



Bring Your Own Device - iPad and Mac Program A Communication Guide for Schools



Technology plays a huge role in students' every day lives and is integral to their learning. Whether you're establishing a new Bring Your Own Device (BYOD) program or adding Apple devices into your existing program, it is important to communicate the details effectively to your school's family community.

In this guide, we've gathered some ideas for how you can communicate your BYOD program — from building a vision to hosting family information sessions. It also includes approved copy and useful references regarding purchase and support for a student's Apple device.





Build Your School's Technology Vision

Your vision is an idea that articulates and helps you communicate the 'why'. Why will this new environment enhance learning? Why is it important for students' experiences now and in the future? Here's some suggested messaging to get you started:

Technology is a driving force in the world today. It also introduces some remarkable opportunities in schools to expand what's possible for teaching and learning. For that purpose, we are implementing a Bring Your Own Device program, which offers all students the option of using a personally owned device for their own learning.

And here's some suggested messaging to describe how Apple technology fits into your vision for learning:

Apple has always designed products that make learning personal and empower the creative genius in all of us. We've chosen the Apple platform because it aligns with our goals to make learning relevant, inspire creativity, enhance collaboration and enable every learner to be a creator who believes their work matters.

Define Your Program

Each school has a unique BYOD program. Here are a few ideas about the kinds of information to include in your communications:

Device specifications

Specifications include information about the product, model, minimum capacity, operating system and Wi-Fi connectivity.

Other requirements

This includes items such as the product warranty, protective cases and volume-restricted, over-the-ear headphones.

Purchasing options

It's a great idea to provide details about your local Apple Store or direct them to www.apple.com/au/. For more information on purchasing, see page 5.

School IT support

You could also provide families with details like a contact name, a phone number, an email address, the IT office location, support hours and instructions on how to make an appointment. For details on Apple Support, see page 5.

Setup instructions

Consider providing step-by-step device setup instructions, for example, on signing in with an Apple ID, parental controls or getting network access. You may also let families know that an Online Personal Session is also available when they purchase a Mac or iPad at an Apple Store, Apple.com, or on the Apple Store App. See page 5 for more details.

BYOD program student agreement or usage policy

Families and students may sign this useful document to formalise and agree to student responsibilities around things like personal use, travel, care, software installation and battery charging.

Plan Your Communications

A thoughtful communication and engagement plan is a great way to involve your family community throughout the school year. Your plan might include:

- Letters or flyers
- A web page
- Email
- Family information sessions
- Surveys

In this guide, you can download a flyer template (page 7), presentation template (page 8) and a demonstration guide on using Screen Time (page 8).

Share Your Message

The material you create to share your program with families should help them understand the benefits of the Apple BYOD Program. The message should explain what's great about your school's program and why you chose Apple technology, and it should include specific program details (as suggested on page 4). You can use the copy blocks below if you'd like to communicate about Apple purchasing and support.

Apple Purchase and Support Information

The most powerful tools for learning are the ones students love to use. Apple technology expands what's possible inside the classroom and beyond. Apple Retail provides education and support for families, as well as a range of affordability options such as Trade In and finance.

Product purchase options

You can visit www.apple.com/au/ or your local Apple Store to purchase. To find your local Apple Store, visit www.apple.com/au/retail.

Finance options are available for purchases in-store. Visit the [Apple GiveBack website](#) to find out if your existing iPad, iPhone or smartphone is eligible to be traded in for a gift card. Or visit an Apple Store, and if your device qualifies, you'll get credit towards a new one.

Online Personal Session for Parents

Online Personal Session is available exclusively through Apple to answer your questions, walk you through key features and help you find great apps. You'll also discover features designed specifically for families and caregivers to help their students stay focused, stick to agreed usage times, access appropriate apps and ask permission before purchasing content. Online Personal Session is available when you purchase any of the following Apple products at an Apple Store, Apple.com, or on the Apple Store App : Mac, iPhone, iPad, Watch.

Learning and support

Your local Apple Store is a great place to learn about Apple products for education. Today at Apple offers free, hands-on creative sessions designed to inspire creativity in students of all ages. Go beyond the classroom to explore new skills and projects in photography, art, design, coding, music, video and more. Visit www.apple.com/au/today or download the Apple Store app to learn more.

For your new Apple purchase, including using iPad, Mac and iTunes, Apple can provide ongoing support. For Genius Bar reservations or to connect with experts by phone, chat or email, download the **Apple Support app** or visit getsupport.apple.com.

For additional support, **AppleCare** provides access to expert technical support and hardware service options directly from Apple. You'll get one-stop personal assistance with Apple hardware and software products, and if necessary, Apple experts can help arrange a repair.

About Apple in Education

Use the copy blocks on this page if you'd like to include information about Apple in education along with your program description. Please use them exactly as they appear below.

Ignite the creativity in every student.

Every child is born full of creativity. Nurturing it is one of the most important things educators do. Creativity makes your students better communicators and problem solvers. It prepares them to thrive in today's world — and to shape tomorrow's. Apple is constantly creating resources to help educators do just that. Not only with powerful products, but also tools, inspiration and content to help educators create magical learning experiences and make every moment of screen time worth it. Learn more about Apple products in education.

Flexible tools that flex imaginations.

Apple products give students freedom of expression.. iPad lets them read, look things up, create reports and present their ideas. It holds their books, and it works with Microsoft Office and Google Drive. And with iPad, they have the flexibility to do all those things the way they want to — with a keyboard, an Apple Pencil or even just a finger. Mac provides the power to pursue even the most ambitious projects. And with a full suite of Apple-designed apps made for creation, both iPad and Mac give students a canvas as limitless as their imaginations. Learn more about [products for learning](#) or visit [iPad for School](#).

Designed with every student in mind.

Apple products are designed with features to empower students of all abilities for vision, hearing, motor skills, learning and literacy. Learners can customise display colours to aid visibility or have content on the screen read aloud to them. And teachers can limit apps and other distractions to keep students focused. [Learn more about accessibility on Apple technology](#) or sign up for an accessibility session at an [Apple Store](#).

Apple helps in the classroom, too.

Apple devices expand what's possible in the classroom. Apps like Classroom help teachers guide how students use devices and apps in the classroom. And they provide valuable insight into each student's progress, so the teacher can focus on what's most important: teaching. [Learn more about tools for teaching](#).

Simple to set up. And built to protect your child's privacy.

Apple products are as easy to set up as they are to use. And they're designed to protect your student's personal information, like their location, the websites they visit and the apps they use. Built-in tools like Screen Time give you insight into how your student is using their device or let you set the amount of time they can spend in specific apps or on certain websites. [Learn more about tools for families](#).

Powerful enough to grow with them.

Apple technology is made to grow with your student. iOS, macOS and free productivity apps — Pages, Keynote and Numbers — receive complimentary updates to enable new features and new ways to use iPad and Mac. The same is true for Apple's free creativity and coding apps — Photos, GarageBand, iMovie, Clips and Swift Playgrounds. And when your student is ready to move up to the pro level, Apple offers an education discount on industry-leading apps that deliver powerful creative tools, including Logic Pro X and Final Cut Pro X. [Shop the Pro Apps Bundle for Education](#).

Teach and learn. From any distance.

Apple products are designed with built-in features to enable learning at anytime, anywhere. [Learn more](#) about how Apple is helping support schools, teachers and parents create engaging learning experiences from any distance.

Create a Flyer

Creating a professional-looking document that supports the story of your work can inspire family engagement and spark further conversations. We've created a [template](#) for a flyer you can use as a handout at a meeting, an invitation to an informational event or a downloadable resource on your website. Below is a sample version of a completed flyer for inspiration.

Customising the flyer

The purpose of the flyer is to gather key information about your initiative in an easy-to-read, accessible format. Here are some ideas about how to create your flyer:

1. Add your school colour and font to masthead area and update the placeholder text appropriately.
2. Drag an image onto the media placeholder if you'd like to add a little visual interest to your flyer. Just delete the placeholder if you don't want to use an image.
3. Include links to your social media sites at the bottom of the page.

[School/district masthead]

[Initiative Name]

[Vision statement... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat augue duis dolore te feugait nulla facilisi. magna aliquam erat volutpat.]

Media Placeholder

[Insert caption ab

Heading

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Bestiarum vero nullum iudicium puto.
- Et quod est munus, quod opus
- Egregius, integra valetudo summa

Heading

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Bestiarum vero nullum iudicium puto.
- Et quod est munus, quod opus
- Egregius, integra valetudo summa

[Insert Facebook] [Insert Twitter]

Your School Name 1234 Main Street
Town, NSW, 2000
www.your-school-name.edu.au

Inspiring Every Learner

At <Your School Name>, we're committed to creating the best learning experiences so that every single learner builds the skills and confidence to explore the world today and change the world tomorrow. We give each student the best technology to do their best work, along with guidance to help them be their best selves.

We aim to inspire and empower every student to be a creator who knows their work matters.

By the numbers

- iPad for every student in year K-6 (525)
- iPad and MacBook for teachers (125)
- High-end Mac multimedia production lab
- Apple TV in every classroom

Mark your calendar

- February 1: Parent-student technology orientation
- February 14: Year 4 digital citizen boot camp
- March 1: Year 3 Code Camp sign-up
- June 28: Year 5-6 Robotics club

Notable programs

- STEAM program (K-6)
- Coding course (K-6)
- Robotics club (4-6)
- App development class (5-6)

Contacts

John Appleseed, Principal
john@xyzschool.edu.au
Amy Frost, Director of Curriculum
amy@xyzschool.edu.au
Erin Steed, Technology Coordinator
erin@xyzschool.edu.au

[Insert Facebook] [Insert Twitter] [Insert Instagram] [Insert Tumblr]

Host a Family Information Event

Holding an event at your school to introduce the program can drive family participation and ongoing support. Here are a few ideas that can help

Before the event

- In the lead-up to the event, consider surveying the families in your community to better understand their wants and needs and to help you prepare for any questions your attendees may have. Consider inviting teachers, students and leadership to the event.
- The vision for your initiative needs to be at the heart of every communication. Think about what you want your community to understand or what action you want them to take.
- Send a personal invitation that includes details about your program vision, as well as the agenda, time and date, location and RSVP requirements for the session.
- Prepare a presentation that clearly communicates the details of your program, along with information about Apple purchasing and support. We've created a [Keynote template](#) to help you prepare what you'll say. Feel free to use this as a starting point when you're creating your own presentation. Note that you can edit this file in Powerpoint.

During the event

- Invite students to showcase their digital work and share how they used technology to create the project. This will inspire families and illustrate how Apple technology is transforming the classroom experience.
- Enrol family members as students, then guide them through a lesson so they can experience what learning is like on iPad or Mac.

- At the end of the event, give families a take-home document that summarises the information they just heard. Consider including frequently asked questions and helpful answers.

Keep the conversation going

- Your family community will want to hear about how the initiative is going and the changes that you've made. Make an engagement and communication plan that includes online and newsletter articles, follow-up information sessions and student showcases.
- You may want to hold an information session on tools such as Family Sharing and Screen Time. To help you get started, we've created the [Using Screen Time Demonstration Guide](#). You can use it to create your own demonstration during the information session.



Additional Resources

We are committed to helping educators and families get the most from Apple technology. Here is a list of resources you can include in your communications that may drive support for your school's BYOD program.

Privacy resources and disclosures

[Apple Privacy Policy](#)

[iOS Security Guide](#)

Family support

[iPad for School](#)

[Screen Time, Parental Controls and Family Sharing](#)

[About Parental Controls on iPad](#)

[About NAPLAN Online](#)

[Children and Technology with Joanne Orlando](#)

[Online Personal Session](#)

Learn beyond the classroom

[Today at Apple Hands-on Sessions at the Apple Store](#)

[Field Trips at the Apple Store](#)

[Family Time Collection](#)

[Accessibility at Apple](#)

[Digital Literacy and Citizenship Collection](#)

[Learning at Every Grade App Collection](#)

[Everyone Can Create](#)

[Everyone Can Code](#)

[iPad for School](#)

[K-12 Education Resources](#)

[Elements of Leadership](#)

[Innovation in Schools](#)

[K-12 IT and Deployment](#)

[Tools for Teaching](#)

[Guided tour for Classroom](#)

[Getting Started with Classroom](#)

[Getting Started with Classwork](#)

[Apple Teacher — Apple's Free Online Professional Learning Program](#)

[Apple Professional Learning](#)

[About NAPLAN Online](#)

[Everyone Can Create](#)

[Teaching Code with Apple f](#)

[Parent Flyer Template](#)

[Parent Information Session Keynote Template](#)

[Using Screen Time Demonstration Guide](#)

For school leaders and educators