

Getting Organizational Results with Mobile Devices – TBTLA

John Just – Kindle Project @
Pinellas County Schools



Credit:[DOUGLAS R. CLIFFORD | St. Petersburg Times]

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Overview of Clearwater HS Project

- Principal led project to arm every student with a technology to replace textbooks
- Purchased 2100 Kindle 3s (6") from advance on four year technology funding
- Purchased Math, Reading, Supplemental, and other materials using textbook funds
- Every teacher received a Kindle 2 (6") at the end of the 2009-10 school year
- Over 1900 students received a Kindle whose parent consented at the beginning of the 2010-11 school year

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Why Kindle?

- Content is King! 950,000 titles
- Cost: \$177 for each device with 3G access
- Fairly rugged design
- Established delivery of content with no need to lock down



Credit: Amazon.com

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3G? - Yep

- Kindles have a mobile browser that is limited
- Students can check grades, attendance, take quizzes, post to discussion forums from home
- CIPA states “computer” and “internet access” not e-reader and mobile web access
- Parental consent required with a statement about unfiltered web
- CHS is only school with 3G, all other schools since are Wi-Fi only
- Amazon working on parental controls

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Lessons Learned

- Work with publishers WAY in advance
- More content – less money
- Coordinate with 3G provider
- Kids like Facebook (duh)
- Bricking was a good deterrent to theft
- Kindle SSID
 - Updates
 - Free personal content delivery
 - Faster user experience
 - Filtered while on campus
- Teacher Training is Key



Credit: MELISSA LYTTLE

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Next Steps

- Research about teachers adopting technologies confirms they are much more autonomous in what technologies they use
- Training should focus on usefulness to teachers and embedded coaching to help with transition
- Teachers and school staff were hit with a lot of information and forgot about Kindle for PC/Mac
- Participation in e-reader projects for the rest of Pinellas will be teacher initiated and self-selecting
- Continuing to push publishers for more content
- Other devices such as iPads and Android tablets

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Thank you!

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