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Introduction

Many schools throughout the United States have embraced a one-to-one initiative convinced that if every student had a device and if every teacher were trained to use these devices, then student learning would rise automatically. Unfortunately, adding a digital device to the classroom without a fundamental change in the culture of teaching and learning will not lead to significant improvement. The Sylacauga City School System recognized the emphasis in a one-to-one initiative should be on designing assignments that are engaging and empowering. The emphasis should be on the learning, not the device.

The Sylacauga City School System chose to use language that describes an initiative that sets the tone and direction for a more inspiring vision than simply giving each student a device. The system named the initiative Digital by Design to indicate more focus on designing limitless opportunities for learning than on the device itself.

The system determined that even though the focus would be on ensuring that technology is seen not as another initiative, but as integral to curriculum, numerous decisions had to be made regarding implementation and laying a solid foundation for this initiative to be successful. Which device should be purchased? What training will be required? How much will training cost? What other resources will be needed?

The Sylacauga City School System chose the Google Chromebook due to affordability and durability. In addition, Google provides products designed to help you stay organized, get answers, keep in touch, and more. Google applications allow easy collaboration and convenience.

The system wanted to devote financial resources to leveraging the technology for innovative teaching and learning but the system also recognized that students and teachers needed to be trained on the Google applications accessible through the Chromebook. With limited financial resources, Mrs. Jennifer Rosato, Executive Director of Teaching and Learning, knew the system had to explore options for providing direct instruction on digital citizenship, navigation and Google applications. Mrs. Rosato approached lead FBLA Adviser, Tyler Laye, to see if the local FBLA chapter members would be interested in training students,
Statement of Project Goals

The primary goal of Sylacauga FBLA community service projects is to establish a desire in its members for volunteerism that impacts Sylacauga and surrounding communities. Members of Sylacauga FBLA are committed to exposing themselves to a variety of areas of service and feel that providing service to the community is vital to their personal growth and to the strength of their chapter.

In order for Sylacauga FBLA to create a lasting impact on the community of Sylacauga through the 2016-2017 Digital by Design Community Service Project, the following goals were developed:

• Provide assistance to the Sylacauga City School system in the Digital by Design initiative free of charge
• Educate students on the importance of digital citizenship as well as teach students how to use Google applications.
• Build leadership, communication, technology, event planning, multimedia productions, networking, administrative, clerical, marketing, and desktop publishing skills.

In addition, Sylacauga FBLA members agreed that this year’s community service project meets the following FBLA goals.

• Develop competent, aggressive business leadership skills.
• Strengthen the confidence of students in their work.
• Encourage members to develop projects to benefit the school and community.
• Encourage scholarship and promote school loyalty.
• Assist students in the establishment of occupational goals.
• Facilitate the transition from school to work.
The Digital by Design Community Service Project filled a great need in the Sylacauga City School System and the Sylacauga community. The Sylacauga City School System decided to pilot the Digital by Design initiative in the 7th grade at Nichols Lawson Middle School. The purpose of piloting the initiative in one grade only was to work out any issues before implementing it throughout the entire system. The Sylacauga FBLA members assisted with Chromebook inventory, Chromebook distribution, and training parents, students, and faculty. The assistance that the Sylacauga FBLA members provided represented a major cost savings to the school system and provided needed training so teachers could focus on curriculum development utilizing the new technology.

Incredibly and unexpectedly, businesses and organizations in the Sylacauga community requested the services of the FBLA Google Trainers. FBLA Google Trainers led training sessions at the Sylacauga Chamber of Commerce, B.B. Comer Memorial Library, several small business locations, and the Sylacauga Alliance for Family Enhancement. These training sessions educated community and business leaders on how the cloud-based Google applications could benefit their organizations by modernizing their communications, file management, storage solutions, and more.

FBLA members teaching parents Google applications
Sylacauga FBLA officers met on July 27, 2016 to plan activities for the upcoming year. One of the items on the agenda was a discussion regarding ideas for the community service project. The officers decided to recommend that the Digital by Design project be the focus of this school year’s community service project to the FBLA members at the first chapter meeting on August 14, 2016. After a majority vote to adopt the Digital by Design Community Service Project, Grace Abernathy, member, and Ibby Dickson, officer, were chosen to be the co-chairs.

Grace Abernathy, Ibby Dickson, project chairs, Jack Wilbanks, Chapter President, and Tyler Laye, Lead FBLA Adviser, met with Paula Bruno, Nichols Lawson Middle School Assistant Principal, and Cecilia Dean, Nichols Lawson Middle School Media Specialist and Certified Google Trainer. The purpose of this meeting was to identify the capacity in which the Sylacauga FBLA chapter members would serve to help make the Digital by Design initiative a success. It was determined that Sylacauga FBLA members would help with Google Chromebook Inventory, Google Chromebook Distribution, Google Training - Parent Meetings, and Google Training - 7th Graders.

It was also determined that Sylacauga FBLA members would be trained by Cecilia Dean, Nichols Lawson Media Specialist and Certified Google Trainer. This training would ensure that all FBLA Google Trainers were trained on the same applications in the same way and would be prepared to deliver training to 175 7th graders. These sessions were video-recorded to be available for members who were unable to attend training.

During our October chapter meeting, FBLA members were given the opportunity to volunteer to participate in the community service project. Members could volunteer to help with inventory, distribution, and training.
Committees

Members volunteered to participate in various committees. Creating committees within the service project allowed many members to be involved and promote digital literacy in the Sylacauga community.

Executive Committee: Grace Abernathy and Ibby Dickson served as Community Service Project Chairs and led the executive committee. Sylacauga FBLA President Jack Wilbanks and Vice President Allexus Phillips also served on the executive committee.

Scheduling and Logistics Committee: Sylacauga FBLA members on the Scheduling and Logistics Committee created schedules for training students and parents. This committee was also responsible for ensuring all scheduled members were present at events.

Public Relations Committee: The Public Relations Committee was responsible for publicizing Sylacauga FBLA's Digital by Design community service project. This committee wrote press releases and worked with the design committee to ensure accurate information was on flyers.

Design Committee: The Design Committee led the designing of event logos and flyers. Sylacauga FBLA member Lyndsey Davis created a Digital by Design logo for the entire school system to use.

Google Application Teams

Google Docs, Slides, and Drive: FBLA Google Trainers presented their skills on January 17, 2017, for the seventh grade. The trainers covered the different features in the Google Docs, Slides, and Drive applications including how to share a document and slide and how to create, organize, and move folders and files for their classes.

Gmail, Forms, and Digital Citizenship: A different team of FBLA Google Trainers taught seventh grade students Gmail, Forms, and Digital Citizenship. The trainers covered the different features in Gmail, Forms, and digital citizenship concepts including creating forms, surveys, quizzes, presentations, internet safety, cyberbullying, and digital footprint.
Digital by Design Community Service Project Co-Chairs, Grace Abernathy and Ibby Dickson, and FBLA President, Jack Wilbanks, met with the Nichols-Lawson Middle Media Specialist and Certified Google Trainer, Ms. Cecilia Dean, to discuss dates to train FBLA members. The FBLA member training took place over a three day period, November 28-30, 2016, at Nichols Lawson Middle School. The training covered all of the basic Google applications and Digital Citizenship.

FBLA Google Trainers further prepared to train the seventh grade students at Nichols Lawson Middle School by creating lesson plans and visual aids. The lesson plans and visual aids were shared with all Google trainers and were meant to ensure consistency between all trainers and all lessons. A brief synopsis of the information covered in the lesson plans is as follows.

**Google Drive:**
- Organizing/moving files
- Creating new documents
- Sharing documents
- Changing view settings
- Showing different applications on the “waffle menu”

**Google Docs:**
- Naming documents
- Inserting images, links, charts, etc.
- Sharing files
- Editing files
- Add-on features

**Google Slides:**
- Creating short presentations
- Difference of themes
- Adding comments under presentation
- Slide transitions
- Adding photos, videos, charts, and links
Implementation of Project

Google Forms:
• Creating surveys
• Use different options- multiple choice, short question, linear scale
• Edit the survey
• Sending and sharing surveys
• Organizing responses

Gmail:
• Personalize email
• Search for specific emails using key words
• Creating groups
• Directory
• How to send an email to one or more people

Digital Citizenship:
• What to do and not do online
• How to treat people via online
• The harmful effects private chat rooms can have
• Why digital citizenship is important

On December 15-16, 2017, FBLA members traveled to Nichols Lawson Middle School to assist with the inventory of the new Google Chromebooks. Members had to assign asset codes, document Chromebook identification numbers, and assign Chromebooks to each of the 7th graders.

On January 10-12, 2017, FBLA Google Trainers met with parents to demonstrate the applications the students would be utilizing at school and at home, to discuss digital citizenship and expectations of students, and to help answer questions.

On January 11, 2017, FBLA members distributed the Chromebooks to each of the 7th graders. All of the students were very excited to receive their new device.

On January 17-18, 2017, FBLA Google Trainers trained 175 7th grade students. The students were all very excited and learned so much. FBLA Google Trainers helped the 7th grade students login to their Sylacauga City Schools Gmail account and trained them on Gmail, Docs, Drive, Forms, Slides, and Digital Citizenship.
Implementation of Project

After hearing about the successful training at Nichols-Lawson Middle School, Margaret Morton, Executive Director of Sylacauga Alliance for Family Enhancement, a local, non-profit organization, contacted Tyler Laye, Lead FBLA Adviser, requesting the services of FBLA Google Trainers at their next staff meeting. FBLA Google trainers led a training session for more than forty staff members January 23, 2017.

Other local businesses and community members voiced interest in Google training, as well. FBLA Google Trainers led additional training sessions at the Sylacauga Chamber of Commerce and the B. B. Comer Memorial Library. In addition, FBLA Google Trainers provided a few one-on-one sessions with local business owners who were unable to attend the previously scheduled training sessions open to the public.

The FBLA Google Trainers added two additional applications to the lessons for the community training sessions: Google Hangouts and Google Calendar.

Google Hangouts
• How to locate Hangouts through gmail or waffle menu
• Sending messages
• Calling
• Video chatting
• Uploading contacts

Google Calendar
• Sharing dates/events
• Putting in dates
• Sharing invitations
• Responding to invitations
• Accessing calendar from other devices

The training sessions offered outside the original scope of the Digital by Design Community Service Project were unexpected additions but proved to add value to the overall project. The Sylacauga FBLA members were extremely proud that their services were in demand and their efforts were rated excellent.
Impact and Benefits to the Community

Through the 2016-2017 Digital by Design Community Service Project, the Sylacauga City School System, teachers, parents, and 175 7th graders benefited from the Google training provided by Sylacauga FBLA members. Sylacauga FBLA chapter members provided a service that saved the school system financial resources and provided the students with a solid foundation of Google and digital citizenship knowledge. This foundation will aid the students and teachers in a successfully piloted Digital by Design initiative. Parents also learned about the Google applications their children would be using at school and at home.

Local businesses and organizations have also benefitted from the Digital by Design project. Small business owners, leaders of a non-profit organization, and community members learned how cloud-based technology can modernize communication, improve collaboration, organize files while providing access from any device equipped with an internet connection. Organizations were so pleased with the training results they have already requested additional sessions with the FBLA Google Trainers.

Sylacauga FBLA members benefitted from the Digital by Design Community Service Project. The planning, development, implementation, and management of Digital by Design not only increased the members' knowledge of Google applications, but also of communication, graphic design, public relations, time management, event planning, presentation skills, and more. Participating in real-world experiences not only provides practical skills and knowledge to the members but also puts them at an advantage and makes them more marketable upon entering the workforce. Sylacauga FBLA members have been positively impacted through their involvement with Digital by Design.

Based on the positive results and testimonies from all involved, the Digital by Design Community Service Project has been deemed a huge success.
“It is really satisfying when you are able to teach others about something that will make them more productive and technologically advanced. It taught me more about communication and presentation skills and how to present myself confidently in front of an audience.”

-Dawson Brown, Sylacauga FBLA member

“As a Google Trainer, I helped others become more knowledgable and I grew my skills as well. This experience will definitely help me in college and my future career.”

-Claire Hodges, Sylacauga FBLA officer

“Google Training helped me so much with learning how to use my Chromebook. I learned so much and without the training I wouldn’t be as efficient as I am.

- Lacey Wood, Seventh Grade Student

“My students loved it! My classes gave great feedback. They said that the high school students helped them in ways that teachers couldn’t. They said that the information was presented in terms that they understood. Several have asked when they could come back. Thanks so much for allowing your students to do this.”

-Natalie Hubbard, Seventh Grade Teacher

“The FBLA Google Trainers have been more than an instrumental cog in our Digital by Design wheel at NLMS. The time they have taken to train parents, students, and teachers has been invaluable. We hope to continue with this partnership as we continue to lay the foundation for the school-wide 1:1 Digital by Design initiative next school year.”

-Gary Rivers, Nichols Lawson Middle School Principal

“Sylacauga FBLA members did an outstanding job! It was very helpful and allowed the staff to see lots of ways we can use Google to help us in our day to day professional and personal lives.”

-Margaret Morton, Executive Director of SAFE
The original intent of Sylacauga FBLA’s Digital by Design Community Service Project was to train students, parents, and teachers about the Google applications the students will be using in the classroom and at home on the new Google Chromebooks. Due to Sylacauga FBLA members extraordinary effort and excellence in training, the project transformed into so much more. From training local businesses, citizens, and students, the project not only promoted Sylacauga FBLA, the Sylacauga High School Business Management and Administration program, and Career and Technical Education but also transformed the way organizations and classes operate. The impact it has made throughout our community continues to grow. The Sylacauga FBLA chapter plans to continue this project with the rollout of Digital by Design to the entire Sylacauga City School System.

The community received a valuable service and became aware of the positive contributions that students are making. Sylacauga FBLA members have learned, first-hand, the time, energy, and effort it takes to serve but most importantly, the members learned that serving rewards the servers as much, or more, than those being served.
Evidence of Publicity

Prior to students receiving Chromebook devices, Sylacauga FBLA prerecorded “Schoolcasts,” announcements sent via phone to parents of all seventh grade students. These announcements gave parents important information on dates, parent sessions, and training information. In addition, when first semester report cards were sent home, Sylacauga FBLA created flyers attach to the report cards. These flyers informed parents on training sessions.

Following a successful service project, SylacaugaNews.com, the online news source for Sylacauga, published a story highlighting Sylacauga FBLA’s efforts.

Sylacauga City Schools made posts on its social media outlets with more than 3,000 followers highlighting Sylacauga FBLA’s work in the Digital by Design initiative.

When working with the Sylacauga Chamber of Commerce, the Chamber utilized an email blast capability, emailing members with information regarding training sessions from FBLA members.

Project Chair Ibby Dickson was also able to share this exciting project with the Sylacauga Rotary Club, the Sylacauga Chamber of Commerce, and the Sylacauga City Schools Foundation.
Evidence of Publicity

Sylacauga FBLA members promote digital learning throughout community

SYLACAUGA, Ala. – The Sylacauga community is truly becoming Digital by Design. With the new Digital by Design learning initiative, Sylacauga High School Future Business Leaders of America has engaged in a year long digital learning themed community service project.

Sylacauga FBLA began its Digital by Design project by working directly with Sylacauga City Schools. FBLA members were trained in a variety of Google applications, such as Google Drive, Docs, Slides, and Forms. To coincide with the Chromebook devices students receive as part of the Digital by Design initiative, after members were trained, Sylacauga FBLA was present at parent information sessions to provide tips and an overview of Chromebook devices and Google learning applications.

Prior to students receiving Chromebook devices, Sylacauga FBLA assisted with the inventorying and distribution of devices. Once students received the devices, Sylacauga FBLA visited student classrooms for two days to provide in-depth training on Google applications.

To make the Sylacauga community truly digital by design, Sylacauga FBLA held multiple training sessions to meet the needs of the Sylacauga community. Training sessions for various community members were held at Sylacauga Alliance for Family Enhancement (S.A.F.E.) and the Sylacauga Chamber of Commerce.

Lead Sylacauga FBLA advisor Tyler Laye added “As our members trained the Sylacauga community on Google applications, they greatly served the Sylacauga community by promoting digital literacy and learning.” Laye also added that by leading Google application training sessions, Sylacauga FBLA members fine-tuned presentation and communication skills while building business connections.

The Digital by Design service project was led by Sylacauga High School Sophomores Grace Abernathy and Ibbby Dickson. Sylacauga High School Senator and FBLA Vice President Alayceus Phillips served as business partnership chair coordinating sessions with the Sylacauga Chamber of Commerce.

Sylacauga FBLA’s success in its Digital by Design service project is no new occurrence. Just last year, Sylacauga FBLA raised more than $10,000 for the ALS Association of Alabama, placing 10th nationally among various FBLA chapters’ service projects. In other years, Sylacauga FBLA has raised $4,500 for Alabama Childhood Food Solutions and $5,750 for March of Dimes, FBLA’s national partner.

Sylacauga FBLA has also been named Alabama FBLA’s Most Outstanding Chapter eleven of the past twelve years and is the largest student organization at Sylacauga High School.

Article on SylacaugaNews.com highlighting Sylacauga FBLA’s service project
Appendix

Promoting Sylacauga FBLA and the Digital by Design Community Service Project

Providing Google training at the Sylacauga Chamber of Commerce

Distributing Chromebooks to seventh grade students

Taking inventory of new Chromebooks

FBLA member training a seventh grade student

Google training at SAFE