Resources, Articles, Etc.

How to make connections with reading to boost social studies achievement

Students can improve achievement in social students by making real-world connections between this subject and reading, writes Andre Benito Mountain, a professional-learning specialist with the Richmond County school system in Georgia. Data show achievement gaps of up to 30% between reading and social studies, he notes in this commentary. "This prompts the question: Why are our students able to perform in reading, but unable to apply those skills to social studies?" he writes. Education Week (premium article access compliments of EdWeek.org)

How one Ky. district reduced technology costs by $800,0000

Bob Moore, the new technology director in Madison County, Ky., schools, at a school-board meeting last week shared how he and his team have reduced technology-related spending by $800,000 while remaining committed to student achievement. The district's cross-training program helped cut spending on outside vendors by $100,000, and the Commonwealth Office of Technology helped the district secure more than $500,000 in computer equipment for free, Moore explained. Richmond Register (Ky.)

Teachers use government shutdown as teaching tool

Students and teachers nationwide are experiencing effects of the federal government shutdown for themselves. While some teachers have had to make unplanned adjustments in lessons, others are using the event as a teaching opportunity. Steven Gibaldi, a high-school teacher in New York state, has used the events to prompt his Advanced Placement history students to make connections between the shutdown and the past. "The writing of the Constitution was successful because it was a bundle of compromises," Gibaldi said. U.S. News & World Report/High School Notes

Schools: The arts can increase student engagement in STEM

The focus on science, technology, engineering and math has expanded in some schools to include the arts as well -- an approach that educators say engages students who might otherwise have no interest in STEM. Educators at some schools with STEAM programs, including Alabama and Virginia, say hands-on art and music lessons appear to suit many students who might not otherwise be reached with traditional academic lessons. T.H.E. Journal magazine (exclusive preview for SmartBrief subscribers)

How students can improve their writing with ungraded work

VIDEO

Writing in ungraded practice sessions can help students organize and solidify their ideas before working on the assignment that will be assessed, writer and former teacher Lily Jones suggests in this blog post. Jones offers three examples of using this writing-to-learn technique using videos from Educate Texas. "By teaching writing as a way to develop understanding, you can help students learn to see writing as neither product- nor process-driven, but thinking-driven," she writes. Teaching Channel/Tchers' Voice blog

N.J. teachers report success of flipped instructional method

 WNBC-TV (New York)

Top teaching and learning trends focus on how students learn

From brain-based to project-based learning, educators nationwide are experimenting with new teaching and learning strategies that focus on how children learn. This article highlights five key trends, including incorporating music into lessons to improve retention; using games, such as Minecraft and SimCity, to teach academic subjects; and cultivating creativity and curiosity in the classroom through science, technology, engineering and math courses. KQED.org/Mind/Shift blog

Why teachers should educate the public about the profession

Teachers need to advocate for the profession by explaining all of the work they do behind the scenes and outside of the classroom, middle-grades educator Bill Ferriter writes in this blog post. A public misconception of the profession -- limiting it to the classroom only -- leads policymakers to think enlarging class sizes or cutting support staff has no real impact on education. "People really do want to support teachers. They just don't know how hard it is to teach," he writes.

Create Flashcards from Google Spreadsheets

If you browse through the [Google Docs Template Gallery](#) you will find a bunch of templates for creating flashcards in Google Spreadsheets. There is also a flashcard script available in the script gallery (open the insert menu in a spreadsheet to search for the script). None of those templates nor the script is as easy to use as [Flippity](#).

[Flippity](#) is a free tool for creating flashcards from data in a Google Spreadsheet. Flippity provides clear directions for the simple steps to take to create your flashcards. To create your flashcards use the Flippity template, enter your data, publish the spreadsheet to the web, then grab your Flippity link. Your Flippity link will take you to a Flippity page on which you and your students can flip through your flashcards. Flippity includes a shuffle function and an option to remove cards from your deck of flashcards as you flip through them.

Applications for Education
Flippity is a good tool that you and or your students can use to create flashcards for any number of topics. I learned about Flippity from [Steve Fortna](#) who is a Spanish teacher.

Next-Gen World Language Learning

By: Tom Vander Ark and Carri Schneider

"Learning a second language is no longer a luxury," said Angela Jackson. We agree. She adds, "It is a necessary skill that students must have in order to compete in a global economy. It broadens their opportunities in higher education, and research shows that learning a second language helps children in their overall cognitive development."

Last week we released the second version of the Blended Learning Implementation Guide and a free ebook compilation of papers we've written about Navigating the Digital Shift. We believe one of the most important blended learning opportunities is improve global competence–especially language learning.

Earlier this month we outlined how schools can add blended learning strategies to expand college credit opportunities. World languages are an even bigger blended opportunity–a chance to offer a wide range of language learning opportunities to all K-12 students.

Today we released "Next-Gen World Language Learning", a thought leadership piece developed with Rosetta Stone Education. It highlights what we see as an opportunity to improve global competence for all students by leveraging technology.

A central tenet of the paper is the assertion that world language acquisition is an important component of both global competitiveness and global competency, and therefore must become a part of the national conversation around improving college and career readiness.

"There is a growing list of reasons that world language acquisition is so important–from economic and natural security reasons to global citizenship in an interconnected world," contributing author Winifred Kehl explains.

A recent Council on Foreign Relations report cited in the paper asserts, "[T]he United States cannot be two countries–one educated and one not, one employable and one not." It is critical that children in the United States graduate prepared for futures in a globalized world. American students' "global competency"-or lack thereof-will have consequences for students' future job opportunities, for American economic competitiveness and innovation more generally.

As the paper shows, there is no reason why all American students shouldn't have access to high-quality language instruction, thanks to advances in technology and the potential of blended learning to bring new tools for language instruction to the classroom.

Moss Pike, World Language Instructor and Middle School Dean of Faculty at Harvard-Westlake Middle School, joined the project to add a teacher's perspective and to help the team think through implications for implementation. He explains, "We hope to bring more attention to the relevance and importance of language study for students by laying out design principles that can inform the construction of next-gen world language programs."

The design principles for next-gen world language instruction include:

- Active Immersion
- Mobile learning
- Student-centered collaboration
- Interdisciplinary work
- Game-based learning and augmented reality
- Standards-based grading
- Reorganization of physical space

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In addition to the paper, we also released an infographic called "Next-Gen World Language Learning" that provides a useful overview of the information. Download the full paper and learn more on Rosetta Stone's Education page. Join the conversation on Twitter with the hashtags #WorldLanguage and #BlendedLearning.

Rosetta Stone is Getting Smart Advocacy Partner.

How To Publish A Class E-Book Using iTunes

By [Dan Kemp](#) on October 12, 2013
[@bookcreatorapp](#)*What You'll Need*

- An [iTunes Connect](#) account
- A Mac capable of downloading and running [iTunes Producer](#)

Apple provide an excellent [Frequently Asked Questions](#) section on their site to help you get started with these two necessities, so fear not!

You'll want to make sure you've got Apple's guidance document to hand: [Using iTunes Producer 2.9 for Books](#). It's the definitive guide and is on the whole quite easy to follow. You may also find the [Apple Support Community](#) to be a useful resource.
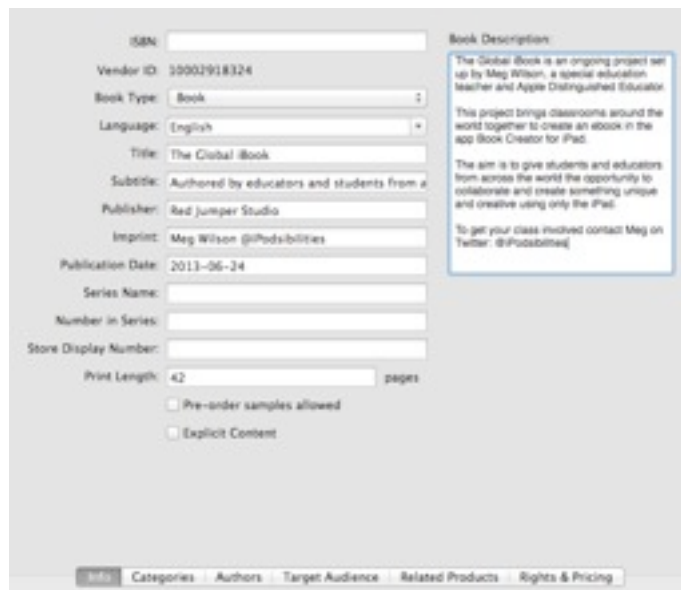
iTunes Producer is essentially about packaging up the details of the book, the assets, and the metadata to submit to the iBookstore.

1. iTunes Producer

Having downloaded and installed iTunes Producer, click on the **Create new package** button. **New book** will already be selected, so click Next.

Your now presented with the main window, which consists of 3 main sections – Book, Assets and Delivery, each of which have their own sub-sections (you can see these at the bottom of the window). The first tab is Book > Info. We're going to work our way through each section, clicking Next to take us onto the next step.

2. Book > Info

- **ISBN:** ISBN is the unique industry standard number for recording your book. It is no longer required for submission to the iBookstore (but you might still want one for your book anyway).
- **Book Type:** Choose Book or Textbook. Note that Textbook only applies if the book is multi-touch format, which doesn't apply to books made in Book Creator.
- **Language:** Note there is no differentiation between US and UK English.
- **Imprint:** This is meant to be the brand name for the publisher used on the cover of the book.
- **Series Name / Number in Series / Store Display Number:** This book is not part of a series so does not apply. Check the iTunes Producer guide for instances of when you would use this.
- **Book Description:** This will be used in the iBookstore. You can use around 2000 characters for this.

3. Book > Categories
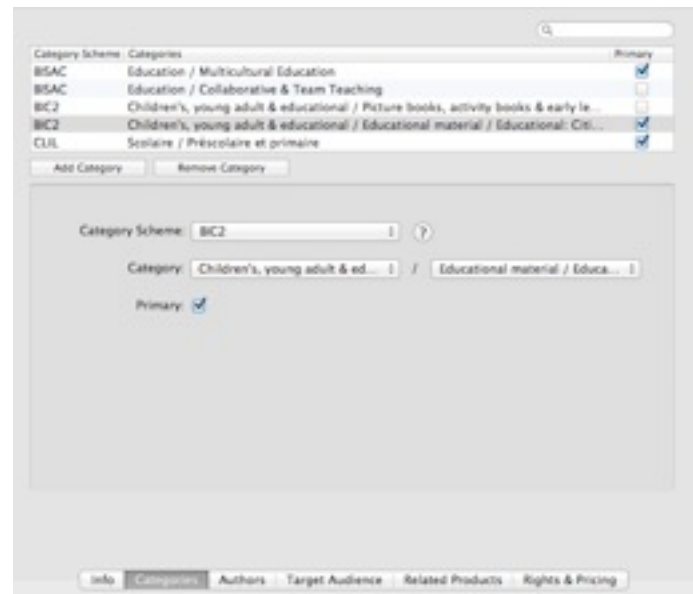
Now categories. Click **Add Category** and then choose from the category schemes. You can find out about category schemes by clicking the **?**

BISAC means Book Industry Standards and Communications, whilst in the UK they use the Book Industry Communication (**BIC2**) taxonomy. **CLIL** stands for Content and Language Integrated Learning and is championed by the European Commission (hence it's in French!).

Choose the **category scheme** you want and then choose a **category** and **sub-category** from within. There are a lot to choose from, and it's not always easy to find an obvious match. It's also not at all clear how these categories relate to how the book is categorised on the iBookstore. I'm pretty confident the categories I've
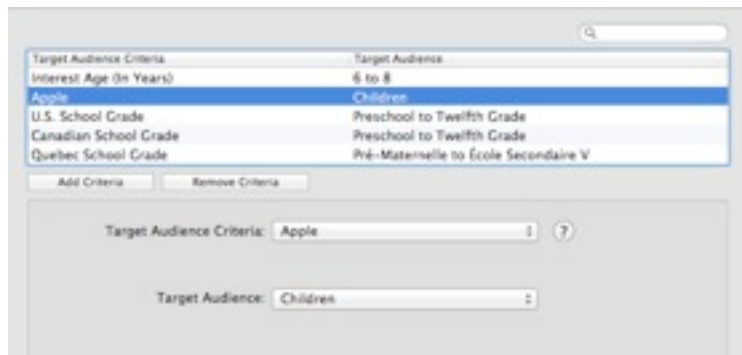
chosen above would get me listed under the Education section in iTunes.

4. Book > Authors
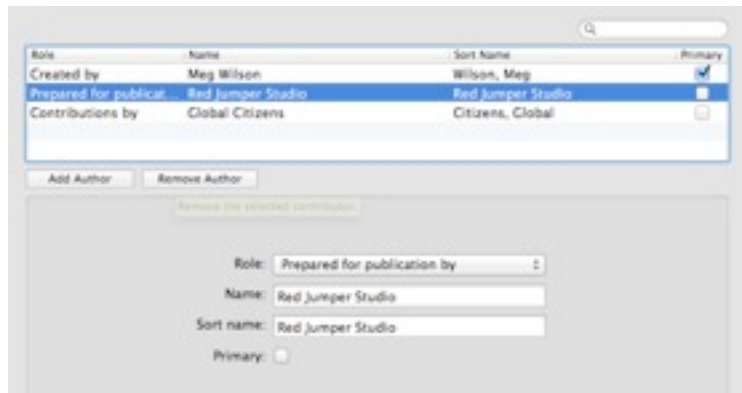
Pretty straightforward this, click **Add author** for each author you want to add, set the role and give the name. The **Sort name** is surname, firstname (e.g. Wilson, Meg).

5. Book > Target audience

There are a number of options here, mostly relating to school grades. Click **Add Criteria** to get started.

Start off with an **Interest Age (In Years)**. I found it tricky to decide as you can only choose one (whereas the school grades allow you to add a larger age range).

For the **Apple** target audience, you can choose from General, Children, Young Adult, Primary and Secondary School, College and University, Professional and Scholarly, Alternate Language Learning, Adult Education or Career and Technical Education.

Then you'll need to work your way through the school grades for the available school systems. You can set the range to make it available to all school ages up to age 16.
Type to enter text

6. Book > Related products

You would only use this section if you have a hard-copy print version or a previous version of the book.

## 7. Book > Rights and Pricing

So, this is a key part of your process if you're planning to charge for your book. Click **Add Territory** to get started and choose the territory you want to add.

- **Publication Type:** *Digital Only* means that the book does not have a hard copy paper equivalent, or has been significantly enhanced from the print version (e.g. with audio/video). *'Other'* books are those that don't fit into either category.
- **Sales Start Date:** Choose a date, which must be either today's date or a date in the future.
- **Pre-Order Start Date:** You may choose to include this, but you don't have to.
- **Physical List Price:** Apple asks for the retail price of the printed version of the book, if it exists. If there's never been a printed version, you can suggest a suitable retail price here.
- **Price Tier:** This is the actual price that you want the book to sell for on the iBookstore, and there are different pricing tiers for each territory.
- **Cleared for sale:** Make sure you have 'Cleared for sale' checked, otherwise the book will not be available in the iBookstore in that territory.
- **DRM Free:** Digital Rights Management (DRM) is a kind of copyrighting protection for digital files. In this case it would restrict use of the book to the machine that it was downloaded on. Checking the DRM Free box means that this is not the case.

Mass Territory Set Up

If the book you are publishing is free, you do not need to worry too much about getting the pricing exact in each country, so you can use the **Mass Territory Set Up** to save time.
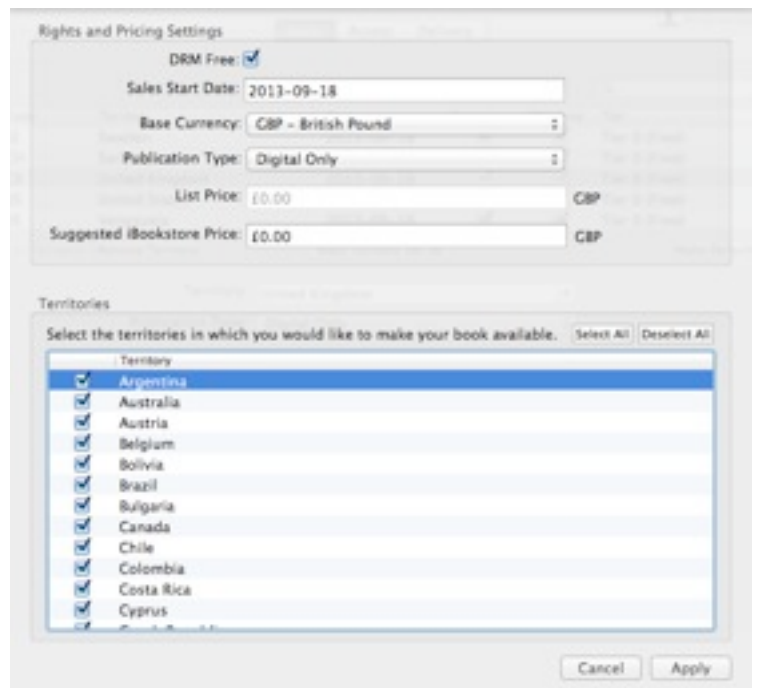
The fields for this are similar to those for individual territories, but here you can enter one price for the **Suggested iBookstore Price** and iTunes Producer will automatically choose the appropriate Price Tier for all of the territories you select (based on the **Base Currency** you choose). An easy task in this case, as the book is free.

When you're done, you might want to click the **Make Default** button to preserve the settings here for all future books you package up in iTunes Producer.

8. Assets > Publication

Clicking Next will automatically bring you to the next section, which is Assets. There are three sub-sections here – Publication, Cover Art and Screenshots.

You'll need access to the .epub file of your book. If you've made your book in Book Creator you can use one of the export options to transfer it to iTunes on your Mac or save it to a cloud service such as Dropbox.

Under **Publication**, click on the **Choose…** button to upload your .epub file. You will not require a **Publication Sample** if the book is not a Read Aloud ePub file or Multi-touch format publication (e.g. .ibook made with iBooks Author).

However, you could choose to add specific pages from your book that you wanted to be included in the preview. If you don't Apple will choose pages for the sample at random.

9. Assets > Cover Art

It's annoying that iTunes Producer cannot just use the first page of the book. You'll need to create a separate cover image and upload it here. The file must be a JPEG, PNG or TIFF file in RGB mode, (these are standard filetypes for images, but if you're not sure what that means then you might need to get some technical help!). The image must also be a minimum of 1400px on its shortest side. It doesn't matter if the cover art is landscape, portrait or square.


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You might have a suitable image already made. But one creative way to make cover art if using Book Creator on the iPad is to take a screenshot of the cover page of your book (press the home and power key at the same time).

Better still, you can make use of Book Creator's 'share page' function to save the cover page as an image to the Camera Roll on your iPad.

10. Assets > Screenshots

By pressing the home and power buttons at the same time, I took screenshots of pages of the book as viewed in iBooks, emailed them to my Mac and edited in Adobe Photoshop, to remove the iPad toolbar and make sure they remained the right dimensions. I made my images bigger than the standard 1024×768 pixels that older versions of the iPad uses as I want the images to look good on the newer Retina iPads. You can upload up to 5 screenshots and order them as you wish (hint: put the best one first!).
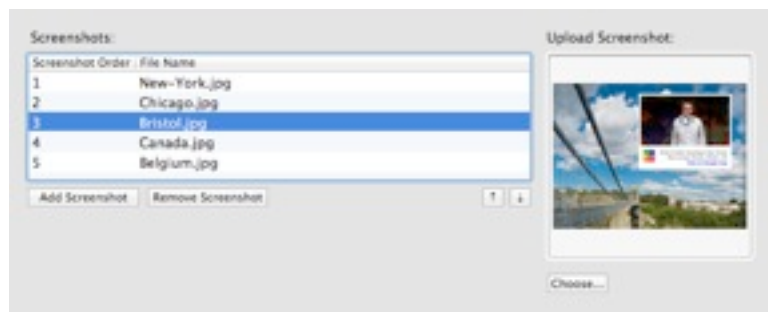
11. Delivery

The moment you open the Delivery pane you'll see that iTunes Producer has validated your book, ready for submission to iTunes. If there are any issues with validation for any of the fields you've entered so far (or if you've missed any), it will tell you.

What you're aiming for is a message that looks like this:
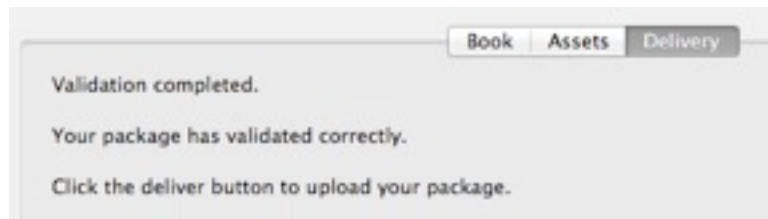
You're now ready to send the package to iTunes for verification. It's a good idea to go to **File > Save** first.

Click the **Deliver** button and the process begins. It takes a while to upload to iTunes, depending on the upload speed of your internet connection. When done you will see a big green tick to confirm it has been successful.

Finally…

Log into [iTunes Connect](#) and click on **Manage Your Books** to see your book. You can click on the thumbnail for your book and check the status. It took my book about 2 weeks to be approved and [appear on the iBookstore](#).

Marketing Manager at Red Jumper Studio. Book Creator for iPad is used in schools all over the world to empower students in creative learning.

Why Do Teachers Quit? - Atlantic Mobile

Shared by

George Couros

theatlantic.com - Richard Ingersoll taught high-school social studies and algebra in both public and private schools for nearly six years before leaving the profession and getting a Ph.D. in sociology. Now a profess...