

Mr. Brown Can MOO(VE) -- Can You?



<http://tinyurl.com/gl6fhqe>

Make Our Organization Viable
Electronically

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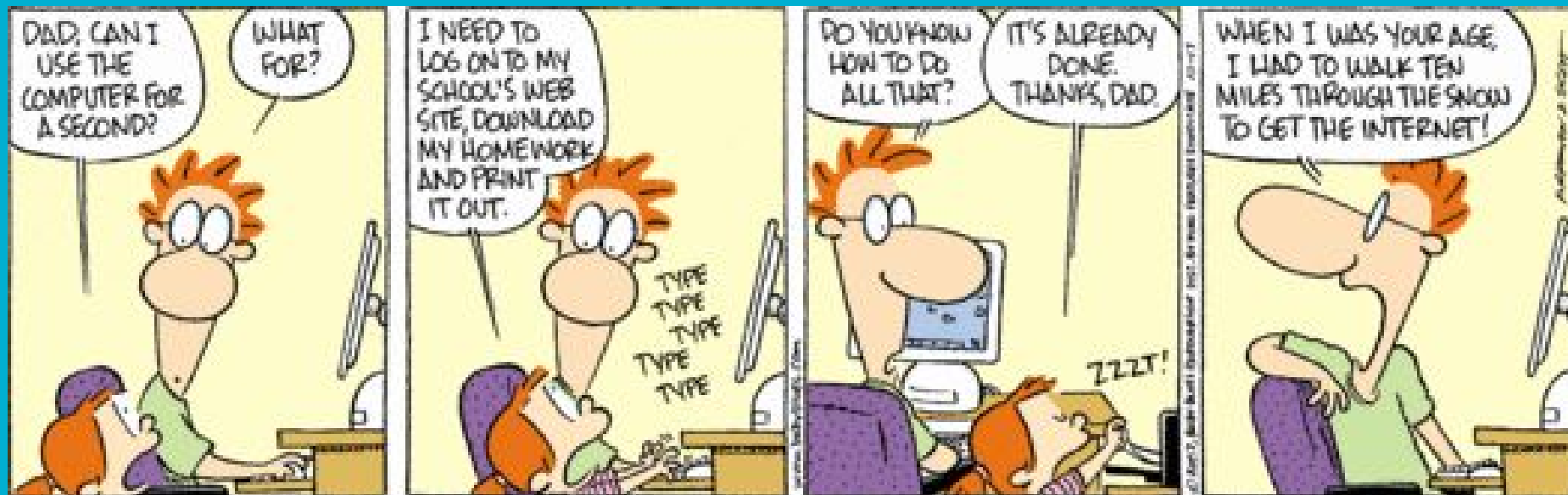
CILD 2016 Gardner Webb University

Write Into the Session

Please take 5 minutes to get your mind settled -- Answer the survey questions...

<http://tinyurl.com/h8wmc2m>

Do you feel like this???



How about these....???



What is a technology leader?

Digital leadership can be defined as establishing direction, influencing others, initiating sustainable change through the access to information, and establishing relationships in order to anticipate changes pivotal to school success in the future.

Leaders must learn to better anticipate the learning needs of students and staff, their desire for information from stakeholders, and the necessary elements of school culture that addresses standards and essential skill sets. They must also be “change savvy” (Eric Sheninger, Digital Leadership)

What word/phrase jumps out to you?

Little Bit of Research....

1. Schools can be a place of Research & Development (R & D)

- focus on the practice of teaching & student learning

- teachers/admin are partners

- anchored in two-way communication

2. Empowered vs Buy-in

3. Theory of Action for Systemic Change

Inspirational vision; small number of ambitious goals publically stated; coalition; investing in resources; sense of flexibility

1. Spillane in *Change Wars*

2. Sheringer in *Digital Leadership*

3. Fullan in *Change Wars*



Dr. Justin Tarte
@justintarte



 Follow

In the era of @google & @YouTube, schools should look, feel & act differently. #education #edchat via @alicekeeler

THE SIMPLE FACT
THAT GOOGLE AND
YOUTUBE EXIST
SHOULD CHANGE THE
WAY YOU TEACH.
VIA @ALICEKEELER

Leading Through Social Media

Harness the power of digital technologies

to create school cultures that are transparent, relevant, meaningful, engaging,
and inspiring...

Establish a greater sense of community pride for the work being done

**Understand the origins of fear and misconceptions surrounding the use of tech --
ESPECIALLY social media and mobile devices (smartphones, tablets, e-readers)

--Sheninger, Digital Leadership

Questions for Leaders

DIGITAL LEADERSHIP: CHANGING PARADIGMS FOR CHANGING TIMES

might contain if-then rewards. We have no mandates to use technology at New Milford High School. Empowering teachers to shift their instructional practices and giving them the needed autonomy to take risks and work on effective integration techniques worked to intrinsically motivate them to change. This approach was found to be instrumental in our recent renaissance, minimizing resistance and resentment. Here are some guiding questions to begin the change process in one's digital leadership journey:

How can educators and schools effectively use free social media tools such as Twitter and Facebook to communicate important information (e.g., student honors, staff accomplishments, meetings, emer-

gency information) to stakeholders in real time?

How can leaders take control of their public relations and produce a constant stream of positive news? If we don't share our story someone else will, and we then run the risk that it will not be positive.

How do busy leaders go about establishing a brand presence once restricted to the business world when schools and districts now have the tools at their fingertips to do this in a cost-effective manner?

How can leaders connect with experts and peers across the globe to grow professionally through knowledge acquisition, resource sharing, and engaged discussion, and to receive feedback?

DIGITAL LEADERSHIP: CHANGING PARADIGMS FOR CHANGING TIMES

How can digital leaders create policies and environments that allow educators to use free social media tools to engage learners, unleash their creativity, and enhance learning?

Is enough being done to teach students about digital responsibility/citizenship through the effective use of social media?

How, or are, leaders tapping into countless opportunities that arise through conversations and transparency in online spaces?

When will the profession of education catch up to society?

During my early years as New Milford High School principal (2007–2009), I had a vastly different perspective and

philosophy as to what constituted a twenty-first-century learning environment. Back then, I felt that being a tech-savvy leader just consisted of purchasing the tools for my staff and letting them use them as they saw fit. I was also adamant that social media had no place in an educational setting. To put it bluntly, no educational organizations in the country would have even thought of approaching me to talk about the innovative use of technology at my school.

We have seen many shifts in terms of instruction, communication, and learning at New Milford High, resulting in a transformative culture that is more able to meet the needs of our students. So what changed? There wasn't one really big "Aha!" moment or school epiphany,

Blendspace Resources

Blendspace is my new best friend!! I've housed several examples of NC school districts leading through social media

<https://www.tes.com/lessons/IfVM51CLDb-voQ/cild-using-tech-to-lead>

Interview --Lisa Luten (Wake County Schools) 7/18

-
- No formal rules for engagement except to **engage** -- manner that is thoughtful but also transparent and authentic
 - Making sure if responding would respond in person -- student conduct; in a respectful manner -- shows that kind of caring & compassion; positive experience with the school district -- what we hope comes across is love that is sometimes silly --not snarky or sarcastic
 - Social media is a **conversation** between two people, the way you interact is different than in writing -- not a formal press release. It is **inherently personal**. You won't see these formal things, we are actually talking. Use of the "we" to show the school district that is talking back to you (community stakeholder)
 - Leadership -- find the best and most effective ways to **tell the story** about what's happening in schools; used to be newsletters to parents; found social media was better; listen to parents and kids and teachers
 - Scared to use social media -- one of reasons successful, **open to failure** even in social media -- open to learning from those mistakes; having conversations with our team about what worked and didn't and how to make it better; if you wait to learn the guidelines or make a policy, then you miss the opportunity. We talk about it alot, solve real business problems, real school problems; if we get something wrong, we apologize and do better.

Technology Leadership

[Future-Ready Schools Framework](#)

[Symbaloo of Web 2.0 Tools](#)

[Student-centered collaboration tools](#)

[Cool Cat Teacher -- Technology blog](#)

[Eric Shenerger -- A Principal's Reflection blog](#)

[Alice Keeler -- All things Google Classroom-related](#)

[Dr. Pam Moran -- Albermarle County Schools, VA](#) -- Interview

[Dr. Moran's blog](#)

[Sylvia Duckworth](#) -- Sketchnoting & tech guru

[John Robinson](#) -- Principal, Discovery High School in Newton, NC

[Discovery HS Facebook](#) [Twitter](#)

From E. Sheninger's book

websites, they now have the ability to get out links to media articles and website updates as well as pictures and video that highlight school programs. By doing so, they ultimately enhance public relations ([Chapter 6](#)) and create a brand presence ([Chapter 7](#)) for their building, one that conveys a message of success, organization, innovation, and achievement. [Table 5.1](#) lists K–12 schools that use both Twitter and Facebook as part of their communications plan.

School	Twitter	Facebook
New Milford High School, New Milford, NJ	twitter.com/ NewMilfordHS	www.facebook.com/ NewMilfordHS
Waldwick High School, Waldwick, NJ	twitter.com/ WaldwickWHS	on.fb.me/WyS5rn
Arapahoe High School, Centennial, CO	twitter.com/ ahswarriors	www.facebook.com/ ahswarriors
Coppell High School, Coppell, TX	twitter.com/ CoppellHigh	on.fb.me/YeJsQ8
Black River Middle School, Chester, NJ	twitter.com/ BlackRiverMS	on.fb.me/14M8ADP
Harry H. Herndon Intermediate School, Royse City, TX	twitter.com/ herndonheros	on.fb.me/12ij8aX
Utica Junior High School, Utica, OH	twitter.com/ UticaJrHigh	on.fb.me/VmSz4u
Knapp Elementary School, Lansdale, PA	twitter.com/ knappelementary	www.facebook.com/ KnappElementary
Hermosa Schools, Hermosa, SD	twitter.com/ hermosaschools	www.facebook.com/ HermosaSchools
Hattiesburg School District, Hattiesburg, MS	twitter.com/ HPSD	www.facebook.com/ HattiesburgPSD

Principal Trailblazers

If you're part of a growing Personal Learning Network

Further Inquiry -- Social Media

[8 Things Twitter savvy teachers do to improve learning](#)

[Social Media Toolkit](#)

[The Power of FaceBook](#)

(but be careful...the kids aren't really Facebooking anymore!! <https://youtu.be/K5fn087Jk4I>

Web 2.0

My website with student work examples <https://sites.google.com/site/nceta2014/add-the-tech-in-ste-a-m>

The 7 Habits of Highly Effective Teachers Who Use Technology

Blogged by @TeachThought

bit.ly/7TechHabits



4. They share, share, share, and then share some more.
- Collaborate beyond school walls.
- Share best practices to benefit everyone.

6. They are extremely thorough and think two steps ahead:
- Know the answers to questions and have concrete examples.



3. They embrace change.
- Are innovators and early adapters.
- Realize that only change brings progress.
2. They are malleable and can easily adapt.
- Aware that technology is always changing.
- Understand the Big picture.



5. They think WIN-WIN-WIN-WIN
- Understand that buy-in necessary from admin, teachers, parents and students.

7. They actively care.

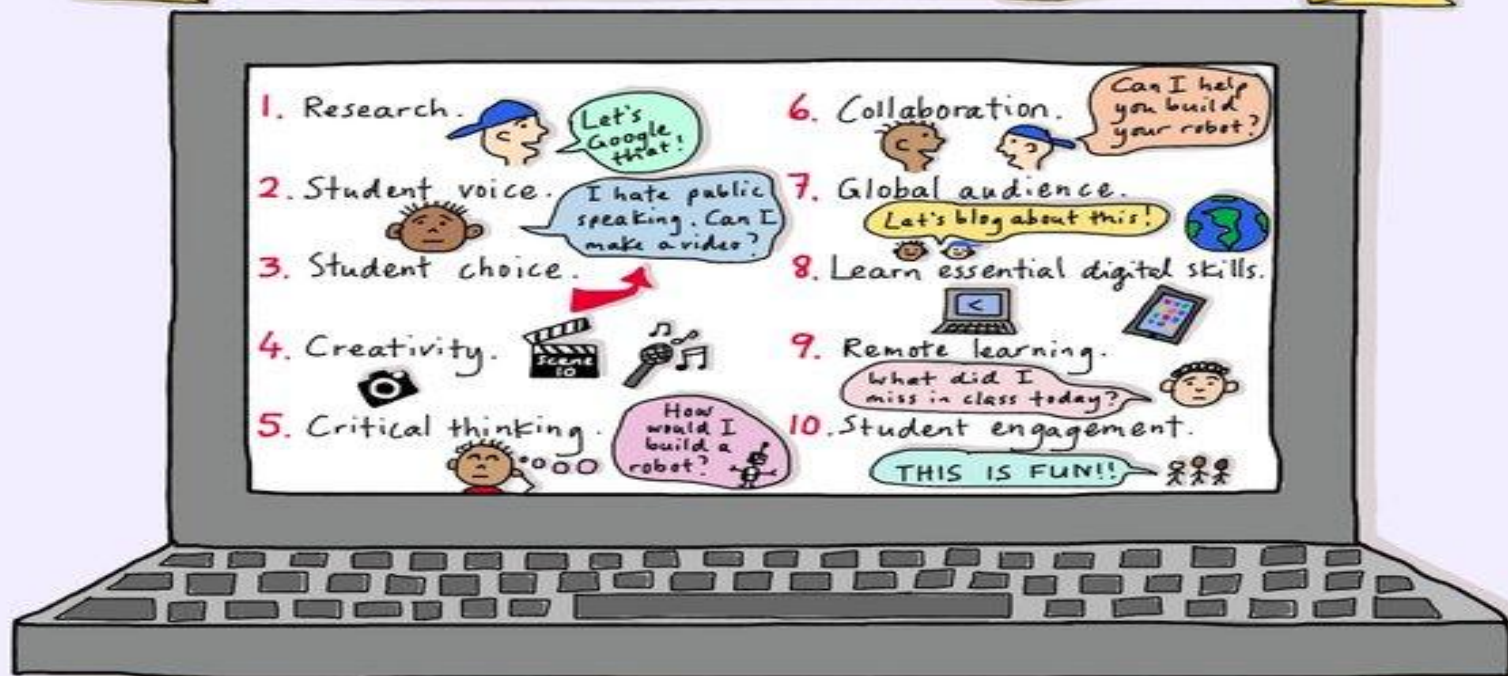
- Always thinking of ways to engage their students.
- Embrace technology because it allows them to make a greater impact.

1. They always start with the WHY.
- Do not use technology for technology's sake.
- Always have a reason to use technology.



Drawn by @sylvia duckworth

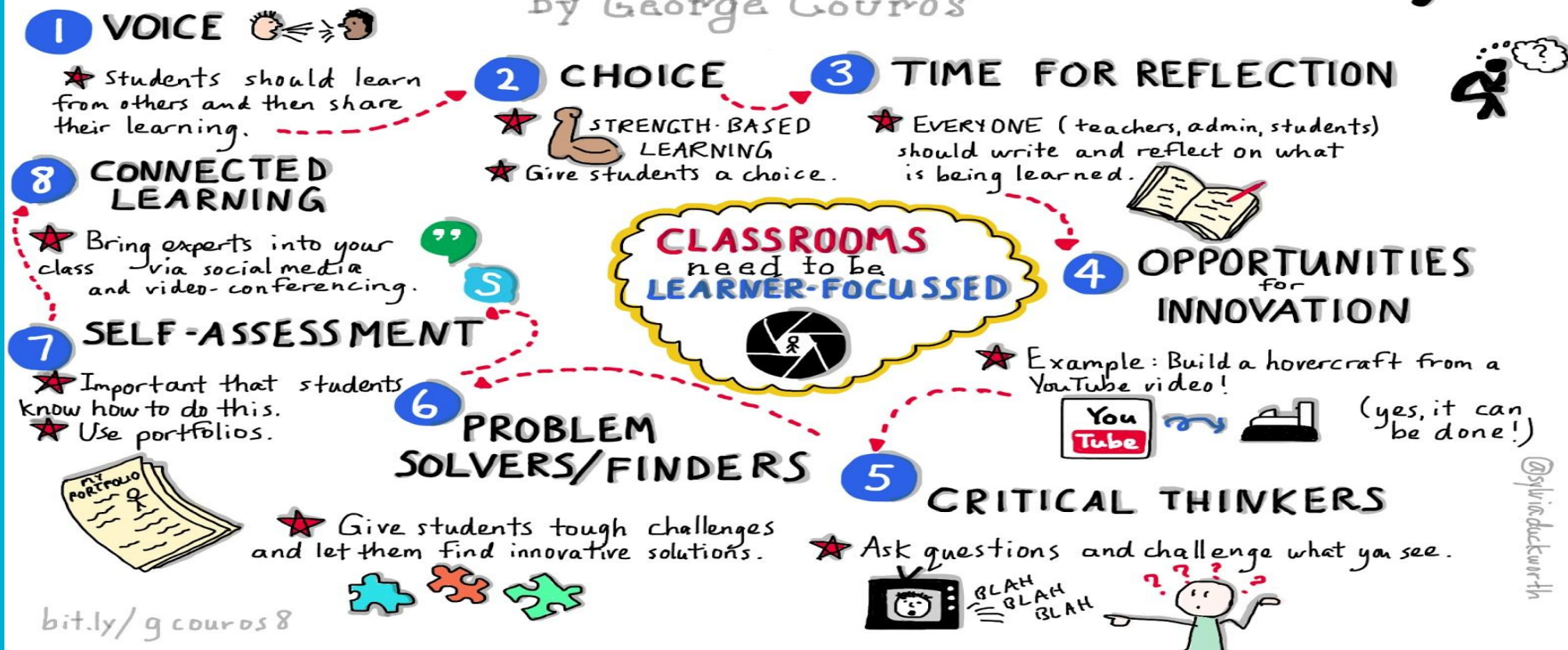
10 Reasons to use Technology in Class



@sylviaaduckworth

8 Things to Look for in Today's Classroom

by George Couros

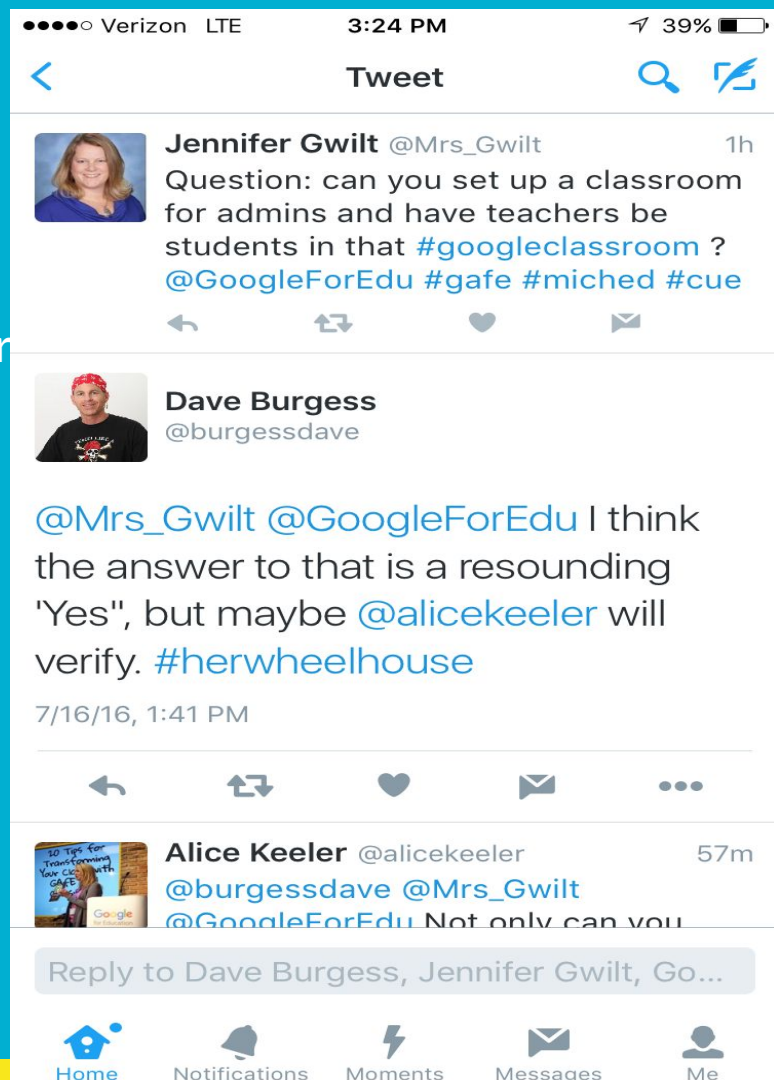


Lead With Collaboration — Tools

- Tweet is about Google Classroom; Alice Keeler

Replies: Not only can you, you should.

- Wiki -- create content together
- PLC work through Google + Communities
- Lesson planning/ideas with Google Docs



15 Things Every Teacher Should Try This Year

(Inspired by austin-gagnier8)

1 Create a class website



Welcome to Our Class!



6 Do Mystery Skypes/Google Hangouts



11 Try to go paperless



2 Create a class YouTube channel



7 Invite expert guests via live video-conferencing



12 Create digital student portfolios



3 Create a class Twitter account and make international connections



8 Do coding with your students



13 Automate quizzes with Google Forms



4 Get your students blogging



9 Do Genius Hour with your students



14 Use Google Forms for student Check-ins and Exit tickets



5 Find other classes to collaborate with on projects



10 Gamify your classroom



15 Let your students use their devices in class



@sylvia duckworth

Steph's Insights

1. If I'm using it, my students already are or would benefit (Teacher Academy)
2. Just because students have a cell phone doesn't mean they understand technology-- digital footprint; critical media literacy; choosing tech
3. Failure is not just an option; it's a requirement! If you aren't failing, you aren't trying anything new
4. Let your students (or the teachers you lead) teach you something you don't know how to do; bring them into the conversation -- what do they need for learning?
5. Small increments; not complete overhaul = success
6. If you don't have the \$\$ for prof development, create it and present it
7. The value of technology lies in how it's used to increase student success.
8. Real-time, up-to-date communication
9. Be a creator, not just a consumer
10. Celebrate your school -- tell its story. If you don't, others will.

Take-aways -- How will you use tech to lead?

But first, this musical interlude!! <https://youtu.be/ERCzN91JicA>

1. Homework!! Apps would be neat to use in my job
2. Start small --
3. Okay to be messy--just do it
4. Let the kids teach you!! --Even if you need help with something techy wish
5. I can try!!! Don't be afraid to click it! ;)
6. Tech PD needs to be LEVELED!!
7. Take lots of pictures!!!

References

Baby Blues comic: <http://jdorman.wikispaces.com/web20tools>

Hargreaves, A., & Fullan, M. (2009). *Change wars*. Bloomington, IN: Solution Tree.

Pokemon picture: <http://www.101greatgoals.com/wp-content/uploads/2016/07/pokeyx.jpg>

Sheninger, E. C. (2014). *Digital leadership: Changing paradigms for changing times*. Thousand Oaks, CA: Corwin.

Spongebob Pokemon picture: <https://i.ytimg.com/vi/upIF4fU7i18/maxresdefault.jpg>