



# Technology Planning

Seven Simple Steps  
To Planning Success

VA Tech Plan

Planning  
Resources

Start



# A Gentle Reminder

- It is important to remind yourself constantly that the ultimate goal is **not** technology acquisition, but rather it is the successful implementation of technology to enhance teaching and learning.
- The Switched On Classroom



Next



# Defining Technology Planning

The following is a working definition of technology planning established by the RTEC Technology Plan Task Force:

*A technology plan serves as a bridge between established standards and classroom practice. It articulates, organizes, and integrates the content and processes of education in a particular discipline with integration of appropriate technologies. It facilitates multiple levels of policy and curriculum decision making, especially in school districts, schools, and educational organizations that allow for supportive resource allocations.*



# Places to Start

- Apple's Planning Tool:

<http://www.apple.com/education/planning/process/index.html>

- The Switched on Classroom:

<http://www.swcouncil.org/switch2.stm>

- Planning Into Practice from SEIR-TEC:

<http://www.seirtec.org/P2P.html>

- Guiding Questions for Planning:

<http://www.netc.org/cdrom/guide/html/gqhome.htm>

- Learning Through Technology:

<http://www.ncrel.org/tandl/homepg.htm>



Next



# Technology Planning

- Organized, continuous process that improves how technology is used for instruction, management, assessment, and communications.
- Take into account the mission and philosophy of the organization and be "owned" by that organization, its administrators, and instructors. Be broad but realistic in scope, with economical and technically feasible solutions.



# Technology Planning

- Involve all the stakeholders--including administrators, instructors, staff members, students, parents, community leaders, and technology experts--with experience in education.
- Identify the strengths and weaknesses of the organization and how each will impact the implementation of technology.



# Technology Planning

- Formalize the procedures and methods for making technology decisions
- Be driven by educational goals and objectives rather than by technological developments.



# The Seven Simple Steps\*

- Organize      Who will do what when?
- Envision      What could we become?
- Assess      Where are we now?
- Set Goals      Where do we want to go?
- Plan      What actions will we take to get there?
- Implement      What happens as we take those actions?
- Evaluate      How are we doing?

\*Labels borrowed from Apple:

<http://www.apple.com/education/planning/process/index.html>





# Organize

- Representative stakeholders
- Clear mandate with a plan of action
- Established timeline for action
- Communication plan
- [Learn more at Apple](#)
- [Learn more at NCREL](#)



# Envision

Envisioning  
Technology  
Matrix

- A picture of what you would like to become
- Try writing scenarios:
  - What does a typical day look like for a student at your school?
  - Use examples of teachers using technology in practical and engaging ways
  - How has a graduate of your school been prepared for the future?
- More ideas for writing a vision statement



# Assess

- Where are you now? What are the barriers to achieving your vision?
- TAGLIT data: what did you learn about technology integration at your school?
- ISTE Essential Conditions
- Engauge Discrepancy Model



# Set Goals

- Align your goals with national, state, and local standards
  - [Virginia Educational Technology Plan](#)
  - [Interactive Virginia Educational Technology Plan](#)
- [Sample Goals from Apple](#)
- Write objectives (Virginia calls them “targets”)



# Plan

Action Plan  
Tool (PDF)

Action Plan  
Tool (Form)

- Create an action plan for each goal and objective
- What is the action?
- When will it happen? (include start/end dates)
- Who will be responsible?
- What will it cost?
- Other notes, including other resources required, funding sources, etc.
- [Webquest: Locating Educational Resources](#)



# Implement

- Put the plan into action
- Don't be surprised by bumps in the road
- Communicate your successes
- Reflect on your not-so-successes
- Conduct formative assessments and modify actions if needed to meet new situations or overcome obstacles



# Evaluate

Evaluation Option 1

Evaluation Option 2

Evaluation Option 3

Technology  
Integration  
Scales

- **Accountability.** Is the program doing what it is supposed to do, i.e., what was laid out in the technology plan?
- **Quality.** How well are we implementing program activities and strategies?
- **Impact.** Is the program making a difference?
- **Sustainability.** What elements are, or need to be, in place for sustained levels of improvement in teaching and learning with technology to occur?
- **Lessons learned.** What lessons are we learning about the processes and factors that support or inhibit the accomplishment of objectives?