



TECHNOLOGY PLANNING AND MANAGEMENT
FOR SMALLER SCHOOL DISTRICTS

BLEGROUP.COM

SERVICES TO SMALLER SCHOOL DISTRICTS THAT ASSIST IN PROCUREMENT
AND USE OF WEB-BASED APPLICATIONS FOR INSTRUCTION AND MANAGEMENT

NEEDS

The need for technology planning and implementation is greater than ever

- > Implementing web-based applications without planning and ongoing management has an 80% failure rate.
- > Textbooks are now hybrids of print materials *and* web-based software. There is an increasing move toward digital materials on line.
- > Instructional materials have become integrated web-based solutions that link standard's based content, formative assessment, data analytics and individualized instruction.
- > Matching the increasing use of digital applications with the network, web-based platforms, and computing devices a district already has in place is complex and hard to do.
- > Digital materials and web-based systems are critical to NCLB.

THE UNIQUE NEEDS OF SMALLER SCHOOL DISTRICTS

- > Small districts often lack the personnel and experience to address the above issues.
- > Small districts usually lack adequate resources to choose and implement appropriate digital applications that are the lifeblood of accountability and instructional improvement.
- > Decision-makers are often at the whim of inexperienced sales personnel who promise the greatest applications ever, some of which do not mesh into a district's instructional program or fit their technology platform.

SOLUTIONS

The BLEgroup's technology planning and management service for small school districts

BLEgroup service develops management capacity and implementation skills necessary for administrators to select hardware, build networks and purchase and implement digital instructional materials. This service is similar to a district contract with an outside counsel or accountant who provides needed expertise, support and assistance with decision-making.

BLEgroup works with small districts to develop a customized technology audit/plan that will address a district's specific instructional goals, budget and technology infrastructure.

BLEgroup provides a local account representative from a school district's home state to work with on an ongoing basis.

TECHNOLOGY SERVICE THAT DELIVERS TESTED, COMPREHENSIVE COMPONENTS

- > **Audit/Plan Site Visit** Two **BLEgroup** staff members will conduct a two-day site visit with administrators, teachers and central office personnel to identify how technology is being used to support instruction and management.
- > **Audit/Plan Document** Following the visit, a **BLEgroup** audit/plan will be formulated to guide the strategic and instructional processes in regard to technology. The plan will be provided to the school district in the form of a Power Point deck. In it will be a two-year plan to map

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A network of superintendents, directors of technology and heads of instruction

out budgets, instructional applications, implementation processes, schedules and policies for the district.

- > **RFP Services** **BLEgroup** will supply the district with model RFPs for common systems and applications.
- > **Identifying Quality Products** **BLEgroup** will identify quality software applications in common areas such as assessment or learning management systems that a school district may choose from.
- > **Ongoing Monitoring and Management Support** The **BLEgroup** account manager will monitor the district's progress monthly and be available by phone or e-mail for consultation as needed. He/she will confer on mid-course corrections necessary for the implementation process.
- > **Training** **BLEgroup** will qualify and refer the school district to effective training contractors.
- > **Newsletter on Applications and Technologies** **BLEgroup** authors "*Supertech News*," a quarterly newsletter to update decision-makers about new applications or technologies, such as interactive white boards.
- > **Virtual Community of Small Districts in Your State** **BLEgroup** will establish and maintain a virtual community for districts to exchange best practices and communicate technology integration.

THE BLEgroup

Educators who know technology

BLEgroup, founded in 1996, comprises itself of a network of 95 superintendents, directors of technology and heads of instruction. **BLEgroup** is a leading network of educators who understand today's integration of technology to improve teaching and learning.

- > **BLEgroup** specializes in working with small and rural districts to select technologies and ensure effective implementation of technology to improve instruction – *from the classrooms to the superintendent's office.*
- > **BLEgroup** processes follow three basic guidelines:
 - *Effective educational technology is 80% organizational/managerial and 20% technical*
 - *The key to improving teaching and learning with technology lies in proper management of the implementation process*
 - *Educational goals should drive technology use*
- > **BLEgroup** has consulted with 75 educational technology firms and publishers to help improve the quality of their products for K-12 schools.
- > **BLEgroup** has worked with more than 200 school systems and state departments to plan and implement technology for instructional improvement.

WHO PROVIDES YOUR SERVICE?

- > A **BLEgroup** local account manager who is a recognized technology leader in your state.
- > Corporately, the **BLEgroup** will be responsible for the RFP documents, vetting products and participating in the audit plan and research.

COST AND FUNDING SOURCES

The cost for the Small District Technology Planning and Management Service is \$15,000 for the year.

The school district will receive 10 days of service over the year to accomplish the audit plan, to support and monitor implementation and to manage RFP processes.

The source of funds for this service are E2T2-funds of Title IID of the NCLB act, which provides all districts with funds for technology through both allocation and competitive grants. In 2009-2010, title IID funds have been doubled to provide districts with additional monies. The technology management service can be combined with costs for hardware and software under the title IID grants in most states.

BLEgroup BELIEVERS

Educators who have benefited from BLEgroup services

The BLEgroup has been invaluable in helping us research and find applications for accountability, writing grants, and assuring implementation of technology in our classrooms to address instructional improvement and student engagement.

Rick Luchsinger
Superintendent – Lusk, Wyoming

The BLEgroup has written two technology plans in the last decade for us and assisted with contracting vendors and overseeing changes and implementation. The biggest contribution has been improving our management capacity by working with our staff to develop a technology organization and mentoring them to manage implementation.

Dennis Peterson
Superintendent – Minnetonka, Minnesota

In my last superintendency in Oswego, New York, the BLEgroup developed a technology plan which integrated infrastructure and technology organization which was highly successful. They are the best source I have for identifying high quality technology products to address our needs.

Ken Eastwood
Superintendent – Middletown, New York



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TODAY'S CRITICAL ISSUES

- > The majority of curriculum is becoming digital.
- > School districts need acquisition and implementation expertise.
- > Requirements for reporting, testing, hardware, bandwidth and strategic planning are intensive.

BLE SERVICES SUPPORT TECHNOLOGY MANAGEMENT IN SCHOOL DISTRICTS

- > Initial Technology Audit Plan
- > Includes two-day visit to district, linking technology to strategic instructional plans
- > Addresses instruction, management systems, technology staff and infrastructure to make planned changes
- > Outlines three-year implementation plan, acquisition suggestions and budget
- > Ongoing services
- > Reviews and recommendations on key applications
- > RFP development for new products
- > Vendor validation
- > Reports on critical applications (e.g. assessment, analytics, reading, etc.)
- > Support with vendor negotiations
- > Quarterly review of effectiveness
- > Ongoing coaching on management practices
- > Monthly review of implementation and metrics on key systems
- > Group discount prices on software
- > Online community for products and best practices

BLEgroup FEE: \$15,000 (Year one.)

THE BLEgroup IN WYOMING

Bruce Heimbuck has been with the **BLEgroup** for four years. Bruce is the former superintendent in Guernsey-Sunrise on the eastern side of the state and has been the onsite manager of the **BLEgroup** work with 15 districts and the Wyoming Department of Education (WDE). He will be the account representative for school districts in Wyoming.

Eliot Levinson, Ph. D and CEO of the **BLEgroup**. Eliot has been a teacher, principal and assistant to the Chancellor of Schools in New York City. He has worked with Wyoming schools since 2003, including work with WDE on technology planning for instruction and the feasibility of on line assessment. Eliot initiated the title IID grants with 10 small districts systems to improve the use of web-based systems to address the state accountability system. Levinson will conduct the initial site visit and be responsible for RFPs and vetting vendors.



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