

DEN Gurus FAQ

Q: What is a DEN Guru?

A: DEN Gurus are STAR Discovery Educators who possess expertise of one or more pedagogical topics (e.g., Differentiated Instruction, Project Based Learning, etc.), have demonstrated their expertise through a variety of professional experiences, and advocate for the meaningful integration of Discovery Education digital content across their area(s) of expertise.

Q: Who can apply to become a DEN Guru?

A: Any STAR Discovery Educator may apply.

Q: Is there a list of topics or ideas that we choose from to be a DEN Guru?

A: No. We do not want to limit the possible areas in which someone can apply to become a DEN Guru so we have purposefully not provided many examples.

Q: So could there be a DEN Guru of constructivism, for example?

A: Absolutely.

Q: What about a DEN Guru of a particular tool or application? For instance, the DEN Guru of PowerPoint.

A: No. DEN Gurus will most likely have expertise in using many different tools and applications and will share their knowledge of how and why they use Discovery Education resources with these tools and applications (e.g., PowerPoint) to support their overall pedagogical goals, but we are not looking for DEN Gurus of particular tools.

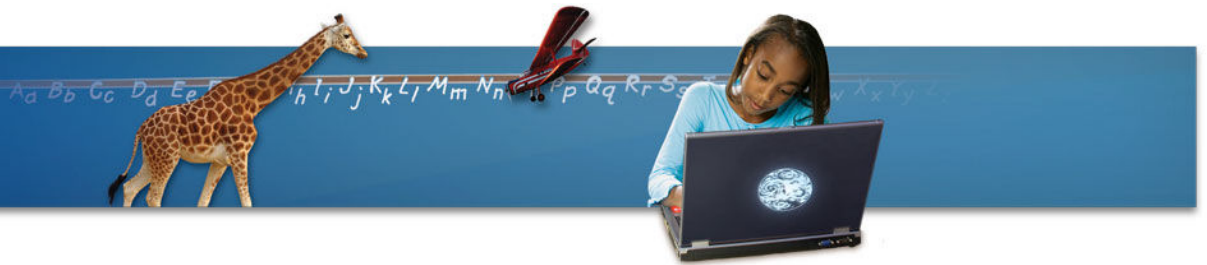
Our advice...think topics, not tools.

Q: How many DEN Gurus will be accepted?

A: We will accept up to five DEN Gurus this year.

Q: What do DEN Gurus do?

A: DEN Gurus will share their expertise with the DEN community in a variety of ways. DEN Gurus will be featured as regular contributors to the National DEN blog and present their own featured DEN webinar. Additionally, DEN Gurus will represent the DEN at a major educational conference during the year (registration and travel expenses covered by the DEN).



Q: If we are accepted as a DEN Guru, how do we decide which conference we get to attend?

A: We will identify three or four major conferences at which Discovery Education has a major presence and work with all of the DEN Gurus to decide who will attend which conferences.

Q: How often do DEN Gurus have to share their expertise via the National DEN blog?

A: At least one post per month.

Q: How many webinars do DEN Gurus have to lead?

A: At least one per year.

Q: If I am not a classroom teacher can I apply to become a DEN Guru?

A: Yes. Any STAR Discovery Educator may apply.

Q: If I am already on the DEN Leadership Council can I apply to become a DEN Guru?

A: Yes. Any STAR Discovery Educator may apply.

Q: What if I don't have access to DE *streaming*? Can I still apply to become a DEN Guru?

A: Yes. Any STAR Discovery Educator may apply. Many of our STARs have access to a different product or service from Discovery Education other than DE *streaming* (e.g., DE Science, DE Assessment, DE Health, etc.).

Q: How do I apply?

A: There are several components to the application process.

First, applicants must complete a form at: <http://links.discoveryeducation.com/denguruform>.

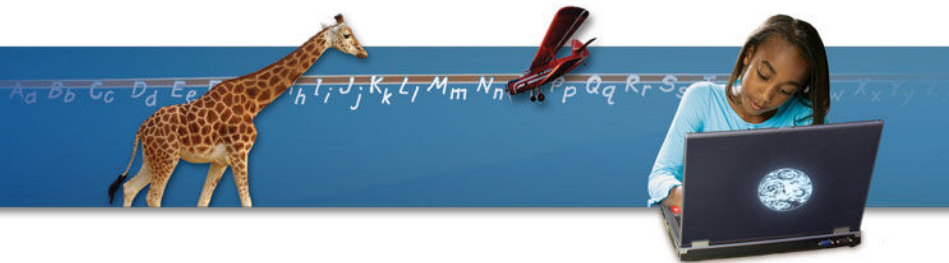
Second, applicants must submit their resume or CV at:

<http://links.discoveryeducation.com/denguruapp>

Third, applicants must submit the following to: <http://links.discoveryeducation.com/denguruapp>

At least two of the following artifacts that demonstrate your mastery of the topic for which you are applying to be a DEN Guru:

- PowerPoint/Keynote/Slideshare presentation



- Handout(s)
- Website
- Blog
- Wiki
- Webquest
- Articles in which you have been featured

At least one of the following that demonstrates your ability to communicate your mastery of the topic for which you are applying to be a DEN Guru:

- Video of you presenting about your topic
- Screencast of your presentation
- Podcast of your presentation
- Archive of live broadcast

Q: How will you know the application materials are mine?

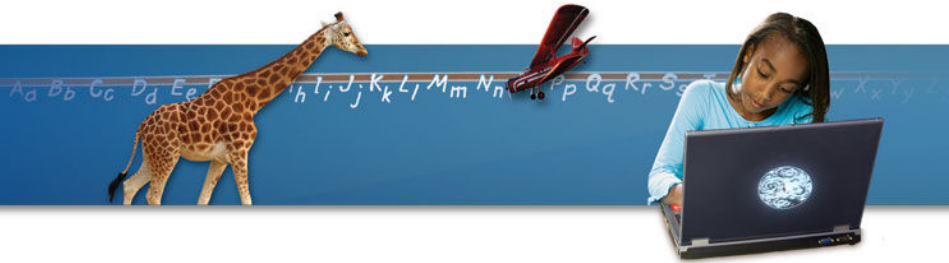
A: Please make sure to include your first and last name in the file name of any resources you submit as part of your application.

Q: How will the applications be reviewed?

A: The application materials will be reviewed by members of the DEN team. We fully expect to receive many more applications than we have spots for this year. We also anticipate having many DEN Guru-caliber applications that will not be accepted this year.

The application materials will be weighted as follows:

- Online Form (20%) – although the majority of the information is general contact information this is where you state what you would like to be a DEN Guru of and provide a sample session description of what you would present.
- Resume/CV (20%)
- Two artifacts that demonstrate your mastery of the topic (30%)
- One artifact that demonstrates your ability to communicate your mastery of the topic (30%)



Q: When is the application deadline?

A: All application materials must be received by November 15, 2009 (5 PM ET).

Q: When will we find out if we are accepted as DEN Gurus?

A: We will inform all applicants on or before December 1, 2009.

Please consult your ethics official to ensure no local laws or school district rules prevent your acceptance of costs or promotional materials associated with this program.