

**No Child Left Behind: Teachers Talk**

# **Final Report**

**Firewire SpecialOps Enterprises**

**Firewire SpecialOps**



**VISIONS FOR YOUR DIGITAL SOLUTIONS**

**Amy Dean  
Sonja Fox  
Albert Gresens  
John Martin**

**EDIT 7550, Summer 2006**

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## Project Summary

### **Significant incidences that influenced the direction of the project**

The personal work experience of each of the team members aided in creative brainstorming activities and development of the video. As noted in the Team Profile (Appendix F), each member brought strong and unique skills to the project.

Three FSO members work in public schools and have direct experience with the provisions and impact of NCLB on students and teachers. One member, who works in a private school, had no significant knowledge of NCLB prior to the project. The team used the questions and confusions of the private school teacher to guide in selecting material to be included in the video. This technique produced a video that better addressed the client's needs.

The team studied several viewer-created video segments on Current TV, and used the information and impressions that were gained to further shape the video.

Finally, Louise Archie, the administrative stakeholder at Gwinnett University Center stipulated that all backgrounds used in filming should be unrecognizable and not indicate GUC as the setting. This provided a variety of backgrounds that did not direct viewer attention to a certain location.

## Executive Summary

The staff development committee of Greater Atlanta Christian School is interested in the impact of the No Child Left Behind law (NCLB) on educators. They hired Firewire SpecialOps as special consultants in this matter for the purpose of producing a five-minute video that would provide a brief overview of NCLB and the impact of the law on teachers and students.

Specific objectives of the project include

- providing a video which is balanced and unbiased in its overall effect to promote faculty awareness and discussion of NCLB
- producing a video to meet Current TV standards for inclusion in their website and possible selection for television based on national viewer discussion and opinion

Fireworks SpecialOps developed a video to provide an overview of the No Child Left Behind Law from teachers' perspectives. The video addresses the business solution desired by the client: increase awareness of the No Child Left Behind Law for the purpose of encouraging faculty dialogue, national dialogue, and best practices in education.

The product's primary stakeholders include the GACS administration, staff development committee, and faculty. The secondary stakeholder is Current TV. The project was completed on time, under budget, and with the quality desired by the client and secondary stakeholder. The following report details the project and provides recommendations for future consideration.

## Primary stakeholders associated with the project

- Greater Atlanta Christian School: Administration, Chair of Staff Development, Staff Development Committee, and faculty
- Current TV: Video Review and Acceptance Department, viewers
- Interviewees: Arthur Williams, Kelly Neville, Mina Barfield, Meghann Hummel, Robin Tillotson, and a high school science teacher who wished to be interviewed but remain anonymous.
- Louise Archie, GUC Administrator
- FSO team members: John Martin, project manager; Amy Dean, Quality Control, Communications; Sonja Fox, Videographer, Design; Albert Gresens, Editor, Music

## **Acknowledgments of exemplary contributions**

- John Martin, exemplary leadership
- Albert Gresens, original music composition, editing, graphics
- Sonja Fox, scheduling flexibility and quality work with interviewees and filming. In addition, Sonja researched the cost of a competing video producer to confirm that our budget was reasonable.
- Amy Dean, attention to quality control, obtaining signature to film on location despite challenges
- FSO would also like to thank Louise Archie of GUC for allowing us to film on campus.
- We also appreciate the contributions of our interviewees; their efforts make up the bulk of our content.

## **Project quality in terms of the original request**

To assure that the project quality met the terms of the original request, FSO carefully followed the criteria outlined in the original project charter. Team members paid careful attention to the GACS standards, Current TV checklist, and adhered to the highest technical quality throughout the entire work schedule. Appendix A contains the charter and the requirements from the client and from Current TV.

## **Methods or ideas that exceeded expectations**

There were several methods or ideas that exceeded expectations. To begin, FSO utilized the Web CT discussion board as a vital communication network. As of 6/30/2006 6:26 PM, there are 420 FSO postings. Next, the team worked diligently in face to face meetings at Atlanta Bread Company, our "home away from home." The team concentrated individual efforts, talents, and skills for the overall success of the group, and the high quality and attention to detail of each member's contributions was judged excellent by the project manager. The good will and camaraderie of the group undoubtedly contributed to team commitment and success.

Precise scheduling of the Work Breakdown Structure (Appendix B) expedited task accomplishment and product production, resulting in filming, editing, and producing a proof copy being completed ahead of schedule. The Spending Plan accurately predicted costs, as demonstrated in Appendix E, Cost Allocation Graph. We managed to keep our actual costs within one dollar of our budget.

## **Strategies employed by the team to mitigate risks and overcome constraints that occurred during the project**

There were several strategies that FSO used to ensure that errors or mistakes were mitigated. We incorporated more white and blank space as well as graphics and color into our reports to increase the readability of the documents. We added a tripod to the necessary equipment so that each video clip was ensured of being the highest quality. Albert created music files for the video to adhere to Current TV's strict copyright policies. The interview and videotaping schedule was augmented and the team demonstrated great flexibility in order to meet the interviewees' schedules. A second video camera was obtained to allow double scheduling of the interviewees. The video release forms posed a possible risk, but we were able to get prior signatures of the interviewees.



## Evaluation Plan

Evaluation was divided into three phases which are available in Appendix D. FSO performed peer reviews on our performance in order to improve the team relationship and maintain our reputation for high quality products. We provided short term and long term evaluation instruments for our clients so that they can maximize the product's life cycle, and ensure that they are satisfied with the value of the product as well as the quality. We recommended the following schedule:

<b>Date to be Completed</b>	<b>Item to Be Completed</b>	<b>Person(s) Responsible for Completion</b>	<b>Evaluation Instrument</b>
* After July 3, 2006	Current TV Acceptance Form	Current TV Video Receipt Staff	Electronic notification
July 7, 2006	Personnel Assessment Completed	FSO Core Team	Paper survey
July 12, 2006	Short Term Evaluation Instrument	Dr. Misty Overman	Email
July 12, 2006	Short Term Evaluation Instrument	Louise Archie	Email
August 7, 2006	No Child Left Behind Pre-Screening	GACS Staff & Administration	Paper survey
September-May 2006	Current TV Blog	GACS Staff & Administration	On Line Blog
October 16, 2006	Faculty Focus Group Survey	GACS Staff & Administration	Paper survey
October 16, 2006	Questionnaire	GACS Staff & Administration	Paper survey

\* Current TV may take up to two weeks to post acceptance/rejection notification

The client stated enthusiastic approval of several specific portions of the recommendations to realize increased value. They also indicated the value would be increased by our posting of the video on Current TV for other teachers to see.

Current TV has acceptance criteria that must be met for website posting and possible advancement to television. If the video is accepted for web broadcast, it will be voted on by the viewers, who could then "greenlight" it for television. During the July 3, 2006 meeting, the client stated satisfaction with the way the video addresses this portion of the plan.

Upon Current TV web posting, teachers will be required by GACS administration to participate in the blog on Current TV in order to gain insight from other teachers regarding the impact of NCLB. This portion of the project involves the faculty in national dialogue, as desired by the client.

GACS staff will engage in focus groups, conversing with their colleagues who have the same instructional concerns. With focus groups, participants are likely to discuss knowledge and attitudes more freely. In turn, these small groups will generate ideas for addressing the needs of GACS students who would belong to the sub-groups designated in the NCLB Adequate Yearly Progress Reports. Again, the clients expressed pleasure with the extension activity that brings further value from the video.

Other formal assessment instruments are in Appendix D.

## Closing Procedures

A high compression, small sized proof copy was created and sent via email to the team and the client for approval. A transcript (Appendix C) of the interviewees' statements accompanied the proof copy, to assist the client in reviewing the video. Final master and copies were created for both. On Friday, June 30, 2006, the team authorized the project manager to sign off on the project with the client. The video was distributed to client via Federal Express, Standard Overnight shipping, to be received prior to our 7/3 meeting. We met with the client for closing sign off, approval to upload to Current TV, and payment on Monday, 7/3/2006. Later that same day, the video was uploaded and the team held a dinner celebration on Wednesday, July 5<sup>th</sup>.

## Recommendations

### Recommendations for the client

The FSO team prepared a Long Term Evaluation document for the client to follow in order to receive maximum benefit from the video. (See Appendix D) The document provides for and encourages the use of

- A post-viewing survey for faculty to indicate newly acquired knowledge of NCLB
- Faculty focus groups to access additional educator viewpoints
- Current TV blog "Teachers Talk" website to engage GACS faculty in national discussion of NCLB impact and ways to incorporate best practices
- Development suggestions for a questionnaire to determine further staff development needs.

### Recommendations for the next team that might undertake a similar project

Team debriefing and project manager consideration yielded the following recommendations for future teams and similar projects.

- Estimate budget needs prior to agreeing to client's stipulated cost.
- Do not over-plan on such a small project. Sixteen hours of team meetings scheduled to produce a 5 minute video is not necessary. With the experience gleaned from this project, one hour in meetings should suffice.
- Schedule all interviewees in a single block of time for efficient filming.

## Recommendations for the General Manager

The FSO presents the following recommendations for the General Manager's consideration.

- Reduce the size of the core team for production of videos less than 10 minutes in length and involving simple one-person-at-a-time interviewing and no special scripting or special effects.
- Maintain a company archive of past video production technology requirements and the matching team schedules, budgets, equipment, and development criteria used in order to provide guidance and a point of reference for future teams.
- Maintain a master file depository of all release/legal forms so that cinematographers have access to copies of important documentation before proceeding to shoot. Training in the use of these forms may also be required.

**Word Count:** 1905

## Project Charter

### Identifiers

Project Title: No Child Left Behind: Teachers Talk

Client: Staff Development Committee, Greater Atlanta Christian School  
1575 Indian Trail Road, Norcross, GA 30093  
770-243-2000

Amy Dean, Staff Development Representative, GACS  
4854 Forestglade Circle, Stone Mountain, GA 30087  
770-555-1212

Project Developer: Firewire SpecialOps Enterprises  
Gwinnett University Center  
1000 University Center Lane  
Lawrenceville GA 30043  
martinj@uga.edu  
770-555-1212

John Martin, Producer (Project Manager)

Sonja Fox, Videographer

Albert Gresens, Director and Editor

Amy Dean, Quality Management

Intended Audience: Faculty of Greater Atlanta Christian School  
Current TV Viewers

Sign-Off Authorities: Dr. David Fincher, President, GACS  
1575 Indian Trail Road, Norcross, GA 30093  
770-243-2000

Dr. Misty Overman, Staff Development Chair, GACS  
1575 Indian Trail Road, Norcross, GA 30093  
770-243-2000

## **Statement of Understanding**

Amy Dean, representing the Staff Development Committee at Greater Atlanta Christian School, requested production of a video to present information and teacher interviews about the effectiveness of the No Child Left Behind Act (NCLB). This video will serve the dual purpose of enlightening teachers at the school and of stimulating national discussion via submission to Current TV. As such, the video will conform to the standards of Greater Atlanta Christian School and Current TV. Dr. David Fincher and Dr. Misty Overman will have final approval of the video for GACS, and the Current TV submission review committee will have final approval for Current TV.

- The Client Request states the purpose of the video is to highlight the human impact of NCLB on students and teachers by including interviews with veteran teachers.
- For GACS faculty, the video will explain briefly the basic provisions of NCLB affecting schools, teachers, and students.
- The staff development committee desires that the video will facilitate current understanding of issues of national educational importance.
- The video should avoid biased and prejudicial content, conform to the technical and content requirements for GACS and Current TV, be completed and approved by July 3, 2006, and must not exceed \$500 in cost.

## Work Quality Checklist

The video must:

- Conform to Current TV's submission terms and technical criteria:
  - Acceptable video file format: .mov, .wmv, .mp4, .3g2, or .3gp compressed video
  - Video screen size: 320x240
  - Maximum file size: 200MB
  - Follows proper upload process
  
- Proper paperwork completed and submitted:
  - All appearance releases complete and submitted
  - Submission clearance report completed
  - Location release (if needed)
  - Music master use license (if needed)
  - Music sync use license (if needed)
  
- Conform to Current TV's community standards:
  - Must not contain any of the following:
    - racism or bigotry
    - hate speech
    - physical threats of any kind
    - harassment
    - libel or defamation
    - copyright infringement
    - gratuitous profanity
    - gratuitous nudity
    - obscenity
    - spam
  - Password to Current TV must remain confidential



- Conform to Greater Atlanta Christian School's standards
  - Community standards - must not contain any of the following:
    - prejudicial language
    - encouragement of alcohol or drug use
    - encouragement of promiscuity
    - profanity of any kind
    - nudity of any kind
    - obscenity of any kind
    - content that promotes values contrary to Christian beliefs
  - Technical standards – must also be submitted on a CD in .wmv format (in addition to Current TV's uploaded version)
  - Cost: less than \$500
  - Completed and signed off by July 3, 2006

**Endorsements**

The staff development committee authorizes Firewire SpecialOps Enterprises of Atlanta, GA to produce the video according to the quality guidelines set forth in this charter.

**For Greater Atlanta Christian School:**

President: Dr. David Fincher

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Principal and Chair of Staff Development: Dr. Misty Overman

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Staff Development Liaison: Amy Dean

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

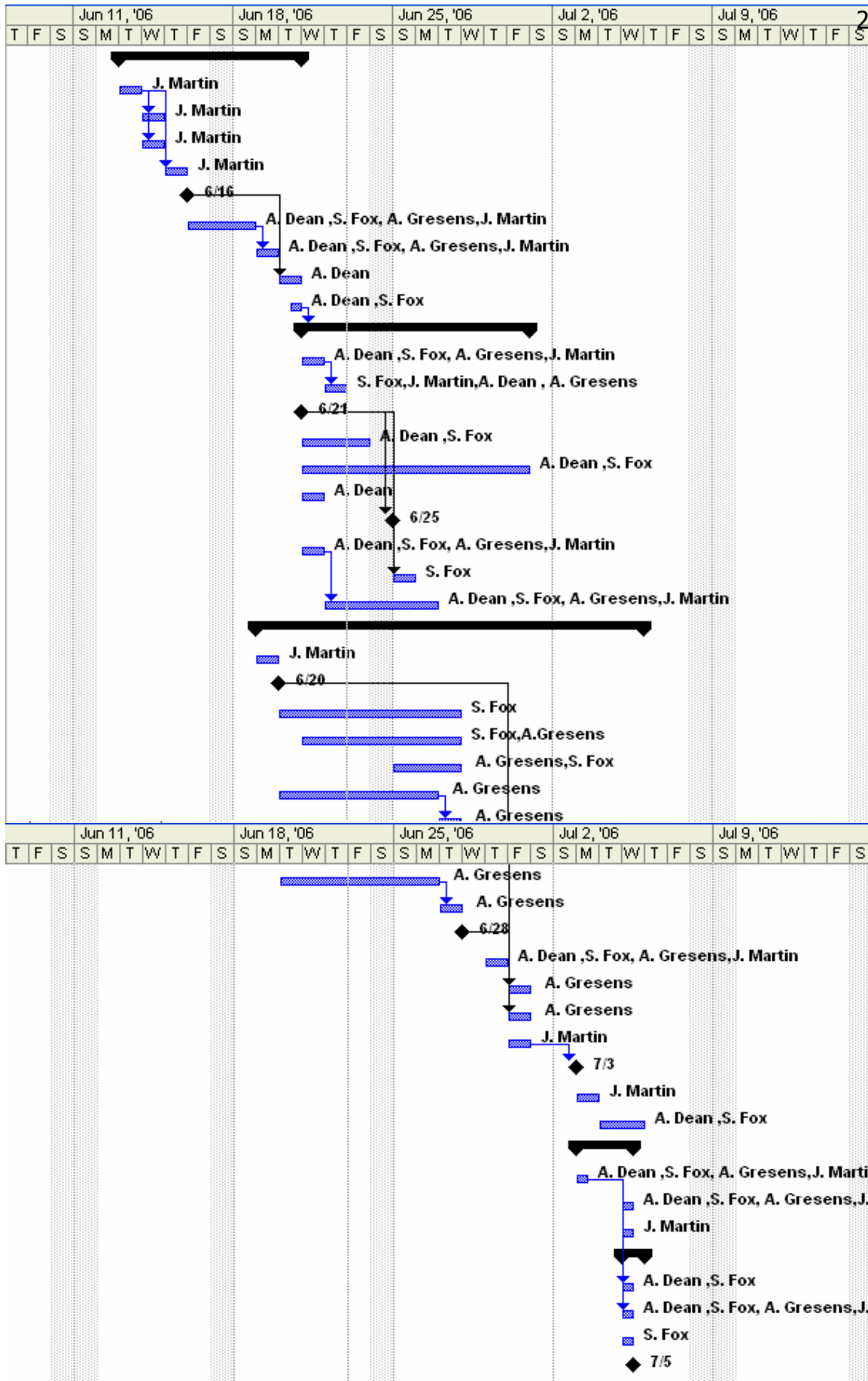
**For Firewire SpecialOps Enterprises:**

Project Manager/Producer: John Martin

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Company</b>	Firewire Special Ops
<b>Current Date</b>	6/23/2006
<b>Title</b>	FSO_Project4
<b>Project Start</b>	6/13/2006 8:00:00 AM
<b>Project Finish</b>	7/5/2006 5:00:00 PM

ID	ID	WBS	Task Name	Duration	Start	Finish	Predc
1	1	1	<b>Project Management: Development</b>	<b>7 days</b>	<b>Tue 6/13/06</b>	<b>Tue 6/20/06</b>	
2	2	1.1	Review GACS's requirements & Current TV's submission policy	1 day	Tue 6/13/06	Tue 6/13/06	
3	3	1.2	Schedule Tasks	1 day	Wed 6/14/06	Wed 6/14/06	2
4	4	1.3	Schedule Team Meetings (Pre-Production, Dailies, Post-Producl	1 day	Wed 6/14/06	Wed 6/14/06	2
5	5	1.4	Assign Tasks	1 day	Thu 6/15/06	Thu 6/15/06	2
6	6	1.5	Develop Scope Document	3 days	Fri 6/16/06	Mon 6/19/06	
7	7	5.2	Create Client Charter and Team Charter	2 days	Fri 6/16/06	Sun 6/18/06	
8	8	5.3	Team Meeting	1 day	Mon 6/19/06	Mon 6/19/06	7
9	9	5.4	Make Copies of Documentation	1 day	Tue 6/20/06	Tue 6/20/06	6
10	10	5.5	Communications/Obtain Client Signature	0.5 days	Tue 6/20/06	Tue 6/20/06	
11	11	6	<b>Project Management: Pre-Production</b>	<b>9 days</b>	<b>Wed 6/21/06</b>	<b>Fri 6/30/06</b>	<b>10</b>
12	12	6.1	Confirm Expectations	1 day	Wed 6/21/06	Wed 6/21/06	
13	13	6.2	Confirm Available Resources	1 day	Thu 6/22/06	Thu 6/22/06	12
14	14	6.3	Develop Plan	3 days	Wed 6/21/06	Fri 6/23/06	
15	15	6.4	Contact & Schedule Interviewees	3 days	Wed 6/21/06	Fri 6/23/06	
16	16	6.5	Obatin Video Release from Interviewees	9 days	Wed 6/21/06	Fri 6/30/06	
17	17	6.6	Obtain Location Release Signature	1 day	Wed 6/21/06	Wed 6/21/06	
18	18	6.7	Create Spending Plan	1 day	Sun 6/25/06	Sun 6/25/06	14
19	19	6.8	Team Meeting	1 day	Wed 6/21/06	Wed 6/21/06	
20	20	6.9	Make Copies of Documentation	1 day	Sun 6/25/06	Sun 6/25/06	14
21	21	6.10	Communications	4 days	Thu 6/22/06	Mon 6/26/06	19
22	22	7	<b>Project Management: Production</b>	<b>16 days</b>	<b>Mon 6/19/06</b>	<b>Wed 7/5/06</b>	
23	23	7.1	Confirm Spending Plan	1 day	Mon 6/19/06	Mon 6/19/06	
24	24	7.2	Develop Implementation Plan	2 days	Tue 6/20/06	Wed 6/21/06	
25	25	7.3	Videotaping (Interviewees)	7 days	Tue 6/20/06	Tue 6/27/06	
26	26	7.4	Video Editing	6 days	Wed 6/21/06	Tue 6/27/06	
27	27	3.5	Create Titles and Credits	3 days	Sun 6/25/06	Tue 6/27/06	
28	28	3.6	Music Production	6 days	Tue 6/20/06	Mon 6/26/06	
29	29	3.7	Create Soundtrack	1 day	Tue 6/27/06	Tue 6/27/06	28
30	30	3.8	Screening of Completed Video	1 day	Wed 6/28/06	Wed 6/28/06	
31	31	3.9	Team Meeting	1 day	Thu 6/29/06	Thu 6/29/06	
32	32	3.10	Burn CDs	1 day	Fri 6/30/06	Fri 6/30/06	30
33	33	3.11	Make Copies of Documentation	1 day	Fri 6/30/06	Fri 6/30/06	24
34	34	3.12	Ship CD to Client for Approval via FedEx	1 day	Fri 6/30/06	Fri 6/30/06	
35	35	3.13	Obtain Client Approval for Hosted Video Upload	1 day	Mon 7/3/06	Mon 7/3/06	34
36	36	3.14	Upload Video to Current TV	1 day	Mon 7/3/06	Mon 7/3/06	
37	37	3.15	Communication	2 days	Tue 7/4/06	Wed 7/5/06	
38	38	4	<b>Project Management: Post-Production</b>	<b>2.5 days</b>	<b>Mon 7/3/06</b>	<b>Wed 7/5/06</b>	
39	39	4.1	Close Out (Sign-off Meeting with Overman)	0.5 days	Mon 7/3/06	Mon 7/3/06	
40	40	4.2	Team Meeting: Debriefing	0.5 days	Wed 7/5/06	Wed 7/5/06	
41	41	4.3	Make Copies of Documentation	0.5 days	Wed 7/5/06	Wed 7/5/06	
42	42	5	<b>Project Management: Evaluation</b>	<b>1 day</b>	<b>Wed 7/5/06</b>	<b>Wed 7/5/06</b>	
43	43	5.1	Quality Follow-Up Communication with Client	0.5 days	Wed 7/5/06	Wed 7/5/06	39
44	44	5.2	Analyze Project Process (Positive and Negative)	0.5 days	Wed 7/5/06	Wed 7/5/06	39
45	45	5.3	Make Copies of Documentation	0.5 days	Wed 7/5/06	Wed 7/5/06	
46	46	5.4	Last Team Meeting (Debrief & Celebrate)	0.5 days	Wed 7/5/06	Wed 7/5/06	



### Work Sample

**Original video shipped to:**

Robert M. Branch  
Rm 604D, Aderhold Hall,  
University of Georgia  
Athens, GA 30602  
Tel: (706) 542 3810

**Video Transcript:** No Child Left Behind: Teachers Talk

[Firewire Special Ops Enterprises Presents . . .]  
[No Child Left Behind: Teachers Talk]

[NCLB Overview:]

[ Three days after taking office in January 2001 as the 43<sup>rd</sup> President of the United States, George W. Bush announced No Child Left Behind. This U.S. federal law announced his framework for bipartisan education reform that he described as “the cornerstone of my Administration.” President Bush emphasized his deep belief in our public schools, but an even greater concern that “too many of our neediest children are being left behind” despite the nearly \$200 billion in Federal spending since the passage of the Elementary and Secondary Education Act of 1985 (ESEA). The President called for bipartisan solutions based on accountability, choice and flexibility in Federal education programs. The NCLB Act, which reauthorizes the ESEA, incorporates the principles and strategies proposed by President Bush. These include increased accountability for States, school districts, and schools; greater choice for parents and students, particularly those attending low performing schools; more flexibility for States and local educational agencies (LEAs) in the use of Federal education dollars; and a stronger emphasis on reading, especially for our youngest children.” (Source: ED.gov) ]

Educator Videotaped Sessions:

[Arthur, Fourth Grade Teacher]

**Arthur:** It's been on the forefront of my mind I guess, not so much I like the idea of the law itself. I do like some of the things it tries to accomplish, and I definitely have seen where without No Child Left Behind things would be different than with it and it's for the better in a lot of school areas and in particular in the rural areas. What I have seen though has been problematic and as always we get extra requirements with little to no extra help to make those things occur. This is especially true in the area of attendance.

[Kelly, Second Grade Teacher]

**Kelly:** The No Child Left Behind Act has definitely had an impact on all of us. Um, I'm a gifted cluster teacher so I probably have higher average kids than some of the other peers on my grade level but of course I still have those "average" and even some below average kids. Um, I mean I think it probably has had some advantage to getting them um not left behind, but I think in the long run I mean for me I think I haven't really changed my teaching style....

[Meghann, High School Language Arts Teacher:]

**Meghann:** No Child Left Behind has affected me in that I've had to document more of what I teach. It hasn't really affected my teaching, I feel that as a I don't know as a plan or a policy it leaves most children behind and but since I teach mostly senior students by the time I get them No Child Left Behind policy doesn't really affect me as much, because they've already been held accountable for things like graduation tests and any other standardized measurement.

[Mina, Fourth Grade Teacher]

**Mina:** When it comes to the issue of No Child Left Behind, I pretty much have one specific student of mine really comes to mind. I had a student in my classroom who was brought to my classroom from New York in New York he was in a special Ed classroom and was able to get services from different teachers and was really on a one-to-one situation. When he came Georgia he did not qualify for the services his mom expected him to have and was on the course because of the different things that are going on to course to being required to do the things that the normal students were required to do. And I just felt that it was not fair for him based on the different laws to have to do what he was not capable.

[Robin, High School Science Teacher]

**Robin:** I know I definitely feel a greater amount of pressure on the graduation test scores, and on the science test will become a factor in adequate yearly progress in 2007. We don't know how. We just know that in 2007, which is next spring, every state must have a science test, and then at some point they're going to start counting science scores. And that's very scary, because until we have a really good science test, a lot of our test is trivial pursuit.

[High School Science Teacher] (Note: asked to remain anonymous, image blurred)

**Anonymous teacher:** No Child Left Behind has impacted different students in different ways. I've noticed in my classes for instance that there seems to be a lot of pressure on teachers to get those lower level kids, to keep them moving to move them on, you know 'cause that's how schools are being judged, on test scores. . .

### Peer Assessment Instrument

**Personnel Assessment Procedures: To be completed by each individual team member after completion of project. Due date: July 7, 2006.**

Directions: Rate each member of the team using the matrix below; to be completed.

<b>Peer Assessment Instrument</b>						
<b>Team Member's Name (Person Being Evaluated):</b> _____						
<b>Project Title:</b> <u>No Child Left Behind: Teachers Talk</u>						
	<b>Excellent</b>	<b>Good</b>	<b>Acceptable</b>	<b>Marginal</b>	<b>Unacceptable</b>	<b>Comments</b>
1. Team member attended team meetings.						
2. Team member communicated effectively with other team members.						
3. Team member met deadlines for assigned work.						
4. Team member demonstrated enthusiasm & interest in project.						
5. Team member produced quality work for assigned work.						
6. Team member maintained positive working relationship with other team members.						
7. Team member demonstrated dependability.						
8. Team member demonstrated flexibility.						
9. Team member demonstrated creativity.						
10. Team member demonstrated sensitivity.						

\* (Survey adapted from surveyshare.com)



## Short Term Progress Report

**Short Term Evaluation Instrument: To be completed by Misty Overman**  
**Return requested by July 12, 2006 via email.**

<b>Criteria</b>	<b>Evaluator</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
1. Was the video completed on time?	Client, Misty Overman			
2. Was the video delivered on time?	Client, MO			
3. Was the video produced at or under budget?	Client, MO			
4. Does the video meet the quality criteria for GACS?	Client, MO			
5. Is it five minutes in duration?	Client, MO			
6. Does it contain a brief overview?	Client, MO			
7. Is it nonbiased in its overall impact?	Client, MO			
8. Is teacher bias balanced?	Client, MO			
9. Did it meet client approval?	Client, MO			

July 3, 2006

**Teachers Talk: No Child Left Behind  
Pre-Screening Survey of Greater Atlanta Christian School Faculty**

1. What is No Child Left Behind?
2. What is the purpose of No Child Left Behind?
3. How does it impact the role of teachers?
4. How does it impact the learning experience of students?
5. Is implementation of the No Child Left Behind Law required in private schools?
6. Does this law have any affect on Greater Atlanta Christian School? If yes, what affect does this law have on GACS? If no, why not?

**Short Term Evaluation Instrument: To be completed by Current TV Video Receipt Staff via Acceptance/Rejection Notification after uploading.**

Videos meeting all criteria are accepted for web viewing. Video advances to television ("greenlighting") through viewers' positive votes.

<b>Criteria</b>	<b>Evaluator</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
1. Does the video meet the technical criteria for Current TV?	Current TV Video Receipt Staff			
2. Does it meet length criteria?	Current TV, VRS			
3. Does it meet video criteria?	Current TV, VRS			
4. Does it meet sound criteria?	Current TV, VRS			
5. Does it meet release criteria?	Current TV, VRS			
6. Does it meet copyright criteria?	Current TV, VRS			
7. Has it been uploaded to current.tv.com according to their protocol?	Current TV, VRS			

**Short Term Evaluation Instrument: To be completed by Louise Archie, GUC Representative. Return requested by July 12, 2006 via email.**

<b>Criteria</b>	<b>Evaluator</b>	<b>Yes</b>	<b>No</b>	<b>Comments</b>
1. Is video background unrecognizable?	Louise Archie, GUC Adm.			
2. Is stakeholder satisfied with video locations shown?	Louise Archie, GUC Adm.			

## Long-term Evaluation

### Stakeholders and the Evaluation:

Fireworks SpecialOps developed a video to provide an overview of the No Child Left Behind Law from teachers' perspectives. The product's primary stakeholders include the GACS administration, staff development committee, and faculty. The secondary stakeholder is Current TV. These stakeholders will use the evaluation in order to determine the effectiveness of the product: its ability to inform viewers of the perceptions of educators influenced by implementation of the NCLB law and the NCLB's impact on American public school students.

### Formative Evaluation Questions:

1. To what degree are knowledge, behavior, and attitudes concerning NCLB changing as a result of use of this product?
2. In what ways can the product be improved and its use expanded?

<b>Evaluation Tool</b>	<b>Purpose</b>	<b>Participants</b>	<b>Description</b>	<b>When</b>
1. NCLB: Teachers Talk Post-Survey 2	Determine newly acquired knowledge of NCLB in interim	GACS Administration and Faculty	Open-ended questions on change in knowledge and perception of NCLB	Start of School Year 2006-07
2. Faculty Focus Group	Access additional educator viewpoints  Evaluation of product in-use value added	GACS Administration and Faculty	Focus groups of teachers within curriculum departments access Current TV blog, generated by Video, followed by discussions of blog comments	Fall Professional Development Day
3. Current TV Blog	Engage GAC Faculty in national discussion of NCLB impact	GACS Administration and Faculty	Individual teachers participate in blog to determine how they might incorporate best practices, described by public school educators, for GACS student sub-groups	September to May
4. Questionnaire (Developed by GACS Staff Development Committee)	Determine staff development needs	GACS Administration and Faculty	Curriculum-area teams collect Teacher requests for professional learning related to providing additional support for students designated in NCLB AYP sub groups	October

No Child Left Behind: Teachers Talk  
Post-Survey 2  
Fall 2006

**Directions:**

The items below relate to your knowledge of the No Child Left Behind Law and the resulting state reforms and changes in instructional behaviors of educators in the state of Georgia.

Please give thoughtful consideration to each item in the survey for data collection purposes.

1. After viewing the "No Child Left Behind: Teacher Talk" video on July 5, describe your reactions to the videotaped teacher comments.

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2. In what ways have you been exposed to the topic of the implementation of No Child Left Behind?

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3. How do you think increasing your knowledge of the impact of the implementation of NCLB will affect you and your students?

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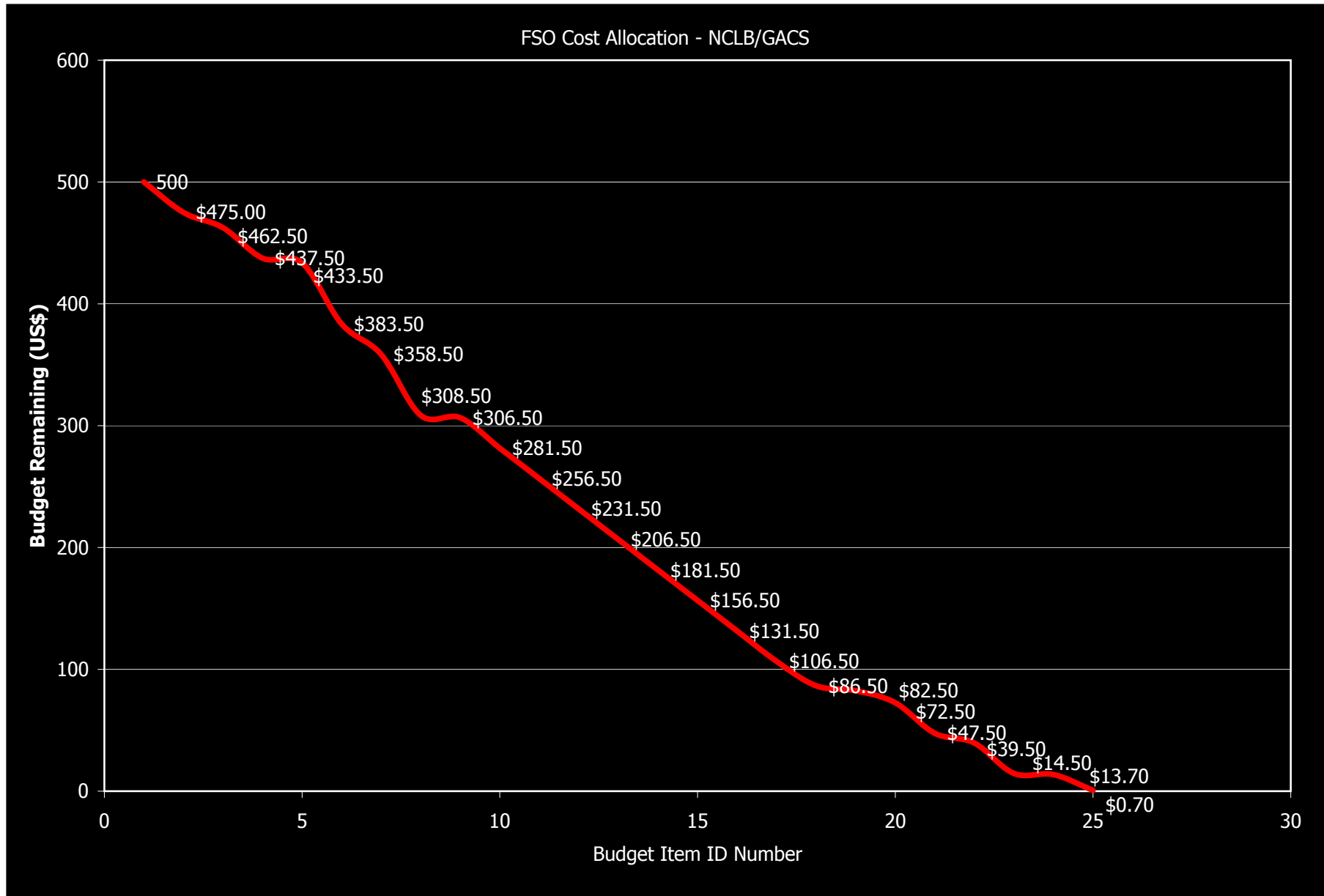
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4. What do you think are the benefits of participating in discussions with colleagues and other educators, on educational concerns such as the NCLB legislation and resulting reforms?

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## Team Member Profiles

Name	Title	Educational Degrees and Professional Certifications	Professional Experience	Area of Expertise
<b>Amy Dean</b>	Quality Manager	BA English/Secondary Education	Speech Language Pathologist (26 years)	Communications
		MMSc Communication Disorders	Middle Grades Education (6 years)	
		CCC-SLP		
		Middle Grades Education Certification (GA: T5)		
<b>Sonja Fox</b>	Cinematographer	BA Liberal Arts	Elementary School Educator (21 years)	Video Filming
		M.Ed. Educational Administration and Policy		Leadership
		Elementary Education Certification (GA: T5)		
		Educational Leadership Certification		
		Gifted Education Certification		
<b>Albert Gresens</b>	Director, Editor	BA Early Childhood Education	Elementary School Educator (14 years)	Technology Related Instruction
		M.Ed. Technology Education		Video Editing
		Elementary Education Certification (GA: T5)		Music Creation
		Gifted Education Certification		
<b>John Martin</b>	Producer	BS Biological Sciences	Biomedical Research Technician (8 years)	Video Production Instruction
		High School Science Education Certification (GA: T4)	Ninth Grade Academy Coordinator (1 year)	Technology Related Instruction
		Gifted Education Certification	High School Science Educator (6 years)	Project and Group Leadership
			Instructional Technology Intern (2 days)	



## Firewire SpecialOps Team Closing Document

The members of the FSO team hereby affirm by their signatures that the product NCLB Teacher:Talk is acceptable according to FSO's standards of quality, and meets all requirements of the client, Greater Atlanta Christian Schools, and Current TV. Through these signatures, FSO authorizes the project manager, John Martin, to release the video product to Greater Atlanta Christian Schools, as well as upload the video to Current TV.

**Amy Dean**

Signed:  Date: June 30, 2006

**Sonja Fox**

Signed:  Date: June 30, 2006

**Albert Gresens**

Signed:  Date: June 30, 2006

**Project Manager/Producer: John Martin**

Signed:  Date: June 30, 2006

July 3, 2006

**Final Endorsements**

The staff development committee of Greater Atlanta Christian school accepts that Firewire SpecialOps Enterprises of Atlanta, GA has produced a video according to the quality guidelines set forth in the original charter.

Firewire SpecialOps has received \$500 as payment for these services.

**For Greater Atlanta Christian School:**

Principal and Chair of Staff Development: Dr. Misty Overman

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**For Firewire SpecialOps Enterprises:**

Project Manager/Producer: John Martin

Signed: \_\_\_\_\_ Date: \_\_\_\_\_