



'etin

What's Inside

Meeting Seasonal Demand with the Holiday Video Service at CJIMS

Observations and Reports from the 24th National Media Market

- **Events and First Impressions**
- **Copyright: Ethical and Legal Issues**
- **The Digital Challenge**

REMC Streaming Video Pilot (RSVP) Project

Board News

**State Reports
Pennsylvania and Texas**

Membership News

President's Message

In the last issue of *'etin*, I reported on the three major goals that we hope to accomplish this year. The first goal was member service. I would like to provide an update and a view of what you can expect this year in this area.

Tied to the increased use of data, NAMTC is attempting to capture data in unique ways this year. This data will be interpreted and reported back to you to assist you in your day-to-day administration. Major data initiatives will involve the bi-annual survey and participation data on members' activities. The bi-annual survey should give us a snapshot of the current demographics of our members and the participation survey should help us gather information on presentations made, articles written, and participation on listservs.

A second member service area is communication. The association would like you to consider participating in a members-only listserv. The purpose of this listserv is to provide access and collaboration among other members on critical issues. We all know that listservs are only as good as those that participate. We know that there is significant core knowledge in our members and we need to communicate that knowledge for the benefit of all. A more visible demonstration of communication about NAMTC is the purchase of a NAMTC shirt. Many of the members purchased these shirts and wore them at the National Media Market. It was impressive to see the number of NAMTC members in the screening rooms. For additional information on ordering these shirts email Betty at bettyge@mchsi.com.

Another member service is the publication of the "Special Reports." The first special report contains reprints from the AESA on the subject of No Child Left Behind. This key educational legislation has significant meaning to many of us. These documents provide understanding of the role of the ESA in this legislation. Please feel free to share this report with your CEO.

Our association had a good Board meeting at the National Media Market. Our next Leadership Summit will be held in September 2003 in Las Vegas, in conjunction with the National Media Market. We have continued to open up avenues at the national level, and now with our listserv, printed publication, and the "Summit", we will continue to open up collegial opportunities. Here's to a continued good, and challenging, 2003.

Cliff Ehlinger, Grant Wood AEA 10
cehlinger@aea10.k12.ia.us

November 2002

Meeting Seasonal Demand with the Holiday Video Service at CJIMS

For many media centers, seasonal titles provide a very special problem. We serve 300 buildings, and could not possibly meet the demand for holiday materials with the items normally on our shelves. Video duplication helps to meet the demand to some extent, but is not available for all titles and because so many users schedule materials at the last minute, duplication on demand still presents problems. We struggled with this problem for several years trying a variety of different approaches, but still ended up with a large number of unfilled orders. Two years ago, we found a solution to the problem by instituting a Holiday Video Service. The Holiday Video Service allows schools to guarantee that materials will be available for every major holiday or commemoration that they celebrate, and allows the staff to perform duplication when time permits and still meet the demand.



Schools are provided with a list of approximately 40 holidays and commemorations. Each school can select the holidays for which they would like materials as well as the grade levels they would like to have covered. (We have limited this service to Pre-K through 8th grade). This list is circulated in May for the following year, and we receive most lists back by June with some stragglers coming in as

late as October. Using this list, we can set up our duplication schedule and schedule materials at the beginning of the school year. If we discover areas with particularly high demand, we purchase in those areas over the summer months. Schools receive their confirmations at the beginning of the school year. If there are titles they would like to have that are not included in their confirmations they may still order these.

To help keep our sanity, we do not erase duplicated materials when they come back from the schools, but place them in compact storage until the next year. This has led to a reduction in staff time spent on duplication, a significant improvement in our fill rate, and a significant increase in our circulation. When we have been unable to negotiate duplication rights, we have often been able to negotiate for low cost copies. This has been easiest for seasonal titles, since distributors know that those items will only circulate one or two times during the year. Since we know approximately how many copies of a given title we will need to meet demand, we can order these materials during the summer months and have them processed.

The establishment of the Holiday Video Service has been directly responsible for an additional 1,100 circulations per year and has made meeting that demand much easier than it would be utilizing a duplication on demand system. It has also resulted in a 2% increase in our fill rate for the year, bringing our fill rate to 98%.

Ron MacIntyre, Central Jersey Instructional Media Service
rmac@cjims.org

Announcing



The new Science and Math series
from BBC and the Open University



Available on ten 27-minute VHS cassettes or 3 DVDs

Join five scientists on a tropical island as they use scientific principles to solve challenges using just a rudimentary tool kit and indigenous materials. Fun science, with outstanding teacher materials.

CALL FOR A FREE PREVIEW



Bullfrog Films
PO Box 149 Oley PA 19547
800 543-3764
www.bullfrogfilms.com



Publication Statement

'etin is published six times annually by the National Association of Media and Technology Centers (NAMTC) and is available only through membership in NAMTC.

President
Cliff Ehlinger
Grant Wood AEA 10
4401 Sixth Street SW
Cedar Rapids, IA 52404
Phone 319.399.6730
cehlinger@aea10.k12.ia.us

Publications Chair
Sue Schwartz
REMC 13
611 Hagadorn Road
Mason, MI 48854
Phone 517.244.1477
sschwartz@inghamisd.org

Executive Secretary
Betty Gorseigner Ehlinger
NAMTC
PO Box 9844
Cedar Rapids, IA 52409-9844
Phone 319.654.0608
bettyge@mchsi.com

Membership Chair
Cliff Ehlinger
Grant Wood AEA 10
4401 Sixth Street SW
Cedar Rapids, IA 52404
Phone 319.399.6730
cehlinger@aea10.k12.ia.us

NAMTC: <http://www.namtc.org>



Observations and Reports from the 24th National Media Market

Events and First Impressions

The National Media Market in October of this year was again held in Las Vegas at the Alexis Park Hotel and Conference Center, as it will be next year, although in September.

What makes the National Media Market unique and interesting and worthwhile is perhaps best seen through the eyes of those who are attending for the very first time. This year I was privileged to have a colleague, Melissa Rowse, from my BOCES attend. In addition, another BOCES, Steuben-Allegany, sent Stephanie Wilson who brought her husband to represent the local public library. What follows is a compilation of their comments and observations as well as my own. This was my 4th or 5th Media Market.

What were your impressions of the National Media Market?

This is a well organized, well-run and professional meeting. There is ample time to preview media even in the rooms of 50 vendors if you come prepared to work and have ideas about what

you need. Not every vendor has something you need, but every vendor is a contact that you might use at sometime in the future and now you have met and spoken with that person. The personal connections really make a difference. Even if you do not purchase anything while at the Market, this is the best way to do previews – all at once and in a setting that encourages you to get the work done.

What did you think of the choice/variety?

There are 50 vendors at the National Media Market. Melissa would like to see more vendors. There are representatives for all kinds of media – educational to entertainment, and all kinds of formats, VHS, DVD, Digital and variations thereof. If it is new, if it is interesting, you will see it at the Media Market.

It would be helpful to have a designation in the Media Market binder and on the exhibit sheets that indicates what type of media a particular vendor represents; i.e., k-12, academic, primarily of interest to public libraries, or some other similar designations.

Continued on next page.

“We made it, mother.”
– Bambi

We think that the most important environmental issue is education, and since 1989, we've been designing and producing media to support curriculum-based science and environmental education. Children and adults watching our programs on Public TV, and using them in schools, homes, museums and nature centers total in the millions worldwide.

To see our full catalog or to download teacher guides:

www.envmedia.com

after all, we're not out of the woods yet.

ENVIRONMENTAL MEDIA CORPORATION

800.368.3382 fax 843.986.9093 www.envmedia.com

Events and First Impressions (cont.)

What did you think of the location – the Alexis Park in Las Vegas?

The facilities at the Alexis Park are very nice – lovely grounds, nice rooms, and great meetings rooms for lunches and for workshops. BUT.... Not in Las Vegas. Melissa, (and I have to say myself as well) did not like Las Vegas. If you do not gamble or attend some of the many and varied but usually expensive shows, then there is not a lot else to do in Vegas considering that your days are spent previewing media. I have to say that that has always been my feeling as well, but I go back because the Market is an essential part of my collection development for the Orange-Ulster BOCES Media Library Service.

Is it worth it to go?

A resounding definitely YES! This year with our purchases we saved \$18,000. This more than paid for our trip and gave us exposure to materials we might not have otherwise previewed and/or purchased. In addition, attending the Media Market allows you to put the names to faces of the National Vendors of media. You create personal contacts that are invaluable. Now there is someone you can go to and specify what you want to meet your needs and you will probably get it, or learn of a place to get it. We all found the vendors willing to help us locate product, and I for one, am more willing to spend money with those who help me than with those who try to sell me only their own product when at the moment I do not need it.



The missing piece
of the puzzle

COMPUTER TRAINING

by
**MacAcademy®
WindowsAcademy®**

- Training available for both Mac and PC platforms
- Unique testing feature
- Group site licenses for classroom, lab, campus, or district levels
- Expedited order processing for grant recipients

CALL TODAY! 800-527-1914 ext 231
Lindy Schwarz, Educational Specialist/Site License Manager
Phone 678-493-2496 Fax 678-493-0544

1500
EDUCATIONAL PROGRAMS

Now Available

in

**VIDEO
DVD**

QUICKTIME or MPEG

www.chiptaylor.com

800.876.CHIP

sales@chiptaylor.com

Fax: 603.432.2723

Other important points:

Every luncheon had a theme and each table had questions to discuss. This encouraged us to get to know our tablemates, their ideas and their needs. This is an excellent way to find out what is happening across the country with media.

There were also three workshops held in conjunction with the viewing of material. Two were held in the beginning of the day and one early Wednesday evening (at which I was a co-presenter). This allowed us to spend our time doing what we came for – previewing media. The workshops were to the point and valuable – Copyright issues with Carol Mann Simpson was my personal favorite.

One suggestion might be to add some of the supporting technology such as PDA's – I bet we begin to see videos downloaded to these little jewels in the not too distant future, if not already.

If you had to tell people one thing about the National Media Market, what would it be?

YOU GOTTA GO! It is an excellent opportunity to meet, preview and get your job done without interruption.

Primarily I have relied on Melissa's observations for this article, but I have had the chance to speak with both Stephanie and Bill Wilson about their experiences at the National Media Market. Forgive me, Stephanie and Bill, but it was like watching a child look at all his presents on his/her birthday.

There is so much to see and do at the Media Market that makes it valuable and a must do for managers of Media services. Both Bill and Stephanie Wilson expressed a desire to do this next year as well. Melissa believes this is the most valuable thing she has done for our media department collection since she was hired. Strong praise.

Every year that I request permission to attend this particular conference, I get ribbed about going to Vegas. Many people feel this is a playground and that people who attend conferences there must be doing a lot of playing. I am sure that some do, but I usually preview from 8 or 9 in the morning until 6 at night. And, the people I have become acquainted with over the years do exactly the same thing. That is hard work. I evaluate every item I look at and I look at anywhere from 100 to 150 pieces of media.

Barbara Wall, Orange-Ulster BOCES
bwall@ouboces.org

Copyright: Ethical and Legal Issues

Presented by: Dr. Carol Simpson, University of North Texas, author of Copyright for Schools: A Practical Guide, third edition, 2001 and co-author of Internet for Schools, third edition, 2000.

Dr. Simpson prefaced her remarks with a statement that she is not an attorney and that one should consult their own legal counsel for advice on specific problems. She further noted that intellectual property is not required coursework in law schools and to be cautious when seeking advice on this topic. Her slide presentation is available on the Internet at: <http://www.courses.unt.edu/csimpson/handouts/nmm>.

The presentation first covered a review of what the copyright owner owns, what an educator can use, why an educator needs permission, problems with educators and problems with copyright owners. She pointed out that educators often rely on erroneous common knowledge and practice regarding permissible use of copyright materials, i.e., "We've always done it this way." A contributing factor is the lack of publicity about those caught infringing because most cases are settled out of court and sealed. Dr. Simpson maintains a database to report infringement cases at <http://www.school-library.org> and has only 4 cases since beginning this site 1 1/2 years ago. Georgia Harper's crash course in copyright was recommended and is available at: <http://www.utsystem.edu/OGC/IntellectualProperty/cprtindx.htm>.

Dr. Simpson then focused on recent changes in relation to new technologies (multimedia, streaming and web delivery of course content) and legislation/guidelines. Multimedia presentations are covered by the CONFU (Conference on Fair

Use) Multimedia Guidelines, which are available at <http://www.uspto.gov/web/offices/dcom/olia/confu/>. She noted that these guidelines do not address changing format. Streaming hasn't been legally tested; there are no significant cases yet. Dr. Simpson pointed out that hardware vendors distort or misstate fair use in order to sell streaming technologies. She noted that video distribution within a building would meet fair use if all the audiovisual fair use conditions were met; however, it becomes cable broadcasting when the stream leaves the campus. Streaming from external sources would be licensed.

The recent passage of the TEACH (Technology, Education and Copyright Harmonization Act) Act makes significant changes in distance learning rules. (Note the reference below to additional information about this act.) Dr. Simpson reviewed the requirements (discreet installments, specific time period, and "lecture-like"), prohibitions (scanning complete or long works, open websites, or student access at will), what is permitted (student in remote location, brief retention of digitized content and conversion of some work not available in digital form) and what is excluded (materials marketed for mediated delivery, illegal copies, and textbooks, readings or workbooks). The act is applicable to accredited nonprofit institutions only and these institutions must have a copyright policy that must be provided to faculty, staff and students. Transmissions must be limited to enrolled students only, not interrupt digital rights management code of the copyright owners, and prevent retention and/or redistribution.

Continued on next page.



BioMEDIA ASSOCIATES

Visuals for Biology Instruction

New VIDEO PROGRAMS

Visualizing Cell Processes (five programs)

The Domains of Life (two programs)

The Biology of..... (15 programs)

Eye of the Cyclops (8 programs)

"These are some of the best educational videos on this topic and they are recommended very highly to all school libraries."

The Journal of Academic Media Librarianship

"--an exquisite mixture of great photography, relevant information, and lots of panache to present difference groups of animals in a comprehensive format."

American Biology Teacher

Closed Captioned, MARC Records, National Science Standards, Download Guides, Samples and Catalogue:

www.eBioMEDIA.com

All licenses available, call Gwen Gerber at 877-661-5355

Dr. Simpson concluded with information about two new measures to watch. HR 5544 Digital Media Consumers' Rights Act will bar the anti-circumvention part of the Digital Millennium Copyright Act (DMCA) and only intentional infringement would be illegal. HR 5522 Digital Choice and Freedom Act restores consumer and public fair use that has eroded in previous revisions.

Another reference not included by the presenter but provided by this author is the American Library Association Washington Office Newsline (ALAWON) October 4, 2002 issue (<http://www.ala.org/washoff/alawon/alwn1182.html>) which notes that the act "expands face-to-face teaching exemptions in the copyright law, allowing teachers and faculty to use copyrighted works in the 'digital classroom' without prior permission from the copyright holder. The law is complex and details numerous responsibilities that must be met before educational institutions (including their libraries) can benefit from the exemptions." ALA created a web site at <http://www.ala.org/washoff/teach.html> which explains the meaning and importance of the TEACH act.

Shelia D. Owens, TBR Media Consortium
sowens@memphis.edu

NEW RELEASES FROM FILMAKERS LIBRARY

New Releases for Guidance & Inservice Education

First Person Shooter. The first documentary to show the impact of video game addiction on family, school and community life. 50 min.

A Stranger in Our Home. Shows the alarming rise of sexual predators on the Internet. 40 min. "Highly recommended." MC Journal

Someone Sang for Me. African American Jane Sapp runs music workshops for "at risk" inner city kids. They are transformed! 58 min.

Call us for previews (1-800 555 9815)



Filmakers Library, Inc.

124 E. 40th Street,
New York, NY 10016.

Web site: www.filmakers.com

The Digital Challenge

"It's all about options for teachers." Both Jennifer Maydole and Ricki Chowning, two of the workshop presenters at the kick-off for the 24th National Media Market summarized the entire session with this comment. Four NAMTC members gave presentations on digital options they are providing their clients, and they discussed the pros and cons of the choices their regional media technology centers have made.

The workshop began with Barbara Wall from Ulster-Orange BOCES describing the Store and Forward system that her agency is committed to providing all of their client schools. The districts served by the BOCES demand the "newest and neatest" in technology, and this video-streaming project, partnered by Visual Learning, can be totally interactive. With access via a mere 56k modem, teachers have the ability to individualize learning for both classroom and home use by students; customized cuts are supported by flexible tools built into the delivery application so the materials used in the classroom or by individual students are tailored to the pedagogy and content delivery.

In Texas, James Smith, ESC Region 17, is providing a digital video pilot through a partnership with Classroom Video on Demand. This project involves using video streaming over a school local area network rather than video streaming over the Internet. Classroom Video provides content in full MPEG-1 file format assuring picture quality, and that content is copied onto hard drives (75 – 180 G) that are either installed in network servers or shared as hard drives on standard computer workstations. Smith emphasized that even on a slow 10BaseT LAN, there can be three or four simultaneous users accessing the same or different titles on the hard drive.

Teacher reaction to the pilot has been "extremely positive". They appreciate the convenience of being able to preview any title on the hard drive any time they wish, and they enjoy the instantaneous access to full-motion, high quality video. They also enjoy the ease of skipping to various chapters and displaying the video full screen with a mere mouse click.

Jennifer Maydole at North Central ESD in Wenatchee, Washington has watched market trends of the last several years and has chosen to build a DVD collection to keep up with current education practices. Through volume purchasing, North Central has been able to provide local school districts access to low-cost DVD players, disarming the complaint all regional staff hear that cost and access to equipment is the stumbling block to adopting new technology. Jennifer emphasized that higher-end DVD players, such as models from the Pioneer Electronics line provide features for interactivity that allow the DVD to be comparable to the flexibility of streaming video.

At Ottawa Area ISD in Michigan, Ricki Chowning and staff are providing standards aligned resources from AIMS Multimedia's DCC and United Learning's United Streaming products. Delivery is accomplished via fiber optic connectivity,

providing “just in time” delivery, “at their fingertips, at their desktops”. For the teachers she serves, Ricki emphasized that in addition to the convenience of delivery, the alignment of materials to state standards for content and student achievement make these resources highly attractive to Michigan teachers.

We all know that technology engages students, and delivery, just in time, just on topic, is a powerful market trend. The vendors mentioned who have piloted with the regional media centers mentioned have taken leadership and risks to make their product available in digital format. But the history of the risks involved in adopting new formats is littered with less than successful episodes. Remember laser discs and CD-I? But we also know that our collections of magnetic tape media are aging, needing to be updated, while the electronics market continues to develop the new digital waves for the future. Where do we best invest our dollars? What choices should producers and distributors make with their digital materials?

Further, there is an issue of trust and ethics that is raised by the mobility of digital content. What protection do the producers and vendors have as they stream their product to high capacity servers, and teachers who have the physical, if not legal option, to keep materials beyond the scope of licensing agreements?

And finally, can we guarantee that the digital content will be used; especially, will the current force of teachers in our

classrooms effectively use it? The message of the Digital Challenge Workshop would seem to be that, yes, if they are provided with the equipment, digital content, and time to learn to use it appropriately, then this medium may become a commonplace in American education. But there is a responsibility on our shoulders as regional media professionals: it is up to us to take the leadership, much as the presenters at the workshop are already doing, to provide access to the equipment, materials and best practices in using digital content. Call it job security: there is work to be done!

Karen Appleton
Iowa State Administrator Marco Polo Project
kappleton@aea12.k12.ia.us

REMC Streaming Video Pilot (RSVP) Project

The Michigan Instructional Television (M-ITV) consortium has purchased 40 instructional videos, which are broken down into over 150 video clips, for every teacher and student to use in the state of Michigan for the next three years (ending in June 2005). M-ITV is one of the collaborative projects supported and funded by the REMC Association of Michigan. M-ITV provides free instructional materials to all schools in Michigan.

Last year, the M-ITV committee reviewed several options for streaming instructional videos to use in the classroom. As a result, the committee purchased a three-year pilot program through unitedstreaming.com. This pilot allows all Michigan students and teachers to stream and/or download videos and video clips for instructional use.

Streaming media offers new and exciting opportunities for teaching and learning. It allows students and teachers to access video content instantly via the Internet. Videos can be searched by keyword, content area and grade or by Michigan Curriculum Standards. The instant access allows teachers to focus on the content of the clip without the hassles of checking out a video, delivery time or finding out that the video has been checked out. In addition to the videos on demand, this site allows teachers to download and use any part of variety of teacher/student resources which correlate with the indicated videos.

The integration ideas of using these video clips with your current lesson plans are endless. You can show a one-minute clip to prompt a discussion or a writing activity on a particular topic/event. Show a 45-second clip of the solar system to help your students visualize the planets and their size with respect to the sun or earth; demonstrate the mathematical concept of the slope of a line with a short video clip; have students explore concepts of nature using video clips on multi-media
Continued on next page.

The right tools to help you help teachers

from the world's largest development team focused on media and technology centers



call Peter about how easy it is to upgrade from your current system

MEDIANET
flexible media and equipment scheduling

902-422-1973, ext. 151
www.medianet.ns.ca · info@medianet.ns.ca

stations. You can have students create multimedia lessons integrating one or two small clips to share with class. The 40 titles encompass a broad range of subject areas and grade levels so that every school has an opportunity to explore this new technology.

Some building networks may experience difficulties, but there are ways to work around or solve some of these problems. A few technical issues to keep in mind as you start using this technology include bandwidth and storage areas for downloaded clips. Streaming video takes up a lot of bandwidth and requires broadband Internet connection (e.g., T-1, ISDN, DSL, fiber). Downloading video clips is quite easy, but it may take a toll on the storage memory in your hard drive or local network server. One simple rule to keep in mind is that every one-minute of video accessed through the Internet equals about 2 MB of RAM. If you compare this to a regular 3.5inch floppy which can hold at max 1.4 MB of content, every downloaded clip will quickly add up, especially if you are on a shared network. Some local networks do not allow any downloads to the desktop or shared drive, while some have a limitation to the size of the downloads. Please talk to your technology consultants/directors to discuss these issues and build a support structure for implementing this and other new technologies. To maximize your storage of clips or full-length videos save them to a CD or a zip disk. Also, clean out you files on a regular basis and discard the video clips after you are done using them in your lesson.

Over the next two years, the M-ITV committee members will evaluate and assess the effectiveness of this new technology to improve teaching and learning. The committee will assess ease of use, amount of use by teacher and student, content and technical quality, cost and alignment to the Michigan Curriculum Framework among other factors.

The website is password protected so that only the licensed users have access to the content. Each REMC in the state of Michigan has user information for its regional area. To obtain user information, training or other information regarding the MITV video streaming pilot please contact your local REMC director. For more information about the Michigan REMC Association and/or other collaborative projects, go to www.remc.org. For more information about the RSVP project, go to <http://www.remc.org/mitv.htm#RSVP>.

Anupam Chugh, Wayne County RESA
ChughA@resa.net

Highlights Board News

NAMTC Board Meeting October 16, 2002 Alexis Park Hotel, Las Vegas

Cliff Ehlinger called the meeting to order @ 12:41 PM

During Board Roll Call several Board members reported that state budget deficits were causing major budget cuts in their respective states. Barbara Wall moved and MaryLou Bayless seconded the minutes of the Spring Board meeting. Minutes were unanimously approved.

Treasurer's Report: Karen Appleton reported that the overall NAMTC budget continues to be very healthy. MaryLou Bayless moved and Marilyn Weber seconded the motion to approve the financial reports as presented. The motion passed unanimously.

The FY 2003 Budget: Mike Mellon moved and Tony Marshalek seconded the motion to approve the 2003 budget. The motion was unanimously approved. Karen also presented a draft of the 2004 budget that is predicated on 50 corporate members and 150 institutional members. The final budget will be presented to the full Board during the Spring, 2003 Board (virtual) meeting.

Executive Secretary's Report: Betty Ehlinger

- There are currently 192 NAMTC members. There was some discussion about adding additional institutional/corporate listing in the NAMTC Directory . Mike Mellon motioned and Jennifer Maydole seconded a motion to charge \$20 for each additional listing in the directory. Motioned passed unanimously.

Kids Listen To Other Kids

Every video in our catalog was created with kids, so other kids will get the message a little bit faster and a little bit stronger. Just think of it as peer pressure repackaged for the classroom.



Ask for our complete catalog of
Kid-Created, Kid-Approved,
and Award Winning videos at:
1-800-639-5680

107 Intervale Ave., Burlington, VT 05401
kidvids@noodlehead.com
www.noodlehead.com

- Betty passed out a NAMTC Information Needed From State/At-Large Representative form so NAMTC would be better informed on state activities.
- There was some discussion about the Video Review process. The Executive Committee plans to continue with the project but the review delivery format will be on CD rather than on paper.
- The Board Insurance premium increased by 17%.
- Marylou Bayless moved and Barbara Wall seconded to approve the Executive Secretary's contract for 2003. The motion passed unanimously.
- Betty reviewed the 2003 NAMTC Leadership Summit calendar.
- Dates and place for the 2004 Leadership Summit have not been determined

By-Law Changes: Jon Wibbels motioned and Jennifer Maydole that the proposed by-law changes be sent to the NAMTC membership for approval. Motion was unanimously approved. Clarification: Karen would need to run for a new four year term.

Jerry Cochran gave an overview of the Cooperative Buy program. The question raised was "Does the NAMTC Board wants to continue to support the efforts of the Cooperative Buy program?". The Cooperative Buy group will conduct a survey of the NAMTC members to see if there are any areas of interest (out of the main stream) that could be added to the program.

Jennifer and Cliff will work on a modified survey incorporating questions raised by the Board.

Cliff reviewed the committee assignments for 2002-2003.

Next board meeting is April 23, 2003, 10:00 AM (CST).

Ron McIntyre motioned Sheila Owens seconded the motion to adjourn. Meeting adjourned at 4:00 PM.

Respectfully submitted,
Joanne M. Grason

have been scheduled in three locations throughout the state to bring IU staff up to speed with new features of the updated versions of the software. With this software, IUs will be able to expand their professional development offerings in both academic and technical areas.

Principals' Technology Leadership Academy (PTLA)

Last year, all twenty-nine Intermediate Units in Pennsylvania participated in a uniform professional development activity throughout the state through the Principals' Technology Leadership Academy (PTLA). The PTLA broke the ground in providing a similar program and common instructional materials for workshops held locally for principals in each intermediate unit. Through this initiative, funded through the Bill and Melinda Gates Foundation and the Pennsylvania Department of Education (PDE), staff from each IU was provided with training and materials to ensure a common and strong program throughout the state. The PTLA will be offered for the second year in each of the twenty-nine intermediate units during the 2002-2003 school year. The academies offer a full agenda using a variety of technology tools, including instruction on using Palm handheld computers, to assist principals in being more effective technology leaders in their buildings.

Core Teaching Skills

As a result of the success of the PTLA cooperative project, and a need for high quality professional development for teachers in response to the No Child Left Behind act, PDE challenged the PAIUs to design a similar program for teachers. The result is *Core Teaching Skills for an Information Age*, an integrated, modular program which can be customized by each IU to meet local needs. All twenty-nine IUs will be offering this program within the next year beginning in January 2003. This program is designed to provide a framework for teachers to create standards-based, technology-rich learning experiences for students. The goal of this program is to position teachers to use technology effectively in their classroom program, incorporating the established National Educational Technology Standards into lessons designed to meet PA academic standards. Participants will expand their comfort with various technology tools, and learn to integrate these tools into their curriculum. The expectation is that participants completing this program will take with them a framework for developing instructional activities, enhanced technology skills, and an ever-expanding set of tools and resources that can be transferred to other lesson designs in their curriculum.

United Learning Pilot

Fifteen intermediate units are participating in a two-year streaming video pilot project using United Learning digital media. Each of the participating IUs has selected one hundred pilot titles to make available to their area educators. This fall, teachers throughout the state are testing both streamed and downloaded digital videos as well as video clips. Most of the materials are correlated with state standards, are available for both the PC and Mac platforms and have black line masters designed to augment the video selections.

Holly Jobe, Pennsylvania State Representative
hjobe@mciu.org



Pennsylvania

AESA/Microsoft Grant

The twenty-nine Intermediate Units of Pennsylvania collaborated on an AESA/Microsoft grant. The grant will provide each of the intermediate unit training labs with the latest versions of Microsoft software for two years to enhance training opportunities. Software included in the grant are Windows XP, Office XP, Visio, Project, FrontPage 2002, Publisher 2002, Encarta Reference Library, Class Server, MapPoint and Office X for the Macintosh. Training sessions

Texas

Distance learning is becoming an increasingly important aspect of the services provided to the Texas public schools by the 20 regional education service centers. All 20 of the RESCs have wide area data networks as well as two-way interactive video networks connecting the vast majority of Texas public schools.

There is also a statewide TETN (Texas Education Telecommunication Network) which not only connects the 20 Texas RESCs but also provides connectivity between public schools in other ESC regions in Texas.

The actual types of programming and potential audiences vary between the RESCs however the following are examples of distance learning activities:

- college courses for teachers leading to certifications
- Bachelor, Masters and Doctoral degrees
- college dual credit courses for students
- sharing of teachers within regions for high school credit classes
- virtual field trips
- staff development activities, and
- school board training

ESC Region 14 of Abilene Texas recently shared that they had had several virtual field trips. One more notable fieldtrip was a connection on September 26 between Embraer High School in San Palo, Brazil and four Region 14 schools. That connection was the first of six scheduled connections between students in Region 14 ESC and students in Brazil. During the duration of that program, students from high school, middle school and elementary schools will participate. Embraer Aerospace Corporation in San Palo funds the connections.

Distance education is not just limited to the video networks. There are many Texas ESCs who are also offering distance learning through the Internet. An example of one of these initiatives is the Texas Virtual School.

The Texas Virtual School is a web-based learning initiative designed to meet the needs of the Texas Public school students and educators. Its mission is to provide extended and flexible learning opportunities for secondary students and educators through web-based programs. The Texas Virtual School is a statewide initiative partnered by 11 of the state's Education Service Centers: Region I ESC, Edinburg; Region III ESC, Victoria; Region IV ESC, Houston; Region VI ESC, Huntsville; Region VII ESC, Kilgore; Region IX ESC, Wichita Falls, Region X ESC, Richardson; Region XI, Fort Worth; Region XIV ESC; Abilene; Region XV ESC, San Angelo; and Region XVII ESC, Lubbock.

The word distance is used a lot in a state the size of Texas; therefore learning at a distance seems to be an idea well suited for our state. The current financial downturn and school consolidations also dictate an increasing need to provide more distance learning opportunities for the students in the state of Texas.

James Smith, Texas State Representative
jsmith@esc17.net

Highlights

Membership News

Welcome to new NAMTC Corporate Members

John Burstein
Slim Goodbody Corp.
PO Box 242
Lincolnton, ME 04850
207 763 2820 (v)
800 962 7546 (v)
207 763 4804 (f)
john@slimgoodbody.com
slimgoodbody.com

William Frank
Follett Media Distribution
220 Exchange Dr., Ste. A
Crystal Lake, IL 60014
888 281 1216 (v)
custcare@fmd.follett.com
888 281 7708 (f)
www.fmd.follett.com

Daniel M. Welsh
Spoken Arts, Inc.
195 South White Rock Road
Holmes, NY 12531
800 326 4090 (v)
845 878 0990
TPROSTUDIO@aol.com
spokenartsmedia.com



FILMS FOR THE HUMANITIES & SCIENCES®

The Ultimate Resource for Educational Media

We are ready to meet your needs in changing times with the latest technology and products correlated to curriculum standards...

DO YOU PREFER DVDs OR DIGITAL LICENSING?

Our collection of 10,000 videos can now be purchased on VHS or DVD-R or licensed for digital transmission. With a digital license our programs are compatible with whatever digital media system you are using.

CONTENT CORRELATED TO CURRICULUM STANDARDS

We will work with you to make sure any program you buy from us correlates to curriculum standards.

NEW SCIENCE CURRICULUM RESOURCE

The Discovery Channel and Films for the Humanities & Sciences *Science Video Library*, a comprehensive science resource on VHS or DVD, contains 300 video clips that introduce and illustrate key science concepts, all correlated to the national standards.

To contact a media consultant
call 800-257-5126 ext. 6113 or email sales@films.com

Visit our website at www.films.com