Education is a technology

- Technology can be defined as
  "Any combination of a system, product or environment that meets an opportunity or a need"
- Once developed a technology moves from being highly inefficient through to an upper limit of efficiency
  - approaching 100%

The slow beginning

- gives way to a rapidly changing rate
- until increases in productivity begin to taper off
  - and the system approaches the upper limit for the process or technology

Building a New "Paradigm"

The Upper Limit Hypothesis

- Life Cycles for maturing technologies and systems can be represented by a sigmoid curve
- The introduction of any process is characterised by an extremely slow start with a limited relative productivity
The Cycle

- For any system or enterprise there is an upper limit of achievement at 100% which is never achieved.

Robert Branson

- Asserts that the technology known as education approached this upper limit in about 1960
  - Robert K Branson
  - Florida State University

An analogy can be drawn with flight

- Initially when ballooning was the only form of flight
- They travelled a very short distance and at a low speed

As the technology improved

- Balloons could fly farther and faster
- Eventually their speed and distance reached an upper limit
  - Defined by physical laws

New Technology

- Was required to enable people to fly faster
- The glider was born and distance and speeds increased
- Once again the upper limit was reached

The Next Stage

- The motorised aeroplane took over from here
  - But it too, reached its upper speed limits
Then

- Technology again came to the rescue and gave birth to the jet-plane
- which literally took off where the petrol driven plane had left off

The Evolution of flight

A New Education Paradigm

How is this different from the previous one?

From

"If yu caan use yu hed yu affi use yu han"

From Head vs. Hand

To Educated Hands

The Power Of Youth

- The young do not know enough to be prudent
  - And therefore they attempt the impossible
  - And achieve it
  - Generation after generation

The Role of Education

- Education’s purpose is to replace an empty mind with an open one
  - Malcolm S. Forbes

The Role of Education

- Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do,
- When it ought to be done,
  - Whether you like it or not
    - Walter Bagehot
      - Positive quote of the day, Sept 15, 2000
The Vision for Education in Jamaica

- Each Child can learn
- Each one must!

The Jamaican Economy

- The Jamaican economy has transformed
- From a primary agricultural economy
- To a tertiary services economy
- In 20 years

The Structural Change

- In our economy from agricultural/industrial
- To a technological/information-driven/service type society

Jamaica’s Service Sector

- Tourism
- Finance
- Distribution
- Retail Trade

The Paradigm Shift

- Education makes you trainable
- Training makes you employable
- Attitude makes You Successful

The HEART – CIT Experience

Testing the 10 best graduates
The JobBank Personnel Selection Inventory

- The goal of the Personnel Selection Inventory is to offer businesses and industries:
  - a psychologically sound
  - research-based pre-employment screening technique that would go beyond routine methods of interviews and background checks

Drug Avoidance

- A high score on this scale represents the greater probability that
  - the applicant is not currently using illegal drugs
  - will not use illicit drugs on the job

Tenure or Job Commitment

- A high score here reflects the greater probability that
  - the applicant has no past history of job instability
  - will not quit the job prematurely

Employee/ Customer Relations

- The higher the score on this scale, the greater the probability that
  - the applicant has a positive Customer Service orientation and will get along well with others

Safety

- A high score on this scale represents the greater probability that the applicant
  - Has no recent history of on-the-job accidents
  - believes accidents can be controlled through improved safety consciousness

Work Values

- A high score means that the probability is greater that the applicant will be
  - more productive
  - more enthusiastic
  - believes personal effort can determine success
Supervision Attitudes

- A high score on this scale represents the greater probability that:
  - the applicant will do the work assigned
  - respond appropriately to supervision and
  - obey company policy

Productivity

- The higher the score on this scale, the greater the probability that:
  - the applicant can be counted on to consistently follow through on assigned tasks
  - Also work quickly and efficiently

Employability Index

- The Employability Index is a composite score that provides a quick reference to the applicant’s overall suitability for hire

Work Attitudes of Top CIT Graduates

- Cognitive Capabilities
- Work Values
- Employer of Choice, 2004-5

Profile of the Educated Jamaican

- Loves to learn, lifelong learner, continuously developing wisdom and knowledge
- Well-rounded, agile of mind, flexible, responsible, decisive
- A foreign language skill with at least the minimum requirements for tertiary education
Profile of the Educated Jamaican
- Productive citizen/worker in charge of personal economic development
- Socially aware
- Conscious of what is good for society committed to sustainable lifestyle

Profile of the Educated Jamaican
- Spiritually-conscious and mature
- Tolerant of diversity
- Rooted in his/her Jamaican "s’maddiness"

Anything less than a conscious commitment to *Excellence*, is an unconscious commitment to mediocrity

Cecile Johnson Semaj

The Text For Today
- If a blind man leads a blind man,
- Both will fall into a pit
  - Matthew 15:14

The Creation Story
- God made man and placed him in the garden of Eden “to dress it and keep it” (Gen 2:15)
- Adam given *work* to name all the animals (Gen 2:19)
- Then God provided him with a *woman* (Gen 2: 21-24)
THE TOTAL PACKAGE

- Education makes you trainable
- Training makes you employable
- Attitude makes you successful
- Work prepares you for intimacy
- Work & intimacy prepares you for parenting

The Road Ahead

DENY YOUTH ACCESS TO PRODUCTIVE MEANS

USE DESTRUCTIVE MEANS

USE REPRODUCTIVE MEANS

PARASITES

PREDATORS

PREGNANCY

BABY MOTHER

Western World’s Biggest Social & Economic Problem

Male
Young
Uneducated
Unmarried
Unemployed
Unemployable

The Economist, Sept 28, 1996

Status of Jamaican Children

- 82% born to unmarried parents
- 72% have no fathers name on birth certificate
- 66% live with only one parent

The Socialization Model

Mother
Father
School
Peers/ Media
Police

The Mission of The 21st Guidance Counselor

Values? Traits?
Skills? Attitudes?
Preparing Our Children

Means:
Shaping Attitudes To Induce Behaviours

What Are Attitudes?
• Learned
  - relatively enduring feelings
  - about objects, events or issues

Attitudes Have 3 Components
1. Evaluation
   A positive/negative meaning
2. Belief
   What you know and accept as true
3. Action
   Implications as to how one should act

Example Of Drugs
• Bad
  • What it does to body and mind
  • One should avoid it and people who use it

Sources of Attitudes
• Parents - Set base and foundation
  1. What they reward/punish
  2. Example they set
  3. Control the information you get
     - What TV shows you see
     - Where you go
     - What you bring home

Peers
• From age 6 - early teens
  - strong influence
  1. Via fear of rejection
  - so we conform
  2. We choose groups that express similar attitudes to ours
Personal Experience

We Tend To Over-Generalize

Media

- 1. Powerful influence
  - TV
  - Radio
  - Movies, Video Games
  - The BET-ization of Jamaica
- 2. Often the only source of information on events
- Power of Media ted contact

Personal Experience

We Tend To Over-Generalize

Shaping Attitudes

To do what?
- To accept guidance from those who have their best interest at heart
- To pursue academic excellence
- To participate in positive values building activities
- To learn to settle disputes and differences with non destructive methods

Shaping Attitudes

HOW?
- Know the parents; Meet at least once per term
- As soon as you see a “problem”, get help Social, personal ...
- Anger management issues should be immediately addressed
- Set and maintain limits on child’s behaviour As child matures, be willing to negotiate options

Work Place Socialization

- Long and lasting effects
- Much easier to create new attitudes than to change old ones
- We tend to seek information that support existing attitudes and ignore information that conflicts with them

Changing Attitudes

Strategies
Changing Attitudes
• Very hard, once you change one others begin to get very shaky
• Example of grad student who dropped my African Psychology class
• Example of when I teach about the sources and manifestation of Jamaican culture - popular and national

For the Message to Get Through People Must Believe That You Are
• trustworthy
• likeable
• represent warmth
• represent comfort
• represent safety

This Happens Without Words
• We plug into thousands of preconscious cues

The First Brain: The Non-reasoning Non-rational Part
• seat of human emotion
• The brain stem
  - provides immediate instinctual response
• Limbic system
  - the emotional centre

THE NEW BRAIN:
The cerebral cortex
• seat of conscious thought
• memory
• language
• creativity
• decision making

TO GET TO THE NEW BRAIN
• the message must first pass through the First brain
COMMUNICATION and The formation of beliefs

- **Mediated CONTACT** - 90%
- **imMediated CONTACT** - 10%
  - Your beliefs and attitudes

Effective Communication...

- is based on emotional impact
- we must be believed to have impact
- **ALL FIRST BRAIN**
- **LIKABILITY IS THE SHORTEST PATH**
  - TO BELIEVABILITY AND TRUST

Two Routes to Change

1. **Central**
   - Scrutinize and evaluate the facts
   - Check reliability and consistency
   - Focus on content

2. **Peripheral Routes**
   - Focus on the communicator
   - Or our mood

The Communicator

- Note how advertisers try to find the right persons to communicate their messages
- Who says something is often more important than what is said
  - 1. Credibility - You believe person if seen to be an expert
  - 2. Trustworthy
  - 3. Similarity - If you can identify with person

Message

- When preaching to the converted, one only has to focus on information supporting the desired position-
  - For those who disagree
    - we need to present both sides
    - Give information on the desired position first and unsupporting information next
Message

- Complicated messages
  - best presented in writing
    - e.g. Books, Magazine, Newspapers
- Simpler messages
  - TV
  - Radio

Content + Emotions

- Messages that put people in a good mood can change attitudes
- Communication paired with soothing music or pleasant pictures may be very persuasive
  - Help to focus on individual emotions
- Note Nigh Doctor Format
- Repeated Exposure

Attitude and Behaviours

- Many cases of inconsistency
- James Barker and Jimmy Swaggart
  - sex
- Ronald Ragan
  - dealing with terrorists

Other Factor to Look at

- Situation
- Belief that one's action will make a difference

Attitude Based on Personal Experience

Hardest to Change

In Many Ways We Are Prisoners of Our Attitudes

- Success
- Money
- Power
- Health
- Happiness
We Limit Ourselves

- If you change attitudes, chances are behaviour will follow.
- You must be willing to let go, experience the world fresh.

Best Source

- mediated contact
  - magazine, books, videos, movies

It Is Easy to Say Why Something Can't Be Done

- better to identify what is to be done and start
- This year
- This month
- This week?
- Today?
- Now?

Billie Donegan

- School Improvement Coach, Consultant, and Trainer, Colorado Springs, CO
- Recent research stresses that the two most critical times influencing student success are
  - when they first enter high school
  - and as they exit.

The Model

- When South Grand Prairie High School in Texas made the decision to embark on whole-school reform,
- a small group of teachers made the commitment to design two new courses:

The Courses

1) beginning course that would help freshman students navigate the years of high school more successfully,
2) an ending course that would help seniors make the important next step after high school.
Student input was obtained
- the results are two courses that teachers love teaching, students love taking, and the state recommends as a model for increasing student achievement
- This design has served as a model for schools in Florida, Kentucky, Delaware, Georgia and Arkansas

Adult-Less-Sense?
New research shows what really causes your teen's weird behavior
And what to do about it
Based on Sarah Mahoney
Prevention.com

Until Recently
- Parents had only one explanation for the baffling behavior of teens:
  - Clearly, they were hijacked by their rampaging hormones

Experts Are Discovering That The Real Reason
- For the eye rolling
- Sullen behavior
- Burning desire to do stupid things
  - That mark the turbulent adolescent years
- Isn't just teens' surging hormones
- It's their brains

Not Long Ago
- Neuroscientists thought that the human brain finished developing at an age when kids still believed in the tooth fairy:

By Age 6
- A child's brain has already achieved 95% of its adult structure
- Research based on brain scans of infants
  - Shows that neural connections form at a dizzying speed
  - during the period from birth to age 3
Brand-new Research
- Has uncovered a second period of rapid brain development
- Stretching from pre-adolescence through the early 20s
  - Peaking around 11 for girls
  - And 12 1/2 for boys

The Brain Is Undergoing More Change Now Than At Any Other Time Except Just After Birth

Linda Spear, PhD
Professor of Psychology
Binghamton University
New York

New Connections
- Are being made throughout the adolescent brain
  - Even in the gray matter where we do most of our rational thinking

The Brain
- Is feverishly reshaping itself
- Pruning neural connections at the rate of 30,000 per second
- Producing a leaner, meaner brain

Knowing That
- This decision-making area is still under construction explains plenty about teens
- Researchers have found that even in those who generally show good judgment
- The quality of decision-making fizzes in moments of high arousal

The Biggest Changes
- Are occurring in the brain's prefrontal cortex
- Located right behind the forehead
- Which governs "executive" thinking:
  - Our ability to use logic
  - Make sound decisions
  - Size up potential risks
Emotion

• Whether happiness, anger, or jealousy
• Particularly when teens are with their peers
  - Overrides logic
• Making even the smart ones momentarily dumb

This Phenomenon

• May help to explain why one teen starts smoking
• Even though she knows it will hurt her track times
• And another shoplifts a pack of gum when he has $50 in his pocket.

How It Works

Elizabeth Cauffman, PhD
Psychologist
University of Pittsburgh

Your 16-year-old

• Knows that keeping a party when parents are away is
  - (A) dangerous and
  - (B) will get him grounded for life

Yet In A Peer Group

• A heightened emotion
  - Such as anger at being called chicken
• Trumps knowledge

Very Likely

• He'll guzzle that Red Stripe anyway
• Ask him later what he was thinking
• He will honestly answer:
  - "I wasn't"
**Why?**

- Their "thinking brains" are works-in-progress
- This affects teens' abilities to assess and respond appropriately to the emotions of others – and their own

**A Study at McLean Hospital in Belmont, MA,**

- found that teens read facial expressions differently
  - and less accurately, than adults do

**When Researchers**

- Showed a small group of adolescents
  - Ages 12 to 17
- Several photographs of faces with
  - Fearful expressions
- Many of the kids--particularly the younger ones--misread some of the looks as
  - Surprise, anger, or confusion.

**In Similar Studies**

- Adults correctly identified the faces as "fearful" every time

**While The Teens Were Reviewing The Photos**

- MRI scans of their brains showed increased activity in the amygdala
  - the part of the brain that governs immediate, or gut, reactions
  - and plays a leading role in impulsive action

**On The Other Hand**

- Adults have been shown to use the frontal cortex to assess similar photos
- This enables them to better distinguish subtleties in expression
This Preserves The Species?

- While living amid all this brain turbulence isn't much fun for anybody (especially your teen)
- Scientists think typical adolescent characteristics
  - Like defiance and risk taking
- May serve a valuable evolutionary purpose

Evolutionary Forces

- Animal species in which adolescents left the pack and mated with a more diverse gene pool may have become much stronger
- Those with meek juveniles most likely had a higher risk of inbreeding
  - which can lead to extinction.

It's Possible

- This teenage defiance in many species has just become instinctive
- While it's no longer useful to us
  - and in fact is dangerous
- It may take evolution eons to catch up

The Timing Is Terrible

- Your teenager's brain is remodeling just as modern society gives him wider access to deadly weapons:
  - Cars
  - Alcohol
  - Cigarettes
  - Drugs
  - Guns

Children

- Between the ages of 15 and 19 are 3 times more likely to die from all causes
  - with accidents, murder, suicide, and drugs all playing a role
- than those ages 10 to 14
  - reports the National Center for Health Statistics (USA)

Risk

- The number of risks today's teens are taking staggers most parents:
- 78% of US high school students have tried alcohol
- More than 5 million admit to binge drinking at least once a month
- The mean age of first use: 14
USA Stats
• One out of 5 kids has sex before turning 15
• Many don't understand the risk of AIDS
  - so they may not take precautions to prevent it
• About 58% of teenage boys don't wear seat belts
  - the lowest number of any group of licensed drivers

Finally, Good News
• Scary though the teen years are for parents, there's some hopeful news:
  • Most kids not only survive, they flourish
  • Around age 16 or 17, they start becoming more emotionally mature

Older Teens
• Are better able to control their impulses
• So reason has a chance to triumph over slicing up the bus seats

Spear Estimates That
• 80% of kids grow into happy adults
• Many of the remaining 20%
  - Some unhappy
  - Others plagued by such serious problems as substance abuse, depression, or schizophrenia
• May sort themselves out eventually, too

The Teen Brain
• Is enormous plasticity
• In some ways, this part of life is plenty of fun
• Young people learn (and master)
  - countless athletic skills, hobbies
  - interests, and passions
  - make huge strides in academic learning

The Time To Act Is Now
1. Parents
2. Education, culture, health intervention now
   Or National Security & Justice Later

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Tell The Children

The Truth

Your Experience
With Changing Attitudes

1. Current non-productive or destructive attitudes
2. How created?
3. How supported?
4. How to change?

CHILDREN COME FIRST

• I believe that children deserve to be challenged...
• I believe that the things we do best are the things we do together...
• I believe that kids opinions matter...
• I believe because... I am a counselor
  - Mrs. Michele Alivernini (302) 798-5584

School Counselors Help Our Children
Find Success in School by...

• Helping develop positive attitudes among students towards self, family, and community
• Counseling with students individually and in groups to understand and appreciate their unique qualities and to grow personally and socially
• Supporting students by teaching skills for achieving success

School Counselors Help Our Children
Find Success in School by...

• Developing and delivering classroom guidance lessons that teach skills such as making healthy decisions, resolving conflicts, and respecting others

School Counselors Help Our Children
Find Success in School by...

• Assisting students to become invested in their school success by showing them how school performance relates to future activities
School Counselors Help Our Children Find Success in School by...

- Working collaboratively with students, parents, and teachers to identify and remove barriers that may impede student achievement

School Counselors Help our Children Prepare for the Future by...

- Assisting students to develop personal awareness and explore personal goals
- Helping develop communication and interpersonal skills needed to relate well to others

School Counselors help our Children Prepare for the Future by...

- Providing a comprehensive and developmental guidance and counseling program that impacts all students
- Assisting students to learn, to work, to live, in the 21st century

School Counselors Believe...

- All children have dignity and worth as human beings
- Children learn best when they feel good about themselves and their relationships with others
- Children who understand their feelings are better able to control their behavior

School Counselors Believe...

- Children are capable of making responsible choices
- Attitudes formed during elementary school shape future attitudes toward learning, self and society
- Elementary counseling and guidance services should be available to all students, not just those in a crisis situation

School Counselors Help...

- Children develop a better understanding and acceptance of themselves
- Children cope with family changes
- Children develop decision making and problem solving skills
School Counselors Help...
- Children develop socially and emotionally, to mature in their relations with others
- Children to understand themselves in relation to their own development
- Parents understand their children’s emotions, behaviors, and learning styles

In Our Changing World:
- By age 21 today’s young people have faced more decisions that their grandparents faced in a lifetime
- One out of five families move each year
- Everyone faces career decisions

Young People Face Greater Risks than Previous Generations:
- Young people face critical decisions about alcohol and drugs
- Young people face increasing violence in our society and in their schools.
- Some young people face hopelessness that can lead to self-destructive behavior

Young People Face Greater Risks than Previous Generations:
- Children affected by these and other issues are not able to achieve at their full academic potential.
- The counselor’s primary task is to help them become better learners by providing a comprehensive program that includes responsive services
  - individual planning, systems support and a guidance curriculum

Your Experience With Changing Attitudes
1. Current non-productive or destructive attitudes
2. How created?
3. How supported?
4. How to change?

Another JobBank Presentation