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Media Release

FOR IMMEDIATE RELEASE

Edina Public Schools Have ‘Gone Google’

EDINA, Minn., April 1, 2011 — Edina Public Schools have “Gone Google.” There’s a billboard near the intersection of Interstate 494 and Portland Avenue in Richfield, Minn., that proves it.

The billboard, which went up on March 28, simply states, “Edina Public Schools have gone Google.” This was the search engine’s way of announcing that the school district was selected as 1 of 10 global winners in its “Gone Google” story contest.

The contest was open to users of Google Apps, a suite of web-based applications that allow individuals the ability to access, collaborate and share information anytime, anywhere. Contest entrants were asked to explain how their organization uses Google Apps and why they should be featured in the “Gone Google” ad campaign, which included free publicity on a billboard.

Molly Schroeder, Edina Public Schools Technology Integration Specialist, is a Google certified teacher, Google Apps for Education Certified Trainer, and worked on the launch of Google Apps in the school district at the beginning of the school year. “When I saw the blog post calling for entries to share our story about how Google Apps has changed the way that we approach learning, I thought we really had a great story to share,” said Schroeder. “Google Apps for Education has transformed the way we are able to help students and staff engage in learning.”

This year, Edina Public Schools staff and students have been using Google Docs, Google Sites, Picasa, Blogger, and Google Maps to work efficiently and collaboratively. Now teachers are better equipped to stay relevant in the evolving world of technology and provide tools that allow students to work in the 21st Century.

Some other examples of how Edina Public Schools are using Google Apps for Education:

- With Google Apps for Education, teachers and students are able to create, collaborate and publish using cloud-based tools
- Teachers use Google Sites as their classroom web pages, and students create Google Sites for research projects, group presentations or as an ePortfolio.
- Teachers use Google Docs to have parents sign up for conferences and volunteer opportunities, while students use Docs to collaborate on group projects, turn in work digitally and publish their work to the web.

“Google Apps for Education gives the staff and students free tools and resources, and provides opportunities for students to engage in a global society,” said Schroeder. “Any other software or technology solution that would provide each student with 7GB of digital storage space and collaboration tools like these would cost thousands of dollars.”

Technology is always changing and Edina Public Schools knows the key to student learning is great teaching. We try to provide our teachers with the tools and resources so they can be relevant to the students in the classroom. Google Apps for Education is helping make this happen by allowing students and staff to change how students learn.

From the Official Google Enterprise Blog, here is the list of 10 winners of the “Gone Google” story contest and where they are located:

- 3Tailer (Online Retail) - Charlotte, North Carolina, USA
- Boise State University (Education) - Boise, Idaho, USA
- Boxx Group (Construction) - Antwerp, Belgium
- Edina Public Schools (Education) - Edina, Minnesota, USA
- ESSEC Business School (Education) - Cergy-Pontoise, France
- Just Salad (Restaurants) - New York, New York, USA
- Monash University (Education) - Clayton, Victoria, Australia
- Oakwood Junior School (Education) - Southampton, Hampshire, UK
- The Phoenix of New Orleans (Non-Profit) - New Orleans, Louisiana, USA
- South Carolina REALTORS® (Real Estate / Non-Profit) - Columbia, South Carolina, USA

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About Edina Public Schools:

Edina Public Schools is comprised of six elementary schools (K-5), two middle schools (6-9) and one senior high (10-12). Total enrollment is approximately 8,300 students. The District serves Edina, a first-tier Minneapolis suburb comprised of approximately 47,450 people.

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