Taming the Digital Conversion

284 schools
215,000 students
More than 90 languages spoken
80.4% economically disadvantaged

HISD | Becoming #GreatAllOver

HISD is the largest school district in Texas, spanning more than 330 square miles in a diverse city that’s home to world-class medical and research institutions, as well as a thriving energy industry.
Where are we??

Recipes

Success  Failure

As a system we ALL pay for success or failure
Proven Recipe

Recipes

BYOD 1:1

Fundamentally the same RECIPE!!

Technology Solution vs Classroom Experience
Technology Solution

Justification

– ALL ABOUT THE DEVICE
  • ROI, TCO
  • Impact to Learning
    – Scores
    – Behavior
    – Attendance
  • Cost Benefit
    – Staff
    – Resources
    – Programs

More than the DEVICE
Classroom Experience

Justification

- **NOT ABOUT THE DEVICE**
  - Culture Change
  - Systemic
    - Technology
    - Curriculum
    - PD
    - Staffing
    - Leadership
  - Sustainable
  - Scalable

CIO Role

- **Member of Senior Management**
  - Define Digital Transformation Strategy
  - Thought Partner
  - Problem Solving Partner
- **Must BE:**
  - Able to communicate “Tech” Speak into “Education” speak
  - Able to communicate with a broad range of audiences
  - Able to converse about curriculum, instruction, leadership and the impact technology can have
  - Able to educate and leverage new avenues of communication with senior district leadership
- **CoSN Resources:**
  - Essential Skill Framework
  - CETL
  - Mobile Learning Framework
CIO – CAO Partnership

• Create “Vision”
• Understand
  • Current State
• Define Future State
  • Expectation Management
• Define Interdependencies
• Change Agents
• Speak with ONE Voice
• Lead
  • Tactically
  • Strategically

Building the “VISION”

Funding Considerations

— Abandonment
  • Programs
  • PD
  • Software
  • Content
— Re-Purpose
  • Dollars
  • Staff
  • Time
Cornerstones for Success

- Leadership
- Strategy
- Expectation Management

Leadership
- Define “WHY”
- Define “HOW”
- Brand Recognition
Cornerstones for Success

Leadership

“Why”

– Digital Living
  • Personally
  • Professionally

– Personalized Learning
  • Individualized Learning
  • Differentiated Learning

– Creativity
– Collaboration
– Engagement

An HISD Global Graduate is…

A COLLEGE-READY LEARNER

A RESPONSIBLE DECISION MAKER

A LEADER

A CRITICAL THINKER

A SKILLED COMMUNICATOR

ADAPTABLE AND PRODUCTIVE
Cornerstones for Success

Leadership

“How”
- Philosophically change instructional delivery model

“Branding”
- Initiative must have identity
- More than the device
- Direct linkage to “WHY”
- Easy
- STICK!
Cornerstones for Success

Leadership

“Branding”

Cornerstones for Success

Strategy

– District & community initiative
– Departments must understand their role
– Measurement criteria must be defined early
Cornerstones for Success

Strategy

District Roles

– Curriculum
– Professional Development
– Communication
– Technology
– Instructional Tech
– School Support

Curriculum

– “The HUB”
– Teaching & Learning Platform
  • Convergence of:
    – LMS & CMS
– Conversion
– Digital Conversion
  • Create-Curate-Procure
  • Interoperability Standards
– Training
  • Student Voice & Choice
Cornerstones for Success

Strategy

District Roles

Professional Development/Instructional Tech

- Understand what “change of instruction” looks like
- Integration of tools into instruction
  - Classroom
  - Maturity Matrix
- Varying Formats
- Quick online TOOL demos
- Modeling
- Student Created / Lead
- Staff Created / Lead
- 3rd Party providers

Technology

- Infrastructure Readiness
  - Network
  - Wireless
  - Filtering
- Device
  - Lease vs. Buy
  - Insurance
  - Security
  - Distribution Logistics
- Support
  - Dedicated tech support room
  - Dedicated tech support
Cornerstones for Success

Strategy

District Roles

Principal
- Responsible for campus adoption
- Responsible for community engagement
- Define campus implementation action plans
- Define metrics to be tracked

Cornerstones for Success

Strategy

Community Roles

Parents
- Parent night meetings

Business
- Funding opportunities
- Curriculum

Police
- Task force awareness
- Student safety

Churches/Restaurants
- Wireless opportunities
Cornerstones for Success

**Strategy**

**Digital Citizenship**
- Riskier way to teach our children
- More than just “How to use computer”
- Integrated into the curriculum
- Must include parents
- Must start at elementary level

**Measurement Criteria**
- Year I
  - Culture
  - Readiness
  - Infrastructure
- Year II
  - Adoption
  - Conversion
  - Capacity
Cornerstones for Success

Strategy

Measurement Criteria
- Year III
  - Systemic
  - Achievement
  - Evaluative

Communication
- Consistency of message
- Defined channels
- Ownership
  - Who/When/What/How
- Measurement Reporting
  - Variation depending on audience
Cornerstones for Success

Expectation Management

– Cultural Change
– Pacing critical
– Embrace varying degrees of adoption

Culture Change

– Instructional delivery personal for teachers
– Adoption cannot be forced
– Support mechanisms must be in place early

Pacing

– Realistic
– Multiple years
– Vary depending on campus leadership
Cornerstones for Success

Expectation Management

Adoption Dependencies
- Leadership
- Consistency
- Support
- Patience
- Alignment
- Fidelity
- Accountability

Cornerstones for Success

Expectation Management

Communication
- Seeking understanding
  - “Why”
  - Realistic expectations
  - Risk
  - Acknowledge “Bumps” in the journey
  - Open communication channels
Cornerstones for Success

Expectation Management

Marketing

– Seek Acceptance
  – Build Excitement
  – Generate Commitment
  – Celebrate
– Visible
– MEDIA
  – TV
  – Radio
  – Print
  – Online

Communication/Marketing

– Avenues
  • Facebook
  • Twitter
  • District Website
  • eNews
  • Media Events
  • Foundations
  • Local Government
  • Community Partners
  • Conferences
  • Publications
  • Vendors
  • Parent Organizations
  • Tech Showcases
Are we there yet?

Every institution has a choice. Choose not to play fine. But if you don’t like change, you’re going to hate extinction!
THANK YOU!!!

LennyJSchad.com
Lennyschad@gmail.com