



I have a confession.

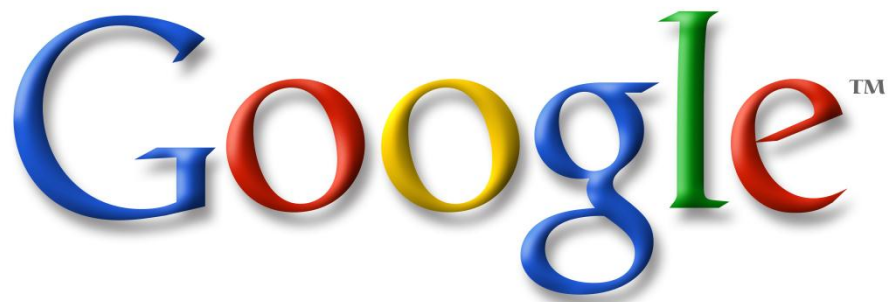
I have another
confession.

I changed the title of
my presentation.
Many times.

Are you digital-ready?
Implications and strategies
for the digital revolution in
the ELT classroom.



This whole going digital thing is kind of confusing. No really, it is.



- Digital teaching resources
11,500,000
- Digital teaching resources (ELT)
186,000
- ELT and IWB 393,000
- ELT and LMS 53,7000
- ELT Digital 875,000

Quickly define.....

Activity 1: 5 minutes

What do teachers do?

What do students do?

Teachers

- Assign homework

Students

- Do homework

In the classroom or outside the
classroom?

Classroom Presentation



Assessment

Homework




Self-Study



Resources



Making Digital Sense



**digital
assessment**

Oxford English Testing.com	Oxford Online Placement Test	Print Test Generator	Extra tests online and on disc
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**digital
classroom**

iTools and iPack	DVD / Video	Practice online and on disc
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**digital
resources**

Teacher Resource Center	Online readers selector	Click and Change CD
Teacher's websites	Oxford 3000™ Text Checker	iTools resources



**digital
homework**

Online workbooks	Online Practice Tests	Student's websites	Student's discs
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**digital
self study**

Student's discs	Student's websites	Online Practice Tests	Dictionary e-book
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Make a list.....

Activity 2: 5 minutes

Types of educational
technology/benefits
and drawbacks.



Blackboard



Think about what you
want students to do
in English and start
from there.

Don't let the tool
define the task-the tool
is there to help.

Look closely at your curriculum and course book. What are your learning goals? Are there particular class types or revenue streams which lend themselves to technology?



Identify the appropriate technology which works for your level of skills and interests, motivates your teachers/ students, and most importantly, contributes to learning success.

Digital is about your
image and your brand.



Define your digital
strategy.



Create a digital
roadmap, create a
timeline and make it
happen.

Getting started.....

- Who ?
- What ?
- Where?
- When?
- Why?
- How?

Who?

Responsible

Accountable

Consulted

Informed

I have one more confession.

This presentation is only a little bit about digital.



Change is inevitable.

Except from a vending machine.

Change is difficult,
disruptive and hard
work.

People don't like
change.

“Students today can’t prepare bark to calculate their problems. They depend on their slates which are more expensive. What will they do when their slate is dropped and it breaks? They will be unable to write! “
(Teacher’s conference, 1703)

“Students today depend upon paper too much. They don’t know how to write on slate without chalk dust all over themselves. They can’t clean a slate properly. What will they do when they run out of paper?”

(Principal’s Association, 1815)

“Students today depend too much on ink. They don’t know how to use a pen knife to sharpen a pencil. Pen and ink will never replace the pencil. “

(National Association of Teachers,
1907)

“Students today depend too much on store bought ink. They don’t know how to make their own. When they run out of ink they will be unable to write words or ciphers until their next trip to town. This is a sad commentary on modern education.”

(The Rural American Teacher, 1929)

“Students today depend upon these expensive fountain pens. They can no longer write with a straight pen and nib. We parents must not allow them to wallow in such luxury to the detriment of learning how to cope in the real business world, which is not so extravagant.” (PTA Gazette, 1941)

“Ballpoint pens will be the ruin of education in our country. Students use these devices and then throw them away. The American virtues of thrift and frugality are being discarded. Business and banks will never allow such expensive luxuries.” (Federal Teacher, 1950)

Change involves

- Creating a willingness or a need to change
- Sustaining momentum

ENGAGE EVERYONE.

Change is about
people.

Your people are your brand.

Change is about
communication.



Internal Marketing (IMC)

- Time
- Method of delivery
- Channels of delivery
- Metrics/benchmarks/KPIs
- Careful messaging
- Segmentation

Consider this.....

- Innovators (2.5%)
- Early adopters (13.5%)
- Early majority (34%)
- Late majority (34%)
- Laggards (16%)

Everett Rogers-Diffusion of Innovations
(1962)

Change is about
learning.

Are the people within your organization digital natives or digital immigrants?



Learning and Development

- L&D analysis
- Digital professional development plan
- Digital core competencies
- Time for learning
- ELT publishers
- Invest in resources-digital or analogue (Oxford Teachers' Club)

Oxford University Press | Oxford iTools - What is an Interactive Whiteboard? - Windows Internet Explorer

http://www.oupelpromo.com/interactive/iwbs_what_is.php

[Oxford University Press](#) | [Web Slice Gallery](#)

Oxford University Press | Oxford iTools - What is a...

OXFORD UNIVERSITY PRESS

iHome

→ Interactive Whiteboards

→ [What is an IWB?](#)

→ [Step-by-step](#)

→ [Benefits of using IWBs](#)

→ [Top Tips](#)

→ [FAQs](#)

Oxford iTools

CD-ROMs & MultiROMs

NEF iPack

Online Practice

Oxford English Testing

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INTERACTIVE WHITEBOARDS

[What is an IWB?](#) | [Step-by-step](#) | [Benefits of using IWBs](#) | [Top Tips](#) | [FAQs](#)

What is an Interactive Whiteboard (IWB)?

Schools and teachers are encouraged to keep up with the latest technology and equip their classrooms with Interactive Whiteboards (IWBs). The IWBs are great and powerful tools, and if you know how to use them, they can transform the way you teach and help your students learn more effectively!

Your classes won't become interactive simply by installing an IWB on the walls of your classroom. You also need course-related materials, such as [Oxford iTools](#), which will make learning a language a new, better experience.

Are you ready? We can help! Start by watching a video tutorial about IWBs and listen to what other teachers say about using technology in the classroom.

▶ PLAY VIDEO 1

Gareth Davies, a teacher and teacher trainer based in Prague, presents some of the basic functions of the IWBs and gives tips on how to use them effectively.

▶ PLAY VIDEO 2

We talked to some teachers about how they feel about the new technology. Then we invited them to take part in a workshop about IWBs and we talked to them again. See what they

Click Play to watch a demonstration on Interactive Whiteboards

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11:27 03/03/2011





Oxford University Press-Social Media

- **YouTube**

youtube.com/oupeltglobal



- **Global Blog**

oupeltglobalblog.com



- **Twitter**

twitter.com/OUPELTGlobal





- Home
- Digital Classroom
- Digital Resources
- Digital Assessment
- Digital Self Study
- Digital Homework



digital classroom

- > Interactive whiteboards
- > Oxford iTools
- > DVD / Video

digital resources

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digital assessment

- > Online practice tests
- > Oxford Online placement test
- > Print Test Generator

digital self study

- > Student's discs
- > Student's websites
- > Online practice tests
- > Dictionary e-book

digital homework

- > Online workbooks
- > Online practice tests
- > Student's discs
- > Online Skills Practice

- Home**
- > Oxford Teachers' Club
 - > Student's Sites
 - > Where to Order
 - > Sitemap
 - > Job Vacancies
 - > Help & Support
 - > View Basket
 - > OUP Worldwide

- Catalogue**
- > Courses for Pre-School Children
 - > Courses for Young Learners
 - > Courses for Teenagers
 - > Courses for Adults / Young Adults
 - > Business & ESP
 - > Dictionaries & Reference
 - > Exams & Testing
 - > Cultural Studies
 - > Graded Readers
 - > Grammar & Vocabulary
 - > Linguistics
 - > Multimedia & Digital
 - > Pronunciation
 - > Skills
 - > Teacher Development

- Oxford Teachers' Club**
- > Business and ESP
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 - > Grammar
 - > Teacher Development
 - > Teaching Adults
 - > Teenage Learners
 - > Young Learners

- Student's Sites**
- > Headway
 - > New English File
 - > Oxford English for Careers
 - > Oxford Living Grammar
 - > Oxford English Testing
 - > Project Third Edition
 - > Solutions
 - > Let's Go
 - > Happy House
 - > Oxford Advanced Learner's Dictionary
 - > See all...



Digital Champions.
Empower innovators
and follow their
energy.



Change is still difficult,
still disruptive and still
hard work.

It's still about content,
teaching and learning.



Technology today,
normality tomorrow.



Change is systematic
and change is about
the day-to-day.

What are you going to do on Monday?

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Change can be fun.
(no, it really can be!)

A moveable type moment?



1478-The first book
is printed in Oxford.