

# LET'S TALK

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UTILIZING VIDEO TO CONNECT  
WITH YOUR COMMUNITY!

# MODERATORS FOR THIS EVENING

Rachael George

NAESP State Rep

Principal of Sandy Grade School



Kate Barker

OESPA President

Principal of Cherry Park  
Elementary



# HELLO!

We are excited to see you!

Our Let's Talk norms:

- To help connect with folks, please change your screen name to include your email. Go to Participants box, hover over your name, click on "More."
- Please keep your microphone muted when you are not speaking (lower-left corner of your screen).
- When you use Chat (bottom middle of your screen), be sure it is addressed to Everyone.

# WHO IS IN THE ROOM?

- Name
- School
- District
- On a scale of 1-10, how open are you to trying something new with technology to connect with your families?

# PURPOSE OF OUR TIME TOGETHER

- ▶ Connect
- ▶ Support
- ▶ Collaborate
- ▶ Inspire
- ▶ Learn
- ▶ Innovate

**IF PEDAGOGY IS THE DRIVER AND  
TECHNOLOGY IS THE ACCELERATOR**



**RELATIONSHIPS ARE THE RUNWAY**

RENEGADE LEADERSHIP BY BRAD GUSTAFSON

# Special Guest

Dr. Brad Gustafson | @GustafsonBrad



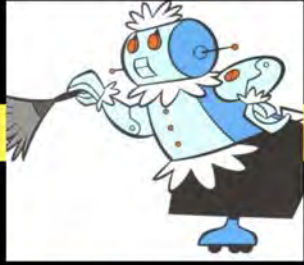
- Avid Reader
- Practicing Principal
- Author & Speaker



# CARTOON QUARANTINE

YOU'VE GOT \$10 TO DRAFT YOUR TEAM... WHO MAKES THE CUT?!

\$8



\$5



\$3



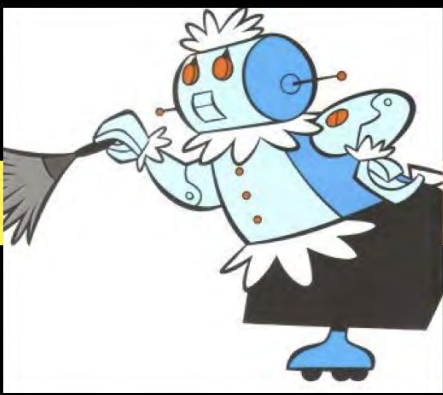
\$2



IMAGE CREDITS: ARTHUR: CLASSIC-CARTOON-NETWORKS-FAN-2004.FANDOM.COM/ARTHUR; BEAD: CORDA.COM/AMIDEK.TV/TROPS.COM; CHRISTOS GEORGE: YA-WEBDESIGN.COM; DORIS & BOOTS: BETDRAWING.COM; DWIFF BEER: DWIFF.SIMPSONS.FANDOM.COM; FRED & BARNEY: US.NS.CHANGEIP.COM; GARY: D.I. BARRIE.FANDOM.COM; JEN: GDSICAL.COM; LARRY & BOB: PATHEOS.COM; MS. FROZZLE: THE.DA.COM; MY LITTLE PONY: MYLITTLEPONY.FANDOM.COM; NEMO: NEMO.FANDOM.COM; OPTIMUS PRIME: KISS4.PART.COM; ORANGE BLOSSOM: STRAWBERRY.SHORTCAKE.FANDOM.COM; PAUL SMURF: SMURFS.FANDOM.COM; PEPPERMINT PATTIE: EN.WIKIPEDIA.ORG; POPPETE: POPPETE.FANDOM.COM; RAVEN: WIKIPEDIA.ORG; SCOOBY-DOO: EN.WIKIPEDIA.ORG; TOM & JERRY: BESSPEFFULINSULANCE.COM; TWEETY: LOONETUNES.FANDOM.COM; WOODY: WOODYPEPPER.COM; GARFIELD: FANDOM.COM



# POLL QUESTION #1



OPTIONS:

- Rosie
- Ratatouille
- Ms. Frizzle
- Prime
- Other

Who is your top cartoon draft pick?!

Tell us more in the chat.



Image: [familyfeud.wikia.com](http://familyfeud.wikia.com)

# POLL QUESTION #2

What is your **biggest barrier** to creating school videos?

Tell us why in the chat.

OPTIONS:

Time  
Support  
Tech  
Money  
Self-Conscious  
Ideas  
Other



- Time
- Tech Issues
- Camera Shy
- Perfectionism
- Creativity
- Simply Starting
- Commitment
- Content
- Other

## WHAT'S ONE BARRIER TO CREATING SCHOOL VIDEOS?

1	7
2	8
3	
4	
5	
6	

Image: millionairerpg.freeforums.net

**BEING AN EDUCATOR  
SHOULDN'T  
FEEL LIKE  
GOING THE  
WRONG WAY UP  
AN ESCALATOR**



VIDEO: [YOUTUBE.COM/WATCH?V=7ZPXWXSUVU](https://www.youtube.com/watch?v=7ZPXWXSUVU)

**#RECLAIMINGOURCALLING**

# Tips and Tricks

1. Flex Your Tripods
2. Lit and Loud
3. Less is More
4. Bring the H.E.A.T.
5. Try Different...Do You
6. Commit

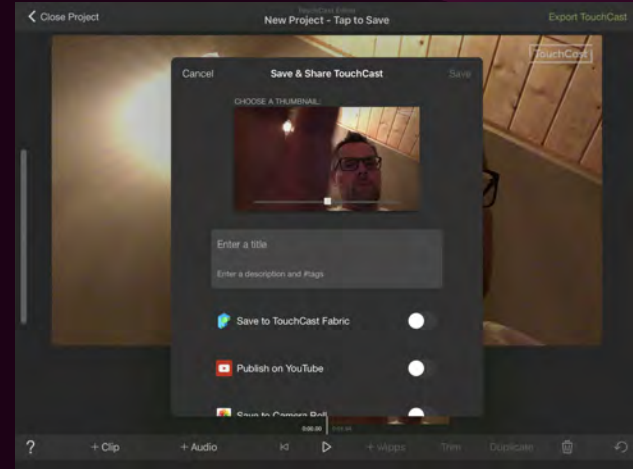
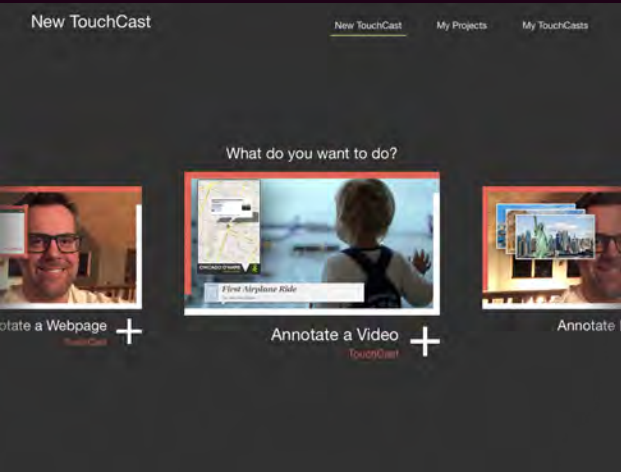
# Intentionality & Purpose



Virtual Academies

[www.BradGustafson.com](http://www.BradGustafson.com)

# TouchCast





# FlixPress

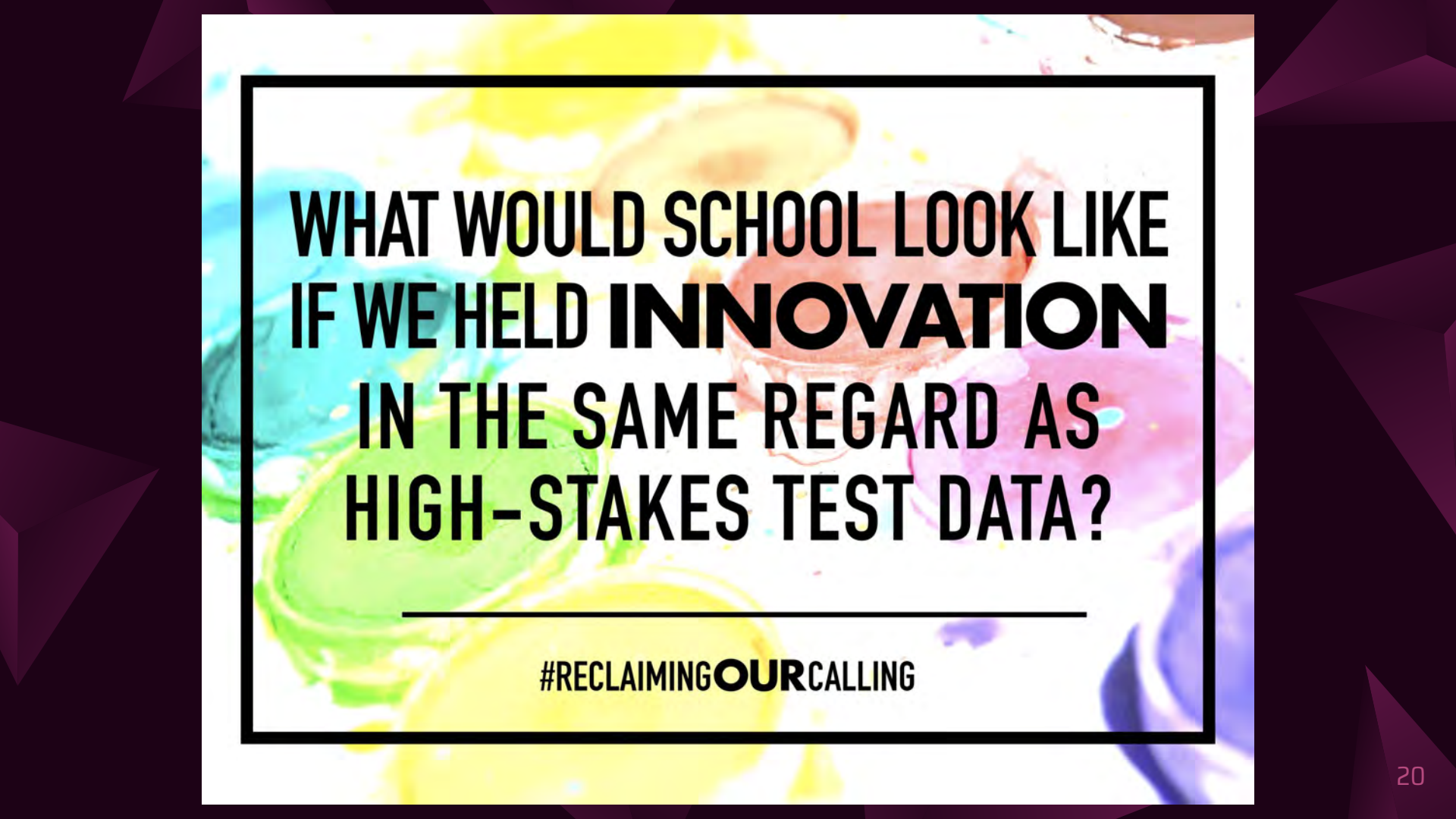


# GreenScreen



# Others...





**WHAT WOULD SCHOOL LOOK LIKE  
IF WE HELD **INNOVATION**  
IN THE SAME REGARD AS  
HIGH-STAKES TEST DATA?**

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**#RECLAIMINGOURCALLING**

# 4 WAYS TO HELP STUDENTS BRING THE **BOOKTALK HEAT**

**"TALKING ABOUT BOOKS SHOULD FEEL LESS LIKE A LESSON  
AND MORE LIKE FREEING THE FIRE WITHIN."**

**HOOK**

START WITH A SURPRISING FACT, QUESTION, OR PERSONAL CONNECTION TO THE STORY. LET YOUR LOVE AND AUTHENTIC EXPERIENCE SHINE.

**ENERGY**

SAY IT LOUD OR SAY IT PROUD! HOWEVER YOU CHOOSE TO SAY IT, YOUR PASSION IS WHAT WILL MAKE YOUR BOOK CONTAGIOUS.

**AUDIENCE**

WHO WILL YOU BE SHARING WITH? WHY WOULD THAT PERSON (OR GROUP) LIKE YOUR BOOK?

**TIME**

FOCUS ON SHARING WITH PASSION AND PRECISION BEFORE WORRYING TOO MUCH ABOUT HOW LONG YOUR BOOKTALK SHOULD BE. THINK ABOUT HOW YOU WILL END YOUR BOOKTALK BEFORE YOU START SHARING.



@GUSTAFSONBRAD

Watch the Booktalk HEAT Video at <https://tinyurl.com/BooktalkHEAT>

BRADGUSTAFSON.COM

# BOOKTALK **A TO Z** HOOKS

**"IF SHARING THE BOOKS WE LOVE IS THE HEART OF LITERACY, PROVIDING STUDENTS TIME TO READ BOOKS THEY'VE SELECTED IS THE SOUL."**

A	ASK A QUESTION	NOTICE SOMETHING ABOUT THE BOOK NOBODY ELSE HAS	N
B	BE HONEST ABOUT WHY YOU LAUGHED, CRIED, ETC.	OPEN WITH A SOUND EFFECT FROM THE BOOK	O
C	CONNECT THE BOOK TO ANOTHER PERSON'S PASSIONS	PICK A PARTNER AND THEN DIALOGUE ABOUT THE BOOK	P
D	DO AN IMPERSONATION	QUIETLY SUMMARIZE THE SCARIEST PART TO BUILD SUSPENSE	Q
E	EXPLAIN WHY THE PROTAGONIST SHOULD WIN AN AWARD	READ A POWERFUL QUOTE	R
F	FIND A SURPRISING FACT	SHARE A CONNECTION YOU HAVE WITH THE AUTHOR	S
G	GIVE AN EXAMPLE OF A POSITIVE LEADERSHIP TRAIT	TRY TO INVENT (OR BUILD) SOMETHING RELATED TO THE TEXT	T
H	HOLD UP YOUR FAVORITE PAGE OR PICTURE	USE A PROP	U
I	"IF YOU LIKE ____ YOU'LL REALLY LOVE ____!"	VINDICATE THE ANTAGONIST!	V
J	JUSTIFY WHY AN ALTERNATE TITLE WOULD BE BETTER	WEAR A COSTUME	W
K	KEEP A TIMER ON AND TRY TO DO YOUR BOOKTALK IN 30 SECONDS!	X-RAY INTO THE AUTHOR'S MIND. WHY DOES THIS BOOK MATTER?	X
L	LET SOMEBODY KNOW WHY THIS IS THE PERFECT BOOK FOR THEM	"YOU HAVE TO READ THIS BECAUSE..."	Y
M	MAKE IT A MOVIE... WHO WOULD PLAY THE LEADING ROLE?	<i>Zzzzzz</i> .... (EXPLAIN WHY THIS IS THE BOOK OF YOUR DREAMS!)	Z

**@GUSTAFSONBRAD**

# #30SECONDBOOKTALK



**@GustafsonBrad**  
Elementary Principal and  
Zero-time World Champion



## HOW TO PARTICIPATE:

1. CREATE A 30-SECOND VIDEO SHARING WHY YOU LOVE YOUR BOOK
2. POST YOUR VIDEO TO OUR HASHTAG
3. IF YOU'RE LOOKING FOR TIPS, GO TO [BIT.LY/30SECONDBOOKTALK2020](https://bit.ly/30SECONDBOOKTALK2020)
4. CONTACT BRAD AND JENN ON TWITTER FOR SUPPORT
5. SUBMIT VIDEOS NOW THROUGH MAY 15
6. WE'LL BE COMPILING A HIGHLIGHT VIDEO CELEBRATING SOME OF OUR FAVORITE SUBMISSIONS IN MAY



**@JenniferLaGarde**  
4-Time World Championship Coach

NEW FOR 2020: CONNECTING THROUGH STORIES HAS NEVER BEEN MORE IMPORTANT... THAT'S WHY WE'RE OPENING THINGS UP TO EVERYONE THIS YEAR!

# Call to Action

**Create a 30-second video (e.g.  
Booktalk, Heartfelt Message, etc.)**

**Tag us to win!**

**#ReclaimingOurCalling**

**@GustafsonBrad**





# THANK YOU!

[WWW.BRADGUSTAFSON.COM](http://WWW.BRADGUSTAFSON.COM)

**FREE BOOK PREVIEW**  
**[TINYURL.COM/FREEPREVIEWROC](http://TINYURL.COM/FREEPREVIEWROC)**

# NEXT WEEK ON LET'S TALK!

Jessica Cabeen!

- ▶ Principal
- ▶ Author
- ▶ Motivational Speaker
- ▶ All Around Amazing Lady!



# THANKS!

Together we are  
**STRONGER!**

Reach out any time!

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