

KySTE Outreach Grant Application Form

(For Office Use Only)
Amount of Funds Approved
Date Application Received
Contract Letter Received

Project/program Number
Month to Evaluate
Date Funds Requested
Final Report Received

KySTE Outreach Grant Application
Maximum Grant Award can be found at www.kyste.org

Deadline: Refer to KySTE website for deadlines.
Kentucky Society for Technology in Education, PO Box 1567, Elizabethtown, KY 42702

Grants can be used for any grade level. Grants that are innovative and outside the regular classroom curriculum will be given priority. Funds will be granted upon request. You MUST be a member of KySTE to apply. Your KySTE Membership Number is 131164767.

Funding cannot be used for classroom equipment not directly related to the project/program, transportation, or teacher stipends. Teachers will not be funded for project/programs repeated more than two years in a row.

Date 12/23/13

(Primary Applicant Info Required)

Lynn Eaglin

Primary Applicant's Name and Contact Person

Co-Applicant, if any

154 Briarwood Circle, Carrollton, KY, 41008

Home Address, Street, City, State, Zip

Home Address, Street, City, State, Zip

859-620-4143

Home Phone

Home Phone

Lynn.eaglin@carroll.kyschools.us

E-mail

E-mail

High School Multimedia

Position or Grade(s) taught

Position or Grade(s) taught

Carroll County High School

Name of School

502-732-7075

School Phone

Carroll

School District

1706 Highland Ave. Carrollton, KY 41008

School Address

Please list below any teachers, other than applicant (and co-applicant), who are participating in the project/program.

Name, Address, Position or Grade(s) taught

D. Livi James

Signature of Superintendent/Finance Officer (electronic signature acceptable)

Project/program Number

(For Office Use Only)

All applicants must be actively involved in executing the grant.

Project/program Number

(For Office Use Only)

Please complete this application electronically and emailed to gary.grant@kyste.org. Please DUPLICATE the completed application and retain the copy for your file.

1. Title and a one-paragraph summary of the project/program. (500 characters or less – approx. 100 words)

Two Rivers Web Builders

The Two Rivers Web Builders program will allow students to run a web design business. The students will learn to design websites using Adobe Dreamweaver before applying their skills in a real-world setting by creating live websites for local businesses. According to the Department of Labor, computer occupations are high-growth areas for which states like Kentucky are working to supply workers. The Two Rivers Web Builders program supports this state-wide K-12 initiative.

Project/program Number

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2. A. What is the goal of the project/program?
- B. Why do you think there is a need for it?
- C. How will students benefit from participating in this project/program?

Be as specific as possible and clearly state your expected outcomes. (1500 characters or less – approx. 250 words)

A. The goal of this program is to empower students to utilize technology as a key part of their learning in a real-world setting.

B. Students need opportunities to apply their learning outside of the school walls. Students in the Two Rivers Web Builders program will interact with clients, discuss client needs, and create real products for the marketplace. Additionally, local businesses in Carrollton are behind the times in terms of having a web presence. This program will bring together students who need real-world design experience and local businesses who need to expand their web presence.

Succeeding in the digital marketplace requires more than technical skills. Success requires entrepreneurship and innovation, both of which students will learn through the Two Rivers Web Builders program.

C. Students will gain real-world business and design experience. On the design side, students will learn the mechanics of designing and building a business-oriented website.

On the business side, students will gain experience in working with clients who have very specific demands and who are fighting to hold on to their businesses. Students will see that what they are doing matters and will see the importance that technical design can have on a local economy.

The students will not be simply sitting in classrooms. They will be out in the community, working to further their skills and to meet real community needs.

Project/program Number

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3. Describe your project/program in detail. Include materials you will need and the methods you will use. (6000 characters or less – approx. 1000 words)

The Two Rivers Web Builders program will allow students to run a real website design business. Students will be based in existing website design classes. While students currently enrolled in the website design classes gain a basic understanding of HTML and CSS, for the Two Rivers Web Builders project to move forward, it will need licenses for the Adobe Creative Suites Master Collection Site License, which includes Dreamweaver, Photoshop, Illustrator, and other programs critical to running a web design initiative. Additionally, students will need a quality camera to take pictures of client products and business locations for website use.

There will be a brief transition period where students learn the basics of working in the Adobe Creative Suite and of applying their HTML and CSS skills inside of the programs. Additionally, students will study basic design principles of website design as part of their ongoing instruction. Finally, the teacher will be provided with professional development training biannually that will increase his/her ability to both work with Adobe Creative Suite software as well as to teach others how to effectively utilize the programs.

The next phase of the program will be laying the foundation for how the students' "business" will function. Students will organize themselves into specialized teams. Some students will be purely designers while others will focus on managing the accounts of the local businesses. The account managers will need to work on explaining technical concepts of the website design process to the clients in a way that they can understand. The designers will need to focus on meeting the clients' needs. Running a successful website design business requires a blend of technical and business skills that the students will need to work out before securing clients.

Once the teams are established, the students will begin a public relations campaign that will center on making a website for the program. This will require a hybrid relationship with local business. Working with the Chamber of Commerce, the program will seek both to meet the needs of the businesses and to gain insight from working with them. In this way, the Two Rivers Web Builders program involves community support from multiple sources, both inside and outside of the school district.

The account managers will report back to the entire team to begin the design process, which will include multiple drafts and models that the team will present to the businesses before ultimately launching the websites. The students will need to work with the businesses to determine the best hosting options that will meet everyone's needs. This will require the students to look at the website design process from multiple angles, taking every aspect of the client's needs into consideration.

While not required, businesses can donate funds to the program based on the students' performance. This money will go into the program's coffers so that students can upgrade hardware and software required to continue servicing clients. Additionally, students will explore local market trends to expand their presence in the community.

The Two Rivers Web Builders program combines many educational initiatives in one activity. First, the learning is personalized. Students are working on skills that they individually need to accomplish certain tasks. For example, the town has a small dance and music studio. Students designing for that business would need to incorporate audio, video and images to a greater degree than if they were designing for a law office. In other words, the students' individualized learning is also matched to individualized tasks. Necessity truly is the mother of invention. Students often feel that their school work is not necessary, so they do not give it their best. When students see that a client is relying on their accomplishing various tasks, the students' motivation will naturally increase.

Overall, the Two Rivers Web Builders program will change the way that students see learning and technology. Technology is a disruptive force that changes the way business is done. Students in this program will be privileged to become true disruptors who are using their learning to change the way things are done in their county. With the help of KySTE, students will have the tools needed to put their business into motion.

Project/program Number

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4. Give a time schedule of events. (600 characters or less – approx. 100 words)

July 2014 – The teacher will attend a professional development conference on Adobe Creative Suite and web design.

August 2014 – Web design classes will begin learning the basics of Dreamweaver, Illustrator, and Photoshop as well as basic HTML, CSS, and internet architecture (domains, hosting, etc.).

September 2014 – Account teams will begin scouting out potential clients.

October 2014 – February 2015 – Students will design websites for clients while furthering their knowledge of Adobe software and general website design and internet architecture.

March 2015 – Presentation at KySTE 2015

Characters 589 / 600

5. Approximately how many students will be impacted by this project/program?

Number	Percentage
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30	6%
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6. Approximately how many teachers will be impacted by this project/program?

1	4%
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7. This initiative supports the following population:

Statewide x Region x District x School x Classroom x

Project/program Number

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8. Will this project/program be ongoing, continuing to be implemented in future years? YES NO

If YES, Explain your plan to continue project/program (600 characters or less – approx. 100 words)

This program will continue in future years. Once the Two Rivers Web Builders program is up and running, its expenses will be minimal as the school district already has the hardware infrastructure in place. The only ongoing expense will be updating the Adobe Creative Suite every few years, which will be done with donations from businesses that have utilized the program's websites.

Characters 384 / 600

Project/program Number

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9. Describe how you will assess your project/program outcome (500 characters or less – approx. 100 words)

The program will be assessed based on the following criteria:

1. Students are using technology through the website design process as part of their regular learning in a real-world setting.
Assessment: Teacher and administrator observations
2. The local business community is engaged with the program through financial and advisory support.
Assessment: Financial analysis
3. Students are utilizing technology through entrepreneurship initiatives that promote innovation.
Assessment: Client surveys

Project/program Number

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10. List in detail the amount of expenditures requested from KySTE Outreach Grants.

ITEM		AMOUNT
1	Adobe Creative Suites Master Collection Site License	13,205.36
2	Canon Rebel T3 Camera	974.95
3		
4		
5		
6		
7		
8		
9		
10		
TOTAL		14,180.31

Complete and return the attached Final Financial Report as soon as the project/program is completed. The maximum amount of this grant can be found at kyste.org.

11. Amount Requested from KySTE Outreach Grants: <i>(See kyste.org for maximum)</i>	<u>14,180.31</u>
Applicant Funding Commitment Amount (Professional Development)	<u>1,000</u>
Total Cost of Project/program	<u>15,180.31</u>

Project/program Number

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12. We MUST have a one to two sentence summation of the grant. This information will be used for publicity and for reporting.

Two Rivers Web Builders is a student-run website design business located at Carroll County High School.

13. What month would you like KySTE representative to visit/observe your grant? November 2014

Project/program should be completed by deadline listed at kyste.org.

Each grant recipient MUST file a post grant summary to remain eligible for future grants. By submitting this application, the applicant AGREES that KySTE Outreach Grants may share the information contained in this application. When discussing the project/program with the news media, mention that it was funded in whole or in part by KySTE Outreach Grants.

KySTE Outreach Grants was established in 2013 to serve all public schools in Kentucky. The grants are awarded to KySTE members in Kentucky for classroom, School, District, Region or State initiatives that increase technology learning opportunities for students.

Project/program Number

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Project/program Number _____

KySTE Outreach Grants Final Financial Report

Amount allocated by KySTE Outreach Grants

Instructions:

1. Itemize expenditures on the project/program at the bottom of this page. (Use additional pages if necessary.)
2. Attach receipts or copies of receipts.
3. List the amount of any surplus funds and return them with this report (if applicable). The surplus funds and total of receipts should equal the amount of the allocation from KySTE Outreach Grants.
4. You may write your evaluation on additional pages if you choose to do so.
5. This report should be sent to KySTE Outreach Grants along with your evaluation of your project/program. **As soon as the project/program is completed, the report is to be signed and returned by the teacher.**

Email the report to:

gary.grant@kyste.org

Grant Award Amount \$ _____
Minus - Total of Actual expenditures \$ _____ (Not including matching fund amount, if any)
Equals - These two numbers should equal \$ _____
(If not, any excess needs to be remitted back to KySTE)

GRANT RECIPIENT REQUIRED TO PARTICIPATE IN THE KySTE SPRING OR SUMMER CONFERENCE TO SHOWCASE THEIR PROJECT/PROGRAM

Teacher's Signature _____
(First) (Last)

Superintendent/Finance Officer Signature _____
(First) (Last)