

# Brunswick County Public Schools Technology Plan

2014-2016

Addendum for 2016-2018



**Building a Culture of Collaboration and Quality**

[BCPS Technology Plan weblink](#)

# Brunswick County Public Schools Technology Plan

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## Executive Summary

Brunswick County Public Schools is committed to providing a high quality of education for all students. Brunswick County Public Schools provides access to technology which we believe will help students to be successful in learning and communication. The education process must be continuous, systematic and provide the skills needed for lifelong learning and independent living. It is our belief that the integration of technology should be transparent within the teaching and learning environment. Technology should provide students with additional opportunities to address diverse learning styles. It should also provide teachers and administrators the tools to help students achieve success in the classroom as well as in the global community.

The Brunswick County Public Schools' Technology Plan contains a framework for providing technology opportunities, required training and support for our students, staff, families and community. This plan is based upon input from the individual school improvement plans, individual school technology plans, surveys (student, parent, teacher, community), and internal needs assessments.

The Brunswick County Public Schools' Technology Plan focuses on five areas. These areas are necessary to implement, advance, and maintain a systemic change that will support 21<sup>st</sup> century learning and greater academic achievement. They are as follows:

- **Environment:** Brunswick County Public Schools uses technology to provide a safe, flexible, and effective learning environment for all students and teachers.
- **Engagement:** Brunswick County Public Schools provides diverse technologies that encourage interactivity, personal growth, and collaboration of students in meaningful curricular content.
- **Application:** Brunswick County Public Schools will provide students the opportunities to apply technology in the acquisition of knowledge, development of ICT literacy, problem solving, and in the creation and distribution of original artifacts.
- **Tools:** Provide students with innovative technological tools to solve real world problems.
- **Results:** Use technology to support data-driven decision making that evaluates and improves teaching and learning of 21<sup>st</sup> century skills.

In addition to providing strategies for addressing these areas, the Technology Plan also incorporates additional materials that include a student acceptable use policy, instructional personnel portfolio requirements, staff development plans, tech support priorities and an overview of the division's hardware status.

This plan was amended in May 2016 to include some of the technology updates and new policies that have been implemented since the last time this document was published to carry it through the 2016-2018 school years.

## **PROCESS**

### **Summary of Connections to the Division's Mission and Vision Statements**

In order to assist students in grasping the potential benefits of technology in education, Brunswick County Public Schools (BCPS) must invest considerable time and effort in technology planning and implementation. We believe a long-range technology plan is essential to effectively use technology in K-12 education. We understand that effective technology usage is not just about the hardware, Internet connections, etc. It is about the successful integration of technology within the instructional program.

Brunswick County Public Schools is devoted to providing effective integration of technology throughout the division. BCPS has successfully implemented a K-12 technology curriculum, conducted a significant number of staff development sessions related to technology integration and developed a robust infrastructure. All campuses are connected to a wide area network via fiber optics. Internet access and wireless capabilities are available throughout the division.

The Brunswick County Public Schools' Technology Plan contains goals, objectives and strategies to meet both current and projected future needs of our students and community. A team of educators, students and community members have participated in the development of the plan. The technology plan is designed to ensure that Brunswick County Public Schools monitors, maintains and stays abreast of the rapid changes in our technological society. As a result, BCPS will provide a solid foundation for our students to succeed academically and become productive citizens.

### **Mission**

The mission of Brunswick County Public Schools is to provide an educational program and staff to help 21<sup>st</sup> century citizens achieve full development of their potential. In order to develop this potential, we must nurture lifelong learning and critical thinking skills, and we must prepare our students to meet the challenges of change in real-life situations. The fulfillment of this mission is guided by the knowledge that student success requires a shared responsibility and cooperation by students, school personnel, parents and community.

Brunswick County Public Schools believes that students and teachers can use technology to create a dynamic learning environment which offers greater opportunities to achieve at higher levels. Our school system will incorporate technology through an integrated systematic program. We will ensure all students have the opportunity to develop the lifelong learning skills necessary to be productive citizens in our connected learning community.

## Vision

Brunswick County Public Schools envisions a connected learning community in which technological tools are used to improve the quality of education for all students and the quality of life for all citizens. Brunswick believes this connected learning community will produce an improved educational system with high learning standards, parents who frequently participate in the education of their children, and a business community that works in partnership with the schools to create opportunities for economic growth. The BCPS goals of a quality education are as follows:

1. Promote and establish a framework of accountability for all educational programs to ensure high academic standards, high expectations and equal access for all students.
2. Assist all stakeholders (teachers, students & parents) with the integration of technology to improve academic achievement and narrow the achievement gap among subgroups within the division.
3. Recruit, induct, and retain highly qualified professional and classified employees.
4. Foster strategies that support high achievement for all students and offer interventions which address the particular needs of students to focus on learning above and beyond state benchmark assessments.
5. Utilize the “power of productive relationships” within the school, home, business and the community by communicating to all internal and external partners.
6. Implement programs and procedures to support school climates which ensure all facilities are safe, orderly, and conducive to learning.
7. Organize and implement Administrative Guidelines to improve the educational, fiscal, and physical management of the school division.

The goals and objectives of the Technology Department are developed in conjunction with the above goal 2. The technology department supports the integration of technology into all phases of the educational process. We are committed to:

- Evaluate, test and integrate appropriate emerging technologies for all students and teachers;
- Provide continuous training for staff, faculty and students;
- Utilize technology to link schools with one another and to the outside world;
- Provide opportunities for local business, industry and community organizations to participate in technological planning and curriculum integration whenever possible;
- Partner with parents and families in improving the home learning environment through technological applications and training.

## 2016-2018 Stakeholders

### Division Stakeholders

Mrs. Dora G. Wynn	Division Superintendent
Dr. Freddie E. Terry, Jr.	Director of Technology
Jalana H. Barner	Technology Integration Facilitator
Brent Anderson	Senior Network Technician
Krystle E. Pearson	Instructional Technology Resource Teacher
Elizabeth Lynch	Technical Support Coordinator
Christopher Coleman	Principal, Brunswick High School

### School Stakeholders

Pamela Hayspell	Brunswick High School
Olivia Opulencia	Russell Middle School
Aimee Bianco	Meherrin-Powellton Elementary School
Melissa Powers	Red Oak-Sturgeon Elementary School
Darlene Brown	Totaro Elementary School

### Community Stakeholders

Brian Roberts	Brunswick County Sheriff
Caren Brown	Local Business Owner
Monty Raney	Community Member/Parent
Shannon Rogers	Parent
Al Roberts	Southside Virginia Community College President

## Summary of the Work of the 2014-2016 Planning Committee

The process of developing the 2014-2016 technology plan began with a meeting held by the division stakeholders. The following table represents a summary of the work of the planning committee and its benchmarks.

<b>DATE</b>	<b>BENCHMARK</b>	<b>SUMMARY OF WORK</b>
February 2014	Identify potential community and division stakeholders	Compose and sent emails to identify potential community and school stakeholders
April 2014	Determine technology needs of teachers and students	Sent surveys to teachers and students
April 2014	Determine computer usage in community	Sent surveys to community members
May 2014	Confirm community stakeholders	Recorded parent responses
January 2014-May 2014	Realign objectives and goals of division technology plans with state guidelines	Division committee met to evaluate and revise BCPS Technology Plan
April-May 2014	Solicit input of community stakeholders	Sent survey to community stakeholders for input in meeting goals and objectives.
April-May 2014	Solicit input from schools	Sent survey to schools for input in meeting goals and objectives.
May-June 2014	Solicit input from community and school stakeholders	Solicited and reviewed comments on revising BCPS Technology Plan

The Brunswick County Public Schools' Technology Plan is posted on the School Division's website. A copy is also available in Parent/Teacher Resource Center.

## **Summary of the Evaluation Process and Planned Update Cycle**

For an evaluation to be relevant, it must be designed to examine the goals, objectives and strategies of the technology plan. Having a clear understanding of what the evaluation process should measure is paramount to shaping the effectiveness of the technology plan. This requires structuring the evaluation tool in such a way as to provide significant and clear feedback that will enhance the shaping and restructuring of the technology plan and its implementation. The following represents an outline of the evaluation process.

- A. Develop an evaluation rubric
  - a. Stakeholders use goals and objectives to develop criteria
  - b. Rubric questions are tested for validity
- B. Rubric implementation
  - a. Annual evaluation of the technology plan implementation
  - b. Observation of technology integration by teachers and administrative staff
  - c. Observation of acquired technology and infrastructure
- C. Determination of gap between what has been implemented and what needs to be implemented
  - a. Use data to make recommendations for change in strategies
  - b. Document the process of change in strategies
  - c. BCPS planned update cycle
    - i. an assessment of BCPS current state of technology implementation
    - ii. assessing division progress against the technology plan
    - iii. update the plan on an annual basis
    - iv. plan for hardware/software upgrades

## **Conclusions of Needs Assessment**

The Technology Department conducted online surveys to determine the technology needs of our students and staff. According to the data compiled, many teachers in Brunswick County Public Schools are becoming comfortable using technology and have learned to incorporate it on a daily basis. However, there are areas that need to be addressed relating to hardware/software familiarity. Professional development in the areas of technology skills and integration must be ongoing. This assessment is based on a snapshot of the results from the student and teacher surveys. The Technology Department has discovered strengths and weaknesses within the divisions' implementation and management strategies related to the current technology plan. These strengths and weaknesses are addressed in the 2014-2016 revised technology plan.



The diagram below shows the identifiers that frame the technology plan's goals, objectives and strategies. (Visual 1)



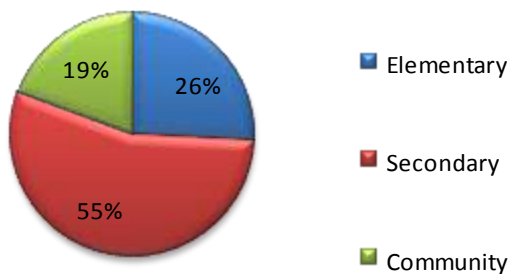
### Online Surveys

In the spring of 2014, Brunswick County Public Schools Technology Department conducted an online parent/community survey. The purpose of the survey was to gauge the communities' awareness of technology in the schools and to determine what types and level of technology is accessible to the community. The findings revealed that 100% of respondents had some type of technology in the home. All of the respondents have Internet access and use technology for multiple purposes (banking, gaming, news and homework). Eighty-one percent of those respondents indicated the entire family is using the computer. More than 50% of the respondents believed that technology is an essential tool in today's learning environment. In addition, 88% believe the use of technology in the schools has enhanced their child's ability to learn in school. Eighty-five percent of parents use websites to supplement their child's learning. Seventy-nine percent of respondents said they would check their child's grades online. The 2014 implementation of our e-School Home Access Center will allow parents to be more involved with student grades.

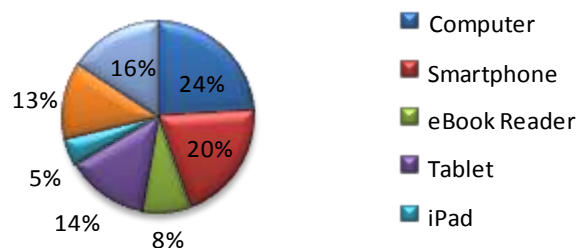
Student and teacher surveys were also conducted online in the spring of 2014. These surveys solicited responses that could be used in an advisory capacity to help the revision of policies and continued implementation of the technology plan. The school surveys determined the needs of students and teachers in relationship to frequency of use and awareness of specific technologies.

## Visual 2 – Sampling of BCPS Parent/Community Survey Spring 2014

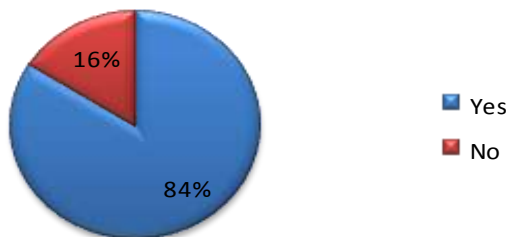
### Student Grade Level



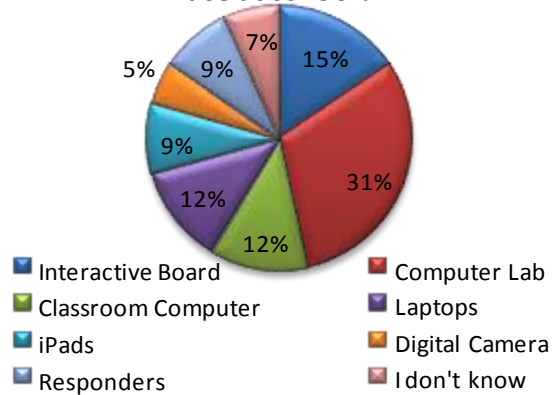
### Available technologies within the home



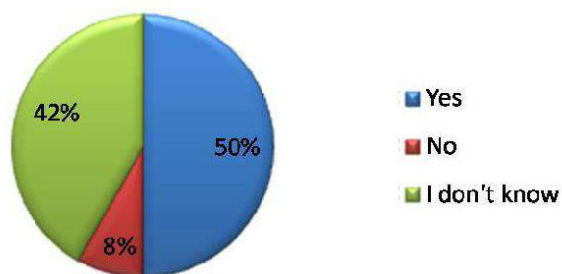
### Do you talk to your child about the dangers of the Internet and being safe online?



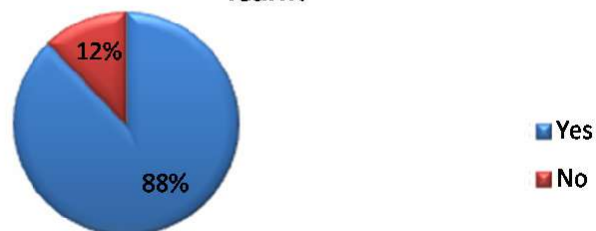
### What types of technology does your child use at school?



### Does your child learn about Internet Safety at school?

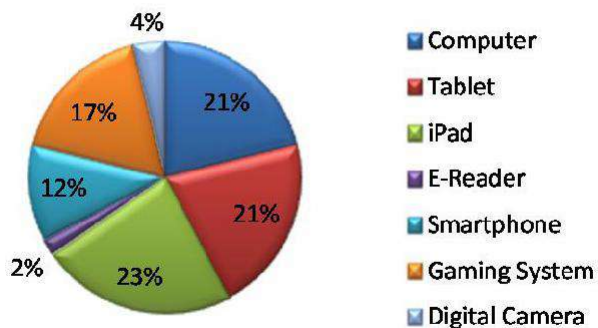


### Do you feel that the use of technology in school has enhanced your child's ability to learn?

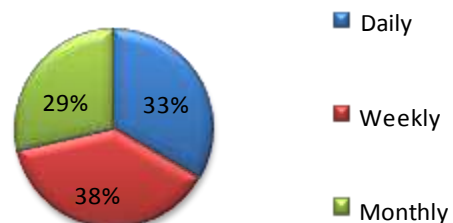


### Visual 3 - Sampling of BCPS Student Survey Spring 2014

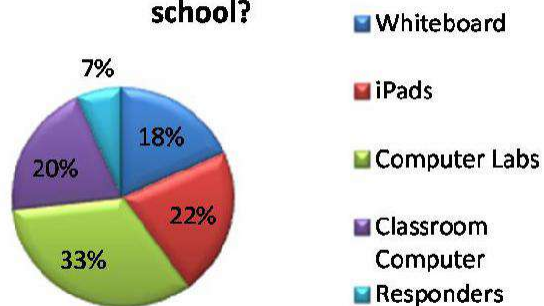
**What technology do you use at home?**



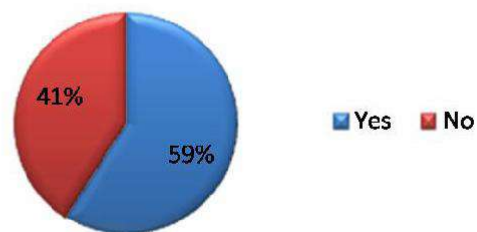
**How often do you use technology at school?**



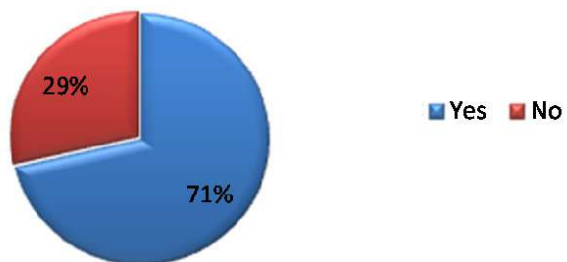
**What technology do you use in your school?**



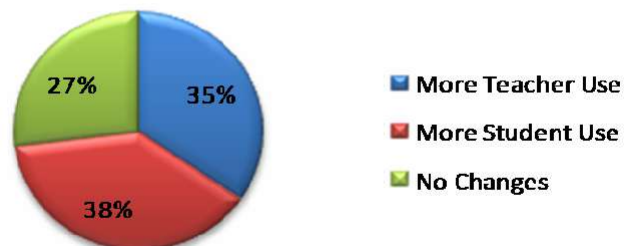
**Do you use technology at home to complete school assignments?**



**Do you think you learn better if your teacher uses technology during instruction?**

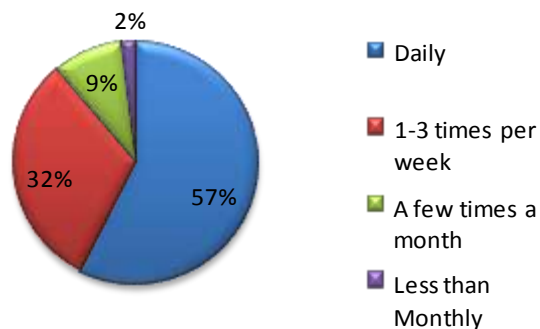


**What technology changes would you like to see in your classroom?**

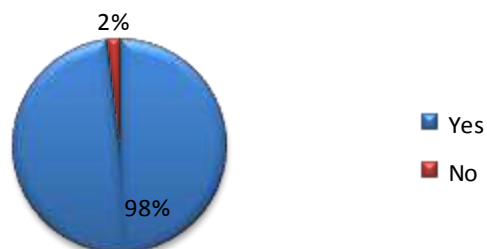


### Visual 4 - Sampling of BCPS Teacher Computer Survey Spring 2014

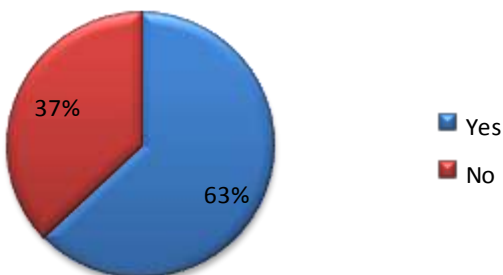
**How often do you integrate technology in your instruction?**



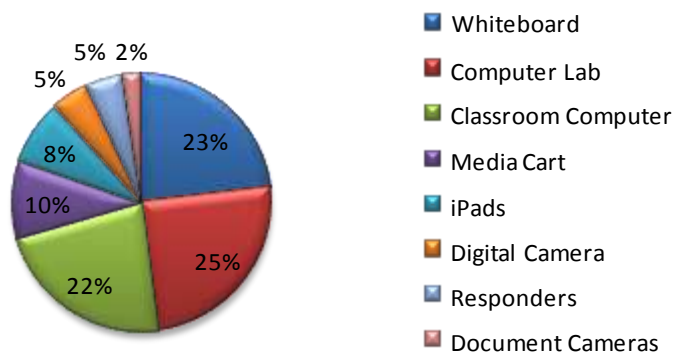
**Do you feel that your use of technology has a positive impact on student achievement?**



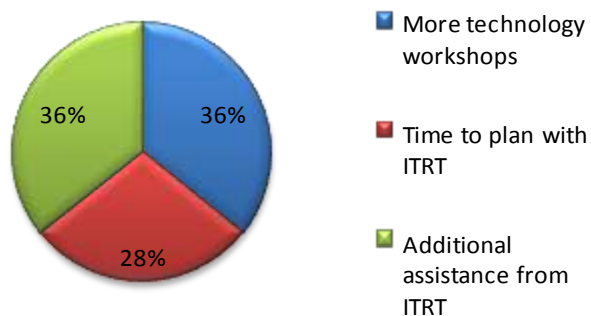
**Do you include Internet Safety in your lessons on a regular basis?**



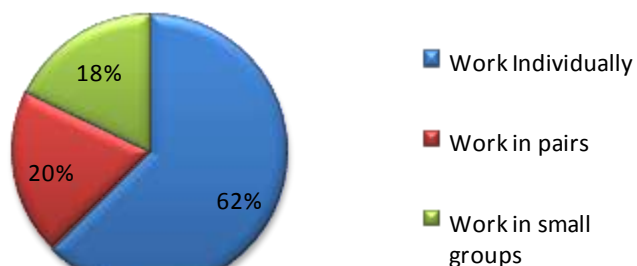
**What tools do you use to integrate technology into your instruction?**



**What do you feel would be most helpful in strengthening your ability to integrate technology more efficiently?**



**When your students use technology, they mostly:**



## **Stakeholders**

Brunswick County Public Schools' technology planning committee continuously collaborates using face-to-face and electronic methods to establish effective methods or strategy to support the integration of technology. Individual school technology needs are used in developing the school division technology plan.

The stakeholders serve in an advisory capacity and make suggestions regarding the implementation of the technology plan. They also assist in monitoring technology integration and identifying best practices. Stakeholders are comprised of teachers, classified staff, administrators, parents and community representatives.

## **Staffing**

Results of assessments and surveys indicated there was a strong desire by teachers for building level support personnel. Therefore, the Technology Integration Facilitator, Instructional Technology Resource Teacher, technical staff and Student Information System Coordinator will provide building level support. The district level Technology Integration Facilitator and Instructional Technology Resource Teacher continue to lead professional development and technology integration.

## **Infrastructure**

The existence of an adequate technology infrastructure is paramount in efforts to obtain the goals and objectives of the division's technology plan. An assessment of our division's hardware/software revealed a robust infrastructure. BCPS's infrastructure should be constantly re-evaluated to determine the effectiveness in supporting the instructional and administrative challenges of a changing educational system. Servers, student information systems and connectivity should be monitored to determine their efficiency and effectiveness as required by the division.

## **Training**

Many teachers are currently integrating technology independently. Some feel uncomfortable integrating technology fully into their daily lessons. While all professional personnel are required to develop an ePortfolio for the Virginia Technology Standards for Instructional Personnel, there continues to be a strong need for professional development and support in order to achieve 100% technology integration and improve the learning/teaching process. This support needs to be content rich and should emphasize the needs of all learners. In addition, the Technology Integration Facilitator and Instructional Technology Resource Teacher are available to assist and model instructional lessons as needed. Technical support personnel also provide training related to specific hardware/software applications.

## Curriculum

BCPS continues to expand its curriculum in order to accommodate the dynamic needs of creative work and instruction. This includes non-core areas such as music, art, library and physical education. Curriculum guides are also developed with a strong focus on technology integration. Furthermore, the curriculum includes an Internet Safety component, as well as examples of interactive lessons that require the use of technology.

BCPS believes that the inclusion of technology enhances the curriculum. For example, the use of video conferencing and the Internet is essential in offering a rigorous and relevant curriculum. Finally, data gathered from assessment software is used to adjust classroom instruction in order to meet the individual needs of students.

## Tools

BCPS is dedicated to providing students with innovative technological tools to solve real-world problems. In addition, BCPS provides pedagogical and technical support to ensure that students, teachers, and administrators can effectively access and use technological tools. For example, all teachers have access to multimedia carts, classroom response systems, interactive whiteboards, online assessment tools, academic enrichment software, and the BCPS division website among other resources to assist with engaging students/teachers in the instructional process. Technical support tools include filtering software, data servers, diagnostic tools and face-to-face assistance when necessary.

## Budget

BCPS plans to incorporate new technologies and instructional program initiatives while focusing on core technology objectives. The included operating budget reflects funds needed to sustain and expand the district's investment in educational technology. During the 2014-2016 school years, appropriate funding will enable us to focus on the following areas:

- Improving the implementation of technology in our classrooms
- Realization of curriculum goals
- Maintain student to computer ratio
- Increase the division's Internet and WAN speeds
- Maintain and/or purchase software and on-line services
- Facilitate robust professional development workshops that address the specific needs of our division
- Maintain the "new" BCPS website
- Maintain and/or increase technology staff
- Training for technology department staff
- Purchase computers to replace current Windows XP systems throughout the division
- Maintenance agreements and service contract renewals
- Secure consumable materials
- Upgrade web filtering software/hardware
- Upgrade infrastructure hardware
- Maintain, replace and add equipment (computers, tablets, interactive boards, printers, etc.)
- Replace most POTS with a hosted VOIP solution

During the 2016-2018 school years, appropriate funding will enable us to focus on the following areas:

- Implement a new E-Mail system in the division
- Expand the BYOD program initiated at Brunswick High School during 2015-2016 to other schools within the district
- Improving the implementation of technology in our classrooms
- Realization of curriculum goals
- Maintain student to computer ratio
- Maintain and/or purchase software and on-line services
- Facilitate robust professional development workshops that address the specific needs of our division
- Maintain the BCPS website
- Maintain and/or increase technology staff
- Training for technology department staff
- Purchase computers to replace current Windows XP systems throughout the division
- Maintenance agreements and service contract renewals
- Secure consumable materials
- Upgrade infrastructure hardware
- Maintain, replace and add equipment (computers, tablets, interactive boards, printers, etc.)

## ACTIONS

### State Goals and Objectives with Local Strategies and Measures

Brunswick County Public Schools' Technology Plan for 2014-2016 is based on best practices for effective technology use. The following components are results of needed systematic changes that support 21<sup>st</sup> century learning and greater academic achievement.

**Goal 1:** Brunswick County Public Schools uses technology to provide a safe, flexible, and effective learning environment for all students and teachers.

**Objective 1.1:** Continue to implement policies, software and hardware that foster a safe learning environment.

**Strategy 1.1.1:** Require students and staff to read and sign Acceptable Use Policies.

**Evaluation Strategy:** Document the number of signed and returned AUP forms.

**Strategy 1.1.2:** Maintain effectiveness of filtering software.

**Evaluation Strategy:** Document the frequency of upgrades to the software.

**Evaluation Strategy:** Document the frequency of incidents related to infractions.

**Strategy 1.1.3:** Promote Internet Safety literacy for students and teachers.

**Evaluation Strategy:** Document the frequency of inclusion of Internet Safety strategies in lesson plans.

**Evaluation Strategy:** Document communication between schools and parents/students.



**Evaluation Strategy:** Document the level of participation in i-Safe training.

**Strategy 1.1.4:** Require students and staff to read BYOD Policy and Guidelines and sign the registration form where applicable.

**Evaluation Strategy:** Document the number of signed and returned registration forms.

**Strategy 1.1.5:** Collaborate with local law enforcement and others to promote a safe learning environment.

**Evaluation Strategy:** Document the number of current and new initiatives such as COPsync911, building and bus video monitoring, electronic door monitoring and entry system.

**Objective 1.2:** Deliver appropriate and challenging curricula through face-to-face, blended, and virtual learning environments.

**Strategy 1.2.1:** Expand video conferencing opportunities to facilitate distance learning and collaboration among schools.

**Evaluation Strategy:** Analyze the before and after trend of the usage of video conferencing for distance learning.

**Strategy 1.2.2:** Increase the number of course offerings for students through Virtual Virginia.

**Evaluation Strategy:** Analyze the before and after number of courses offered through Virtual Virginia.

**Strategy 1.2.3:** Petition higher education partnerships to utilize additional technology in the delivery of course material to students and teachers.

**Evaluation Strategy:** Document the number of students and teachers who secured the use of higher education technology for teaching and learning.

**Objective 1.3:** Provide the technical and human infrastructure necessary to support an effective real and virtual learning environment.

**Strategy 1.3.1:** Provide technology integration staff relative to state guidelines to assist teachers in integrating technology into teaching and learning.

**Evaluation Strategy:** Document the resources provided by the Technology Integration Facilitator and Instructional Technology Resource Teacher to reach this objective.

**Evaluation Strategy:** Describe the ratio of technology instructional staff to students in Brunswick County Public Schools.

**Strategy 1.3.2:** Establish and maintain technology coach positions to support teachers in the learning environment.

**Evaluation Strategy:** Document the types of assistance provided by the technology



coaches.

**Evaluation Strategy:** Document the frequency of assistance provided by the technology coaches.

**Strategy 1.3.3:** Establish technical positions relative to state guidelines to maintain the technology infrastructure in order to support the learning environments.

**Evaluation Strategy:** Describe the ratio of technical support personnel to students by Brunswick County Public Schools.

**Strategy 1.3.4:** Facilitate the use of fiber and 100 Mbps to 1 Gbps Ethernet to every school in our division.

**Evaluation Strategy:** Secure funding to facilitate the use of fiber.

**Evaluation Strategy:** Maintain and monitor the use of fiber in all schools.

**Strategy 1.3.5:** Maintain wireless access to the Internet in every school in our division.

**Evaluation Strategy:** Secure funding to maintain services.

**Strategy 1.3.6:** Provide high-quality professional development to help instructors create, maintain, and facilitate a variety of effective learner-centered environments.

**Evaluation Strategy:** Identify, disseminate, and maintain resources to support the effective use of technology in all curricula by teachers at all levels of technology integration.

**Evaluation Strategy:** Document the type and frequency of professional development given to instructors and administrators.

**Goal 2:** Brunswick County Public Schools provides diverse technologies that encourage interactivity, personal growth, and collaboration of students in meaningful curricular content.

**Objective 2.1:** Incorporate research and best practices related to improving student interactivity in teaching and learning.

**Strategy 2.1.1:** Facilitate the professional development and collaboration among teachers and administrators to enhance their awareness of current research and best practices.

**Evaluation Strategy:** Describe the need assessment for professional development.

**Evaluation Strategy:** Describe the opportunities for professional development of teachers and administrators.

**Evaluation Strategy:** Describe the results related to the opportunities and use of research and best practices related to integration of technology.

**Evaluation Strategy:** Document the participation of the professional development opportunities.

**Objective 2.2:** Customize technology to meet the needs of individualized learning while providing equal access for all students.

**Strategy 2.2.1:** Incorporate reasonable technologies within the classroom and computer labs to support teaching and learning.

**Evaluation Strategy:** Describe the SLD's role in providing Internet access.

**Evaluation Strategy:** Describe the ratio of students to Internet connected devices.

**Evaluation Strategy:** Describe the division's Acceptable Use Policy.

**Strategy 2.2.2:** Provide teachers with access to customized technologies for use with students.

**Evaluation Strategy:** Describe the frequency of technology usage by teacher and students.

**Evaluation Strategy:** Describe the technology customization process.

**Objective 2.3:** Facilitate the use of technology by students to collaborate with local and distant resources.

**Strategy 2.3.1:** Provide classrooms with two-way video conferencing equipment (VCE).

**Evaluation Strategy:** Document the frequency of usage of the VCE.

**Evaluation Strategy:** Document the relevance and rigor of the usage of the VCE.

**Strategy 2.3.2:** Provide technology that promotes dialogue between students and virtual environments.

**Evaluation Strategy:** Document the new and emerging technologies related to virtual environments.

**Evaluation Strategy:** Document the usage of available virtual environments.

**Goal 3:** Brunswick County Public Schools will provide students the opportunities to apply technology in the acquisition of knowledge, development of ICT literacy, problem solving, and in the creation and distribution of original artifacts.

**Objectives 3.1:** Provide students with ICT literate teachers, administrators, and staff as well as technological resources that will aid in the acquisition of knowledge.

**Strategy 3.1.1:** Identify and employ practices and policies that will produce ICT literate teachers and administrators.

**Evaluation Strategy:** Document the quality and effectiveness of the practices and policies.

**Evaluation Strategy:** Describe the types of practices and policies employed by the school division.

**Strategy 3.1.2:** Implement best practices with students as related to technology being used as a tool to research, organize, evaluate and communicate information to aid in the acquisition of knowledge.

**Evaluation Strategy:** Document the quality and effectiveness of the practices used to aid in the acquisition of knowledge. .

**Evaluation Strategy:** Describe the types of practices used to aid in the acquisition of knowledge.

**Strategy 3.1.3:** Implement best practices with students in obtaining a fundamental understanding of the ethical/legal issues surrounding the access and use of information that aids in the acquisition of knowledge.

**Evaluation Strategy:** Document the quality and effectiveness of the practices used to aid in the acquisition of knowledge.

**Evaluation Strategy:** Describe the types of practices that aids in the acquisition of knowledge.

**Objective 3.2:** Enhance curricula using Internet resources and software that encourage creativity, collaboration, and problem solving resulting in the production of original artifacts.

**Strategy 3.2.1:** Identify Internet resources and software that increase teacher capacity to develop and design meaningful learning experiences.

**Evaluation Strategy:** Document the types of Internet resources and software used that increase teacher capacity to develop and design meaningful learning experiences.

**Evaluation Strategy:** Describe the frequency of inclusion of identified Internet resources and software in lesson plans.

**Strategy 3.2.2:** Employ student- centered project models that require collaboration, creativity, and problem solving skills.

**Evaluation Strategy:** Describe the rigor of lessons that encourage creativity, collaboration, and problem solving.

**Evaluation Strategy:** Describe the technology driven models used to produce artifacts through creativity, collaboration and problem solving.

**Objective 3.3:** Brunswick County Public Schools will implement technology-based formative assessments that produce further growth in content knowledge and skills development.

**Strategy 3.3.1:** Evaluate and secure appropriate software and hardware necessary for technology-based formative assessments that produce further growth in content knowledge and skills development.

**Evaluation Strategy:** Describe the types of software and hardware purchased to facilitate technology-based formative assessments.

**Strategy 3.3.2:** Facilitate the implementation of technology-based formative assessments throughout the division.

**Evaluation Strategy:** Describe the instructional and technical support available to facilitate implementation of technology-based formative assessments throughout the division.

**Evaluation Strategy:** Describe the procedure for implementation of technology-based formative assessments throughout the division.

**Goal 4:** Provide students with innovative technological tools to solve real world problems.

**Objective 4.1:** To ensure that every student has access to innovative technological tools.

**Strategy 4.1.1:** Provide and maintain a 3:1 student to computer (desktops, laptops, tablets) ratio district wide.

**Evaluation Strategy:** Document student to computer ratio

**Strategy 4.1.2:** Provide innovative technological tools.

**Evaluation Strategy:** Describe sources of funding secured.

**Evaluation Strategy:** Describe the technological tools purchased.

**Objective 4.2:** Provide technical and pedagogical support to ensure that students, teachers, and administrators can effectively access and use technology tools.

**Strategy 4.2.1:** Maintain interactive boards and video conferencing equipment

**Evaluation Strategy:** Describe the extent to which the interactive boards and video conferencing equipment is maintained.

**Strategy 4.2.2:** Provide students, teachers, and administrators with up-to date computer equipment through 5 year computer rotation plan.

**Evaluation Strategy:** Document rotation of computers.

**Strategy 4.2.3:** Provide training for technical staff.

**Evaluation Strategy:** Document attendance of workshops and training.

**Strategy 4.2.4:** Provide timely and effective technical support to install and maintain technological tools.

**Evaluation Strategy:** Describe the types of technical support available.

**Evaluation Strategy:** Describe the frequency of technical support in regards to installation and maintenance.

**Strategy 4.2.5:** Provide professional development that encourages student use of innovative technological tools.

**Evaluation Strategy:** Describe the types of professional development available.

**Evaluation Strategy:** Describe the frequency of professional development in regards to innovative technological tools.

**Strategy 4.2.6:** Provide timely and effective instructional technology support to assist teachers with the effective integration of innovative technological tools.

**Evaluation Strategy:** Describe the types of instructional technology support available.

**Evaluation Strategy:** Describe the frequency of instructional technology support in regards to innovative technological tools

**Goal 5:** Use technology to support data-driven decision making that evaluates and improves teaching and learning of 21<sup>st</sup> century skills.

**Objective 5.1:** Use data (results) to determine the types of technical, pedagogical, and financial support needed.

**Strategy 5.1.1:** Use data-based software to plan technical support.

**Evaluation Strategy:** Document the frequency, types, and locations of service requests.

**Evaluation Strategy:** Document the completion of service requests.

**Strategy 5.1.2:** Use Technology Integration Facilitator & Instructional Technology Resource Teacher to enhance the integration of technology into teaching and learning of 21<sup>st</sup> century skills.

**Evaluation Strategy:** Document the resources provided by Technology Integration Facilitator & Instructional Technology Resource Teacher used to integrate 21<sup>st</sup> century skills into teaching and learning.

**Evaluation Strategy:** Document the inclusion of technology into lesson plans.

**Strategy 5.1.3:** Secure funding to purchase and maintain assessment databases, student information systems, and personalized learning programs which include progressive assessment tools.

**Evaluation Strategy:** Document funding sources.

**Evaluation Strategy:** Document services and programs purchased.

**Evaluation Strategy:** Describe maintenance needed to support services and programs.

**Objective 5.2:** Promote the use of technology to inform the design and implementation of next-generation standardized assessments.

**Strategy 5.2.1:** Identify emerging technologies that will assist in the design and implementation of next-generation standardized assessments.

**Evaluation Strategy:** Document the emerging technologies available.

**Evaluation Strategy:** Describe the implementation of next-generation standardized assessments.

**Strategy 5.2.2:** Use Technology Integration Facilitator & Instructional Technology Resource Teacher to enhance the implementation of next-generation standardized assessments.

**Evaluation Strategy:** Document the resources provided by Technology Integration Facilitator & Instructional Technology Resource Teacher used to implement next-generation standardized assessments.

**Evaluation Strategy:** Document the inclusion of next-generation standardized assessments into lesson plans.

BRUNSWICK COUNTY PUBLIC SCHOOLS  
Appendices

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## Appendix 1

## Timetable

At the end of each school year an assessment will be done to determine if objectives have been met. **X** denotes the objectives completed in the year indicated. **NC** denotes the objectives not completed. **IP** denotes that the objective is still in process. **P** denotes the objective is planned. **N/A** denotes not applicable.

<b>Goal 1:</b> Brunswick County Public Schools uses technology to provide a safe, flexible, and effective learning environment for all students and teachers.						
	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>NOTES</b>
<b>Objective 1.1:</b> Implement policies, software and hardware that foster a safe learning environment						
Require students and staff to read and sign Acceptable Use Policies	X	X	X	P	P	
Maintain effectiveness of filtering software through annual upgrades	X	X	X	P	P	
Integrate Internet Safety into the curriculum	X	X	X	P	P	
Require students and staff to read the BYOD policy and guidelines	N/A	N/A	X	P	P	
Collaborate with local law enforcement and others to promote a safe learning environment	N/A	N/A	X	P	P	
<b>Objective 1.2:</b> Deliver appropriate and challenging curricula through face-to-face, blended, and virtual learning environments						
Expand video conferencing opportunities to facilitate distance learning and collaboration among schools.	NC	X	IP	P	P	
Increase the number of course offerings for students through Virtual Virginia.	X	X	X	P	P	
Secure higher education partnerships to utilize additional technology in the delivery of course material to students and teachers.	NC	X	X	P	P	
<b>Objective 1.3:</b> Provide the technical and human infrastructure necessary to support an effective real and virtual learning environment						
Provide Technology Integration Facilitator & Instructional Technology Resource Teacher relative to state guidelines to assist teachers in integrating	X	X	X	P	P	
Establish and maintain technology coach positions to support teachers in the learning environment.	NC	X	IP	P	P	
Establish technical positions relative to state guidelines to maintain the technology infrastructure in order to support the learning environments	X	X	X	P	P	



<b>Goal 2:</b> Brunswick County Public Schools provides diverse technologies that encourage interactivity, personal growth, and collaboration of students in meaningful curricular content.						
	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>NOTES</b>
<b>Objective 2.1:</b> Incorporate research and best practices related to improving student interactivity in teaching and learning						
Provide professional development and collaboration among teachers and administrators to enhance their awareness of current research and best practices	X	X	X	P	P	
<b>Objective 2.2:</b> Customize technology to meet the needs of individualized learning while providing equal access for all students						
Incorporate reasonable technologies within the classroom and computer labs to support teaching and learning	X	X	X	P	P	
Provide teachers with access to customized technologies for use with students	X	X	X	P	P	
<b>Objective 2.3:</b> Facilitate the use of technology by students to collaborate with local and distant resources						
Provide classrooms with additional access to two-way video conferencing equipment (VCE).	X	X	X	P	P	
Provide technology that promotes dialogue between students and virtual environments	X	X	X	P	P	

<b>Goal 3:</b> Brunswick County Public Schools will provide students the opportunities to apply technology in the acquisition of knowledge, development of ICT literacy, problem solving, and in the creation and distribution of original artifacts.						
	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>NOTES</b>
<b>Objective 3.1:</b> Provide students with ICT literate teachers and technological resources that will aid in the acquisition of knowledge						
Identify and employ practices and policies that will produce ICT literate teachers	X	X	X	P	P	
<b>Objective 3.2:</b> Enhance curricula using Internet resources and software that encourage creativity, collaboration, and problem solving resulting in the production of original artifacts						
Identify Internet resources and software that increase teacher capacity to develop and design meaningful learning experiences	X	X	X	P	P	
Employ student- centered project models that require collaboration, creativity, and problem solving skills	X	X	X	P	P	

<b>Goal 4:</b> Provide students with innovative technological tools to solve real world problems.						
	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>NOTES</b>
<b>Objective 4.1:</b> Ensure that every student has access to innovative technological tools						
Provide and maintain a 3:1 student to computer (desktop, laptops and tablets) ratio district wide	X	X	X	P	P	
Provide innovative technological tools	X	X	X	P	P	
<b>Objective 4.2:</b> Provide technical and pedagogical support to ensure that students, teachers, and administrators can effectively access and use technology tools						
Maintain interactive boards and video conferencing equipment	X	X	X	P	P	
Provide students, teachers, and administrators with up-to-date computer equipment through 5 year computer rotation plan.	X	X	X	P	P	
Provide training for technical staff		X	IP	P	P	
Provide timely and effective technical support to install and maintain technological tools.	X	X	X	P	P	
Provide professional development that encourages student use of innovative technological tools.	X	X	X	P	P	
Provide timely and effective instructional technology support to assist teachers with the effective integration of innovative technological tools.	X	X	X	P	P	

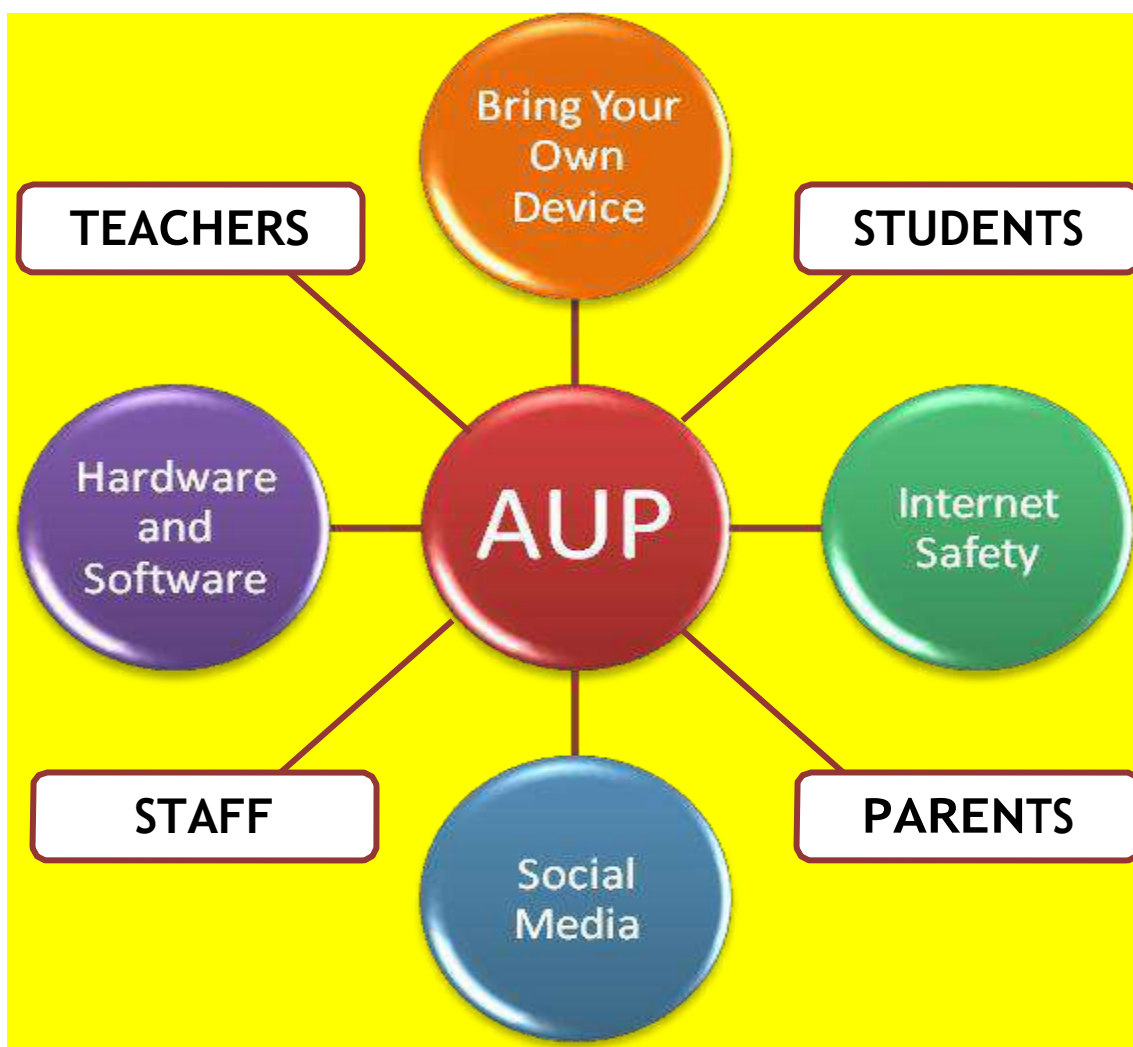
<b>Goal 5:</b> Use technology to support data-driven decision making that evaluates and improves teaching and learning of 21 <sup>st</sup> century skills						
	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>NOTES</b>
<b>Objective 5.1:</b> Use data (results) to determine the types of technical, pedagogical, and financial support needed.						
Use data-based software to plan technical support.	X	X	X	P	P	
Use the Technology Integration Facilitator & Instructional Technology Resource Teacher to enhance the integration of technology into teaching and learning of 21 <sup>st</sup> century	X	X	X	P	P	
Purchase and maintain assessment databases, student information systems, and personalized learning programs.	X	X	X	P	P	

## Appendix 2

**Technology Department Budget**

<b>Description</b>	<b>2013-2014</b>	<b>2014-2015</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018 (projected)</b>
Purchased Services	\$43,000.00	\$43,000.00	\$43,000.00	\$43,000.00	\$43,000.00
Telecommunications	\$266,364.24	\$247,746.95	\$271,967.00	\$266,508.00	\$270,508.00
Miscellaneous	\$3,625.00	\$3,625.00	\$3,625.00	\$3,625.00	\$3,625.00
Materials and Supplies	\$161,192.34	\$129,325.78	\$131,678.78	\$131,229.81	\$135,869.35
Capital Outlay Replacement	\$110,000.00	\$105,000.00	\$105,000.00	\$105,000.00	\$105,000.00
<b>Total Budget Per Year</b>	<b>\$584,181.58</b>	<b>\$528,697.73</b>	<b>\$555,270.78</b>	<b>\$549,362.81</b>	<b>\$558,002.35</b>

Note: The budget will be addressed each year during the annual evaluation process.



## **BCPS Technology Acceptable Use Policy**

**Brunswick County Public Schools**

**Mrs. Dora G. Wynn, Division Superintendent**

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## **I. Purpose**

Use of the Brunswick County Public Schools (BCPS) computer systems and the Internet enables students and employees access to resources that enhance teaching and learning. Our end users must develop the fundamental skills to become global citizens and productive employees. Students need to learn ethical and safe guidelines for using the Internet inside and outside of the school environment. This policy determines the use of Brunswick County Public School's information systems. It facilitates the safe and appropriate use of technology for educational purposes and compliance with Child Internet Protection Act (CIPA). In addition, it addresses procurement, maintenance, support and use of hardware and software.

## **II. Statement of Policy**

BCPS offers students and employees access to the Internet and other technologies for educational and professional development purposes only. Students and Staff are expected to use the Internet and other technologies in ways that are consistent with the goals of the school division. Usage which might be acceptable on personal computer systems may not be permissible on the BCPS' network. Appropriate uses include, but are not limited to:

- participating in distance learning activities;
- using resources for classroom activities;
- asking questions of and consulting with experts;
- communicating with other students and teachers about educational matters;
- conducting BCPS business;
- locating resources to enhance the educational environment, and
- professional or career development activities

BCPS will use a filter to provide a safe learning environment for students, staff and parents. The division does not permit use of inappropriate materials. Student and staff that knowingly use inappropriate materials in school may be subject to disciplinary action, including possible suspension and/or termination, pursuant to the terms of the [BCPS Employee Handbook](#). BCPS may provide hardware with Internet connection capabilities to staff or students. However, BCPS has no control over the content that students or staff may be exposed to outside of the division's filtering mechanism.



### III. Acceptable Internet Use

#### A. Purpose of Internet Use in Schools

The Internet provides an opportunity for global communications and enhances the teaching/learning experience. Use of the division's technology and access to the Internet in school is a privilege, not a right.

#### B. Prohibited Use but not limited to:

- cyberbullying
- accessing, downloading, printing or storing information with sexually or explicit content as prohibited by law (see Code of Virginia §2.1-804-805; §2.2-2827 as of October 1, 2001)
- downloading or transmitting fraudulent, threatening, obscene, intimidating, defamatory, harassing, discriminatory, or other-wise unlawful messages or images
- sending or downloading any copyrighted material without the owners written permission
- sexting
- use of chat rooms
- use of any file sharing utility
- personal use (activities outside of the performance of your job)

#### C. Internet Safety Curriculum

Legislation approved by the 2006 Virginia General Assembly requires school divisions to incorporate Internet Safety into the curriculum. BCPS faculty will use approved curriculum to integrate Internet Safety in their instruction.

Curriculum should include but is not limited to:

- appropriate interaction with others on social media;
- appropriate posting of information on the Internet or on individual websites
- appropriate use of and limitations of free speech on the Internet;
- prevention of cyberbullying
  - awareness of signs of cyberbullying behavior
  - providing assistance to students who believe themselves or others to be targets of cyberbullying behaviors
- appropriate use of copyrighted and non-copyrighted materials found on the Internet.

#### D. Social Media

The division recognizes that student groups or members of the public may create social media representing students or groups within the division. When employees, including coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the division. Employees have responsibility for maintaining appropriate employee-student

relationships at all times and have responsibility for addressing inappropriate behavior or activity on the networks. This includes acting to protect the safety of minors online. Employees shall annually disclose to the division the existence of and their participation in such networks.

An employee who is responsible for a social media network posting that fails to comply with the rules and guidelines set forth in this policy may be subject to discipline, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or private information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media network.

#### ***E. Bring Your Own Device (BYOD)***

The Bring Your Own Device (BYOD) program refers to any "device" that is privately owned by a user. Examples include: laptop, tablet computing device, netbook, notebook, e-Reader, iPod touch (or similar), or cell/smart phone. For the purposes of this program, the term "device" also includes any similar product owned by Brunswick County Public Schools (BCPS) and provided for student use. Student filtering is a requirement of all schools. The Children's Internet Protection Act (CIPA) requires all network access to be filtered; therefore any device using the guest network will be filtered.

#### ***F. Violations***

Employee misuse will result in disciplinary action up to and including termination. Student misuse will result in disciplinary action in accordance with the Standards of Student Conduct policy. Actions may include:

- suspension or cancellation of network, technology or computer privileges;
- suspension or removal from instruction;
- legal action and/or prosecution;
- being held financially responsible for theft or damage to BCPS' technology.

### **IV. Network, Computers, Software, Printers and Other Technology**

#### ***A. Technology Hardware/Software Procurement***

All technology equipment and software proposals must be routed to the Department of Technology. The procurement process will be as follows:

- Technology equipment request and funding information must be sent to the Director of Technology
- The Technology Department will then secure quotes through the appropriate bid process or through state contract

- A purchase order will then be completed by the initiator and forwarded to the Director of Business and the Superintendent
- Copies of documents will be sent to the department/school initiating the order

**No** maintenance, repairs or supplies will be provided for technology that is acquired outside of this protocol.

#### **B. Request for Services**

All Brunswick County Public Schools employees must submit a service request electronically to receive technical or instructional support. Phone calls, facsimiles or verbal communications will not be accepted in lieu of the online form. These forms can be found at [www.brunswickcps.org](http://www.brunswickcps.org). Service request can be submitted from any division computer connected to the network.

#### **C. Printer Consumables**

When printer consumables are required a service request must be submitted. List the brand and model number of the printer in the request. If the model number of the ink/toner cartridges is available list that as well.

#### **D. No Expectation of Privacy**

No user should have any expectation of privacy in any message, file, image or data created, sent, retrieved or received by use of Brunswick County Public School's equipment and/or access. Brunswick County Public Schools' reserves the right to monitor, without the user's permission, any and all aspects of their computer systems including, but not limited to:

- Websites and teacher class pages
- Instant messaging systems
- Chats or news groups
- Materials downloaded or uploaded by employees
- E-mails sent or received by employees.

By authorizing the use of the division computers and network system, BCPS does not relinquish control over materials on the network or contained in the files on the computer system.

- Routine maintenance may lead to a discovery of a violation of policy or the law.
- A search or investigation will be conducted if school authorities have a reasonable suspicion that the search will uncover a violation of division policy or law.
- Upon written request, parents will be permitted to review or investigate the contents of their child's files and e-mail files.
- Upon written request, parents can have your child's individual account terminated.

In addition, electronic records may be subject to the Freedom of Information Act (FOIA) and is available for public distribution.

### **E. User Responsibilities**

The Technology Department cannot guarantee the availability of technical resources 100% of the time. It is the user's responsibility to make backups. The Technology Department is not responsible for data that is lost or corrupted. When using Brunswick County Public School's Internet access or electronic communications, equipment and capability, individuals must:

- use the Internet or electronic communication systems only in accordance with division policy;
- maintain the conditions of security (including safeguarding of passwords) under which they are granted access to such systems;
- check with the appropriate staff prior to downloading or accessing a file or document if the source of the file or other circumstances raises doubts about its safety.

All users are responsible for keeping their computer area clean and dust free. Computer area includes the computer, monitor, printer, computer accessories and the table they are on.

### **F. Prohibited Activities**

#### **1. Hardware**

- moving any hardware from one location to another
- attempting to repair equipment
- hiring outside agencies to repair equipment
- separating clusters of iPads, laptops and other devices for individual use
- installing printers or unapproved peripherals

#### **2. Software**

- installing or downloading computer software, programs, executable files contrary to policy
- uploading or downloading copyrighted materials
- installing or attempting to install unlicensed or illegal copies of software (this shall include the use of keygens or other such programs intended for the purpose of defeating copyright protection)

#### **3. General**

- modifying any file on the computer that is not your property
- giving your password to others and/or using another person's password
- circumventing or defeating any security feature on the BCPS network
- attempting to gain access to another's resources, programs or data
- vandalizing or theft
- browsing, accessing or the use of network resources that are not authorized by the technology department

- saving or creating files on network resources in which the user has not received permission
- creating, compiling and distributing any virus or spy-ware application
- disrupting networked or non-networked computer by deleting or altering files, hacking or any other means that could be considered disruptive

## V. EMAIL

BCPS provides email services for the division. Faculty and staff members are required to check their email regularly as part of their job duties. Email provided by BCPS is for school related purposes only. The following uses of the email system are prohibited:

- personal use of your BCPS email address for online purchases, list serves, newsletters, jokes of the day or any like services
- sending e-mail using another's identity, an assumed name or anonymously
- permitting a non-employee or non-student to use for purposes of communicating the message of some third party individual or organization

## VI. Copyright

In an increasing effort to eliminate software piracy, the United States Government has enacted laws that provide protection to any intellectual property (Copyrighted Materials). These laws can be found under Title 17 of the United States Code and the Digital Millennium Act of 1998. If a BCPS employee engages in any illegal installation or distribution of any copyright material he or she will be held personally liable.

## VII. Authority

The Brunswick County School Board shall grant the Superintendent or his/her designee authority to monitor, revise and enforce the policies set forth in this document. This authority is granted the effective date related to this document.

## VIII. [Bring Your Own Device \(BYOD\) Policy & Guidelines](#)

## IX. [BCPS Social Media Policy and Guidelines](#)



## **Brunswick County Public Schools Social Media Policy**

### **Overview**

Brunswick County Public Schools (BCPS) recognize the rights of students, faculty and staff who want to participate in online social networking. The division takes no position on participation in the use of social media networks for personal use on personal time. However, use of these media for personal use during division time or on division equipment is prohibited. Our policy is designed to create an atmosphere of good will, honesty and accountability. BCPS students, faculty and staff should always be cognizant that information produced, shared or retrieved by them is a reflection on the school and community. The school division expects students and employees to abide by this policy when accessing, creating, or contributing to any blogs, wikis, podcasts, or other social media. Failure to adhere to policy may result in disciplinary action.

### **Purpose**

The purpose of the policy is to address the use of social media as it relates to BCPS. Brunswick County Public Schools recognizes the importance of technology in teaching, learning and assessment. The division also recognizes its obligation to teach and ensure responsible and safe use of these technologies. We believe that technology tools enhance the learning experience. Social media is defined to include but not limited to: Websites, Weblogs (blogs), wikis, social networks, online forums, virtual worlds, and any other social media generally available to the public.

### **Social Media Policy: Students**

Social media encompasses global audiences. Therefore, students should use social media sites with the understanding there may be consequences for their actions. Give thought to what you are posting. BCPS asks students to use discretion when posting to the Internet. The recommendations below should be followed when they are in an online environment:

1. BCPS reserves the right to request school-related images or content posted without permission to be removed from the Internet.
2. Do not misrepresent yourself by using someone else's identity.
3. Social media sites are public venues. This means that you have no control over how your information can be shared. Do not post or link anything to social networking sites that you wouldn't want friends, peers, parents, teachers, college admissions officers, or future employers to access.
4. Remember to be respectful and avoid comments that may be hurtful when responding to other posts. The use of profane, obscene, or threatening language has consequences.
5. Only accept invitations to share information from people you know. Use privacy settings to control access to your network, web pages, profile, posts, blogs, wikis, podcasts, digital media, forums, groups, fan pages, etc.
6. Never share personal information such as; social security numbers, phone numbers, addresses, birthdates, and/or pictures with people you don't know.

7. Keep your passwords secure and never give your passwords to others. You could be held responsible for things you did not do.
8. Cyberbullying is considered an act of harassment and is unacceptable. See the [BCPS Student Handbook](#) for detailed information.

## **Social Media Policy: Employees**

Online social media can be used as a communication and e-learning tool. BCPS may employ such tools and other communication technologies in fulfilling its responsibility for effectively communicating with the general public. However, employees must avoid posting any information or engaging in communications that violate state or federal laws or division policies. Employees must be able to discern between professional and personal relationships within a social media context. Employees are advised to maintain professionalism as division employees and assume responsibility for addressing inappropriate behavior or activity on these networks which include requirements for mandated reporting.

BCPS expects all employees serve as positive ambassadors for our schools and to remember they are role models to students. Since readers of social media networks could view an employee as a representative of our schools and the division, BCPS requires employees to observe the following rules when referring to the division, its schools, students, programs, activities, employees, volunteers and communities on any social media networks:

1. An employee's use of any social media network and an employee's postings, displays, or communications on any social media network must comply with all state and federal laws and any applicable division policies.
2. Employees should be respectful and professional in all communications (by word, image or other means). This includes avoidance of the following:
  - using obscene, profane, or vulgar language on any social media network
  - engaging in communications or conduct that is harassing, threatening, libelous, or defamatory
  - discussing or encouraging any illegal activity or the inappropriate use of alcohol, use of illegal drugs, sexual behavior, sexual harassment, or bullying.
3. Employees should not use their division e-mail address for communications on social media networks. Employees must make clear that any views expressed are the employee's alone and do not necessarily reflect the views of the division. Employees may not act as a spokesperson for the division or post comments as a representative of the division, except as authorized by the Superintendent or the Superintendent's designee. When authorized as a spokesperson for the division, employees must disclose their employment relationship with the division. Employees should not:
  - disclose information on any social media network that is confidential or proprietary to the division, its students, or employees or that is protected by data privacy laws.



- use or post the division logo on any social media network without permission from the Superintendent, or designee.
  - post images on any social media network of co-workers without the co-workers' consent.
  - post images of students on any social media network without written parental consent.
  - post any nonpublic images of the division premises and property, including floor plans.
4. Anything posted on an employee's website or other Internet site for which the employee is responsible will be subject to all division policies, rules, regulations, and guidelines. The division is free to view and monitor an employee's website or Internet site at any time without consent or previous approval. Where applicable, employees may be asked to disclose to the division the existence of and to provide the division with access to an employee's website or other personal social media network as part of an employment selection, promotion, or disciplinary process.

## Brunswick County Public Schools Social Media Guidelines

These are the guidelines for social media in the Brunswick County Public School Division. We expect all who participate in social media to understand and follow these guidelines. Failure to do so could put you at risk. These guidelines will continually evolve as new technologies and social networking tools emerge. Listed below are reminders to help you avoid the pitfalls of social media.

1. **It's your responsibility.** What you publish is your responsibility. Use caution with what you post. If you're still unsure, you might want to discuss it with your supervisor. Trademark, copyright, and fair use requirements must be respected.
2. **Ensure the safety of students.** Division employees have a responsibility for monitoring content and addressing inappropriate behavior or activity on networks they join or are engaged in. This includes acting to protect the safety of minors online. Employees shall annually disclose to their supervisor the existence and participation in such networks.
3. **Be transparent.** Your honesty is important. If you are posting about your work, use your real name and identify your employment relationship with the division. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside the division's network, please use a disclaimer to state in clear terms that the views expressed are the employee's alone and that they do not necessarily reflect the views of the Brunswick County Public School System.
4. **Protect confidential information.** You must make sure you do not disclose or use confidential information. Students, parents, and colleagues should not be cited or obviously referenced without their approval. For example, ask permission before posting someone's picture in a social network (student photos require parental consent) or publishing a conversation that was meant to be private. It is acceptable to discuss general details about projects, lessons, or events and to use non-identifying pseudonyms for an individual (e.g., Teacher A) so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place to conduct school business with students or parents.
5. **Respect your audience and your coworkers.** Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This includes not only the obvious (no ethnics slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.

6. **Perception can be reality.** In online networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a division employee, you are creating perceptions about your expertise and about the division by community members, parents, students, and the general public; and you are creating perceptions about yourself with your colleagues and managers. If you chose to join or engage with division students and families in a social media context, do so in a professional manner, ever mindful that in the minds of students, families, colleagues and the public, you are a division employee. Be sure that all content associated with you is consistent with your work, the division's beliefs and professional standards.
7. **Are you adding value?** There are millions of words out there. The best way to get yours read is to write things that people will value. Communication associated with our division should help fellow educators, parents, students, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, do their jobs, solve problems, or understand education better—then it's adding value.
8. **Keep your cool.** One of the aims of social media is to create dialogue, and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. If you make an error, be up front about your mistake and correct it quickly. Express your points in a clear, logical way. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.
9. **Be careful with personal information.** Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media site(s). Astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know, or even reset your passwords.
10. **Be a positive role model.** The line between professional and personal relationships is blurred within a social media context. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.
11. **Don't forget your day job.** You should make sure that your online activities do not interfere with your job. Remember that division technologies are provided for educational use. Use of social media for personal use during division time or on division equipment is prohibited.

**Citing Source:** The published policies and guidelines of the Minnetonka Public Schools, Intel and Kodak were adapted in developing the Brunswick County Public School's Policy and Guidelines for social media.



## Bring Your Own Device (BYOD) Policy and Guidelines

The Bring Your Own Device (BYOD) program refers to any "device" that is privately owned by a user. Examples include: laptop, tablet computing device, netbook, notebook, e-Reader, iPod touch (or similar), or cell/smart phone. For the purposes of this program, the term "device" also includes any similar product owned by Brunswick County Public Schools (BCPS) and provided for student use. Student filtering is a requirement of all schools. The Children's Internet Protection Act (CIPA) requires all network access to be filtered; therefore any device using the guest network will be filtered. All BYOD users should adhere to the following:

1. BCPS is **not** liable for any loss, damage, or theft of a personally owned device(s). The student is responsible for personal devices brought to school and for the condition of the device. This includes but is not limited to: system updates, antivirus software, and repair.
2. Personal devices should be charged and recharged outside of school and should be capable of lasting a full day without recharging.
3. Device use is limited exclusively to schools participating in the BYOD instructional program. Furthermore, outside of these schools all electronic devices should be turned off and should not be visible.
4. Devices are **not** to be used in parts of the school designated as no technology zones or any other areas where devices are not permitted.
5. Devices are **not** to be used for non-educational purposes during school hours. Devices are to only be used when granted permission by a school administrator or teacher for educational purposes.
6. Students must use the Division's BYOD network when at school. Students may not use a cell phone or service provider's data network (3G, 4G, LTE, etc.) or any other wired or wireless network other than the BYOD network. **Note:** BCPS is not responsible for any data charges that a student may incur from a service provider as a result of not following the policy of only using the BYOD network while at school.
7. As part of the BYOD instructional program there will be mechanisms in place such as signage and verbal communication to indicate when devices can and cannot be used. Students will observe and follow these procedures at all times while at school.
8. No device, personal or otherwise, may be used to record, store, or transmit any type of image, sound, or video from BCPS, except for approved projects with the express permission of the teacher.
9. If an administrator has credible, specific, and reasonable suspicion that evidence exists of violation of this agreement, Division policy and/or law may have occurred (or is about to occur) the student's device may be inspected and/or confiscated. This also applies to situations in which there is a reasonable, credible, and specific belief that a student's safety and/or well-being may be at risk. The search itself must be reasonable in scope and not excessively intrusive in light of the age, gender of the student and the nature of the suspected infraction.

10. Disciplinary action that may arise from a credible, specific, and reasonable search involving a handheld or other device and/or the misuse of technology may lead to the loss of technology privileges or any other action deemed appropriate by the Division under the circumstances related to any such disciplinary action taken.
11. These guidelines shall be understood to be read consistently with the BCPS AUP and Social Media Policy.
12. Teachers are responsible for proper classroom use of devices brought to school and may face disciplinary actions for allowing activities that violate policy.
13. You will have to accept the AUP every time if your device logs into the network.
14. The teacher is responsible for notifying parents on the use of BYOD in their classrooms. The teacher has the final say on classroom procedures. If your teacher asks you not to use your device, you must follow their instructions. ***Although access is available, it is not guaranteed for every classroom environment.***
15. There is no penalty for not participating in the BYOD program. Teachers are responsible for making sure school technology is available for interactive lessons.
16. Students will not have the capability to print from their devices in school.
17. BCPS staff is not responsible for fixing, repairing or troubleshooting individual devices.

## Appendix 5

**Hardware Status**

As of May 2016

School	Enrollment	Computers/Laptops/Tablets	Computer to Student Ratio
Meherrin Powellton Elementary	267	159	1.68
Red Oak-Sturgeon Elementary	197	146	1.35
Totaro Elementary	388	335	1.16
Russell Middle	373	301	1.24
Brunswick High/Technology Center	511	422	1.21
<b>Division Total</b>	<b>1736</b>	<b>1363</b>	<b>1.27</b>