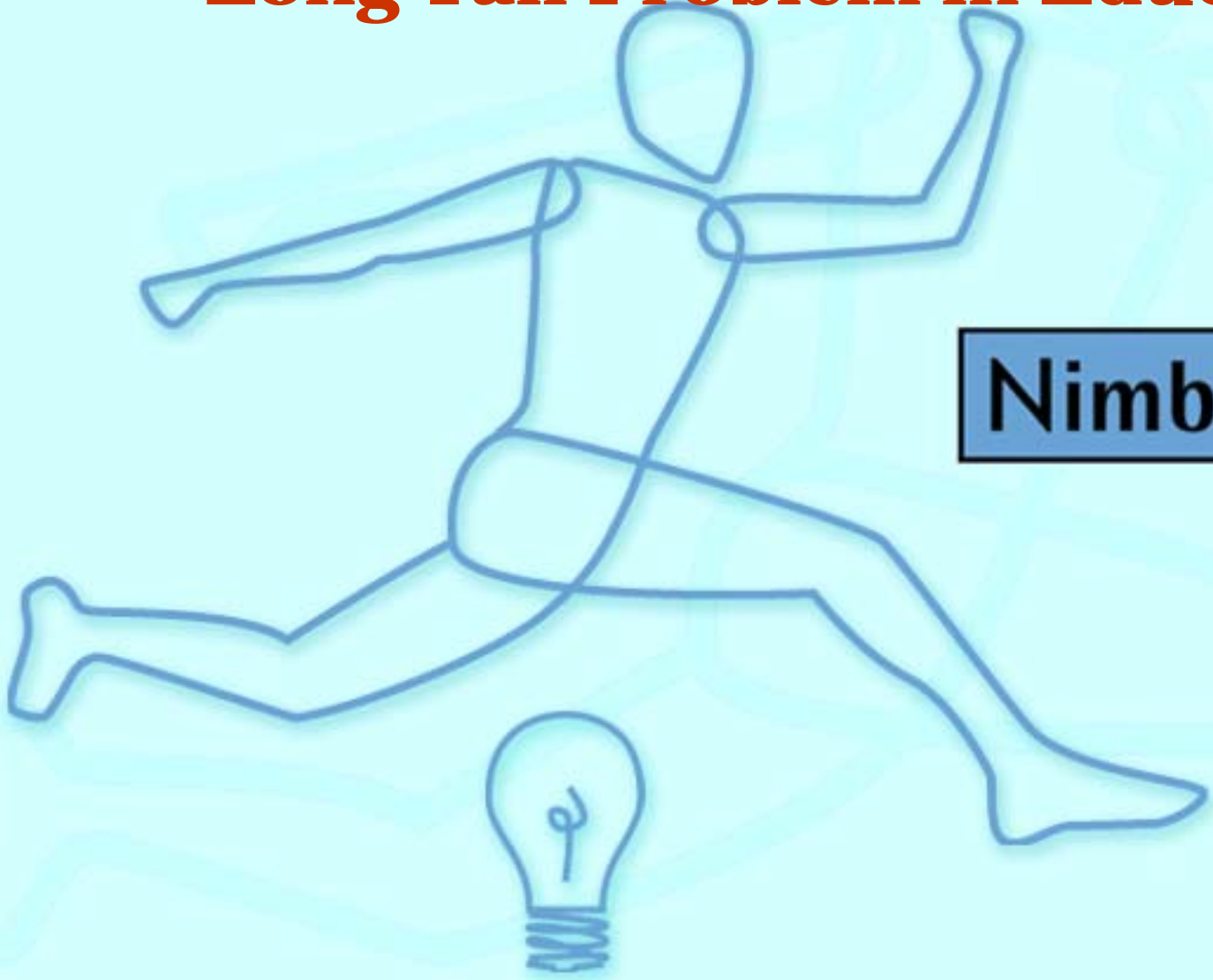


How Technology Helps Address the Long Tail Problem in Education



Nimble Press

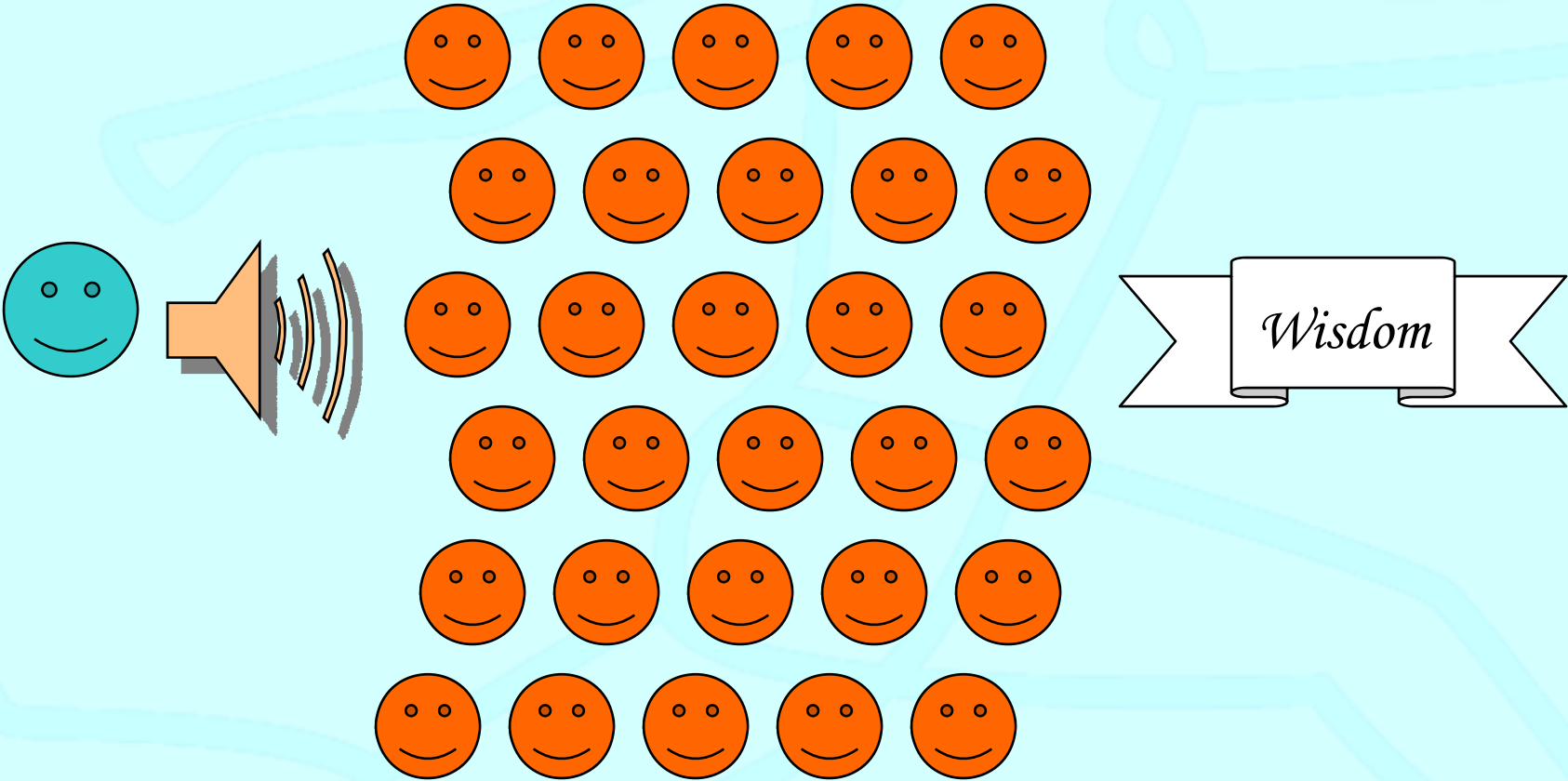
Presenters

**Karen Greenwood Henke, Founder,
Nimble Press**

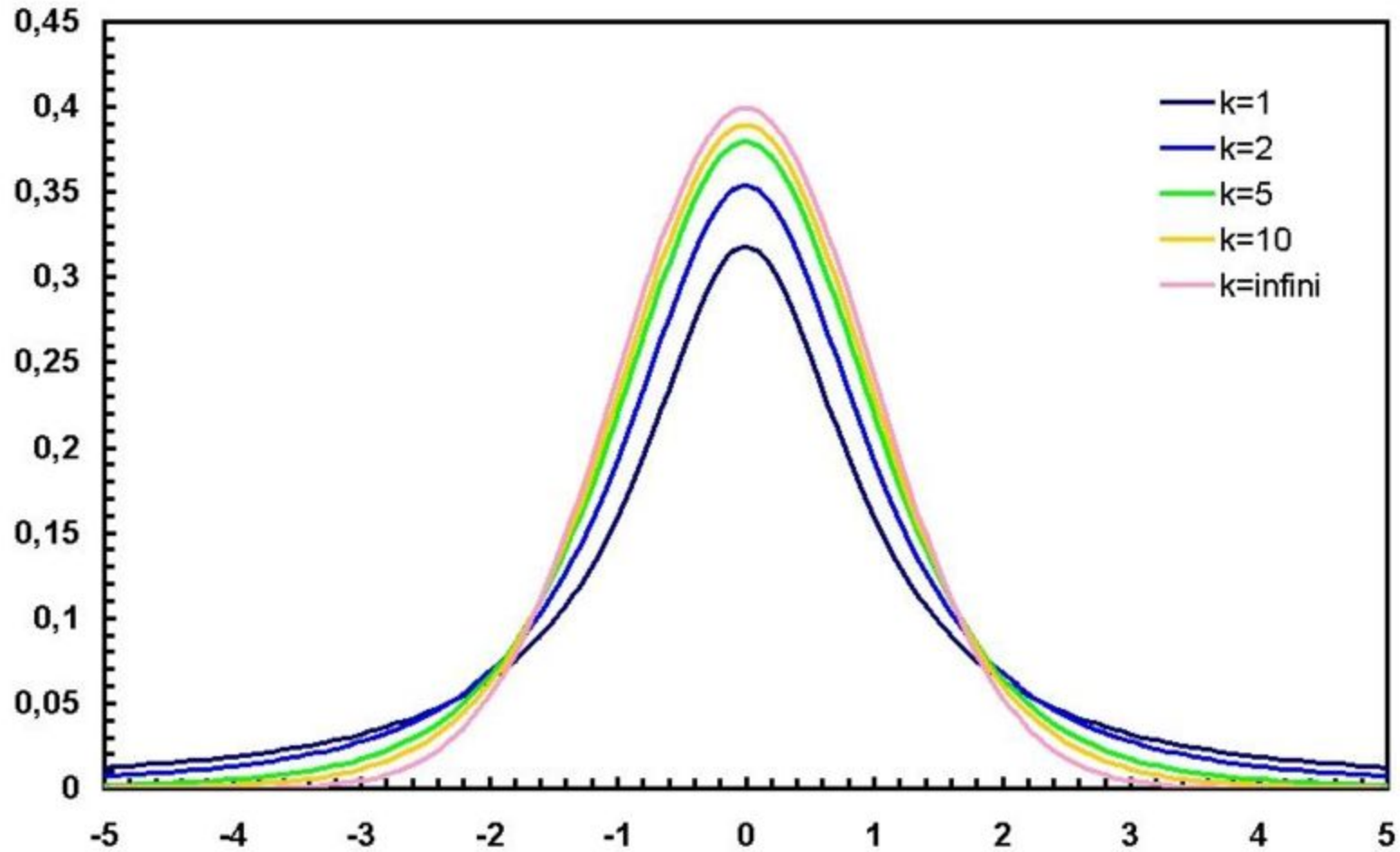
**Julie Evans, President & CEO, Project
Tomorrow**

**Holly Sagues, CTO, Florida Virtual
School**

How It's Supposed to Work

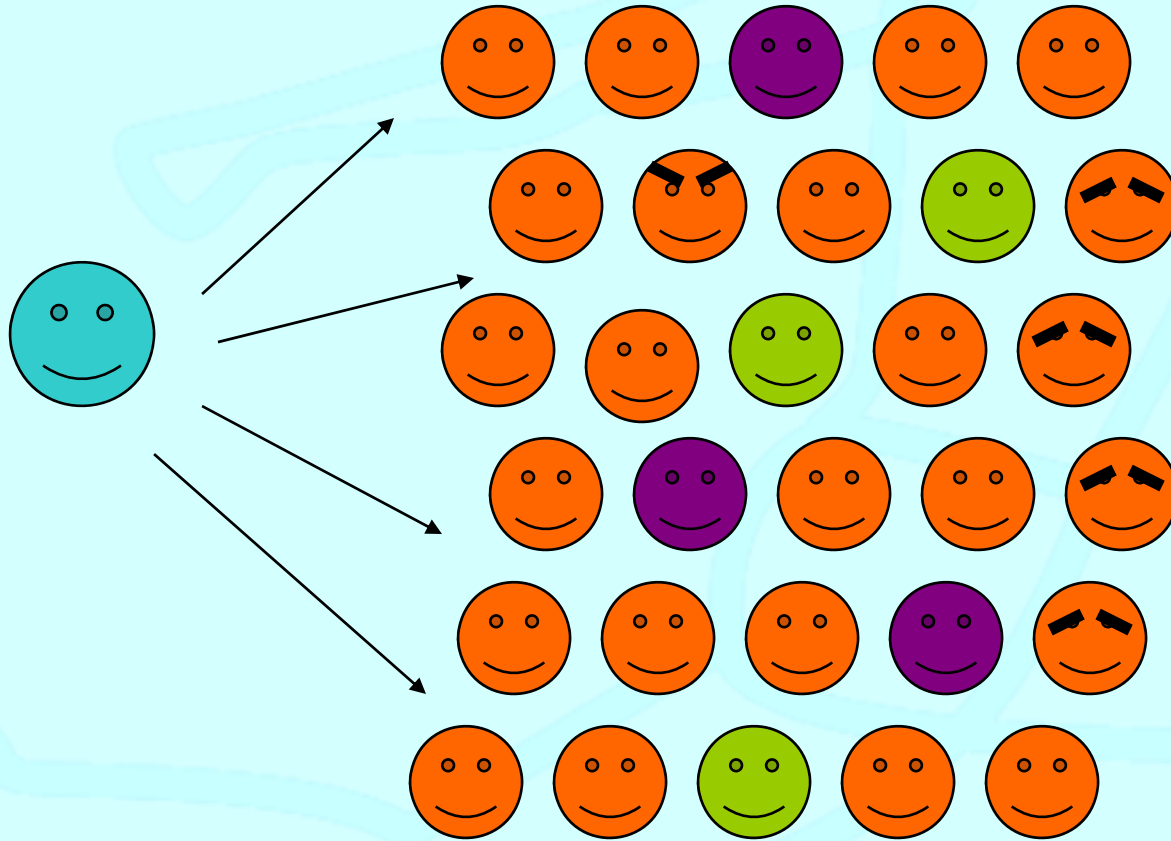


Grading on the Curve



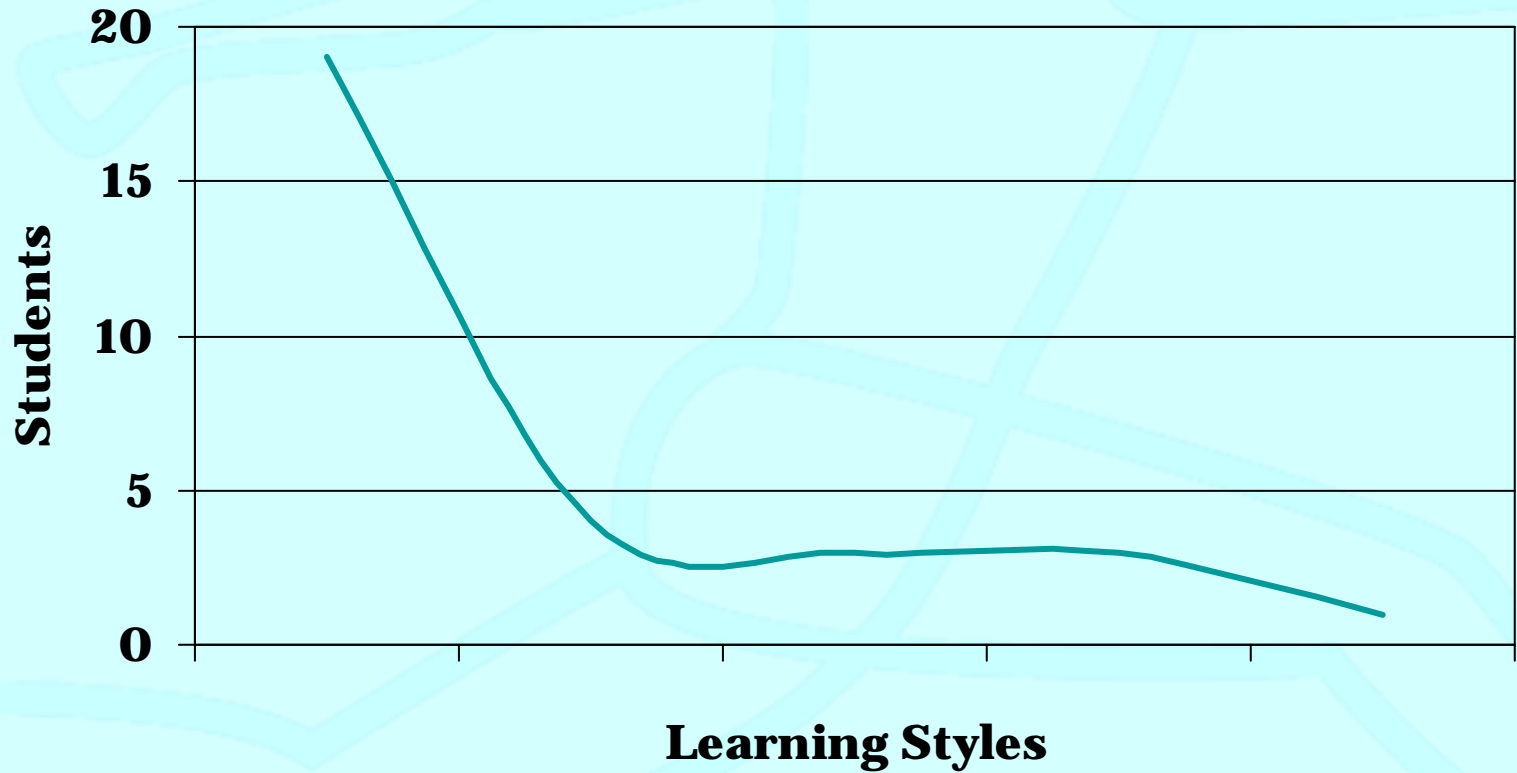
http://en.wikipedia.org/wiki/Image:Student_densite_best.JPG

What Really Happens



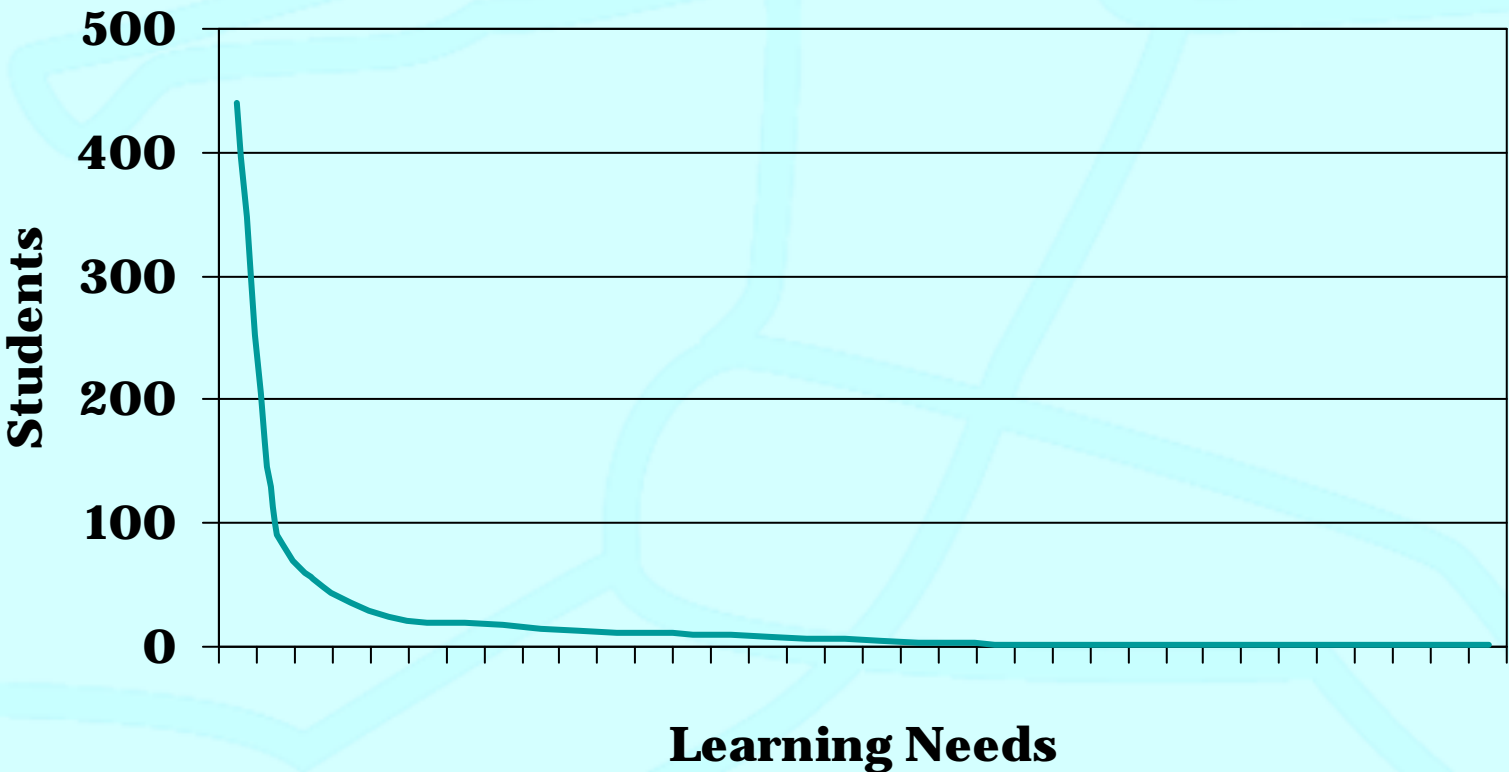
Long Tail Learners

30 Students



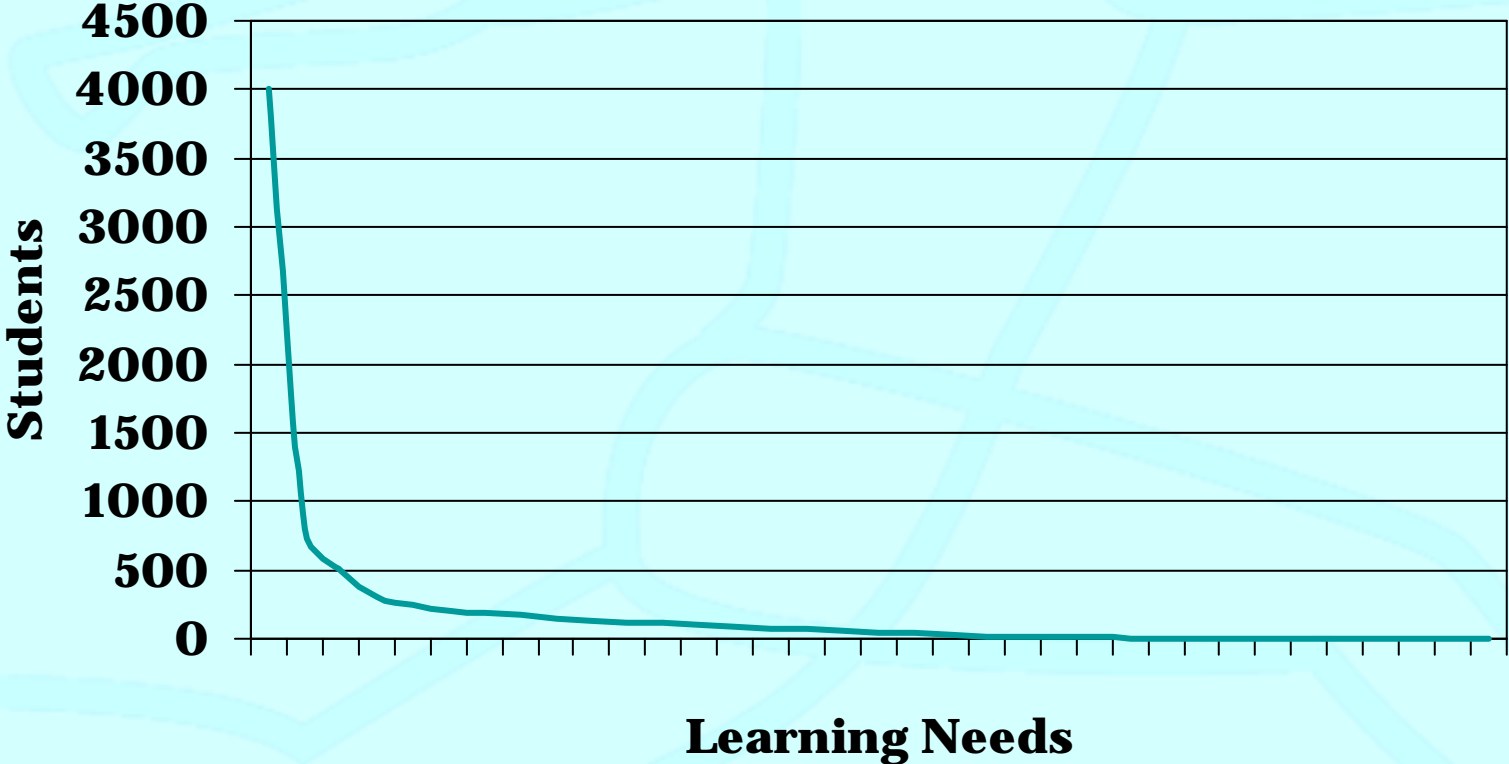
Long Tail Learners by School

800 Students

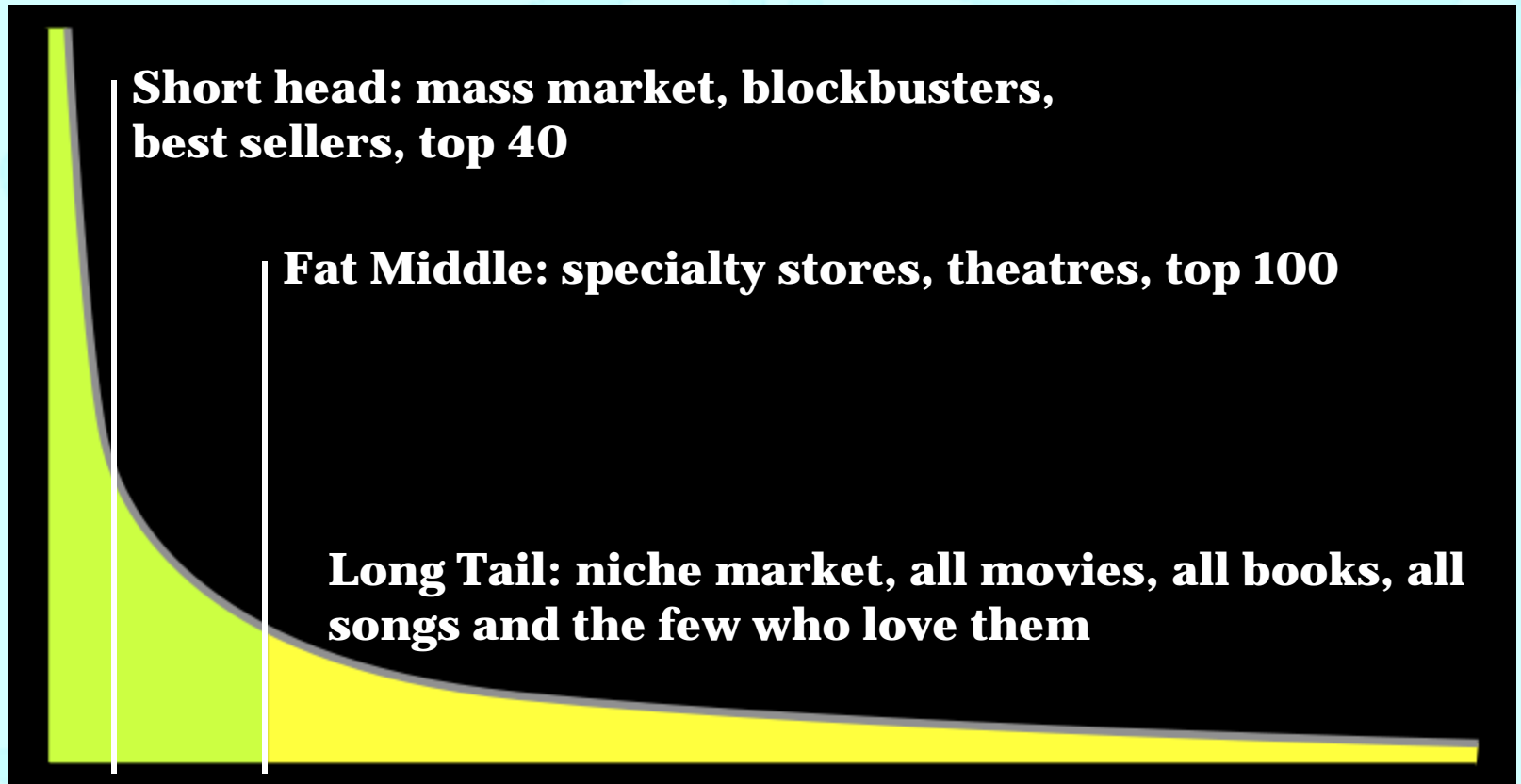


Long Tail Learners by District

8000 Students



Power Law Curve



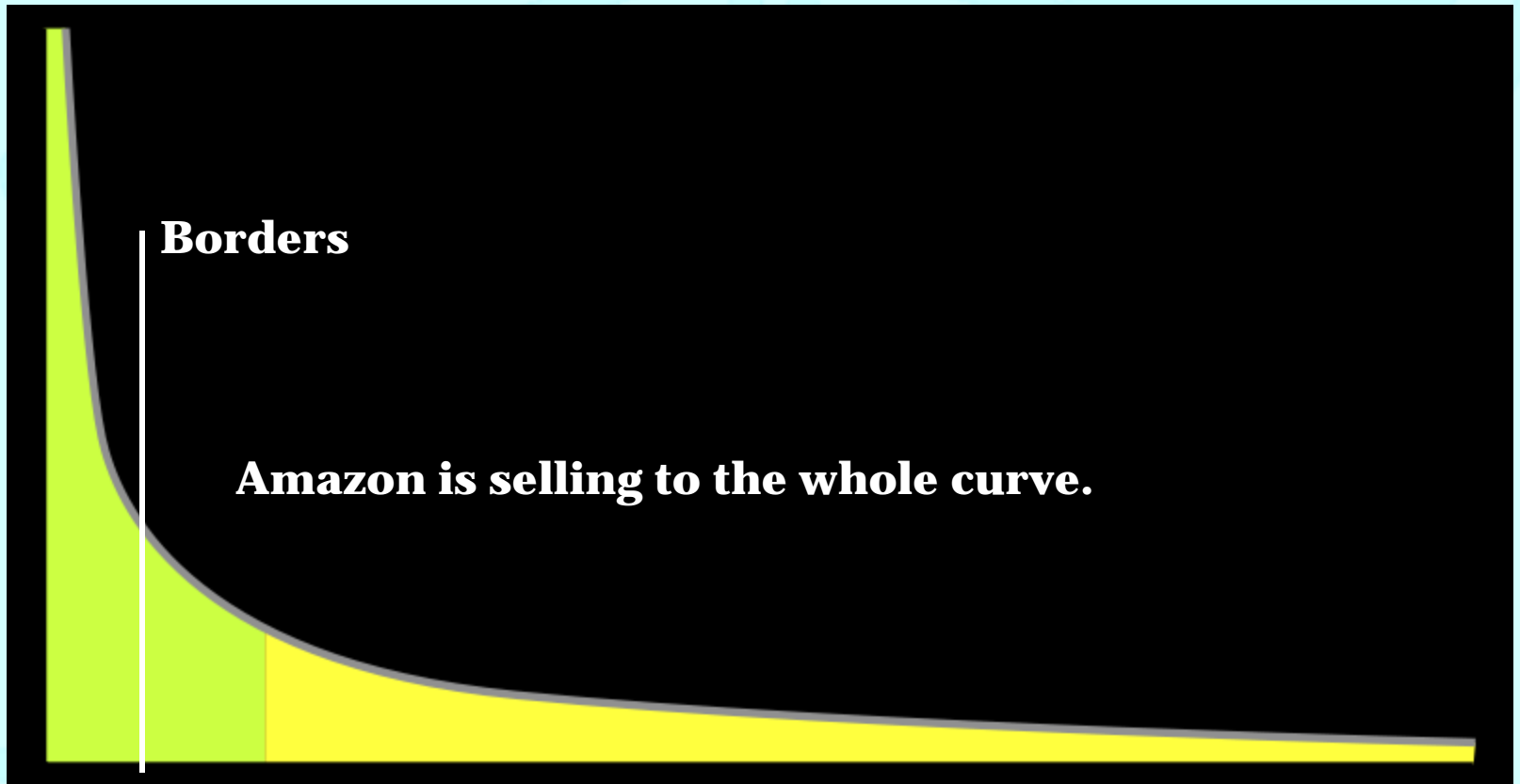
http://en.wikipedia.org/wiki/Image:Long_tail.svg

Borders vs. Amazon.com

- Finite shelf space
- Set hours, set location
- Finite customers
- 100,000 titles (that's a lot of books!)
- All titles displayed
- Anytime, anywhere
- Worldwide customers
- 25% of books sold are not in the top 100,000 titles

Chris Anderson, *The Long Tail*, 2006

Power Law Curve

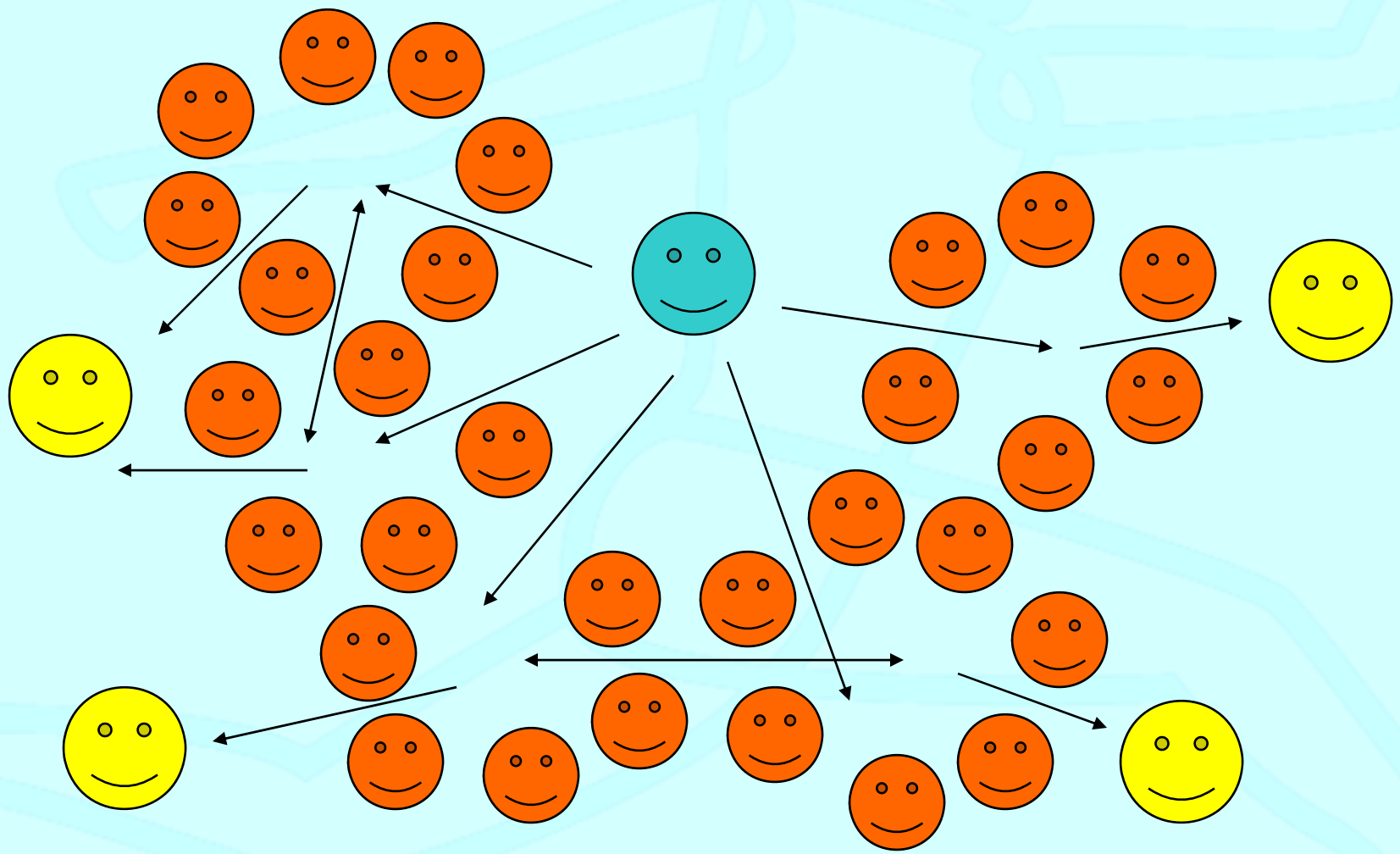


http://en.wikipedia.org/wiki/Image:Long_tail.svg

Classrooms vs. Communities

- Finite books and resources
- 1 teacher
- 30 students
- 45 minutes/5 days
- Fixed location
- 74% graduation rate
- Infinite resources
- 3.1 million teachers
- 50 million students
- 24/7/365
- Anywhere
- Could all students attain a high school diploma?

Teaching to the Niches



Long Tail Learning Rules

- **Aggregation Matters:** The more students and adults in the system, the more learning niches can be fulfilled.
- **Automate Distribution:** Bring people together across time and place.
- **Feedback Is Essential:** Let students and teachers rank, rate, iterate, and share.
- **Integrate Systems:** The more data, the better.

Long Tail Business Rules

- Move inventory way in or way out.
- Let customers do the work.
- One method doesn't fit all.
- Share information.
- Think “and” not “or”.



Karen Greenwood Henke

Writing/Consulting/Project Management

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