



# **The Context: Today's K-12 Learners, Poker and Wild Cards**

*Speak Up 2007 Data Findings*

**edIT**


**Educational IT Strategies**

**Julie Evans**

**November 12, 2008**

**“We want technology to be almost a thoughtless, seamless process. When you go to a classroom, you pick up a piece of chalk. *Technology should be as automatic as picking up the chalk.* The newer teachers are expecting it and our students are expecting it when they come into the classroom.”**

*Irving (Nick) Nicholson*  
*Director of eLearning Programs*  
*Chicago Public Schools*



Today's interactive discussion

Who is today's **learner**?

Are we meeting their needs **today**?

What about the needs of **tomorrow's** learners?

How can we more effectively leverage your **infrastructure** and **emerging technologies** to increase achievement?

Today's interactive discussion

**Who is today's learner?**

**Are we meeting their needs today?**

**What about the needs of tomorrow's learners?**

**How can we more effectively leverage  
your infrastructure and emerging  
technologies to increase achievement?**

**Source:**

**Speak Up 2007 Student Data Findings**

## What is Speak Up?

- **Annual national research project**
  - Online surveys
  - Open for all K-12 schools
  - Schools/districts get back their own data for planning and budgeting
- **Collect data ↔ Stimulate conversations**
  - K-12 Students, Teachers, Parents and Administrators
- **Inform policies & programs**
  - Analysis and reporting – national reports, state reports, district reports
  - Services: custom reports, consulting with districts and state agencies
  - NCES back end database – provide statistically significant samplings from the data
- **5 years of empowering authentic voices – since 2003:**
  - 1.1 million K-12 students
  - 74,000 teachers
  - 34,000 parents
  - 3,200 school leaders
  - 14,000 schools – from all 50 states, DC, American military base schools, Canada, Mexico, Australia

**1.2 million respondents**

# Speak Up is facilitated annually by **Project Tomorrow** *(formerly known as NetDay)*

## About Project Tomorrow:

**A national education nonprofit organization providing leadership, research and programs to support science, math and technology education**

# National Speak Up 2007 Participation



✓ K-12 Students	319,223
✓ Teachers	25,544
✓ Parents (in English & Spanish)	19,726
✓ School/District Administrators	3,263
✓ Schools	3,729
✓ Districts	867
✓ States	All 50
○ Top 10: TX, CA, AZ, IL, AL, MD, NC, PA, FL, MI	

## About Speak Up 2007 Schools:

- 97% public, 3% private
- 32% urban, 40% suburban, 29% rural
- 43% Title 1 eligible
- 29% majority-minority student population

## 2007 survey question themes

- Learning & Teaching with Technology
- Web 2.0 / Web 3.0 in Education
- 21st Century Skills
- Science Instruction & Global Competitiveness
- Emerging Technologies in the Classroom
  - *Mobile Devices*
  - *Gaming*
  - *Online Learning*
- Designing the 21st Century School

# Speak Up 2008

## Oct 27 - Dec 19

Help K-12 students, educators and parents  
have a **voice** in national discussions

Learn about the **ideas** of your future students

**Inform** plans, budgets and programs

*Participating schools and districts get  
free online access to their  
own quantitative data –  
with national benchmark data*



# Speak Up 2008 Oct 27 - Dec 19



Help K-12 students, educators and parents  
have a **voice** in national discussions

*Surveys submitted as of 12 noon today:*

**News Flash!**

***Over 35,000 K-12 Students, Teachers, Parents  
and Administrators***

# Let's get to know each other!

*Thank you to SMART Technologies for the  
use of the SENTEOs.*



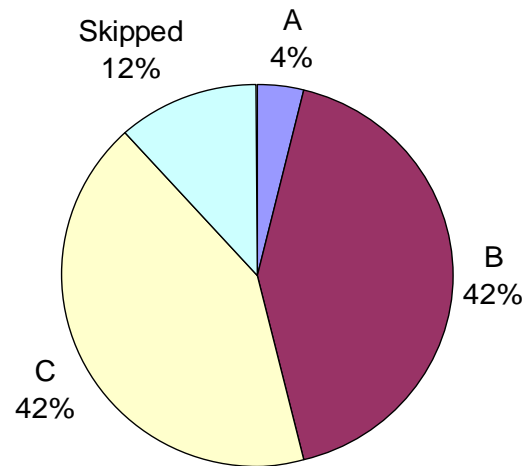
## Are you a poker player?

- a. Yes, I am a “big time” player
- b. Yes, I play casually
- c. No, I don’t play poker
- d. What is poker???

### Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

**Senteo Quiz Results (Correct answer: This is an opinion question.)**



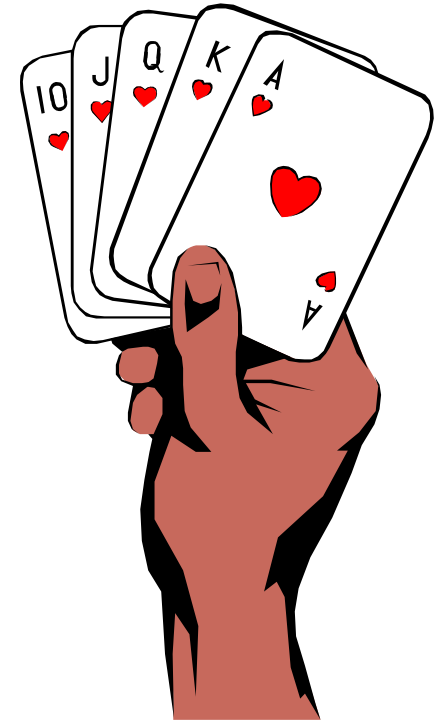


## Poker 101



- **5 Card Draw**
- **Goal to get best “hand”**
  - **Royal Flush**
  - **Flush**
  - **Straight**
  - **Straight Flush**
- **Work with the hand you are dealt!**

As an administrator, what **cards** are in  
**your hand** today?



**As an administrator, what cards are in your hand today?**

**What challenges are “waking you” up in the middle of the night?**



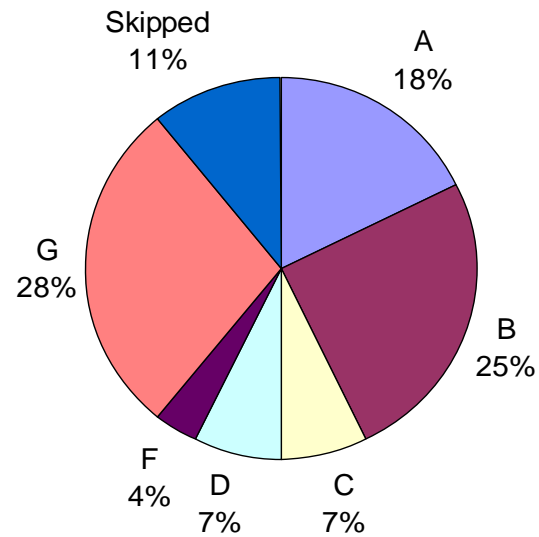
## What challenges are “waking you” up in the middle of the night? (Pick 1)

1. Qualified teachers
2. Adequate funding
3. Test scores
4. Communications w/parents
5. School safety
6. NCLB
7. Use of technology
8. Diversity

### Senteo Question

To set the properties right click and select  
Senteo Question Object->Properties...

**Senteo Quiz Results (Correct answer: This is an opinion question.)**



What challenges are “waking you” up in the middle of the night?

Top 5 Cards – Administrators nationwide:

Test scores

Adequate funding

Communications with parents

School Safety

Use of technology in instruction

# The Wild Card:

## Use of technology in instruction



# The Wild Card:

Use of technology in instruction

Who is today's learners?



## The Wild Card:

### Use of technology in instruction

Who is today's learners?

What are their behaviors, values and aspirations about technology use in learning?

## The Wild Card:

### Use of technology in instruction

Who is today's learners?

What are their behaviors, values and aspirations about technology use in learning?

Are all digital natives the same?

## Key findings from Speak Up 2007 data:

“Digital disconnect” is alive & well:

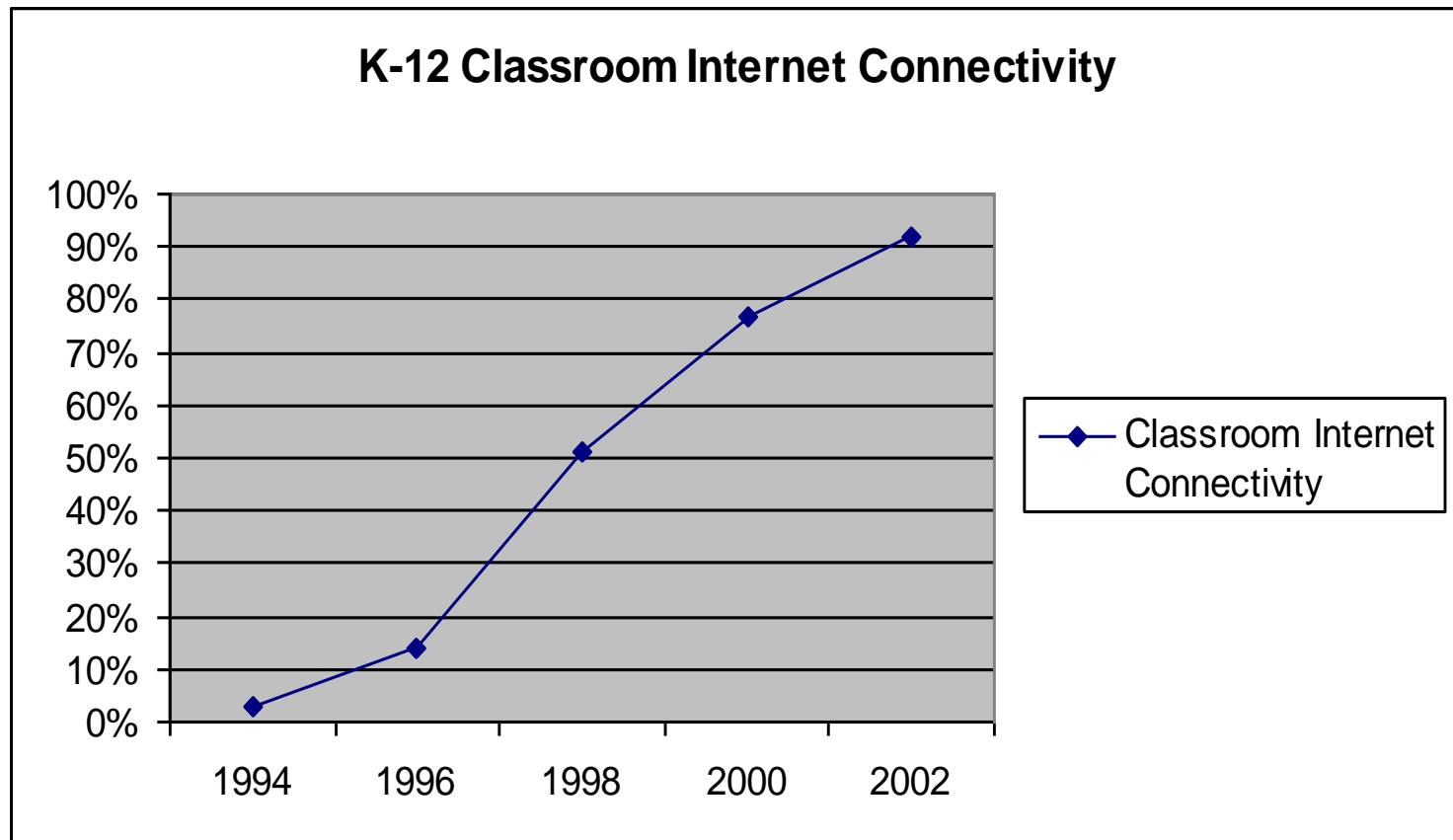
*the gap between how  
today's students learn and  
how they live!*

## Key findings from Speak Up 2007 data:

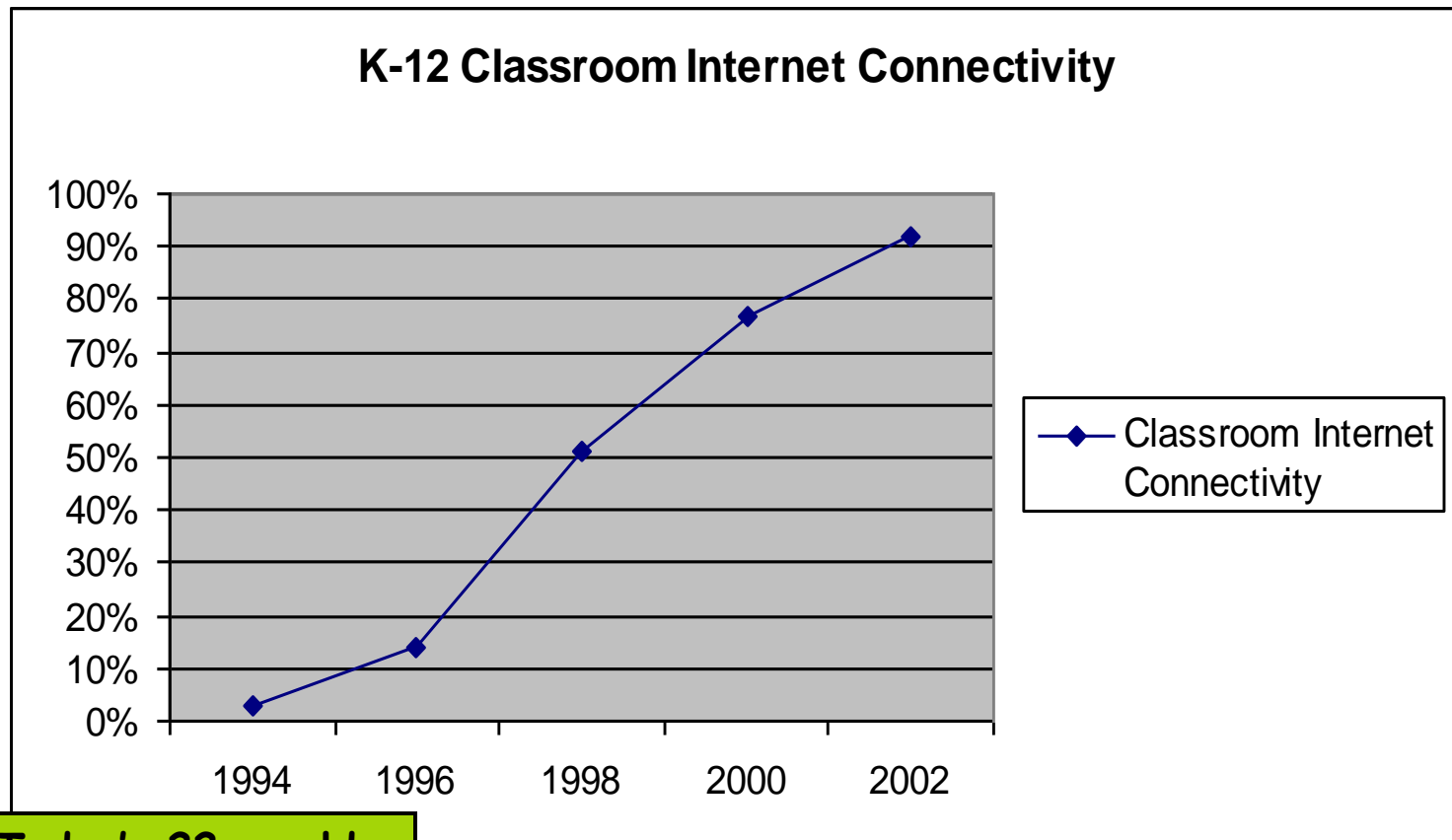
### “Digital disconnect” is alive & well:

- Between students and teachers
- Between advanced tech students and other students
- Between girls and boys
- Between older and younger students

***Let's add some context:***

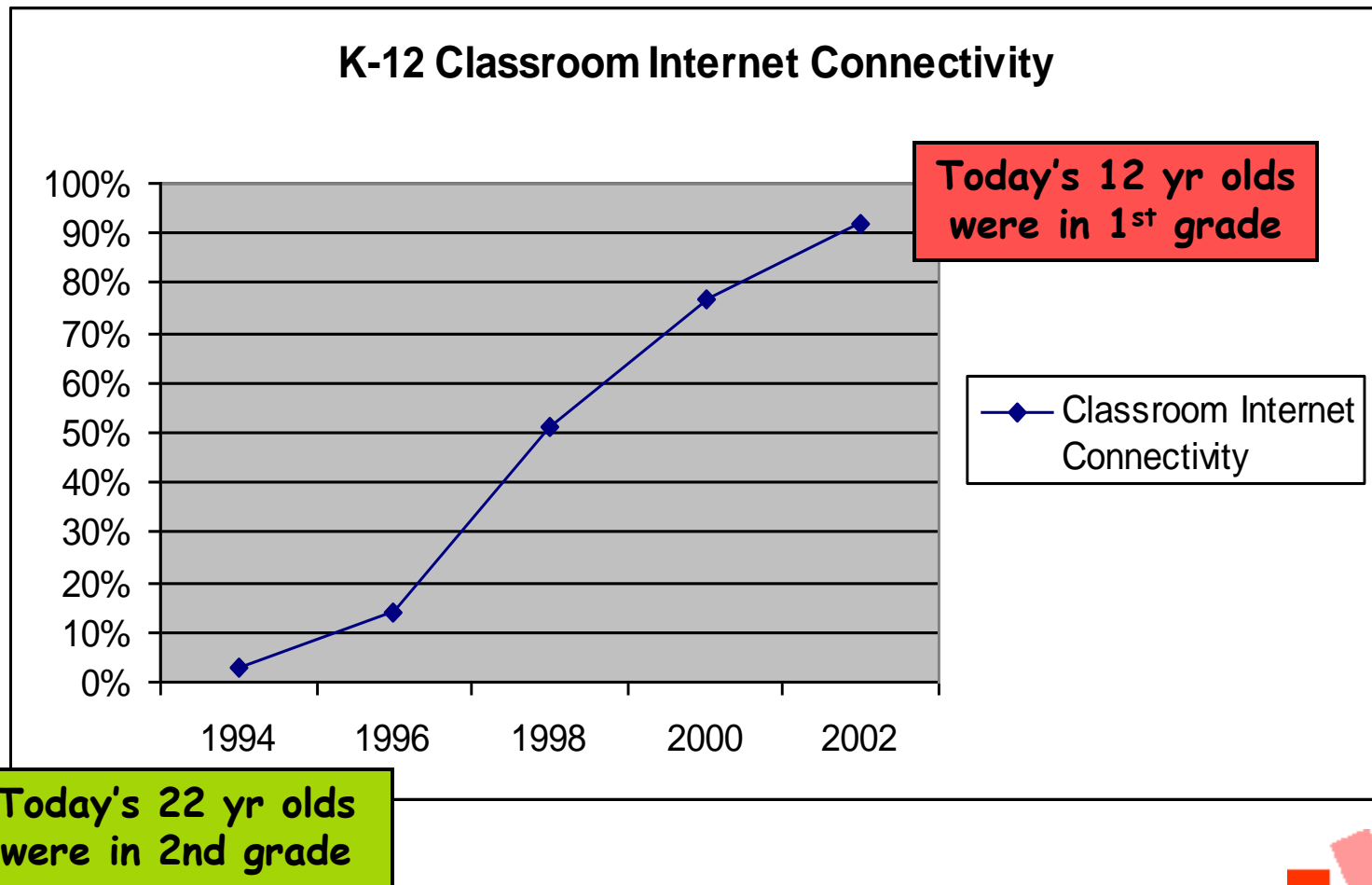


## Let's add some context:

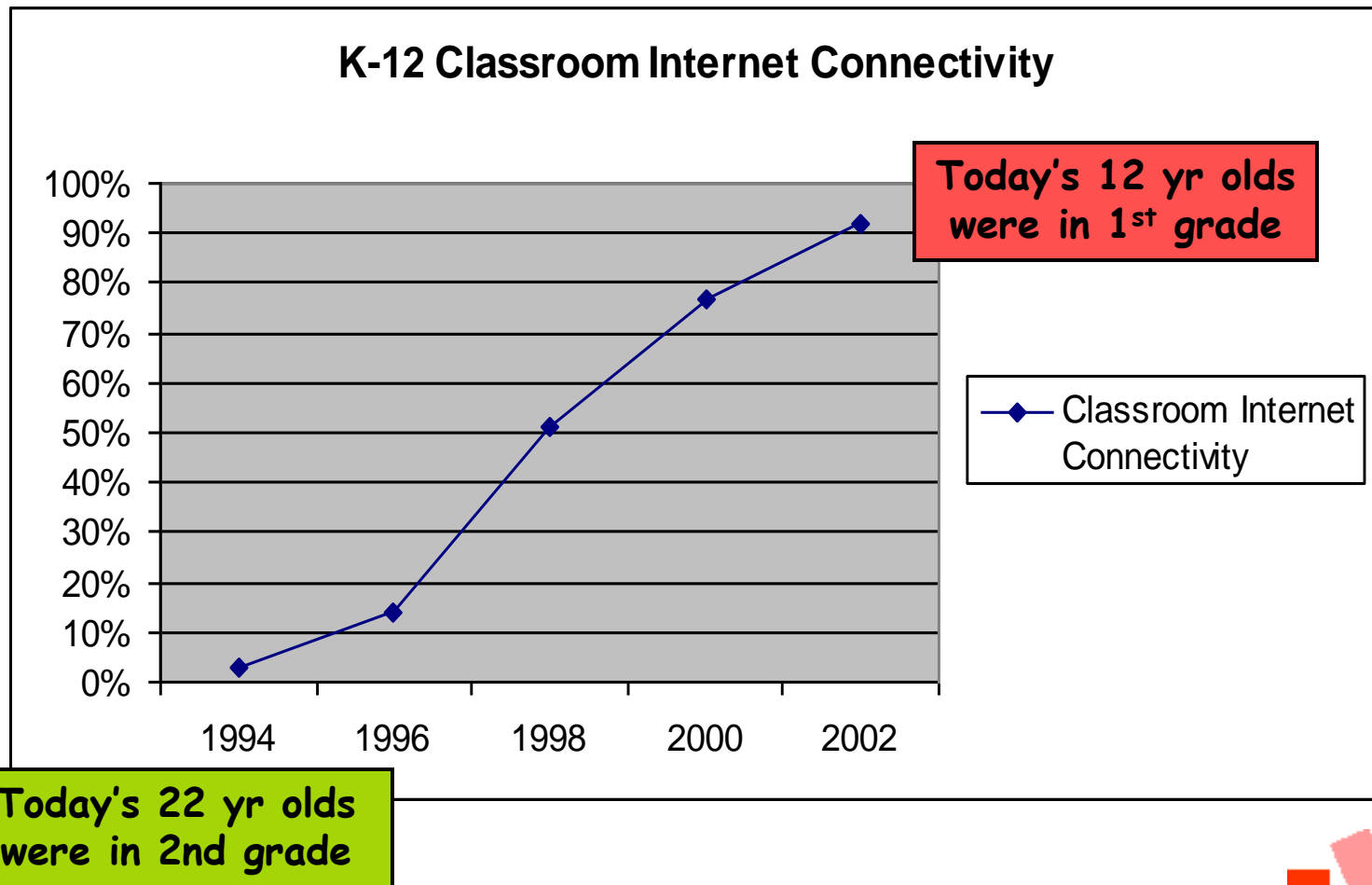


Today's 22 yr olds  
were in 2nd grade

## Let's add some more context:



## Who are the real digital natives?



## Speak Up Packets:

- National Data Findings
- K-12 Student Data
  - School
  - District
  - State

## Speak Up Packets:

- National Data Findings
- K-12 Student Data
  - School
  - District
  - State

Use this data to uncover new ideas about your learners and the **wild card** in your hand!

# Speak Up K-12 Student Data

## 6 Key Indicators

- Technology use outside of school
- Technology use for schoolwork
- Interest in online learning
- Interest in educational gaming
- Designing the 21<sup>st</sup> century school
- Value statement about school and success

# Speak Up K-12 Student Data

## 6 Indicators

- Technology use outside of school
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- Value statement about school and success

Grades

Gender

Tech Skills

## Wild Cards!

***Let's get to know each other a little better!***

**How would you assess your own technology skills compared to your peers?**

**a. Beginner**

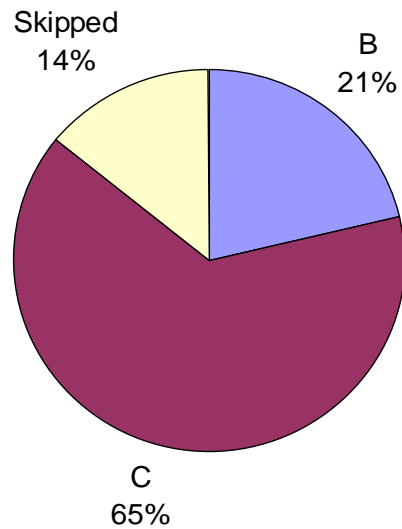
**b. Average**

**c. Advanced**

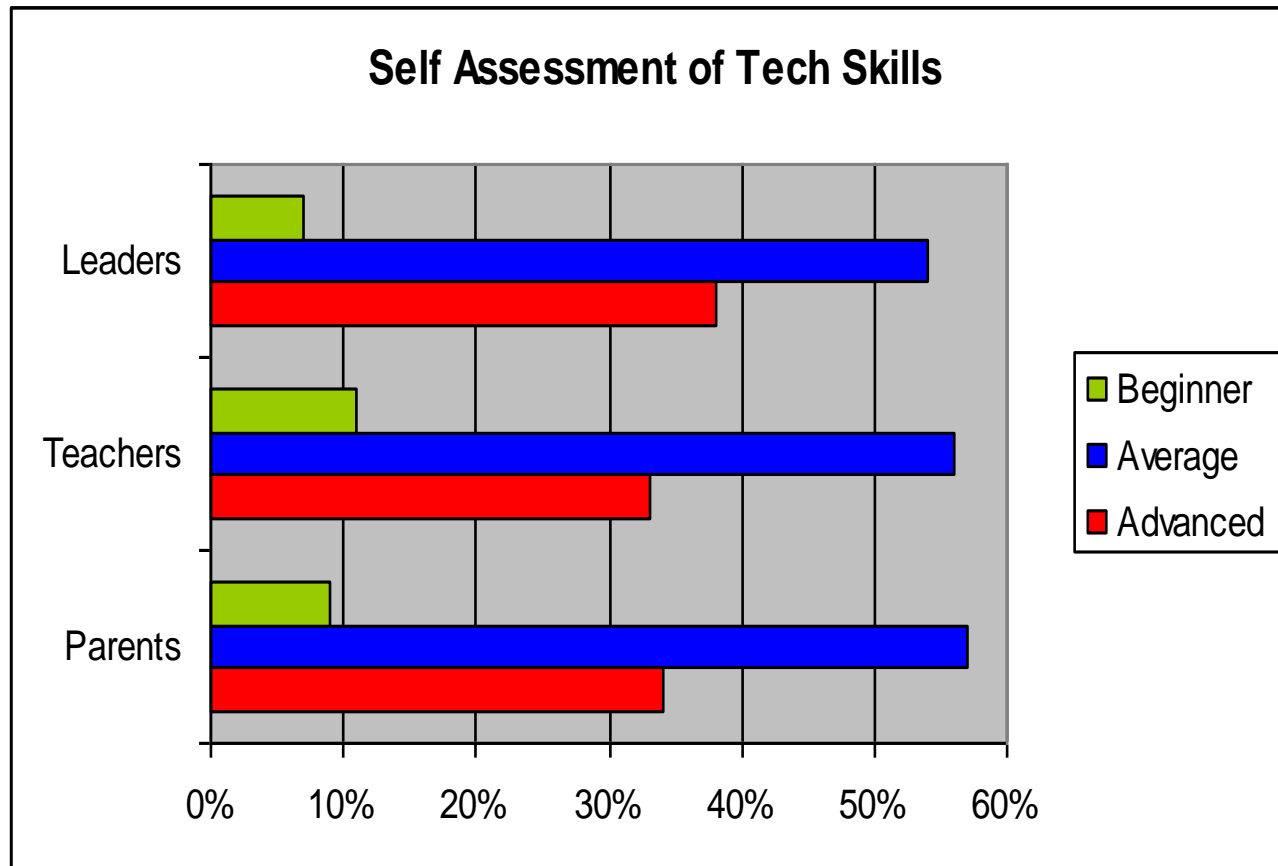
## Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

**Senteo Quiz Results (Correct answer: This is an opinion question.)**



## Parents, Teachers, School Leaders: What kind of tech user are you?



Audience Response:

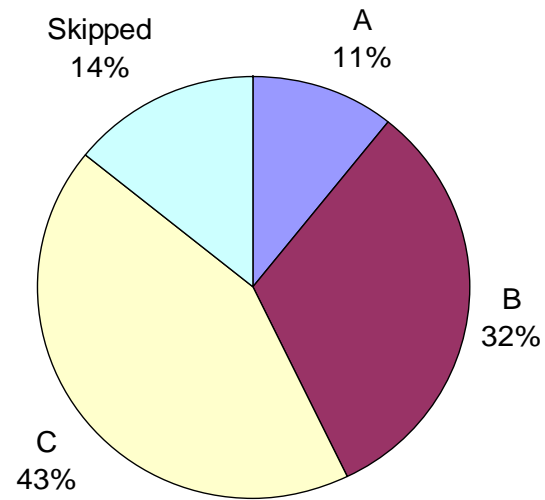
**What % of students grades 6-12 consider themselves “advanced tech users?”**

- a. 6%
- b. 24%
- c. 70%

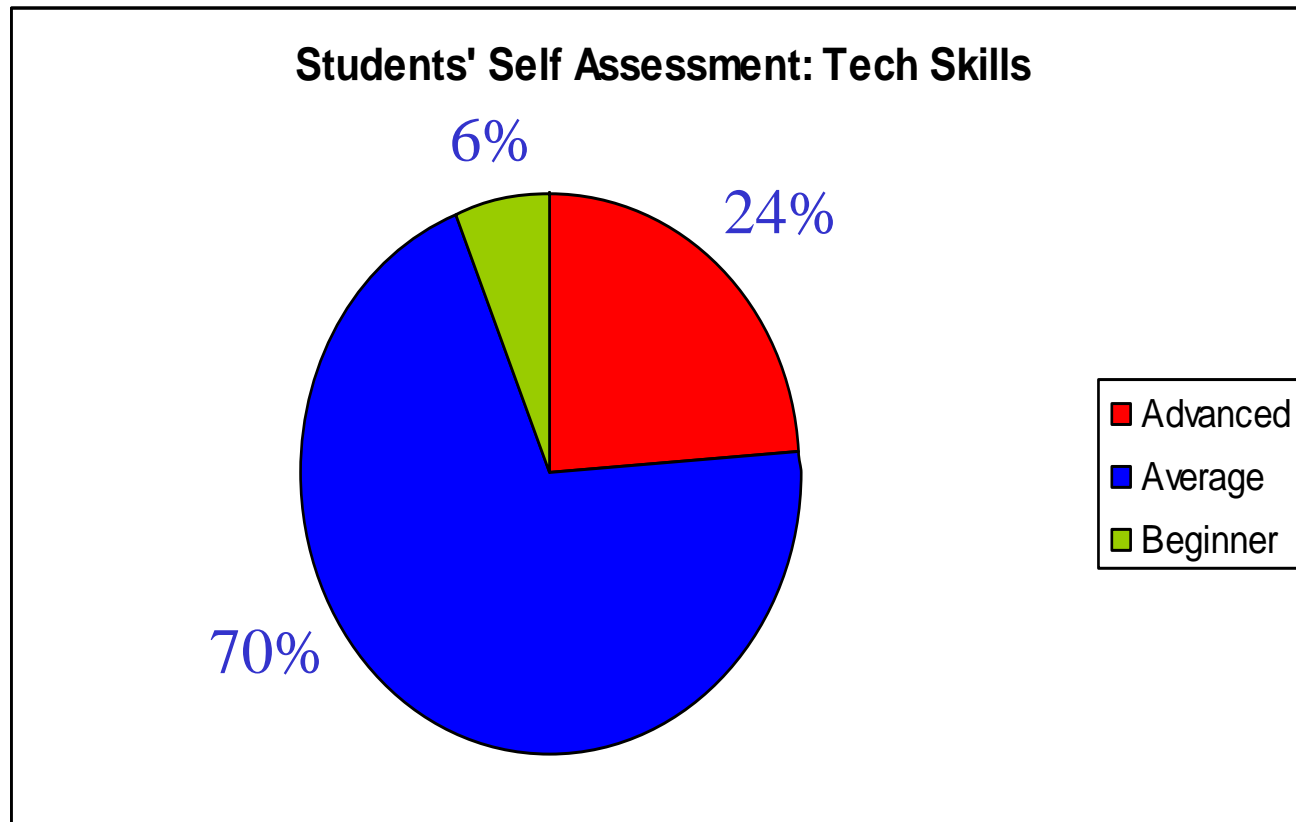
## Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

### Senteo Quiz Results (Correct answer: B)



## What % of students grades 6-12 consider themselves “advanced tech users?”



Survey Gr 6-12: Q 6



**Students:**  
**What do you do regularly with technology?**



## Survey Gr 6-12: Q 6



**Students:**  
**What do you do regularly with technology?**

The "Big 4" *today* :

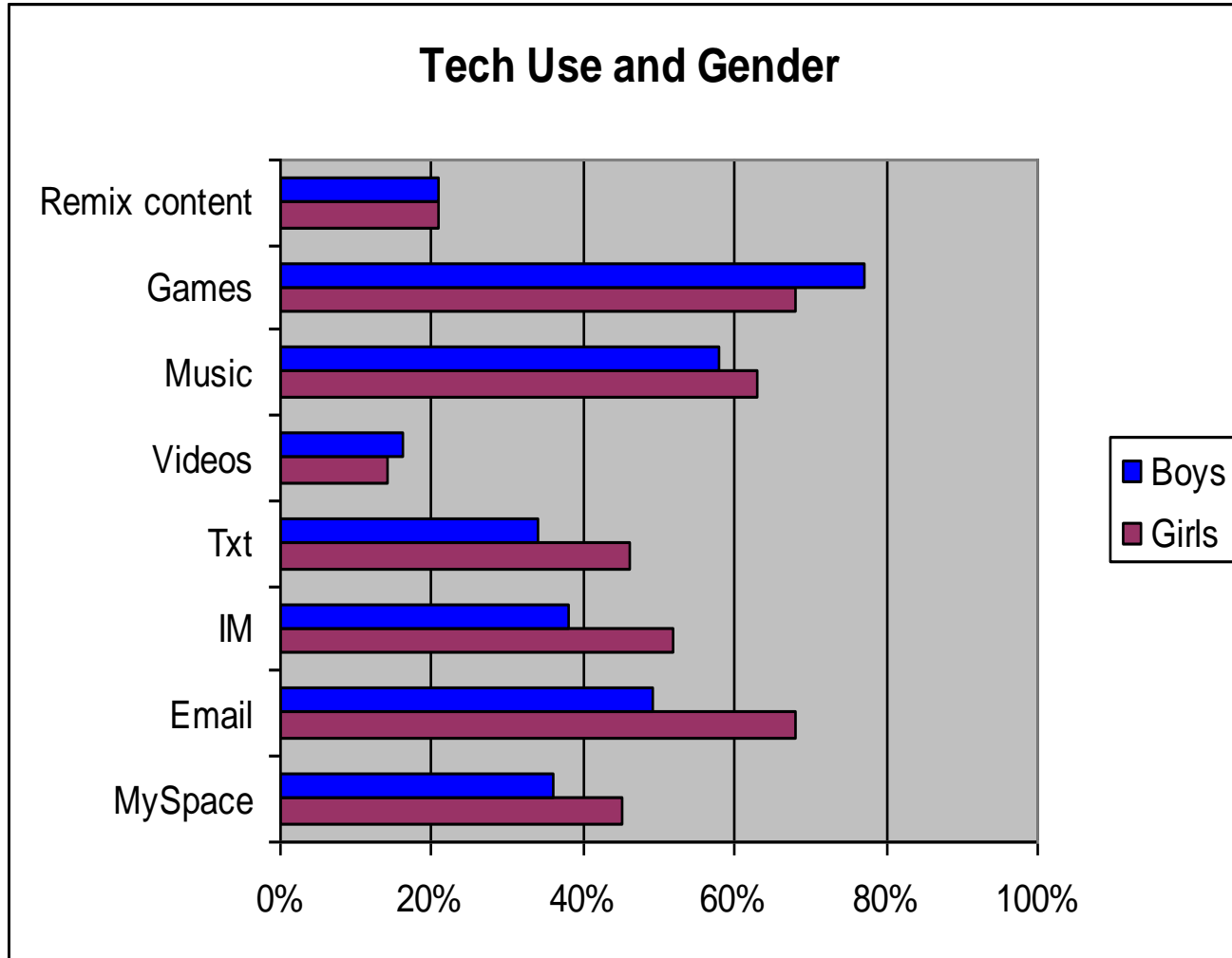
- Online and computer gaming
- Download music
- Communications - email, IM, Txt
- Maintain a personal website



## The “Big 4”

- **Online and computer gaming**
  - *Over 64% of students K-12 play*
- **Download music**
  - *#1 with students in grades 6-12*
- **Communications - email, IM, Txt**
  - *Girls still lead in usage*
- **Maintain a personal website**
  - *40% of students grades 6-8*
  - *67% of students grades 9-12*

# Wild Card!



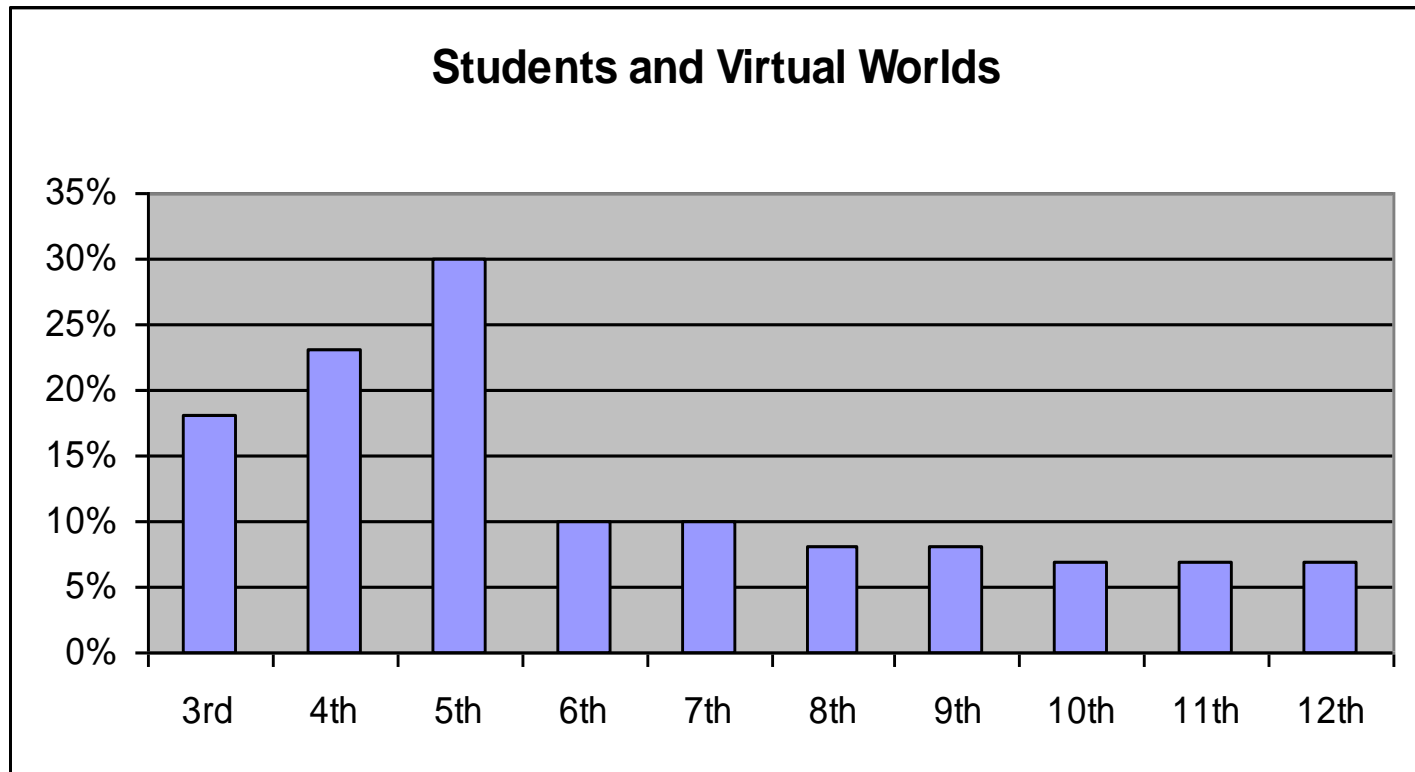
## On the horizon - coming quickly to a tipping point near you!

- **Virtual worlds**
  - 24% of students gr 3-5 participate regularly
- **Video creation/sharing**
  - 20% of high school students
  - 50% in focus groups have posted a video
- **Remixing content**
  - 21% of middle school students are doing this now



# Wild Card!

What do you do regularly with technology?



**Students:**  
**What do you do regularly with technology**  
**– for schoolwork?**

**Top 5 responses:**

1. Writing assignments (74%)
2. Online research (72%)
3. Checking assignments/grades online (58%)
4. Creating slideshows, videos, webpages (57%)
5. Email or IM classmates about assignments (44%)





## Wild Card!

**Students:**

**What do you do regularly with technology**

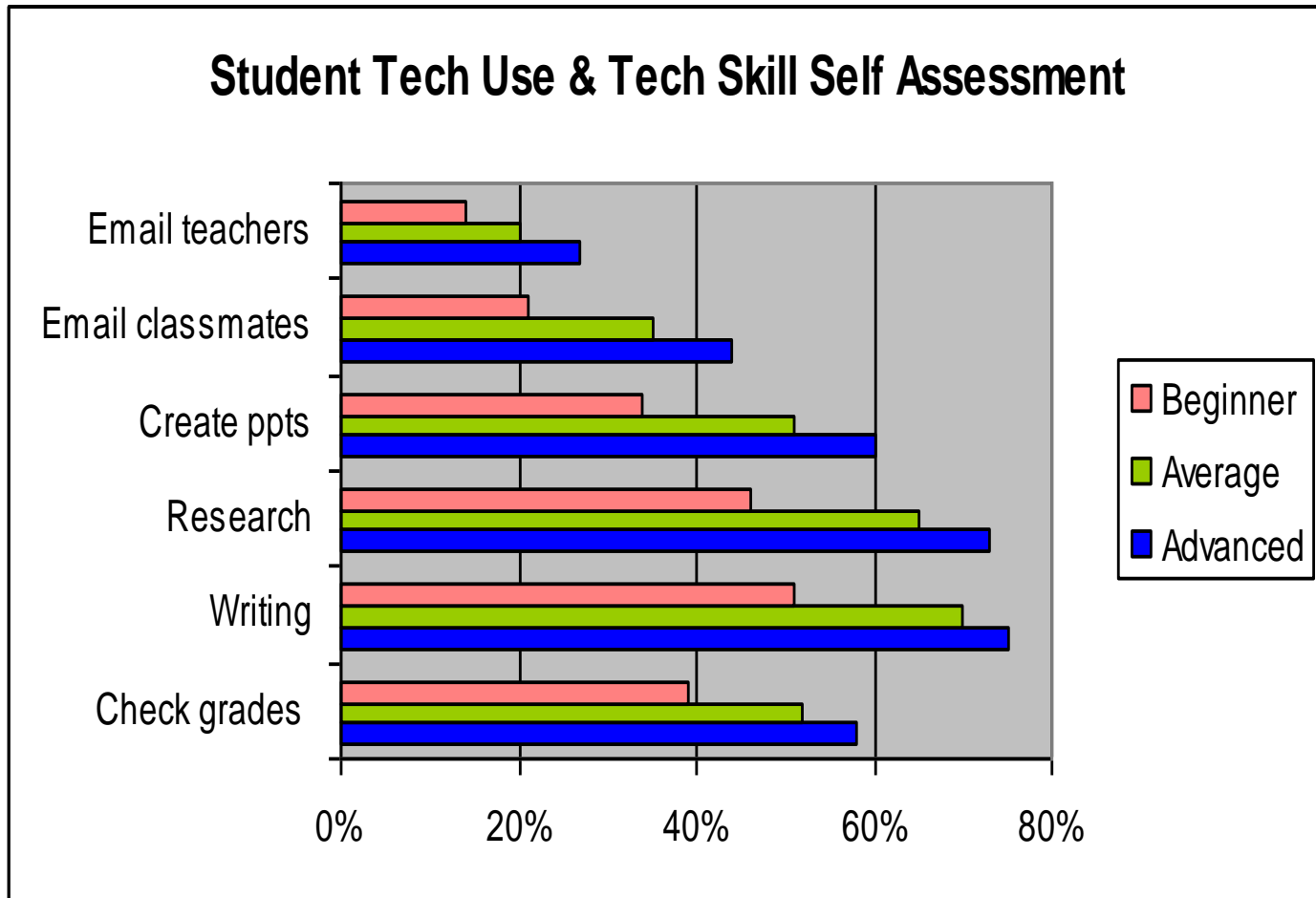
**– for schoolwork?**

Email or IM classmates about  
assignments

Girls Gr 6 -8 : 44%

Boys Gr 6 - 8 : 28%

# Wild Card!



# How satisfied are today's students with technology use at their school?



## Obstacles to student tech use at school

*Top responses:*

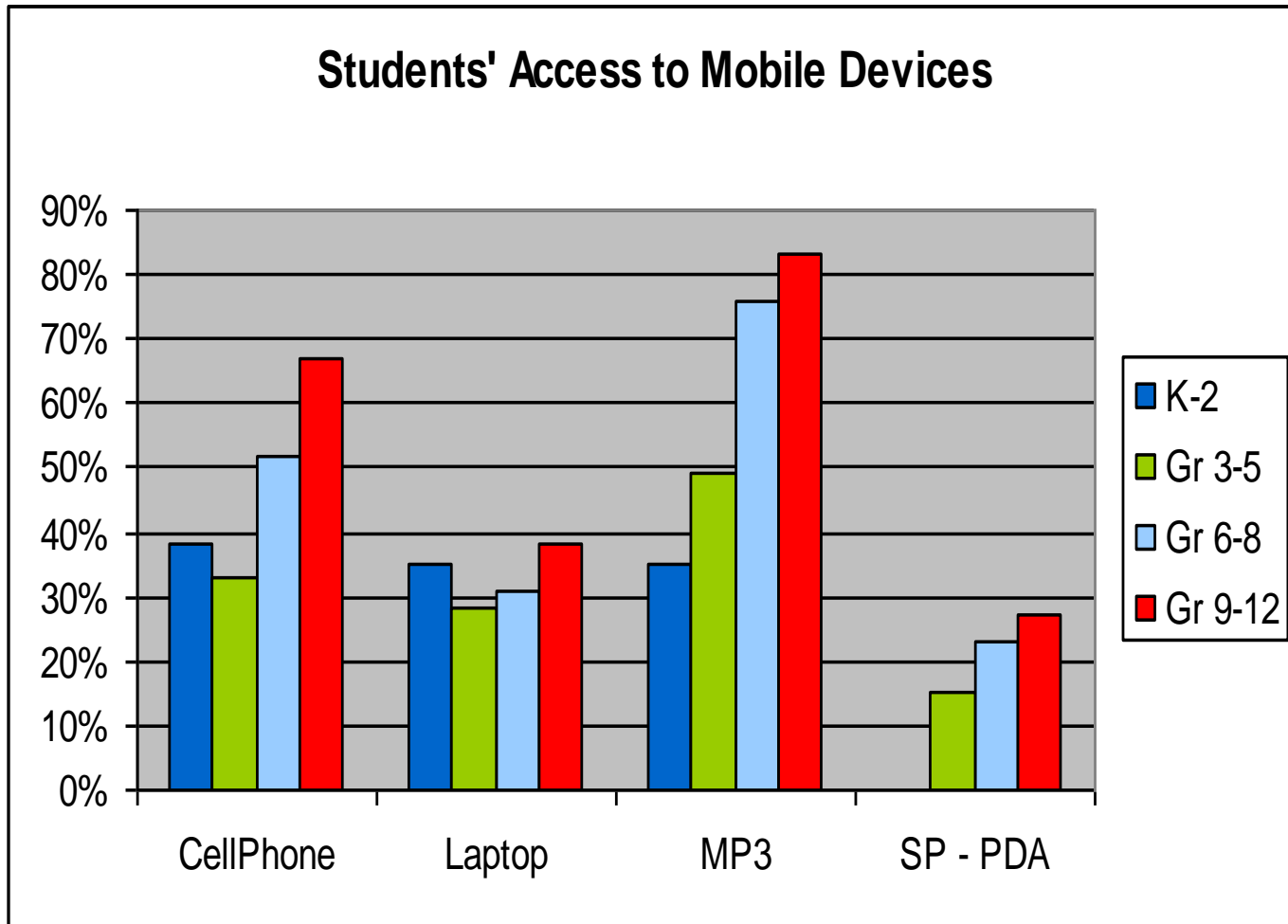
- Filters block websites I need
- Teachers limit tech use
- Lots of rules
  - That limit use of my school's technology
  - That prevent me from using my own tools such email / IM / MySpace

**How could your school make it easier for you to use technology?**

**Top 5 student demands:**

- 1. Let me use my own tools & devices**
- 2. Give me unlimited Internet access**
- 3. Let me access my projects anywhere**
- 4. Provide me with communication tools**
- 5. Give me access to the school network - even from home**

# Wild Card!



## How student want to use mobile devices to support learning

- **Communications**
  - *Email teachers, classmates*
  - *Access personal websites*
- **Collaborations**
  - *Projects and calendars*
- **Creativity**
  - *Create/share documents*
- **Productivity**
  - *Research, downloads, ed games*



## Digital Disconnect:

A new “battleground” with emerging technologies in education

- Online learning
  - Dedicated online class
  - Blended class
  - On own or through school

## Online learning and students

### High School Students' Usage

- 8% taken online class
- 9% taken a class with an online component
- 6% taken an online class outside of school

*Almost 1 out of 4 high school students have experience with online learning*

## Online learning and students

Is there interest in taking online classes? **Yes!**

Beyond the students with current experience:

- +33% of high school students
- +24% of middle school students
- +19% of students grades 3-5



Audience Response:

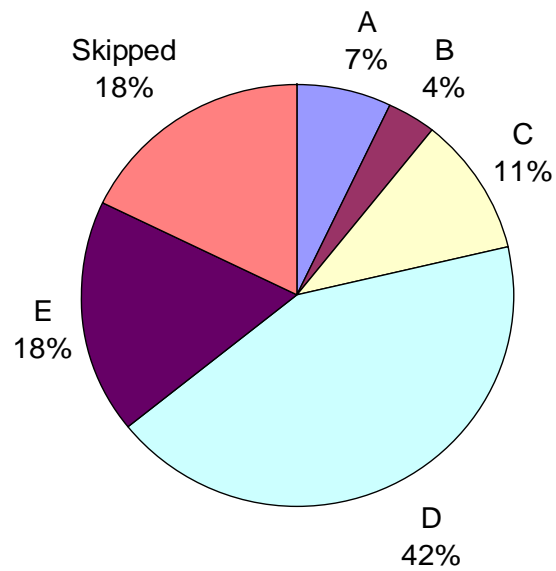
**What is the #1 reason middle school students want to take an online class?**

- a. Take class not offered at my school
- b. Get extra help in a subject
- c. Earn college credit
- d. To work at my own pace
- e. To learn more about the subject

## Senteo Question

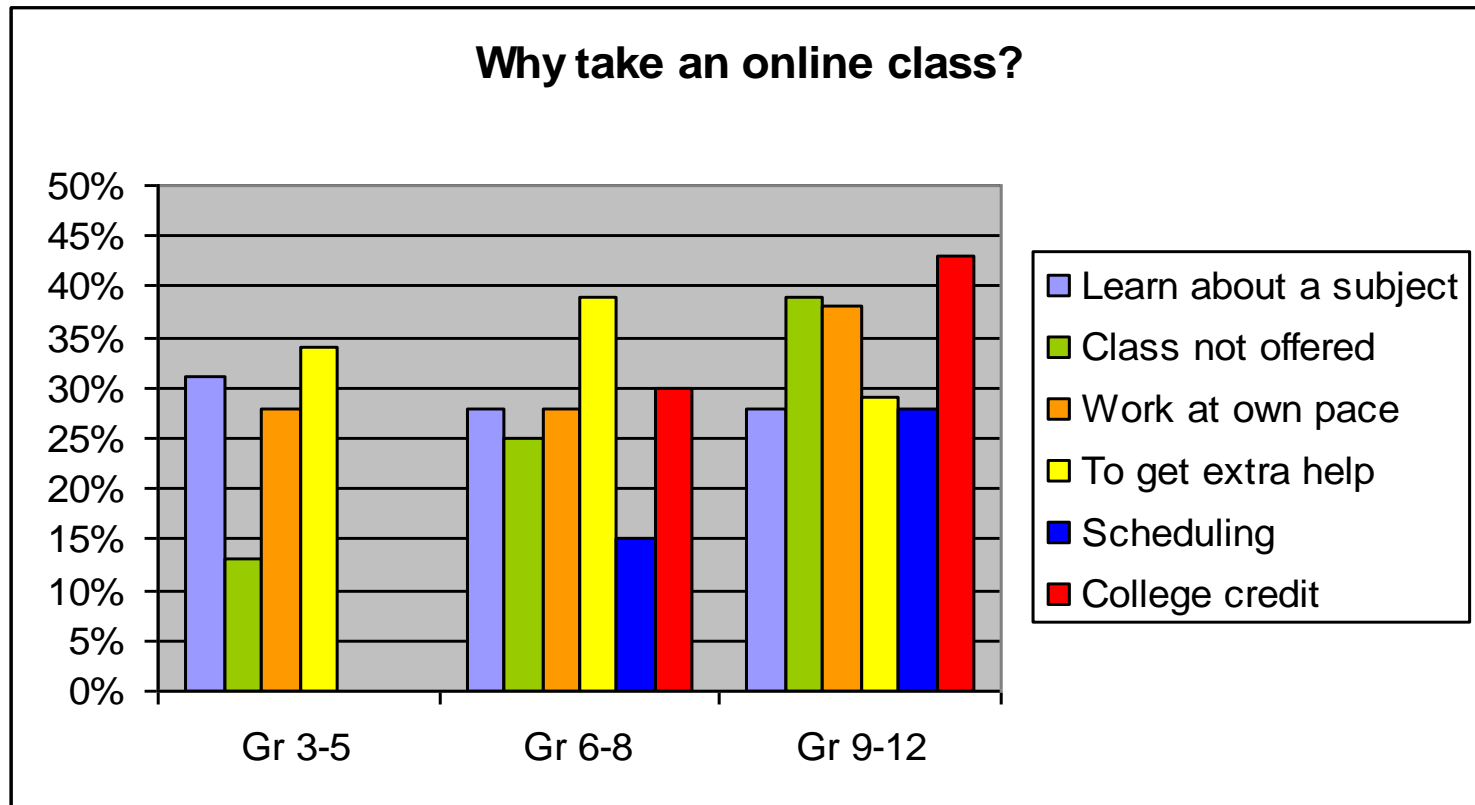
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### Senteo Quiz Results (Correct answer: B)



# Wild Card!

What is the #1 reason **middle school students** want to take an online class?





## Digital Disconnect:

A new “battleground” with emerging technologies in education

- *Gaming technologies for learning*

## Gaming Technologies in Learning

- Over 64% of students K-12 play
- Average is **8 - 10 hours** per week
- Using a wide variety of devices

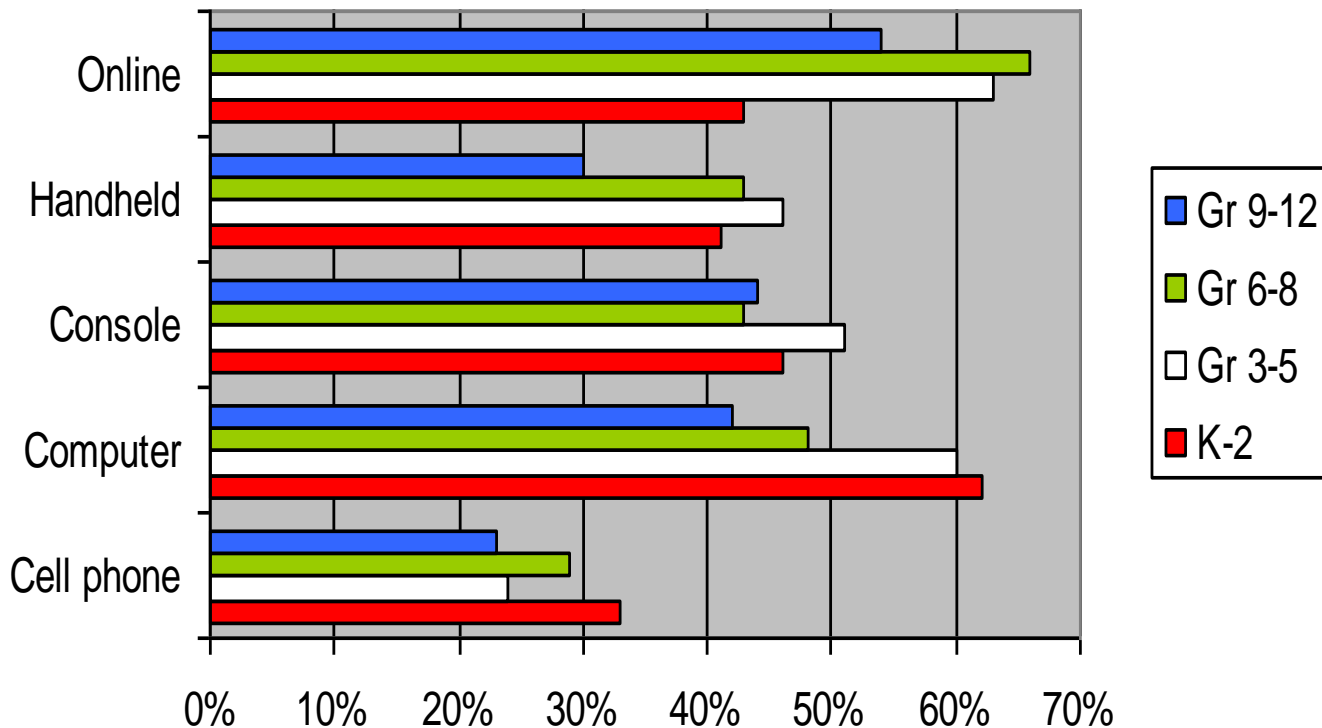
## Gaming Technologies in Learning

- Over 64% of students K-12 play
- Average is 8 - 10 hours per week
- Using a wide variety of devices
  - Cell phones
  - Computer games
  - Console video players
  - Handhelds
  - Web-based: single or multi user



# Wild Card!

## Students' Use of Gaming Devices



Audience Response:

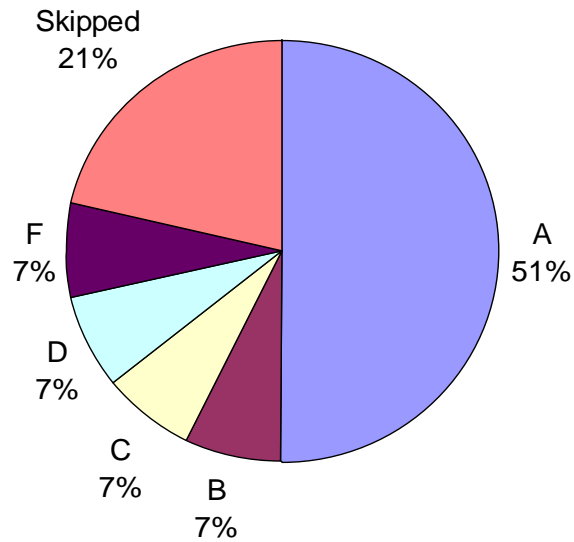
**Girls** are most likely to use which device for their gaming activities?

- a. Cell phones
- b. Computer games
- c. Console video players
- d. Handhelds
- e. Web single user game
- f. Web multi-user game

## Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

### Senteo Quiz Results (Correct answer: B)





## Wild Card!

**Girls** are most likely to use which device for their gaming activities?

- a. Cell phones
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- d. Handhelds
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## Student views – why include gaming in school?

- Easier to understand difficult concepts 51%
- More engaged in learning material 50%
- Would learn more 46%
- More interesting to practice problems 44%

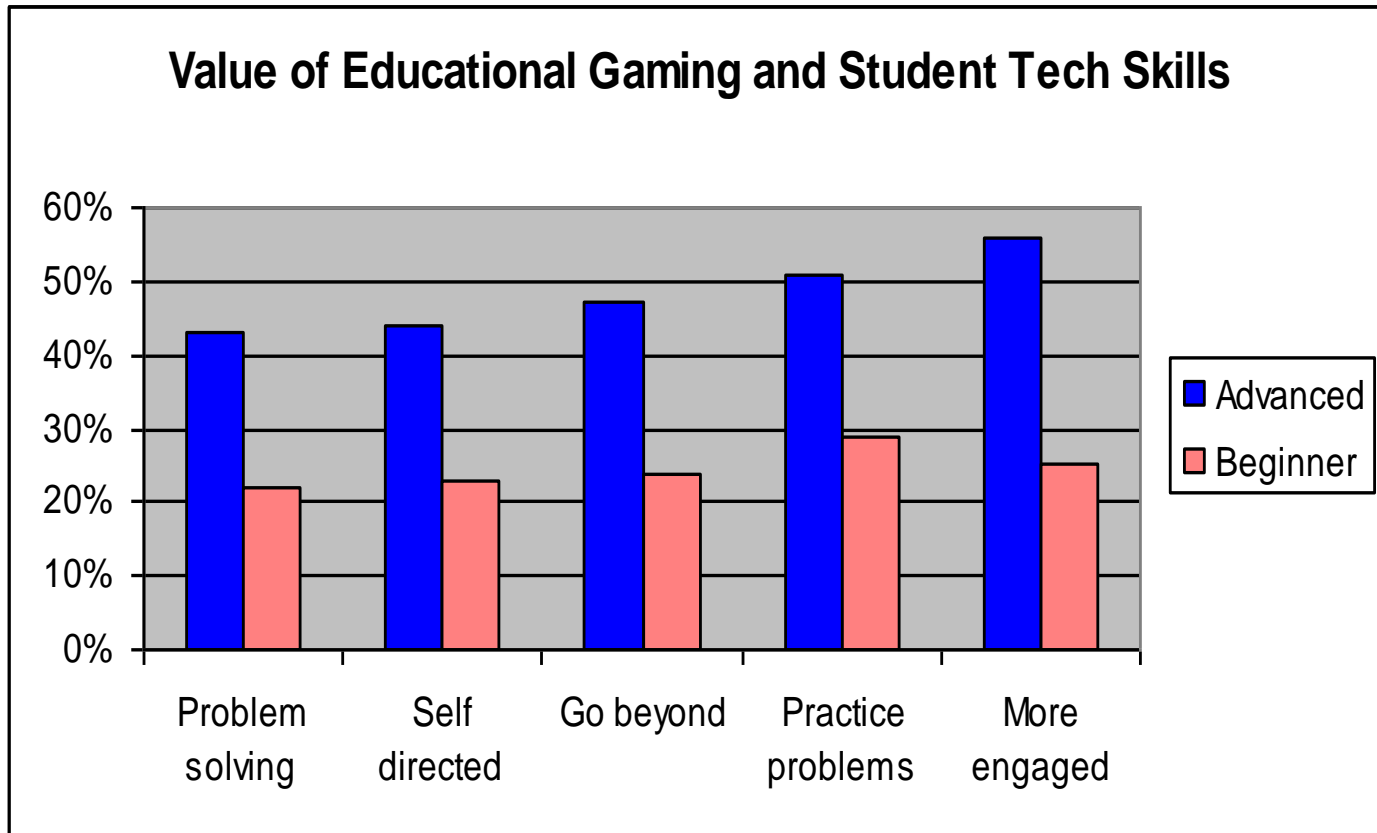


## Student views – why include gaming in school?

- Easier to understand difficult concepts 51%
- More engaged in learning material 50%
- Would learn more 46%
- More interesting to practice problems 44%
- Go beyond & try new things 37%
- See results of my problem solving 35%
- Direct my own learning 34%

# Wild Card!

## Student views – why include gaming in school?





**What if you could design the  
ultimate school . . . .**

**what technologies would have the  
greatest impact on your learning?**



Audience Response:

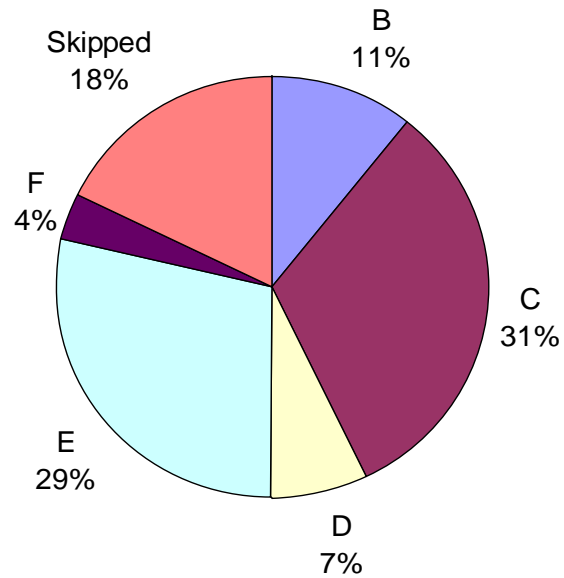
**What do students say is the #1 tech tool or service that will impact their learning?**

- a. Digital equipment for creating projects
- b. Games and virtual simulations
- c. Personal laptops for each student
- d. Student access to email and IM at school
- e. Using devices like cellphones, MP3 players and PDAs
- f. Online classes

## Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

### Senteo Quiz Results (Correct answer:C)





**What do students say is the #1 tech tool or service that will impact their learning?**

**Students in Kindergarten thru 12<sup>th</sup> grade say the same thing every year:**

Survey Gr 6-12: Q 28



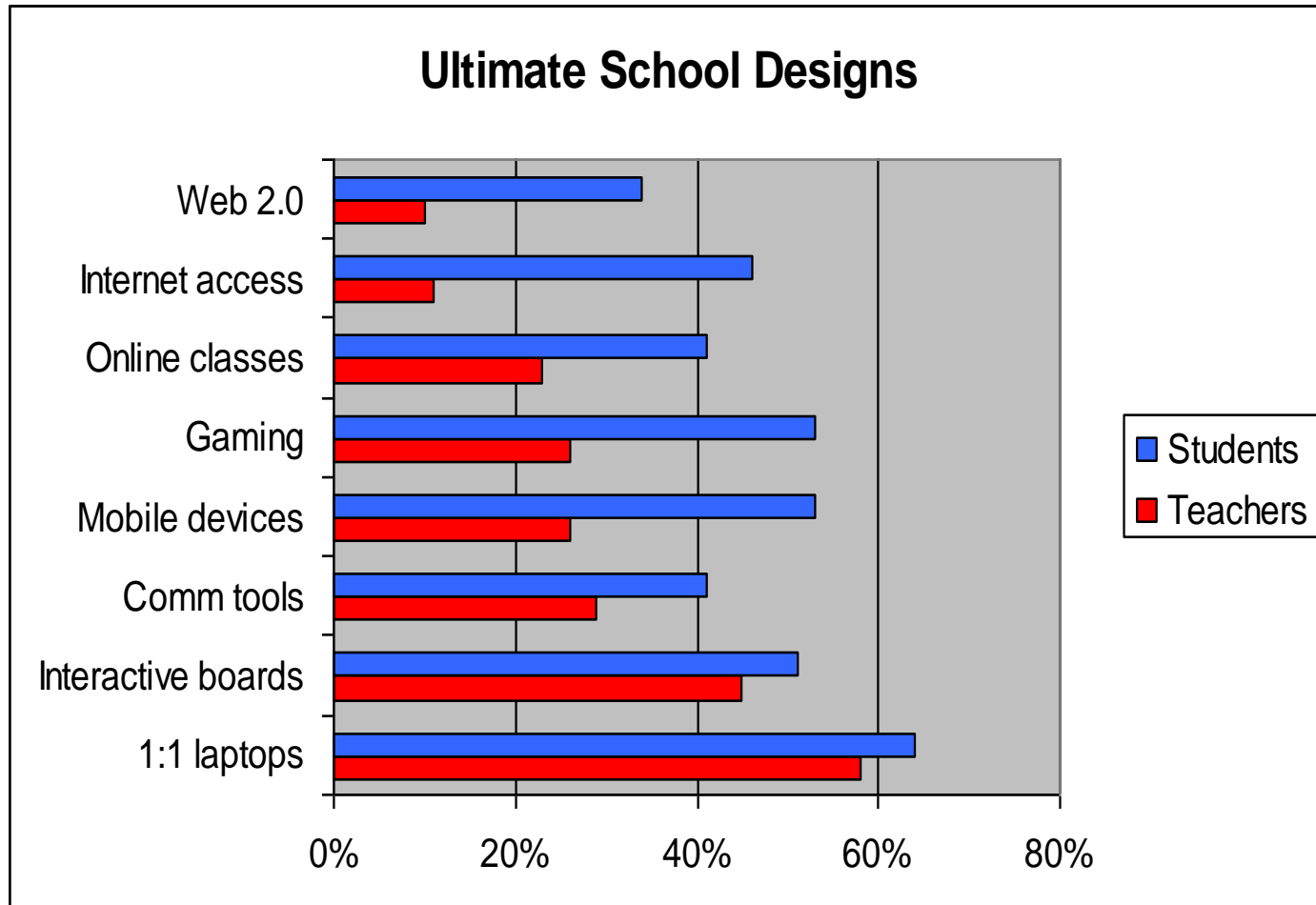
**What do students say is the #1 tech tool or service that will impact their learning?**

Students in Kindergarten thru 12<sup>th</sup> grade say the same thing every year:

- *"Give me a laptop for my personal use at school and at home"*



# What if you could design the ultimate school?



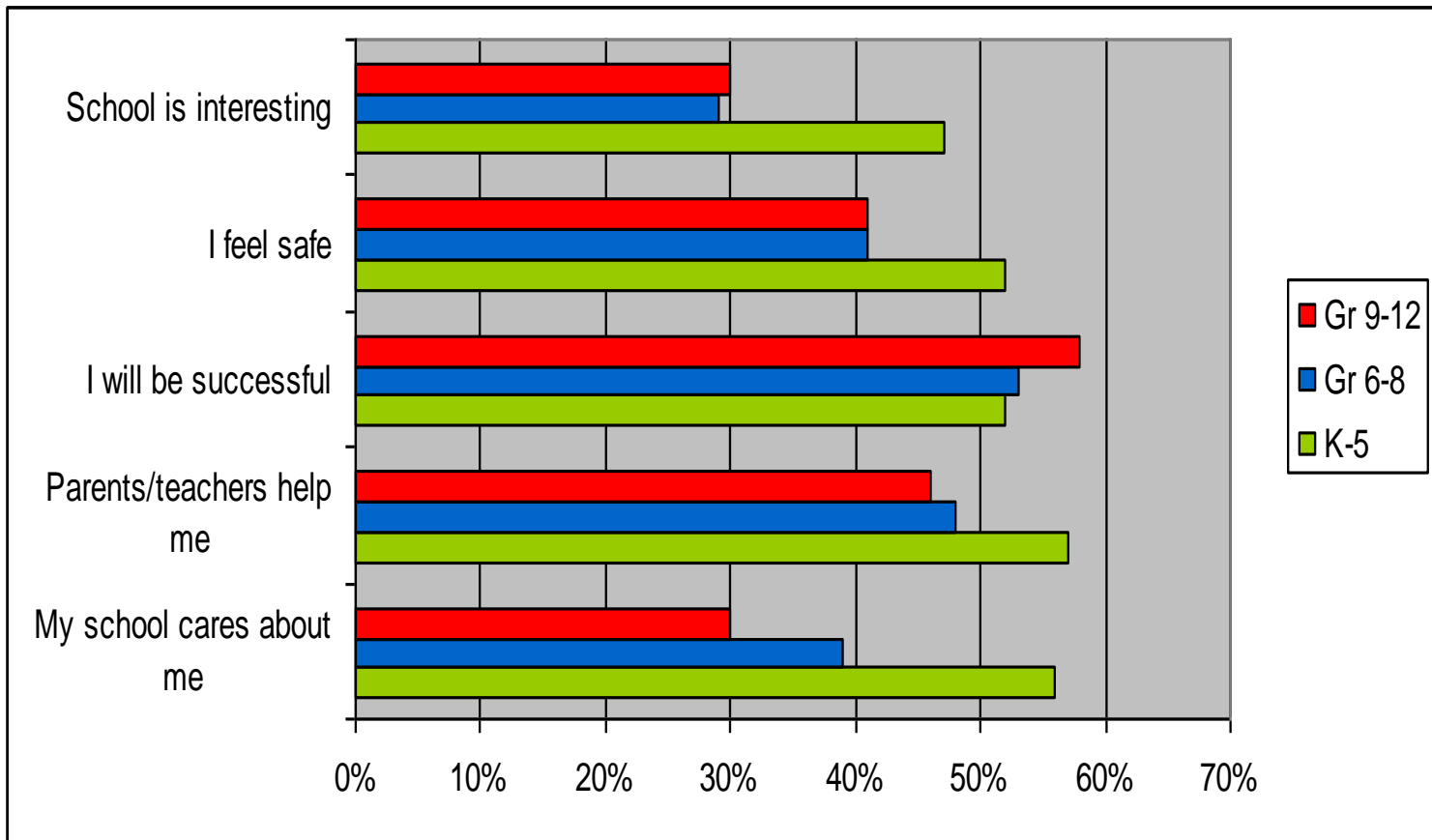


## What today's students feel and believe . . .

- Is school interesting?
- Do I feel safe?
- Will I be successful?
- Are my parents and teachers helping me to be successful?
- Does my school care about me?

# Wild Card!

What today's students feel and believe . . .





## Wild Card!

What today's students feel and believe . . .

Agree: "My school cares about me"

Advanced tech user	39%
■ Average tech user	40%
Beginner tech user	30%



## Wild Card!

What today's students feel and believe . . .

Agree: "I care about my school"

Advanced tech user	42%
■ Average tech user	38%
Beginner tech user	26%



## Wild Card!

What today's students feel and believe . . .

Agree: "Parents & teachers are helping me succeed in school"



Advanced tech user	52%
Average tech user	49%
Beginner tech user	32%



# Wild Card!

What today's students feel and believe . . .

Agree: "I will be successful"

Advanced tech user	60%
■ Average tech user	53%
Beginner tech user	33%

## Survey Gr 6-12: Q 9



Is your school doing a good job preparing you/your students/your child for future jobs?

Yes:

School Principals	66%
District Administrators	48%
Teachers	47%
Parents	43%





## Wild Card!

Is your school doing a good job preparing you/your students/your child for future jobs?

Yes:

School Principals	66%
District Administrators	48%
Teachers	47%
Parents	43%
<b>Advanced tech students</b>	<b>23%</b>



# Wild Cards!

Which wild cards were the most surprising or compelling to you?

a. *Grade*

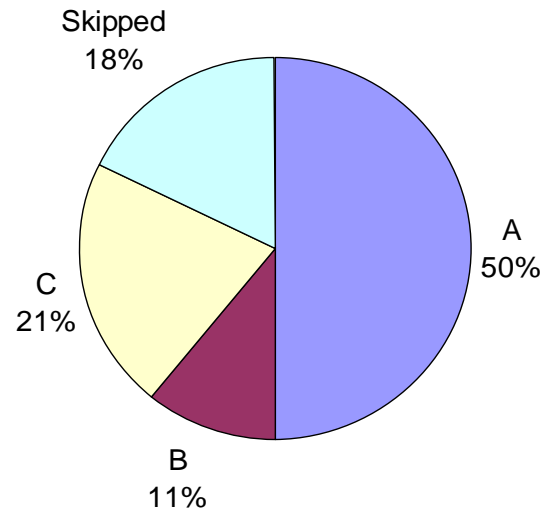
b. *Gender*

c. *Tech Skills Self Assessment*

## Senteo Question

To set the properties right click and select Senteo Question Object->Properties...

**Senteo Quiz Results (Correct answer: This is an opinion question.)**



# Speak Up 2007 Data Findings



## *Other key trends to watch:*

- Continuing “digital disconnects”
- Spectrum of digital native-ness
- Multiple “computers” in the backpack
- Embracing & adapting new technologies
- Anytime, anyplace, anywhere, any pace learning



# Speak Up 2007 Data Findings



## *Key trends to watch:*

- Self directed learning for student & teacher
- Everyone is a content developer
- Make it relevant to me!
- Blend of informal & formal learning opps
- Beyond engagement to productivity benefits
- “Long tail” of training & education



## More Speak Up?

Visit [www.tomorrow.org](http://www.tomorrow.org)

Student, Teacher, Parent & Administrator Data Findings –  
updated annually

Reports such as:

*Learning in the 21<sup>st</sup> Century: A National Report of  
Online Learning (Oct 2007, Updated Jun 2008)*

*Inspiring the Next Generation of Innovators  
Students, Teachers and Parents Speak Up about  
Science Education (June 2008)*

**New!**

*Leadership in the 21<sup>st</sup> Century: The New  
Visionary Administrator (October 2008)*

# Speak Up 2008

## Oct 27 - Dec 19

Help K-12 students, educators and parents  
have a **voice** in national discussions

Learn about the **ideas** of your future students

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*Participating schools and districts get  
free online access to their  
own quantitative data –  
with national benchmark data*

## Speak Up 2008 survey logistics



- Surveys for K-12 students, teachers, parents and administrators
- 100% online surveys - parent survey in English and Spanish
- Schools and districts register to participate
- Takes 20 minutes to complete; all data is confidential
- Participating schools/districts get their data back in early February 2009 - with national benchmark data
- National Findings in Congressional Briefing - March 2009



## Why do schools, districts, states participate?

- **To give stakeholders a voice in national and state policy**
- **To collect unique data from stakeholders**
  - Benchmark with national and state data
  - To inform programs, policies and purchases
  - High value of having an outside “unbiased guardian” collecting the data
- **To support specific initiatives such as online learning, 1:1 programs or new teacher professional development programs**
  - To validate direction and approach – pre and post
  - To build support
  - To generate new ideas
- **To model for students the value of being part of the national discussion – civic engagement**
- **To be recognized as innovative and part of a national initiative**
- **To demonstrate to students, teachers and parents that their ideas are valued by their education leaders**



## Speak Up 2008 survey question themes

- Learning & Teaching with Technology
- Web 2.0 / Web 3.0 in Education
- 21st Century Skills
- Science Instruction & Global Competitiveness
- Emerging Technologies in the Classroom
- Designing the 21st Century School
- **New Questions for 2008:**
  - **Digital Content**
  - **Broadband Access & Policy**
  - **Information and Media Literacy**

# Speak Up 2008

## Special opportunities for you!

**We will register your district or school for you today – surveys are open now!**

**Schools and Districts: 25% of your students take the survey and you get 6 hours of consulting time with Project Tomorrow**

- use for data analysis
- use for a webinar or presentation

**States: 3% of your students take the survey and you get a personalized state data webinar (in addition to your SETDA benefits)**

**Be part of the Speak Up Movement!**  
It has been great to learn from you today.  
If you have any questions, please contact us:

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Project Tomorrow  
[jevans@tomorrow.org](mailto:jevans@tomorrow.org)  
949-609-4660 x15

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