

# **CENTRO DE MÍDIAS DA EDUCAÇÃO DE SÃO PAULO**

**CMSP, Building a Learning Community with technology**

Big Idea:

**Engaging families and a students from different areas with  
online classes by creating contents**

Essential Question:

How to guarantee effectiveness in online classes during the covid-19 pandemic and how to take advantage of the contents created during this period?



Team Members:

**Ed G. Jr, Ana L. T.T, João F. Jr, Fabiana W., Mauro M.,  
Cláudia A. A. W., Janaína J., Julia B., Fernanda B. ,  
Mara V., Franciele L., Antonio J. S., et al.**

School/Organization Name:

**Centro de Mídias da Educação de São Paulo,  
Secretary of Education**

Location (City, State/Province, and Country):

**São Paulo, SP, Brazil.**

Engage:

What challenge does your project address?

How to ensure quality of education in English as a second language and how to bring matters that affect communities to this context?

Why did your team select this topic or challenge?

During the pandemic it became clear that students were suffering from a learning gap due to the lack of in-person classes.

How is it a real world problem or concern?

Learning obstacles affect families socially, since the lack of academic education may lead to poverty and diminish the comprehension of health and sustainability as means to a better life.

Engage:

We created a Google classroom with students and teachers in order to engage them and offer information for teachers who wanted to participate in the challenge at their own schools.



The screenshot shows a Google Classroom page for a class titled "Ciena Solutions Challenge" by "CMSP". The header features a dark blue banner with the class name and a background image of a smartphone and a laptop. On the left sidebar, there are three main sections: "Meet" with a "Gerar link" button, "Código da turma:" with the code "nkzqhhe" and a QR code icon, and "Próximas atividades" which currently shows "Nenhuma atividade para a próxima semana". The main content area includes a text box for posting a message to the class ("Escreva um aviso para sua turma"), a post by "aline muzel" from January 11st with the text "vídeo q o Matheus pediu pra mim postar...", and a video player showing a thumbnail of a person with the filename "lv\_0\_20220111192350.mp4". At the bottom, it indicates "1 comentário para a turma".

## Investigation:

Through text and images, tell us the story of what your team learned and discovered as part of your investigations.

Through this stage students produced videos about what they believed to be the main problem in their community and proposed solutions.

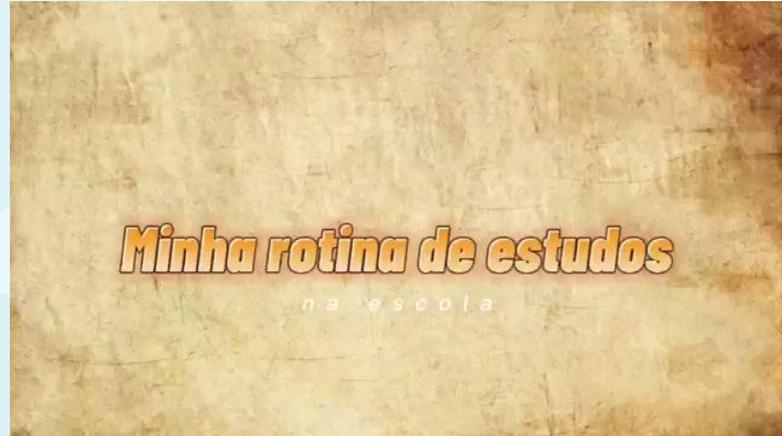
Mariana Pereira Alves  
Ribeirão Preto  
E.E. Otoniel Mota  
@estudemari.br



## Investigation:

Through text and images, tell us the story of what your team learned and discovered as part of your investigations.

Most of the problems approached by the students are about colleagues in need of help to follow the classes and local environmental problems, such as flood and littering in green areas that should be preserved.



Action:

In order to mitigate the impact of covid-19, the Secretary of Education created the app Centro de Mídias

Our [Youtube Channel](#) has 694 thousand subscribers and the newest version of our [app](#) has been downloaded by 77 thousand users.

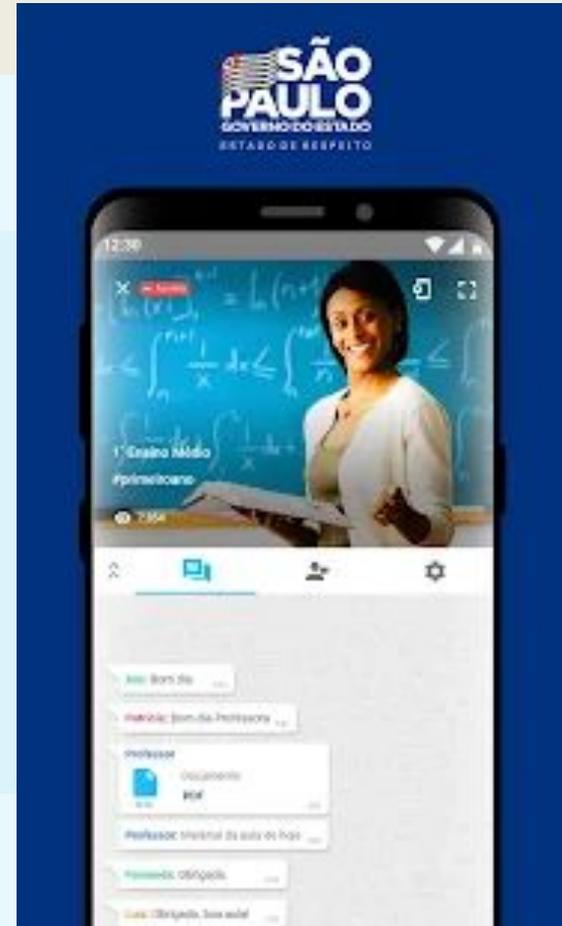
In order to reduce inequalities, our classes are also available on broadcast TV, in the channel [TV Educação](#).



Action:

The secretary of Education provided free SIM CARDS for the students who could not afford internet data plans.

<https://centrodemidiasp.educacao.sp.gov.br/estudantes-tem-ate-esta-sexta-feira-para-demonstrar-interesse-em-chip-de-internet/>



Action:

Although we can interact with the students through a chat in the app, we felt that it was necessary to engage students in a more active manner. One of the solutions proposed by us was the engagement of the families in the learning process, especially in English as a second language.



Video produced by teachers from CMSP



Video produced by students and family

Action:

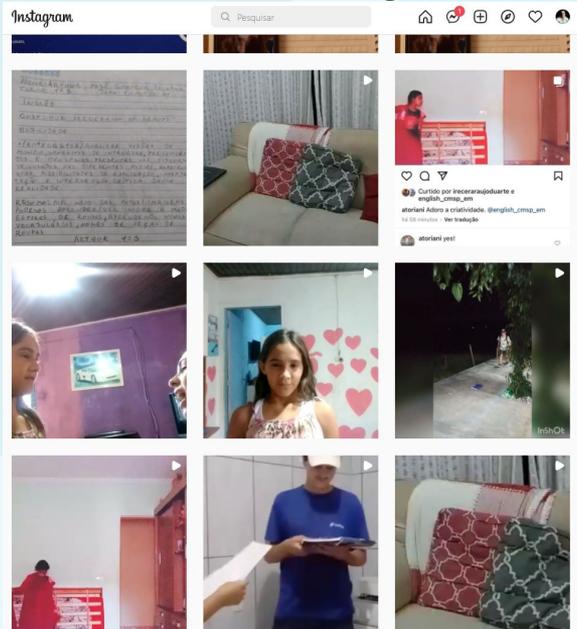
Although most parents do not speak English, it was possible to see them participating in the videos produced by the students, as a solution for the lack of class interaction.



<https://www.instagram.com/p/COMHweSj2-0GccHpjOugY3tzQhNh7qMLycKOA40/>

Action:

The videos were uploaded to social media and replicated at school all over the state of São Paulo. Some schools made an event for the broadcasting of the video.



**ANCHIETA**

**25 de Maio**  
**Is This Your Book? 08h**

É com grande satisfação que a E.E. "Padre José de Anchieta" convida a todos para acompanhar o desdobramento da aula de Inglês "Is This Your Book?" realizado pelo CMSP (Centro de Mídias de São Paulo) e replicado pela nossa unidade escolar. Será transmitida no CMSP, no canal do 6º Ano.

Action:

This action was shown even in one of the local news:



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## Aula feita por Professora de Itupeva é destaque no Governo de São Paulo

ItupevaAgora © Maio 13, 2021

Anchieta, Ana Lúcia Trinquinato Toriani, utilizando as desdobrou com seus alunos uma sequência didática no dia 06/04/21, onde o tema foi Is this your book?, foi o tema, verbos afirmativo, interrogativo e negativo, um vídeo, após a aula a professora solicitou aos seus alunos que produzissem um vídeo como o apresentado na aula, a atividade na produção seguindo o tema proposto.

A partir disso a professora começou a receber as atividades elaboradas, houve um expressivo engajamento não só dos alunos como dos familiares que se empenharam na realização da tarefa.

[itupevaagora.com.br/2021/05/aula-feita-por-professora-de-itupeva-e.html](https://itupevaagora.com.br/2021/05/aula-feita-por-professora-de-itupeva-e.html)

Action:

Another solution created by the students to help those who cannot access the live classes neither through internet nor TV was creating profiles in social media with summaries of the classes, the so-called **studygrammers**. The classes could be found using the [#EuNoCMSP](https://www.instagram.com/explore/tags/eunocmsp/) .  
<https://www.instagram.com/explore/tags/eunocmsp/>

(20.436 posts until  
January 2022)

Highlight in the Secretary of  
Education website:

<https://centrodemidiasp.educacao.sp.gov.br/aluno-s-criam-perfis-em-redes-sociais-para-compartilhar-conteudos-educacionais-durante-a-pandemia/>



Action:

Based on the results we believe that if we had the resources to record those videos with professional equipment that material could have a longer sustainability, since most videos were recorded with lower resolution.

With better audio and video recording those videos could be used not only for showing what can be done, but also for source material in classes.

