

**Title of Session:** Grrreat Grants-Olympus Tool Factory

**Moderator:** BJ Berquist

**Guest Speaker:** Heather Chirtea

**Title of File:** 20050912

**Date:** September 12, 2005

Room: Grrreat Grants Group

**DavidBro:** I'm taking a Grant s class this semester at CSULB, and I'm looking for funding for study.com English for Internet.

**HeatherChi:** There are a lot of great funding sources out there.

**DavidBro:** Yes, I've just scratched the surface.

**HeatherChi:** Me too

**HeatherChi:** Where is CSULB?

**DonnaW** joined the room.

**DonnaW:** Hi David, Heather, BJB.

**HeatherChi:** On to grants...

**HeatherChi:** I have lots to tell

**DavidWe** waves

**HeatherChi:** Who knows about the Olympus grants so far?

**DavidWe** knows nothing about Olympus grants

**DonnaW:** I just found out it has to do with digital cameras. Heather, please tell us more.

**DavidWe** has an Olympus digital camera right here

**HeatherChi:** Digital cameras are awesome in the classroom

**DavidBro:** Hi Erin

**ErinKB:** Hello

**DonnaW:** Hi Erin

**BJB2:** Welcome to this special session of Great Grants!

**HeatherChi:** What models. point and shoot? or SLR? or shall we define SLR?

**DavidWe . o O** ( and out of the classroom, too )

**DavidWe . o O** ( single lens reflex )

**BJB2:** Heather is our guest speaker. She will be discussing some new grant opportunities

**HeatherChi:** Good, I love my SLR

**BJB2:** before we start....

**DonnaW:** You'd better define. I still haven't figured out my camera.

**DavidWe . o O** ( love? )

**DavidWe** smiles

**HeatherChi:** Involuntary love affair with Olympus cameras.

**BJB2:** we usually start the Tapped In discussions with introductions

**HeatherChi:** Cool thanks.

**ErinKB:** Can you define SLR?

**BJB2:** can you each give a brief intro telling us where you are located and what you teach or what brings you to the discussion?

**HeatherChi:** I am Heather Chirtea, Your host, logging in from Sunderland, Vermont

**DavidBro:** Single Lens Reflex

**BJB2:** I'm an art teacher in Pennsylvania

**HeatherChi:** My company, Tool Factory has a partnership with Olympus to market Digital Cameras to Schools

**ErinKB:** I am an elementary school teacher in New York.

**HeatherChi:** Art is an awesome use of digital images...we'll get to that.

**BJB2** nods to Heather

**DonnaW:** I'm a six grade language arts teacher from a small town in west TN.

**DavidBro:** I teach ESL/EFL online and at the LAUSD/DACE

**HeatherChi:** Storytelling with Digital cameras

**HeatherChi:** ESL, we should also discuss the Spanish version of Tool fActory Workshop for ESL.

**DavidBro:** Thanks Heather

**HeatherChi:** First and foremost, you need to see the joint grants that Tool Factory sponsors alongside Olympus. [http://www.toolfactory.com/olympus\\_contest/](http://www.toolfactory.com/olympus_contest/)

**BJB2:** Thanks for waiting, Heather...I think we can officially get started now

**HeatherChi:** Take a peak.

**DavidWe:** I'm David Weksler. I'm in New Jersey and I work with math and science teachers

**DavidWe** apologizes for being late

**HeatherChi:** This URL also works, and it's easier to remember.  
<http://www.toolfactory.com/olympus>

**HeatherChi:** We have 2 grant programs running this minute, and a third, which I'll explain shortly

**HeatherChi:** Program 1: Classroom grants

**HeatherChi:** Program 2: Student Photo contests: One category for Photos, One category for Art...Art teachers!!!!

**BJB2** cheers

**DavidBro:** Print a flyer.

**DavidBro:** View the winning grant applications from spring 2005!

**DavidBro:** View winning photo submissions from spring 2005!

**HeatherChi:** It was really interesting to be in charge of awarding these grants

**HeatherChi:** I'll discuss the student contest first

**HeatherChi:** Olympus has on staff, a photographer who started his career by winning a contest. He was the judge.

**BJB2** smiles. Cool!

**HeatherChi:** He took everything very seriously, because had he not won, he may not be a photographer today.

**HeatherChi:** He viewed his judging task as his way of possibly making a difference in some student's lives

**HeatherChi:** At the same time, my staff judged the entries.

**DavidBro:** Great oaks from acorns grow

**HeatherChi:** We set up a video projector and screen in the company kitchen, and we all sat around looking at 805 entries.

**BJB2:** wow!

**DavidBro:** omygod

**DonnaW:** Awesome job!

**HeatherChi:** It was really interesting, in thumbnail view, our choices were completely different from our winner choices on the big screen

**HeatherChi:** Here are the entries on the Spring 2005 contest

**HeatherChi:** [http://www.clipartstation.com/clipart\\_indexer4/index?id=6564&page=1](http://www.clipartstation.com/clipart_indexer4/index?id=6564&page=1)

**BJB2:** why do you think that was?

**HeatherChi:** Photos change when they are enlarged. Can't explain it.

**DavidBro:** Why different ? I see.

**HeatherChi:** Give me a minute, I'll find a great example.

**DavidWe:** resolution

**DavidWe** has a great photography story for later on

**HeatherChi:** Here's the grand prize winner,  
[http://www.clipartstation.com/clipart\\_indexer4/index/view?id=6317](http://www.clipartstation.com/clipart_indexer4/index/view?id=6317)

**HeatherChi:** Why was it called "Agony of Defeat?"

**HeatherChi:** Any guesses?

**DaveWinGst12** joined the room.

**DavidWe** waves to Dave

**BJB2** waves hi to Dave

**DaveWinGst12:** Thanks BJB Hello all, sorry I'm late.

**DavidBro:** Hi Dave W

**DaveWinGst12:** Hi Dave

**DaveWinGst12:** Wow, lots of Davids

**DavidBro:** I was just talking about you and EFI

**DavidWe** smiles

**HeatherChi:** [http://www.clipartstation.com/clipart\\_indexer4/index/view?id=6457](http://www.clipartstation.com/clipart_indexer4/index/view?id=6457) Here's an example, not much in thumbnail, but great full screen.

**DaveWinGst12:** I thought my ears were ringing

**BJB2:** Heather is showing us [http://www.toolfactory.com/olympus\\_contest/](http://www.toolfactory.com/olympus_contest/)

**HeatherChi:** The interesting thing about judging the grants, was that we narrowed down the student entries to the last 10 or so. Our staff picks were the same as the pro photographer's picks.

**DavidBro:** Unusual?

**HeatherChi:** It's just that the really good entries jumped off the screen when they were enlarged.

**HeatherChi:** We all had our pet favorites going in, but none of them won

**HeatherChi:** Moral of the story, is have your students look at their photos enlarged, before they enter them.

**HeatherChi:** Don't just judge from the thumbnails.

**HeatherChi:** Another interesting thing we found was that we gave a whopper 7 megapixel camera and \$500 to the winner.

**HeatherChi:** The second prize winners got a 3 megapixel and \$200 cash.

**DavidBro:** Do you think a good grant proposal will also "jump off the page" Heather ?

**HeatherChi:** We gave them the option to take a bigger camera instead, and none of them took the cash

**HeatherChi:** the winning teacher grants also jumped off the page

**HeatherChi:** It was very easy to judge round 1.

**HeatherChi:** Teachers had to describe what they would do with the materials awarded...cameras, software, cash, books

**HeatherChi:** Can anyone guess what the #1 cause of denying a grant application was?

**DavidWe:** didn't fill out the form properly?

**DavidWe:** didn't include a photograph?

**HeatherChi:** Not quite, but typos eliminated about 7-10% of the applications.

**DavidWe:** didn't use spell-check?

**HeatherChi:** We are teachers right, no typos allowed - That's the rules.

**DavidBro:** Did Olympus donate the cameras and cash in return for the Tool Factory promotion?

**HeatherChi:** No

**HeatherChi:** We joined up

**HeatherChi:** Olympus gave cameras

**HeatherChi:** Tool Factory gave software

**HeatherChi:** Teachers had to tell us what was the best use of it, to get the award

**HeatherChi:** Come on, what was the number 1 cause of eliminating applications?

**DavidBro:** Interesting use of "stakeholders ." Everyone benefits

**HeatherChi:** Good guess

**BJB2:** not filling out the application or following the application process?

**DonnaW:** Not following directions in application.

**HeatherChi:** Yes

**BJB2** smiles at Donna

**HeatherChi:** The directions were...tell us what you will do with these resources....

**JeffCoo:** Sorry I'm late... been at the SAC campus... and boy do I have a grant idea.

**DavidBro:** Of course, Donna. Good thinking.

**HeatherChi:** There were some great applications that we threw out begrudgingly, because they didn't make use of the software

**HeatherChi:** ....or the cameras...

**HeatherChi:** or the cash...

**HeatherChi:** Judging the applicants was a real eye opener.

**HeatherChi:** Advice...and I don't give advice often...

**HeatherChi:** Advice is to try and figure out what the people awarding the grant are trying to accomplish.

**HeatherChi:** Then write your application to fit their need.

**DaveWinGst12:** Sounds like good advice. Not always easy to figure out though..

**HeatherChi:** First look at who's floating the grant

**HeatherChi:** In our case, it's 2 corporations

**HeatherChi:** Each giving resources.

**HeatherChi:** We wanted the people who won, to have some really cool showcase projects that made use of what we were giving.

**DavidBro:** Shouldn't the needs match, Heather? Funder and fundee

**HeatherChi:** There was one application which we denied, which I will never forget.

**HeatherChi:** It was a school in NY

**HeatherChi:** The kids were in close proximity to the plane crash that occurred shortly after 911

**HeatherChi:** They were, as a student body, all afraid of flight

**HeatherChi:** The teacher wanted to use the cameras to have the children study airplanes.

**HeatherChi:** they would take photos of planes taking off and landing and talk about where they may travel to.

**HeatherChi:** But she never made mention of how she would use the software to build projects about it, so our judges (there were 8 of us) had to deny it. We hated to deny that one!

**HeatherChi:** It was a poorly written application, and didn't make use of the software or cash that would be awarded.

**HeatherChi:** But the most deserving one!

**HeatherChi:** Another interesting application idea, was making books.

**DaveWinGst12:** There's a moral in there somewhere but I'm not sure I want to know what it is!

**DavidBro:** A lesson for us to keep in mind, Heather .

**HeatherChi:** There were SOOOOO many applications on making books

**DaveWinGst12:** books of photos?

**HeatherChi:** But only one stood out

**HeatherChi:** Telling stories. Visit the local elders, interview, make a book about the neighborhood,

**HeatherChi:** Write about your vacation

**HeatherChi:** Creative story writing, then bind the pages into a book.

**DavidBro:** "A picture is worth a thousand words."

**HeatherChi:** ...but only one won.



**HeatherChi:** The kids would take photos, write story pages using the software, then the clincher was...

**DaveWinGst12:** they took pictures of the cameras! ?

**HeatherChi:** With the cash, they were sending the pages to a professional bindery to make the books into real published works that the kids would keep.

**BJB2:** nice product

**HeatherChi:** Yes, it was clever

**HeatherChi:** It won

**DonnaW:** That's pretty cool! Something for the kids to cherish.

**HeatherChi:** Another winner, was to use the cameras to shoot a calendar

**HeatherChi:** The kids would take pictures of the local wetlands.

**HeatherChi:** They would sell the calendar to make money.

**HeatherChi:** And the clincher was...

**DavidBro:** But Olympus and Tool Factory didn't get anything in return?

**HeatherChi:** No

**BJB2** wonders if anyone has ever seen the Human Clock?

<http://www.humanclock.com/?s=1>

**DavidWe** smiles

**HeatherChi:** The proceeds from the calendar would go to buy "Duck Stamps" to preserve the wetlands.

**BJB2:** double benefit!

**DonnaW:** What did they use the prize money for?

**HeatherChi:** Buy the paper to make the calendar

**HeatherChi:** The human clock would be a winner

**HeatherChi:** That's the type of thing we look for when judging

**HeatherChi:** Humor, fun, creativity

**DavidWe** smiles

**HeatherChi:** There were a lot of really depressing applications

**DavidWe:** Stay away from those, Heather

**DaveWinGst12:** You mean about death and destruction?

**HeatherChi:** We also wanted to get the students excited about learning, and teachers too.

**DavidWe** chuckles

**HeatherChi:** Yes, death and destruction

**DavidBro:** But once again, the motivation of the funders isn't completely altruistic. They want return on investment . No?

**DavidWe** wonders if David Bro is down on capitalism

**DavidBro:** A bit!

**JeffCoo** just uploaded a transcript/file that may be of interest.

**HeatherChi:** Everyone wants a return on investment...the government, the corporations, perhaps the school principal, the PTA

**DavidWe:** parents want a return on investment, too

**HeatherChi:** that's the moral of the funding game.

**HeatherChi:** someone is giving

**DavidWe:** Public schools don't always deliver

**HeatherChi:** someone is asking

**DavidBro:** Of course!

**HeatherChi:** When the 2 meet, a successful funding opportunity exists

**JeffCoo:** RHMS21st transcript.doc ... it's from a K-12 class's office hours... the class is grant funded... where \*students\* design curriculum for the 21st Century (with help!).

**DavidWe** thinks that's WAY cool

**DavidBro:** That's the ideal to remember

**DaveWinGst12:** Jeff: explain more please.

**HeatherChi:** I saw a seminar on a school in Alaska. They asked "What does a 21st century learner need to know?"

**HeatherChi:** Then they designed a school around the answer to that question.

**HeatherChi:** From the ground up.

**DaveWinGst12:** Hope it was the right answer!

**HeatherChi:** Do you know what they come up with for the foundation of the school? ...student control over the learning process

**DavidBro:** That's a common topic in curriculum development today, Heather.

**HeatherChi:** Their answer had a lot to do with technology

**JeffCoo:** There is a K-12 class here at Tapped In that is grant funded... and creating curriculum for 21st Century classes.

**BJB2:** I would like to thank Heather for being the guest speaker and invite her to join the group.

**HeatherChi:** It was all about being connected, free access to information, and the ability to navigate it intelligently.

**HeatherChi:** Oops one more link to add before signing off

**JeffCoo:** I didn't want to interrupt... but will stay logged in and willing to discuss the possibilities.

**DavidWe:** That gets into Digital Divide issues, you know, Heather?

**DavidBro:** Shades of '60s Berkeley. Remember, Dave Win?

**HeatherChi:** YES!

**DavidWe** smiles

**BJB2:** we are almost at the top of the hour. You are welcome to continue the discussion, but I don't want to take advantage of Heather's generosity

**HeatherChi:** Let me get this link for you, I'll stay for 10

**DavidWe:** Heather, can we take advantage of your generosity?

**DaveWinGst12:** David Bro: Just saw a bumper sticker today: "If you remember the 60s, you weren't there!" Needless to say, I don't remember them.

**DavidBro:** Thanks very much for an informative presentation, Heather.

**DavidWe** has way too many Bezerkeley stories for someone born in 1959

**DaveWinGst12:** Thank you Heather. That was very interesting and enlightening.

**HeatherChi:** Here's the Link

**HeatherChi:** [http://www.toolfactory.com/olympus\\_contest/olympus\\_after\\_school.htm](http://www.toolfactory.com/olympus_contest/olympus_after_school.htm)

**DavidWe:** Thanks, Heather

**JeffCoo:** Thanks Heather

**DonnaW:** Thank you Heather. This has been very informative. I am taking on a challenge this week. My students are writing biographies of one another. We will type them and add pictures on the computer.

**HeatherChi:** This is a new grants program we're just implementing.

**DavidWe:** Who are "we", Heather?

**HeatherChi:** Olympus and Tool Factory. However, Tool Factory is the lead on this. We've got a hotshot group of grant writers who will generate applications for school districts for after school programs

**DavidWe:** How do school districts contact you, Heather?

**HeatherChi:** [Heather@toolfactory.com](mailto:Heather@toolfactory.com)

**DavidWe:** Where are you located geographically, Heather?

**HeatherChi:** Feel free to contact me. Criteria is on the site. Vermont

**DavidWe:** Thanks again for your presentation this evening

**DonnaW:** Heather, again thanks so much for this info.

**HeatherChi:** [http://www.toolfactory.com/olympus\\_contest/olympus\\_after\\_school.htm](http://www.toolfactory.com/olympus_contest/olympus_after_school.htm)  
This will be launched next week. Thanks everyone. Off to play with twins!!

**BJB2:** thanks again, Heather. Please join us again.

**HeatherChi:** Thanks so much! It was fun!

**DaveWinGst12:** The best job is when you get paid to give other people money..

**DavidWe** smiles

**HeatherChi:** Bye

**DaveWinGst12:** He has had to several times I'm ashamed to say.

**DavidWe** smiles

**DaveWinGst12:** I've been wondering if it's really realistic to think that someone would fund a free online language school, which is what we do at StudyCom -- thinking maybe that's unrealistic...

**DavidWe:** You never know...

**BJB2:** Grrreat Grants meets the second Monday of the month