76%)
- District network and data security concerns (35%)
- Limited support systems, including technology personnel (27%)

## National Research Survey on District Use of Internet Technologies

Which Web 2.0 application are districts most likely to be using for *teacher professional development* next year?

## National Research Survey on District Use of Internet Technologies

Many districts are using or plan to use Web 2.0 applications for *teacher professional development*

- Educators posting content online (66%)
- Educators viewing podcasts, videocasts, streaming video, etc. re: professional topics and/or best practices (62%)
- Educators viewing short videos to learn specific features of software applications (62%)
- Use of online communication & collaboration tools (53%)

## National Research Survey on District Use of Internet Technologies

Who is the main driver of Web 2.0 technology adoption?

## National Research Survey on District Use of Internet Technologies

Many groups are *involved in developing policies* related to Web 2.0 technologies

- District technology leaders (91%)
- Superintendent or assistant superintendent (75%)
- Principals (70%)
- Teachers (66%)
- District curriculum leaders (58%)
- School board (49%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*Teachers* were most frequently identified as an important group driving adoption of:

- Multimedia resources (78%)
- Online learning games and simulations (65%)
- Teacher-generated online content (60%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*Teachers* were also identified as among the top three groups driving adoption of:

- Student-generated online content (45%)
- Student use of virtual learning environments (42%)
- Online social networking used as part of instruction (27%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*District technology leaders* were most frequently identified as an important group driving adoption of:

- Student use of virtual learning environments (44%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*District technology leaders* were also identified as among the top three groups driving adoption of:

- Teacher-generated online content (52%)
- Multimedia resources (51%)
- Student-generated online content (44%)
- Online learning games and simulations (35%)
- Online social networking used as part of instruction (28%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*Students* were most frequently identified as an important group driving adoption of:

- Student-generated online content (47%)
- Online social networking used as part of instruction (36%)

## National Research Survey on District Use of Internet Technologies

Most important groups *driving adoption* of Web 2.0

*Students* were also identified as among the top three groups driving adoption of:

- Online learning games and simulations (49%)
- Multimedia resources (39%)
- Student use of virtual learning environments (33%)

# **National Research Survey on District Use of Internet Technologies**

## Key Takeaways

## National Research Survey on District Use of Internet Technologies

### Key Takeaways

Most often cited reasons for adopting Web 2.0 technologies:

- Addressing students' individual learning needs
- Engaging student interest
- Increasing students' options for access to teaching and learning

# National Research Survey on District Use of Internet Technologies

## Key Takeaways

Districts are at different stages of use and adoption of different Web 2.0 technologies

Technology	Teachers	District Plans
<i>Online communications tools with parents and students</i>	Many use	Most promote
<i>Multimedia resources</i>	Many use	Most promote
<i>Teacher-generated online content</i>	Significant numbers use	Almost half promote; more considering
<i>Online social networking</i>	Few use	Many don't allow

## National Research Survey on District Use of Internet Technologies

### Key Takeaways

- Many districts use or plan to use a variety of Web 2.0 applications for teacher professional development
- Many groups are involved in developing policies related to Web 2.0 technologies
- Teachers & students are among the most important groups driving Web 2.0 adoption

# Terrell Tucker



**Director of Information & Technology Services  
Panama-Buena Vista School District  
Bakersfield, CA**

## Panama-Buena Vista Union School District

### District Summary

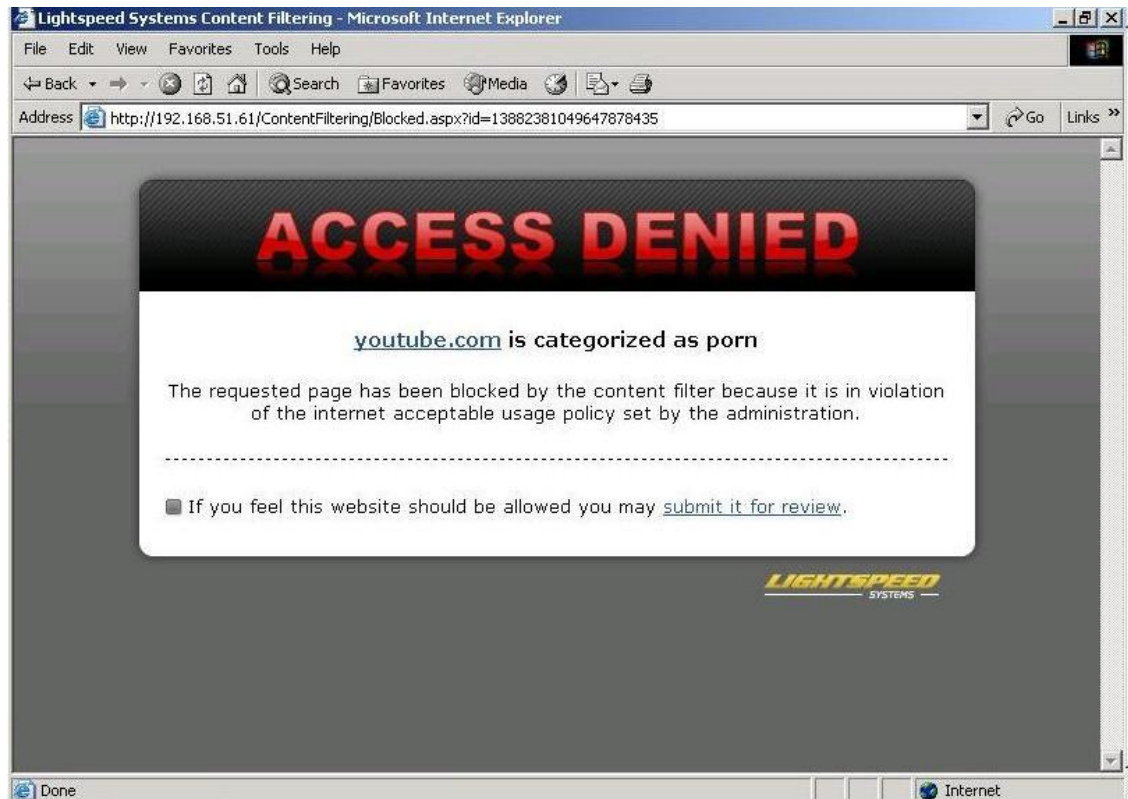
- 16,500 Students
  - 17 Elementary Schools (K-6)
  - 5 Junior High Schools (7-8)
- 800 Teachers
- Multimedia Technology Installed in 90% of Classrooms
- 4,000 Computers

## Panama-Buena Vista Union School District

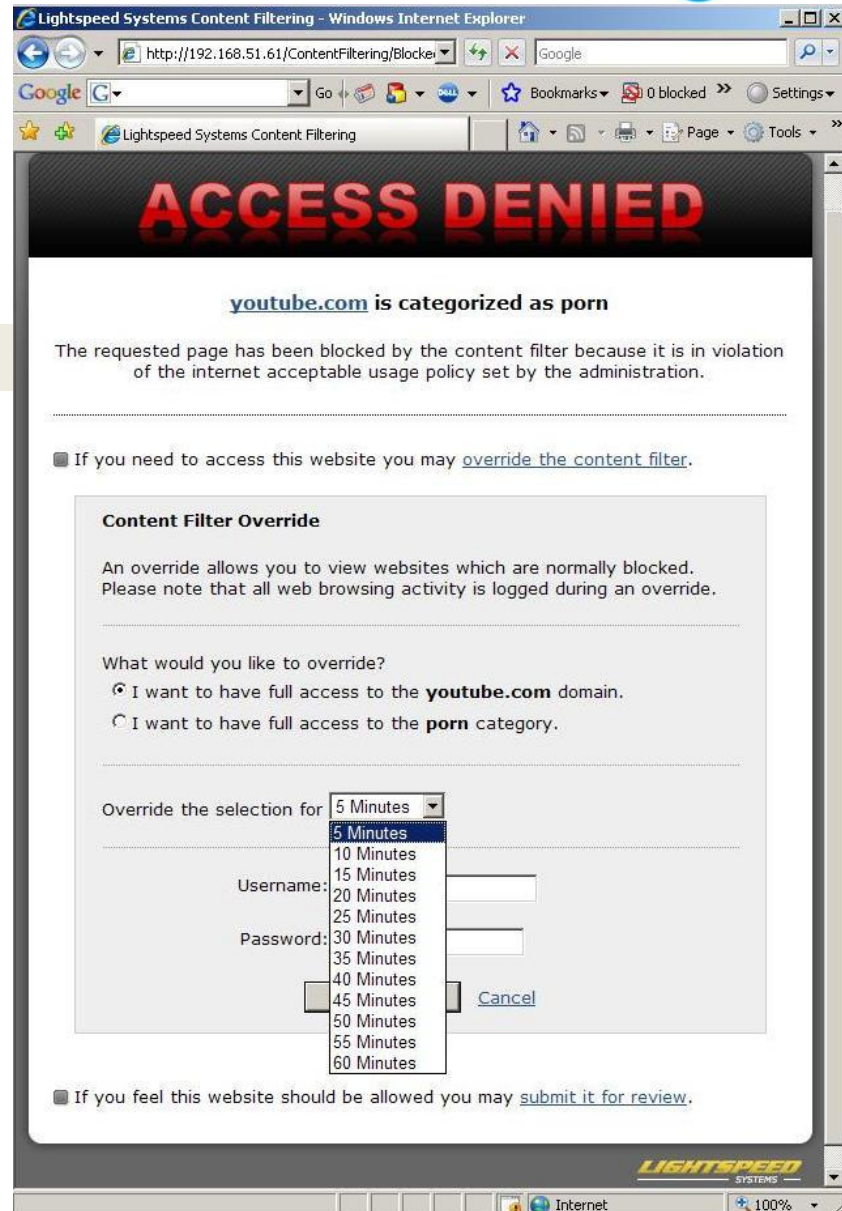
### Need For Collaboration & Research

- Professional Learning Community
- Our “Electronic World”
  - Content Filters & Email Spam Filters

# Panama-Buena Vista Union School District



# YouTube OR NoTube?



## **Panama-Buena Vista Union School District**

### **Need For Monitoring and Appropriate Access Controls**

- Network Traffic Monitoring
  - “Suspicious” Traffic
  - Search Engine Queries
  - Busiest Protocols

## **Panama-Buena Vista Union School District**

### **Classroom Presentation of Current Events and Ideas**

- Social Networking
  - Necessary Educational “Controls”
  - Educational Video Library

http://pbvUSD\_ttC0/safevideos/ - Windows Internet Explorer

http://pbvUSD\_ttC0/safevideos/ marriott bakersfield truxton


File Edit View Favorites Tools Help

http://pbvUSD\_ttC0/safevideos/ Page Tools


## Educational Video Library

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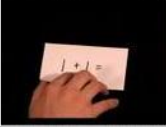
### LATEST




**Superintendent Jack O'Connell Discusses Preschool**  
Notes: This video does not have any notes.  
Added by: tt@pbvUSD.net




**Math lessons**  
Notes: This video does not have any notes.  
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**First Grade Math Lessons : First Grade Math Addition Tables**  
Notes: This video does not have any notes.  
Added by: tt@pbvUSD.net




**Organic Chemistry Lab: Recrystallization**  
Notes: This video does not have any notes.  
Added by: tt@pbvUSD.net




**President Barack Obama 2009 Inauguration and Address**  
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### POPULAR




**Organic Chemistry Lab: Recrystallization**  
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Views: 0



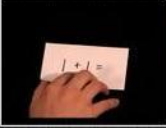
**President Barack Obama 2009 Inauguration and Address**  
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**Math lessons**  
Notes: This video does not have any notes.  
Views: 0



**Superintendent Jack O'Connell Discusses Preschool**  
Notes: This video does not have any notes.  
Views: 0



**First Grade Math Lessons : First Grade Math Addition Tables**  
Notes: This video does not have any notes.  
Views: 0

http://pbvUSD\_ttC0/safevideos/Default.aspx Local intranet 100%

# YouTube

# OR

# NoTube?

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## Educational Video Library

Home Submit a Video Review Videos Logout

Search for a video... **Search**

Videos for review:

	<a href="#">Bill Nye the Science Guy - 01: Flight 1/3</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
	<a href="#">Superintendent Jack O'Connell Discusses Preschool</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
	<a href="#">Math lessons</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
	<a href="#">First Grade Math Lessons : First Grade Math Addition Tables</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
	<a href="#">Organic Chemistry Lab: Recrystallization</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
	<a href="#">President Barack Obama 2009 Inauguration and Address</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>

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Title: [Bill Nye the Science Guy - 01: Flight 1/3](#)

Original Title: -- Same as saved title --

Category: [Math](#)

Tags: [flight](#)

Notes:

Added by [bmcknight@pbvUSD.net](mailto:bmcknight@pbvUSD.net) on Thursday, March 26, 2009

Internet 100%

## **Panama-Buena Vista Union School District**

### **Interaction with Our Community**

- Online Communication with Parents & Students
  - Teacher-Generated Content
    - Grades
    - Assignments
    - Project Guidelines
    - Coming Events

# Panama-Buena Vista Union School District

Buena Vista - Windows Internet Explorer

http://www.pbvUSD.k12.ca.us/schools/buenavista/index.cfm?fuseaction=frame&menu\_id=103

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Learning and Looking Good

Home

\*\*\*\*\*

Battle of the Books

Library

Mission Statement

Parent Club

Recycling Program

Student Achievement Awards

All work for the week

Resources

Weekly Assignments [download/view](#)

Class Menu

[Keeler's Coyotes](#)

[Teacher Profile](#)

[Class Picture](#)

[Class Photo Gallery](#)

[Class Links](#)

[Weekly Assignments: Week of 3/23](#)

[The Weekly Spelling List](#)

[Keeler's Coyotes web page!](#)

[Poster Contest](#)

[Classroom News: February 17](#)

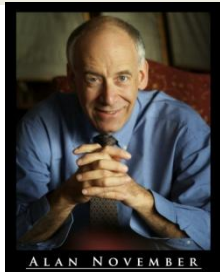
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## **Panama-Buena Vista Union School District**

### **Plans For Future Use of Web 2.0 Tools**

- Sharing/Distribution of Teacher-Generated Content
  - Lesson Plans
  - Professional Development Presentations
  - Facebook, MySpace, YouTube ... ???
- Distance Learning???

## Today's Webinar



**Alan November**  
**November Learning**



**Ellen Bialo and Jay Sivin-Kachala**  
**Interactive Educational Systems Design (IESD)**



**Terrell Tucker**  
**Director of Information & Technology Services**  
**Panama-Buena Vista School District**  
**Bakersfield, CA**

# Questions & Answers

## Resources

Lightspeed Systems

<http://www.lightspeedsystems.com/>

Executive summary report will be at

<http://www.lightspeedsystems.com/ResearchSurvey>

November Learning

<http://www.novemberlearning.com>

Tech & Learning

<http://www.techlearning.com>

Thank You