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PENNSYLVANIA ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS & TECHNOLOGY

WWW.PAECT.ORG

VOLUME THREE FALL EDITION 2011

!PAECT IS A
DYNAMIC PROFESSIONAL ORGANIZATION OFFERING
LEADERSHIP AND NETWORKING OPPORTUNITIES TO
PROFESSIONALS THROUGHOUT THE COMMONWEALTH
BY NURTURING THE EXCHANGE OF IDEAS, INFORMATION,
RESOURCES, AND EMERGING DEVELOPMENTS IN CURRENT
TECHNOLOGY
ISSUES.



Serving Pennsylvania state-wide.

Did you attend ISTE 2011? Did you submit a form to receive Act 48 hours at ISTE 2011? Submitted hours have been recorded and should have been posted.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT LINDA LACOE, PAECT RECORDING SECRETARY AT LACOE.LINDA@GMAIL.COM

MESSAGE FROM THE PRESIDENT



By now we are all well into the 2011-2012 school year, and I hope that your school year is going well! We've all had to deal with budget cuts and doing more with less. Regardless of the situation, preparing students for future success is the goal for us all, and I hope that you are experiencing much success.

PAECT is enjoying some ongoing success! Membership is growing. We are deciding on ways to expand the services we offer and reach out to the education community. As we continue to grow, there are opportunities for members to become more involved. If you are interested in contributing in some way, please get in touch with your regional representative.

I'd like to take this opportunity to share a resource. I recently ran across a web site that is new to me, and it might be valuable for you. The site is <http://www.donorschoose.org/>. At this site, teachers can post the items they need and their "wish lists" along with a description of the project. Donors then log into the site and can make a donation to a specific classroom project. Once the project is funded, the supplies are delivered to the classroom. Teachers are then required to return thank you notes from students and photos of the supplies in place. Sounds like a win-win opportunity!

I'm sure that you will find this issue of the newsletter informative. You'll find upcoming regional events, resources, and much more. Enjoy!

Dr. Shirley Campbell, President

PETE&C UPDATES

PETE&C REGISTRATION - BUY 2, GET 1 FREE PROMOTION

PETE&C is PA's premier educational technology conference. This year your district/school can save money if you send more than two people to PETE&C, or you can send an extra person if you've sent only two in the past. Here are the details:

- All registrants including the 2 paid registrants and the 1 free registrant MUST be from the same LEA (Local Educational Authority).
- All registrants taking advantage of the Buy 2, Get 1 Free promotion must register and pay before December 1, 2011.
- Only registrations paid at the time of registration are eligible for the promotion.
- Registrations requesting invoicing are ineligible for the promotion.
- Free registration must be of equal or lesser value to the lowest priced purchased registration.

PETE & C reserves the right to solicit payment from any registrant receiving a free registration who has not met these conditions. Badges will not be released to ineligible registrants.

ONLINE REGISTRATION PROCESS:

1. Each paying registrant will receive a promotion code on his or her registration verification screen and in the confirmation email.
2. To claim the free registration, the third registrant from the LEA must provide two valid, unused codes during that individual's online registration process.

MAIL-IN REGISTRATION PROCESS:

1. In order to qualify for the free registrations, all registration forms must be mailed in together with payment for 2 out of every 3 registrations.
2. The PETE & C registrar will verify and process the registrations using the online generated codes. Email confirmations will be sent to each registrant.

UPDATES FROM THE **PAECT** REGIONS

NE PAECT UPDATE

SAVE THE DATE - NOV. 16, 2011!!

The northeast region of PAECT, in conjunction with IUs 18-19-20-21, is pleased to coordinate a Tech Conference on November 16, 2011. This conference will take place at Wilkes University from 9:00 am - 3:00 pm.

The purpose of this conference is to focus on professional development for IT professionals on topics such as network/system administration and desktop support. As a partner, ePlus will be coordinating vendor attendance at the event.

The cost for the conference will be free, and lunch will be included.

Agenda and registration information is available now! [CLICK HERE](#) to see the flyer. Contact [Christy Savakinas](#), NE Regional Director, for additional information.

NW PAECT UPDATE

SCHEDULE ANNOUNCEMENT

The Northwest chapter of PAECT invites any interested technology-using educator to join us at any or all of our dinner meetings. Meetings begin at 5:30 p.m. with a light supper followed by a presentation, program, or topic. Meetings are held in Edinboro at the Intermediate Unit. The topics and dates identified for this year and are listed below:

[November 17, 2011](#) ~ Tech Tool Tinsel Temptations- Holiday Tech Gift Suggestions

[March 8, 2012](#) ~ Virtual Fieldtrips - Beyond the Classroom Walls

Details are being finalized for the May 2012 Extra Mile Award Dinner and will be shared when they are available.

Registration for any or all of these sessions is open and available at: <http://npaect.org/>

SE PAECT UPDATE

GREAT THINGS ARE HAPPENING IN THE SOUTHEAST REGION OF PAECT!

This past April we had a Tech Pot Luck Event where members shared their favorite web tools for the classroom. Keep a look out for information about another sharing event in November/December of this year! If you are interested in hosting an event or have an idea for an event, please contact us!

PAECT UPDATES

SPRING INTO TECHNOLOGY CONFERENCE

SAVE THE DATE

East Stroudsburg Area School District is pleased to announce the date of March 24, 2012 for the 5th annual Spring Into Technology conference. This year over 300 participants are expected to attend this one day conference. Spring Into Technology provides quality sessions and hands-on workshops focused on technology integration and differentiated instruction in the classroom. Attendees will leave with proven ideas and strategies they can implement into their classrooms immediately. We are very excited to have eInstruction, IntegrONE, Study Island and NE PAECT as sponsors for this year's event. Sessions of your choice, lunch, door prizes and conference giveaways are all provided for the low cost of \$40 with a super low early bird rate of \$25. Registration will open on January 3, 2012. Visit <http://www.esasd.net/SIT> for more information. Please mark Saturday March 24, 2012, on your calendar, and save the date for this engaging event.

CALL FOR PRESENTERS

Interested in attending Spring Into Technology for FREE? Have a great technology integration idea or topic to share with others? Present a session during Spring Into Technology, and your conference registration is free. As in the past, the focus of each session is to tie the technology to the content rather than only teaching an overview of the equipment/software. We are offering both 1 hour and 2 ½ hour sessions this year. The 1 hour sessions can be informational or a combination of informational and hands-on. The 2 ½ hour sessions will be hands-on workshop sessions. When completing your presentation proposal, please choose the session type that best fits the content you will be delivering. For more information and to complete the presentation proposal, please visit <http://www.esasd.net/SIT>

SPRING INTO
TECHNOLOGY



NEW CIPA RULES

FCC RELEASES NEW INTERNET SAFETY EDUCATION RULES

Effective July 1, 2012, schools receiving E-rate discounts on Internet Access or Internal Connections must be educating all minors about online safety, including appropriate online behavior, interacting with other individuals on school networking websites and chat rooms, and cyberbullying awareness and response. Schools' Internet Safety Policies also must be updated to reflect the new online safety provisions. If you haven't done so already, you should check your District's Acceptable Use Policy (AUP) to be certain that these provisions are included. For a full FAQ on the new CIPA requirements, visit

http://e-ratepa.org/Listserve-Archive/2011/08-15-11_2.html

KEEP YOUR KIDS
SAFE Online



PAECT UPDATES

PAECT WEBSITE UPDATE



The PAECT.org website will be going through major renovations throughout the months of October, November and December. During this time, we will be playing with many new tools. Access to several updates and invitations will be given to our membership, so we can learn what tools best fits your needs.

We will also be launching a student graphic design contest to help us refresh our website's

look and feel. Look for details in your November PAECT update email.

Change takes time. We appreciate all of the helpful suggestions and support from our faithful membership. To date, from membership input, we have created a presence on Facebook, LinkedIn and Twitter. We have experimented with closed social networking through the CollectedLearning.com project. As we better understand the needs of our membership, we will be changing to fit your needs. Thank you again for all of your past, present and future support.

Mike Baker

Corresponding Secretary

PAECT ELECTIONS

Ever thought about getting involved in [PAECT](http://PAECT.org)? There will be another opportunity starting soon. [PAECT](http://PAECT.org) is holding elections this year for four officer and three regional director positions.

The following officer positions are open for election: Vice President, Recording Secretary, Corresponding Secretary and Treasurer.

If you are in Northwest, South Central or Southeastern regions, you will also be electing new regional directors. The organization bylaws require that an election committee present you with a slate of candidates to select from, but we will also take nominations for these positions from the general membership! All of this will start to happen on or before **DECEMBER 15**, so watch your email for a [PAECT](http://PAECT.org) election email that outlines how you can get involved! Winners will be announced at the annual General Membership meeting during PETE&C in February 2012.



UPCOMING EVENTS

NOV.
12

edcamp Harrisburg:

<http://edcampharrisburg.org>

NOV.
15-16

Three Rivers Educational
Technology Conference:

<http://www.tretc.org>

NOV.
15-16

"Tech" the Holiday:

for NW PAECT members.

Contact [Ann Noonen](mailto:Ann.Noonen@paect.org)

CoSN

Registration is now open for the CoSN (Consortium of School Networking) 2012 Annual Conference in Washington, DC. Visit the event website for more details. Be in DC!



THE PROGRAM

Mobile devices and Web 2.0 participatory applications have become pervasive, yet our educational system is still based on an outdated industrial age model. Let's imagine what education can be in a world where learning is no longer confined to four walls and seven bells. How can we create an educational system that is more participatory, more engaging and – most importantly – better at enabling each learner to move at her own pace? How do we move entire institutions to leverage mobile devices and transition to digital resources? And, how do we do this in a time of deep economic crisis where the new normal requires us to “do more with less”? Join in this thought-provoking conversation at the premier education technology leadership conference and celebrate CoSN's 20th anniversary of preparing educational leaders to leverage technology and change learning for today and tomorrow.

ETAN / Advocacy

"It is important that education technology continues to be a priority in our nation's schools. Through ETAN (ED Tech Action Network), we can continue to support technology use in schools and encourage members of Congress to recognize its value for our students. Support ed tech and send a letter today!"

Holly M. Jobe

President

International Society for Technology in Education

PAECT is the voice of Educational Technology in Pennsylvania. We cannot achieve this alone. Now more than ever is the time to become an advocate for education as Congress debates the re-authorization of the Elementary and Secondary Act (ESEA).

FIVE WAYS TO ADVOCATE TODAY

DO YOU HAVE...

- 1 **One minute?** Tweet! Enter your zip code at tweetcongress.org to find the Twitter handle of your U.S. representative and send him/her a tweet. Be sure to include your city and state and use the hashtag: #edtech
- 2 **Two minutes?** Spread the word. Send a customizable letter or email through the [Ed Tech Action Network \(ETAN\)](http://Ed Tech Action Network (ETAN)) and share this website with 5 friends: www.edtechactionnetwork.org
- 3 **Five minutes?** Develop an effective elevator speech. Imagine yourself in a situation where you unexpectedly are in contact with someone who could be very effective in raising support for educational technology. You have less than a minute to make a positive impression on this person. Learn how to make a compelling case.
- 4 **Fifteen minutes?** Educate yourself and join the conversation. Hear it from the source: Hilary Goldmann, ISTE's Senior Government Affairs Officer, shares the [latest advocacy news](#) from Washington, D.C., as it happens.
- 5 **Sixty minutes or more?** Get involved with the advocacy activities for your state's [ISTE Affiliate](#). Join their Advocacy Committee. Set up a meeting with a policy maker or their staff locally. Can't get to D.C.? That's okay. Policy makers have offices throughout the state, and they or their staff will meet with you. It's a great way to share your expertise and become the go-to person for advice.

FEATURED WIKI/BLOG

A Teacher's Life for Me

Ponderings on education. Think up me 'earties, Yo Ho!

Fifth grade teacher [Michael Soskil](#) is a firm believer in the power of the Personal Learning Networks. Last April he decided to share what he learned as well as his thoughts in the form of a blog. "A Teacher's Life for Me" contains regular blog posts, reflections on things he learned and his own take on education. In addition, Michael posts a "Friday's Five." He picks a topic each Friday and lists five items that best fit the topic. The Friday's Five posts include topics such as Web 2.0 Tools, Formative Assessment, a Vision for Schools, and Apps for Teachers. Michael's blog is a crafted mix of the practical and philosophical.

You can find Michael's blog at <http://teacherslifeforme.blogspot.com>

Michael also connects on Twitter, Plurk, Google +, and Facebook as msoskil. He has been teaching for fourteen years and was honored as a Keystone Technology Integrator in 2007.

ADVENTURES IN GEOCACHING



Three years ago I found myself in the middle of the woods, holding a GPS receiver and looking for hidden treasure. The expedition was led by friends and PAECT regional directors Chris Champion and Kristin Hokanson during a geocaching workshop held at Northeastern Educational Intermediate Unit. It was my first introduction to geocaching. According to geocaching.com, geocaching is "a real-world outdoor treasure hunting game. Players try to locate hidden containers, called geocaches, using GPS-enabled devices and then share their experiences online." As most

teachers do, I began to think about ways that geocaching could be incorporated into the curriculum. After putting my ideas on paper, I applied for and was awarded a PAECT grant that helped my district purchase ten handheld GPS units.

These devices are only idle when the snow is too deep to plod through. We have used these units to explore traditional geocaches found on geocaching.com and have set up our own mini-cache adventures on site at several schools in the Wayne Highlands School District. By using geocaching as an activity, we have been able to incorporate math, geography, and physical education naturally. To learn more about geocaching and ways that geocaching can be incorporated into the curriculum, check out this website: <http://sheldonworkshops.wikispaces.com/Geocaching>

Don't have access to GPS receivers? It might surprise you to know that most PAECT regional directors have sets that can be borrowed. If you are interested in borrowing GPS receivers to do a school related geocaching activity, contact your regional director.

ADMINISTRATOR FEATURE:

HE GETS IT! THEY GET IT!

Jim Gates, of Gates Ideas, once suggested we give out buttons at PETE&C saying "I Get It!" whenever we found an administrator, teacher, or parent who understood how technology supports 21st Century teaching and learning.

I wish I had those buttons on hand in a recent interview with Brian Snyder, Business Manager and Board Secretary for the Milton Area School District. As an experienced, School Business Manager serving on MASD's leadership team, Brian indicated a capacity to link economic viability to education and the school's strategic decision making.

When asked about the dilemma caused by the dramatic cuts to Pennsylvania's Education Budget he responded, "Bottom Line: We lost funding, we adjusted and we are moving forward." He then related the many variables that impact and limit a district's budget. He emphasized the need to communicate the complexities to the taxpayers.

The District's Administrative Team, led by Superintendent Cathy Groller, acknowledged the needs and mandated services of the district. Together they formalized a plan to move forward without vacating or abandoning strategic initiatives.

One non-negotiable for 2011-12 was to assure that district technology initiatives support communication, administration, teaching and learning.

Technology Initiatives!

Brian explained his efforts to develop a reasonable process to determine need and then to align their technology goals to district strategic goals during the budgetary process. A critical partner to this process is the lead district technology administrator.

Brian provided the questions he would ask if he were to interview someone for a Network Administrator position in his district. Of the 18 questions, only one was not about the ability to adjust to change or to provide quality service in support of safety, instruction or learning.

When asked how critical technology was to his work and the work of the district, Brian immediately identified his reliance on technology to access timely and meaningful information in order to develop the trend data. He said a huge challenge is to be able to communicate the complex formulas he must use to determine or predict future needs and potential funding scenarios. Together with Superintendent Cathy Groller, Brian uses a variety of productivity tools to illustrate a budget that is both transparent and understandable.

So Brian Snyder is a Business Manager who not only understands the use of technology in support 21st Century skills but clearly models it. He Gets it!



Brian Snyder is the Business Manager/Board Secretary of the Milton Area School District since October 2006. Prior to accepting his current position at Milton he was the Business Manager for the Coudersport Area School District. He also has worked as a Senior Accountant in private industry and has experience in the banking industry. He is recognized by the Pennsylvania Association of School Business Officials as a Pennsylvania Registered School Business Administrator and has served as the President, Vice President and Secretary/Treasurer of the Susquehanna Valley School Business Officials Regional Chapter. He has been designated by the school district as Trustee of the Central Susquehanna Region School Employees' Health and Welfare Insurance Trust. He also maintains a professional registration status with the Institute of Management Accountants.

TEACHER FEATURE:

TECHNOLOGY INTERGRATOR FEATURE

Meet Tracey McGrath

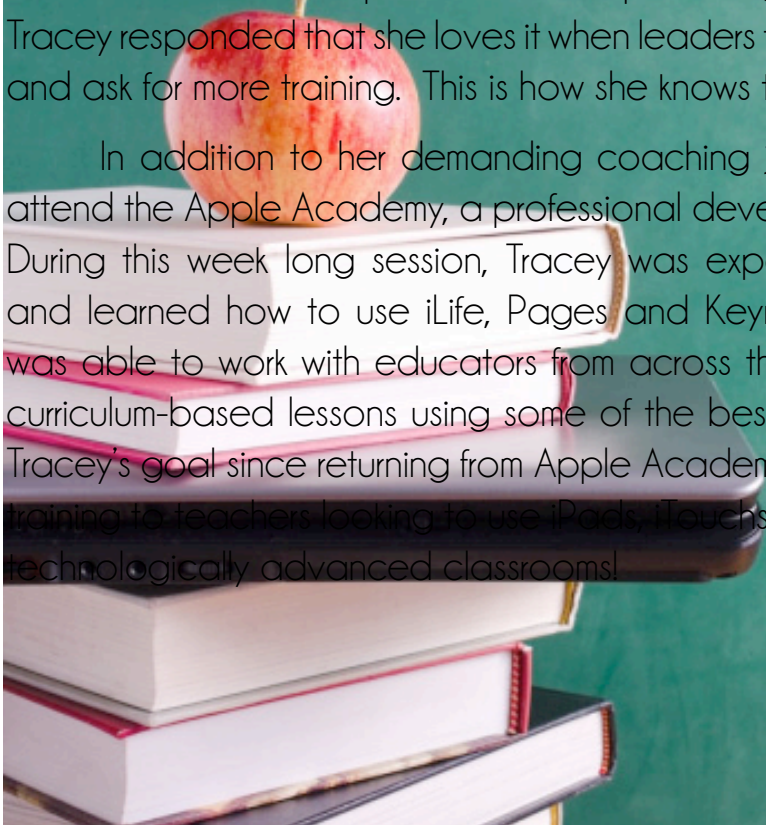
Meet Tracey McGrath, Technology Integration Specialist for the School District of Philadelphia. As an instructional coach in the state's largest school district, Tracey is always on her feet and running! Tracey sees her job as an opportunity to help principals meet the needs of the school by supporting the integration of technology into the curriculum. Working directly with teachers, Tracey has helped seamlessly integrate whiteboards, student response systems, mobile labs, Web 2.0 tools and MacLife software into classrooms and schools across the district.



TRACY McGRATH

When asked about her proudest accomplishment, Tracey responded that she loves it when leaders talk about the benefits of technology and ask for more training. This is how she knows that she is being effective!

In addition to her demanding coaching job, Tracey was recently chosen to attend the Apple Academy, a professional development opportunity through Apple. During this week long session, Tracey was exposed to the latest Apple products and learned how to use iLife, Pages and Keynote. While in attendance, Tracey was able to work with educators from across the country. Her small group created curriculum-based lessons using some of the best software that Apple has released. Tracey's goal since returning from Apple Academy has been to provide turn-around-training to teachers looking to use iPods, iTouchs and other Apple devices to create technologically advanced classrooms!



It is predicted that over 17 million students in grades PreK-12 will be receiving some form of online instruction by the year 2015.¹ Currently, there are approximately three million PreK-12 students participating in some form of online learning, and that is just the tip of the iceberg. By 2015, the number of online college students is predicted to be equal to the number of face to face students.² So what does this mean for you? Virtual learning and virtual teaching is no longer in its infancy. It is instead, entering its formative years and the future direction of online learning lies in the hands of current educators. Understanding what quality online instruction looks like is more important now than ever before.

A person delivering quality online instruction has a strong understanding of the content they teach and can make personal and academic connection with their students. Effective online teachers plan for differentiation and access higher order thinking skills while authentically assessing their students. These innovative educators utilize the technology available and view it as a benefit that breaks down barriers. Online educators should establish a sense of community in their online classroom so that their students can feel connected to the group. With an explosion of virtual learning opportunities on the horizon, we have an opportunity to create rich, meaningful, valuable learning opportunities for students everywhere. *For more information see [INACOL's National Standards for Quality Online Teaching](#).³*

- 1 The Journal. <http://thejournal.com/articles/2011/01/20/prek12-dominates-growth-in-e-learning.aspx>
- 2 eCampus News. <http://www.ecampusnews.com/top-news/report-predicts-online-learning-explosion-by-2015/>
- 3 <http://www.inacol.org/research/nationalstandards/NACOL%20Standards%20Quality%20Online%20Teaching.pdf>

Check out these web tools and start using them!

A web tool that allows you to convert files to different formats and also download web videos to your local machine.

Where to use it?

Use Zamzar for files that can't be used on school machines, when YouTube is blocked or when you need to keep a file without depending on the Internet.

Prezi is an online presentation tool that allows you to make dynamic non-linear presentations that you can use in face to face presentations or embed on a website or wiki for people to view asynchronously.

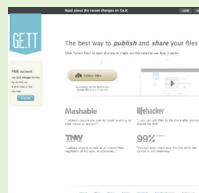
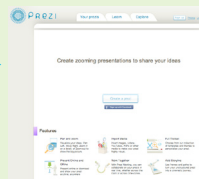
Where to use it?

Use Prezi to present anywhere! Students can use Prezi to create presentations for the classroom, and because it is web based, they can work on it at school and at home.

A web tool that allows you to share a large file or group of files through a unique URL.

Where to use it?

Use [get.it](#) to share files for a presentation or for any other reason you need to share files that are too large to put into an e-mail



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