

# The Eyes Have It

**Web Site:** <http://kathyschrock.net/istetech>

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## Through the Looking Glass : viewing of videos (9:00 - 10:05)

1. Each table will include participants from the various roles (teacher, student, administrator, parent, and technology coordinator). Participants should think, act, and feel their role.
2. Participants are asked to think about these three questions while viewing the video.
  - a. What was the main idea or point being made?
  - b. What audience was the video trying to reach?
  - c. Were the methods used to create the video effective? Why or why not?
3. Participants will view the first video, full-group, followed by the viewing of a pre-recorded responses from the various roles' points-of-view.
4. Participants will then watch a new video, full-group, looking through the "eyes" of their role.
5. Each table member should then open the forum Web page on each computer.  
<http://kathyschrock.net/istetech>
6. Click on your table number from the list on the right-hand side of the Web page to open the journal response tool, Etherpad, for your table.
7. Write your response, based on your role, for the viewed video. Think about the three questions above when responding. Precede your response with the video number (2, 3, 4) and your role (Student-S, Teacher-T, Administrator-A, Parent-P, Technology Coordinator-TC. An example would look like-- 2S: I thought the main point...
8. You will have ten minutes for responding to the video. Leave the Etherpad Response Journal open, as this exercise will be repeated two more times.
9. When the video viewing and responding is complete, close the Etherpad for your table but leave the session Web site open.

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## Health Break and re-group into LIKE role tables (10:05 - 10:20)

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## Magnifying the Voice: PSA project creation (10:20 - 11:30)

1. Each table will now include participants who all have the same role.
2. The goal is to create a 30-60 second public service announcement, based on your role, that will convince stakeholders that technology plays a large role in the transformation of teaching and learning and the acquisition of 21st century skills, and should continue to be supported in these “lean” times.
3. Components of an effective Public Service Announcement
  - Grabs the attention of the specific audience you are trying to reach by using visual and audio elements
  - Makes one main point
  - Proposes an action for the audience to take
  - Includes accurate facts
4. The Web page (<http://kathyschrock.net/istetech>) includes, on the right-hand side when scrolling down, some presentation tools to help your group gather your assets for the PSA. You may use any others that group members are familiar with, too.
  - One table member should create a drop.io online storage space and share the URL with others at the table; all created assets can be put into this space for final production if necessary
  - Pixlr is an online image editor for creating images or editing images (from public domain or Flickr Creative Commons searches) for inclusion in the final production
  - Vocaroo allows you to record audio online and then download it to the local computer, and then, if you need to, move it up to the drop.io box for your table.
5. The Web page also contains the six places your group can chose to host your project.
  - Your group can choose to use software on a local computer to create a presentation and upload it to SlideRocket.
  - Your group can choose to create a PowerPoint presentation locally and then save it as JPEGS (or use collected images from your drop.io area) to post to Animoto, Glogster, Prezi, or VoiceThread with audio created from Vocaroo
  - Your group can choose to create a video on the local machine and upload it to a Vimeo account
  - Your group can choose to produce the presentation using any online or local software, but must pick one of the six presentation hosting sites to house the final PSA. Please remember to make it available to the public when uploading
6. One person at the table will post the URL, title, and role of the final, Web-hosted PSA to the link on the Web page labeled PRESENTATION URLs



20/20  
50/50

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**20-20 Insights: showcasing of projects (11:30 - noon)**