

## Why is he an EdTech Maven?

- Maven (noun) : one who is experienced or knowledgeable : EXPERT;
- Etymology: Yiddish meyvyn, from Late Hebrew mEbhIn, circa 1952
- a passionate enthusiast
- A nationally known educator, author, lecturer, and staff development leader.
- He has served on state and national advisory boards for telecommunications, technology management, technology integration, and instructional media.
- published articles in national journals and magazines.

## Educational Background

- 1971 Vanderbilt University, BA
- 1971 Peabody College, Master Teaching Program
- 1979-1984 Additional studies: UCLA, California State University.
- 1990 Pepperdine University, MS (Ed Tech?)

## Professional Background

- **Director of Educational Services, KOCE-TV (PBS)**  
The KOCE Foundation is the non-profit corporation  
*A provider of K-12 and higher education television.*
- **Executive Director, Telecommunications of Orange County**  
a multidistrict media acquisition consortium (?)  
(see <http://www.ocde.k12.ca.us/showcase.html>  
*A multimedia showcase to promote outstanding technology projects being implemented in Orange County School*)
- **Director, California Student Media & Multimedia Festival (9 years)**  
*A state-wide festival to showcase projects and learning with media and multimedia projects by students and teachers.*
- **Board Member, Computer-Using Educators**  
*A nonprofit California corporation founded in 1978 to promote the integration of technology in the classroom. CUE is one of the largest organizations of this genre in the country.*

## Career Highlights

- Began teaching middle-school in 1971  
(math, language arts and foreign language)
- On-camera teacher for an educational TV series (Mathematics?)
- Emmy-nominated producer of educational programming
- Founded Video-Using Educators, 1985 (West Coast)
- Co-authored the internationally marketed TECHWORKS school kits
- Served on various technology education task forces and committees
- Served as consultant to nonprofit foundations & schools, nationally
- Serves on the technology advisory boards for several organizations
- Has worked in intellectual property and education for nearly twenty years.
- Continues to develop programming for KOCE

## Why is he a reformer?

- Continues to refine copyright guidelines for educators
- Major impact on the west coast through TV programming (Big6 Research Skills)
- Teacher seminars, and publications in various formats (magazine and web articles)

## Source Verification

- <http://www.edtechnot.com/index.html>
- Forde Multimedia Consulting
- Site objective: “to encourage debate on the merits and pitfalls of using educational technology in real schools.”
- Featured guest: Jim Forde (of Forde Multimedia Consulting)
- Sixth grade technology teacher,  
Scofield Magnet Middle School, Stamford, CT

## Featured Publication: TechWorks

- <http://www.teachercreated.com/techworks/>
- TechWorks is an exciting program that helps teachers integrate technology skills into the curriculum for Grades K-8. It's the first comprehensive program to introduce technology skills at appropriate grade levels while linking them with other skills and concepts being taught. The complete TechWorks program consists of nine kits--one for each grade from Kindergarten through Grade 8.

## The 14 Technology Concepts

TechWorks covers 14 technology concepts. The Scope and Sequence identifies the specific grade levels at which each concept should be introduced, mastered, and extended.

	Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
<b>Technological Awareness</b>									
<b>Keyboarding</b>									
<b>Paint, Draw and Graphics</b>									
<b>Word Processing</b>									
<b>Information Systems/CD-ROM</b>									
<b>Network Awareness</b>									
<b>Internet/Telecommunications*</b>									
<b>Multimedia</b>									
<b>Video</b>									
<b>Electronic Presentations</b>									
<b>Databases</b>									
<b>Spreadsheets</b>									
<b>Desktop Publishing</b>									
<b>Programming</b>									

**\*Updated Internet Section!**

## Components of TechWorks

- Teacher Resource Notebook
- The Scope and Sequence
- Management Strategies and Assessment Rubrics
- The Curriculum Matrix
- Parent Involvement Materials
- Teacher Training Video
- Resource CD
- Lesson Plan Notebook (separate)
- Student Activity Cards (separate)