



COACHING THROUGH TECHNOLOGY

Using Digital Media to Reach More Teachers

Delise Andrews
Lincoln Public Schools
Lincoln, NE

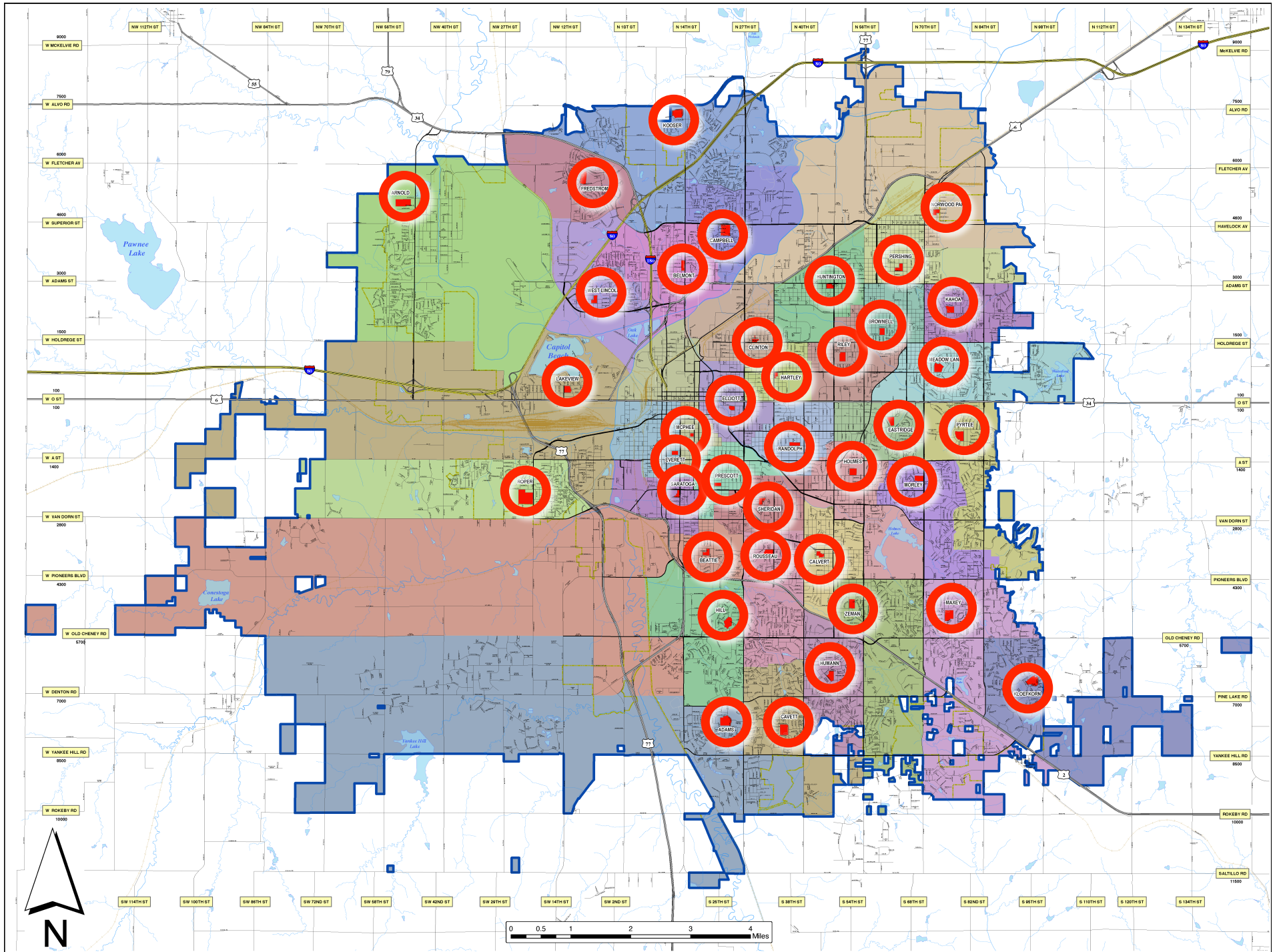
2006

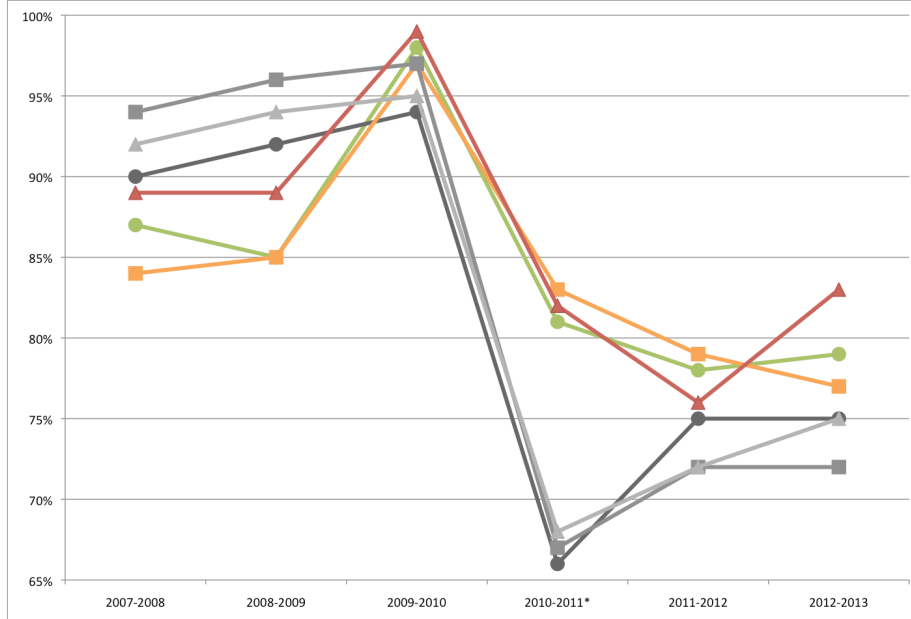
- 36 Elementary Buildings
 - 1,296 teachers
 - 15,851 students
- 3rd – 5th grade:
 - 6,934 students
 - approximately 280 teachers (about 90 per grade)

2013

- 38 Elementary Buildings
 - 1,449 teachers
 - 18,777 students
- 3rd – 5th grade:
 - 8,654 students
 - approximately 360 teachers (about 120 per grade)

Growth & Cutbacks





- % Proficient (Gr 5 District)
- % Proficient (Gr 5 State)
- % Proficient (Gr 4 District)
- % Proficient (Gr 4 State)
- ▲ % Proficient (Gr 3 District)
- ▲ % Proficient (Gr 3 State)

The Data



Digital Videos & Math Coaching

- *What tools are out there?*
- *How should I use those tools?*
- *How do I manage video content?*
- *Who are the videos for?*
- *Etc.*

Instructional Video











Lessons Learned

- Accessible
- Brief
- Focused

Videos for Teachers

Tools

Screen Casting Apps for the iPad					
APP	DoodleCast Pro	Educreations	ShowMe	Explain Everything	Doceri
	 <ul style="list-style-type: none"> • \$2.99 	 <ul style="list-style-type: none"> • free 	 <ul style="list-style-type: none"> • free • \$4.99 in-app groups feature upgrade (optional) 	 <ul style="list-style-type: none"> • \$2.99 	 <ul style="list-style-type: none"> • free • \$4.99 in-app watermark customization feature upgrade (optional) • \$30 (after free trial) Doceri Desktop companion app for whiteboard presentations
	<ul style="list-style-type: none"> • multiple page backgrounds • unlimited number of pages • pages can be created in advance • pointer options 	<ul style="list-style-type: none"> • small number of page backgrounds • unlimited number of pages • pages can be created in advance • ability to copy page and text 	<ul style="list-style-type: none"> • limited features mean easy "out of the box" usability • groups feature upgrade allows teachers to share videos by class 	<ul style="list-style-type: none"> • set images as background • unlimited number of pages • pages can be created in advance • pointer options • ability to resize, crop, reorder, copy, move, and lock images on the page • ability to move, copy, and reorder writing on page 	<ul style="list-style-type: none"> • multiple page backgrounds available • create custom backgrounds • pre-record and replay action, within a video • scrubber allows editing by individual pen stroke • ability to resize, crop, reorder, copy, move, and lock images and writing on page • wide variety of adjustable writing/drawing tools • portrait view allows user to see the video as it is created • pointer options
	<ul style="list-style-type: none"> • no wrist protection • no zoom • can't copy and paste images within app • can't move writing on page • menu bar fades in and out each time pen touches the screen – distracting • ads on startup 	<ul style="list-style-type: none"> • no eraser – only undo or clear page/ink • no wrist protection • no zoom • can't copy and paste images within app • can't move writing on page 	<ul style="list-style-type: none"> • no wrist protection • no zoom • can't copy and paste images within app • can't writing on page • all work must fit into a single page 	<ul style="list-style-type: none"> • multiple features may be overwhelming for some users • pen size is not adjustable • pen size changes counter intuitively to speed of writing – faster strokes create bolder lines 	<ul style="list-style-type: none"> • multiple features may be overwhelming for some users



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