



# The Apple TIP Solution



The successful integration of Apple technology immersion projects into 21st-century learning environments encourages and nourishes the interest, creativity, and imagination of engaged learners. The growing success of such projects throughout the nation confirms that effectively-designed collaboration between schools and Apple can lead to profound advancements in education and student achievement.

Apple does not focus solely on technology, but rather on working with educators to create a complete environment for teaching, learning, and achievement. Apple's technology immersion solution is custom-designed to address the needs and goals of the Texas TIP initiative.

Apple's proposal is built around the very tenets stated in the TIP definition of "technology-immersed campus". Apple's deployment for Texas schools will include all six components of the technology immersion package, listed below.

## 1 Apple's iBook, the best-selling wireless laptop computer, designed for education

[iBook](#) accommodates the needs of students, teachers and district staff in providing a small and lightweight yet full-fledged computer. iBook and Mac OS X foster collaboration within the learning community, and provide a rich foundation for diverse and meaningful usage – even to novice users. These attributes help schools reach their objective of increased student achievement through training, curriculum, and technology immersion. The Texas TIP iBook configuration includes.

- 800 Mhz PowerPC G4 processor
- Mac OS X 10.3 "Panther"
- 256MB DDR SDRAM
- 30 GB Ultra ATA hard drive
- CD-RW/DVD-ROM Optical Drive
- 12.1" (diagonal) TFT XGA display
- VGA, S-Video and Composite video output Port
- 400 Mbps FireWire port
- Two USB 2.0 serial ports
- 56Kbps V.92 Modem
- 10/100Base-T Ethernet
- AirPort Extreme wireless network card
- 45 Watt Power Adapter
- Weight 4.9 lbs

## 2 Instructional software and resources, proven effective and aligned with TEKS standards

Apple has selected the following online instructional resources for the students and teachers in the Texas TIP so they can hit the ground running with effective and engaging lessons from the very first day the students have their laptops.

- [netTrekker](#) - An award-winning, safe academic Internet search engine
- [Beyond Books from Apex Learning](#) - Reading, science, and social studies online
- [ClassTools Math from Apex Learning](#) - Complete math instruction
- [ExploreLearning Math and Science](#) - Supplemental math/science curriculum component
- [KidBiz3000 from Achieve3000](#) - Critical and engaging differentiated reading instruction
- [MY Access Writing from Vantage Learning](#) - Increase student writing proficiency



### 3 Award-winning productivity, communication and presentation software

Apple brings together a comprehensive suite of productivity tools including word processing, spreadsheet, database, presentation, e-mail, Internet browsing, calendaring, communication, and a powerful suite of digital media tools. This productivity software is installed on the iBook.

- [Mac OS X](#) - Panther's simple and elegant design is easy to use and intuitive for new users, with powerful features for professionals.
- [AppleWorks](#) - designed for schools, AppleWorks integrates six core capabilities—word processing, page layout, painting, spreadsheet, database, and presentations.
- [Keynote](#) - presentation software makes it a snap to create professional-quality presentations as well as student portfolios.
- [Safari](#) and Internet Explorer - with either browser, teachers and students will have the world at their fingertips.
- [Apple Mail](#) - the email application built into Mac OS X, is a feature-rich, easy-to-use application that will keep parents, teachers, and students in touch with one another.
- [iCal](#) - Students and teachers can organize their schedules by creating calendars and sharing them online.
- [iChat AV](#) - Students and teachers can collaborate with one another through instant messaging.
- [iLife '04 Digital Media Suite](#) - Top Winner Recipient of the 2003 Award of Excellence from Technology & Learning, iLife is Apple's software for digital music, photography, movie making, and DVD creation. The suite includes iMovie, iPhoto, iTunes, GarageBand and iDVD.

### 4 Research-based professional development to help teachers create 21st-century learning environments for their students as well as themselves

Apple will assign a senior level Coaching and Orchestration Manager (COM) to each school. These COM's, experienced educators, also have years of experience in guiding educators and schools through a change process around the utilization of technology to improve the teaching and learning process. The COM's will manage and deliver professional development activities during the following phases:

- Getting Started - Part one
  - Discovery, to understand the school's needs, goals, and capabilities
  - Teacher laptop distribution and basic skills
- Getting Started - Part two
  - Student roll out, being productive from the start, appropriate use (this may/should occur after the summer institute, if possible)
- Digital Literacy - Part one
  - Summer Institute, to learn how to use the curriculum solutions, the productivity and digital media tools, and plan classroom activities. These institutes will give TIP participants from different schools the opportunity to begin building relationships with others who are involved.
- Digital Literacy - Part two
  - Teachers learn more about how to use the curriculum and assessment solutions
  - Working with teachers as they implement activities in their classrooms
  - Working with teachers to use data to plan teaching and learning activities

- Maximizing Student Achievement
  - Teachers begin to rethink the ways they ask students to engage with content.
  - Teachers design and implement standards-based, technology-supported lessons and units.
  - Working with teachers to design learning environments that use the technology solutions to promote higher-order thinking and critical problem solving in addressing core content areas.

## 5 Robust technical support for all immersion package components

The Master Service and Support Program that Apple has designed for the Texas Technology Immersion Pilot capitalizes on Apple's leadership and leverages its broad-based experience in one-to-one, statewide deployments for K-12 customers.

Our solutions put an Apple iBook portable computer in the hands of each and every student and teacher, 24/7. All on a wireless network. All loaded with essential software. All fully interoperable with your existing technology. All installed and certified by authorized Apple providers. All backed by Apple training and extensive experience with one-to-one deployments. All maintained by Apple's world-class service and award-winning technical support. All backed by Apple's 25-year commitment to education. And all supported by Apple's Master Service and Support Program specifically designed for the Texas Technology Immersion Pilot.

With numerous successful deployments already established for Education accounts, Apple commits—with confidence—to providing a superlative support and maintenance program for Texas' students.

- **Experienced Implementation Services**

Apple is recognized as a leader in technology immersion projects worldwide and understands that transforming Texas schools requires experience to help assure success. Apple is an ideally-suited teammate for this effort. Apple has demonstrated its leadership and expertise at state, district, and campus levels.

- **Proven Methodology**

Apple follows industry-standard Project Management best practices. The implementation will be performed under the Apple Project Manager's direction. The Project Manager is the primary point of contact for the district and will manage the project, from hand off during the final stages of Discovery, through Implementation and Coaching & Orchestration. This person will organize the project, integrate resources, and manage project scope, schedule, costs, quality, communications, risk, change, and lessons learned.

- **Ongoing Support**

Apple will provide its industry-leading customer support for all components of the Texas Technology Immersion Pilot (TxTIP) for the full three (3) years of the project, and will serve as the point of contact for all technical support issues for participating campuses and districts.

## 6 Online formative assessment tools enable frequent and effective assessments

Apple's formative assessment solution for Texas TIP is designed to increase feedback loops to students and teachers, support data-driven decisions about instruction, and provide immediate feedback for students.

Apple provides a three-pronged approach to formative assessment:

- [StandardsMaster from Renaissance Learning](#) - Tested, validated, and comprehensive formative assessment in all four core subject areas.
- [Formative Assessment](#) - Embedded into the instructional applications provided in MY Access!! from Vantage (writing), KidBiz3000 from Achieve3000 (reading), Apex Math ClassTools, ExploreLearning Math, and ExploreLearning Science (math and science).
- [Teacher Professional Development](#) - Assisting teachers with integrating online formative assessment into their daily teaching practice and utilizing data-driven decision making to support instruction.

## TIP Package Pricing

### Price per student

Year One: \$1099.00

Year Two: \$ 89.00

Year Three: \$ 89.00

- Student units do not include Professional Development
- Year Two and Three price covers annual software license renewals.

### Price per teacher

Year One: \$4396.00

Year Two: \$1401.00

Year Three: \$ 89.00

- Teacher unit is identical to student except for the addition of Professional Development.
- Year Two price covers Year Two Professional Development and annual software license renewal.
- Year Three price covers annual software license renewals.

**EXAMPLE** - ABC Middle School has 450 students and 25 teachers. Using this example, our technology immersion package would cost.....

**\$604,450** in Year 1 of implementation  
(450 x \$1099 + 25 x \$4396 = \$604,450)

**\$75,075** in Year 2 of implementation  
(450 x \$89 + 25 x \$1401 = \$75,075)

**\$42,275** in Year 3 of implementation  
(450 x \$89 + 25 x \$89 = \$42,275)

For more information please call Apple at 1-800-800-2775 ext. 42833, or email Linda Durnin: [ldurnin@apple.com](mailto:ldurnin@apple.com)

