

Technology Empowerment for Students,
Teachers and Low-Income Families

Best Practices in Innovation and
Sustainability

New York Technology Placement Program

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Program Name: New York State Teachers' Technology Placement Program

Current Deployment: Introduced in October, 2006, the Technology Placement Program is available to all 250,000 teachers in the state of New York. Professional development is offered through over 133 New York State Teacher Resource and Computer Training Centers.

Program Director: Stan Silverman
Program Manager: Debbie Costello

Web site: <http://www.nytp.org/> www.teachercenters.org

Mission: The New York State Teacher Resource and Computer Training Centers were established by the State Legislation in 1984 to provide systematic, ongoing professional education services to the State's teachers. The Technology Placement Program (TPP) supports those same teachers with a bundle of integrated professional development and an optional PC purchase program.

Approach: To prepare students to compete in a global society, teachers need both the tools of the 21st century and the professional development to use those tools. This program, developed by the New York Institute of Technology, the New York State Teachers Resource and Computer Training Centers and hardware and software vendors, provides teachers with a suite of professional development programs and a highly discounted PC offer.

- **Professional Development:** The New York State Teacher Centers already provide educators with a suite of courses. As part of the Technology Placement Program, the centers offer training on software and applications that have been selected specifically to support New York State teachers' use of technology with a strong focus on using those tools as an integral element of teaching. The Centers use the Intel® Teach to the Future curriculum to provide a foundation in 21st century skills. Teachers learn from other teachers how, when and where to incorporate technology into their lesson plans, with a

focus on developing students' higher-order thinking skills. They experience new approaches to create assessment tools and align lessons with educational learning goals and state and national standards. Training covers the Microsoft® Office Productivity Suite and Adobe® Classroom bundle and the Thinkfinity application from the Verizon Foundation. With the mission and history of the Teacher Centers focused on professional development for teachers, all training is provided in the context of its applicability to educational processes and outcomes.

- **Value added PC Bundle:** TPP offers teachers three PC bundles that have been vetted by a team of educators and developed based on three usage models. The usage models have snappy labels for hardware and software configurations for teachers that are "Getting Started," "Getting Ahead," and "Getting Creative." The program offers Dell® PCs with the Microsoft® Office Student and Teacher Edition. Two of the packages also include the Adobe® Digital Classroom bundle. The "Getting Started" system is desk top with all the basics you'd expect. The "Getting Ahead" bundle has tools for creating PDF files and podcasts and for photo editing. The "Getting Creative" bundle has all of the tools for multi-media presentations with video editing and extensive image management tools. All systems include three years of next-business-day onsite support from Dell®. System specifications and pricing is available on at www.nytp.org.
- **Curriculum:** A curriculum cornerstone of the New York program is the use of the Thinkfinity application from the Verizon Foundation. <http://www.mped.org/home.aspx> Previously called MarcoPolo, the Thinkfinity application "combines authoritative, standards-based K-12 educational content and robust professional development with research and evidence-based resources and practices for literacy across the lifespan." The New York Institute of Technology has mapped all MarcoPolo resources to state standards so that teachers can easily access enrichment materials that are aligned with the state curriculum standards. <http://www.nyiteez.org/MarcoPoloNY/>

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- **Marketing and Communications:**

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And help your students realize theirs.

Learn. Share. Grow.

Collaborating vendors and agencies developed a marketing template and campaign told teachers about the TPP program. In addition to the website, the TPP team provided Teacher Centers with templates that they can use in their mailings and communications plan. With 133 Centers reaching out to 250,000 teachers, this campaign effectively combines centralized program development with highly distributed delivery and communication vehicles.

What makes the Technology Placement Program Unique?

The foundation of the New York State Technology Placement Program is the Teacher Centers and their longstanding commitment to teacher support and professional development. While a bundled PC package for home use is part of the TPP offer, the emphasis is on the bundled software and applications and the associated professional development and training.

Scaling and Expanding this Model: With continued focus on affordability and applicability, program enhancements will strive to create public/private partnerships that increase incentives for teachers to invest in technology. The TPP program is currently being expanded to school employees other than teachers. A student version of the program is under consideration.

Required Local Components: The Teacher Centers and the staff at New York Institute of Technology provided a strong platform for both program design and ongoing implementation. This function could be implemented in other ways, but it is critical to implement the program in alignment with state educational standards and teachers' needed and to deliver the program in partnership with a trusted source like the schools or Teacher Centers. The New York program also benefited from an excellent marketing program that allowed program designers to get the word out to teachers and that "branded" the program for on-going follow up.

Results: According to Program Director, Stan Silverman, initial results on this new program are very positive. Teachers are appreciative of the program and of the work done to create a package that is specifically designed for their needs. In the first ten weeks of the program, the TPP web site had 16,000 unique visits. Enrollment in courses offered by the Teacher Centers has been above average. The team expects PC orders to increase after some changes are made to better describe the elements of the PC bundle and the associated value of each component.