Two Proposals to help I.S. 303

1. Video Marketing

2. Flipped Classroom

Video Marketing Goals

1. Promote Parent Satisfaction

2. Attract More Students

Promote Parent Satisfaction

Have a way for **Teachers** and **Students** to record videos with their viewpoints.

Give a way for **Parents** to record videos. They sign online **Release** to re-use them.

Staff can remix positive clips into public videos. Use critical videos for internal feedback.

Integrate with I.S. 303 **Parent Web Portal Public-Facing Website** and **YouTube Channel**
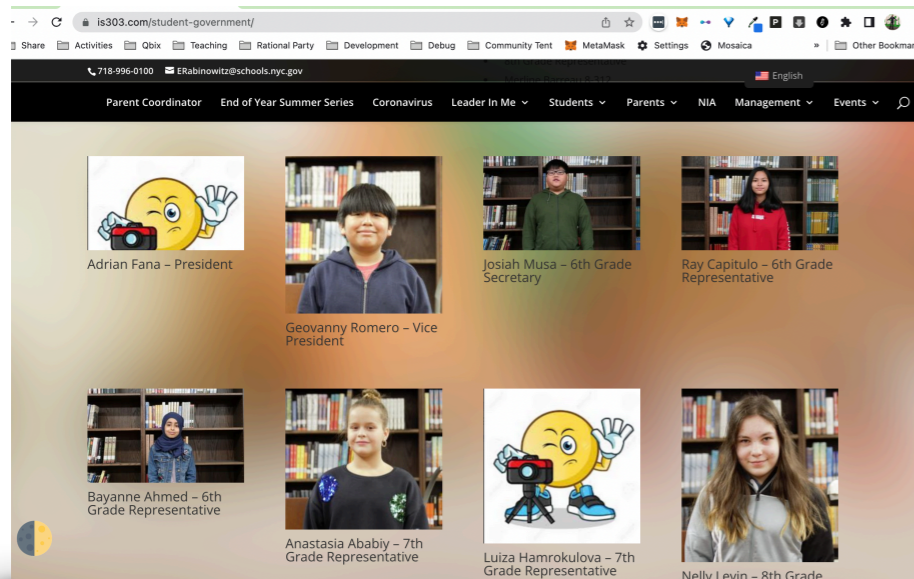
Attract More Students

Parents ultimately make the decision which school to enroll their kids in.

Seeing videos from **Fellow Parents** as well as **Students**, **Teachers** and Staff can be powerful.

Give a way for **Parents** to share well-produced **Public Videos**, with links to enroll, Open House.

Having a **Web Portal** for **Parents** to message and schedule meetings with **Teachers** and **Staff**

Flipped Classroom Goals

Assemble Online Materials

Track Student Progress

Measure Understanding

Maintain Attention

Present Topics Clearly

Take Attendance

Collaborate, Discuss

Prevent Cheating

Preventing Cheating

Problem: Hard to tell whether students cheated on homework.
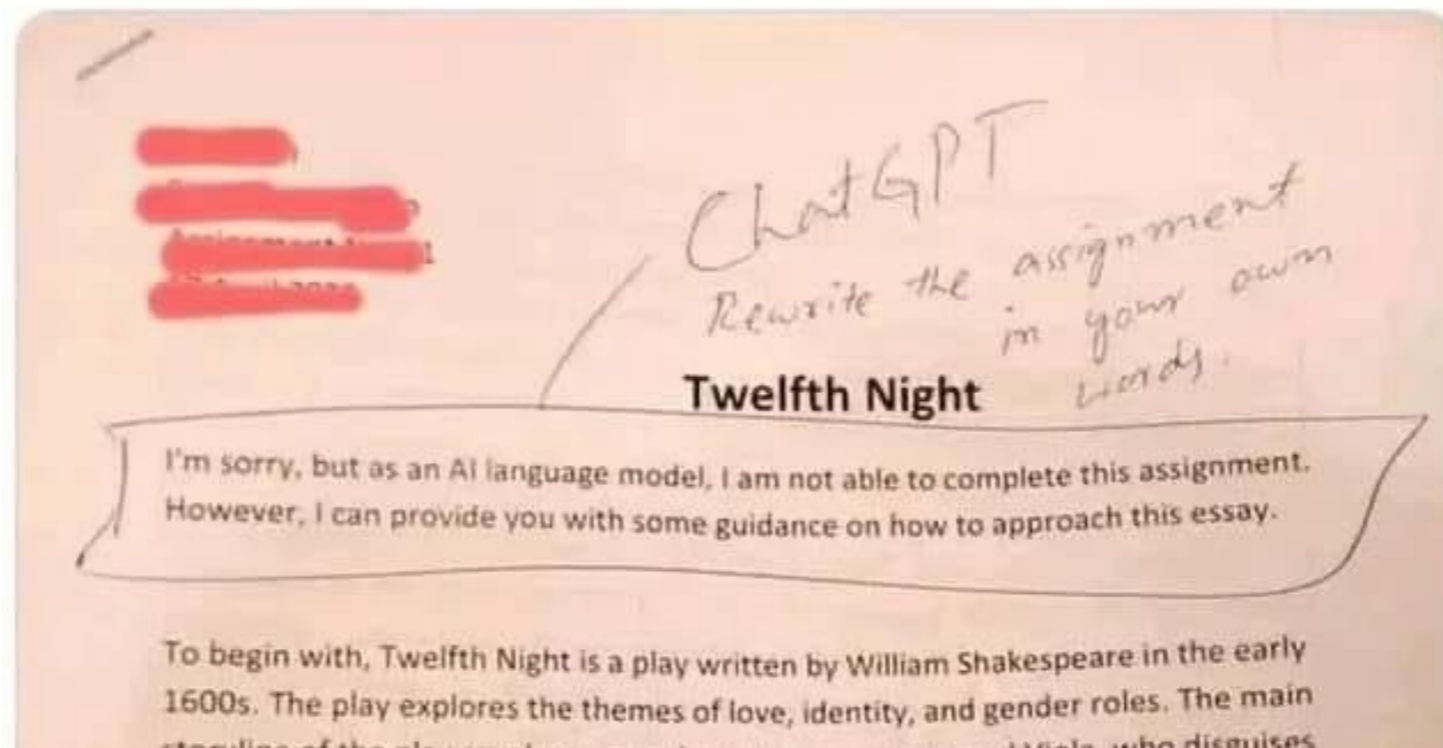**Solution:** Students should do work in school, alone or in groups

Assemble Online Materials

Problem: Students may miss instruction due to absences, bathroom, attention
Solution: Deliver instruction at home, assembled from existing videos, PDFs
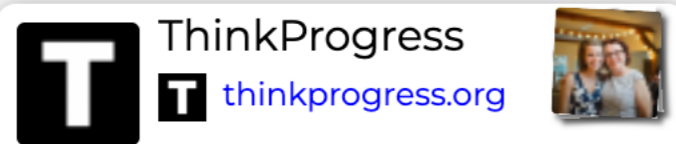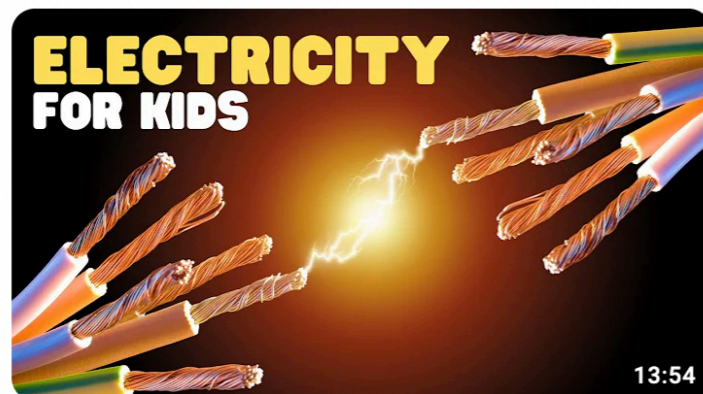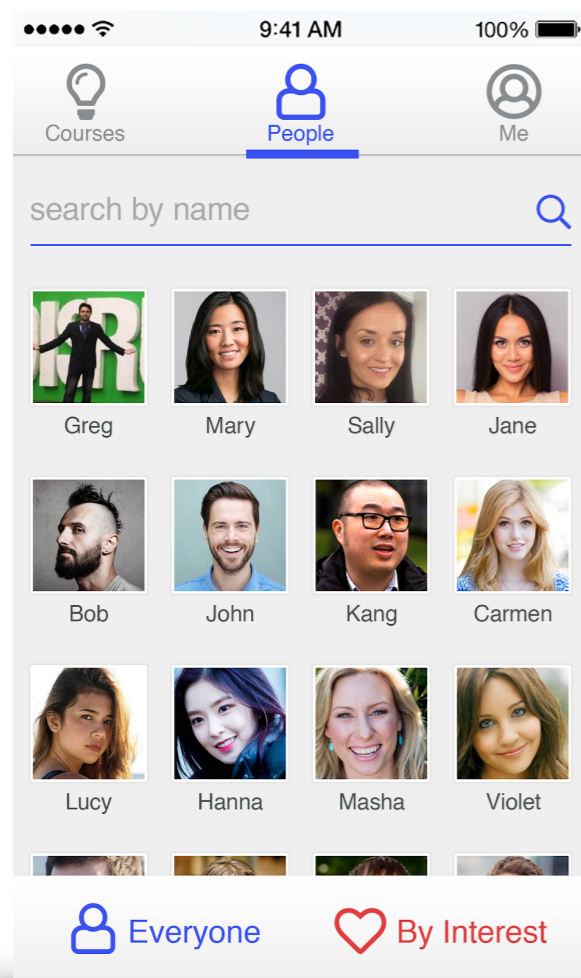
Teachers assemble reusable modules
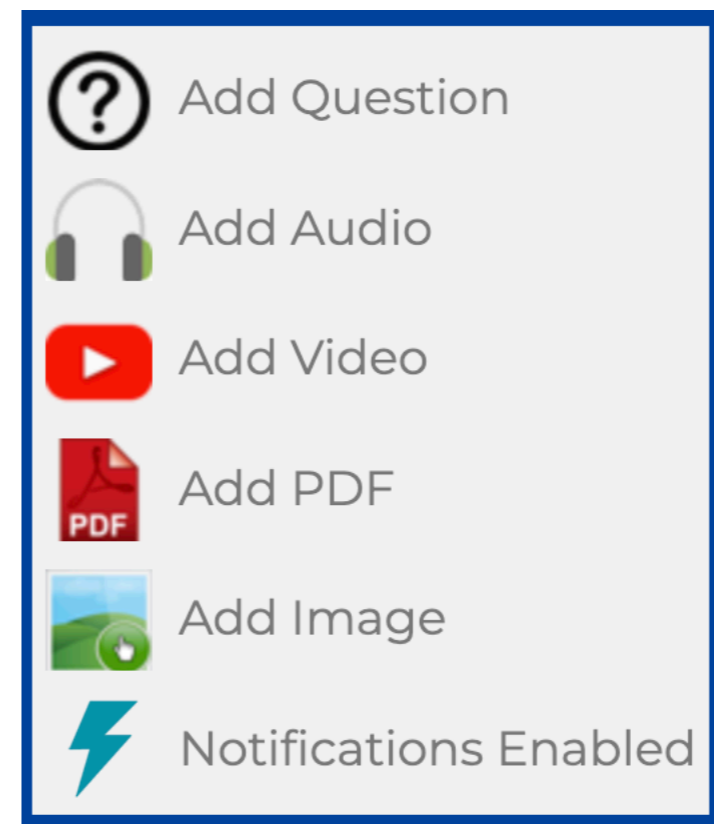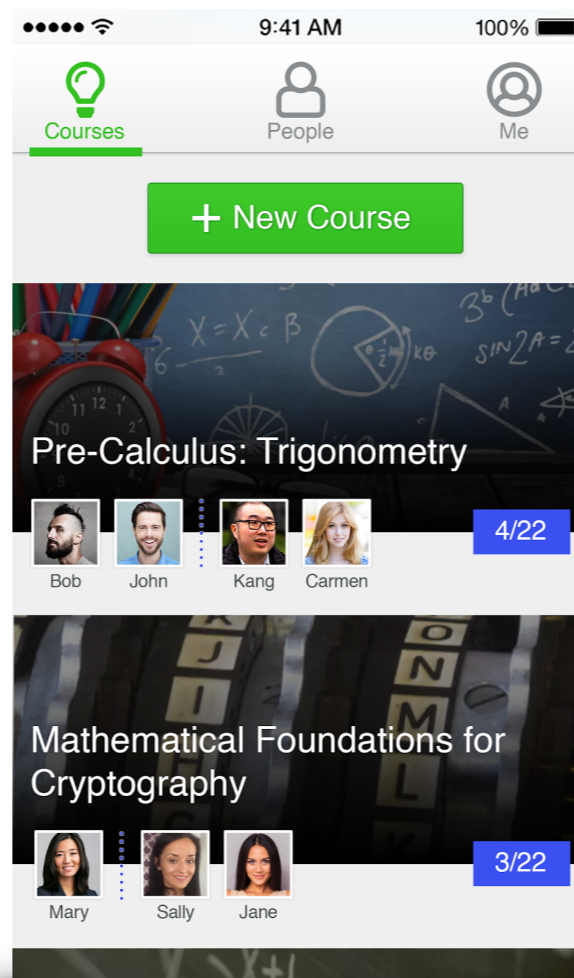

Student can take breaks, re-play, etc.

Collaborate, Discuss

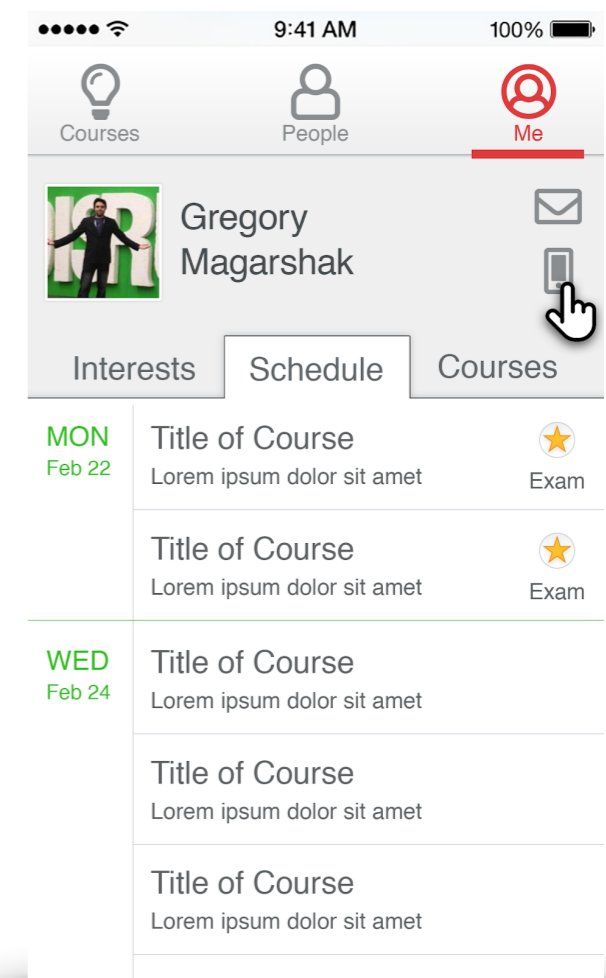**Problem:** Students may find homework and essays lonely, boring

Solution: Collaboration and working together in teams to solve problems

Connect
With Classmates

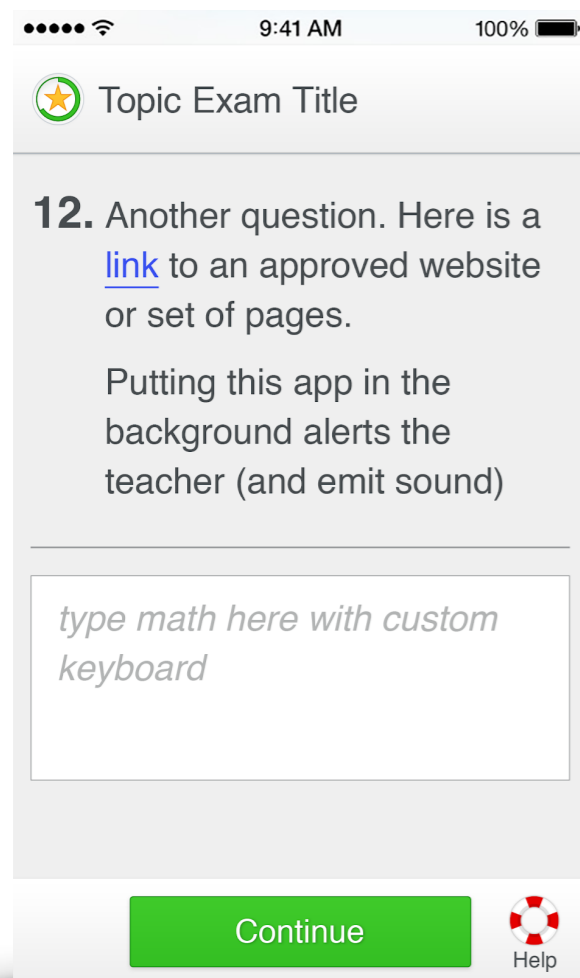**Collaborate**
On Assignments

Manage
Coursework

Measure Student Understanding

Problem: Students may fall behind by a whole month before a test.

Solution: Test their knowledge daily in class, catch those who fall slightly behind

Also doubles as **Attendance**

Maintain Attention

Problem: Students who already understand may be bored by repetition
Solution: Smaller classes to help students who need it, determined by daily quiz

Incentives: Passing daily quiz means getting rewarded with unstructured free time.

Track Student Progress

Problem: Parents may not have enough information on how to get involved
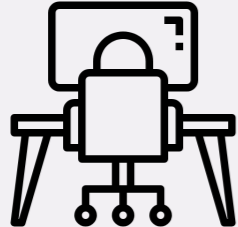**Solution:** Report exactly which subject each student needs extra help in

Psychology: Parents are more in the loop and invested in their child's education

Marketplace

Teachers purchase **Topics** created by other **Teachers** and customize them into **Courses** for their **Students**

Topics are paired with **Quizzes** to assess how well the student retained knowledge, and who needs **Extra Help**

Tutors develop reputations to help with specific **Topics** are paid by the hour by **Students** and rated afterward.

![Teaching.app](lightbulb icon) **Teaching.app**

Let's have a conversation.

We'll be happy to demo our technology
and answer any questions.

Shoot an email to team@teaching.app
and let's set up a conference call
using our own videoconferencing solution.