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The Klein ISD student and teacher body are growing tremendously with our new roll out of the Schoology Learning Management System or LMS. I want to add one new part to this new culture of innovation. I want to guide and facilitate every teacher and student how to make their own videos.

With nearly every student being in a blended learning classroom, the pressure has never been greater for teachers to learn to make their own videos. If teachers do not learn this skill they risk their students going down wrong learning paths. For example, students could mistakenly click on videos outside of what they should be learning. As blended learning becomes the new normal we see that students love to watch videos. Teachers making their own videos will show the students how much they care about the material. With a teacher just assigning videos they risk the chance of creating a disconnect between the student and the material. This is also a great opportunity for teachers to model the lesson. It is the teacher's responsibility to make meaningful connections between the student and the subject, and provide a clear path to learning. It has never been more urgent for teachers to learn how to make videos.

"Examining, thinking and talking with other teachers about the learning environments that we have created and are creating and the impact that we can have on learners is the most important thing we can do to improve our learner's achievement." (Hattie 2014) This great quote came from my course at Lamar University. We're reexamining how professional learning should happen. It is not just what is being learned, but what is being done to the learner. The sit-and-get-model of professional learning does not lead to learning. We need the new go-and-show-model that requires the learner to take ownership and be more

reflective in their learning process, including more hands on activities that are real to the learner's specific needs.

We have the motto of "Fail fast, fail forward."[1](Trotter, 2017) in our school district. The fear of failure destroys the love of learning so that's why we must meet fear head-on. One of the reasons teachers do not want to make videos is that they do not want to fail in front of their students. A teacher is less likely to learn this new strategy of teaching because it looks hard, confusing, and magnifies their mistakes. If our administration can model failing forward then we can model the same for our students. This mindset will be included in my professional learning strategy.

First I will guide a small pilot group of teachers to learn how to make videos. These will be those who care about this innovation plan[2]. Then find a wider group of teachers who are interested in learning more. My bigger goal is to create a trainer of trainer model who will do "turn around" instruction to other teachers. Every teacher in Klein ISD has access to a new laptop with camera, IT support, and campus technology specialists. Every person brought into this innovation plan will be provided with round the clock support, a collaborative atmosphere, and coaching to get people to stretch themselves outside their comfort zone.

We can do this by using the trainer of trainer (TOT) model. This means we will have teachers fostering collaboration and produce effective modeling. This TOT model can multiply the effectiveness of our training. Right now we don't have a culture of teachers creating their own videos. Only a handful have done so. Teachers would rather post videos someone else has made. This means the information is not tied to the TEKS[3] or to the school's goals. We need to change the culture of Klein ISD. I have figured that out with implementing 4DX.[4] "Executing isn't simply executing on a goal it's executing while in the midst of a 100mph whirlwind." (FranklinCovery, 2017) The whirl-wind of teaching will overcome any innovation plan. Effective modeling will overcome obstacles by

[1] https://twitter.com/RB_Trotter/status/890411134628528128
[2] https://dalen52.wixsite.com/houston713/innovation-plan-lamar-u
[3] http://tea.texas.gov/index2.aspx?id=6148
[4] https://dalen52.wixsite.com/houston713/single-post/2017/02/24/Installing-4DX-with-you-organization

getting everyone on board. One person at a time. The more people we have doing it, the more people will do it. I will show effective modeling by showing how to produce a video. Doing it through action, I will model self-directed learning how to make videos. Show free tools, and instructional inspiration. I will do this in front of my teachers. Then facilitate their self-directed learning during our training sessions, and offer resources made available year round.

Since teachers will be learning the new Schoology learning management system already, this is a great opportunity to show the course I created. My course is built to handle large amounts of teachers, technology specialists, etc. This course can be updated to adjust to new software, and it will have micro credentials. Teachers can proudly display this micro credential that they are trained in how to make videos. More importantly I will have an evidence of learning at the end. This EOL will be specific to their classroom. If they have a coworker in the classroom, then two of them can join together to make a video that would work in both classrooms. The goal is to have one video per classroom. No shy learners in my training!

I will be following the 5 key principles of effective professional learning (2011). This includes the duration of my PL will be ongoing and not passive. There will be many layers of support, so the teachers know they are not implementing their created videos by themselves. There will be support by campus instructional specialist and IT professionals for troubleshooting and their specific classroom challenges.

From here we can grow the program. It starts with innovation. If we can find innovative teachers, we can change the culture of our school district to get teachers to make their own videos. We already have implemented big projects before that

required self-directed learning; from switching to standards based grading[5], and KleinLearns365[6] (Our new professional learning platform.)

With implementing standards based grading, we also followed the 5 key principles of effective professional learning. We used the trainer of trainer models to teach select campus personnel the new system. This was coupled with a public information rollout that included emails, posting to our exchange website, twitter messaging, and more. We had hands on training that included a flipped lesson. No teacher was left behind.

Our KleinQuest is our district webpage for classroom resources. KleinLearns365 is our continuing learning platform for teachers to learn Google apps and other programs through continuing education. Some of the links include video demonstration. This is great resources for my PL. Teachers will be able to continuously learn at their own time and speed.

I can take the lessons learned from implementing these big projects and do the same thing with my project. I see teachers making videos as a great way to lessen the load for themselves, so if I can create that attitude then they will be more likely to be a self-directed learner.

My pilot lessons will help with this implementation. I will lead the initial pilot group. From this group I want to inspire them to spread the news about how easy and powerful it is for teachers to make videos. If I can convince one person, I can convince two, all the way up to our entire base of teachers. Then my larger goal is to teach our instructional specialists and eager teachers video production skills. Then our instructional specialists can turn around and teach their campus-based teachers.

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[5] http://www.theexchange.kleinisd.net/single-post/2017/08/18/RESOURCES-New-PreK-Kindergarten-Standards-Based-Report-Card

[6] http://www.theexchange.kleinisd.net/single-post/2017/08/18/RESOURCES-Why-you-need-to-know-KleinQuest-and-KleinLearns365

Helping me transform my school district is my coworkers. I am fortunate to work in Klein ISD's Professional Learning Department. In this role I assist with professional learning on a wide scale or micro scale. We support our Instructional Specialists (IS), with at least one per campus, through regular training sessions for about every two weeks. We already have a workflow to get ideas fast tracked, with experienced and motivated employees who are ready to implement ideas.

My review of how to implement big changes in the midst of the whirlwind is expanded more on my 4DX page.[7] What I learned in that program is that I understand that it's hard to change teaching strategies unless we all work together. In my 4DX article I spoke to a science teacher who did not use student laptops because they slowed down his class versus completing a simple 15 minute worksheet. Knowing the whirlwind of teaching I can see that there are issues with implementing technology solutions.

My BHAG or "Big hairy audacious goal" is to get every Klein ISD teacher trained how to make videos. As I have mentioned, this has been replicated. I clearly see a path to make this a reality. Our classrooms already have blended learning components, they just do not have this missing piece of the puzzle.

My outline can help with the teacher's learning gaps[8] and it involves putting this innovation plan across our training network. From our KleinLearns365 professional learning site, to our numerous in-person training sessions. I am fortunate that I've done a lot of the work with my literature review[9], and ready to record the progress with my action research[10]. I'm still going to be focused on my small pilot group. I have tried twice to implement my innovation plan with two different Supervisors and they both told me "not right now", I am eager yet patient to get this rolled out. If I can attract a small, energetic group of teachers, I can

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[7] https://dalen52.wixsite.com/houston713/4dx
[8] Outline https://dalen52.wixsite.com/houston713/outline-learning-from-leaders
[9] https://dalen52.wixsite.com/houston713/literature-review
[10] https://dalen52.wixsite.com/houston713/action-research-overview

create that ground swell of support to make this innovation plan[11] happen district wide.

We have a number of great instructional resources already at our disposal for high quality teaching videos through our KleinQuest website. Each teacher's resources includes a quality laptop with a web camera, high speed internet at the schools, a culture of innovation, campus instructional and technology specialist, and support staff ready to help.

The resources I will be using is my laptop with a built in webcam, my iPhone 7 or equal smartphone with a videocamera, editing capabilities, access to programs like Apple Clips or Adobe Spark. I will allow time for android users to find a program they're comfortable with.

Learning how to make videos for your classroom is not easy, and it will take months of work. My PL plan is built to provide that solid foundation and coaching to get teachers prepared. Most of our teachers want to implement exciting new learning strategies in their classroom, they just need to be supported. This PL plan is built for that. Following the 5 key principles my learners will be better trained and prepared to be able to start producing their own videos. We've never been closer to getting teachers ready to create their own video lessons. As more students learn through LMS systems, they need competent teachers that are equit to make their own learning videos.

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