Looking Ahead
5 Ideas that Need More Focus
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The world is changing, how do we adjust?

1. User experience
2. Assessment as a desired product
3. Access and choice
4. Regional and global learning
5. Focus on meaningful data

*Inspired by Eltjam.com blog post: “Content is no Longer King...”*
User Experience – Why is this Important?

- Engagement
- Teamwork
- Culture
- Tapping Resources
- Conflict Resolution
User Experience – Who are the Users?

- Students
- Parents
- Staff
- Community
User Experience – How do we Improve?

- Include this in Continuous School Improvement Process
- First impressions: Walk through the experience
- Collect, analyze, and act on data from users
- Focus on value over content
- Practice leadership scenarios
Why Should Assessment Be a Desired Product?

- Content is free
- Creates individual goals
- “Customers” are happy to “invest” when...
  - There is a clear path to advancement and...
  - advancement pays off.
- Moves agency and control to user
- Sets the stage for individualized learning
How do we Make Assessment a Desired Product?

- Gamification of the classroom
- Focus assessment on user achievement, not school accountability
- Increase CTE certification opportunities
- Connect professional growth to achievements
- Celebrate and reward progress
- Re-think “grading”
Why do we Need Access and Choice?

- We all now expect this
- Options outside of our schools are growing rapidly
- Increase efficiency
- “Weeds” the garden
Access and Choice Shifts Responsibility

- We own our choices
- Motivation and engagement are tied to choice and control
- People will accept responsibility for their choices if...
  - Advertisement is honest
  - Potential cost/benefits are clear and measurable
  - There is some short-term benefit
  - Choices lead to more choice (freedom)
How do we Increase Access and Choice?

- Blended and flipped learning
- Commit to online presence
- Form partnerships with...
  - Other schools
  - Businesses
  - Higher Ed
Regional and Global Learning

- The economic and social value of diversity is increasing
- Inefficiency of siloed school systems
- Power of connections in professional growth and skill
- Teaching skill becoming more important than content knowledge
- Teachers thinking as entrepreneurs
Regional and Global Learning – How?

- Social Media
- Focus on digital citizenship
- Increase community education efforts
- Seek partnerships
- Focus on connecting educators
Focus on Meaningful Data – Why?

- Without data, we are “blind”
- Decisions without data are opinions
- Modern tools provide unprecedented access
- Agility - the world moves faster
Data is only useful if it can...

- Demonstrate causality
- Support or justify spending (time and effort as important as $)
- Inform strategy
Focus on Meaningful Data – How?

- Focus on formative assessments
- Build data into CIP and decision making process
- Develop skepticism...
  - Why?
  - How do we know this?
Thank you!

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