



The foundation of safe, responsible and effective K-12 technology use

Be CyberSmart![®] is a video/DVD produced by The Mid-Atlantic Regional Technology in Education Consortium (MAR*TEC) in partnership with CyberSmart![®], Inc.

Educators gain awareness of exactly what it means to — “Be CyberSmart!” — with a clear-cut overview of the interconnected topics impacting acceptable, appropriate and effective technology use in the classroom. An engaging “who’s who” list of speakers on school liability, child safety, character education, research skills and computer security discuss the critical and interrelated challenges and solutions associated with responsible and safe technology use.

Every K-12 education professional can immediately put this information to use. The video is designed to help educators feel more comfortable with using classroom technology to impact student achievement. It is based on the feedback of the thousands of educators nationwide who are currently using the free CyberSmart! Curriculum. And, it serves as an informative and motivational tool prompting educators to extend their professional development to embrace the essential skills associated with 21st Century teaching.

Overview

Be CyberSmart![®] presents a clear-cut overview of the interconnected topics impacting acceptable, appropriate and effective technology use in the classroom. The video is divided into five segments, each 10 minutes or less. It can be viewed in any sequence, in whole or in part.

Each segment reviews one of the **S-M-A-R-T** topics that together provide the core owner’s manual for safe, responsible and effective technology use.

Safety

- Rethinking what school safety means as it expands to include cyberspace.
- Learning and teaching the skills to safeguarding ourselves in cyberspace

Manners

- Examining the social, legal and ethical responsibilities unique to cyberspace.
- Building the foundations of cyber-citizenship to avoid the liabilities.
- Identifying the unique and critical thinking skills required in cyberspace.
- Looking at the interrelationship between character development ‘face-to-face’ and in cyberspace.

Avertising

- Recognizing commercial messages and protecting privacy.
- Examining the tools available to control advertising.

Research

- Why effective online research is more than typing a word into a search engine.
- Critical decisions for online searching
- Avoiding the pitfalls of students relying on junk information.
- Minimizing online plagiarism
- Strategically using the Internet to encourage higher-level thinking.

Technology

- Identifying, developing and encouraging smart and secure computing habits.

Features

- Flexible training options: online for anytime/anywhere access, on videotape and DVD for presentation to groups of educators
- Viewable in "bite size" sections or all at once, in any order
- Integrates conversations with prominent national authorities
- Accompanied by a resource document to supplement the video content
- Created by leaders in the field: MARTEC and CyberSmart!

Benefits

- Offers practical information all education professionals can use to become more comfortable and efficient technology users
- Clarifies the liability school districts have and proactive steps to take
- Identifies how to obtain safe, secure use of technology
- Examines the role of character education in cyberspace
- Encourages inquiry based research where plagiarism is reduced
- Narrows the technology proficiency gap among educators
- Maximizes school investment in technology
- A fun, exciting video designed to inform and motivate
- Teachers can extend learning by using the free CyberSmart! Curriculum in their classroom

Who Should Watch This Video

K-12 educators including superintendents, principals, technology leaders, classroom teachers, librarians, media specialists, social workers, school safety and character educators, curriculum planners, professional/staff developers, school teams, professors/teacher educators and others.

Availability

The *Be CyberSmart!* video /DVD will be available free online July 1, 2004 at www.temple.edu/martec. It will be available for purchase on VHS and DVD shortly thereafter. Check the MAR*TEC web site for details.

Resources

Safety

Resources for safe Internet use:

The National Center for Missing and Exploited Children	www.ncmec.org
The CyberTipline	www.cybertipline.org
Internet Education Foundation	www.getnetwise.org

Manners

Resources for social, legal and ethical responsibilities in cyberspace:

The Character Education Partnership	www.character.org
National School Boards Association	www.nsba.org
U.S. Department of Justice	www.cybercrime.gov
The Cyber Citizen Partnership	www.cybercitizen.org

Advertising

Resources for identifying and managing commercial intentions on the Internet:

U.S. Federal Trade Commission	www.ftc.gov
Council of Better Business Bureau	www.bbbonline.org
TRUSTe	www.truste.org

Research

American Library Association	www.ala.org/ICONN/kidsconn.html
Librarian's Index to the Internet	www.lii.org
Internet Public Library	www.ipl.org
Infomine scholarly research collections	www.infomine.ucr.edu
Resource Discovery Network (scholarly research)	www.rdn.ac.uk
KidsClick (web search for children)	www.kidsclick.org
Yahooligans (children's Web directory)	www.yahooligans.com
Google (search engine)	www.google.com

Technology

National Cyber Security Alliance	www.staysafeonline.info
The US Computer Emergency Readiness Team	www.us-cert.gov

Anti-virus and firewall solutions:

Symantec Corporation	www.symantec.com
McAfee Security	www.us.mcafee.com

The *Be CyberSmart!*[®] top Ten Tips for Secure Computing

1. Protect your computer with anti-virus software.
2. Don't open email from unknown sources
3. Use hard-to-guess passwords
4. Use a firewall to protect your computer from Internet intruders
5. Don't let strangers access your computer.
6. Disconnect from the Internet when not in use.
7. Backup your computer data.
8. Regularly download security protection update "patches".
9. When you change your clocks for daylight-savings time use this as a reminder to reevaluate your computer security.
10. Know what to do if your computer becomes infected.

Speakers

Ernie Allen

Ernie Allen is President & Chief Executive Officer of the National Center for Missing & Exploited Children and its counterpart, the International Centre for Missing & Exploited Children. He was a co-founder of the private, nonprofit National Center, which has helped recover 80,500 children, while increasing its recovery rate from 62% in 1990 to 94.9% today.

Allen brought technology and innovation to the search for missing children, including computerized age progressions of long-term missing children; an award-winning Internet website; a global network including 14 countries; and a CyberTipline called "the 911 for the Internet."

Ernie Allen is an active spokesman for the cause, having made numerous appearances on Oprah, The Today Show, Good Morning America, Larry King Live, and many others.

John Bailey

John Bailey is the former director of the U.S. Department of Education's Office of Educational Technology. Secretary Paige appointed John Bailey as Director of Educational Technology in January 2002. As director, he advised senior department officials on educational technology policy and helped to implement this policy throughout Department-wide technology programs. Previous to his appointment, he served as a special assistant to the under secretary. Prior to joining the U.S. Department of Education, Mr. Bailey served as Pennsylvania's first director of educational technology where he coordinated educational technology policy for former Governor Tom Ridge.

Prior to his tenure as director of educational technology in Pennsylvania, Bailey worked at the Clarke Center for the Interdisciplinary Study of Contemporary Issues at Dickinson College. In that capacity, he assisted the director with the planning and implementation of a number of conferences and seminars covering a wide range of issues ranging from biomedical ethics to the role of NATO in the post-cold war era.

Arnold Bell

Arnold Bell is the unit chief of the FBI's Innocent Images National Initiative.

The Innocent Images National Initiative (IINI), a component of the FBI's Cyber Crimes Program, is an intelligence-driven, proactive, multi-agency investigative initiative to combat the proliferation of child pornography/child sexual exploitation facilitated by an online computer. The IINI provides centralized coordination and analysis of case information that by its very nature is national and international in scope, requiring unprecedented coordination with state, local, and international governments, and among FBI Field Offices and Legal Attachés.

Jennifer Eisenhart

Jennifer Eisenhart, has been a teacher in the Bethlehem Area School District for 7 years. She has taught fourth and fifth grades, and most recently, Academic Integration. Jennifer works with all students in first to fifth grades at two schools. Her work involves collaboration with regular classroom teachers on how to integrate technology in with their curriculum

Jennifer has contributed to the elementary technology curriculum for the district. She has also been a member of the technology committee working closely with the superintendent, principals, and other technology teachers on how to improve technology throughout the district. She has lead training programs on how to use technology to better communicate with parents, and thoroughly enjoys watching her students use technology for everyday life

Bill Modzeleski

Mr. Modzeleski is the Associate Deputy Under Secretary of the U.S. Department of Education's Office of Safe and Drug Free Schools. The office provides funds and assistance to Governors, State Education Agencies, and local school districts to develop strategies and programs to meet the seventh National Education Goal: That by the Year 2000, all schools will be safe, disciplined, and drug-free.

Prior to his current assignment, Mr. Modzeleski was detailed to the Department of Education from the U.S. Department of Justice to serve as Executive Director of the National Commission on Drug-Free Schools. The Commission on Drug-Free Schools was established by Congress to develop recommendations for achieving drug free schools and campuses. It is the fourth major Commission Mr. Modzeleski served on. The others dealt with family violence, child abuse and child molestation, drug use, and youth violence. (Attorney General's Task Force on Family Violence, President's Child Safety Partnership, White House Conference for a Drug-Free America.)

Mr. Modzeleski has over 25 years of experience at the local and Federal levels in criminal and juvenile justice areas. While at the Department of Justice, he served in a variety of capacities including: Juvenile Justice and Corrections Specialist; Staff Director of the Coordinating Council on Juvenile Justice and Delinquency Prevention; Director of Family Violence Programs; and Federal Coordinator of High Impact Cities Program (Newark, New Jersey).

Gary Price

Gary Price is a librarian, information research consultant, and writer based in suburban Washington D.C. He is the editor and compiler of *The ResourceShelf* (<http://www.resourceshelf.com>). This daily electronic newsletter is where he posts news and other resources of interest to the online researcher.

Price has also compiled several well-known web research tools including *Price's List of Lists* and direct search, a compilation of Invisible Web databases. These and other compilations have been mentioned in numerous publications including *The Washington Post*, *The Guardian*, and *The Chronicle of Higher Education*. He is a frequent speaker at professional and trade conferences, a contributor to *Searcher* magazine, and the co-author with Chris Sherman of *The Invisible Web*, published by CyberAge Books.

Esther Schaeffer

Esther F. Schaeffer served for seven years as the Executive Director and CEO of the Character Education Partnership (CEP), a nonprofit, nonpartisan, nonsectarian, national coalition of organizations and people promoting character education in America's K-12 school systems. She resigned from CEP in March 2004 to pursue new opportunities.

Formerly, as an executive at the National Alliance of Business (NAB), she headed programs concerned with the business community's interest in assuring that schools help instill values in children so that they will be people of good character when they enter the work force.

Ms. Schaeffer has served as a consultant to business and nonprofits, including the Communitarian Network, Marriott Corporation, and the New American Schools Development Corporation. She has also worked in the federal government, overseeing implementation of the \$1 billion Youth Employment and Demonstration Projects Act at the Department of Labor, and serving as Chief of Performance Review for the Interstate Commerce Commission.

Howard Schmidt

Recognized worldwide as a leading expert on cyber-security, Howard Schmidt is vice president and chief information security officer for global e-commerce provider, eBay, Inc. In a career divided between public service and private industry, Schmidt has made tremendous contributions to improving security policies and procedures.

Schmidt joined eBay in 2003, after retiring from his White House position as special adviser to the president for cyberspace security. Before that, Schmidt was chief security officer at Microsoft Corporation. Prior to Microsoft, He was a supervisory special agent and director of the Air Force Office of Special Investigations (AFOSI), Computer Forensic Lab and Computer Crime and Information Warfare Division. Before AFOSI, Schmidt was with the FBI at the National Drug Intelligence Center, where he headed the Computer Exploitation Team. He is recognized as one of the pioneers in the field of computer forensics and computer evidence collection. Before working at the FBI, Schmidt was a city police officer from 1983 to 1994 for the Chandler Police Department in Arizona.

Lisa Soronen

Lisa E. Soronen, J.D., is a Staff Attorney for the National School Boards Association. She has also worked as a Staff Counsel for the Wisconsin Association of School Boards. Lisa is the editor of "Inquiry and Analysis", a monthly publication of the Council of School Attorneys. Lisa has spoken frequently to school board members, administrators, teachers, attorneys and university classes about various school law topics.

Orson Swindle

Orson Swindle is Commissioner, U.S. Federal Trade Commission, Commissioner Swindle, who received a one-year recess appointment, assumed the responsibilities of the office on December 18, 1997.

The Federal Trade Commission enforces federal laws and rules prohibiting unfair or deceptive trade practices or methods of competition. The FTC was created in 1914 and has five Commissioners.

Mr. Swindle has had a distinguished military career and served in the Reagan Administration from 1981 to 1989 directing financial assistance programs to economically distressed rural and municipal areas of the country. As Assistant Secretary of Commerce for Development he managed the Department of Commerce's national economic development efforts directing seven offices across the country. Mr. Swindle was State Director of the Farmers Home Administration for the U.S. Department of Agriculture financing rural housing, community infrastructure, businesses, and farming.

Amit Yoran

Amit Yoran is the Director of the National Cyber Security Division of the Department of Homeland Security. In implementing the President's National Strategy to Secure Cyberspace and the Homeland Security Act of 2002, the National Cyber Security Division provides for 24 x 7 functions, including conducting cyberspace analysis, issuing alerts and warning, improving information sharing, responding to major incidents, and aiding in national-level recovery efforts. This Division represents a significant step toward advancing the Federal government's interaction and partnership with industry and other organizations in this critical area. Most recently Mr. Yoran served as the Vice President of Worldwide Managed Security Services at the Symantec Corporation, overseeing 24x7 security operations centers - delivering security services to hundred of companies in over forty countries around the world.

Joyce Valenza

Joyce Valenza is the Library Information Specialist at Springfield Township High School, Erdenhelm, Pennsylvania. She is also the techlife@school columnist for the Philadelphia Inquirer, and a frequent national speaker on issues relating to libraries, technology and education.

Ms. Valenza has been a consultant to Gale Research, ABC-CLIO, Microsoft, bigchalk, Schlessinger Media and SIRS. She has received the IASL (International Association of School Librarianship) award for school web site of the year, has been recognized as a Milken Educator, and has participated as a Library of Congress American Memory Fellow and in the Fulbright Japan Program. Her first book, *Power Tools*, was published by ALA Editions in 1998; a second edition was published in late 2003. Previously, Ms. Valenza was a librarian at the Free Library of Philadelphia and The Franklin Institute.

About MAR*TEC

The Mid-Atlantic Regional Technology in Education Consortium (MAR*TEC) comprises the Temple University Center for Research in Human Development and Education, Fairleigh Dickinson University, Frostburg State University, University of Delaware/Office of Educational Technology, Temple University Instructional and Learning Technologies Program (ILT), and a network of rural and urban demonstration schools across the region.

MAR*TEC aims to address the region's educational reform needs to ensure that every student in the region becomes technologically proficient to enhance their ability to achieve schooling success and fully participate in the workplace of 21st century America and the global economy. Contact:

joanp@temple.edu.

Professional Development

- Let MAR*TEC present your next professional development workshop!
- Customize MAR*TEC's workshops to fit your school or district schedule—from 3 hours to 3 days, online, onsite, or with videoconferencing.
- Tailor these sessions to fit your curricular needs.
- Train the trainers with MAR*TEC's professional development workshops.
- Receive state continuing education credits.
- Meet No Child Left Behind's challenging new requirements for high-quality sustainable professional development with MAR*TEC's online tool, ReflectionConnection[®].

MAR*TEC workshop prices are negotiated on the basis of length and participation. Contact: joanp@temple.edu. Tel: 800-892-5550.

About CyberSmart![®] Inc.

CyberSmart! is a national leader teaching secure, responsible and effective Internet and computer use providing a free curriculum for American's 54 million school children and related fee-based training resources for school administrators, teachers, parents and Fortune 500 enterprise employees.

The CyberSmart! Curriculum, co-published with Macmillan/McGraw-Hill, is the first professionally produced curricula of its kind to provide teachers with an integrated tool-kit of essential thinking and decision making skills to facilitate secure, appropriate and effective use of technology. It is cited by education groups (International Society for Technology in Education, National School Board Association, Consortium for School Networking, and others) and government agencies (U.S. Federal Trade commission, US Department of Justice, state departments of education, and others); and distinctly noted by The White House in the "*National Strategy to Secure Cyberspace*." CyberSmart! is used by educators in all 50 states and is downloaded more than 30,000 times each month. Contact: info@cybersmart.org.

Professional Development

Become a CyberSmart![®] certified educator: Introducing CyberSmart![®] Online Professional Development. CyberSmart![®]

Expand the awareness of critical issues addressed in this video and learn the "nuts and bolts" of S-M-A-R-T skills. In support of all core subjects.

- Bringing together the ultimate "Who's Who" of expert speakers
- Offering a convenient, skills-based "Owners Manual" for acceptable, appropriate and effective technology in support of all subjects.
- Course tracks for all K-12 educators: superintendents, principals, classroom teachers, librarians, technology specialists, media specialists, others.
- Aligned with NCLBA and with ISTE-NETS standards
- CEU and university credit available.

For more information go to www.cybersmart.org