How many hours per day does the average child between the ages of 8 and 18 spend with media and technology?

(this includes TV, computers, tablets, video games, and cell phones)

A) 2 hours  
B) 4 hours  
C) 6 hours  
D) 7 hours

Text your answer to:
The answer is: D

Children spend 7 hours and 38 minutes a day

- Watching TV
- Playing games
- Using apps
- Watching videos/movies
- Reading books
- Social media

Source: Common Sense Media
How do we make sure our children are:

1. Safe and protected

2. Good digital citizens

3. Have the skills they need for college and a career
What **skills** do you think students need to succeed in college and a career?

Text your answer to:
The **10 skills** employers want in college graduates:

1. Ability to work in a team
2. Ability to make decisions and solve problems
3. Ability to plan, organize and prioritize work
4. Ability to communicate verbally with people
5. **Ability to obtain and process information**
6. **Ability to analyze quantitative data**
7. Technical knowledge related to a job
8. **Proficiency with computer software programs**
9. Ability to create and/or edit written reports
10. Ability to sell and influence others

***according to survey by National Association of Colleges and Employers***
Going beyond the 3 R’s

**The 4 C's of Education**

- Communication
- Collaboration
- Creativity
- Critical Thinking
The Classroom of the Past:
The Classroom of the Future:
Transforming Teaching and Learning

Classrooms and learning spaces designed to support:

--- Communication
--- Critical thinking
--- Creativity
--- Collaboration

Laptops and web tools for students 24 hours a day

Training and Guidance for teachers on how to incorporate technology and digital tools to engage students.
“It is more that just giving our students laptops”

- By 2016 every student at all 42 high schools will have a laptop to use at school and at home
- Intense teacher training and professional development
- Expanded curriculum to support technology
https://vimeo.com/104565066
How do we make sure our children are:

1. Safe and protected
2. Good digital citizens
3. Have the skills they need for college and a career
• Lowjack *
  *report immediately if lost or stolen*

• Filtering software active 24 hours a day

• Administrators can remotely view student computers

• Student and parent acceptable use form
9 out of 10 teens use or have social media
75% of teens have cell phone

Most Popular Social Media Sites

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tumblr</td>
<td>61%</td>
</tr>
<tr>
<td>Facebook</td>
<td>55%</td>
</tr>
<tr>
<td>Twitter</td>
<td>22%</td>
</tr>
<tr>
<td>Instagram</td>
<td>21%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Common Sense Media
What Teens are Posting

- 91% Photos of themselves
- 71% School name
- 71% City or town they live
- 53% Email address
- 20% Cell phone #

Source: Common Sense Media
Clicks can have Consequences

- Scams
- Cyberbullying
- Sexting
- Digital harassment
- Damaged reputations
- Risky online relationships
Digital Footprint

The data trail left by the interactions in a digital environment including the use of TV, mobile phone, the Internet, and other connected devices and sensors.
The importance of a good digital footprint

- **29%** of College Admissions officers have Googled an applicant.
- **31%** have visited social media sites to learn more about an applicant.
- **70%** of job recruiters say they have rejected an applicant based on their social media postings.
- Some financial lending companies are using social media to determine a person’s credit worthiness.
- Social media has been used as **evidence in court cases**.
Helping your teen create a **Positive Digital Footprint**

- Help them think long term
- Have an agreement on what’s ok to post
- Teach them to keep personal information private
- Make sure they use privacy settings on their social network pages
- Remind them to protect their friends’ privacy
- The golden rule applies online
What HISD is doing

• Setting clear, realistic, and enforced policies
• Teaching digital citizenship in our classrooms
• Encouraging students to stand up, not stand by
• Website for students, staff, and parents with tools, tip sheets, and resources

www.houstonisd.org/cybersafety
Cyber Safety

- Home
- Keeping Students Safe
- Cyber Bullying
- Sexting
- Digital Relationships
- Online Security
- Digital Citizenship
- Copyrights & Plagiarism
- Safe Gaming
- Social Media 101
- Family Media Agreement
- Educator Resources
- In the News
- En Español

Leer esta página en español: Seguridad cibernética

Social Media 101

WHAT PARENTS NEED TO KNOW

Social Media 101

You're probably familiar with Facebook and Twitter, but what about Yik Yak, Burn Note and Badoo? What you don’t know could hurt your youngsters.
PowerUp
HISD | Transforming Teaching and Learning

HISD - Becoming #GreatAllOver