

RESOURCES

PROFILE:

Technology, Social Media, and Blended Learning



**Resource Center for CareerTech Advancement
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<https://www.okcareertech.org/educators/resource-center>**

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About the Resource Center



The Resource Center for CareerTech Advancement is a division of the Oklahoma Department of Career and Technology Education, located in Stillwater, Oklahoma. The staff of the Center research educational materials and best practices to disseminate throughout the state CareerTech system. The Resource Center also provides support in identifying curriculum, assessments, professional development and other instructional delivery resources on request.

www.okcareertech.org

Media Resources

1. Leading Personalized and Digital Learning: A Framework for Implementing School Change

<https://all4ed.org/webinar-event/leading-personalized-and-digital-learning/>

A 2017 webinar from the Alliance for Excellent Education.

2. 21 Jobs of the Future: A Guide to Getting—and Staying—Employed Over the Next 10 Years

<http://www.futureofwork.com/video/21-jobs-of-the-future-video>

A November 2017 video from the Center for the Future of Work.

3. The Future of Work video series

<https://news.microsoft.com/features/futureofwork/>

Experts from around the world describe how the world of work is changing.

Websites & Documents

4. *The Forum Guide to Data Ethics*

<http://nces.ed.gov/pubs2010/2010801.pdf>

This helpful 2010 resource from the National Center for Education Statistics is organized around nine core principles (“canons”) of data ethics dealing with integrity, data quality, and security. Its purpose is to present a code of ethics for data management and use in education settings.

5. Accenture Technology Vision 2018

<https://www.accenture.com/us-en/insight-technology-trends-2018>

Accenture's 2018 Tech Vision digs into the IT trends that are rapidly reshaping not just daily life, but society as a whole, and allowing businesses in every industry to reimagine what's possible.

6. Affect.com reports

<http://www.affect.com/reports/>

Insights from the public relations, marketing, and social media firm. Report titles include:

- *Content Marketing: How to Develop a Content Strategy to Drive Public Relations, Social Media and Marketing*
- *Data-Driven Headlines: A Guide to Using Data to Drive Media Coverage*
- *Crisis Management in the Social Media Age: A Guide to Integrating Social Media into Your Crisis Communications Strategy*
- *Social Media Success Series*
- *Top 10 Tips Series*

7. Blended and Online Learning—Vanderbilt University

<https://cft.vanderbilt.edu/guides-sub-pages/blended-and-online-learning/>

A guide from the Center for Teaching at Vanderbilt University

8. *Teaching with Technology: Educators’ perspectives and recommendations for successful blended instructional strategies*

<http://www.blendedandonlinelearning.org/wp-content/uploads/2017/09/FBOL-Teaching-with-Technology-September-2017.pdf>

From The Foundation for Blended and Online Learning, this 2017 report is the result of asking, What is the evolving educator experience as policy, practice, and technology blend into a reimagined “classroom”? Where do opportunities exist? How are schools and districts supporting the professional development of staff using new tools and methods? What lessons can be learned from early-adopters? How are educators reframing the role of “teacher” relative to the contemporary learning experience?

9. *Technology and Learning: Meeting Special Student’s Needs*

<http://www.udcenter.org/sites/udcenter.org/files/TechnologyandLearning.pdf>

From the National Center on Universal Design for Learning, this guide presents nine guidelines based on three principles of UDL.

10. *Blended Learning for Leadership*

<http://www.ccl.org/wp-content/uploads/2015/04/BlendedLearningLeadership.pdf>

A white paper from the Center for Creative Leadership.

11. Social Media Success Metrics

<https://www.ama.org/ECDFileRepository/Special-Report-Social-Media-Success-Metrics.pdf>

A special report from the American Marketing Association.

12. Deloitte Tech Trends 2018

<https://www2.deloitte.com/insights/us/en/focus/tech-trends.html>

This ninth edition of Tech Trends from Deloitte has the theme of the symphonic enterprise, an idea that “describes strategy, technology, and operations working together, in harmony, across domains and boundaries.”

13. Quality Online Course Initiative, Illinois Online Network

<http://www.ion.uillinois.edu/resources/qoci.asp>

Site includes a detailed rubric for creating a quality online course.

14. Classifying K-12 Blended Learning

<https://www.christenseninstitute.org/wp-content/uploads/2013/04/Classifying-K-12-blended-learning.pdf>

This resource from the Innosight Institute, the authors provide a blended-learning taxonomy and definitions to help create a “shared language” for K-12 blended learning practitioners. The guide also provides descriptions and illustrations of four models of blended learning that represent the majority of the programs emerging today.

15. Digital Engagement Framework

<http://digitalengagementframework.com/>

A framework for implementing digital media in organizations and a guide for designing a digital engagement strategy; includes worksheets for taking action based on the framework.

16. Digital Learning: Data, Trends, and Strategies

<https://www.schoology.com/blog/digital-learning-data-trends-and-strategies-you-need-know>

Concepts, data, and resources from Schoology Exchange.

17. *Educators, Technology and 21st Century Skills: Dispelling Five Myths*

<https://lincs.ed.gov/professional-development/resource-collections/profile-803>

This 2010 document reports findings from a survey of more than 1,000 U.S. educators about the connection between K-12 technology use and 21st century skills. Five “myths” are stated, followed by the data that dispels each. Includes implications and recommendations for administrators.

18. Center for the Future of Work

<http://www.futureofwork.com/>

Articles, podcasts, white papers, and videos. White papers include:

- *21 Jobs of the Future*
- *Securing the Digital Future*
- *Space Matters: Shaping the Workplace to Get the Right Work Done*

19. CDC Social Media Guides

<http://www.futureofwork.com/>

The Centers for Disease Control and Prevention produced two practical guides for using social media: CDC's *Guide to Writing for Social Media* and the *Health Communicator's Social Media Toolkit*. The *Guide to Writing* includes chapters such as:

- Before You Start
- Principles of Effective Social Media Writing
- How to Write for Facebook
- How to Write for Twitter
- How to Write Text Messages
- How to Use Your Web Content as Source Material for Social Media Content
- Hands-On Practice in Revising Social Media Content
- Checklist for Writing for Social Media

The *Health Communicator's Toolkit* provides an overview of the subject, top lessons learned by the CDC, developing a social media strategy, and profiles of social media tools and best practices.

20. Mobile Learning—DePaul University

<https://resources.depaul.edu/teaching-commons/teaching-guides/technology/Pages/mobile-learning.aspx>

Tips, guidelines, and videos from the Teaching Commons at DePaul University.

21. *Handbook for Teaching Excellence*

<https://teach.its.uiowa.edu/file/center-teaching-handbook-teaching-excellence>

A free guide from the University of Iowa, with guidance on a range of topics relating to university teaching and learning, including the effective use of technology.

22. *Copyright Guide*

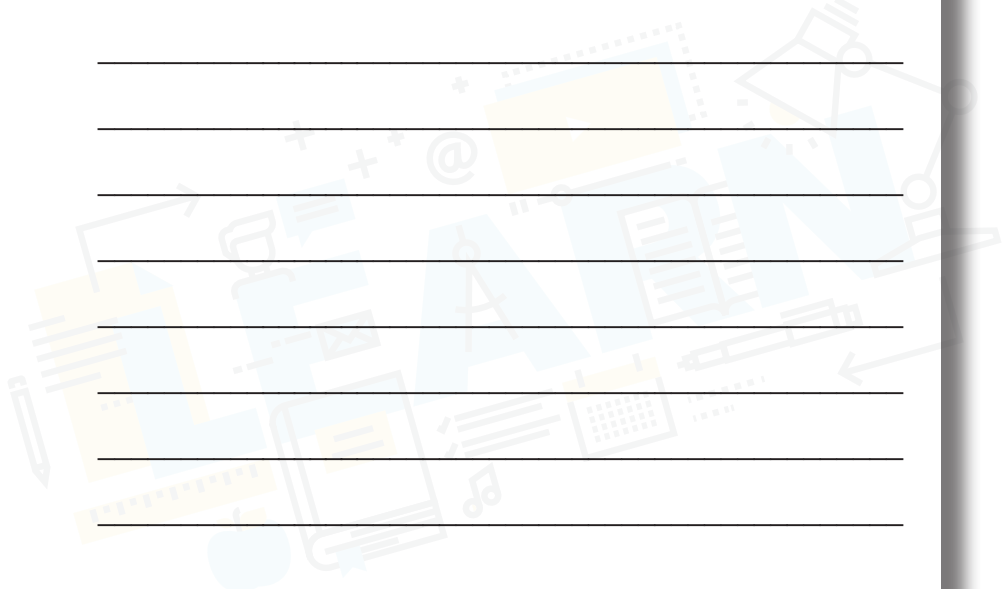
<http://guides.library.txstate.edu/copyright>

A complete guide from Texas State University.

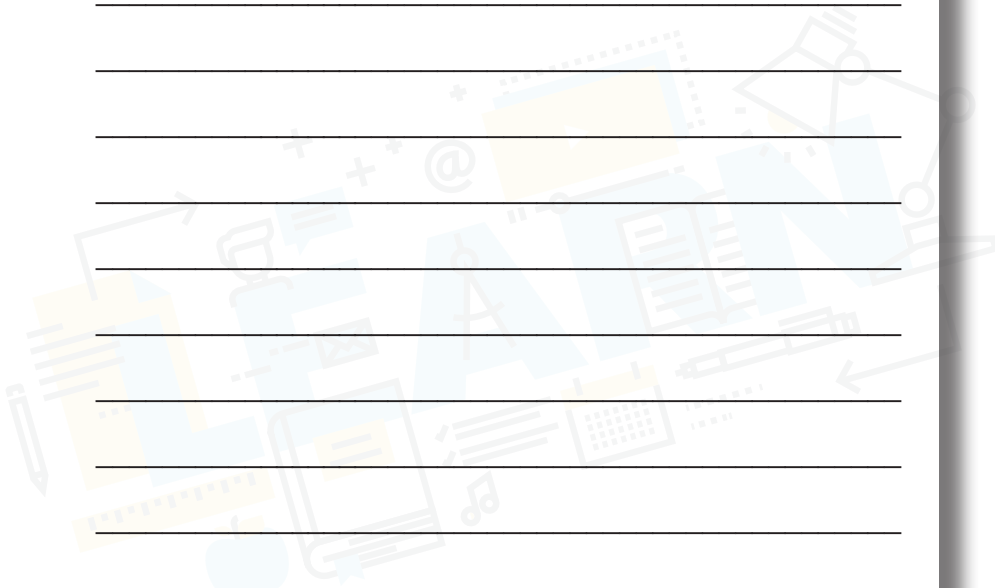


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