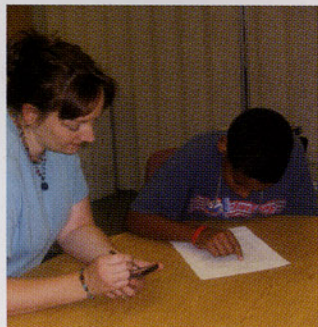


District Administration

August 2007

The Magazine for K12 Education Leaders



DIBELS Draws Doers & Doubters

Reading assessments monitor progress, but raise questions **38**



BUS MONEY

Advertising on buses: pros and cons **32**



Ins and Outs of Outsourcing

What you need to know as you take the plunge **50**

EduComm 2007

Experts presented the latest in AV, IT and Web 2.0 technologies **44**

School Safety is an Inside Job

How to get your students involved early in the year **73**



One Agency Left Behind

A call for decentralizing K12 education nationally **76**

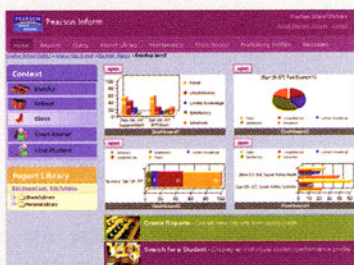
New Products

• Carol Patton and Ken Royal

THE LATEST OFFERINGS IN HARDWARE, SOFTWARE and THE INTERNET

PEARSON SCHOOL SYSTEMS

Pearson Inform 4.1
www.pearsonschools.com/products/inform
 Software, Starting at \$3.75 per student/ASP version, and \$5.65 per student/local deployment



The latest version of this K12 achievement data and analysis decision support tool includes additional reports and expanded capabilities that help educators identify groups of students that need intervention, plan improvement strategies, and monitor student progress. Administrators can look at students who are performing at the same level, select groups of students with specific learning needs across the district, and collaborate with teachers to develop targeted instructional strategies. The application also includes expanded capabilities that allow drill-down to students at the district, school and classroom levels. Volume discounts are available.

AS SEEN AT INFOCOMM

INFOCOMM 2007 FEATURED ONE OF THE LARGEST collections of audiovisual, communication and presentation equipment at one venue. Highlights were projectors using 3LCD and DLP technologies. Their brilliant displays, extended lamp life, ease of maintenance, and short-distance wide viewing make them education-perfect.



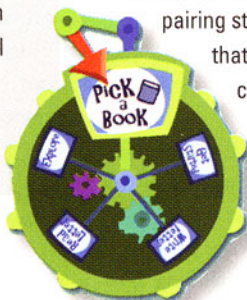
EPSON
 PowerLite 83c
www.epson.com
 Hardware, \$899.99

The lightweight 83c uses 3LCD technology and 2,200 lumens with XGA resolution to deliver vibrant images to classroom presentations. It has a built-in 7W speaker and closed caption decoder to comply with ADA requirements. The PowerLite is network ready with RJ-45 connectivity. An energy efficient lamp delivers more lumens per watt for up to 4,000 hours of life. Easy access to lamp and filter allows for quick cleaning and replacement.

EPALS
 In2Books
www.In2Books.com

Online program, \$3,000/introductory, plus 5 cycles

This online literacy program was designed to enhance academic achievement by pairing students with an adult pen pal and introducing them to selected books that lead to authentic reading, writing and thinking opportunities. Students choose and read high-quality books in multiple genres, including realistic fiction, social studies, biography, folktales and science, then engage in conversations about the books and related subjects with their pen pals through the company's safe and protected e-mail system. Teachers also have access to online professional development, practical teacher-tested instructional activities and more.



HITACHI

CPX2, CPX5

www.sharplcd.com

Hardware, \$1,995/CPX2, and \$2,595/CPX5

The CPX2 and CPX5 3LCD projectors add networking functionality and wireless connectivity—upgrades to their CPX1 predecessor. Both have XGA resolution, wide-angle lenses, built-in 1W speaker, and low fan noise. Advanced features include My Screen, My Memory and My Button. The CPX2's brightness is 2,000 lumens, and it weighs 4.1 pounds; the CPX5 is 2,500 lumens and 3.9 pounds. Security functions include transition detector and Kensington lock and PIN lock protection. Presenters can place the projectors close to a screen to avoid obstructions as well as use them for PC-less presentations.



EXTRON ELECTRONICS

System Integrator SI 3

www.extron.com

Speakers, \$280

These speakers were designed with a compact footprint, making them perfect as a classroom choice. They feature wide frequency response of 75 Hz to 18 kHz, 16 watts contours pink noise or 32 watts of continuous program capacity, and a nominal impedance of 8 ohms. An internal overload protection circuit prevents driver damage due to excessive input levels. Each speaker has a durable, high-impact, weather resistant housing. Extron's exclusive V-Lock mounting hardware is included. The SI 3 is sold in pairs, is available in black or white finish, and has a five-year parts and labor warranty.



OPTOMA

EP761

www.optomausa.com

Hardware, \$1,200-\$1,500

This data/multimedia projector, and two other models—the EP763 and EP774—use

Texas Instruments' DLP chipset and BrilliantColor technology for digital picture quality and color enhancement. The EP761 offers native XGA (1024 x 768) resolution and 3,100 lumens with a 2,000:1 contrast ratio. The EP763 offers native XGA (1024 x 768) resolution and 3,600 lumens with a 2,000:1 contrast ratio. The third model, the EP774, provides 4,000 lumens with a 2,500:1 contrast ratio and native XGA (1024 x 768) resolution and SXGA+ maximum resolution. Other features include DVI w/HDCP, VGA-in, Composite and S-Video to Audio-in, USB, RS232 and +12-volt trigger connection ports.



ELECTRONIC LEARNING PRODUCTS

TUNEin to READING

www.elpcorp.com

Program, \$199 per year

Karaoke-style techniques are used to excite kids about reading. They sing along with a computer program that helps familiarize them with words and phonics. Students are motivated to learn because they are having fun and can track their progress. The technology has been studied for three years in Florida classrooms by a university researcher in partnership with the Florida Department of Education and has been shown to improve reading skills by an average of 1.5 grade levels in just nine weeks.

