

Innovate it to the

NEXT LEVEL

Educational Technology Leadership Conference

June 22-23, 2009
Holt High School



Thank you to Plante & Moran, PLLC for supplying the tote bags.

plante
moran

Thank you to Barton Malow for sponsoring the breaks.



GENERAL CONFERENCE INFORMATION

SB-CEUS

.5-1.2 SB-CEUs will be awarded. You must be on time and stay for at least five hours to receive any credit.

EVALUATIONS

Evaluations will be done online after the conference. An e-mail will be sent to you.

DON'T FORGET!

Be sure to have your SB-CEU validation form stamped in & out at each session.

Turn in your SB-CEU validation form to the registration desk. You must do so to receive credit.

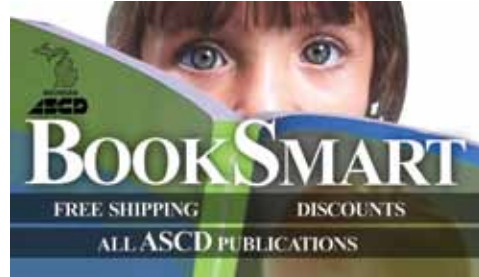
COMPUTER LAB

The Library will be available throughout the conference and is located on the second floor.

WIRELESS INTERNET CONNECTION

Wireless internet connection is available in all common areas. Search for and select the guest client. No password is required.

All classrooms need a special access code for internet. The code will be posted inside each of the classrooms.



Let Michigan ASCD assist your district with learning publication orders.

Stay on the leading edge of the most profound new changes occurring in education today with a wide range of award winning titles for educators in every grade level, administrative role, and subject area.

- Relevant information
- Current topics
- Outstanding selection
- Significant authors
- Study guides
- Complimentary shipping
- Discounts on most ASCD materials for ASCD members
- Books, video, audio, software, and online learning

To order now, contact Michigan ASCD at 517.327.9224 | jodonnell@michiganascd.org

MONDAY, JUNE 22 SESSION OFFERINGS

7:30-8:45 AM

Registration, Continental Breakfast

Room: Foyer

8:30-11:30 AM

Student Services Software Applications in Education

Room: W112-Computer Lab

Presenter: Don Dailey, Kalamazoo RESA

This course will cover the major software application utilized by the State of Michigan for reporting student information, the Single Record Student Database (SRSD). Other software applications to be covered include: pupil accounting, student services software (attendance, scheduling and report cards) and Special Education - RMS (Registry Management System).



9:00-10:00 AM-SESSION 1

Solving the Challenge of Integrating Technology into the Classroom and Curriculum

Room: W120

Presenter: Paul Spoor, Sehi Computer Products, Inc.

There is an abundance of information about integrating technology into the classroom. In many district's it is limited to the teacher or classroom level. In Brandon Schools, the use of technology in the classroom is as critical as the

textbook and is an everyday tool for staff and students alike. Attendees will learn how the challenges of staff development, cost, change management, and future planning were met and have driven change and innovation.

Michigan CSI (Cyber Safety Initiative) Program Overview

Room: W113

Presenter: Jenifer Esch, Michigan Department of Attorney General

The Michigan Cyber Safety Initiative (Michigan CSI) launched statewide on September 5, 2007 after a pilot program during the spring of 2007 which reached out to over 8,500 students. To date, Michigan CSI has educated more than 360,000 students and adults about appropriate online behavior, including tips on how to avoid becoming the victim of Internet predators. This session will provide an overall summary of the program and how to register if your school district is interested.

Shifting the Focus: Realigning Technology Support Services

Room: W118

Presenter: Daryl Tilley, Ingham ISD

Traditional IT and IS departments focus most of their energies on technology infrastructure and device support. In this session we will examine the need, issues, and a framework for moving this focus from infrastructure to our core business - education.

MONDAY, JUNE 22 SESSION OFFERINGS

Using Google Apps for Education

Room: W114-Computer Lab

Presenter: Tim Staal, MAME

Google Apps Education Edition is a free suite of hosted communication & collaboration applications designed for schools and universities. We use it to provide email, calendars, documents and web sites to both staff and students. We review why we adopted it, how we manage it, and what issues we've had.

Charge Ahead and Take Charge of Your Learning

Room: W115

Presenter: Annelise Waitulewicz, Summit Academy Schools

In this fast-paced session, you will learn how to use a myriad of tools available to build your own professional learning network. Whether it's social bookmarking, video or photo-sharing, online webinars, twitter, blogs or wiki's, you'll see how you can pull together resources to build your own personal learning network.

10:00-10:15 AM-COFFEE BREAK

Room: Foyer

Sponsored by Barton Malow

10:15-11:15 AM-SESSION 2

Building Marketing Best Practices into Your District's Website

Room: W120

Presenter: Rob Huisingsh, Foxbright

Your website is one of the highest-leveraged, lowest-cost vehicles for communicating your value proposition and it's an essential part of a full marketing campaign designed to attract new families and keep the ones you already have. Simple and effective strategies designed to help schools build marketing best practices into this largely under utilized tool.

Easy Collaborative Presentations with Google

Room: W114-Computer Lab

Presenter: Tim Staal, MAME

Google offers some nice tools to easily create and collaborate on classroom presentations. We'll show you how to create your own from scratch, import text, graphics, pictures, links, videos and other PowerPoints. Best of all, we cover how to manage your sharing with other teachers or students.

Congratulations, Authors! (e-Books Kids Can Create)

Room: W113

Presenter: Grace Smith, Everything DI

Digital literacy, inventive thinking, and effective communication are 21st Century skills sets that can be addressed, integrated, and strengthened via student-created electronic books. Personalized technology helps to increase motivation, customize learning experiences, and better prepare our students for the workplace of the future. E-books can be associated with all curricula.

Transforming Our Classrooms with a 1 to 1 Laptop Program

Room: W119

Presenter: Annelise Waitulewicz, Summit Academy Schools

Learn how our teachers hit the ground running and are headed right off the cliff for the 22nd Century. You will see how our one-to-one laptop program has transformed teaching and learning. Lessons learned along with tips and tricks for managing from a classroom perspective will be shared.

How to Spend on IT When You Have No Budget

Room: W115

Presenter: Paul Hillman, C/D/H

Are all your projects on hold? Has your budget been cut to the bone? Can't move ahead until the economy improves? Hear fresh ideas that will move you ahead in IT without spending more money. These are not concepts that vendors or resellers will ever share with you. Because C/D/H does not sell hardware or software, we are independent and vendor agnostic. Our goal is not to sell you more technology, but to save you money using the technology you already have. Concepts to be shared during this seminar:

- Extend the life of slow workstations using virtualized computing platforms
- Eliminate overlapping and/or redundant software licensing
- Reduce or eliminate travel costs between offices
- Simplify IT administration with best practices and free tools
- Server count reduction saving power, cooling, and space

Session attendees will learn cost cutting tips as well as determine if they qualify for an IT Operational Cost Cutting Audit. Tired of just waiting for the economy to turn around? Now you can do something that will really help your company. Use 2009 as the "Year to Get Smarter" and attend this seminar!

11:30 AM-12:15 PM

Curriculum and Technology Panel Discussion

Room: Theatre

Panel Members: Paul Hillman, C/D/H, Annelise Waitulewicz, Summit Academy Schools, Tim Staal, MAME and Melissa White, Ingham ISD

Conference presenters will speak to the impact Web 2.0 tools have on classroom achievement and meeting the challenge of 21st century skills.

12:15-1:00 PM-LUNCH

Room: West Commons

1:15-2:15 PM-SESSION 3

Presenting and Working with the Board

Room: W120

Presenter: Edward Dedic

Presenting to the Board of Education can be daunting at times. Learn how to open communication lines and presentation tips on communicating better with the board of Education. If you have not presented or wish it had gone better, attend this session to get make it the experience you envisioned.

MONDAY, JUNE 22 SESSION OFFERINGS

Electronic Communications in Your District—What You Need To Know

Room: W115

Presenter: David Palme, Portland Public Schools

Electronic communication (including email) is becoming the De facto standard for communicating in our educational entities. When it rises to the level of an official record, it must be stored, retained, retrieved, and even deleted according to State policy. This session will review policy as well as solutions you can implement.

NComputing & Virtualization

Room: W113

Presenter: Robert Brumwell, Daytona Storage

Learn how to leverage VMware's VDI3 virtual infrastructure with NComputing's PC access terminals to provide a cost effective desktop replacement solution with centralized management, high availability, and load balancing. You can increase PC access 400%; centralize desktop management; leverage VMware's HA, DRS, and V-motion; provide storage replication for disaster recovery.

Using Technology to Differentiate by Interest in Middle School Classrooms

Room: W119

Presenter: Stephanie Throne, Everything DI

Knowing how students learn and where their interests lie helps increase student achievement. Students are motivated by technology-driven activities that allow further exploration of their unique interests. Adding technology personalizes learning, varies the process by which learning is achieved, and helps students produce artifacts based on what they've discovered.

Microsoft SharePoint in Education

Room: W112—Computer Lab

Presenter: Jeff Allison, Plante & Moran, PLLC

MOSS 2007, a collection of web-based applications designed to facilitate collaboration, provides content management, implements administrative processes, and offers access to information that's essential to organizational goals and processes.

What's all the Twitter About?

Room: W114—Computer Lab

Presenter: Annelise Waitulewicz, Summit Academy Schools

Learn how you can use Twitter to build connections with educators across the globe. Building a personal learning network has never been easier than it is today with Twitter. Learn how to tweet, why to tweet, when to tweet and all the tweet etiquette you've wondered about.

1:15 – 4:15 PM

Effective Communications

Room: W104

Presenter: Nancy Hawkins, Michigan School Business Officials

This class will help you express yourself more effectively, have more influence with your colleagues and appear more confident in front of others. This is a highly practical and interactive course. In this workshop you'll have



the opportunity to learn key techniques to enhance your communication skills. You'll learn techniques and strategies to send clear messages, create credibility, use body language effectively, and listen for understanding. This class allows you to build on your existing skills as you experiment and learn through practical experience.

2:15-2:30 PM—COFFEE BREAK

Room: Foyer

Sponsored by Barton Malow

2:30-3:30 PM—SESSION 4

Training Today's Youth for Tomorrow's Technology

Room: W120

Presenter: Winston Shines, Wayne State University Alumni

The presentation would cover the new online learning requirements for today's high school student, the districts where online learning is an option, online in school tests like the scantron test (www.edperformance.com) and how students and teachers can make new technologies work for them and not against them in school and in the job market.

Easy Classroom websites with Google

Room: W114—Computer Lab

Presenter: Tim Staal, MAME

Google offers some nice tools to easily create and collaborate on classroom web sites. We'll show you how to create your own from scratch, with different types of pages, calendars, blogs, presentations and file storage. We'll import text, graphics, pictures, links, etc. Best of all, we cover how to manage sharing with other teachers or students.

Pizzazz up Your Publications with Creative Web 2.0 Tools

Room: W119

Presenter: Annelise Waitulewicz, Summit Academy Schools

Get ready to dazzle and dazzle! See FREE web-based tools to help create digital videos, photos, comics, drawings and more. Spice up your digital presence and WOW everyone. Only your imagination will stop you from walking away with a collection of digital tools to tell vibrant stories.

REMC "Build-a-Bundle" Interactive Classroom Technology

Room: W122

Presenter: Erik Drake, REMC SAVE Bid Project, Ingham ISD

Come and see how to put together your own interactive classroom using products from the REMC SAVE Bid. Learn how all of the components (interactive whiteboard, multimedia projectors, document cameras and more...) work together to help teachers improve student learning and engagement.

Having Fun Teaching Visual Basic

Room: S117

Presenter: Michael Prothero, ITT Tech

Learn a better way to teach Visual Basic. You will learn how to apply basic gaming concepts easily in VB. Learn to leave your student wanting more so that they will continue to try to improve their programs.

TUESDAY, JUNE 23 SESSION OFFERINGS

7:30-8:00 AM

Full Breakfast Buffet

Room: East Commons



8:00-8:20 AM

**Breakfast with Bruce Umpstead,
Michigan Department of Education**

Room: East Commons

Update on American Recovery and Reinvestment Act of 2009 (ARRA)

8:30-9:30 AM—SESSION 5

Navigating the Land of Online Learning

Room: W112-Computer Lab

Presenter: *Melissa White, Ingham ISD*

Schools and districts have a need for a great deal of information when they plan to offer online courses: understanding what online courses are, incorporating them into curriculum, developing policies/procedures, identifying best practices, and developing student and teacher support. Explore a new website that "Navigates the Land of Online Learning."

First Things First: Improving Student Achievement via an Aligned, Web-based Curriculum

Room: W118

Presenter: *Raymond Bennett, Kent ISD*

Some Michigan Schools have fallen short of their improvement targets due to a variety of factors that are within their direct control. A good number of these shortfalls have been caused by poor curriculum design and/or implementation. This presentation examines the experience of a number of school districts and individual schools that have renewed their commitment to be more strategic and disciplined in their curriculum development and management efforts through their use of a web-based, fully aligned curriculum tool.

Michigan Educational Technology Standards (METS-S) 2009.

Room: W113

Presenter: *Ron Faulds, Michigan Department of Education*

An overview of the revised Educational Technology Standards will be presented. Issues to address include: what's new, the alignment NETS-S, and assessment requirements.

Question and Answer Session with Bruce Umpstead

Room: W120

Presenter: *Bruce Umpstead, Michigan Department of Education*

Here's your opportunity to dialogue a little more in depth with Bruce over current issues involving technology, new reporting requirements and ARRA.

What are they Really Looking for in an IT Controls Review?

Room: W115

Presenter: *Cathy Judge, Plante & Moran, PLLC*

As a result of new financial auditing standards, all districts must now undergo an IT controls review as part of the financial audit. This presentation

will address what is being looked at and how to improve data security AND do well on the IT review.

Michigan Learns Online—Meeting the needs of your students through online instruction

Room: W114-Computer Lab

Presenter: *Barbara Fardell, Michigan Department of Education*

With a goal to provide free digital content for all areas of the MMC and a free online course that ISDs and districts can use to train their own teachers to be online instructors, the Michigan Learns Online grant will reduce the cost of online instruction. Now EVERY high school can offer online courses to ALL their students! You will find out how to access these free resources.

8:30-11:30 AM

Technology Policies

Room: W119

Presenters: *David Palme, Portland Public Schools and Jeff Trudell, Wyandotte Public Schools*

An overview of the policies and procedures that should be in place, including: Acceptable Use Policies (AUP), network policies, e-mails, filtering of network, listservs, laptop, copyright, licensing, and software selection policies. The program will also cover asset management, Web publishing and the Children's Internet Protection Act (CIPA).



9:30-9:45 AM—COFFEE BREAK

Sponsored by *Barton Malow*

Room: Foyer

9:45-10:45 AM—SESSION 6

Increasing Efficiency and Effectiveness of English Language Learners Staff

Room: W120

Presenter: *Casey Gordon, Kent ISD*

English Language Learners staff members are often their own islands. Learn how Kent ISD connects ELL staff through web tools and provides online professional development programs and training in an efficient and effective manner.

For Whom The MMC Clock Ticks? The Class of 2011 and Beyond

Room: W118

Presenter: *Robert Currie, Michigan Virtual University*

The "new" Michigan Merit Curriculum graduation requirement is now three years old and the first group of students, the class of 2011, is halfway through their high school experience. MVU's Michigan Virtual School and Michigan LearnPort are still attacking the challenge and continue to develop courses and training solutions for students and teachers to help them meet the MMC graduation requirements.

TUESDAY, JUNE 23 SESSION OFFERINGS

Enhance Search Results with the Power of Humanity

Room: W113

Presenter: Andy Losik, Hamilton Community Schools

Google and Yahoo can return you millions and billions of search results. Only real people can tell you if those tools are any good. Harness a personal learning network to find the best of the best resources.

How to Pass a Technology Bond

Room: W115

Presenter: Paul Twigg, Barton Malow

Do you need additional funding for new classroom technologies, replacement computers/servers, or security system? With the erosion of funding in education, districts need to consider additional funding sources. One useful, but underutilized tool is funding technology through local bond elections. Are you concerned passing a bond isn't feasible with the new election laws? Learn proven planning and election strategies for passing a bond election in the current economy.

Is Your Building and Network Secure?

Room: W112-Computer Lab

Presenter: Marvin Saver, Plante & Moran, PLLC

This session is a primer on network/data security and the physical security of your building. The presenter is a consultant who will discuss security basics, terminology and best practices for increasing the security of your staff, students, assets, and data.

10:45-11:00 AM-COFFEE BREAK

Room: Foyer

Sponsored by Barton Malow

11:00 AM-12:00 PM-SESSION 7

Use BidSync and Save Money

Room: W120

Presenters: Scott Little, Michigan School Business Officials and Betsy Duncan, Kent ISD

This session demonstrates how you can easily participate in local and statewide bids through BidSync, MSBO's newest partner. BidSync offers maximum flexibility in a streamlined, web-based RFP and bidding system while facilitating state bidding requirements. This secure, automated, system allows schools to manage all competitive and other procurement processes online.

Blackboard in the High School Environment

Room: W112-Computer Lab

Presenter: Lynn Bradley, Van Buren Public Schools

Blackboard, online delivery system, can be used for entire courses or as a companion site for face-to-face classes. Begin by using it to design a simple class website then add interactive features such as discussion boards, self-grading assessments and plagiarism checking without the need for specialized software.

Education Networks and Innovation

Room: W119

Presenters: Jamie Nielsen and Don Welch, Merit Network, Inc.

In this presentation we will cover the differences between the commodity Internet and networks dedicated to education, using examples of how schools both inside and outside of Michigan leverage their network to lower costs and improve education. We will conclude with the future direction of educational networking and how it can help schools that have to accomplish even more with less funding.

Connecting, Collaborating, and PD through Adobe Connect

Room: W115

Presenter: Carolyn McCarthy, Shiawassee RESD

Experience how educational technology trainers in Michigan are using Adobe Connect to deliver PD, tech support, hold meetings and create recorded tutorials. BYOH (bring your own headset.)

12:00-12:30 PM

Lunch

Room: East Commons

12:30-2:00 PM

Exhibit Show

Room: West Commons

Take a moment to visit the exhibitors to see the current products and services to help you make decisions for the starting of the 2009-10 school year.



2:15-3:15 PM

Closing Keynote

Virtual World Technology Linked In Real World Education

by Mark H. Zietlow, Clark Hill PLC

Room: Theatre

Technology is washing a sea of change over the educational landscape. Used effectively, technology creates new opportunities for learning and student achievement. As with most changes, technology also creates legal and social issues which must be managed. This closing session will help educational technology leaders navigate through the legal issues faced in today's schools.

2009 EDUCATIONAL TECHNOLOGY CONFERENCE EXHIBITORS



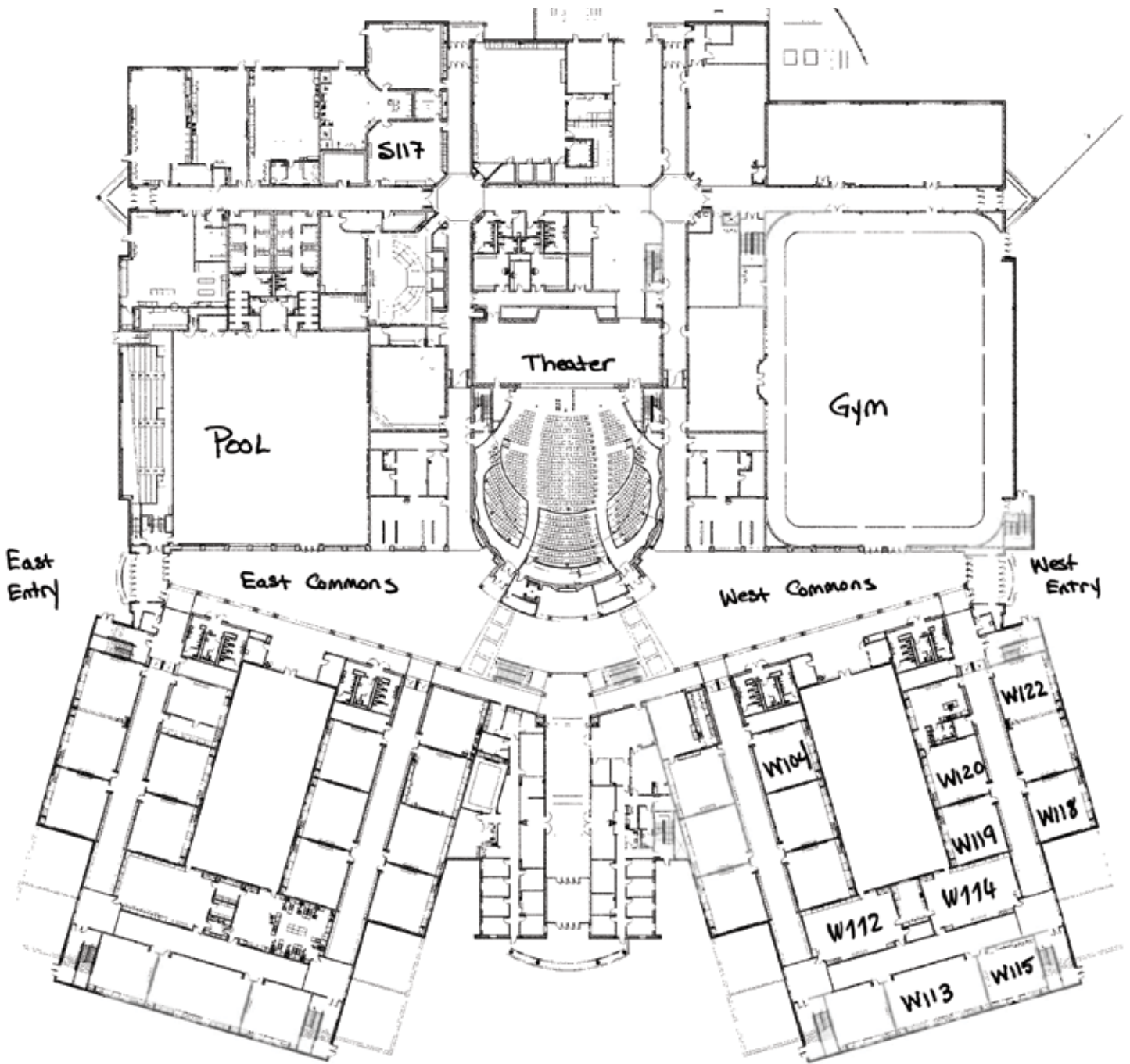
Company	Booth #
AEC Computer, Inc.....	44
AVI-SPL.....	35
Barton Malow Company.....	46
Central Michigan University.....	21
Core-Plus Mathematics Project.....	47
CSC Learning.....	37
Custom Plus, Inc.....	15
Data Image Systems, Inc.....	41
DELL, Inc.....	39
EduTek Midwest.....	40
En Pointe Technologies.....	14
Genesee ISD.....	24
Gracon Services, Inc.....	33
Hi-Tech System Service, Inc.....	42
Kent ISD/Curriculum Crafter Tool.....	26
Konica Minolta.....	13
LEGO Education.....	22 & 23

Company	Booth #
Lightspeed Technologies, Inc.....	19
Macprofessionals, Inc.....	32
Michigan Virtual University.....	36
NEW (Nonprofit Enterprise at Work).....	20
New Horizons Computer Learning Center.....	38
PolyVision.....	43
Precision Data Products, Inc.....	29
REMC \$AVE Bid Project.....	31
Renaissance Learning.....	16
SchoolDude.com, Inc.....	18
Schoolwires.....	17
Sehi Computer Products, Inc.....	30
SmartEd Services.....	27 & 28
Study Island.....	25
Toshiba Business Solutions.....	34
Tyler Technologies.....	45

Thanks to the following companies who have donated prizes for drawings.

- Core-Plus Mathematics Project
- Custom Plus, Inc.
- NEW (Nonprofit Enterprise at Work)
- REMC \$AVE Bid Project/Educational Resources
- Sehi Computer Products, Inc.

HOLT HIGH SCHOOL MAP



LIBRARY—SECOND FLOOR
COMPUTER LAB