Encouragement Media Literacy in Schools of Rhineland-Palatinate

- key success factors
MEDIA LITERACY IS THE ABILITY TO USE THE MEDIA, TO UNDERSTAND AND BRING CRITICAL ASSESSMENT TO BEAR ON IT.

THE MEDIA OFFERS OPPORTUNITIES TO ENGAGE IN WORLDWIDE COMMUNICATION, IMPART KNOWLEDGE AND ADVANCE THE DEVELOPMENT OF DEMOCRACY.“

(CHRISTA PRETS* on media literacy in a digital world education - 17-12-2008)

*austrian politician, member of the european parliament (1999 – 2009)
THE PROGRAMM

• Improve **Teaching Quality**
• Strengthen **Training for Teacher**
• Promote „**Jugenmedienschutz“ youth media protection**
• Involve **Parents** intensively
• Strengthen **Networking**
• Technical infrastructure to expand
• Providing **Educational software** and media
• Win **Partners** and initiate Projects …
Train the teacher in using ICT
(The methodical and didactical benefit
of the technologie, …)
more than 30,000 teachers (75 %)

More than 150 Schools

ECDL testcenter

440 teachers ECDL-trainer

LMS for all schools
www.lernenonline.bildung-rp.de

Content (media) server for all schools
www.omega.bildung-rp.de
More than **2,100 youth media advisors** in schools

More than **700 parents information session** with more than **27,000 participants**

[http://eltern.medienkompetenz.rlp.de](http://eltern.medienkompetenz.rlp.de)

More than **1200 students** (78 schools) as tutors

[http://medienscouts.rlp.de](http://medienscouts.rlp.de)

More than **300,000 students** also in vocational schools in the Dual System are trained in special project

(Netrace, Schulkinowwoche, ZeiLe, Verbraucherzentrale RLP, Landesbeauftragten für Datenschutz und Informationsfreiheit RLP, ….)
472 Medialiteracy-schools

Ø 25 Notebooks, 3 Notebook-carry-cases and 3 – 4 interaktiven Whiteboards (IWB); MNS+ (Modular Networksolution for Schools) padagogical network solution (operation system for schoolnetworks)

≥ 10.000 Note(Net)books

≥ 1.300 IWB

2013 New! 6 schools get Tablets!

www.medienkompetenz.rlp.de
SUCCESS FACTORS

MONEY

Motivation
power of persuasion and insistence even in setbacks

VERY ENGAGED
TEACHERS, TEAMS, PRINCIPALS/HEADTEACHERS
Dedicated Professionals with team spirit
Creating incentives for teachers and students

NETWORK OF STAKEHOLDERS
competent project teams
reactivating, building, maintaining
A well structured background office

IDEAS AND VISIONS

PATIENCE AND PATIENCE

Good Basis: Activities in the Past

Adaptation to current developments, both in substantive, political and strategic aspects
Training of teachers of all subjects in ICT-skills and media and digital literacy combined with tutored projects.

Fit for Internet (1999ff: more than 2000 multiplicators)

INTEL Education Initiative in Rhineland-Palatinate
(2001 ff: 13,000 teachers / 2005 ff: 8000 teachers)

Network-management

and many more initiatives
EXAMPLES

Cellphones

SocialSchoolCommunity

Twitter

One of the most innovative teacher in RLP
Cellphone between „Kugel and Google“

Mediaproject „mymobil“
During 4 weeks students were using the phone in mathematics: „globe and angle“
p.e. „photo-safari on Angle“
On a whiteboard the pictures were introduced, discussed and measured
p.e. shooting and editing videos on their own cellphones to explain „angles“ by video

<Link>
Social (School) Community
Creating - profiles
adding and sharing - Content and information
Posting – public and privat
Collaborating – pupils and teachers
<Link>
Paul‘s Church project

6 groups of 2 – 3 students as different parliamentary groups

Virtual „re“enactment

With debates

… discussion about federalism vs centralism

primary sources = summarize the speeches = 1 „tweet“ = discussions with comment by twitter

Blogging the experience

<Link>
Teachers have to change their role from instructors to moderators, and they still have to learn and experience innovative digital tools.

http://geschichtsunterricht.wordpress.com/2012/03/01/screencastvideos-fur-den-flipped-classroom/

Inverted or flipped classroom
Thank you for listening!

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