



# Google for Education

*Helping to transform learning*



Search the web using Google!

Google Search

I'm feeling lucky

Special Searches  
[Stanford Search](#)  
[Linux Search](#)

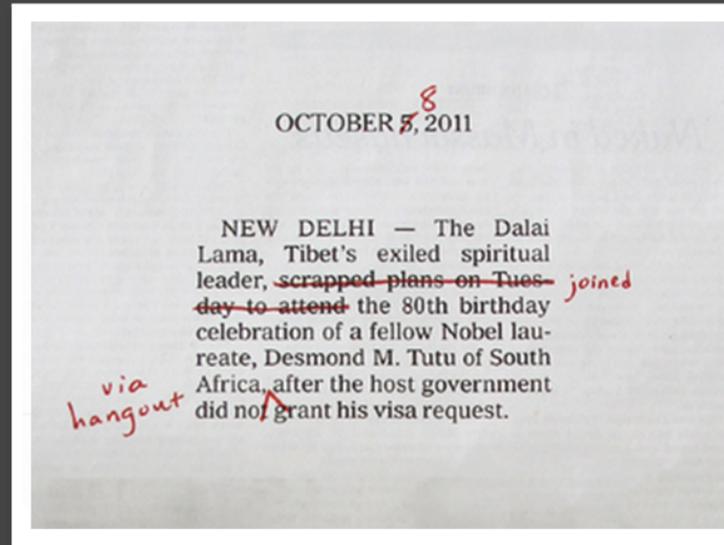
[Help!](#)  
[About Google!](#)  
[Company Info](#)  
[Google! Logos](#)

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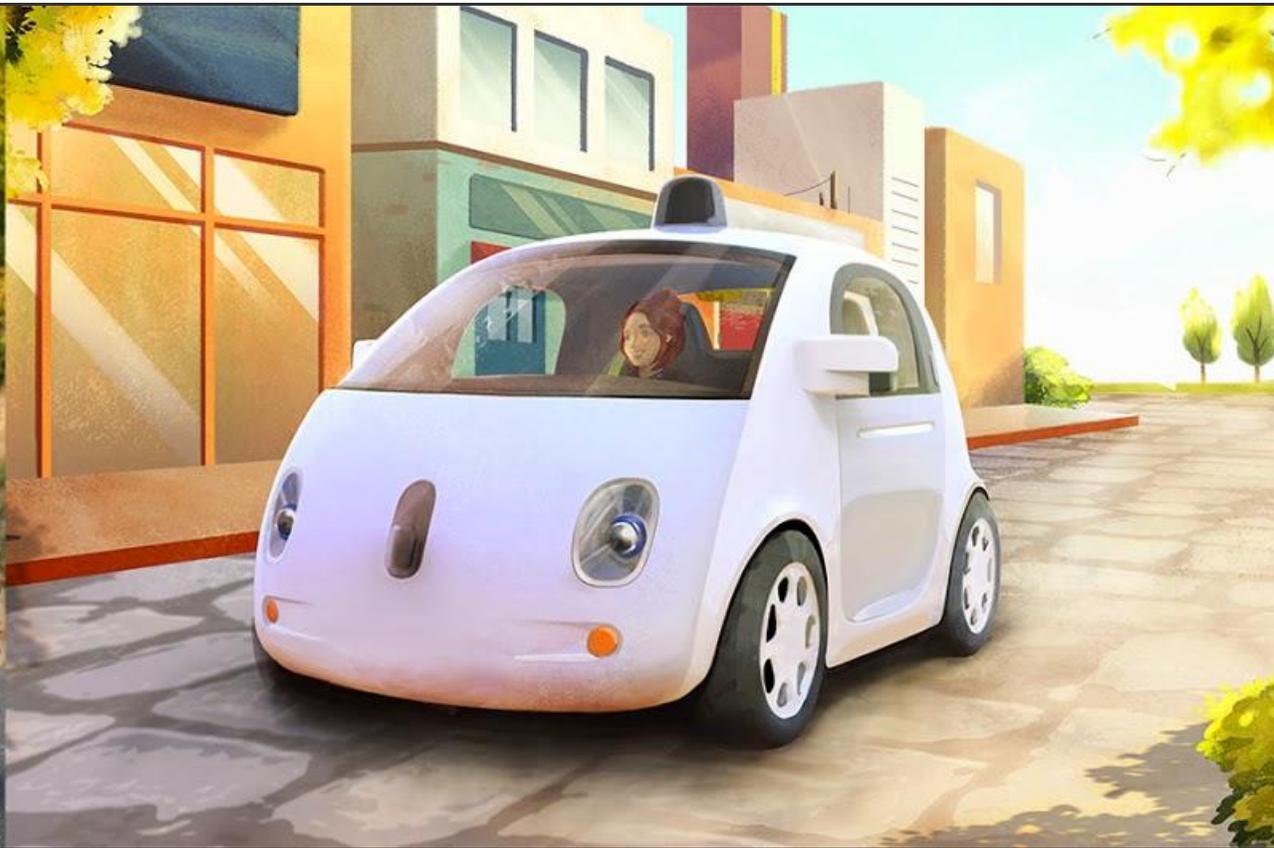
Copyright ©1998 Google Inc.

10X

The image features the text "10X" in a large, bold, sans-serif font. The characters are filled with a photograph of a school sports field. The number "1" shows a building on the left and a grassy area. The "0" shows a group of students in white shirts and blue shorts running on the field. The "X" shows a group of students standing together on the grass. The background of the photo is a clear blue sky and some trees in the distance.



Connect in ways we never thought possible



A car that drives itself!

# Technology makes individualized learning possible

## One-size-fits-all factory



### *Sequential learning*

Every 5th grader learns the same thing

### *Fixed use of time*

Every student gets the same amount of time to master each subject

*Top-down, teacher-driven*

## Individualized learning



### *Personalized learning*

Dynamic, competency- and mastery-based

### *Variable use of time*

Students take as long as they need to master a subject

*Student-driven, teacher guided*

# The world has changed, but classrooms have not

*Past*

*Present*

*How we communicate*



*Where we get information*



*Classrooms*



# Google Apps for Education is free suite of web-based email, collaboration and productivity tools



# What are the benefits of Google Apps for Education?

## *Security & privacy*



## *Connected anywhere*



## *Collaboration*



## *Faster working*



## *Invisible IT*



## *Green*



# Apps is just one part of a larger set of offerings for schools

Open technology to help transform education



*Platform*



*Devices*



*Content*

# Great progress over the past 2 years



## Hardware

### Progress

- **1M+** devices shipped in Q2 of 2014
- **1 in 4** devices now sold into K-12 in the U.S. are Chromebooks
- In over **10K** schools in U.S.



## Tools

- **30M+** Apps EDU users (7DA)
- **11M** in K-12 growing **70% y/y**
- Active engagement in over **10 countries**
- **90%** of students use Google Search



## Content

- **>2000 Apps** in Play for Education
- HMH, McGraw-Hill, Pearson **content**
- International interest
- **50%** of students use YouTube

“Going Google means adopting a culture that extends beyond the classroom walls: it’s about openness, curiosity, and working together.”

– Jim Sill  
Educator & Trainer  
Visalia, California



**Empowerment**  
*Discover a world of  
infinite resources*



**Choice**  
*Use the right device,  
anytime anywhere*



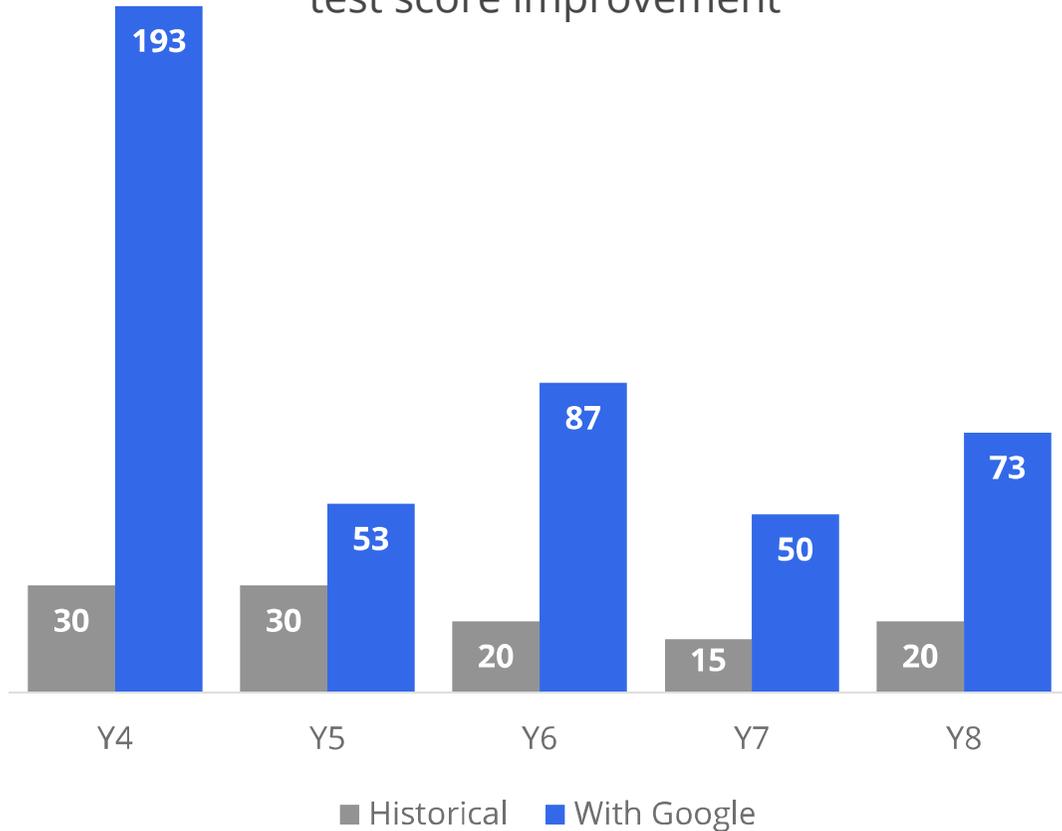
**Teamwork**  
*Work together in  
real-time*



**Scalability**  
*Affordable and easy  
to manage*

# Huge impact on learning

Pt England School Annual writing test score improvement



*“We are seeing not only engagement, but actual literacy outcomes improve” - Dorothy Burt, Point England School*

# Vision: Transform how students learn by making technology useful and accessible to all



## Empower the school

Make technology pervasive through great, affordable devices that are easy to use and manage



### Many devices, no IT needed

- 10 EDU-specific devices from 8 OEMs
- Zero touch deployment
- Unified device management
- Chromecast for Education
- Chromebox for meetings



## Empower the teacher

Help the teacher use technology to achieve student goals



### The central place for a teacher to run the classroom

- Play for EDU across all Google content
- EDU workflow built on Drive
- Professional Development



## Empower the student

Make learning more engaging, more personal and more effective.



### Engaging software, devices and content

- Devices that allow for 1:1 setups
- The tools they will use as adults
- More efficient classrooms means more time with teachers
- Safe, ad-free spaces for learning

*Education is the great equalizer: change the future for the next billion internet users*



# Admin Controls

## Safeguarding Student Data: Our Approach

- Protecting the privacy and security of our users - especially students - is a top priority, and we work very hard to maintain the trust of our users.
- Security and privacy are two sides of the same coin. Google protects students' info with industry-leading security.
- Keeping users' private information private is very important to us.
- Data schools and students put into our systems is theirs and we believe it should stay that way.
- If an education department, school or university decides to no longer use Google we make it easy for them to take their data away with them.
- We do not sell your personal content—like your emails or your search queries—to third parties.

## Recent Product Announcement

No Advertising. Period.

- **Permanently removed the “enable/disable” toggle for ads in the admin control panel. Administrators no longer have the option or ability to turn ads on at all.**
- **Permanently removed all ads-related scanning from Gmail in Google Apps for Education.**
- **There are no ads in Google Apps for Education and we do not use or collect student data in Google Apps for Education services for advertising purposes.**
- **No profiles of students based on their use of Gmail or other Apps for Education services that follow them online and target ads - and that was true before these changes.**



Official Enterprise Blog

Work anywhere, anytime on any device using Google's enterprise solutions.

### Protecting Students with Google Apps for Education

Posted: Wednesday, April 30, 2014



Posted by Bram Bout, Director, Google for Education

<http://googleenterprise.blogspot.com/2014/04/protecting-students-with-google-apps.html>

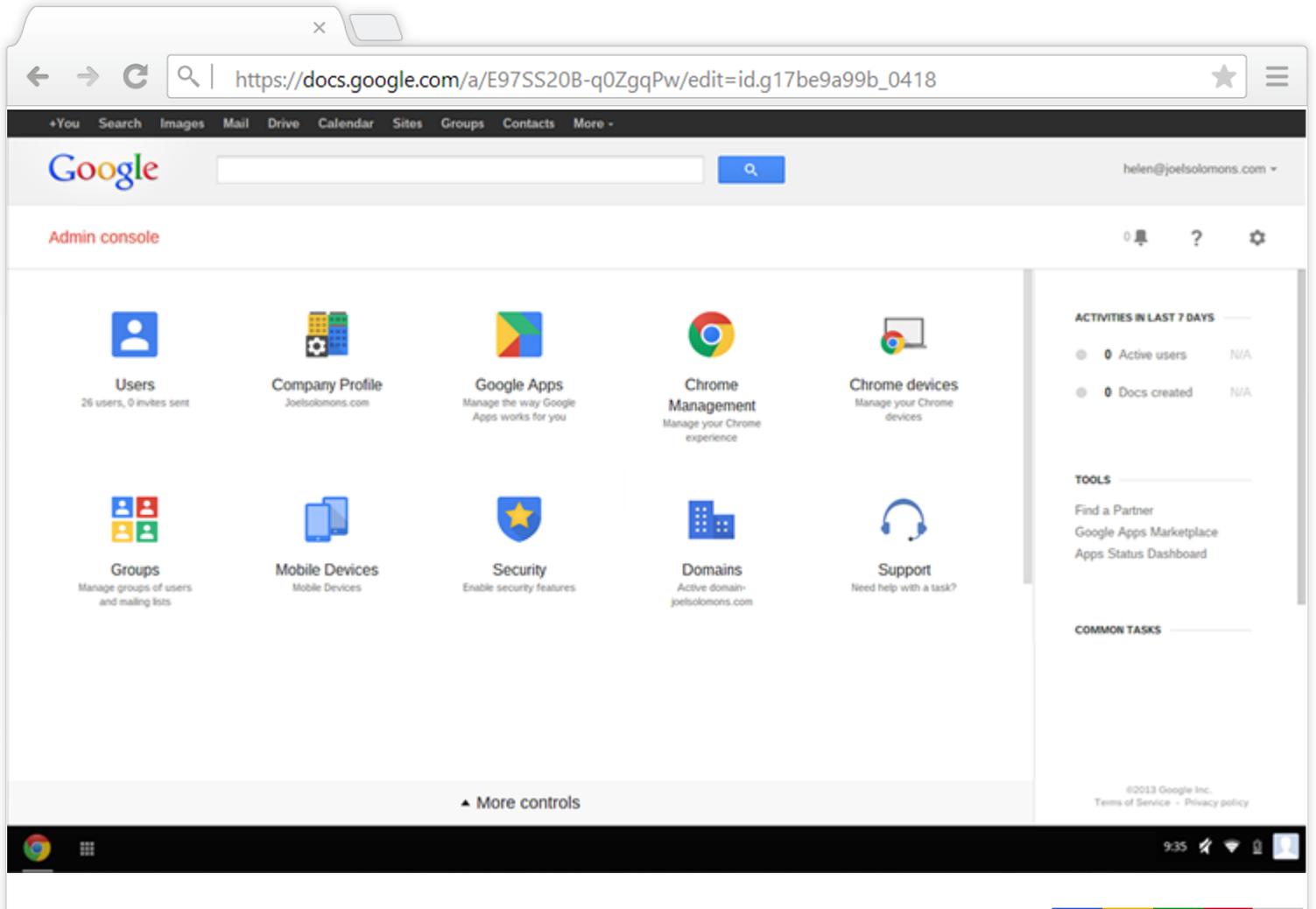
# Admin console for Google Apps

Centralized cloud-based management

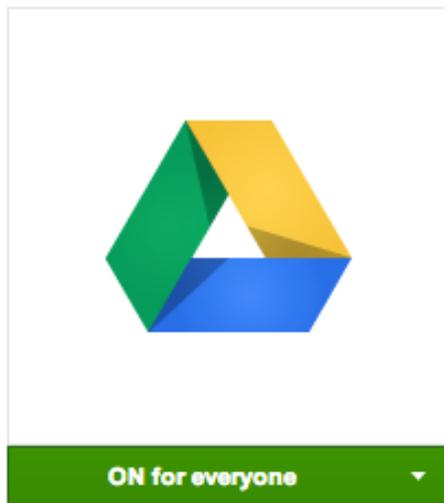
Create & manage users

Create organizational units

Enable/disable certain Google Apps & adjust settings



<input type="checkbox"/>	<b>▲ SERVICES</b>	<b>STATUS</b>
<input type="checkbox"/>	<b>Calendar</b> Organize your schedule and share events with friends	<b>On for everyone</b>
<input type="checkbox"/>	<b>Contacts</b> Manage your contacts	<b>On for everyone</b>
<input type="checkbox"/>	<b>Drive</b> With Google Drive, you can create, share and keep all your stuff in one place. Share files with others, and edit them together in real time.	<b>On for everyone</b>
<input type="checkbox"/>	<b>Gmail</b> Get a fresh start with email that has less spam	<b>On for everyone</b>
<input type="checkbox"/>	<b>Mobile</b> Google Sync for Mobile	<b>Always on</b>
<input type="checkbox"/>	<b>Sites</b> Create, share and publish websites	<b>On for everyone</b>



## Drive ▾

<http://docs.google.com/a/policy-internal-test.net>



### Sharing settings

Set global policies for sharing documents outside your organization and the default visibility of new documents.

### Transfer ownership

Transfer ownership of one user's documents to another user (not available for all users).

### General settings

## Sharing settings

✕

### Sharing options

#### Outside this organization

Select the highest level of sharing that you want to allow for your users:

- Users **cannot** share documents outside this organization
  - Let users receive documents from outside this organization
- Users **can share** documents outside this organization
  - Warn users when sharing outside this organization
  - Allow users to share outside the domain to people who are not using a Google account.
  - Allow users to publish documents on the web or make them **visible to the world** as public or unlisted documents.

[About visibility options](#)

#### Document Visibility

Select the default visibility for newly created documents:



## FILTERS

Active users

## ORGANIZATION

▼ **policy-internal-test.net**

3rd graders

Add sub organization

Edit organization

## Create new organization

Fourth Graders

Description (optional)

Place this organization under:

policy-internal-test.net

Create organization

Cancel

A blurred photograph of a classroom. In the foreground, the back of a student's head wearing a dark hoodie is visible on the right, and the side profile of a student with glasses wearing a blue shirt is on the left. In the middle ground, a silver laptop is open on a desk. In the background, other students are seated at desks, some looking at their laptops. The word "Classroom" is written in a blue, sans-serif font across the center of the image.

# Classroom

This is a typical classroom and learning still gets assigned like this.

SKETCHES  
every night!

Reading

Writing

Social  
Studies

Monday

- \*Vocab Chart
- \*4-Square Reader's Response Chart

- Spelling Pages
- Spelling Corrections

Review WWII  
Introduce  
the  
Holocaust

Tuesday

- \*Continue working on assignments due Thursday.
- \*6 examples of fact and opinion

- Grammar Practice
- pg. 159 #'s 1-10
- pg. 160 #'s 1-8

\*Number the Stars  
- Ch.'s 1-3  
- Discussion Questions

Wednesday

- \*Continue working on assignments due Thursday.

- Grammar Practice
- pg. 171 #'s 1-10
- pg. 172 #'s 1-8

\*Number the Stars  
- Ch.'s 4-5  
- Discussion Questions

And handing in assignments like this



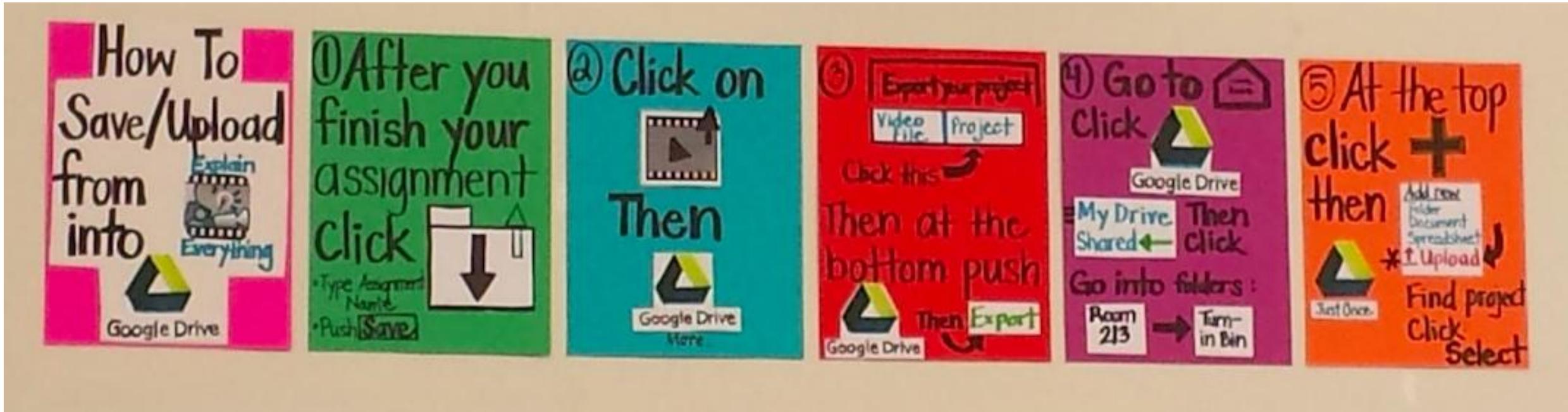
And a teacher's kitchen table looks like this



# The teachers that use Google tools need glue to make them more usable in classrooms



Here's an example from a second grade class.....







# Meet the teachers from our alpha

Nicole  
9th and 11th grade English



Paul  
8th grade Social Studies



Heidi  
12th grade Marine Biology



These teachers told us they  
needed better technology

We worked with these schools  
to design Classroom...

...So that all teachers can do  
more teaching, less tech-ing

# Classroom gives teachers more time to teach & students more time to learn



## Create & collect assignments

- ▶ Classroom weaves together Google Docs, Drive and Gmail to help teachers create and collect assignments paperlessly



## Improve communication

- ▶ Teachers can make announcements, ask questions and comment with students real time.



## Stay organized

- ▶ Classroom automatically creates Drive folders for each assignment and for each student. Students can see what's due.

# Before vs. After Classroom

## Before Classroom

- ★ Teachers struggled to harness the power of Google Drive on a large scale (think 100+ students a day)
- ★ It was challenging to distribute and collect digital work without the use of scripts or costly third party tools
- ★ These tools required training, and had a became a technical barrier

## After Classroom

- ★ Teachers and students had a simple, easy to use and scalable tool for managing digital assignments
- ★ Professional development time could be spent pedagogical topics instead of focusing on product training
- ★ Financial resources could be spent on curricular resources



*“Well...I assigned a ‘weather words’ assignment yesterday and today, all 15 successfully logged on, found the assignment and are working as I type!!!!*

*--Peggy Perry,  
1st grade teacher*

# Forest Park School District

## About

- Piloted in 1st, 4th, and 7th grades
- Teachers utilized more 1:1 devices
- Teachers had more time for instruction



*“When do you think this product will be available for the rest of the school? Grades 3-5 could really benefit from this!”*

*--Dan Staser,  
7th grade Social Studies teacher*



# Pajaro Valley Unified School District

## About

- In northern California
- Rural and suburban
- 95% English Language Learners
- Already had Google Apps



*"I love it, the kids love it, we are using it constantly, and we've gone 100% paper-free in under a week"*

*--Phil Halbig,  
6th Grade English and Social Studies teacher*



# Clarkstown Central School District

## About Clarkstown

- 25 minutes north of New York
- Serves 8,600
- Suburban district
- Already had Google Apps



*“Teachers are able to assign work to their students in a flash, therefore maximizing student learning in the classroom.”*

*--Paul Lepore, 8th grade teacher, Felix Festa Middle School*



# Fontbonne Hall Academy

## About Fontbonne

- In Brooklyn, New York
- All female preparatory school
- Had little technology prior to September, 2013



*"We were nervous about starting Google Apps and Classroom all at once. But it's probably better to do it this way with a big bang than in stages, which would've taken forever. I see people who barely used technology before using this every day."*

*--Mark Surdkya, Director of IT*

