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**CCC! Core Curriculum Content**

# News to Use

**Weekly**

 From  
**NEW DIMENSION**  
 MEDIA

## NDM ROCKS ISTE

We're back – and do we have a lot to report! From June 25/26 – June 29, about nine staff members – including President Albert Nader himself – headed down to ISTE 2011 at the Pennsylvania Convention Center in Philadelphia. We were also joined by Advisory Board Member Richard Silvernail, RED Annie Evans and the local area Rep Deborah Raesly.

We had a large crew, but it was completely necessary. There wasn't a moment of rest as there were over 13,000 attendees at ISTE this year. We had a 20-by-30-foot booth near the center of the room just behind Google, and our signature red signage could be seen from aisles away. We had a lot of foot traffic, and not only did people



stop to ask what we're about, but some wanted pictures of the booth!

Front and center we had a huge flat screen TV playing Talking Maps throughout the show. Passersby loved the concept and it was a great way to draw people in. Additionally, we had a large Core Curriculum Content sign, which also attracted a lot of attention.

In the back of our booth we had a classroom setup with a Promethean board that Jo-Ann Kratz used to give a presentation on the 21st century classroom. Someone had the brilliant idea to have an iPod shuffle raffle at each presentation, and it really helped to get people to stop, take a seat and listen. The presentation was fantastic, of course, but at such a big show it can be hard for people to pause because they think there is so much to see! The iPod brought them in and Jo-

Ann's winning style kept them captivated through each presentation; there was never an empty chair!

In terms of our competition at ISTE, there is no doubt in our mind that NDM came out on top. Learn360 had a tiny 10-by-20-foot booth with just a couple of laptops. They had no projector, no whiteboard technology and no presentations.

We were surprised to see that Discovery Education didn't even show up! While it's true that they are lucky enough to have a household name, we feel it was a big mistake to blow off the biggest education/technology show of the year! Safari Montage was the only other competitor present.

On Monday, June 27th, we hosted the fifth annual Dinner With NDM. This was a private gathering for about 25 staff members and educational

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## CCC! Content Update

From Melissa Moreland, VP Acquisitions &amp; Programming



### Check Out Our Featured Videos!

On our Connection site ([www.cccconnection.com](http://www.cccconnection.com)), you'll find blogs, lesson plans, a forum, creative ideas and a lot more. But did you know that you can also find new content?

You'll notice that the Connection homepage has a player window that is devoted to highlighting brand new content so that our current adoptions know what's available, and potential

adoptions can see what they're missing.

In addition to featuring the new content on the homepage, each video has an accompanying Backstory that explains a little bit more about the program and additional information that teachers can share with their students.

For example, recently we featured our new series **The Time Compass**. The homepage featured a clip from the **Imperial Rome** program in the series that is no longer than a few minutes, capturing the essence of what the program has to offer. Then, when you click on "learn more," the Backstory delves into more details about **The Time**

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## NDM In The News

### NDM Offers Chicago Archdiocese Discount

After earning approval from the Chicago Archdiocese of Chicago, NDM has decided to offer streaming media to schools in the Archdiocese at a discounted rate.

"We have found CCC! very user friendly, and that it integrates with our curricula incorporating interactive boards," said Sister Anne Busch, Principal of St. Anne Catholic School in Barrington, IL. "The content is timely, and the professional growth offered by New Dimension Media staff is very beneficial to the

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## Curriculum Update From Jo-Ann Kratz, Senior VP, Curriculum & Technology



On June 15 and 16, I had the pleasure of traveling to Austin, Texas, to work with **Joni Dodson** at the TEPSA Conference. The temperature was in excess of 104

degrees, but that didn't stop people from wanting to learn about CCC! Core Curriculum Content. Joni and I also had time to brainstorm ways in which we could partner to help her and Terry Carter in their work across Texas.

Below is a brief list of projects Joni and I came up with while working together:

**1.** Joni hand delivers hurricane tracker cards to schools each fall. This is a free resource from the state of Texas, which Joni delivers to get her foot in the door in a non-threatening way. She is known as the hurricane tracker lady across her territory! I am going to design a lesson plan on hurricanes and send her printed copies to give out with the hurricane cards this year. Of course, the lesson plan will have information on CCC! and how to contact Joni for more info and assistance. Don't overlook natural opportunities to visit and provide

support to your schools as a way into organizations. While you are there, take the opportunity to introduce the great products and services that New Dimension Media offers.

**2.** Joni gave me information from the state on changes they are making to their Texas standards. Texas is one of just four states that have chosen not to adopt the Common Core Standards. These changes to the STAAR are going to be tested this year and teachers are looking for resources to "fill in the gaps" of the new curriculum requirements. I'll be reviewing the documents from Joni and aligning our programming to any place there has been a new addition. This will allow Joni to go into schools and present CCC! as a solution to a curriculum problem which has teachers struggling.

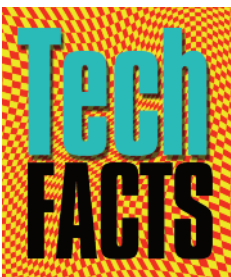
**3.** Joni and I also discussed using our sell sheets (the document that describes what programs are in a series) as a curriculum document when presenting. These sell sheets show the program highlights and work well as a guiding document when teachers are trying to get up to speed on our newly added content each year. Teachers just do not have time to search and preview

400 to 500 new programs. They will look at our beautifully designed sell sheets, however, to see at-a-glance which new programs are aligned to their grade level expectations. When you visit schools this fall, take along sell sheets of our new programming to show them everything our adoptions are getting at no additional cost. We'll make sure y'all get copies of sell sheets for the new content being added with the next update.

**4.** Joni is also interested in scheduling a series of appointments in her territory to have me visit with her this fall as the new selling season gets underway. This "road warrior" mentality is perfect. If you are a rep in the southwest and would like to coordinate dates with Joni, I'd be glad to "work the Southwest" with "y'all"!

I said y'all so much last week in Austin that it's crept into my everyday vocabulary. Joni, thank you for all your collaboration and determination in helping educators in Texas experience the best in content, lesson plans and customer support. Keep up the great work!

## Tech Tip By Craig Patno, Technology Specialist



It is with great pleasure that I can announce that New Dimension Media is moving forward with developing HTML5 streaming, which is going to make CCC! compatible with Apple devices.

Apple's decision to not support flash, coupled with the huge popularity of the Apple devices for personal and educational use, has forced many streaming video providers to develop HTML5 streaming much more quickly than they would have otherwise. HTML (Hyper-Text Markup Language) is the program-

ming code that the Internet is based on. The CCC! system has followed these trends by first streaming with Quicktime, which was a popular method of video deployment over the web two to five years ago, then flash streaming came next and now HTML5 video streaming.

The CCC! development team is currently finishing a large upgrade on the core CCC! components, which is slated to be completed by the end of June. Then, the development on HTML5 will begin starting in July. We hope to have everything finished by the end of that month.

We do expect that some additional de-

velopment is going to be required after this first phase, specifically with the chapter, playlists and bookmarks. The way HTML5 interprets where to go in the middle of a video is different than flash, and thus there are going to be some issues that we will have to work through in our second phase of the development of HTML 5.

Since we can't be sure of the outcome, I am unable to give a solid date as to when CCC! will be fully HTML5 compliant, but we do expect the streaming aspect to be working by the end of July.

Have a tech question? Contact Craig Patno at: [cpatno@ndmquestar.com](mailto:cpatno@ndmquestar.com)

## Content Update

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**Compass**, including a list of other available programs in the series.



Additionally, the Backstory provides information that teachers can share with their students, and ideas on how to integrate the content into an everyday lesson. One of the great things about **The Time Compass** series is that it allows teachers to open up a conversation about how these ancient civilizations influenced our world today. With the notes and information included in the Backstory, this task becomes even easier. Sometimes, the Backstory will also include information on other programs that will enhance the lesson.

Readers of the Backstory will learn that the Romans invented aqueducts, surgical tools, Roman numerals and a version of our modern day calendar. Other interesting inventions include scissors, candles and even bikinis! One suggestion for teachers is to have students discuss what their lives would be like without these items that were brought forth by the Roman Empire.

The content changes on our featured video every week, so make sure to tell current adoptions and potential clients to check back regularly for clips of new content with extended explanations, background information and teaching suggestions. Also, don't forget to remind them that we are the only company that updates our content at no additional cost to our customers!

## NDM In The News

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teachers. Our teachers are very excited to use CCC! in their classrooms."

News is spreading, and the announcement was picked up in School CIO and dBusinessNews Chicago.

Earning approval is great news, and congrats to Jennifer Parisi for working so hard to get this done!

## Marketing Materials

### Real World Economics Series (Revised Edition)

**Release:** 2005

**Length:** 15 min. each

**Number of Programs:** 10

**Grades:** 7-12 & up

**Subjects:** Social Studies, Economics

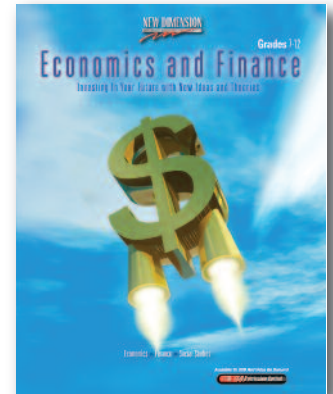
#### Series Annotation:

This series introduces students to economic ideas, illustrating them with actual examples from private and public spheres. Each program has a detailed guide with learning exercises. Four of 10 original programs have been re-scripted and re-narrated for North American classrooms. The concepts and applications remain the same, but some editing has been done for clarity and organization, and some new footage added.

1. **Economies Of Scale**
2. **Elasticity Of Demand**
3. **The Global Economy (Revision of Trading Nations)**
4. **Simple Supply & Demand (Revised Edition)**
5. **Barter, Bank Notes And Beyond**
6. **Getting The Right Mix**
7. **Macro Models**
8. **Market Structure**
9. **The Specialists**
10. **What Is Scarcity?**

#### Key Benefits:

- Curriculum standards-based: economics is an important social studies topic in state standards
- Few media series available on this difficult to produce topic
- Most existing series tend to be consumer education based rather than dealing with classical economics concepts as this series does
- North American narration will make the revised programs more appealing than the original release
- Re-editing in revised programs adds organizational clarity



To order marketing materials for Real World Economics Series, or for any other NDM title that's available, contact Ingrid Kocjan:

[ikocjan@ndmquestar.com](mailto:ikocjan@ndmquestar.com).

## NDM Rocks ISTE

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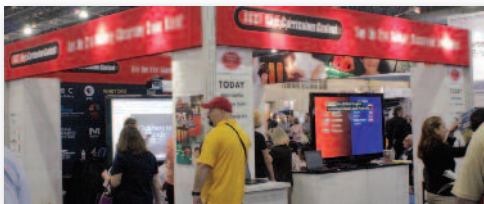
administrators at the well-known Philadelphia restaurant, Positano Coast. At the exclusive invite-only dinner, Dr. Heidi Hayes Jacobs and



Bill Sheskey of Curriculum 21 were the main attraction. Dr. Jacobs spoke to the crowd, and everyone left with a copy of her book,

*Dr. Heidi Hayes Jacobs* **Curriculum 21: Essential Education for a Changing World**. NDM hosts this special event every year with a famous speaker that addresses the group. We look forward to the sixth annual dinner next year in San Diego.

If you'd like to read more about a day in the life of ISTE, visit <http://bit.ly/jqistX> to read the daily blog.



After all was said and done, we had over 1,000 visitors come by our booth. Many of which walked away with a bag with our logo! We made contact with 12 major companies, including publishers, mobile developers and app developers. In the end, we believe all of our hard work paid off. From all indications, NDM will receive many new adoptions before school starts.

Thanks to everyone who worked hard to make the event a success, and kudos to Melissa Moreland for planning the entire event!

– Zipporah Porton  
Senior Editor, Online Content  
[zporton@ndmquestar.com](mailto:zporton@ndmquestar.com)

## Words From the Regional Education Directors

### Jennifer Parisi



I attended an Archdiocese of Chicago conference for two days, and it was very successful! I signed up 11 schools for CCC! and I have generated 10 additional leads! The special promotion offered through the Archdiocese of Chicago is definitely helping and principals are very excited to have CCC! in their schools.

### Annie Evans

Jo-Ann Kratz joined me in Copper Mountain, CO., for the Technology in Education conference. We had a very successful show and connected with educators from several states. Administrators were interested in learning more about CCC! and how we can help teachers get the most use out of their IWB's. Jo-Ann's lesson plans from the Connection website ([www.cccConnection.com](http://www.cccConnection.com)) were a huge hit because they demonstrate how teachers can effectively integrate media into their classrooms. Despite being a smaller show, TIE was very productive!



### Mary Isenburg



Joni Dodson contacted me on Monday to create an RFP (request for proposal) for Houston, which is the largest district in Texas and the 7th

largest in the country. Right now they have Discovery, but it's up for renewal in September. What makes this RFP special is that it's to use CCC! for after school activities, and thus the funds will come from that budget rather than the traditional technology front. I applaud Joni's efforts in finding unique ways to get CCC! into schools!

## New Adoptions!

We've had two new adoptions over the past few weeks. First, we have another BOCES adoption: Wayne-Finger Lakes BOCES in Newark, NY. This is the third BOCES to sign on with CCC! In just two weeks! The word is getting out that CCC! Is the best streaming media solution out there.

We also nabbed another new adoption just this week: Buffalo Public Schools in Buffalo, NY. This particular adoption came from Jerry Reynell. Great work Jerry!

Details:

**Wayne-Finger Lakes BOCES**

Location: **Newark, NY**

Students: **9,000**

**Buffalo Public Schools**

Location: **Buffalo, NY**

Students: **37,000**



Don't forget to sign up at our Connection website:  
[www.cccconnection.com](http://www.cccconnection.com)