

A SYFR PARTNER:

eInstruction

by Richard Erdmann, CEO and Founder, Syfr Corporation

Two events prompted us to pursue eInstruction as a Syfr Partner. The first was when one of our speakers, Frank Levy, shared research with us from a book he co-wrote with Richard Murnane, The New Division of Labor. The research indicated that technology tends to change routine work first. In education we have found technology applications that drive higher order thinking skills to be of more interest than those automating the routine but automating the routine is what allows more higher order thinking to take place. For example, there was a time when the routine collection of data consumed far more time than analyzing data. Today technology has largely reversed this trend in the private sector, but it is really just beginning in our classrooms. The response pad technology of eInstruction makes it possible to collect data and use it effectively because it simplifies the collection and recording of certain kinds of data.

The second event occurred over 15 years ago. I invited Asa Hilliard, an educational psychologist and a leading proponent of Afro-centric studies in public schools, and Diane Ravitch, a historian of education and former US Assistant Secretary of Education, to speak at a conference in Orlando, Florida. Cultural Literacy had just been published and I expected the audience to grill both speakers on their differences of opinion regarding their preferences in books suggested as appropriate to achieve “cultural literacy” for students – one viewpoint Afro-centric and the other Euro-centric. It did not happen. Instead the audience politely clapped for both, asked a few polite questions and let it go.

I wanted a vehicle that allowed the audience to make their differences of opinions known in order to spark a discussion about these two, very different recommendations for a canon of reading literature. eInstruction provides a technology that allows everyone to vote anonymously, which creates a safe space for the more diverse set of answers to be acceptable and the data to be displayed in a manner that provokes dialog.

Since we began working with eInstruction, their technology and research has expanded rapidly. They have ample evidence that their product significantly increases achievement in math classrooms. They have added an assessment component, grade book and slate pad that allows teachers to write on the board from anywhere in the room. They also dominate the market with a vast majority of the classrooms that use response pad technology.

To learn more about eInstruction contact:
Valorie Loomer, Vice President for Strategic Development, eInstruction
valorie.loomer@einstruction.com 949-338-4049