



Transitional Strategy for *The Dallas Morning News*

MAR	APR	MAY	JUN	JUL	AUG
SURVEY	FOCUS GROUPS	ANNOUNCE	REVISE PLAN	EXECUTE	LAUNCH





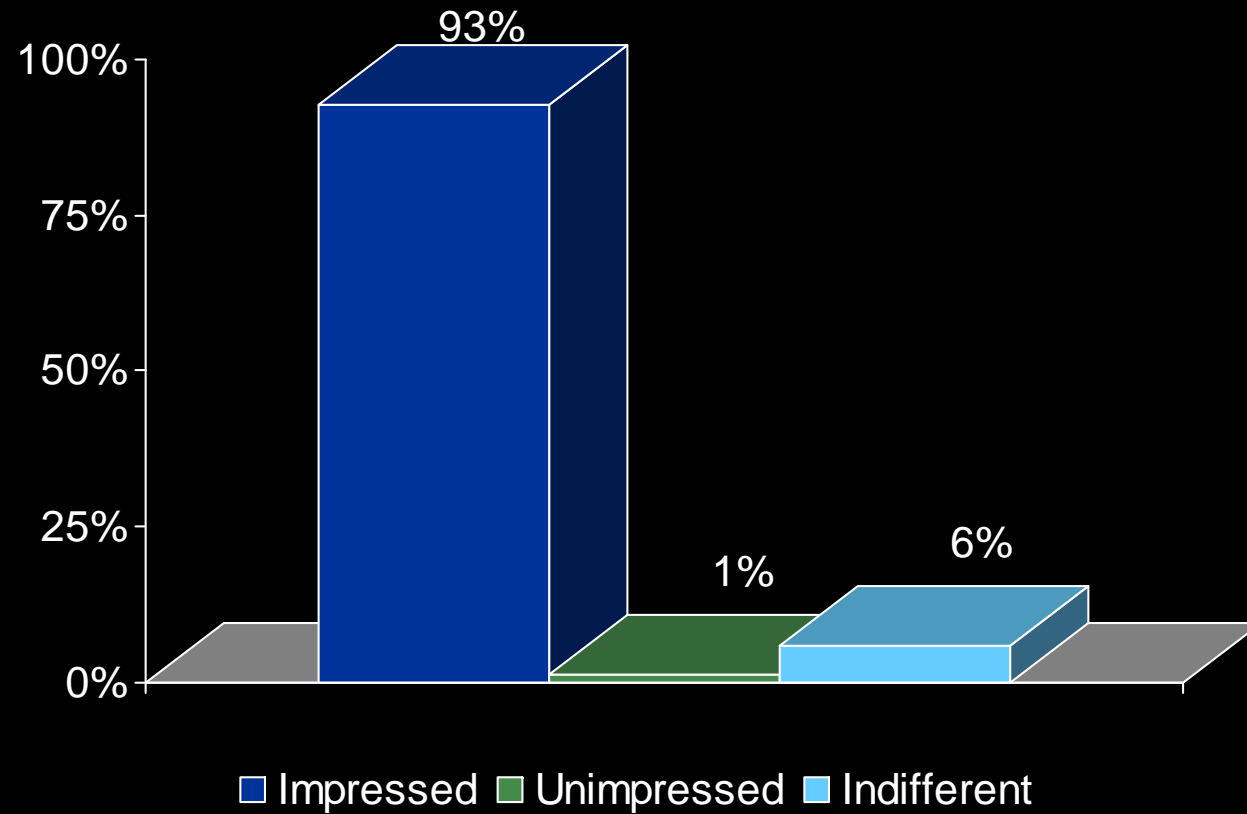
Transitional Strategy for *The Dallas Morning News*

- Survey Results
- Revised Strategy
- Vision



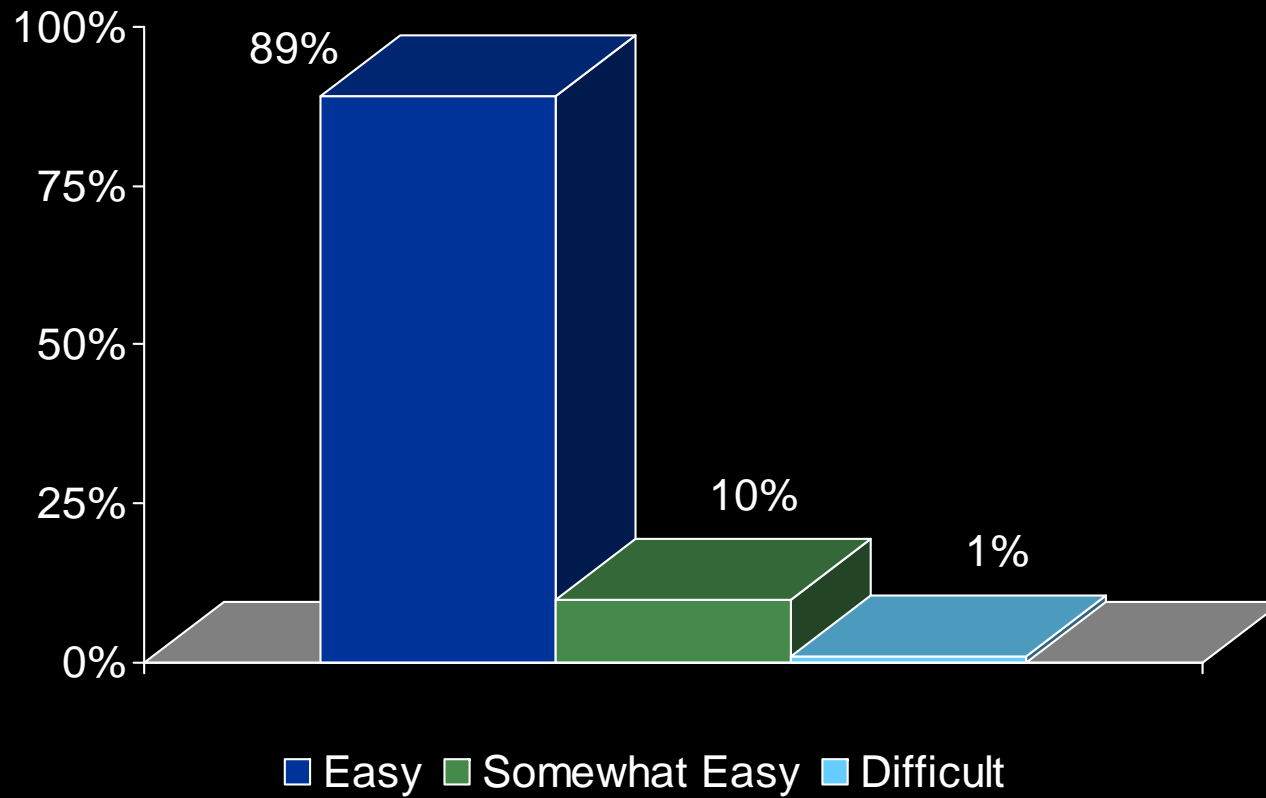


Teacher response to the application Overall impression



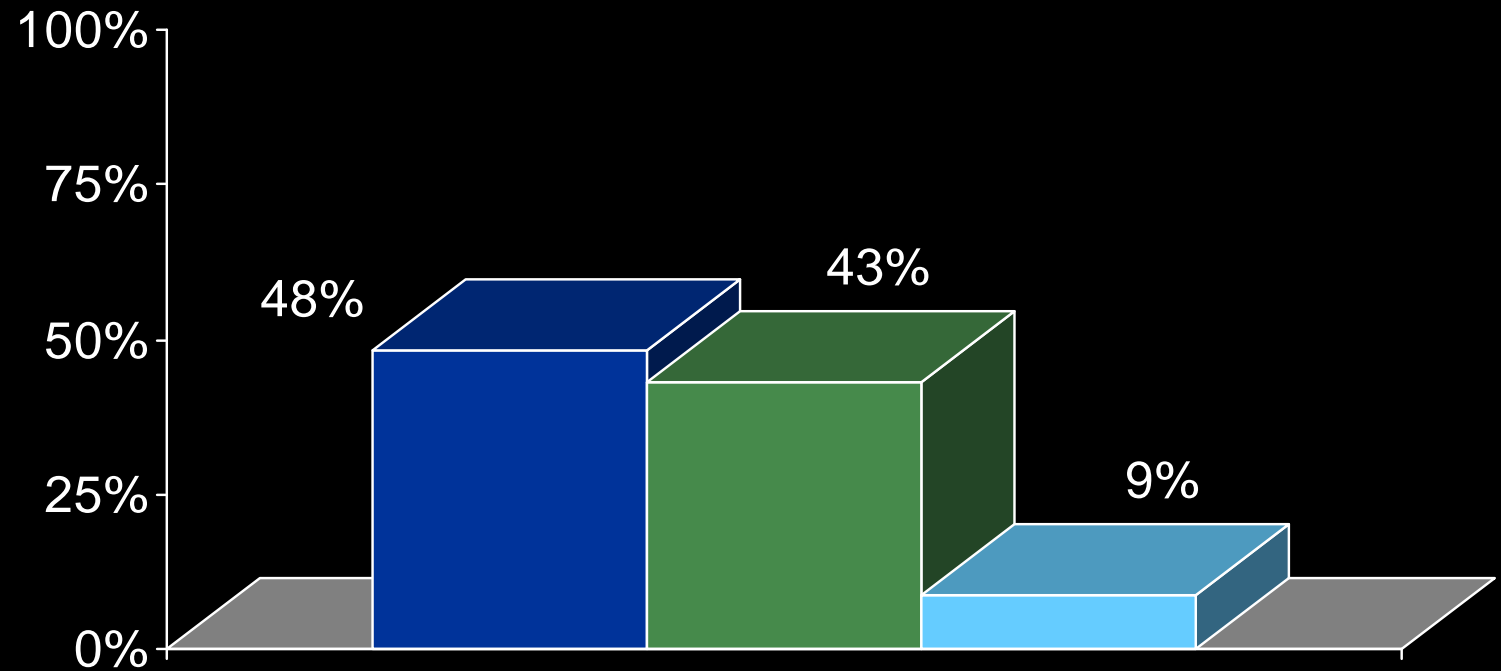


Teacher response to the application Ease of usage





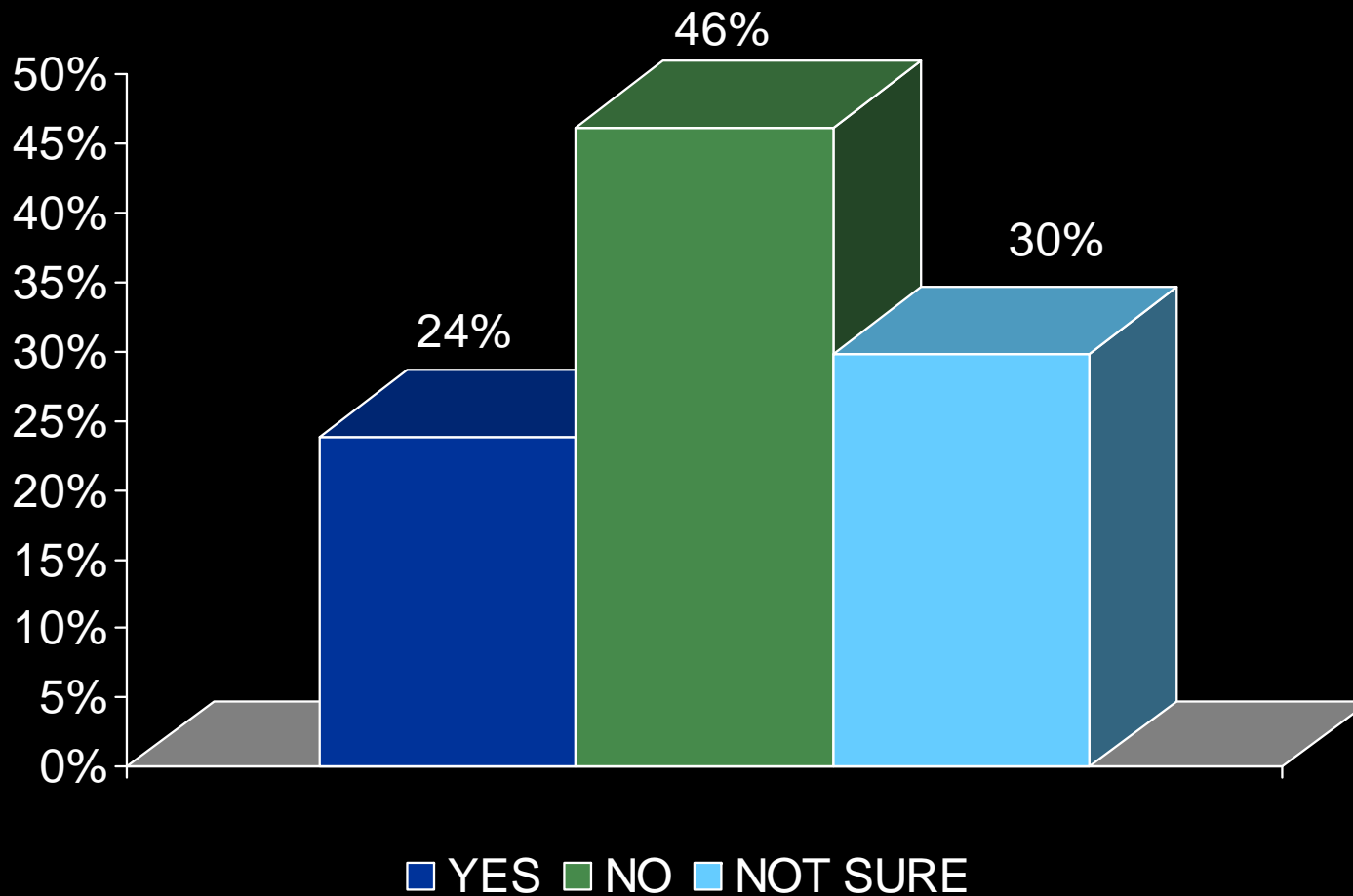
Teacher response to the application Training needed to embrace



- No training needed
- Minimal training would be helpful
- Definitely needs basic training

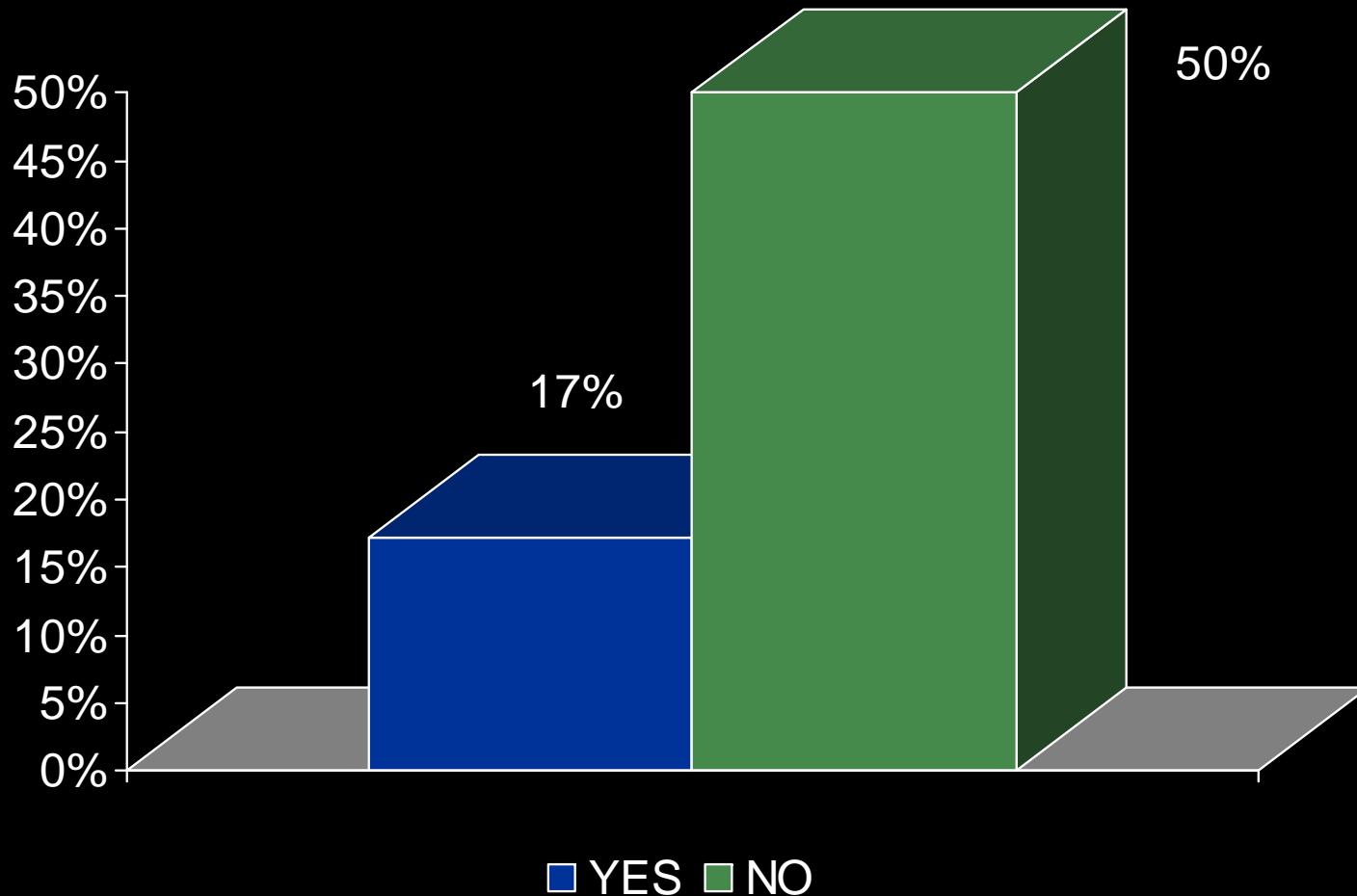


Teacher response for the concept/approach
Is it an effective replacement to the
print edition?



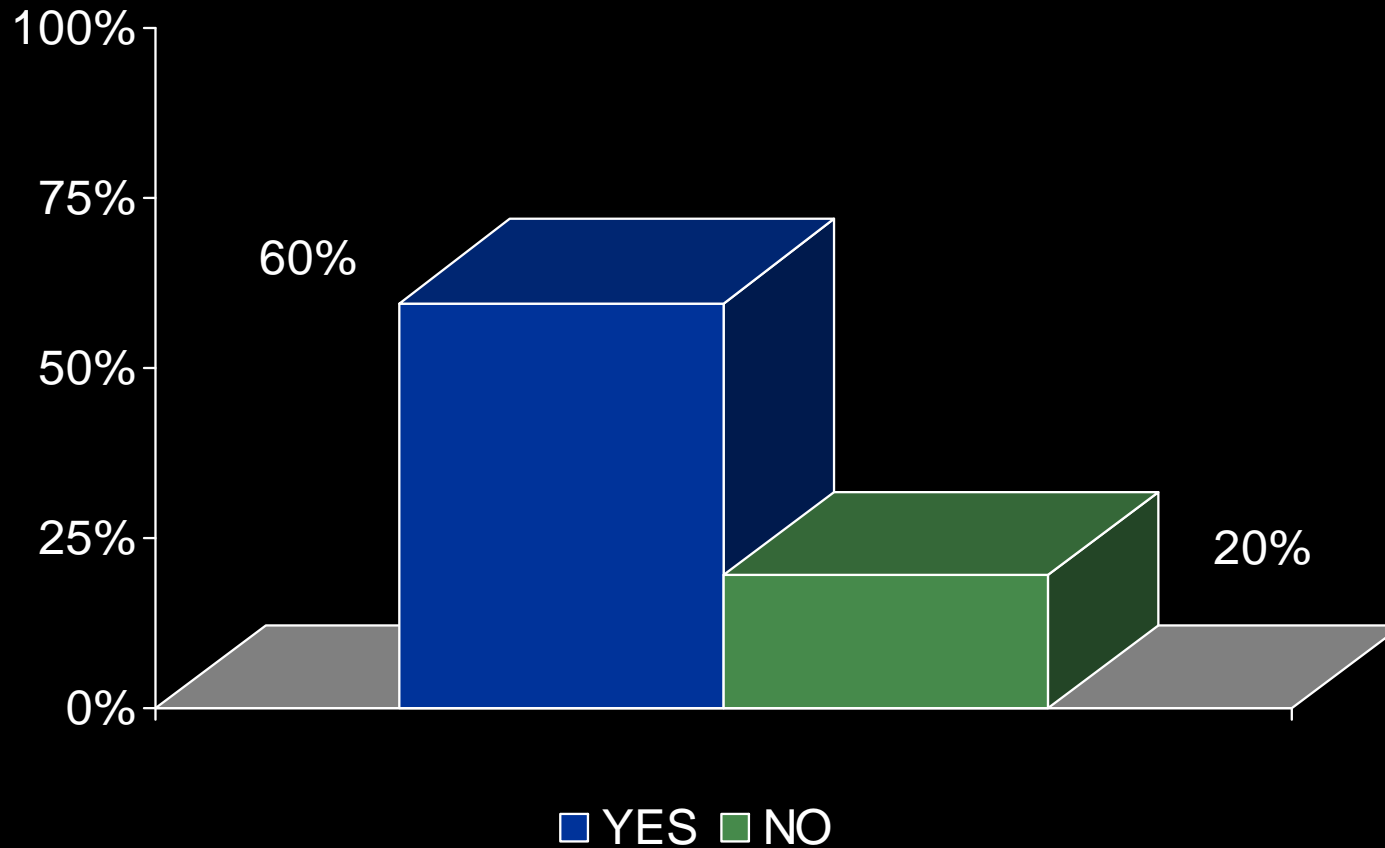


Teacher response for the concept/approach
Would online edition ensure more
student success than the print edition?



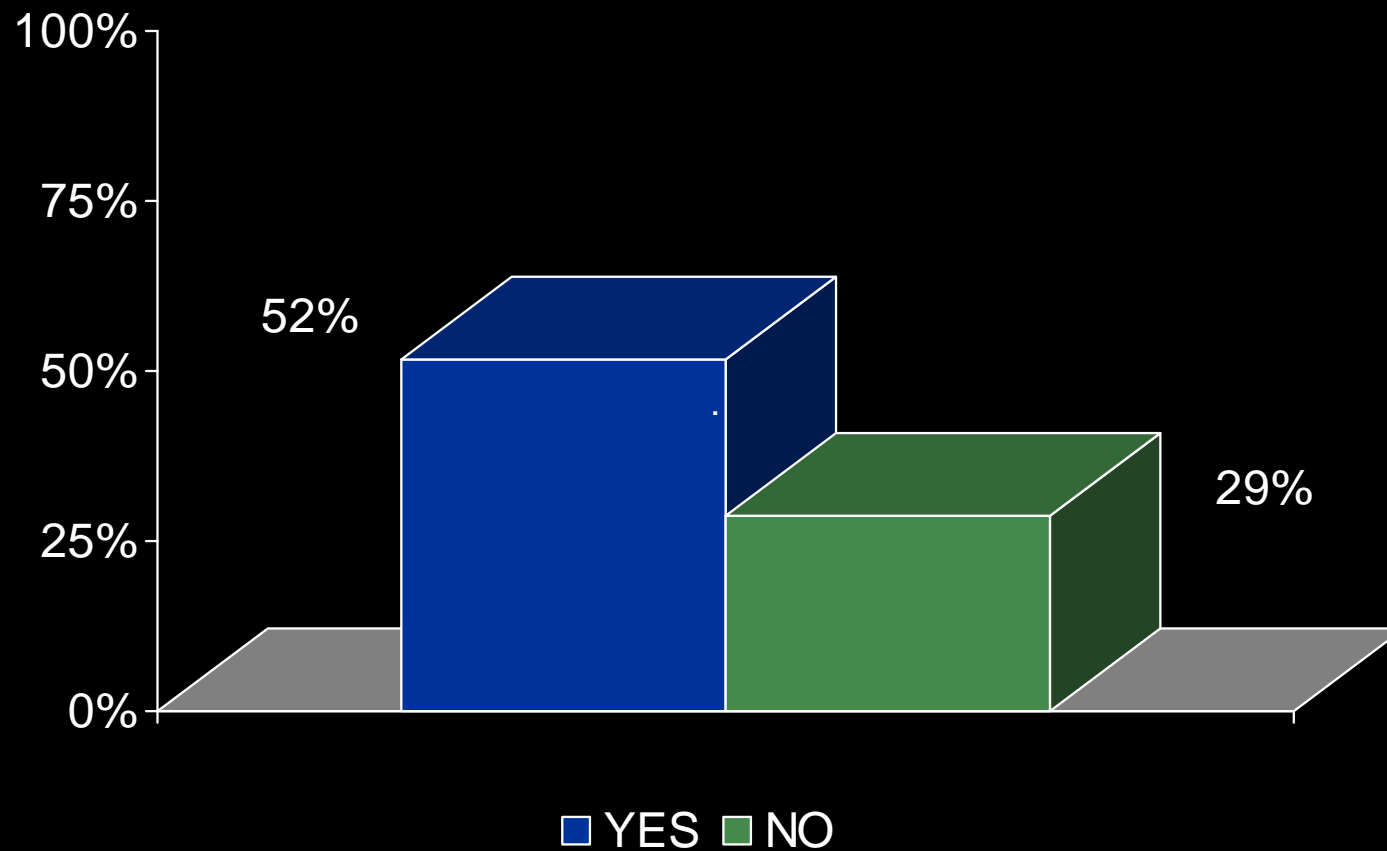


Teacher response for the concept/approach
Would you provide students frequent opportunities to access the online edition?



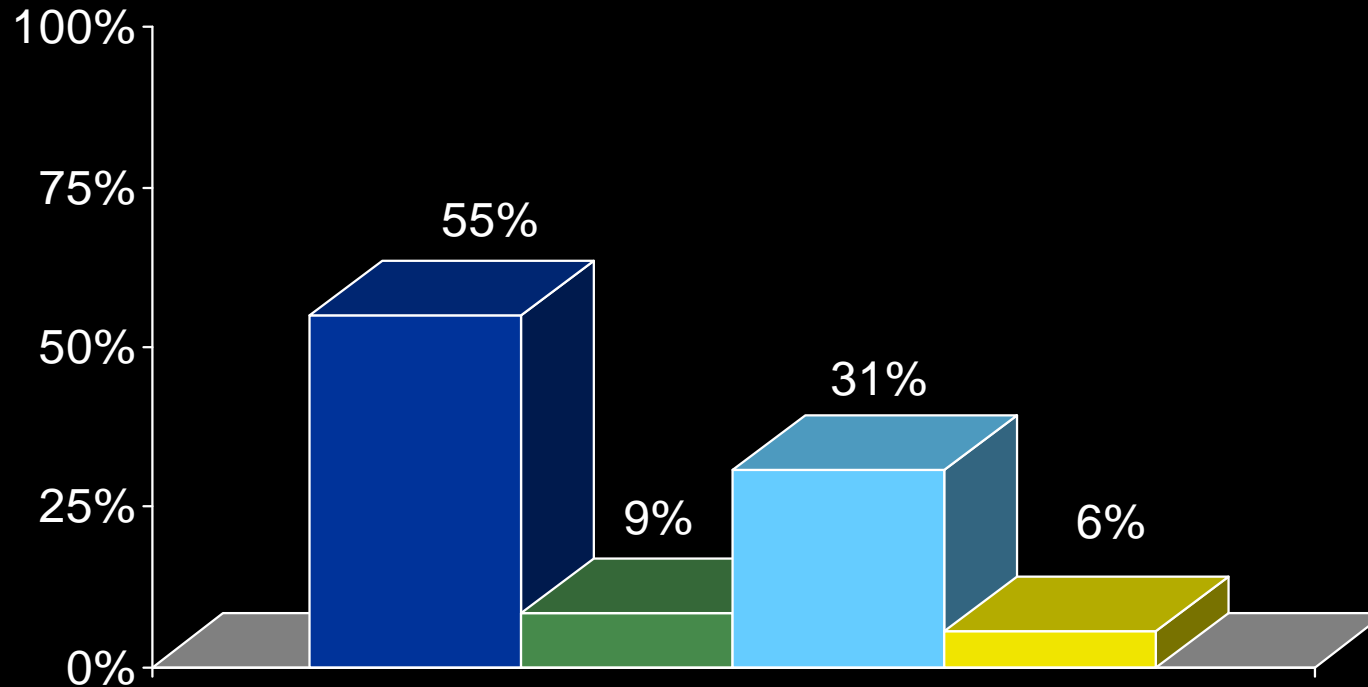


Teacher response for the concept/approach
Would you **expand usage** of the newspaper with the online edition?





Teacher response for the concept/approach
If the printed newspaper wasn't available, what would you likely do?



■ Use the online edition

■ Pay for an alternative pub

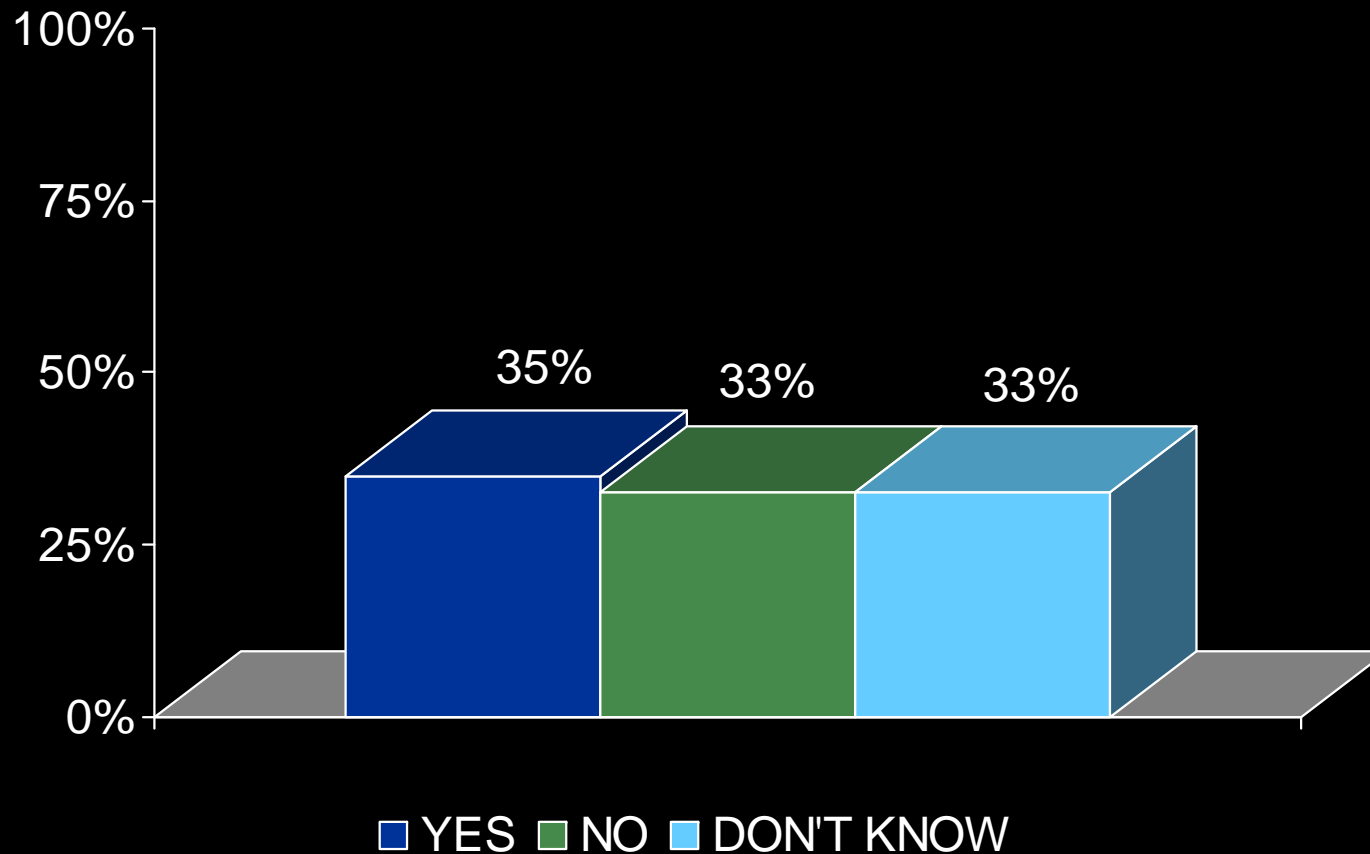
■ Discontinue using newspapers

■ Seek alternative approaches



Perception of other teachers

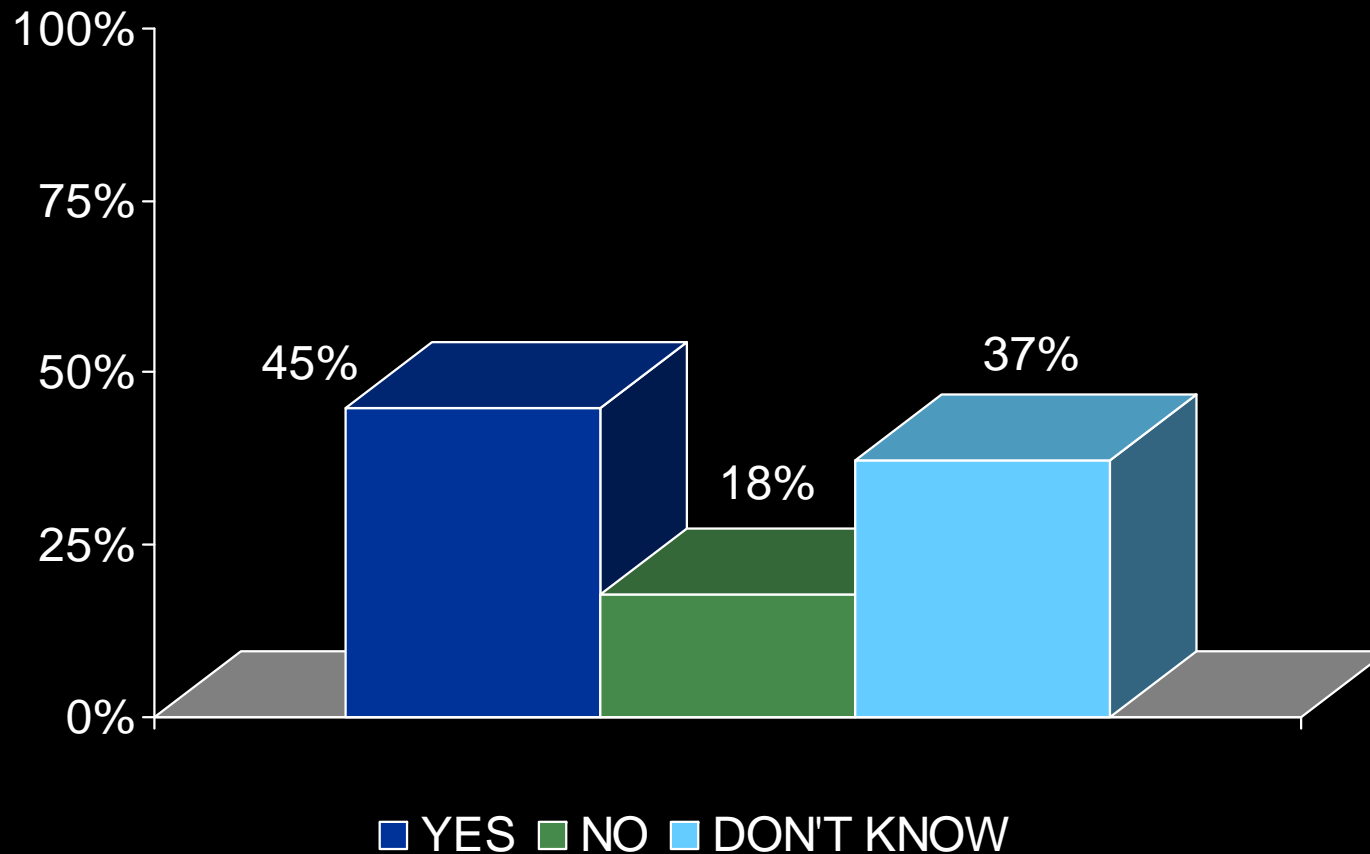
Would other **experienced NIE** teachers embrace the online edition?





Perception of other teachers

Would teachers with no NIE experience embrace the online edition?





Next Steps

Communication Strategy

- **FOCUS GROUP FEEDBACK**
 - **Three Sessions**
- **ANNOUNCEMENT**
 - **External & Internal**
- **COLLECT AND RESPOND TO FEEDBACK**
- **FOLLOW UP ANNOUNCEMENT**

2008-09 Strategy

Target Early Adopters

Embrace Web 2.0

**Build a Growing and
Self-sustaining
Community**





Goals

- District by district compliancy
- Synchronize scope and sequence
- Support objectives
- Promote free resources
- Maximize/expand presence

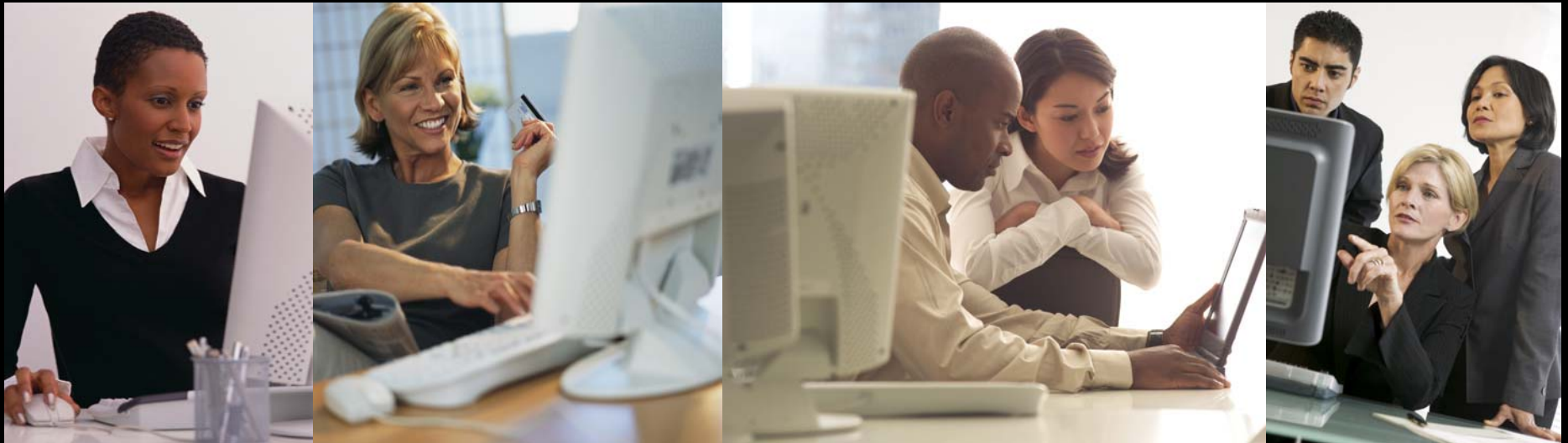


Digital NIE will provide teachers opportunities to...

Connect

Collaborate

Create



- Enhance their teaching skills with online resources
- Access learning management systems and self-directed instructional courses for students
- Engage students with technology-based strategies
- Share experiences, ideas and approaches from their computer for teachers by teachers 24/7



Wiki me this *and* Google me that!





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An e-Learning Innovation Story University of Cincinnati

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"Bb Meets Bb NG"

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nie

newspaper in education

The Dallas Morning News

nie.dallasnews.com

Lorem ipsum 202

ThemZa Moodle Templates

ThemZa Moodle > 0702

Activities

Topic outline

1

2

3

4

5

6

7

Latest News

24 May, 12:45

Expanding Events

Recent Activity

24 May, 12:45

you are currently using guest access

Home ThemZa ThemZa Moodle Themes

Moodle - First Page

Weekly Format

Body = LightYellow

Block Headers = Tan

NavBar = Wheat

Block Content = Beige

Examples of Possible Changes

This week's highlight color, too

Weekly Format

Weekly Format

ThemZa Moodle Templates

Available Courses

Lorem ipsum 202

Lorem ipsum 201

Choose a Theme

Student Experience

Calendar

24 May, 2020

Mon Tue Wed Thu Fri Sat Sun

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

SUBSECRETARIA DE CIENCIAS Y TECNOLOGIA

MINISTERIO DE EDUCACION

SCYT

Inicio principal

Buscar en los temas

Categorías

Inicio principal

Inicio principal

newspaper in education

The Dallas Morning News

nie.dallasnews.com



CULT-LIKE!

MOODLECASTS!

MOODLE ROOMS!

MOODLEMOOTS!

MOODLEBUZZ!

MOODLEMAN BLOG!



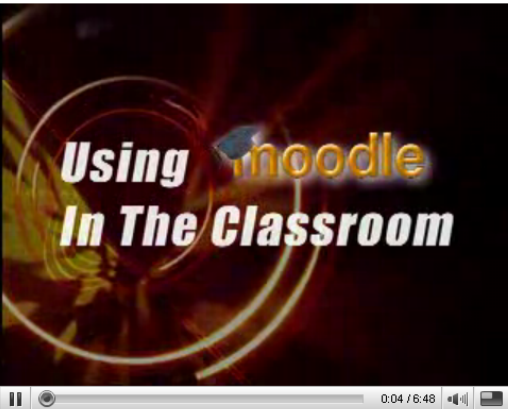
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Moodle in the Classroom



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SURVEY	FOCUS GROUPS	ANNOUNCE	REVISE PLAN	EXECUTE	LAUNCH

