



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

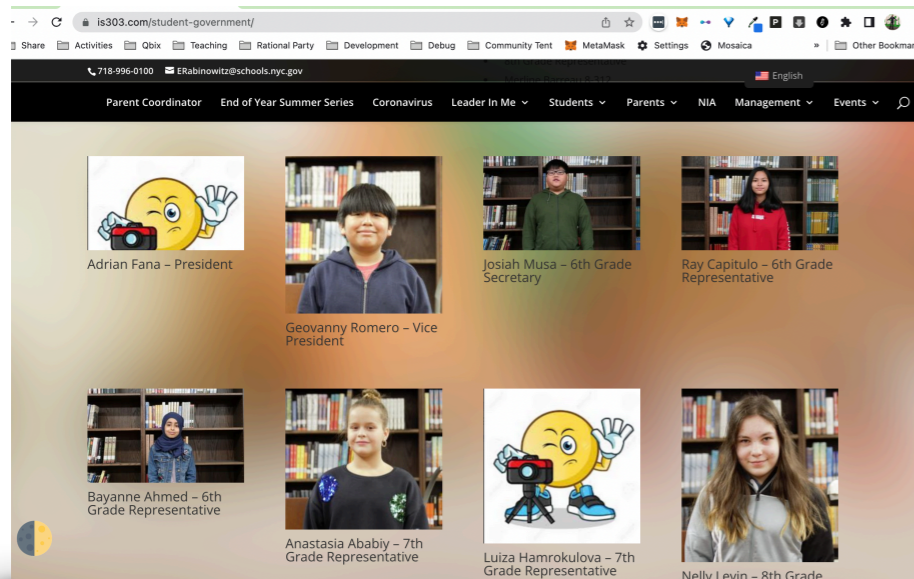


Parents ultimately make the decision which school to enroll their kids in.

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



Preventing Cheating

Problem: Hard to tell whether students cheated on homework.

Solution: Students should do work in school, alone or in groups

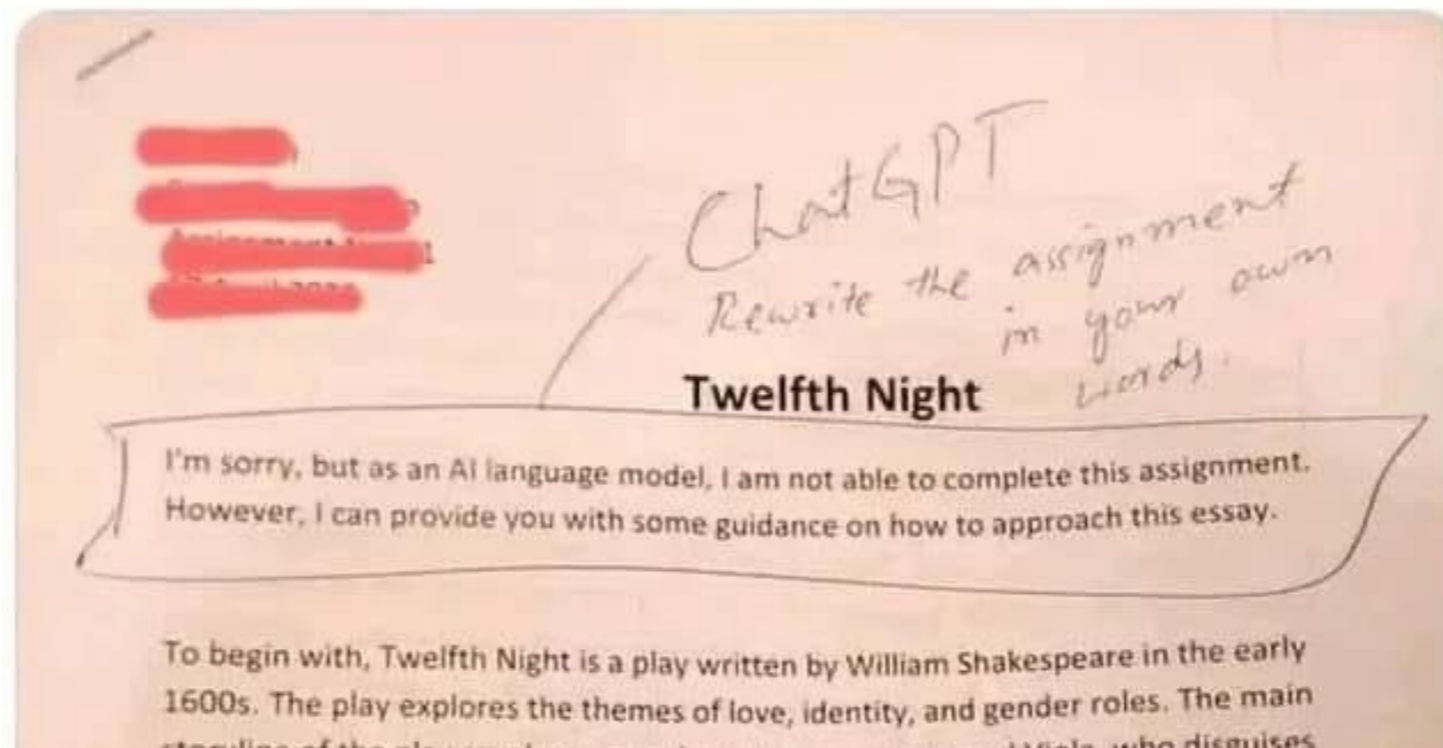


Justine Moore ✓
@venturetwins

...

Teachers: "AI is a disaster, how am I going to know who is cheating?!"

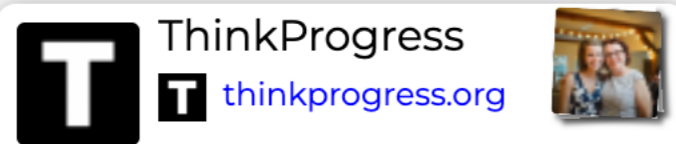
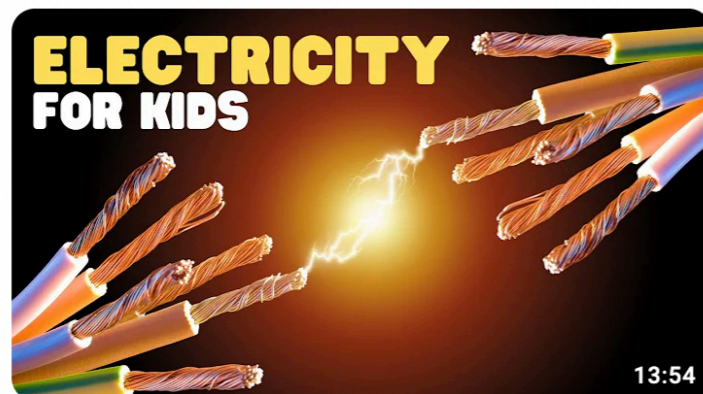
Students:



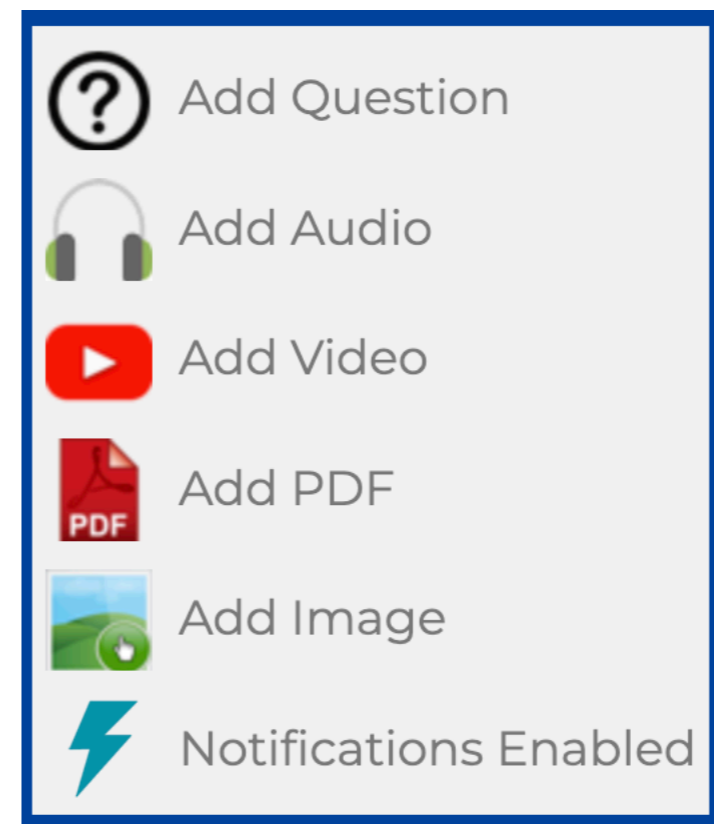
Assemble Online Materials

Problem: Students may miss instruction due to absences, bathroom, attention

Solution: Deliver instruction at home, assembled from existing videos, PDFs



Teachers assemble reusable modules



Mar 29 10:09 am

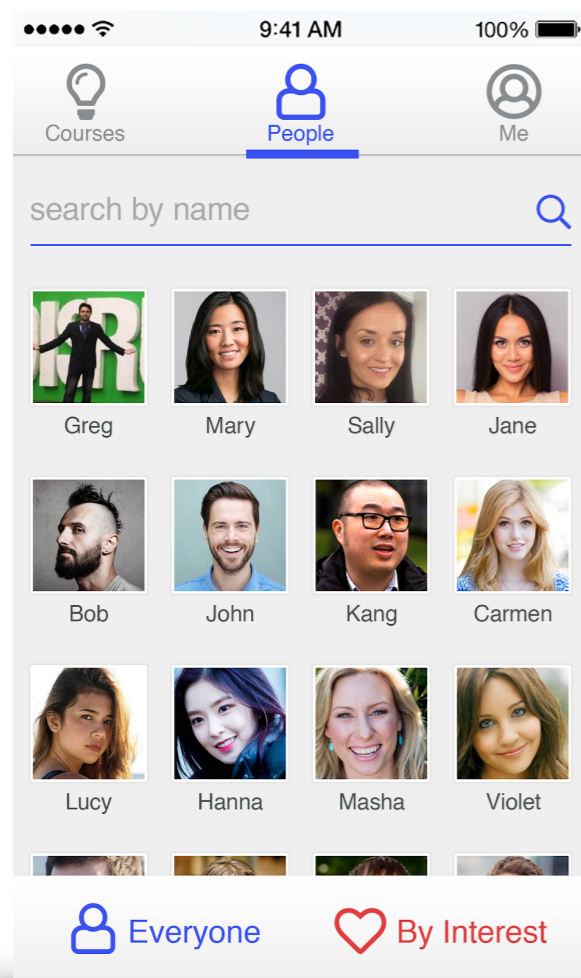


Student can take breaks, re-play, etc.

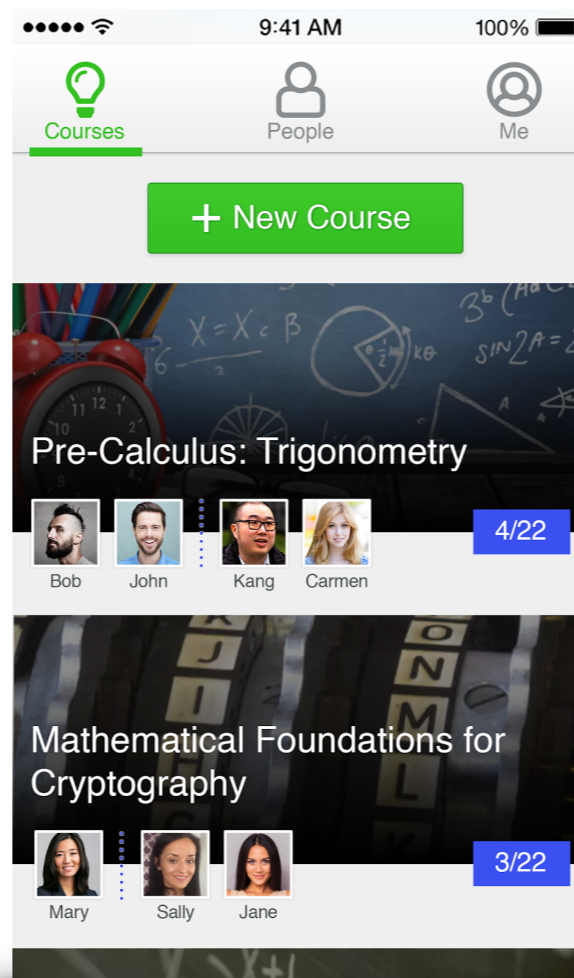
Collaborate, Discuss

Problem: Students may find homework and essays lonely, boring

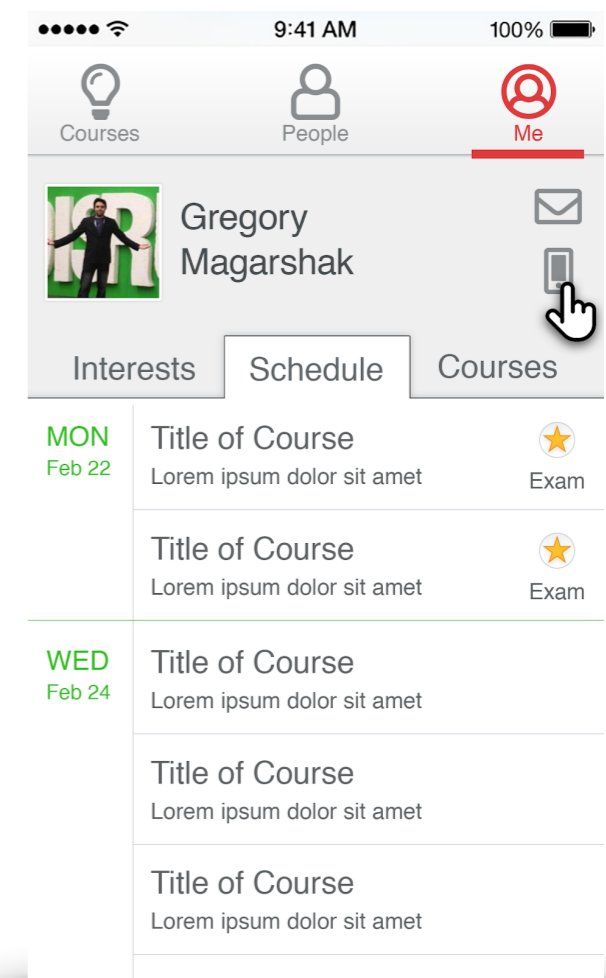
Solution: Collaboration and working together in teams to solve problems



Connect
With Classmates



Collaborate
On Assignments

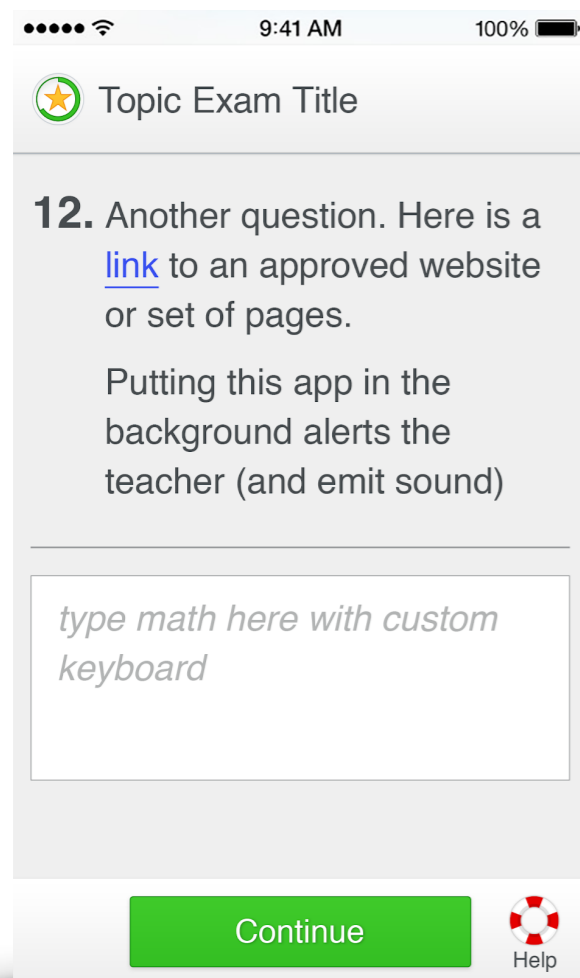


Manage
Coursework

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**

FIXES

The New York Times

When Math Makes Sense (To Everyone)


BY DAVID BORNSTEIN APRIL 21, 2011 9:45 PM 83



[Fixes](#) looks at solutions to social problems and why they work.

In response to [Tuesday's column](#) about Jump Math, an approach to math education that is showing impressive results in schools in Canada and England, down into minute steps and assess each student's understanding at each micro-level before moving on.

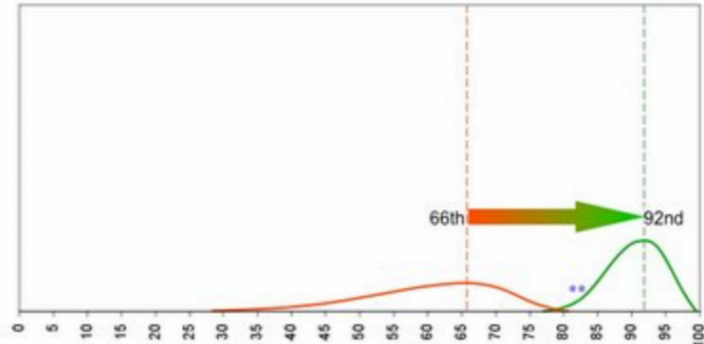
of how they or their c cases, were almost tra aged boy," [wrote Rob](#) one of the 10 plagues.



FraserMary Jane Moreau, a t children on their JUMP

Take the example of positive and negative integers, which confuse many kids. Given a seemingly straightforward question like, "What is $-7 + 5$?", many will end up guessing. One way to break it down, explains Mighton, would be to say: "Imagine you're playing a game for money and you lost seven dollars and gained five. Don't give me a number. Just tell me: Is that a good day or a bad day?"

Round 1
Percentile Rankings*, Grade 5 (2006) vs Grade 6 (2007)



	Min	Max	Mean	Std Dev
Sept. of Grade 5, 2006 (Pre-JUMP)	30%	80%	66%	12.0%
Sept. of Grade 6, 2007 (1 year of JUMP)	80%	99%	92%	4.6%

Notes: *Class percentile ranking based on results on the norm-referenced Test of Mathematical Abilities
**This rendering understates the change, as there was no overlap in TOMA rankings between grades 5 & 6

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

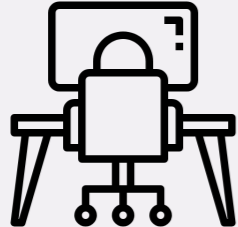


Psychology: Parents are more in the loop and invested in their child's education

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

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.**