



WoWinSchool Project: Spring Report
April 20, 2011

Overview

As of mid-April, 2011, the WoWinSchool Project continues to have not only a positive impact on our students, but it has seen significant influence as model for the integration of a commercial, off-the-shelf video games into a regular curriculum. Since the Fall 2010 report, the program and participating students have been recognized through the both local and global media. Additionally, the program has been presented at state and global conferences.

Program Activities (December 2010 - April 2011)

- The WoWinSchool: A Hero's Journey elective course continues to serve a total of 16 students with additional students to be added in an a new after-school program beginning the week of April 18th, 2011.
- Beginning the week of April 18th, a new after-school program will begin at Cape Fear Middle School, focusing on games and learning. The WoWinSchool Project will be made available to students participating in this new Games Club. A number of students have already expressed interest as well as their parents, some of whom plan to visit and play with their child. This exciting expansion of the program will be hosted at Cape Fear Middle and we are excited to welcome Mr. Chad Cooper as the faculty sponsor.
- In an effort to expose our learners to a wide variety of skills and technologies, leftover hardware funds in our grant account will be used to acquire a number of iPads. The iPad 2's video capture and editing capabilities will allow students to create and document video of the project that will be shared online. Additionally, these versatile devices (and associated apps) will provide additional outlets for creative student projects.
- Curricular development of the WoWinSchool: A Hero's Journey is entering its final stages. To date, 25 student "learning quests" have been developed in Moodle. The current project development goal is to have 36 or more quests developed and made available, online, at no cost to any interested educators/institutions that wish to begin similar projects on their campuses. The target date for this release is on or around June 24th, prior to the project's presentation at the 2011 International Society for Technology in Education conference in Philadelphia, Pennsylvania.
- Students at Cape Fear Middle continue to engage in a variety of learning activities based on their experiences in World of Warcraft. Examples include:
 - *Leadership-building Activities* - Our learners have completed a number of learning quests focusing on building leadership including group-based play (dungeon groups, raids, and group questing). These learning quests have also encouraged students to consider qualities of good leadership and have involved reflective writing on the topic.

- *Guild Organization and Officer Speeches* - One of the goals of the project is to provide students with meaningful learning experiences in the game. This includes the formation, organization, and leadership of the student guild, *The Legacy*. As a part of several learning quests, students have conducted research of a variety of gaming guilds and their structures and have created written proposals for organizational guild structures. In addition, our learners have drafted and delivered speeches for officer positions within the guild.
- *Virtual Tour Guides for VWBPE* - On March 19th, our students led a live tour of World of Warcraft, the game's mechanics, and a discussion of what they were learning as part of the 2011 Virtual Worlds Best Practices in Education online conference. Their presentations were well-received. Participants included educators and leaders from the U.S., Canada, and as far away as Australia.
- *Propaganda and Ads* - Using the graphic-editing program, GIMP, our students designed and developed a variety of posters either as ads or as propaganda focused on the lore of the World of Warcraft universe. This project built on previously learned graphic-editing skills, exploring more advanced skills such as layering. Student work was then displayed on the project wiki.

Publicity and Presentations

The WoWinSchool Project has been featured online in a number of articles and has been accepted for presentation at a number of conferences:

Conferences:

- ISTE 2011 - Philadelphia, Pennsylvania - accepted for presentation. This will also mark the release of our curriculum.
- NCTIES 2011 - Raleigh, NC - presented as a half-day, hands-on pre-conference workshop for educators. Read noted speaker and author, David Warlick's notes on the session, here: <http://davidwarlick.com/2cents/?p=2927>
- VWBPE 2011 - Online, Global - presented in a number of sessions by Lucas Gillispie, Peggy Sheehy, and Diane Lewis. This also included a Virtual Tour for educators led by our project students.

Articles:

- Gilbert, Zack. (April 9, 2011) - [EdGamer Episode #7 World of Schoolcraft](#) - Interview with Lucas Gillispie. EdGamer Podcast.
- Poisso, Lisa. (March 17, 2011) - [WoW Goes To English Class](#) - WoW Insider.

- "Medros." (February 27, 2011) - [GroupQuest #18 - Welcome to Zul'Again, You've Been Schooled](#). GroupQuest Podcast.
- Mellon, Ericka (February 2011) - [Virtually Possible](#) - District Administration magazine. Discussion of Diane Lewis' implementation in Seminole County Public Schools in Florida.
- Henken, Phil. (January 22, 2011) - [World of Warcraft Raids the Classroom](#). Motherboard.tv
- [World of Warcraft Ventures Into The Classroom](#) - ZAM
- McBride, Melanie. (December 6, 2010) - [Gameification, Gaming, Edugames: Keeping It Real](#). melaniemcbride.net.
- Greene, Amanda. (December 3, 2010) - [Teacher uses video game to enhance students' English skills](#). Wilmington Star News Online.
- Roscorla, Tanya. (November 18, 2010) - [World of Warcraft Invades Language Arts Class](#). Converge Magazine
- Schlenker, Brent. (November 27, 2010) - [WoW in Schools - Not in Corporate Training](#). Corporate Learning Strategies and Development.

As publicity surrounding the project continues to build, Internet traffic to the WoWinSchool Wiki (<http://wowinschool.pbworks.com>) continues to grow. Between December of 2010 and mid-April 2011, the wiki has hosted nearly 7,000 unique visitors from 88 countries.

Project Growth and Expansion

The WoWinSchool Project continues to capture the attention of innovative teachers, district leaders, and of course, gamers from around the world. Diane Lewis, director of instructional technology for Seminole County Public Schools in Florida has launched the project, after school, at two different schools. Scarsdale Public Schools in New York has also launched a program based on the WoWinSchool Project in the past several months. Considerations are underway in Pender County Schools, North Carolina to consider ways of expanding the program within the district.

The project has also served as a model for the implementation of similar game-based projects in schools. In Pender County Schools, North Carolina, the project has inspired the MinecraftinSchool Project (<http://minecraftinschool.pbworks.com>) which uses the independently developed sandbox game, Minecraft, with 5th graders. Likewise, WoWinSchool has served as a model for Marianne Malmstrom's Saving The Universe Project project (<http://savingtheuniverse.wikispaces.com/>) at The Elisabeth Morrow School in New Jersey. Her project takes a similar approach with the use of the online game, Lego Universe.

Evaluation Measures

Data continues to be collected to examine participating students' growth as part of Pender County School's local option assessments of reading. Between the first and second measurements, students participating in the WoWinSchool Project averaged approximately 4% growth. Data from upcoming evaluations will be collected and analyzed as well.

Financial Report

Grant funds will be used to fund travel to the ISTE 2011 conference for Lucas Gillispie and Craig Lawson. In addition, unused hardware dollars will be used to purchase a number of iPads for student use. These will be used for research and for creative student projects such as videos.

Upcoming Project Activities

As the project moves forward toward the close of the school year, students participating in the Hero's Journey course will complete a variety of creative writing and digital media projects. As these are completed, they will be shared on the project wiki. Preparations are underway for the ISTE 2011 conference at which a panel including Lucas Gillispie, Craig Lawson, Peggy Sheehy, and Diane Lewis will present their observations and findings related to the project. Project coordinators are placing a heavy emphasis on the completion of the online Moodle course to be released in time for the ISTE conference.