MOORESVILLE GRADED SCHOOL DISTRICT'S Digital Conversion

MARK A. EDWARDS, Ed.D.
Superintendent

Why a Digital Conversion?

- Close the digital divide
- Relevant Instruction
- 21st Century Readiness
- Real World Experience
- Instructional Practice
- Improve Academic Achievement
- Moral Imperative

What is a Digital Conversion?

- NOT a technology project
- A meaningful instructional tool at the fingertips of every child
- 450 MacBook Airs for all teachers
- 4000 MacBook Airs for ALL 4th - 12th grade students
- 450 MacBooks for ALL 3rd grade students
- 150 MacBooks on carts for grades K - 2
- 120 interactive whiteboards in every K - 3 classroom
- Online content available virtually 24 / 7
- Ubiquitous wireless
- Cultural shift / personalized instruction

Building Public Support

- Stakeholder buy-in
- Public Symposium, Chamber of Commerce, Economic Development, Parents
- Organization and planning
- Staff Development
- Summer Institute, Early release days

Ingredients

- Building the culture
- 21st Century tools
- Data rich & intensive
- Capacity building
- All in!!!

Implications

- Precision: detailed intervention
- Competency is evolutional
- Creativity & relevance drive productivity
- Connectivity & collaboration “hum”

A New Way of Learning

From traditional student learning...

rote memory of predetermined facts disseminated by teachers

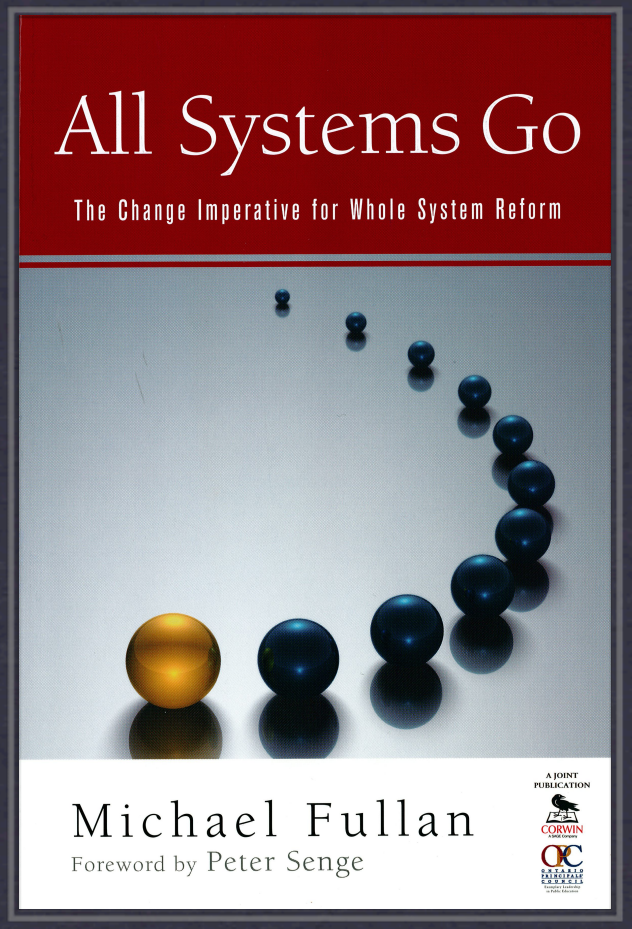
to Cognitive Science...

students construct meaning by making connections with prior knowledge through multiple resources.

Implementation Team

- Communication
- Deployment / Collection
- Curriculum / Pedagogy
- Professional Development
- Discipline / RUP
- Data collection
- Finance
- Visitation
- District & School level teams

Leaders as Lifelong Learners



Timeline

August 2011 - Refresh of all 4400 MacBooks with Airs and 1:1 3rd grade

August 2010 - Added MacBooks on carts for 3rd grade students districtwide.

April 2010- Refresh of all 4500 MacBooks

August 2009 - 4000 MacBooks to all 4 - 12 grade students

August 2008 - 1650 student MacBooks at MHS, 850 student MacBooks at MIS

January 2008 - 400 MacBooks on carts for the English Department at MHS

December 2007 - 500 Teacher MacBooks distributed

How Much?

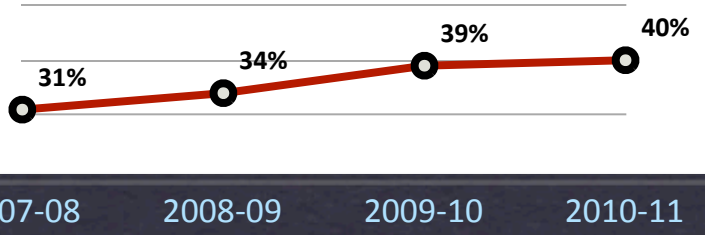
- Approximately $1.25 per child per day or the price of a soda
- Includes hardware, software and online resources
- Local, state and federal funds
- New construction, grants and donations

Mooresville Graded School District Demographics

Mooresville Graded School District Demographics

Number of Schools	8
Certified Staff	~ 400
Non Certified Staff	~ 300
Total Students K-12	**5785**

Students receiving Free/Reduced Lunch has increased in MGSD...

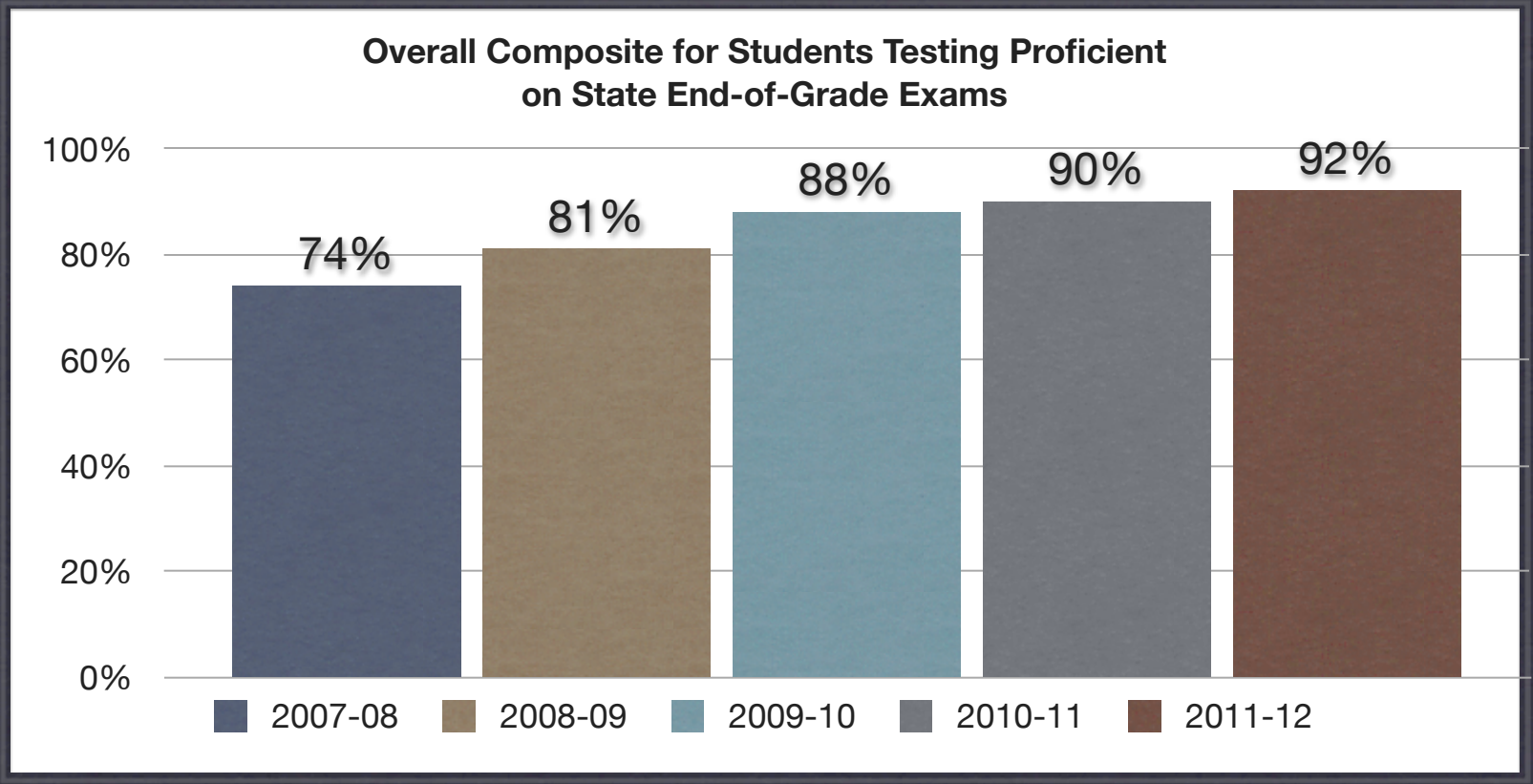


Asian	**2%**
Multi Racial	**3%**
Hispanic	**8%**
African American	**17%**
Caucasian	**70%**

MGSD 3rd Grade Data

Park View, Rocky River, & South Elementary

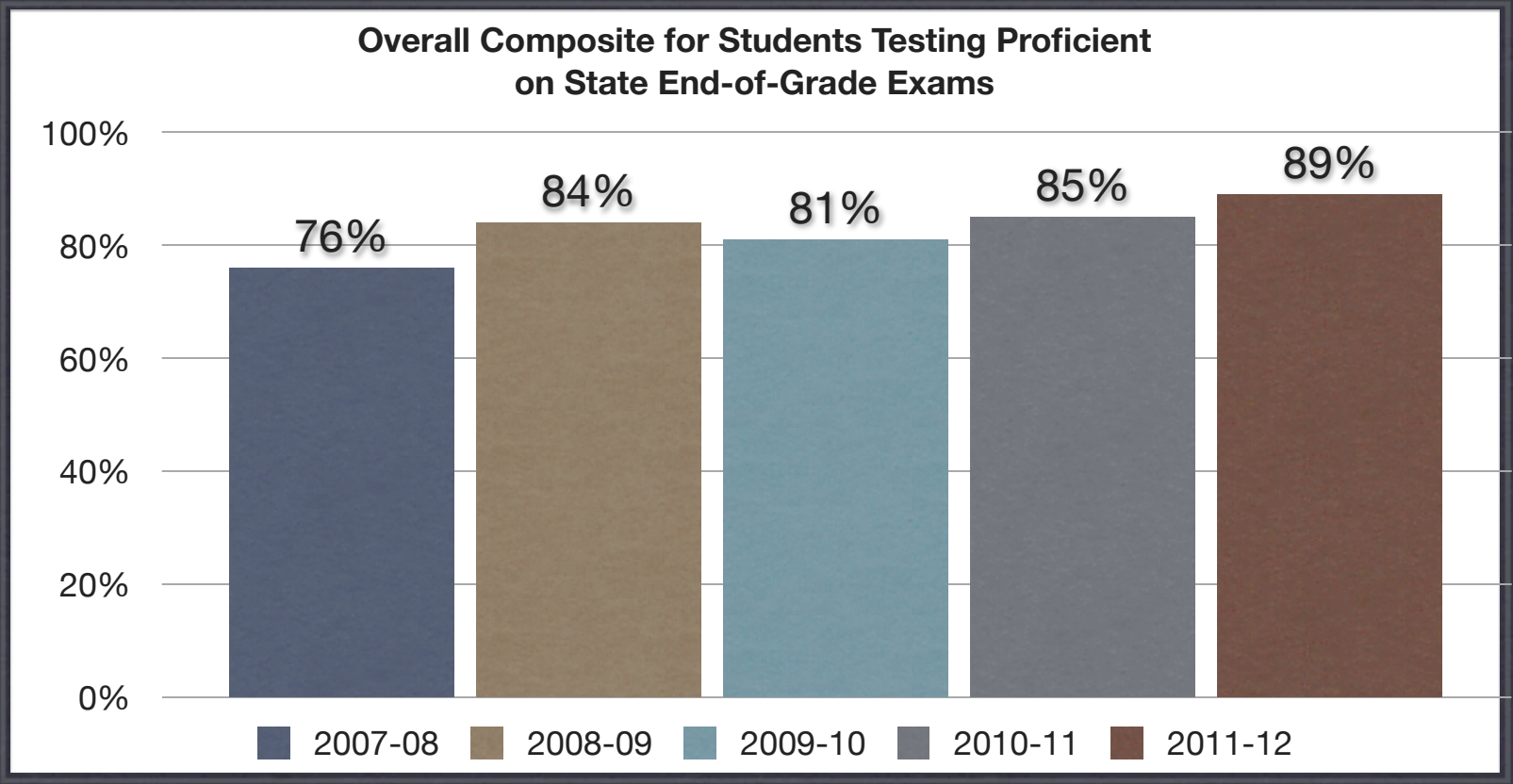
- Park View: Honor School of Excellence - Expected Growth - Met 100% AMO Targets
- Rocky River: Honor School of Excellence - High Growth - Met 100% AMO Targets
- South: Honor School of Excellence - High Growth - Met 100% AMO Targets



East Mooresville Intermediate

Grades 4 - 6

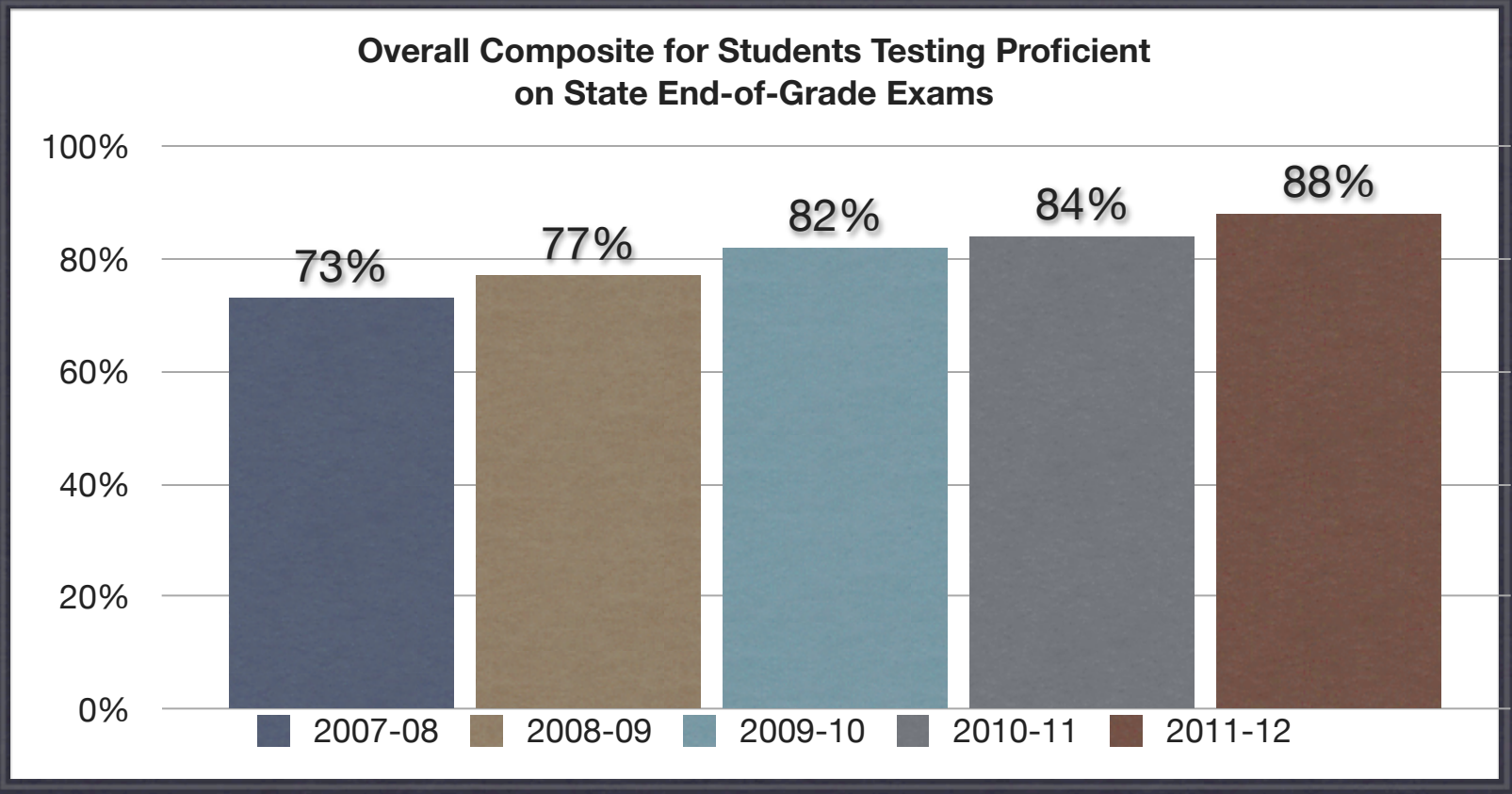
- School of Distinction
- Expected Growth
- Met 100% AMO Targets



Mooresville Intermediate

Grades 4 - 6

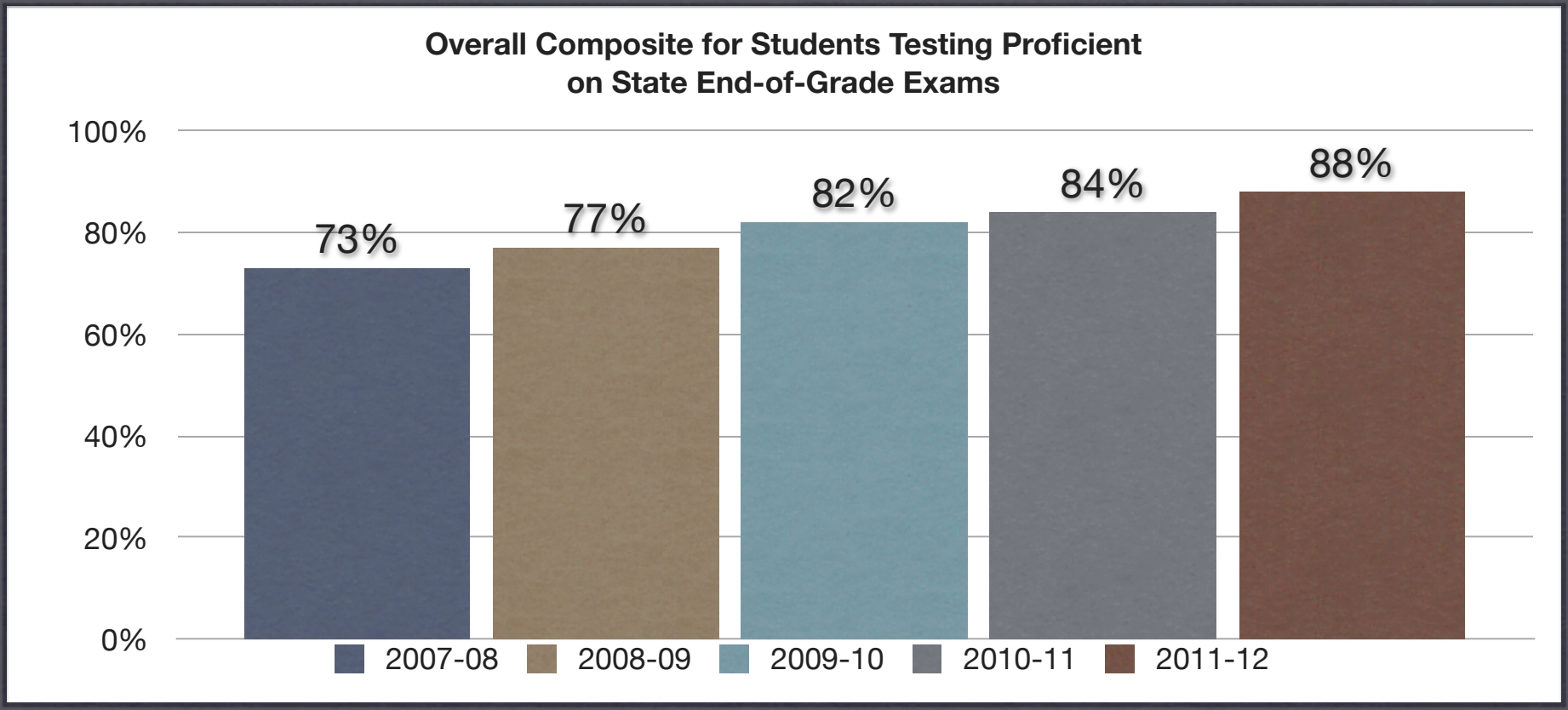
- School of Distinction
- High Growth
- Met 100% AMO Targets



MGSD Intermediate School Data

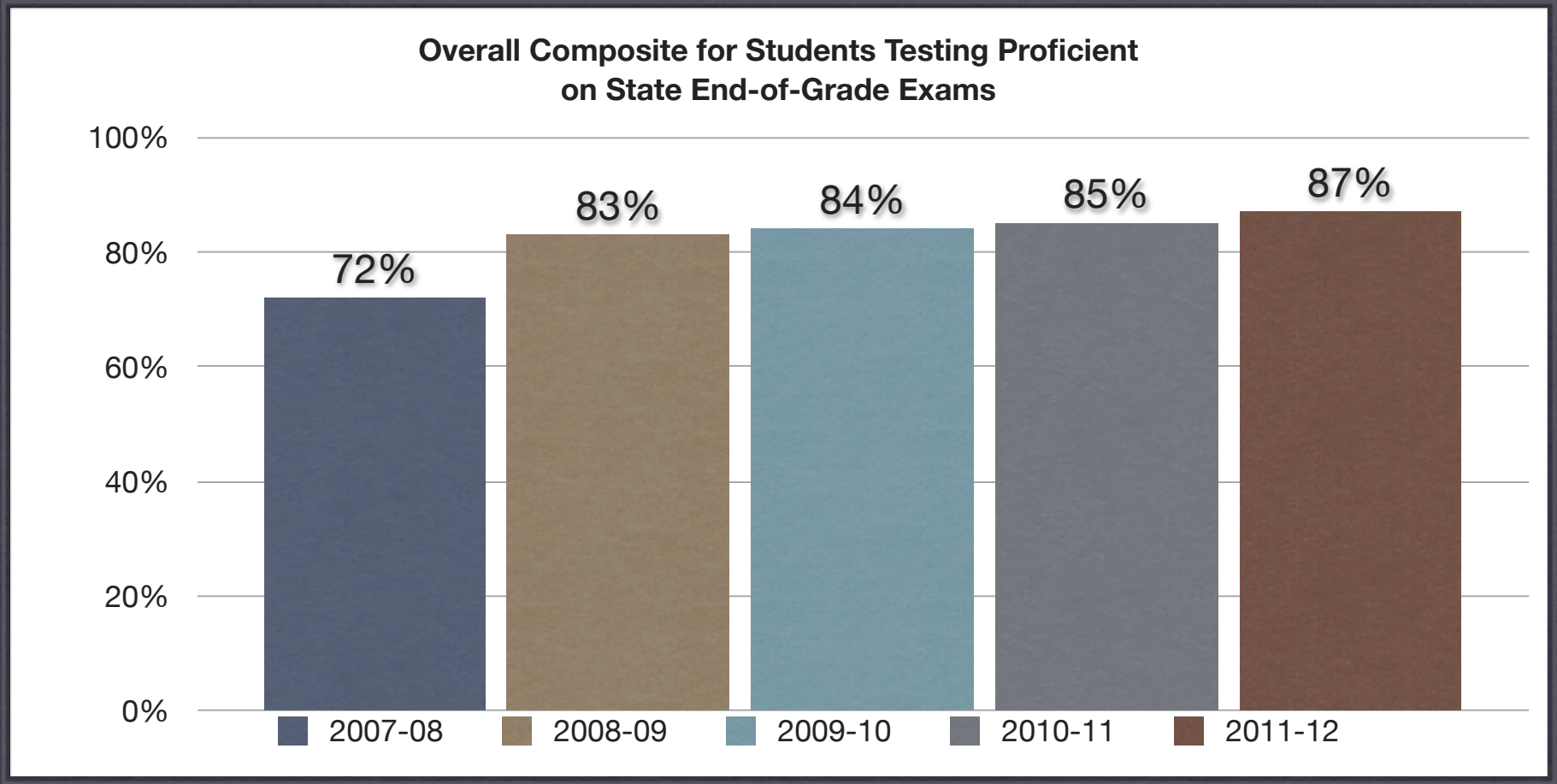
Grades 4 - 6

- East Mooresville Intermediate: School of Distinction - Expected Growth - Met 100% AMO Targets
- Mooresville Intermediate School: School of Distinction - High Growth - Met 100% AMO Targets



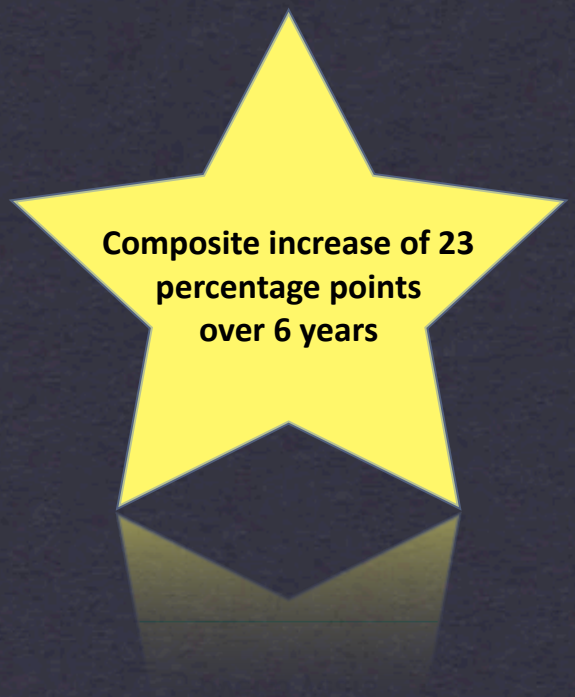
Mooresville Middle School

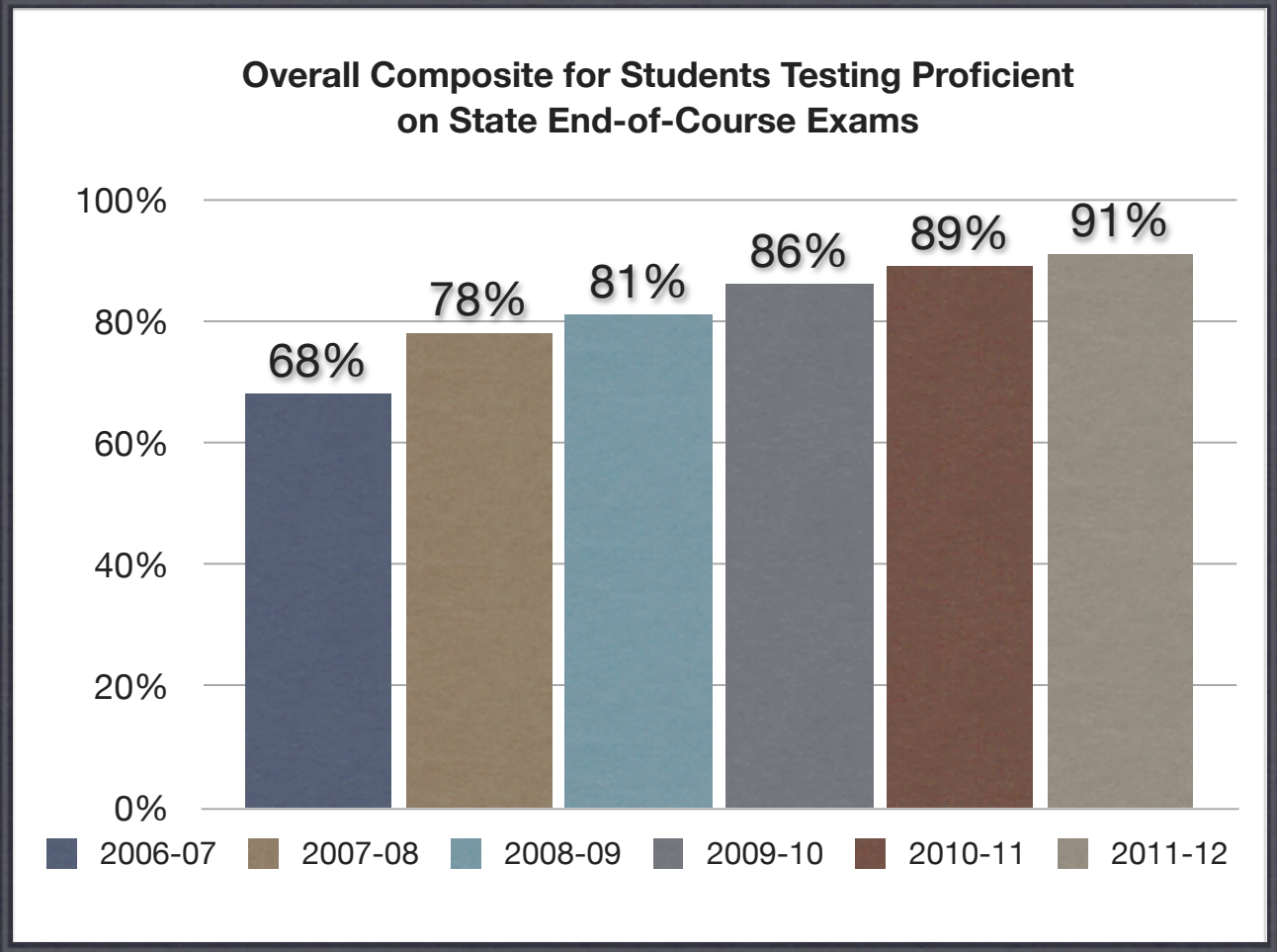
- School of Distinction
- High Growth
- Met 100% AMO Targets



Mooresville High School

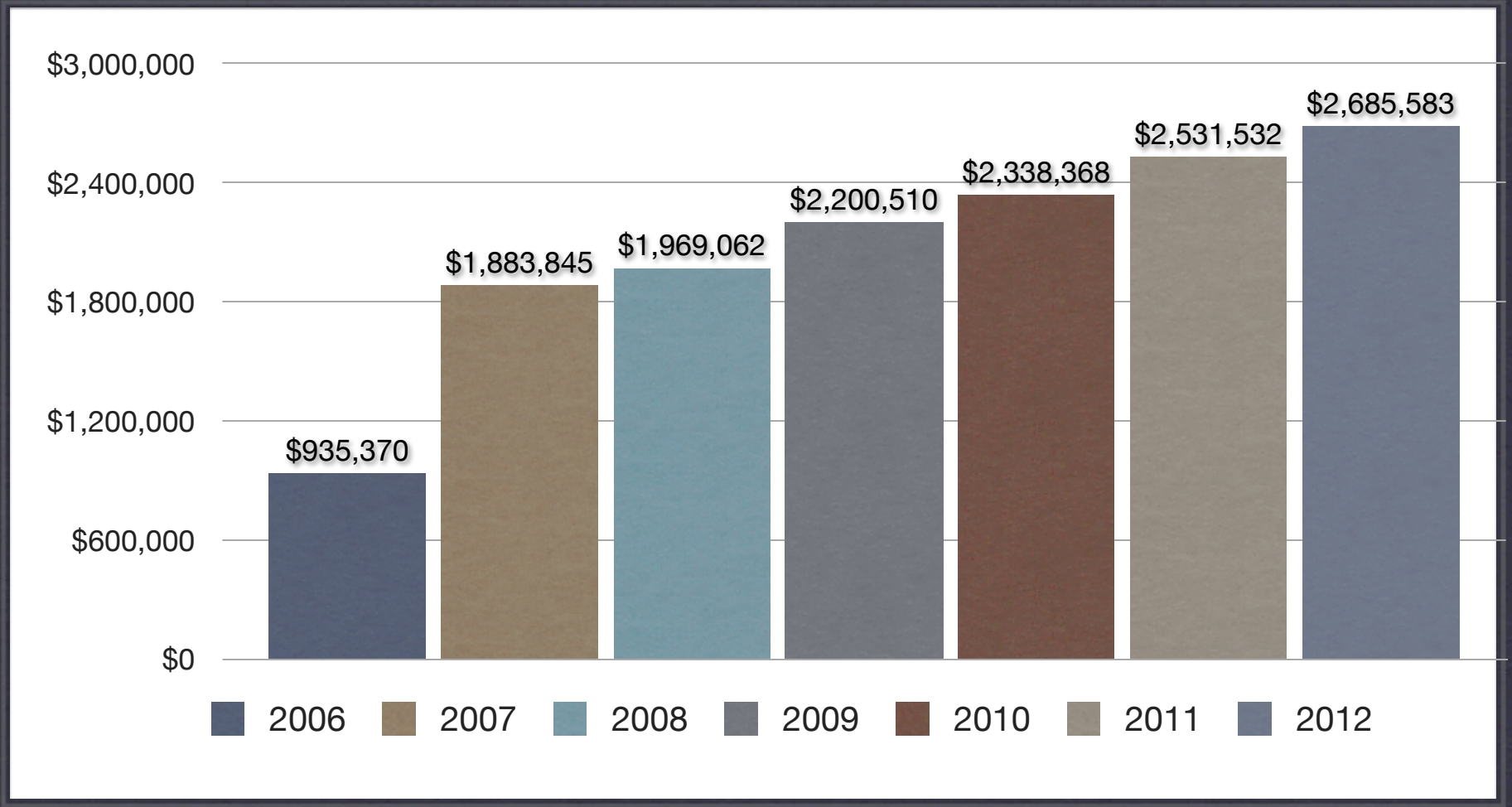
- Honor School of Excellence
- High Growth
- Met 100% AMO Targets





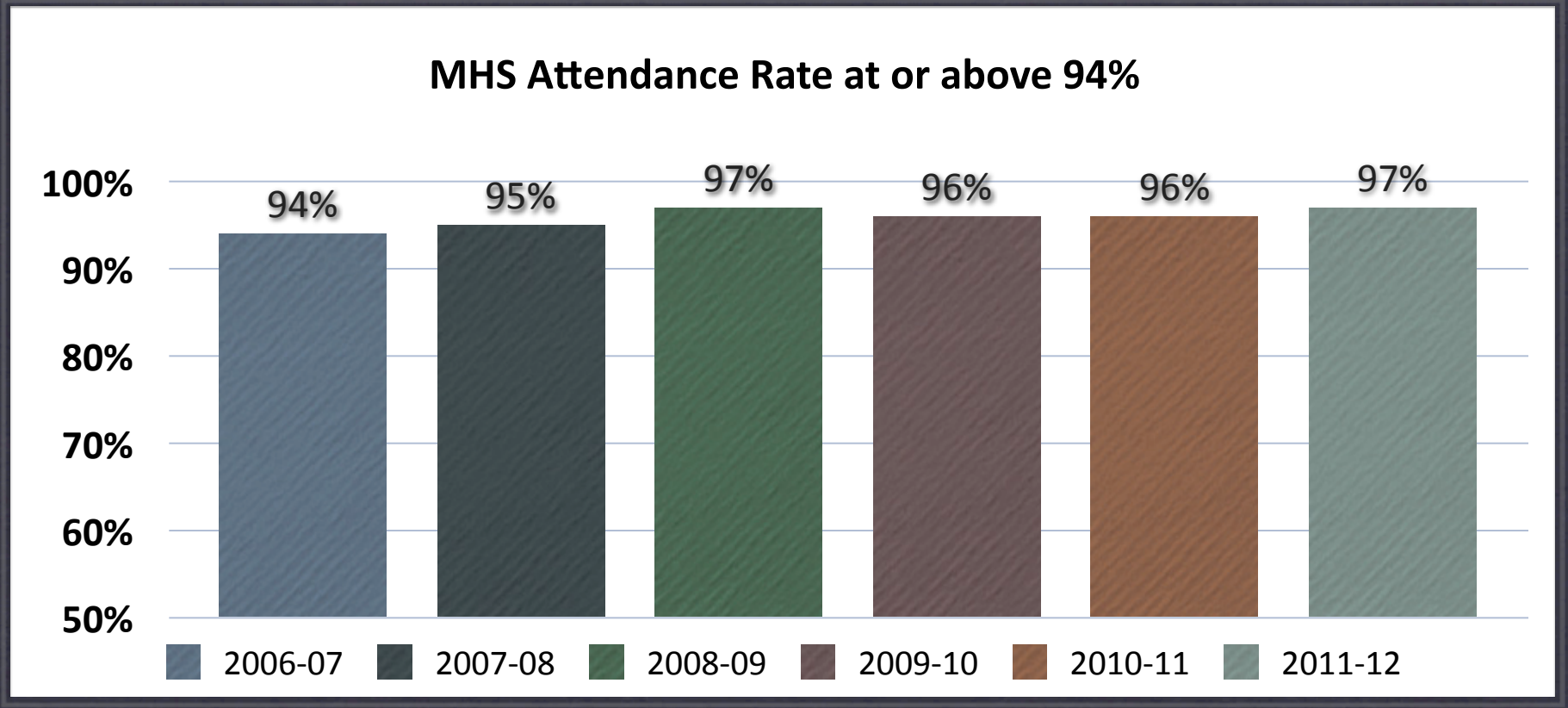
Mooresville High School

Total Scholarships Received



Mooresville High School

Getting Students Excited About School!



Out of School Suspensions have decreased by 64%

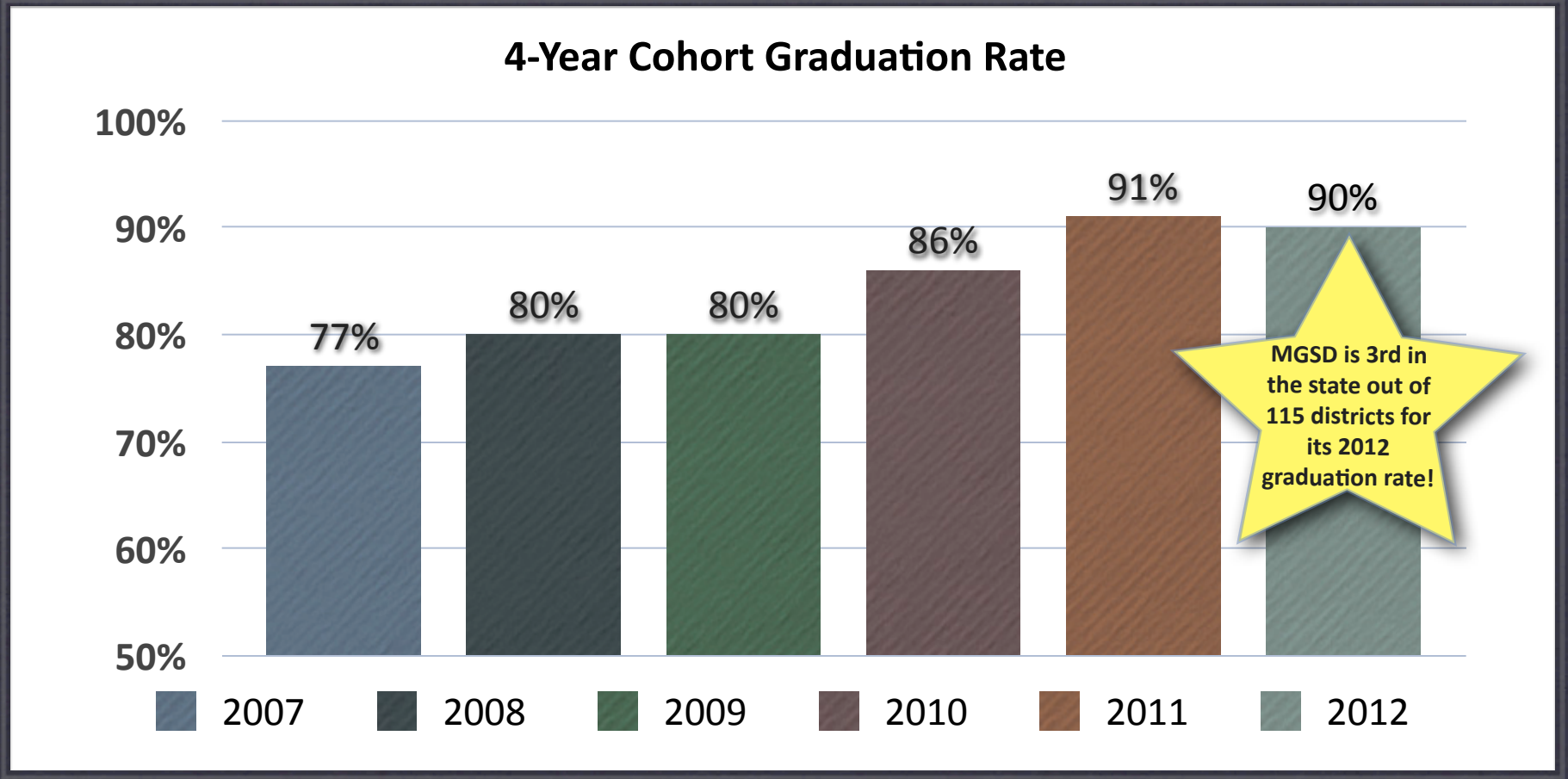
Mooresville Graded School District

NC 4-year Cohort Graduation Rate Rankings

District	State Ranking	2011-2012 District Graduation Rate	Students
Graham	1	93.6%	73 out of 78
Mount Airy City	2	91.4%	106 out of 116
Mooresville Graded School District	**3**	**90.3%**	**346 out of 383**
Avery	4	90.1%	
Chapel Hill Carrboro	5	90.0%	

Mooresville Graded School District

Getting Students Across the Line!



Mooresville Graded School District

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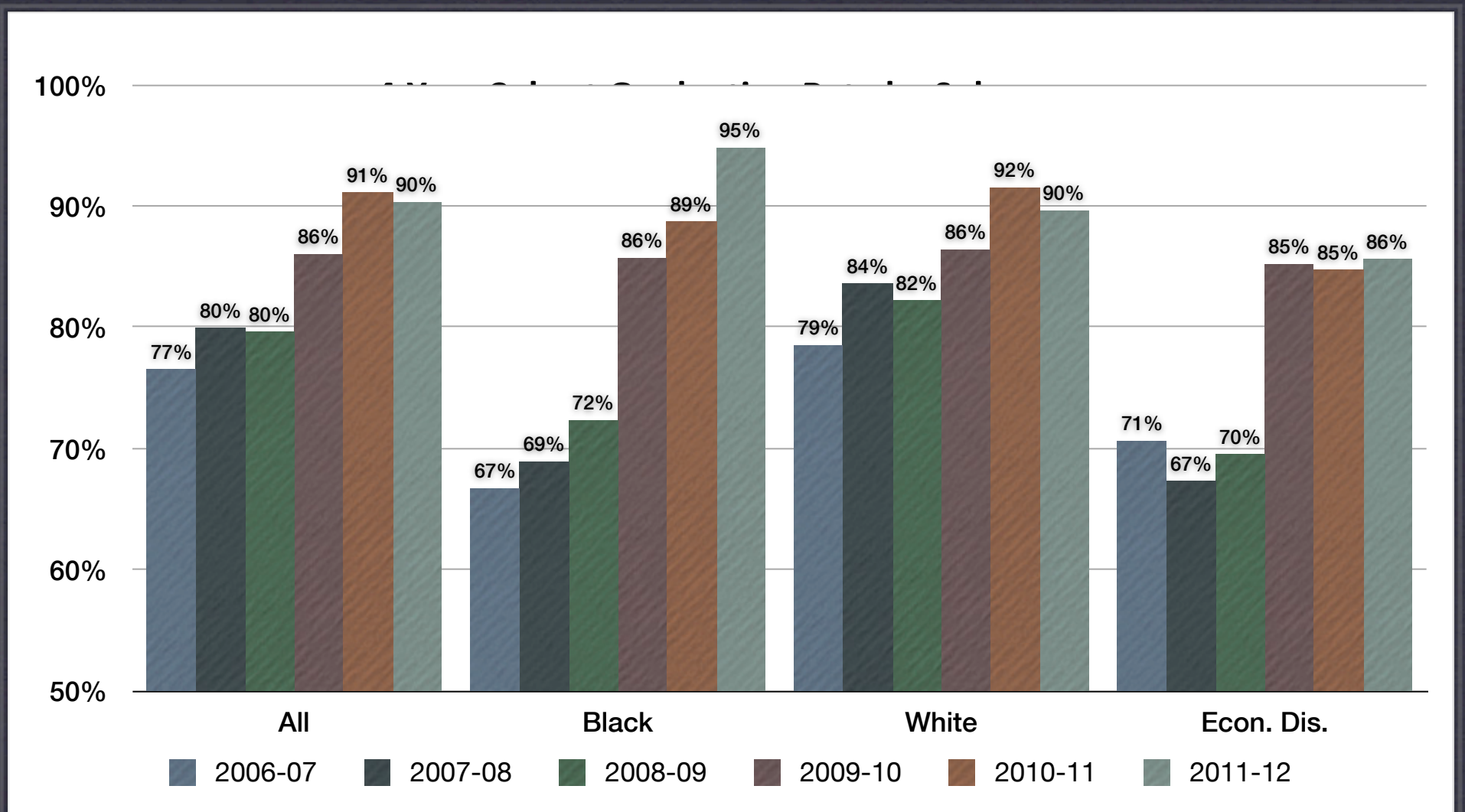
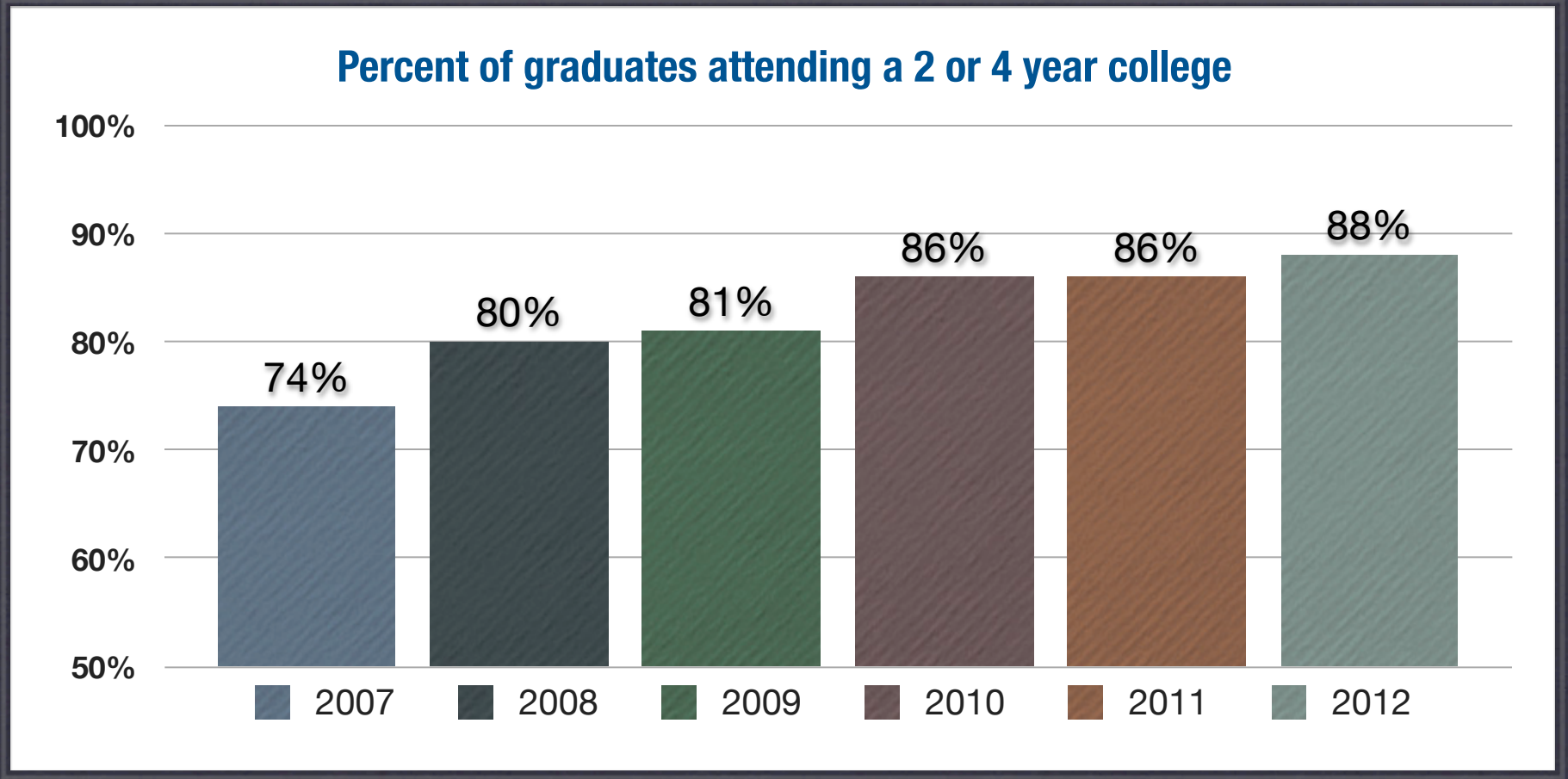


Mooresville Graded School District

Getting Students Across the Line!



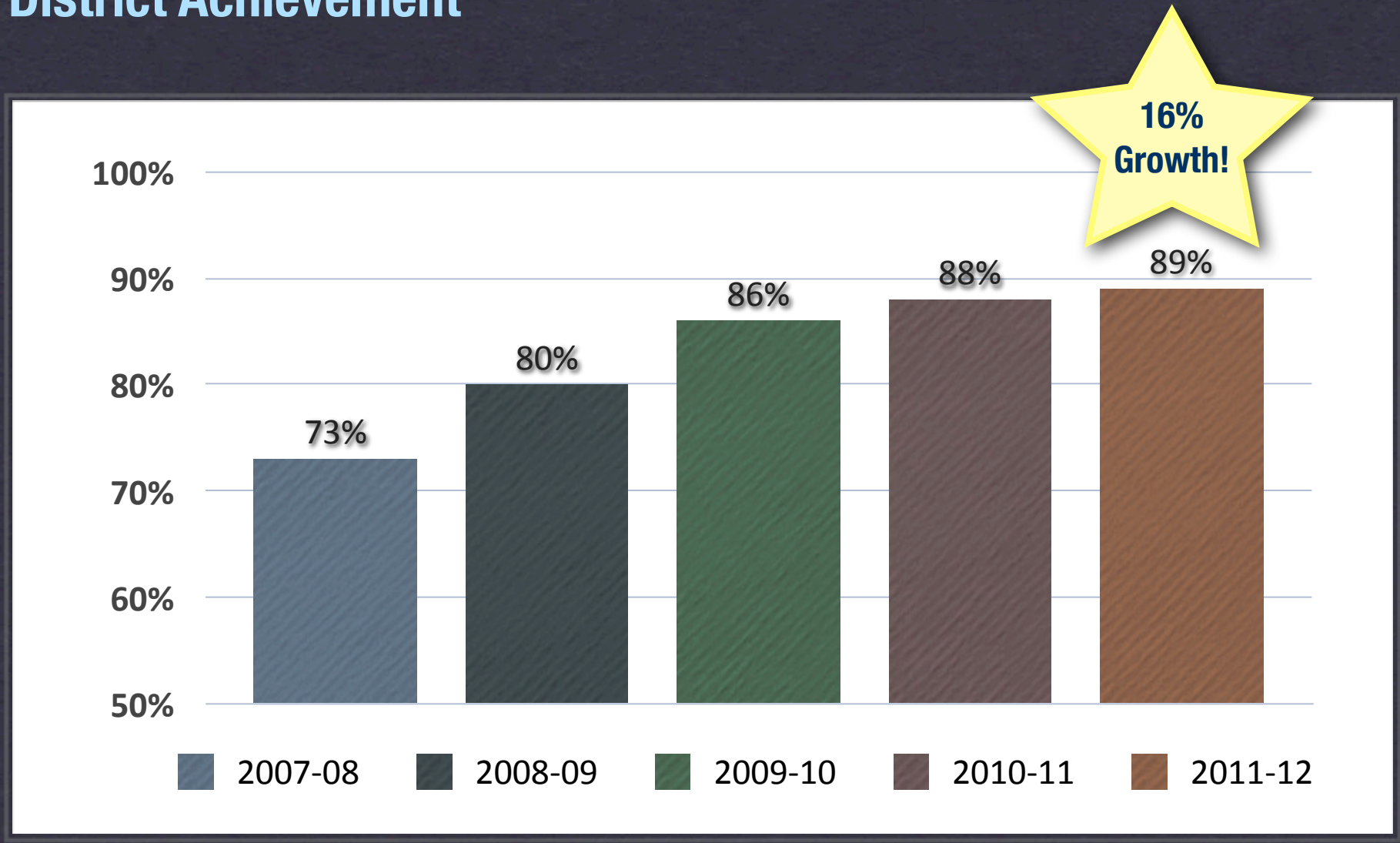
Mooresville Graded School District

District Achievement - AMO (AYP) Targets

North Carolina Districts Meeting 100% of Targets (out of 115 districts)		Total # of Targets	Targets Met	% of Targets Met
1	Johnston County	80	80	100.0
2	Mooresville Graded	57	57	100.0
3	Currituck County	47	47	100.0
4	Polk County	42	42	100.0
5	Elkin City	37	37	100.0
6	Camden County	31	31	100.0

Mooresville Graded School District

District Achievement



Mooresville Graded School District

District Achievement

	District	Percent Proficient using EOG Reading, Math, Science; EOC	Per Pupil Expenditure (state ranking)	District Enrollment Numbers
1	Camden County	90%	7989 (73)	1891
2	**Mooresville Graded School District**	**89%**	**7463 (100)**	**5622**
	Polk County	89%	9604 (22)	2363
3	Chapel Hill Carrboro	88%	8979 (39)	11,504

MGSD Ranked 2nd in the State 2011-12

Formula: Number of Proficient Test Scores on Reading Grades 3-8, Math Grades 3-8, and EOCs divided by the total number of tests taken in school year 2011-2012.

Digital Conversion in action...

How technology has transformed learning, improved performance and saved a district money.

In the 2006-2007 school year Mooresville Graded School District, located in a blue-collar former mill town in suburban Charlotte, NC, decided it was time to transform Mooresville from acceptable to outstanding.

In the fall of 2007 they launched a project called Digital Conversion with the aim of closing the digital divide, improving academic performance, and preparing students for the 21st century workplace.

The fact that Mooresville's funding is below average (101st out of 115 school districts in the state) did not stop them from implementing a ubiquitous computing program.

Mooresville Graded School District
Before/After Digital Conversion

Category	2006-2007	2009-2010
End of Course/End of Grade pass rate	70%	86%
Graduation Rate	77%	86%
Students Going to College	74%	86%
Short Term Suspensions	549	310
Dropouts	5.3%	2.3%
Attendance	94%	96%
Free/Reduced Lunch	31%	39%

The district has recognized savings in many areas, including furniture costs (students work on laptops at large tables instead of at traditional desks), textbooks, and supplemental materials like maps, dictionaries, and graphing calculators.

They have also turned repairing laptops into a technical education program for students, reducing both tech support costs and turnaround times substantially.

Mooresville is one of many examples of academic success and cost-savings that have resulted from properly implementing technology. See the Project RED report for many more examples.

> "We knew that our Digital Conversion was the right move...based on the need to create a relevant experience in our schools that will prepare students for their future."
>
> ~ Mark Edwards, Ed.D., Superintendent
> Mooresville Graded School District

Project RED
REVOLUTIONIZING EDUCATION

THE TECHNOLOGY FACTOR

Nine Keys to Student Achievement and Cost-Effectiveness

"Project RED is nothing less than a blueprint for remaking American education."

~ Angus King
Former Governor of Maine

The Greaves Group • The Hayes Connection • One-to-One Institute

Mooresville is one of many examples of academic success and cost-savings that have resulted from properly implementing technology.

Mooresville Graded School District

In the News

REPORT AIR DATE: April 8, 2011

North Carolina School Engages Tech Generation With Digital Learning Tools

SUMMARY

John Tulenko of Learning Matters, which produces education stories for the NewsHour, reports on a North Carolina school district switching from textbooks to all-digital learning materials.

http://www.pbs.org/newshour/bb/education/jan-june11/technology_04-08.html

Mooresville Graded School District

In the News

The New York Times

Education

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

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GRADING THE DIGITAL SCHOOL

Mooresville's Shining Example (It's Not Just About the Laptops)

February 13, 2012

http://www.nytimes.com/2012/02/13/education/mooresville-school-district-a-laptop-success-story.html?_r=1&hpw=&pagewanted=all

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Apple 2.0 Covering the business that Steve Jobs built

About those 4,400 MacBooks in Mooresville, N.C.'s schools

0 comments

By Philip Elmer-DeWitt February 13, 2012: 5:33 AM ET

Recommend 40 | Tweet 57 | 15 | 4 | Email Print

For once, an educational success story that's not really about the computers

Fifth graders in Mooresville. Photo: Jeremy M. Lange for the New York Times

Kudos to the *New York Times*' Alan Schwarz for seeing beyond the Apple (**AAPL**) angle -- those 4,400 MacBooks, the school district's cutesy slogan (iBelieve, iCan, iWill), the fact that the DOE's director of educational technology worked for Apple for eight years -- in his **front page story** Monday praising the Mooresville (N.C.) Graded School District as a "shining example" of what digital technology can do for students and teachers.

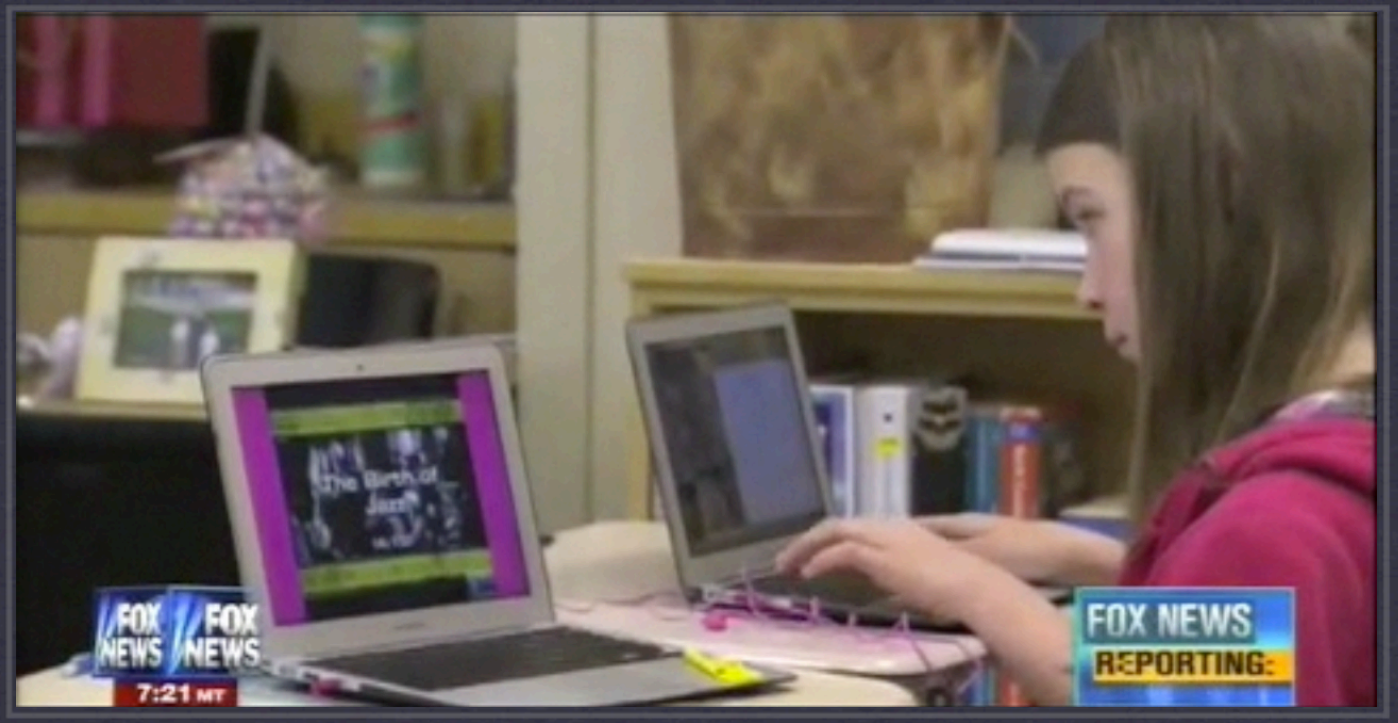
It is not, as his headline proclaims, just about the laptops that were issued three years ago to 4,400 students in grades 4 through 12. The district's success in raising its attendance, its reading scores and its graduation rate has less to do with the computers than with how the school system is using them. As Schwarz puts it:

February 13, 2012

http://tech.fortune.cnn.com/2012/02/13/about-those-4400-macbooks-in-mooresville-n-c-s-schools/

Mooresville Graded School District

In the News



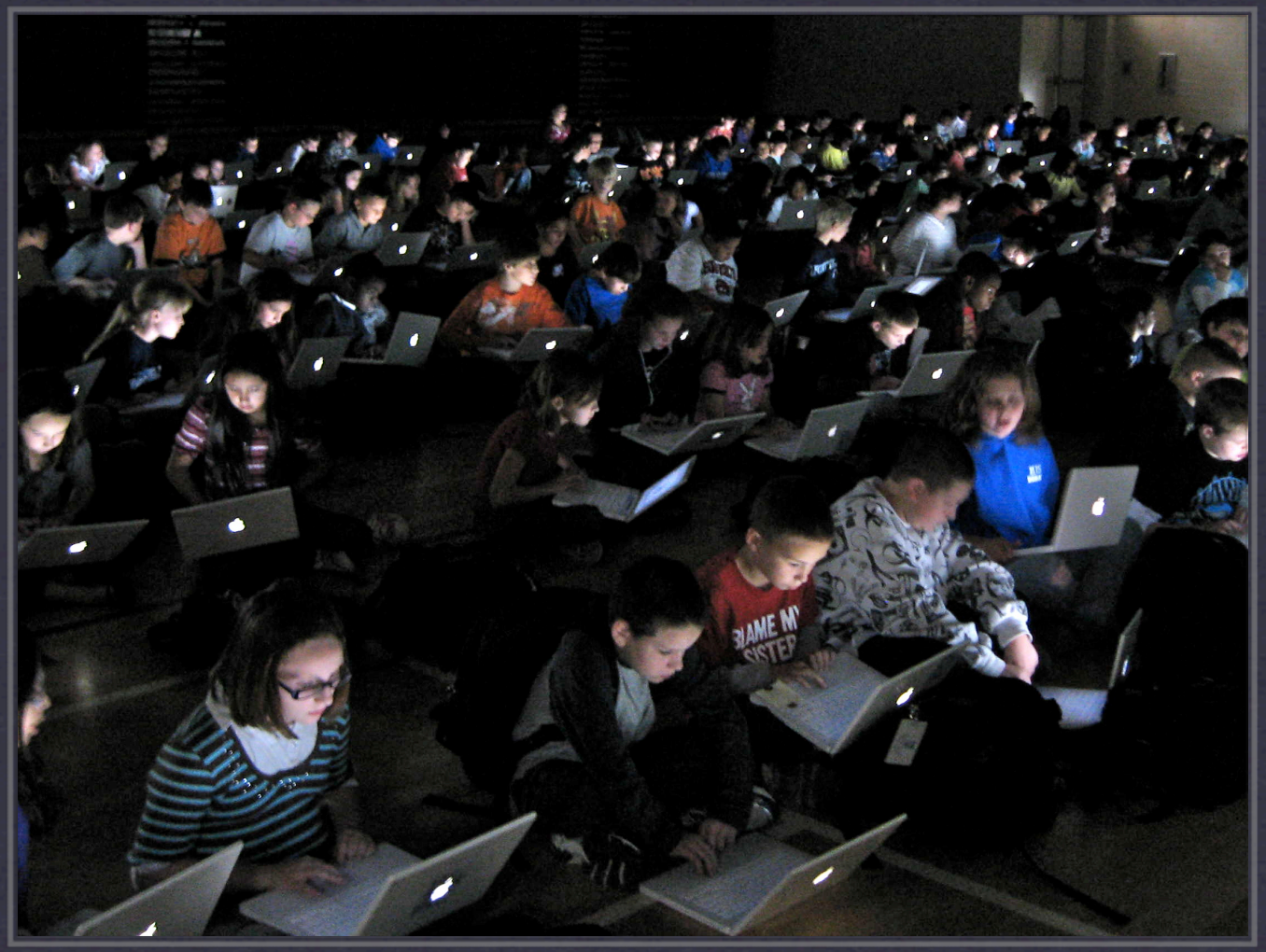
Fox News Reporting: Fixing Our Schools

August 19, 2012

Partners

- Apple
- Blackboard / Angel Learning
- BrainPop
- Brenthaven
- Cisco
- Discovery Education
- FileWave
- Follett
- iStation
- Knovation
- Mooresville Foundation for Excellence in Education
- Pearson
- SAS

Every Child, Every Day!



www.mgsd.k12.nc.us