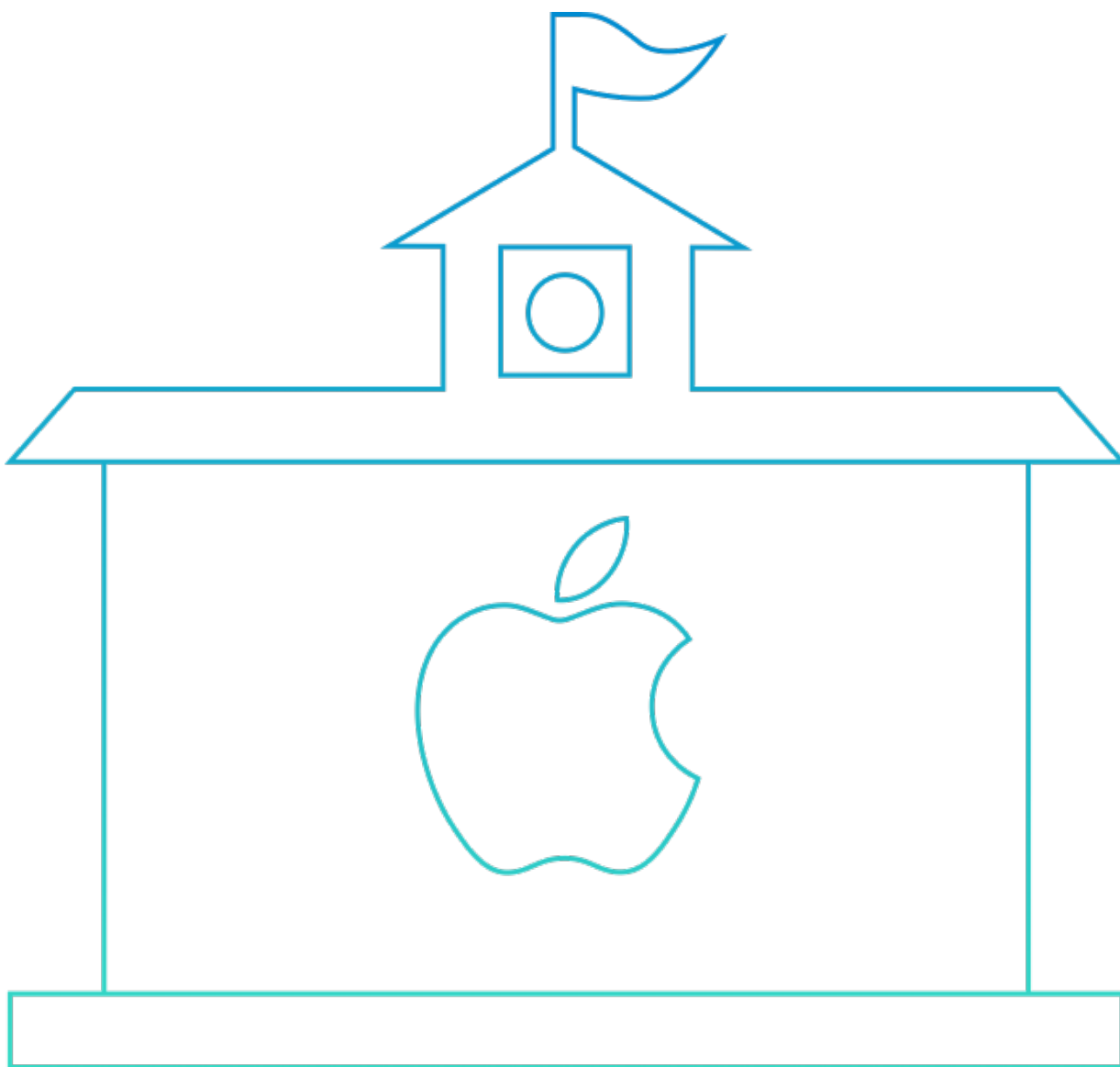# Puerto Rico Department of Education and Apple

July 16, 2018

Puerto Rico Department of Education
José L. Narváez Figueroa
Director Ejecutivo III
Corrections Building, 4th Floor
Tte. César González, Esquina Kalaf
Urb. Industrial Tres Monjitas
Hato Rey, PR 00926

Dear Mr. Figueroa,

The Commonwealth of Puerto Rico Department for Education request for proposal "Mobile Device Technology and Services for New Generation Schools" is a historic initiative that will transform learning and teaching in Puerto Rico. Apple shares Puerto Rico's vision that providing students and educators with technology enables an extraordinary opportunity to drive excellence in education and student learning.

Apple did not receive a copy of this request for proposal until late and as such, did not have the opportunity to participate in the pre-proposal vendor conference or engage with your team to discuss the details. The request has been reviewed by Apple's senior management and our global education team and we feel strongly that we can meet your needs. Apple Education has successfully implemented many large scale projects like the one you are embarking on and can share best practices we have learned.

Apple has engaged with educators for 40 years to explore and enhance the experience of learning and teaching. We care deeply about the needs of educators and students, and we're passionate about building products that inspire curiosity and expand learning. Only Apple offers a complete environment for learning, from the hardware we design to the software we create. We will strive to develop technology that makes learning personal and enriches lives.

We would like to request the opportunity to sit down with your team, verify our questions and approach, and provide you with the appropriate customized solution to meet your needs.

This document is submitted as an expression of Apple's desire to work with the Puerto Rico Department of Education to fulfill its instructional technology needs.

We look forward to discussing this in more detail in the future.

Sincerely,

Jair De la Garza
Apple Education Sales
Apple Education Sales
+52-55-52091251
jdelagarza@apple.com

Table of Contents

Apple and Education

At Apple, our goal is to make amazing products that enrich people's lives. And there's nowhere that goal plays out more than in education. We believe education is a fundamental human right for everyone. Learning should be personal and accessible, no matter what a student's abilities or learning style. We believe learning should be about the delight of exploring and discovering the world. That students should have engaging tools that inspire them to be creative, and to create. And we believe that students need to be able rise to the challenges they encounter, empowered by their own unique interests, passions, and talents. Every day we see students and teachers use our products to do amazing things—things we never dreamed of. And that's what drives us. That's our vision—to create products that bring out the potential in every individual, so they become the future thinkers, creators, and leaders and make the world better.

Forty years in education
For 40 years we've designed products that create opportunities to engage every student by making learning personal. Our products transform traditional classrooms and lessons into experiences that inspire creativity and encourage collaboration—experiences that profoundly impact a student's curiosity for learning and path in life. We have authored seminal research. We have strong relationships with education thought leaders. And we work closely with a community of educators to understand how to best incorporate technology into learning environments to benefit learners. Our Apple Distinguished Educators program and Apple Distinguished Schools program highlight what's possible when visionary educators and education communities use our products.

For students
We know that the most powerful learning experiences are personal. When students learn with Apple technology, the work students need to do becomes the work they love to do. Apple technology helps students uncover their potential, find their passions, and discover new ways to learn. Lessons become more immersive through the power of touch, motion, and sound because assignments can be sketched, scored, charted, coded, or performed. Apple products help students show their creative genius.

For teachers
During our 40 years in education, we've worked with educators and designed products that help them expand what's possible inside the classroom and beyond. Our products are intuitive and spark curiosity. They help teachers discover unique ways to enhance their lessons and workflows and engage their students. Our platform for learning materials—the **App Store**, Mac Apps Store, **iBook Store**, and **iTunes U**—offer teachers millions of apps, books, courses, and other learning materials to make their lessons great. And we give teachers powerful ways to manage Apple technology in their classrooms.

For leaders
We're committed to helping every school experience the transformational power of technology. New deployment and management features make it easier than ever to get iPad and Mac into students' and teachers' hands. You'll be able to get students and staff enrolled quickly, configure devices automatically, and seamlessly buy and distribute apps and books. We'll also work closely with you to understand the challenges unique to your district and recommend the best products and services for achieving your goals. We design financing options that make sense for your budget cycle and offer support for teachers, students, and staff.

Only Apple
Apple has engaged with educators for 40 years to explore and enhance the experience of learning and teaching. We care deeply about the needs of educators and students, and we're passionate about building products that inspire curiosity and expand learning. Throughout our entire range of products—from powerful and engaging devices to solutions for accessing, authoring, and sharing content—we have kept the needs of our education customers in mind. Only Apple offers a complete environment for learning, from the hardware we design to the software we create. We will stay committed to our education mission. And we'll continue to develop technology— in every product we make—that makes learning personal and enriches lives.

Apple Values

Corporate responsibility is important to Apple. By investing in programs and activities that support learning, entrepreneurship, the environment, and global outreach, Apple demonstrates its commitment to making a positive difference for people around the world.

Education

We believe education is a fundamental human right for everyone. And yet there is great disparity in our schools and education systems. A lack of equal access to technology and knowledge puts entire communities and populations of students at a disadvantage, especially people of color. At Apple, we see the results of this and other forms of inequality every day. People of color are significantly underrepresented in the technology industry. We want to do our part to change this. We feel it's our responsibility to act. We believe that the young minds and young innovators of tomorrow should have every opportunity to realize their potential through today's powerful learning tools. As part of our mission, we joined President Obama in support of the ConnectED initiative by committing our products, our knowledge, and our passion for learning to 114 schools across the country. It's an important first step and a bold vision for a richer, more diverse, and more inclusive future. Learn more about Apple in education: www.apple.com/education

Privacy and security

We believe the most personal technology must also be the most private. That's why we design products with your privacy in mind from the start—built in, not bolted on.

As you add photos, messages, contacts, and credit cards to your Apple devices, they become more personal. So we design innovative ways to protect that data. And we build powerful safeguards into our operating systems, our apps, and the devices themselves. Because the things you rely on every day should keep your personal information safe.

We've been protecting your data for more than a decade with SSL and TLS in Safari, FileVault on Mac, and encryption that's built into iOS. We also refuse to add a "backdoor" into any of our products because that undermines the protections we've built in. And we can't unlock your device for anyone because you hold the key—your unique password. We're committed to using powerful encryption because you should know the data on your device and the information you share with others is protected. Learn more: www.apple.com/privacy/

Accessibility

We believe in making technology work for everyone. So every product has not only accessibility features—but also accessibility principles—built in from the start. Features such as VoiceOver, Switch Control, Guided Access, and Zoom allow, for example, someone who is severely visually impaired to purchase any of our devices at a retail store, bring them home, and set them up by themselves. Approximately 6.5 million students in the United States and Puerto Rico receive federal funding for special needs that range from sensory disabilities, such as vision or hearing impairment, to more hidden disabilities such as dyslexia, ADHD, and autism. This number has grown considerably in the last 20 years as more students need assistance to succeed in school. Many schools are leveraging technology to provide this assistance and bridge the gaps in learning styles and opportunities for their students. We've done everything possible to make anything possible.

Learn more about Apple products and accessibility: www.apple.com/accessibility

Environment

We take our passion for innovation beyond our products and into our practices. For decades, we've been working to minimize the impact our company and our products have on the environment. One of our guiding principles at Apple is focus and simplify. We apply this principle to our environmental efforts as well. We organize our environmental work into three priorities:

- We're using renewable energy and energy efficiency to address climate change.
- We're developing greener materials for safer products and processes.
- We're conserving the precious resources we all need to thrive.

We believe climate change is one of the greatest threats to the planet, and we're taking concrete action to reduce our carbon footprint. All of our facilities in the United States and China are powered through 100 percent renewable energy, including all of our data centers (87 percent worldwide). We have also converted more than 360 of our worldwide retail stores to renewable energy, including all of our stores in the United States, as well as all of our stores in the United Kingdom., Germany, Australia, Italy, and Spain. And we've improved the energy efficiency of our products, reducing the average total power consumed by Apple products by 59 percent since 2008. Learn more: www.apple.com/environment

Supplier responsibility

All over the world, people are building Apple products. And we want to make sure that each person is treated with dignity and respect. This is why we create programs that educate and empower workers, and help preserve our environment's precious resources for future generations. It's a massive challenge—one where our work is never done. But each year we implement meaningful, lasting changes across our supply chain. We demand that suppliers treat workers fairly and ethically at all times. Learn more: www.apple.com/supplier-responsibility/

Inclusion and diversity

Our commitment to diversity is part of everything we do. We foster an environment that allows all employees to contribute, grow, and push their talents to achieve incredible things. It's why we work with suppliers who share our values. And why we continue to launch initiatives that will lead to a stronger, more representative workforce. All our employees should share and enjoy the same rights regardless of their gender or gender identity, ethnicity, race, age, religion, or sexual orientation. At Apple, this belief is fundamental. We'll live up to this standard in every office, in every Apple Store, and in every place Apple touches. When we work hard to encourage people to see things differently, the ideas they contribute may change the world.

We believe in instilling inclusion throughout our company culture. As our CEO Tim Cook reiterates, "Apple is open. Open to everyone, regardless of where they come from, what they look like, how they worship, or who they love." Learn more: www.apple.com/diversity/

Products and Services

Learning with iPad

iPad changes the way teachers teach and students learn. It's thin and light, so your students can take learning way beyond the classroom. There are thousands of education apps, books, and courses, so lessons come to life like never before. And iPad has software designed exclusively for educators, so you can manage your classroom and collaborate with students in all-new ways.

Technology designed to be as limitless as a child's imagination.
The power and flexibility of iPad give students the freedom to explore and express new ideas whenever and wherever inspiration strikes. Mac has the power to bring their biggest ideas to life. And built-in apps and intuitive software create an incredibly personal learning experience for each student — one that can be as unique as each student. Download the *iPad in Education Worldwide Results* (PDF)

iPad is designed for complete freedom of expression and freedom of movement. With amazing apps and advanced built-in technologies, iPad can be anything students want it to be, and it has the power to create anything students dream up. Yet it's so intuitive, they can immediately take an idea and run with it.

Loaded with advanced technology, but so easy to pick up.
From the moment students pick up an iPad, they're ready to make things happen by tapping, swiping, dragging, and dropping. Right away, they know how to move text, photos, and documents around like experts, whether they're just learning how to spell or plotting trig functions. Multi-Touch is a profoundly immersive and responsive experience that gets students of all learning styles fully engaged in what they're doing. And in what you're teaching.

Accessibility- Built to make every student powerful.
Like all our products, iPad is designed with a wide range of features to empower students of all abilities. Including Speak Screen, which reads content aloud to those who can't see it, or who learn better with audio reinforcement. VoiceOver, which can walk students through actions such as opening a document or selecting a menu item. And Guided Access and Safari Reader, which help students stay focused.
Learn more about Accessibility
- Vision
- Hearing
- Physical & Motor Skills
- Learning & Literacy

Productivity- Work in more than one app. At once.
Learning doesn't always happen one app at a time. With multitasking, students can write a book report in Pages while referencing the novel in iBooks, keeping both apps active in Split View. Or they can research the life cycle of butterflies in Safari while sketching the larval stage in Keynote. They can use the Dock to pull up favorite and recently used apps and projects, and switch between them on the fly. And Drag and Drop lets students move content from one app to another — with just the touch of a finger.

Augmented reality. Teach them about the world. By changing how they see it.
Augmented reality on iPad can transform how students learn about and connect with the world around them. Turn your classroom into the cosmos. Make a history lesson as vivid as the present by restoring ancient artifacts. Or even peer inside everyday objects to understand how they're put together. iPad is built to move and packed with advanced technologies like accelerometers, powerful cameras, and an operating system designed with AR specifically in mind. Altogether, it creates an experience that's simply not possible on other platforms.

Apple Pencil - For free-flowing notes, ideas, or masterpieces.
Though it feels familiar, Apple Pencil opens up an entirely new way to use iPad. It puts an incredible selection of tools and effects in a single instrument. So it's perfect for taking notes, capturing observations on a field trip, shading detailed illustrations, marking up documents, and anything else students or teachers need to do.

Apple Pencil can be a pen, a paintbrush, a pastel stick, and more. And its sophisticated pressure and tilt sensors can achieve all the same subtle effects. Lightning-fast responsiveness creates a smooth and natural experience. So students can do everything from calligraphy to technical drawing, smudging to erasing, watercolor to oil painting — as if they were doing it all on real paper, but with capabilities that go far beyond the real thing.

Now it's easy for students to write or draw in any Pages, Numbers, or Keynote document. And teachers can instantly add their own notes to those documents, along with PDFs, photos, web pages, and more.

Cameras-Take in the world. In more ways than one.
With both a powerful camera and editing tools on a single device, students can capture a moment, an inspiration, or a scene and immediately start working with it. Whether that's filming the science fair for the school website or editing a documentary for a history project. And the FaceTime camera makes it easy to communicate and collaborate with others.

Keyboards-For those who need to feel every keystroke and command.
iPad has an intuitive onscreen keyboard, and it's also compatible with all kinds of Bluetooth keyboards.

Design-Built to move. And to be handled.
iPad is incredibly thin and weighs just a pound, so it's light enough to move about the classroom or take on any adventure outside school. And it's as durable as it is portable, with an aluminum unibody construction to withstand true hands-on learning.

Battery-From homeroom straight through to homework.
With up to 10 hours of battery life,[*] iPad lets students be productive and creative throughout the school day. So they can go from doing their own field research to drafting their final project to handing it in — without having to stop to recharge.

Wi-Fi-Untethered creativity.
Superfast 802.11ac Wi-Fi means students can stay connected to their assignments and projects, no matter which classroom they're in. They can browse websites as soon as teachers share them, stream a video lecture uninterrupted, collaborate on documents, and hand in even the most media-rich projects instantly.

iCloud and Files-Plenty of space for students to think big.
iCloud safely stores all of a student's documents and projects, keeping them up to date, secure, and accessible from any device — while the new Files app keeps it all organized and easy to find. And now, any teacher or student with a Managed Apple ID gets 200GB of free iCloud storage.

The magic of iPad is that you can make it anything you need it to be.
With apps, iPad can be a laboratory, a movie studio, a time machine, even a spaceship. From free Apple-designed apps for doing and creating to the thousands of apps in the App Store designed specifically for learning, no matter the topic or the task at hand, there's an app to make it even more engaging.

Built-in Apps-Ready to create. From the word go.
iPad comes packed with a collection of apps designed by Apple to take full advantage of advanced technologies like the Multi-Touch display, camera, and accelerometer. iMovie brings the power of moving images to storytelling. GarageBand lets students be in a band even if they've never played an instrument. And Pages can transform written reports into interactive digital books complete with photos and illustrations.

The App Store has thousands more iPad apps from education software developers. Students can discover how their world is made by touching, stretching, and twisting molecules. See the human body from the inside out. Or study, rotate, and even operate revolutionary scientific inventions. And apps and services like Google Docs, Google Drive, Microsoft Office, and Dropbox work great on iPad too.

The Classroom app is a versatile teaching assistant that puts you in charge of every iPad in your classroom, so you can keep your students on track. The all-new Schoolwork app lets you easily assign anything from worksheets to activities in educational apps, follow each student's progress, and collaborate with students in real time.

Tools for Teaching-Apps that help you put the power of technology to work. In and out of class.
We've developed tools to make it easy for you to guide how your students use devices and apps in the classroom, and to provide valuable insight into each student's progress. So you can focus on what's most important: teaching.
Learn more about Tools for Teaching

More for Teachers-Inspiration to help you inspire.
We've designed curriculum that makes it easy to bring coding and core creative skills to every subject. And programs to help teachers learn from one another, professional learning resources to build skills and confidence with iPad and Mac, and initiatives to recognize pioneers in education. All to empower you to be the best teacher you can be. Learn more about curriculum and programs for teachers

Testing and assessments. iPad aces those too.
iPad and Mac are approved devices for securely administering summative exams. Both work with state online exams, including tests from Smarter Balanced Assessment Consortium (SBAC), the Partnership for Assessment of Readiness for College and Careers (PARCC), and ACT Aspire. There are also a range of formative learning apps that let you evaluate students' long-term progress as they move toward statewide testing.

iTunes U
iTunes U gives you everything you need to develop and deliver lessons on iPad. Build projects and create workflows that include apps, web links, photos, and videos. Distribute, collect, and grade assignments and quizzes. Have group discussions or one-on-one check-ins. And with access to the world's largest library of free educational content, you'll find inspiring materials that you can incorporate into any lesson plan.
Download iTunes U from the App Store

Introducing a new way to introduce kids to code.
We believe coding is an essential skill that everyone should have the opportunity to learn. That's why we created Swift Playgrounds, an iPad app that makes getting started with Swift — our powerful programming language — fun and interactive. Students will meet characters they can control with real code as they tackle puzzles that teach key programming concepts. There are even hints built in along the way. When they're ready, they can share a video of a completed activity or the code itself.
Learn to code with Swift Playgrounds and other resources

Meet your new teaching assistant.
The Classroom app turns iPad into a powerful teaching assistant. It helps teachers guide students through a lesson, see their progress, and keep them on track. Teachers can create their own classes, launch and lock apps on student devices, send and receive documents, and share student work on the big screen.
Watch the Guided Tour for Classroom

Launch and lock apps.
- Launch a specific app or textbook page on each student's iPad, all at the same time. You can also lock iPad into a single app or mute audio on student devices, so students stay focused on the subject or task at hand.
- Share documents and links with AirDrop.
- Share documents and links with students in your class to get their work started. Students can also send files and links to you when they have a great resource to share.
- See what your students see with Screen View.
- View any student's iPad screen on your iPad screen. Check in and see how students are progressing through an assignment or quiz.
- Share student work on the big screen.
- With Apple TV in your classroom, you can mirror any student's screen to your TV monitor or projector. It's a great way to highlight student work, encourage collaboration, and keep everyone involved.

Get the Classroom app for iPad

Even if students share an iPad, they can make it their own.
Shared iPad[4] is an iOS feature for schools that share devices and still want to provide personalized experiences. Before class begins, you can assign any iPad to any student in your classroom. Students know which devices to use because their pictures are on the Lock screens. And they can access their personal content with a password or an easy-to-remember four-digit PIN. After students log in, their homework, apps, and assignments appear exactly as they left them.

Learning with the Mac

Mac is a creative powerhouse that lets you craft deeply engaging learning materials. It's built for the classroom with fast processors and all-day battery life. It comes with powerful software to handle everyday tasks and the most ambitious projects. And it gives students and teachers new ways to be creative and productive. That's why Mac has been the most loved computer in the classroom for over 30 years.

Power to make big things happen.
Mac has been empowering the world's leading engineers, artists, scientists, designers, and musicians for decades. And it's been doing the same for students too. Because it's packed with power for their most ambitious ideas. High-performance graphics and processors, advanced storage and memory, and breathtaking displays all come together to run pro-level apps for any passion. The high-resolution display on Mac is great for students who need the extra screen space for big projects, and the clarity to fine-tune even the smallest detail. That's essential if they demonstrate an interest in things like graphic design, engineering, or video editing.

Performance-Desktop power. Desk optional.
With high-performance processors, cutting-edge graphics, and superfast flash storage, Mac has the power to create and move massive project files and simultaneously run multiple pro-level apps. And all that power is encased in an incredibly thin and light design, so students and teachers can get work done almost anywhere.

Mac puts unprecedented performance into an impossibly thin design, yet still provides all-day battery life — up to 10 hours.[*] So teachers and students are free to keep building, designing, developing, or composing without being tethered to the closest outlet.

Keyboard and Trackpad-For extra precision.
The full-size keyboard is comfortable and precise for writing and coding. The spacious trackpad is perfectly designed for multi touch gestures, making everything you do more intuitive, direct, and fun.

Apps to get students started. And apps to take them further.
Every Mac comes with powerful apps for productivity and creativity built in. The Mac App Store has thousands of additional apps designed specifically for education. And there are professional apps for everything from video editing to CAD illustration.

Mac gives students more opportunities to grow professional skill sets. Apple-designed apps like Final Cut Pro X and Logic Pro X are great for video editors and musicians. And qualifying institutions can get them at a special price. For coders, there's Xcode for building their own apps. And third-party apps like Microsoft Office, Photoshop, and AutoCAD work great on Mac too.

Every Mac comes ready to create with Pages, Numbers, Keynote, iMovie, GarageBand, and Photos. Book reports and term papers look stunning. Spreadsheets become canvases for visualizing data. Students have a creative studio to explore and present any idea. And teachers have everything they need to craft compelling assignments and beautiful materials.

- Pages
- Numbers
- Keynote
- iMovie
- Photos
- GarageBand

The Mac App Store makes it simple to browse and discover thousands more apps from education software developers, so students and teachers can dive deeper into almost any subject.

Run with ideas across all devices.
Mac does a lot. And when students use it with other Apple devices, it does even more. They can snap a photo on their iPhone or start an idea on an iPad, and pick it up on a Mac to make it even richer. iCloud safely stores all their documents, apps, and projects, keeping them up to date, secure, and accessible from any authorized Apple device.

iBooks Author
iBooks Author for Mac lets you create engaging Multi-Touch books, projects, lab notebooks, and other learning materials for iPad or Mac. Design interactive learning experiences that map to your curriculum and class level. Add photo galleries with captions and images that students can pan and zoom in to. Drag and drop video, historic speeches, music, and even 3D models to help students hear, see, touch, and better understand concepts. And students can use iBooks Author to create their own books, reports, lab guides, and field trip logs.

The future is being written on Mac.
Coding unlocks creativity, develops problem-solving skills, and prepares students for future careers. Swift is a powerful programming language created by Apple developers to make writing code simple and intuitive, so it's a perfect first language for teaching real-world programming. And Xcode has everything students and teachers need to start building their own incredible apps for iPhone, iPad, Mac, Apple Watch, and Apple TV. **Learn more about Swift**

Work together, present, and collaborate in HD.
When you connect Apple TV to your HDTV or projector, you introduce a new way of working together with your students. You're now free to present from anywhere in the room — take your class through a lesson while walking between desks and providing individual support. Or have your students highlight their work by using AirPlay to wirelessly mirror their own iPad or Mac screens to Apple TV. It even works without an Internet connection.

Our products are designed for every student.
iPad, Mac, and Apple TV come with a range of innovative features for accessibility. Speak Screen reads aloud to students, including email, web pages, and books. VoiceOver can walk them through actions like opening a document or selecting a menu item. Dictation converts spoken words to text, numbers, and characters. And Siri helps students with everyday tasks, like setting a reminder for a test.
Learn more about Accessibility

Everyone Can Code

Technology has a language. It's called code. And we believe coding is an essential skill. Learning to code teaches you how to solve problems and work together in creative ways. And it helps you build apps that bring your ideas to life. We think everyone should have the opportunity to create something that can change the world. So we've designed a program that lets anyone learn, write, and teach code. (available in both Spanish and English)

So, what is code anyway?

Code powers virtually everything around us. When you turn your car on, code lets your key talk to the engine. When you want pizza, code places your online order. When you want to know if you should eat that pizza, code helps you keep track and decide. And when you use your favorite apps, code lets you send a message, share a photo, or swap faces with your cat.

We made a coding language for everyone.

We designed Swift to be easy to use. It lets you see what you're creating with code as you write it. Type your code on the left and immediately see the result on the right. It uses lots of words and phrases you already know, like "print," "add," and "remove." And Swift is not just great for getting started with code — it's also super powerful. In fact, some of the world's most popular apps are created in Swift.

We've reinvented how you learn to code, too.

We put as much thought into how you learn Swift as we put into designing the language itself. For first-time coders, there's Swift Playgrounds, an iPad app that makes getting started fun and interactive. With the built-in Learn to Code lessons, you'll use real code to solve puzzles and meet characters you can control with just a tap. If you're ready to start building your first app, the Intro to App Development with Swift book will help you learn how from start to finish. You'll learn the basics and experiment with playgrounds in Xcode, the software used to make apps on your Mac.

Learn more about Swift Playgrounds
https://www.apple.com/swift/playgrounds/

Everyone Can Create
A new curriculum that brings creative expression to every subject.

Everyone Can Create teaches students to develop and communicate ideas through video, photography, music, and drawing. And it gives teachers fun and meaningful ways to bring these skills into any lesson, topic, or assignment. Coming this fall.

Why creativity matters.
After 40 years working alongside educators, we've seen — and research has shown — that creative thinking leads to deeper student engagement. And when students are more engaged, they take more ownership of their learning. Creative skills help students become better problem solvers, communicators, and collaborators. They explore more and experiment more. They tell richer stories and find their own unique voices. They stretch their imaginations and make connections they might not otherwise make — and carry all these skills through everything they'll do in school. And beyond.

Easy, fun lessons for teaching creative skills and techniques.
Designed with the help of educators and creative professionals, Everyone Can Create introduces the fundamental skills and techniques of video, photography, music, and drawing. Students will use free apps available on any iPad, like Clips and GarageBand, taking advantage of the built-in camera, microphone, speakers, Multi-Touch display, and support for Apple Pencil. The curriculum also offers materials to help teachers infuse these skills into the subjects they teach every day. So students can use musical rhythm to make a math equation more memorable, produce a video to re-create a turning point in history, or use drawing to illustrate a city's changes in architecture over time.

Video
Video gives students a powerful means of interpreting existing ideas and expressing their own. Learning about composition, lighting, camera angles, pacing, and how to establish setting helps students construct strong narratives, which they can do right away with Clips, iMovie, and the built-in camera.

Photography
By examining and capturing photos, students can better understand the realities of the world around them. Using the iPad camera and the Photos app, they'll learn to identify and frame compelling subjects, experiment with light and shadow, and explore all aspects of composition — from point of view to depth to symmetry.

Music
Songs enrich and tell stories. Understanding rhythm, melody, and harmony gives students the building blocks to make music of their own. GarageBand helps students learn to create and sample beats, arrange tracks, record vocals, capture sound, and mix audio — opening up more ways to convey themes and ideas in their storytelling.

Drawing
Drawing encourages the mind to observe the world more closely, considering how things are put together and how they work. It lets students articulate concepts that exist only in their imaginations, in ways words just can't. Using Apple Pencil with apps like Tayasui Sketches School, they'll explore balance and symmetry, different types of lines, shapes, shading, color, and texture.

Get a preview of the upcoming curriculum.
Here are a few lessons to explore, with many more coming this fall in each of the creative disciplines.

Teacher Guide
A teacher guide with supplementary teaching materials makes it easy to bring more forms of expression into any subject. It includes class activities that can be applied to any grade level, assessment tips, and sample student work to get students started.
Preview the Teacher Guide

Student Guide
The Everyone Can Create student guide offers a step-by-step approach that teaches students the core skills and techniques of each creative discipline using free apps available on every iPad.
Preview the Student Guide

Apple Teacher

Apple Teacher is a free professional learning program designed to support and celebrate educators using Apple products for teaching and learning. As an educator you can build skills on iPad and Mac that directly apply to activities with your students, earn recognition for the new things you learn, and be rewarded for the great work you do every day. (available in both Spanish and English)

A professional learning journey.
When you sign up for Apple Teacher, you'll start a self-paced journey through the Apple Teacher Learning Center and Multi-Touch starter guides for iPad and Mac.

The program is open to all educators and is a great way for schools and districts to offer free professional learning that their staff can work through together. Whether you're new to Apple products or have been using them for years, whether you have a single device or one for every student — Apple Teacher has the tools you need to use iPad and Mac to connect with all learners.

Becoming an Apple Teacher is fun and easy.

Sign up.
After you sign up with your personal Apple ID, you'll receive a welcome email that introduces you to the Apple Teacher Learning Center — an interactive experience designed exclusively for teachers with curated resources, learning collections, product tips, lesson ideas, and inspiration from other educators.

Build your skills.
The Apple Teacher Starter Guides teach you the basics when it comes to teaching and learning with iPad and Mac. These interactive guides give you multiple ways to learn and include all the materials and instructions you need to build projects in iMovie, GarageBand, Keynote, Pages, and Numbers. They also teach you how to use some of the apps together to be more creative and productive with lessons and student activities.

Earn recognition.
When you're ready, test the new skills you've learned by taking interactive quizzes in the Apple Teacher Learning Center. Pass a quiz, and earn a new badge. It's a fun way to track and share your progress. Collect all eight badges on either iPad or Mac to be recognized with an official Apple Teacher logo that you can share with the world. And, as an Apple Teacher, you can go even further by learning and teaching coding with Swift Playgrounds.

MDM Solution

iOS devices and Mac computers have a built-in framework that supports mobile device management (MDM). MDM lets you securely and wirelessly configure devices in your organization. Device management includes updating device settings, monitoring compliance with organizational policies, and remotely wiping or locking devices. Devices can be enrolled in MDM automatically using Apple School Manager.

Apple School Manager is a portal that enables you to assign school devices to MDM so they are automatically enrolled and configured. Since you can set the default MDM server by device type, it's easy to automate assignments for iPad and Mac. Using MDM you can wirelessly configure Home screen layouts, show or hide apps, schedule overnight software updates, and find misplaced devices.

MDM solutions are available from a wide range of vendors, whether your school is better suited for a cloud-hosted environment or an on-premise server. MDM solutions come with different features and pricing, so you have flexibility in deciding how to bring Apple devices into your school. These MDM solutions support the education features in iOS:

Learn more about Deploying Apple Devices
https://www.apple.com/education/it/

Apple and value go hand in hand

The high value of Apple's products and platform can make it easier for districts to meet this challenging goal. For example:

- Apple's learning platform includes a multitude of free content and curriculum resources such as iTunes U, Apple's new Classroom app, free iBooks textbooks in the iBooks store, education apps in the App Store, and free Apple creativity and productivity apps integrated into iOS. To learn more, visit www.apple.com/education/products/.

- New features in iOS can make it more cost-effective to deploy Apple technology to teachers and students. For example, the new Shared iPad feature enables schools to implement a personalized many-to-one technology model if a one-to-one model isn't financially attainable. Other new features such as Apple School Manager and Managed Apple IDs enable school IT staff to deploy Apple devices even more efficiently—and increased efficiency can mean lower cost. Learn more at www.apple.com/education/it/.

- Every iOS and Mac OS device comes with a powerful suite of innovative accessibility features at no additional cost. Because these features are standard, the same devices can serve everyone in the classroom, including those with diverse needs.

- We reduce the cost of many of our products for academic institutions. View Apple's Education Price Lists at www.apple.com/education/pricelists/.

- We've worked with developers to help schools save money when they purchase apps in volume. After setting up an Apple School Manager account, schools will get a 50 percent discount on most app purchases of 20 or more. Learn more at https://volume.itunes.apple.com/store.

- Apple products are known for their high residual value. Apple's Reuse/Recycle program is designed to help education institutions recover such value when it's time to refresh devices—which helps school districts defray the cost of their technology deployments**.

- Apple's Education Finance Program can give schools the flexibility to meet their budgetary needs. Schools can arrange payment schedules that match their budget cycle: annual, semiannual, quarterly, or monthly. Deferred payment options are also available to let schools take delivery now and begin payments later. Schools can finance Apple and third-party equipment and services, including Professional Development, AppleCare, installation, and more. And trade-in options can decrease the costs of new equipment**. Learn more at www.apple.com/financing/#education.

To learn more about Apple's new solutions for teaching and learning, please visit www.apple.com/education/.

AppleCare

Every Mac comes with one year of hardware repair coverage through its limited warranty and up to 90 days of complimentary support.
https://www.apple.com/legal/warranty/
https://support.apple.com/complimentary

For Terms and Conditions of Apple's One Year Warranty, see:
https://www.apple.com/legal/warranty/products/embedded-mac-warranty-alac-spanish.html
For more information on complimentary support, see https://support.apple.com/complimentary

For service, Puerto Rico may bring in their devices to a local Apple Authorized Service Provider (AASP), or they may contact Apple directly at 1-800-275-2273, 7:00 a.m. to 10:00 p.m. (Central) for service options.
For a full list of AASPs in Puerto Rico, please https://locate.apple.com/pr/en/

Please visit https://support.apple.com/en-la/mac/repair/service for more information on obtaining service in Puerto Rico.

Apple Professional Learning

Apple Professional Learning Specialists provides customized ongoing support for educators

For nearly 40 years, Apple has designed products and services for education to help every educator engage every student. Apple Professional Learning Specialists help faculty and education leaders create learning environments that address the needs of all learners through innovative approaches to pedagogy, curriculum, and assessment.

As teachers become more familiar with how technology can enhance learning for their students, it's important that they have opportunities to continuously pursue and inspire their own learning and practices. Teaching in today's technology-rich classrooms invites educators to try new approaches to curriculum, instruction and assessment, and content practices. Apple Professional Learning Specialists help educators acquire strong product foundations in an education context, explore integrating technology into learning, and aspire to innovating their instructional practice.

Apple Professional Learning Specialists are lifelong educators who are uniquely qualified to help fellow educators understand the capabilities of Apple technology for learning and teaching. They use research-based instructional technology practices to help educators throughout the journey from skill acquisition to instructional practice innovation. Apple Professional Learning Specialists work with educators in their own schools and in the context of their own curriculum, which helps them build the confidence they need to integrate technology and pedagogy.

- Apple Professional Learning Specialist offerings are organized into multiple-day engagements over a period of time and are designed to provide:
    - Leadership visioning and planning to help administrators prioritize learning objectives
    - Guidance from an Apple Professional Learning Specialist who's dedicated to your project
    - Customized, research-based professional learning plans to match learning goals
    - Hands-on, immersive learning experiences to help faculty develop innovative instructional practices
    - An opportunity to work with your professional learning leaders to build sustainability

    Let Apple Professional Learning Specialists help provide your faculty with the best personal support for innovating their instructional practices in ways that will engage learners and enable personalized learning.

    To learn more, contact your Apple Account Executive, or send an email to apls@apple.com.

Apple Professional Services

Apple Professional Services (APS) offerings are designed to help institutions plan, integrate, and deploy Apple technology through in-depth technical services, project management, and coaching,   with a goal of allowing them to be self-sufficient. APS offerings are tailor-made for each school, whether the school needs coaching on device management, assistance with deploying iPad or Mac, or even full-time Apple personnel dedicated to a project.

Apple Professional Services
Project Management and Project Engineering

Apple Professional Services Project Management and Project Engineering focus on the implementation of best practices, so you have more time using Apple products for teaching and learning.

Project Management

The project manager will help you determine the goals for your Apple implementation and develop strategies to meet those outcomes. Project Management may include:

- Facilitating planning and status meetings
- Identifying constraints, roles, and responsibilities
- Defining project work plan and communication practices
- Schedule design and management
- Deployment-related risk identification and management

- Engagement readiness planning and preparation
- Escalation management and resolution
- Project status management
- Scheduling and coordinating services
- Product and services monitoring with delivery confirmation

Project Engineering

The project engineer will work with you to implement and integrate Apple deployment workflows, tools, and technologies. Project Engineering may include:

- Technical readiness evaluation and risk assessment
- Device provisioning, workflow planning, and documentation
- Mobile device management (MDM) architecture review
- Documentation of deployment workflows

- Coaching and mentoring:
  - Deployment model best practices
  - App deployment strategies
  - Wi-Fi basics
  - Latest Apple deployment technologies
  - Device management best practices
  - Caching Server setup and configuration
  - Apple School Manager consulting

Ordering information

Contact your Apple Education sales representative or call 1-800-800-2775 for more information.