
Pennsylvania Department of Education



COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF EDUCATION
333 MARKET STREET
HARRISBURG, PA 17126-0333

Educational Technology Report

Monday, March 03, 2008

Entity: Exeter Township SD

Address: 3650 Perkiomen Ave
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Phone:

Contact Name:

Core Purpose

Mission

The Exeter Township School District Community will provide differentiated learning opportunities in a safe, nurturing environment that will enable all students to fully develop their minds and their character to become successful, productive citizens in a constantly changing world.

Vision

The Exeter Township School District, in partnership with its community, will provide a safe and nurturing learning environment, uniting all diverse groups therein to provide the best resources and opportunities to assist students in reaching their full potential in both cognitive and affective domains.

Shared Values

We, the staff, parents, and community members of the Exeter Township School District share these common beliefs:

- All children can learn, given appropriate time, instruction, and access to resources necessary to meet their individual needs.
- Education is a shared responsibility dependent upon strong alliances, open communication and collaboration among students, school personnel, and parents/guardians. We are all accountable for student learning, and fostering the development of personal responsibility in students.
- Our schools should be inclusive learning communities in which all students are provided a safe environment and challenged to realize their full potential in the areas of academic, social, and character development.
- Our schools should be a vital part of our community. Our citizens should feel pride in our school system, and they should know they are valued for their contributions to our schools.
- Our curriculum must reflect what our children should know and be able to do in order to become successful people and contributing members of society.
- An effective balance and interdependence must exist among the written curriculum, instruction in the classroom, and assessment for, and of learning.

Needs Assessment

Technology Advancements

The field of instructional technology has exploded over the past few years. As a result of a long and well-funded plan by state and federal governments, districts have been able to explore technology integration services like united streaming.com to deliver content directly from the internet. Robust, high speed networks have facilitated a fervor towards technology that is spreading among teachers.

One of the fundamental goals of our district was to provide laptop computers to all teachers as a tool to integrate resources into their classroom. We provide thorough wireless environments in all our facilities that allow teachers to use their laptop at any location on the premises. Devices such as interactive whiteboards and projectors add support to the notion that the laptops are just another medium to deliver content. Technology is not the goal of education, transparent integration of technology into instruction is.

Another fundamental technology of the district is our parent portal. Although every teacher has a telephone and email address, we rely heavily on our portal as a tool for parents to log in and see real time information about their students' academic progress. Communication to parents and the community is critical to the success of the district. In the near future we hope to use our website to facilitate a richer exchange of data in the form of weblogs, rss feeds, mailing lists, and even podcasts. The use of mass dialer programs like ConnectEd has enabled the district to instantly dial the phones of all our student population and deliver urgent information.

The district has recognized the importance of storing longitudinal data in an electronic data warehouse. This new approach to mapping curriculum to standards and anchors will enable us to implement common assessments and a transparent delivery to students. Using a mixture of standardized assessments and district grown assessments, we will better be able to constantly evaluate instruction and delivery of curriculum.

Technology Identification

Identifying new technologies is an integral part of keeping a school district current so that the staff and students can benefit from the best tools to enhance the curriculum. There are a variety of ways that this will be accomplished:

1. Through the use of professional journals, new technologies and best practices are brought together from across the country and around the world. Now, with the availability of many of these resources online, our teachers have access to the same information that was once only available in a printed form. Our website will contain links to these valuable resources.
2. Each year, we provide opportunities for our teachers to attend the statewide PETE & C conference. This brings leaders in technology from across the state together to share the ways that technology is being effectively used in their schools. It also gives teachers and administrators a chance to visit an extensive vendor display of the latest hardware and software.
3. Through the Keystone Technology Integrator program, we have identified leaders in our buildings who then become part of the Keystone network. This network provides a means of disseminating information about new technology tools to these staff members in all of our schools, and these teachers are then encouraged to share this information with other staff members in the district.
4. The technology department staff members regularly attend a county-wide technology committee meeting where current trends and ideas are openly shared and demonstrated.

Technology Assessment

Our weaknesses are not dissimilar to those of most districts. With the increased demand on technology, when the technology is in a state of disrepair, we need to provide more swift resolution to those problems. The approach we have taken has been to implement a help desk and support ticketing system. The end goal is that tickets are addressed in a timely manner.

Other barriers hindering technology are budget constraints. We use a budget priority system to set appropriate priorities on items necessary for the successful implementation of a project.

Sufficient opportunities to deliver staff development are primary barriers to implementation of technology. We have a rich catalog of workshops but are limited only by time to deliver the instruction. We use our district instructional technology specialist to deliver targeted workshops to stakeholders throughout the school day, school year, and especially over the summer. Our professional development committee is dedicated to offering training opportunities to the staff.

We develop goals for the district through ad hoc focus groups and committees.

Goals and Strategies

Goal: Improving Communication Between the School District and all Members of Our Community

Description: The District will develop and sustain a comprehensive communication plan to better convey to the Exeter Township Community the goals, achievements and needs of the school district to actively engage our community and instill a sense of community pride in our schools.

Strategy: District Communication

Activity	Description
Administrative Services Cell Phones	Our three primary goals of Cell phones for our administrative services staff are 1. Immediate Administrator to Administrator communication 2. Immediate Administrator to key support staff communication 3. Emergency access to Local Police, Township, and Fire authorities via push to talk.

Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$60,000.00

Activity	Description	
Mass Notification Service/System	The district can quickly get important information to all constituents within minutes using a mass notification service.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$70,000.00

Strategy: District Website

Description: The website is an important gateway between internal and external audiences. It is a critical public relations tool.

Activities:

Activity	Description	
Comprehensive Website Overhaul	Contracted with SchoolWires.com to provide a completely new content management system and design of the ETSD website.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$100,000.00

Activity	Description	
Parent SIS Portal	A critical tool in communication academic progress to parents in real time.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Goal: MATHEMATICS

Description: By the year 2013, at least 89% of all students will be proficient in Mathematics, as measured by the annual state-wide PSSA assessments.

Strategy: Use Performance Tracker to identify specific needs of students and group for instruction

Description: The use of benchmark assessments in math provides the opportunity to use data to inform instructional decisions. In order to do so, it is critical to employ a powerful tool to store and analyze data, so that teachers have current information at their fingertips in the lesson-planning process.

Activities:

Activity	Description	
Network Scan to File Printers	Purchase Network Printers throughout the district that are capable of scanning to a network location. This will enable the teachers to easily administer assessments and upload the results to a central location to be included in the data warehouse.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$65,000.00

Activity	Description
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Performance Pathways Training	District administrators will be trained on each module of the Performance Pathways suite. Then, based on the individual needs of the building staff members, the principals along with the assistance of the tech department, will deliver the necessary training to their staff.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$2,000.00

Goal: READING

Description: By the year 2013, least 91% of all students will be proficient in Reading, as measured by the annual state-wide PSSA assessments.

Strategy: Use Performance Tracker to identify specific needs of students and group for instruction

Description: The use of benchmark assessments in reading provides the opportunity to use data to inform instructional decisions. In order to do so, it is critical to employ a powerful tool to store and analyze data, so that teachers have current information at their fingertips in the lesson-planning process.

Activities:

Activity	Description	
Network Scan to File Printers	Purchase Network Printers throughout the district which will be capable of scanning to a network location. This will enable the teachers to easily administer assessments and upload the results to a central location to be included in the data warehouse.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Performance Pathways Training	District administrators will be trained on each module of the Performance Pathways suite. Then, based on the individual needs of the building staff members, the principals along with the assistance of the tech department, will deliver the necessary training to their staff.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$0.00

Goal: Technology Utilization for Academic Proficiency

Description: Technology will be used as a tool to increase student achievement in all content areas.

Strategy: All buildings will promote and increase distance learning opportunities

Description: Through the addition of a Polycom distance learning unit, we now have the opportunity to link to any classroom or other location in the world from any of our district classrooms. This opens the door to unique learning activities that were formally not possible.

Activities:

Activity	Description
Pursue funding for	Through our membership in the countywide network consortium, funding

distance learning activities	becomes available through a competitive grant process. Teachers will be encouraged to work with the educational technology specialist to find meaningful curriculum-based distance learning activities and apply for the necessary funding through the consortium.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Train staff on the use of distance learning equipment and strategies	All district staff members will be provided with training opportunities to both use the distance learning equipment and learn techniques to properly use this new technology in the classroom.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Utilize external resources for the promotion of distance learning activities	District staff will continue a relationship with external companies such as MAGPI to find quality learning experiences for the students.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$0.00

Strategy: All educators and students will increase utilization of hardware and software for curriculum integration.

Activities:

Activity	Description	
Data Warehouse and Assessment Tools	Through the use of common assessments and data analysis tools, teachers will be better able to benchmark and evaluate student achievement on standards. Through tools like 4Sight, Dibels, eMetric, PVASS, Performance Tracker and Assessment Builder, teachers will have a variety of ways to evaluate student progress.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$55,000.00

Activity	Description	
Presentation Systems	Provide carts of LCD projectors as well as install projectors and interactive whiteboards in targeted locations.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$210,000.00

Activity	Description	
Use of Instructional support software	An ongoing process is in place to find and implement software to supplement the curriculum. In addition, the district has a curriculum integration team of	

and websites	teachers who find and link specific websites to targeted areas of the curriculum. Released time is provided for these teachers to meet and keep these resources updated.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Strategy: All educators and students will learn and practice safe and ethical uses of technology.

Description: Both teachers and students need an understanding of safe navigation of the Internet and ways to keep themselves safe both in and out of school. With the easy access to information, it is also necessary to provide instruction in ethical issues, particularly copyright.

Activities:

Activity	Description	
Integrate activities into all areas of the curriculum to increase the awareness of ethical and safe use of technology resources	We plan to review our present curriculum to determine the best places to introduce safe and ethical concepts to the students and then add these activities to our course of study.	
Person Responsible	Timeline for Implementation	Resources
Scott Schaeffer	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Strictly enforce acceptable use policy	The district acceptable use policy addresses the ethical use of technology. We will continue to educate our students on that policy and enforce violations of the policy.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Use appropriate tools and resources for instruction in the ethical and safe use of technology.	Teachers will receive instruction on using tools such as Turnitin and agencies such as Safe Schools to improve their skills in delivering this type of instruction to the students.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Strategy: Technology Operations

Description: Technology will operate in a fiscally responsible manner while striving to meet the ever-increasing demand.

Activities:

Activity	Description	
Administrative Equipment Maintenance	Refresh administrator laptops, refresh administrative/clerical staff desktops	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$106,000.00

Activity	Description	
Asset Management and TCO	Through the utilization of ITAM Direct, the IT department will be able to accurately detail the location of technology assets throughout the district. A detail of both hardware and software will help us to plan extended use of equipment by providing instant access to real time electronically gathered data, i.e. how much memory is installed, available drive space, and installed software and versions.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$12,000.00

Activity	Description	
Evaluation of OLPC/One Laptop Initiatives.	We will explore alternatives to computer labs for delivering instruction. Providing a laptop to every student is an endeavor being undertaken by many districts. Classrooms for the Future is an available resource that we intend to re-apply for funding in year 3.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$0.00

Activity	Description	
Internet	We will provide sufficient bandwidth for district services and work with the BCIU to build a countywide consortium network. We will also add Internet 2 via MAGPI to support distance learning initiatives.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$225,000.00

Activity	Description	
Lab Equipment Maintenance	Our equipment is generally replaced on a six to seven year replacement cycle. In the current plan, we would be replacing the Grade 5 and 6 labs with Windows PCs and moving their Mac equipment to the K-4 buildings. In year 3 we would replace the oldest labs at the Senior High and Junior High.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$380,000.00

Activity	Description	
Server Farm	Due to the ever increasing demands of technology, our core servers and infrastructure are constantly in need of enhancement. Our server farm, co-located in the NOC of our Senior High School and our Data Center in the administration building consisted of nearly 30 servers providing various services to our user base of over 4400 student accounts and 500 administrative accounts.	
Person Responsible	Timeline for Implementation	Resources

Joe Way	Start: N/A Finish: N/A	\$180,000.00
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Activity	Description	
Student Information System	Replace or upgrade our Student Information system and parent access portal.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$220,000.00

Activity	Description	
Teacher Laptop Replacement	Refresh the teacher laptops and prepare for a 4-year lease of the equipment, 4-year warranty and accidental damage protection. We will also migrate from Mac to Gateway for the majority of teachers.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$112,000.00

Activity	Description	
Wireless Network Overhaul	Redesign and implement new wireless LAN throughout the district to accommodate the new laptops. Use POE technology to provide power to the wireless access points centrally. Do site surveys to enhance current layout of wireless to compensate for weak coverage in buildings.	
Person Responsible	Timeline for Implementation	Resources
Joe Way	Start: N/A Finish: N/A	\$74,000.00

Staff Development

Staff Development

Technology staff development, as well as all staff development, presents two main challenges for us; finding the time to conduct the training and meeting a wide range of abilities. In order to meet these needs of our users, we plan to use several models that have been very effective for us in the past.

1. Ongoing surveys of the staff to determine what technology training will best meet their needs. Working under the assumption that each teacher has a different level of expertise, the surveys help us to provide a wide variety of training opportunities that match the different levels of expertise of our staff.
2. Summer workshops will be conducted on a variety of topics. If a district wide implementation is happening, such as an online report card, all teachers will be asked to attend these specific training sessions. We will also provide other free choice workshops focused on specific tools that support our curriculum. In addition, we will provide "open lab" workshops in which our staff members will be able to plan and create curriculum related projects with the support of our technology staff.
3. Independent study opportunities will also be provided for our staff. We subscribe to services such as Atomic Learning which give teachers the chance to focus on skills which are specific to their needs. We will also provide online tips on a regular basis to keep them current with new

skills and ideas for their classroom curriculum and classroom management.

4. We will continue to provide mini workshops both before and after school on focused skill areas. These short workshops are another way to meet the needs of all of our staff members.

5. The educational technology specialist will “team teach” with teachers to assist them in introducing new concepts to their students. This way, good technology practices can be modeled in a “real” class setting.

6. We will also continue to use the expertise of our own teaching staff to share good practices with the rest of our staff members through team teaching and workshops. We have a K-6 integration team in place made up of teachers from each building. These teachers meet to plan inservice activities and look at ways to promote the integration of technology into the curriculum. They also are working on and will continue to develop a website of web resources and ideas for all areas of the curriculum.

7. A team of teachers from each of our K-12 buildings will be formed to focus on the area of distance learning. With the creation of our countywide WAN and coordinated activities through our local Intermediate Unit, we now have the equipment and capability to take part in a variety of distance learning activities. This team will help in the training and implementation of this equipment.

8. Graduate course opportunities in technology will be provided on our campus for the convenience of our teachers. This encourages our staff to grow professionally through continuing education. We will make every effort to find courses that will best meet the training needs of our staff.

Budget

Summary: Potential Funding Distribution

Funding Source	2008-2009	2009-2010	2010-2011	Total
010 - ADMINISTRATIVE BUDGET	\$734,200.00	\$244,200.00	\$231,200.00	\$1,209,600.00
390 - EXTRA GRANTS	\$5,000.00	\$0.00	\$0.00	\$5,000.00
eRATE	\$10,800.00	\$10,800.00	\$10,800.00	\$32,400.00
TOTAL	\$750,000.00	\$255,000.00	\$242,000.00	\$1,247,000.00

Goal: Improving Communication Between the School District and all Members of Our Community

The District will develop and sustain a comprehensive communication plan to better convey to the Exeter Township Community the goals, achievements and needs of the school district to actively engage our community and instill a sense of community pride in our schools.

District Communication	2008-2009	2009-2010	2010-2011	Total	Funding Source
Administrative Services Cell Phones	\$4,800.00	\$4,800.00	\$4,800.00	\$14,400.00	eRATE
Administrative Services Cell Phones	\$7,200.00	\$7,200.00	\$7,200.00	\$21,600.00	010 - ADMINISTRATIVE BUDGET
Mass Notification Service/System	\$14,000.00	\$14,000.00	\$14,000.00	\$42,000.00	010 - ADMINISTRATIVE BUDGET

District Website	2008-2009	2009-2010	2010-2011	Total	Funding Source
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Comprehensive Website Overhaul	\$9,000.00	\$9,000.00	\$9,000.00	\$27,000.00	010 - ADMINISTRATIVE BUDGET
Comprehensive Website Overhaul	\$6,000.00	\$6,000.00	\$6,000.00	\$18,000.00	eRATE

GRAND TOTAL	\$41,000.00	\$41,000.00	\$41,000.00	\$123,000.00	
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Goal: MATHEMATICS

By the year 2013, at least 89% of all students will be proficient in Mathematics, as measured by the annual state-wide PSSA assessments.

Use Performance Tracker to identify specific needs of students and group for instruction	2008-2009	2009-2010	2010-2011	Total	Funding Source
Network Scan to File Printers	\$65,000.00	\$0.00	\$0.00	\$65,000.00	010 - ADMINISTRATIVE BUDGET

GRAND TOTAL	\$106,000.00	\$41,000.00	\$41,000.00	\$188,000.00	
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Goal: Technology Utilization for Academic Proficiency

Technology will be used as a tool to increase student achievement in all content areas.

All educators and students will increase utilization of hardware and software for curriculum integration.	2008-2009	2009-2010	2010-2011	Total	Funding Source
Data Warehouse and Assessment Tools	\$9,000.00	\$9,000.00	\$0.00	\$18,000.00	010 - ADMINISTRATIVE BUDGET
Presentation Systems	\$76,000.00	\$26,000.00	\$26,000.00	\$128,000.00	010 - ADMINISTRATIVE BUDGET
Presentation Systems	\$5,000.00	\$0.00	\$0.00	\$5,000.00	390 - EXTRA GRANTS

Technology Operations	2008-2009	2009-2010	2010-2011	Total	Funding Source
Administrative Equipment Maintenance	\$75,000.00	\$0.00	\$0.00	\$75,000.00	010 - ADMINISTRATIVE BUDGET
Asset	\$4,000.00	\$4,000.00	\$0.00	\$8,000.00	010 -

Management and TCO					ADMINISTRATIVE BUDGET
Internet	\$45,000.00	\$45,000.00	\$45,000.00	\$135,000.00	010 - ADMINISTRATIVE BUDGET
Lab Equipment Maintenance	\$150,000.00	\$100,000.00	\$100,000.00	\$350,000.00	010 - ADMINISTRATIVE BUDGET
Server Farm	\$60,000.00	\$30,000.00	\$30,000.00	\$120,000.00	010 - ADMINISTRATIVE BUDGET
Student Information System	\$220,000.00	\$0.00	\$0.00	\$220,000.00	010 - ADMINISTRATIVE BUDGET
GRAND TOTAL	\$750,000.00	\$255,000.00	\$242,000.00	\$1,247,000.00	

TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	
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Monitoring

The District administration will be the guide for the implementation of this plan. Through the communication of the technology committees and their constituents, the masses will be able to monitor the successes of the tech plan. Current practice is that the Building Principals propose necessary upgrades and renovations at their buildings to the technology supervisor. The tech supervisor, along with the tech staff, prepared a tentative budget package that includes items from the tech plan as well as the proposed upgrades that will affect infrastructure or curriculum. The proposed budget is presented to the technology committees and any alterations are made by those committees.

The technology staff will survey and track the impact of our new technology initiatives on our curriculum.

Results will be communicated to the technology committee, staff, administration, and community via newsletters and our website.

Evaluation

We are fortunate to have the resources of a supervisor of curriculum as well as an educational technology specialist. Both of them focus on the aspects of surveying the staff to determine professional development needs and then delivering the prescribed courses.

Through the use of email, websites, and listservs, we intend to offer various ways for our certified staff to be measured in an effort to determine the successes and failures of our technology plan. In addition, with the use of a data warehouse, we will systematically be able to benchmark success in new programs and initiatives.

After our surveys and staff development evaluations are completed and tabulated, those statistics will be communicated to the stakeholders, to the administration, staff, and community.