



STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
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**MEMORANDUM**

TO: State Board of Education

FROM: Paul Galbenski, 2011-2012 Michigan Teacher of the Year

SUBJECT: January - Teacher of the Year Report

**On Campus at OSTC-SE/W-A-Y Collaboration with CTE**

On our campus in Royal Oak, we are integrating the W-A-Y (Widening Advancement for Youth) program into our building. The W-A-Y Program is a personalized learning experience for students who struggle with traditional high school. W-A-Y offers an alternative approach to education; one that encourages self-esteem, independence, and the development of 21st Century skills that will facilitate a college education and subsequent career paths. Each student is equipped with an iMac workstation and Internet connectivity within his or her home. W-A-Y teachers assess and align all projects according to state content standards, ensuring that each student completes the program with a high school diploma. W-A-Y combines personalized, project-based, online learning experiences with face-to-face interaction. My role in the W-A-Y program thus far has been to discuss the Career and Technical certifications that are available to students in my Business, Management, Marketing and Technology (BMMT) program and integrate them into the personalized curriculum available to students via the W-A-Y program. We are starting our collaboration and curriculum development with the National Retail Federation's (NRF) National Certification in Customer Service and Sales.

**Southfield Lathrup High School – CTE Presentation**

Just before the holiday break, I had the opportunity to visit Southfield-Lathrup High School and speak to the entire sophomore and junior classes about their educational plans and discuss the career options available to them at our technical campus. These class meetings provide students an opportunity to learn about the nine career clusters available to them as they finalize their high school educational plans. These sessions are very informative for students and faculty because many times they are unaware of wonderful educational programs available through Career and Technical Education (CTE). I would like to see these types of presentations available to parents and students beginning in late

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elementary school so that more people would be informed of all their educational options as they develop their middle school and high school educational plans.

### **AMHS – Super Bowl Project**

America's Marketing High School (AMHS) is heading into our capstone project based on the Super Bowl. AMHS ([www.americasmarketinghighschool.org](http://www.americasmarketinghighschool.org)) is a national educational leader in providing FREE online business and marketing curricula. Our curricula are focused on business, marketing, advertising, sports, entertainment, and entrepreneurship. All of the materials are contemporary and imperially based. As we head into February, our students are gearing up for our Super Bowl Commercial Survey. During December and January, students utilize the podcasts and vodcasts (video lecture modules) regarding the Super Bowl. Our vodcasts include curriculum and data regarding *The History of the Super Bowl*, *The Socio-Cultural and Economic Impact of the Super Bowl*, *A History of the Super Bowl Ads*, *The Super Bowl Ad-Flation Chart*, *A Super Bowl Bibliography*, and an *Ad Tutorial*. Once the students have completed the curriculum, they rate between 60-65 Super Bowl Commercials in real time and then enter their ratings into our nation-wide Super Bowl Commercial Survey. The next day on "Water Cooler Monday" we host a "Pizza, Pop and Pretzel Press Party" and reveal the results indicating what the students thought were the best and worst ads compared to *The USA Today Ad Meter*. This project engages students from across the country and they know everyone brings their "A" game on Super Bowl Sunday. Especially, when the marquee price this year for a thirty-second ad is \$3.5 million!

### **As MTOY - Oakland Counselors Association Meeting**

This year, as I continue to share the great educational opportunities that are available via Career and Technical Education, I was asked to speak to all the high school counselors in Oakland County at their fall meeting. The focus of my presentation was on data related to student achievement. This data included the number of core, technical, and national certifications earned by our students; the number of academic credits earned, as well as direct college credits earned over the past three years. I also shared with the counselors the rigorous program of study initiatives that we are currently finalizing with our local colleges and universities.

### **School Improvement Conference, Lansing, Michigan**

Following the ESEA Waivers Stakeholders Meeting, I had the opportunity to present an evening session at the Michigan School Improvement Pre-Conference. The title of our session was *Engage, Excite, Embrace!* The focus of our presentation was using technology and digital delivery to increase student learning and help at-risk students re-engage with their education. I was able to present with Beth Baker, Co-Founder and Executive Director of W-A-Y, Brett Emill, Coach and Professional Development Coordinator (W-A-Y), and Andy Schoenborn, ELA Teacher, Mt. Pleasant High School. The topics we discussed were utilizing social media in the classroom, project based learning in an online environment, and using Prezi as a tool for teaching writing. This two-hour session was organized by Barb Fardell, Manager, Educational Technology (MDE). The conference the next day was

outstanding! I really enjoyed Greg Green's presentation of "Using a Flipped Classroom Approach: A Game Changer." Mr. Green is the Principal at Clintondale High School.

### **The Governor's Council on Educator Effectiveness**

I was able to attend the first meeting of the Governor's Council on Educator Effectiveness. The council has a big challenge before it, and the primary focus of this meeting was to allow many individuals and representatives of several organizations to express their concerns regarding the development of this tool as well as offer suggestions for the council to consider. Since many of the next meetings will be focused on the creation of the framework for educator effectiveness, the council encouraged interested parties to share their concerns or suggestions with them via email. Anyone wanting to communicate with the council should do so by email to: [educatoreffectiveness@michigan.gov](mailto:educatoreffectiveness@michigan.gov).

### **Network of Michigan Educators Meeting**

In December, we had a gathering of the Network of Michigan Educators in Grand Rapids hosted at Steelcase University. We were all very grateful that Steelcase was willing to host our organization within their active learning environment. The focus of our meeting was discussing the following questions: "What does a teacher leader look like in the state of Michigan?", "What role would a network of excellent and passionate educators play in shaping teaching and learning today?" and "What are our goals and what do we want to have accomplished by next year's conference?" There certainly was a lot of energy throughout the day and a lot of sharing of great ideas! Reflecting upon those present at the meeting, there are many, many talented teachers in our great state of Michigan!

### **Oakland Schools Education Foundation Board Meeting**

The Oakland Schools Education Foundation (OSEF) Board Meeting was hosted at our campus during the month of December. The mission of the Oakland Schools Education Foundation is to enhance and enrich learning opportunities for students in Oakland Schools and its constituent districts. The chair of the foundation is L. Brooks Patterson, Oakland County Executive. The goals of the foundation are:

- To promote programs and activities which strengthen student readiness for the global marketplace
- To promote the development of research and pilot programs which have the potential for replication
- To provide support for the development of positive learning environments
- To encourage and recognize creativity, excellence and achievement among students, teachers and administrators
- To foster collaboration, partnership and unity among education, business, community, and family
- To increase awareness and understanding about educational programs that enhance and promote continued economic growth in Oakland County

The activities of the foundation are as follows:

- Oakland County Competitive Robotics Association
- Summer Career Camps
- Business Mentorship Programs
- Student Internship Experiences
- Teacher Professional Development Programs
- After-School Clubs

I had the opportunity to share with the board members how Career and Technical Education is changing the lives of students. Several members of the foundation concluded their meeting with a tour of our campus.

### **Oakland County Transition Coordinators Meeting**

Heading into the holiday break, I had the wonderful opportunity to spend the afternoon with all the Oakland County Transition Coordinators. I was asked to provide the keynote address for their luncheon by Barbara Dean, Transition Coordinator for the Birmingham School District. The focus of our discussion was on the keys for student success in CTE programs. The top items discussed for student success within the CTE clusters at the four technical campuses in Oakland County were parent expectations, IEP accommodations, student strategy forms, and differentiated learning.

It certainly has been a very busy year as 2011 comes to a close. I am looking forward to welcoming 2012 and all the wonderful experiences and opportunities that lie ahead!