Using Diffusion of Innovation to Scale Deeper Learning Practices

~Scaling High Quality PBL for Deeper Learning Impact Project

Deeper Learning Conference 2018
Our Purpose

Outcomes

1. Deepened understanding about the nature of change
2. Strong working knowledge about diffusion of innovation theory
3. Practical tools for applying diffusion of innovation theory
4. Increased confidence in knowing how to leading change well

Agenda

1:00-1:10 Opening
1:10-2:00 Delving into Change
2:00-2:35 Going Deeper into Diffusion of Innovation Theory
2:35-3:00 BREAK
3:00-4:20 Applying Diffusion of Innovation Theory to Practice
4:20-4:30 Closing
Background
Scaling HQ PBL for DL Impact

Research Practice Partnership

Key partners:
- Buck Institute for Education (practitioner support provider, project lead)
- Manchester School District (district partner)
- Pearl City-Waipahu Complex Area (district partners)
- Education Northwest (research partner)
- Clayton Christensen Institute (scaling consultant)
Scaling HQ PBL for DL Impact

Goal

By January 2021, **80% of the 29,284 students**, including at least **80% of students who are furthest from opportunity**, in **Manchester School District & Pearl City-Waipahu Complex Area** will engage in **two high quality projects per year** and demonstrate **increased deeper learning outcomes**, including:

- mastery of rigorous core content
- working collaboratively
- communicating effectively
- developing and maintaining academic and learning mindsets
Our Theory of Action

**BIE Approach**
- Professional Development
- Support Services
- Tools and Resources

**Targeted at:**
- School & System Leaders
- Teachers

**Outputs**
- **Leaders** demonstrate understanding & begin to support quality PBL, articulate a PBL vision for their school/district, connect PBL to educational equity
- **Teachers** facilitate 2-3 quality PBL units annually, connect PBL to educational equity
- **Students** (incl. those farthest from opportunity) engage in 2-3 quality PBL units annually, and exhibit their work

**Outcomes over Time with Experience & Support**
- **Leaders** are shifting systems & practices to support quality PBL, working to shift overall culture & performance, addressing educational equity
- **Teachers** are adapting/designing quality PBL units, using PBL as a core instructional method, seeing improved student results, addressing educational equity
- **Students** (incl. those farthest from opportunity) are demonstrating increased content knowledge, understanding, & success skills

**Long-term Impacts**
- **Leaders** have built a sustainable culture, systems & policies for quality PBL, & increased educational equity
- **Teachers** demonstrate sustained commitment to quality PBL, with increased job satisfaction, student learning outcomes, and educational equity
- **All students** are well-prepared for the challenges of college, career, & life
Change
Introductions

Choose a quote that resonates with you.
Write the quote you selected.
Reflect in writing on why it resonates with you.
Find a partner.
Introduce yourself (name, role, organization).
Read your quote and share a response to the prompt: What resonates with you? Why did you select this prompt?
Be prepared to share in the whole group: Your name, role, organization, quote, & why you selected it.
1. The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking. -Albert Einstein
2. The price of doing the same old thing is far higher than the price of change. -Bill Clinton
3. Those who cannot change their minds cannot change anything. -George Bernard Shaw
4. Be the change that you wish to see in the world. -Mahatma Gandhi
5. Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has. -Margaret Mead
6. I alone cannot change the world, but I can cast a stone across the waters to create many ripples. -Mother Teresa
7. People don't resist change. They resist being changed. -Peter Senge
8. And that’s the first surprise about change: What looks like a people problem is often a situation problem. - Chip Heath
Diffusion of Innovation Theory
Where do I stand?

*Listen* to the change.

*Identify* your immediate reaction.

*Stand by* the chart that best describes your reaction.
Diffusion of Innovation Theory

Individually, read the primer and underline most significant idea from the text (7 minutes):

https://tinyurl.com/DOIT-Primer
Final Word Protocol

In groups of 3, repeat each round three times (Each round = 5 minutes):

- Person A shares underlined text and why they considered it significant and what it raised for them (1 min)
- Person B expands, clarifies, diverges, or unearths assumptions on what person A said (1 min)
- Person C expands, clarifies, diverges, or unearths assumptions on what person A and B said (1 min)
- Person A shares their thinking about what they heard and what they think now (1 min)
Myth #1

For a change to be successful, everyone needs to be “onboard.”
Myth #1 **Busted**

We never convert everyone. We do not need to. To move the organization where we need to go, we need only the critical mass.

Myth #2

The leader’s job is to get as many people on board as possible.
Myth #2 **Busted**

"The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts."

Myth #3

Some people are just resistant to change.
Myth #3 **Busted**

Five perceived characteristics of innovations shape how individuals view and adopt a particular innovation:

- Relative Advantage - How much better it is than other options
- Compatibility - How well it fits with current values, norms, and goals
- Complexity - How difficult it is to use
- Trialability - How easy it is to try out
- Observability - How visible/obvious the benefits are

Need to Knows

What do you do when a laggard is an opinion leader? Rogers
What constitutes a critical mass? Malcolm Gladwell - Heifetz
What is the role of bias in those who are leading the change? Rogers, Heifetz
What is the role of bias for those engaged in the change? Rogers
To what extent does it matter who drives the innovation? Cynthia Coburn
How do you keep everyone motivated over time in every adopter category? Rogers, Coburn, William Bridges
To what end are you changing? How do you align to vision? Rogers

How do you cultivate an innovator’s mindset?
Scaling Maps
Scaling Maps

Template:
https://tinyurl.com/scaling-DLtemplate

Sample Scaling Map:
https://tinyurl.com/scaling-map-example
Closing
Closing Circle

1. Individually, create a quote that describes your thinking about change based on your experience today.
2. Share your quote in the closing circle.
Endorse HQPBL

https://hqpbl.org/