

# Academic Content in the Digital Age

SETDA Leadership Summit  
Leading and Learning in the Digital Age

27 October 2014 – Arlington VA

Michael Jay, Educational Systemics  
Discussant



EDUCATIONAL  
SYSTEMICS.

# Three Stages of Change

1. Do it faster
2. Do it better
3. Do it different

Where are we with Digital Content?

# I get it, change is hard

We need to show that it is not working. **Done**

We need to share alternatives that are working.

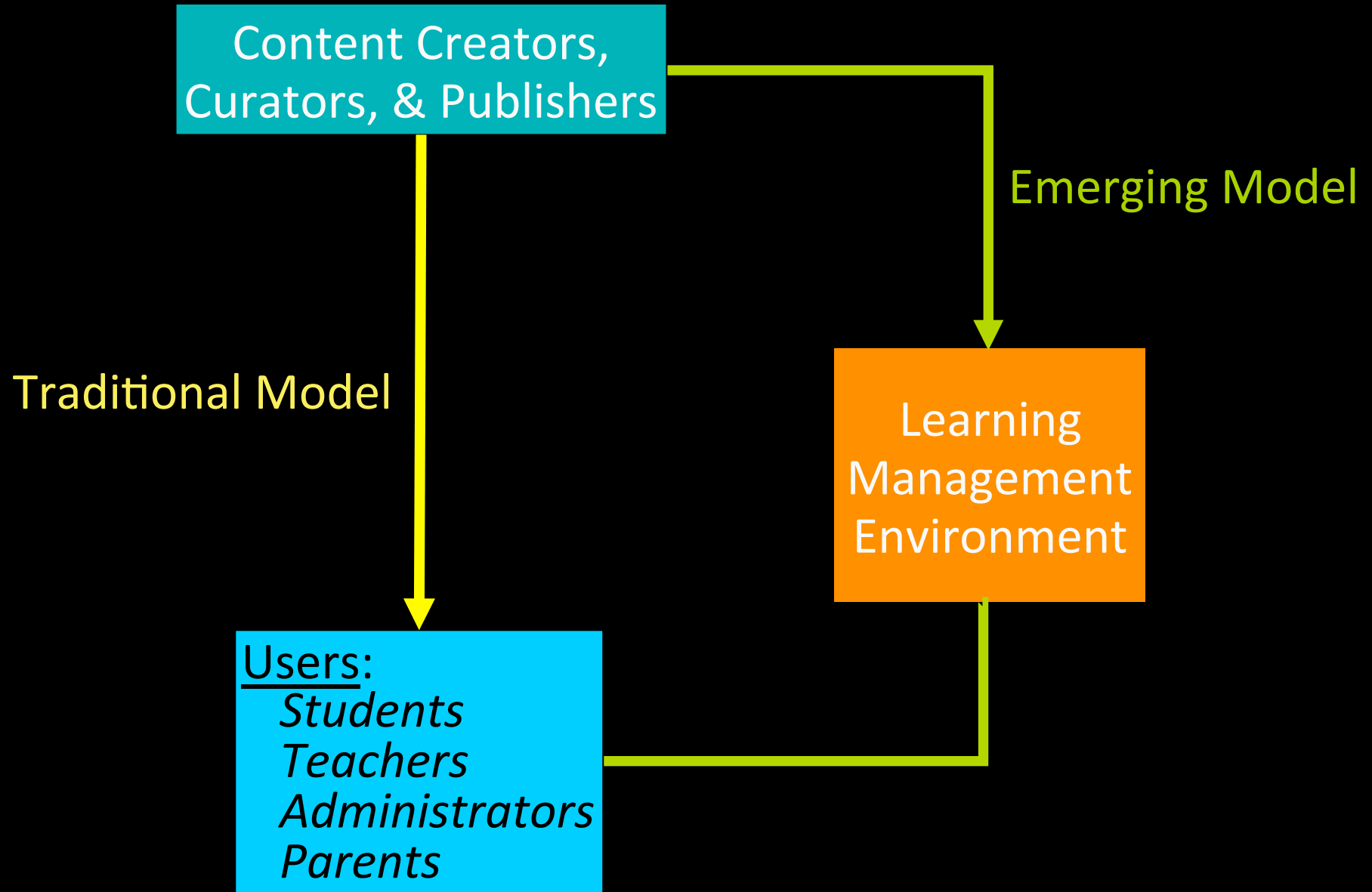
We need to support communities reimagining what school should be.

We need to find measures that capture a broader picture of the learner.

We need to create learners not fact repositories

We need to think differently about curriculum and content.

# Educational Resources



# Shifting

Move from...

Resource	to	Learning
Institution	to	Learner
Media	to	Engagement
Legislated	to	Discovered



We already do this

# Discovery

Essential to learning

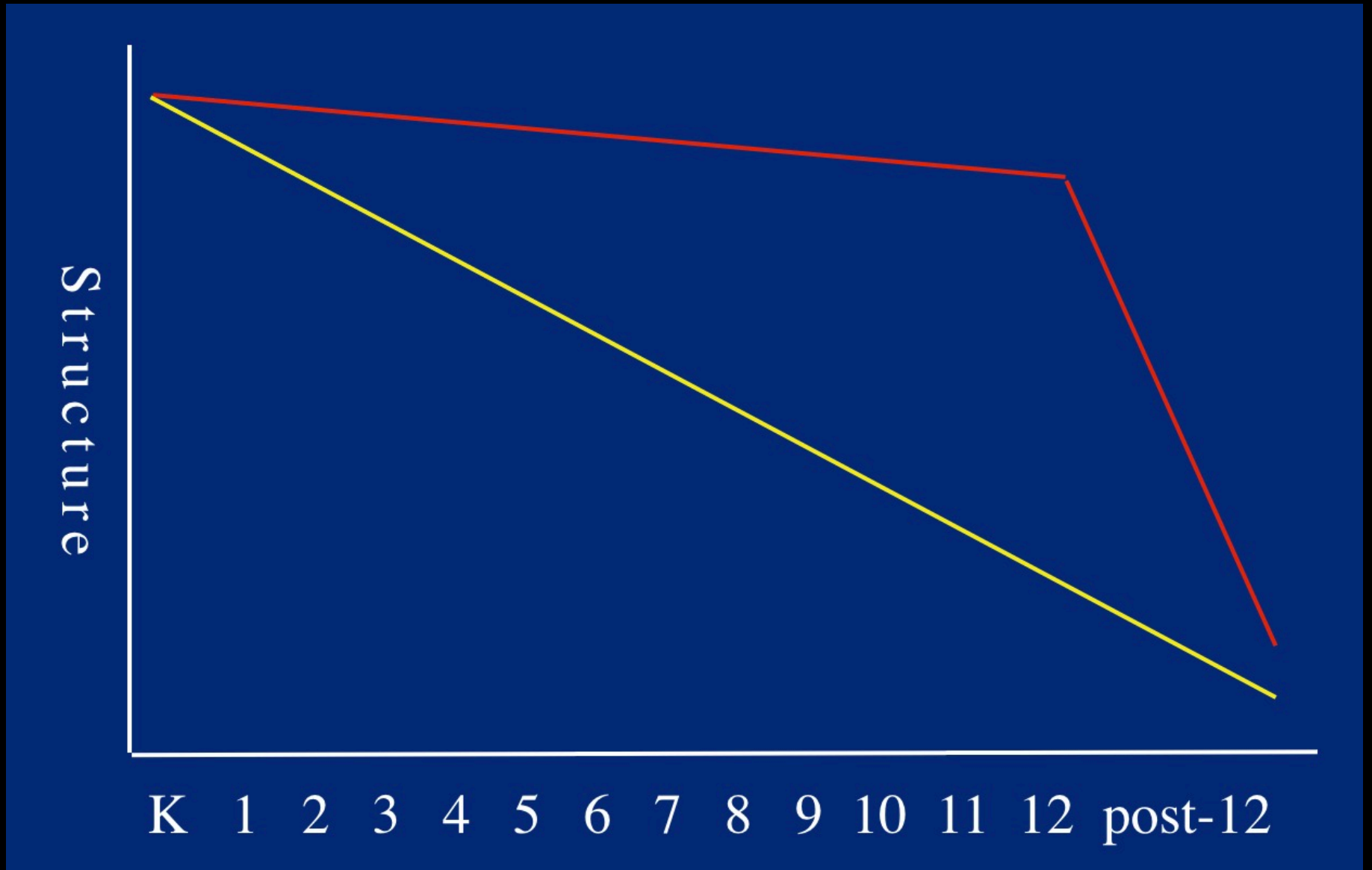
Can be structured, unstructured, or a combo

If we hope to reach every learner we need to super size that combo!

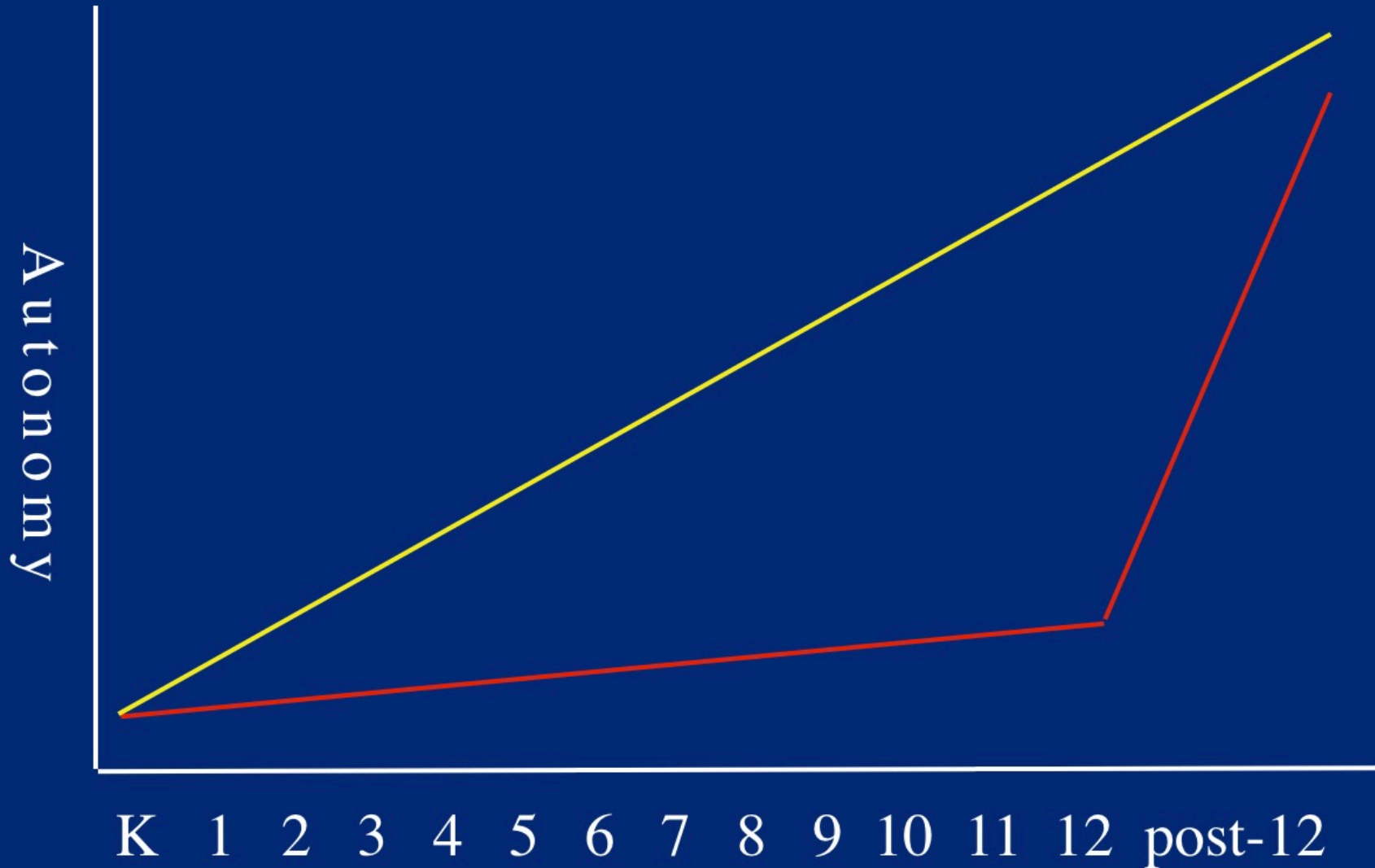
Shared destinations with different paths

Preparing kids to succeed at school or...

# Structure

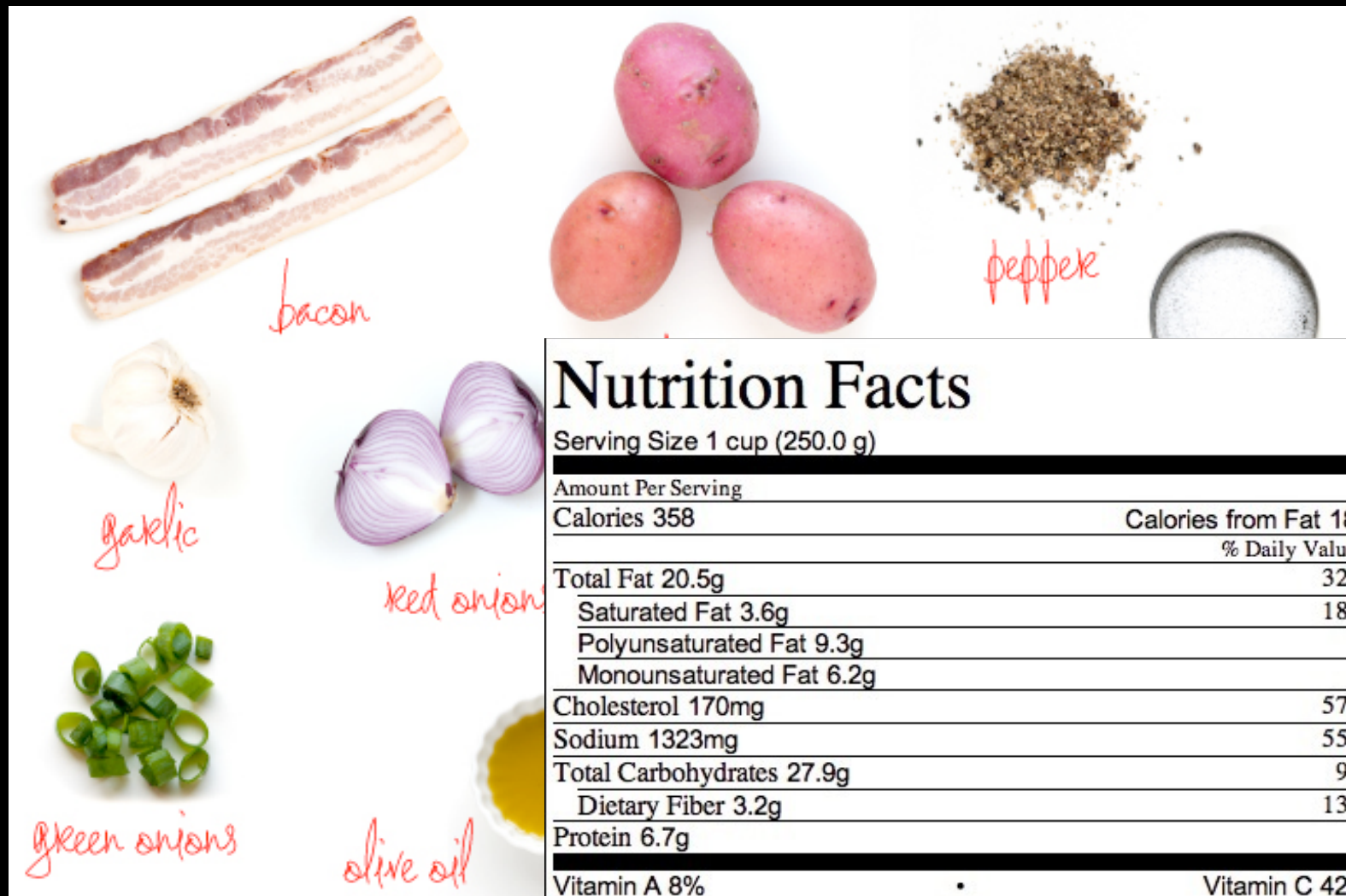


# Autonomy





So, we need a standard...  
 a standard way to describe the  
 instructional relevance of resources



Nutrition Facts	
Serving Size 1 cup (250.0 g)	
Amount Per Serving	
Calories 358	Calories from Fat 185
	% Daily Value*
Total Fat 20.5g	32%
Saturated Fat 3.6g	18%
Polyunsaturated Fat 9.3g	
Monounsaturated Fat 6.2g	
Cholesterol 170mg	57%
Sodium 1323mg	55%
Total Carbohydrates 27.9g	9%
Dietary Fiber 3.2g	13%
Protein 6.7g	
Vitamin A 8%	Vitamin C 42%
Calcium 5%	Iron 9%

\* Based on a 2000 calorie diet



Potato Salad



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Recipes for creamy, delicious **potato salad**. More than 190 **potato salad** recipes, including the classic mayo and eggs version.

[Best Potato Salad Recipes - Old Fashioned Potato Salad - American Potato Salad](#)

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[Potato Salad Recipe | Simply Recipes](https://www.simplyrecipes.com/recipes/potato_salad/)

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## Potato salad

Dish

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Potato salad

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% Daily Value



Potato Salad



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Ingredients

Any cook time

Any calories

Any time

All results

College Park, GA

Ad related to **Potato Salad**

[McCormick Potato Salad - mccormick.com](http://mccormick.com)

[www.mccormick.com/greek-potato-salad](http://www.mccormick.com/greek-potato-salad)

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Potato Salad



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Ingredients

Any cook time

Any calories

Any time

All results

College Park, GA

Ingredients

Yes No

Potatoes

Mayonnaise

Paprika

Mustard

Pepper

Onion

Boiled eggs

Salad

[Salad - mccormick.com](#)

[greek-potato-salad](#)

Salad w/ A Dollop of Greek Yogurt!

[Recipe : Ina Garten : Recipes : Food Network](#)

[network.com/recipes/ina.../potato-salad-recipe/](#)

Rating: 5 - 360 reviews - 30 mins



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Any cook time

Any calories

Any time

All results

College Park, GA

Ad related to

- ✓ Any cook time
- Less than 15 min
- Less than 30 min
- Less than 60 min

[McCormick](#)

[www.mccormick.com](#)

Mix Up Your

[Potato Salad](#)

[Recipes : Food Network](#)



[www.foodnetwork.com/recipes/ina.../potato-salad-recipe/](#)

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Any cook time

Any calories

Any time

All results

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[www.mccormick.com/greek-pota](http://www.mccormick.com/greek-pota)  
Mix Up Your **Potato Salad** w/ A Do

- Any calories
- Less than 100 cal
- Less than 300 cal
- Less than 500 cal

**Potato Salad Recipe** : Ina Garten [www.foodnetwork.com/recipes/ina.../potato-salad-recipe/](#)



[www.foodnetwork.com/recipes/ina.../potato-salad-recipe/](http://www.foodnetwork.com/recipes/ina.../potato-salad-recipe/)  
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[Review - New Potato Salad - Potato Salad](#)

- Any time
- Past hour
- Past 24 hours
- Past week
- Past month
- Past year

Custom range...

[Potato Salad Recipes - Allrecipes.com](http://allrecipes.com/recipes/salad/potato-salad/)

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Ingredients ▾

Any cook time ▾

Less than 100 cal ▾

Clear

Ad related to **Potato Salad** ⓘ

[McCormick Potato Salad - mccormick.com](#)

[www.mccormick.com/greek-potato-salad](#) ▾

Mix Up Your **Potato Salad** w/ A Dollop of Greek Yogurt!

[PHILADELPHIA Summer Potato Salad Recipe - Kraft Recipes](#) 📄

[www.kraftrecipes.com](#) ▸ [recipes](#) ▾

Presto! This tangy better-for-you **potato salad** gets extra pep from PHILADELPHIA Reduced Fat Italian Cheese & Herb Cooking Creme.

[Creamy Potato Salad Recipe | MyRecipes.com](#) 📄



[www.myrecipes.com/.../creamy-potato-salad-50400000119...](#) ▾

★★★★☆ Rating: 4 - 9 reviews - 74 cal

Light mayonnaise and nonfat Greek yogurt add creaminess without excess fat to this fingerling **potato salad**. A ½-cup portion has only 2.5 grams of fat.

Ingredients: eggs, potatoes, mayonnaise, mustard, pepper

[Caesar Potato Salad with Bacon Recipe - Kraft Recipes](#) 📄

[www.kraftrecipes.com](#) ▸ [recipes](#) ▾

All will certainly hail this great Caesar **Potato Salad** with Bacon as one of the best —and also one of the easiest to prepare.

[Potato Salad Bites Recipe - Tablespoon](#) 📄



[www.tablespoon.com](#) ▸ ... ▸ [Appetizers](#) ▸ [Cold Appetizers](#) ▾

★★★★☆ 2 reviews - 2 hrs 20 mins - 30 cal





Potato Salad



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Ingredients ▾

Less than 15 min ▾

Less than 100 cal ▾

Clear

Ads related to **Potato Salad** ⓘ

[McCormick Potato Salad - mccormick.com](http://mccormick.com)

[www.mccormick.com/greek-potato-salad](http://www.mccormick.com/greek-potato-salad) ▾

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[Easy Potato Salad Recipe - ask.com](http://ask.com)

[www.ask.com/Easy+Potato+Salad+Recipe](http://www.ask.com/Easy+Potato+Salad+Recipe) ▾

Search for Easy **Potato Salad** Recipe Find Quick Results now!

Ask.com has 6,477 followers on Google+

[Light Potato Salad Recipe | Taste of Home](http://tasteofhome.com) 📊



[www.tasteofhome.com/Recipes/Light-Potato-Salad/Rating](http://www.tasteofhome.com/Recipes/Light-Potato-Salad/Rating) ▾

10 mins - 63 cal

My husband and I are both from big families, so we're always getting together. The first time I served this nutritious **salad**, everyone loved it.—Sharon Thom ...

Ingredients: potatoes, celery, dill, pepper, onion, parsley, mint, lemon juice ...

[Pimiento Potato Salad Recipe | Taste of Home Recipes](http://tasteofhome.com) 📊



[www.tasteofhome.com/Recipes/Pimiento-Potato-Salad-2/](http://www.tasteofhome.com/Recipes/Pimiento-Potato-Salad-2/) ▾

★★★★★ 1 review - 10 mins - 65 cal

"A neighbor shared the recipe for this easy overnight **salad**," reports Dora Ledford of Rockwall, Texas. Tender potatoes and crunchy celery get refreshing flavor ...

Ingredients: potatoes, onion, celery, italian dressing

Ads ⓘ

[Hellmann's® Official Site](http://hellmanns.com)

[www.hellmanns.com/](http://www.hellmanns.com/) ▾

Celebrate 100 Years of Bringing Out The Best Together w/ Hellmann's®!

[Easy Potato Salad Recipes](http://about.com)

[about.com/Easy+Potato+Salad+Recipes](http://about.com/Easy+Potato+Salad+Recipes) ▾

Search for Easy **Potato Salad** Recipes. Find Expert Advice on About.com.

[Potato Salad Recipe With Egg](http://webcrawler.com)

[www.webcrawler.com/](http://www.webcrawler.com/) ▾

Search multiple engines for **potato salad** recipe with egg

[Potato Salad](http://foodnetwork.com)

[www.foodnetwork.com/](http://www.foodnetwork.com/) ▾

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But what about **learning**?



**LRMI**

Learning Resource  
Metadata Initiative



METADATA

Dublin Core<sup>®</sup> Metadata Initiative

INNOVATION

# The LRMI Properties v1 (lrmi.net/the-specification)

## General Terms (Schema.org):

- title/name
- URL
- description
- image
- about
- created (date)
- Creator
- Publisher
- inLanguage
- useRightsUrl\*
- isBasedOnUrl

## Educational Terms:

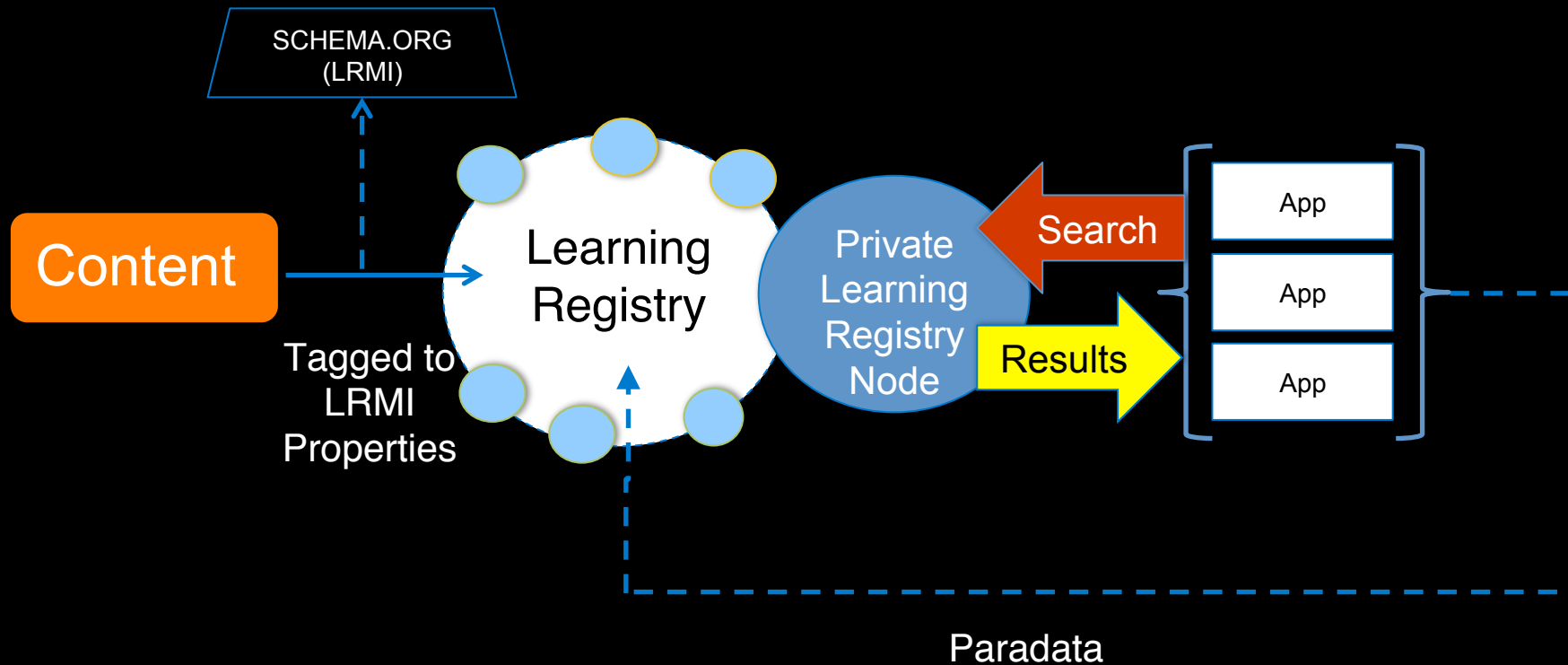
- educationalRole
- educationalUse
- timeRequired
- typicalAgeRange
- interactivityType
- learningResourceType

## Competency related:

- educationalAlignment
- educationalFramework
- Alignment Type
- targetDescription
- targetName
- targetURL

# Learning Registry Simplified

bing Google YAHOO!



# Why Tag to the LRMI Properties?

## Discovery

LRMI is designed to make content discoverable



## Value

Contextual relevance means resources can be selected that are more relevant for each learner and move to new use models.

# Essential to discovery & data collection

Examples of tagging:





# Essential to discovery & data collection

The take away:

Don't release instructional resources into the wild without tagging them first!

Look for tagged resources... they carry information that informs instructional application and a foundation for usage data.

# For each of your organizations...

- Address the spirit and not just the word(s) of the Common Core
- Expect more by engaging the student as an active participant in their learning
- Ultimately this is not about the content or the container. It is about the recipe and a balanced diet.

# Thanks!

Michael Jay  
[michael@edusystemics.com](mailto:michael@edusystemics.com)



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