

Google Certified Teachers Program Overview



GTA Online Resources

<http://sites.google.com/site/gtaresources/events/2009-08-05>

GTA – Colorado 2009-2010 Deadlines

GTA Online Evaluation http://www.cue.org/gtaeval	August 9, 2009
Action Plan Submitted to Online Tracker http://docs.google.com	September 4, 2009
3-Month Update Posted to Online Tracker http://docs.google.com	November 5, 2009
Final Reflection Published on Blogger, Page Creator, or Docs	February 10, 2010
Final Update Posted to Online Tracker http://docs.google.com	February 10, 2010

Program Goals

- Introduce educators to the exciting possibilities of using new technologies, including Google's tools, in a school setting.
- Equip trainers with the knowledge and tools necessary to provide high-quality professional development for teachers to get the most from technology tools.
- Develop a community of educators that can support each other's work.
- Recognize the accomplishments and experience of Google Certified Teachers and get them excited about being change agents.
- Give Google Certified Teachers a positive exposure to Google and its work, and provide meaningful opportunities to give Google feedback on its efforts in K-12 education.
- Give educators an opportunity to experience an innovative 21st century working environment.

Google Certified Teachers are:

- Exceptional educators with a passion for using innovative tools to improve teaching and learning.
- Creative leaders who understand their local needs and can spread innovation as a recognized expert.
- Ambassadors for change who model high expectations, life-long learning, collaboration, equity & inclusion, and innovation.

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Expectations

1. Professional Development

Lead at least 3 professional development activities on how innovative tools can be effectively used in the classroom or school.

For example...

- > Hands-on Workshop
- > Peer Coaching Program
- > Large Group Presentations
- > Online Learning Events & Modules
- > Weekly Podcast Program
- > Weekly Blog Posts
- > Curriculum Development Workshop

2. Complete an Action Plan

- > Describe 3 Activities You Plan to Lead
- > Intended Audience
- > Intended Results
- > Projected Timeline
- > Peer Review

3. Submit your Action Plan details using the “Action Plan Tracker” – a Google Spreadsheet that you will be invited to “collaborate” on. Please be sure to only update YOUR ROW only.

4. Complete a Final Reflection

After completing your GCT activities, please publish your final reflection to the Web using Blogger, Google Docs, or Google Sites. Copy and paste the URL for your reflection into the GCT Action Plan Tracker (online spreadsheet).

Your reflection should be a 500-1000 words that includes the following information:

- your name, title, contact info near the top
- summary of the professional development activities you led, including how many teachers and/or students you reached
- the impact of these activities on teachers and students (i.e. measures of success)
- challenges you faced along the way
- the impact on your own personal growth
- a few ideas on how you can keep the momentum going in the future

Google Support

- Host and maintain the GCT Online Community (Google Group).
- Provide opportunities to give Google feedback on educational uses of tools.
- Additional educational resources.
- Invitations to assist Google at events.

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Action Plan Guidelines

The GTA Leaders will not provide individual feedback on plans, so here are some basic guidelines to keep in mind:

1. **Be as specific as possible when describing your planned activities.** You don't need to write formal instructional objectives, but in 2-3 sentences make sure you tell us exactly what tools you are working with, the type of activity you are doing, how often it will happen, and high level goals of the activity. For example, "Weekly podcast for high school social studies teachers with tips and lesson ideas for using Google Earth to meet state standards."
2. **During the planning stages, get as much feedback as possible from your colleagues** to best meet their needs. Whether you have informal discussions or conduct a formal survey, make sure you are focusing on content and skills that will have the greatest impact. Work their ideas into your plan.
3. **Plan a mix of activities** to meet the diverse needs of your teachers & students.
4. **Push yourself to try something new.** If you're great at hands-on workshops, you should still do that, but also try something else, like one-on-one peer coaching.
5. **Try to integrate these activities into your existing work** as much as possible, so you don't take on too much. We don't want to burn you out!
6. **Make sure you can measure your impact.** Knowing how to measure your success ahead of time helps you know what kind of data you need to gather. Hard data like the # of people who attended workshops, # of lesson plans created by teachers after a workshop, # of new student projects, etc. is always nice, but don't forget "soft data" like comments from teachers and students, changes in attitude, openness to new ideas, etc. Sometimes you can gather this through surveys and interviews, but audio and video recordings can be powerful as well.
Note: Our Action Plan tracking spreadsheet only requires you to provide the number of teachers reached through your activities; the remaining data should be included as part of your Final Reflection.
7. **Remember, it's not just about teaching tech skills.** Your plan should help classroom teachers see the big picture and use the best tools for the job. Don't force technology on them. Focus on good teaching and learning first, and then utilize the technology where appropriate. You may be surprised how much credibility you'll gain by telling people when it's NOT appropriate to use tech tools.
8. **Have one other GCT from your cohort review your Action Plan BEFORE submitting it.** You can team up with whoever you'd like, but we encourage you to pick someone from your innovation teams, so there is even coverage. Basically, we want you to provide each other with ideas and constructive criticism to make each plan as effective as possible. Essentially, you're serving as peer coaches to each other. And you may even want to check-in with each other from time-to-time to hold each other accountable and offer guidance. Please indicate the name of the GCT who reviewed your plan in the appropriate field on the Action Plan tracking spreadsheet.

SAMPLE

GCT - Personal Action Plan

Name: Miss Frizzle

Peer Reviewer: Jeff Einstein

Activity #1

Title/Description/Tools: Hands-on summer workshops on a variety of “cool tools” including Google Earth, United Streaming, SketchUp, and iMovie.

Type: Hands-on Workshop

Completion Date: September 30, 2008

Projected Audience Size: 120 teachers

Measuring Impact:

- 1) Workshop evaluations will gauge impact with teachers and participants
- 2) I will follow-up with classroom observations to see teachers and students using these tools effectively during the next school year.

Activity #2

Title/Description/Tools: Start and maintain a Wiki entitled "Teacher Tech Talk" for all the teachers and tech coordinators in my county which includes a wide range of strategies and resources on digital tools.

Type: Wiki

Completion Date: Started 10/05/08 & ongoing

Projected Audience Size: 1500 teachers

Measuring Impact:

- 1) Count # of people who have authored content in the wiki, amount of content in the wiki, quality of content in the wiki, average number of visits to the wiki per month, etc.
- 2) Solicit feedback on the wiki where teachers tell stories of how the wiki's ideas are being used in the classroom

Activity #3

Title/Description/Tools: Launch a new student competition called “Innov8” where teams of students come-up with innovative solutions to a problem and present their ideas to a community panel. In year one, the problem will be “Reducing Paper Use in Schools.” Students will use Search, Information Literacy Skills, and Google Notebook to conduct their research. They will learn how to use Google Earth, SketchUp, Creative Commons images, PowerPoint, and digital presentation systems to communicate their ideas to a panel of judges.

Type: Google Site

Completion Date: February 2009

Projected Audience Size: 20 teachers and 50 students from high schools in my district

Measuring Impact:

- 1) Surveys of teachers, students, judges, and parents will gauge student motivation, and skills learned, as well as make recommendations for next year.
- 2) Each project will be assessed with a rubric. Goal is for each team to present a project that meets or exceeds the NETS high school proficiency standards.

GCT - Personal Action Plan - Template

Name:

Peer Reviewer:

Activity #1

Title/Description/Tools:

Type:

Completion Date:

Projected Audience Size:

Measuring Impact:

Activity #2

Title/Description/Tools:

Type:

Completion Date:

Projected Audience Size:

Measuring Impact:

Activity #3

Title/Description/Tools:

Type:

Completion Date:

Projected Audience Size:

Measuring Impact:

F.A.Q.'s on being a Google Certified Teacher

How many people applied to the Google Teacher Academy at the Googleplex?

We had about 250 applications for 50 seats.

Why does Google limit the number of people in an Academy?

We limit the number of attendees for two primary reasons: to ensure a high quality experience and to help build community. Limited space and the cost of producing the event are also considerations.

How are GTA participants selected?

We look for these critical components:

- Demonstrated experience leading professional development
- Ability to reach large numbers of educators
- Demonstrated experience in using technology in the classroom
- A desire to collaborate with like-minded educators
- A passion for teaching and students
- The ability to overcome obstacles and solve problems; “Do-ers”
- A personal spark and a passion for innovation

In addition, we try to select participants from a wide geographical area, from different schools/districts, and different roles/specialties.

How do I access the Google Certified Teachers Online Community?

- Visit <http://groups.google.com/>
- Click the “Sign-In” link in the upper right corner
- Enter your email/username and password associated with your personal Google Account
- Click on the “Google Certified Teachers” group to enter.

When is the next Academy or event for GCTs?

We do not have any official follow-up events planned for GCTs at this time. Informal meet-ups are highly encouraged, and GCT's often gather informally at regional and national conferences. Look for information via the GCT Online Community.

What is an NDA? And why do I need to sign one?

A “Non-Disclosure Agreement” states that you cannot share “inside information” on Google with the outside world. Basically - what happens at Google, stays at Google. All visitors to Google offices are required to sign an NDA upon entry.

Most of the information shared at the GTA is public information. But if a Google employee shares specific product information or other sensitive information, please do not share that with anyone else. We'll be sure to point out when this applies, but just use your best judgment.

What if I am unable to attend the Google Teacher Academy due to an emergency?

If you can, please let us know. Our contact information and phone numbers are listed at the bottom of this email. There are local applicants who may be able to fill you spot. In order to attend a future Google Teacher Academy, you must reapply and go through the application process again.

How do I get copies of Google Earth Pro and SketchUp Pro?

Remember that the basic version of both software tools is FREE to download with no restrictions. Schools can get also get FREE copies of Google Earth Pro and SketchUp Pro by filling out online forms.

Google Earth Pro for Schools: <http://services.google.com/enterprise/ge>

The Google Earth Education Program offers schools and districts a free subscription to Google Earth Pro (\$400 annually). Many schools around the world are expanding their horizons with this program. Prospective schools and districts are encouraged to fill out [the application](#). In the application, make sure you choose "Google Earth Pro" for the Product category. Contact Allison Bishop at GEEC@google.com for more details.

Google SketchUp Pro for Schools: <http://www.sketchup.com/index.php?id=1886>

Educator Licenses are available for free to educators who would like to use Google SketchUp Pro as a part of their curriculum. In order to qualify for a free Google SketchUp Pro Educator License, you must: be an educator at an accredited educational institution, and provide Google with a course syllabus or other similar document. Get more details and access the online application form at: <http://www.sketchup.com/index.php?id=1886>

Does Google give grants/money to schools?

No. While Google supports K-12 education through training, online communities, software tools, and a dedicated website for educators – Google does not provide any direct grants or funding to schools. This also applies to Google.org – the non-profit arm of Google that focuses on Global Development, Global Public Health, and Climate Change.

How can I leverage my status as a GCT in my school/district?

Google Certified Teachers are a select group of educators hand-picked by Google to provided training to other educators in a region. As a GCT, you should be recognized as an expert on how to use Google tools in schools AND as a local innovator. You should use your certificate and title in creative ways to convince administrators and teachers to start innovative new programs to improve instruction.

Can I use the Google logo or the Google Teacher Academy logo in my documents and presentations?

No. You cannot present yourself as a Google employee or a leader of the Google Teacher Academy. But, we have created a special "Google Certified Teacher" logo that you can use on your personal emails, websites, documents, and presentations. Remember, the GCT designation applies to you personally, not your school, district, or some other organization. The GCT logo cannot be used to imply Google's involvement with a school or district's activities or a partnership with specific organizations.

Can I hold my own Google Teacher Academy and certify other educators as GCTs?

No. Only Google can offer an Academy and certify teachers.

Can I get paid to provide professional development services as a GCT in my region?

Yes, but only for activities that are not part of your Personal Action Plan or your normal job. In other words, you should not plan to make money off the professional development activities you perform as a GCT. If you are asked to lead an additional workshop or give a presentation that goes above and beyond the activities listed in your Action Plan, then you can be compensated however you see fit.

As a Google Certified Teacher, will Google pay for me to present at conferences?

In some cases, Google may invite specific GCT's to present at conferences on behalf of Google, and this may include a small stipend. In most cases, however, Google will not pay GCT's who choose to present their choice of material at events and conferences on their own as part of their GCT Action Plan.

How can I convince my school or district to unblock Blogger and other Google tools?

Unfortunately there is no easy answer to this question. Google is in no position to tell a school or district what should be blocked or unblocked. While Google wholeheartedly supports open access to the Internet, we understand the safety concerns of parents and educators as well as the legal requirements of the Children's Online Protection Privacy Act.

While Google may not currently meet these privacy needs, we are actively working with partners to assist schools with these issues. In addition, there are some basic "safe search" features that can be set on a per-computer basis by clicking on "Preferences" next to the Google search bar.

In the meantime, we encourage you to collaborate with the GCT community to share strategies on how to work with administrators and parents in your school community to gain access to Google tools.

How is privacy and personal data handled at Google?

Google takes security and privacy issues very seriously. When you create a Google Account and use Google's free services, you are voluntarily agreeing to let Google store and track your personal data. This can include personal data tied to your account, your search history, information you publish, and much more. Google compiles and analyzes this data to customize content to you and improve the user experience. Google does not share your personal data with outside parties unless required to comply with legal requests, but Google may share aggregated non-personal data with third parties.

Complete details on Google's privacy policy can be found at <http://www.google.com/privacy.html>

What is Google's responsibility to students and teachers that use their free tools?

When individual students and educators use Google's FREE, consumer tools, both parties agree to Google's general Terms of Service. In short, these terms grant individual users the right to use Google's tools "as is", but Google has no responsibility to continue or support those services in the future. As a worldwide company, it's obviously in Google's best interest to keep these services active and in good working order, but there are no guarantees. Students need to be over 13 years of age or have parental permission to get a Google Account, which is needed to use many Google products. Complete details on Google's general Terms of Service can be found at: <https://www.google.com/accounts/TOS>

What does this mean for schools?

- When individuals access Google's free, consumer services, Google has no contractual relationship with the organizations that the individuals are associated with. I.e. If 30 teachers in a school have a free Gmail account, the school entity does not have a formal relationship with Google. Google has a relationship with 30 individual users who just happen to work in a school. This may not meet security and privacy requirements placed on schools.
- Data stored with Google can be removed or lost at anytime. Students and teachers should always back-up important information.
- Google provides no direct tech support on free, consumer products.
- Schools & districts that want additional support and a formal "service level agreement" with Google, should sign-up for Google Apps for Education.
<http://www.google.com/a/edu/>



Online Community



URL: <http://groups.google.com/group/google-certified-teachers>

Login: Use Your Personal "Google Account"

Email Discussion List: google-certified-teachers@googlegroups.com

Setup Tasks:

1. Edit "My membership profile" in the GCT Group
 - Set email preferences
 2. Click on "Profile" in upper right corner
 - Add your bio and picture
 - This is seen across ALL your Google Groups
 3. Check your personal contact information in the "Pages" section and modify it if required.
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Key Features:

- **Discussions**
Threaded discussions posted to the web and distributed via email.
 - **Members**
Find members of the group, including bio and contact information.
 - **Pages**
Information and links organized into pages.
 - **Files**
Downloadable files shared by the group: Word Docs, images, PDFs, etc.
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URL: <http://sites.google.com/site/gtaresources/Home>