



Now, after more than 13 years of research on teaching and learning with computers, Apple is offering a series of staff development workshops and products that will help you succeed in integrating technology with curriculum—no matter which computers you're using.

Apple's approach to technology staff development is different from that of most teacher in-service programs in several important ways: It's based on years of experience with the Apple Classrooms of Tomorrow (ACOT) research project; it helps educators create their own staff development programs; and it can be scaled to meet the needs of both small and large districts.

Design Principles

All Apple Staff Development offerings are based on the following principles:

- Participants learn by doing.
- Activities are relevant to participants' educational roles.
- Leaders model appropriate instructional strategies.
- Schedules include time for reflection and collaboration.
- Leaders and other participants provide ongoing support.

Toward a Vision of Situated Learning

During our work with ACOT, we discovered that staff development has the most profound effect when it takes place in actual working classrooms. We call this "situated learning," and it forms the basis of our vision for technology staff development—a sustainable model in which districts operate their own teacher development centers. We recognize, however, that districts differ in their goals and technological resources, and our offerings are designed to meet the needs of a wide range of educators.

Resources for All Needs

We offer instructor-led workshop options as well as tools that district-based trainers can use to deliver technology staff development. We work with key leaders, or a "vanguard team," to develop a technology integration model that they can apply in their own classrooms. And we help these leaders to develop the coaching and mentoring skills they need to share their classroom experiences with other teachers—thus laying the groundwork for situated learning if that is the direction the district wants to take.

Unit of Practice

The Unit of Practice, an outgrowth of the ACOT research project, is a framework for designing and discussing technology-rich learning. The Unit of Practice has seven inter-related components that together address all aspects of a classroom curriculum or activity.

- **Invitation:** The curriculum question and project overview that the students will be addressing.
- **Tasks:** The actions that the students will be asked to undertake.
- **Assessment:** The criteria by which the students' work will be evaluated.
- **Standards:** The frameworks developed by the school, district, or state as guidelines in the development and assessment of curricula.
- **Situations:** The places where the activity will take place, and the amount and specific periods of time that the students will have to work on the activity.
- **Interactions:** The way the students will work, the ways the teacher will work with the students, and the ways the students will interact with others.
- **Tools:** The materials that the students will use to approach their tasks.

Using this framework, teachers can examine a classroom activity, think about how to integrate technology, and then explore its impact on each of the components. For example, when a teacher introduces new tools, the way the students approach a particular task will change, the time it takes them to accomplish the task will change, and their interactions will change.

Using the Unit of Practice gives workshop participants a common framework with which to review and rethink classroom activities, enhance them with technology, and discuss them with others.

ACOT and the Teacher Development Centers

Apple Classrooms of Tomorrow (ACOT) is a collaboration—initiated in 1985—among public schools, universities, research agencies, and Apple Computer. ACOT research has demonstrated that the introduction of technology into classrooms can significantly increase the potential for learning. What's more, students in ACOT classrooms are developing many of the skills necessary for success in the 21st century workforce. They can organize resources; work with others; acquire, evaluate, and use information; understand complex work systems; and work with a variety of technologies.

In 1992, ACOT received a grant from the National Science Foundation to implement a unique staff development project. This three-year project demonstrated ways to facilitate the development of teachers' instructional skills and to increase the impact of technology on student outcomes. One result of the Teacher Development Centers project is a model for effective and ongoing staff development. This model, which can be easily replicated or modified to meet the unique needs of individual districts, is the basis for Apple's staff development offerings.



Three Tiers of Technology

Tier One: Getting Started with Technology

These workshops help educators understand the benefits of specific tools and how to use them in their classrooms.

Tier Two: Integrating Technology

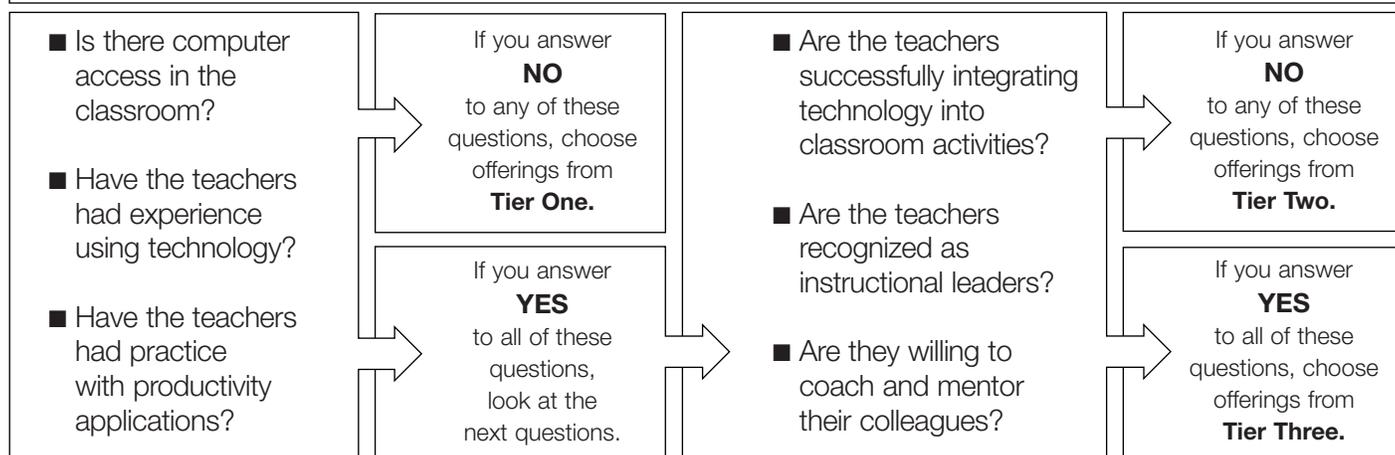
These workshops give educators hands-on experience with a process for integrating technology across their curriculum.

Tier Three: Leading with Technology

These workshops, products, and services address the needs of educators who are creating staff development programs within their schools.

Which Tier Should I Choose?

Answers to the following questions will help you decide.



Workshop Instructors

Our certified staff development instructors are carefully selected to guide educators through the process of learning to integrate technology into classroom activities. They not only are experienced classroom teachers, but also have a variety of skills in using technology for education.

Note: Unlike the Tier Two and Three workshops, which are led by Apple Staff Development instructors, most of the Tier One workshops are designed to be presented by a classroom teacher, technology coordinator, or staff development professional. The specific experience they require to lead each course accompanies its description.

Computer Equipment

These workshops are designed for a minimum of one computer for each pair of participants. Any additional equipment, specific system information, and software requirements are listed with the individual descriptions. The sponsoring school or district is responsible for providing the equipment as well as the workshop room.

Continuing Studies Units

Participants in Tier Two and Three workshops are eligible for Continuing Studies Units through Stanford University's Continuing Studies Program. See the individual Participant's Kits for details.



These offerings are designed for beginning technology users. Most are kits that enable schools to provide in-house training for staff members. The Leader's Kit for each title includes all the step-by-step instructions, tips, and techniques required for conducting a successful workshop. The complementary Participant's Kit contains a reference text to use and keep and a materials packet that includes a notepad, pen, and blank floppy disk. Leader-led workshops, also part of the Tier One offerings, help teachers to take full advantage of specific Apple Education Series kits.

Macintosh Basics for Educators

Focus: Basic educational uses of the Apple Macintosh computer

Text: *Macs for Teachers*

Outcome: Learn how Macintosh computers work and how they can be used in lessons and classroom activities

Prerequisites: The leader should be comfortable working with a Macintosh computer and know how it can be used as a classroom resource.

Specific equipment requirements: All computers should have a 68030 processor or better, a minimum of 8 megabytes of memory (RAM), a CD-ROM drive, and a color monitor. Internet access is required for one of the optional modules; another optional module requires a network setup.

Topics Addressed

The workshop consists of the following nine modules:

- Macintosh Basics
- Taking a Bite of the Apple Menu
- Word Processing 101
- Software, Software, Software!
- Reality Bytes
- Classroom Computing Activities
- Going Online (optional; requires Internet access)
- Networks (optional; requires a network setup)
- Summary and Evaluation

The modules can be presented in two full days, a single day, or a series of five two-hour sessions. The Leader's Guide also suggests how the content might be adjusted to meet the specific needs or time constraints of different audiences.

One Training Kit will enable you to conduct a workshop for up to 24 participants. You may also order kits for additional participants or leaders.

Macintosh Basics for Educators Training Kit
One Leader's Kit and three 8-packs of Participant's Kits
B3477LL/B **> \$599**

Macintosh Basics for Educators 8-pack of Participant's Kits
T2098LL/B **> \$199**

Macintosh Basics for Educators Leader's Kit
T2099LL/B **> \$89**

Productivity for Educators

Focus: ClarisWorks—for teacher and student use

Text: *The ClarisWorks Reference for Teachers*

Outcome: Learn to use the word processing, spreadsheet, database, drawing, and painting environments

Prerequisites: The leader should be comfortable using a Macintosh computer and ClarisWorks.

Specific equipment requirements: All computers should have a 68040 processor or better, a minimum of 8 megabytes of memory (RAM), a CD-ROM drive, a color monitor, and a printer. ClarisWorks should be installed on all computers.

Topics Addressed

The workshop consists of the following eight modules:

- An Introduction to ClarisWorks
- The Wonderful World of Word Processing
- Spreadsheets
- Databases
- Drawing and Painting
- Tips and Timesavers
- A Few Extras (optional)
- Summary and Evaluation

The modules can be presented in a full day or in a series of four two-hour sessions. The Leader's Guide also suggests how the content might be adjusted to meet the specific needs or time constraints of different audiences.

One Training Kit will enable you to conduct a workshop for up to 24 participants. You may also order kits for additional participants or leaders.

Productivity for Educators Training Kit
One Leader's Kit and three 8-packs of Participant's Kits
B3248LL/B **> \$599**

Productivity for Educators 8-pack of Participant's Kits
T2075LL/B **> \$199**

Productivity for Educators Leader's Kit
T2076LL/B **> \$89**



Multimedia for Educators

Focus: HyperStudio—for teacher and student use

Text: *Mac Multimedia for Teachers*

Outcome: Get acquainted with multimedia technology and use it to enhance classroom instruction and activities

Prerequisites: The leader should be comfortable using a Macintosh computer and HyperStudio.

Specific equipment requirements: All computers should have a 68040 processor or better, a minimum of 8 megabytes of memory (RAM), a CD-ROM drive, a microphone, and a color monitor. HyperStudio should be installed on all computers. The availability of other multimedia peripherals—such as a scanner, a video camera, a digital camera, and a digitizing tablet—will enrich the workshop experience for participants.

Note: One of the modules discusses multimedia resources available on the Internet. If the workshop leader would like participants to discover these resources themselves, the school should provide Internet access.

Topics Addressed

The workshop consists of the following 10 modules:

- An Introduction to Multimedia
- Multimedia Sights and Sounds
- Taking a Peek at Some of the Best Multimedia Software
- Planning for Multimedia
- Getting Started with Presentation Software
- Saving and Taking Your Show on the Road
- A Potpourri of Additional Multimedia Information (Internet optional)
- Creating a ClarisWorks or KidPix Slide Show (optional)
- Instructions for Using a Variety of Multimedia “Toys” (optional)
- Summary and Evaluation

The modules can be presented in a full day or in a series of four two-hour sessions. The Leader’s Guide also suggests how the content might be adjusted to meet the specific needs or time constraints of different audiences.

One Training Kit will enable you to conduct a workshop for up to 24 participants. You may also order kits for additional participants or leaders.

Multimedia for Educators Training Kit
One Leader’s Kit and three 8-packs of Participant’s Kits
B3249LL/B **> \$599**

Multimedia for Educators 8-pack of Participant’s Kits
T2077LL/A **> \$199**

Multimedia for Educators Leader’s Kit
T2078LL/B **> \$89**

Internet Coach for Educators

Focus: Basic educational uses of the Internet

Text: *The Internet for Teachers*

Outcome: Learn how the Internet works and how it can be used in lessons and classroom activities

Prerequisites: The leader should be comfortable using a Macintosh computer, know how the Internet works, and be able to obtain and set up an Internet connection. The leader should also have experience using Netscape Navigator to browse and search the World Wide Web and know how the Internet can be used as a classroom resource.

Specific equipment requirements: All computers should have a 68040 processor or better, a minimum of 8 megabytes of memory (RAM), a CD-ROM drive, and a color monitor. The workshop uses an interactive CD-ROM that simulates Internet access. Schools can provide actual Internet access to enhance the workshop experience.

Topics Addressed

The workshop consists of the following 10 modules:

- Internet Overview
- World Wide Web
- Wandering Through the Web
- E-mail
- Internet Management
- Creating Your Own CyberJourney
- Troubleshooting
- Creating Your Own Web Page (optional)
- Wait...There’s More! (optional)
- Summary and Evaluation

The modules can be presented in two full days, a single day, or a series of five two-hour sessions. The Leader’s Guide also suggests how the content might be adjusted to meet the specific needs or time constraints of different audiences.

One Training Kit will enable you to conduct a workshop for up to 24 participants. You may also order kits for additional participants or leaders.

Internet Coach for Educators Training Kit
One Leader’s Kit and three 8-packs of Participant’s Kits
B3095LL/B **> \$599**

Internet Coach for Educators 8-pack of Participant’s Kits
T2032LL/B **> \$199**

Internet Coach for Educators Leader’s Kit
T2033LL/B **> \$89**



eMate for Educators

Focus: Features of the Apple eMate mobile computer

Text: *eMate 300 Teacher's Guide*

Outcome: Learn how the eMate works and how it can be used in lessons and classroom activities

Note: This is appropriate for both Macintosh and Windows computer users.

Prerequisites: The leader should be an informed eMate user—familiar with all the information contained in the eMate Teacher's Guide and comfortable using this cross-platform tool.

Specific equipment requirements: The workshop room should be equipped with a minimum of one eMate for each pair of participants as well as one for the leader. At least three desktop computers and one CD-ROM drive should be available. An external phone line and a modem are required for the optional module. To print directly from the eMate, see the eMate User's Guide for a list of compatible printers and required cables.

Topics Addressed

The workshop consists of the following 10 modules:

- eMate Basics
- Using Newton Works
- Exploring a Classroom Activity
- The Distributed Learning Environment
- Storing, Backing Up, and Printing Information
- Exploring Other eMate Features
- Teacher Setup
- The eMate Modem Capabilities (optional)
- Summary and Evaluation

The modules can be presented in two full days, a single day, or a series of five two-hour sessions. The Leader's Guide also suggests how the content might be adjusted to meet the specific needs or time constraints of different audiences.



One Training Kit will enable you to conduct a workshop for up to 24 participants. You may also order kits for additional participants or leaders.

eMate for Educators Training Kit

One Leader's Kit and three 8-packs of Participant's Kits

B3476LL/A

➤ \$599

eMate for Educators 8-pack of Participant's Kits

T2101LL/A

➤ \$199

eMate for Educators Leader's Kit

T2100LL/A

➤ \$89

Apple Education Series Kit Training

Focus: The software applications, solutions, and features of a specific Apple Education Series Kit

Text: *The Magic Carpet Ride: Integrating Technology into the K-12 Classroom*

Outcome: Learn how to successfully use an Apple Education Series bundle in classroom activities

Prerequisites: Participants should be able to operate a Macintosh computer at a basic level and be familiar with the components of the kit.

Specific equipment requirements: The applications and curriculum software that are part of the kit should be installed on each computer's hard disk.

Topics Addressed

Day 1

- Explanation of the workshop philosophy
- Introduction to the available technology resources
- Hands-on exploration of a sample activity
- Discussion to share the results of the activity
- Software exploration
- Journal reflection

Day 2

- Discussion of classroom management issues as they pertain to computer use and student interactions
- Overview of productivity software
- Software exploration
- Discussion about adapting activities for different classroom needs
- Course evaluation

This leader-led workshop is available for several Apple Education Series kits. Call to find out more about the Apple Education Series kits or to discuss your particular needs.

Apple Education Series Kit Training

Held on-site for a group of 16 participants; two days

T1959LL/C

➤ \$2,999



These workshops, all of which are offered for both Macintosh and Windows computer users, go beyond application training to give teachers a method for integrating technology into the curriculum. The workshops are designed around the Unit of Practice (UOP), a specific process for thinking about and developing a classroom activity. Working both individually and in small groups, the participants explore technology by working through a sample UOP. Then, using one of their own lessons, they develop an original UOP that incorporates technology in a fundamental way.

Technology and Curriculum Integration

Participants will use productivity software during this workshop as they create a Unit of Practice and learn to integrate technology into the curriculum.

Prerequisites

- Experience using technology tools
- Familiarity with productivity software
- Familiarity with relevant educational research

System requirements for the computers

- At least 16 megabytes of RAM
- Mac OS–based: System 7.0 or later
- Windows-based: Microsoft Windows 3.1 or later

Additional requirements: Provide four CD-ROM drives and at least one printer. Install the productivity software you plan to use on all computers. If possible, provide Internet access or a modem and a phone line.

Topics Addressed

Day 1

- Explanation of the workshop philosophy
- Introduction to the Unit of Practice (UOP) and the available technology resources
- Hands-on exploration of a sample UOP
- Continued exploration of the sample UOP
- Journal reflection

Day 2

- Discussion of UOP activity
- Development of participants' individual UOPs
- Refinement of participants' UOPs
- Presentation of participants' UOPs
- Discussion of professional collaboration
- Course evaluation



Technology and Curriculum Integration Workshop

Held on-site for a group of 16 participants; two days

T1627LL/C

➤ \$3,500

Once you have ordered this workshop, we will send a Participant's Kit for each of the attendees. The kit includes the required readings and a detailed description of the prerequisites.

Note: Novice productivity software users should complete Productivity for Educators before attending this workshop.

Multimedia and Curriculum Integration

Participants will use multimedia authoring software as they create a Unit of Practice. They will also develop criteria for assessing student multimedia projects and explore the Internet for online resources.

Prerequisites

- Experience using multimedia tools
- Familiarity with multimedia authoring software
- Familiarity with relevant educational research

System requirements for the computers

- At least 16 megabytes of RAM
- Mac OS–based: System 7.0 or later
- Windows-based: Microsoft Windows 3.1 or later

Additional requirements: Provide four CD-ROM drives, at least one of each of the multimedia devices currently in use at your school, and at least one printer. Install the multimedia authoring software you plan to use on all computers. Provide Internet access or a modem and a phone line.

Topics Addressed

Day 1

- Explanation of the workshop philosophy
- Introduction to the Unit of Practice (UOP) and the available technology resources
- Hands-on exploration of a sample multimedia UOP
- Discussion to share the results of the multimedia activity
- Journal reflection

Day 2

- Development of criteria and tools for assessing student multimedia projects
- Work on participants' individual UOPs
- Refinement of participants' UOPs
- Exploration of copyright issues
- Presentation of participants' UOPs
- Course evaluation



Multimedia and Curriculum Integration Workshop

Held on-site for a group of 16 participants; two days

T1628LL/E

➤ \$3,500

Once you have ordered this workshop, we will send a Participant's Kit for each of the attendees. The kit includes the required readings and a detailed description of the prerequisites.

Note: Novice multimedia users should complete Multimedia for Educators before attending this workshop.



Internet and Curriculum Integration

Participants will create an Internet home page and develop criteria for assessing Internet-based projects created by students.

Prerequisites

- Experience using the Internet
- Familiarity with an Internet browser
- Familiarity with Home Page

System requirements for the computers

- At least 16 megabytes of RAM
- Mac OS–based: System 7.0 or later
- Windows-based: Microsoft Windows 3.1 or later

Additional requirements: All computers must have a CD-ROM drive, Netscape Navigator software, and, if possible, a connection to the Internet. Provide at least one printer, a scanner, and an overhead projection system.

Topics Addressed

Day 1

- Explanation of the workshop philosophy
- Introduction to the Unit of Practice (UOP) and the available technology resources
- Hands-on exploration of a sample UOP focused on an Internet home page
- Development of participants' individual UOPs
- Wrap-up discussion

Day 2

- Refinement of participants' UOPs
- Testing of participants' UOPs with Netscape Navigator
- Sharing of participants' Internet home pages
- Discussion of criteria for assessing students' Internet projects
- Course evaluation



Internet and Curriculum Integration Workshop

Held on-site for a group of 16 participants; two days
T2074LL/D

➤ **\$3,500**

Once you have ordered this workshop, we will send a Participant's Kit for each of the attendees. The kit includes Home Page, Netscape Navigator, and the required readings—as well as a detailed description of the prerequisites.

Note: Internet novices should complete Internet Coach for Educators before attending this workshop.

eMate and Curriculum Integration

Participants will learn how to develop classroom activities in which students create projects that take advantage of the features of the Apple eMate mobile computer.

Prerequisites

- Experience using an eMate

Computer equipment: Provide a minimum of one eMate for each pair of participants, one eMate for the leader, at least three desktop computers, one CD-ROM drive, a printer, and Internet access or a modem and phone line.

System requirements for the computers

- Mac OS–based: System 7.5 or later
- Windows-based: Microsoft Windows 3.1 or later
- A serial cable for each computer

Topics Addressed

Day 1

- Explanation of the workshop philosophy
- Introduction to the Unit of Practice (UOP) and the available technology resources
- Hands-on exploration of a sample UOP that uses the eMate
- Development of participants' individual UOPs
- Wrap-up discussion

Day 2

- Exploration and discussion of third-party products for eMate
- Refinement of participants' UOPs
- Presentation of participants' UOPs
- Course evaluation



eMate and Curriculum Integration Workshop

Held on-site for a group of 16 participants; two days
T2068LL/C

➤ **\$3,500**

Note: Novice eMate users should complete eMate for Educators before attending this workshop.



These workshops, products, and services address the needs of educators who want to create ongoing, sustainable technology staff development programs within their schools and districts. Workshop participants utilize the Apple Classrooms of Tomorrow (ACOT) Teacher Development Center research model to create a customized solution to meet their own school or district's needs.

Leadership Workshop for Technology Program Development

Participants in this three-day workshop will learn how to establish their classrooms as vanguard sites for ongoing technology staff development. They will also learn to use the Unit of Practice—a framework that provides a common language for teachers to develop integrated technology curriculum. And they will build the leadership, coaching, and mentoring skills required of vanguard teams in school-based technology staff development.

Topics Addressed

The content offered in this workshop is organized into a collection of modules. (See topic list below.) Before the first session, the instructor will gather information about the group's needs and experience and then create a customized agenda from the most appropriate modules.

- Requirements for the Effective Use of Technology
- Creating a Shared Vision
- ACOT Research
- Leadership Role of the Technology Vanguard Team
- Building Effective Coaching and Mentoring Relationships
- Building a Plan of Action for Situated Staff Development
- Experiencing the Unit of Practice as a Collaborative Communication Tool
- Understanding the Components of the Teacher Development Center Model

Leadership Workshop for Technology Program Development

Held on-site for a group of 12 participants; three days

B2695LL/D

➤ **\$6,500**



Educational Technology Integration Consulting Services

This series of two-day consulting sessions is designed to help educators and administrators gain the kind of knowledge and skills that can make the crucial difference between simply putting computers into your school or district and truly benefiting from technology. Because when it comes right down to it, computers' potential to enhance the educational experience has very little to do with the nature of the technology itself—and almost everything to do with the ways in which that technology is integrated into your school's curriculum (issues such as how, when, and where technology use is most appropriate). And with its unmatched, long-term commitment to educators and highly respected record in educational research (our Apple Classrooms of Tomorrow [ACOT] reports are viewed as a valuable common resource by technology planning groups nationally), Apple is in a unique position to provide you with exactly this kind of knowledge.

Designed to be flexible enough to grow with your changing needs, these services draw on ACOT research and other best practices to help schools and districts take a concerted approach toward technology implementation. Although they will initially focus on five areas, they are also designed with the additional flexibility required to craft customized services as required. And since their very nature demands that they deal at the theoretical level—with issues such as curriculum design and budget priorities, as opposed to hardware and software specifics—they are easily applicable across multiple operating systems.

When you select from one of these focus topics, you receive two days of consulting with a highly qualified, Apple-certified consultant. These consulting sessions can be customized to address the specific needs of your school or district.

Evaluating Your Technology Implementation

Uses interactive tools to access the effectiveness of your existing technology implementation. You will work with the consultant to determine the next steps to move you toward the best integration of technology and learning for your environment.

Clarifying Your Vision

Provides guidance on how to develop a compelling vision of the potential that technology integration can offer your school or district. Then, by exploring proven models, this service leads you through the process of creating your vision and developing realistic milestones for making that vision a reality.

Improving Technology Integration

Explains how to turn isolated examples of technological excellence into pervasive technology integration. This service provides the information required to move beyond the level of basic technology/curriculum integration. By understanding the stages of technology integration and best practices for implementation, you can advance as rapidly as possible.

Connecting the Network to Teaching and Learning

Explores the role of the network as an educational tool. Lets you experience the utility of networking for everything from communication, collaboration, and research to document and productivity management to distributed learning.

Staff Development Program Design

Uses the ACOT research into the best practices for staff development. Working with the consultant, you will design a customized staff development plan for your school or district.

Educational Technology Integration Consulting Services

B2697LL/D

► \$4,500

Specify your consulting service selection at the time of purchase.



Teaching, Learning & Technology: A Planning Guide

Providing the kind of education that will prepare students to face tomorrow's challenges is far from easy. Installing computers in schools is only a start. The real issues center around how to make the best use of the available technology—everything from its effective integration into the curriculum to the new educational practices it can promote, as well as its promise for the future.

Designed around Apple's long experience as a leader in educational technology, Apple's Teaching, Learning & Technology: A Planning Guide is a process-oriented set of interactive multimedia materials that includes everything from planning tips to examples to presentation aids. This latest revision takes advantage of Internet protocols to provide a cross-platform CD-ROM that facilitates a collaborative planning process, contains interactive forms, and links to related Internet sites. In addition, built-in functionality makes it easy to create a printed plan or multimedia presentation, or to publish your plan on your intranet or the World Wide Web.

So, for educators who are trying to make the best decisions about how to move forward with technology integration, Teaching, Learning & Technology: A Planning Guide is an invaluable aid for working together to meet—and create—the future.

- The Planning Process—a proven set of steps that includes developing a vision, assessing your current status relative to that vision, setting goals, building and implementing an action plan, and evaluating your progress. It is the backbone of this guide.
- The Technology In Learning Encyclopedia—contains a wide variety of resource materials to flesh out the planning process.
- The Planning Template—allows you to assemble material from this guide for use in print, in presentations, or on a web site.
- The Communications Plan—to share both the process and the results with all of the constituencies involved.
- The Media Files—all of the media contained in the guide to repurpose in your own planning and presentation documents.

Teaching, Learning & Technology: A Planning Guide

T2138LL/A

► \$199