



Florida Council of Instructional Technology Leaders
Instructional Technology Leadership Award:
2011-12 Innovative Principal of the Year
Nomination Form



District Name:

Nominating FCITL Member Information

Nominating FCITL Member (must be voting member for district): MATT FREY

Street Address: 1805 APRICOT DRIVE

City/State/Zip: TITUSVILLE, FL 32780

COUNTY: BREVARD

Phone: (321) 633-1000 x 730

Fax: (321) 633-3563

Representative Email: frey.matthew@brevardschools.org

Principal Nominee Information

Name: Dr. Neleffra A. Marshall

Professional Title: School Principal

Work Address: 2255 Meadowlane Avenue

City/State/Zip: West Melbourne, FL 32904

Work Phone: 321-956-5040

Work Fax: 321-956-5043

Work Email: marshall.neleffra@brevardschools.org

All information described in directions needs to be organized into a single MS Word document or Adobe PDF electronic file and sent as an attachment in Word format. Completed nomination materials and digital videos are due by December 16, 2011. Nomination materials are to be sent via email to Gary Evans (gary.evans@educationaltechnologysolutions.com). Digital videos are to be sent to Andrew Denard, Florida Center for Interactive Media (FCIM), 2010 Levy Avenue, Suite 217, Tallahassee, FL 32306-2737.



NELEFFRA ANN MARSHALL

860 Hunters Creek Drive

W. Melbourne, FL 32904

(321) 724-0363 (home)

(321) 698-6346 (cell)

(321) 454-1030 ext. 1006 (work)

email: marshalln@brevard.k12.fl.us (work)

EMPLOYMENT HISTORY

07/09 to present West Melbourne Elementary School for Science W. Melbourne, FL

Principal:

- | | |
|--|--|
| Prepare and maintain school budget | Manage and supervise the financial planning for the school |
| Supervise and evaluate teachers and staff | Develop and maintain positive school/community relations |
| Interview and hire personnel | Recruitment of business partnerships |
| Conduct professional development | Maintain accountability of property inventory records |
| Develop the master schedule for teachers | Provide leadership and supervision of extracurricular activities |
| Assist staff members in their development | Assume all duties and responsibilities in Florida Statutes |
| Create School newsletter | Created and maintain student reading program |
| Function as a member of the superintendent's district-wide management team | |

02/05 to 07/09 Edgewood Jr./Sr. High Merritt Island, FL

Assistant Principal/Curriculum:

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|---|-------------------------------------|
| Created, designed, & implemented senior project | Conduct professional development |
| Evaluate teachers and staff | Interview and hire personnel |
| Monitor guidance department | Train all students on PathfinderHS |
| Created and monitor FCAT pullout program | Design and conduct parent meetings |
| Created a teacher recognition program | Designed a career exploration class |
| Created and implemented a Wheel program | Train staff on developing PDP's |
| Train staff on student desktop data system | Create accelerated programs/course |
| Wrote and implemented FCAT writing program | Designed a Comm. Tech course |
| Monitor school acceptance and lottery system | Created a GSP seminar program |
| Designed and implemented 7-12 curriculum | Established high school program |

07/03 to 02/05 Hoover Middle School Indialantic, FL

Assistant Principal/Curriculum:

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|--|---------------------------------------|
| Coordinated Teacher Advancement Program | Coordinator of induction program |
| Designed school's Awards Ceremony | Created master schedule |
| Weekly Staff development for PLCs | Monitored AIP's |
| Designed & conducted incoming parent orientation | Created school newsletter |
| Monitored Five Star School process | Secured, validated and input FTE data |
| Conducted Teacher/Staff Evaluations | Trained staff in effective strategies |
| Created and monitored FCAT remediation program | Interviewed and hired employees |
| Articulated with feeder schools | Monitored Volunteer program |

07/00 to 7/03 Satellite High School Satellite Beach,

FLAssistant Principal/Dean:

- | | |
|-------------------------------------|--|
| Implemented & maintained discipline | Coordinated Volunteer Coordinator/Five Star School/Golden School |
| Evaluated teachers and staff | Created school newsletter |

07/91 to 07/00 Hoover Middle School Indialantic, FL

Exceptional Education Coordinator and ESE Teacher

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|---|--|
| Created and modified curriculum | Coordinated inclusion |
| Trained and supported co-teaching teams | Tracked student progress |
| Liaison between students/parents and teachers | Coordinated Ex-Ed paperwork |
| Evaluated students and interpreted results | Taught reading, learning strategies, math and employability skills |

EDUCATION

Ed.D.- Educational Leadership, University of Central Florida: graduated December 2006
M.Ed. - Educational Leadership, University of Central Florida: graduated December 1999
BS Exceptional Education, University of Central Florida: graduated May 1991

PROFESSIONAL QUALIFICATIONS

- School Principal
- Specific Learning Disabilities (Levels K – 12)
- Gifted Student – in process of obtaining endorsement
- Clinical Educator Training Certified
- Teacher Advancement Program Evaluations Certified
- Adjunct Professor for Nova Southwestern University

PRESENTATIONS/TRAININGS CONDUCTED

- Brevard's Effective Strategies for Teachers – 2009, 2010, 2011
- Advanced Placement Course Audit Training– 11/06
- Disaggregating FCAT data Training for faculty– 08/05 – 08/11
- Professional Development Plans – 08/05 – 08/11
- Differentiated Instruction Workshop – 08/05-04/06
- Value-Added Training – 01/05
- “Cluster” presentation for Commissioner and Chancellor of Education – 04/04
- A.D.A.P.T.S (A Disability Awareness Program for Today's Students) Program for Students: Presented to all the students of Hoover Junior High - November 1999, March 1999, March 1997, November 1996: Presented to Faculty – October 1996
- Matrix Training - Presented to University of Central Florida Juniors - 05/99 & 04/98
- Inclusion & FUSE (Florida Uniting Students in Education): Presented to University of Central Florida Seniors - January 1997
- SLD Parent Transition Meeting: Presented to all Parents of Specific Learning Disabled Students attending Hoover Junior High - January 1997, March 1999
- I.D.E.A. In-service for teachers - Hoover Junior High - 08/98

SIGNIFICANT ACTIVITIES OF SERVICE

- Member of Science Delegation to China with People to People - 2010
- Wrote and secured \$7,500 grant for volunteer community service
- Professional Standards Committee for Brevard County: developed the standards and examples - 2006
- Brevard Task Team for D.O.E.: assess failing schools in Florida - 2006
- Brevard Audit Team for Charter Schools: audit the personnel & curriculum for charter schools – 2004 to present
- Coordinator of Teacher Advancement Program for DOE grant: 2003 - 2005
- Mentor Teacher for University of Central Florida: 1993 - 2000
- Brevard County Task Force: developed ESE District Plan - 1999

AWARDS

- Brevard's Outstanding Assistant Principal of the Year - 2005
- Florida Jaycee's Ralph Williams Outstanding Educator of the Year - 1998

PROFESSIONAL MEMBERSHIPS

- * Brevard Association of School Administrators (BASA): Secretary
- * National Science Teachers Association (NSTA)
- * Florida Association of Science Teachers (FAST)
- * Association for Supervision and Curriculum Development (ASCD)
- * Florida Association of School Administrators (FASA)

Nominee: Dr. Neleffra A. Marshall

In the fall of 2009, West Melbourne Elementary School for Science (WMSS) had limited technology and no wireless access. The teachers and students relied almost exclusively on desktop computer systems, most of which had come from local business donations. Being a school for science, Dr. Marshall felt WMSS should be a front runner in the area of integrating technology for student learning. She was disheartened to find that her school for science did not provide wireless access and did not offer an array of technology tools to increase student engagement and achievement. As a first measure to affect change, Dr. Marshall successfully solicited the community to acquire three wireless routers. With a wireless network finally in place, her focus shifted to securing laptops for students so they could utilize the internet when participating in the outdoor learning lab. Shortly thereafter, WMSS was able to receive an upgrade to meet the a 21st century standard for all its instructional spaces: Every classroom now has a projector, document camera, DVD/VCR, and an amplification system.

Dr. Marshall had a vision to make West Melbourne Elementary a school for Science *and Technology*. She also felt it was important to provide a 1:1 ratio of mobile devices to students to create optimal learning opportunities. During the 2009-2010 school year, Dr. Marshall purchased 76 netbooks and placed them in 3rd through 6th grade science classrooms and labs. By placing netbooks in the labs, every child has individual access to laptop as needed for instructional activities. Additionally, during this time frame, she obtained a number of student response systems (clickers) and a software program titled Education City. Education City provides practice, remediation and enrichment activities aligned with Florida's standards. This program is used in whole class instruction, small group instruction, and on an individual basis.

On behalf of her students and teachers, Dr. Marshall was the champion for two other significant ventures at WMSS. She purchased a Tandberg Video Conferencing System to allow authentic interaction, despite geographical boundaries, between her students and other collaborators. The fifth grade students at WMSS often video conference with another school in the county to solve problems, share information or work on collaborative projects. The other major investment was the Yamaha Keyboard Lab. This lab has keyboards to accommodate 30 students and utilizes structured music curriculum that ranges from Kindergarten through sixth grade. Every student in the school benefits from both of these investments.

During her first year as Principal, Dr. Marshall required that technology be integrated within classroom instruction. However, it was disconcerting that when taking an inventory during the fall of 2009, Dr. Marshall found 2 student responder systems, 4 interactive student notepads and 3 Smart Boards were not being utilized to their capacity. Two teachers used an interactive notepad, but no students were utilizing them. Occassionally, one teacher would use a Smart Board, and the student responder systems were not used much at all. It was evident that trainings and exposure to the technology tools available at WMSS were necessary if students were going to benefit. Therefore, Dr. Marshall designed a schedule that assigned a piece of technology to each teacher every nine weeks. She also contacted the district technology integrators and scheduled them to provide training every two weeks on each item. Every teacher received training on the technology assigned and was required to implement that technology at least one time a week during those nine weeks. At the end of the nine weeks, technology rotated as did training. Not only did every teacher receive training on at least four items during the year, technology experts arose from this endeavour. Now teachers collaborate and assist each other with lesson planning and utilization of technology tools.

During 2010-2011, Dr. Marshall continued to pursue more 21st century learning opportunities for the students. Budgets were tight but the need was there. Creative measures were needed. Thus, Dr. Marshall worked with the school's technology specialist and developed a plan. The plan was to acquire laptops from local businesses and the school district when laptops were being discarded. While these laptops were discarded and replaced with newer versions, Dr. Marshall capitalized on those that may still be useful for student learning. Working with the technology specialist, almost 100 laptops were obtained, reconfigured and utilized in the classrooms. Many were

found to be useful for teachers by providing them with the flexibility of having the tools needed when collaborating in Professional Learning Communities or planning at home. Computers that would not meet district requirements of running at least Windows XP were not discarded. Instead, these computers were configured for the lightweight Linux operating system and assigned to classrooms. Linux allowed these machines to run like a more modern computer and be useful for learning. To date, the Linux system allows WMSS to offer four mobile mini labs for kindergarten, first grade, and second grade classrooms.

Also, during this time period, Dr. Marshall acquired Nook e-readers for 3rd and 4th grade students to use during the reading block. These allow storage of numerous books in a lightweight device that students love to use. The Nooks are used during whole group reading instruction, small group instruction, and individually. Students can look up the definition of an unknown word while reading and determine the meaning in context. Students can also bookmark their places and return to that page the next day. Even students that did not like reading have responded positively to the Nook and their reading skills have improved.

This year, five E-beams have been installed in five primary classrooms to allow for more student engagement during instruction. These E-beams make an ordinary whiteboard into a Smart Board for a nominal cost. The three Smart Boards that were already at the school have been assigned with the expectation they be utilized consistently. Some of the software purchased to assist with learning and compatible with the E-beams, Smart Boards or on individual laptops include: Education City, AnimationIsh and Glogster. These are just three of the programs the teachers and students use throughout campus. Dr. Marshall purchased Education City during 2010 to provide practice, remediation and enrichment activities that can be utilized at school or home. After seeing its positive effect, she negotiated becoming a Champion School for the vendor and received a renewed subscription for another five years at a very reasonable cost. AnimationIsh was purchased this year and is being utilized in art, media center and several classrooms. This software allows students to create drawings and turn them into animation while adding writing if they choose. Once again, Dr. Marshall agreed to be an Ambassador for this vendor and received a savings on the cost. Glogster was introduced last year, and Dr. Marshall has provided the training and subscriptions for those teachers interested. At the moment, four teachers utilize this program to assign students assignments where they create an interactive poster to share or demonstrate knowledge. Dr. Marshall has endorsed and trained teachers in the use of Google apps this year. Teachers and students are using it to collaborate on projects while contributing simultaneously on a presentation. Some students are even creating their own website using this software.

IPads, iPods and Color Nooks are the newest tools to be added to WMSS this year. The color Nooks are being implemented with students needing reading intervention as they provide "read to me" ability. IPads are used by administration for classroom walkthroughs, in learning centers in classrooms and for instruction in art and music. Students are also learning to make their own digital music using the iPad and iPod. One teacher is assigning iPods to students for them to create a clicker assessment system to be used by primary students.

It is the mission of WMSS to educate today's students utilizing scientific discovery and the implementation of technology to meet the challenges of tomorrow's world. Dr. Marshall truly believes this is important and guides the school advisory committee, faculty, staff, parents and students toward achieving this mission.