



NSDC Conference • December 7, 2004 • Vancouver, BC

Beyond PowerPoint: Effective Use of Technology in Professional Development



Welcome

- Introductions
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 - Nita Matzen – nmatzen@serve.org
 - Beth Thrift – bthrift@serve.org
 - Jeni O'Sullivan – josulliv@serve.org



Welcome

- SEIR*TEC@SERVE –
<http://www.seirtec.org>



Welcome

- SEIR*TEC@SERVE
 - One of ten RTECs - a group of national, regional, and university-based organizations
 - Promoting the use of technology to improve teaching and learning
 - Providing technical assistance, authentic professional development, and planning and evaluation
 - SERVE is the southeast regional education lab and is housed at UNCG



Welcome

- SEIR*TEC@SERVE



Welcome

- Instructional Goals:
 1. Participants will be able to use an instructional design model to develop effective professional development.
 2. Participants will be able to select appropriate technology for use in professional development.
 3. Participants will be able to begin to evaluate the effectiveness of the design and delivery of professional development using technology.




Welcome

- **Tapping In**
 - Building a vision of effective technology use in professional development.
 - What is the facilitator doing?
 - What are the learners doing?
 - Describe the learning environment.



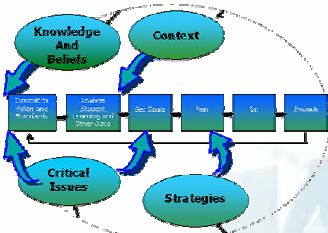
PD Process

- **Set Goals-Plan-Do-Evaluate**
 - A simplified version of Loucks-Horsely Model
 - It is important to be thoughtful about selecting appropriate technology tools at each stage in the process.
 - Technology enables you to address multiple learning styles simultaneously




PD Process

Professional Development Design Framework



Loucks-Horsely, S., et al (2003). *Designing professional development for teachers of science and mathematics* (2nd ed.).




Set Goals

- **Identify Professional Development Needs**
 - Electronic-based instruments can:
 - Save time in:
 - Administering needs assessments
 - Collecting data
 - Querying and sorting data for analysis and reporting or presenting




Set Goals

- **Identify Professional Development Needs**
 - Electronic-based instruments can be:
 - Web-based
 - PC or Mac-based
 - Handheld-based



Set Goals

- **Needs Assessments:**
 - Online Surveys
 - Some companies offer free online survey tools
 - <http://www.surveymonkey.com>
 - HPR*TEC
 - <http://quizstar.4teachers.org/>
 - <http://profilerpro.com/>



Set Goals


- ProfilerPro - <http://profilerpro.com/>






Set Goals

- What are the Learning Needs?
 - Content
 - Three types of Learning (Bloom's taxonomy)
 - Cognitive (Knowledge)
 - Affective (Attitudes)
 - Psychomotor (Skills)




Set Goals

- Frame within Context
 - Learner analysis
 - Learning needs
 - Prior knowledge
 - Learning styles
 - Mental models




Set Goals

- Frame within Context
 - Prevailing research/standards/guidelines
 - Loucks-Horsely, S., et al
 - Adult Learning Theory
 - NSDC Standards



Set Goals

- Use software to create a graphic organizer of the PD plan.
 - Inspiration (PC or Palm)
 - Pico Map (Palm)
 - Microsoft Word (PC)



Set Goals

- Graphic Organizers
 - Basic Elements:
 - Long-term Goals/Outcomes
 - Short-term Goals/Objectives
 - Activities/Strategies
 - Inputs/Resources



Set Goals

Example Graphic Organizer

Set Goals

Technology Planning Worksheet

Set Goals	Plan	Do	Evaluate
Assess Needs:	Organize Your Work:	Demonstrate:	Reflect:
Determine Current Practices:	Communicate with Other Planners:	Discuss:	Determine Participant Satisfaction:
		Share:	Measure Change:
		Brainstorm:	Follow-up with Participants:

Plan

- WebEx - <http://webex.com>
 - Web-based meeting platform

Plan

- Yahoo Groups (<http://groups.yahoo.com/>)
 - Facilitates communication among groups using the Internet
 - Share photos, files, links, databases, take group polls, develop planning calendar, chat, create listserv

Plan

- NSDC Conference Yahoo! Group
 - <http://groups.yahoo.com/group/PDDL>


Plan

Technology Planning Worksheet

Set Goals	Plan	Do	Evaluate
Assess Needs:	Organize Your Work:	Demonstrate:	Reflect:
Determine Current Practices:	Communicate with Other Planners:	Discuss:	Determine Participant Satisfaction:
		Share:	Measure Change:
		Brainstorm:	Follow-up with Participants:

Do

- Learning Environment
 - Classrooms vs. Labs
 - Lecture, Hands-on, Interactive, etc.
 - Need for technology
 - Cognitive Tools (Jonassen, 1999)
 - Tools that engage and facilitate specific kinds of cognitive processing
 - Tools that scaffold learners' abilities to perform tasks
 - Visualization, performance support, and organization tools




Do





Do

- Use PowerPoint to:
 - Provide visual cues of key points
 - Integrate text and graphics easily
 - Embed graphics to represent concepts
 - Embed multimedia components
 - Generate print handouts to accompany presentation



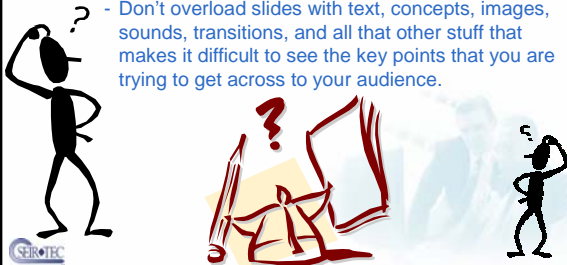
Do

- PowerPoint Cautions
 - Using only PowerPoint reduces the opportunity for interactivity
 - PowerPoint is not always the most effective tool
 - PowerPoint will not meet all learning styles
 - Don't just stand and read from PowerPoint slides



Do

- PowerPoint Cautions
 - KIS – Keep It Simple
 - Don't overload slides with text, concepts, images, sounds, transitions, and all that other stuff that makes it difficult to see the key points that you are trying to get across to your audience.



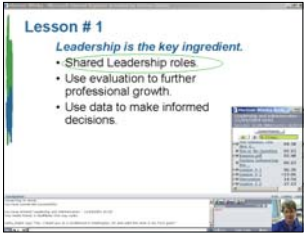

Do


- Alternatives to PowerPoint
 - Video Clips
 - Dynamic Websites
 - Webcasts
 - Web-based Interactive Presentation Tools
 - Online collaborative tools
 - Groups, Chats, Discussion threads, Whiteboards
 - Online Course Management Systems
 - Smartboards



Do

- Web-Based Interactive Presentation Tools
 - Horizon Live
 - WebEx







Do

- MOOs or MUDs
 - Virtual Environments
 - Tapped In


<http://tappedin.org/>






Do

- Online Course Management Systems
 - BlackBoard
 - WebCT





Do

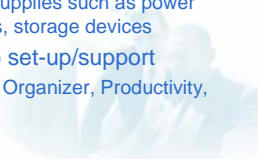
- Learning Environment
 - Access to technology
 - Hardware, Software, Internet, Phones, T.V., etc.
 - Software
 - Presentation, Graphic Organizer, Productivity, Other
 - Media
 - Static Presentation, Web-based, Video
 - Learning styles






Do

- Learning Environment
 - Logistics
 - Setting
 - Access to power, the Internet, phones
 - Ancillary equipment, supplies such as power strips, extension cords, storage devices
 - Technical expertise to set-up/support
 - Presentation, Graphic Organizer, Productivity, Other





Do

- Data Projectors (a.k.a. LCD)
 - Variety of sizes, prices
 - VCR/DVD capable
 - External speakers
- Margi Presenter-To-Go
 - Save and carry your presentation on your Palm
 - <http://www.margi.com/>





Do

▪ **Wireless Lab**

Internet

Connection

Wireless Router

SEIRTEC

Do

▪ **Learning Environment**

- Plan B
 - Stuff happens
 - Internet access is intermittent
 - The power goes out
 - The equipment didn't make it through customs
 - The session was overbooked

SEIRTEC

Do

▪ **Making pages available for offline viewing**

- Screen Captures
- WebWhacker
- <http://www.bluesquirrel.com>
- Using Internet Explorer
 - See handout
 - <http://www.tonybrewer.com/webwhacking.htm>

SEIRTEC

Do

▪ **Transporting Electronic Files**

- Floppy Disks
- CDs – R vs. RW
- Flash/Jump/Pen/Thumb Drives
 - \$25.00 (64 MB) to \$125.00 (1GB)
- Website
 - www.seirtec.org/present/nsdc04.html

SEIRTEC

Do

Technology Planning Worksheet

Set Goals	Plan	Do	Evaluate
Assess Needs:	Organize Your Work:	Demonstrate:	Reflect:
Determine Current Practices:	Communicate with Other Planners:	Discuss:	Determine Participant Satisfaction:
		Share:	Measure Change:
		Brainstorm:	Follow-up with Participants:

SEIRTEC

Evaluate

▪ **Why Evaluate?**


- Problems cannot be solved at the same level of awareness that created them.

– Albert Einstein

SEIRTEC

Evaluate

- Determine the effectiveness of PD event
 - Electronic-based instruments can:
 - Save time in:
 - Administering evaluation
 - Collecting data
 - Querying and sorting data for analysis and reporting or presenting




Evaluate

- Rubistar – A free online tool from HPR*TEC to help educators make quality rubrics - <http://rubistar.4teachers.org>






Evaluate

- Online Survey Tools
- Survey Development/Data Collection Software:
 - Remark - Windows-based solutions for collecting data from paper-based forms and the Web
<http://www.principiaproducts.com/>
 - Perseus – Web-based survey software
<http://www.perseus.com>




Evaluate

- Qualitative Data Analysis Software
 - N*Vivo and N*Vivo Merge - <http://www.qsr.com.au/>


Evaluate

- Quizzler
 - A quiz-taking program for the Palm
- Quizzler Maker
 - Download existing quizzes
 - Create your own



Evaluate

- Quizzler
 - Pocket Mobility Software, <http://www.pocketmobility.com/quizzler>
 - Free for basic version; \$39 for Quizzler Instructor Bundle



Evaluate


- Email follow-up
 - Surveys/Questionnaires
 - Electronic “Interview”
 - Reflections
 - Implementation Strategies



Evaluate


Technology Planning Worksheet

Set Goals	Plan	Do	Evaluate
Assess Needs: _____ _____	Organize Your Work: _____ _____	Demonstrate: _____ _____	Reflect: _____ _____
Determine Current Practices: _____ _____	Communicate with Other Planners: _____ _____	Discuss: _____ _____	Determine Participant Satisfaction: _____ _____
		Share: _____ _____	Measure Change: _____ _____
		Brainstorm: _____ _____	Follow-up with Participants: _____ _____



Hands-On Stations

- Four hands-on stations
- You will rotate through all four stations
- 12 minutes at each station



Hands-On Stations

- Online Learning – Beth Thrift
- Web Conferencing – Elizabeth Byrom
- PDAs and PD – Nita Matzen
- The Good, the Bad, and the Ugly of PowerPoint – Jeni O’Sullivan



Additional Resources

- Multistate Online Professional Development (MOPD)
- Ed Technology Leaders Online (ETLO)
- R*TEC Resources



Additional Resources

Multi-State Online Professional Development MOPD Toolkit



Changing professional development and meeting teacher needs

www.mopd.sreb.org






MOPD

About MOPD

- *Support* the understanding and use of the Web to provide professional development
- *Train* state Department of Education (DOE) staff to provide online professional development to schools
- *Create* Standards for Online Professional Development







MOPD

About MOPD

- *Toolkit* – Resources to promote and support efforts of states and schools to use online professional development www.sreb.org/programs/EdTech/toolkit
- *SCORE* – Sharable Content Object Repository for Education
- *Online Facilitators and Designers Institute* 1.7.05, Myrtle Beach, South Carolina

MOPD

Training State DOE Staff

Partnership between:

- SREB's Education Technology Cooperative
- 16 SREB states' DOE and Education Development Center's Ed Tech Leaders



2002-03- AT&T Grant

- 76 DOE IT staff in 11 states
- Participants trained and began using online professional development in their state

2003-04 - BellSouth Grant

- 29 states' DOE Curriculum & Instruction staff in 15 states participants trained

2004-05 – Seeking additional funding






MOPD

Standards for Online Professional Development

Guidelines for Planning and Evaluating Online Professional Development Courses and Programs








MOPD

Standards for Online PD Working Group:

- Southern Regional Education Board: Bill Thomas, Dianne Griffin
- Educational Development Center: Barbara Treacy
- National Staff Development Council: Joellen Killion
- SEIR*TEC: Elizabeth Byrom, Nita Matzen, Gina Long
- University of Central Florida ITRC: Donna Baumbach
- Louisiana Department of Education: Adrienne Hunt
- South Carolina Department of Education: Mike Thun
- Tennessee Department of Education: Jerry Bates







MOPD

eLearning Context Standards

The Context Standards address key issues regarding who is to participate and how and what leadership, support and resources are necessary to provide quality professional development. This section adds the online perspective to expand the NSDC Standards to include additional context standards and indicators illustrating how these standards are implemented.

<p>Program Standards</p> <p>Learning Communities - The program provides opportunities for educators to build online learning communities and to work together in pairs or teams with access to follow-up discussions to share information</p>	<p>Program Indicators</p> <p>Opportunities for participants to collaborate online during and following courses and workshops are provided. Online professional development goals are aligned with the states' and schools' academic standards and goals for students' academic achievement. Acceptable participation requires adherence to communication standards and legal and ethical use of the Internet.</p>
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MOPD

MOPD Web Site:
www.mopd.sreb.org



SREB

MOPD

SCORE

- Shareable Content Objects Repositories for Education
- Learning Objects – Meta Tagging User Guide
- Proof-of-Concept Project – Algebra Course Liz Glowa -Maryland DOE
- Learning Repository Project – Orange Grove Susie Henderson -Florida Community Colleges
- Guidelines for Digital Content

SREB

MOPD

Online Facilitators and Designers Institute

Who? Online instructors and designers of online courses

When? Friday, January 7, 2005, 9:30 – 4:00

Where? Myrtle Beach Radisson Plaza Convention Center

What? Share ideas, strategies and lessons learned
Learn about new initiatives and issues
Participate in small group sessions on key issues

SREB

MOPD

Thank you!

Questions?

- Dianne Griffin
- dianne.griffin@sreb.org
- 404.879.5558

SREB

Additional Resources

**EdTech Leaders Online:
Successful Online
Professional Development**



EDC

ETLO

EdTech Leaders Online (ETLO)

- Goal: Build organizational capacity to use online learning to address teacher professional development and student learning in core content areas
- Based in the Center for Online Professional Education at Education Development Center (EDC)




SREB





ETLO

- EDC: Non-profit organization founded in 1958 - over 600 employees
- ETLO Origins: Harvard/EDC Leadership and New Technologies Institutes
- Fall 2000: ETLO launched with 14 teams and support of AT&T
- March 2004: 27 states; 800 online facilitators and designers trained; over 10,000 online workshop participant



ETLO

- Ongoing planning and implementation support
- National forum for online instructors and designers
- Graduate Credit through Antioch University
- Two key Virtual Schools programs:
 - Online Instructor
 - Online Designer

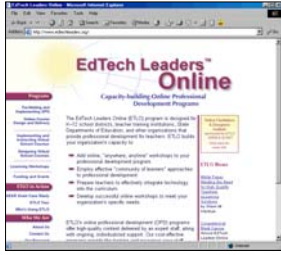


ETLO

- Two key OPD programs:
 - Facilitating and Implementing OPD
 - Designing and Developing Online Courses
- Semester-long online training



ETLO

- 22 online workshops: project-based, subject/grade-level specific - <http://www.edtechleaders.org>

ETLO

- EdTech Leaders Online
 - <http://www.edtechleaders.org>
- Education Development Center
 - <http://www.edc.org>
- Barbara Treacy, Director
 - btreacy@edc.org


Additional Resources

RTEC Resources

- SEIR*TEC
 - Online Staff Development Lessons Learned
 - Planning Into Practice
 - Online Courses
- WestEd R*TEC
 - Exchange - Horizon Live
 - Online Events White Paper



SEIR*TEC



Lessons Learned
From Developers
From Facilitators
From Participants

Online Staff Development

<http://www.itrc.ucf.edu/LL/>

SEIR*TEC



Planning into Practice



Professional Development Planning

4

<http://www.seirtec.org/P2P.html>

SEIR*TEC

Online Facilitated PD Courses (free)

<http://www.itrc.ucf.edu/classes/>



INSTRUCTIONAL TECHNOLOGY RESOURCE CENTER

Free Online Staff Development Courses

Understanding the Distance August 28 - November 6, 2008 Approximately 20 staff hours

Current Faculty Training Schedule October 4 - November 6, 2008 Approximately 20 staff hours

The Internet as a Professional Tool January 27 - February 16, 2009

The Internet and Staff Development March 15 - April 23, 2009 Approximately 20 staff hours

See other courses offered through ITRC with SEIR*TEC facilitation!

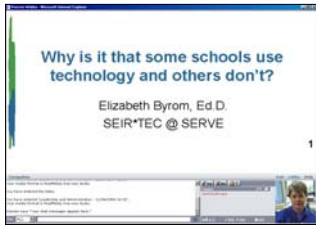
Are these courses for me? We intend the following questions:

- Do I want to learn to use the Internet and its resources?
- Do I have reliable Internet access at home or school?
- Am I confident in the use of word processors such as Microsoft Word or its equivalent?
- Am I an independent learner?

SEIR*TEC

WestEd RTEC

Horizon Live



Why is it that some schools use technology and others don't?

Elizabeth Byrom, Ed.D.
SEIR*TEC @ SERVE

http://rteccexchange.edgateway.net/cs/rtecp/print/rtec_docs/1

WestEd RTEC

Online Events White Paper

By Julie Duffield

- Introduction
- Building an Online Event
- How to Choose Technology for a Given Event
- Looking to the Future
- Additional Information

<http://www.wested.org/onlinepaper/introduction.html>

Reflection

- Session Evaluations
- Closing