



# Apple and Education

The formula for success begins with a clear vision  
and a good plan.

Name

Title here

Apple Computer, Inc.



**In order for technology  
to enrich learning,  
five key areas must  
first be addressed**

Apple's K-12 Vision



TECHNOLOGY  
INTEGRATION

NETWORKING  
IN CONTENT  
G

COMPUTERS

STAFF  
DEVELOPMENT  
T


# Meeting the Technology Literacy Challenge

Have a vision and a plan that includes:

- Student access to modern computers
- Connected classrooms
- Educational software aligned to curriculum
- Professional development and training

# Critical Issues

- Creating a vision for integration
- Choosing the right computer
- Selecting appropriate digital content
- Networking for communication, collaboration
- Providing professional development



1.

# Creating a vision and a plan for integrating technology into the curriculum

The formula for success begins with a clear vision and a good plan.

# Effective technology integration involves:

- Proven models of teaching and learning
- Pervasive technology presence and access
- Students as experts as well as learners
- Students as creators, contributors, users





# 2. Selecting Digital Content

**Quality software and online resources offer new opportunities for learning.**



# Selecting Digital Content

Educators need digital content that:

- Supports learning objectives
- Readily aligns with curriculum
- Engages students, encourages productivity, fosters creativity, and leads to real-world problem solving



# Apple Education Series

# Apple Education Series

## Primary and Elementary

- Preschool & Kindergarten Adventures
- Primary Curriculum Connections
- Primary Language Connections
- Elementary Creativity and Reference
- Elementary Curriculum Connections
- Elementary Desktop Tools

## Middle and High School

- Middle School Connections: Language Arts & Social Studies
- Middle School Connections: Math & Science
- Advanced Reference Tools
- Math Tools
- Productivity Tools
- Academic Desktop Tools

## Multiple Grade Levels

- Internet Curriculum Connections
- Student Desktop Tools
- Apple Web Page Construction Kit
- Multimedia Learning & Design Tools
- Writing and Publishing Tools

# Apple Education Series Kits

Why do educators find these products so compelling?



Apple Education Series

- Suites of high-quality software
- Comprehensive teacher materials and student projects
- Alignment to national standards
- Backed by research
- Superb value

# Apple Education Series Kits

How do educators benefit?

- Accelerating the incorporation of technology into the teaching and learning process
- Adapting to a wide range of teaching styles and learning situations
- Providing guidance on effective use of the Internet
- Fostering cross-curricular, collaborative, and real-world learning

# Apple Education Series Kit Benefits

“...with sample lessons,  
extension activities,  
home/school connections,  
and suggestions on how to  
bring computers and  
software into the  
instructional process.”

— Mary Ann Buch  
Director of Curriculum and  
Technology  
Lockport City School District,  
NYC



# AppleWorks

**Best-selling productivity software among  
K–12 educators and students**



- Powerful yet easy-to-use word processing, database, spreadsheet, graphics, and presentation software
- Cross-platform compatibility
- Very affordable!



“We use  
AppleWorks  
and love it! It is  
small,  
inexpensive, easy  
to use,  
and very  
easy.”

—Robert F. Kirk, Ph.D.  
Teacher, Hesperia  
Unified School



“AppleWorks is an  
incredibly  
powerful application. It  
gives  
both students and the  
instructor virtually any  
tool needed to  
increase productivity.”

— Donald R. Henderson  
Technology Coordinator  
Grossmont High School



“AppleWorks  
opened  
up my students  
eyes  
and minds to  
how  
fun learning can  
be ”

—Cathy Junker  
Technology Teacher  
Kennedy Middle School

# K-12 Education

www.apple.com/education

# Online



# Teaching & Learning Resources

The screenshot shows the Apple Learning Interchange (ALI) website. At the top, it says "K-12 Education" and "Think different". The main heading is "Teaching & Learning Resources". Below this, there is a paragraph of text and a photo of two children holding a tray of flowers. To the right of the main heading, there is a "More Resources" section with three items: "Multitouch Different Classroom Toolkit", "Think Different OnLine", and "AppleWorks". At the bottom, there is a "More to Go" section with links to "MacBook" and "iMac and iMacintosh".

- Apple Learning Interchange (ALI)
- Apple Distinguished Schools
- Apple Education Series
- AppleWorks, Apple Network Administrator Toolkit, and other Apple software products



# Apple Learning Interchange

Apple's online community for educators



- Participate in online forums and chats, projects, and staff development courses
- It's free, it's interactive, and you can sign up online
- More than 10,000 educators have joined

# Educator Home

## Apple's individual purchase program

# Purchase

K-12 Education Think different

### Educator Home Purchase

For ten years, the Apple Educator Advantage Home Computer Purchase Program has offered educators the opportunity to purchase hardware and software solutions designed specifically for their needs. Choose from seeing the Power Macintosh G3 resources, include exceptions, Mac, color displays, printers, and software kits to help you complete projects and homework assignments, manage your finances, search for Internet, play games, and more.



Super Savings Coupons When You Buy a Macintosh, you want to save the most when you buy a Macintosh. That's why we've created through all Apple purchases this site and online. Coupons include cash rebates and purchase rebates, more than \$2500 in value and are valid with any Macintosh CPU purchase—online, phone, or in-store, on in-store only. See individual coupon Terms and Conditions for eligibility. The Super Savings Coupons that come with any of the Apple financing programs that have the [Apple logo](#) coupon. Meet with [Apple](#) coupon.

Special Offer! Buy a PowerMac G3 desktop or iMac computer before now and download it and your account on Apple Educator Advantage. It's like a rebate! It's absolutely free. (While supplies last.) Get the [Apple](#). It's the easiest computer and software sale. The purchase of this [Apple](#) for information.

How Do I Order? With [our](#) and [our](#) from the Apple Educator Advantage program, giving a new Power Macintosh computer and software. To order hardware, software, or other peripherals from our Educator Advantage program, call 800-451-5339 or [click here](#) to go directly to the [Apple Store for Educators](#) website.

Great Products, Great Prices. As an educator, you hold one of the most powerful positions in the world: the power to change schools. And to change lives. Shouldn't you have one of the world's most powerful computers to help you do it? Learn all the facts you need about the [Apple](#) and [Apple](#). Do you know every Apple computer comes with a [Apple](#)?

What About Software? Purchase a qualifying system and you can also try the [Apple](#) [Apple](#). This site is designed to help you explore technology into your school, your classroom, and your life in a smart, productive, and cost-effective way.

Members: If You're a Teacher, Please Visit our Partner Website & Learning Solutions at [Think](#).  
 For Macintosh on Windows, visit the [Apple](#) (July 2)

More To Go: Join the Macintosh, a really great idea. Search for an Apple that's operating for you about the search solutions software solutions. [Apple](#)

More and Downloads: [Apple](#), 2001. The story behind the story of why the software that makes work different.

- K-12 Educator Advantage Price Lists
- Individual purchase products and services
- Eligibility information
- Financing information

# Seminars & Events

Information and links to current happenings in education

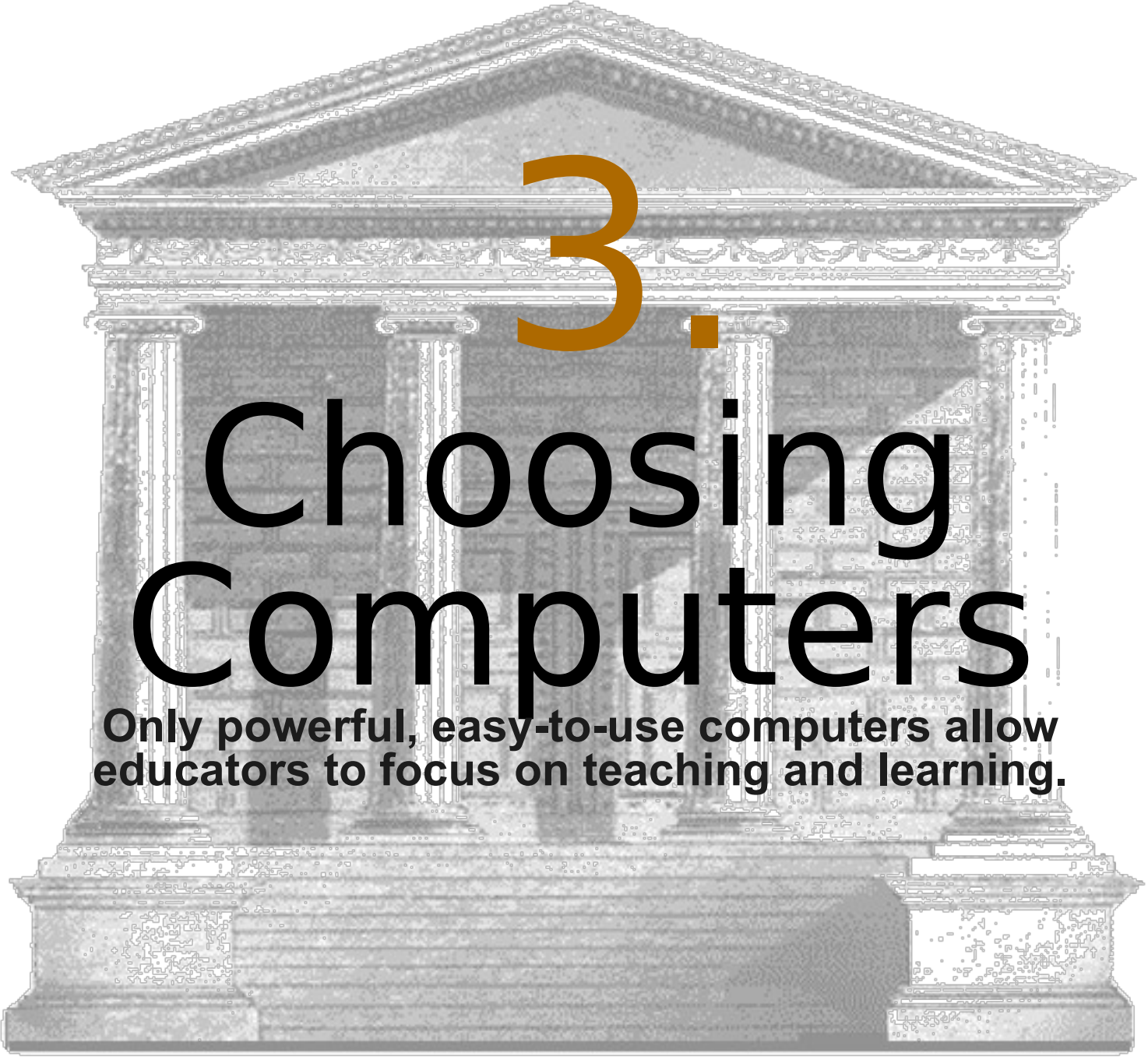
The screenshot shows the 'Seminars & Events' page on the Apple K-12 Education website. The page header includes 'K-12 Education' and the Apple logo with the slogan 'Think different'. The main heading is 'Seminars & Events'. Below the heading, there is a paragraph of introductory text and a small image of a child. The page is organized into several sections: 'Learn More!', 'Online Seminars', 'Apple's in Your Back Yard?', and 'Educational Technology Event Calendar'. The 'Event Calendar' section features a table with columns for 'Next', 'Previous', and 'Details'. Below this, there are two more tables for 'Event Calendar' with columns for 'January', 'February', 'March', 'April', 'May', and 'June'. At the bottom of the page, there is a navigation bar with links for 'Home', 'About Apple', 'Support', 'Education', and 'Where to Buy', along with the Apple logo.

- Links to Apple Seminars and Apple Seminars Online
- Apple's presence at key education conferences
- Calendar of educational events

# Apple Education Web Site

Address

- Lesson plans and activities
  - Products and services
  - Seminars and events
  - Disability resources
  - Education price list
- ... and much more!



3.

# Choosing Computers

**Only powerful, easy-to-use computers allow educators to focus on teaching and learning.**



# Apple Product Line

Consumer

Pro

Desktop



Portable

1999





# Apple Product Line

Student

Educator

Desktop



Portable

1999



# Mac OS 8.5

**Faster, smarter, far more clever**



- The most advanced, best-performing, and easiest-to-use operating system in the world
- Powerful Sherlock search features
- Industry-leading network performance
- AppleScript for automating almost any task

# iMac



# Incredible Performance

Faster than more expensive Pentium II based systems



**BYTEmark processor integer performance**

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

# Connectivity

- 10/100BASE-T Ethernet
- Two USB ports
  - Connect up to 127 devices
  - Hot plug and unplug
  - Over 100 peripherals including floppy disk drives, Zip drives, scanners, cameras
  - Serial-to-USB adapters available





# iMac Setup

A few steps is all it takes



# Outstanding

**Value**  
The award-winning and best-selling all-in-one system redefines speed, style, and simplicity



- Five dazzling colors
- 266-MHz PowerPC G3
- 6GB IDE hard disk drive
- Mac OS 8.5.1
- Universal Serial Bus (USB)
- 24x-speed CD-ROM drive
- 56k V.90 modem
- Great bundled software

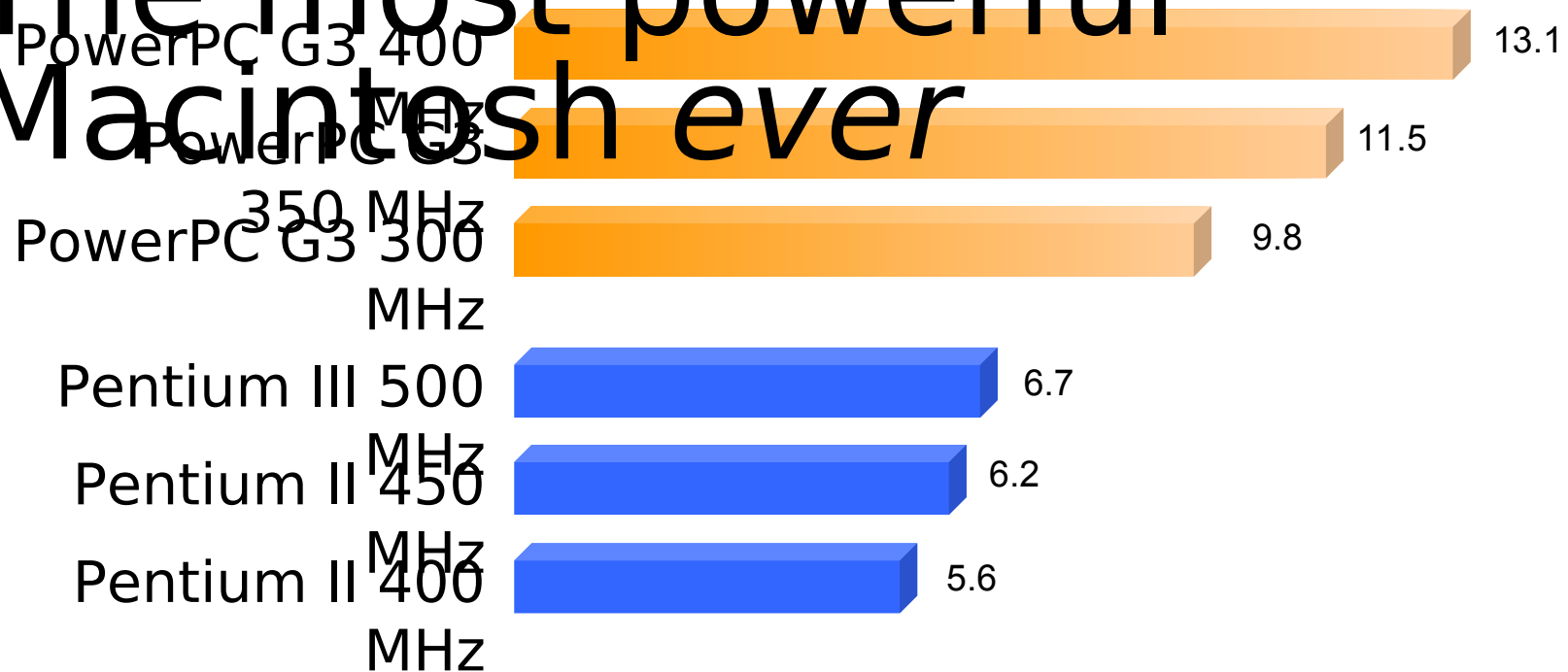
# Power Macintosh G3





# Power Macintosh G3

The most powerful  
Macintosh ever



## BYTEmark processor integer performance

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

# Education AV Configuration

Delivering the power and versatility educators demand



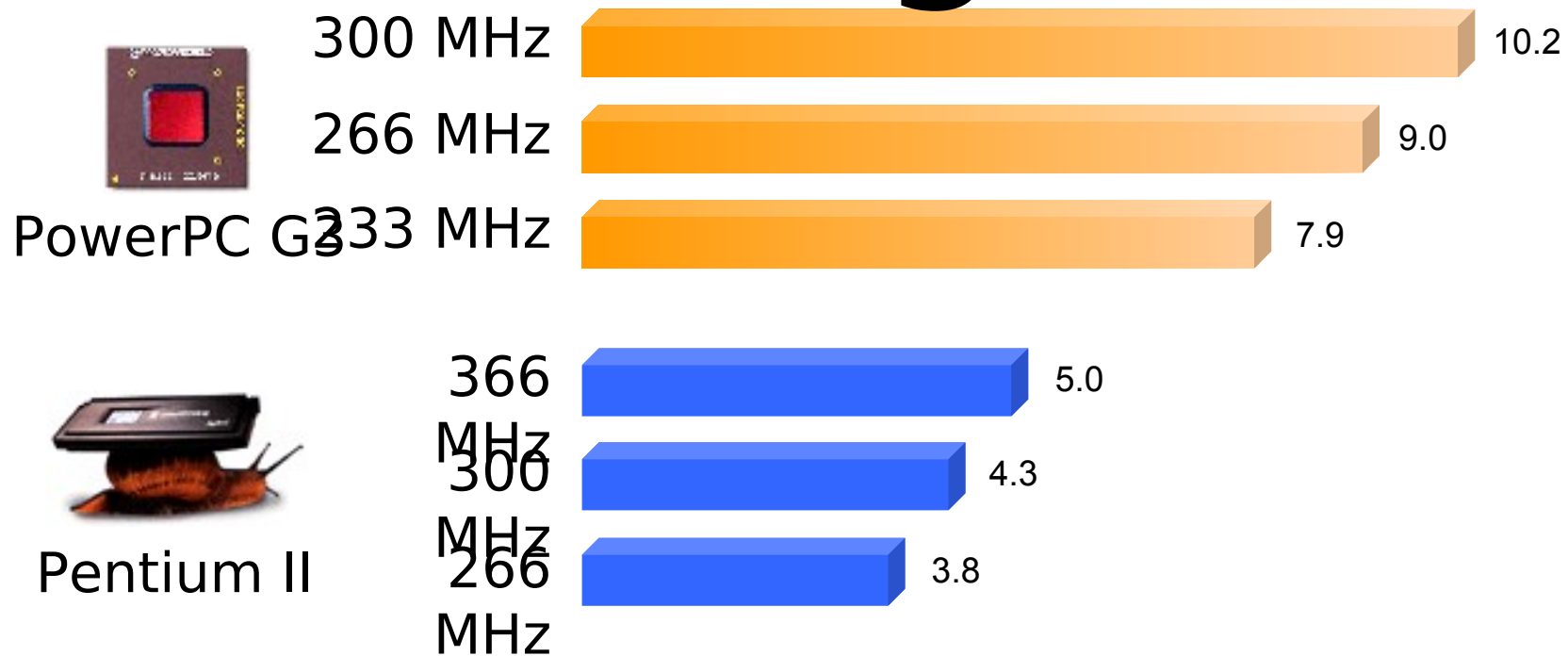
- 300-MHz PowerPC G3 with 512K L2 cache
- 64MB of SDRAM
- 6GB Ultra ATA hard disk
- 24x CD-ROM
- Video-in/out and mirroring
- 17-inch (16-inch viewable) Apple Studio Display

Available to U.S. education customers only  
• Avid Cinema video capture and editing software



# PowerBook G3 Series

# PowerPC Advantage



## BYTEmark processor integer performance

Based on BYTEmark integer index, a measure of processor integer performance © McGraw-Hill

# Apple Computers for Education



Performance  
Connectivity  
Compatibility  
Mobility  
Value



4.

# Networking for Communication and Collaboration

**Connecting classrooms to one another  
and the outside world fosters  
collaboration and advances learning.**

# Apple Networking

## Benefits

## Educators

- Easy-to-manage learning networks
- Lowest cost of ownership compared to Windows NT, Windows 95, and UNIX servers
- Internet-ready out of the box
- Supports open standards (TCP/IP, HTTP...)
- Network software options for different needs



# Apple Servers

Extend and support our desktop platform

- Connect Users  
E-mail, File Sharing, Networking
- Deliver Content  
Web, Print, Digital
- Simplify Administration  
Configuration, Total Cost of Ownership



# Macintosh Server G3

# Macintosh

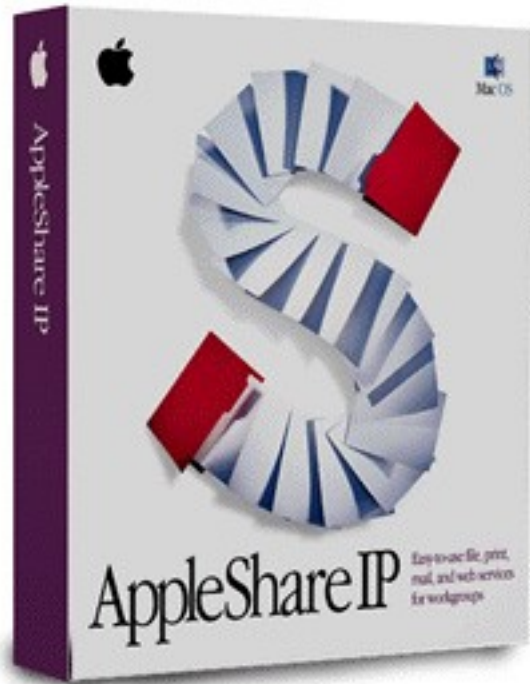
The powerful, affordable, and easy-to-manage server for your school's networking needs



- New Power Macintosh G3 architecture with faster processors, memory, disk I/O, and system bus
- Faster file sharing than Windows NT Server
- Up to 18 million web connections per day

# AppleShare IP

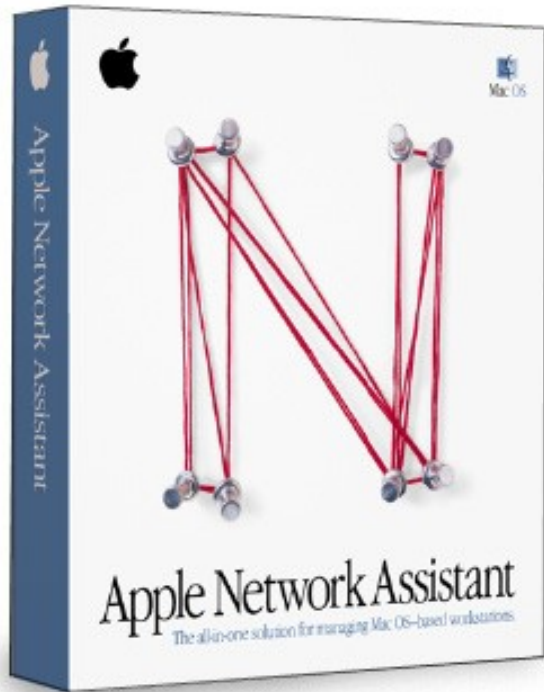
Managing your school's network has never been easier



- Web administration for easy remote management
- Easy PC file sharing as part of Windows NT network
- Sherlock server-side searching makes it easy to find content
- New firewall features protect the server from unauthorized access

# Network Assistant 3.5

Powerful help desk tool for systems management



- Central management of remote workstations
- System profiling and software installation
- Screen sharing and control



# Standard Configurations

Macintosh Server G3

350-MHz G3/1MB  
cache

128MB SDRAM

One 9GB 7200-  
rpm

Ultra2 LVD SCSI  
HD

400-MHz G3/1MB  
cache

256MB SDRAM

Two 9GB 10,000-  
rpm

Ultra2 LVD SCSI  
HDs

All Server G3 configurations come with:  
10/100BASE-T Ethernet, 24X (max.) CD-ROM,  
USB, FireWire,  
Mac OS 8.5, AppleShare IP,  
Apple Network Assistant (10 client), and  
SoftRAID

# Macintosh Server G3 with Mac OS X Server



- Based on new PowerPC G3 architecture with faster processors, memory, disk I/O, and system bus
- Unlimited-client license for NetBoot, Macintosh Management, and Apple file services
- Software preinstalled for easy setup and configuration



# Rock Solid &

Operating system based on Mach 2.5

# Fast

- Protected memory
  - System is fully protected from applications
  - 4-gigabyte virtual address space
- Preemptive multitasking
  - Multiple services can efficiently share system resources
  - No single task can fully consume the processor
- Full process management
  - Start, stop, and monitor system and application tasks



# NetBoot

## Macintosh network management made simple

- Manage multiple Macintosh computers on a network as if they were a single system
  - Great solution for classrooms and labs
- No setup required when adding new Mac systems
  - NetBoot support built into all iMac computers
- You can gain total control of the network
- Your Mac can be anywhere

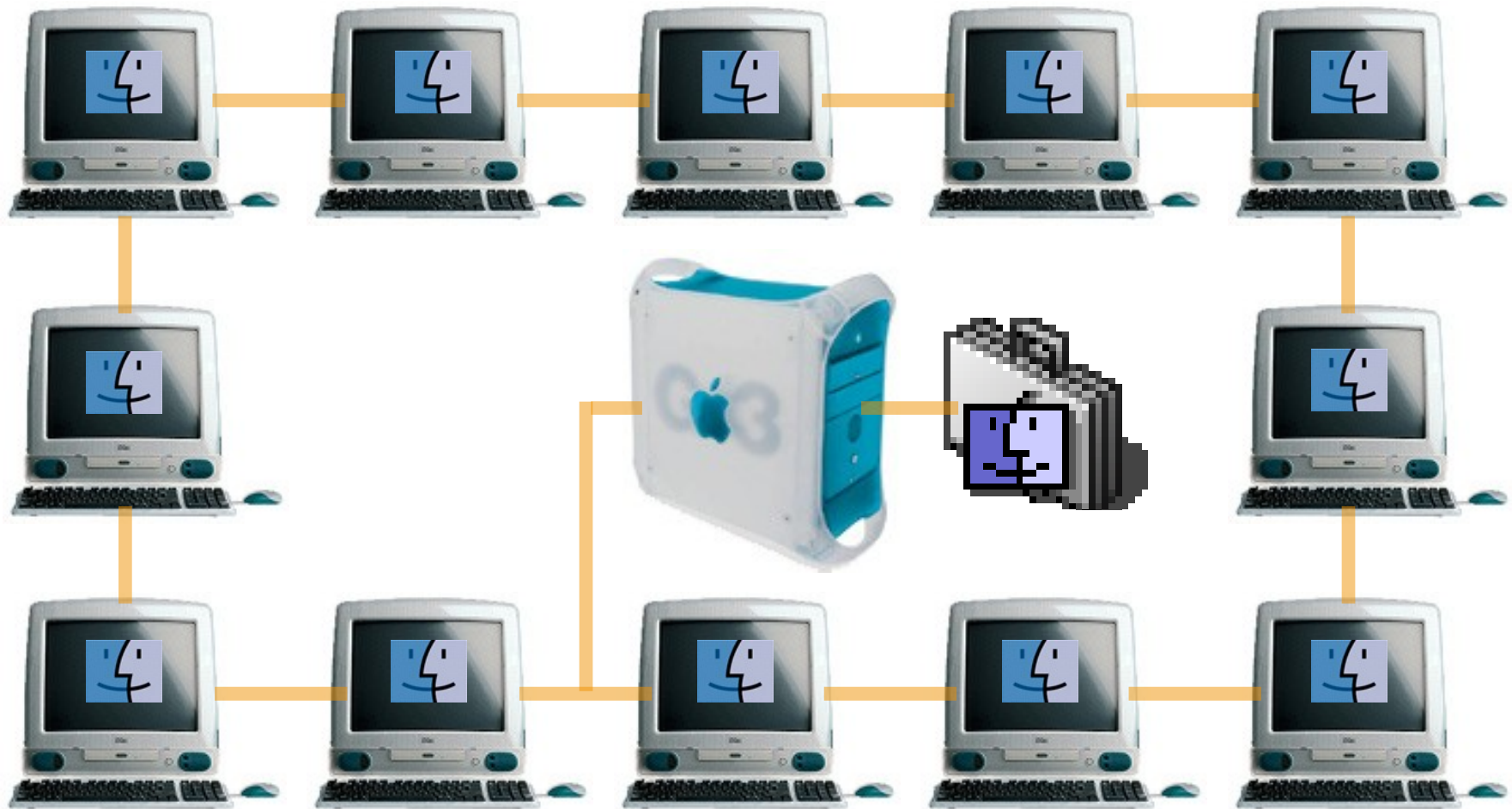
# How It Works

It all starts with a powerful server



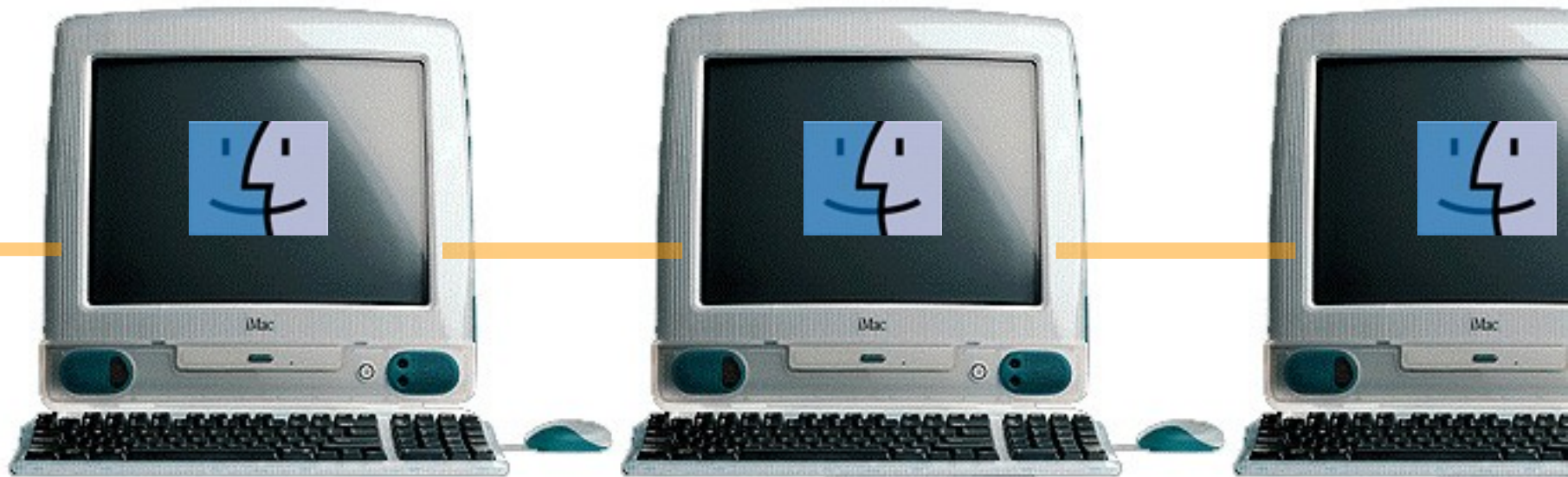
# How It Works

Boot from a single shared System Folder



# How It Works

Plug-and-play for an entire computer network



# How It Works

Control access to network resources





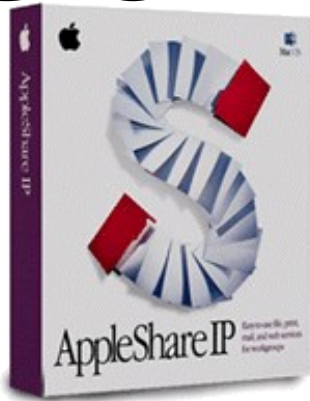


# Macintosh Server G3 with Mac OS X Server

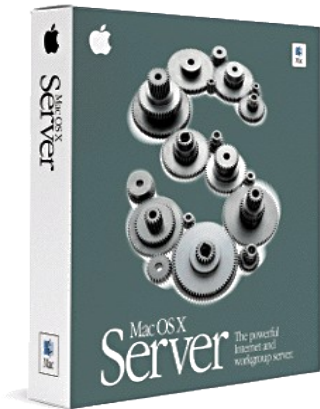
- 400-MHz PowerPC G3 with 1MB cache
- 256MB SDRAM (expandable to 1GB)
- Two 9GB 10,000-rpm Ultra2 LVD SCSI hard disks with single channel Ultra2 LVD SCSI card
- 24x-speed (maximum) CD-ROM drive
- Built-in 10/100BASE-T Ethernet and 4-port 10/100BASE-T Ethernet card
- Mac OS X Server CD, WebObjects 4.0.1 Developer CD, NetBoot Server CD, Third Party Solutions CD, and Apple Software Restore CD



# A Great Servers for every need Complement



- AppleShare IP  
The world's easiest-to-use general-purpose server



- Mac OS X Server  
Innovative services with greater scalability



5.

# Professional Development

**Only prepared professionals effectively integrate  
technology into the curriculum.**

“Only one in five  
teachers  
told a national  
survey  
they felt very well

Teachers Report Need for More  
Preparation  
prepared to work  
U.S. Department of Education,  
January 28, 1999  
in a



# Apple Staff Development

# What is Apple Staff Development?



Apple Staff Development

A comprehensive package of courses and services covering:

- Fundamentals, Integration, Leadership, and Consulting
- A research-based program with a proven track record of enhancing technology integration.

# Apple Staff Development

Enhances understanding of the role of technology in teaching and learning.

- Provides proven strategies that improve student achievement.
- Includes a rich array of resources that teachers can implement immediately.
- Teaches a process for curriculum design using Units of Practice (UOPs).



# Apple Staff Development

Online

On-site

**Resources**

Apple Learning Interchange

- Kits
- Train-the Trainer

**NEW**

**Training**

- Web courses

- Consulting
- Leader-led
- Customized

- Consulting

# Apple Staff Development

- Provides relevant learning
- Models good practices
- Encourages learning by doing
- Is ongoing from foundation skills to integration and application
- Offers options for on-demand learning

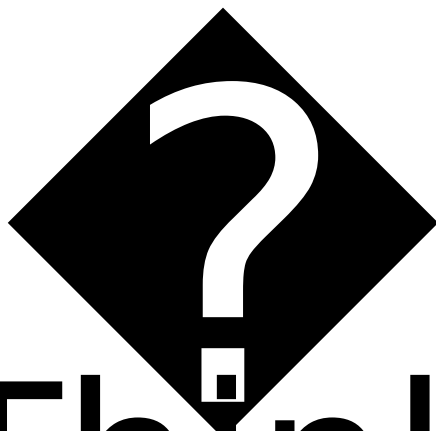


# Apple and

Meeting the Technology Literacy Challenge  
and the needs of education

# Education

- Providing student access to modern computers
- Connecting classrooms to one another and to the outside world
- Choosing educational software that is integral to curriculum
- Preparing teachers to use and teach with technology



Think  
different.

# Apple Education Primary and Elementary Kits



Apple Education Series

# Primary and Elementary Kits

- Preschool & Kindergarten Adventures
- Primary Curriculum Connections
- Primary Language Connections
- Elementary Creativity and Reference
- Elementary Curriculum Connections
- Elementary Desktop Tools



# Primary & Elementary Kits:

**Benefits For Educators**

• Introduces young children to early number and language concepts, problem solving, science, music, art, and cultural diversity.

- Meets Title I intents (PLC, PCC, and ELCC).
- Correlates to national standards (PLC, PCC, ELCC, ECR).
- Meets needs of Spanish-speaking bilingual students (PCC).

“Our students love doing the activities in the Primary Language Connections kit and now have a better comprehension of short passages. In fact, their reading test scores have increased since we use this kit!”

-John Long

Teacher, Technology Coordinator  
Roosevelt Elementary School,  
West Palm Beach, Florida

# Apple Education

## Multiple Grade Levels



Apple Education Series

# Multiple Grade Level Kits

• Apple Web Page Construction (6-12)

- Internet Curriculum Connections (K-12)
- Multimedia Learning & Design Tools (3-12)
- Student Desktop Tools (4-12)
- Writing and Publishing Tools (3-12)
- Teacher Productivity (K-12)

# Internet and Web Kit Benefits

- Provides tools and projects to help students and teachers access, use, and publish web-based information.
- Encourages worldwide communication and collaboration through the Internet.
- Projects can be accessed by subject area or software tool from CD-based web site.
- Includes “how to” instructions to assist the novice web developer.

# Multimedia Learning & Design Tools Kit Benefits

- Provides “cutting edge” tools for creating collaborative multimedia projects and presentations.
- Appropriate for the novice and expert.
- Engages students in learning technology skills for the future.



# Student Desktop Tools Kit Benefits

- Provides presentation, productivity and reference tools.
- Supports any curriculum area of study.
- Is suitable for classrooms, labs, and media centers.
- Works in conjunction with the Middle School Connections kits.

# Writing and Publishing Tools Kit Benefits

- Supports writing across the curriculum.
- Provides tools for any stage of the writing process.
- Facilitates collaborative writing, oral presentations, and multimedia-based projects.
- Supports multiple learning styles in writing.
- Includes key resources that toggle between English and Spanish.

# Teacher Productivity Kit Benefits

- Provides productivity, multimedia authoring, desktop publishing, and Internet tools.
- Facilitates attendance taking, lesson planning, test development, and grade reporting.
- Includes links to resources on the Internet.

# Apple Education Middle and High School Kits



Apple Education Series

# Middle & High School Kits

## Academic Desktop Tools

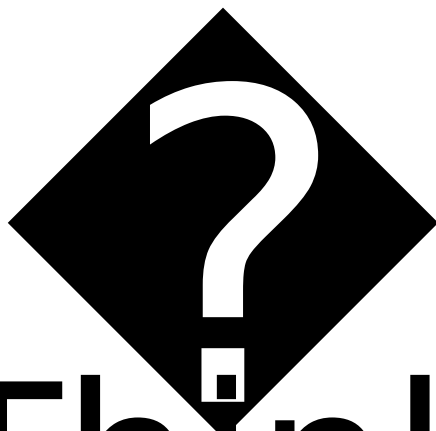
- Advanced Reference Tools
- Math Tools
- Middle School Connections: Language Arts & Social Studies
- Middle School Connections: Math & Science
- Productivity Tools

# Middle & High School Kits

## Benefits

- Provides interdisciplinary student projects mapped to curriculum standards (LASS and MASC).
- Designed for team teaching and self-contained classrooms (LASS and MASC).
- Makes it easy for teachers to integrate the latest learning technologies into their classrooms.





Think  
different.