Stimulating Ed-Tech Investments: How to Maximize Stimulus Dollars

View all upcoming webinars:
www.edweek.org/go/webinar

Sponsored by:
Gerald Herbert/AP
Our Moderator

Kevin Bushweller
Executive editor of Education Week’s Digital Directions

For trends and advice for K-12 leaders, visit Digital Directions

www.digitaldirections.org
Our Presenters:

Don Knezek
Chief executive officer, International Society for Technology in Education

Keith R. Krueger
Chief executive officer, Consortium for School Networking

Mary Ann Wolf
Executive director, State Educational Technology Directors Association
Excelsior Software is pleased to have the opportunity to sponsor

Stimulating Ed-Tech Investments: How to Maximize Stimulus Dollars

Pinnacle
Excelsior Software * GlobalScholar

pinnaclesuite.com
Ed Tech Investments: How to Maximize Stimulus Dollars

Mary Ann Wolf, PhD
State Educational Technology Directors Association (SETDA)
Stimulus Funding

- **Title I**: $13 Billion ($3 B School Improvement)
- **IDEA Special Education**: $12.2 B
- **State Fiscal Stabilization Fund**: $39.5-$53.6 B
- **Enhancing Education through Technology (EETT)**: $650 M
- **Statewide Data Systems**: $250 M
- **Higher Education Student Aid (Pell Grants)**: $17.3 B
- **Other**: $1.1 B
Technology and the ARRA Assurances

1. Making progress toward rigorous college- and career-ready **standards** and high-quality **assessments**

2. Establishing pre-K-to college and career **data systems** that track progress and foster continuous improvement;

3. Making improvements in **teacher effectiveness** and in the **equitable distribution** of qualified teachers for all students, particularly students who are most in need;

4. Providing intensive support and effective **interventions** for the lowest-performing schools.
Enhancing Education through Technology (EETT)

- $650 Million (FY08 $270 M)
- Continues by Title I formula to states
- Continues State to Local:
  - 50% Title I formula
  - 50% Competitive
Results-Driven Uses of Funding:

- North Carolina: IMPACT
- Texas: TIP
- Missouri: eMINTS
- Alabama: ACCESS

2009 National Trends Report on EETT
http://www.setda.org/web/guest/nationaltrendsreport

Class of 2020 Action Plan for Education
http://www.setda.org/web/guest/2020
21st Century Learning Environments

■ Core Elements
  ■ Teacher Laptop & Productivity Tools
  ■ Presentation Device - Collaborative Learning System, Interactive White Board, LCD or Plasma TV
  ■ Projector
  ■ Learner Response Devices for Formative Assessment & Individualized Instruction
  ■ Document Camera
  ■ Digital Camera
  ■ Video Camera
  ■ Robust Software & Digital Content
  ■ Printer
Additional Elements Based Upon Location and Curricular Goals

- Mobile Learning Lab or Centralized Computing Stations with 5 Computers
- Webcam for Teacher Computer
- Flash drives for each student
- Audio System
Infrastructure Considerations

- Readiness Survey aligned to Technology Planning
- Courseware and content aligned to standards and curricular goals
- Safe and Secure Communication & Community Building Tools with Web 2.0 functionality for teacher and administrator cadres as well as home/school connections
- Formative Assessment for Individualization of Learning
- Student, Classroom & School Data Collection, Management & Reporting
- On-going, Job-embedded Professional Development
- Program Management
- Sustainability Planning
Professional Development

- **Key Issue:** On-going and sustainable, job-embedded professional development is key for pre-service and in-service teachers.

- **Example:** The Arizona IDEAL Education Portal provides teachers with access to resources and on-line professional development with the goal of improving student achievement.

Staff Development Learning Events

- **Personal Mastery**
  - Research & Theory: 5%
  - Research, Theory & Demonstrations: 10-20%
  - Research, Theory, Demonstrations, and Practice: 80-90%

- **Skills into Classrooms**
  - Research & Theory: 5%
  - Research, Theory & Demonstrations: 5%
  - Research, Theory, Demonstrations, and Practice: 5-10%

Results:
- 0%
- 5%
- 10-20%
- 80-90%
- 90%
- 80-90%
What You Can Do Now

1. Reach across states, schools, and districts
2. Think systemically
3. Consider the “funding cliff,” should be scalable and sustainable
4. Share how technology provides viable options for spending quickly while creating long-term impact for teachers and kids
5. Provide examples for how technology helps other programs meet their goals for teachers and kids

www.setda.org
Mary Ann Wolf, PhD
mwolf@setda.org
www.setda.org
How to Maximize Stimulus Dollars

Innovation and the Learning Experience

- Stimulating Ed Tech Investments

- Don Knezek - ISTE CEO - dknezek@iste.org
Assumption:

> We are participating in this webinar because we are interested in moving instruction, learning and schooling into the digital age.
The Challenge?

Preparing a Digital Generation . . .
## Transforming Learning Environments

<table>
<thead>
<tr>
<th>Traditional Environments</th>
<th>Emerging Learning Landscape</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher directed, memory-focused instruction</td>
<td>Student-centered, performance-focused learning</td>
</tr>
<tr>
<td>Isolated work on invented exercises</td>
<td>Collaborative work on authentic, real-work projects</td>
</tr>
<tr>
<td>Factual, literal thinking for competence</td>
<td>Creative thinking for innovation and original solutions</td>
</tr>
<tr>
<td>Primary focus on school and local community</td>
<td>Expanded focus including digital global citizenship</td>
</tr>
<tr>
<td>Isolated assessment of learning</td>
<td>Integrated assessment for learning</td>
</tr>
<tr>
<td>Knowledge from limited, authoritative sources</td>
<td>Learner-constructed knowledge from multiple information sources and experiences</td>
</tr>
</tbody>
</table>
Many Faces of Innovation

• Length of the school year
• Class size
• Learning management/content management systems
• Data systems and data usage
• Virtual schooling and online learning
• Assessment of learning
Many Faces of Innovation

• Students use tools available to them outside of school
• Students with tools, resources and strategies used by contemporary professionals in the discipline
• Students learn and work collaboratively in teams for project and problem-based learning
• Teachers model 21st Century work and 21st Century learning
• There is a culture of co-learning and personal relevance
• Assessment is for learning; enriched accountability
• Learning, teaching, and assessment are no longer isolated, individual endeavors
ISTE NETS•S 2007

Creativity and Innovation

Communication & Collaboration

Research & Information Fluency

Critical Thinking, Problem-Solving, & Decision-Making

Digital Citizenship

Technology Operations and Concepts

ISTE’s Educational Technology Standards for Students
Shame on us if we squander the ARRA funds and fail to change the learning experience!
MASTERING THE MOMENT
A Guide to Technology Leadership in the Economic Crisis

Keith Krueger, CoSN CEO
CoSN Mission
Empowering K-12 district technology leaders to use technology strategically to improve teaching and learning

Audience
School district level technology leaders, generically called Chief Technology Officers (CTOs)
American Recovery and Reinvestment Act

Rural/Underserved Broadband
$7 bil+
Commerce BTOPS
CoSN/ISTE/NEA Comments
www.cosn.org

Agriculture RUS Distance Education
WARNING

However, ARRA funding won’t be nearly enough to offset technology budget cuts.

Plus, districts may be tempted to **supplant**, rather than supplement, existing technology budgets—a poor choice over the long term.
Economic Crises
Technology a Target

- 57% of school boards not financially supportive (SchoolDude)
- Tech purchases on superintendent list of cuts (AASA)
- 2/3 of districts looking at significant cuts (CoSN)
- ARRA – Some help; not a cure

What is your response?
Not a one-time event
How do you move beyond a “Deer In Headlights” Syndrome?

You’re cutting my technology budget by HOW much?
Key Issues

• This is not the time for business as usual.

• The future of educational technology is business alignment.

• IT leaders must work with stakeholders to communicate the value of technology.

• Budget woes can be seen as the catalyst for change.

A crisis is a terrible thing to waste.
K-12 Technology Funding

Projections of CoSN CTOs:

IT Budget vs. Last Year

- Significant Cuts
- Minor Cuts
- Flat Budget
- Slightly Increased
- Significant Increase

Percent

2008-2009 vs. Est. 2009-2010
Superintendent’s View

According to a survey released October 2008 by AASA, 34% of superintendents said a strategy they would use to deal with economic crisis is **deferring technology purchases**

Other top deficit cutting strategies included: Altering thermostats (62%); Eliminating non-essential travel (57%); Reducing staff-level hiring (48%); Reducing consumable supplies (48%); Increasing class size (36%); Deferring maintenance (36%); Reducing instructional material (35%)
Superintendents Views

According to a Feb/March 2009 survey by AASA, superintendents indicated the following priorities for ec stimulus $:

- classroom technology (57%)
- school modernization/repair (54%)
- safety/security measures (40%)
- connectivity (39%)
- professional development (37%)
School Board Views

According to a new survey, one-half of school technology leaders said that, while their school board understands that technology relates to their district’s overall goals, it is not as supportive financially.

Worse, 8% felt that the school board does not believe technology is important to their district’s overall goals.
CoSN’s Mastering the Moment Toolkit Resources

*Mastering the Moment: A Guide to Technology Leadership in the Economic Crisis*

**Expert Analysis**

Economic forecasts for education funding, plus technology opportunities in the American Recovery and Reinvestment Act of 2009
Mastering the Moment Toolkit Resources

Long-term Strategies
Comprehensive approaches to make the most of technology dollars now and in the future

Short-term Tactics
More than a dozen immediate cost-saving actions

Small Investments, Big Savings
Five smart ways to streamline the cost of technology
Lead or Get Run Over

If you wait, you will likely be facing blunt, across-the-board cuts which weaken the transition to 21st century learning.

If you keep doing same old thing, you will never get there.

*Insanity is doing the same thing over and over again and expecting different results.*

Albert Einstein
Strategic Response

• Technology and the school mission
  – Win over stakeholders
• Build cross-functional cost-cutting team
• TCO – A holistic look at costs and effects of budget cuts
  – Technology
  – Direct labor
  – Indirect labor
• Value of Investment – A methodology to justify proposed investments
Short-Term Tactical Focus on Efficiencies

Example 1 - Go Green—and Reduce Energy Use
Collaborate with CFO and negotiate a strategy for applying some utility bill savings to the technology budget. Requires measurement of current energy use, a plan for savings and estimate or measurement of savings.

CoSN’s Green Computing
www.cosn.org/greencomputing
Other Short-Term Strategies

More than a dozen immediate cost-saving actions, including:

• Using TCO to Pull Costs Down
• Reviewing Extended Warranties
• Open Source Software & Shared Software Services
• Digital Content

And many more
Spend a Little – Save a Lot

Example

Server consolidation, virtualization, cloud computing, SaaS

Each server, which typically runs at 10 percent of capacity, uses more than that much power for cooling and power supplies.
CoSN’s Mastering the Moment Toolkit

Mastering the Moment: A Guide to Technology Leadership in the Economic Crisis

Next week FREE Summary to be posted soon on CoSN’s public site: www.cosn.org

Complete toolkit to be free for CoSN members
CoSN Leadership Resources

Budgeting with Total Cost of Ownership
Broadband Knowledge Center
Calculating the Value of Investment
Cyber Security
Data-Driven Decision Making
Emerging Technologies
Green Computing
IT Crisis Preparedness
One-to-One Computing
Open Technologies in K-12
Empowering the 21st Century Superintendent
Small District Technology Leadership
Student Tech Support

www.cosn.org
“The way I see it, if you want the rainbow, you gotta put up with the rain”.

Dolly Parton
Question & Answer Session
Where are the points of tension between state and local ed-tech priorities in using the stimulus funds?

Question
Question

What do you see as the biggest challenge associated with the spending of the money and how would you recommend that hurdle be overcome?
Question

Are there going to be strict regulations on what the money is used for?
How can the money be used to improve schools’ use of data-management systems?
Question

How should schools target the stimulus dollars for ed-tech professional development?
How can these funds be used to purchase assistive technologies for students with special needs?
Question

Do private schools qualify for ed-tech stimulus aid?
Question

How can the money be used for broadband expansion that will benefit schools?
Buy now!

Spotlight on the Stimulus

*Education Week's Spotlight on the Stimulus* brings together the latest information and analysis on the federal economic-stimulus package.

Don’t miss what the stimulus package will mean for the nation’s schools and for you.

Buy now!

Schools & the Stimulus

For the very latest stories, blog posts, interactive graphics, and commentaries on the stimulus and education, visit the School & the Stimulus news page.

Updated daily:

www.edweek.org/go/stimulus
An on-demand archive of this webinar is going to be available at www.edweek.org/go/webinar in less than 24hrs.

Please visit often, and send this link to your friends.

Thanks for taking part today. We really appreciate it.

The Editors @ edweek.org
The Pinnacle Suite

22-year History of Innovation in Education

• Smarter data management systems and solutions
• 21st century gradebook functions support a complete end-to-end solution
• Powerful tools to manage all student-related data
The Pinnacle Suite

- Hundreds of learning resources and benchmarks to integrate into curriculum
- Easy-to-use parent portal
- Game-changing professional development

*Just in time, just enough, just for me*
For more information...

www.pinnaclesuite.com

solutions@excelsiorsoftware.com