Digital Leadership: Changing Paradigms for Changing Times

Presented by: Eric Sheninger

#NASSP14
The World is Changing
Educators Are Changing
Learners Are Changing
Our Education System

FOR A FAIR SELECTION EVERYBODY HAS TO TAKE THE SAME EXAM. PLEASE CLIMB THAT TREE

If you judge a fish by its 'ability' to climb a tree, it will spend its entire life believing it's stupid - Albert Einstein

Image credit: http://balajipalamadai.blogspot.com/
The people in charge of leading school organizations into the 21st century ... often are the least knowledgeable about the 21st century.

Image credit: http://dangerouslyirrelevant.org/images/various-small/peopleincharge.png
The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by
Brian Solis and JESS3
Image credit: http://blog.kyanmedia.com/archives/2008/10/15/get_on_the_social_media/
Social Media is a Multi-Dimensional Tool

• Involve
• Create
• Discuss
• Promote
• Measure
Essential Questions in the Digital Age

• How can digital tools be used to enhance school culture and improve stakeholder relations.

• How to we leverage the realtime Web to grow professionally like never before

• How technology can be effectively integrated in the classroom to increase student engagement and achievement.
Digital Leadership

• Dynamic combination of mindset, behaviors, and skills that are employed to change and/or enhance school culture through the assistance of technology.

• Establishing direction, influencing others, and initiating sustainable change though the access to information to establish relationships in order to anticipate changes pivotal to school success in the future.
Communication

Image credit: http://focusgroupms.com/our-blog
Information Your Stakeholders Want

• News
• Meetings
• Events
• Student achievements
• Staff Accomplishments
• Campus weather
• Emergency information
TWO WAY
Public Relations

Don't leave your public relations to chance
tell them your story
Blogs, images, video
Branding
**BRAND**
perceived emotional corporate image as a whole.

**IDENTITY**
visual aspects that form part of the overall brand.

**LOGO**
identifies a business in its simplest form via the use of a mark or icon.

Image credit: http://justcreative.com/2010/04/06/branding-identity-logo-design-explained/
What Should a School Brand Convey?

- Student achievement
- Teacher/administrator quality
- Extra-curricular activities
- Interesting instructional practices
- Innovation
- College/career readiness as we define it
- Partnerships
#NMHS
Professional Growth
A New Era for Learning

- Anytime (24/7)
- Anywhere
- Real-time
- Connect with best minds in the field and practitioners
- Cost-effective
- Form your own Personal Learning Network (PLN)
smart people

blogs communities flickr twitter email

me
“I don’t find the time to learn and get better. I make the time to learn and get better.”
Connect With These NASSP Digital Principals

• Carrie Jackson - @jackson_carrie
• Dwight Carter - @Dwight_Carter
• Daisy Dyer Duerr - @DaisyDyerDuerr
• Jason Markey - @JasonMMarkey
• Patrick Larkin - @patrickmlarkin
• Derek McCoy - @mccoyderek
Other Secondary Leaders

- Chris Lehmann - @chrislehmann
- Jimmy Casas - @casas_jimmy
- Brad Currie - @bcurrie5
- Leslie Esneault - @leshhs1
- Bill Burkhead - @NormandinBill
- Kevin Carroll - @WHS_Principal
Tools and Resources

- Twitter
- Google+
- RSS Readers
- Tablet Apps
- Digital Discussion Forums (www.edweb.net/leadership)
- Pinterest
- Social Bookmarking
- Blogs

Worlds of Learning @ New Milford High School

Digital Badges in Professional Learning

http://worlds-of-learning.com/worlds-of-learning-nmhs/
Student Engagement and Learning
WHAT DO YOU WANT KIDS TO DO WITH TECHNOLOGY?

WRONG ANSWERS

• MAKE PREZIS
• START BLOGS
• CREATE WORDLES
• PUBLISH ANIMOTOS
• DESIGN FLIPCHARTS
• PRODUCE VIDEOS
• POST TO EDmodo
• USE WHITEBOARD
• DEVELOP APPS

RIGHT ANSWERS

• RAISE AWARENESS
• START CONVERSATIONS
• FIND ANSWERS
• JOIN PARTNERS
• CHANGE MINDS
• MAKE A DIFFERENCE
• TAKE ACTION
• DRIVE CHANGE

TECHNOLOGY IS A TOOL, NOT A LEARNING OUTCOME.

Image credit: Bill Ferriter
Real-World Tools for Real-World Work

- edmodo
- Glogster
- Poll Everywhere
- Twitter
- Prezi
- Skype
- Google Drive
- Instagram
- Padlet
- Wordle
Web 2.0 tools -
Focus on Essential Skills

• Creativity
• Critical thinking
• Problem solving
• Collaboration
• Communication
• Media Literacy
• Technological proficiency
• Entrepreneurship
• Digital citizenship and responsibility
Learning Environment and Spaces

• School re-design that reflects the real-world and enhances essential skill sets
• Focus on digital responsibility
• Emphasis on individualized and personalized learning opportunities
The Academies
@ NEW MILFORD HIGH SCHOOL

Educational Options for a Changing World

Global Leadership
S.T.E.M.
Arts & Letters

2011-2012 ACADEMIC SEASON

The VHS Collaborative™
One Click. One World. Infinite Possibilities.

ioacs
Independent OpenCourseware Study

https://sites.google.com/site/site/opencoursewarestudies/
Opportunity

To Opportunity
Leaders in the Digital Age

• Share their vision
• Start conversations
• Learn with other educators
• Lead by example
• Embrace innovation and technology integration
• Are transparent
• Leverage the POWER of Web 2.0
Digitally Resilient

[adj: dij-i-tl-y ri-zil-ee-uhtn]

The refusal to quit when confronted by blocked websites, antiquated tools, and technology decisions that aren’t aligned with a new vision for teaching and learning.
ERIC SHENINGER
DIGITAL LEADERSHIP
Changing Paradigms for Changing Times
Foreword by YONG ZHAO

Learn More
http://www.corwin.com/books/Book240618/

Contact me ericsheninger.com
Join NASSP and the best minds in education in Dallas, TX—February 6-8, 2014

http://www.nasspconference.org/