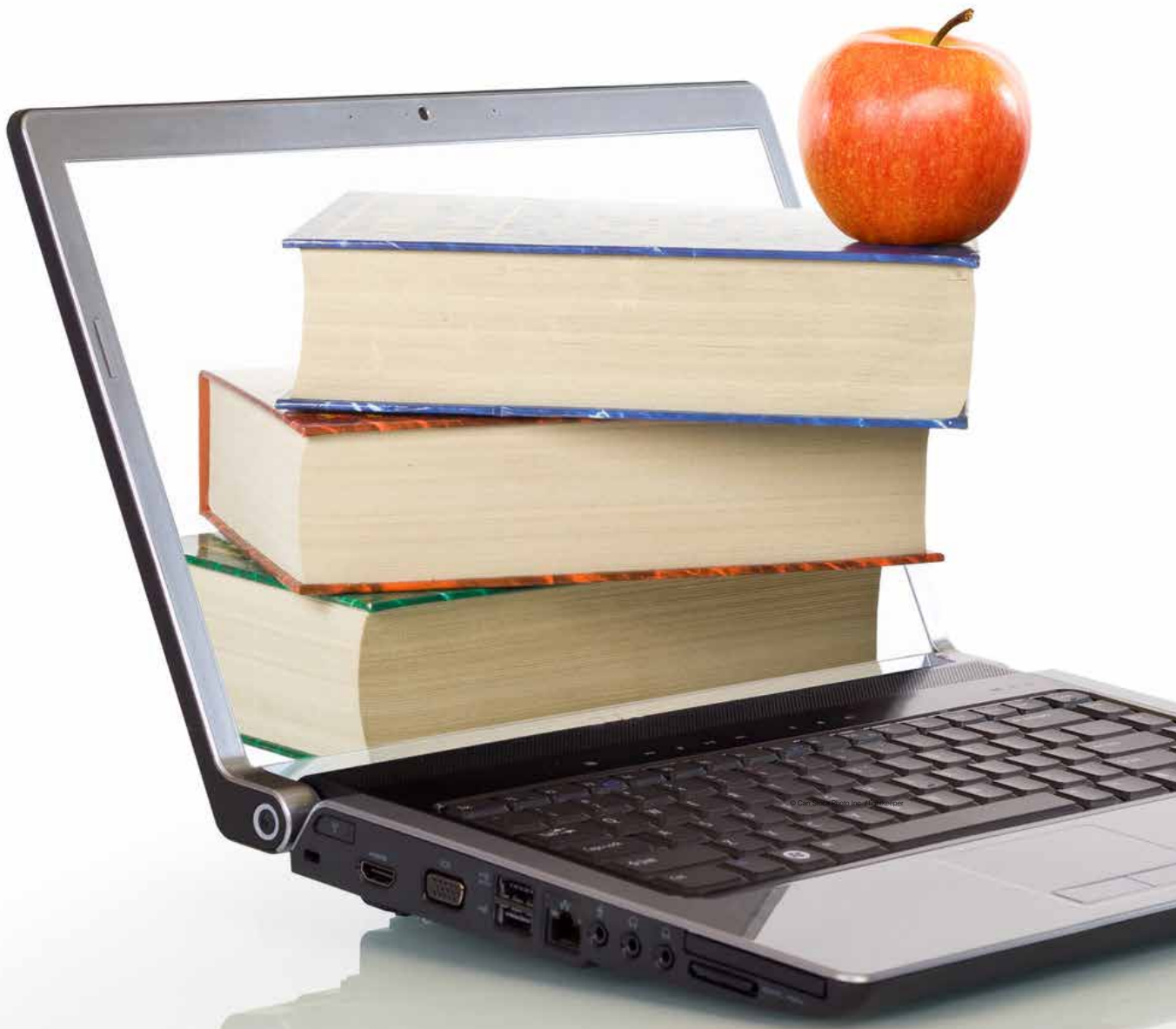




# Improving Ohio by bringing technology to schools

Strategic Plan  
2015-2017



## Who we are:

The Ohio Ed Techs are providing services that optimize the integration of instructional technology to deliver resources and services aligned with the state academic content standards to improve student and school staff performance.

We are a partnership of organizations across Ohio:

- Public Broadcasting Foundation of Northwest Ohio (WGTE), Toledo
- Western Reserve Public Media (WRPM) Kent
- WVIZ/PBS Ideastream, Cleveland
- Instructional Technology Services of Central Ohio, Inc. (ITSCO) Westerville, with WOSU
- Educational Technology for Southeast Ohio (ETSEO) Athens, with WOUB
- CET, Cincinnati
- Southwestern Ohio Instructional Technology
- Association (SOITA) Dayton, with Think TV
- Northwest Ohio Educational Technology (NWOET) Bowling Green, with WBGU

## Executive Summary



The eight Ohio Educational Technology agencies work together through the Ohio Ed Techs, a long-established organizations serving comprehensive professional development needs of P-20 teachers and administrators as it relates to educational technology throughout the state of Ohio.

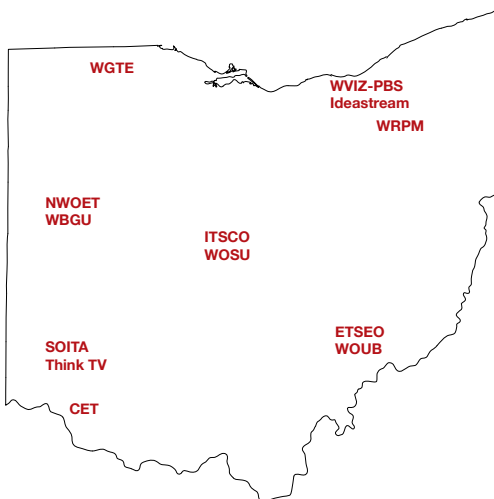
Ohio Educational Technology agencies recruited graduate students from Wright State University to facilitate this strategic planning process and to develop a report on behalf of the eight agencies. This strategic plan provides the Ohio Ed Techs with a 2-year roadmap for pursuing new initiatives, organizational development, capacity building, and internal collaboration enhancement.

On September 30, 2015 Executive Directors convened for session one of the strategic planning process. Participants discussed foundational elements such as their mission statement; the need to revise and align their mission statement with current programs, hopes and fears for the organization's future, value statements and strategic issues facing the organization as a whole. They completed a SWOT/C analysis during this session.

On November 6, 2015, a group of top-tier officers, general managers and executive directors convened for session two of the strategic planning process to address the ever-changing environment in which they operate. The ultimate goal was to develop a strategic plan for the next two years. In this session participants discussed the makeup of the organization, external and internal challenges facing the organization and ways upon which the organization could improve and grow through strategy and enhanced collaboration.

The graduate students facilitated the strategic planning sessions and executed the strategic planning process using a combination of techniques set forth by strategic planning consultants and authors, Michael Allison and Jude Kaye in their co-authored book, *Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times*; in addition to, *A Practical Guide to Evaluation* written by Carl F. Brun, Ph.D., a professor of social work at Wright State University.

Graduate students tailored online surveys to be sent out to two groups of key stakeholders that were identified by the Ohio Ed Techs' Executive Directors during the initial phases of the planning process. The stakeholders completed additional customized surveys prior to each strategic planning session and discussed during group collaboration segments of planning meetings. Following the survey component of the strategic planning process, data was collected using a organizational needs assessment from interviews and surveys from stakeholder groups and information gathered during all facilitated activities.



## SWOT Analysis

Strengths	Weaknesses
Statewide coverage Experience (mindshare) Professional Development Reputation Flexibility Network Collaboration/ go-to client	Higher cost per training Self-promotion/ marketing Awareness No solid collective identity Budgeting for marketing
Opportunities	Threats/ Challenges
Cultivate expertise in technology delivery Rapidly changing technology Importance of technology is increasing Building political capital External Funding	Political environment Lack of political leverage/ connections SSTs ESC user fees paying in part for services provided-allowing for lower cost advantage Need brand standards Professional development coaching/ delivery

## Key Stakeholders

- Ohio schools
- Ohio Department of Education
- Superintendents
- Principals
- Funding for technology
- State agencies
- Students pre k-20
- Teachers/pre-certified
- Technology educational providers
- Universities
- Statewide programs (special education, etc.)
- Board of Regents
- General managers of the television stations
- Television station staff
- Ohio Educational Technology Conference planning committee

## Goals

Goal 1: Improve classroom technology training.	
<b>Inputs</b>	Ohio Ed Techs to assemble a team of staff members to facilitate a webinar. Agency will choose a web conferencing tool to conduct the webinar. Ohio Ed Techs will get access to the type of equipment that is needed to conduct the webinar (Microphones, Speakers, Internet, Webcam etc.) Ohio Ed Techs staff will advertise upcoming webinars via newsletters, Facebook, and on website.
	Ohio Ed Techs staff to provide eight hours of on-site training teachers every three months. Ed Tech will provide teachers with a contact person from each agency to answer questions regarding services.
<b>Objectives</b>	Provide webinars to help teachers learn how to integrate technology into the classroom.
	Provide on-site training for teachers.
<b>Outputs</b>	Teachers logging on computer to attend webinars.
	Technology integration in classrooms.
<b>Performance Indicators</b>	Number of teachers participating in online webinar training.
	Number of teachers using technology in the classroom.
<b>Outcomes/Goals</b>	Teachers have more capacity of technology in the educational process.
	School performance improves in with use of technology.

Goal 2: Improve Ohio Ed Techs delivery of services	
<b>Inputs</b>	Assign a staff member to provide weekly updates to the website with information regarding Ohio Ed Techs services.
	Hire a volunteer to type weekly newsletters.
<b>Objectives</b>	Update website to include ways teachers can learn about the services offered.
	Provide weekly newsletters that informs teachers of new training services.
<b>Outputs</b>	School districts purchasing Ohio Ed Techs program services
	Teachers trained in classroom technology
<b>Performance Indicators</b>	Increased number of views of teachers going online to view program services .
	Increased number of services used by teachers from previous years quarter .
<b>Outcomes/Goals</b>	Teachers will be aware of training workshops by online registrations.
	Teachers are knowledgeable of services that are offered by Ohio Ed Techs agencies.

Goal 3: Increase the number of funding sources	
<b>Inputs</b>	Assign staff or hire volunteer to research partnerships
	Create a fundraising board.
<b>Objectives</b>	Establish partnerships with organizations that promote similar program.
	Engage in agency fundraising.
<b>Outputs</b>	Ohio Ed Techs partnerships with other agencies.
	Funding distributed to agencies.
<b>Performance Indicators</b>	Number of Ohio Ed Techs partnerships with other agencies.
	Number of fundraisers by Ohio Ed Techs agencies.
<b>Outcomes/Goals</b>	Ohio Ed Techs will not have to rely on one source of funding.
	More visibility to funders.



**Goal 4: Improve agency collaboration**

<b>Inputs</b>	Include general managers in Google Hangout meetings.
	Directors set aside 30 to 60 minutes weekly to communicate with GMs via telephone. Assign a staff liaison to communicate with all Ohio Ed Techs agencies weekly. Ohio Ed Techs directors to delegate power to other staff within the organization.
<b>Objectives</b>	Engage agencies to use instructional television and other professional development programs.
	Schedule monthly online meetings with general managers and directors to collectively discuss plans for the organization.
<b>Outputs</b>	Ohio Ed Techs agencies using instructional television.
	Directors and general managers attend conference calls.
<b>Performance Indicators</b>	Number of Ohio Ed Techs agencies participating in the use of instructional television.
	Number of meetings attended monthly by all general managers and directors.
<b>Outcomes/Goals</b>	Stakeholders perceive Ohio Ed Tech to be unified.
	Development of strategies that will be used to achieve the mission as one organization, not as separate entities.

**Goal 5: Seek educational advocate to promote Ohio Ed Techs strengths and mission**

<b>Inputs</b>	Allocate funds directed toward hiring an advocate, Write letters to a congressman or congresswoman to gain support for technology integration, arrange a webinar to advocate Ohio Ed Techs services.
<b>Objectives</b>	Search for an advocate that will lobby Ohio Ed Techs educational services and monitor educational initiatives. Conduct webinars to advocate for funding to several funding sources.
<b>Outputs</b>	Advocacy producing more funding sources. Ohio Ed Techs services are more visible to teachers and other educational professionals.
<b>Performance Indicators</b>	Number of funders gained by advocating program. Number of Ohio Ed Techs services purchased.
<b>Outcomes/Goals</b>	Services more visible to potential funders. Ability to diversify funding portfolio.

## Plan monitoring and evaluation

Follow-through, communication and accountability are critical to ensuring that this plan is utilized to its full capacity and that the benefits from following it are maximized. Responsibility for the plan implementation is with the Ohio Educational Technology agencies' Executive Directors. The appointed Chair will be responsible to follow-up with the plan's progress and implementation monthly by engaging other Executive Directors in the steps needed to enhance and embrace the future of Ohio Ed Techs as a collective and collaborative organization.

Components	Performance goals
<p><b>Communication &amp; Collaboration</b></p>	<p>Monthly Google Hangouts: include the station general managers</p> <p>Implement bi-monthly Google Hangout: 'a get to know' time allotment for executive directors to get to know what each other do and how their organizations are doing.</p> <p>Appoint two executive directors per three month cycle to "scout" for new opportunities, innovations, and ideas to bring to the Ohio Ed Techs. This should be reported on during the bi-monthly Google Hangout.</p> <p>Enhance collaboration on common projects- seek ways to share and better utilize resources.</p>
<p><b>Funding</b></p>	<p>Collectively decide the best course of action for the future of the Ohio Ed Techs, through reorganization or consolidation.</p> <p>Seek alternative funding streams for the Ohio Ed Techs.</p> <p>Evaluate current programs using following criteria: scale, effectiveness, potential for growth, quality and cost-efficiency.</p> <p>Advocacy dedicated to Ohio Ed Techs, look at this in terms of future sustainability in an ever-changing political climate.</p>
<p><b>Marketing</b></p>	<p>Website revamp: make this the face of your organization.</p> <p>Implement collective brand identity for all business activities.</p>



## Strategic plan timetable

Year 1, Month:	1	2	3	4	5	6	7	8	9	10	11	12
<b>Communication and Collaboration</b>												
Monthly Google Hangouts												
Bi-monthly Google Hangouts to highlight different divisions												
Re-organize or consolidate Ohio Ed Techs												
<b>Funding</b>												
New client/networking opportunity scouting												
Search for new funding, friend-building												
Evaluate current programs												
<b>Marketing</b>												
Advocacy for Ohio Ed Techs												
Website re-design												
Create and implement collective brand identity												

Year 2, Month:	1	2	3	4	5	6	7	8	9	10	11	12
<b>Communication and Collaboration</b>												
Monthly Google Hangouts												
Bi-monthly Google Hangouts to highlight different divisions												
<b>Funding</b>												
New client/networking opportunity scouting												
Search for new funding, friend-building												
Re-evaluate programs												
<b>Marketing</b>												
Advocacy for Ohio Ed Techs												
Maintain website, keep up to date												
Maintain brand identity												



## Team

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