

MAKING IT HAPPEN (IN EDUCATIONAL TECHNOLOGY)

GAZETTE

FORMULA FOR SUCCESS

Every student deserves to have a Dr. Tammy McGraw in their lives! Dr. McGraw has made a difference in scores of students lives because she "Walks the Walk" and doesn't just "Talk the Talk!" Dr. McGraw has dedicated her career to reaching out to staff and students through motivation, dedication, creativity and team-work. Technology is front and center in Franklin County Schools because of her expertise and vision.

Dr. McGraw definitely makes things happen... she doesn't see the impossible... she only sees the possibilities!

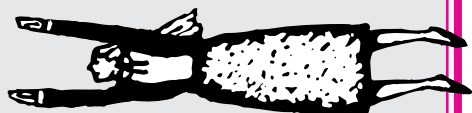


Tammy McGraw

Apply available technology now

The key to successful technology integration is to start by asking the question, "What is it that I'm trying to do?" Just as you don't need a hammer to swat a gnat, you don't need a high-end multimedia computer to learn keyboarding or word processing. Older computers are great when we know what we can expect from them. Select the tool to accomplish the task.

HOW TO MAKE IT HAPPEN IN YOUR AREA



If you are interested in having a MAKING IT HAPPEN event at a conference or meeting in your region, please contact:

Priscilla Shumway
New Learning Presentation
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103 Palm Blvd., Suite 2B
Isle of Palms, SC 29451
(843) 886-6116
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Move forward and don't look back

Know that the journey is upstream and that you must keep paddling just to stay where you are right now. Technology planning can't be based on technologies that exist today, but rather on what we want teaching and learning to be in the future.

See students as real people

Like all decision-makers in education, I need to regularly spend time in classrooms, if only to be reminded of who I'm working for and why my work is important. When decisions are to be made regarding instructional media, for example, I've often turned to children--they are honest and I can depend on them to have a fresh perspective. It is always my goal to do something *for* them rather than *to* them!

Teach through relationships: inspire, encourage and nurture

I have always believed that it is important to show children not who I am, but who I should be and who I aspire to be. They should never settle for less.

Recognize that further change is necessary, but that it is a process

I spent a great deal of time designing professional development opportunities for teachers. When change begins to make many of them unhappy, I sometimes have to leave them with a simple statement, "We are preparing our children for their future, not our past."

Teacher empowerment is the key element to integration

I believe technology integration requires a three-dimensional approach to professional development that includes instruction, personal productivity, and classroom management. I always include personal productivity and classroom management applications along with instructional applications in all training events. If teachers learn something that is personally useful to them first, they are much more likely to embrace technology as an integral part of instruction.

Expect success

All children can learn. Technology is affording us unprecedented opportunities to teach children in the ways they learn best, to individualize their learning experiences, and to provide them with a means to communicate what they have learned.

Motivate through awareness and access to information

I believe one of the great things about being an educator in the information age is that you no longer feel the pressure to be the "omnipotent one" in the eyes of children. It is expected that you can't and won't know everything. Instead, you are free to show your children the possibilities and join them as they progress along a path of self-initiated discovery. A teacher's knowledge and guidance are needed in helping the students sort through the abundance of information and to make it meaningful and relevant.

THE FORMULA FOR SUCCESS

1. APPLY AVAILABLE TECHNOLOGY NOW.
2. MOVE FORWARD AND DON'T LOOK BACK.
3. SEE STUDENTS AS REAL PEOPLE.
4. TEACH THROUGH RELATIONSHIPS: INSPIRE, ENCOURAGE AND NURTURE.
5. RECOGNIZE FURTHER CHANGE IS NECESSARY, BUT IT IS A PROCESS.
6. TEACHER EMPOWERMENT IS THE KEY ELEMENT TO INTEGRATION.
7. EXPECT SUCCESS.
8. MOTIVATE THROUGH AWARENESS AND ACCESS TO INFORMATION.

For more information on MAKING IT HAPPEN,
visit www.learningcompanyschool.com/mih.htm

THE MAKING IT HAPPEN TEAM

Pat Walkington (C)

Pat Walkington has been involved in marketing and selling technology related products to schools since 1983, where she began her career with Commodore Business Machines as the East Coast Regional Sales Manager. She later became the company's Director of Education.

Pat joined The Learning Company as Director of Education Sales in 1986. As part of the founding team of The Learning Company, she managed the company's school business and was appointed Vice President of Education Sales and Marketing at The Learning Company in 1994.

From The Learning Company Pat joined Broderbund in April of 1996 where she served as Vice President of the company's Education Division. Pat received an Intellectual Capital Award from the company for conceiving, organizing, and successfully implementing the School Division's Inside Education Services/Sales program, enabling the company to both serve and learn more about its school customers.

Since leaving Broderbund in October, following the sale of the company to The Learning Company, Pat has begun to put her skills to work in helping other companies build their sales and marketing organizations, including Talking Fingers, New Deal, Intellitools, Adaptive Learning Technology, and most recently Teacher Universe.

Throughout her career, Pat has worked closely with schools across the country to determine what educators need to effectively equip children for their world today and tomorrow. She is the past co-chair of the Education Board of the

Software Publisher's Association, and co-founded "Making It Happen" with Deb deVries and Kathy Hurley in 1995. Pat is a former Kindergarten teacher as well as a District Director of Gifted Education.

Pat has two masters degrees from Arizona State University and resides with her husband in San Francisco.

Deb deVries (R)

Deb deVries started her career in the classroom as a special education teacher. She has taught in Utah, Washington, and Minnesota. She joined the private sector in the early 80's and has worked in the educational technology field at Control Data Corporation, MECC, The Learning Company, and Connors Communications. Deb has held leadership positions in marketing and sales as well as participated in industry organizations. She is currently an independent consultant and spending more time with her proudest accomplishments - her 2 daughters.

Kathy Hurley (L)

Ms. Hurley is Senior Vice President of Education Marketing for The Learning Company, a subsidiary of Mattel Inc., where she shares her time between the School division and the Consumer Division. Kathy serves on several industry and education advisory boards, including; Software and Information Industry Association, International Society for Technology in Education (ISTE), the Council of Great City



Schools Technology Steering Committee, and The National Catholic Education Exhibitors' Association. Prior to working for the Learning Company, she was the Senior Vice President of SkillsBank Corporation. Kathy has held various positions with IBM, Mindscape, Grolier, and DLM. Kathy began her career working with learning disabled students after receiving her Masters degree at the Jersey City State College. She also continues to support her undergraduate institution, The University of Dayton, by serving on the school of education's advisory board.

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Tell us your story and you may be the next recipient of the famous pink jacket!

Send a 50-word description of how you are 'making it happen' (photo optional) to:

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