Leading in the Digital Age

Presented by: Eric Sheninger

http://ericsheninger.com
Leading in the Digital Age

Hosted by

Bob Farrace
Director
Communications
NASSP

Presented by

Eric Sheninger
Principal
New Milford High School
Technical Problems: Call Rich 703-860-7259

Twitter: @NASSP #nasspwebinar

Follow NASSP: facebook.com/principals

Website: www.nassp.org/WebinarVideos
Tweet using #digilead
Schools, educators, and leaders are NOT changing!
Social Media
LEAD BY EXAMPLE

"Leadership is action, not position"
If the leaders don’t get it, it’s not going to happen.
IF IT IS IMPORTANT TO YOU, YOU WILL FIND A WAY.

IF NOT YOU’LL FIND AN EXCUSE.
“The primary purpose of schools must be to educate students, not to preserve the history or traditions that no longer exemplify or amplify the educational experience.”

-PJ Caposey @PrincipalPC
Keys to Leading in the Digital Age

• Eliminate fear of failure
• Break free from status quo
• Bold vision backed by action
• Give up control
• Trust students and staff
• Become the lead learner
• Model
• Be transparent
Technology is a Leadership Tool
The Digital Leaders Toolbox

- Mobile technology (laptop, tablet, Chromebook, smartphone)
- Social media
- Video conferencing
- Apps
- Real-time web
Social Media is the Swiss Army Knife of Digital Leadership tools
The Conversation
The Art of Listening, Learning, and Sharing
Brought to you by
Brian Solis and JESS3
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.
CONTROL

...Give It Up!
Digital Leadership

Communications

Branding

Professional Growth

Public Relations

Student Learning

School Environment

Opportunity

www.pinterest.com/esheninger/digital-leadership/
Student Engagement and Learning
Digital Learning

- Relevant & contextual curriculum
- Effective Pedagogy
- Student voice & ownership
- Collaboration
- Challenging & transparent assessment
- Higher order thinking skills
- Feedback & Reflection

Creativity
What do you want students to be able to do with technology?

Essential Skills Students Need

- 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
BYOD
BRING YOUR OWN DEVICE
**Traditional Classroom**
- Instructor prepares material to be delivered in class.
- Students listen to lectures and other guided instruction in class and take notes.
- Homework is assigned to demonstrate understanding.

**Flipped Classroom**
- Instructor records and shares lectures outside of class.
- Students watch/listen to lectures before coming to class.
- Class time is devoted to applied learning activities and more higher-order thinking tasks.
- Students receive support from instructor and peers as needed.
Communication
Information Your Stakeholders Want

• News
• Meetings
• Events
• Student achievements
• Staff Accomplishments
• Campus weather
• Emergency information
New Milford High School

2,321 likes · 76 talking about this · 439 were here

School · Public School
Keep up to date on everything NMHS with these links:
Twitter (http://twitter.com/NewMilfordHS) Up to date athletic events calendar (http://bit.ly/R4cPpm)
Public Relations

Don't leave your public relations to chance
Once upon a time,

WHAT'S YOUR STORY?
New Jersey's Top Performing Public High Schools 2013

New Milford High School

America's Best High Schools 2013

New Milford High School

Published by Newsweek
Branding

[Image credit: http://blog.zopim.com/2013/05/20/5-branding-tips-for-small-businesses-to-stand-out-from-the-crowd/]
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
Take Control of Your Learning
PERSONAL LEARNING NETWORK

- Transforming teaching & Learning
- Useful Communication Tool
- Network of Learning Communities
- Information acquisition and knowledge building
- Knowledge building resource
- Opportunities for Worldwide sharing and learning
How to Cultivate a Personal Learning Network

Tips from Howard Rheingold

Image credit: http://mindmappingsoftwareblog.com/personal-learning-network/
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)
Worlds of Learning @ New Milford High School

Digital Badges in Professional Learning

http://worlds-of-learning.com/worlds-of-learning-nmhs/
Opportunity
Just Ahead
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
LEARN MORE

Kindle - http://tinyurl.com/DL14kindle
Hone your decision-making skills
Develop technology integration strategies
Refine your blueprint to engage each student and increase performance

July 20–24, 2014
Discovery Education Headquarters
Silver Spring, MD
(Washington, DC, metro area)

Register Today: www.nassp.org/GreatLeaders