



Service...Above and Beyond

"Teachers need to integrate technology seamlessly into the curriculum instead of viewing it as an add-on, an afterthought, or an event."

-Heidi Hayes-Jacobs

Digital Learning Coaching and Professional Development

The mission of CESA #4 Digital Learning Coaching and Professional Development is to assist school districts in their strategic digital learning plans to meet the needs of today's learners through effective and purposeful use of technology.

The goals of this program are to:

- Grow and support effective use of current technologies for the improvement of instruction and student achievement (i.e., online learning management systems, cloud computing applications—Google Apps, mobile learning, Chromebooks)
- Provide coaching and technical assistance to districts in designing, planning, and implementing a wide range of technology applications in education including their Digital Learning Plans supported in a sustained, research-based, relevant environment
- Coordinate and support ongoing staff development initiatives through agency and consortia grants
- Collaborate with other CESA #4 programs Multiple Levels of Supports Systems (RtI and PBIS), Personalized Learning, Educator Effectiveness, Title I, Assistive Technology, STEM, Early Childhood, and Gifted and Talented) in purposeful integration of technologies into classroom instruction
- Collaborate with higher education institutions in the implementation of digital learning activities for pre-service educators and continuing education programs
- Offer more online, competency-based digital learning courses and modules

Professional development topics are based on participant and district feedback:

- G Suite (formerly Google Apps for Education)
- Digital Tools for Formative Assessments
- Personalized Learning through Technology
- Open Education Resource (OER) curation/creation
- Digital Learning Planning (formerly Tech Plans) through Future Ready Framework
- Copyright, Creative Commons, and Plagiarism
- Integration of ISTE (International Society for Technology in Education) and new Wisconsin ITL (Information and Technology Literacy) Standards
- Online Book Study opportunities
- SAMR/TPACK Frameworks of Technology Integration
- Internet Safety/Digital Citizenship/Cyberbullying
- 4 Cs: Collaboration, Communication, Creativity, Critical Thinking
- Student voice/choice
- UDL (Universal Design for Learning)

See page two for package options

For more information:

Kaye Henrickson

(608) 786-4827

khenrickson@cesa4.org



Service...Above and Beyond

Digital Learning Coaching and Professional Development

Digital Learning Coaching and Professional Development services are eligible under Priority II of the TEACH 2.0 Teacher Training Consortium Grant as well as Title II and IVa ESSA funding.

Level 1 – Basic Service

CESA #4-Based Workshops or online Professional Learning Opportunities

This package provides discounted workshop fees for member districts and the flexibility to utilize the seats based on district need. Each hands-on, standards-aligned digital learning workshop or online competency-based course offers a proficiency certificate or micro credentials upon completion. Workshop fees are \$150 without this package.

1A. 10 seat package

1B. 20 seat package

Level 2 – In-District Digital Learning Coaching Support

This additional service allows districts to arrange customized professional learning and coaching opportunities as identified by district strategic planning needs assessments, specifically aligned to digital learning needs. This service offers qualified and trained digital learning CESA #4 personnel on site during operating hours to assist, train, and support staff in purposeful digital learning proficiencies and growth.

Fees:

Level 1A: \$
Specify # of 10 seat
pkgs. ___ X \$1,250

Level 1B: \$
Specify # of 20 seat
pkgs. ___ X \$2,000

Level 2: \$
Specify # of days

1 – 10 days @ \$750 per day
 11 – 25 days @ \$700 per day
 Over 26 days @ \$650 per day
 One-half day @ \$450

For more information:
 Kaye Henrickson
 (608) 786-4827
 khenrickson@cesa4.org

<p>School District of: _____</p> <p>Signature: _____</p> <p>Date: _____</p>
--



Service...Above and Beyond

"If you don't tell your story, someone else will. "

-Unknown

Social Media Management Coaching

More and more school districts are increasing community connections on social media platforms. Some districts choose to designate the role to staff. Due to professional responsibilities and everyday demands on educators, consistency and relevance of social media management falls lower on the priority list. Effective management of various social media platforms to build or promote a positive, reliable presence on social media is critical for community engagement.

Now, more than ever before, schools need to have their own media channel—the ability to say what they want, connect with stakeholders where they seek information and show the world how amazing their staff and students are. This takes time, commitment, and consistency. CESA #4 is happy to offer a gradual release model service of Social Media Management. The ultimate goal is to train and build capacity of district staff to maintain, monitor, and manage social media platforms.

Level 1 - Basic Service

This service is designed to provide:

- Set up and monitoring of up to four social media platform accounts, such as:
 - Facebook
 - Twitter
 - YouTube Channel
 - Instagram
- Creation of images and district-specific icons for use in social media postings
- Consistent social media management during the school year
- Best practices in social media posting and monitoring of comments
- On-going communications with district administration and staff regarding messaging and responses to comments
- Assistance with professional development of staff in positive social media best practices and policy development
- Gradual release training of staff to eventually take over the social media reins

Fee: \$3,500

For more information:

Kaye Henrickson
(608) 786-4827
khenrickson@cesa4.org

School District of: _____

Signature: _____

Date: _____



Service...Above and Beyond

“Google can bring you back 100,000 answers; a librarian can bring you back to the *right* one.”

–Neil Gaiman

Library Media—Technology Integration Specialist PLC

Library Media—Technology Integration PLC services are eligible under the TEACH 2.0 Teacher Training Consortium Grant (Priority 2) as well as Title Funding in ESSA.

Level 1—Basic Service

District digital leaders need a space to network and learn from one another—together we are better—to meet the ever-changing digital learning needs of our teachers and students. Oftentimes, we see digital leadership fall into the realm of Library Media Specialist, and/or Technology Integration Specialist/Coach.

The primary goal of the Library Media-Tech Integrationist PLC is to connect and assist CESA #4 districts as they strive to meet digital learning needs of staff and students through the effective and purposeful integration of digital tools in powerful, student-centered learning environments. We will ground our learning around new licensing guidelines and the Instructional Technology and Literacy (ITL) Standards from the Department of Public Instruction. The following specific services are provided:

- A Professional Learning Network (PLN) for collaborating, learning, and growth through **four face-to-face opportunities** specifically designed for connecting:
 - library media specialists or instructional resource coaches
 - technology leaders (coaches and specialists)
 - lead technology educators (teachers leading the way with effective technology integration in classroom instruction)
- Timely updates and support from DPI, WEMTA, WETL, ISTE, and CoSN to share back in districts
- Advocacy for CESA #4 schools regarding federal and state programs and initiatives including Every Student Succeeds Act (ESSA), TEACH 2.0, and Common School Funding
- Support for district strategic planning efforts aimed at analyzing and applying the Future Ready Schools Framework assessments and suggested strategies to meet identified technology integration growth and proficiencies

See page two for additional details

For more information:

Kaye Henrickson
(608) 786-4827
khenrickson@cesa4.org

School District of: _____

Signature: _____

Date: _____



Service...Above and Beyond

Library Media—Technology Integration Specialist PLC

Level 1—Basic Service (Continued)

CESA #4 Library Media-Tech Integrationist PLC will network on critical educational technology topics such as (but not limited to):

- Connecting Digital Learning Plans to district Strategic Plans
- Leveraging Future Ready Schools Framework within Strategic Plans
- Digital Resources
 - Quality, Equity, and Access
 - WISELearn
 - BadgerLink
 - WI Public Television Education
 - OER
- Connecting the Standards Dots: Educator Effectiveness, ISTE, and Content Literacy
- Future Ready Librarians
- Instructional Technology Coaching Best Practices, recommended by ISTE, to support effective technology integration proficiencies among staff
- Blended and online learning best practices for students and adults
- Redefining learning environments
- Personalized professional learning

Fees:

Level 1: \$

\$500 per district individual

\$1,500 per district team of up to four members

For more information:

Kaye Henrickson
(608) 786-4827
khenrickson@cesa4.org

School District of: _____

Signature: _____

Date: _____