

THE DIRECTOR'S VIEW

BRADLEY COUNTY SCHOOLS

February 2017

WVHS Broadcasting Internship

VOLUME 2 ISSUE 7

Generations Divided

We are living in a time of incredible technological changes. Technologies that took dozens of years to become mainstream, now emerge within a period of 3-5 years. Radio took 38 years to reach an audience of 50,000,000. Television took 13 years. The personal computer took 16 years. The Internet took a mere 5 years! According to Alvin Toffler in his ground-

breaking book *The Third Wave*, as of the mid-1970's we had lived through three waves of technological innovation. The

Agricultural Era lasted 3,000 years. The Industrial Wave lasted 300 years. The Computer Era rose and fell in 30 years. New technologies seem to appear from nowhere and take over our lives. Think back to just 5 years ago. How many people did you see talking on cell phones? Now look around you. All of



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February Highlights

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Michele Dunkle, Counselor, Prospect

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Pictured above - A group of fifteen Bradley County School educators traveled to Orlando, Florida to attend the Future of Education Technology Conference in January. FETC is one of the largest Education Technology conferences in the world.

BCS Educators "take on" FETC

BCS teachers look to continue to move district forward in technology

"Our students are digital natives, and we (teachers) are just visitors in their land".

Many of you may recognize this quote made by Amie Dean, The Behavior Queen. She presented to our high school teachers in January. This statement became even more apparent to a group of fifteen local educators that had the privilege to attend The Future of Education Technology Conference (FETC) in Orlando, FL. FETC is the nation's largest preK-12 ed tech event. This is a venue for education and technology leaders to connect and collaborate on the latest technology to drive student achievement.

It is imperative now more than ever to embrace and utilize technology and innovation to enhance instruction and prepare students for a changing world. Out with the old and in with the new! The way children can learn concepts that only required paper and pencil in the past have expanded by the introduction of portable, integrated technology. Educators must keep up the pace with the changes in the way students entertain themselves and learn. FETC broadened the educators' perspective on the future of technology in the classroom. Each person left empowered to lead their school/district to improve student academic achievement through the use of educational technologies.

Throughout the conference, the Bradley County team thoroughly explored the hottest areas in education technology. Some of the favorites were: Virtual Reality, Augmented Learning, mobile tools, social media, maker, digital and personalized learning tools. The excitement and passion these educators brought back to their schools was energizing and contagious.

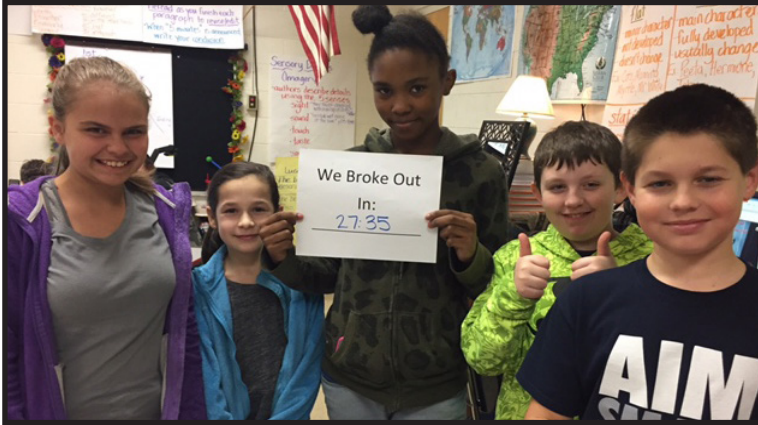
(see FETC page 5)



For a preview of this month's Director's View - [Click Here](#)

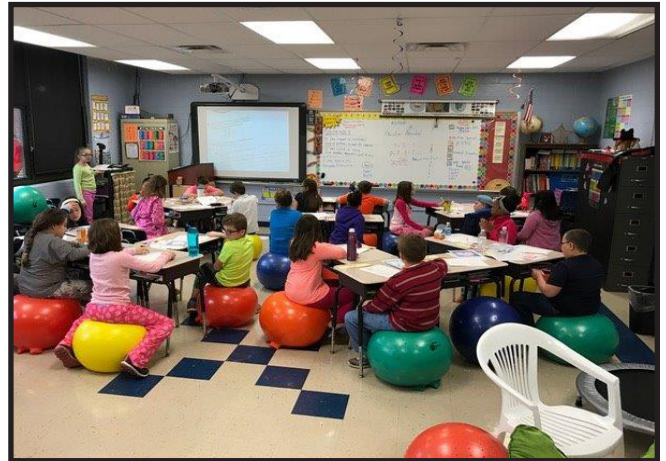
Elementary News

Break-Out Mystery Math Night @ Charleston



Students at Charleston Elementary participate in the Break-Out Mystery Math Night.

Charleston Elementary recently held a family involvement event entitled, "Break-Out Mystery Math Night." Children in grades K-5 enjoyed working together with a team from their grade to listen to a mysterious scenario, solve clues, and work math problems to break out of their room before the clock ran out! Kindergarteners worked together to break out of the 3 Little Pigs' home before the Big Bad Wolf blew their house down and first graders worked together to get out of the house of the Three Bears before they arrived home from their walk. Second graders tried to escape from the aliens on Planet Orb where they landed by mistake and third graders were trapped in Jurassic Times and needed out before the dinosaurs sniffed out their arrival! Fourth graders were trapped on the U.S.S. Triton which was an underwater nuclear war submarine where they had to work against the clock to help save the United States from war. Fifth graders worked in a zombie lab to uncover the code to stop Dr. Brock from letting a deadly virus escape. The kids all enjoyed learning teamwork and also perfecting their math skills while having fun!



Mrs. Walker's class at Michigan Avenue has a classroom set of stability balls for the students compliments of Coordinated School Health to encourage active brains. More healthy choices in next month's Director's View.



Bradley County PE Teachers hosted SE region PE teachers at Waterville Elementary for Best Practices in PE training. Next month's Director's View theme will be on healthy choices.

Spreading the North Lee Love

The kindergartners at North Lee Elementary spent their Valentine's Day delivering love and handmade cards to the residence at LifeCare of Cleveland. The students shared a special song and were able to spread lots of cheer during the visit.

North Lee appreciates LifeCare allowing them to come and meet new friends and make others feel special on this special day.

Pictures from North Lee's kindergartners visit to LifeCare of Cleveland.



Secondary News

Preparing for the World of Work

Preparing for the World of Work and More:
Career and Technical Education Month

The month of February is aflutter with the activities of Career and Technical Education (CTE). Many special events fall in the month of February such as Future Business Leaders of America (FBLA) week and FFA week. The students and teachers plan and execute awareness activities during this time such as the Bradley Central High School teacher breakfast. National Engineering Week is also in February aligning with George Washington's Birthday. In celebration, Mayor Gary Davis made a proclamation, students attended Girls in Stem activities, IMAX movies, and other opportunities for students to experience en-



gineering concepts. In CTE, students are challenged in project-based learning activities, community projects, leadership skills, and work related activities.

Preparing students from kindergarten to the work force is the focus of CTE. Increased focus in Work-Based Learning has led to more opportunities for students in medical offices, law offices, advanced manufacturing, and businesses. Expanding Honor Society membership to technical students has also been a focus this year with the induction of seventy-two members and fourteen Honorary Business Memberships. Student leadership development is also in full force with regional competitions and wins in organizations such as FBLA and SkillsUSA.

WVHS National Technical Honor Society

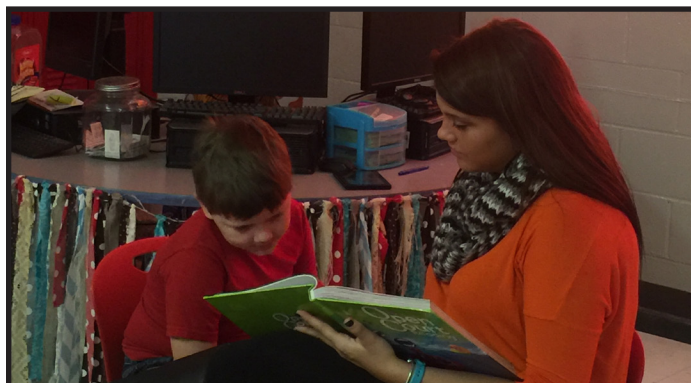


On February 16th, Walker Valley held their inaugural National Technical Honor Society induction.

On February 16th, Walker Valley High School held their inaugural National Technical Honor Society induction. Thirty-nine students were inducted into this prestigious society, along with eight community partners who were invited to become honorary members. This Pathways Bradley sponsored chapter recognizes students in the fields of Advanced Manufacturing, Information Technology, and Health Science. Admittance is based on their efforts and accomplishments in scholarship, character, leadership, and service to their school and community. The NTHS high standards serve to challenge students and encourage them toward excellence. Membership offers national recognition which will benefit these students well into their post-secondary futures.

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Bradley Central's Teaching as a Profession students spend time every morning mentoring elementary students in classrooms across the county.

Recruiters visit BCHS



Military Recruiters visit Bradley Central Nutrition students to discuss careers in the Military via the Culinary Arts program.

Nutrition for Life students at BCHS had Military recruiters come to speak to students about the career opportunities that the military holds. The gentlemen demonstrated MRE (Meals Ready to Eat) food supplies that the military provides while soldiers are on the field. They spoke about the opportunities of students entering into the military via the culinary arts programs that the military offers.

County Spotlights



Student Spotlight - Maggie Arrowood,
3rd Grader, Michigan Avenue



Teacher Spotlight - Vince Veilleux,
Custodian, Michigan Avenue



Teacher Spotlight - Michele Dunkle,
Counselor, Prospect Elementary



WVHS's Oceanography Club: Scuba Diving in the Florida Keys

The Oceanography Club was developed in order to enhance the students love for the ocean and to provide each student with the opportunity to explore the ocean and its ecosystems. Many of the students in this club are interested in science related fields and at Walker Valley we feel that it is very important to foster this love for science in our students in any way possible. As a teacher, I have always thought that it is more effective to experience what you want to learn rather than just talk about it. I feel the experiences are what



shape and mold the students into good stewards for our planet. This field trip allows the students to learn and explore like no classroom can. Ten students went through the PADI dive certification course, four students were already certified divers (two from a previous Oceanography field trip) and several students and chaperones went snorkeling. Everyone experienced different things in and out of the water. I hope that this will embed in their hearts a love for these creatures and their environment so that they will keep exploring and learning even after they leave high school. Some of these students may go on to study these things in college, but if they just enjoy and appreciate what the ocean has to offer through recreational activities or possibly being a part of conservation efforts, either through simple gestures or preservation efforts on a global scale, I will feel successful as a teacher. The diving is a major portion of our adventure, but we also try to give the students a wide variety of experiences to reflect on when it's over.

During our adventures so many standards and topics from various disciplines are covered, such as Oceanography, Biology, Physics, Math, Geography, and of course physical education. Even though the trip is incredibly educational, we try to cleverly mask the learning as a whole lot of fun for the kids! Nikki Swafford (Biology & Oceanography Teacher and Certified Diver)

(See Oceanography page 6)

Around The County Podcast

The newest addition to the Director's View, The Around the County Podcast will focus on the theme each month of the Director's View. February's theme is Technology. This month, we talked with Secondary Supervisor Danny Coggin, Michigan Avenue Principal Angela Lawson, and Work-Based Learning Coordinator Brittany Cannon. They were part of a group who participated in the Future of Education Technology Conference (FETC) in Orlando, Florida. Stay up to date with all the great things happening in the Bradley County Schools system with the Director's View and the Around the County Podcast.

The Around The County Podcast is now available on [iTunes](https://www.apple.com/itunes/). You can add this address to your favorite podcast app - <http://thinkcte.org/category/podcast/feed/> for immediate access to the Around The County Podcast.



BCS News

STEM Day at Chattanooga State

WVHS STEM students participated in Girls STEM Day at Chattanooga State. Students had breakout sessions in which they learned about computer science, welding and quality. During the welding sessions students were given the opportunity to weld using their virtual welder. Jody Singer, a female engineer from NASA, spoke during our lunch. She encouraged the students to follow their dreams and to never doubt their abilities. Afterwards we took a brief tour of Volkswagen Academy.

Check out these articles on the Engineering programs at BCHS and WVHS

From the Cleveland Daily Banner - [County, Wacker celebrate National Engineers Week with BCHS students](#)

From the Cleveland Daily Banner - [WVHS students get hands-on look at engineering](#)



WVHS STEM students practice on the virtual welder at Chattanooga State Girls STEM Day.

(from FETC on page 1)

Here are a few power statements from those who attended:

"While attending the FETC conference, I was reminded of how educational tools can be used to expand our learning beyond a single moment in time. Even the way we attend conferences has changed through the use of social media and hashtags. Although physically unable to attend each session, I am able to continue my learning through following presenters on twitter/tweetdeck--#FETC. As we continue to embed technology in our instruction locally, the learning and collaboration of our students will expand beyond the classroom experience. It is an exciting time to be an educator in Bradley County Schools as we embrace Google for the Classroom and work to increase our infrastructure to support teaching and learning." Angela Lawson - Principal, Michigan Avenue;

"FETC has consistently provided high-quality, professional development opportunities and given me tools I could immediately use in my classroom. I left the conference on Friday and began implementing what I learned on Monday! Incredible!" Jason Viviano- Lake Forest Middle School;

"I enjoyed the time to collaborate with other school professionals in regards to the educational technology that is now being offered." Leah Walker- Walker Valley High School
What an exciting time for Bradley County Schools! If you would like to learn more about the many free technology resources gained at the conference, please contact Brittany Cannon, Scott Webb, Andrew Coggin, Jason Viviano, Heather Turner or Angela Lawson. Technology is changing and progressing and so are we!

Professional Development Tech Night for Teachers!

Join us **Tuesday, March 7, 2017** at **Ocoee Middle School** for a **FREE** workshop on technology in the classroom, presented by local educators who attended the 2016 FETC Conference in Orlando!

This professional learning event will enable teachers to acquire hands-on skills and awareness of the latest technologies for advancing teaching and learning excellence. Attendees will have the opportunity to confer with peers and presenters about their ideas for the 21st century classroom.

Teachers are guaranteed to **leave with free technology tools** to use in his or her classroom the next day!



WORKSHOP TIMELINE

- 4:15 - 4:30 p.m. Registration
- 4:30 - 4:45 p.m. Opening Session & Overview
- 4:50 - 5:15 p.m. Session 1
- 5:20 - 5:45 p.m. Session 2
- 5:50 - 6:15 p.m. Session 3
- 6:20 - 6:30 p.m. Closing

DATE: Tuesday, March 7, 2017

TIME: 4:15 p.m. - 6:30 p.m.

LOCATION: Ocoee Middle School
2250 Ocoee Street
Cleveland, TN 37311

REGISTER: Sign up at:
www.SETNpathways.com

Available Sessions

- **Coding 101:** Websites and Apps to get students excited about information technology.
- **25 in 25:** 25 tools to use in the classroom tomorrow in 25 minutes. This fast-paced professional development will outline innovative apps.
- **EverFi:** Using online curriculum to teach STEM, Career Skills, Diversity and Inclusion, and Finance. Great option for classroom or advisory time!
- **Maker Faire:** Be a Maker. Explore the components of the Maker Faire movement. What is it? Why is it important in student development?
- **ED Puzzle:** Take your presentations to another level through embedding questions.
- **Virtual Reality (VR):** The use of technology to create a simulated environment. Users are immersed and able to interact with 3D worlds.
- **Free Tech Tools:** Money is always an issue in education. This session will demonstrate tools to create an interactive classroom with no added cost to the budget.

(from Oceanography page 4)

Trip reflections from participants:

The sand may brush off, the salt may wash clean, the tans may fade, but the memories will last forever! The WV Oceanography Club SEASed every opportunity for fun on our trip to Florida. We had the chance to check off so many bucket list items such as, watching the SpaceX rocket launch, going SCUBA diving, swimming right over a shark, and going to the Southernmost point of the continental United States! Overall, the trip got our SEAL of approval, and most importantly, ten more Walker Valley students are now oFISHally SCUBA certified! We are no longer TIDE down... we can explore the whole world! It truly was a once in a lifetime trip that we will never forget. Brianna Wisti (now a certified diver)



Although it was my second year traveling with the Oceanography Club, this trip exceeded every expectation. In just seven days we traveled 2,200 miles, rode on an airboat through the everglades, visited Sea World, saw a rocket launch, went kayaking, had a dance party in the parking lot, and not to mention scuba diving which I had never even dreamed of doing. As a senior, this trip was extra special to me. I created many new friendships and built on many current friendships that I will have for a lifetime. I absolutely treasured every second of the experience. Jade Mayo (now a certified diver)

This trip has taught me a lot about life and you wouldn't assume that it would but let me explain. It taught me that when you put yourself out there you make great friends. It taught me that anything is possible if you put your mind to it, nothing is impossible. When you dive for the first time

and see the world in a different perspective it becomes beautiful and you have a better respect for the world we live in. You grow with the people you work with and you aren't just friends anymore you're a family. This trip has given me opportunities that I would never have had without it. From the amazing people to the wonderful memories I will hold with me it was amazing and I hope we get to do it again next year!!! Megan Beavers (now a certified diver)

This trip to the Florida Keys has been a once in a lifetime opportunity that has affected my life greatly. It was a time where upper-classmen could interact with lowerclassmen, which would most likely not occur in school. I have created lifelong friendships that couldn't be possible without this amazing trip. I have learned so much about different types of underwater wildlife while diving with them and watching them. Finally, this trip has opened new doors in my life that I will forever remember. I loved this trip and I am glad I went. Zach Wisti (now a certified diver)

The trip was very fun and interesting to me because I want to be a marine biologist when I go to college and I thought this would give some much needed experience for that career. I have also always wanted to go to the Everglades which was also very fun. Clint Davis (now a certified diver)

I am so thankful I got the opportunity to go on the trip again this year. I had so much fun and made some awesome new friends. I was especially excited to go this year because we got dive certified. We saw lots of marine animals while diving in the ocean that I learned about in Mrs. Swafford's Oceanography class. We also got to watch a rocket launch in Cape Canaveral, which was awesome because in Coach Swafford's physics class we learned about some of the physics behind rockets. It was an awesome trip with awesome people and I am sad that I will be graduating this year because I know I won't get to go on more trips with the Oceanography Club or with the members of the club. Jenna Bryson (now a certified diver)

The trip to the Florida Keys was memorable and filled with fun times. I especially enjoyed learning a skill that I will have for the rest of my life. Cooper Tentler (now a certified diver)

From impromptu trips to Canaveral for a SpaceX rocket launch, to learning about the fascinating biology of a Mangrove tree, to seeing a manatee in its natural habitat, and everything in between, this 2200.5 mile field trip was one of the best experiences I've had in my (almost) 18 years on Earth. My experiences from this trip will be carried into next year as I move on to the next stage of my life as a college student;

I don't doubt this fact. However, to paraphrase the words of Zac Brown & Jimmy Buffett (which seemed to consistently be the theme for the trip), "I'm wishing that I was Knee Deep [back] in the water somewhere". Isabel Swafford (snorkeler)



(continue page 7)

(continue from page 6)

This trip meant that world to me. Ever since I was a little kid I've always been interested in the water and always wanted to go scuba diving and I want to study the ocean when I get older so this was a perfect opportunity to do all that surrounded by the best people in the world and make new friends and do what I love. Jack Anderson (now a certified diver).

The Walker Valley Oceanography trip to the Florida Keys was quite an adventure for everyone involved. The underwater world became right at our fingertips with the scuba diving and seeing the different culture filling the islands gave us a new perspective about how living in a tropical paradise is like. Getting to experience the actual Everglades and learn its history was a check off my bucket list. And getting to relax and play around on Daytona Beach allowed everyone to let loose and expel energy. My favorite day was going to SeaWorld because the shows we attended allowed us to witness exotic sea life (not to mention losing our voices after going on roller coasters.) Being a part of our Oceanography Club at Walker Valley has been one of the best decisions of my high school career, and I can't thank the Swaffords enough for taking time out of their lives to share experiences with us and make sure we had the best time possible, even though some occurrences happened without warning and gave us a good laugh. Luckily for me, I was able to return back to our Little Mermaid musical cast and say: "Guess who's really been under the sea?" McKenna Carson (Junior- already certified).

It was a once in a lifetime experience that I loved and will never forget. Jake Buckner (now a certified diver) .

The seven days we spent with Walker Valley students were both educational and fun. The students (and chaperones) were able to participate in an experiential learning environment rather than read the information from a text. Every stop on the trip was worthwhile.

(from Tech page 1)

that happened within 5 years (*National Psychologist, 2004*).

With the rapid change in technology, a digital divide has occurred. We are in the midst of four generations. Each generation has approached technology and life quite differently. The Net Generation is going to be interesting. They have been entangled with technology from birth. The average age that they started using a computer is three and most sent their first e-mail before they entered kindergarten. They live on instant messaging and communicate with friends more on IM than any other way. They multi-task constantly with the average teen talking to three people at once on IM plus doing several other tasks at the same time.

The quick-moving nature of the digital world means that younger users come of age in a vastly different media environment than those who were born just a few years apart. Some probably remember the magic of Facebook in its early years, while newer users treat it as a mere utility.

In 2010, the New York Times published an article on this subject entitled *"The Children of Cyberspace: Old Fogies by Their 20s."* In it, tech journalist Brad Stone writes: *"Now in their 20s, those in the Net Generation, according to Dr. Rosen, spend two hours a day talking on the phone and still use e-mail frequently. The iGeneration — conceivably their younger siblings — spends considerably more time texting than talking on the phone, pays less attention to television than the older group and tends to communicate more over instant-messenger networks."*

In a recent essay on Medium, Branch co-founder Josh Miller describes his fifteen-year-old sister's response when asked about the social media landscape among her friends. Her answer is surprising:

- Instagram is used for pictures of people, not places or things.
- Facebook is used infrequently, as its addictive nature makes users feel poorly.
- Facebook Message is used in place of email.
- Tumblr is for photos only, and is used by middle schoolers to define their identity in a manner similar to MySpace ten years ago. Users tend to abandon it when they enter high school.
- Twitter is a non-entity to high schoolers.

Keep Up or Lose Out

Those who grow up with technology assimilate it into themselves; those who are older and must "learn it" often not only have a difficult time but do not see the relevance and "do not bother" until it is too late. We have seen a number of examples of this in recent years — many middle-aged folks ignore texting, convinced that it was an adolescent aberration — the same generation ignored Facebook and Twitter, often saying "I'm too busy working to waste my time with that;" by the time they realized that the world was passing them by, it was too late for some of them to acquire the tools to stay competitive (it's interesting that many seniors got into Facebook in order to see pictures of grandchildren — many need a reason to push ahead with new technology while others "of a certain age" do not see a reason — as with Facebook). This is not a new phenomenon — people locked in to the ways that they know and not open to change. Supposedly, when Alexander Graham Bell explained his telephone invention to Western Union, he was asked "why would anyone want to do that?" — the same question that folks who don't text or tweet might ask today.

There will constantly be new tools — the cloud, big data, location analysis, etc. — and ones of which we have not yet heard. Those who do not embrace them may be ambushed by them and by a younger generation pushing them out the door. (McMullen J.F., 2016).

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