



Insight and Innovation for Technology Leaders
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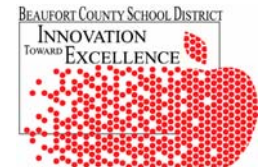
Educational Technology:

Maximizing Your ROI

Beaufort County School District

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We believe...

The power of data lies in using it to make *different decisions* about what we do every day. In the classroom, teachers must make different decisions about what and how they teach, what and how they assess learning, and apply these combined data to build effective classrooms.

The process of collaborative decision-making based on shared data – collaboration on instructional strategies and assessment results - is an essential key to improving student achievement.

We must...

- Become a *Learning Organization* through relationship building and a commitment to each other's success.
- Put strategic initiatives in place that reflect and define what we value, believe, and understand about how to improve student achievement.
- Build technical proficiency to support this vision through focused staff development.
- Revisit/refine our work based on the process of data-driven decision making.

The problem...

Often when schools/school districts invest in technology, they fail to plan for the “total cost of ownership” and how to maximize the effectiveness of the investment

The solution...

We have plan and procure technology with a strategy that defines how it is going to be used and how the impact will be measured over the life of the system.

The Technology Plan Essentials

- Vision
- Goals, Objectives and Timelines
- Benchmarks
- Multi-year Budgets

The plan...

...should never just sit on a shelf. It should be consistently reviewed and revised to meet the changing needs of your district and schools as well as the changing needs of your students. In order for a community to embrace transforming the learning environment we must demonstrate our ability to be open to change.

The Procurement Process

The purchase of technology must be governed by your goals and long-term budget. You must plan for the “total cost of ownership” including purchase, maintenance, scalability, training, and replacement.

Why we must look at TCO

- **It provides management oversight**
- **Documents direct and indirect costs**
- **Measures technology initiative progress and success**
- **Develops budgetary guidelines**
- **Articulates the business case for investing in technology**
- **Demonstrates to policy makers that the investments made were the wise thing to do**

TCO can help “us” to:

- Understand all of the costs that will need to be covered to support technology adequately
- Understand the potential long-term costs of a particular approach
- Understand direct and indirect (hidden) costs
- Help develop a technology vision you can support for long term
- Continue to evaluate the choices we have made

Let's remember...

Making use of technology to collect, analyze and share data is *effective* use of a valuable resource. Making sure that teachers can effectively use the technology to collect, analyze and share data to direct positive change in the classroom is the *best* use of the resource.

Finally...

Technology can transform what happens in our classrooms if we plan, procure and produce the smart way. It is not about how many computers are in the classroom. It is about how we use the technology to meet our educational goals and help all students to succeed.

For further information:

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