

Media Policy

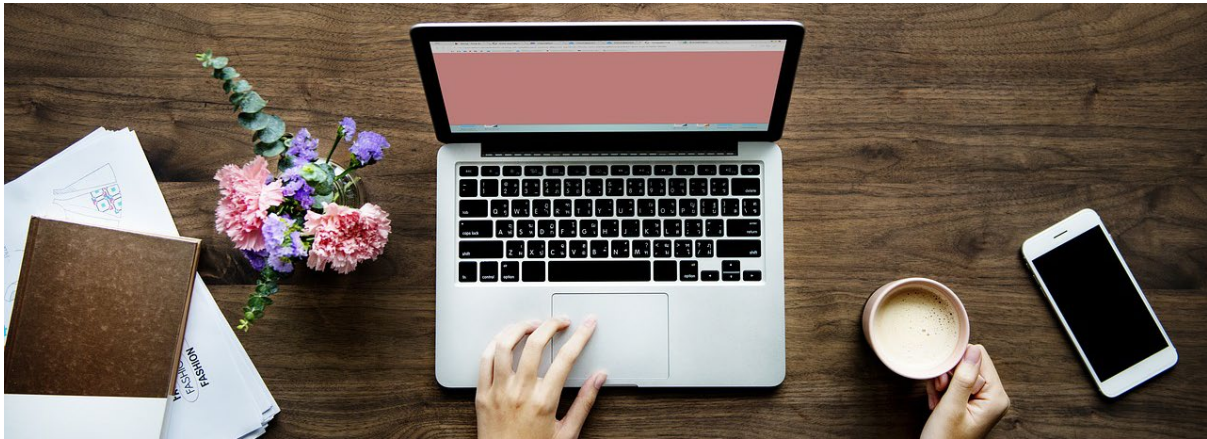


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[The] effective use of technology has the potential to enable teachers and students to engage in tasks and opportunities that would otherwise be impossible or inconceivable, such as tasks requiring communication and collaboration between students on different sides of the world. (IBO 2015: Approaches to teaching).

Media philosophy of the IB at Heidelberger Privatschulzentrum



We at Heidelberger Privatschulzentrum recognize (digital) technology and media as essential components for all teaching and learning processes because of their potential to enhance international-mindedness, open-mindedness and critical thinking as well as provide an education tailored to the individual needs of learners in the 21st century.

We know that our students have had wide-ranging and diverse experience with using various forms of technology, both for educational and personal purposes. It is therefore important to include this previous knowledge in learning processes and provide opportunities for further experiences and reflection on media usage. Our goal is to encourage and support our students to become competent learners who use technology responsibly in all its forms; that is to say ethically, reflectively, productively, respectfully in regards to themselves, others and to intellectual property.

Furthermore, we want to support each learner in developing a sound foundation in technological literacy and in becoming a technologically literate person. This includes an advanced knowledge of the nature of technology, critical thinking as well as decision-making and capabilities such as to ability to use various kinds of technology (computers, mobile phones) properly and solve technical problems when they arise.

Therefore, we offer our students a broad range of technology-based activities and learning processes, such as communicating with students from all over the world, participating in blogs, engaging in technology driven projects in CAS or the Film course, reflecting on their own use and understanding of technology and respecting academic honesty when using online resources (see Academic Honesty policy).

In addition, digital teaching methods like the “flipped” or “flat classroom” support the inclusion of the internet as well as multiple forms of media in the classroom.

Besides the technological point of view, we also want to support our students in developing a distinct media literacy, which qualifies them to participate actively and responsibly in a media-based communicative world. On the one hand, this includes a reflective and critical attitude towards media and a well-informed knowledge of their functions and complex structures. On the other hand, media literacy enables our students to use media receptively, interactively and responsibly and to (re)design them in creative and innovative ways.

(See: Tulodziecki, et.al. p. 173-177)

To ensure this goal, our media education is based on the two dimensions of learning *with* media and learning *about* media.

Furthermore, we follow the guidelines on media literacy formulated by the Kultusministerkonferenz in 2016. Hence, we support our students in developing essential competences regarding media and technology in the following six areas:

1. Research, processing data and data management
 2. Communication and cooperation
 3. Media production and presentation
 4. Protection and safety
 5. (Creative) Problem solving
 6. The analysis and reflection of media and technology
- (Kultusministerkonferenz)

We expect our teachers to keep up with technological progress in order to use technology and media to their fullest potential in class. Therefore, we will offer courses of instruction and training as well as opportunities for mentoring and daily assistance (e.g. by our media advisor).

Our media advisor will also give media and technology training lessons to the students on a regular basis to support them in developing a distinct media literacy based on the areas mentioned above.

A balanced and professional approach to technology and media is essential for inquiry, reflection, communication, critical thinking, acquisition of knowledge and taking risks while dealing with unfamiliar situations (see chapter: Media/Technology and the IB philosophy).

Using (digital) media in our school

Hardware

In our school we provide free WI-FI for every student and teacher. Access to the WI-FI network will be given to students during Welcome Week and can be received by contacting our media advisor.

BYOD

Our students bring their own mobile phones, tablets and laptops (BYOD = bring your own device) to school and use them for all of their learning processes and media projects whenever possible. This enables them to use the device they are familiar with, thus, they do not need to switch between separate devices in different classes or subjects.

The use of devices during lessons

Our students are encouraged to use their own devices during the lessons. However, in order to use them effectively, minimize disruptions and thereby apply a principled approach according to the IB learner profile, mobile phones and laptops are only to be used with a teacher's permission or for subject-related, self-centered learning purposes. The private use of mobile phones and laptops during lessons is prohibited. This includes watching videos, sending messages (e.g. via *Whatsapp*, *Facebook* messenger, etc.), online shopping, social media and all other forms of use that are not related to the subject or learning activity instructed by a teacher or other member of the IB staff (e.g. the librarian). In addition, it is also not allowed to use any materials (mobile phones, laptops, books, etc.) to work on homework, projects or other assignments that are not part of the subject the student is currently attending (e.g. doing homework for Biology in German lessons). Students who are found guilty of using their devices for private or non-subject-related activities, will be sent out of the classroom for the remaining subject lessons and the IB DP coordinator and the homeroom teacher will be informed. Furthermore, their attendances will be set to "absent" for the respective lessons and teachers add a behavior note in ManageBac reporting the incident.

Taking responsibility for (digital) devices

Our students take full responsibility for their own technical devices and must ensure that they can be used in any class activity, for every assignment given to the students and for each of the IB Assessment Components (see our Assessment Policy). This includes charging the devices before the school day starts or bringing a power cable, installing updates on a regular basis and managing files successfully. In addition, the student is fully responsible for their data management and the way they save their files. Therefore, students are encouraged to bring USB sticks, SD cards or external hard drives every day or to use a cloud-based data management option to manage their files and assignment. As stated in the assessment policy and by the IBO, technical issues and difficulties fall under the control of students and will not be accepted as reasons for not submitting assessment components in time.

For any technical issues or questions, our students can always contact our media advisor or the IT-Support via *itsupport@fuu.de*.

Further hardware and equipment in our school and in the classrooms

Furthermore, there are power sockets, preinstalled projectors, projection screens, one editing station, remote controls and audio systems in all of our classrooms. For IB Film students, we provide a film studio in one of our classrooms, which can be used for the students' film projects whenever there is no class in the respective room.

In our F+U Campus Library, our students are able to use their own laptops together with installed printing facilities (see Library policy).

Moreover, we provide video and audio equipment for the subject Film (e.g. cameras, microphones, etc.) and any other media related projects or lessons, two editing computers for the students and multiple screens in our F+U Campus Library.

In addition to that, we offer two computer labs equipped with 24 computers each as well as printing facilities.

There are also in-house data servers for content management purposes.

All these devices are installed and maintained by our IT-Support team.

Software

Since 2018, we have been using *OpenApply* for the application process. All new applicants register via *OpenApply* and complete the full application process within this programme. Enrolled students and their parents will then be transferred directly to *ManageBac*.

For recording CAS activities, managing Extended Essay counselling, organizing daily school life and giving assignments to the students, we have implemented the IB learning platform *ManageBac* to ensure effective communication between teachers, students and parents. All events, deadlines, assignments and other entries in *ManageBac* are binding for students and teachers. Our teachers also take attendance, give feedback on assignments and enter the grades for the Report Cards in *ManageBac*. Students will be registered for *ManageBac* during Welcome Week. Parents, who want to participate in *ManageBac*, will be registered as well by our media advisor.

Furthermore, we provide the opportunity to register for *BridgeU* for university application processes. This platform will be used by our career counsellor in order to support the students in their preparation and application processes for university.

Each student is provided with a school e-mail address during Welcome Week. Our media advisor will support the students with setting up the e-mail address at the beginning of DP1. All school-based communication must be done via the school e-mail address and our students must ensure to check their inboxes on a daily basis in order to receive all necessary

information.

Each student is provided with full access to *Microsoft Office 365*. This enables them to download software like *Microsoft Word* or *Microsoft PowerPoint* to their devices (computers, tablets or smart phones). Since we work with software from *Microsoft Office* in every subject and in other school related activities, students must ensure that these programmes work properly before the beginning of each school day. In case of difficulties or questions, our students should contact our media advisor immediately.

According to our academic honesty policy, we also use *Urkund* to check the students' papers for plagiarism. All electronically submitted assignments will be checked via this software and the results will be given to the students and to the IBO.

Social media policy

In our school, we use features and technical possibilities of social media such as opportunities for global communication, sharing creative projects and ideas or connecting with other schools and students.

School internal projects, results, events or creative ideas will only be shared by us via our official *Facebook* school account (@IBatHPC) and our *Twitter* school account (@IBatHPC). We also use these accounts to connect with other schools, parents and students. We will use the hashtags

- #IBatHPC
- #BelongEngageGrow

to share our projects. Students and other members of the school community are encouraged to use these hashtags as well if they share school-related images, videos or projects via social media (as long as they respect the rules for online communication mentioned below).

We are aware that today, the lines between school-based communication and private communication are often blurred. Therefore, teachers do not connect and communicate with students on any private social media accounts before the graduation of the respective students. All digital communication between students and teachers is take place via *ManageBac* or e-mail.

During the lessons, teachers include social media platforms whenever they serve subject-related learning purposes (e.g. "Apps and Tools for Filmmaking" or platforms such as *YouTube* in the subject Film or "Analyzing the communicative possibilities of tweets and hashtags" in language courses) or IB DP core related activities (e.g. CAS, EE, TOK). The students will not be expected to register for any social media platform or to share data related to their school activities without their declaration of consent. In addition, students will not be asked to share their user information (e.g. log in data or passwords) with any member of the school community.

Besides this, we want to encourage our students to use features of social media platforms creatively for subject-related projects, CAS or other learning purposes.

On our official school accounts, we will only publish images of students who signed the "Declaration of consent for using images and personal data of students/participants".

photos will be removed at any time at the student's request.

Social media accounts of our school members also represent our school. We expect our teachers and students to be principled when using social media inside and outside of school. This means that all members of the school community must respect the rights of others whenever they communicate via social media or share ideas, photos or any other data.

Teachers, students and parents may not publish pictures, videos, spoken and written words or other data of any other member of the school community on their social media accounts or share them with members outside of school without that person's explicit permission. We also expect everyone to consider Academic Honesty when using social media for school related purposes (e.g. regarding plagiarism or copyright infringement).

We do not tolerate any disrespectful behavior (e.g. cyber bullying), forms of communication (e.g. hate speech) or illegal activities (e.g. hacking into another school member's account) on social media platforms from any members of our school community as they contradict our mission statement and the IB philosophy. All cases will be reported to the Homeroom Teachers and the Head of IB and may result in expulsion from our IB programs.

Media/technology and the IB Learner Profile



The responsible and well-educated use of technology and media is essential for our IB philosophy and helps develop internationally-minded students based on the IB learner profile. Furthermore, they allow us to integrate the IB approaches to teaching and learning.

Inquirers

Technological sources and instruments offer numerous possibilities for research and inquiry in class and for self-directed learning processes. A well-grounded technological literacy combined with a distinct media literacy enables our students to make inquiries individually or as a member of a team, to use the adequate medium, to find new information and to evaluate different sources. These research skills and competences are the basis of lifelong learning.

Knowledgeable

Through our focus on technological literacy and media literacy, we want to develop an expertise and a broad conceptual knowledge about technology and media, their backgrounds and how they affect and shape our communications, our lives and our world. As they will be used in various subjects and activities, technology and media play a significant role in exploring all fields of knowledge.

Thinkers

We do not only use technology and media for learning processes, we also make them a subject of discussion. By analyzing their functions and structures, we want to support our students in developing critical and creative thinking skills when using technology and media and making grounded and ethical decisions.

Communicators

Technologies and media are means of communication. By teaching our students their functions and structures, we enable them to use the existing technologies for communicative purposes and foster their communication skills. As technologies allow us to expand our ranges of communication, we also support our students' communication with students from all over the world and their participation in global discussions. Furthermore, communication theory is an essential part of media literacy and helps our students to analyze communication processes and understand the importance of listening to others, different opinions and new perspectives.

Principled

A responsible use of technology and media is based on various important values. We want to teach our students the importance of an honest, fair and respectful interaction with media and technology as well as with any other involved person. In addition, our students learn how to use media according to legal rights (e.g. see Academic Honesty) and ethical values and take responsibility for their actions and work.

Open-Minded

Technologies and media open the door to a global view of the world. They help our students reflect on their own cultures and traditions and enable them to share opinions and values with students from all over the world. Thereby they become familiar with our world's plurality and get the chance to evaluate their own lives, philosophies and values. This open-minded attitude is also a key competence for lifelong learning processes and for becoming an internationally-minded person.

Caring

We do not only want to teach our students to use technology and media for their own learning processes and their individual projects. It is also our goal to offer media projects like creating learning videos or websites for others, to share our knowledge, to show empathy and respect in forms of service and assistance and to develop our learners' social skills. Media and technology can connect people from all over the world and help us open our eyes to the situations and needs of others.

Risk-Takers

During the numerous media projects and the use of technologies in general, our students will face a wide range of challenges and potential obstacles. We encourage them to believe in themselves, to approach these difficulties with forethought and determination and to be creative problem solvers.

Balanced

Media and technology create links between multiple aspects of life. They challenge us on an intellectual level and affect our physique (e.g. using instruments) and emotions (e.g. music in films). Our students learn to understand these links, reflect on them and balance them adequately for their own lives and the lives of others. As technology and media also enable them to look at the world from different perspectives and to get into contact with students from all over the world, our students also recognize their interdependence with other people and the world they live in.

Reflective

We want to support our students in developing a reflective use of technology and media, in order to give them opportunities to grow from their experiences, failures and successes. This will also be achieved by the various media projects in which they can develop their self-management skills, get feedback from fellow students and teachers, learn about their strengths and weaknesses.

Considering these guidelines and targets, the use of media and technology in our educational processes help develop internationally-minded students who communicate with people from all over the world, share opinions, ideas and values, think globally, take responsibility for each other and collaborate to connect the world.

As our world is shaped and often also controlled by technology and media, our students learn to reflect on existing structures and to find intelligent ways to face them.

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Please confirm that you accept the above mentioned Media policy.

Student's full name: _____

Date/Signature of student: _____

Date/Signature of parent(s): _____