TX State Board of Education

November 17, 2015

Scott Kinney, Senior Vice President
Emerging Trends

Our students, educators and school systems are beginning an unprecedented transition towards digital learning …
Our Schools Connectivity

Futuresource Consulting Ltd reports:

By the 2015-2016 school year, mobile devices will be available for 1-to-1 computing for half of the US K-12 student and teacher population.

Our Schools Connectivity

According to a survey conducted by CoSN, AASA and MDR:

“Two years ago, 43% of high schools were described as not having wireless connectivity

…today just 1% of respondents reported their high school did not have wireless.”

Teachers & Content

Education Market Research/Simba reports:

“Teachers now are using more digital instructional materials than print materials in the classroom.”

Assessment

A research brief released by EdTech Strategies, LLC recently reported:

“The 2015-2016 school year will mark the first time that the majority of state mandated summative testing in US elementary/middle schools will be administered via technology and not in a paper and pencil format.”

WHY DIGITAL?

INTERACT WITH CONTENT DIFFERENTLY

WHY STUDENTS DIGITAL?
Students & Content

According to Common Sense Media, teens (13-18) today spend an average of 9 hours a day with media

- Over 2 ½ hours a day watching TV
- Almost 2 hours listening to music
- Over an hour gaming

This does NOT include time spent at school or time spent doing homework

Students & Content

Nearly 1 in 5 children ages 2-5 in the US, Canada, Japan, Australia, New Zealand, Czech Republic, France, Spain, Italy, Germany and the UK can use a smartphone application.

Less than 1 in 10... can tie their shoes.

Texas Essential Knowledge and Skills for English Language Arts and Reading

The TEKS for ELA mentions “technology” and “media”…

over 140 times!
Digital Literacy

In today’s world, you need broadband to find a job, apply for a job, and you need digital skills to keep most of today’s jobs...

Almost all Fortune 500 companies post job openings exclusively online.

And almost all require online job applications – from Wal-Mart and Target, to many small businesses.

Digital Literacy

According to a recent Global Work Monitor Survey conducted by Randstad, social skills and digital literacy have become the top “must-haves” for employees.

INTERACT WITH CONTENT DIFFERENTLY

ACCESS TO CURRENT & RELEVANT INFORMATION

STUDENTS
Current & Relevant

My 8-Year Old Textbook Still Thinks…

…George W. Bush is the president of the United States (January 2009)

Source:
The Solar System and Beyond "Characteristics of a Planet"
INTERACT WITH CONTENT DIFFERENTLY

ACCESS TO CURRENT & RELEVANT INFORMATION

CONTENT TO MEET THE NEEDS OF ALL LEARNERS

STUDENTS
Please take a moment to answer the following question…
…and yes, standard text messaging rates apply.

TXASCD: In which way, do you believe, is instructional content PRIMARILY delivered within school systems?

When poll is active, respond at PollEv.com/scottkinney
Text a **KEYWORD** to 22333

<table>
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<th>Method</th>
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<td>Lecture</td>
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<td>Text</td>
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<td>Hands-on</td>
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<tr>
<td>Media</td>
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</tbody>
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Please take a moment to answer the following question…
…and yes, standard text messaging rates apply.

**TXASCD: Which BEST describes you?**

- **Aural/Auditory**: 13 TXAUD
- **Read/Write**: 38 TXREAD
- **Kinesthetic**: 17 TXKIN
- **Visual**: 51 TXVIS

Respond at PollEv.com/scottkinney or text a **KEYWORD** to 22222.
Deliver Content

- Lecture: 70.3%
- Text: 13.0%
- Hands-on: 10.9%
- Media: 5.8%

How We Learn

- Auditory: 11.7%
- Read/Write: 15.7%
- Kinesthetic: 16.3%
- Visual: 56.3%
A lily is a flowering plant. Drag and drop the pictures correctly to complete the life cycle of the lily.
INTERACT WITH CONTENT DIFFERENTLY

ACCESS TO CURRENT & RELEVANT INFORMATION

CONTENT TO MEET THE NEEDS OF ALL LEARNERS

STUDENTS
Questions Educators Should Ask Their Digital Partner

- Is it digital by design, or have you simply converted a static print textbook to digital?
- How do you intend to support educators in making this transition?
- Do you update your materials regularly?
- Is it less expensive than traditional options?