

Faculty Insider—i-SAFE Launches “Just One Click Campaign”

On December 1, i-SAFE kicked off the Just One Click Campaign calling on educators, parents, corporate and civic leaders, as well as ordinary citizens to contribute \$5, \$10, \$20, or more to the global initiative to educate students to be safe and responsible online through empowerment. “Our goal is to raise a million dollars this year through the Just One Click Campaign,” says Teri Schroeder, i-SAFE Founder and CEO. “Kids are worth a million.”

Government funding support to i-SAFE has dwindled to almost nothing. Contributions to i-SAFE’s Just One Click Campaign support the creation, production and distribution of i-SAFE’s lessons and cutting-edge videos to teach millions of students and train tens of thousands of teachers. i-SAFE offers its educational resources and professional development training to our nation’s K-12 schools at NO COST to them.

Demand for the i-SAFE program has never been greater. We want to be in every school in America, as well as expand our reach overseas to bring our in-depth lessons and innovative enrichment activities to students in many other countries around the world.

The launch of the Just One Click Campaign coincides with the holiday



season. And who knows more about giving than Santa? He has thrown his weight behind the million-dollar challenge by saying “I suggest giving a useful gift this year. Please join i-SAFE’s Just One Click Campaign and you can be a part of keeping millions of students safe online while playing video games, using cell phones or the new computer that I know are on their lists. Ho, ho, ho.”

Santa will link you to the special Just One Click Campaign section of our Web site from our home page. Or, click [here](#) for more information

continued on page 2

Table of Contents

Faculty Insider.....	1
Did You Know?.....	2
Watch i-SAFE Videos on YouTube...	3
Site Spotlight.....	4
Encouraging Mentors.....	4
Verizon Foundation.....	5



“Tell me and I forget. Show me and I remember. Involve me and I understand”

Chinese proverbs

NACTracks

Do students have access to YouTube from campus computers?

A: Yes

B: No

Vote here

Results from September /October NAC Tracks Question: Have you searched your own name on the Internet?

Answers: Yes 83%


No 17%




Did You Know?

Tracking Twitter

Twitter is a microblogging tool in which users enter comments of 140 words or less, often as updates to their activities or thoughts at the moment. Such as, "I'm in New York right now outside of a cafe sipping a latte." Microblogging allows friends and contact groups to keep up to the moment on a person or company.

TweetScan is a new tool that's become popular by allowing users to search Twitter for conversations and collect archives. This is most beneficial to companies and marketing groups who create their own databases from the information to better understand their customer patterns. Where they go and what they buy, along with their profile, is valuable information. Using TweetScan has become a less expensive way for companies to perform marketing research. It's becoming a common trend for businesses to read and interact with their customers through microblogging. 

Malware Sneakthrough Social Sites

Georgia Tech's Information Security Center has released the GTISC Emerging Cyber Threats Report for 2009. At the top of the list for security threats is the expectation that malware will increase as it passes disguised through social networking links. Other threats include: botnets, cyber warfare; threats to VoIP and mobile devices; and, the evolving cyber crime community." Now that they've defined the greatest cyber threats, they are hard at work trying to come up with ideas about how to thwart them before they come to fruition. 

Faculty Insider— *i-SAFE Launches "Just One Click Campaign"* continued from page 1

and to make your charitable donation. In the Just One Click Campaign section, you'll also find an interactive map that details i-SAFE's success in your state. Plus, by following the i-SAFE on eBay link on the page, learn about a unique arrangement that allows you to make a tax-deductible donation to i-SAFE when you buy or sell an item on eBay.

Each of you, together, can help us raise the funds needed to be successful. You can join our nationwide "Just ONE Click Campaign" that will turn each modest tax deductible donation of \$5, \$10, \$20 (or more) into a million dollars for our nation's 54 million K-12 students. CAN YOU BELIEVE IT?

"Investing in i-SAFE is an investment in the safety of our children," says Teri Schroeder. "This is the POWER OF ONE! Support the Just One Click Campaign (www.isafe.org/justoneclick) and make our kids worth a million!"



Watch i-SAFE Videos on YouTube

There is some disagreement in schools across the country related to the popular video Web site, YouTube: is it popular new technology that should be embraced or is it unregulated video anarchy that should be filtered? Put another way, the discussion boils down to this: is there any educational value for the classroom, or is YouTube just voyeuristic entertainment that's not suitable for school?

Many schools have chosen to block access to YouTube from campus computers. School administrators point to the content - and there is a lot of it - that is certainly not appropriate for the average public school. Although YouTube censors videos containing nudity, there is plenty of gross, ugly, objectionable, even dangerous content that users produce and post on the site.

On the other hand, YouTube is increasingly being utilized as a place for learning. One of its most popular categories is called "Howto & Style" which is an area that houses videos that explain everything from phonics to phone etiquette; science experiments, instructions on playing a musical instrument, and even a video demonstration to help solve a Rubik's Cube.

YouTube's education channels are turning the traditional notion of a classroom upside down. For example, Google University is the name for an educational channel of posted videos that provide tutorials and sample course content so Computer Science students and educators can learn more about current computing technologies. Google is YouTube's parent company.

And, the University of California at Berkeley is the first major college to program its YouTube educational channel with entire course lectures. Topics range from bioengineering to peace and conflict studies, to the videotaped lectures from a popular class on campus called Physics for Future Presidents. In the news release announcing the posting of the University's classes on the video-sharing Web site, UC Berkeley spokesperson Ben Hubbard said, "YouTube's ongoing innovations create a great environment in which students and lifelong learners alike can discover, watch and share educational videos." Hubbard says there are now more than 300 hours of



videos posted since the University began programming its YouTube educational channel in 2006.

It is in that environment that i-SAFE has begun programming our own YouTube nonprofit video channel. The channel, located at <http://www.youtube.com/user/isafevids>, allows us to reach beyond the classroom to further our mission and better promote e-Safety education. Visit our channel, watch the videos and encourage your students to produce an e-Safety video that we can include on the channel. In addition, we have some big plans and cool video contests which put our new YouTube channel in the center of the action. Look for all that to happen at the beginning of the new year. In the meantime, we'll continue to add to our collection of i-SAFE videos and student-generated videos posted on the site.

We understand that currently many schools are reluctant to allow students to access YouTube from campus. Some administrators see the site as merely a

continued on page 5

Verizon Foundation Grants for i-SAFE

Thanks to generous grants from the Verizon Foundation, the philanthropic arm of Verizon Communications, i-SAFE launched cyber safety initiatives in both Colorado and Ohio.


In Ohio, i-SAFE also partnered with the Attorney General for the Safer Surfer City Tour in September, a week long series of trainings, Parent Nights, and school Assembly Experiences. In just five days from September 15 through September 19 the Safer Surfer City Tour traveled to eight schools and five counties across the state of Ohio to conduct 16 multimedia Assembly Experiences, i-SAFE's largest law enforcement and teacher trainings to date, and parent presentations. Ohio Attorney General Nancy Rogers said, "The Internet is the portal for our children to discover millions of wonders without ever leaving their homes." Attorney General Rogers also pointed out that

"Keeping children safe online is everybody's business."

the Internet provides users a level of anonymity, which could be troubling. "Keeping children safe online is



everybody's business. That's why I am excited about our partnership with i-SAFE and Verizon to provide Internet safety education to our school children and to provide parents with the knowledge and resource tools they need to keep their children safe online."

Training continues in Ohio, following the week of events. The Attorney General's Criminal Justice Initiatives Section operates its Internet safety programs. Its staff has been conducting trainings at several other schools across Ohio. 

Watch i-SAFE Videos on YouTube continued from page 3

place that students view a continuous video loop showing kids falling off of bikes or whining on a webcam. Of course, those kinds of videos are seen there. However, i-SAFE believes that this new medium can convey a powerful message that has the potential of favorably impacting tens of millions of eager students across the country, and around the world. YouTube is, at the same time, an undeniably popular phenomenon which is not inherently bad. Rather than blocking access with software, teachers and parents can help provide students with the education and guidance that empowers them to use this technology responsibly.

And, isn't that really the way lasting lessons are learned? 

To send comments or contributions:

Contact the newsletter staff via e-mail at news@isafe.org or send "snail mail" to:
i-SAFE Editor
 5900 Pasteur Ct.
 Ste 100
 Carlsbad, CA 92008

About i-SAFE

Founded in 1998 and active in all 50 states, i-SAFE Inc. is the leader in e-Safety education. i-SAFE is a nonprofit foundation whose mission is to educate and empower students, parents, seniors, and community members to safely and responsibly take control of their Internet experiences. i-SAFE provides knowledge that will enable them to recognize and avoid dangerous, destructive, or unlawful online behavior; and to respond appropriately. This is accomplished through dynamic K through 12 curriculum and community-outreach programs to students, parents, law enforcement, and community leaders. i-SAFE is the only e-Safety foundation to combine these elements. www.isafe.org