



Apple Professional Development Catalog

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Get the Most from Your Apple Products

Apple understands the needs of today's learners and teachers—and the appropriate role of Apple technology. Our Professional Development offerings help educators infuse Apple technology into their instructional practices and curricula in a way that makes the technology transparent and the learning adventurous and delightful. We offer high-quality, hands-on workshops and resources, designed by Apple and delivered only by Apple-certified Specialists.

Taught by Educators for Educators

All Apple Professional Development Specialists are current or former educators, which gives them a personal understanding of learning and teaching with technology. Because they know what's important in the curriculum, they can ensure that you learn about your Apple products and how they can best serve you and your students. We offer workshops in the following categories:

Leadership

These offerings assist education leaders in visioning and planning for transforming learning and teaching with technology.

Foundations

Focused on technology skills, these foundational workshops help faculty become confident and comfortable using Apple products and integrating them into their teaching strategies.

Curriculum

These workshops focus on curricula, content design, and instruction with Apple products.

Support

These offerings build capacity and provide special levels of instructional support.

Higher Education

Designed to meet the schedules and needs of higher education faculty, Drop-In Sessions are concise, two-hour sessions focused on helping participants acquire and apply skills in the use of iPad or Mac for personal productivity and instruction.

Additional Details

- Workshops are hands-on and address a wide range of learning and teaching needs.
- All workshops are presented in a context that models technology implementation in a wide variety of curricular styles.
- Some workshops require prerequisite skills and apps.
- Workshop scheduling can be discussed after purchase.
- Workshops accommodate 20 participants.

- Common Core State Standards and National Content Area Standards are addressed throughout workshops.
- Workshops are for institutional/group purchase only.
- Apple reserves the right to substitute without notice a workshop from the current catalog if the workshop originally selected becomes obsolete before its scheduled delivery date.
- The offerings in this catalog are available in the United States.

K–12 Delivery Options

Apple has three inservice delivery options for you to consider when scheduling workshops for your K–12 educators. Choose one or use all during the year to meet the needs of your educators and work most easily within your school schedule and calendar requirements.

Every Apple K–12 workshop is a six-hour instructional day, and you have a choice in how you distribute those hours.

School Day Inservice

A very common choice for inservice professional development is to set aside an entire school day for educators to engage fully in a workshop. This format is often used before the school year begins, for annual inservice days during the school year, or when students are on vacation breaks.

Twilight Schedule Inservice

Providing release time for educators during an instructional day or finding enough substitutes or inservice days during a school year can be challenging for administrators. If you find yourself in any of these situations, consider arranging your Apple Professional Development workshop in a Twilight Schedule or as a Twilight Series so that you preserve the teaching day for students, and still meet faculty professional development needs.

A Twilight Schedule inservice is a whole Apple Professional Development workshop delivered after a school instructional day ends.

The start time for a Twilight Schedule inservice is collaboratively determined after purchase, with a requirement that the duration after the workshop begins cannot exceed seven consecutive hours, including break times, which may not exceed one hour.

Twilight Series Inservice

A Twilight Series is a minimum of two consecutive days, during which you get six hours of Coaching and Mentoring and six hours of a workshop of your choice.

Each of the two days starts around mid-day with three hours of Coaching and Mentoring by an Apple Specialist with individual teachers or small groups of teachers (see the Coaching and Mentoring workshop for more details). Then, after students are released, teachers engage in half (three hours) of a K–12 workshop title of your choice—the first half on day one, and the second half on day two. Only one workshop title can be chosen for the two days. The content is distributed in this way:

- Coaching and Mentoring: 3 hours day one, 3 hours day two
- A workshop title of your choice: 3 hours day one, 3 hours day two

The start time for Twilight Series days is collaboratively determined after purchase, with a requirement that the duration after each day begins cannot exceed seven consecutive hours, including break times, which may not exceed one hour.

For More Information

To learn more about Apple in education, visit www.apple.com/education or call 800-800-2775 to speak to an Apple education representative. For questions about Apple Professional Development, send an email to apd@apple.com.

Getting Started

Not sure where to start? Apple Professional Development offers institutions a wide selection of workshops that can be offered to all faculty or specified groups of faculty. Consider these sample scenarios and then create your own workshop lineup to meet your specific needs.

K–12 Education

- **Scenario: Planning an iPad or Mac Deployment—Strong Start**
 - Education Strategic Planning (4 days over time)
- **Scenario: New to iPad or New to Mac—Part 1**
 - iOS Devices or OS X (1 day)
 - iOS iLife or OS X iLife (1 day)
 - iOS iWork or OS X iWork (1 day)
 - Coaching and Mentoring (1 day)or
 - iOS or OS X Quick Start Series (4 consecutive days)
- **Scenario: New to iPad or New to Mac—Part 2**
 - Curriculum Workshop(s)
 - Challenge Based Learning
- **Scenario: iLife and iWork Combo Workshop for iPad or Mac**
 - Pick any three apps from iLife and iWork for iPad (1 day)or
 - Pick any three apps from iLife and iWork for Mac (1 day)
- **Scenario: iPad and Mac Users—Content Creation**
 - iBooks Author (1 day)
 - iTunes U Course Manager (1 day)
- **Scenario: Vanguard Team Approach—Capacity Building**
 - iOS or OS X Quick Start Series for Vanguard team (4 consecutive days)
 - New to iPad or New to Mac Scenarios, Parts 1 and 2 for all faculty
 - iPad and Mac Users—iBooks Author and iTunes U Course Manager (2 days)
 - Apple Academy for one or two of the Vanguard Team members

Higher Education

- **Scenario: Planning an iPad or Mac Deployment—Strong Start**
 - Education Strategic Planning (4 days over time)
- **Scenario: Vanguard Team Approach—Capacity Building**
 - iOS or OS X Quick Start Series for Vanguard team (4 consecutive days)
- **Scenario: New to iPad**
 - iOS Essentials 101 and 201 (4 hours)
 - Personal Productivity (2 hours)
 - Keynote Presentation Skills (2 hours)
- **Scenario: New to Mac**
 - OS X Essentials 101 and 201 (4 hours)
 - Personal Productivity (2 hours)
 - Keynote Presentation Skills (2 hours)
- **Scenario: Focused on Authoring**
 - Simplifying Syllabi (2 hours)
 - Keynote Presentation Skills (2 hours)
 - Content Creation 101, 201, and 301 (6 hours)
 - Authoring 101 and 201 (4 hours)
- **Scenario: Focused on Online Course Creation**
 - Keynote Presentation Skills (2 hours)
 - Content Creation 101, 201, and 301 (6 hours)
 - Online Course Creation 101 and 201 (4 hours)

Leadership

Education Technology Profile

The Education Technology Profile is a 15-minute online self-assessment that gathers information about educators' technology skills and infusion practices within an institution, school, or district. The resulting data is aligned to Dr. Ruben Puentedura's SAMR model,* and provides education leaders information that spotlights faculty strengths and professional development opportunities.

It is important to realize that all four stages of SAMR practice can make valuable contributions to the work of an institution; however, large improvements in student outcomes are not observed until the upper stages are reached. Hence, it is desirable for faculty to progressively develop their practice to reach these transformational stages. It is also worthwhile to identify the categories and levels of professional development that will prove most useful to educators to assist them in reaching these stages. The current questionnaire identifies three levels of professional development best suited to faculty:

Level 1: Corresponds to the APD Foundations workshops. Focused on technology skills, these foundational workshops help faculty become confident and comfortable integrating Apple products into their teaching strategies.

Level 2: Corresponds to the APD Curriculum workshops. These workshops focus on curricula, content design, and instruction with all Apple products.

Level 3: Corresponds to the APD Support and Leadership workshops. These offerings support faculty and administrators in technology visioning, planning, and building capacity.

When the Education Technology Profile is experienced as part of the Education Strategic Planning Series, it engages the entire leadership team in identifying the levels of professional development best suited to faculty, and creating actionable steps that move their goals from vision to reality. Along with the Education Leadership Profile, it provides a data-driven view of the institution's technology implementation impact on learning and teaching.

*Ruben R. Puentedura, Ph.D., Founder and President, Hippasus <http://hippasus.com>

Leadership

Education Leadership Profile

Apple has identified five best practices that are common among Apple Distinguished Schools and Apple Distinguished Programs implementing successful one-to-one learning initiatives.

The Education Leadership Profile is an online self-assessment designed to be taken by an institution's leadership team. It provides leaders valuable insights into how their institution is progressing in its implementation of the five best practices.

The survey breaks out key components from each of the practices and how they relate to three groups of stakeholders—leadership, teachers, and students—together with a fourth category related to supporting factors and personnel.

An individual leader's score, while providing a good perspective on how a leader views his or her institution, is nonetheless flawed as a measure of that institution's actual status. For a more accurate measure, several leadership perspectives need to be weighted and aggregated accordingly. The more perspectives that are brought to the table, the more accurate the resulting score and picture.

When the Education Leadership Profile is experienced as part of the Education Strategic Planning Series, it engages the entire leadership team in understanding the five best practices and creating actionable steps that move their goals from vision to reality. Along with the Education Technology Profile, it provides a data-driven view of their technology initiative's impact on learning and teaching.

Leadership

Education Strategic Planning

Agenda

Day 1

- Best practices and visionary leadership
- Designing for excellence
- Self-assessment
- Goal setting
- Action steps

Day 2

- Instructional perspective and data analysis
- Innovative learning and teaching
- Ongoing professional learning

Day 3

- Compelling evidence of success
- Flexible learning environments

Day 4

- Leadership perspective and data analysis
- Share progress
- Summary and takeaways

Audience

This program is for education leaders who want to learn and use best practices to plan and implement a transformative one-to-one Apple technology deployment.

Description

Education leaders join with Apple Professional Development Specialists in a strategic planning program, focusing on effective implementation and integration of Apple technology. The four-day program is based on best practices from Apple Distinguished Schools and aids participants in creating and executing a localized action plan.

This program addresses both the “Why?” and the “How?” of technology integration, and empowers education leaders to move their goals from vision to reality. Planning and implementation decisions are supported with data collection and analysis, examples from successful deployments, and targeted discussions.

Learning objectives for this program include:

- Explore examples of best practices in Apple Distinguished Schools
- Assess the current state of technology deployment across a school or district
- Create an action plan with specific steps toward effective technology deployment
- Identify and implement key resources and strategies for iPad and/or Mac deployment

Details

- Workshop series length: 4 nonconsecutive days (6 hours per day)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers, projector, and screen
 - Mac computers with default System Preferences or iPad devices with default settings
 - For optimal learning, provide participants with the same model of the same device; participants should use the devices they are assigned to for the year
- Individual participant requirements:
 - An activated iPad (second-generation or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - Pages, Keynote, Numbers, iTunes (OS X)
 - iBooks, iTunes U, Pages, Keynote, Numbers (iOS)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iOS 7 for Education

Agenda

iOS Basics

- Device orientation and navigation
- Organization tips and tools
- Advanced multitasking gestures
- Personalization settings
- Accessibility features for learning
- Find, evaluate, and add apps
- Enhance learning resources with iTunes U, Safari, and iBooks
- iCloud features for education
- Built-in productivity apps: Notes, Calendar, Contacts, and more
- Collaboration and communication apps: Mail, Messages, AirDrop, and more

Audience

This workshop is for educators who are new to iOS and want to know how to use features of iPad or iPod touch for learning and teaching.

Description

Participants build navigation and productivity skills, and explore key settings, features, and learning resources.

Learning objectives for this workshop include:

- Explore basic navigation, organization, and settings of your iOS device
- Learn to use your device as a tool for learning and teaching
- Discover how to increase productivity and collaboration with built-in apps and iCloud

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7
 - A personal Apple ID
 - Headphones with mic (optional)
 - The latest version of iBooks and iTunes U, downloaded from the App Store

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iOS iLife for Education

Agenda

GarageBand

- Recording and editing audio
- Adding loops and thematic sounds
- Collaborating and sharing audio projects

iPhoto

- Capturing and organizing photos
- Editing and sharing photos
- Creating and collaborating on Web Journals

iMovie

- Recording video
- Editing video
- Creating movies and trailers

Audience

This workshop is for educators who want to enhance learning and teaching with iLife apps on iPad or iPod touch.

Description

Participants build fundamental skills in iPhoto, iMovie, and GarageBand by creating, documenting, and sharing learning activities and resources.

Learning objectives for this workshop include:

- Identify the unique and combined strengths of iLife apps for learning and teaching
- Create, edit, and share audio recordings, photo albums, and movie projects
- Develop strategies with iLife apps to share, collaborate, and personalize learning

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iOS navigation skills
 - The latest version of the following apps:
 - iPhoto, iMovie, GarageBand, iBooks, and iTunes U

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iOS iWork for Education

Agenda

Pages

- Creating, managing, and sharing documents
- Using templates and formatting
- Adding media, tables, and objects

Keynote

- Creating and managing presentations
- Building animations
- Adding media, tables and objects

Numbers

- Creating and managing spreadsheets
- Using sheets and cell formatting
- Adding tables, charts, and formulas

Audience

This workshop is for educators who want to enhance learning and teaching with iWork apps on iPad or iPod touch.

Description

Participants build fundamental skills in Pages, Keynote, and Numbers by exploring features for productivity and creativity, and through sharing learning activities and resources.

Learning objectives for this workshop include:

- Identify the unique and combined strengths of iWork apps for learning and teaching
- Create and share engaging content by making a publication, a presentation, and a data analysis spreadsheet
- Develop strategies with iWork apps to share, collaborate, and personalize learning

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iOS navigation skills
 - The latest version of the following apps:
 - Pages, Keynote, Numbers, iBooks, and iTunes U

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iOS for Administration

Agenda

- Settings and customization
- Security
- Web
- Camera
- Messaging
- App organization
- Folders
- Web clips
- Apps for administrators
- iBooks
- iTunes and iTunes U

Audience

This workshop is for administrators who want to use iPad, iPhone, or iPod touch effectively in their work.

Description

Participants learn how to use iOS features and apps for daily school operations and administrative tasks, such as communication, collaboration, planning, presentations, and observation.

Learning objectives for this workshop include:

- Explore basic navigation, organization, and settings of your iOS device
- Identify how to use iOS devices to improve the performance of administrative tasks
- Discover how to increase communication and collaboration with built-in apps and iCloud

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (an iPhone 4 or newer, second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7
 - A personal Apple ID
 - Headphones with mic (optional)
 - The latest version of iBooks and iTunes U, downloaded from the App Store

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

OS X Mavericks for Education

Agenda

- Device orientation and navigation
- Organization tips and tools
- Advanced multitasking gestures
- Personalization settings
- Accessibility features for learning
- Learning resources: iTunes U, Safari, and iBooks
- iCloud features for education
- Built-in productivity apps: Notes, Calendar, Contacts, and more
- Collaboration and communication apps: Mail, Messages, AirDrop, and more

Audience

This workshop is for educators who are new to OS X Mavericks and want to know how to use the features of Mac in an educational context.

Description

Participants build navigation and productivity skills, and explore key settings, features, and learning resources.

Learning objectives for this workshop include:

- Explore basic navigation, organization, and settings of your Mac
- Learn to use your device as a tool for learning and teaching
- Discover how to increase productivity and collaboration with built-in apps and iCloud

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - A Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - The latest version of the following apps:
 - iTunes

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

OS X iLife for Education

Agenda

GarageBand

- Recording and editing audio
- Adding loops and thematic sounds
- Collaborating and sharing audio projects

iPhoto

- Capturing and organizing photos
- Editing and sharing photos
- Creating and collaborating on Web Journals

iMovie

- Recording video
- Editing video
- Creating movies and trailers

Audience

This workshop is for educators who want to enhance learning and teaching with iLife apps on Mac computers.

Description

Participants build fundamental skills in iPhoto, iMovie, and GarageBand by creating, documenting, and sharing learning activities and resources.

Learning objectives for this workshop include:

- Identify the unique and combined strengths of iLife apps for learning and teaching
- Create, edit, and share audio recordings, photo albums, and movie projects
- Develop strategies with iLife apps to share, collaborate, and personalize learning

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
 - Optional: Video camera or digital camera with appropriate syncing cables and chargers
- Individual participant requirements:
 - A Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic OS X navigation skills
 - The latest version of the following apps:
 - iPhoto, iMovie, and GarageBand, iTunes

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

OS X iWork for Education

Agenda

Pages

- Creating, managing, and sharing documents
- Using templates and formatting
- Adding media, tables, and objects

Keynote

- Creating and managing presentations
- Building animations
- Adding media, tables and objects

Numbers

- Creating and managing spreadsheets
- Using sheets and cell formatting
- Adding tables, charts, and formulas

Audience

This workshop is for educators who want to enhance learning and teaching with iWork apps on Mac computers.

Description

Participants build fundamental skills in Pages, Keynote, and Numbers by exploring features for productivity and creativity, and through sharing learning activities and resources.

Learning objectives for this workshop include:

- Identify the unique and combined strengths of iWork apps for learning and teaching
- Create and share engaging content by making a publication, a presentation, and a data analysis spreadsheet
- Develop strategies with iWork apps to share, collaborate, and personalize learning

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - A Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic OS X navigation skills
 - The latest version of the following apps:
 - Pages, Keynote, Numbers, iPhoto, iMovie, GarageBand, and iTunes

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iBooks Author for Education

Agenda

Overview

- Templates
- Anatomy of iBooks Author
- Interactive elements
- Glossary

Authoring a Book

- Organizing a topic
- Creating content
- Gathering assets
- Assembling
- Publishing

Summary of Learning

- Book sharing
- Idea exchange

Audience

This workshop is for educators who want to use iBooks Author to create Multi-Touch books that take learning to a new level of content interactivity and understanding.

Description

Participants build fundamental skills in iBooks Author, focusing on best practices for learning, content creation, and distribution.

Learning objectives for this workshop include:

- Learn best practices for iBooks Author
- Build an engaging Multi-Touch book
- Create, edit, and share content with iBooks Author

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iPad devices with default settings and Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iPad (second-generation or newer), with the latest version of iOS 7
 - A Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Syncing cable and the ability to sync iPad to a Mac
 - The free sample of *E.O. Wilson's Life on Earth*, downloaded from the iBooks Store
 - Basic iPad and Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iBooks and iTunes U (iOS)
 - iPhoto, Keynote, iBooks Author, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

iTunes U Course Manager for Education

Agenda

Overview

- iTunes U
- iTunes U courses
- iTunes U Course Manager

Creating a Course

- Curating content
- Preparing instructor and course media
- Assembling assets
- Sharing courses

Audience

This workshop is for educators who want to leverage the iTunes U platform for anywhere, anytime learning.

Description

Participants build fundamental skills in creating and sharing dynamic courses with iTunes U Course Manager.

Learning objectives for this workshop include:

- Experience iTunes U from the perspective of a course participant
- Organize and publish content using iTunes U Course Manager
- Use iTunes U courses to expand and enhance learning opportunities

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iPad devices with default settings and Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iPad (second-generation or newer), with the latest version of iOS 7
 - A Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - A copy of a course outline for one course you teach, an instructor bio, and a course description (preferably in a digital file format)
 - Basic iPad and Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iBooks and iTunes U (iOS)
 - iPhoto, iMovie, GarageBand, Pages, Keynote, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Foundations

Quick Start Series

Agenda

See the Foundations Workshop page for detailed agenda information

Day 1

- iOS or OS X Basics

Day 2

- iLife

Day 3

- iWork

Day 4

- Integration and application of all apps

Audience

This workshop series is for educators who want a quick, immersive experience in learning how to use Apple devices for learning and teaching.

Description

The Quick Start Series is a four-consecutive-day immersive learning experience at your institution for up to 20 educators. The content covers all the basics of using iPad or Mac, and the related iLife and iWork apps. Participants learn how the built-in features of iOS or OS X support learning and teaching, and how iLife and iWork apps work together to enhance student engagement and productivity.

It's an ideal solution if you're implementing Apple products for the first time and are looking for a way to build a vanguard team. The advantage of a Quick Start Series is that it shortens the time it takes for educators to begin learning and teaching with their new technology. The four consecutive days enable an efficient and effective knowledge transfer between the topics.

Details

- Workshop length: 4 consecutive days (6 hours each day)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - The latest version of the following apps:
 - iPhoto, iMovie, GarageBand, Pages, Keynote, Numbers, iBooks, and iTunes U (iOS)
 - iPhoto, iMovie, GarageBand, Pages, Keynote, Numbers, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Language Development and Literacy

Agenda

Setting the Stage

- Building academic vocabulary
- Developing writing and analysis skills
- Practicing speaking and listening seminar skills
- Identifying resources and apps

In the Classroom

- Building multimedia lessons
- Creating innovative student assessments
- Teaching deep reading and interpreting
- Developing lessons and sharing ideas

Audience

This workshop is for educators who want to enhance learning and teaching in language development and literacy with Apple devices.

Description

Participants build advanced skills with Apple creativity apps to help all learners access language arts content, strengthen engagement with informational text, and foster vocabulary development.

Learning objectives for this workshop include:

- Learn how to use iOS or OS X devices for learning and teaching language development and literacy
- Develop practices to enable student-led assessment of personal literacy and language progress
- Discover learning resources that support language development and literacy content and standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iMovie, Pages, iBooks, and iTunes U (iOS)
 - iMovie, Pages, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Language Arts

Agenda

Setting the Stage

- Analyzing literature
- Building comprehension and communication skills
- Identifying resources and apps

In the Classroom

- Creating visual media
- Writing and publishing
- Authoring audio media
- Developing lessons and sharing ideas

Audience

This workshop is for educators who want to enhance learning and teaching in language arts with Apple devices.

Description

Participants build advanced skills with Apple creativity apps to create language arts content focused on literary themes, comprehension, speaking, and presentation skills.

Learning objectives for this workshop include:

- Learn how to use iOS or OS X devices for learning and teaching language arts
- Develop strategies and content that help students make personal connections to literature
- Discover learning resources that support language arts content and standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iMovie, GarageBand, Pages, iBooks, and iTunes U (iOS)
 - iMovie, GarageBand, Pages, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Math

Agenda

- **Setting the Stage**
- Exploring math tools
- Creating math models and simulations
- Identifying resources and apps

In the Classroom

- Collecting and analyzing real-world data
- Creating and presenting learning snapshots
- Developing lessons and sharing ideas

Audience

This workshop is for educators who want to enhance learning and teaching in mathematics with Apple devices.

Description

Participants build advanced skills with Apple creativity apps to create engaging math lessons.

Learning objectives for this workshop include:

- Learn how to use iOS or OS X devices for learning and teaching math
- Develop ideas for engaging students in the exploration of real-world issues
- Discover learning resources that support math content and standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - The iPad must have open access to the Camera app
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - Keynote, Numbers, iBooks, and iTunes U (iOS)
 - Keynote, Numbers, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Science

Agenda

Setting the Stage

- Exploring science tools
- Enriching science literacy
- Identifying resources and apps

In the Classroom

- Collecting and analyzing real-world samples
- Creating media-rich presentations
- Developing lessons and sharing ideas

Audience

This workshop is for educators who want to enhance learning and teaching in science with Apple devices.

Description

Participants build advanced skills with Apple creativity apps and additional tools to gather, analyze, and share data that helps students become thoughtful producers and consumers of science knowledge.

Learning objectives for this workshop include:

- Learn how to use iOS or OS X devices for learning and teaching science
- Create activities that engage students as scientists
- Discover learning resources that support science content and standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iMovie, Keynote, Numbers, Leafsnap for iPad, AirMicroPad, Educreations Interactive Whiteboard, iBooks, and iTunes U (iOS)
 - iPhoto, iMovie, Keynote, Numbers, iTunes, and BaiBoard (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Social Studies

Agenda

- Researching primary sources with Safari
- Capturing intrigue with iMovie trailers
- Creating dynamic presentations with Keynote
- Reviewing and evaluating research projects

Audience

This workshop is for educators who want to enhance learning and teaching in social studies with Apple devices.

Description

Participants build advanced skills with Apple creativity apps to create interactive, media-rich social studies lessons focused on literacy, critical thinking, and research skills.

Learning objectives for this workshop include:

- Learn how to use iOS or OS X devices for learning and teaching social studies
- Create research-supported learning products that demonstrate social studies mastery
- Discover learning resources that support social studies standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resources/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iMovie, Keynote, iBooks, and iTunes U (iOS)
 - iMovie, Keynote, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Reaching All Learners

Agenda

Setting the Stage

- Exploring accessibility features
- Exploring tools to personalize learning
- Identifying resources and apps

In the Classroom

- Creating media for learning and assessment
- Differentiating instruction to reach all learners
- Developing lessons and sharing ideas

Audience

This workshop is for educators who want to explore iPad, iPod touch, or Mac accessibility features and build learning experiences that improve access and enhance learning for all learners.

Description

Participants build advanced skills with Apple creativity apps and settings that support all learners including those with visual, auditory, motor, and learning disabilities.

Learning objectives for this workshop include:

- Match features and tools of iOS or OS X devices with the needs of each learner
- Design personalized learning opportunities that empower learners
- Discover learning resources that support Special Education content and standards

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - Pages, Keynote, iBooks, and iTunes U (iOS)
 - Pages, Keynote, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Curriculum

Challenge Based Learning

Agenda

Framework for Learning

- Making learning relevant
- Learning design principles

Experiencing CBL

- Accepting a challenge
- Learning through reflection

Curriculum Connections

- Guiding learning through questioning
- Developing activities and resources

Tools and Resources

- Built-in tools for learning
- iTunes U
- CBL Community

Audience

This workshop is for educators who want to engage in a multidisciplinary approach to learning and teaching that encourages students to leverage technology to solve real-world problems through efforts in their homes, schools, and communities.

Description

Participants learn to create engaging lessons with students that solve real-world problems with Apple creativity apps, devices, and the Challenge Based Learning framework.

Learning objectives for this workshop include:

- Learn the concepts, attributes, and components of Challenge Based Learning
- Understand design principles of today's learning environment
- Design an experience that challenges students to find an innovative solution to a contemporary problem
- Use learning tools to enable students to create, collaborate, communicate, and publish their solutions and reflections

Details

- Workshop length: 1 day (6 hours) (Option for a second day)
- Maximum number of participants: 20
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iPad devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iPad (second-generation or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - Basic iPad or Mac navigation skills and basic skills with the specified apps
 - The latest version of the following apps:
 - iPhoto, iMovie, Pages, Keynote, iBooks, and iTunes U (iOS)
 - iPhoto, iMovie, GarageBand, Pages, Keynote, and iTunes (OS X)

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Support

Coaching and Mentoring

Audience

This workshop is for educators who want to work with an Apple Professional Development Specialist on specific skills or teaching strategies with Apple devices.

Description

Coaching and Mentoring sessions are structured for individuals or small groups of teachers during preparation or planning periods to support planning and implementation of new skills. APD Specialists work with your educators to strengthen existing skills, develop, and/or co-deliver lessons.

Learning objectives for this workshop include:

- Support new and existing technology skills
- Provide feedback on teaching strategies
- Co-develop and deliver new learning activities

Details

- Workshop length: 1 day (6 hours)
- Maximum number of participants: up to 5 in a single working group
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iOS devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements:
 - An activated iOS device (second-generation iPad or newer, or fourth-generation iPod touch or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Basic iPad or Mac navigation skills and basic skills with any Apple apps intended for coaching

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Support

Apple Academy

Agenda

- Flexible
- Determined by discussion prior to the workshop day

Apple Academy is a hands-on, train-the-trainer program designed to build capacity in education organizations that are one or more years past a large Apple implementation and have previously had workshops delivered by Apple Professional Development Specialists.

An Academy class is made up of individuals from K–12 districts, education service centers, schools of education, and higher education institutions across the United States. It prepares and authorizes those individuals to deliver Apple Professional Development Foundations workshops to the educators in their organization.

The week-long Apple Academy program is delivered in Cupertino, CA. Every session models our best professional development practices—all in a curricular context. The agenda provides an in-depth exploration of the built-in features of iOS and OS X, plus instruction in how to deliver workshops on iLife and iWork, iBooks Author, and iTunes U Course Manager. Time is also given to understanding and practicing effective learning and teaching workflow strategies.

Because Apple Academy is a rigorous program with significant assumptions, participation is by an application process. Applicants must hold positions that include responsibility for delivering preservice or in-service professional development within their school, institution, or organization. Priority will be given to certificated applicants who are supporting a high student-to-Apple device ratio and organizations that have previously engaged Apple Professional Development to deliver workshops. Apple Academy is not open to volunteers, contractors, consultants, or similar “for hire” or “for fee” trainers.

Acceptance and success in the Academy also require robust skills in a range of Apple software products that typically reflect a number of years of usage. Apple will review all applications and select applicants who fit the expressed criteria and demonstrate the required level of competency.

The cost of the Apple Academy week is \$4,995 per person. This includes single-occupancy hotel accommodations for five nights, all breakfasts, lunches, and two dinners, plus the use of an iPad and a MacBook during the week. Upon completion, participants receive the Apple Foundations workshop curriculum and updates to use for two years from the date of their authorization.

If you believe that you meet the above criteria and are interested in applying for participation in an Apple Academy, send a request to academy@apple.com.

Custom Workshop Design

This premium offering provides schools and districts an opportunity to address unique challenges or initiatives in their organizations. Apple can design custom workshops, coupled with onsite delivery.

Higher Education

Drop-In Days

Agenda

- Chosen from the Drop-In Session offerings

Audience

These workshops are for Higher Education faculty who want to acquire or refine their personal productivity and instructional skills using iPad or Mac devices.

Description

Higher Education Drop-In Days consist of three concise two-hour sessions that offer “just in time” learning on discrete topics related to the work and life of busy academics.

Details

- Drop-In Day length: 6 hours
- Drop-In Session length: 2 hours
- Maximum number of Drop-In Sessions per day: 3
- Maximum number of participants: 20 in a single Drop-In Session
- Site resource/technical requirements:
 - Wireless Internet access
 - Speakers
 - Projector and screen
 - iPad devices with default settings; or Mac computers with default System Preferences
 - For optimal learning, provide participants with:
 - the same model of the same device
 - devices assigned for the year
- Individual participant requirements (Note: All participants must have the same version of the same device):
 - An activated iPad (second-generation or newer), with the latest version of iOS 7; or a Mac with the latest version of OS X Mavericks
 - A personal Apple ID
 - Headphones with mic (optional)
 - The latest version of the required app(s) from the App Store as specified in the Drop-In Session description

Failure to provide required elements will reduce the accomplishment of the stated objectives.

Higher Education

Drop-In Session Offerings

iPad Essentials 101

- Learn how to:
 - Personalize your iPad to make it the optimum device for you
 - Organize apps into folders and Home screens so that apps are arranged logically and easy to find
 - Use multitasking gestures to efficiently navigate
 - Uncover the power of the keyboard and built-in composition tools, including Siri
- Device: iPad
- Prerequisite session(s): None

iPad Essentials 201

- Learn how to:
 - Streamline content acquisition using Safari tools and Reading List
 - Transfer files and content to and from the cloud and other devices
 - Discover and download apps, including iBooks and iTunes U
- Device: iPad
- Prerequisite session(s): iPad Essentials 101

Mac Essentials 101

- Learn how to:
 - Personalize your Mac to make it the optimum device for you
 - Organize files into folders so that documents are arranged logically and easy to find
 - Use multitasking gestures, keyboard shortcuts, and desktop management apps to efficiently navigate
 - Uncover the power of the built-in composition tools
- Device: Mac
- Prerequisite session(s): None

Mac Essentials 201

- Learn how to:
 - Streamline content acquisition using Safari tools and Reading List
 - Become a power user with the built-in apps, learning to take screen shots, create PDFs, and easily search for files
 - Transfer files and content to and from the cloud and other devices
 - Discover and download apps, including iBooks and iTunes U
- Device: Mac
- Prerequisite session(s): Mac Essentials 101

Personal Productivity

- Learn how to:
 - Employ the features of the built-in Mail, Notes, Reminders, and Calendar apps to enhance your time management
 - Connect to projectors and other audio and video devices
 - Use Messages for text, audio, and video chats
- Device: iPad or Mac (all participants must have the same device)
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

Keynote Presentation Skills

- Learn how to:
 - Uncover the secrets of Keynote as the most powerful authoring tool available
 - Add video and voiceover to a presentation
 - Use the simple but incredibly powerful built-in animation tools
 - Take advantage of all your media assets at your fingertips
- Device: iPad or Mac (all participants must have the same device)
- App requirement: Keynote
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

Simplifying Syllabi

- Learn how to:
 - Take advantage of the power of Styles, Lists, and other time-saving tools
 - Build consistency and streamline your workflow by using and customizing built-in templates
 - Create your own templates
- Device: iPad or Mac (all participants must have the same device)
- App requirement: Pages
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

Content Creation 101

- Learn how to:
 - Use the front- and rear-facing cameras to capture still images
 - Edit, enhance, and add effects to images
 - Find photos quickly and efficiently using the built-in asset repositories
- Device: iPad or Mac (all participants must have the same device)
- App requirement: iPhoto
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

Content Creation 201

- Learn how to:
 - Use the front- and rear-facing cameras to capture video images
 - Storyboard, edit, and add audio and video effects
 - Export and share movies and trailers
- Device: iPad or Mac (all participants must have the same device)
- App requirement: iMovie
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

Content Creation 301

- Learn how to:
 - Record audio using built-in tools
 - Enhance audio by adding images, text, or video to create a podcast
 - Export and share as a video or podcast
- Device: iPad or Mac (all participants must have the same device)
- App requirement: GarageBand
- Prerequisite session(s): iPad Essentials 101 or Mac Essentials 101

iPad in Research 101

- Learn how to:
 - Monitor and gather research by subscribing to journals
 - Identify appropriate research opportunities for capturing audio and video data
 - Effectively capture audio and video for research purposes
 - Explore data backup and remote access options with iCloud syncing
- Device: iPad
- Apps: iMovie, GarageBand, and Papers by mekentosj.com
- Prerequisite session(s): Content Creation 101

iPad in Research 201

- Learn how to:
 - Edit research audio and video while maintaining content integrity and quality
 - Identify a range of solutions that can be used as research portfolios
- Device: iPad
- App requirement: iMovie, GarageBand
- Prerequisite session(s): iPad in Research 101
- Recommended follow-up session(s): Content Creation 201, 301

Authoring 101

- Learn how to:
 - Use and edit iBooks Author templates
 - Have students use iBooks Author to gather and organize a content portfolio to demonstrate subject mastery
 - Publish and distribute Multi-Touch books locally
- Device: Mac (iPad and sync cable optional but recommended)
- App requirement: iBooks Author
- Prerequisite session(s): Mac Essentials 101

Authoring 201

- Learn how to:
 - Take full advantage of the Inspector tools
 - Understand and effectively integrate iBooks Author widgets
 - Incorporate photo, audio, and video media assets into iBooks Author
- Device: Mac (iPad and sync cable optional but recommended)
- App requirement: iBooks Author
- Prerequisite session(s): Authoring 101

Online Course Creation 101

- Learn how to:
 - Tailor an existing classroom course into an optimal online experience
 - Create engaging content for online learning
 - Curate and organize apps, online resources, documents, audio, and video assets
- Device: Mac
- App requirement: Keynote, iBooks Author, iMovie
- Prerequisite session(s): Keynote Presentation Skills, Authoring 101, Content Creation 201

Online Course Creation 201

- Learn how to:
 - Create a course in iTunes U Course Manager
 - Upload and distribute content via iTunes U Course Manager
 - Understand how to efficiently update existing course content
 - Leverage iTunes U note and annotation tools
- Device: Mac (iPad optional but recommended)
- App requirement: A valid Apple ID
- Prerequisite session(s): Online Course Creation 101

For More Information

To learn more about Apple in education, visit www.apple.com/education or call 800-800-2775 to speak to an Apple education representative. For questions about Apple Professional Development, send an email to apd@apple.com.