

MEMBER profiles

ISTE 100

Thinking Holistically

As one of the world's most successful technology companies, Microsoft stands at the center of educational technology. "Education ties into our core focus," says Anthony Salcito, Microsoft's general manager for education. "What that means is that across our whole company, we're thinking about ways to advance education through software, technology, and leadership. We believe strongly in the power of technology to help students reach their potential, and we're in a unique position in the marketplace to address core issues."

According to Salcito, developing best practices in the integration of educational technology requires holistic thinking. "What's happening with educational software and technology in general is that there's a synthesis

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occurring, so that technology is becoming part of the educational process. Technology has become a core expectation."

An example of this holistic approach is the recently announced Philadelphia School of the Future, which opens on September 7. According to Salcito, Microsoft's flagship Partners in Learning program collaborated with the School District of Philadelphia to develop a state-of-the-art prototype school that can be replicated throughout the world on a traditional school district budget. Microsoft did not donate equipment, software, or money to the project, Salcito says, but instead provided lead-

ership and advice on budgeting and organizational practices.

"It's not just about putting computers in front of kids," Salcito continues. "It's about the way schools focus on sustainability, as well as thinking through the instructional implications. We've got to ensure that we've got the right professional development model to ensure that every dollar is spent effectively."

ISTE fuels the connection that Microsoft has with education, Salcito says. "We rely on organizations like ISTE to be a voice and to share our voice with the educational community and leadership. As a company, we really need to listen and understand what to do to equip educators for the future and to tackle the challenges they're going to face."

Affiliate

Teacher Ed Group Provides a Network of Commitment

MICCA, which originally stood for Maryland Instructional Computers Coordinators Association, is an organization for everyone interested in technology and education.

Set to celebrate its 20th anniversary in 2007, MICCA is an active organization with strong ties to ISTE. MICCA President Ryan Imbriale is also an ISTE board member. In addition, Mila Fuller, ISTE's Director of Strategic Initiatives, serves on the MICCA board of directors and is a past president of MICCA. The organization is also actively involved in ISTE's NECC, reserving blocks of hotel rooms for Maryland attendees.



<http://www.miccaonline.org>

Among its many activities and benefits is MICCA's annual conference, typically held in April. Billed as the largest ed tech conference in the mid-Atlantic region, the event features keynotes, presentations, seminars, workshops, and an exhibit. In addition to the conference, MICCA holds monthly workshops on a variety of topics and an annual fall program at no charge for members.

MICCA also hosts a number of awards. In fact, the organization's cur-

rent Teacher of the Year winner Rick Robb (see ISTE News, p. 7) was also selected as ISTE's National Teacher of the Year at NECC 2006 in San Diego.

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