



Planning Guide Highlights: Classroom Resource Binder/CD Production

In our continuing efforts to put more and more of NTTI's support materials in an accessible electronic format, we are encouraging sites to put less of the "typical" binder contents in the binder, and more of it on the Web.

It is crucial that each teacher attending your NTTI events leaves the experience with a copy of the twenty lesson plans that the Master Teachers at your site have created. The lesson plans can be delivered to the participants either in the "traditional" NTTI binder, or on a CD-Rom. The choice is yours.

Please be aware of the following parameters when creating your binder or CD:

- ◆ Proofread, proofread, proofread. . .and then have someone else proofread your materials. Often, our funders' only contact with our sites across the country is via their Institute materials. It is **IMPERATIVE** that the binders maintain the project's standards of quality. It is **YOUR** responsibility to make certain that all aspects of your binder or CD reflect the highest standards of spelling and grammatical accuracy.
- ◆ All NTTI lesson plans must include the national funders' logos (Cisco Systems, Inc., the GE Foundation, and Thirteen/WNET, as well as the SBC Foundation in Missouri, Nevada and Ohio) on at least the first page of the lesson. If you wish to include any other corporate logos in your Institute materials, please check first with Marsha Drummond. And please make very certain that the funders' names and logos are properly spelled whenever they are referenced.
- ◆ Your Institute Classroom Resource Binder or CD must contain a **MINIMUM** of twenty original lessons created by your site's Master Teachers.
- ◆ Your Classroom Resource Binder or CD must feature a **WELCOME SECTION** containing letters from your station, Thirteen/WNET, and your endorsements from key individuals in your area.
- ◆ Avoid repetition and wastefulness in your Classroom Resource Binder or CD. Eliminate repetitive elements, as well as elements which can be found on your station's Web site or on the National NTTI Web site. Include information on Web site addresses and content in your materials, and provide additional contact information for teachers with limited access to the Internet.

IF YOU ARE INTENDING TO CREATE A CD-ROM IN LIEU OF A TRADITIONAL BINDER:

- ◆ The CD-Rom **MUST** reflect NTTI's high standard of quality. It must be professionally designed, prominently feature the NTTI and funder logos, be easily navigable, and contain any plug-ins or programming necessary for its operation.
- ◆ The CD's clamshell/case **MUST** feature the NTTI logo as well as the funder logos.
- ◆ The CD should contain the equivalent amount of information as the binder, in an equally eye-catching, professional, and easy-to-follow presentation.