

Utah Education Network

2002 Strategic Plan Content Services



Utah Education Network
Content Services
Plan Outline FY2002
May 21, 2001

Mission: To coordinate, develop, and administer quality content resources that support teaching and learning.

Guiding Principles:

- UEN is a distribution system for educational content.
- UEN is built on a partnership of public education, higher education, state government, and business to serve Utah.
- UEN Content Services collaborates, supports, facilitates, and participates with stakeholders in the analysis, design, development, implementation, and evaluation of content resources and best practices of teaching and learning.

1.0 Provide resources and services that directly support UEN stakeholder needs.

Supporting Objectives

- 1.1 Promote and strengthen Pioneer – Utah’s Online Library clearinghouse
 - 1.1.1 Set up monthly product trials
 - 1.1.2 Develop and implement comprehensive promotional strategy in coordination with Pioneer committee
 - 1.1.3 Conduct analysis of Pioneer use including internal and external web data, district plans, teacher surveys and interviews, and site observation
 - 1.1.4 Support the Pioneer committee efforts to acquire instructional resources for parents and teachers and Utah’s adult learners
 - 1.1.5 Develop and implement comprehensive professional development program for Pioneer Online Library

- 1.2 Facilitate and support the alignment of resources to the K-12 core curriculum and content areas.
 - 1.2.1 Contract with educators to collect content resources
 - 1.2.1.1 K-6 Quarter 1
 - 1.2.1.2 7-9 Quarter 2
 - 1.2.1.3 10-12 Quarter 3
 - 1.2.1.4 Content maintenance Quarter 4
 - 1.2.2 Support USOE web pages, workshops, and coordination of services

- 1.3 Contribute a content perspective to advanced technologies (DTV, Internet 2, Streaming Media, Internet Filtering)
 - 1.3.1 Participate in Streaming Media committee processes and projects
 - 1.3.1.1 Advertise TEAMS streaming in ITV guide, include in workshops
 - 1.3.2 Participate in Internet 2 projects
 - 1.3.2.1 Conduct high school trial
 - 1.3.2.2 Publish Internet 2 white paper
 - 1.3.3 Participate in DTV planning and coordination with KUED and national providers

- 1.4 Maintain and update UEN web site resources
 - 1.4.1 Implement uen.org wave two enhancements
 - 1.4.2 Revise KULC web site; establish web-administrator position to maintain site
 - 1.4.3 Update Professional Development web site
 - 1.4.4 Link to Advise Utah, update SEOP pages

- 1.5 Enhance KULC broadcast programming and services
 - 1.5.1 Hire KULC outreach program coordinator
 - 1.5.2 Complete PBS/KUED negotiations for service
 - 1.5.3 Partner with KUED and state agencies to offer coordinated outreach efforts
 - 1.5.4 Identify and license programs for service gap areas
 - 1.5.4.1 IT Certification and courses
 - 1.5.4.2 Adult Learning (GED, GED Spanish, ESL, Workplace Essential Skills)
 - 1.5.4.3 Coordinate with UIMC to update ITV programming
 - 1.5.4.4 Update KULC ads and between program tags

- 1.6 Support educational services of partner agencies (KUED, EHS, UEC)
 - 1.6.1 Coordinate and administer Ready to Learn program with USOE and KUED
 - 1.6.2 Migrate EHS Courses to Blackboard.com platform
 - 1.6.2.1 Consult with and support EHS instructors and course developers
 - 1.6.3 Coordinate catalog services with UEC

- 1.7 Target fund-raising, grants, and national programs that support Content Services projects.
 - 1.7.1 Support and train grant writer
 - 1.7.2 Identify renewable grants and formulate FY03 plan for funding
 - 1.7.2.1 MarcoPolo
 - 1.7.2.2 NTTI, WNET
 - 1.7.2.3 UEA
 - 1.7.3 Identify new grants, plan, submit proposals

- 1.8 Explore programming for future applications; participate in program development and research in this area.
 - 1.8.1 Internal
 - 1.8.1.1 Media Asset Management software – Media 360
 - 1.8.1.2 Interwoven
 - 1.8.2 General
 - 1.8.2.1 Online Education Service Board

- 1.9 Provide network resources that support the development of higher order and problem solving skills.

2.0 Evaluate UEN Services in participation with stakeholders; make decisions based on evaluation data.

Supporting Objectives

- 2.1 Implement Web Trends and Web Usage tracking software for: Pioneer Online Library, KULC Homepage, Olympic Education Web Site, and UEN Web Site including my.uen tool.
 - 2.1.1 Designate WebTrends hardware and protocol for reports.
 - 2.1.2 Coordinate evaluation services with Technical and PI.
 - 2.1.3 Create UEN evaluation page with links to reports and data.
 - 2.1.4 Prepare and publish quarterly executive summaries of web data.
- 2.2 Solicit web data from external providers and gateways: Pioneer vendors, MarcoPolo Rusticello system, YeeHaw Utah, GEM Project.
 - 2.2.1 Prepare statement of work for external data gathering.
 - 2.2.2 Publish bi-annual executive summaries on uen.org
- 2.3 Conduct analysis of Course Proposal Process, Distance Learning Catalog, and Distance Education Conference Management Environment System. Revise these processes and products based on analysis.
 - 2.3.1 Assemble stakeholder committee and conduct needs assessment reviews of the process and existing products.
 - 2.3.2 Develop a statement of work for product revision, including work packages.
 - 2.3.3 Decide priorities for software development and/or outsourcing
 - 2.3.4 Coordinate revisions and review with software development
 - 2.3.5 Coordinate outreach and professional development with customer services
- 2.4 Establish a tiered review process at the inception of projects to determine project viability and prioritization.
 - 2.4.1 Review quarterly summaries of web data
 - 2.4.2 Determine “sunset-clause” and review process for existing projects
 - 2.4.3 Include stakeholder input during prioritization process.
- 2.5 Establish and conduct assessment of UEN Services.
 - 2.5.1 Course-end surveys from professional development workshops; enrollment data
 - 2.5.2 Heuristic analysis of district five-year plans and UEN tools/services
 - 2.5.3 Implement student evaluations of distance learning courses to inform institutions

2.5.4 ITV utilization on KUED and KULC

3.0 Utilize UEN delivery systems to support workforce development programs in Utah.

Supporting Objectives

- 3.1 Identify and develop mutually beneficial partnerships with business and state agencies.
 - 3.1.1 Develop a Business Partnerships protocol document
 - 3.1.2 Develop a needs assessment document, or tiered “wish list” for potential partners
 - 3.1.3 Participate in UAACCE Board of Directors, UITA, and similar organizations
 - 3.1.4 Support multimedia education and workforce development
 - 3.1.4.1 Multimedia Arts Festival
 - 3.1.4.2 Fall Multimedia Retreat

- 3.2 Collaborate with USHE to develop and support the AdviseUtah web site, including workshop and outreach efforts.
 - 3.2.1 Revise and link to SEOP site in coordination with USOE
 - 3.2.2 Broker additional Adult Learning resources and links

- 3.3 Administer the state Tech Corp program to assist K-12 schools and districts.

- 3.4 Broker IT and related certificate courses delivered via UEN systems.
 - 3.4.1 Conduct needs assessment of programming areas
 - 3.4.2 Identify programs via PBS Adult Learning Service and other providers to fulfill needs
 - 3.4.3 Negotiate, license, and market programs

4.0 Improve classroom technology integration via stellar professional development programs and services.

Supporting Objectives

- 4.1 Offer high-quality professional experiences: based on national learning standards and models (ISTE, NETS, NCATE); connected to local goals and practices; and supported through follow-up and additional resources
 - 4.1.1 Conduct 30 two-day ITC workshops for K-12 districts
 - 4.1.2 Conduct ITC model workshops for USOE, Teacher Education programs, faculty and internal staff
 - 4.1.3 Implement Intel Teach to the Future program for K-12 teachers and teacher educators
 - 4.1.4 In cooperation with Faculty Assistance Centers,

support development of a technology integration workshop for faculty

- 4.2 Offer decentralized, field-based professional development experiences in cooperation with school districts and institutions of higher education
 - 4.2.1 Implement an online workshop request form to match needs with services
 - 4.2.2 Deploy skills and knowledgeable staff to local areas for workshops
 - 4.2.3 Facilitate technical staff development
- 4.3 Build local capacity for professional development
 - 4.3.1 Support four regional service center-based professional development specialists
 - 4.3.2 Support Content Forum meetings and activities to empower local professional development staff members
 - 4.3.3 Seek partnerships and opportunities with teacher education programs to coordinate service
- 4.4 Provide professional development learning communities online via the UEN website and support to the USOE website
 - 4.4.1 Broker online courses, certificates, materials and resources for educator use
 - 4.4.2 Maintain library of online handouts, tutorials, informational resources
 - 4.4.3 Support USOE curriculum and SEOP web pages
- 4.5 Collaborate with professionals and organizations to provide professional development opportunities for Utah educators
 - 4.5.1 Support high-end web software applications
 - 4.5.2 Participate in conferences, workshops, and organizational presentations