The Conference began with Keynote Speaker Terry Bradshaw. Personally, a childhood hero of mine. I was very excited. He shared some stories and life anecdotes. The ones that stuck out were:

- Enjoy life, smile, call your own plays... don't waste any day, say thank you!
- It's our duty to pass on love, encouragement and happiness.
- What good is success if you're miserable?
- Feel good about your day...kids need us to be happy for them!

Very moving moments for me during Mr. Bradshaw's time speaking. It was a great way to kick off the conference.

Google-licious

The presenter was very acknowledgeable. Throughout he would state what the consumer wants is different from the privacy the consumer believes in. We rely on technology, but there is a privacy price paid.

He made a google cheat sheet which I am attaching:

Google Cheat Sheet

Cool web tools and services offered by (and about) Google.

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Even Cooler Tools 7 Tools to use Google search box more efficiently
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Google Pages & Services - Many of the advanced functions of Google are accessible through their main page, others aren't. Here is a list of Google functionality, along with a brief description, as well as the URL that will enable you to find those pages.

A number of these URL's are redirects (bringing you to the proper page, but using an alternate URL). The URL's used here are the most common & easiest to enter.

Service	URL	Details
Alerts	http://www.google.c <u>om/alerts</u>	By entering keywords, the user can be alerted when there are new Google search results using those terms. Can get them via email or RSS feed results.
Art Project	https://artsandculture.google.com/	Formerly Google art project, has lots of experimental features on mobile app.
Blogger	http://www <u>.</u> blogger.com	One of the largest bloggingservices, owned by Google.
Books	http://books.google.com	Part of Google's attempt to provide full books on line, this link will search books that you can see either a limited view (only a page or two), or in some cases, full book text.
Business Photos	http://maps.google.com/help/maps/businessphotos/	Redirects to page offering services for indoor street view photos for Google Street View
Calendar	http://calendar.google.com	Web-based calendar function, integrates with gmail. Allows for calendar sharing. Requires Google account
Chrome	www.google.com/chrome	Chrome is Google's first browser. Open- source, it attempts to reinvent the user browsing experience, with a home page

		with views of your most visited website. Stay tuned
Cloud Print	www.google <u>.com/cloudprint</u>	Allows you to connect your printers to the web, so you can print from any web connected device. Still in beta.
Custom Search Engine	http://cse.google.com	Google Co-op is a customized search engine you can build, only searching websites of your choosing. Can be independently located as its' own URL, or branded within a specific web page.
Drive	http://drive.google.com	Google Drive (formerly Google Docs) is their cloud service. It allows users to create and shareWord, Excel & PowerPoint files online, without requiring MS software. Includes tools such as sending surveys (forms) and even mail merge capabilities.
Earth	http://earth.googl <u>e.com</u>	Now a browser-based only tool, this provides users a 3D interface of most of the world. The amazing aspect of it is now found within the Google Earth VR app for Oculus Rift.
Educators	http://www.google.c <u>om/edu</u>	G Suite for Educators supports teachers to use Google in the classroom. The site includes ideas from educators, as well as suggestions to integrate Google tools for educational lessons.
Finance	http://finance.google.com	As the name indicates, complete, customizable information about stocks and finance info
Flight Search	www.google.c <u>om/flights</u>	Travel aggregation service which allows user to compare airfares from multiple carriers. Now built in with extensive Al functionality (from flight fares to potential delays).
Gmail	http://gmail.com	A web-based email service from Google with sorting capabilities, as well as over 7Mb of storage per account. Your Gmail account provides access to many cool Google tools.
Google+	www.plus.google.com	Google's social media service, allowing user to create circles of friends for different interests.
Google.org	http://goog <u>l</u> e.org	Interested in Google's philanthropy? Here's the place to look.
Groups	http://groups.google.com	Online forum for communities centered around any topic Many such topics (e.g. Excel, cars) have groups dedicated to each subject.
Hangouts	http://hangouts.goog <u>l</u> e.com	Initially a Google+ feature, Hangouts (which replaces Google Play) offers real time video chat (up to 10 people), as well as chat functionality.

Images	http://images.google.com	Returns pictures and other images only, for the search in question.
Input Tools	www.google.com/inputtools	Cryptic support tool for Google services to aid translation (but it's not a translation app).
Keep	http://keep.google.com	An Evernote-style note taking app that synchronizes to all devices through Google Drive
Maps	http://maps.google.com	Searchable maps for any location. Major update in May 2013, with added functionality. Additionally, it works in conjunction with Google Local to produce maps for local businesses.
My Account	https://myaccount.google.com/	Your portal for security, privacy and other account preferences within Google.
News	http://news.google.com	A news portal, searching over 4,500 news sources continuously. The news' search function returns stories & articles specific to the search.
News Initiative	https://newsinitiative.withgoogle.com/	Google's approach to working with news industry to support good journalism in digital age.
Pay	https://pay.google.com	Google's mobile payment platform.
Photos	http://google.com/photos	Google's photo storage service. Replaces their Picasa service & tool. Free storage of photo/video files within certain parameters.
Play	http://play.google.com	Cloud-based integration shopping site for music, books, movies, apps & games. Products purchased sync across all devices.
Shopping	http://www.google.com/shopping	Specialized search page allowing user to search for products & shop online.
Translate	www.translate.google.com	Just what it seems. Google site allowing user to translate text or entire web pages.
URL Shortener	http://goo.gl	Google's URL shortening tool, however, Google will be discontinuing it in 2018.

HOT TIP - Google Advanced Search Features – Accessible from the Google search results page (look for Settings in the tabs just below the results from a search bar), this page provides the user the ability to customize their search conditions.

Even Cooler Tools - Google's functionality from their home page extends beyond basic search results. The following list includes some niche uses of Google search from the home page, returning useful results outside of the norm.

Function	What It Does
All in Title (allintitle:) In Title (intitle:)	This function will search the title (the information on the very top blue bar), which typically denotes the critical content on that page. A great way to search for critical words for an entire webpage.
All in URL (allinurl:) In URL (inurl:)	One of the coolest ways to search. If you're looking for a website with the search word in the web address (URL), use this tool. Say you want to find URLs which contain the word baseball. Type in allinurl:baseball. You can use multiple words
ADCoro	(separated by spaces).
ARCore Assistant	Google's developer tools to help them create apps using augmented reality. Google's AI (artificial intelligence) service, baked into Google Home and the Google Pixel phone.
Authenticator	Google app enabling two step authentication (password plus code texted to phone) for multiple websites.
Bubble Level	Entering this term in a google search allows your phone to measure how level (or plumb) a surface is. Really, it works.
Cache	Cache is information stored on your computer. Google caches websites by creating a snapshot of the page when it was most recently looked at by Google. By using the cache operator, along with a word, you can get a highlighted version of where that word appears on the latest "cached" page. Try this: cache:www.ceoexpress.com news
Calculator	By entering a mathematical function (including units of measure & conversion) in the search box, Google returns the answer to the question.
Conversions & Currency	If you need to convert currency, or perform other measurement conversions, just enter the phrase in the search box. Examples of how this works includes: 10 meters in feet, or 250 USD in Euro.
Daydream	Google's VR headset. In 2018, will be upgraded to Google World Sense, with the difference being that the new version doesn't require a mobile device.
Define	By entering the word "define" before the word or phrase(define:wiki), Google returns the appropriate definition. A colon after define will restrict results to only definitions, and not other results of the search.
Expeditions	Google's classroom tool to help educators use augmented reality to teach various subjects.
Express	Same day (where available) Google-driven delivery service (not using drones, at least not yet).
Filetypes	Only looking for a .pdf (or other) filetype? Enter the search phrase, followed by: filetype:pdf, and you will target your search just to those file types. Great for finding pdf forms on the web.
Fit	Monitor your steps, exercise and other health related numbers with this mobile app.
Flight Status	Entering the airline and the flight (i.e. United 687) will provide links for you to track the status of the flight.
Fun Facts	Enter this into a search bar will give you a random (often way cool) fun fact. Nothing too deep here, just the facts, ma'am.
Google Home	Google's answer to Amazon's Alexa. An Al driven, voice activated home tool that brings to the forefront Google's artificial intelligence capabilities (and what Google knows about you through Gmail, Chrome, Search, etc.).
Knowledge Graph	New search capabilities through Google to get answers (rather than just links) when searching. Enter names of known people, places and objects (books, movies), and information about that person appears on the right side of the screen.

Lens	Integrates with Google Photos on mobile device to help identify people, places and things in pictures using AI.
Links	By entering the word links, followed by a URL (e.g. links:www.google.com), Google returns the websites that have a link to the requested site.
Metronome	If you're a musician (especially with a drummer who can't keep a steady beat) this one word search will provide you a metronome at the bpm you desire.
Number Search	By entering a range of numbers tied together by two dots (eg \$500\$1000), in addition to standard search terms, the user can find sites that contain that number range. Good for product search with specific prices.
Pixel	First mobile phone completely manufactured and released by Google. Works as a MVNO (mobile virtual network operators), leasing frequency from larger providers.
Project Sunroof	Using Google Maps, Project Sunroof attempts to identify the possibly value and savings of solar panels on your house's roof.
Related	By using the word related immediately before a URL (such as related:www.meeting-u.com), you will be given a series of sites that are in some way related to the URL you have entered. Quite useful in competitive analysis, or investigating your own site.
Search by Number	Many product service numbers can be tracked by entering the number into the search box. This includes, but is not limited to, UPS tracking, FedEx tracking, USPS tracking, UPC codes and others.
Search Tools	Above every Google search result (including images and other sub pages) are a series of filters allowing the user to further refine their search. The Search Tools box is located at the far right, and has additional filtering actions contained within.
Show Me My Text Messages	Speak this into your Android phone, and it does just what it says it will
Site Search	You can further narrow your searches by searching only within a specified site. By entering a search word or phrase, followed by "site:www.sitename.com" (don't include the quotes), Google will only search in the sitename.com website for the search phrase.
Stock Quotes	By entering the stock/mutual fund ticker symbol, Google returns information on current market prices for that stock. A subtle variant is to enter the operator stock, followed by the symbol (stocks:SBUX)
Synonyms	By including a tilde (~) immediately before a word, Google searches for the word & any of its' synonyms.
Tilt Brush	Virtual reality tool that allows people (currently using Hive VR) to paint within a VR world
Tip Calculator	Divides a bill by number of people, and calculates tip/total bill based on % you wish to leave.
Waymo	Google's division working on developing autonomous vehicles.
Weather	If you enter the word weather, followed by a city (state sometimes required), Google returns the weatherconditions, provided by weather.com.

WANT MORE? – Since Google continues to expand their services, try checking this Google search help page center for the latest features: http://support.google.com/websearch

Gmail Helpers – Search operators aren't only useful while doing searches. If you've ever tried to find an email that you know you sent or received try using some of these operators to filter out the excess information. Operators that are

followed by a colon and a definition don't contain spaces...at least not till one is part of your search (eg. **From:Spellos Has:Attachment**). Also note that these operators can be combined in a search.

Operator	What It Does	
after: before:	Allows you to filter emails by date. Uses YYYY/MM/DD date format.	
	after:2016/02/01 before: 2016/04/10	
cc: bcc:	Returns results from cc or bcc of email. Note – does not retrieve messages were you were bcc'd	
	cc:bobsmith bcc:Sheryl	
filename:	Find an attachment you received by the name of the file	
	filename:Google Cheat Sheet.doc	
from:	Specifies the sender of an email	
	from:Sheryl	
has:attachmen	Only returns emails that have an attachment. Often used with another operator	
	from:Spellos has:attachment	
in:inbox in:sent	Defines location of email for which you're searching	
in:trash in:spam	from:Sheryl in:sent	
subject:	Returns emails with specified word(s) in subject.	
	subject:Google-licious	
to:	Used to locate emails sent to a particular person. This operator searches not only To, but CC and BCC.	
	to:Sheryl	

CROSSING BORDERS – Operators that you know and love in Google Searches (quotes, -, OR, Filename also work in Gmail.

Google Purchases – Here are some of the formerly independently-owned products which Google has purchased. All provide services outside of straight search functionality for the user. Some of these are also listed above, since they have been so well integrated into the Google experience that people may have forgotten they were once independent.

WANT MORE? – Wikipedia maintains as complete of a list of Google's mergers and acquisitions for you to review at the following

Service	URL	Details
Android	http://www.android.com	Google's open source phone software for mobile devices.
Blogger	http://www.blogger.com	One of the largest blogging services, owned by Google.
Double Click	http://www.doubleclick.com	Purchased by Google in 2008, Doubleclick is the leading provider of digital marketing, helping companies with targeted advertising & sales.
Earth	http://www.earth.google.com	Formerly Keyhole. There are a larger number of mash-ups available for Google Earth that enhance its capabilities.
Feed Burner	http://www.feedb <u>u</u> rner.com	Publishes content for users through blog and RSS feeds. Even prior to Google's purchase, they were one of the more established feed burning service. Very old tool.
Groups	http://groups.google.com	Known to many long-time netizens as Usenet, this is a q&a forum for thousands of topics.
Picasa	http://picasa.google.com	Google's photo sharing service prior to Photos. Not being supported, but still available for people to use.
Voice	http://www.voice.google.com	Rebranded (formerly Grand Central), this service debuts in 2009 to allowusers to combine all of their phone numbers to a single number, providing an interface for voice mail, messaging, and dozens of other services.
You Tube	http://youtube.com	One of the revolutionary Web 2.0 sites, allowing uses to post and share videos. Currently, it's considered the world's 2 nd largest search engine.
Waze	http://www.waze.com	Crowd sourced traffic GPS, with amazing accuracy.
Zagat	http://zagat.com	World renowned restaurant rating & curated review service is now also integrated into searches for restaurants (especially within Maps). 2018 update – Google selling Zagat to website The Infatuation.

HOT TIP – **Improve Your Google Ranking**! – Google's website offers help for improving your website's search engine ranking: http://www.google.com/support/webmasters/bin/answer.py?answer=357

Google Business – These tools are for organizations to help with their advertising and analysis of web traffic, as well as for enterprise-wide searching.

Function	What It Does
www.google.com/adsense	Advertising program for websites. Provides content-similar ads in specified location on site. If people click onto those sites, the web owner receives the PPC (Pay Per Click) revenue from Google.
AdWords	Key terms which web advertisers purchase to be included in

www.google.adwords.com	sponsored links (top or right side of page) section of Google results. Also works using PPC.
Analytics www.google.com/analytics	Google's free web traffic analyzer, with built-in reports and stats. Web owner just needs to place small piece of code in their website, and then can access the information using their Google account.
Insights www.google.com/insights	Beta tool allowing you to see what people are searching for. Similar to Trends, but allows broader category searching.
Marketing Tools https://www.thinkwithgoogle.com/	Consumer insights, advertising and marketing resources for Google uses.
Trends www.google.com/trends	Provides comparison tool for web traffic. Allows breakdown by regions, as well as providing info on other sites visited to the ones in your comparison.
Webmaster Central www.google.com/webmasters	These tools provide detailed reports about your pages visibility on Google. Helps webmasters improve traffic and analyze site visitors, among other free services.

Google Blogs – A few useful blogs that keep people updated about Google services.

URL	Details
	The official Google blog. Provides information on tools and new services, as well as general communications from their office.
www.blog.google/products/maps	Official blog about Google Maps
www.blog.google/products/docs	Google Docs official blog. Also offers tips on Google Keep
www.blog.google/products/google-vr	Google's Virtual Reality blog, also including Tilt Brush and more
http://googlemapsmania.blogspot.com	Unofficial Google Maps blog, including mashups and tools used by Google Maps

HOT TIP – **Want to know about all of the Google Blogs?** – Google's blog directory gives you everything on a single page. Note bene…it's a really large list!

http://www.google.com/press/blog-directory.html. A more manageable list is found at www.blog.google/topics

Google Chrome Extensions – Browser support tools called extensions and apps are available to customize & supercharge Google Chrome, Gmail and Google Docs. These can be found at https://chrome.google.com/extensions.

WHAT'S THE DIFFERENCE – Within this store, Google will identify Apps as different from Extensions. They are essentially different, even though they seem to act very similarly. An explanation of the differences is too long to get into here, so check out how Google explains it here.

https://developer.chrome.com/webstore/apps_vs_extensions

Extension	What It Does
Awesome Screenshot	Allows user to cut, modify and annotate any part of a web page, and then create .jpg (or share through Awesome Screenshot's sharing service.
Boomerang for Gmail	Gmail scheduler extension that also allows you to tell Gmail when you want to be reminded about a particular email.
Evernote	The top cross platform notetaking app integrates with the desktop web through this extension.
Eye Dropper	Gives precise color code for any area on a website.
Great Suspender	Suspends all Chrome tabs not in use for a set amount of time, reducing system resources in use by multi-tab Chrome being used.
Mighty Text	SMS to computer extension for Android phone users.
Note Anywhere	Places "sticky" note on screen, which you can annotate. Whenever that page comes back, the note reappears.
OneTab	Will take all open tabs and place linkable URL for each of them in a single browser tab. Useful to share content with others, as well as minimize system resources (by closing tabs).
Rapportive	Shows LinkedIn profiles within your Gmail.
Session Manager	Save all of your Chrome session tabs, so that you can open up that configuration at any time with one click.
Streak	Gmail extension to help manage customers by providing a mini spreadsheet within Gmail to organize client info.
Similar Pages	Google extension that does just what the name indicates - brings up a list of similar pages to the one you have selected.
Translate	Shortcut to utilize Google Translate functionality.
Web of Trust	Extension that provides reputation and safety information on websites that you find in a search.
Wise Stamp	Gmail add in, as well as chrome extension, allowing user to create better customized email signatures.

STAY SAFE – Some rogue extensions can masquerade as a piece of malware/spyware, while providing what seems to be useful functionality. Check first about any third party extensions you download for your devices. To be extra safe, only download extensions that are listed within the "By Google" category.

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Can we Talk: Engagement of community relating to student achievement success

I attended this thinking about our Appreciative Inquiry/Community Solutions project

- Identify the Stakeholders: discussion was rather similar to what we have done. Labeled as Internal Stakeholders and External Stakeholders.

- Frame discussion points:

Identify the points of pride and success that are recognizable Identify the challenges that may prevent continued success in the next 3 to 5 years Identify what as a stakeholder you bring to education in the community

- Community Engagement:

Develop and distribute personal invites including discussion points and RSVP Website, Social Media, Newsletter and ways to communicate

Define the roles of Board and Administration

Advertise meeting

Follow-up with Stakeholders who have not responded

Purposeful meeting format

- * Provide daycare
- *Begin on time finish early

Provide documents and take minutes

*Evaluate and follow up with an online survey

The demonstrated model added these groups separate from the Stakeholders. and emphasized that all groups listed below need to be asked and heard.

Staff/Student Engagement

- Staff

Professional development time

-Administrators

One on one engagement

-Students

Small group both in Middle and High School

- Post Community Meeting

Facilitator will:

Compile and organize data

Identify priorities and frame issues

Conduct a needs analysis

Present to Board/Admin

Develop goals and performance indicators per the District Priorities

facilitator would be U of P in our example.

- Post Meeting(s) Report

Present needs analysis and supporting data

*Identify next steps

District Goal Planning / Strategic Planning

Re-engage Community

- Sustain the Engagement
Align district goals with community goals
Identify community partners and resources
Create stakeholder committees
Monitor progress and celebrate success with stakeholders.

Shared Leadership: The School Board/Superintendent Partnership

The School District presenting was like Parkrose with an historic less diverse student population, but over recent years has become more diverse.

The catch phrase to begin was "High functioning schools boards create high functioning schools."

This was insightful presentation as well as a review. OSBA pamphlet on Board/Superintendent guidelines covers material.

New takeaway was hearing that professional development for Board members is critical. Take advantage of as much training. Don't feel guilty for going to conferences and spending money for development.

Coding for all: A blueprint for success

This presentation was done by BootupPD.org. They are a non-profit organization. bootuppd.org

The focus is building on coding practices starting at kindergarten or first grade. The model used here is to built on Equity. Coding is for all! Everyone has a stake here. The learning environment is not filtered by race, gender or economic status. Teaching and adopting coding practices can produce results to where everyone can learn and be successful on their own pace. This can also help our special needs students.

Discussed the breakdown barrier coding can be for girls. The younger coding practices are in place the more involved girls are; which breaks the perceived male dominated area of interest in computer programming.

There were several you tube videos demonstrating classroom successes. Easy to look up and found on there website.

Talked about struggles that lie within teaching staffs ability to adapt and adopt coding strategies.

Professional development leading to professional learning communities is the goal.

Once coding is in place, it builds on itself. Districts would need to be able to future think what course work to offer. This is especially in the high school arena; where specialized honed in studies could be offered in computer science and programming.

Changing Paradigms: One District's journey in adding 31 more days in instruction

- Presenters were from North Kansas City Missouri.

School District has 5 elementary schools with 2 that have a high percentage of free/reduced lunch.

They found that opportunities for learning retention were more apparent in the 3 schools that had lower free/reduced lunch percentages.

Developed a plan in addressing learning retention over the summer months in the higher percentage free/reduced lunch schools.

The plan was to add 31 (the longest day count number in the calendar) school days to the 2 elementary schools with the higher free/reduced percentages.

Through good communication between parents, teacher union and the community, they put in place a school calendar adding 31 days to those 2 schools.

They were able to make it pay for the extra days through ADM calculations. Pretty crafty and worked in their state funding perimeters.

Becoming a Lifelong Learner

Presenter was Travis Allen founder and president of iSchool Initiative www.ischoolinitiative.com

This by far was the most exciting presentation I attended.

Talked about the willingness to get uncomfortable...getting outside your comfort zone to create and learn. Taking some risks as students before adulthood responsibilities become reality.

We have developed a generation of test takers

- Empower students to have a voice
- * SLED Student Learning Education

Change the world

The three E's

Excite, Educate and Engage

-Ask better questions than just "google it"

Being able to hypothesize and use critical thinking to solve.

Teaching the unknown instead of the known...the power of wonder.

The majority of learning is spend on what has already been discovered and known.

Problem solving and critical thinking teaching

-Escape the Bus: Mobile classroom in which you have 30 minutes to escape using technology. This mobile classroom is for both teachers and students, though students tend to outperform the teachers.

There was a detailed presentation, I just provided a small overview. Please check out the website. Very exciting stuff!