

# Personal iPad Program

Presentation to the School Committee  
June 6, 2012

# Agenda

1. Review of Program Goals
2. Review of Financial Projection Models
3. Feedback back from On-line comment form
4. Next Steps if Fee is Approved

# Program Goals

- Enhance innovation, collaboration, motivation, and efficiencies
- Increase educational opportunities for as many students as possible by reducing financial barriers to personal learning devices
- Build a sustainable program
- Partner with families to promote safe and responsible technology use

# Financial Models

# Review of Financial Projections

Table based on the following conditions and assumptions:

- All equipment is purchased
- 65% of students choose Tech Take Home option
- 20% of students choose App Fee and bring their own
- 15% of students choose not to enroll in the program
- 4.9% of students qualify for reduced lunch
- 8.5% qualify for free lunch

\*Proportion of technology budget assigned to middle grades for FY14 and to middle and high school grades for FY15 through FY19 based upon maintaining FY13 funding levels.

\*\* “Additional Funding Required” refers to additional funding that will be needed to sustain the program based on these conditions and assumptions and will require increasing the appropriated budget for technology and/or finding new funding sources.

# Review of Financial Projections

	Projected 1:1 Expenses	Projected 1:1 Fee Revenue Applied	Ongoing Grade Level Tech Budget*	Additional Funding Required**	Comments
FY14	\$468,290	\$275,618	\$50,000	\$142,672	Expanding to grades 5-8
FY15	\$797,822	\$371,447	\$100,000	\$326,375	Expanding to grades 5-12
FY16	\$478,994	\$368,766	\$100,000	\$10,228	Steady-state

# Proposed timeline for rollout if approved and sustained

School Year	Grades participating in 1:1	Projected Number Students
2012-2013	5-6	991
2013-2014	5-8	1931
2014-2015	5-12	3425
2015-2016	5-12	3399

# Review of Financial Projections

Grade	Costs for \$165/year Personal Technology Take Home Program	Costs for \$40/year App Fee Program including cost of iPad	Costs for \$0 School- use Only
5	Personal tech fee: \$165 Supplies: \$20	iPad: \$499 case:\$25 App fee:\$40 Supplies: \$20	Supplies: \$100
6	Personal tech fee: \$165 Supplies: \$20	App fee: \$40 Supplies: \$20	Supplies: \$100
7	Personal tech fee: \$165 Supplies: \$20	App fee: \$40 Supplies: \$20	Supplies: \$100
8	Personal tech fee: \$165 Supplies: \$20	App fee: \$40 Supplies: \$20	Supplies: \$100 Graphing Calculator: \$90
Total	Full: \$740 Reduced Lunch: \$410 Free Lunch: \$245	Full: \$764 Reduced Lunch: \$684 Free Lunch: \$644	Full: \$490 Reduced Lunch: \$490 Free Lunch: \$490

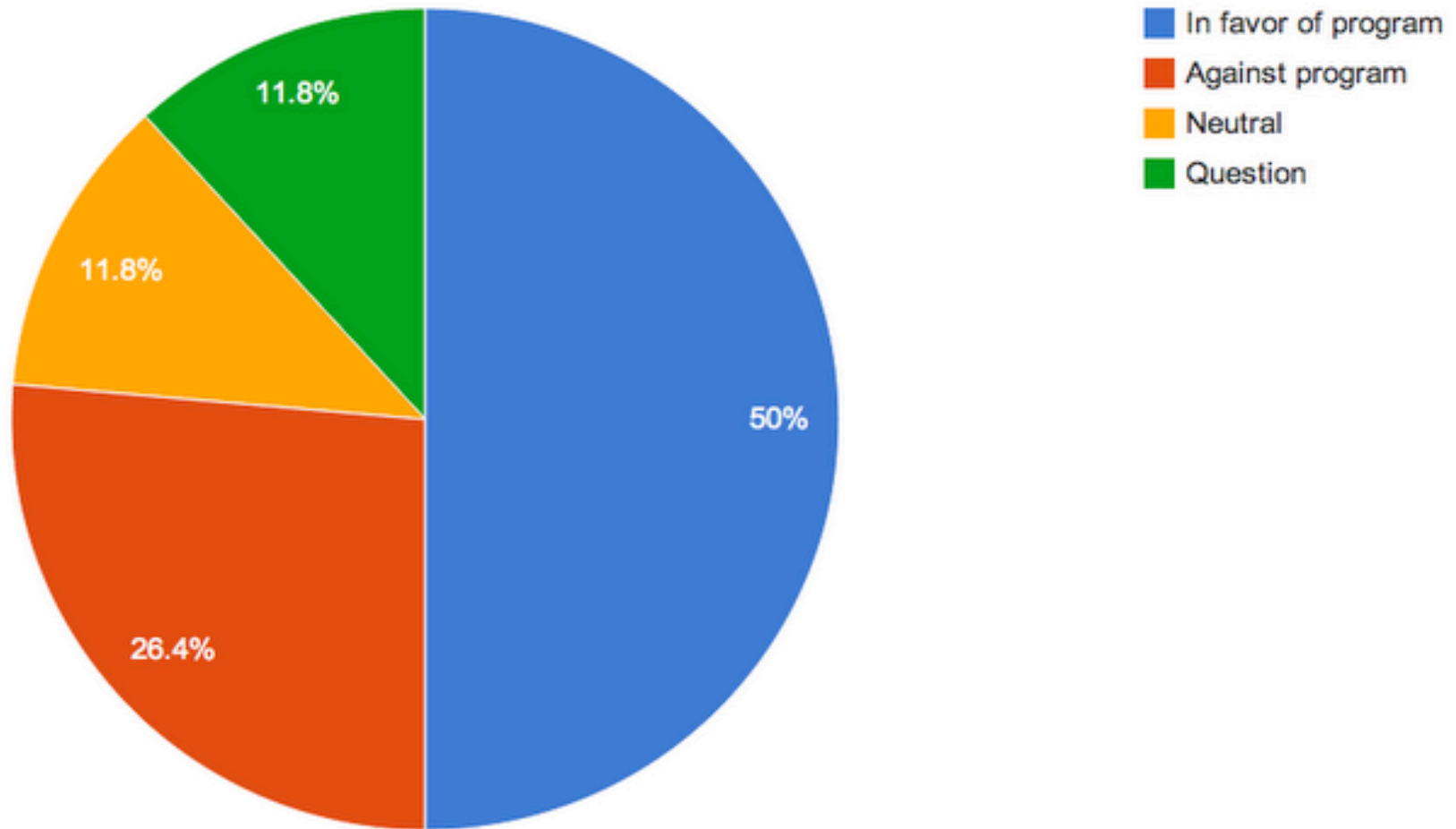


What Feedback Have We  
Received From Parents?

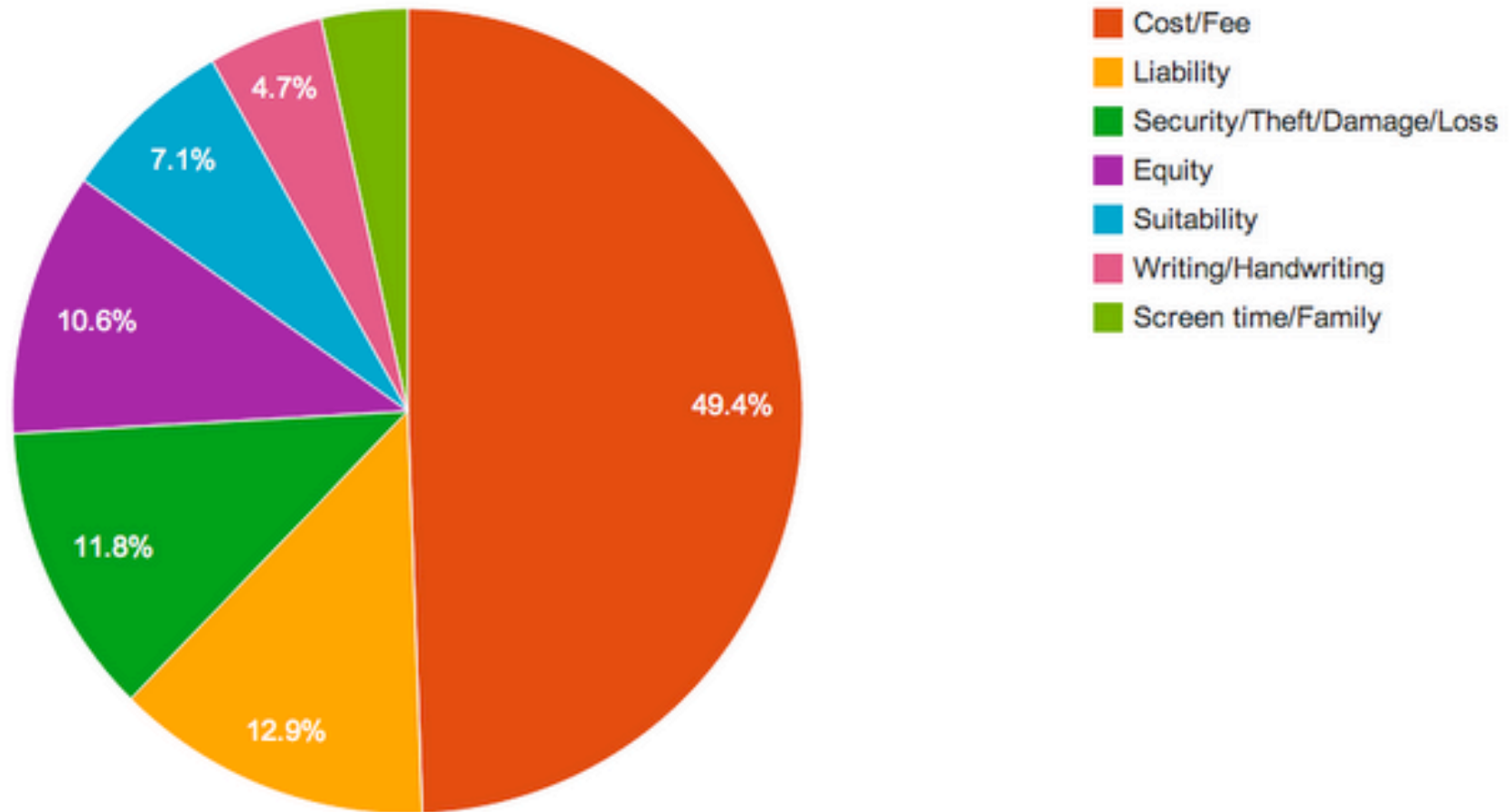
# Background

- Sent listserv message to all families of incoming 5th and 6th grade students on two separate occasions
- Posted for public comment
- Link from Personal iPad Program section of website
- 114 responses between May 18 and June 5, approximately 10% of 12-13 Sherwood families

# Summary of Responses



# Summary of Concerns



# Supportive of the Initiative

I think it is a great idea. Anything to reduce the amount of books and papers the kids have to lug around. In addition, it is preparing them for the real world, where most companies are going paperless and using this type of technology. Great job to the Shrewsbury Schools. Keep it up.

I think it is a wonderful idea. Even though there is a fee I feel it is well worth it. Also, as stated in the document, students will save money on other school supplies. As time goes on, students will be using electronic devices more and more. This will get them ready for high school and college.

# Concerns About Fee

As parents and citizens of Shrewsbury with three children in the school system, we currently shoulder a hefty load of fees for so many activities that our children participate in from buses, clubs and sports, music and drama as well as extra-curricular activities... Honestly, for us, the prop 2 1/2 tax increase would be less on an annual basis than the fees which we pay and which continue to increase and be applied to more and more "initiatives" in the public schools.

# Concerns About Liability

- ♦ I would be okay paying the \$165.00 fee but I also know that 10 - 14 year old kids are very irresponsible and unless they are insured by someone other than myself, I would not be interested. My daughter already broke an iPhone that cost \$200.00 to replace with insurance.

# Liability: Family Concerns

- Students are not mature enough to be responsible for such an expensive item
- iPads will get broken, lost, or stolen in school and in transit
- It's unfair to ask families to be fully liable for a school device



# Liability: District Concerns

- Repair and replacement costs need to be minimized to assure that the program is financially sustainable
- Families and students should have a stake in the care and well-being of the device

# Current thinking on Liability for Repairs: Finding the Balance

- Reduced liability for damage incurred in or out of school
- Full liability if damaged intentionally

1st Repair	2nd Repair	Subsequent Repairs	Intentional Damage
\$50	\$100	Full cost of repair	Full repair or replacement cost

# Current thinking on Liability for Loss : Finding the Balance

- No liability if lost or stolen during school and bus hours and family has previously enabled "Find My iPad" service
- Families may purchase third party insurance
- Families may activate "Find my iPad" service

Lost or stolen during School (and Find My iPad is active)	Lost or stolen while not at school
District will replace iPad	Family liable for full replacement cost

# Perspectives on Equity

I think this is great for some but not for others. Although this town sees itself as a high class/rich populated town, that is not the case. There are many, many families that are low income who cannot afford to purchase one for their child, or pay the annual fee. What will end up happening is the kids who are "haves" will be able to distinguish the "have nots"...

# Perspectives on Equity

My grandson is entering Sherwood in the fall. I am convinced the iPad program would be a wonderful program for him. While there is no way we could afford to buy him an iPad I think we could afford to the money required for a school sponsored iPad.

# Current Changes Based on Feedback

- Adjusted Liability Policy
- Ownership After 4 Years of payments
- \$3,670 in planner costs redirected to further reduce the school supply list
- Within a specified structure and as memory allows, personal music and pictures may be kept on take home and personally owned iPads

What Will Happen Next  
if School Committee  
Approves Fee?

# Starting up the program

- Parents register their take-home preference in PowerSchool Parent Portal
- Take-home fee due by iPad pick up/family orientation dates (families may split the \$165 payment over 6 weeks in July and August)
- App fee to be due by family orientation dates
- Schedule iPad pickup/family orientation sessions for late August



# Family orientation/iPad pickup

- Introduction and setup of iPad
- Introduction and setup of email
- Introduction and setup of AppleID
- Introduction to "Find My iPad"
- Setting student expectations
- Family iPad management strategies

Questions?