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**Toolkit for Educators
2015-2016**



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Clever Crazes for Kids

TABLE OF CONTENTS

Chapter 1	Meet Carla C. Johnson, EdD, Professor, STEM Educator/Consultant
Chapter 2	Our Clever Crazes for Kids® Curriculum, National Associations, and Professional Organizations
Chapter 3	Professional Development Credit
Chapter 4	Clever Crazes for Kids® and STEM
Chapter 5	Curriculum Integration, 10 Academic “Worlds,” and “Safe Routes to School,” Grades K-8
Chapter 6	Step It Up and Kickstart Your Brain®
Chapter 7	Curriculum Use for Individuals, Small Groups, Entire Classrooms
Chapter 8	Clever Crazes Demo Video – A Fourth-Grade Student Walks You Through Some of Our Worlds
Chapter 9	Using Clever Crazes Website with Limited Computer Access
Chapter 10	School Prizes, Home-School Program Prizes, After-School Program and Kids’ Club Prizes, and Classroom Prizes
Chapter 11	Registration, Your Scoreboard Report, and Technical Support

You can click on all of the chapters in the Clever Crazes Demo Video to see descriptions and demonstrations of the content for the www.clevercrazes.com site.

The Toolkit containing all of the chapters in the Table of Contents is also available to read, download, and print from the Clever Crazes website.



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Chapter 1

Meet Carla C. Johnson, EdD, Professor, STEM Educator/Consultant

Hello. I want to welcome you to clevercrazes.com. My name is Dr. Carla C. Johnson, Associate Director, Center for Research and Engagement in Science and Mathematics Education and Professor of Science Education, Department of Curriculum and Instruction, Purdue University. I am the STEM Education Academic Advisor to Clever Crazes for Kids® (CCK) and want to introduce you to the website and tell you how you can integrate it into your K-8 classroom. First, let me tell you a bit about my background. I am a former science teacher and have served in many national leadership roles including President of the National Middle Level Science Teachers Association, Council Member for the National Science Teachers Association, and most recently, Board Member of the School Science and Mathematics Association. I am also the Editor of the School Science and Mathematics Journal. I have been involved as a professional development consultant nationally for many years and have published internationally recognized research in the areas of effective professional development and improving teacher quality, as well as STEM policy and practice.



My role with CCK is to facilitate the use of clevercrazes.com resources within K-8 grades in traditional classrooms and After-School Programs. The CCK website has been developed by a team of educators led by Dr. Kathy Hoover from the School of Education at the University of Cincinnati. In addition to the fantastic website where kids will enjoy playing many interactive educational games, the CCK team has developed a series of STEM problem-based learning lessons called CCK STEM Expeditions. The CCK STEM Expeditions are grade band specific and ready to implement.

I will guide you through the website and curriculum, student gaming, and prizes. We also want you to be assured that www.clevercrazes.com is a child-safe website, certified by TRUSTe.



Clevercrazes.com is an asset for K-8 educators, After-School Program coordinators, parents, and guardians to boost academics and build strong minds, core ethics, and healthy bodies for kids and their families.

Clever Crazes brings to K-8 classrooms across the country new and exciting ways to engage kids in learning about the STEM disciplines and how Science, Technology, Engineering, and Mathematics are integrated into their everyday lives. All of this is part of the interconnected web of wellness—healthy planet, healthy relationships, and healthy individuals. Strong minds are built on healthy and energetic bodies.



Chapter 2

Our Clever Crazes for Kids® Curriculum, National Associations, and Professional Organizations

Please know that clevercrazes.com is always updating and adding new educational materials. For example, CCK has added "You and the World of Art", including visual arts, dance, and coming soon, music. This "Art" turns STEM into STEAM, further extending the concept of critical thinking for your students.

You will also find more educational games to engage your students, and be sure to check out "Safe Routes to School!"

Our team's objective when developing the new 3.0 website and CCK STEM Expeditions curriculum (lesson plans) was to consult with state and national standards. The national Core Curriculum State Standards in Mathematics and English and individual state standards in Science and Social Studies were consulted. We realize that some concepts taught in the classroom vary from state to state. Therefore, we have developed our CCK STEM Expeditions in leveled grade bands of K-2, 3-5, and 6-8.

Educators will find the elements for individual state standards and Common Core State Standards from which they can choose. CCK addresses Problem-Based Learning (PBL) and critical thinking in our curriculum. Our educational activities and games enhance and enrich the standards to which you are teaching. We also provide "specials" (extra-curricular activities). For example:

1. **Step It Up and Kick Start Your Brain®**- Our live-action personal trainer, Kim, aka, "Kimmie in the Gymmie," takes students and adults through 16 specific exercises. She explains how the activity is correctly performed, as well as, the parts of the body that are affected, and what other activities, e.g., sports, dancing, etc. that they help. This activity allows "student athletes" in grades K-8 to compete, monthly, for cool kids' prizes, such as backpacks, gym shoes, headphones, or hoodies, as determined by CCK.
2. **"You and the World of Art"**- Our newest "world" explores the Arts (visual arts, dance, and music), providing the critical thinking needed to better learn and use, STEM (science, technology, engineering, and mathematics) and making our site STEAM focused with the addition of the Arts.
3. **"Safe Routes to School"**- In this "activity," our young scholars will learn about personal safety to and from school (and, of course, other destinations). This includes bike safety, walking safety, caring for the local environment, nutrition, consideration of others, and much more.



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Many national associations have now argued for the integration of technology, as well as 21st century skills such as problem solving and critical thinking, into the teaching of core content disciplines. Clever Crazes consulted with guidelines of those organizations in the development of content for the website. These include:

American Association for the Advancement of Science
American Association of Physics Teachers
Association for the Advancement of Computing in Education
Association for sTEem Teacher Education
Cable in the Classroom
Council for Economic Education
Games in Education
International Reading Association
International Society for Technology in Education
International Technology and Engineering Educators Association
National Association for the Education of Young Children
National Association for Sports and Physical Education
National Aeronautics and Space Administration
National Council for History Education
National Council for the Social Studies
National Council of Teachers of English
National Council for Teachers of Mathematics
National Education Association
National Middle School Association
National Oceanic and Atmospheric Association
National Science Teachers Association
North American Association for Environmental Education
US Geological Survey Education

[CCK Curriculum Maps](#)

[CCK STEM Expeditions](#)



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Chapter 3

Professional Development Credit

Clever Crazes for Kids® wants to engage educators in discourse about how CCK works in your classroom and as a forum for sharing new ideas and strategies. Participation in our virtual learning community benefits educators as well as their students. Potential credit may be awarded by your local professional development council once you have submitted a certification of contact hours relating to professional growth.

In order to receive Professional Development credit from your district, view all of the chapters in this video and implement one or more of the CCK STEM Expeditions. Complete the Professional Development Credit Request Form (see link below) including your one (1) to two (2) page narrative about student experiences, and describe how students benefited from these experiences. Scan and submit the completed form by email to kclark@clevercrazes.com. CCK will confirm your submission of your CCK experience by sending you verification within five (5) business days after receipt of your completed form. You may then submit the verification of completion to your qualifying organization.

After you have completed the CCK STEM Expeditions (or any part of this site) please email your insights, suggestions, and other ideas to kclark@clevercrazes.com.

The downloadable form provides the details about how to apply for certification of hours and the required assignments that will need to be completed.

[Professional Development Credit Form](#)

[View All CCK Video Chapters](#)



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Chapter 4

Clever Crazes for Kids® and STEM

Many people are using the acronym STEM when talking about the needs of students to be successful in the 21st century workplace. Clever Crazes, like many organizations, believes that STEM is more than the sum of its parts – it goes far beyond just Science, Technology, Engineering, and Mathematics. STEM teaching utilizes an integrated approach to how kids and adults encounter these disciplines in the real world. Through the CCK website, we will introduce kids to STEM careers and engage them in games and activities that require knowledge of all of STEM's disciplines.

Clever Crazes for Kids® has recently added Arts to the STEM program and has sought to make the site "STEAM" appropriate. The inclusion of Arts expands our students' exposure to, and knowledge of, these important elements of our culture.

[Student Video: "What Is STEM?"](#)



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Chapter 5

Curriculum Integration, 10 Academic Worlds, and "Safe Routes to School," Grades K-8

The clevercrazes.com curriculum integrates 10 academic areas of focus that we call "Worlds" and "Safe Routes to School" for grades K-8. Students will learn STEAM content (adding Art to science, technology, engineering, and mathematics), explore physical and social sciences, mathematics, and art, and familiarize themselves with how to be safe getting to and from school. The features of the Clever Crazes curriculum are:

[a. You and Your Insides](#)

In this world, students will examine the human body systems such as skeletal, digestive, respiratory, circulatory, reproductive, and nervous systems. Kids will also learn about growth and development, traits and survival, cellular development, and strategies for learning.

[b. You In Outer Space](#)

Students will explore our universe, the solar system, and other galaxies. Some special points of focus include the interactions of the earth, sun, and moon, as well as human observations and interactions with other objects in the sky. In this world, Newton's Laws of Gravity, Kepler's Laws of Motion, and other celestial forces are also addressed.

[c. You and Our Home Planet](#)

Here, students will learn about the structure of the earth, the properties of the earth's materials, and our weather. This world will examine the relationships between the populations, resources, and environments of the planet the students call home.

[d. You and How Things Work](#)

This world will teach kids about physics, chemistry, and associated topics including heat, light, and sound. Additionally, this section addresses electricity and magnetism while taking students through the properties and characteristics of matter.

[e. You, the Time Traveler](#)

This world concentrates on history and social studies. Students will learn how individual people and cultures of the past have helped shape our world today. In addition, this world will introduce mapping skills, tracking time periods, and recognizing artifacts.

[f. You and Your Money](#)

This curriculum teaches students the basic concepts of supply and demand through the lens of microeconomics. They will learn how and why money is earned, spent, saved, and donated to help others. Business ethics, career preparation, and responsible economic principles are important topics that this world will also address.



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[g. You and Biodiversity](#)

Students will learn about the diversity of life on Earth through the exploration of living things, their life cycles, and the environments which they inhabit. Kids will explore how living and nonliving things work together to form a healthy ecosystem.

[h. You, the Citizen](#)

In this world, kids will study the United States government and how it functions. The curriculum concentrates on the values and principles of democracy, our constitution, and the meaning of citizenship.

[i. You, the Athlete](#)

Here students will learn the benefits of aerobic activity and its capacity to stimulate brain activity and enhance memory. Kids will be able to identify healthy behaviors such as getting fit, eating smart, and staying both healthy and safe. Topics range from causes of disease to the consequences of drug abuse to the physiology of nutrition. This world will also teach students about ethics, bullying, appropriate social behavior, and how to be a friend.

[j. You and the World of Art](#)

In the newest world of the Clever Crazes curriculum, students are introduced to a wide array of arts, including not only visual art, but also music and dance. Kids will learn about how the studying of art coordinates with the studying of history, and this world will teach them the basic elements of a variety of artistic disciplines.

[k. Safe Routes to School](#)

The "Safe Routes to School" button brings the passion and expertise of community leaders together to help kids recognize and appreciate features in our communities that are designed to bring us joy and keep us safe. In "Safe Routes to School," kids learn about pedestrian, bicycle, and personal safety. The curriculum teaches students to utilize the streets and sidewalks safely, to plan safe paths to favorite destinations, and to understand the dangers and values of the preservation of city blocks, parks, and watersheds.



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Chapter 6

Step It Up and Kickstart Your Brain®

Step It Up and Kickstart Your Brain® is our physical fitness component, complete with a live-action certified personal trainer, and it's where kids can win cool kids' prizes. According to famed neurosurgeon John Tew, MD, "The newest research shows that as important as exercise is for your body, it's even more important for your brain. Twenty (20) minutes of aerobic exercise stimulates growth of new synapses, facilitating the grasp of more complex material and adds new nerve cells which support recent memory acquisition." The physical fitness section of the Clever Crazes program demonstrates sixteen (16) specific exercises and allows the student or the educator to record on the website the number of repetitions the students perform. These points accumulate into a monthly total per participant from which the twenty-four (24) highest scorers per grade are selected as winners of cool kids' prizes, such as backpacks, gym shoes, headphones, or hoodies for that month. The monthly prize will be determined by CCK.



If a student does not have access to a computer to record the number of repetitions (reps) as an individual, or if the students are performing the exercises as a classroom or group, a downloadable and printable Step It Up and Kickstart Your Brain® Exercise Tracking Form is provided for the registered adult to enter the students' reps for each of the exercises. An adult must complete recording of the information from the Exercise Tracking Form into the Enter My Athlete's Reps for Week Form on the CCK Website by Saturday, 11:59 pm EST. Downloadable and printable Step It Up and Kickstart Your Brain® flyers are also available to share with parents and guardians, providing them with information about this e-learning website and its activities that their kids can also enjoy at home.

[Exercise Tracking Form](#)

[Enter My Athlete's Reps for Week Form](#)

[Step It Up and Kickstart Your Brain® Flyer](#)

Chapter 7

Curriculum Use for Individuals, Small Groups, Entire Classrooms

Clever crazes for Kids® offers a variety of engaging educational gaming experiences for students that can be used as a great way to motivate learning within the K-8 classroom. CCK can be used for enrichment, remediation, and differentiation of learning for students within the STEAM content areas: science, technology, engineering, arts, and mathematics.

There are three (3) main ways that Clever crazes can be used in the K-8 classroom:

1. Whole group instruction – Clever crazes can be used as a way to bring inquiry into the classroom by engaging students in one or more of the 10 “Worlds” and “Safe Routes to School” that align with concepts to be taught, prior to any instruction in that area. It allows students to explore the worlds, play the games, read the facts, answer the questions, and engage in the other activities on the site. The group leader can use a SmartBoard or other means of projecting the site onto a screen and guide students as a group through CCK. It allows the group to explore the worlds, play the games, read the facts, answer the questions, and engage in the other activities on the site.

2. Small group instruction – Clever crazes offers a great opportunity for educators to set up learning centers where small groups of students can explore and use CCK for enrichment and remediation enabling the lessons to reach many different types of learners on numerous levels.

3. Individual instruction – Clever crazes is not only a group learning tool. This program is also well-suited for meeting the needs of individual students. CCK is easy to use and can be a way of individualizing instruction to meet the needs of a wide range of students across the entire

spectrum of learning. It provides assistance to those who are in need of additional reinforcement to gain understanding of a concept while also offering greater

challenges for those who have mastered the content and are ready to learn more.

The opportunities for learning within the CCK website extend well beyond a basic course curriculum; the site provides additional interactive programs such as educational gaming. Clever crazes has also developed a series of problem-based lessons that focus on the STEM principles. These lessons are called CCK STEM Expeditions. The CCK STEM Expeditions are designed for use within grade bands: K-2, 3-5, and 6-8. Each CCK STEM Expedition Lesson Plan includes a week of content building that includes essential questions, a vocabulary bank, goals, and objectives. Following this week of preparation is a week of activities with a problem or challenge to reinforce these concepts. These CCK STEM Expeditions were developed using a spiral approach to build student understanding of the concept that can be introduced in K-2, built upon in 3-5, and further mastered in grades 6-8.

Problem-based learning begins by presenting students with a challenge, question, or scenario that they work in teams to investigate, collect, and analyze data, formulate conclusions using evidence, and propose a solution or answer to the problem that is grounded in their data and knowledge of the real world.



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Chapter 8

Clever Crazes Demo Video

[Chapter 1. Meet Carla C. Johnson, EdD, Professor, STEM Educator/Consultant](#)

[Chapter 2. Our Clever Crazes for Kids® Curriculum, National Associations, and Professional Organizations](#)

[Chapter 3. Professional Development Credit](#)

[Chapter 4. Clever Crazes for Kids® and STEM](#)

[Chapter 5. Curriculum Integration, 10 Academic "Worlds," and "Safe Routes to School," Grades K-8](#)

[Chapter 6. Step It Up and Kickstart Your Brain®](#)

[Chapter 7. Curriculum Use for Individual, Small Groups, Entire Classrooms](#)

[Chapter 8. Clever Crazes Demo Video](#)

[Chapter 9. Using Clever Crazes Website with Limited Computer Access](#)

[Chapter 10. School Prizes, Home-School Program Prizes, After-School Program and Kids' Club Prizes, and Classroom Prizes](#)

[Chapter 11. Registration, Your Scoreboard Report, and Technical Support](#)



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Chapter 9

Using CCK Website with Limited Computer Access

We realize that many educators and After-School Program coordinators may not have access to multiple computers for students to use within their classrooms or programs. We suggest using the group leader's computer to project the website onto a screen for students to see or to gather a small group around the desk where the computer is located. There are many perks to "playing as a classroom" without having each student play as an individual. Playing together will still allow your classroom or group to accumulate points and win an exciting prize. Even if you are playing as a class it is still possible to register your students individually, and they will be eligible to win monthly cool kids' prizes such as backpacks, hoodies, headphones, and gym shoes and \$10 gift cards that are awarded weekly.

See Chapter 11 for more detailed information

[Register as a Classroom](#)



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Chapter 10

School Prizes, Home-School Program Prizes, After-School Program and Kids' Club Prizes, and Classroom Prizes

EVERY WEEK

- ➔ **\$500 AWARDED TO A TOP SCORING SCHOOL WITH THE HIGHEST PERCENTAGE OF REGISTERED PARTICIPANTS***
- ➔ **\$500 AWARDED TO AN AFTER-SCHOOL PROGRAM OR KIDS' CLUB WITH THE HIGHEST AVERAGE SCORE***
- ➔ **\$100 AWARDED TO ONE SCHOOL, AFTER-SCHOOL PROGRAM, OR KIDS' CLUB WITH THE HIGHEST SCORE - PLAYING AS A CLASSROOM OR GROUP (playing as a team with one computer)***
- ➔ **\$100 AWARDED TO A HOME SCHOOL BY RANDOM DRAWING***
- ➔ **36 \$10 GIFT CARDS AWARDED TO TOP-SCORING KIDS***

EVERY MONTH - Beginning September, 2015

- ➔ **216 COOL KIDS' PRIZES, SUCH AS GYM SHOES, HEADPHONES, HOODIES, OR BACKPACKS ARE AWARDED TO WINNING KIDS IN THE STEP IT UP AND KICKSTART YOUR BRAIN® CHALLENGE***

*FOR DETAILED INFORMATION PLEASE SEE OFFICIAL RULES

Chapter 11

Registration, Your Scoreboard Report, and Technical Support

Registration

In order to earn prizes, schools, Home-School Programs, After-School Programs, and Kids' Clubs need to properly identify their student participants. The online registration process is easy and friendly!



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All students must be authorized to use the Clever Crazes for Kids® website by an adult (school or Home-School Program educator, After-School Program or Kids' Club coordinator, parent, mentor, or tutor).

Registration should be completed online at www.clevercrazes.com. Click the appropriate adult "enter here" link on the Home Page. Follow the instructions to register students and your school, your Home-School Program, or your After-School Program or Kids' Club.

Don't have time to register the individual students in your entire class, school, or program site? We will be happy to help. Simply supply us with the following:

- Excel spreadsheet with the first name and last name initial of all of your students
- Each Student's Grade
- Each Student's Gender (optional)

Email your Excel file and contact information to kclark@clevercrazes.com or enter your students individually (one at a time) during the Registration process.

The registering school or Home-School Program educator, After-School Program or Kids' Club coordinator must provide the official name, address, and phone number of the school, program, or club on the registration form and then follow the instructions to register the kids. Only qualifying schools, Home-School Programs, After-School Programs, or Kids' Clubs are eligible to win a prize (please see [Official Rules](#)).

Once you have completed and submitted all of this information, you will receive an email to verify your registration and confirm the username, password, and PIN you entered during registration. You will need to provide the students with only the username and password in order for their participation to be counted toward earning prizes. To make it easy for you, all of the kids you register will have the same username and password.

Once a student logs in, she/he will see a list of student names. The list is arranged alphabetically; the student will scroll down to her/his name and click on it to select it.

A PIN number will be required to update account information, access lesson plans, enter students' reps, add kids, or play as a classroom or group. Please do not provide the PIN number to students.

[Register](#)



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Your Scoreboard Report

To access Your Scoreboard Report, the school, Home-School Program, After-School Program, or Kids' Club educators or coordinators need to:

- Log In by entering User Name and Password
- Select "Your Scoreboard Report" from the items offered on the sidebar on the left side of the page
- Enter PIN when prompted

The report will show results for the current contest week only and will allow you to view the scores of all of your students. Only the number of points accumulated in "Safe Routes to School" and the 10 "Worlds" are available; the report does not include the Step It Up and Kickstart Your Brain® contest.

[Your Scoreboard Report](#)



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Technical Support

For Technical Support please complete our [Support Form](#)

Website Administrator:
Tel. 855-281-8834
support@clevercrazes.com

How to Contact Clever Crazes for Kids®

Our mailing address is as follows:

Clever Crazes for Kids
c/o Building Healthy Lives Foundation
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Cincinnati, Ohio 45202

For Information about Clever Crazes for Kids® or the Foundation
please contact Karen Clark at kclark@clevercrazes.com