

Cybercivility Task Force Meeting June 4, 2014

Welcome, Outcomes and Feedback

Dr. David Steinberg, Facilitator

Dr. Steinberg introduced two task force members who were attending a meeting for the first time: Suzette Thom and Parthenon Huxley.

We held a moment of silence for task force member Richard Jaeggi, who passed away on May 25.

Based on comments received, we made the following changes:

1. Allocating more time on the agenda for subcommittee work.
2. Added a student to the Curriculum/Social Emotional Well-Being Subcommittee.
3. Provided direction on which entrance to use at CESC.
4. Continuing with the 7-8:30 p.m. time frame, providing snacks, and an opportunity for task members to move around.

Gboyinde Onijala, Senior Communications Specialist

Gboyinde spoke about accessing the Google drive. She also noted that task force members are welcome to stay until 9 p.m. to work if they wish. Some task force members mentioned that they would be out of town during the next two meetings in July and August. We may make July 8 a day for subcommittees to meet.

Definition of Cybercivility

What is Cybercivility?

Dana Tofig, Director of Public Information and Web Services

Based on input from previous task force meetings, the most commonly used words were:

Respect/respectful/etiquette
Safety/safe/nonthreatening/without fear or abuse
Communication/participating/expressing/engaging

The following is the proposed definition:

Cybercivility: Using social media and other digital tools in a responsible, respectful manner that allows individuals to communicate freely and share ideas without the threat of intimidation, harassment or abuse.

Much of that language is straight from the language crafted by the task force. Everyone expressed agreement that we should use this definition going forward.

Mr. Tofig told the task force that a reporter from *Education Week*, Michelle Davis, was in the audience. She was there because she is doing a freelance project for the American Association of School Administrators (AASA). They are interested in what our task force is doing.

Presentation from Common Sense Media

Joni Lupovitz, vice president, Policy, based in D.C., also an MCPS parent
Mike Lorion, general manager, Education, based in San Francisco

After their presentation, Common Sense Media will stay on and work with the subcommittees.

Joni Lupovitz:

Three platforms at Common Sense Media—

Rate – for movies, websites, apps, games for age-appropriateness and digital learning.

Educate.

Advocate –for children’s online privacy; against media violence; and work with Congress and policy work for schools.

Mike Lorion:

Like to start off with a question:

Q: How many hours a week on average do you think children from age 9-17 are engaged in some sort of media activity?

A: 50! This does not include time in school.

The first time we studied this in the spring of 2011, that number was 53 hours a week. That includes TV, video games, and screen time on mobile devices. We studied it again this past fall 2013, and what’s interesting is screen time increased to 58 hours a week. Divide that by 7 and see how many hours a day kids are engaged in some form. TV watching over the past two years has gone down significantly; it’s 25 percent less than in 2011, which gives you the impact that devices, smartphones, tablets, etc. are having in the media lives of kids.

For educators, we provide curriculum. We have 160,000 teachers who are members. There are 72,000 schools using our resources.

For policymakers, we help drive policy on the state and national level. We help districts devise appropriate technology-use policies and drive legislation. On the federal level, we comment on

laws like the Child Internet Protection Act. It's all work that's done and paid for by donors, philanthropic foundations, and businesses.

If you're on Netflix or Comcast's Video on Demand and you look at the movie ratings and whether they're appropriate for children, that's done by us. It's good biz for them to do that because of the social responsibility and their regulatory requirements.

We have a focus on education – digital literacy and citizenship and the other, called Graphite – where we rate apps, video games and digital curricula for teachers, to show them in a sea of applications, what's actually good and effective, what works for Common Core State Standards.

We deliver six programs—

1. Digital literacy and citizenship – 95 percent free for schools to use, created test beds around the country, we have Common Sense Media people on site to help them build programs, embedded in their IT departments to deeply implement our curriculum and our programs. This allows us to take teacher input and improve programs. We deliver 6 programs – digital literacy and citizenship curriculum.
2. Student interactive program called Digital Passport. We have two versions of this, one of which being used in elementary schools by 680,000 students around the country. A second is being developed for use in the fall in middle school and high school.
3. Parent media education.
4. Certification programs for educators and schools. We have 600 certified educators.
5. Professional development, so that not only teachers but also practitioners can participate in learning how to teach others.
6. K–12 curriculum. With it, there's more than 80 lessons, plus videos with assessments. There are 45-minute lessons available throughout the school year. We've done a good job of aligning to the Common Core. The subject matter is not just about internet safety, privacy and security, cyberbullying, it's also about relationships and communication, digital footprint and reputation, creating a positive self-image online, information literacy – how do you search for different things, how can you tell what's reputable and not on the internet, to help students decipher. We also talk about creative credit and copyright, which deals with plagiarism. If you create a mash-up, what are the right kinds of credit you should give?

We made it so that any classroom could use these skills. We created sets of online student assessments. We implemented it on tablet-based resources, started implementing it on Apple I books and we're developing it on Chrome books.

Another question:

Q: When do students start getting their first devices and first online account?

A: On average, it's nine years old.

This fall, we're developing systems for middle school and high school—Digital Passport Secondary. We put high school kids in situations where they need to make decisions. We show them the good things and the bad things that can happen. They choose which road to take, and they learn the consequences that happen as a result of their decisions. We want them to experience that in the virtual world before they experience it in real life. Sort of “choose your own adventure” stories.

We also have a parent media education program, offering everything parents need to know. Educators can have small group discussions and resources to help facilitate discussions. There are a variety of different tools – tipsheets, interactive glossaries, customizable survey tools, quizzes for families, etc.

Commonsense.org/education

Task Force Subcommittees

Dr. Steinberg's instructions:

- Be sure to choose a moderator and notetaker.
- Work on having some deliverables and laying out future action steps.

Next Steps and Evaluation

Dr. Steinberg:

- Make sure to list moderator and notetaker on subcommittee handout.
- Fill out the evaluation sheet to give us feedback for today's meeting.
- Summarize your thinking so it gets on Google Docs; we want all that to be recorded.

We encourage you to keep these conversations going online.