



# **DIGITAL CITIZEN** ACADEMY

---

## **Media Kit**

# Fact Sheet

<b>Company:</b>	Digital Citizen Academy
<b>Founder &amp; Director:</b>	Lisa Strohman, J.D., PhD,
<b>Website:</b>	<a href="https://digitalcitizenacademy.org/">https://digitalcitizenacademy.org/</a>
<b>Facebook:</b>	<a href="https://www.facebook.com/digitalcitizenacademy/">https://www.facebook.com/digitalcitizenacademy/</a>
<b>Twitter:</b>	<a href="https://twitter.com/DCAorganization/">https://twitter.com/DCAorganization/</a>
<b>LinkedIn:</b>	<a href="https://www.linkedin.com/company/digital-citizen-academy/">https://www.linkedin.com/company/digital-citizen-academy/</a>
<b>About:</b>	Digital Citizen Academy is dedicated to improving the lives of students, parents and educators, while providing the resources, tools and knowledge needed to foster a healthy balance with technology. Its research-based education, prevention and diversion programs are professionally designed to inform, protect and support young children, teenagers and adults impacted by issues resulting from technology use and overuse. Programs are designed with age appropriate content and provide trackable and measurable data for school districts and organizations.
<b>Programs:</b>	DCA Home Program DCA Kindergarten – 8 <sup>th</sup> grade School Program DCA Technology Leadership Council (Elementary, Middle, and High School) DCA Diversion Program (Elementary, Middle, and High School) DCA Affiliate/Partnership Program
<b>Email:</b>	<a href="mailto:info@digitalcitizenacdemy.org">info@digitalcitizenacdemy.org</a>
<b>Founded:</b>	2017



# Biography



## Lisa Strohmman, J.D., PhD

Dr. Lisa Strohmman is a clinical psychologist, author, public speaker and the founder and director of Digital Citizen Academy. She established Digital Citizen Academy to proactively prevent and educate students, educators and parents on the issues resulting from technology use and misuse. Dr. Strohmman has spent more than a decade working with adolescents and families in her private practice and a career working with schools to address challenges with student mental health and well-being.

In addition, Dr. Strohmman was a Visiting Scholar for the FBI working on homicidal pedophilia when a Columbine occurred giving her the opportunity to be on the front lines of how technology impacts our youth. She has continued to work with law enforcement and the FBI on safety and cybercrimes involving adolescents, while also lending her knowledge and guidance to the National Center for Missing and Exploited Children.

Dr. Strohmman holds a Bachelor Degree in Psychology from the University of California, Davis, where she graduated Magna Cum Laude and later earned a PhD and J.D., completing a joint integrated program in Law and Psychology at Villanova and Drexel Universities with honors. She was an active member of the American Bar Association, a past Chair of the American Psychological Association's Committee on Legal Issues and a current member of Pinnacle Forum.

Dr. Strohmman is an international speaker at schools, parent organizations, and business and community groups where she addresses the challenges of raising responsible digital citizens. She is also regularly featured in the media as a technology wellness and behavioral expert. She is regularly interviewed by TV and radio news outlets and quoted in numerous print publications including Forbes Magazine, Fast Company, and Huffington Post.

## Dr. Lisa Has Been Featured On:



# Presentations/Conferences

**Clinical Reviews 2019: 30th Annual Family Medicine and Internal Medicine Update** | *March 20-21, 2019* | Presentation: "More Than Screen Time: The True Impact of Exploiting Our Children Online"

**The Curtis School of Los Angeles** | *February 25, 2019* | Presentation: "Parenting in a Tech Addicted World"

**School Connect Summit 2019** | *January 24, 2019* | Attendee

**YPO Conscious Parenting Symposium** | *November 8-November 10, 2018* | Presentation: "Your Brain on Technology"

**Women Lead Here Conference** | *November 2, 2018* | Presentation: "Parenting in a Tech Addicted World"

**National Association of Elementary School Principals Conference** | *July 10, 2018* | Presentation: "Educating Digital Natives: Understanding the Science, Overcoming the Challenges, Finding Solutions"

**Society for Information Management National Conference** | *April 13, 2018* | Presentation: "Technology Addiction and Its Impact on the Workforce"

**New York Federal Reserve Presentation** | *December 12, 2017* | Presentation: "Parenting in a Tech Addicted World"

**UNICEF Conference** | *November 13- November 14, 2017* | Attendee

**ASA Symposium** | *October 30, 2017* | Keynote Speaker

**Kiwanis National Conference** | *October 16-October 17, 2017* | Attendee

**TedX Pasadena** | *September 30, 2017* | Presentation: Empowering Kids to Rise Above Technology Addiction

**Arizona Society of Information Management** | *September 13, 2017* | Presentation: "Is Technology a Gateway Drug?"

**Midwestern University** | *September 13, 2017* | Presentation: "Creating Responsible Digital Citizens: The Power of Educating our Students"

**National Principal's Conference in Philadelphia** | *July 7-July 9, 2017* | Presentation: Digital Citizenship and Education

**Arizona School Counselors Association** | *February 2017* | Presentation: The Real Crisis in Your Schools

**Lifestyle Intervention Conference hosted by American Addiction Centers** | *October 2016* | Presentation: Technology: The New Gateway Drug

**American Psychological Association Conference** | *October 2016* | Attendee

**Greater Phoenix Educational Management Council** | Presentation: Your Digital Footprint

**American Addiction Center** | *November 2015* | Presentation: Technology as an Addiction

**Technology Wellness Center** | *October 13, 2014* | Presentation: Brain Rewired

**City of Scottsdale Teen Symposium** | *October 14, 2014* | Presentation: Should I Post That

**ASU Cronkite School of Journalism and Mass Communication** | *October 20, 2014* | Guest Lecture

**Cave Creek School District** | *October 23, 2014* | Presentation: Social Media: Dos, Don'ts and Dangers

**ASU School of Criminology and Criminal Justice** | *October 28, 2014* | Guest Lecture

**Technology Wellness Center** | *November 10, 2014* | Presentation: Press Pause to Connect

**Technology Wellness Center** | *December 8, 2014* | Presentation: Toys, Technology & Trade-Offs

**Scottsdale Parents Group** | *December 18, 2014* | Presentation: Raising Kids in a Tech Driven World: What Every Parent Should Know

**Wisconsin Homicide Investigators** | *April 2004* | Presentation: I See Dead People or Do I?: An Analysis of Malingering. Strohmman, Lisa & Westendorf, Melissa.

**Federal Bureau of Investigation** | *August 1999* | Presented article: Violence Risk Communication: A Review of the Literature. Strohmman, L., O'Neill, M., Heilbrun, K. (1998).

**American Psychological Association 107th Annual Convention: Paper Session: Violence Risk Assessment Literature Review** | *August 1999* | Presented article: Violence Risk Communication: A Review of the Literature. Strohmman, L., O'Neill, M., Heilbrun, K. (1998).

**Philadelphia District Attorney's Office – Juvenile Court Division: Forensic Psychological Evaluations** | *August 1999*

**American Psychological Association 106th Annual Convention: Paper Session Advances in Violence Risk Assessment** | *August 1998* | Presented article: Expert and Practitioner Approaches to Communicating Violence Risks. Heilbrun, K., Philipson, J., O'Neill, M., Paninopolous, M., Strohmman, L., Bowman, Q. (1998).



# Digital Citizen Academy Launches Online Home Program for Families

## Facing Issues with Technology

**PHOENIX, Ariz. - Feb., 2019** -- Digital Citizen Academy, which offers online curriculum about internet safety and education for students, parents and educators through its resources, tools and trainings, has launched a specialized Home Program to support the entire family throughout the year.

The newly launched Home Program helps families raise responsible digital citizens and arms parents with access to an expert that not only worked with the FBI as a visiting scholar but who has dedicated her career to this field by using both her legal and clinical degrees to create specific trainings for families to protect children from the dangers of technology.

Digital Citizen Academy's research-based education, prevention and diversion programs are professionally designed to inform, protect and support young children through a cognitive behavioral trauma informed approach to ensure optimal success. Programs are designed with age appropriate content and provide trackable and measurable data for school districts and organizations.

"We've seen such incredible results from schools across the state of Arizona, as well as throughout the United States, and after continued requests, we decided to offer this same level of care for families at home," says Founder of Digital Citizen Academy, Lisa Strohmman, JD, PhD.

The content available for subscribed members is updated weekly to ensure families can navigate the ongoing challenges and protect their children from the pitfalls and dangers of online activities. All content stresses the importance of creating and maintaining a positive digital reputation and footprint to ensure there is a valued respect of digital opportunities.

DCA Home Program / Advocacy Membership includes:

- Comprehensive video instruction on topics for families of children in grades K-8.
- Home Resource Guide which provides instructional tools and answers on how to address issues of cyberbullying, inappropriate posting, digital cheating and digital reputation.
- Technology use contracts for families.
- Access to premium blogs on related issues and research.
- Access to premium webinars and live streams featuring Dr. Lisa Strohmman and special guests.
- Access to digital monitoring applications and resources to protect your child online.
- Q & A forum with access to experts and dialogue with other parents.
- Digital version of Dr. Lisa's book, *Unplug: Raising Kids in a Technology Addicted World*.
- Membership Discounts to local seminars or live speaking engagements.

### **About Digital Citizen Academy**

*Digital Citizen Academy is dedicated to improving the lives of students, parents and educators. Founded by Dr. Lisa Strohmman, clinical psychologist, and founder and director of Technology Wellness Center and co-author of *Unplug: Raising Kids in a Technology Addicted World*. Digital Citizen Academy provides research-based prevention and education programs that deal with the psychological, emotional and physical issues resulting from technology use, misuse and overuse. Visit [digitalcitizenacademy.org](http://digitalcitizenacademy.org) to learn more.*



# Scottsdale Clinical Psychologist Launches Digital Citizen Academy

**First of its kind education prevention program for schools and organizations**

**SCOTTSDALE, Ariz. – May 2017** – Dr. Lisa Strohmman, clinical psychologist and co-author of *Unplug: Raising Kids in a Technology Addicted World*, has now launched Digital Citizen Academy. Dr. Strohmman created this new interactive platform for schools and organizations to deliver research-based education, prevention and diversion programs that are professionally designed to combat, protect and support children, teenagers, and adults impacted by issues resulting from technology use, misuse and overuse.

"In my private practice, working one-on-one with children and parents I started to see more serious issues surface and began hearing from school principals and administrators facing serious challenges with students," explains Dr. Strohmman. "I knew I needed to do something that would reach and help more kids and address the challenges educators and parents now face."

Digital Citizen Academy (DCA) will support schools, school districts and organizations with affordable program options. Under the direction of Dr. Strohmman, DCA is designed with grade specific lessons for kindergarten through 12<sup>th</sup> grade, that appropriately and effectively communicate and teach safe practices for digital citizenship, digital reputations and provide tools and lessons on cyberbullying, sexting and digital cheating.

Schools and organizations that sign-up with DCA will have access to the prevention modules for students, which will allow them to track pretest and post-test scores and monitor ongoing results. In addition, there are modules specifically geared for parents and educators that give more detailed information on current issues. A diversion program will also be available as a disciplinary resource for offenders. Pricing is based on number of students, schools in the district and length of subscription.

During the 2016-2017 school-year the program was in beta testing in the Cave Creek School District. The school has already seen a significant drop in behavior incidents related to technology.

Sonoran Trails Middle School Principal Bill Dolezal states, "While we navigate through the waters of the technological revolution, it is critical that we educate our students on the benefits and dangers physiologically, psychologically, legally and emotionally. I am grateful that we are able to work with Dr. Strohmman and be part of her mission of educating students, staff and parents in school communities to help keep students safe, happy and healthy."

"Working together we can empower our communities to develop emotionally and physically healthy digital citizens that will strive to engage in positive social interaction, both on and offline," adds Dr. Strohmman.

To learn more about Digital Citizen Academy and Dr. Lisa Strohmman visit [digitalcitizenacademy.org](http://digitalcitizenacademy.org).

## **About Digital Citizen Academy**

*Digital Citizen Academy, is dedicated to improving the lives of students, parents and educators. Founded by Dr. Lisa Strohmman, clinical psychologist, and founder and director of Technology Wellness Center and co-author of Unplug: Raising Kids in a Technology Addicted World. Digital Citizen Academy provides research-based prevention and education programs that deal with the psychological, emotional and physical issues resulting from technology use, misuse and overuse. Visit [digitalcitizenacademy.org](http://digitalcitizenacademy.org) to learn more.*



# Dr. Lisa Strohman Speaking Fees & Structure

Category	Length	Description of Service	Cost*
Webinar Workshop	1 hour	Specific topic of interest with time for Q and A; 1 credit hour given for re-certification	\$500
School Staff Professional Development	4 hours/half day	In-person, can be split between two schools; Menu of options, tailored to School Needs: Intro and PPT, break, PPT, 30 minutes of Q and A and description of our programs (solutions)	\$3,500
Symposium or Panel Guest	2 hour	Dr. Strohman is part of a symposium or panel	\$2,500
Community Presentation	2 hour	Menu of options, tailored to Community issues, needs and requests; 1 hour PPT, break, 45 minutes roundtable discussion of how changes can be made using Dr. Strohman's expertise and programs.	\$3,500
Keynote Presentation	TBD	Topic/Purpose TBD by organization, school or community	\$7,500
1-Day Onsite Training Summit	4 hours	1 Day Onsite Training Summit - Topic/Purpose TBD by Host; Dr. Strohman and team with PPT and break out sessions targeting specific issues/topics with roundtables and discussion	\$10,500
2-Day Onsite Training Summit	8 hours (4 per day)	2 Day Summit Onsite Training Summit Topic/Purpose TBD by Host; (same as above)	\$15,500
Special Engagement	TBD	Could be anything from National or International presenter to bringing her team of experts to put on a summit for a major corporation	Call for Pricing
Custom Presentation	2 hours	Very Specific Presentation	\$2,000

\* Fees do not include travel and expenditures, invoiced separately at cost

