

# Brad Lakritz

a brief biography ~ 2016

**Brad Lakritz** is Social Science and Journalism Teacher for the James Denman Middle School in San Francisco, CA. After 28 years as a technology administrator for Bay Area independent schools, Mr. Lakritz moved into the classroom as a public school teacher.

Mr. Lakritz ran an educational media center for 11 years. He served as Director of Educational Technology at Marin Academy in San Rafael, CA for 15 years and Director of Technology for San Domenico School in San Anselmo, CA for 2 years. Earlier in his career, Brad provided media and communication consultations for non-profit community organizations and educational institutions and served as Production Manager for the San Francisco office of a nationwide television and radio news retrieval company.

As Director of Technology at San Domenico School, Mr. Lakritz managed a four person team supporting a robust school wide 1:1 iPad program, campus-wide wireless network, multiple information and learning management systems, classroom audio visual resources, and over 1,000 electronic devices. He also served on the school's administrative council and coordinated technology leadership meetings. He curated the **iLearning Blog** and coordinated the annual **iTeach** conference. **iTeach** brought together over 175 educators each summer to learn about teaching with iPads in an intimate learning environment.

Mr. Lakritz launched Marin Academy's 1:1 faculty laptop program in 1998 and developed their school wide student computing systems including the first "digital darkroom" in the school's renowned art program. He taught technology, filmmaking, and mass communication and coordinated professional development designed to assist teachers with integrating technology into their curriculum. He also managed the school's website, student information systems, and other IT and network systems. He served as faculty advisor for the Film Club, the Technology Club, and the Jewish Student Union.

Mr. Lakritz served as Coordinator of Educational Technology at the San Francisco-based Bureau of Jewish Education (BJE). He created and piloted the Family History Video Project during his first year at the BJE. He co-wrote curriculum materials including a teacher guide and student workbook. This technology-based project trained dozens of teachers over the span of 11 years and provided an opportunity for more than three thousand students and families to create videos exploring their family history.

While at the BJE, Mr. Lakritz also developed the **Jewish Education Online** web site in 1995. He also helped start the **Bay Area Jewish Educator's Online Forum**, an Internet-based discussion group for Jewish educators that is still active today.

As Production Manager for Video Monitoring Services in San Francisco, Brad was a member of a three-person management team. His responsibilities included management of all aspects of the news retrieval and production process. His staff of up to 17 people operated over 20 hours per day, seven days a week. He also managed the evaluation,

purchase, installation, and use of all forms of technology in the business. He introduced the first fax machines and eventually a computerized system for producing news transcripts.

Mr. Lakritz later served as a Bay Area consultant to the Revson Foundation on the creation of the *Jewish Heritage Video Collection* (JHVC). He assisted more than two dozen local congregations and community organizations in applying for grants to purchase and implement the use of this extensive educational media resource consisting of over 200 feature length films and documentaries on a wide range of educational topics. Mr. Lakritz was a consultant to Thirteen/WNET on its resource guide to accompany the release of the *Heritage: Civilization and the Jews* DVD-ROM. He was a consultant on training and technology to the *Jewish Media Fund* of the *Revson Foundation* for their Bay Area initiative on the implementation of the *Heritage* DVD-ROM in schools.

Mr. Lakritz has organized, and presented technology-oriented teacher training workshops and served on planning committees for major conferences for more than 30 years. These workshops and conferences include the *iTeach* conference, the *Bay Area Jewish Educators Conference*, the *Coalition for the Advancement of Jewish Education* (CAJE), *Computer Using Educators* (CUE), the *Bay Area Independent Schools Network* (BAISNet), the *California Association of Independent Schools* (CAIS), and the *National Educational Computing Conference* (NECC).

Mr. Lakritz is also active in community service organizations. Brad spent 6 years as a youth baseball coach (ages 9-15) including 4 stints as an all-star manager or coach. He served on the School Site Council for the Mary E. Silveira Elementary School in San Rafael, CA. He served three years on the school board for Congregation Rodef Sholom, and is currently a member of the Rodef Sholom main governing board.

Mr. Lakritz is a graduate of the University of California at San Diego where he studied Communication, Political Science, Sociology, and Film. He is currently pursuing Secondary Schools Social Science and Art credentials and a Masters in Education through Alliant International University.

Mr. Lakritz writes about education, media, and technology through his blog *Communicate Your Ideas*. His photography may be seen online in many places including his National Geographic Your Shot gallery. Your Shot editors selected his **December 11, 2008** entry for the *Your Shot Daily Dozen*.

Brad Lakritz was born and raised in Hanford, CA where he graduated from Hanford High School. He and his wife Dena raised their three children Emily, Noah, and Mia in San Rafael, CA. He enjoys teaching, photography, filmmaking, hiking, biking, playing softball and baseball, and coaching youth athletics. In his spare time, Mr. Lakritz runs a small farm at his home and plays second base for the Monarchs baseball club of the Bay Area Mens Senior Baseball League.

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