

# Electronic Educator

Connecting Technology Educators in Maine

A Publication of the Association of Computer Technology Educators of Maine March 2015



## Keynote Speakers Set to Inspire Educators

ACTEM's upcoming educational technology conference is sure to offer inspiration to educators of every subject. If you think that you already fully utilize all of the technology available to educators then maybe you can skip this conference, but the more likely answer is, with all the new and amazing technologies available to help teachers connect and engage with their students, you'll probably be able to pick up some valuable tools. The conference is next planned for October 15-16, 2015, it will be two full days of excellent workshops, keynoted by these inspirational speakers.

**LESLIE FISHERS** Leslie Fisher's interest in technology began while studying music at the

University of Southern California. She quickly realized the value of utilizing computers for music mixing and recording. She grabbed her 300 baud modem, jumped on the Internet (before anyone really called it the Internet) and started looking for music resources. She soon realized she was spending more time



discovering technology than playing music so she changed her major and tried to figure out what geeky thing she could do for the rest of her life. After graduating from USC with a Business and Marketing degree in 1989 and a quick stint as a Trainer, Leslie joined Apple Computer in

(Continued on Page 10)



## A message from the President *Michael Richards, Wells-Ogunquit C.S.D*



Over the last couple of months, there has been a sense that items are being shaken up throughout the state. The Department of Education hired a new Learning Through Technology Director. Mike Muir has taken on that task and is already shaking things up with some discussions on how

ACTEM can continue to work with the Department in furthering technology in schools. The Department of Education didn't stop there, they recognized that they needed someone with a technical know-how to help schools around the MEA for Mathematics and ELA. Andrew Wallace was a clear choice and he is working hard being a conduit for information and in some cases a thorn in peoples' side making sure experiences around

the assessment are smoothed out. It will be exciting to see how these appointments shake out and how we can all benefit from their efforts.

Another item that is being shaken up are the opportunities past, present, and in the future around professional development. I spent time during the February break engaging with folks around the ACTEM Mini Conference. The feedback I received was that this was a worthwhile use of their time and people left feeling like they learned something that they could bring back to their classroom right away. As you turn through pages you will notice the wide number of options available to you through NEISTE webinars and summer events. You can also read about some exciting national speakers coming to Bangor in October as part of #ACTEM15. Hopefully, you can find something listed that will help you shake things up.

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**Business Meetings**  
2014-15 school year  
March 9, 2015 and  
May 11, 2015  
September 21st, 2015

We meet from 9:00 am to 12:00 noon on  
Monday mornings in Room 103A/B,  
First Floor, Cross Office Building,  
Augusta. Remote sites are generally  
available for these meetings. Check the  
ACTEM website for meeting details.

## Mike Muir Joins DOE as Learning Through Technology Director

Posted on the Maine DOE Newsroom -  
January 22, 2015 by Samantha Warren

The Maine DOE has selected one of the state's leading learning technology integrators and a 30-year veteran educator to head its Learning Through Technology Team, which administers the groundbreaking 1:1 Maine Learning Technology Initiative (MLTI).

Dr. Mike Muir, who now serves as the Multiple Pathways Director for the Auburn School Department, will join the Maine DOE starting Jan. 26. In his previous role in Auburn, Muir supported the district's large scale school change initiatives, including customized, performance-based learning; shared leadership teams; proficiency-based professional development; and one of the first 1:1 primary grades iPad initiatives.



Prior to his tenure in Auburn, he worked as a mathematics teacher in Winslow and Skowhegan, and later as a practicum supervisor and professor of middle grades education and educational technology at the University of Maine at Farmington.

While this is the first time Muir has worked for the Maine DOE, he has long been an advocate of MLTI and a leader in integrating technology provided by the State into the classroom to improving teaching and learning. He founded the Maine Center for Meaningful Engaged Learning to share information with educators on student motivation, technology for learning, proficiency-based learning, professional development and leadership for school change. MCML was an early partner in MLTI, and Muir served on the MLTI Design Team for Curriculum and Professional Development. He leveraged MLTI's success strategies as an educational developer and manager on other learning initiatives in Philadelphia, PA; Chester, PA; Fairbanks, AK; Buffalo, NY; Lake Charles, LA; and Maine.

## ACTEM PD Changes for New Members

By Dennis Kunces

The ACTEM board approved changes to the professional development reimbursement program for 2015. As of July 1, 2015 a NEW member of ACTEM must have held a membership for 180 days before applying for any eligible professional development reimbursement. If the end of the activity is in the next ACTEM school year, dues will need to be paid for both school years.

Let's take the example a conference ending on July 2, 2015. If a person was an ACTEM member on December 31, 2014 (180 days before the conference starts), submits an application request

for PD (anytime before the day the conference starts) and has paid dues for 2015-16 (as the conference ends during the next ACTEM fiscal year,) they are eligible for reimbursement.

A person who joins ACTEM today would be eligible for reimbursement for any approved activity that begins 180 days after today and could complete the application anytime before the start of the activity. The person would also need to have paid the dues for the ACTEM year the conference ends.

Any current ACTEM members, as in past years, just need to submit their application and pay their dues for the year the activity ends.

Additionally, Muir has been active in education service, including the Association for Middle Level Education (Past President, former Research Advisory Board member), the Maine Association for Middle Level Education (Past President), Maine's Middle Level Education Commission, and the International Society for Technology in Education (former SIG 1:1 Chair and founding member; former SIG Council member).

Muir replaces former LTT Team Director Jeff Mao, who has joined Common Sense Media.

Most known for MLTI, which has put devices into the hands of tens of thousands of Maine students and educators each year for more than a decade, the LTT Team also supports the Maine School and Library Network and other programs to increase the access to quality digital learning opportunities in the state and provides technical assistance to support library and media services in schools.

In addition to Muir, the team includes School Library / Technology Integration Coordinator Sherry Wyman, Distance Learning & AP4All Project Manager Abigail Manahan, Project Assistant Stephanie Masse and Educational Technology Planning Coordinator Thomas Cosgrove.

Maine DOE Learning Through Technology Team Director Mike Muir can be reached at mike.muir@maine.gov.

## Maine DOE hires Tech Leader Andrew Wallace

Posted on December 18, 2014  
by Samantha Warren

The Maine DOE has contracted one of the state's foremost learning technology leaders to help schools as they prepare to administer Maine's first-ever statewide online assessment this spring.

Andy Wallace will work with the Department to

develop technology related resources and provide support to schools to ensure they are ready to successfully administer the Maine Educational Assessment for Mathematics and English Language Arts/Literacy developed by the Smarter Balanced Assessment Consortium (SBAC).

Wallace is currently the technology director for the South Portland School Department and will continue in that role while also working with the Department on a seven month contract. He brings more than 14 years of experience as a technology director in both rural and urban school districts to the Department assignment, and was recently named the 2014 Administrator of the Year by the Maine Association of School Librarians. He also serves as the treasurer of the Association of Computer Technology of Maine (ACTEM), is Maine's public school representative to the National Center for Educational Statistics and is frequently called upon to lead professional development sessions related to learning technology in Maine and beyond.

Last spring, Wallace's district participated in the Smarter Balanced field test and he chronicled the experience and explored ways to simplify test administration for students and educators on his blog and Twitter using the handle @andrewtwallace.

While the computer adaptive nature of the new assessment necessitates additional local and state planning, it will help to improve teaching and learning in Maine by better allowing students in grades 3-8 and 11 to demonstrate critical and higher-order thinking skills and providing educators and parents more timely information to inform instruction.

A recent technology readiness survey by the Department reveals Maine schools are largely well-positioned to be successful in this new testing environment, but that technology support and assistance especially with testing and resource scheduling would enhance preparation.

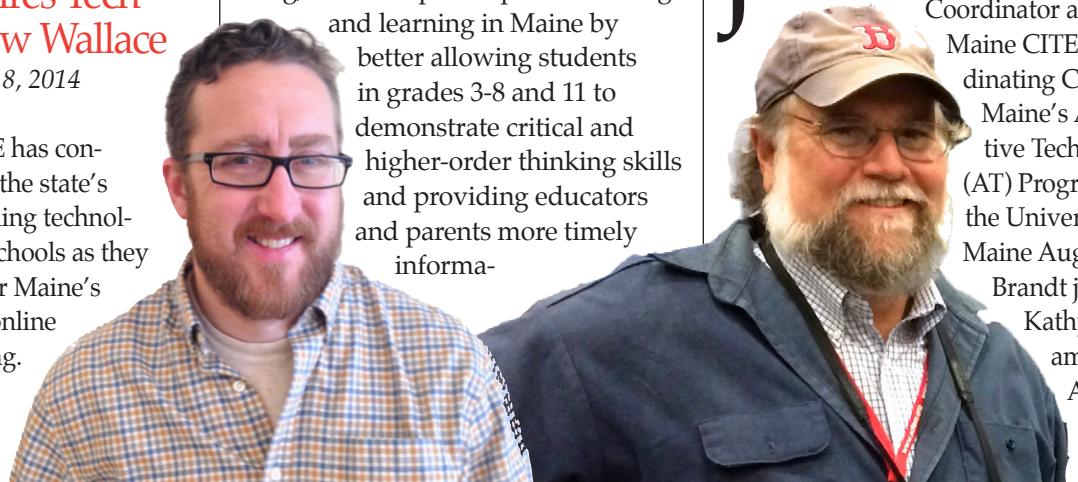
In addition to answering questions from the field related to the technology components of the assessment, Wallace will work with SBAC and Maine DOE's assessment vendor AIR to improve technology features of the assessment and its administration and with Apple and HP to ensure that all devices provided through the Department's Maine Learning Technology Initiative are test-ready. He will also develop and maintain FAQs, protocols and best practices including sample schedules and approaches to technology resource allocation that will be posted on the Department's website.

For technical assistance related to technology components of the MEA for mathematics and ELA / literacy, please contact Andy Wallace at MEATECH@maine.gov. For additional assessment information including calendars, administration materials and other resources, visit [www.maine.gov/doe/assessment](http://www.maine.gov/doe/assessment).

## John Brandt Named Training Coordinator

John E Brandt, M.S.Ed., was recently named the Training/Operations Coordinator at the Maine CITE Coordinating Center, Maine's Assistive Technology (AT) Program at the University of Maine Augusta.

Brandt joins Kathy Adams OTL, ATP who was



named the Maine CITE Program director in 2014.

Brandt has served as an assistive technology consultant to Maine CITE since 1999 and specializes in area of accessibility and information technology. He has run his own consulting and web design business for more than 15 years. Brandt has also worked in the area of education and professional development for many years as the executive director of Maine ASCD and director of the University of New England's Distance Learning Masters in Education Program.

Maine CITE provides information, education, AT device demonstration, device loan, device reuse and funding resources for people with disabilities in Maine of all ages including children, adults and seniors.

## FREE code.org Workshops

By Michael Harvey

This spring, Code.org is offering high-quality, zero-cost, 6-7 hour workshops to prepare educators and content-area teachers (librarians, tech-ed specialists, etc.) to introduce computer science basics in a format that's fun and accessible to the youngest learners (grades K-5). The workshop will take place in various Maine locations and will cover content for all three courses. Teachers will receive the supplies they need to teach the course- at no cost.

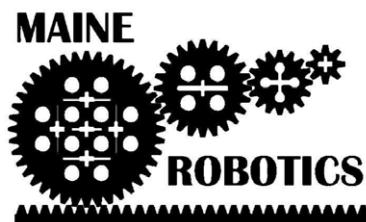
At this free workshop, you

will receive in-person instruction, including an intro to computer science, pedagogy, overview of the online curriculum, teacher dashboard, and strategies for teaching "unplugged"

classroom activities. Workshop attendees will also receive a bag of Code.org swag and printed curriculum guide containing course lesson plans. You will also receive a certificate of completion, as well as classroom supplies for the unplugged activities. Workshops in Maine open to all teachers:

- March 7th 9:00-4:30  
Vassalboro Community School
- March 13th & 20th 3:30-6:30  
Ocean Avenue School Library,  
Portland
- March 21st 8:00-5:00  
RSU 10 (Exact location TBD)
- May 2nd 8:00-4:00  
Wentworth School, Scarborough

Visit [harveytech.info](http://harveytech.info) for more information.



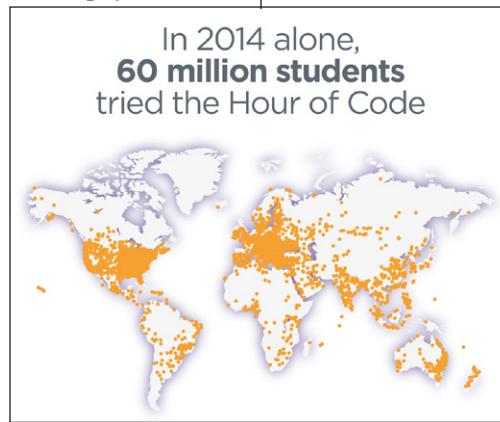
## Spring & Summer STEM Programs

Thomas Bickford, Executive Director

Well, we thought 2013 was the biggest year ever with over 1,500 students and teachers from across Maine participating in one program of ours or another, but 2014 blew the doors off with 1,775 students and teachers!

It shows us that there is a huge desire and need for more programs that engage schools and students within the STEM fields. And this year we're growing all of our programs, again.

If you want to run a great and fairly simple robotics program this spring, take



a look on our site at the 2015 Maine Robot Track Meets for grades 3 to 8.

And if you want to spread the word about our summer camp offerings to your classes, we'd appreciate all the help.

We've got over 45 weeks of camp at 25 different locations around the state this summer and it is an excellent opportunity to give your students some intense study in the STEM fields, and it combats Summer Learning Loss to boot. [wikipedia.org/wiki/Summer\\_learning\\_loss](http://wikipedia.org/wiki/Summer_learning_loss)

We've got summer programs in robotics from 9-16 years of age (LEGO and VEX), we've got the *Build Your Own Computer Camp* and we'll be offering the *Programming in Minecraft* as well (Falmouth only for this pilot year).

So take a look at [mainerobotics.org](http://mainerobotics.org) for info on all of these programs, share it with your friends and students. And if you make it to Orono, come visit us at our new office on Main Street.

Maine Robotics is a 501.c.3 non-profit dedicated to bringing STEM oriented programs to schools and children in the State of Maine. Founded in 2004, we've worked with over 11,000 students over the past 10 years.

## SAVE THE DATE! the 12th annual MLTI Student Conference

May 21, 2015 in the Bangor region

Celebrating Students as Creators, the MLTI Student Conference promises to be a fulfilling day for students and educators. Registration will be available in Spring 2015 on a first come, first served basis, with schools able to register up to 40 students (1 adult chaperone required for every 5 students attending). Costs are to be determined but in the past have ranged from \$15 per person to as low as \$12! Mark your calendars and start getting your teams together!

Please contact MLTI at [mlti.project@maine.gov](mailto:mlti.project@maine.gov) with questions.

## Inaugural EdCampWME at Mt. Blue

By Johanna Prince,  
University of Maine Farmington



**O**n February 7th, over 70 educators gathered for the first EdCampWME. The day long free professional development was sponsored by a number of different organizations, including ACTEM. The event was held at the Mt. Blue Campus of RSU 9, and food was catered by the students and staff of the Foster Regional Technology Arts Center Culinary Arts program.

Participants came from wide and far to join, and many school districts and schools were represented including RSU 9, RSU 10, MSAD 17, Lewiston, Auburn, RSU 73, Winthrop, Yarmouth, and South Portland. Also joining the conversation were administrators, University of Maine at Farmington faculty and UMF pre-service

teachers. The mix led to the design of a wide variety of sessions: on using technology with young learners, exploring the role of technology in the math classroom, and strategies for engaging all learners. During the day there was positive energy and enthusiasm for sharing and discussing educational practices. Over lunch

pre-service teachers and those already in the profession had an informal networking and sharing session. In the afternoon participants again designed the sessions and options included twitter, flipping the classroom, management strategies, and a session dedicated to balancing the many excellent tools that exist.

The event will hopefully become an annual one, and continue to support and encourage the hard work done across the state in education.

**MAY 16 & 17**

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**19th UMaine Summer Tech Institute**

**June 22-26**

Check out the 19th annual summer tech at University of Maine:  
<http://UMaineSTI.org>

## The 2015 Microsoft Product Roadmap

Windows 10-Anticipated release: Fall 2015

Office 2016-Anticipated release: 2nd half of 2015

Windows Server Next Version - Anticipated release: 2016, with previews in 2015

Office for Mac 2015 - According to Microsoft, a public beta of the next Office for Mac will be released in the first half of 2015, with the finished product expected in the second half. This will be the first Office for Mac release in over four years. Microsoft attributed the lengthy delay to its focus on cloud-first updates since the launch of Office 365. "Historically we have released a new version of Office for Mac approximately six to eight months after Office for Windows. However, following the release of Office 365 we made the conscious decision to prioritize mobile first and cloud first scenarios for an increasing number of people who are getting things done on-the-go more frequently," the company explained. *From: Redmond Channel Partner News*

## Adobe Software

As of February 28, 2015, Adobe no longer will be offering Creative Suite 6 (CS6) licenses for our education customers. This change was already made for the commercial and government segments in May of 2014.

CS6 products will remain available for purchase as electronic download on Adobe.

com. However, these will be individual credit card purchases requiring individual serial numbers, and our expectation is that customers will instead move to Creative Cloud. Acrobat and other Adobe products will continue to be available through ACTEM.

ACTEM does offer Creative Cloud subscription licenses for Maine schools. Check out the following website for information on Creative Cloud and the pricing options available: [http://www.edline.net/pages/ACTEM/674420708140780082/Software/AdobeFolder/Creative\\_Cloud](http://www.edline.net/pages/ACTEM/674420708140780082/Software/AdobeFolder/Creative_Cloud)

## Sophos

Choose management in the Cloud or on premise—which ever best suits your district. Cloud Endpoint Protection Advanced is now available at the same pricing as the on-premise solution many districts have used for years. Sophos Cloud offers web-based access to a unified console with policies that follow users across devices and platforms.

Sophos also offers Network Security Appliances. With JoeBox no longer being offered, you may be, like many schools asking a few questions with the new alternative. How do I protect my network? How do I control SSL/HTTPS traffic? How do I control my bandwidth? Can I apply user-based policies? What type of reporting will I have? The list may go on.

Sophos; an ACTEM partner, has some answers for you. They

offer a cost effective, easy to use UTM that features all the reports you may need, multiple options for HTTPS filtering, user based policies, application and bandwidth control and throttling and much more. All part of a single network security appliance.

Here is a link to additional information: <http://www.sophos.com/en-us/products/unified-threat-management.aspx>

If you would be interested in setting up a call or product demo, please reach out to [ganoie@actem.org](mailto:ganoie@actem.org)

## Nearpod

An all-in-one solution for the synchronized use of mobile devices in education. With Nearpod, instructors launch interactive presentations to engage their students and assess their work with the use of any devices. You can order the discounted Nearpod District edition through ACTEM at the discounted price of \$62.50 for a 1-year license (MSRP \$250).

## ContentCentral

Are you ready to go paperless? ContentCentral, a document management software by Ademero will help achieve that goal. Budget Document Technologies (BDT) is now a distributor of ContentCentral and has partnered with ACTEM to offer our member districts a 10% discount on this software.

Check out the following website for more information on ContentCentral: <http://www.ademero.com>

Contact Marc Civittolo of

BDT at mcivittolo@bdtme.com for pricing and additional information.

## LoiLoNote School Cloud Edition

ACTEM is offering special pricing on this all-in-one Cloud-based, enhanced collaborative multimedia learning support tool with all your digital classroom needs in one app! Enable your students with LoiLoNote School, an active learning creativity app with classroom/workflow management tools for teachers!

LoiLoNote School is an active learning, teamwork and creativity tool for students. As a tool for both teachers and students, it is also used as a classroom and behavior management tool. This all-in-one, prize winning app is cloud-based and can be used across all content areas in both one-to-one and shared tablet environments, facilitating both student-centered and teacher-directed educational models.

Teachers can create, upload and share materials. They can push tasks and homework, compare students' answers, provide them with private feedback or share their screen. For this reason, it's easier for teachers to identify students in need of extra help and provide more tailor-made guidance and learning support. The app includes a number of handy behavior control tools for teachers. They can block communication between students, monitor their activity, and lock student tablet screens when students' full attention

is required. On top of all this, students' and teachers' work is safely backed up in the cloud.

Students can create personalized multimedia ePortfolios, collaborate with peers in real time and even from home, accomplish a task or share their screens while they present for other students. They can access, view and review teaching materials from their tablets anytime, anywhere. An intuitive, fun and kid-friendly interface makes the app suitable even for young students.

The app helps to make the studying process more student-owned and prepares students for their future careers, promoting creativity, teamwork, critical thinking and self-expression. At the same time, it can be used to simplify and improve workflow when implementing teacher-directed activities, e.g. having students work on maths or fill-in-the-blank language problem tasks and providing them with feedback.

LoiLoNote School has a free Basic account so you can try it out before making any purchasing decisions. Go to the App Store or Windows Store to download the app.

LoiLoNote School was developed from its forerunner LoiLoNote based on feedback from American, Japanese and German teachers and students. The app has conquered the domestic Japanese market, becoming the top educational app in Japan with 80% of tablet-using schools having already implemented it this year.

## Teaching Teachers at the ACTEM Mini-Conference

Did you miss the Southern Maine ACTEM mini-conference on February 17th? It was an awesome and productive day, with the best presenters in Maine sharing their knowledge with fellow educators. One teacher was quoted as saying, "The ACTEM mini-workshops were so good today! I know they are excellent when I find myself looking forward to the next opportunity to work on the new things that I've learned! Thanks for sending me!"

Pictured below, (top to bottom) Kern Kelly, Cathy Wolinski and Alice Barr. Mark your calendars for the "Maine event," ACTEM 2015, October 15-16, 2015.



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Tech Leader of the Year  
[www.actem.org](http://www.actem.org)

The 2014 list of worst passwords demonstrates the importance of keeping names, simple numeric patterns, sports and swear words out of your passwords.

Los Gatos, CA - January 20, 2015

SplashData has announced its annual list of the 25 most common passwords found on the Internet – thus making them the “Worst Passwords” that will expose anybody to being hacked or having their identities stolen. In its fourth annual report, compiled from more than 3.3 million leaked passwords during the year, “123456” and “password” continue to hold the top two spots that they have held each year since the first list in 2011. Other passwords in the top 10 include “qwerty,” “dragon,” and “football.”

As in past years’ lists, simple numerical passwords remain common, with nine of the top 25 passwords on the 2014 list comprised of numbers only.

Passwords appearing for the first time on SplashData’s list include “696969” and “batman.”

While Valentine’s Day is less than a month away, “iloveyou” is one of the nine passwords from 2013 to fall off the 2014 list.

According to SplashData, the passwords evaluated for the 2014 list were mostly held by users in North America and Western Europe. In 2014, millions of passwords from Russian accounts were also leaked, but these passwords were not included in the

# 123456

## Maintains the Top Spot on SplashData’s Annual Worst Passwords List

analysis.

SplashData’s list of frequently used passwords shows that many people continue to put themselves at risk by using weak, easily guessable passwords.

“Passwords based on simple patterns on your keyboard remain popular despite how weak they are,” said Morgan Slain, CEO of SplashData. “Any password using numbers alone should be avoided, especially sequences. As more websites require stronger passwords or combinations of letters and numbers, longer keyboard patterns are becoming common passwords, and they are still not secure.”

For example, users should avoid a sequence such as “qwertyuiop,” which is the top row of letters on a standard keyboard, or “1qaz2wsx” which comprises the first two ‘columns’ of numbers and letters on a keyboard.

Other tips from a review of this year’s Worst Passwords List include:  
- Don’t use a favorite sport as your password – “baseball” and “football” are in top 10, and “hockey,” “soccer” and “golfer” are in the top 100. Don’t

use a favorite team either, as “yankees,” “eagles,” “steelers,” “rangers,” and “lakers” are all in the top 100.

Don’t use your birthday or especially just your birth year -- 1989, 1990, 1991, and 1992 are all in the top 100.

While baby name books are popular for naming children, don’t use them as sources for picking passwords. Common names such as “michael,” “jennifer,” “thomas,” “jordan,” “hunter,” “michelle,” “charlie,” “andrew,” and “daniel” are all in the top 50.

Also in the top 100 are swear words and phrases, hobbies, famous athletes, car brands, and film names. This is the first year that SplashData has collaborated on the list with Mark Burnett, online security expert and author of “Perfect Passwords” (<http://www.xato.net>).

“The bad news from my research is that this year’s most commonly used passwords are pretty consistent with prior years,” Burnett said. “The good news is that it appears that more people are moving away from using these passwords. In 2014, the top 25 passwords represented about 2.2% of passwords exposed. While still frightening, that’s the lowest percentage of people using the most common passwords I have seen in recent studies.”

SplashData, provider of the SplashID line of password management applications, releases its

## MARCH TRIVIA QUESTION

**B**ack in 1995 ACTEM’s first president signed the Non-profit Articles of Incorporation to give ACTEM the 501c3 status that we still hold today...

**WHO WAS ACTEM’S FIRST PRESIDENT THAT**

### SIGNED THIS ARTICLES OF INCORPORATION?

Submit your answer at [www.actem.org](http://www.actem.org) by April 15, 2015. All correct answers will be entered into a drawing for a \$25 LL Bean Gift Card.

The December trivia question

winner was Diana Schuman of R. W. Traip Academy - in the Kittery School District. Diana wins a \$25 American Express gift card. The question was, “Who was recognized with the John Lunt Award at ACTEM 2014?” The correct answer was Doretta Prior, formerly of Networkmaine, now retired.

annual list in an effort to encourage the adoption of stronger passwords. Slain says, "As always, we hope that with more publicity about how risky it is to use weak passwords, more people will start taking simple steps to protect themselves by using stronger passwords and using different passwords for different websites."

#### **Rank Password Change from 2013**

Rank	Password	Change from 2013
1	123456	No Change
2	password	No Change
3	12345	Up 17
4	12345678	Down 1
5	qwerty	Down 1
6	123456789	No Change
7	1234	Up 9
8	baseball	New
9	dragon	New
10	football	New
11	1234567	Down 4
12	monkey	Up 5
13	letmein	Up 1
14	abc123	Down 9
15	111111	Down 8
16	mustang	New
17	access	New
18	shadow	Unchanged
19	master	New
20	michael	New
21	superman	New
22	696969	New
23	123123	Down 12
24	batman	New
25	trustno1	Down 1

SplashData offers three simple tips to be safer from hackers online:

1. Use passwords of eight characters or more with mixed types of characters.
2. Avoid using the same username / password combination for multiple websites.
3. Use a password manager such as SplashID to organize and protect passwords, generate random passwords, and automatically log into websites.

## **Edison Research publishes new Social Media Stats**

*From social media behavioral researcher Tom Webster and the team at Edison Research, some notable changes in how we use and consume social media.*

1. Twitter users are 33% more likely to be Democrats 40% of Twitter users are Democrats, compared to 30% of the U.S. population overall. The percentage of Republicans and Independents on Twitter mirrors the U.S. average almost precisely.
  2. The "Check-in" is the phenomenon that never happened 74% of Americans are unfamiliar with the concept of checking in to a location via mobile device, and only 3% have ever checked in. Only 4% had checked in when surveyed in 2011, this is a 25% decrease in check in behaviors in a single year.
  3. Only 33% of Americans have ever followed a brand in social media From 2010 to 2012 the percentage of Americans following any brand on a social network has gone from 16% to 33%. That means that 2/3 of Americans using social networks have never followed a brand. Companies still have substantial room for growth in connecting with customers and fans on social networks.
  4. 56% of Americans have a profile on a social networking site This is up from 52% just last year, and 48% in 2010. Significantly more Americans (12 years old and up) have a social networking profile than do not.
  5. 55% of Americans 45-54 have a profile on a social networking site It's not just for kids any more. The biggest growth of any age cohort from 2011 to 2012 was 45-54 year olds, who now exhibit participation matching the U.S. average. The only group that is below average are 55+ Americans, and even 3 out of 10 of them are in the social networking game.
  6. 22% of Americans use social networking sites several times per day It really is a "Social Habit". In the past year, 12 million more Americans are using social networking many times daily.
  7. Facebook via mobile continues to be a major factor 54% of Facebook members have used the social network via a phone, and 33% use a phone as their primary way to access Facebook.
  8. Facebook is the most addicting of the social networks 23% of Facebook's users check their account five or more times EVERY DAY. The mean number of daily look-ins by Facebook users is 4.
  9. Twitter will have an easier time making changes to its core service than Facebook does. 53% of Twitter users have been a member for less than a year, compared to just 19% for Facebook.
  10. 76% of Twitter users now post status updates
- [http://www.edisonresearch.com/the\\_social\\_habit\\_2011/](http://www.edisonresearch.com/the_social_habit_2011/)



## Google Earth Pro ...*FREE* for Educators

Over the last 10 years, businesses, scientists and hobbyists from all over the world have been using Google Earth Pro for everything from planning hikes to placing solar panels on rooftops. Google Earth Pro has all the easy-to-

use features and detailed imagery of Google Earth, along with advanced tools that help you measure 3D buildings, print high-resolution images for presentations or reports, and record HD movies of your virtual flights around the world.

Starting today, even more people will be able to access Google Earth Pro: we're making it available for free. To see what Earth Pro can do for you—or to just have fun flying around the world—grab a free key and download Earth Pro today. If you're an existing user, your key will continue to work with no changes required.

Whether you're planning a new office building or a trip to the mountains, check out Google Earth Pro and see how easy it is to visualize your world.

*From Google Earth Blog, Jan. 28, 2015*

## Gryphondale Education Services Partners with MICDL

By Dr. Roger Fuller

The work of the Maine International Center for Digital Learning to engage leaders and learners in furthering the understanding of digital learning is important work for Maine and the world. As MICDL continues its search for foundational and institutional support, a new organization will endeavor to work with MICDL advancing digital education.

Gryphondale Education Services, LLC was formed by Dr. Roger Fuller, in consultation with Ms. Bette Manchester, in December, 2015. Gryphondale developed an organizational model based on consultancy and educational

## Inspiring Keynotes (Continued from Page 1)

1992. When the Internet took off in 1994, Leslie was one of the first Apple employees assigned to study Internet growth and implementation. In 1997, Leslie was road-kill on Apple's road to recovery and part of their massive lay off. Leslie planned to spend most of her huge severance package golfing and waiting a few months to look for a job. The day after her layoff, her phone began to ring with Apple customers requesting consulting, training and presentation services. Before she could say fore, Fisher Technologies Inc. was created to help educators with their technology implementations and decisions. Fisher Technologies Inc. is now a worldwide company (meaning one employee named Leslie gets to travel the world teaching) specializing in presenting technology solutions

for educators as well as Digital Photography, editing and workflow.

### **JAIME CASAP, GOOGLE, INC.**

Jaime Casap is the Chief Education Evangelist at Google, Inc. Jaime evangelizes the power and potential of the web, technology, and Google tools as enabling and supporting capabilities in pursuit of creating powerful learning models. In eight years at Google, Jaime was part of the original team that launched Google Apps for universities, launched Google Apps into K12, and helped get ChromeBooks off the ground and into schools. Today he is responsible for working across all internal teams that impact education, and he works with educational organizations around the world, helping them find ways to improve the quality of education through the use of technology.

Jaime states, "I am responsible for helping reform K12 education

systems by representing the power that technology can play in that reform effort. As part of the Google Apps for Education Team, I manage our K12 global strategy and approach. We are currently focused on the US and I work with states and large school districts that are working on bringing those 21st Century tools into the classroom. I am also working with our teams in Africa to help realize the power of technology in the school systems in various countries in Africa."

Jaime was born and raised as a first generation American to a single mother on welfare in Hell's Kitchen, New York, Jaime understands and appreciates the power education has on changing the destiny of a family in just one generation.

Jaime will be joined by his teammate Andrew Sidel the Google for Education Regional Manager.

services which can be beneficial to teachers of Maine and elsewhere. One collaborative project between MICDL and Gryphondale will be the international study visits, and a group from Finland should be arriving here in Maine in later April. Gryphondale will also pursue developments for digital e-Portfolio development, as well as other projects beneficial to students and teachers.

Please feel free to consult Gryphondale's web site - [www.gryphondale.org](http://www.gryphondale.org) - for news and announcements.

## ISTE 2015 Philadelphia

**M**ake plans to attend the world's premier EdTech Conference & Exposition, ISTE 2015! This dynamic event is in Philadelphia on June 28-July 1, 2015.

For more than three decades, ISTE's Conference and Expo has been the premier forum in which to learn, exchange ideas and survey the field of education technology. The event attracts over 18,000 attendees and industry representatives, including teachers, technology coordinators, administrators, library media specialists, teacher educators and policy makers. Attendees enjoy world-class keynotes, more than 1,000 sessions, a variety of formats, and a massive expo hall.

Registration includes an ISTE membership. As a member of ACTEM, you will receive a discount on your ISTE membership: \$10 off standard or \$30 off premium. The Super Early Bird registration rate ends March 1st but you can still register at the Early Bird rate until May 1st.

ACTEM has group arrangements at the Embassy Suites hotel so we can all stay in the same place. Look for Special

Affiliate Housing to find our hotel block.

Be sure to indicate membership in ACTEM when you register for the ISTE conference. This is the only way you will receive your discounts and special pricing, and it's the only way our affiliate will receive our special benefits at the conference.

*For more information and the latest conference news, visit [www.isteconference.org](http://www.isteconference.org)*

## Project ReimaginED

**P**roject ReimaginED is focused on redesigning learning to meet the Common Core and ISTE Standards. The ISTE Standards are the definitive foundation for using technology to enhance learning in the digital age. They are therefore uniquely poised to augment Common Core implementation.

Project ReimaginED is looking for submissions of exemplary learning materials that address both Common Core and ISTE Standards. Excellent submissions will be published in a free online library and their creators will receive a digital badge of recognition. The top 3 submissions entered by April 12, 2015 will win admission and other prizes to the ISTE 2015 conference in Philadelphia. Here is the link that contains additional information: <http://www.iste.org/connect/project-reimagined/submissions>



**Dates: June 28-July 1 2015  
Cost of Bus Ride: \$50**

# ACTEM... on the Road Again!

**O**n June 28 2015, ACTEM is hitting the road. ISTE, the world's premier education technology conference, is in Philadelphia in the summer of 2015, and ACTEM is sponsoring a bus to take Maine's premier geeks down to Philadelphia!

The ISTE conference is June 28-July 1st, the bus will leave from the Portland area on Saturday June 27th at 9AM and will return July 1st. Tickets to ride the bus are \$50 and include a t-shirt, snacks, nonalcoholic drinks, Wi-Fi, and power. We also guarantee fun and shenanigans.

With ISTE being above the Mason-Dixon line and a fun/affordable bus for transportation, it's a great chance to attend one of the best professional development opportunities in technology education in the world. Registration is now open and nine people have already reserved their seats. Don't get left behind – reserve your seat today at <http://actem.wildapricot.org/event-1749649>





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# Upcoming Events

## LEADING FUTURE LEARNING

College of the Holy Cross - March 5-6

## EdCamp ME

Waynflete School, March 7

## MOOSE TECH 2015, SeDoMoCha

March 13

## COSN 2015 CONFERENCE Atlanta,

GA – March 16-19

## NEW ENGLAND 1:1 SUMMIT

Burlington, MA Public Schools April 10

## TECH & LEARNING LIVE

(formerly Tech Forum) Boston - May 1

## GOOGLE APPS MAINE SUMMIT

Falmouth High School May 16-17

## 12TH ANNUAL MLTI STUDENT

CONFERENCE May 21, Location TBD in the Bangor region

## DYNAMIC LANDSCAPES 2015

Champlain College, VT May 21-22

## GOOGLE APPS MAINE SUMMIT

Falmouth High School May 16-17

## 19th Annual SUMMER

## TECHNOLOGY INSTITUTE

BELFAST 2015 Belfast Maine, June 22-26

## ISTE 2015 PHILADELPHIA

June 28-July 1

## TechnologyTeacher.ME

Gould Academy June 29-July 1

## CONSTRUCTING MODERN

## KNOWLEDGE

Manchester, NH July 7-10

## MLTI 2015 SUMMER INSTITUTE

Bowdoin College July 21-23

## ACTEM 2015 CONFERENCE

Cross Insurance Center in Bangor,  
Oct. 15-16th

## MLTI Professional Development Apple Solutions

<http://maine.gov/mlti/events/apple.shtml>  
<http://maine.gov/mlti/events/apple.shtml>

## HP Solution:

<http://maine.gov/mlti/events/hp.shtml>

## TECH SHERPAS

<http://www.techsherpas.org/> Tuesday 3pm

## #EdChatME

<http://www.greatschoolspartnership.org/edchatme/> Thursdays 8-9pm

Southern Maine Integrators

## Now TechConnectME

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