

Monday, October 19, 2009

9:00 a.m. – 4:00 p.m.

ACSA Burlingame

Meeting begun at 9:30am, delayed due to flight delays.

I. Welcome / Introductions

Greta

In Attendance:

- Eric Lehew, Poway USD
- Debby Hanson, El Dorado UHSD
- Kevin Silberberg, Standard USD
- Sandy Miller, San Diego (ACSA rep)
- Tim Landeck, Pajaro Valley USD
- Devin Vodicka, Carlsbad USD
- Greta Vigue, Petaluma USD
- Mike Lawrence, CUE, Inc.
- Melissa Strongman, Napa Valley USD
- George Manthey, ACSA
- Gwen Gross, Irvine USD (on phone)
- Lisa Gonzales, Santa Clara COE (PM)

Absent:

- Cliff Rudnick, CDE
- Rowland Baker (on phone), TICAL
- Alice Petrosian, ACSA Board, (Compelling district duties)

II. Meeting dates and locations

Greta

- January 11, ACSA Burlingame - 9:00-4:00pm
- April 17, Santa Clara Marriott (following Lead3) - Time TBD

III. TLG ACSA Web site & ACSA Online Community Update

Devin / Sandy

- Devin shared how to navigate the acsa.org website and find the Technology Leaders Group group. He is hoping to find a better way to structure the site for easier use.
- Also shared the ACSA Community and the group set up for Technology Leaders. As it was originally set up as public, we are going to create a private group for TLG committee business. It will be called "TLG Members" and we will receive invitations.
- Goal is to integrate the TLG page on the ACSA site, the ACSA Community and the two groups.
- Suggestion made to move committee site to the ning. All concur - George to set it up and invite members.
- Devin encouraged all members to log in and post information, discussions, etc.
- Question was raised regarding PARC group. Do we keep it for historical purposes? Yes. It shall remain for this purpose.

- IV. **TICAL Update** Roland - time specific: 10:50am via ReadyTalk
- TICAL now has subregions (TICAL, Silicon Valley, TICAL Central Coast, TICAL San Diego, etc.). The idea is to start spreading TICAL around the state.
 - Gearing up for Lead3 - not many submissions for speaking.
 - TICAL folks received an update on FDTI.
 - Preview of **Brokers of Expertise** site shared. "Pre-beta" site at: boepilot.org
 - Question asked about dropping "Portical" brand in favor of "TICAL". There is a challenge in setting up the site with the TICAL.org domain, instead of having it redirect to the original portical.org.
- V. **TechSETS Update** Sandy
- Meeting scheduled for this Thursday. Karen Connaghan new Director.
 - SDCOE is taking a different approach this year - not quite clear on its direction.
 - Advisory Committee has been expanded to include 11 new members (including vendors)
- VI. **ACSA Technology Academy** Melissa and Debby
- Group met to discuss how to organize such an academy.
 - Hoping to be non-traditional wherever possible
 - Planning to incorporate good practices such as virtual learning environments
 - Attendees may have introductory level skills, however
 - Goal is to give them 'nuts & bolts' to cover any gaps in understanding, therefore focus would be intro-intermediate skill set.
 - Considering 5-Saturday sessions
 - Structure included two sets of participants. One group of enrolled, one group of team members from attendee schools/districts would participate virtually during interstitial timeframes. Second set would not have to pay - they would participate at no cost. Discussion on this two-tiered format ensued.
 - What do we feel would be important? Link to real-world problems.
Framework to be centered around:
 - Increasing achievement of all students and closing the achievement gap
 - could include SLD content/format?
 - Enhancing Communication, Collaboration and to develop Professional Learning Communities
 - Role of Leadership to use technology to personalize learning (perhaps Personal Learning Network?)
 - Supporting the Sustainable Effective Use of Technology within Schools and Districts
 - Professional ethics, integrity, justice and fairness
 - Concerns expressed in trying to cover too much territory in a short amount of time. Discussion ensued. "Less is more" was invoked.
 - Establishing the community is the easy part, giving them a reason to participate is more difficult.

- VII. **Xerox Update** Greta / George
- Currently no Xerox partnership - not in a position to support the alliance any longer. Willing to continue as it has been (but without funding) and open to in-kind donations (not PARC) such as speakers at events, etc. & possibly an invitation to Mass. event. They are interested in continuing their support for Superintendent's Symposium and Executive Leadership Center. ELCs have now popped up in many regions, running on their own - in addition to the statewide ELC in January.
 - Transition completed with final meeting at PARC last Spring.
 - Xerox is conducting research in the use of LCDs. Xerox still interested in sharing information and getting input from focus groups of former PARC interns and ACSA members. Could we connect LCD/projector manufacturers (Discovery Education, Troxell, Promethean, SMART, etc.).
- VIII. **Debrief 2009 SLD Training / next steps** Kevin / George
- Two School Leadership Development trainings were offered last summer - one North (Santa Clara COE), one South (Placentia-Yorba Linda USD), in addition to several smaller spin-offs led by previous attendees.
 - Kevin is unsure of next steps for this relationship. Microsoft not interested in focusing in California. Focused in Michigan and Florida.
 - Online community is thriving for teacher community, but non-existent for leaders.
 - Could we incorporate some SLD modules into the Tech Academy?
 - Could we work with the Gates foundation and/or HP?
 - Could we provide a netbook for attendees?
 - Could we incorporate Google Workshop for Administrators in day 2?
 - Discussion occurred in which the concept of grant funding being good for some structures and not good for long-term sustainability.
 - Include homework within the academy
- IX. **Google Academy Workshop for Administrators** Mike / George
- CUE has piloted two workshops so far, and four more are scheduled
 - Placentia Yorba-Linda 15 attendees
 - Mountainview 30 attendees included Google tour and Google staff
 - Interested in CUE/ACSA Collaboration
 - Four more scheduled: Reading MASS (Nov. 9), Merced (Nov. 18), Saddleback (Dec. 12), Poway (Jan. 9).
 - Name must not include the word 'Academy' per Google's request.
 - Next Google Teacher Academy announced on Dec. 9 in Washington, D.C.
- X. **Leadership 3.0 Update** Planning Committee Members
- Dates April 15-17, 2010 Santa Clara Marriott
 - Lead3 in need of session submissions
 - Follow <http://twitter.com/lead3>
 - Mike pursuing Michael Horn (of "Disrupting Class") as Keynote. Trying to get him to lower his keynoting fee.

- Michael Simkins has been hired to handle session submissions/matrixing.
- Meeting scheduled for this Thursday may be postponed until we have more sessions.

XI. **eTextbook Free Digital Textbook Initiative** Rowland

- Rowland was not in attendance, others shared updates
- Currently in Phase 1 - report available online
- Phase 2 will be announced any day now, and begin to include Commercial options
- Discussion focused on devices to be used to access the textbooks and the support requirements that come along with most devices
- Greta asked if we were aware of any districts that had adopted the textbooks.
- Mike shared that CETPA will be hosting a [Digital Learning Symposium](#) on Nov. 17 in San Diego. The FDTI will be one of many focii on this day.

XII. **Legislation Update** ACSA Lobbyist - Adonai Mack

- Adonai Mack shared the Legislation update (handout).
- In addition to those listed on the handout, SB 15X has been chaptered to address remaining issues to make California eligible for Race to the Top funds.
- Next year is the Governor's last year - lame duck Gov. He's concerned with his legacy, which throws in an interesting mix, many staff may jump to different jobs, cohesiveness could be affected.
- ACSA has its own State Superintendent Candidate - Larry Aceves. Don't forget to vote.
- Question about Constitutional Convention - is ACSA involved? Yes!

XIII. **ACSA White Paper** Lisa / Devin

- Much feedback received. Much of the feedback relates to the 'right fit' - as in - 'we're not sure why you are doing this.' If it's about quality, we can fix that. If it's about purpose, then we need additional guidance.
- Considering restarting the process....?
- Should we be focused on 'the learning implications' or 'student engagement' - real world or standardized tests.
- Who is the audience of the paper?
- Should we try to narrow the focus, narrow the audience, or should we pick a different path entirely.
- Discussion continued with feedback being provided to Lisa and Devin on the document.

XIV. **Managing Email** Devin

- I wonder if there's a better way to do this?
- Blog: takingcontrolofemail.blogspot.com
- Xobni.com and Awayfind.com are also tools available to assist in managing email.

- Greta bcc herself on those items that to be followed up on so she knows to circle back on it.
- Suggestion was made that we publish short tips such as this into a weekly EdCal column.

XV. **CDE Report** Cliff

- Cliff was not in attendance

XVI. **Meeting Evaluation/Items for January 11th meeting** Greta

- Start at 9:30am to accomodate flying attendees?
- Greta to use a new agenda format including additional items, providing more in-depth
- New CUE Site Leader of the Year award - <http://www.cue.org/awards/> - Dec. 8

New & Returning Items:

- ACSA White Paper
- ACSA Technology Leadership Academy
- Lead3 Symposium
- CDE Report
- TechSETS
- Legislative Update
- Digital Textbook Update?
- Online Community

Next meeting dates:

January 11, 2010 @ ACSA Burlingame

April 17, 2010 @ Santa Clara Marriott