

Dec 7, 2011

Your Digital Tattoo!

Linda Uhrenholt, AT&T Education Specialist, K-20 Education

Who Am I?

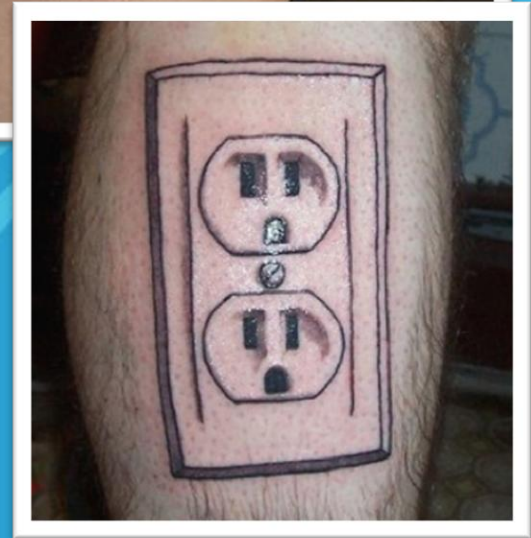
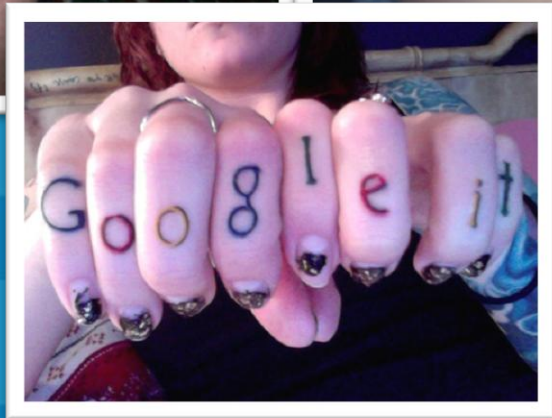


- Linda Uhrenholt is an AT&T Education Solutions Specialist with over 20 years experience in education. She graduated from The Ohio State University in Columbus, Ohio with a degree in education; obtaining her administrative leadership credential from California State University East Bay in California.
- She assists the AT&T team with providing K12, higher education and libraries technology solutions.
- Her family includes her husband, Mark (a school district director), and her blogging dog, Ziggy the Old English Sheepdog.

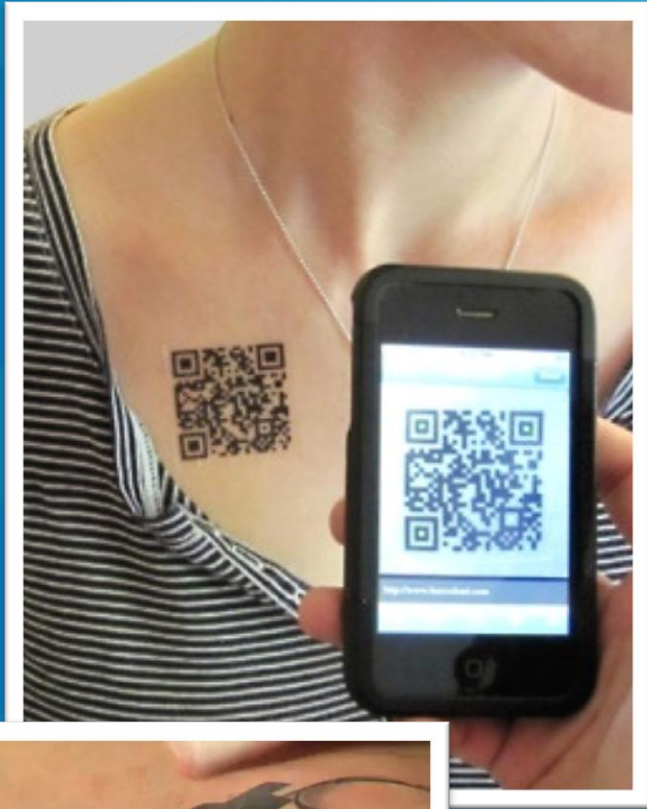


- Linda is a known presenter in the use of mobile technology in all aspects of curriculum. Her expertise also includes mobility solutions to help provide safe and secure schools.
- She has worked with the National Baseball Hall of Fame, the San Francisco and the California State Parks.

Plain Old Tech Tattoos



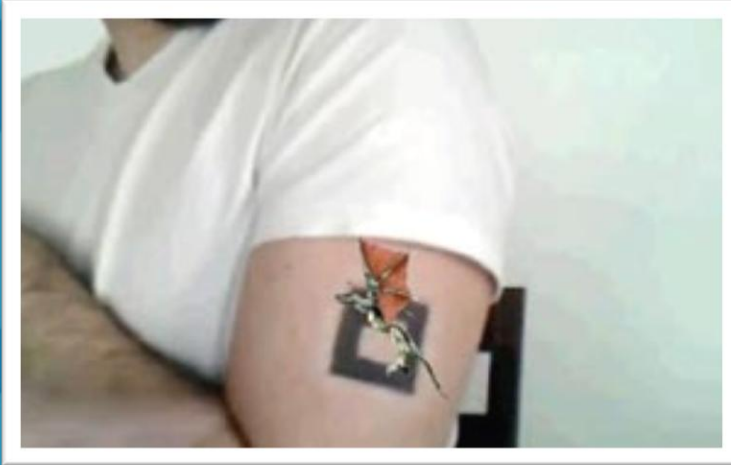
OMG Tech Tattoos!



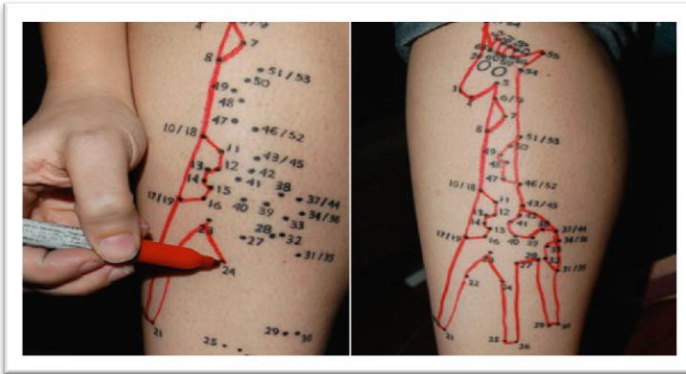
Digital Tattoo Interface

Her cell phone is ringing, but the display is turned off. She lightly pushes a small dot on the skin on her left forearm to suddenly reveal a two by four inch tattoo with the image of the cell phone's digital display, directly in the skin of her arm. She answers the call by pushing a tattooed button on her arm. While she's talking, the tattoo comes to life as a digital video of the caller. When she finishes, the tattoo disappears.

1



Fan Tattoos



Digital Tattoos

Problem, Cause = Your personal information online due to the digital age



Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google "linda uhrenholt"

Page 3 of about 926 results (0.13 seconds) [Advanced search](#)

[January 1996: HELP/Cu-Seeme](#)
Linda Uhrenholt (luhrenholt@aol.com) Mon, 15 Jan 96 18:02:53 0000 ... **Linda Uhrenholt** Science/technology teacher. East Avenue Middle School Livermore, CA ... baby.indstate.edu/CU-SeeMe/devl_archives/jan_96/0374.html - [Cached](#)

[CETPA - 2010 Speaker Registration & Account Management](#)
Linda Uhrenholt, AT&T Ronda Valenzuela, Carmel Unified School District Patty Valtenbergs, South Bay Union School District ... cetpa-k12.org/pub/htdocs/2010-speaker-registration.html - [Cached](#)

[CPB: American History and Civics Initiative: San Francisco, CA Pre ...](#)
Linda Uhrenholt Education Advocate SBC u2829@sbc.com. Annie Valva. Research and Development WGBH Interactive annie_valva@wgbh.org. Richard Wenn ... www.cpb.org/grants/historyandcivics/attendees_sf.html - [Cached](#) - [Similar](#)

[\[PDF\] Taking the Wraps off Videoconferencing in the US Classroom](#)
File Format: PDF/Adobe Acrobat
The K12 U.S. HighSpeed Networks Website created by SBC's **Linda Uhrenholt**. (www.kn.sbc.com/hsn/#cat4). • The Avon, Ohio School District website directory ... www.wrplatinum.com/Downloads/5912.aspx - [Similar](#)

[List of Test Sites « Videoconferencing Out on a Lim](#)
Dec 12, 2008 ... Big thanks to **Linda Uhrenholt** for finding these! IP TEST SITES: Blue Star Conference Room 209.163.159.58 LifeSize Conference Set-up 209.163. ... vcoutonalim.org/2008/12/12/list-of-test-sites/ - [Cached](#) - [Similar](#)


Digital Dossier

mySubscribers/members/123456789

YouTube [Browse](#) [Upload](#)

Digital Dossier

[digitalnatives](#)



0:08 / 4:24 360p

[digitalnatives](#) | August 13, 2008 **20,092**

Your Digital Tattoo

What is a Digital Tattoo?

- Your personal and/or **school information** online:
 - Text
 - Video
 - Photos
 - Online gaming forums
 - Name, address, phone number
 - Sites you visit (or pages within a site)
- What you post yourself /school
- What others post about you



Digital Tattoos - What's the Big Deal?

Information you put online is like a tattoo

- Highly visible
- Hard to remove
- **An expression of yourself to others and other schools**
- Not like a paper trail that can be destroyed
 - Way Back Machine
 - Google Cache
- We are mobile and findable
- Remember it's easy to cut and paste...**speaking of which...**

Walt Disney's Digital Tattoo

Problem, Cause = Your personal information online due to the digital age

★ + Social Security Death Index Interactive Search

Viewing 1-18 of 18

Name	Birth	Death	Age	Last Address of Record	Issued By	SSN
DISNEY, WALTER	05 Dec 1901	Dec 1966	64-65	(not specified)	California	562-10-0296
DISNEY, WALTER	21 Mar 1878	Aug 1967	89	21228 (Cato...	Missouri	215-09-
DISNEY, WALTER	11 Sep 1921	Mar 1972	50	40272 (Lou...	Missouri	
DISNEY, WALT				Cle...		



Mobile Work Force's Digital Tattoos

Problem, Cause = Your personal information online due to the digital age

- School nurses across Archdiocese of Philadelphia are equipped with Netbooks for electronic student record keeping **Approximately 30,000 student records will be converted to an electronic format**
- For the upcoming school year, we will have laptop computer systems assigned to each student resource officer. This will enable our officers to complete **reports** consistently.
- Every school principal has an assigned BlackBerry device that they are expected to carry. **It is important that the information stored on these devices** is secured due to the risk of accidentally disclosing confidential information.



Stolen - Your Digital Tattoo

Problem, Cause = Your personal information online due to the digital age

November 04, 2011

- A laptop computer missing from Warren County Community College **contains sensitive student data including names and Social Security numbers**. An employee from the college's financial aid office reported the laptop computer stolen. President Will Austin said as many as 5,461 students or WCCC applicants could have their information compromised.

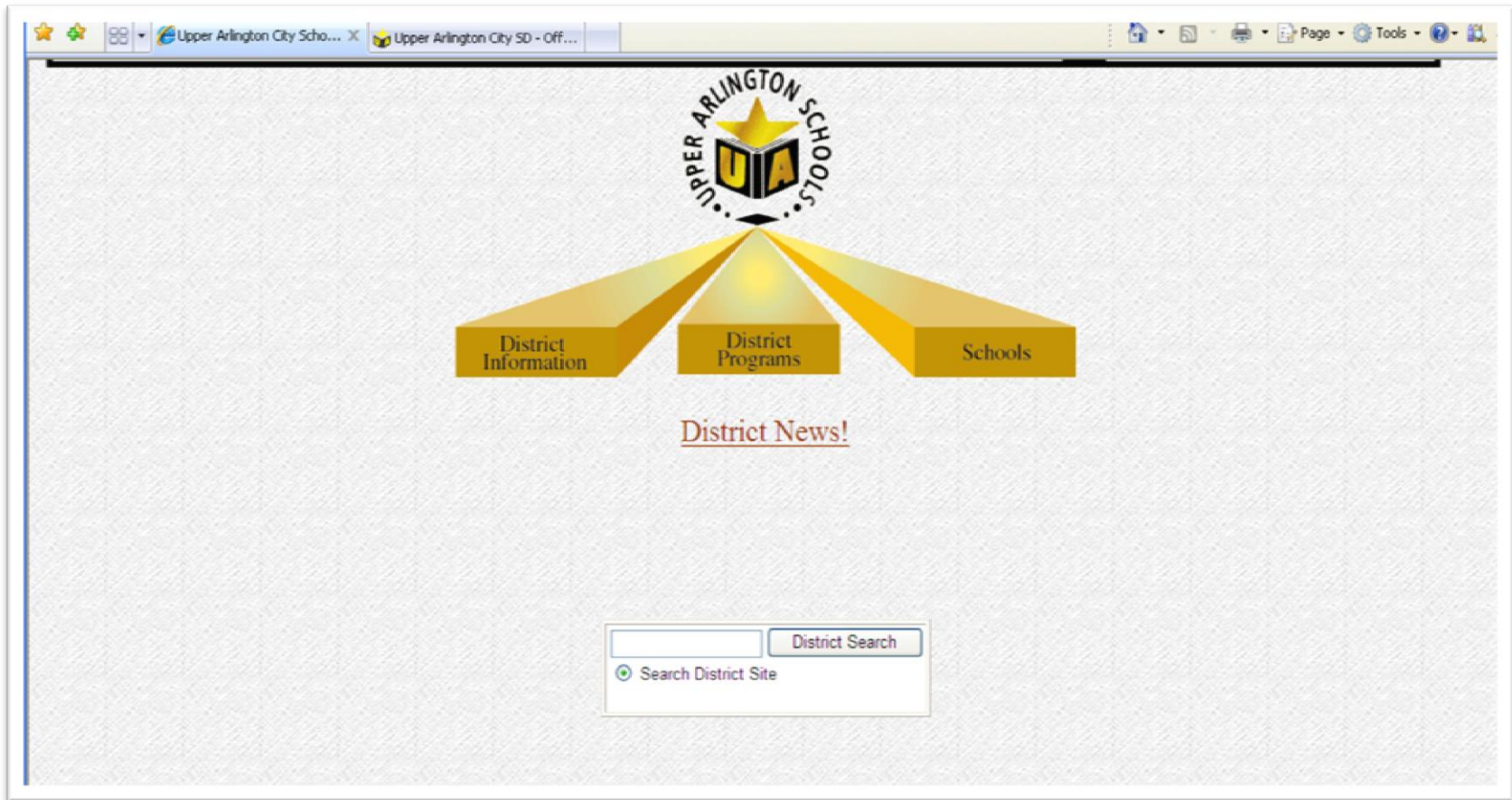
June 09, 2011

- Confidential information may have been stolen from students at an Upstate school. Investigators say someone swiped two laptop computers over the weekend. **It's possible that there were some copies of Medicaid release forms** on the laptops approximately 15 students. Officials are working to put a lock on the interior door.

**You can run but you
can't hide from your
digital tattoos!**

Nov 9/2001 Upper Arlington High School

Problem, Cause = Your personal information online due to the digital age



Nov 8, 2011 Upper Arlington High School

Problem, Cause = Your personal information online due to the digital age

The screenshot shows a web browser window displaying the website for the Upper Arlington City School District. The browser's address bar shows two tabs: "Upper Arlington City SD - ..." and "Upper Arlington City SD - Off...". The website features a yellow header with the district's logo and name. Below the header is a navigation menu with "District", "Schools", and "Families" tabs. A search bar is located on the left. The main content area is divided into several sections: a "District News & Announcements" section with sub-sections for "Emergency Closings and Delays", "Board OKs reorganization", and "Board revises academic calendars"; a "Superintendent's Message" section featuring a photo of Jeffrey W. Weaver, Ph.D. and a "read on" link; and an "Our Mission" section with a list of four mission statements. A "power school parent" button is visible at the bottom left of the page.

UPPER ARLINGTON SCHOOLS
UPPER ARLINGTON
City School District

Search... GO

home email print

All-Call Messages
Board of Education
Board Policies
Bus Routes
Employment
Notify Me / List-serve / Email Groups
State Report Card
Nutrition & Catering Services
Moodle

power school parent

District Schools Families

UA Schools are Excellent with Distinction!

For the eleventh consecutive year, the Upper Arlington City School District received the highest rating possible — *Excellent with Distinction* — on the Ohio Department of Education's [state report card](#).

District News & Announcements

Emergency Closings and Delays
If circumstances such as weather make it necessary to cancel school or to delay the opening of school, the District will notify staff members and families as follows: [Read on...](#)

Board OKs reorganization
With an eye on the future, the Upper Arlington Board of Education approved the reorganization of intervention services at its regular monthly meeting September 13. The changes will go into effect by October 1. [Read on...](#)

Board revises academic calendars
At its regular monthly meeting on September 13, the Board of Education approved revisions to the school year calendars for 2012–2013 and 2013–2014. [Read on](#)

Superintendent's Message

I almost couldn't believe...
[\[read on\]](#)

Jeffrey W. Weaver, Ph.D.

Our Mission

The mission of the Upper Arlington City School District is to prepare, inspire, and empower all students to be life-long learners and socially responsible citizens, able to communicate and to lead with confidence in an ever-changing global society through a learning environment distinguished by:

- Safe, secure, and caring schools;
- Rigorous and relevant academic experiences;
- Opportunities for expression and creativity;
- Opportunities to develop citizenship, teamwork, discipline, and integrity

Mobile Device Management

Solution, Benefit = Mobile device management provides digital tattoo protection



**You can run but you
can't hide from your
digital tattoos!**

All a Twitter!



CETPA Tweets (more digital tattoos)

twitter Search Home Profile Messages Who To Follow ziggyu

Timeline @ziggyu Activity Searches Lists

markwagner Mark Wagner, Ph.D.
Pulling a little #lateworkcrew to prep for #cetpa, #aln2011, and #vss11... and a few other events that aren't actually tomorrow. :)
1 hour ago

jpatten John Patten
@ CETPA CTO reception with a bunch of CTOs ... Go figure ...#CETPA11 (@ The Westin Long Beach) 4sq.com/sqcw1p
2 hours ago

presidentgee E. Gordon Gee
Congrats to national indoor doubles tennis champs Chase Buchanan and Blaz Rola. Making quite a racket in their sport.
4 hours ago

bbridges51 Brian Bridges
Updating my presentations with new Keeping Pace 2011 data. Sweet.
5 hours ago

OhioState OhioState
OSU Mobile for iPhone and Apple products has been downloaded 22,000 times. How many Android users will follow suit?
osu.edu/osumobile/
11 hours ago
Retweeted by OhioStateAlumni

Who to follow · refresh · view all

NEAToday NEA Today · Follow
Promoted · Followed by @DropoutTruancyP and others.

tntetc TETC 2011 · Follow
Followed by @millerbev and others.

marisolvalles Marisol Valles · Follow
Followed by @cueinc and others.

Trends: Chicago · change

#DroidRAZR Promoted

#WhatILove

#ThingsThatYouShouldKnow

#IHateWhenPeople

RIP Heavy D

Ruby Dee

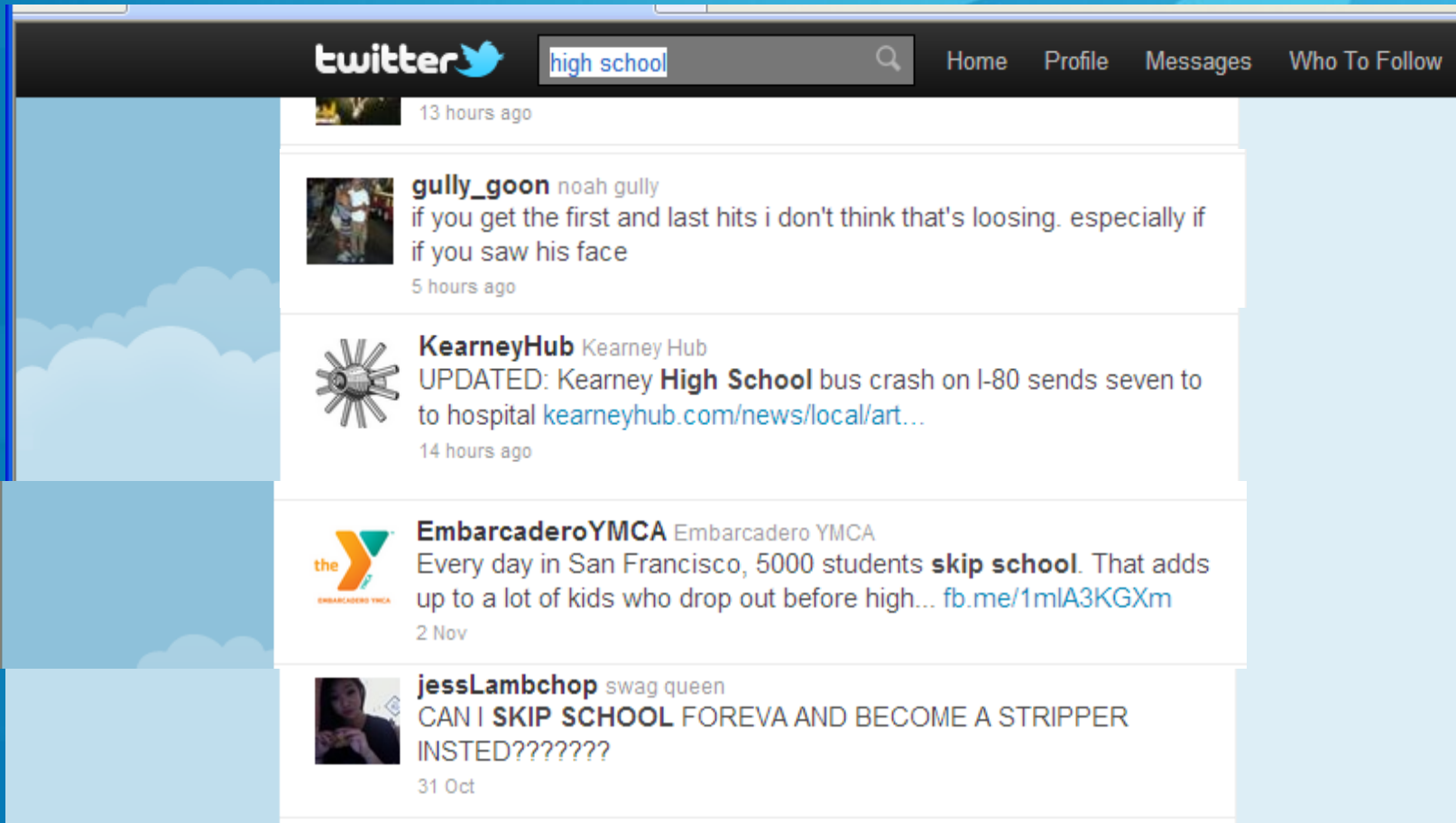
Step Brothers

Goodnight Twitter

MW3

School Tweets / Digital Drama & Tattoos

Problem, Cause = school fights, communication, truancy



The image shows a screenshot of a Twitter search results page for the query "high school". The page features a dark header with the Twitter logo, a search bar containing "high school", and navigation links for Home, Profile, Messages, and Who To Follow. The main content area displays a list of tweets. The first tweet is partially visible, showing a profile picture and the text "13 hours ago". The second tweet is from user "gully_goon" (noah gully) with a profile picture of a person, containing the text "if you get the first and last hits i don't think that's losing. especially if if you saw his face" and is timestamped "5 hours ago". The third tweet is from "KearneyHub" (Kearney Hub) with a spider-like profile picture, containing the text "UPDATED: Kearney High School bus crash on I-80 sends seven to to hospital" and a link "kearneyhub.com/news/local/art...", timestamped "14 hours ago". The fourth tweet is from "EmbarcaderoYMCA" (Embarcadero YMCA) with a logo, containing the text "Every day in San Francisco, 5000 students skip school. That adds up to a lot of kids who drop out before high..." and a link "fb.me/1mlA3KGXm", timestamped "2 Nov". The fifth tweet is from "jessLambchop" (swag queen) with a profile picture of a woman, containing the text "CAN I SKIP SCHOOL FOREVA AND BECOME A STRIPPER INSTED?????????" and is timestamped "31 Oct".

twitter Home Profile Messages Who To Follow

13 hours ago

gully_goon noah gully
if you get the first and last hits i don't think that's losing. especially if if you saw his face
5 hours ago

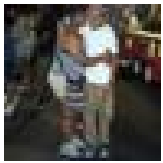
KearneyHub Kearney Hub
UPDATED: Kearney **High School** bus crash on I-80 sends seven to to hospital kearneyhub.com/news/local/art...
14 hours ago

EmbarcaderoYMCA Embarcadero YMCA
Every day in San Francisco, 5000 students **skip school**. That adds up to a lot of kids who drop out before high... fb.me/1mlA3KGXm
2 Nov

jessLambchop swag queen
CAN I **SKIP SCHOOL** FOREVA AND BECOME A STRIPPER INSTED?????????
31 Oct

School Tweets / *Digital Drama & Tattoos*

Problem, Cause = school fights, digital drama



gully_goon noah gully

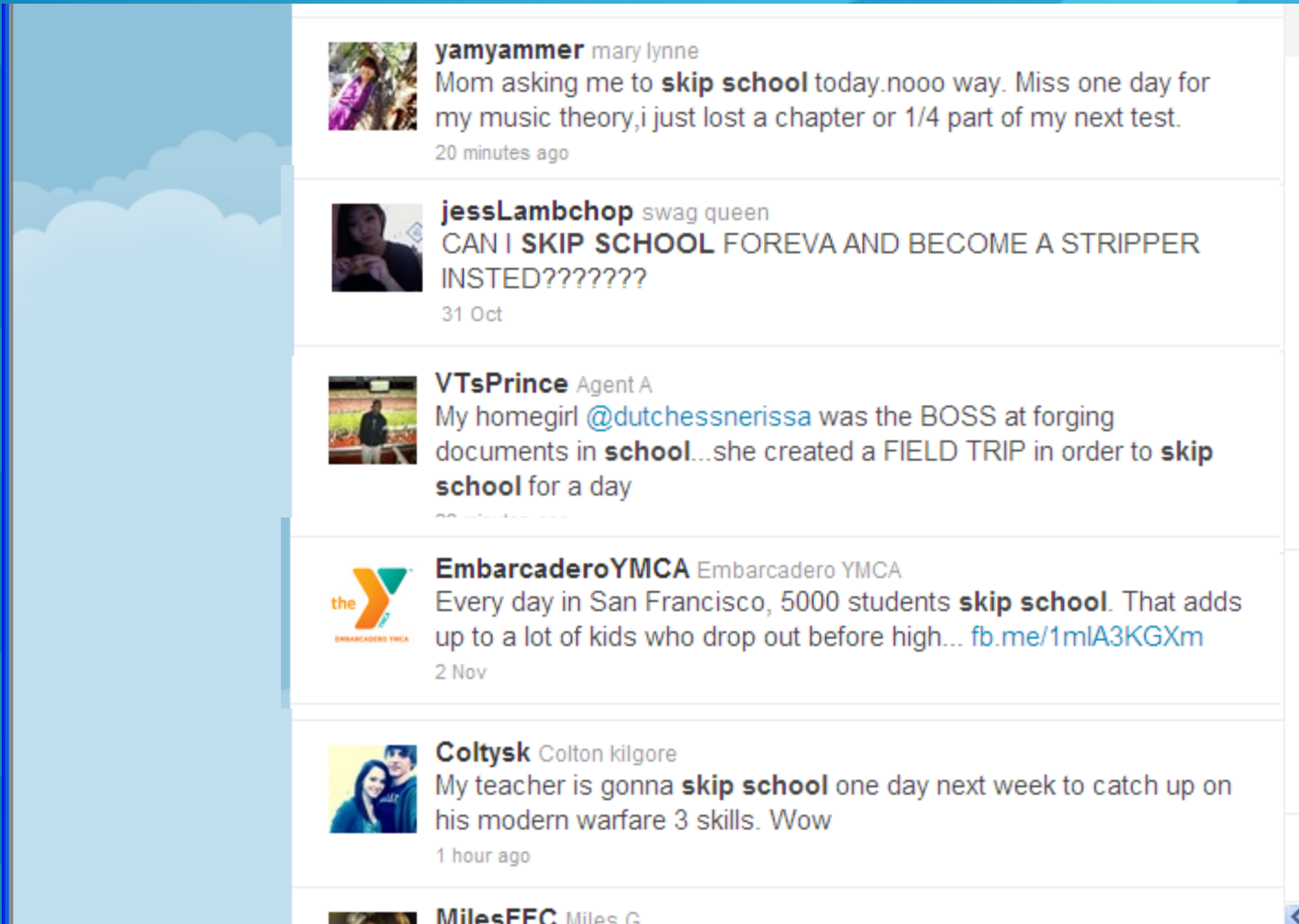
if you get the first and last hits i don't think that's loosing. especially if
if you saw his face

5 hours ago

School Tweets / Digital Drama & Tattoos

Problem, Cause = student truancy causes are many

Solution, Benefit = Let AT&T help develop your truancy prevention tools



The image shows a screenshot of a Twitter feed with a light blue background and a white border. The tweets are arranged vertically. The first tweet is from 'yamyammer' (mary lynne) with a profile picture of a woman in a purple jacket, discussing skipping school for a music theory class. The second is from 'jessLambchop' (swag queen) with a profile picture of a woman, asking if she can skip school forever to become a stripper. The third is from 'VTsPrince' (Agent A) with a profile picture of a man, mentioning a field trip to skip school. The fourth is from 'EmbarcaderoYMCA' with their logo, stating that 5000 students skip school in San Francisco. The fifth is from 'Coltysk' (Colton kilgore) with a profile picture of a man and woman, mentioning a teacher skipping school for modern warfare. The sixth is from 'MilesFFC' (Miles G) with a profile picture of a man.

yamyammer mary lynne
Mom asking me to **skip school** today.nooo way. Miss one day for my music theory,i just lost a chapter or 1/4 part of my next test.
20 minutes ago

jessLambchop swag queen
CAN I **SKIP SCHOOL** FOREVA AND BECOME A STRIPPER INSTED?????????
31 Oct

VTsPrince Agent A
My homegirl @dutchessnerissa was the BOSS at forging documents in **school**...she created a FIELD TRIP in order to **skip school** for a day
20 minutes ago

EmbarcaderoYMCA Embarcadero YMCA
Every day in San Francisco, 5000 students **skip school**. That adds up to a lot of kids who drop out before high... fb.me/1mIA3KGXm
2 Nov

Coltysk Colton kilgore
My teacher is gonna **skip school** one day next week to catch up on his modern warfare 3 skills. Wow
1 hour ago

MilesFFC Miles G

QR Codes, QR Code Cupcakes



Have you Googled yourself/school or uses Google Alerts to discover the digital tattoos?

47% have done so (Pew Life Project)

Only 3% on a regular basis

1,300 results for "linda uhrenholt" (11/8/11)



Finding Digital Tattoo at a Garage Sale



More than Google for You/School Digital Tattoo

spezify.com – pipl.com

The screenshot shows a web browser window with the spezify.com logo and search results for "linda uhrenholt". The search bar contains the text "linda uhrenholt" and a list of related terms: math, calculus, topics, design, greenville, house, school, city, analysis, pre-calculus. The search results are displayed as a grid of colored boxes, each containing a title and a brief description. A vertical scrollbar is visible on the right side of the page.

spezify "linda uhrenholt" math calculus topics design greenville house school city analysis pre-calculus

AT&T Knowledge Network Explorer: Education Advocate Linda ...
Contact Info: Linda Uhrenholt Voice: 925-824-9064 E-mail: lindau@att.com. Linda

Math WebQuests
WebQuests Math. Using Area and Perimeter to Design a Fun House




Linda Uhrenholt - Email, Address, Phone numbers, everything ...
Everything you need to know about Linda Uhrenholt Email addresses, Phone

LifeSize Test Sites
LifeSize Test Sites. Linda Uhrenholt found the following LifeSize test sites:

CTAP IV -- Video Conferencing
Looking for a way to pay for one of the Videoconference resources we shared over

Math Forum: Algebra Lesson Plans
Math by Subject K12 Topics algebra arithmetic calculus discrete math geometry

Math Forum: Geometry Lesson Plans
Math by Subject K12 Topics algebra arithmetic calculus discrete math geometry



Google alerts



[FAQ](#) | [Sign in](#)

Google Alert Created

Your Google Alert request [uhrenholt] has been created and a verification email has been sent to lu2829@att.com.

You will not receive Google Alerts on this topic until you click the link in the verification email and confirm your request.

Return to the [Google Alerts](#) home page to create more alerts.

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

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“Online Reputation in a Connected World”

<http://www.microsoft.com/privacy/dpd/research.aspx>

- Of those surveyed 70% have rejected candidates based on information they found online
- 75% of companies surveyed have a formal policy requiring personnel to research applicants online persona
- 85% say that positive online reputation has an influence in hiring decisions
- 35% of consumers surveyed don't think online reputations affect their life



What do Recruiters Use to Research Digital Footprints?

- Search engines
- Social networking sites
- Photo & video sharing sites
- Personal web sites
- Blogs
- Online forums and communities
- Virtual world sites
- Online gaming sites
- Classified and auction sites



Digital Footprint Safety Net

- Ego searching (not just using Google)
- Employing an online reputation management company
- Making sure of privacy settings in social network sites
- Contacting web administrator for untrue content
- Think before posting about you, relatives and friends
- Using online alert systems such as “Google Alerts”



Remember:

- **You can run but you can't hide from your digital tattoos!**
- **Don't just follow your "peeps" for solutions**

