Administrators "Speak Up"
About Leveraging Technology to
Drive Student Outcomes

Julie Evans
CEO, Project Tomorrow
Special Webinar
November 1, 2011
Today’s Discussion: The Big Questions

• What are **top challenges** administrators face today?

• What **new technology solutions** do administrators believe will improve student outcomes?

• What can we learn from today’s successful **online learning initiatives**?
Discussion Agenda:

- Introducing the new white paper
- Key findings from the research
- Expert panel discussion
- Audience Q&A
Meet our Expert Panelists!

Rick Fast  
Nevada School District, MO

Barbara Cruse  
Washington Academy of Arts and Technology  
East Valley School District, Spokane, WA

Bruce Lovett  
K12, Inc.
Introducing the new white paper:

Leveraging Technology to Close the Achievement Gap: A critical peer survey

A special collaboration with k12
unleash the xPotential
White paper goals:

- Examine Speak Up research
- Share insights from administrators
- Provide input and guidance into new discussions
White paper methodology:

- Special analysis of Speak Up 2010 data from 3,578 administrators
- Input from K12 clients
- 1st in a series of special Speak Up white papers
Speak Up National Research Project

Annual national research project

- Online surveys + focus groups
- Open for all K-12 schools and schools of education
- Institutions receive free report with their own data

Collect ideas ↔ Stimulate conversations

- K-12 Students, Teachers, Parents, Administrators
- Pre-Service Teachers in Schools of Education

Inform policies & programs

- Analysis and reporting of findings and trends
- Consulting services to help transform teaching and learning
Speak Up National Research Project

Empowering authentic voices – since 2003:

- 1.9 million K-12 students
- 180,000 teachers and librarians
- 124,000 parents
- 15,500 school and district leaders
- 30,000 K-12 schools – from all 50 states, DC, American military base schools, Canada, Mexico, Australia, int’l schools . . .

2.2 million respondents
Speak Up National Research Project

**A sampling of Speak Up data from Administrators:**

- Administrators’ challenges
- Solutions that will drive greater student outcomes
- Audiences for online learning
- Approaches to providing online learning
- Value proposition of online learning
Leveraging Technology to Close the Achievement Gap: A critical peer survey

Key Findings
What are your top challenges?

**Besides funding concerns …… administrators say:**

<table>
<thead>
<tr>
<th>Administrators’ Top Priority Challenges</th>
<th>School Site Administrators</th>
<th>District Office Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closing the achievement gap</td>
<td>41%</td>
<td>26%</td>
</tr>
<tr>
<td>Addressing student behavior and attendance issues</td>
<td>34%</td>
<td>11%</td>
</tr>
<tr>
<td>Serving diverse student populations</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Increasing high school graduation rates</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Why new interest in tech solutions?

Administrators are increasingly interested in tech solutions

1. Administrators are more tech-enabled
2. New demands from students and parents for tech learning environments
3. Financial and budget pressures
How to improve student outcomes?

Besides traditional approaches …… administrators say:

- Leveraging technology for seamless learning in/out of school
- Implementing mobile learning initiatives
- Setting up a virtual school
- Providing access to online courses
- Digital textbooks
- Using data to track student performance
Advantages of online learning

Per administrators, two primary benefit categories:

1. Addressing the diverse learning needs of particular student populations

2. Achieving specific desired instructional outcomes
Advantages of online learning

<table>
<thead>
<tr>
<th>Address needs of specific student populations</th>
<th>Administrators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remediation</td>
<td>32%</td>
</tr>
<tr>
<td>Scheduling</td>
<td>30%</td>
</tr>
<tr>
<td>At-risk students</td>
<td>24%</td>
</tr>
<tr>
<td>Homebound students</td>
<td>16%</td>
</tr>
<tr>
<td>Dual enrollment / college credit</td>
<td>16%</td>
</tr>
<tr>
<td>Advanced Placement courses</td>
<td>12%</td>
</tr>
<tr>
<td>Gifted students</td>
<td>11%</td>
</tr>
<tr>
<td>After school</td>
<td>10%</td>
</tr>
</tbody>
</table>
Advantages of online learning

<table>
<thead>
<tr>
<th>Facilitate key instructional outcomes</th>
<th>Administrators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase student engagement</td>
<td>39%</td>
</tr>
<tr>
<td>Increase graduation rates</td>
<td>34%</td>
</tr>
<tr>
<td>Increase personalization</td>
<td>13%</td>
</tr>
<tr>
<td>Fill hard-to-staff courses</td>
<td>12%</td>
</tr>
<tr>
<td>Provide a consistent curriculum</td>
<td>5%</td>
</tr>
</tbody>
</table>
Creating New Models: Case Studies

Broward Virtual School – Fort Lauderdale FL
Better Assessment, Better Individualization, Better Test Results

The Youth Connection Charter School Virtual High School
A Solution for Dropouts

East Valley School District – Spokane WA
Serving Multiple Needs in a Rural District

Nevada School District – Nevada MO
Early Intervention
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Special thank you to:
Is your school participating in Speak Up 2011?

New online surveys for students, parents & educators open for input: 

**October 10 - December 23**

Data back to schools & districts: 

**February 2012**

Learn more at 

[www.tomorrow.org](http://www.tomorrow.org)

Enable, engage, empower your stakeholder voices!
Thank you. Let’s continue this conversation.

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