

BRAINCHILD[®]

Webinar Series:
**Implement Tablets to Deliver
Data-Driven Instruction**

Prepared in association with:

eSCHOOL NEWS
Technology News for Today's K-20 Educator



Introductions

Brainchild Presenters



Jeff Cameron
Founder and CEO,
Brainchild Corp

Established Brainchild in 1992 after designing the PLS-1000, the first handheld tutoring device. Lives in Naples, FL. Enjoys playing golf and sailing.



Courtney Dunham
Director of Prof. Dev.,
Brainchild Corp

10 Years experience in education and mobile learning technology. Lives in Plano, TX Enjoys fitness activities and shooting at the gun range.



Jeremy Verret
Vice President,
Brainchild Corp

7 Years in education technology. Lives in Rowlett, TX with Wife and five children. Enjoys coaching little league baseball and basketball.



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Introductions

Guest Speakers



Jim Hysaw

Exec. Admin. of Technology,
Garland ISD, TX

14 Years with Garland ISD and 25 years in Education. Served as President to the Wylie ISD Board of Trustees. Avid motorcyclist with over 300,000 miles ridden.



Ed Lavigne

Chief Financial Officer,
Tuscaloosa City Schools, AL

4 Years with Tuscaloosa City Schools and 21 years in district administration. Enjoys photography and reading business leadership books.

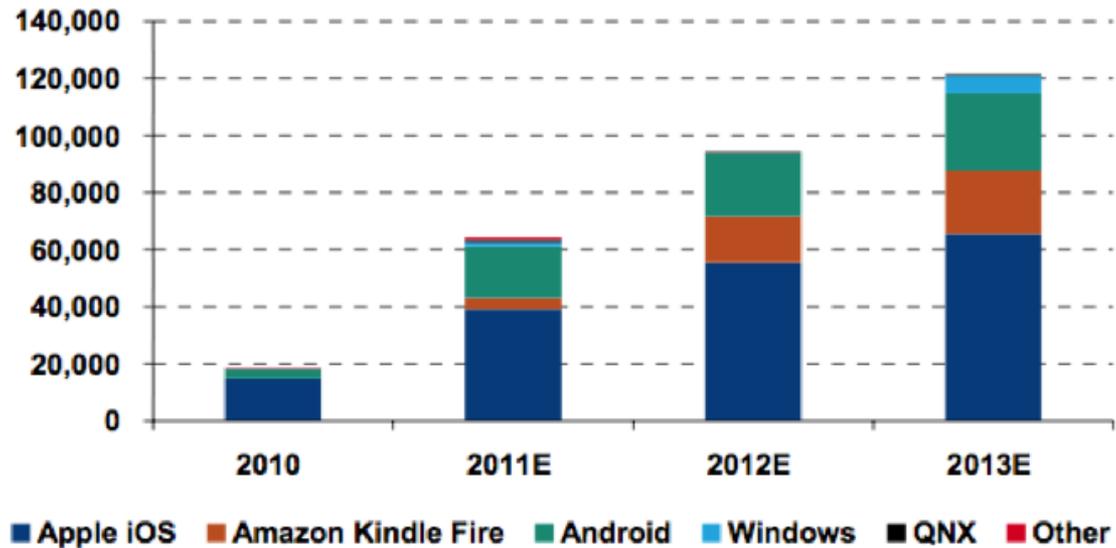


**Implement Tablets to Deliver
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2011: The Year of the Tablet

Figure 3: Tablet industry unit forecast by OS ('000s)



Source: Strategy Analytics, BofA Merrill Lynch Global Research.



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2012: The Year of Implementation

3-Year Self-Assessment by 1635 K-12 Educational Leaders in classrooms, schools, and districts

Progress was rated on meeting educational goals enabled through technology, including:

- Meeting the personalized needs of all students
- Supporting accountability and informing instruction
- Enabling students to learn anyplace, anytime

Key Findings:

- Greatest amount of progress: security and broadband access.
- Least amount of progress: Assessment and Differentiated Learning.

SIIA 2012 Vision K-20 Tech Integration Survey, July 2012
<http://www.siia.net/visionk20/>



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1993: PLS-1000 Personal Learning System

United States Patent [19]
Cameron et al.

[11] **Patent Number:** 5,632,624
[45] **Date of Patent:** May 27, 1997

[54] **ELECTRONIC STUDY GUIDE**

[75] **Inventors:** Jeffrey Cameron, Naples, Fla.; Evan H. Sohn, New York, N.Y.; David Maurer, Randolph, N.J.

[73] **Assignee:** Brainchild, Inc., Naples, Fla.

[21] **Appl. No.:** 125,326

[22] **Filed:** Sep. 22, 1993

4,684,349	8/1987	Ferguson et al.	434/308
4,820,167	4/1989	Nobles et al. .	
5,035,625	7/1991	Munson et al.	434/332
5,178,545	1/1993	Thompson .	
5,204,813	4/1993	Samph et al. .	
5,219,291	6/1993	Fong et al.	434/335 X

Primary Examiner—Jerome Donnelly
Assistant Examiner—Glenn E. Richman
Attorney, Agent, or Firm—Kane, Dalsimer, Sullivan, Kurucz, Levy, Eisele and Richard, LLP



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Lessons Learned

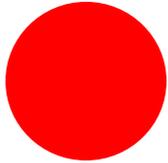


- Self-paced does not mean give them a device.
- Individualized learning happens only after proper assessment. (Continuous)
- Powerful technology can be a benefit or a burden.
- Set your goals and measurements of success.
- Fit a realistic plan to your people.



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The Tablet Dream



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What are the Benefits of Mobile Learning?



Engaged Learners

When students are engaged, they succeed.



Mobility

Learning never stops. Access content anytime and anywhere.



Content Delivery

Your tablet is only as good as the software you run on them.



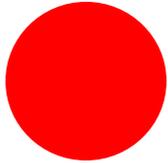
Personalization

Individualized Instruction through personalized devices.

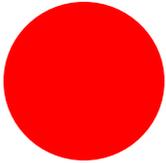


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Which Tablet is Best for Education?



Wait a minute...



It's NOT the DEVICE!



Tablet Implementation Checklist



Which student population will I use the devices with?

1. Do I plan on using this in a 1:1 initiative?
2. Do I plan to use these with a targeted subgroup?
3. Does the device fit within my RTI plan?



What software will I run on my tablets?

1. Who will decide on software purchase? Teachers, Administrators?
2. What specific programs will I run on the tablets that will justify my investment?
3. Are these programs WiFi dependent?
4. Will the tablet work with current software programs I have?



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Tablet Implementation Checklist



How much will I budget for software and maintenance?

1. Can I afford the software after the cost of the tablet?
2. Who will be responsible for making or approving software purchases?
3. What budget will I set aside for replacement devices and parts (batteries)?



How will I manage the technical support of my devices?

1. Do I plan on using the device online more than 25% of the time?
2. Do I have complete WiFi coverage in all classrooms the devices will be used?
3. Can my WiFi routers handle the number of devices I intend to purchase?
4. Who at the school will manage the devices and be responsible for rollout?
5. Who at the district will help support the technical requirements?



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Tablet Implementation Checklist



What security and control features will I need?

1. Do I want students to control settings?
2. How will I ensure web access is safe?
3. Can I prevent access to harmful applications?
4. Do I want students to have access to cameras?
5. Can I focus student attention on learning objectives?



How will I ensure a successful implementation?

1. How will you organize your initial and ongoing professional development?
2. How will you address low tech proficient teachers?
3. Does the software you intend to implement cater to all levels of tech proficiency?
4. What are your overall goals of the tablet implementation?
5. How will you measure your progress?
6. Develop a clear communication strategy so your teachers are in alignment with district goals and expectations.



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Real World Implementation



Ed Lavigne

Chief Schools Financial Officer

Tuscaloosa City Schools, AL

Schools: 26

Students: 10,304

Ed earned his masters degree in Computer Science at Oakland University. He began his career in education teaching Math and Computer Science at Grand Blanc Community Schools. Since, he was the Chief Business Official for Kearsley Community Schools in Flint, MI and for Sequoia Union High School District in Redwood City, CA.

Ed has spent the last 4 years serving Tuscaloosa City Schools serving as its Chief Schools Financial Officer.

In his free time, Ed enjoys photography and reading science fiction novels and business leadership books.

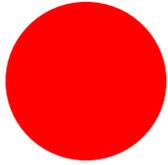


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Real World Implementation – Ed Lavigne

Decide in Haste, Repent at Your Leisure



Fundamental Considerations

- Why are you thinking about tablets?
- What Needs do your kids have that tablets and software might help solve?
 - Do your teachers need software help in differentiating instruction for each student?
 - Do you want to be able to track student progress on common core objectives (current year)?
 - What about longitudinal tracking of student progress on common core objectives (multiple years)?



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Real World Implementation – Ed Lavigne

Implementation Considerations

- Implementation Plan
 - Eating an elephant
 - Are you targeting specific sub populations who need focused work on core topics,
 - **OR**
 - Damn the torpedoes, 1:1 within a year, or two
 - Is your network, including wireless, up to the task?
 - Is your Tech Staff expert and flexible?



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Real World Implementation – Ed Lavigne

Implementation Considerations

- Pilot Plans With a Pied Piper / Proven Adopter?
 - Find success early
 - Carefully Build towards viral
- Find The Intersection Between Student Need and a Proven Adopter, e.g.
 - Minimal Numeracy Skills exiting 3rd grade
 - Minimal Literacy Skills exiting 3rd grade
 - Algebra I Readiness



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Real World Implementation – Ed Lavigne

Key Hardware Considerations

- Expected Life of Device
 - # of years in cyclical replacement
- Cost of Device w/ Maximum RAM
- Field Upgradeable RAM (SD slot)
- Screen Touches Before Replacement
- Battery Replacement
 - Glued in place OR field replaceable
- I/O Ports
 - HDMI
 - USB
 - Headphones



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Real World Implementation – Ed Lavigne

Key Software Considerations

- Common Core Course Material
- Management System for Devices
- WEB Flash Content (? HTML)
- Stable Operating System
 - VS
- Rapidly Changing OS Environment
- Web Lock Down Features
- E-books
- Required Third Party App Installations



**Implement Tablets to Deliver
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Choosing the Right Software

Your tablet is only as good as the software you run on it.

Essential Software

- ➔ Supports Standards-Based Curriculum.
- ➔ Data-Driven Instruction.
- ➔ Fits in your RTI model.
- ➔ Administrator level reporting.
- ➔ Can use on multiple platforms.
- ➔ Program has a history of success with schools.

vs.

Supplemental Applications

- ➔ 99 cents apps and games.
- ➔ Focus is on singular, basic concepts instead of entire curriculum or standards.
- ➔ Great activities for rewarding students.
- ➔ Sort through thousands of apps to find good ones.

EXPECT more from your tablet!



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Choosing the Right Software

3 Solutions to Choose From



CORE CONCEPTS®

Built from Common Core standards. All new content built specifically for the rigor of Common Core. CCSS involves the specific progression of critical thinking concepts that are found in this all-new series.



***Achiever!*®**

Built from your state standards. Data-driven instruction is simplified with standards-based reports and individual student learning plans. Teachers use reports to inform instruction.



MECHANICS®

Basic Skills for ESL and Special Ed. Struggling students need a place to find success and work their way up. Mechanics offers the necessary foundations of basic skills that students need to join their peers.



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Choosing the Right Software

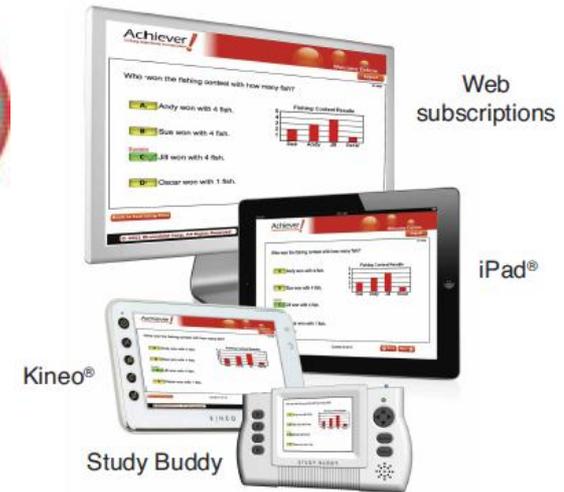
Software Must be Flexible.

One Software Solution...
On Any Platform



GlobalSYNC®

Brainchild's GlobalSYNC allows any student to pick up any KINEO or iPad and work on state standards, anywhere, anytime. Students work offline and then SYNC in seconds for teachers to view reports on their computers.



- No need to rely on WiFi uptime.
- Work online or offline.
- Work anywhere, anytime.
- Student work SYNCs when WiFi is active.



Implement Tablets to Deliver
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“Built for School” Features of Kineo

Control your student’s tablet experience with the Kineo Student Desktop.



- Focus student learning
- Administrator controlled settings
- Only allow approved applications
- White list websites or open browse
- Students see only what you allow

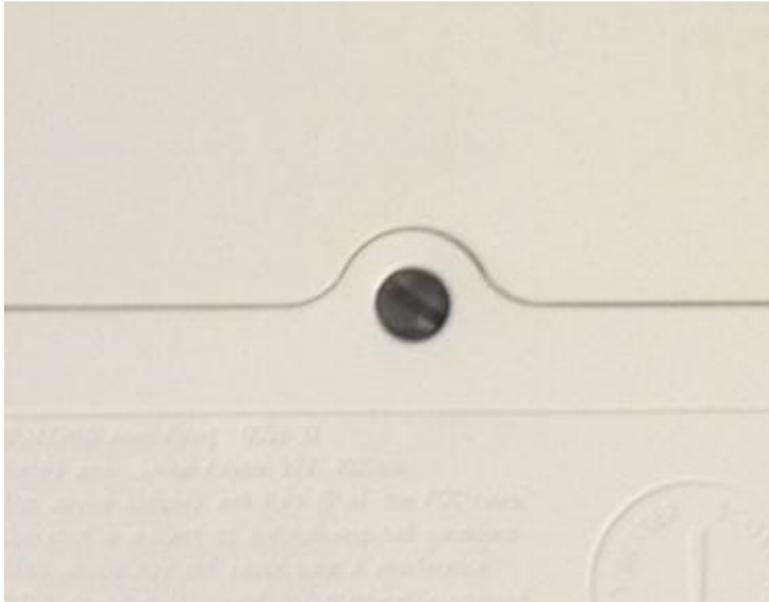


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“Built for School” Features of Kineo

Sustainability is key to maximizing your tablet investment.

Kineos are designed to last 5-7 years in your classrooms.



- Consumer tablets are designed to last 2-3 years.
- Thousands of customers still use our PLS 1000's and Study Buddies.
- Rugged construction for tough school environment.
- Free protective cases.
- Replaceable Lithium Ion Batteries
- Updatable Software resident on device regardless of WiFi.



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Real World Implementation



Jim Hysaw

Executive Administrator of Technology

Garland ISD, TX

Schools: 83

Students: 58,000

Jim has been with Garland ISD for 14 years to help shape its technological strategies. Jim has a staff of 160 employees and a budget between \$6 and \$10 million annually.

Other positions held include: Associate Vice-President of IT for Collin County Community College, President of the Wyle ISD Board of Trustees, and Manager of Alternative Delivery Training at Texas Instruments.

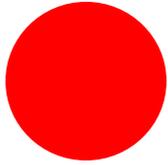
Jim is a 3rd degree Black belt and registered referee for Taekwondo. He is also an avid motorcyclist with over 300,000 miles ridden including a 14,000 mile trip for Texas to Alaska.



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Real World Implementation – Jim Hysaw



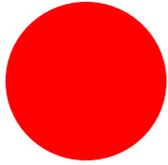
- ❖ Tablet Implementation at Garland ISD
 - Kineo adoptions in ESL and Elementary classrooms
 - iPad adoptions in Special Education and Magnet Schools
 - Start with small pilots and expand success, software is the key to success and hardware is just an enabler.

- ❖ Sustainability
 - Considerations Garland ISD is making. How are tablets being used now in district to fit certain needs.
 - Example ... Purchased 10k iPads ... costs & sustainability plan.



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Real World Implementation – Jim Hysaw



- ❖ Challenges for Garland ISD going forward
 - Wi-Fi Considerations
 - Professional Development
 - Device Management
 - Vision of 1:1 implementation



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Top 3 Reasons Tablet Implementations Fail

1. Deficient Teacher Support/Training

- Setting goals/ expectations
- Introduction of the educational technology with ongoing support
- Using the device correctly
- Identifying tech savvy and less than confident teachers - all need support
- Equipment receives more attention than the teachers' professional development

2. Failure to Integrate appropriately

- It's critical to integrate digital tools into a learning environment. If schools don't train students to use and think about digital tools in a thoughtful way, where else is it going to happen?
- Putting technology ahead of the lesson...**Build and design a lesson first... then integrate technology into it.
- Tablets are used for replacement instead of a tool for instruction



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Top 3 Reasons Tablet Implementations Fail

3. Lack of Follow Up

- Are the policies, processes, goals set being achieved?
- Are the teachers/administrators utilizing reports for data driven instruction?
- What areas need more focus – constant program evaluation

“The single greatest impact on improved student achievement is increased teacher education.”

- Borthwick and Pierson, 2008

“Students learn more, and report being more engaged, in schools that are actively engaged in professional development for teachers focused on technology use and the application of technology to new ways of teaching and learning.”

- Owen, Farsali, Knezak, and Christensen, 2005



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Closing

More information and free trials available at:

www.brainchild.com



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