NetDay
Annual Report
2001

TABLE OF CONTENTS

NetDay
Executive Summary

Mission

Our mission is to connect every child to a brighter future by helping educators meet educational goals through the effective use of technology.

Evolution

NetDay began in 1995 as a grassroots volunteer effort by companies, educators, families, and communities to wire the nation's K-12 classrooms for Internet access. The organization, headquartered in Irvine, CA, was founded by John Gage from Sun Microsystems and Michael Kaufman from KQED. The first National Wiring Event was held on March 9, 1996 in California, where an estimated 50,000 volunteers wired 4,000 schools - approximately one-third of California's K-12 schools. In the following five years, NetDay's influence expanded to 40 states and mobilized over 500,000 volunteers to wire more than 75,000 classrooms in states all across the country.   The greatest legacy of the NetDay wiring events is the awareness that was created within communities on the value of technology within education.

In 2001, NetDay completed the planning work that was started in 2000 with a new mission and direction for the organization. Recognizing that today's educators face technology challenges that are beyond infrastructure issues, NetDay is focusing on helping schools and communities achieve their educational goals through the effective and appropriate use of technology within instruction and school management. This work involves a careful balance of hands-on community and school based projects as well as leveraging our web initiatives to gain greater sustainability for these efforts and to provide new vehicles for scaling best practices to have greater impact. At the same time, we are conscious of our potential impact through our legacy and continue to be a thoughtful and responsible national voice and leader for education technology. Our staff organization and ongoing commitment to fiscal and programmatic accountability directly reflect the 2001 NetDay focus.

Major 2001 Initiatives

NetDay Community Initiatives: Community driven projects connecting students and their teachers in under-served communities with the necessary resources to facilitate learning through education technology.

- NetDay AmeriCorps Bridge projects in Oakland, CA and Detroit, MI.
- NetDay Teaching, Learning & Technology Case Studies in Rosedale, MS and Mercedes, TX.

NetDay Web Initiatives: Using knowledge gained from hands-on work with community initiatives, the web initiatives provide the vehicles for information dissemination, sharing of best practices and models of success and national collaborations to impact the success of communities and schools.

- NetDayCompass.org: an online clearinghouse of education technology resources to help K-12 educators with technology decision-making.
- NetDay.org: the home site for NetDay providing information about initiatives and valued information on leadership for education technology.

NetDay Leadership Initiatives: A national and state-level program focusing on how to develop, nurture and promote effective models of leadership for our K-12 schools on education technology.

NetDay 5th Anniversary: In March 2001, NetDay celebrated five years of service and commitment to educational technology by sponsoring a series of activities on "Leadership in Education and Technology."

2001 Impact Highlights

Our hands-on Community Initiatives projects directly served **19,269 children** in four underserved communities in 2001. In those communities, we refurbished and/or installed over **3000 computers** for student, teacher and community use and facilitated the creation of **seven new Internet-based computer labs** for after school and community use with our partner, PowerUp. Our AmeriCorps teams provided the local school districts with "people-ware" time of almost **16,000 hours of service** in 2001.

In 2001, approximately **150,000 educators** found valuable information and resources through our Web Initiatives. Visitor sessions on NetDayCompass.org **increased 200%** in 2001. Our total number of online resources that were personally reviewed by our staff for quality and catalogued on the site grew to **1,800 resources** in 2001. NetDayCompass.org was selected as the directory of choice by **84 education sites, 20 national education associations and 33 nonprofit organizations**. Of special note is our **Children & Crisis** section of NetDayCompass.org, which provided educators with online resources to use in the classroom to support their students after the September 11th terrorist attacks. This special section was available to educators the afternoon of September 11 and includes **120 high quality resources** for educators including several hard-to-find **sites for non-English students**. It is especially gratifying to us that the section continues to provide value to teachers, parents, community members, and child advocates every day.

NetDay's 2001 national survey, **"The Internet, Technology and Teachers,"** provided valuable data to education, business, community, and government leaders on how teachers in America are using the Internet and technology within their classrooms. Through over **25 briefings on the survey results** and widespread publication of those results in both national and regional press as well as trade publications, NetDay raised a significant new awareness level about the challenges facing teachers today in terms of using technology to really impact educational results.

In March 2001, we celebrated our **fifth anniversary** by inaugurating a new tradition with an annual recognition of **NetDay Heroes** for their leadership in education and technology. Our 2001 Hero Awards were granted to **Sally and Jim Barksdale, Susan and Scott McNealy, Governor Mike Leavitt, Linda Roberts, and Julie Young**.

In 2001 NetDay received grants and donations totaling **$1,631,013**. Of that revenue, **70% was used to directly support the NetDay 2001 initiatives** and projects that impact students and their education.

NetDay National Organization

NetDay is a 501(c)(3) non-profit corporation based in Irvine, California.

Community Initiatives: NetDay AmeriCorps Bridge

The NetDay AmeriCorps Bridge (NAB) Program is a strategic partnership between NetDay and National Service programs to provide selected Empowerment Zone communities with facilitated access to technology resources. Through collaboration with selected schools, corporate partners and community organizations, the NetDay AmeriCorps Bridge members serve as program facilitators and teach constructive and educational technology-based programs both during school hours and through after school programs. NetDay AmeriCorps Bridge members receive training and professional development from NetDay on education technology and best practices for working with children and teachers in a classroom environment. NetDay AmeriCorps Bridge members are assigned to particular schools and classrooms and work directly with the teachers on classroom specific projects. In addition, NetDay AmeriCorps Bridge members participate in local community service projects with other National Service projects.

A NetDay Project Coordinator administers the program in each community, and is responsible for supervising the NetDay AmeriCorps Bridge members. The Project Coordinator is responsible for the school and community relationships, local partner development, member development, and program paperwork.

Besides the Corporation for National Service, other significant partners for this program in 2001 include Camp Yahoo (providing materials in Spanish and English), WebTeacher (curriculum in Spanish and English), Lightspan, AOL@School, PowerUp (NetDay PowerUp sites in each operating location), Connect America, Points of Light Foundation, and America's Promise.

In late spring of 2001, the NetDay AmeriCorps Bridge program was implemented in Oakland, CA and Detroit, MI. A full year program concurrent with the traditional school year began in October. Planning for the implementation of the Mercedes, TX project was undertaken in late 2001 for project start in February 2002.

2001 Goals, Results and Impacts

The focus of the NetDay AmeriCorps Bridge (NAB) program in 2001 was on the establishment of this program in Detroit and Oakland through a strong collaboration with the local schools and other community organizations. Through the recruitment, training and management of AmeriCorps members for the local schools, it was our mission to strengthen the local communities and thus be able to positively impact the educational opportunities of the children in the community and to build a foundation for a sustainable change in these communities.

Goal: "Getting Things Done" – creating a lasting impact consistent with our mission

Results:

1. Members increased access to computer technology for teachers, students and community residents.
2. Demonstrated basic proficiency computer technology skills among program participants (teachers, students, community residents).

Impacts:

- Oakland: NAB Members installed and configured 1,350 new network computers within 27 elementary schools benefiting 3,375 students. NAB Members installed 1,430 computers within 5 high schools benefiting 7,358 students. NAB Members also installed 62 printers at those schools.
- Oakland: NAB Members trained 47 elementary teachers as lead trainers on the new computers benefiting 975 teachers at the 27 elementary schools. NAB Members trained 186 high school teachers and worked directly with 345 students at 5 high schools on technology projects and instruction.
- Oakland: NAB Members created a training manual for the school technology coordinators to use for troubleshooting after the computer installation. NAB Members created a class outline for teachers and students to use for simple computer troubleshooting. NAB Members created a science curriculum using technology resources and trained teachers and students on Internet research for the curriculum.
- Oakland: NAB Members participated in a special program donating computers to students' homes by refurbishing 20 computers for local families to use.
- Detroit: NAB Members worked one-on-one with teachers challenged by technology. Teachers were given instruction in software such as PowerPoint for classroom instruction. Members did specific research on particular curriculum topics for teacher's classroom needs. Total students benefiting from this program is 2,208 including 226 special needs students.
- Detroit: NAB facilitated the Internet wiring of Poe Development School by the local chapter of the National Association of Black Engineers.
- Detroit: NAB Members worked intensively with 14 teachers developing their technology skills as lead teachers at the assigned schools.

Goal: "Member Development" – developing the AmeriCorps members to be participatory and productive citizens of the local community

Results:

1. Members participated in training events providing position-specific and basic professional development skills.
2. Members participated in training events providing training on civic responsibility.

Impacts:

- Oakland & Detroit: NAB Members were trained in civic responsibility, conflict resolution, team building, and leadership development.
- Oakland: NAB Members were trained by the school district in technology skills – hardware, softwareand networking.
- Detroit: NAB Members were trained in American Sign Language so that they could better serve the students and teachers at the Detroit Day School for the Deaf.
- Detroit: NAB Members were trained by IBM as part of the Wired for Learning project on computer building and repair.
- Detroit: NAB Members were trained by the school district in adaptive arts programs that are being used in the special needs schools where they serve.

Goal: "Strengthening Communities" – developing local capacity for change and improvement

Results:

1. NetDay AmeriCorps members and staff planned and implemented joint activities such as service projects with three program partners.
2. Members fulfilled NetDay's promise commitment to America's Promise Alliance for Youth by recruiting volunteers from the community for after school technology programs for community youth. The youth had the opportunity to learn a marketable skill through the mentorship of AmeriCorps members and community volunteers. The AmeriCorps members provided health care contact information when needed. The youth were encouraged to participate in service projects and help other youth at the program site as a way to give back.
3. NetDay AmeriCorps staff and members planned and implemented or helped to plan and implement a minimum of four service projects during the service year. The projects focused on needs within the community and were a collaborative effort with program partners, community volunteers and other local national service programs.

Impacts:

- Oakland & Detroit: 7 collaborations formed benefiting 10,000 people. Examples of the partners in the NetDay collaborative include:
    - PowerUP
    - Think Detroit
    - Detroit Empowerment Zone
    - Michigan State Commission on Community Service
    - IBM – Wired for Learning project
    - BAYAC
    - East Bay Conservation Corps
- Oakland: The Make a Difference Day service project in October was a school beautification project in San Francisco with six other non-profit organizations and 250 people involved.
- Detroit: The Make a Difference Day service project in October was a health fair attended by 50 local community members.

Summary Impacts

Total number of students impacted by this program in Detroit in 2001: 2,208
Total number of students impacted by this program in Oakland in 2001: 10,733

Total number of members who served in Oakland and Detroit in 2001: 51
Total number of members' service hours provided to the local schools in 2001: 15,768

2002 Plans

In 2002 – 2003, NetDay AmeriCorps Bridge (NAB) will achieve the NetDay mission through the mobilization of 100 AmeriCorps members in five underserved communities, Costa Mesa, California; Oakland, California; Detroit, Michigan; Rosedale, Mississippi; and Mercedes, Texas. NAB members will work toward increasing access to technology by students, youth, parents, and residents of the communities the members serve. Our objectives for 2002 are as follows:

2002 Objective – Getting Things Done

1. 100 NAB members will increase computer accessibility by repairing, refurbishing and installing new software in a minimum of 100 computers in classrooms and technology labs in each of the schools the members are serving, with 85% of the computers being operational at all times by the end of the academic year as measured by a log kept by members and signed off on by site supervisors tracking all repairs, refurbishments and software installations, benefiting the teachers, students, parents, and community members using the computers.

2. At least 40 NAB members will teach basic and intermediate proficiency of computer technology skills to a minimum of 20 teachers at each school the members are serving, with 80% of the teachers reporting improved technology proficiency by the end of the academic year as measured by pre/post self-assessment surveys, benefiting the teachers receiving the training, and the present and future students of those teachers.

3. At least 40 NAB members will teach basic and intermediate proficiency of computer technology skills to a minimum of 50 students at each school the members are serving, with 80% of the students reporting improved proficiency by the end of the academic year as measured by pre/post self assessment surveys, logs kept by members and signed off on by site supervisors tracking the number of students using computers in labs, or weekly records of one-on-one assistance, benefiting the students receiving the instruction.

2002 Objective – Member Development

1. 100 NAB members will participate in training events providing position-specific and basic professional development skills within the first two months of service. The training events will result in 85% of members reporting they were prepared to perform their AmeriCorps service assignments, as measured by a Member Training Survey. The host site supervisors will complete a Host Site Supervisor Training Survey resulting in 85% of the respondents indicating the members were prepared for service. These surveys will be administered within the first quarter of the members' term of service.

2. 100 NAB members will participate in training events providing training on civic responsibility. The training will result in 75% of all members reporting having a greater sense of civic responsibility, as measured by a pre/post Member Survey. Civic responsibility includes awareness of the needs of the local community, national issues impacting all communities (i.e. national emergency mobilization), a sense of how to resolve or beginning to resolve some of these needs and issues, and an implementation plan for trying to resolve them.

2002 Objective – Strengthening Communities

1. NAB members and staff will share information, plan and implement joint activities with 5 program partners at each project site (through meetings, newsletters, periodic consultations, projects, etc.) resulting in 75% of responding program partners reporting strengthened collaboration with the AmeriCorps program and its other partners, as measured by a pre/post partners survey.

2. NAB members will recruit at least 15 youth volunteers at each project site to engage in community service projects and/or develop at least 2 community service projects which involve youth resulting in greater involvement of youth in community service projects as measured by members in the volunteer and youth volunteer recruitment section of the NAB Member Monthly Report.

3. NAB members and staff will plan and implement a minimum of four service projects during the service year (these projects can include projects planned for Strengthening Communities Objectives 1 and 2). The service projects will focus on needs within the community and will be a collaborative effort with program partners, community volunteers, faith, and community based organizations, and/or other local national service programs. Three of the service projects will be centered around the national days of service: Make a Difference Day, Martin Luther King Day, and during National Volunteer Week. The staff and members may assist in the planning and implementation of a larger local event, or plan something themselves for the national days of service. The fourth and any additional service projects will focus on needs within the immediate community the members are serving and will engage community members, such as school staff, youth, parents, local organizations, and other volunteers. Members will be given training how to plan and implement a service project. All planning, implementation, number of participants, location of project, and any other pertinent information will be logged in the service project section of the NAB Member Monthly Report.

2001 Budget / 2002 Projected Budget

In 2001, our total expenses for the NetDay AmeriCorps Bridge program in two locations (Oakland, CA and Detroit, MI) were $296,044. Of those expenses, our Corporation for National Service grant covered $127,063. The match funds required for the project were comprised of a grant from Juniper Networks for the Oakland project, unrestricted donations to the NetDay operating budget and in kind donations of equipment, office space and services from the client school districts.

Our projected 2002 budget includes three additional locations; Mercedes, TX, Costa Mesa, CA and Rosedale, MS. Total expenses for the five sites within the NetDay AmeriCorps Bridge program will be $1,004,811. We have submitted a proposal to the Corporation for National and Community Service (new name of the grant making organization) for our year three renewal; from that proposal, $771,176 will be allocated for 2002 expenses. We are also currently seeking foundation support and local school district support for the match funds required for 2002.

Community Initiatives: Teaching, Learning and Technology Case Studies

The mission of the Teaching, Learning and Technology (TLT) Case Study program is to develop a nationwide network of model technology integration schools and school districts that are effectively leveraging technology resources to enhance teaching and learning at all levels and to develop a knowledge base of best practices, integration case studies, and leadership skills that can be shared with other educators.

To accomplish this mission, NetDay is working directly with selected schools and school districts in two Empowerment Zone communities (Mississippi Delta and Rio Grande Valley) to help the community and school teams learn how to best leverage technology resources for educational results. Utilizing the school district's strategic educational plan as the starting point, NetDay helps the educators drive technology efforts as they relate specifically to teaching and learning.

At the center of NetDay's involvement with the schools is a NetDay Project Director who is recruited from the local community to be the project's resource broker, information facilitator and relentless coach for effective technology usage. The NetDay Project Director is the link for the school or community to outside resources, partners and ideas on how to impact learning through technology. As the onsite researcher, the NetDay Project Director documents the "process" of technology integration and provides a foundation for assessment and evaluation of best practices and educational impact. Specific project goals are customized to the needs of each community.

The program was launched in 1999 with a startup grant from the Department of Education. During the first two years of the program, the focus at the school level was on infrastructure development and at the community level on support and engagement. With a sound technology foundation in place in 2001, our general goals for the program were expanded to include:

- Discovering how technology can be used to impact student achievement, teacher productivity and community economic development in our selected communities.
- Documenting this process of discovery so that other schools and communities can learn from the research and the case study.
- Building a reservoir of leadership capacity and knowledge of best practices with the school community so that the efforts can be sustained and enhanced without outside facilitation.

Mississippi Delta Case Study

2001 Goals, Results and Impacts

The focus in 2001 for the Mississippi Delta Case Study was on the development of local school capacity around using technology to improve educational results. The key goals, results and impacts for 2001 were:

Goal: Providing enhanced technology access for students, teachers and community members

Results:

- Assisted the schools in the facilitation of a high speed (T1) connection to the Internet within the school district.
- Assisted the schools in reaching the state mandated goal of providing Internet connection to every district classroom.
- Facilitated the placement of meaningful technology programs within the schools that also benefited the local community (ExplorNet program at the high school and 3 PowerUp labs with extended hours of availability).
- Developed a special program to help teachers acquire laptop computers through a payroll deduction program.
- Assisted in the rewrite of the school district's five-year technology plan that now incorporates new technologies through a comprehensive planning process.

Impact:

- Students in West Bolivar now have greater access to computers with Internet connectivity than the national average. In West Bolivar, three students share one computer (3:1); the national average is seven students sharing one computer (7:1) and in schools and communities with high poverty such as West Bolivar that national average is nine students for every one computer (9:1).
- The NetDay PowerUp Labs provide access to community members and families an additional 14 hours a week. The labs are used 7 hours a day exclusively by students and teachers. Each day 1,100 students use the new labs for educational research, instructional remediation and skill development.
- The ExplorNet program provides 10 high school students with focused, hands-on professional training on computer refurbishment and software installation.

Goal: Improving educational outcomes through teacher support and program coordination

Results:

- Created and implemented a weekly teacher technology training program for all of the teachers within the school district.
- Created and implemented a special in-service training day on technology that included training on Camp Yahoo, Marco Polo and basic computing skills for 150 teachers.
- Created and implemented a special training session on how teachers can use NetDayCompass.org for 50 district teachers.
- Coordinated efforts with Barksdale Reading Institute to utilize AmeriCorps members within the program.

Impact:

- 100 teachers were trained in the school district in technology resources and basic computing skills. 50 teachers participated in a special training session and technology assessment program with NetDayCompass.org.
- At the end of 2001, 90% of the teachers were using email and the Internet at least once a week as part of their professional responsibilities. Almost 50% of the teachers were using email and the Internet daily. Over 90% of the teachers now visit education related websites at least once a week. Approximately 50% are using the Internet to find better lesson plans for their classrooms.

Goal: Developing local awareness and capacity about the potential impact of technology on learning achievement

Results:

- Participated actively in district administration meetings and local Board of Education meetings. Presented updates to these bodies on new directions for education technology and ways to better utilize local resources for greater impact.
- Participated in 3 national conferences and 2 state conferences on education and education technology and provided the school district and community with significant updates from those conferences.
- Directed a local public relations campaign to highlight the results of the West Bolivar – NetDay program within the community.
- Helped to develop local grant writing capacity by assisting the local team with the development of two major grant proposals and with E-rate documentation and application filing.

Impact:

- Facilitated the development of a feature story about West Bolivar in a national education technology magazine (Converge) and numerous local press stories that were used for community support of the district's education technology goals.

2002 Goals

After three years of success within the West Bolivar School District, the NetDay team is ready to expand our impact to other schools within the Mississippi Delta Empowerment Zone.

The NetDay TESS (Technology Enhances Student Success) Project in the Mississippi Delta will build local capacity for sustainable gains in educational achievement within K-12 schools through the effective and appropriate use of technology to enhance instruction and improve school management practices. The NetDay TESS initiative builds upon the work of the Teaching, Learning and Technology Case Studies and incorporates the knowledge acquired through our experiences with the students, teachers, administrators, and parents in Rosedale, Mississippi. The TESS Project Plan in the Mississippi Delta will demonstrate how student achievement in reading, language and mathematics as measured by the Mississippi Curriculum Test (MCT) can be enhanced through the effective and appropriate use of technology. We will select six schools for a three-year comprehensive program; these schools will serve as models for the local area, state and region. The selection of the schools will be based upon MCT scores, school site leadership potential and buy-in from the teachers, administrators and parents in that school community. Project plan components include:

- Identifying appropriate technology resources, materials and student projects that meet Mississippi instructional standards.
- Supporting the teaching staff through ongoing coaching and mentoring as well as focused professional development opportunities.
- Developing new leadership skills within the administration for data based decision-making.
- Engaging parents as student achievement coaches through technology.

The program will provide tools, resources and human support through a NetDay TESS team approach of school-based coaches and online initiatives. The sharing of lessons learned, the building of interrelationships and the celebration of successes will create new support networks that will be sustainable after NetDay's proposed three-year engagement.

We are working to launch this program at the start of the school year in August 2002 with six selected schools from the Mississippi Delta Empowerment Zone.

2001 Budget / Projected 2002 Budget

In 2001, our total expenses to support the TLT Case Study in Mississippi were $126,562. Expenses were covered through unrestricted donations to the NetDay operating budget.

Our projected 2002 budget for the new TESS initiative in the Mississippi Delta is $250,000. We are currently seeking foundation support for this initiative.

Rio Grande Valley Case Study

2001 Goals, Results and Impacts

The focus in 2001 for the Rio Grande Valley Case Study was on the development of local community capacity to support the schools' use of technology to improve educational results. The key goals, results and impacts for 2001 were:

Goal: Developing a new community-based collaborative for school technology efforts

Results:

- Established new day-to-day working relationships with entities that can support the Mercedes Independent School District and provide avenues for new networking within the region.
  - Region One Education Service Center
  - Communities in Schools of Hidalgo County
  - Rio Grande Valley Empowerment Zone Corporation

Impact:

- Developed networking ties with local, state and national entities to support the Mercedes Independent School District.
  - Rio Grande Valley National and Community Service Network
  - Texas Commission for Volunteerism and Community Service
  - Project Alegria (21st Century Learning Center)
  - Rio Grande Valley Comprehensive Strategies (Governor's Office of Criminal Justice)
  - MANA of Hidalgo County
  - Valley Coalition for Families
  - Regional Technology Directors' Advisory Council
  - Regional Education Technology Advisory Council
  - Regional Technology Conference Planning Committee
  - Connect America local steering committee
  - City of Mercedes Library Board

Goal: Developing resources to support the collaborative and to support the school district's technology efforts directly

Results:

- Developed the winning proposal for Y2Kids AmeriCorps program for Communities in Schools to operate and manage.
- Negotiated contract services for at risk students and their families from Taylor Elementary School in Mercedes through Communities in Schools.
- Facilitated placement of three PowerUp labs in Mercedes for school and community access to technology.
- Facilitated donation from the Dell Foundation of 300 desktop and laptop computers for Mercedes schools. Assisted in the design and implementation of new administrative and instructional systems to maximize the benefit from the donation.
- Consulted with the school district on other grant opportunities including the Intel Master Teacher program, Oracle's Promise, Department of Education's 21st Century Learning Center grant, Region One Technology in Education program and the Technology Infrastructure Fund grant.
- Expanded the Mercedes AmeriCorps program through the NetDay AmeriCorps Bridge for a 2002 implementation.

Impacts:

- Y2Kids AmeriCorps program provided 30,000 hours of tutoring, mentoring and technology assistance to students, parents and teachers. AmeriCorps members installed 150 new workstations at Mercedes Junior High School's Tech Dome.
- 175 students and their families were helped through the community program at Taylor Elementary School using a dedicated case manager, specific technology resources and other members of the collaborative.
- Three PowerUp labs will provide access for 2,273 students and will connect students participating in the after school programs to the five promises of America's Promise.
- Consultation with the district on other grant opportunities were very successful:
    - Intel Master Teacher program: five local teachers selected
    - Oracle's Promise: donation of 55 Net Appliances
    - 21st Century Learning Center: grant of $2.5 million for after school programs for students and families at all 8 elementary schools
    - Region One Technology in Education grant: selection of Taylor Elementary for professional development on technology integration
    - Technology Infrastructure Fund: grant for the creation of three wireless computing labs
- Expansion of the local AmeriCorps program will provide 20 fulltime AmeriCorps members to work within the district exclusively in 2002.

2002 Goals

The NetDay goals for 2002 are focused on the continued expansion of the local collaborative to support the technology efforts of the Mercedes Independent School District and the expansion of that collaborative to impact other schools and communities within the Rio Grande Valley. Our specific objectives for 2002 are:

1. Implementation of the NetDay AmeriCorps Bridge program in Mercedes with growth plans for 2003 to expand throughout the Rio Grande Valley.
2. Development and implementation of a NetDay Rio Grande Valley Leadership Summit for Education and Technology.
3. Development of a regional assessment and survey of the current status of technology use for learning within the Rio Grande Valley.
4. Creation of formalized agreements between members of the collaborative that are sustainable and meaningful.
5. Development of local funding capacity for education and technology projects and initiatives.

2001 Budget / Projected 2002 Budget

In 2001, our total expenses to support the TLT Case Study in Texas were $132,268. Expenses were covered through unrestricted donations to the NetDay operating budget.

Our projected 2002 budget for this year's program is $150,000. We are currently seeking foundation support for this initiative.

Web Initiatives: NetDayCompass.org

NetDayCompass.org was officially launched at the National School Boards Association's (NSBA) Technology + Learning Conference in November 2000 to provide a valuable, online resource that education technology decision-makers and leaders in K-12 schools can use when making decisions about technology and its impact in the classroom.

In November 2001, NetDay revisited the NSBA's Technology + Learning Conference, this year as a co-sponsor, and celebrated NetDayCompass.org's First Birthday with an official cake-cutting ceremony at the Atlanta Convention Center.

In addition to celebrating the first birthday of NetDayCompass.org at the conference, the NetDay team also promoted the NetDayCompass site at an interactive booth display at the convention center. This marked NetDay's first promotional experience at a major education conference, and provided an excellent venue for demonstrating the many features of NetDayCompass.org for our target audience. Hundreds of visitors were greeted by NetDayCompass staff members, many of whom expressed surprise that "real" people answer the education technology questions users submit via the web site. Mini-survey results indicated users to be most impressed with the thoroughness of the site, the user-friendly format and the knowledgeable and helpful NetDay team. One educator was so thrilled about the prospect of using NetDayCompass.org in her district's technology planning process that she used her cell phone to call her colleague back home…from our booth! The NetDayCompass team was both amused and proud as we listened to her spell out the URL to the folks back home.

2001 Features and Enhancements

NetDayCompass.org is interactive and dynamic, with several features that encourage educators to share knowledge and provide input for the benefit of the whole community.

Research Desk: This feature, added in June 2001, has become our most popular attraction. Within days of launching NetDayCompass.org, individuals from around the country contacted us with technology-related questions. We readily accepted these research challenges, and decided to formalize our service by developing the Research Desk on NetDayCompass.org. Currently, an easy-to-use "help desk" allows educators to submit questions about education technology. NetDay Research Experts search for the answers, and recommend resources and information as appropriate. Questions and answers are displayed in the "Research Desk" area and an archive of these FAQs is hosted on the site. This service has been incredibly popular and we have received many comments from satisfied customers.

Information Source: In addition to developing the Research Desk, NetDay improved the search engine on NetDayCompass.org, and added "source code" labels to each resource included on the site. These simple codes, such as "G" for government and "I" for industry, help users identify the type of organization responsible for the content of each link. The coding gives educators another method to screen and evaluate online content for authenticity, applicability, authorship, bias, and usability.

NetDayCompass Newsletter: This subscription-based e-newsletter shares innovative best practices from educators and offers tips, guidance and a list of new resources available on NetDayCompass.org. Beginning October 2001, the NetDayCompass.org Newsletter took on a new format. NetDay has contracted out the newsletter production to Karen Greenwood, a well-known writer specializing in K-12 educational technology. Each month, two newsletters are distributed, both covering similar themes. The first newsletter, *Spotlight on Success*, features two stories; the second newsletter, *NetDayCompass Companion*, includes resources, tips and information that support the themes and ideas presented in the *Spotlight on Success* stories. This new format allows NetDay to explore issues in depth, while continuing to promote the resources and services provided by NetDayCompass.org.

News: A weekly collection of the latest education technology headlines helps educators and technology decision-makers stay updated on education technology trends.

Rate a Resource: Visitors are encouraged to share thoughts on the usefulness of resources currently listed in NetDayCompass.org. Evaluations and comments are posted under the description of each resource. Resources that receive positive feedback from educators receive the "Educators' Choice" designation.

Recommend a Resource: Visitors can suggest useful web sites they have found helpful when integrating or using technology in education. NetDay's editorial staff reviews all submissions and incorporates suggestions that meet editorial guidelines.

2001 Awards and Honors

It has been a very successful first year for NetDayCompass.org. The award-winning site has received accolades from Pacific Bell's Blue Web'N and is a featured site in Kathy Schrock's Guide for Educators on the Discovery School web site. NetDayCompass.org has been selected as the directory of choice by 84 education sites (K-12, university, government organizations), 20 national education associations and 33 nonprofit organizations.

In addition to these honors, NetDayCompass.org has received accolades from the education media. Education Week, Converge Magazine, Wired News, the Raleigh, NC News & Observer, and MacCentral Online have profiled this site.

NetDayCompass.org Assessment Initiative

In November 2001, NetDay launched an assessment of NetDayCompass.org to obtain insights into how educators are using the site, and how the site is impacting technology use in the classroom. NetDay is also interested in finding out which online features are useful and relevant to educators, and how we can improve the site to better serve our constituents.

This evaluation consists of two distinct assessment projects. The first project involves 45 educators in the West Bolivar School District in Rosedale, MS. Each educator participated in a NetDayCompass.org workshop, and completed a short survey about the site and how they think it will help them in their instructional pursuits. Over the next two months, these educators will be encouraged to utilize the site for their education technology needs. In mid-January 2002, NetDay will conduct a follow-up survey, asking educators how they actually used NetDayCompass.org, which features they liked on the site, and how the site can be improved to better serve their needs.

The second assessment project is an online survey that was sent in December 2001 to all newsletter subscribers and NetDay "Friends and Family," and will also be available on the NetDayCompass.org and NetDay.org home pages. The purpose of this survey is to obtain data about how NetDayCompass.org is used, who is using the site, what features/data are most useful on the site, and why visitors choose to utilize this education technology resource.

NetDayCompass Advisory Council

In December 2001, NetDay greatly enhanced the credibility and authority of NetDayCompass.org by establishing an Advisory Council of distinguished K-12 educators, professors, and administrators. This able group of individuals provides objective feedback on NetDayCompass.org, acts as a sounding board for new ideas, topics and content for the site, and provides strategic guidance on outreaching and marketing plans. In addition, this Advisory Council helps the staff keep NetDaycompass.org ahead of the trends while maintaining our focus on helping educators enhance education through technology.

Current Advisory Council members include:

Edgar Bland
Mississippi Valley State University
Academic Computing Services
Director of IT
Itta Bena, MS

Michael A. Goldstein
MATCH – Media and Technology
Charter High School
Executive Director and Founder
Brookline, MA

Judy Cutts
West Bolivar Elementary
Principal
Rosedale, MS

Dr. Brent Hales
Delta State University
Delta State University Community
Development and Sociology
Professor of Community Development
Cleveland, MS

Allison Farber
University of Maryland
Intergenerational Design Team at the
Human-Computer Interaction Lab
Faculty Research Assistant
College Park, MD

Shannon Sullivan
NetDay
Director of Web Initiatives
Irvine, CA

Steven Glyer
Newport-Mesa Unified School District
Director, Educational Technology
Costa Mesa, CA

Judith D.S. VanBerg
Mercedes Jr. High School
Tech Dome Librarian
Mercedes Jr. High
Mercedes, TX

NetDay Internship Program with UC Irvine

In December 2001, NetDay established an internship and mentoring program with students from the University of California at Irvine in Irvine, California. Students in this public service program will work on NetDay projects, such as assisting on NetDayCompass.org marketing and outreach, and helping to track statistics related to the web site. We look forward to working with the intelligent and civic-minded students that are now a part of the NetDay team.

How NetDayCompass.org Provides Value Beyond Ed Tech

NetDay responded on the day of the national September 11 crisis by creating a new subcategory on NetDayCompass.org called "Children & Crisis: Web Resources." This section currently features over 100 web sites that offer parents and educators' information and guidance on talking to children about crisis, as well as classroom resources for teaching about national tragedies and tolerance. NetDay is particularly proud of the "EFL/ESL Resources" on this topic, as we are one of the few nonprofit organizations to post multi-lingual crisis management information for children.

The usefulness and relevance of this "Children & Crisis" section is demonstrated by references to NetDayCompass.org on multiple web sites. To date, at least 10 web sites have featured links to this section, and WIRED NEWS report Katie Dean featured our press release in a September 18, 2001 article. In addition to web media coverage, the Computer Insider Radio Show cited NetDayCmpass.org on September 17, 2001 for the "Children and Crisis" resources. The radio show is broadcast on over 300 stations nation-wide.

Marketing / Site Visitor Statistics

When NetDayCompass.org was launched in October 2000, NetDay's promotional and marketing activities were decidedly grassroots. With little money for site promotion, we relied on media coverage in newspapers and educational trade publications; reviews and listings in e-newsletters; and our contacts with federal, state, and local organizations, who contacted their constituents about the site.

In May 2001, we began to explore marketing via a banner ad campaign. Yahoo! donated "page views," valued at $150,000 for our NetDayCompass.org banner ad, and we have a maintained a respectable click-through rate since the launch of this ad (about 1.3% for placement on Yahooligans, .09% overall, and 4% for word searches on "NetDay").**

The results of our first year in service are respectable. Our traffic (measured by visitor sessions) has increased 200%, and we are currently linked on over 220 web sites as an education technology resource. Despite this success, we continue to strategize about how to reach more education technology leaders – teachers, principals, administrators, parents, tech coordinators, non-profit managers, and government employees to name a few. We continue outreach efforts to education technology entities around the country with success: for example, on December 4, 2001, BigChalk.com featured us as one of its "Top 8 Web Sites" in its weekly newsletter. In addition, we are currently evaluating our banner campaign strategy based on our first experience with Yahoo! and expect to expand it in 2002.

**(Note: Average "click-through" rates on banner advertisements range from .5 to 1%).

SNAPSHOT: Facts/Figures about NetDayCompass.org for 2001

	Monthly Average	Cumulative
Hits to Entire Site	162,286	1,785,153
Visitor Sessions	5,866	64,634
Unique Visitor Sessions	4,826	57,243
Newsletter Recipients	n/a	1058
Resources in Directory	n/a	1,870
Total Unique Resources	n/a	1,674
Total Rate a Resource	n/a	6
Total Rec. a Resource	n/a	31
Total Research Desk Questions	n/a	40

TRAFFIC ANALYSIS: From November 2000-December 2001

NetDayCompass.org - Site Traffic
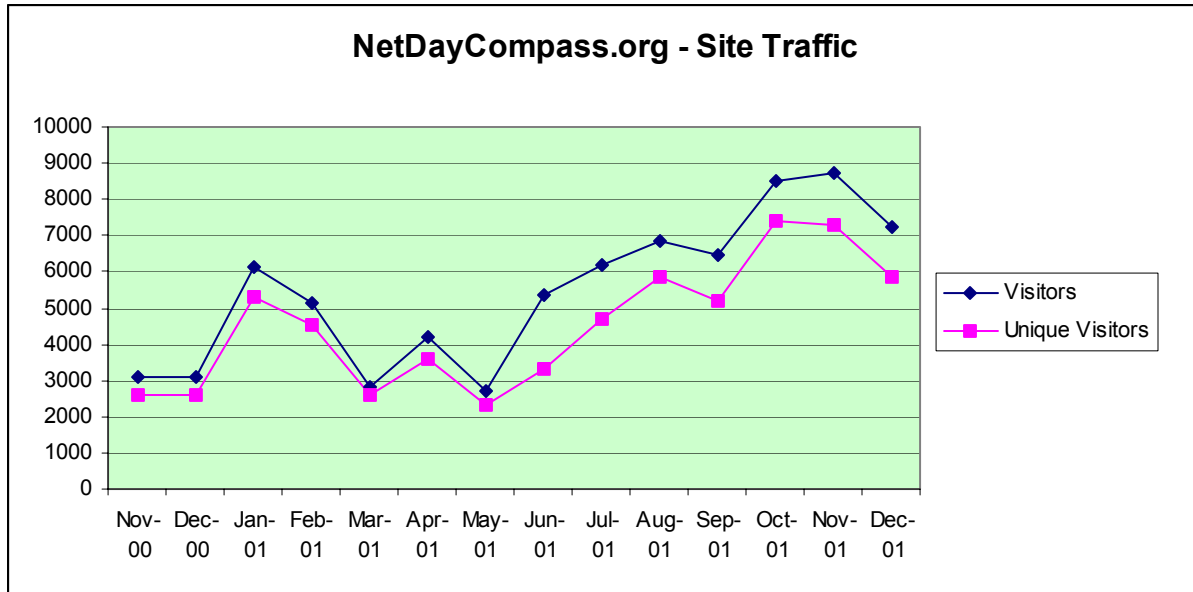
Definitions

1. Site Visitor Sessions: Count of the total number of times that users visited the web site. Calculated Weekly.
2. Unique Visitor Sessions: Count of the total unique visitors to the web site.   Each site visitor counts as 1, no matter how often they visit the site. Calculated Weekly.

Notes

1. Due to site development, visitor/unique visitor sessions for part of June 2001 were based on average traffic for past and future weeks.

Current Staffing and Resources

Shannon Sullivan, Director of Web Initiatives for NetDay, manages NetDayCompass.org. She is a full-time, exempt employee on the NetDay Management Council.   She supervises two part-time consultants and one college intern. Collectively, they comprise the staff for NetDayCompass.org, at the present time.

2002 Goals

The overall objective for 2002 is to increase NetDayCompass.org's service utility to our varied customer base – teachers, principals, administrators, teachers-in-training, parents, technology coordinators, media, and K-12 education technology researchers. Specific goals are as follows:

Customization

NetDayCompass.org users are from broad and diverse backgrounds. Allowing a customization option for individual users to select their own unique NetDayCompass.org based on the type of work they do, their interests and the information they are seeking improves service utility to increasingly savvy users. While site visitors would still be able to access all areas of NetDayCompass.org content, those that choose to "customize" their site view will receive highly targeted content based on self-identified needs.

Targeted Outreach and Customized Content

Targeted outreach efforts are critical to the utility of the NetDayCompass.org site. Combining customized content and targeted outreach will serve to increase awareness and utility of the NetDayCompass.org site. Part of this effort will include highly targeted newsletters and publications that match individuals with the NetDayCompass.org content that best serves their needs and their specific interests.

Increased Utility within Content Areas

NetDayCompass.org seeks to create tools within each of the content areas – Technology Planning, Infrastructure, Grants and Funding, Classroom Support, and Best Practices – that allow users to optimize the information to make better decisions about their technology initiatives.

> **Example 1:** Currently, the NetDayCompass.org Grants and Funding section features links and descriptions about the K-12 funding opportunities available for education technology. While this service is valuable, we think that by capturing more information about each grant, such as proposal "early bird" due dates, dates of grant-writing seminars related to the grant, actual deadline for grant submission, links to sample applications, etc, NetDay could build a unique and powerful system that allows site visitors to build their own virtual funding manager. They could keep tabs on all grant opportunities, track impending deadlines, sign up for email updates about grant and funding news, and generally keep abreast of all K-12 technology funding opportunities in one place.

> **Example 2:** Another related idea is creating a virtual K-12 ed tech conference information center on NetDayCompass.org. Like the idea expressed above, NetDayCompass.org would gather all pertinent deadlines and dates about a conference, along with a summary, web links, etc, in one place. We would offer visitors comments on past conferences, such as summaries of the major news announcements, reviews of the "hot topics" at the event, and perhaps even feature conference presentations online from participating presenters. This "Virtual Conference Manager" would be useful for those who must keep a close eye on conference-related deadlines, and also for those in the education community who are not able to attend certain conferences because of budget constraints.

2001 Budget / Projected 2002 Budget

In 2001, our total expenses to support NetDayCompass.org were $364,616. Expenses were covered through unrestricted donations to the NetDay operating budget and with a targeted grant from the Leonsis Foundation that provided for the development of enhancements to the site. In addition, Yahoo! provided an in kind donation valued at $150,000 for banner ad placement.

Our projected 2002 budget for NetDayCompass.org is $375,000 to maintain the high quality research on the site, to accomplish the planned enhancements and to increase our marketing efforts.

It is the goal for NetDayCompass.org to maintain its current status as a non-commercial and free service to educators and parents. Thus, we are currently seeking foundation support for this web initiative.

Web Initiatives: NetDay.org

NetDay's corporate web presence -- www.NetDay.org -- functions as an online vehicle for promoting NetDay's mission, programmatic and organizational information and current news and activities. In 2001, NetDay also began utilizing the site to facilitate online registration for events. The mission of the site is to accurately reflect NetDay's role as a leading education technology non-profit organization in the United States and to provide value to schools and communities through the information provided through the website.

2001 Features and Enhancements

The NetDay Web Initiatives team redesigned NetDay.org in the third quarter of 2001 so that the site reflected NetDay's focus on its three programmatic initiatives. The site redesign included a more content – driven home page design, new content and a new information structure that emphasizes NetDay's three major programs: NetDay Community Initiatives, NetDay Leadership Campaign, and NetDayCompass.org. In addition, NetDay.org features an "About Us" section, with information about NetDay leadership; "Support Us" area, where those interested in supporting NetDay can find information about financial contributions; and a "News Areas" where the organization's latest news and press information are available. NetDay.org also features a search engine and a site map so that users can quickly find information on the site.

Here is a more detailed summary of the changes made to the web site:

Home Page – The home page emphasizes the three main initiatives: NetDay Leadership Campaign for Education Technology; NetDayCompass.org; and NetDay Community Initiatives.   In addition, the home page includes a "What's New" area for us to highlight new NetDay.org information, banner space (for use by NetDay or our partners), and links to "commonly accessed pages" such as contact information, about us, and a contribution area.

NetDay Leadership Campaign – This section features information about the national Leadership Summit held in March 2001, definitions of leadership and books on the topic and links to technology leadership information (hosted on NetDayCompass.org).

NetDay Community Initiatives – The content in this section reflects a reorganization of this community-level program, with information about the NetDay AmeriCorps Bridge Program (currently in Oakland, CA, Detroit, MI, and Mercedes, TX), as well as the Teaching, Learning and Technology (TLT) projects (currently in Rosedale, MS and Mercedes, TX).

NetDayCompass.org – This new section features a prominent link to www.NetDayCompass.org, as well as an introduction to this web initiative, a link to the newsletters, an archive of the Spotlight sites (sites featured on the home page of NetDayCompass.org), and a link to "How to Use This Site."

About Us Area – This section includes the organization's mission, staff and board of directors' information and NetDay's Hero Awards information.

Support Us Area – In this section, site visitors can find out how to support NetDay's initiatives, including information on making financial donations.

NetDay News Area – This area now includes links to all the NetDayCompass.org Newsletters, links to stories that highlight NetDay, press releases, and press media kits.

How NetDay.org Provides Value to Schools and Communities

NetDay continues to leverage its reputation as a leader in K-12 education technology by offering programs, services, and information via NetDay.org for use by education leaders, students and community members.

For K-12 education leaders – teachers, administrators, university students, and professors, government officials, and policy-makers – **NetDayCompass.org** provides a clearinghouse for ed tech information and resources, as well as a free Research Desk where educators can receive guidance and answers to related questions.

Education leaders find value in accessing the **2001 Survey "The Internet, Technology and Teachers"** online. NetDay conducted this national survey of 600 teachers to find out about their access to the Internet and technology, how they are using the Internet and technology as a teaching tool, and its impact on education. Educators and policy makers are continuing to access this information for decision-making and evaluations.

Within the **Community Initiatives** section of the website, NetDay provides profiles on the communities in which we are engaged and insights into how those communities and schools are using technology to enhance educational opportunities. These profiles are being used by other communities as models for emulation. In addition information is provided on how interested individuals can become more involved in these activities through our **NetDay AmeriCorps Bridge** programs.

The **"NetDay How-To Guide"** is still used around the world as a resource for facilitating events that raise awareness about technology needs in schools. Likewise, the NetDay Cable Installation Guide is an invaluable resource for cable installation in schools. This guide is very popular as a curriculum component of several technology training programs, include the Cisco Networking Academy.

Marketing / Site Visitor Statistics

NetDay was a pioneer in raising awareness about the importance of technology access in schools. The term "netday" is used around the world to capture the spirit of community and national involvement in improving education through technology. Considering this history, it is not surprising that www.NetDay.org remains one of the most popular web sites for seeking information about education technology efforts, NetDay's programs, volunteer opportunities, and advice on new ed tech trends.

The ubiquitous nature of NetDay is demonstrated in a Google.com web search…"netday" yields over 21,000 search results, including the web sites of almost all of the leading education and education technology organizations in United States.   One of the key challenges in 2001 (and continuing in 2002) was raising awareness about NetDay's evolved mission: Where NetDay was once focused on wiring efforts, the organization is now committed to connecting every child to a brighter future by helping educators meet educational goals through the effective use of technology.

The continued evolution of www.NetDay.org is part of the organization's efforts to effectively "rebrand" NetDay to education leaders around the country. NetDay's programmatic initiatives – and the marketing efforts associated with them – are the most effective means of raising awareness of the organization's approach. In addition to these "off line" efforts, NetDay also launched the **Online Identify Project** in 2001 to assess specific web sites where NetDay's mission is misstated. The effort to correct these online characterizations continues in 2002.

SNAPSHOT: Facts/Figures about NetDay.org for 2001

NetDay.org Statistics, 2001 – Monthly Average	
Hits to Entire Site	116,766
Visitor Sessions	7,108
Unique Visitor Sessions	3,424
Average Visitors per Day	229

Definitions

1. Hits to Entire Site: Count of the total number of pages viewed. Calculated monthly.
2. Site Visitor Sessions: Count of the total number of times that users visited the web site. Calculated monthly.
3. Unique Visitor Sessions: Count of the total unique visitors to the web site. Each site visitor counts as 1, no matter how often they visit the site. Calculated monthly.
4. Average Visitors per Day: Average visitor sessions on a given day in a month.

Current Staffing and Resources

Shannon Sullivan, Director of Web Initiatives for NetDay, manages NetDay.org. She is a full-time, exempt employee on the NetDay Management Council. Shannon is responsible for managing the site's information architecture to ensure it is reflective of NetDay's current operations, and is also manages all development and redesign projects related to the site. Shannon works collaboratively with Judith Marciante, an award-winning graphic designer and web site developer, who is responsible for implementing all content and design changes to www.NetDay.org.

2002 Goals

The NetDay.org web site will continue to evolve in 2002 to reflect NetDay's mission and programs. The NetDay Web Initiatives team is planning a content and information architecture redesign for May 2002. Changes to the site will include:

- NetDay Voice – This new section will feature articles, opinion pieces and the organization's proprietary research, including the 2001 Survey "The Internet, Technology and Teachers" and NetDay's education technology leadership information.
- Annual Report – NetDay will post the 2001 annual report on programmatic and organizational achievements online in the second quarter of 2002.
- Community Initiatives – This section of the NetDay web site, which includes information about the Teaching, Learning and Technology (TLT) Case Studies and the NetDay AmeriCorps Bridge (NAB) projects, will be enhanced to include more detailed information about each program site, as well as monthly updates on each site's progress.
- Funding Opportunities – The NetDay Web Initiatives team is exploring corporate sponsorship for NetDay.org. We will also be adding an online store where site visitors can purchase NetDay-branded items such as t-shirts, hats, coffee mugs, and more.   We expect this feature will further NetDay's branding efforts, and may provide the organization with additional revenue to cover expenses associated with NetDay's web initiatives.

2001 Budget / Projected 2002 Budget

In 2001, our total expenses to support NetDay.org were $25,435. Expenses were covered through unrestricted donations to the NetDay operating budget.

Our projected 2002 budget for NetDay.org is $55,000 to maintain the site and to provide for the planned enhancements to NetDay.org.

Leadership Initiatives

The NetDay Leadership Campaign for Education Technology is a public service campaign to develop, nurture and promote effective models of leadership for our K-12 schools on education technology.

The challenge today for educators is how to use technology effectively to achieve desired educational results. Leaders in other sectors such as business, government and community affairs have real stories and lessons learned to share with educators on how to best leverage technology for maximum impact. NetDay, through the Leadership Campaign, will facilitate this exchange of knowledge and help to develop a new paradigm for technology decision-making within K-12 education.

NetDay, a leading national education technology nonprofit, launched the Leadership Campaign in conjunction with our 5th Anniversary activities in March 2001.

2001 Goals, Results and Impacts

Goal: To facilitate discussions at national, state and local levels on education technology leadership

Results:

- Facilitated the first national NetDay Leadership Summit on Education and Technology in San Jose on March 31, 2001.

Impacts:

- 75 leaders from business, government, education, and community groups participated in this first national Summit. Response was enthusiastic and we have been encouraged to repeat the national event and to facilitate regional events on the same theme.

Goal: To share good models of effective leadership that can be emulated

Results:

- At the national Summit, our West Bolivar (MS) leadership team which included the State Superintendent of Education, the District Superintendent, the Elementary School Principal, the District Technology Director, and a Teacher presented information and knowledge about effective leadership for technology based upon their experiences and work over the past three years as a NetDay project site.
- In our design for the NetDayLeaders.org website, we have included a featured section where educators can post, share and discuss models of effective leadership.
- NetDay commissioned research in 2001 on the characteristics of good leadership for education technology using high performing technology companies as a benchmark.

Impacts:

- NetDay presented the research on the characteristics of good leadership for education technology at the National School Boards Association's Technology + Learning conference in November 2001 to over 100 educators. Several institutions are interested in helping us publish this research in 2002.
- Within the Best Practices and Real Stories category on NetDayCompass.org, the technology leadership section explores the impact of leadership on a school's adoption of technology in the classroom.

Goal: To provide opportunities for community stakeholders to collaborate in support of effective school leadership.

Results:

- In our design for the NetDayLeaders.org website, we have included several opportunities for community stakeholders to support local leadership efforts.
- The format for the regional Summits was redesigned to include a stronger focus on activities that could be accomplished by the community stakeholders after the summit had concluded.

Impacts:

- Due to a lack of funding to further develop NetDayLeaders.org or to host the regional summits, the impact of these efforts is still unfulfilled. Plans are still viable pending new funding sources.

Goal: To develop support mechanisms at the national, state and local levels for education technology leaders

Results:

- NetDayCompass.org provides information and knowledge to help education technology leaders make good decisions about technology plans, purchases and utilization. The development of the NetDayCompass.org newsletters and the Research Desk in 2001 significantly enhanced our ability to provide a new level of national support. In addition, we created a new section of NetDayCompass.org dedicated to providing educators with links to resources on leadership.

Impacts:

- In 2001, NetDayCompass.org was accessed by almost 6,000 educators a month. The NetDayCompass.org newsletters were distributed to 1,800 educators each month. To date, we have answered and posted responses to over 40 Research Desk questions. Many leading education and technology groups and experts recognize the significant impact of NetDayCompass.org through the links on their websites and awards they have presented to NetDayCompass.org.
- The leadership section of NetDayCompass.org now includes 61 high quality, reviewed resources and links that help educators seeking knowledge and information on how to be a more effective leader within their school.

Goal: **To bridge the "leadership divide" through the effective dissemination of information and knowledge so that all communities can benefit from the Leadership Campaign.**

Results:

- In March 2001, NetDay released the results of a national survey (The Internet, Technology and Teachers) of 600 teachers who were asked about their technology and Internet usage and plans. We conducted over 25 briefings on these results for business, education and government leaders. In addition, both education and national press covered the results in their publications. The briefing presentation and the executive summary on the survey are available on NetDay.org and are widely accessed for continuing discussions within the education community on the results.
- The research on leadership characteristics for education was presented at the National School Boards Association's Technology + Learning conference in November 2001.
- We created in 2001 a special section of NetDay.org on the leadership initiatives and that section includes recommended books on leadership and also, quotes from many national and regional leaders about leadership.

Impact:

- The teacher survey results were widely used in 2001 by congressional leaders in educational reform discussions, by business leaders in product planning discussions and by education leaders in planning discussions for local decisions on education technology. The results continue to be of major interest to all education stakeholders.

- The April 2001 NetDayCompass newsletter was dedicated to the issue of effective leadership and technology. We distributed the newsletter via email to over 1000 educators directly. We encourage educators to print the newsletter, make copies of it and share it with their colleagues and peers.

2002 Goals

Leadership Summits

A key element of this public service campaign will be Leadership Summits – nationally, regionally and locally:

- **National Leadership Summit in Education Technology:** NetDay would sponsor an annual conference to elevate the discussion nationally as well as to present an opportunity for state leaders to collaborate with each other.

- **State and Regional Leadership Summits in Education Technology:** Recognizing that education goals differ from state-to-state, the campaign will include regional and/or state-level leadership summits. NetDay will collaborate with interested government, education, business, and community partners in selected states. These Leadership Summits will be designed to address local, state and regional challenges that school leaders face with integrating technology. We are currently discussing regional summits with business, education and government entities in the following areas: New England, Virginia, Mississippi, and California.

www.NetDayLeaders.org, a new website about education technology leadership

NetDay will host several online activities to support the facilitation of ideas and information exchanged at the national and state-level summits. Some of the features of this new website will include:

- Special online forums on the specific ed tech leadership issues.
- Online reference materials for further study and research, including the NetDay Library and Defining Leadership sections that are currently on NetDay.org.
- Online book club for leadership research and thought.
- Publication of profiles in education technology leadership from our nation's K-12 schools.
- Showcase of model schools or school districts that are integrating technology into learning activities.
- State by state reports on education technology leadership programs.
- Online assessment tool for self-evaluation of leadership styles.
- Summit proceedings.
- Survey results.

Building Public Awareness

One of NetDay's goals is to increase the public's awareness around the need to support school leaders and their efforts to utilize technology. NetDay will provide support for public awareness efforts for each element of the Leadership Campaign. Beginning with the first state-level summit, NetDay will promote communication efforts through print public service advertisements, new releases announcing campaign activities, facilitation of press interviews on education technology, and creation and circulation of opinion articles by influential leaders.

2001 Budget / Projected 2002 Budget

In 2001, our total expenses to our Leadership Initiatives were $52,473. Expenses were covered through unrestricted donations to the NetDay operating budget and by a grant from Sun Microsystems.

Our projected 2002 budget for this year's program is $410,000. We are currently seeking foundation support for the NetDayLeaders.org website and corporate sponsorship for the national and regional leadership summits.

Special Events & Projects: NetDay 5th Anniversary

In March 2001, NetDay celebrated our fifth anniversary of service and commitment to educational technology. When NetDay was founded in 1996, leaders from business, education, community, state, and federal government in California joined forces with one simple goal; wire all schools to the Internet. This first NetDay Wiring Event was the cornerstone for a multitude of public-private partnerships that brought modern technology and connections to nearly every school and classroom in the nation.
As part of our 5th Anniversary of connecting students to technology, NetDay sponsored a series of activities around the important topic of "Leadership in Education and Technology."

- **Five Year of Connections:** A special 2001 report dedicated to all NetDay volunteers and friends who have committed time and resources to connect every child to a brighter future through education and technology. The report profiles the impact of the NetDay efforts on selected communities throughout the United States and in Europe.

- **The Internet, Technology and Teachers:** A national survey of 600 teachers about their access to the Internet and technology, how they are using the Internet and technology as a teaching tool, and its impact on education.

- **NetDay Leadership Campaign for Education Technology:** A national and state-level initiative launched in 2001 to develop, nurture and promote effective models of leadership for our K-12 schools on education technology.

- **NetDay 2001 Hero Awards Recognition Event:** On March 31, 2001, NetDay celebrated five years of connecting children to technology with the 5th Anniversary Family Celebration held at The TECH Museum of Innovation in San Jose, CA. At this event, 300 leaders from education, industry, community, and government joined NetDay to recognize the 2001 NetDay Heroes. The following outstanding individuals received the NetDay Hero Award for their life-long commitments to improving and enhancing educational opportunities for children through the use of technology: **Sally and Jim Barksdale, Susan and Scott McNealy, Governor Mike Leavitt of Utah, Linda Roberts, and Julie Young.**

NetDay Financials
2001

Support and Revenues

Donations	1,289,005.01
Grants - Match Funds	78,892.00
Grants - Federal Government	77,537.50
Inkind contributions - services and goods	190,579.00

Total Support and Revenues — **1,636,013.51**

Expenses

Program Support

Community Initiatives

Teaching, Learning & Technology Case Study (MS & TX)	258,830.13
AmeriCorps (CA, MI)	296,044.70

Web Initiatives

NetDay.org	25,435.00
NetDayCompass.org	364,616.43

Leadership Initiatives

Research	17,945.00
Summit	14,027.90
Teacher Survey	20,500.00

5th Anniversary — 186,373.49

National Support

Auto/Transportation	1,140.40
Bank Charges	220.00
Books & Subscriptions	354.17
Company Meetings	13,533.44
Conferences & Staff Professional Development	5,997.44
Dues & Memberships	83.00
Equipment Rental-Maintenance	2,515.69
Insurance	486.00
Licenses & Permits	406.00
Meals & Entertainment	739.17
Office Supplies	7,475.61
Payroll-National Support	170,992.21
Postage, Freight & Shipping	6,710.47
Printing & Reproduction	1,862.00
Professional Services	8,575.00
Public Relations & Communications	74,995.57
Rent & Utilities	19,513.13
Taxes	456.46
Technology Services	10,145.28
Telephone	14,437.60
Travel	13,546.63

Total Expenses — **1,537,957.92**

Other Income

Discounts Taken	28.65
Interest Earned	7,771.92

Total Other Income — **7,800.57**

Other Expense

Interest Expense	163.37

Net Other Income — **7,637.20**

Excess of Support and Revenues Over (Under) Expenses — **105,692.79**

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NetDay Board of Directors 2001

NetDay is lead by a very active and dedicated Board of Directors that bring business, education and non-profit experiences to our leadership team. The NetDay Board of Directors meets on a quarterly basis to discuss our mission-driven objectives and to provide fiscal oversight to the organization. We are very proud to introduce our NetDay Board of Directors:

Mr. Gary Beach
CIO Magazine

Mr. Alfred Berkeley, III
Nasdaq

Mr. Dave Boliek
ExplorNet

Mr. John Doerr
Kleiner Perkins Caufield & Byers

Ms. Julie Evans
NetDay

Mr. Ira Fishman
Patton Boggs LLP

Mr. John Gage
Sun Microsystems

Ms. Lisa Smith
Director Emeritus

Mr. Allan Weis
Advanced Network & Services

2001 Co-Chairmen: **Dave Boliek**
                              Ira Fishman

2001 Secretary/Treasurer: **Kathy Mathieu**
                              NetDay Director of Finance and Administration

NetDay Staff 2001 – 2002

CEO Julie Evans works with a very talented and professional team of dedicated NetDay employees and consultants around the country.

National Staff

Julie Evans
Chief Executive Officer
Irvine, CA

Kathy Mathieu
Director of Finance and Administration
Irvine, CA

Tracey McLoughlin
Administrative Assistant
Irvine, CA

Irene K. Spero
Director of External Relations
and Outreach Services
Washington, DC

Community Initiatives Staff

Rachel Brownlie
National Director of AmeriCorps Programs
Grand Prairie, TX

Jennifer R. Fisch-Ferguson
Project Coordinator – NAB Detroit
Detroit, MI

Sandra Garza
Project Coordinator – NAB Mercedes
Mercedes, TX

Lucila Lagace
Project Director – TX Case Study
Mercedes, TX

Audrey Pearson
Project Director – MS Case Study
Rosedale, MS

Amy Temmins
Project Coordinator – NAB Oakland
Oakland, CA

Web Initiatives Staff

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Director of Web Initiatives
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Cindy Gillis
NetDayCompass Editorial Expert
Irvine, CA

Karen Greenwood
Writer
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Laurel Lipsick
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♦ www.NetDay.org ♦
♦ www.NetDayCompass.org ♦