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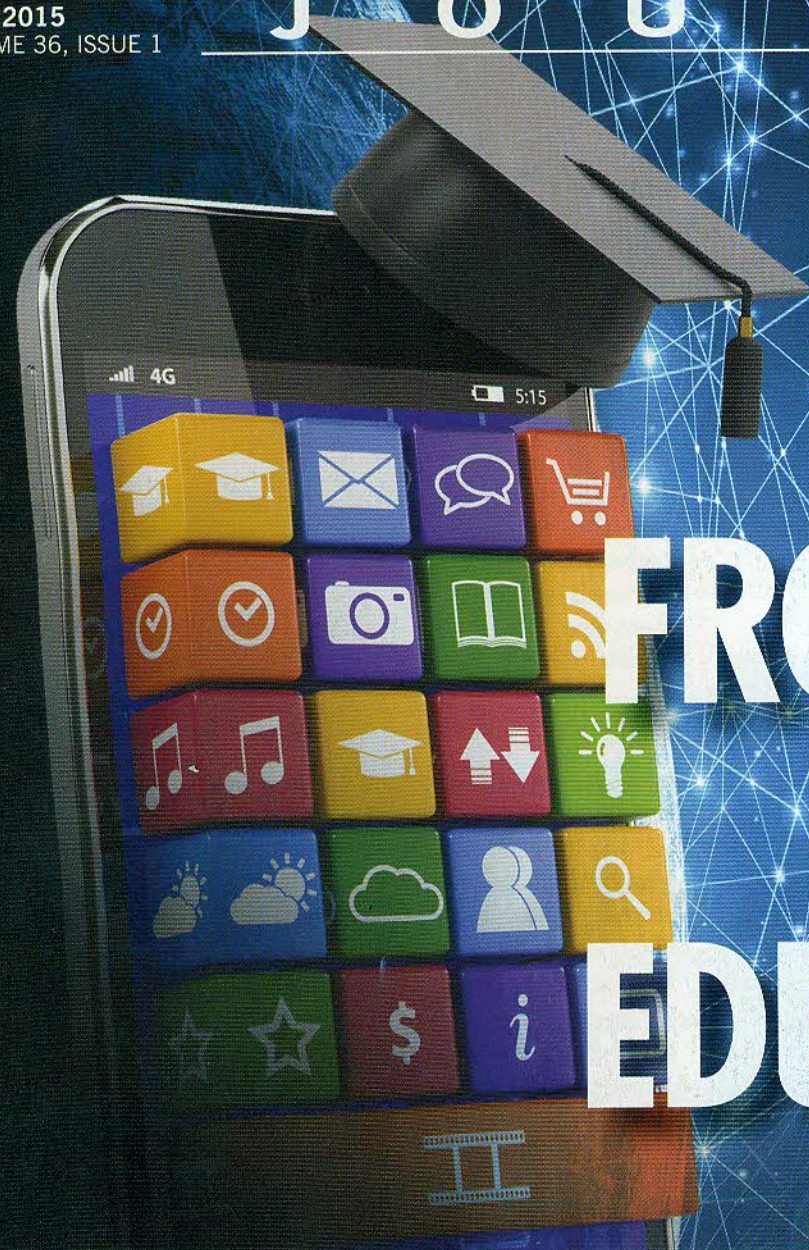
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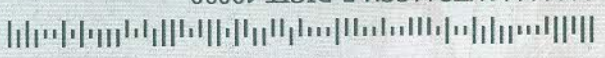
# NEW FRONTIERS IN EDUCATION

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# An Inside Look at Remind

By Tasha Candela



Students shuffle from classes, places of employment, athletic practices and tournaments, extracurricular club meetings, and home obligations on a daily basis. If a student needs a Remind, it should not come as a shock. But, it isn't the ingenious product itself that impresses me the most. It is the team behind this communication platform. Not only have they created a service to connect every teacher, staff, and parent in the world to improve education, relationships, and real-world learning experiences in education, but also they practice what they preach by personally connecting with their target market.

Remind Co-Founder and CEO Brett Kopf visited a Principles of Leadership class in Saint Clair Shores, Michigan. Within a Google Hangout, Kopf shared his own personal successes and failures. After the 30-minute discussion, students were asked to summarize and submit their top three informational nuggets. After aggregating the data, a list was created of the most common responses.

- **EFFECTIVE LEADERSHIP.** Kopf said a leader must admit when they are wrong, emphasizing the importance of vulnerability. It is okay to ask for help. Don't allow your ego to get the best of you. This is a key within the classroom because students must acknowledge that they do not have all the answers and learn to ask questions. As a teacher, if I do not see a hand in the air, I move on. Students must learn to advocate for themselves and not let fear of inquiring inhibit them.

Kaitlyn Bartl was most impressed by the fact that Remind's 50 employees do not have assigned workspaces. Their San Francisco space is collaborative in nature and everyone works as a team. Even Kopf does not have his own office. It makes me wonder why teachers have their own desks and students are stationed in mandatory seating charts. Perhaps we should just have one round table where everyone shares a space equally.

- **FEAR OF FAILURE.** Kopf himself has dyslexia and ADD, but doesn't allow those problems to place a limitation on his dreams. The fact that 8,300 students drop out of school every day is an obstacle. Creating Remind was one of his philanthropic solutions to help students get on track toward meeting graduation requirements.

Kelly Crossley resonated with Kopf's belief that if you are not failing, then you are not pushing yourself enough. We all fail, but no one is a failure. To grow, we need to be willing to change;

in high school, there are failed quizzes and relationships. But quitting is not an option. That second chance is waiting right around the corner.

- **FIND HAPPINESS.** Kopf reminded students that they will be working for 70%+ of their lifetime. It is a necessity that everyone finds their purpose. For students, it is easy to identify subjects that are most enjoyable. The assignments are not work; the lectures are not dry. These experiences should help students determine their post-secondary options.

Dasha Jones loves technology and hopes to join Kopf for a future cup of coffee and conversation. She wants to be a future executive and has already discovered his passion in coding languages. Perhaps she will pursue a career opportunity with Remind someday. Regardless of where she begins or ends her career, my only hope is that she will do so with a smile.

A special thank you to Remind's Community Manager, Rachel Niederman, and Business Teacher, John Daly, for organizing and implementing such a fantastic opportunity for students. School should not be only about derivatives, experiments, or Shakespeare. Sometimes the best lessons come from sharing life experiences.

*Tasha Candela is a National Board Certified Teacher at Lake Shore High School in Saint Clair Shores. She is an instructional technology consultant and web design teacher. She was named Technology Teacher of the Year by MACUL, an Outstanding Alumni by Central Michigan University, and her own district's Teacher of the Year. She enjoys sharing new uses for technology and classroom successes by presenting both nationally and statewide. Contact her @bethetiger.*

