



3.0 Staff & Community Development Goals and Objectives

To ensure the success of any project or initiative, it is important that all staff have the skills and competencies to accomplish the tasks assigned to them. Just as our learners have diverse needs and learning styles, so do our staff have diverse requirements. The goals in this section are designed to meet the needs of all staff to make them successful in the district's learning and working environments.

SCD-1: All technology initiatives will include a comprehensive training plan to ensure that district teachers and staff are proficient technology users.

SCD-2: Training will be provided at various times and locations through a variety of formats and media.

SCD-3: Best practices in Broward schools will be showcased and disseminated throughout the district.

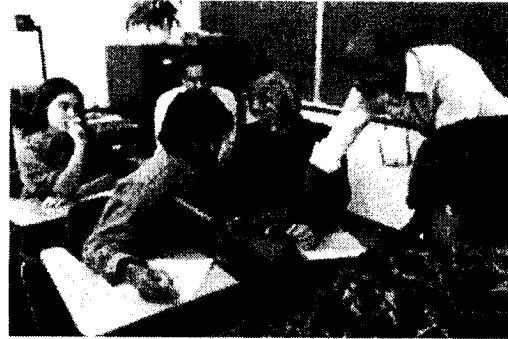
SCD-4: Adult/Workforce Education technology activities will expand and continue to be a priority within Broward County Public Schools (BCPS).



SCD-1: All technology initiatives will include a comprehensive training plan to ensure that district teachers and staff are proficient technology users.

Vignette:

Mr. Jones is a fifth grade teacher in a school where a significant level of integration of these resources has not been a priority for him to date. Next year, mobile laptop carts will be available. To encourage and promote the integration of the mobile laptop carts to achieve content standards, curriculum coaches model technology-based activities as part of their teacher training. The coach, Mr. Peters, assigns teachers to groups for a blogging activity in which each participant is



assigned a role. The teachers then create a web-based rubric demonstrating how this activity might be assessed. The resulting lesson plan, blog, and rubric are posted on the district's teacher portal. Much to his relief, the training provided addresses the logistics of using the laptop carts and also enhances other skills that Mr. Jones and several other teachers need in order to use them effectively and with confidence. Mr. Jones will have an ongoing, easily accessible support system available to him to provide follow-up support.

Objectives:

- SCD-1.1 All district-wide technology initiatives will be implemented as cross-functional district projects with a training component that include planning, an implementation model, qualified training with follow-up, an ongoing support system, and evaluation by December 2007. The goal of professional development will continue to focus on content and student achievement. Existing initiatives will be evaluated and retrofitted as appropriate.

Action Steps:

- Training and professional development will be incorporated into all new technology initiatives by December 2007. Total Cost of Ownership (TCO) will include a training/professional development component per initiative.
- Professional development protocols and technology best practices will be incorporated into any new teacher training program as of December 2007.
- TCO will reflect the cost of professional development/best practices per initiative. A standard of 25% of TCO will be required for professional development.
- A representative from HRD and Instructional Technology will be members of the Technology Initiative Review Committee to ensure that professional development protocols and technology best practices are incorporated as of December 2007.

No financial impact

- SCD-1.2 Integration of technology will be embedded in curriculum-based professional development to ensure that teachers gain proficiencies in context and district



resources are used to their full potential by June 2008.

Action Steps:

- Develop and communicate digital learning environment vision and 21st century learning skills research to all stakeholders to ensure district-wide response to needs of “digital natives” students is being addressed by January 2008.

Projected financial impact: \$15,000 for communication plan

- Revise current professional development workshops and courses offered through the curriculum department to include technology integration strategies for all core curriculum areas by March 2008.

No financial impact

- Develop a plan to implement a teacher web page and blog solution that will provide teachers with a web site for communicating to teachers and students about courses, grades, classroom activities, homework and other related instructional information. Develop a new technology initiative rollout in conjunction with the process developed in PI-2.

Financial impact to be determined based on plan

SCD-1.3 Collect feedback on professional development to determine the effectiveness of training activities on classroom practice and student achievement by December 2008.

Action Steps:

- Modify current online survey for teachers to complete after each training that fosters technology integration in the classroom that rates relevance of training activities on classroom practice by June 2008.
- Use teacher feedback for program planning and improvement by October 2008.
- Continue collecting data on the impact of training and communicate results to stakeholders for decision-making purposes as of November 2008.

No financial impact

SCD-1.4 Develop a process for evaluating technology integration by December 2008.

Action Steps:

- Conduct an outside evaluation of the technology integration staff development programs, including DETA and GLIDES, to determine effectiveness of training and impact on student achievement by December 2008.

Projected financial impact: \$10,000 for research services yearly

- Communicate evaluation results to appropriate stakeholders and use results for program improvement.

No financial impact



Alignment to Strategic Goals:

- Ensure that all students perform to their highest potential.
- Improve high school graduation rates.
- Develop an administrative structure that fosters streamlined district operations.
- Adopt best business practices.



SCD-2: Training will be provided at various times and locations through a variety of formats and media.

Vignette:

Mrs. Jacobs is a first-year teacher in the Broward County Public Schools. She is working hard to prepare creative, challenging lessons for her students, to participate in extra-curricular activities at the school, and also to meet the needs of her young family. As she strives to meet her professional development goal of increasing and improving communication with students and parents by creating a teacher web page, she is relieved to find that the district provides several opportunities for assistance. In addition to the afternoon classes that are available at the professional development center, there is video-based training, as well as a web-cast describing how to create the web page. A template is available to provide a model for formatting the web page.



Objectives:

- SCD-2.1 Develop and implement a model to ensure that all teachers attain proficiency in Florida Innovates Inventory of Teacher Technology Skills (ITTS) so that 50% of teachers are proficient by June 2008 and 85% are proficient by June 2009.

Action Steps:

- Pending input from stakeholders such as bargaining units, principals, teachers and district staff, develop a process to roll out the ITTS needs assessment to all teachers by December 2007.
- Using the results from the ITTS, develop a plan to increase the proficiency level of teachers on a scale ranging from entry to intermediate to advanced technology integration skill levels by March 2008.
- Work with HRD to align current professional development opportunities to include technology literacy skill development as per Objective SCD-1.
- Administer the ITTS to all teachers for a second time at the beginning of the 2008-2009 school year to collect comparative data and determine growth in technology literacy skill development.

Projected financial impact: \$300,000 per year for professional development

- SCD-2.2 Continue to offer training for school-based personnel at various times conducive to school schedules and in a variety of formats to address multiple learning styles.

Action Steps:

- The following programs, delivery methods and resources offered at various times and in a variety of formats, are available to support this objective. Continue to fund these programs and expand as needed to meet teacher needs. Digital Education Teacher Academy Program (graduate courses)



Broward Virtual University (online courses)

Atomic Learning Video Tutorials (on BEEP)

Hands-on in-service workshops (HRD Calendar of events)

Elluminate web casting system

Projected financial impact: \$1,090,000 funded from already budgeted operating and maintenance budgets

- Develop a pilot by September 2007 with 10 Broward Schools to implement the Teachfirst model as a professional development initiative to assist schools in setting up both online and school-based learning communities. Includes web-based tools for teachers and administrators. Evaluation pilot and see if viable for replication by June 2008. (HRD Initiative)

Projected financial impact: \$100,000 for year one; \$10,000 per school in future years.

SCD-2.3 Expand the use where appropriate to include technology enhanced delivery options (videoconferencing, podcasting, Blackboard, Elluminate, etc.), to increase availability of and access to training opportunities for teachers.

Action Steps:

- Evaluate current training opportunities that use alternative delivery options by December 2007 and incorporate opportunities to include podcasting, online courses, webcasting and videoconferencing on an on-going basis.
- Explore the potential of incorporating the iPod digital tool as a student learning tool and iTunes University for content management of student and teacher podcasts by March 2008.

Projected financial impact to be determined after analysis

Alignment to Strategic Goals:

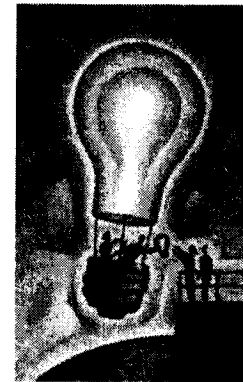
- Ensure that all students perform to their highest potential.
- Improve high school graduation rates.
- Develop an administrative structure that fosters streamlined district operations.
- Adopt best business practices.



SCD-3: Best practices in Broward schools will be showcased and disseminated throughout the district.

Vignette:

Ms. Leclair is a middle school math and science teacher who has had excellent results using graphing calculators and probes with her students. The probes enable her students to collect data, such as the temperature of water as it cools, and to compare the cooling rate. Using the calculator, students can project a graph of the results for their classmates. She finds that this visual demonstration helps her students to understand the slope of the graph and other algebraic concepts at the same time. To share this best practice, the district has videotaped her teaching this lesson and she has posted the lesson plan on the district's teacher portal. She is also in training to present this lesson as a video conference to other middle school students and teachers across the district.



Objectives:

SCD-3.1 Define criteria and a process for identifying in-district best practices and a strategy for disseminating them throughout the district by December 2007.

Action Steps:

- The 21st Century Learning Team, a Curriculum based committee with representation from HRD, ETS, Principals, Area Offices, will define criteria and a process for identifying in-district best practices that integrate technology into daily classroom instruction.
- The criteria and process will be communicated to appropriate stakeholders based on a marketing plan established by the 21st century learning team.
- The already established Virtual Technology Recognition Project will continue to be used to provide incentives to teachers who have implemented exemplary technology integration projects.

Projected financial impact: \$30,000 per year for incentives for teachers

SCD-3.2 Use video-conferencing and other electronic delivery options for disseminating best practices to all teachers by August 2007.

Action Steps:

- The best practices identified in SCD-3.1 will be made available to all teachers through the BEEP Teacher Portal.
- A monthly podcast of a best practice of a Broward teacher and/or student will be produced and made available through the BEEP teacher portal, iTunes, the Broward web site, the Instructional Technology web site and BECON.

No financial impact

SCD-3.3 Model and incorporate into teacher training, especially in specific content areas, best practices in educational technology integration by December 2007.

Action Steps:

- Core Curriculum, HRD and Instructional Technology will develop a plan to



incorporate best practices in educational technology integration into standard teacher training.

- Develop a plan to rollout GLIDES project-based learning model to all schools.
- Incorporate high school reform, middle school reform and superintendent school support priorities into the GLIDES rollout plan.
- Implement the plan and complete the roll-out by June 2009

Projected financial impact: \$15,000 per school for GLIDES implementation. \$600,000 for 07-08.

Alignment to Strategic Goals:

- Ensure that all students perform to their highest potential.
- Improve high school graduation rates.
- Develop an administrative structure that fosters streamlined district operations.
- Adopt best business practices.
- Reward excellence.



SCD-4: Adult/Workforce education technology activities will expand and continue to be a priority within BCPS.

Vignette:

Mr. and Mrs. Lopez have two young children who are enrolled in elementary school. Mrs. Lopez had been a stay-at-home mom while their children were young, but now that they are both in school she would like to pursue a career in the health industry. She attended the career fair held at Sheridan Technical Center at the beginning of the school year. Two programs captured her attention, the Court



Reporting and the Medical Transcription. Mrs. Lopez learned at the career fair that she could begin training for both of these positions through the Technical Education program offered by the district and that she can do this online. She has an appointment with one of the career counselors to discuss both of her options and make a decision as to which path would best fit her interests, skills, and schedule. Mrs. Lopez is excited about pursuing her education and setting an example of life long learning for her children.

Objectives:

- SCD-4.1 Develop a strategy for providing technology access to community members who are interested in taking advantage of adult education by September 2007.

Action Steps:

- Eight Workforce Education Centers have identified the need for a new Student Management System to greatly enhance the community's access to Adult and Workforce Education programs.
- The Center for Educational Leadership and Technology (CELТ) will be asked to submit a proposal to assist with the definition and planning of this project.
- The system will include web-based registration, a student information system, online teacher tools (attendance and gradebook), and the ability to integrate with other BCPS information systems. The system will also include online payment options, financial aid links, and other student and administrative support services. The system will be SIF-compliant and capable of producing customizable reports, including state and federal reports. CELТ's methodology will include data collection, investigation and identification of best practices, and a review and evaluation of available systems.
- The project will be implemented over a period of three to four months. The project will include an option for assistance with preparing the specifications for an RFP, defining selection criteria, and advising on the choice of vendor.

Financial impact: Cost in 07-08 is \$44,000 for consultant services. After the plan is completed, the cost of the new postsecondary student



management system may be \$1.5 to \$2.0 million dollars (08-09)

SCD-4.2 Develop and implement a communications program to reach target audiences by September 2007.

Action Steps:

- The School Board annually approves the comprehensive marketing plan for the promotion of post secondary technical, adult general and community education programs, courses and activities offered through the District's technical centers, adult centers and community schools. Over 200,000 students enroll annually as a result of the District's marketing and promotion efforts. The marketing plan provides the community with opportunities to learn about and enroll in technical, adult and community education workforce and lifelong learning programs, courses and activities for career, professional and personal growth. A committee appointed by the North Central Area Superintendent developed the 2007-08 CTACE Marketing Plan, in partnership with Omni Advertising. The company serves as our Agency of Record, responsible for negotiating media buys, developing print and broadcast media creatives, monitoring the implementation of the marketing plan, and providing data to assess the effective use of the funds. The total marketing plan consists of print, broadcast, and specialty advertising including:

- The Broward Educator, a publication mailed to every Broward County household prior to each of the five registration periods, plus an on-line edition hosted by the Sun Sentinel,
- Targeted radio, television, outdoor, and local community newspaper advertising,
- Direct mail, Yellow Page advertisements, and special events,
- Unrestricted targeted advertising for special promotional efforts as identified.

Projected financial impact: Cost in 07-08 is \$2.1 million for the marketing plan, which the School Board approved on 6-19-07

SCD-4.3 Expand the offerings of the technical education programs to provide training and/or certification programs that fulfill these needs for high school students and adult learners by June 2008.

Action Steps:

- The Workforce Education Center Principals will meet with representatives of the Curriculum and Instruction/Student Support division to develop procedures to implement dual enrollment for high school students enrolling in post-secondary Workforce certificate programs. These programs will be offered in regular classroom, blended, and on-line formats.

No financial impact

SCD-4.4 Continue to expand the delivery formats for all programs to include online, video conferencing, and hybrid delivery methods in order to meet the needs of all learners.

Action Steps:



- The Workforce Education Centers have developed a detailed plan, “Vision 2007-10” that clearly delineates the expansion of delivery formats for all programs. An overview of the plan can be found on the strategic plan web site (<http://www.broward.k12.fl.us/it/strategicplan>)

Projected financial impact: 07-08 cost is \$77,000 from workforce funds for an instructional designer position; \$81,000 for year two and \$85,000 for year three

Alignment to Strategic Goals:

- Ensure that all students perform to their highest potential.
- Improve high school graduation rates.
- Adopt best business practices.
- Reward excellence.