How do you use the tools of the web to get teachers recognized and get them involved?

Get paid for who you are: book on how to get students to be entrepreneurs. The web is becoming a great tool for one's personal presence. How do we help educators do this?

What are our hobbies?
    The answer to this question generates energy in people. It gives them a chance to be someone other than themselves right now.
The Web as Portfolio
    Feels egocentric.
    Create a site that represents who you are
How do we use the tools of the web to build our teacher portfolio and represent ourselves?
    1. Give teachers permission to lurk on the web. "Hang out"
    2. We breed a culture of shame if people don't twitter and just lurk in Twitter. Legitimate peripheral participation.
    3. The highly connected teacher: data, resources, and people. Is it conceivable that the teachers that use Web tools had a successful experience online.
    4. People are willing to hero worship people on Twitter vs. reality.
    5. Professional Development has been done "To" teachers. They're not used to choosing their own.
        They need the opportunity to create a PLN.
    6. Building relationships online is important to staff creating their own PLN online.
        People are afraid its going to take away from their humanity.
What was the initial imputus for going online and building a PLN.
    1. Teacher Voice: especially in ed reform.
        Backchannel chatter on topics.
        Reinspire teachers. There's no room for risk and if we want innovation to happen, we need a place to take risks. Teachers need to feel free.
    2. Gateway technologies: Comic Life for example. Get 'em hooked on one and they'll use another.
    3. We need "dream space" to innovate.
How many of us have a personal presence on the Web?
    Not so many. Lots have professional presence, not so much individual.
    Should we use that web presence as a way for connecting to our students?
    4. We need something that allows our students to define themselves and

not let Google define them online.

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