

THE CIVIC MIRROR

Site License Benefits and Details

Thank you for your interest in a Civic Mirror site license for your school or district.

For a resource to cover as much of the curriculum *and* create as much excitement and engagement in the classroom as the Civic Mirror does is ... well ... simply unprecedented. What's more is that all of the lesson planning, classroom activities, and online interactivities are completely provided for with the website and companion manuals. This saves teachers hours upon hours of hair-pulling time trying to innovate, and it guarantees student participation and student-led learning in the classroom.



Ultimately, this is a huge cost savings for schools and districts, helping them meet their curricular and engagement goals in a scalable manner. We don't know of any other programs that can offer this.

This package highlights the teaching and learning benefits the Civic Mirror would provide your school or district, and ends with a form that coordinators / department heads will complete and send to us so we can prepare an accurate site license quote.

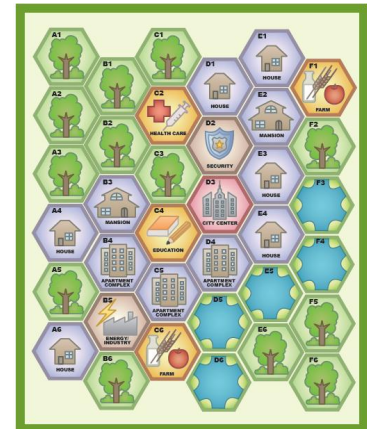
WHAT IS THE CIVIC MIRROR?

Imagine a 12th Grade class so exciting that every student showed up on senior skip day because they didn't want to miss the action. Imagine a civics class where students laughed about how addicting it was? Imagine a history class where students spent their lunch hour negotiating out-of-court settlements, legislative wordings, and business deals? *These are true stories.* These are Civic Mirror stories.

Unlike most social studies programs that ask students to learn *about* things, The Civic Mirror allows students to master the course content by experiencing it for themselves. It provides students with a voice in the classroom (and online) by turning them into citizens of their own country, with their own families, government, court, economy, and environment.

If you don't know much about the Civic Mirror, please visit www.civictimirror.com/about/videos and watch the following three videos:

- ✓ Civic Mirror Trailer ~ What Students Say,
- ✓ What Is The Civic Mirror?
- ✓ How Does It Fit Into Classrooms?



CIVIC MIRROR BENEFITS AND FEATURES

Online & Face-To-Face Learning

While the Civic Mirror is an event-based program that runs in the classroom, it uses technology to enhance and manage the simulated scenario for teachers and students. This allows student learning to extend beyond the classroom walls, and it provides teachers with opportunities to teach their students how to respectfully interact in online environments. The Civic Mirror is the only social studies resource (we know of) that uses technology *in order to* improve the face-to-face learning in the classroom.

Out-Of-The-Box Engagement

It would be virtually impossible for an individual teacher to replicate and manage the simulated scenario the Civic Mirror provides – that's why it was web-developed! Once learned, the Civic Mirror runs itself, saving teachers hours and hours of planning. And because its web-based, students can debate, discuss, and deliberate outside of class, which increases excitement for the next class.



Robust Curricular Application & Scope:

The Civic Mirror can be used to cover huge amounts of curriculum in courses that deal with government, law, economics, global issues, citizenship, society, and morality. For some courses, the Civic Mirror can be used as *the* primary resource (e.g. Civics 10 in Ontario; Gr.9 S.S. in Alberta, etc.), while in other courses it can be used in tandem with selected readings (e.g. economics, Canadian history, global issues, etc.). For more details, please watch the *How The Civic Mirror Fit Into Classrooms* video here:

www.civictimirror.com/about/videos

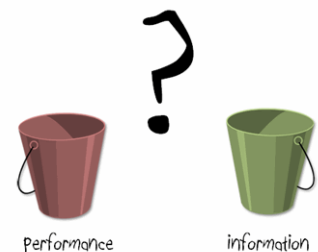
Safe Space, Multi-Age-Levels

The Civic Mirror has been used from the Gr. 6 level all the way up to the college level, in economics, civics, law, history, politics, and humanities classes. The Civic Mirror website is a password-protected space, and *several* safety features have been built into the program to promote respectful activity and report abusive and/or inappropriate activity. In fact, the online component provides educators with opportunities to teach their students about online, 21st Century etiquette – something difficult to do without an online community.

Performance-Based Learning Modules

In partnership with the Canadian Department of Culture and Heritage, 13 learning modules will be available on *civictimirror.com* for a variety of courses. These modules have been designed to be dynamic and organic (instead of linear and static) so teachers can pick and choose as they like.

Each module opens with an "Understanding By Design" performance task that asks students to complete a real world task that (1) utilizes the course content and (2) what they've learned from their Civic Mirror experience in order to (3) understand something about the real world more deeply.



For example, in the Market Forces module students become economists who use what the principles of supply, demand, and price to pre-value their economy's properties before an auction. Or, in the Global Issues module, students become geographers who must rank their simulated country against the UN National Index, and then compare their country's results to Canada's real-world rankings.

The 13 learning modules are as follows:

- | | |
|---|---|
| - Power and the Political Spectrum | - Global Issues and Citizenship |
| - Canada's Democratic History | - Dealing With Conflict |
| - Rights/Responsibilities of Citizens in Democracies | - Viewing Your World (What's My Perspective?) |
| - How the Canadian Parliamentary System Works | - Financial Planning & Goal Setting |
| - Political Parties and the Electoral System | - Market Forces: Supply, Demand, Price |
| - Justice and the Judicial Branch | - Government and the Economy |
| - National Pursuit of Happiness (Economic Prosperity vs. Environmental Stewardship) | |

Online Professional Learning Community For Educators

Dan Lortie, in his seminal book *Schoolteacher*, explains that the isolation teachers endure in their classrooms inhibits collaboration and innovation. The Civic Mirror website, however, has an entire space for educators to discuss best practices and share resources they've created for specific courses and age-levels (not to mention build relationships). In other words, the Civic Mirror provides teachers with a Professional Learning Community they can access at any time.



Integrated Learning

The Civic Mirror breaks down the traditional boundaries we've created with subjects and courses. It challenges students and teachers to approach the study of law, government, economics, citizenship, morality, and the real world in an interconnected and holistic fashion. Because students live in and share their own government, court, economy, and civic system, and because they each become "responsible citizens" who have to provide for families, teachers have opportunities to create "instant connect" between their course readings and the CM experience, making everything more relevant.

Everyone seems to know that in the real world, all the major problems are interdisciplinary and all the solutions are interdepartmental, interprofessional, interdependent, and international. Yet our institutions cling to a heavy bias against breadth ... The trouble is that our whole education system is geared more to categorizing and analyzing patches of knowledge than to threading them together." ~ Harlan Cleveland¹

Brain-Based Learning

Brain Based Learning experts argue that the most powerful type of learning throws students into seemingly chaotic environments that challenge them to seek meaning, make connections, and find patterns.² This is exactly what the Civic Mirror does: throws students into a simulated country scenario and challenges them to (1) succeed as a responsible citizen by (2) providing for a fictitious family, and (3) working with their classmates to build and run a strong, democratic nation.

FUNDING OPTION:

Consider The Civic Mirror An Educational Technology Initiative!

The Civic Mirror uses technology to help teachers set up exciting events that demand students engage with one another, both in-class and online. As a result, it shouldn't be viewed as *just* a social studies program.

The Civic Mirror not only utilizes technology, but it teaches students how to use it effectively and respectfully. In fact, the Civic Mirror's fit with the *Technology Standards Projects* learning outcomes is remarkable.



Therefore, it makes educational and financial sense for schools and districts to make their Civic Mirror investment a joint venture. More info at <http://civictimirror.com/resources/general-content>

¹ Cleveland, Harlan. "Educating Citizens and Leaders for an Information-Based Society," *Educational Leadership*. 1986 p. 63

² Jensen, Eric. 2008. *Enriching the Brain: How to Maximize Every Learner's Potential* (Chapter 3)

Civic Mirror Site License Information Form

To receive a site license quote from us, please completed pages 4 and 5 and return to:

- ✓ Fax to 1-888-824-3864
- ✓ Scan and Email to info@action-ed.com
- ✓ Email Answers to info@action-ed.com

Your Name: _____ Position: _____

Purchasing School or District: _____

City/Region: _____ State/Prov: _____

CM Pioneer Pricing Program

Despite the Civic Mirror's extensive educational offering, we've priced the program well below its actual value for the first few hundred schools to use it. We've titled this pricing initiative the CM Pioneer Program and its purpose is to (1) make it easier for first-moving schools to use the Civic Mirror, (2) to celebrate the first few hundred educators to use it, and (3) to increase its exposure.

Your site license quotation will qualify for CM Pioneer pricing.



Site License Preference

A Civic Mirror site license is structured in one of two ways. Check the type of license you would prefer.

_____ **1. License Key Purchase:** School/district purchases x-amount of class accounts at the per-class site-license price, and uses them up as they go along in the school year, purchasing more if needed.

_____ **2. General Site-License:** School/district estimates both a minimum and maximum number of classes, and we quote a price somewhere in the middle of the high/low estimate. Upon payment, the district would be allowed to issue as CM Country Accounts up to the maximum limit without worrying about going over the limit. A review would be done at the end of the year to gauge what the next year's class-estimation should be. For schools/districts eager to implement the Civic Mirror across the board, we highly recommend this option *with* at least 1 full day of training and professional development.

Scope of Site License

What courses and grade-levels do you hope the Civic Mirror will be used in?

Number of Schools: _____ Avg. No. of Sections Per School: _____

Minimum Estimate of Total Sections (i.e. classes): _____ Maximum: _____

What Department will Fund the Site License (e.g. resources, social studies, etc.):

Will You Receive Funding/Resource Support From Your School or District's Technology Department, or Some Other Department?

Training

In order to maximize your Civic Mirror investment, we recommend booking one of our training sessions. We offer half-day workshops to 2-day training sessions. Our training sessions teach educators how to:

- ✓ Master *civictimirror.com*'s major features,
- ✓ Take advantage of the rich classroom experiences it provides,
- ✓ Re-think 'coverage' and approach teaching from a student-centered point-of-view
- ✓ Plan your first unit or course outline with the Civic Mirror
- ✓ Implement best practices.

If you would like for us to include Civic Mirror Training in your site license quotation, please complete the following fields:

Training Length (circle one): *Half-Day* *1-Day* *1.5 Days* *2-Day*

Anticipated Numbers: _____ Anticipated Budget: \$ _____

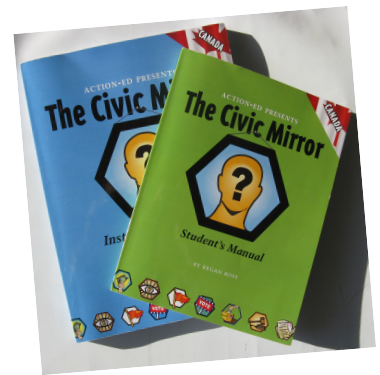
Will It Be Required or Optional for Teachers: _____

Anticipated Dates: _____

Companion Manuals

The Civic Mirror Manuals are essential for successful use of the program. To help out with initial costs, we allow schools to make their own copies of the PDF Draft Manual for free. Our published versions of the Student Manual and Instructor Manual are *much* nicer, easier to use, re-issuable, and a cheaper option over the long run than continually printing draft manuals. As well, we discount the Instructors Manuals at 50% if purchased at the same time as the site license.

If you would like to purchase published versions of the Student and/or Instructor Manuals, please fill in the blanks below. We'll otherwise assume you'll make your own copies and class-sets of the draft manuals.



Student Manuals (\$13.95 each) x _____ (indicate desired quantity)
Instructor Manuals (\$129.95 at 50% off) x _____ (indicate desired quantity)

Comments or Questions?

Thank You! We will get back to you with a customized quotation as quickly as possible.