# 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

CONTENT

COMPUTERS

STAFF DEVELOPMENT

# 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

(Department of Education, http://ed.gov/technology)

# 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 useful."

—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 Online

www.apple.com/education

# Teaching & Learning Resources



- 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 Purchase

- 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**



- Links to Apple Seminars and Apple Seminars Online

- Apple's presence at key education conferences

- Calendar of educational events

# Apple Education Web Site

http://www.apple.com/education

- 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

# 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

**PowerPC G3**
266 MHz
**9.0**

**Pentium II**
450 MHz
**6.2**

**Celeron**
333 MHz
**4.7**

**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*
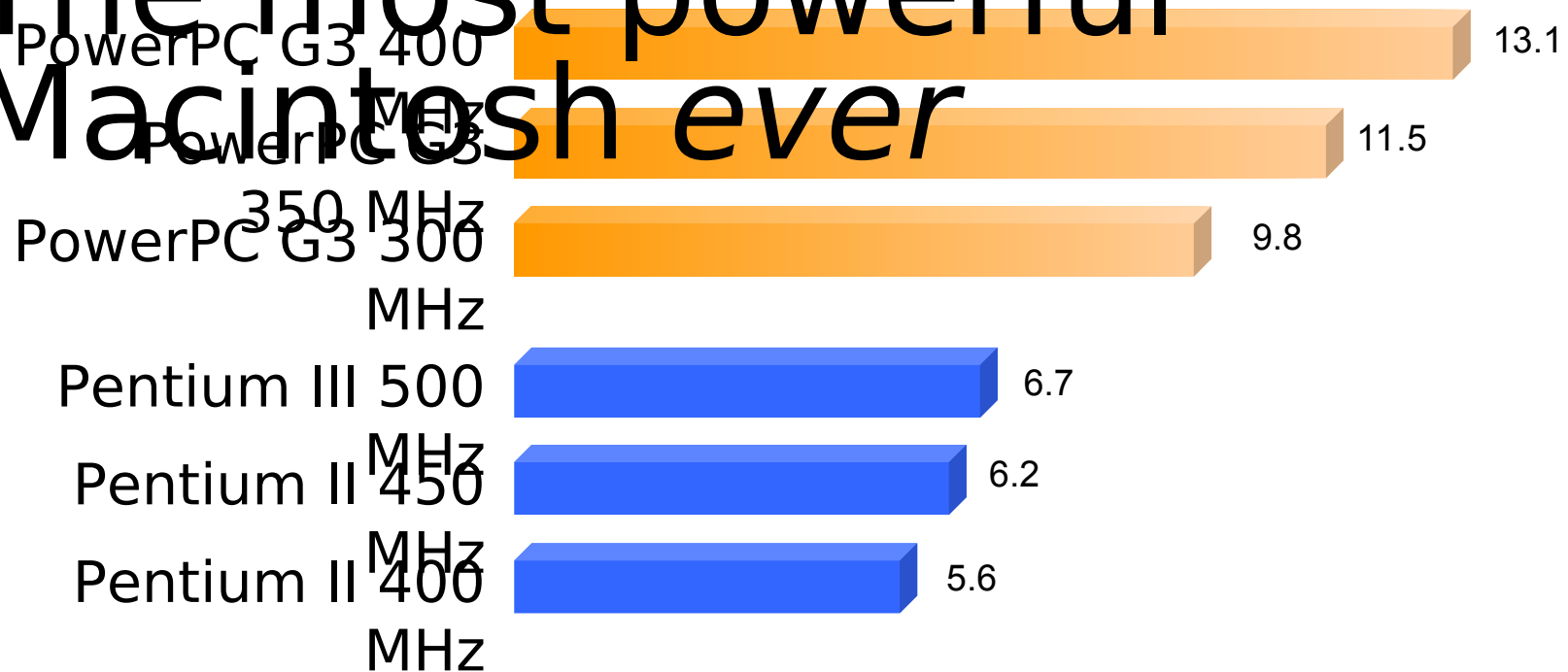
| | |
|---|---|
| PowerPC G3 400 MHz | 13.1 |
| PowerPC G3 350 MHz | 11.5 |
| PowerPC G3 300 MHz | 9.8 |
| Pentium III 500 MHz | 6.7 |
| Pentium II 450 MHz | 6.2 |
| Pentium II 400 MHz | 5.6 |

**BYTEmark processor integer performance**

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# Education AV Configuration

- 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
- Avid Cinema video capture and editing software

Available to U.S. education customers only

# PowerBook G3 Series

# PowerPC Advantage
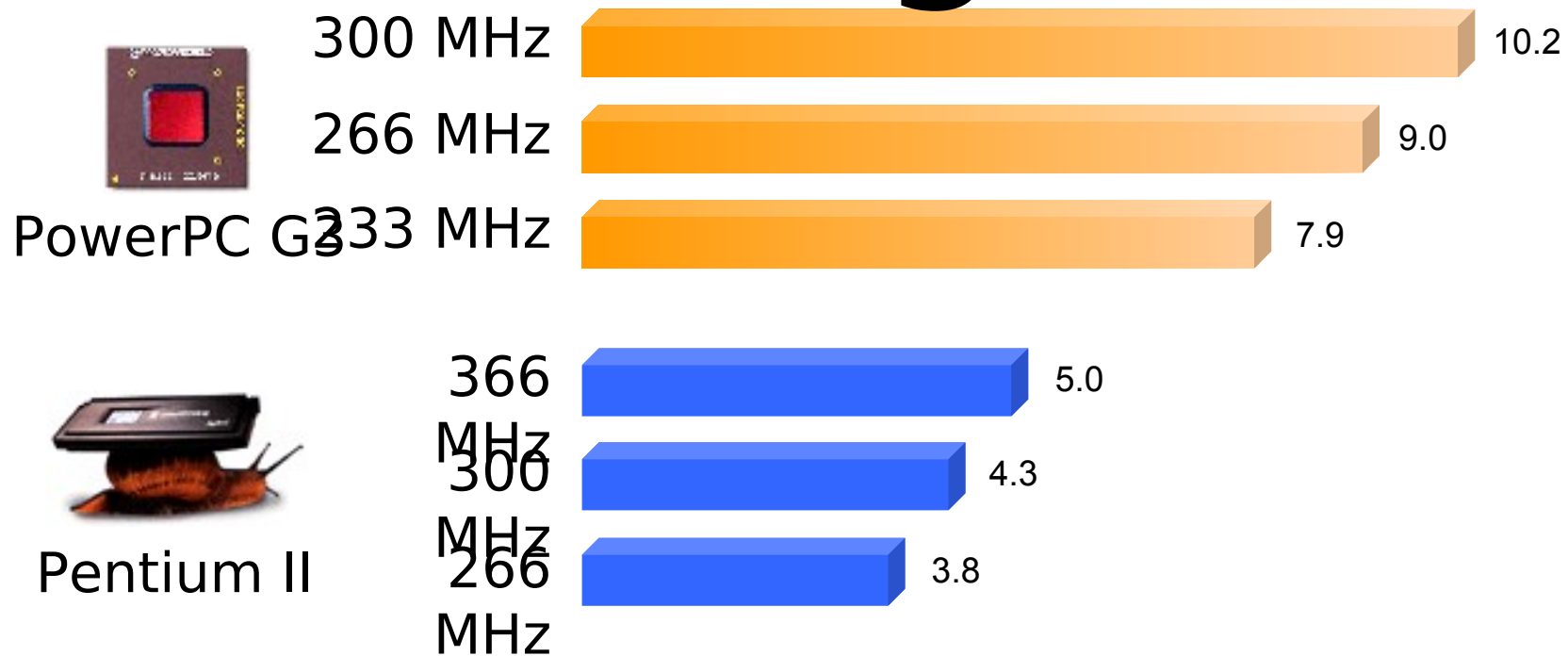
PowerPC G3

300 MHz — 10.2

266 MHz — 9.0

233 MHz — 7.9

Pentium II

366 MHz — 5.0

300 MHz — 4.3

266 MHz — 3.8

**BYTEmark processor integer performance**

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# 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 Server G3

**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**
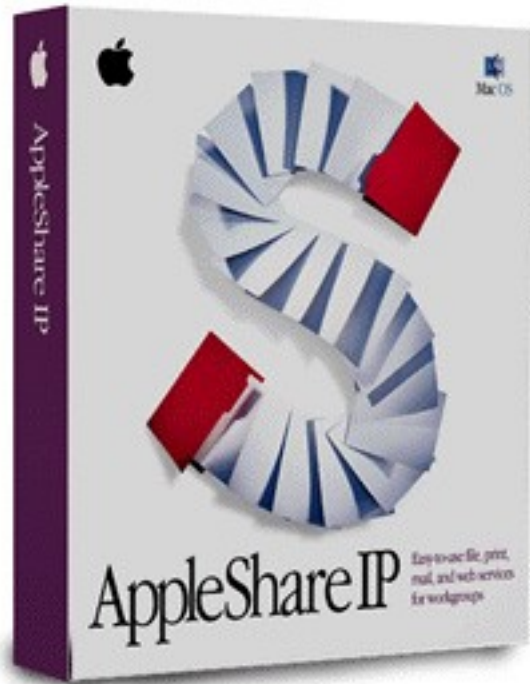


- Web administration for easy remote management

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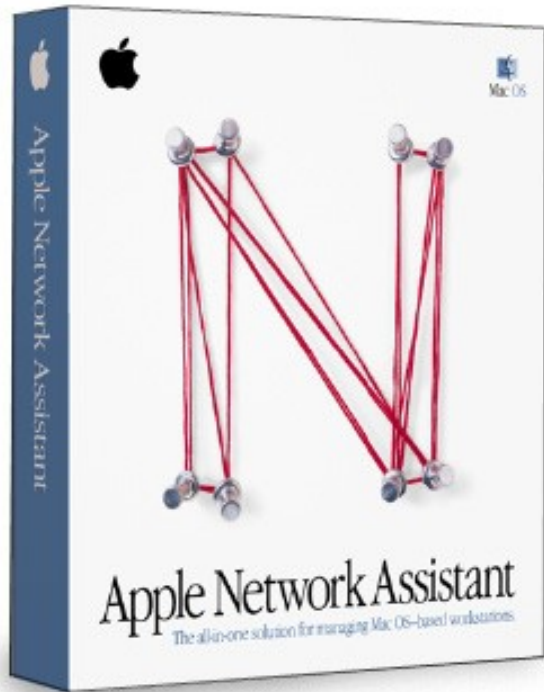
- Central management of remote workstations
- System profiling and software installation
- Screen sharing and control

# Standard Configurations

**Macintosh Server G3**

| 350-MHz G3/1MB cache | 400-MHz G3/1MB cache |
|---|---|
| 128MB SDRAM | 256MB SDRAM |
| One 9GB 7200-rpm Ultra2 LVD SCSI HD | 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 & 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**
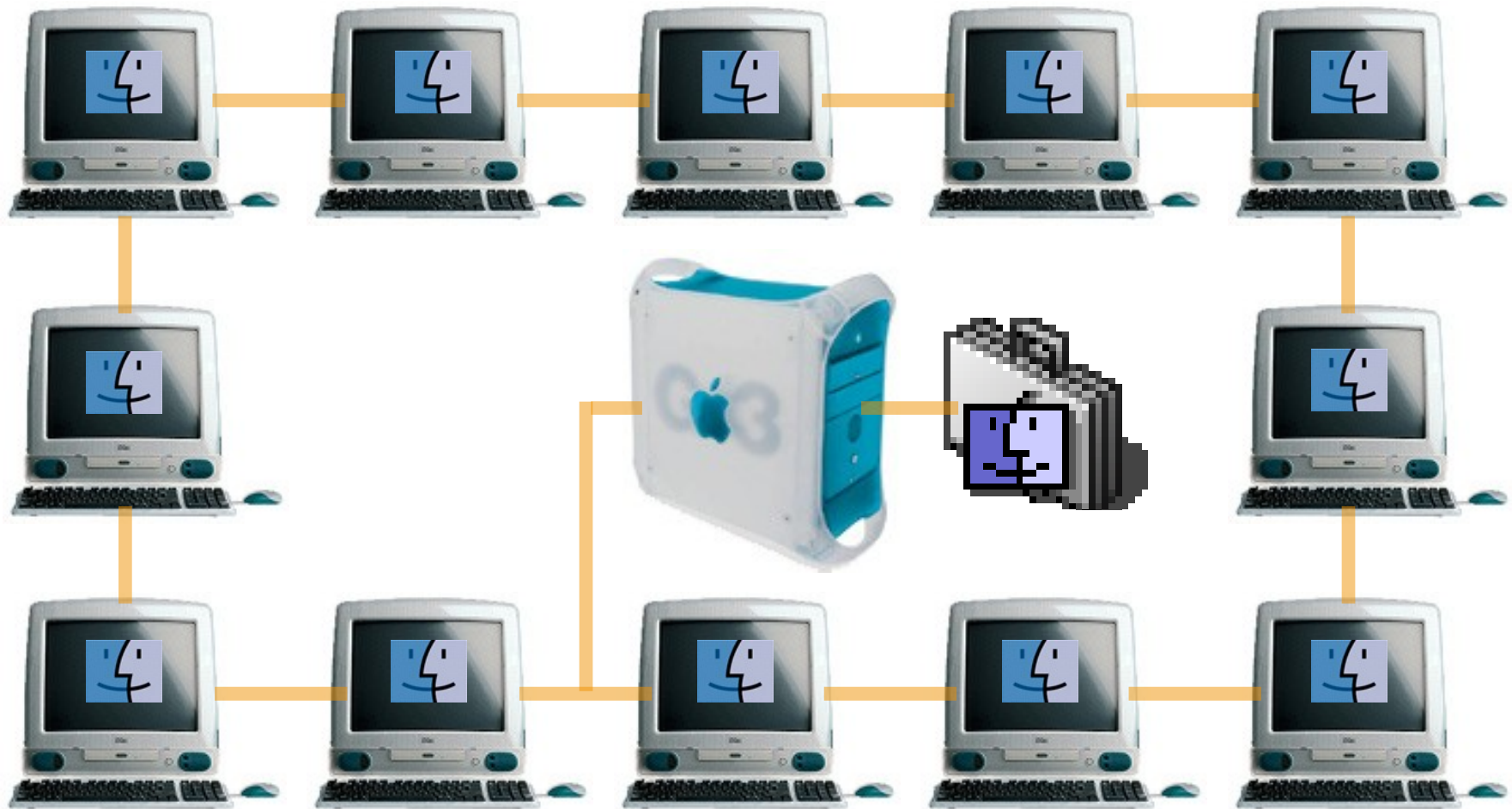
# How It Works

**Plug-and-play for an entire computer network**
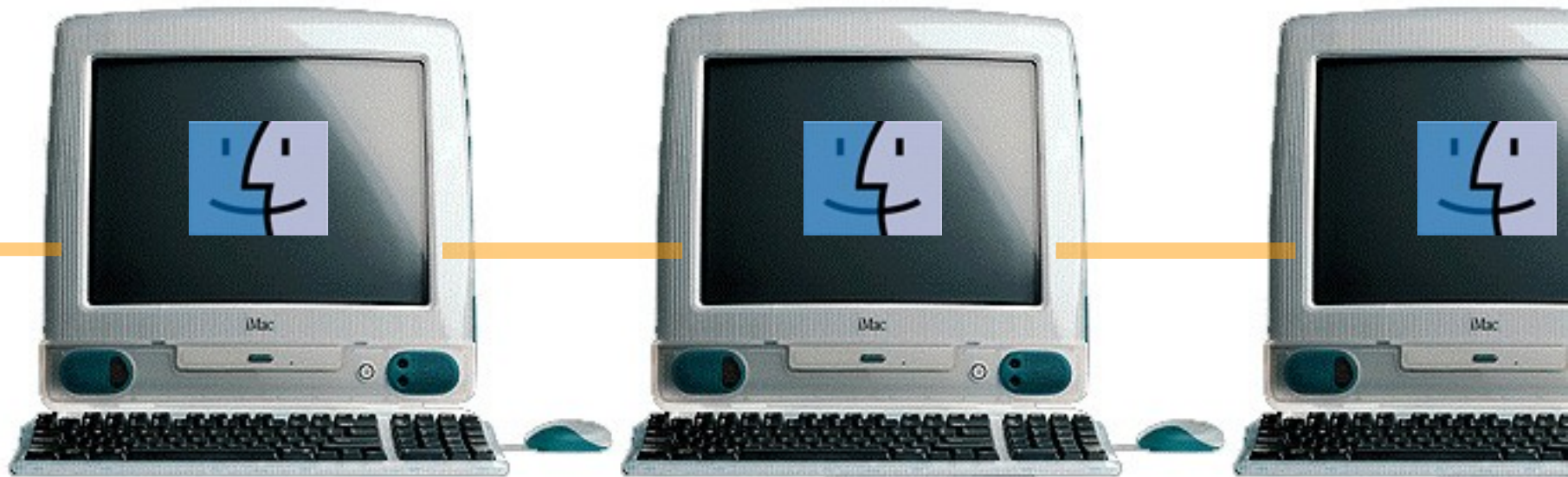
# How It Works

**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 Complement
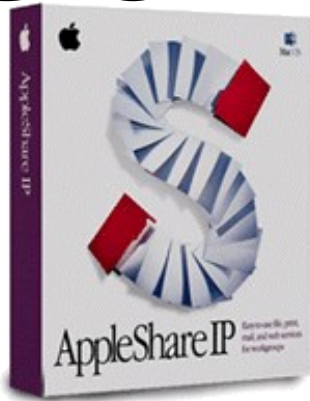
- AppleShare IP
  The world's easiest-to-use general-purpose server
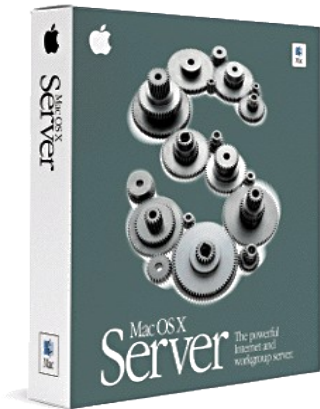
- Mac OS X Server
  Innovative services with greater scalability

# 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 prepared to work
in a

Teachers Report Need for More Preparation
U.S. Department of Education,
January 28, 1999

# Apple Staff Development

# What is 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

# 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<br>• Train-the Trainer **NEW**<br>• Consulting |
| **Training** | • Web courses | • Leader-led<br>• Customized<br>• Consulti |

# 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 Education

**Meeting the Technology Literacy Challenge and the needs of 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
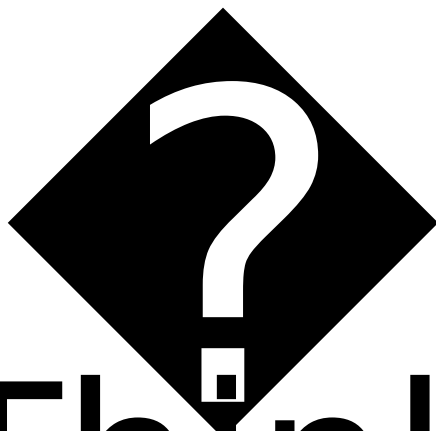
# Think
# different.

# Apple Education Series

## 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 Series

## 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 Series

## Middle and High School Kits



Apple Education Series

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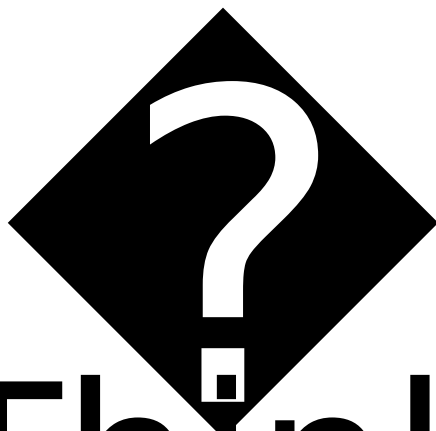
- Academic Desktop Tools
- Advanced Reference Tools
- Math Tools
- Middle School Connections: Language Arts & Social Studies
- Middle School Connections: Math & Science
- Productivity Tools

# 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.