

**Title of Session:** The Innovative Educator

**Moderator:** Valerie Kisiel, Pamela Ranallo, and Erin Hoag

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Room: After School Online

**BJB2:** I'll be facilitating the discussion, but Valerie, Pam and Erin are our guest presenters from Innovative Educators.

**BJB2:** We usually start all discussions in Tapped In with introductions

**ValerieRK:** Hello Everyone!

**BJB2:** can you please tell us where you are located and what you teach or hope to teach?

**ValerieRK:** Thanks for having us

**EmilyW:** Can you explain what Innovative Educators is?

**BJB2:** I'm in Pennsylvania and am an art teacher

**ValerieRK:** We are located in Boulder, CO and we are a new educational conference company

**ValerieRK:** We also work at Front Range Community College

**EmilyW:** I am in Texas and I am a web designer

**DavidWe:** I'm in New Jersey, near New York City. I work with math and science teachers, helping them learn technology

**DanielSD** joined the room.

**BJB2** looks around the room...George? Brooke? Nita?

**BJB2:** hi, Daniel. Welcome. We're just doing introductions

**BJB2** . o O ( where you are and what you teach or hope to teach )

**GeorgeWH:** I too am from Colorado. I work at the University of Colorado at Boulder.

**ValerieRK:** Innovative Educators is a new educational conference company dedicated to providing superior training. We are here today to talk about our upcoming conferences and the future of professional development in the educational arena.

**DanielSD:** thank you...I am a student at the University of Akron in Ohio

**NitaM:** I am in North Carolina and I work with educators helping them to use technology for teaching and learning

**BrookeM:** I am in Maryland (right outside DC) and I teach 2nd grade and am a curriculum trainer

**GeorgeWH:** What kinds of training/conferences do you offer?

**ValerieRK:** Our primary goal is to provide participants with the information, training and skills necessary to immediately implement positive change at their institutions

**NitaM:** How do you do that?

**ValerieRK:** We offer both web conferences and face-to-face conferences.

**BJB2** listens

**ErinH:** Innovative Educators (IE) offers webinars (web conferences) and face to face conferences

**ValerieRK:** We plan to offer a web conference in June titled Improving Customer Service and Student Satisfaction

**PamelaJR:** We research what the "hot" topics are in education and then we find the best speakers.

**EmilyW:** Sounds neat

**EmilyW:** Is your staff only in Colorado?

**ErinH:** Yes, our staff is only in Colorado, but we provide conferences nationally

**PamelaJR:** By "hot" I mean timely. What do educators need to know now?

**DavidWe** nods

**GeorgeWH:** Where will you be holding your conferences?

**ValerieRK:** What do you feel are some of the pressing topics facing educators today?

**EmilyW:** How do you find out what educators need to know?

**BJB2:** NCLB and testing seems to be at the top of the list, Valerie

**PamelaJR:** Our first face-to-face conference is in Boulder but we are currently investigating San Diego, Miami and other large cities.

**ValerieRK:** We have an advisory board comprised of members from the educational arena

**EmilyW:** technology

**ValerieRK:** We ask them about current issues

**GeorgeWH:** NCLB?

**BJB2:** and how NCLB meets the needs of special ed students

**PamelaJR:** Also we all work in various fields of education and have over 60 years of experience combined!

**BrookeM:** TIME is a huge issue to classroom teachers

**BrookeM:** there is so much accountability and not enough time to keep up

**BJB2** agrees with Brooke.

**ValerieRK** agreed

**ErinH:** I am assuming you mean time and being able to cover/teach the material required in the time allowed?

**ValerieRK:** We are hosting a conference in October titled Increasing Enrollment and Retention via Technology

**BrookeM:** good teachers are reverting back to survival methods of teaching

**PamelaJR:** Do you think classroom teachers in K-12 would attend webinars? If so, from home or from school computers?

**EmilyW:** not sure

**ValerieRK:** We are trying to address the time issue by offering various types of on demand training

**ErinH:** What are some survival methods you use?

**ValerieRK:** Accessible from anywhere anytime

**BrookeM:** I think some would but most still aren't sure about the web

**NitaM:** Many school system computers have filters and blocks for webinars

**BrookeM:** it is hard to play with it when there is no time

**ValerieRK:** True

**BrookeM:** it is scary to be on an online chat

**ValerieRK:** But they could view them from home

**BrookeM:** it is a new level

**EmilyW:** I have to go, but I look forward to reading the transcript

**ValerieRK:** Goodbye

**DanielSD:** I think it is becoming a lot less scary

**PamelaJR:** Bye Emily.

**EmilyW** left the room (signed off).

**GeorgeWH:** So teachers could watch a webinar from their home?

**BrookeM:** ie I am trying to get my media specialist to join TI for a chat

**DanielSD:** students are so familiar with technology these days

**BrookeM:** and well it is time

**BJB2:** you might consider contacting school district admin and seeing if there is interest in providing the pd as an in-service time

**PamelaJR:** Yes, they can watch from their home computer if they have internet.

**ErinH:** Also, the school district could provide technical support.

**BrookeM:** yeah but people have families

**BJB2:** another way to get teacher buy-in is to offer continuing ed credits

**BrookeM:** you need access in school with school time

**NitaM:** Providing the PD for in-service credit is a good idea.

**ValerieRK:** Yes, or we are looking into having our trainings set up so teachers can receive professional development credit for attending

**BrookeM:** and chats are disabled in a lot of schools

**BrookeM:** disabled

**BrookeM:** I teach teachers in my school system all summer....you need to make it on the school system's clock

**ValerieRK:** Would they be able to access the webinar through a closed system like Webex

**PamelaJR:** For example - what time of day?

**BrookeM:** planning time

**BrookeM:** staff development days

**BJB2 . o O** ( and what time zone )

**ValerieRK:** Would you suggest going through the district

**BrookeM:** yes

**BrookeM:** we have 24 hours of flex time we have to fulfill outside of our contract

**BrookeM:** that would be a good use of it.

**BrookeM:** podcast them and sell em

**ValerieRK:** the time zone is a good point so we are considering making it available online so they can access it anytime

**ErinH:** The flex time sounds like it would be a good way to offer the webinars, through the district

**BrookeM:** stream the videos

**ValerieRK:** yes

**BrookeM:** and set up a discussion

**ValerieRK:** on an outside system

**ErinH:** Yes!

**GeorgeWH:** Can you tell me more about your October conference in Boulder?

**ValerieRK:** Yes, we are focusing on different ways to use technology to increase enrollment and retention

**PamelaJR:** Increasing Enrollment and Retention via Technology is the title and sessions include online marketing/tutoring/student unions/communication in classes

**ValerieRK:** such as online tutoring

**GeorgeWH:** for higher ed?

**PamelaJR:** The speakers are mostly from higher ed but many of the sessions are applicable to all levels, like online tutoring.

**ValerieRK:** Higher ed or depending on your school the concepts could translate to a k-12 setting

**GeorgeWH:** Online tutoring could be beneficial to all. I see.

**NitaM:** I have to leave. Bye.

**PamelaJR:** In addition to the October conference, we are planning a webinar on financial aid (for parents and students in high school).

**BrookeM:** I would love to try that

**GeorgeWH:** Bye Nita

**NitaM** left the room (signed off).

**ValerieRK:** we would be happy to send you more information

**ValerieRK:** Other sessions include online advising, online career counseling, email marketing, etc.

**DavidWe:** Do you know about the NECC conference in Philadelphia, Valerie?

**DavidWe** . o O ( end of June )

**GeorgeWH:** I work in career services. Maybe we could discuss the online career counseling.

**ValerieRK:** no can you tell me more information about that conference

**DavidWe:** computers and education - national meeting run by ISTE

**DavidWe:** o O ( [www.neccsite.org](http://www.neccsite.org) )

**DavidWe:** BJ and I will be there

**DavidWe** smiles

**ValerieRK:** cool

**ErinH:** I would be happy to contact you directly regarding the online career counseling

**DavidWe:** It is often good

**PamelaJR:** I teach Spanish at Front Range Community College and we will also be organizing a face-to-face conference for foreign language teachers for summer 2006. We are looking at Miami.

**ValerieRK:** it's coming up

**GeorgeWH:** Will this be for teachers only? Or will there be something for administrators?

**ValerieRK:** this looks like a very large conference the NECC

**ValerieRK:** It will be for teachers and administrators

**DavidWe:** Something for all school-based folks relating to computers/technology/the Internet

**ValerieRK:** We are trying to keep our conference under 200 so participants have plenty of time to speak with the presenters individually

**DavidWe:** Best tech-based conference on a large scale that I'm aware of, for education

**PamelaJR:** Our main goal is to make our conferences as practical as possible for participants.

**ErinH:** With a hands on approach and follow-up attention, so the conference does not simply end.

**PamelaJR:** Please let us know about more topics that need to be addressed.

**ValerieRK:** we would like to keep the conferences small to encourage pre and post learning

**GeorgeWH:** What are some of the follow-up?

**ValerieRK:** We plan to create discussion groups so the participants will have contacts with each other once they leave

**PamelaJR:** We would also like to know what you feel makes a conference an excellent conference.

**ValerieRK:** Small 10-15 people in each group based on interest

**ValerieRK:** and position

**GeorgeWH:** getting ideas/new program ideas that I could implement at my institution

**PamelaJR:** Do you prefer conferences on the weekends or during the week?

**SusanR** joined the room.

**ValerieRK:** We hope participants will be able to implement ideas because the conferences will be focused on specific topics

**ValerieRK:** hi Susan

**SusanR:** Hi Valerie

**BJB2:** if it's on the school's dime, I prefer during the week. Otherwise, I prefer after school or on the weekend

**ErinH:** IE also asks that presenters include a piece on "how do you apply this knowledge"

**GeorgeWH:** great

**ValerieRK:** Susan, where are you from?

**SusanR:** Ottawa, Ontario

**PamelaJR:** We research and interview every speaker before hiring and we believe that procuring the best speakers is one of our strong points.

**GeorgeWH:** hi Susan. my typing is a little slow and not that great.

**ValerieRK:** and what do you do?

**BJB2** . o O ( we believe you, George...but there are no spell or typing police here in  
Tapped in )

**BrookeM:** can you project your website?

**DanielSD:** it's a good thing there isn't!

**ValerieRK:** [www.innovativeeducators.org](http://www.innovativeeducators.org)

**SusanR:** K to 8 Occasional Teacher

**SusanR:** Thank you Valerie

**GeorgeWH:** I am going to go look at your website. Be right back

**ValerieRK:** what do you teach?

**ValerieRK:** ok

**BJB2:** hold down your ctrl key as you click on the url

**BJB2:** . o O ( overrides the pop up blocker )

**ValerieRK:** is there a way to project the site so we're all seeing it

**SusanR:** all subjects; mainly primary

**BJB2:** yes, but I don't recommend it, Valerie

**PamelaJR:** What else would you like to know about Innovative Educators?

**ValerieRK:** ok

**GeorgeWH:** The website appears to have a lot of information. What is your specialty? webinars?

**SusanR:** skims the site

**ValerieRK:** Currently, we are planning on doing about 2 webinars a month

**BJB2:** . o O ( because people with pop up blockers won't get the projection anyway...and it may kick some people off )

**ValerieRK:** nods

**GeorgeWH:** Also, what makes you different from other companies that offer conferences?

**BJB2:** but we can all be looking at the same site

**ErinH:** One of our differences is that we are educators ourselves.

**PamelaJR:** Both our face-to-face conferences and our webinars are of very high quality. If the market demands webinars, we will plan more webinars. That's why we're here - to see what educators want.

**ValerieRK:** Susan do you have any questions about our site

**PamelaJR:** We are different because we (the 3 owners) are dedicated professionals in the field of education and many other conference companies can't say that.

**ValerieRK:** or anyone else?

**SusanR:** still perusing, Pamela

**SusanR:** I like the concept

**GeorgeWH:** Do you know what your next conferences in the other big cities by cover?

**DanielSD:** it's a great idea...it's just getting the teachers or the administrators to sign on

**ValerieRK:** we are also dedicated to creating a community of learners thus the pre and post conference contact online

**BJB2:** you'll find that most members of Tapped In are risk takers and would be willing to engage in webinars, but a great number of educators are still not very tech savvy.

**ValerieRK:** you've got it

**SusanR** agrees with **BJB2**

**ValerieRK:** how would you recommend introducing the concept?

**DanielSD:** agreed

**SusanR:** yes

**ValerieRK:** via administrators?

**ValerieRK:** districts?

**BJB2:** I liked Brooke's suggestion to go through the school districts

**SusanR:** via Technology Leaders

**BrookeM:** Teachers just have soo much

**ValerieRK:** We are still trying to figure out the best way to get the word out. We currently advertise via email, but are open to suggestions

**DanielSD:** I think for teachers to actually do it, it will have to be made mandatory to them by the administration or the district

**BJB2:** I'd also provide training for any school districts you find who are interested

**DanielSD:** you said that you focus more on higher education?

**ErinH:** We certainly understand that some people are not as tech savvy as others. Do you think there is a venue for face to face opportunities at the K-12 level?

**ValerieRK:** specialized training

**PamelaJR:** We focus on all levels of education.

**ValerieRK:** currently we do, but are looking to move into k-12 as well

**GeorgeWH:** I could see where a number of your topics could be utilized by both higher ed and K-12

**ValerieRK:** in the fall we will be offering more events directed to the k-12 community

**PamelaJR:** Yes, you are right.

**ValerieRK:** I agree teachers have sooo much to do, but they also need to stay updated on new ideas and resources

**ErinH:** George, do you have any specific training needs at your institution?

**PamelaJR:** We also know that different states have different issues. Please feel free to contact us through our website if your state needs information/training provided on a specific topic.

**ValerieRK:** the trick is founding out how to do this and get teachers on board

**DanielSD:** what things have you tried so far?

**ValerieRK:** in terms of advertising

**DanielSD:** yeah

**ValerieRK:** email marketing- newsletters about upcoming events

**GeorgeWH:** Developing a community that supports all levels of diversity as a retention tool

**ValerieRK:** we are also in the process of creating a blog site with a different focus each month

**PamelaJR:** We have also joined targeted listservs to learn more about what people need and want in this area.

**GeorgeWH:** What is a blog?

**BJB2:** a blog is a web log, George

**GeorgeWH:** For discussion issues?

**DanielSD:** have you tried going to the state board and presenting your ideas?

**ValerieRK:** we are also trying to get our name in the press via press releases

**BJB2 . o O** ( there are several archived discussions on blogs at [www.tappedin.org/transripts](http://www.tappedin.org/transripts) )

**PamelaJR:** Not yet.

**ValerieRK:** no but we should

**BJB2 . o O** ( also, every Sunday is BlogStreams Salon here in TI )

**DanielSD:** if the state adopts it, it seems like all your problems would be solved

**ValerieRK:** I would agree

**GeorgeWH:** great. thank you

**DanielSD:** it's so important to keep teachers up to date it seems like it would be something that states would at least take some time to look at

**ValerieRK:** Also if we have a whole state on board we could offer more specialized training

**DanielSD:** yes!

**SusanR:** Have you had any conferences in Canada?

**ValerieRK:** I think so and they might be more likely to adopt a webinar format

**ValerieRK:** or require it

**ErinH:** Plus, if one state comes on board, it opens the door for others to follow.

**PamelaJR:** Not yet but we plan to have conferences in Canada and Mexico in the future.

**ValerieRK:** no, but we would love to

**ValerieRK:** we would like to inform more Canadians about our upcoming events in the US- how would you suggest doing this?

**SusanR:** our largest tech integration conference is ECOO in Toronto

**DanielSD:** I would research the websites that Canadian educators go to and advertise on those sites

**SusanR:** I can give you the link..

**ErinH:** Do you see any issues with being able to come to the US for a conference?

**PamelaJR:** Is there a website that you go to?

**ValerieRK:** Do any of you receive conference alerts from an organization that sends out information regarding conferences all over the world?

**SusanR:** <http://www.ecoo.org/index.php>

**ValerieRK:** thanks Susan!

**SusanR:** Educational Computing Organization of Ontario

**ValerieRK:** is this for k-12 and higher ed

**SusanR:** K to 12 and higher

**ValerieRK:** Daniel, did you say you were in NY?

**SusanR:** Next May..

**DanielSD:** Ohio

**ErinH:** Are there any hot topics in education in Ohio right now?

**PamelaJR:** What are you studying?

**DanielSD:** I'm studying secondary education with concentration in social studies....

**ValerieRK:** oops sorry about that. Would you be interested in hearing about these topics as a student studying education?

**BrookeM:** Thanks ladies...I have to get going. I have class in a minute

**DanielSD:** there are a number of topics, but they are more along the lines of no jobs in Ohio and funding nightmares

**ErinH:** Do you think that high school districts would be interested in a webinar on financial aid/scholarships for college?

**ValerieRK:** bye Brooke :wave

**BrookeM** smiles

**ValerieRK:** funding nightmares seems to be one for everyone

**DanielSD:** Yeah of course I would be interested...being up to date is very important to me

**BrookeM** left the room.

**ErinH:** We are planning on having a conference on funding streams due to the funding problems experienced in Colorado as well.

**DanielSD:** I think the financial aid webinar would be amazing

**ValerieRK:** we are thinking of marketing these events to students as well or maybe an education department would be interested in purchasing something

**DanielSD:** wish I would have had one when I graduated

**PamelaJR:** I like the word amazing!

**ValerieRK:** Yes, I agree. It seems like everyone would be interested in how to get more money!

**DanielSD:** it's such a scary topic for so many

**ValerieRK:** so overwhelming

**DanielSD:** yes!

**ErinH:** Is there any particular thing about financial aid that high school students/parents/counselors would be most interested in?

**ValerieRK:** Our goal is to make it less intimidating for people

**GeorgeWH:** have you done any work with online courses for pre-college students

**ValerieRK:** and parents

**DanielSD:** just breaking it down would be the biggest thing I would say

**ValerieRK:** what do you mean by that George?

**ErinH:** The financial aid process is complex, but we could offer some ideas to navigate the system.

**PamelaJR:** I think it could even be used for training of financial aid staff at colleges and universities.

**DanielSD:** making it understandable...not so scary

**ValerieRK:** the FAFSA process and scholarships

**ValerieRK:** How about time?

**GeorgeWH:** there are online alcohol courses that some students must complete before enrolling in college

**ErinH:** deadlines too, as the financial aid calendar is different than most people are used to

**ValerieRK:** How long do you think the webinar should be?

**ErinH:** George, I know that some schools offer bridge programs to help students transition from high school to college.

**ValerieRK:** I see George- that's a great idea

**DanielSD:** as short as possible the problem is there would just be so much to cover

**PamelaJR:** Is 1.5 hours too much?

**DanielSD:** it would be hard to keep interest if it were hours and hours

**DanielSD:** I don't think so

**ValerieRK:** But if it's online they could reference it later

**ValerieRK:** in case it was too much to take in

**DanielSD:** true good point

**ErinH:** I think that we could offer something very valuable in 2 hours to include time for Q&A

**GeorgeWH:** the courses are responses to student services issues on some campuses

**ValerieRK:** Is two hours pushing it if we use the last 45 minutes for Q and A?

**DanielSD:** I would say no

**ValerieRK:** I like that idea George- soft skill/orientation type training

**PamelaJR:** What universities do you know that are making these online alcohol courses (and others) mandatory?

**DanielSD:** Q&A is very important though and needs to be done

**ErinH:** George, what other issues are you experiencing on your campus?

**GeorgeWH:** I know of one at cu in boulder specifically and have heard of others on the east coast

**ValerieRK:** yes, I would agree. For the webinars, we are looking at doing Q&A via chat instead of phone in

**ValerieRK:** it seems like it might be less complicated

**ErinH:** We could have a post discussion for Q&A or a contact number for future reference.

**ValerieRK:** George, are schools outsourcing these types of projects/training?

**GeorgeWH:** we have issues with public relations-more damage control over negative issues on campus

**GeorgeWH:** at cu there is a director of an alcohol initiative within student affairs who coordinates the effort there

**ValerieRK:** Daniel, can you see your professors using a webinar as a "virtual guest speaker" ?

**DanielSD:** yes, especially in my technology classes...we have two required here at Akron

**ValerieRK:** great!

**ErinH:** I am going to have to leave. thank you to everyone for all of your ideas/input.

**PamelaJR:** We hope to see you soon at an Innovative Educators conference/webinar. Do you need any other info. about us before our time is up?

**DanielSD:** this was very interesting thank you for your time and I hope we could help

**DanielSD:** good luck!

**PamelaJR:** Or do you have any other ideas for us?

**ValerieRK:** Thanks Daniel!

**ValerieRK** waves

**SusanR:** thank you, all

**BJB2** applauds

**ErinH** left the room.

**BJB2:** thanks, Valerie, Pam and Erin

**ValerieRK:** Thanks for the infor Susan!

**ValerieRK:** Thanks BJ

**PamelaJR:** Muchas gracias!

**SusanR:** Worth a presentation at ECOO next May

**GeorgeWH:** thanks to all for the info; I'll be in touch

**ValerieRK:** good to know- thanks!

**ValerieRK:** Have a great night