



EDUCATIONAL TECHNOLOGY FRAMEWORK 2010

Assessing your Roadmap

Gilfus Education Group®

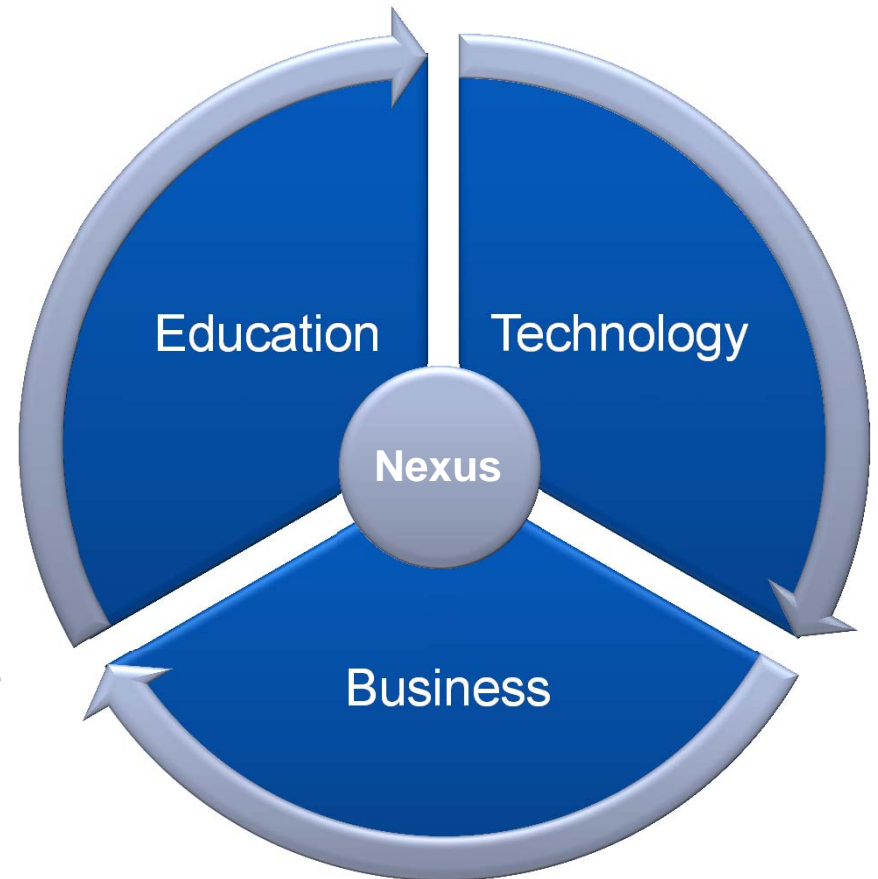
Who are we?

The Gilfus Education Group offers

- independent consulting,
- technical implementation and
- industry research services

to

- educational institutions,
- industry investors and the
- educational companies that serve them.



“Providing capabilities at the nexus of education,
business and technology.”

Why a Framework? (A Roadmap)

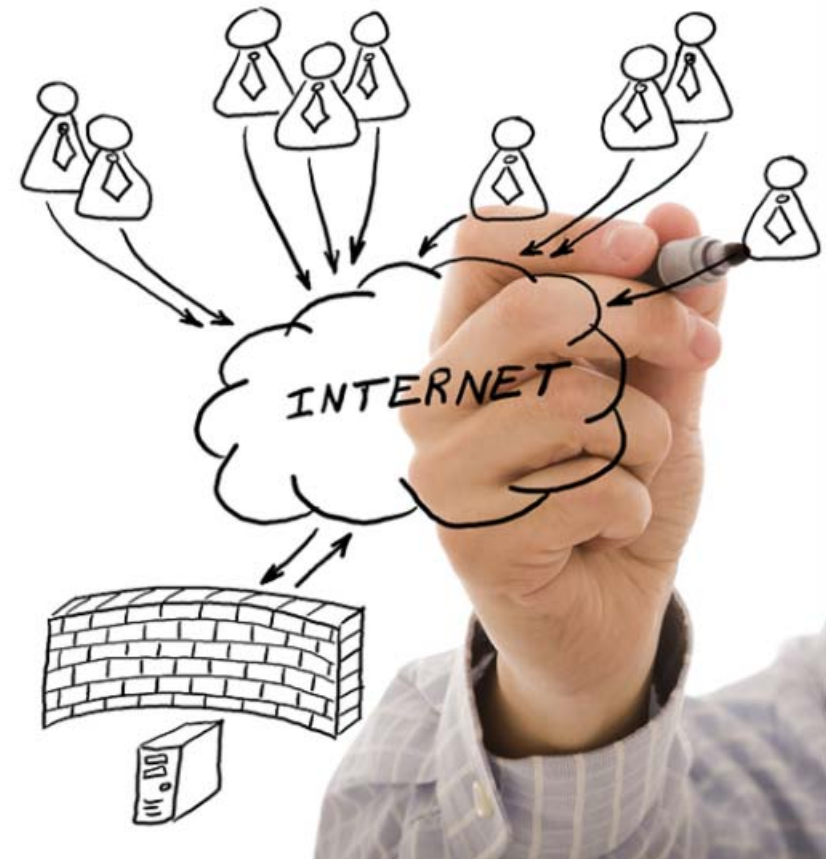
- The need for a roadmap to provide a guideline for understanding educational technology impact.
- Development of a structured approach that initiates a thoughtful process for stakeholders within a learning organization.
- Ultimately stakeholders yearn to mitigate risks and gain insight to overcome pitfalls.
- A desire know what's around the next corner.



“How do we chart an appropriate course?”

The Thesis for a Model

- Technological adoption within a learning organization is not simply about providing end users access to a specific technology
- Organizations must consider specific capabilities within a maturity model to support adoption and change.
- Technology is increasing at a rate that is challenging for most institutions.



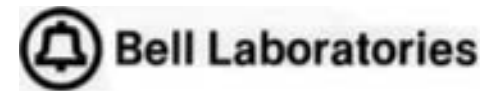
Development Considerations

Known research

- Technology adoption double “S” curve.

Gilfus Education Group team experience:

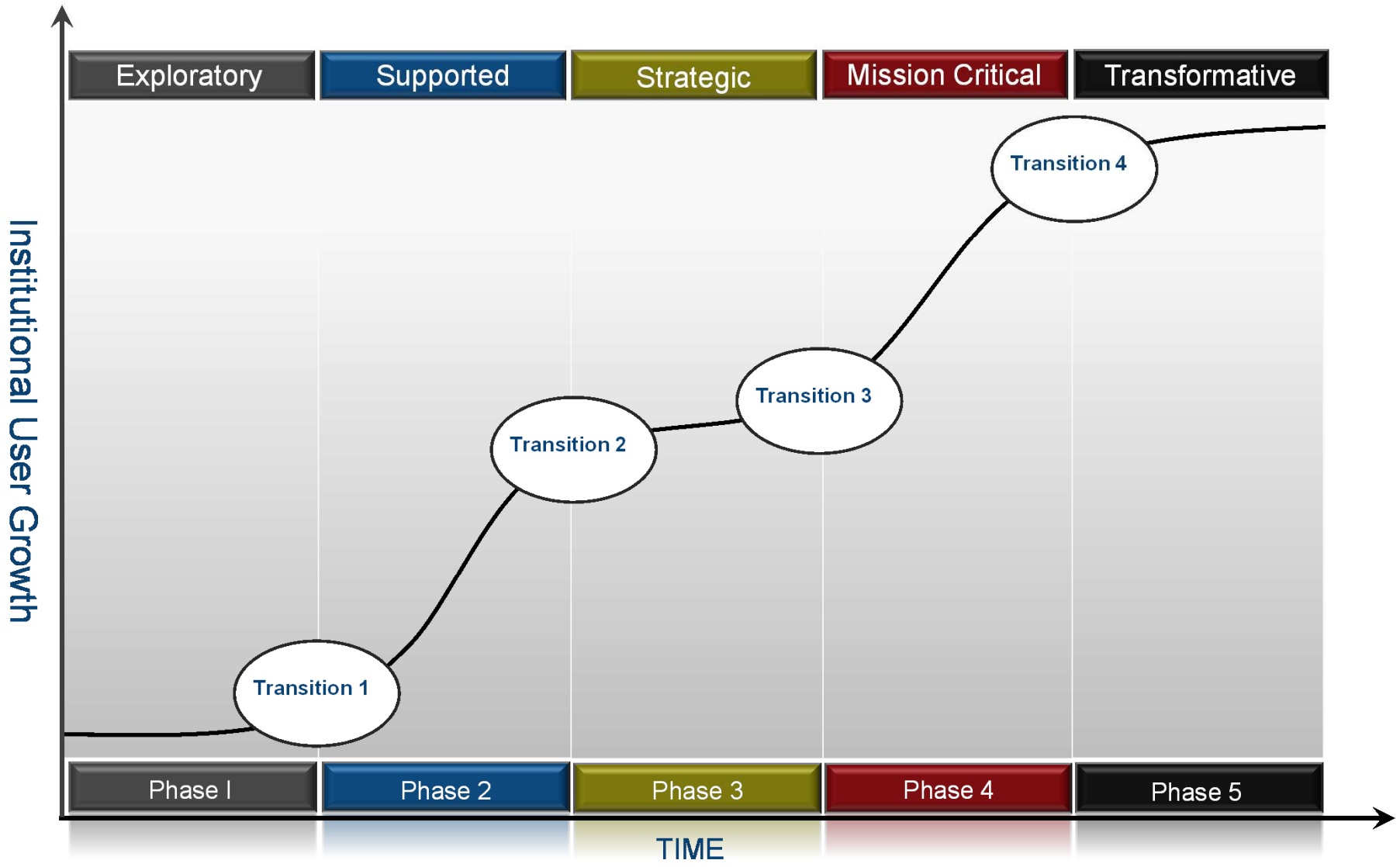
- Have been assisting 1000’s of institutions since 1997.
- Used by several organizations to create a baseline for their own development.



Educational Technology Framework

- The Educational Technology Framework is a method for understanding the phases involved in successfully implementing instructional technologies.
- Each phase reflects and describes the impact of new technologies on students, faculty, and staff through the budgeting, planning, training, implementation and support processes.

Educational Technology Framework

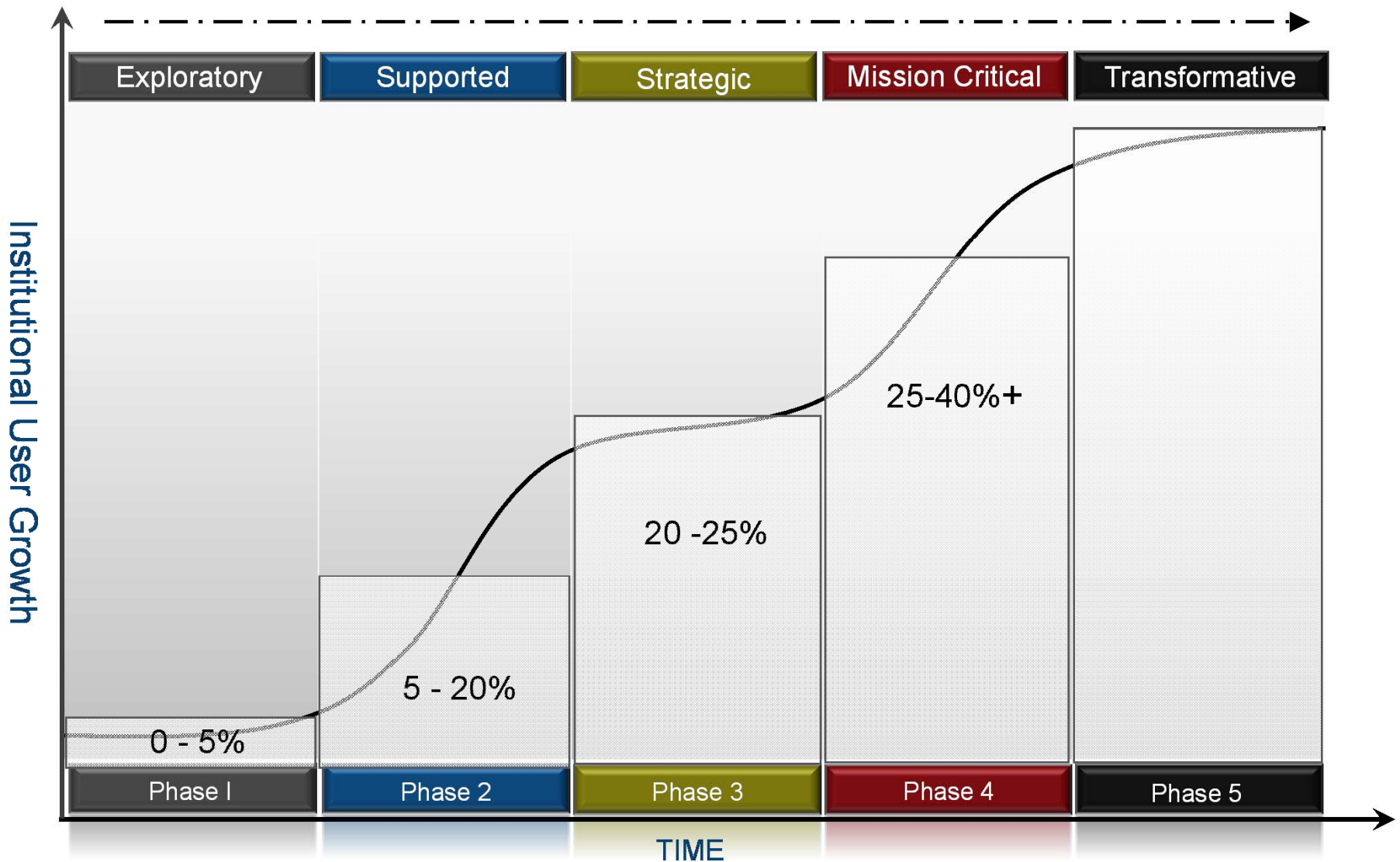


Phase Identifier - Institutional User Growth

- Based on End Users
 - % of over all user base can determine ETF phase
 - Can be by Depart./Institution/District
- Relevant to any size Institution/District/System
 - 1500 – 50,000 FTE
- Phase
 - Determines criticality/level of importance
 - Instructor, Student
 - Defines level of adoption/penetration
- Delta between organizational division and organization



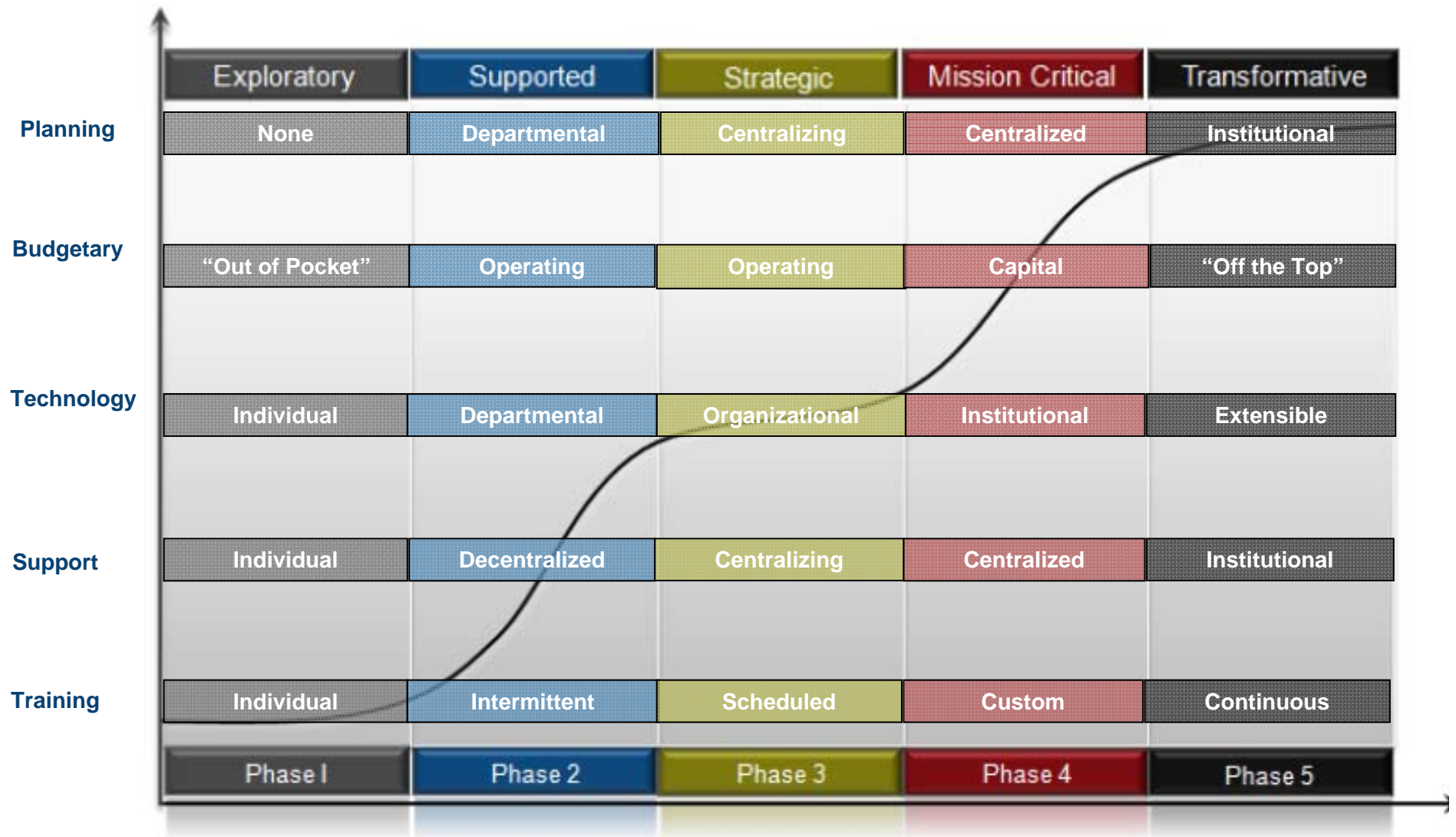
Institutional Adoption along the Framework



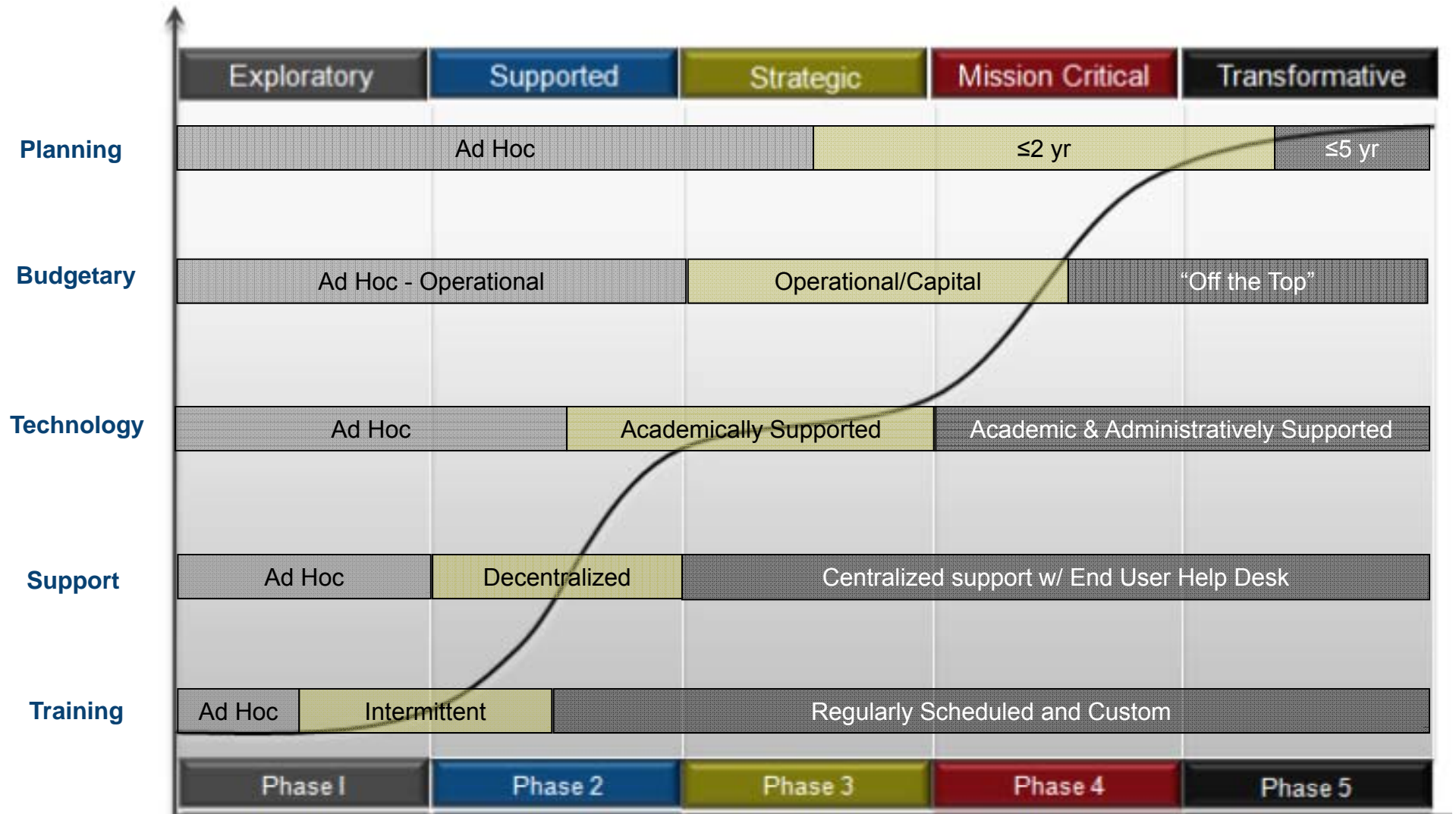
Improving Adoption and Achieving Value

- Why does adoption plateau?
- Are there different stakeholders?
- Who are they?
- Can we get them to work together?
- Is there a keystone?
- Can we accelerate adoption?

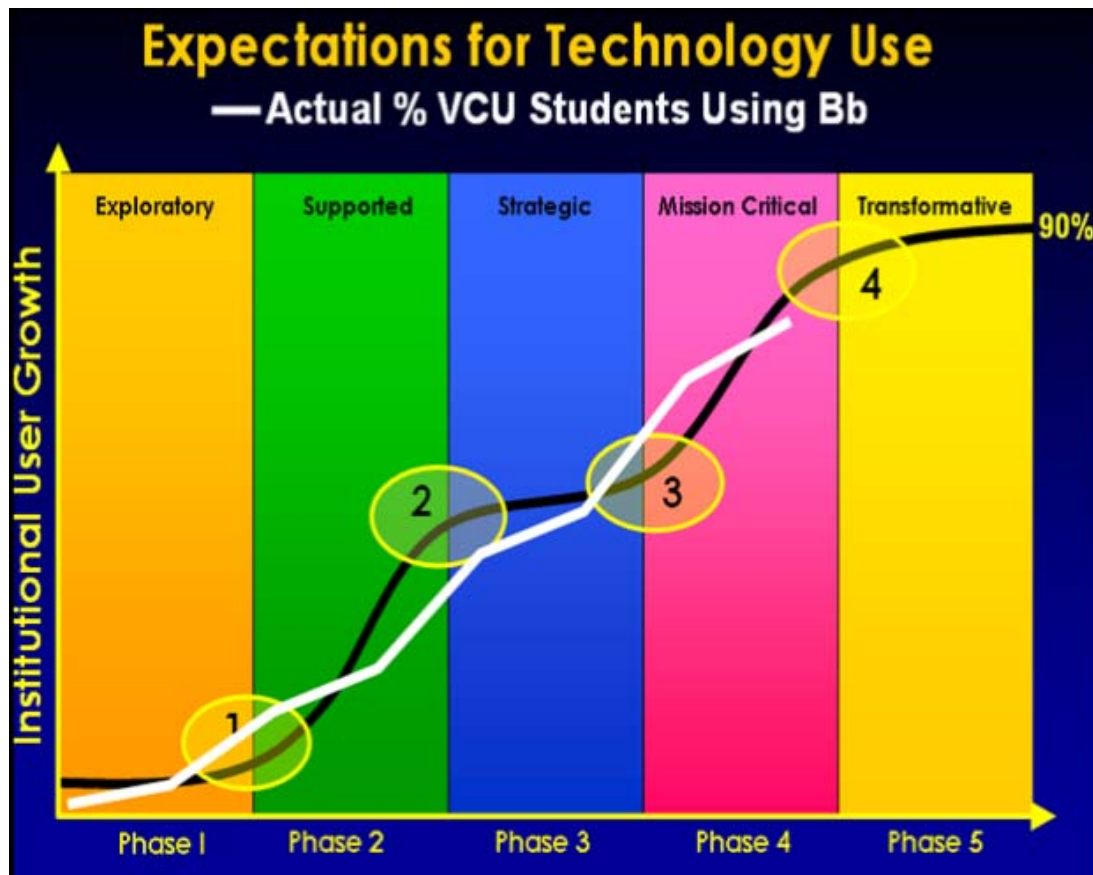
Core Capabilities along the Framework



Framework Activities

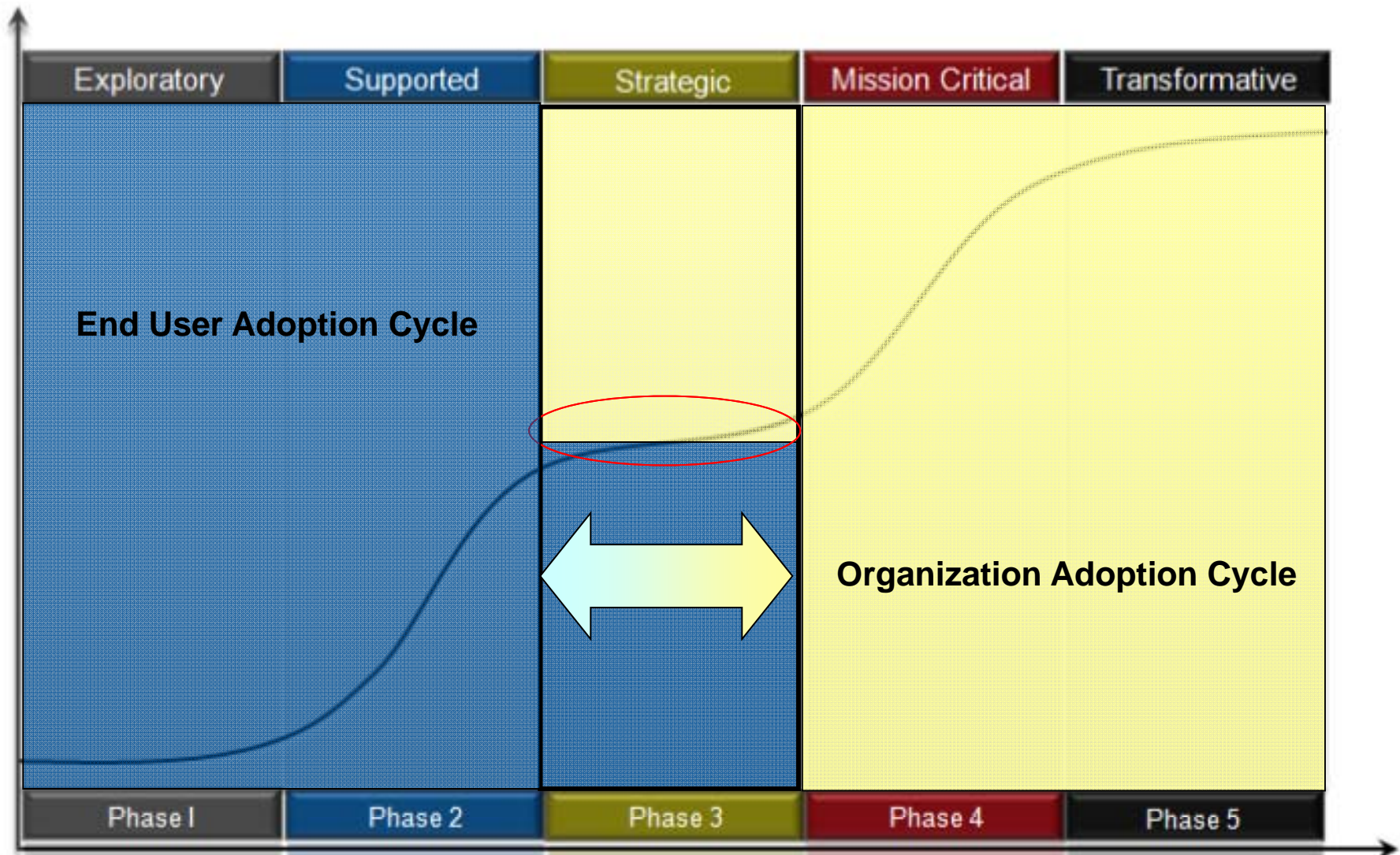


The Framework In Practice

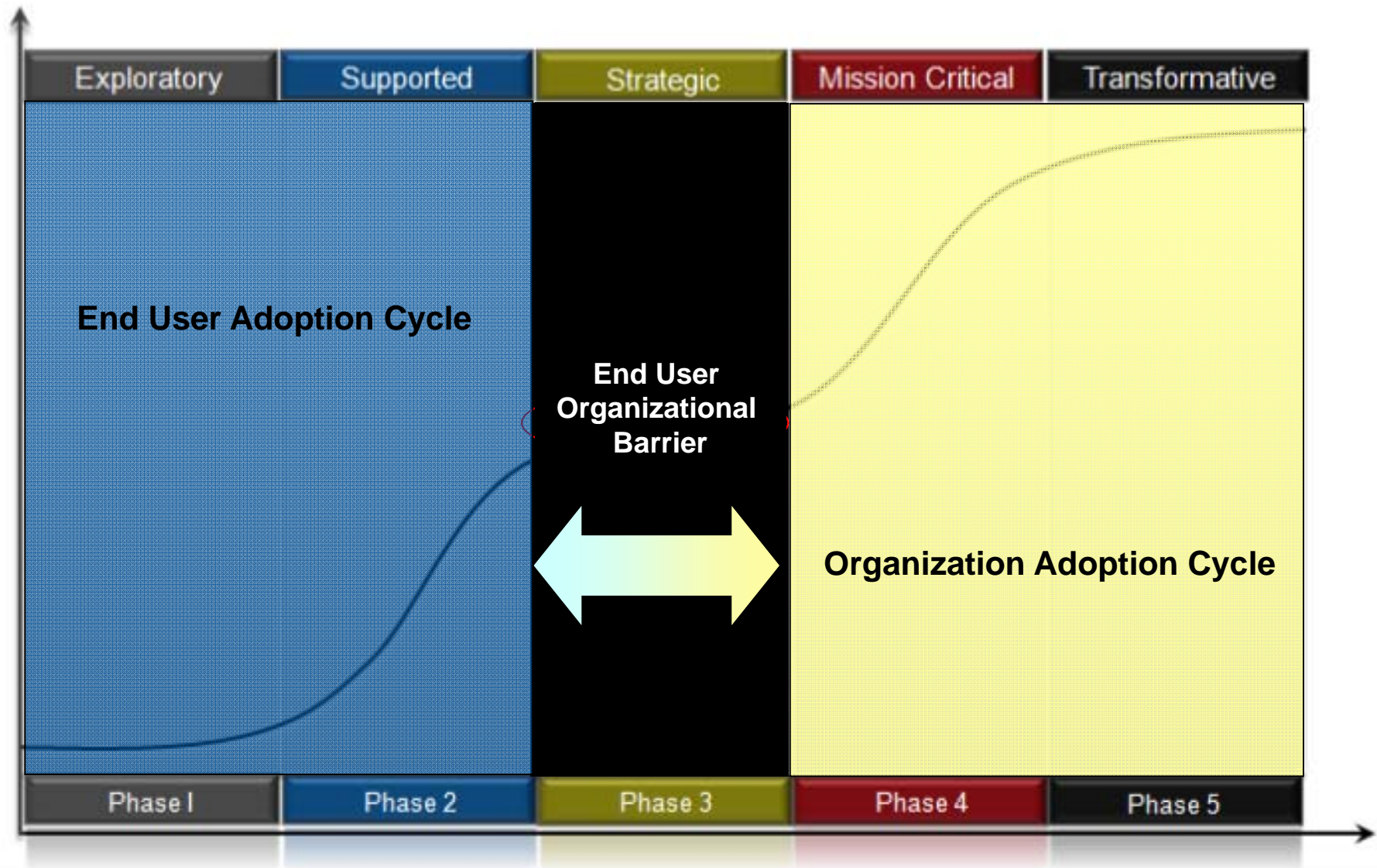


- Virginia Commonwealth University
- Aligned to framework to formalize best practice and mitigate challenges
- Smoothed strategic phase of growth

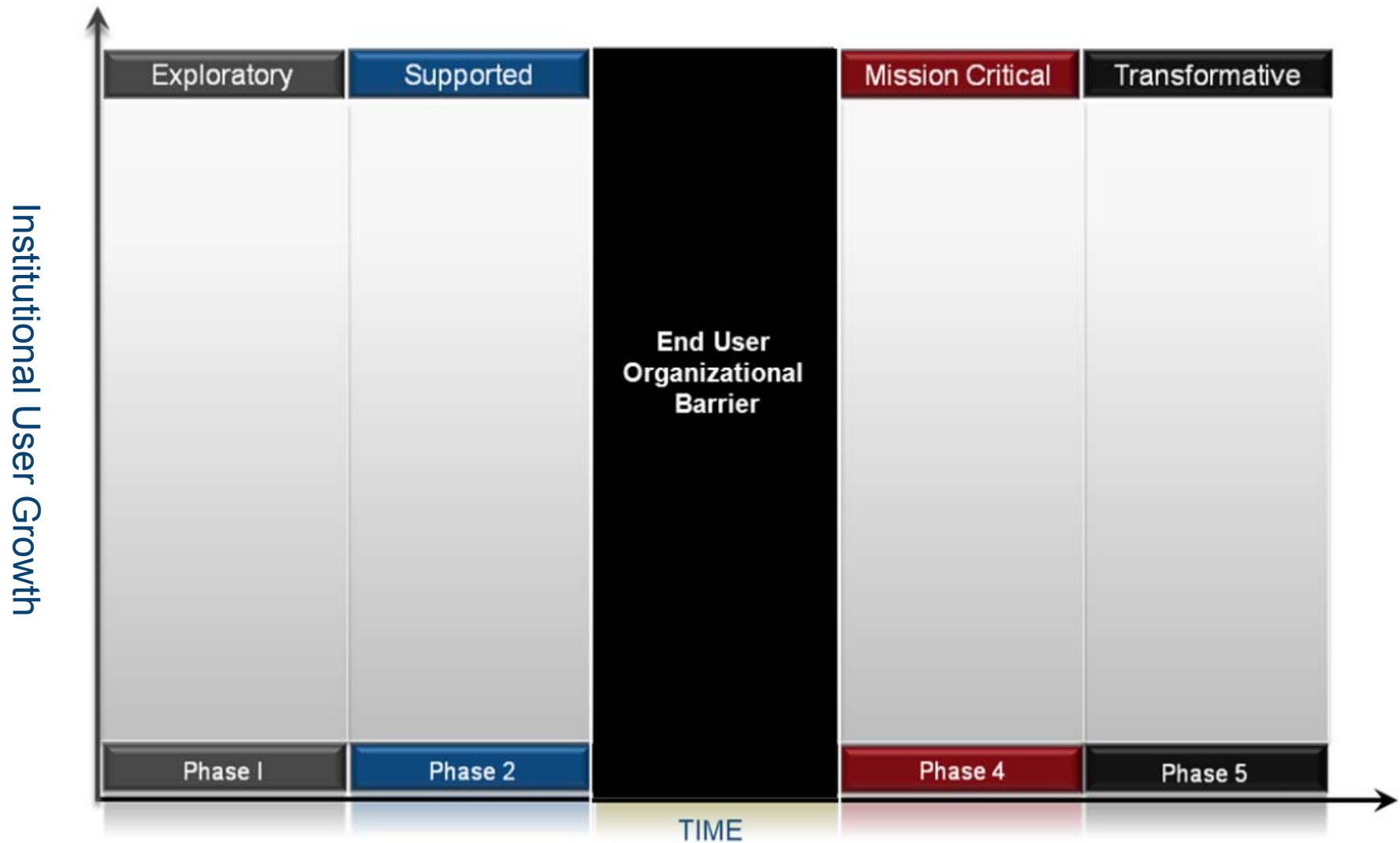
Removing Strategic Barriers



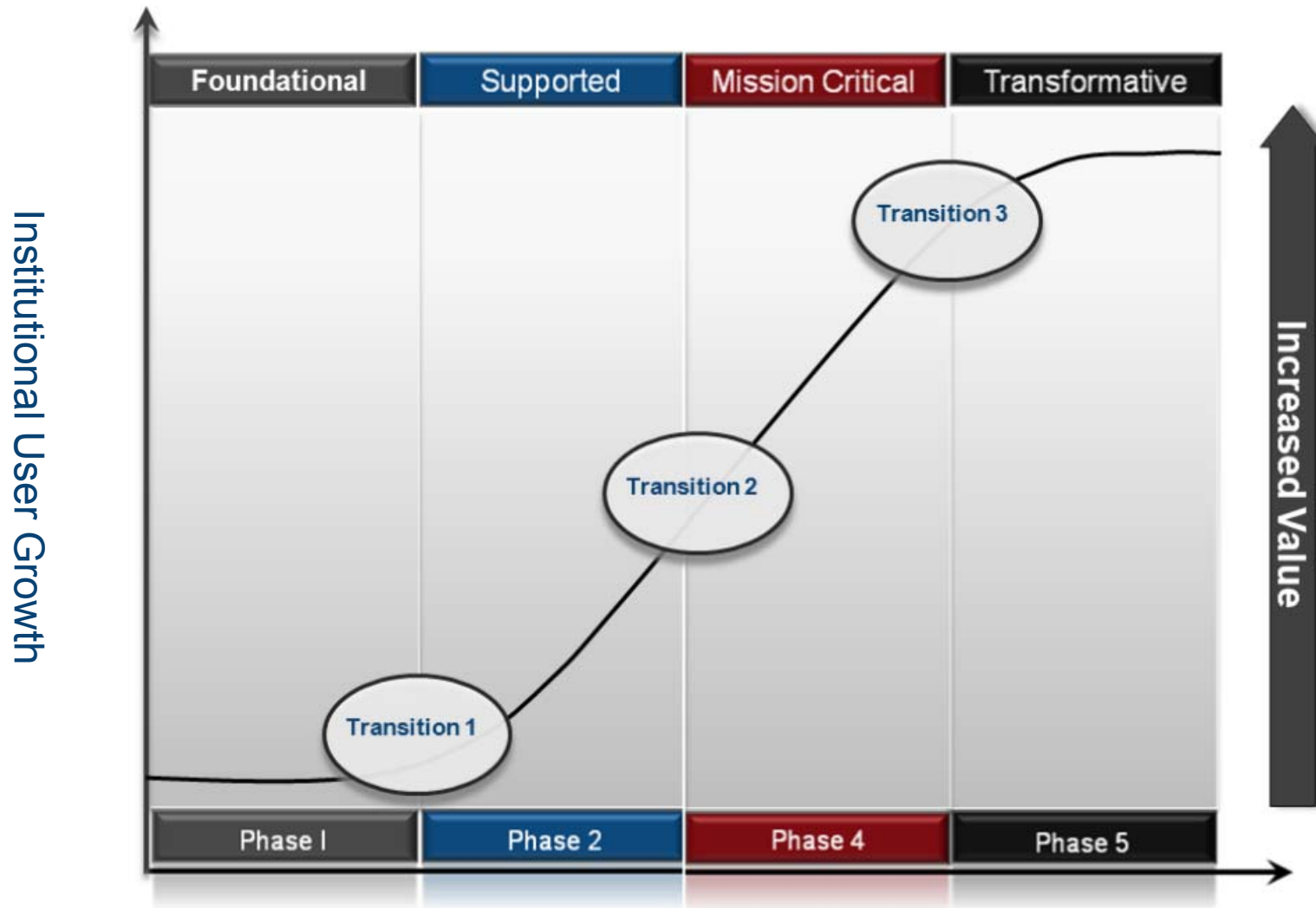
Removing Strategic Barriers



A compressed Framework



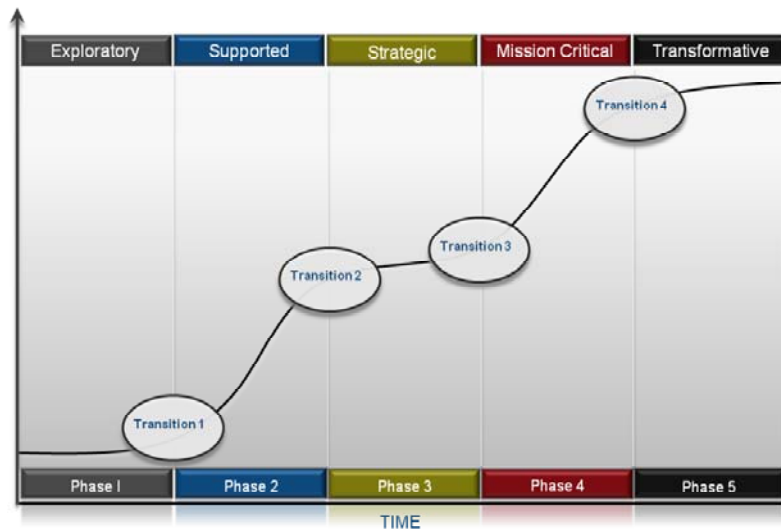
Planned Aoption



Organic vs. Planned Adoption

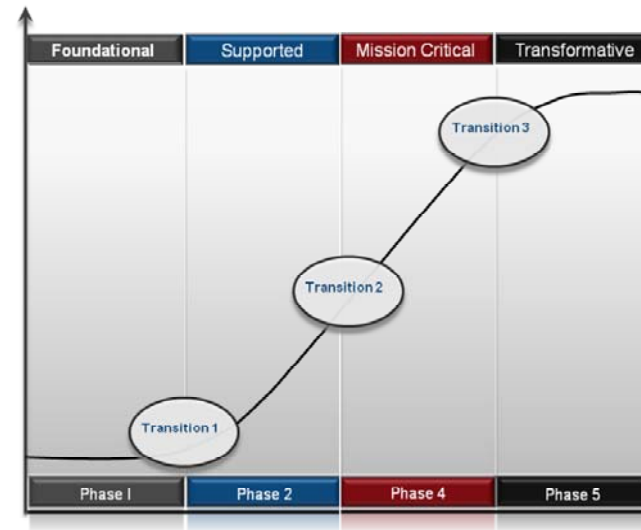
Organic Adoption

- Organic / Exploratory Adoption
- Initially driven by End Users
- End User Plateau
- Strategic Phase Necessary for continued growth



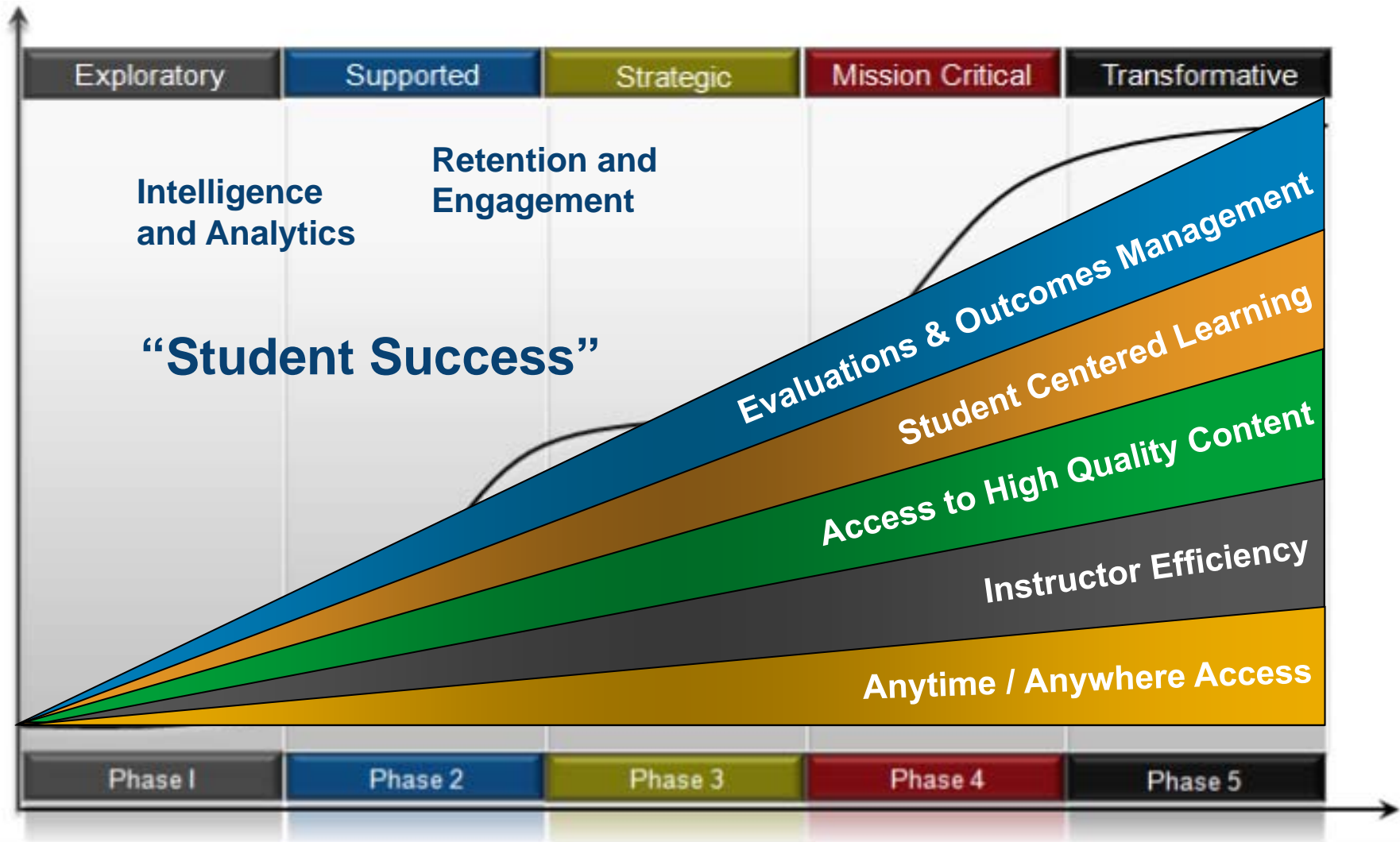
Planned Adoption

- Planned/Foundational Adoption
- Initially driven by Executive Sponsor
- Accelerated growth
- Strategic planning upfront

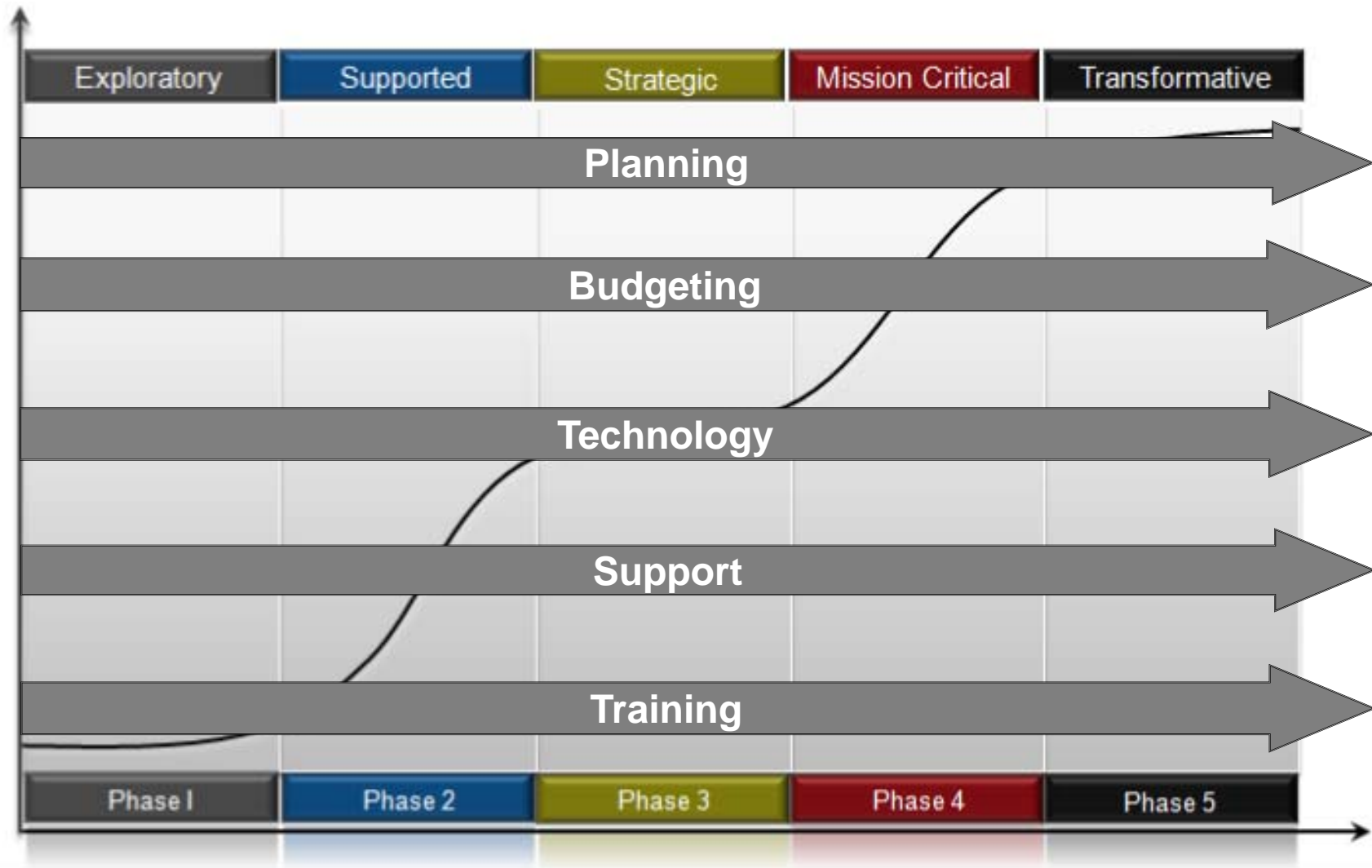


Transition Management is the key to successful adoption regardless of approach.

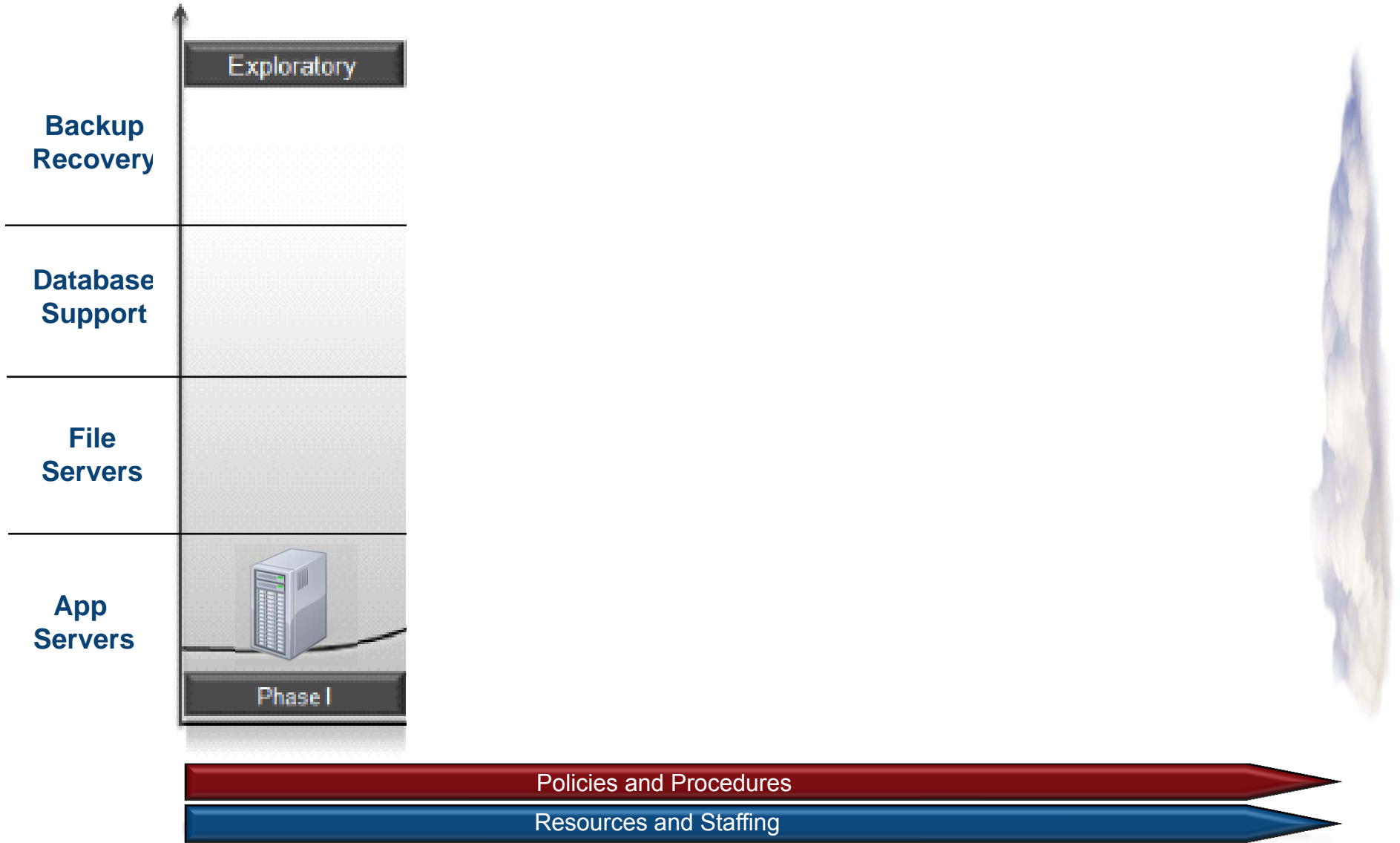
Why all the trouble? Technology provides Value



Adoption Implications (Organic vs. Planned)



Technology Infrastructure Growth



We are in the middle of, or are in development of our 3 to 5 year technology plan.

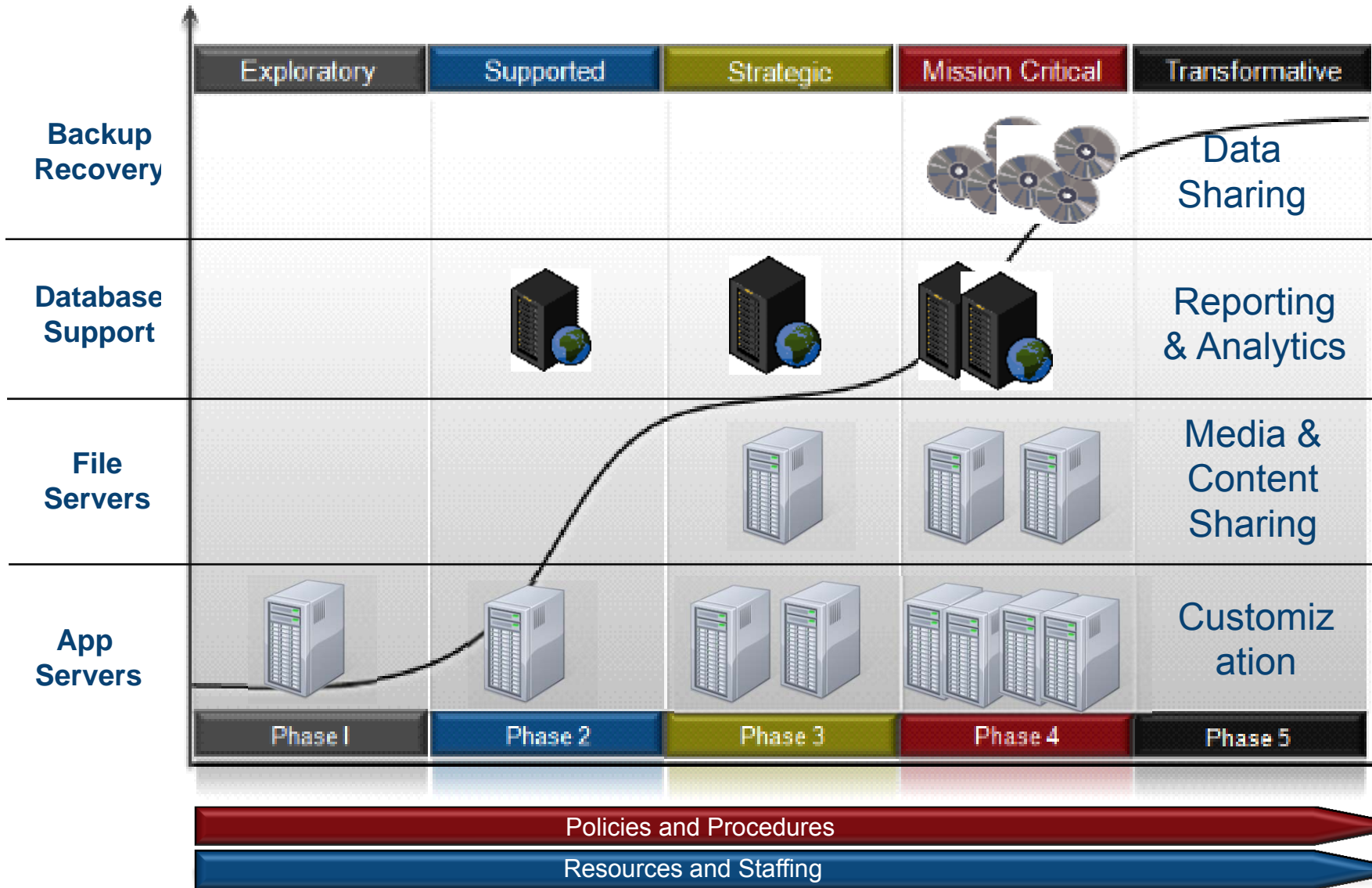


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The Challenge

- Organizations struggle with the necessary processes for successful introduction, adoption and implementation of technology.
- Moore's Law – (Moore's law precisely describes a driving force of technological and social change in the late 20th and early 21st centuries.)
- Although initially projected to be a two year period, Moore's law has been redefined to 18 Months.
- Every 18 months “computing power” doubles.

Technology Infrastructure Growth



Technology Leapfrog? Leveraging the “Cloud”

Microsoft
Live@edu

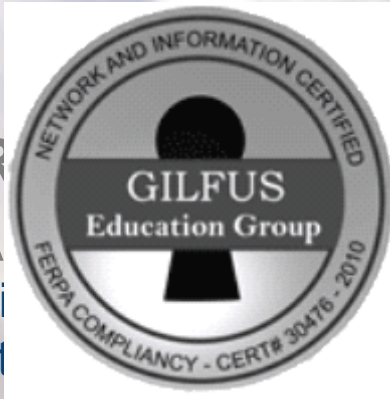
Azure

FERPA

FERPA

Data Storage and Sharing

POWER
A
Media Content Sharing



DYNAMIC
S
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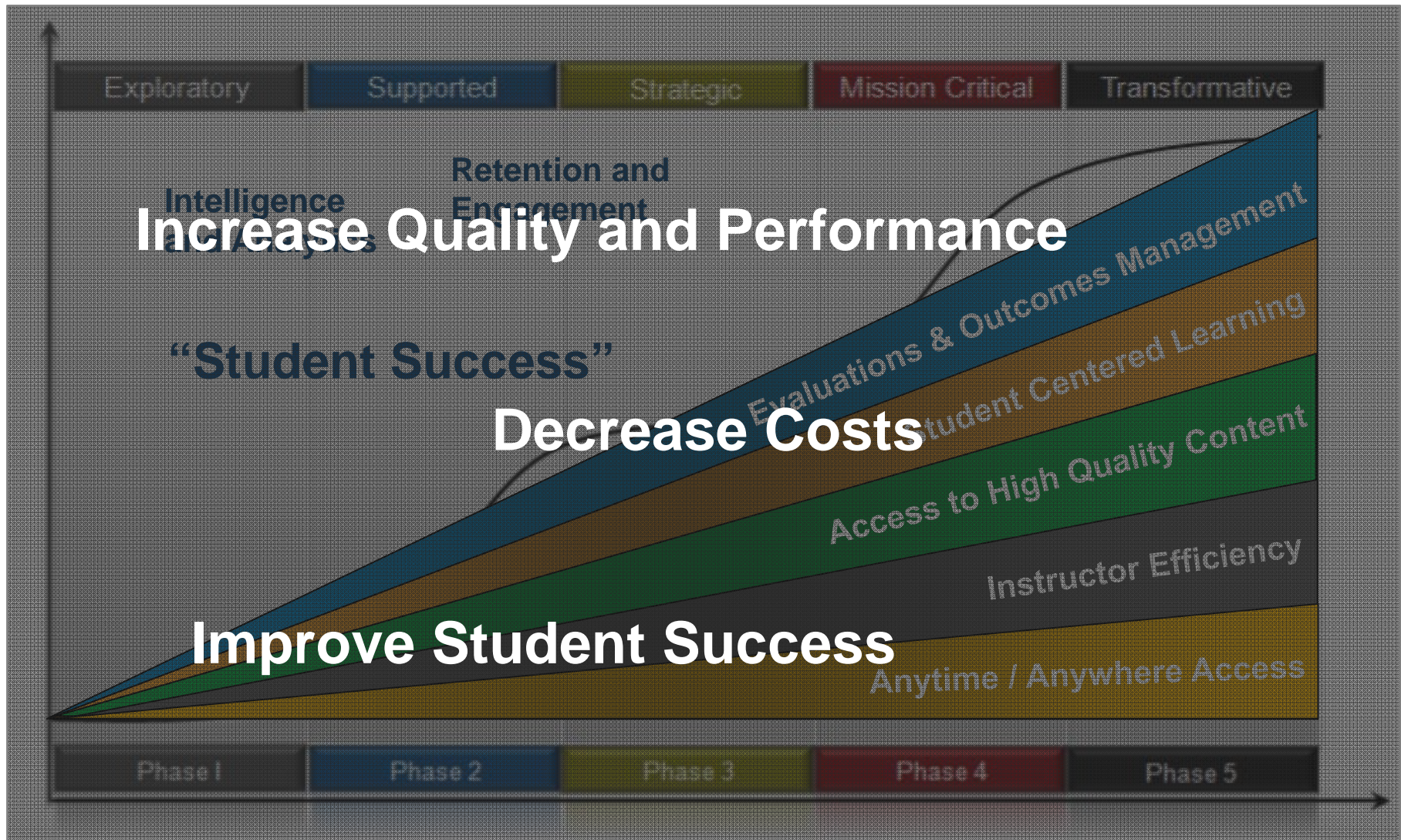
FERPA

FERPA

- Remove organizational technology barriers
- Gain access to tools, content and technology

- Allow organizations to obtain value quicker and align to success factors for institutional effectiveness

Why all the trouble? Technology provides Value

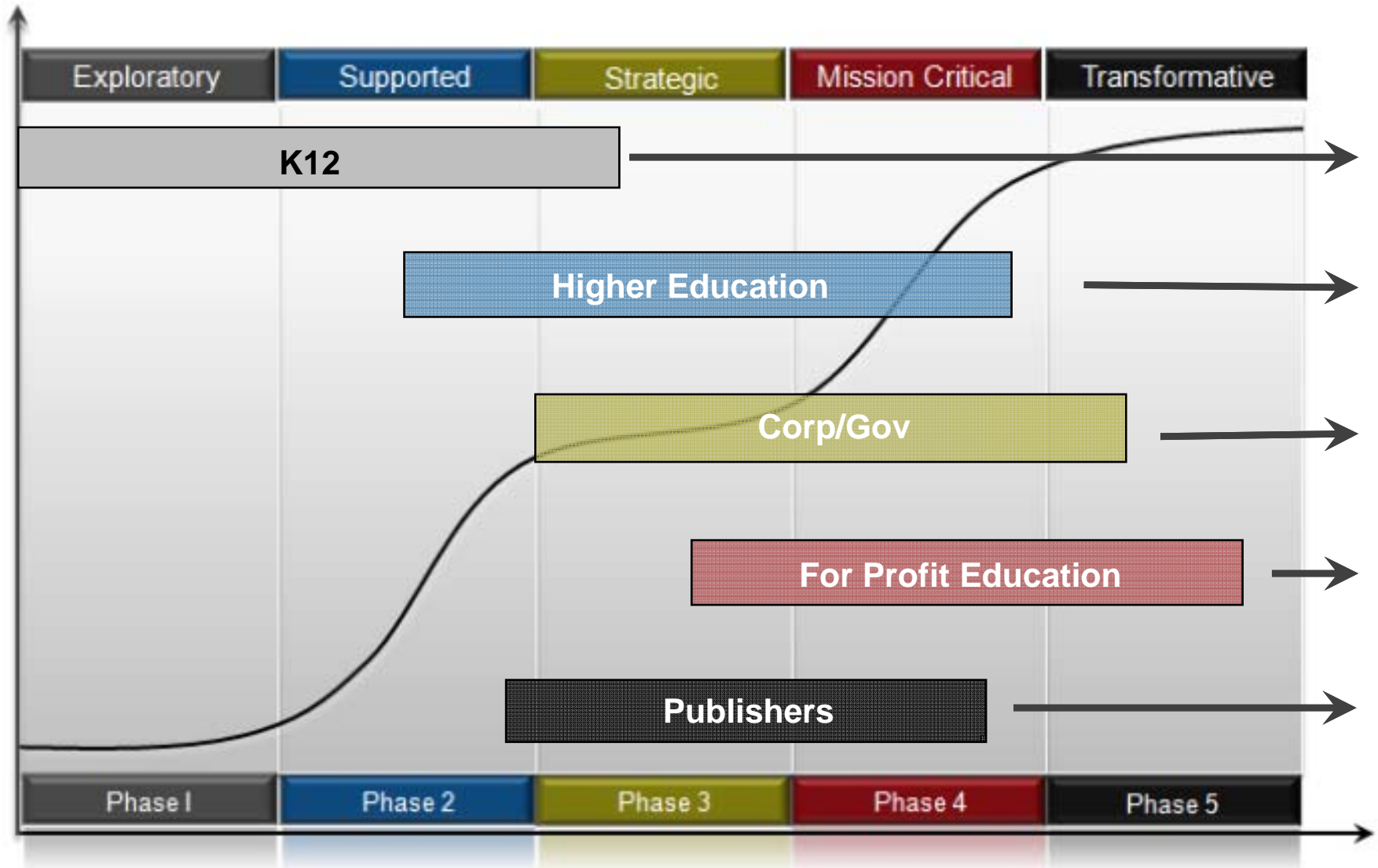




**“We can do more with less! By
planning appropriately and
leveraging technology.”**



Maturity in the Education and Training Markets



Strategic Planning for Institutional Effectiveness

- Leveraging Technology to meet Organizational Outcomes
- Through Strategy to Execution, considering capabilities, outcomes and effectiveness..
- SCRUM Planning
 - (from 3 to 5 years to 6 – 12 months)
 - Continuous Assessments
- Leverage through Cloud Capabilities
 - FERPA Compliant Environments
 - Shared Services, Systems Convergence
- Communities of Practice (Shared Content, Rubrics et. Al)
- Digital Content Distribution

Your Assistance

- White Papers
 - Convergence of ERP and LMS
 - Social Learning (Not just Facebook and Twitter)
 - **COMING SOON..**
 - Communities and Collaborative Learning
 - Shared Services
 - FERPA Clarity in the Cloud

A Research Project:

- eTextbook Distribution Project
- Effective workflow for instructors and students

Thank You

steve@gilfuseducationgroup.com

www.gilfuseducationgroup.com