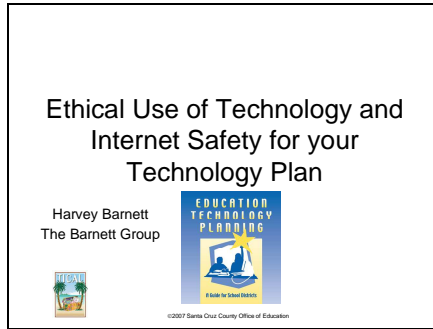
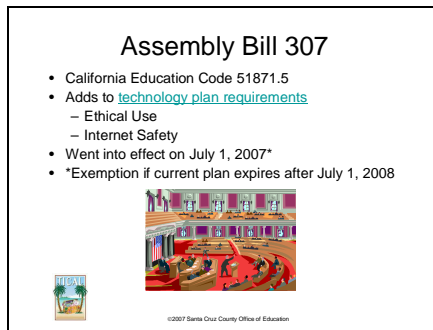


Slide 1



Greetings, This is Harvey Barnett. Smart use of technology means planning well and, in California, having an approved technology plan is a requirement for receiving EETT and E-rate funds. In 2006, the California legislature added new requirements for technology plans. This presentation will walk you through the amended components relating to fostering ethical use and safety of the internet as well as digital media.

Slide 2





In 2006 the Legislature passed Assembly Bill 307. According to California Education Code section 51871.5, any district, county office of education, and special state school can apply for technology grants only if they have a three to five year approved technology plan. Technology Plan requirements and a guide to help you develop a plan is available on the CDE website. AB 307 adds certain new requirements. Districts must now educate their students in the ethical use of information technology including, avoiding plagiarism, the concept, purpose, and significance of a copyright, and the implications of illegal peer-to-peer network file sharing. Internet safety is also an added requirement. Districts with a new or expiring plan should have been in compliance by July 2007 however, districts with a current technology plan that expires after July 2008 are not required to comply to AB 307 until their current plan expires. This presentation will explain

exactly what you need to include in your technology plan to address these new requirements with regard to ethical use and Internet safety.

Slide 3

Ethical Use

- Copyright, fair use, and penalties
- Lawful and unlawful downloading and file sharing
- Avoiding plagiarism
- Media center/library assistance




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Webster defines *ethical* as conforming to professional standards of conduct. What you as an educator should do is help educate your staff, students and community in how to use the Internet in a way that conforms to current ethical standards. Your plan must include information regarding the materials that will be used to teach about copyright laws, downloading and file sharing, and avoiding plagiarism. You must also describe how the media center or library will assist students in achieving this knowledge.

Slide 4

Copyright

- Know the law
 - Creating copyrights
 - Fair use
 - Penalties for copyright infringement






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In order to follow copyright laws, students, teachers, and staff must know them. These individuals must understand the concept of copyright and how to apply it. We need to know what constitutes fair use of copyrighted material and what the penalties may be when copyrights are violated. Teachers need to teach about copyright first by setting a correct example themselves and second through direct instruction to their students.

Slide 5

Downloading and File Sharing

- Media involved
 - Legal versus Illegal
 - Music
 - Photographs
 - Video
 - Software
- Understand copyright regarding these items





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Downloading files from the Internet or sharing copies of files with friends may or may not violate copyright laws. It depends on the situation. Students need to learn to distinguish between legal and illegal sharing of such content as music, photographs, video, and software. With today's social networking sites, it's easy to share files, but that doesn't make it right. The Internet is one huge swap meet, and students need to be on the lookout for stolen merchandise!

Slide 6

Plagiarism

- Avoid copy/cut and paste
- Proper citing methods
 - Quoting
 - Referencing in appropriate style





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Most schools have honor codes as well as specific rules that prohibit plagiarizing. With the proliferation of information on the Internet and the ease of copy-and-paste, students and teachers may find it difficult to not plagiarize. This is one reason teachers and staff must be proactive. Students need to be taught how to synthesize, paraphrase and summarize information. They need to learn when it is appropriate to use verbatim quotations and the appropriate way to cite their references.

Slide 7

Media Center Assistance

- Trained and tech-savvy staff
- Posters and newsletters
- Student tutorials
- Purchase licensed software/hardware





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In addition to classroom teachers, staff in libraries and media centers need to help students acquire habits of ethical use. It is important that they be fully trained and tech-savvy. To promote ethical use staff can put up posters and include information in a newsletter. Staff should also provide students with tutorials to learn these skills. When they install software Staff must ensure software it is properly purchased and licensed.

Slide 8

Defining Ethical/Acceptable Use for your District

- Acceptable Use Policy (AUP)—Shows integrity for ethical use
 - Vision for ethical behavior of technology
 - Terms and conditions of copyright violation
 - Privileges and consequences
 - TICAL presentation- [Acceptable Use Policies](#)





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How will teachers, staff, and students define ethical use? Start with your Acceptable Use Policy. It should include a component that defines what is considered ethical behavior including the use of appropriate language, the use of email for personal business, confidentiality of user information, spamming, plagiarism and copyright violation. It should also specify the consequences of violating the policy. For more information, see TICAL's special presentation on Acceptable Use Policies.

Slide 9

Internet Safety Requirements

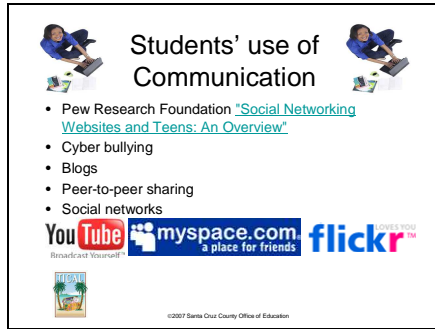
- Board/district policies
 - AUP
- Acquisition of Internet safety skills
- Communication technologies



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Computers and technology today are vulnerable to viruses, worms, and SPAM. Students especially can be targets. Internet safety—or cyber safety—is vital, and it's a requirement in your technology plan. Your plan must include how district policies will protect staff and students. Again, your Acceptable Use Policy is a prime tool. In addition, you need to describe how students will acquire safe habits when using various forms of electronic communication.

Slide 10



Students' use of Communication

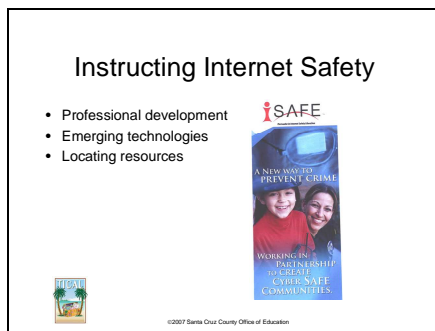
- Pew Research Foundation "[Social Networking Websites and Teens: An Overview](#)"
- Cyber bullying
- Blogs
- Peer-to-peer sharing
- Social networks

YouTube | myspace.com | flickr

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Did you know a study from the Pew Research Foundation reported 1 out of 3 teenagers were harassed over the Internet? Many students are victims of cyber bullying. Today students use blogs, text messages, and E-mails to communicate. Blogs can be a powerful communication tool when used appropriately. Peer-to-peer networks allow users to communicate and share files. These networks offer your staff and students the opportunity to share projects with schools anywhere in the world. They also allow users to share materials that are copyrighted. Social networks are websites that link users together with common interests. Popular social networks include YouTube™, Flickr™, and MySpace®. Students have the ability to post harmful or inappropriate information.

Slide 11



Instructing Internet Safety

- Professional development
- Emerging technologies
- Locating resources

iSAFE

A NEW WAY TO PREVENT CRIME

WORKING IN PARTNERSHIP TO CREATE CYBER SAFE COMMUNITIES


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A district must provide staff and students with internet safety materials. How does this happen? First, districts must train teachers and staff in locating materials. Second, up-to-date information on the newest forms of technology needs to be provided so the instructional materials are relevant for today's cyber using students. Many districts have also felt it helpful to include on their websites links to sites that promote Internet safety.

Slide 12

Staff Assistance for Student Acquisition

- Common vision with clear goals
- www.big6.com
- Set benchmarks
- Accessing media and support



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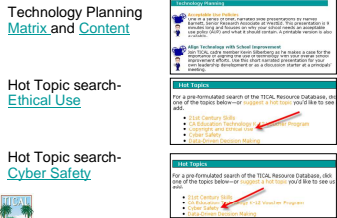
Once all the instructional materials are gathered, districts need to ensure all teachers and staff members are aligned with a common vision. Big 6 is a great model in teaching information literacy. Internet safety skills are not acquired overnight. Just like all items in the technology plan, benchmarks must be set. Lastly, be sure there is equal access to media such as computer labs, LCD projectors, and cameras; sometimes, the less tech-savvy teachers avoid the high-tech media.

Slide 13

Portical Resources

www.portical.org

- Technology Planning [Matrix](#) and [Content](#)
- Hot Topic search- [Ethical Use](#)
- Hot Topic search- [Cyber Safety](#)



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Whether you are looking for general information on technology planning or specific resources on the new requirements due to AB 307, portical can assist you. Technology planning is a key component area for TICAL. There are several ways to find information. You can search the technology planning matrix or you can browse the original content section for presentations, stories, or tools and templates. Ethical use and cyber safety resources can be found by simply clicking on the hot topics area of the portical homepage. Good luck on your technology plan.