

The Need for Professional Development

Six background slides

Improved Student

Achievement

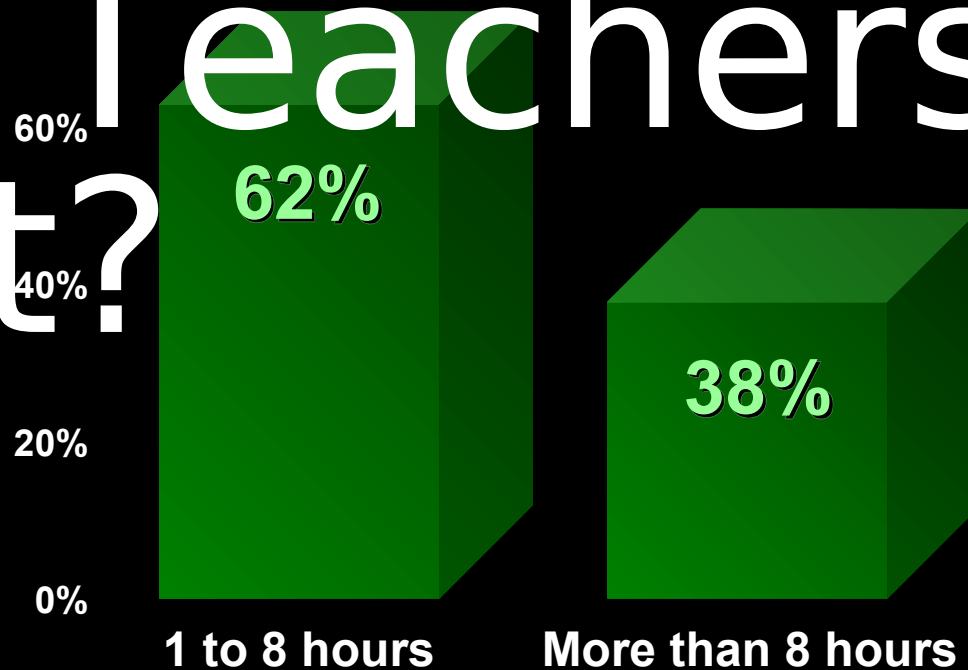
“When computers, e-mail, and other high-tech tools are used well, many educators believe, students improve their thinking skills. Teachers change the way they run their classrooms. Parents become more involved. Assessments reflect real-world activities. Children enjoy learning.”

–Technology Counts,

1998

How Much Training Do Teachers Get?

Teachers who've attended training courses.

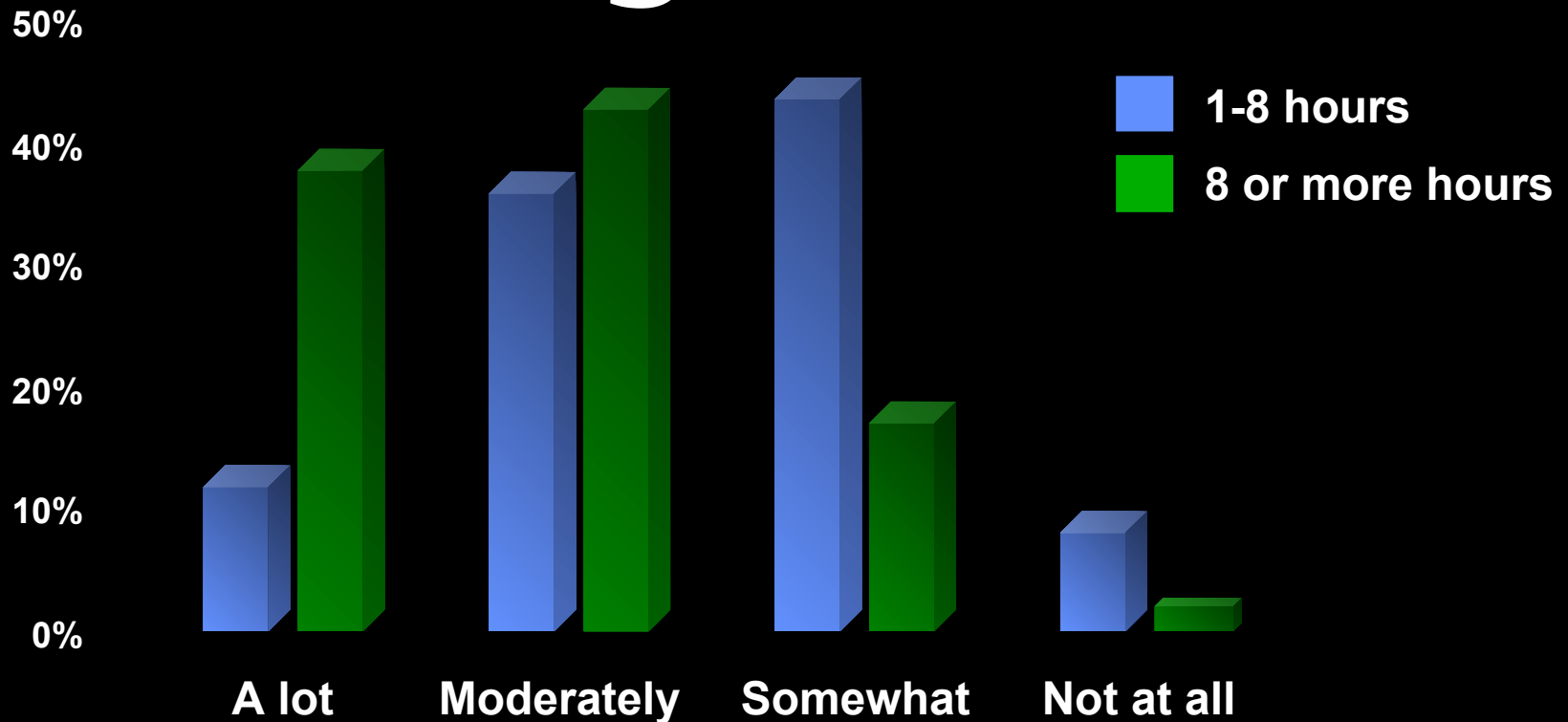


Total Hours Spent

SOURCE: U.S. Department of Education, National Center for Education Statistics, Fast Response Survey System, Teacher Survey on Professional Development and Training, 1998.

Training Improves Teaching

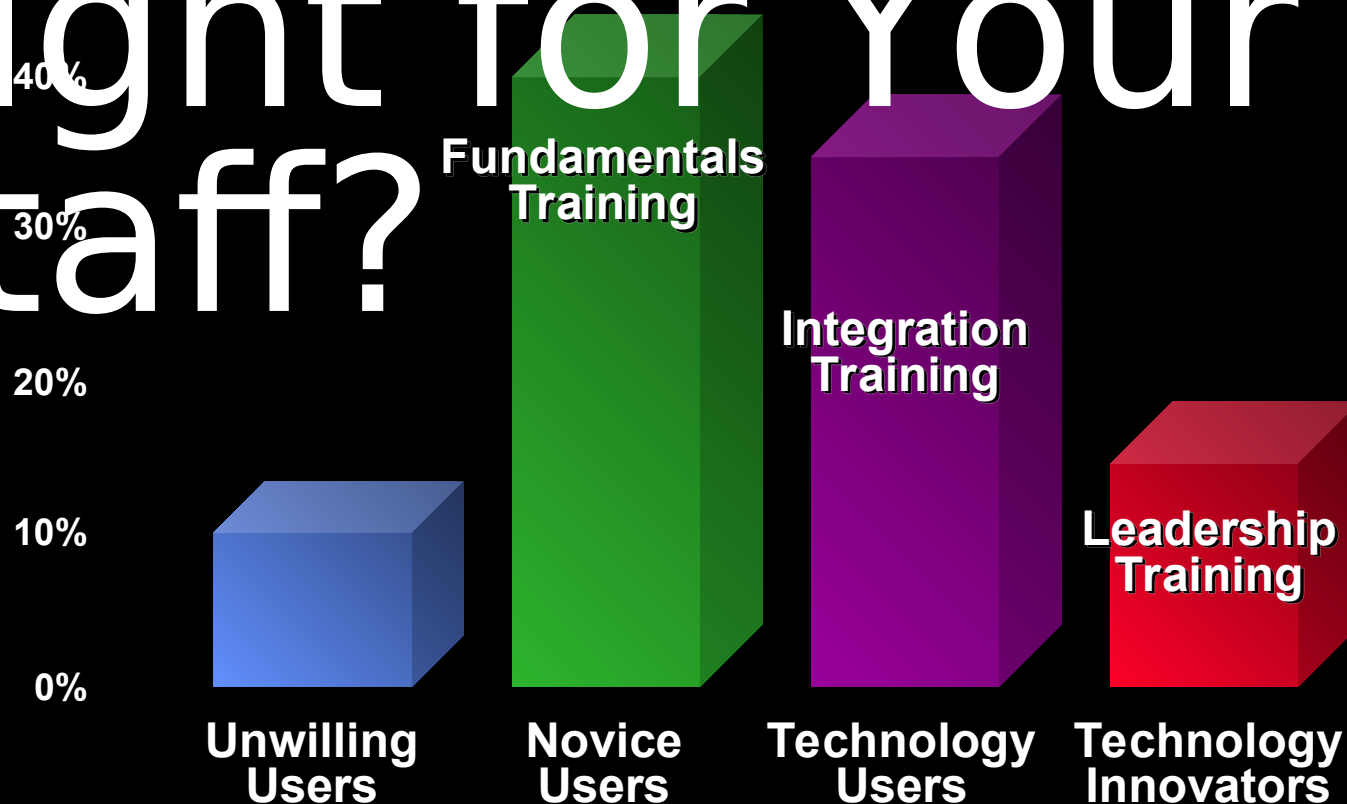
When teachers get enough training



Training effects classroom teaching

SOURCE: U.S. Department of Education, National Center for Education Statistics, Fast Response Survey System, Teacher Survey on Professional Development and Training, 1998.

Which Training Is Right for Your Staff?



Percentages reflect the numbers of teachers using technology to enhance their teaching.

Which Training Is Right for Your Staff?

10%
Unwilling Users

40%
Novice Users
Fundamentals Training

35%
Technology Users
Integration Training

15%
Technology Innovators
Leadership Training

Percentages reflect the numbers of teachers using technology to enhance their teaching.

Apple's Unique Approach To Staff Development

Challenges teachers to consider changing current thinking and practices

- Provides courses for every skill level with a variety of delivery methods
- Customizes offerings to provide complete solutions
- Uses best practices for adult learning
- Encourages continued learning opportunities

“How we learn is
changing and
technology is
very much at the
heart of this
transformation.”

–Richard W. Riley

U.S. Secretary of Education

Sixth Annual State of American Education
Speech

Long Beach, California

February 16, 1999

Apple Classrooms of Tomorrow Influence on Apple Staff Development

Four background slides

Real-world

Apple Classrooms of Tomorrow Research

- Most often cited, rich base of research into educational technology
- Explores two fundamental questions:
 - What happens when computers enter the learning environment?
 - What is good staff development?

Cumulative Research

Findings

- The design of effective staff development
- The Unit of Practice (UOP)
- The Evolution of Thought and Practice categories
- The Teacher Development Center model

Design Principles for

Apple Staff

• Models best practices

Development

• Puts learning in context

- Encourages learning by doing
- Promotes collaboration
- Allows time for reflection
- Provides ongoing support

The Unit of Practice

- Invitation: Key question
- Tasks: Activities
- Interactions: Roles and relationships
- Tools: Materials to be used
- Situations: Where, when, for how long
- Assessment: How and what will be assessed
- Standards: Criteria, learning objectives

Teacher Development Center Model

- Model classrooms and more
- Situated learning
- A peer coaching and mentoring model

The Evolution of Thought and Practice

- Entry
- Adoption
- Adaptation
- Appropriation
- Innovation

Effective Staff Development

- Promotes change in teacher practice
- Is directly connected to student and teacher performance objectives
- Is based on principles of effective staff development design
- Improves the teaching and learning environment

An Effective Staff Development Program

- Addresses where the staff is now
- Targets clear staff and student objectives
- Leverages resources
- Empowers leaders
- Empowers all stakeholders

Apple Can Help

- Through consulting and staff development planning
- With a range of solutions targeting specific areas of need
- With a comprehensive, customized program to achieve your objectives

Apple Staff Development Product Information

Four additional slides

Fundamentals

Applications training for technology novices

Training

- Face-to-face training
- Self-paced, facilitated online courses
- “Train the trainer” courses
- Customized training and training products

Integration Training

Curriculum integration

- Two-day, face-to-face integration courses:
 - Technology and Curriculum Integration
 - Multimedia and Curriculum Integration
 - Internet and Curriculum Integration
 - Apple Education Series Integration
- “Train the trainer” courses
- Customized products and programs

Leadership

Staff Development for leaders and innovators Training

- Principal/Administrator training
- Technology specialist training
- Lead teacher training

Consulting Services

Customized to meet your specific needs

- Staff Development Consulting Services
- Technology Integration Consulting Services

Apple Learning Interchange

Apple Learning Interchange

Apple's free resource for educators

- Best-of-the-web curriculum resources
- Educator-developed and -tested units
- Collaborative projects
- Daily news updates
- Collaborative tools for sharing

Dem

Apple Learning
Interchange

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Online Course Details

Online Course Goal

A group of diverse people, including men and women of various ethnicities, are gathered around a computer workstation in a dimly lit room. They are all looking intently at the monitor, which displays some graphical information. The scene suggests a collaborative learning or professional development environment.

To provide cost-effective, educator-based, professional development courses online to help educators learn and enhance computing skills.

Online Course

Features

- Step-by-step learning process
- Interactive online and offline activities
- Practical, useful educational projects
- Projects designed to demonstrate learning
- Collaboration with other educators and mentors
- The best value anywhere!

Current Course Offerings

Intro Series

- iMac
- Apple Learning Interchange

Classroom Series

- Internet
- Multimedia

101 Series

- AppleWorks
- HyperStudio
- Internet
- Microsoft Office
- WebMaker

Advanced Series

- Advanced AppleWorks
- Advanced HyperStudio
- Advanced Microsoft Word

Courses available as of July 1999.

Dem

Online Courses

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Online Course

Prices

- Individual course: \$49
- Single-user annual license: \$249
- 25-user annual license: \$4,999
- 50-user annual license: \$9,499
- Volume pricing available