Taming the Digital Conversion

TIGER!!
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.

- **283 schools**
- **215,000 students**
- More than 90 languages spoken
- **80.4% economically disadvantaged**

**NO. 1
LARGEST SCHOOL DISTRICT IN TEXAS**
Success  Failure

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

Recipes

BYOD 1:1

Fundamentally the same RECIPE!!
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
Cornerstones for Success

- Leadership
- Strategy
- Expectation Management
Becoming #GreatAllOver

OUR VISION

DRIVERS TO ACHIEVE OUR VISION

CULTURE OF EXCELLENCE

ENGAGED STAKEHOLDERS

RIGOR AND ACCOUNTABILITY

21ST CENTURY LEARNING

DIGITAL TRANSFORMATION

HOUSTON INDEPENDENT SCHOOL DISTRICT
Cornerstones for Success

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
Cornerstones for Success

Leadership

“How”

– Philosophically change instructional delivery model
Cornerstones for Success

Leadership

“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
Cornerstones for Success

Strategy

District Roles

Curriculum

– Understand what “change of instruction” looks like
– Digital Content
– Tools
– 3rd Party support
  • Training
  • Digital Content
  • Conversion
Cornerstones for Success

Strategy

District Roles

Professional Development/ Instructional Tech

– Understand what “change of instruction” looks like
– Instructional Tools
  • Classroom
  • Observation
– Training
– Modeling
– Support
  • 3rd Party providers
  • Dedicated instructional support
Cornerstones for Success

Strategy

District Roles

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
Cornerstones for Success

Strategy

Measurement Criteria
– Year I
  • Culture
  • Readiness
  • Infrastructure
– Year II
  • Adoption
  • Conversion
  • Capacity
Cornerstones for Success

Strategy

Measurement Criteria
– Year III

• Systemic
• Achievement
• Evaluative
Cornerstones for Success

Strategy

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
Cornerstones for Success

Expectation Management

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 Groups

- **Early Adopters**: Embrace instructional change immediately
- **Testers**: Willing to “try” but will use old instructional model as well
- **Resistors**: Have not embraced instructional change and don’t want to change

Early Adopters

- Where our focus will be Year One
- Most influential with peers
- Increase breadth & depth of adoption each year
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
Cornerstones for Success

Expectation Management

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?
THANK YOU!!!

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