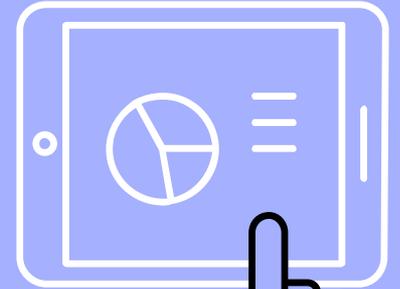
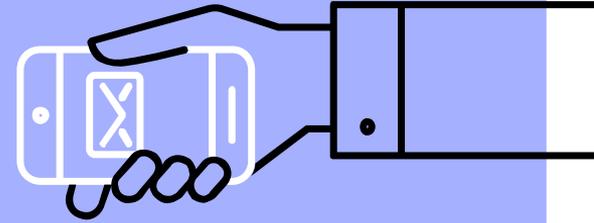
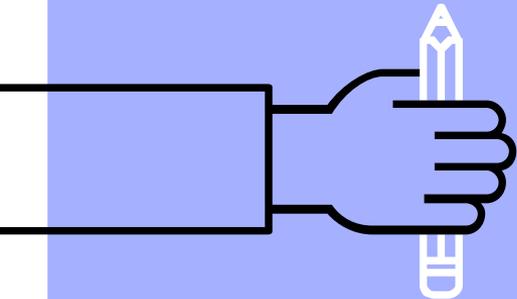
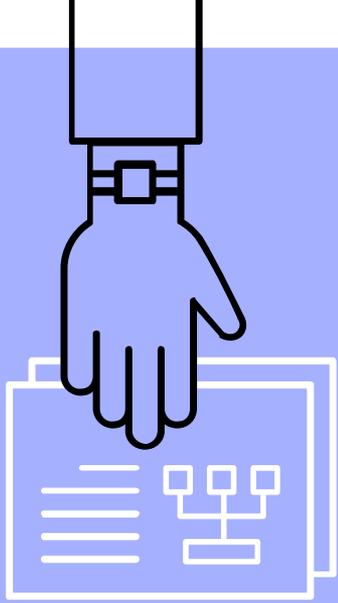


# Making the Case: Strategies and Tools for Communicating Innovation



Placeholder for session evaluation info

# HELLO!

Eddie Andreo

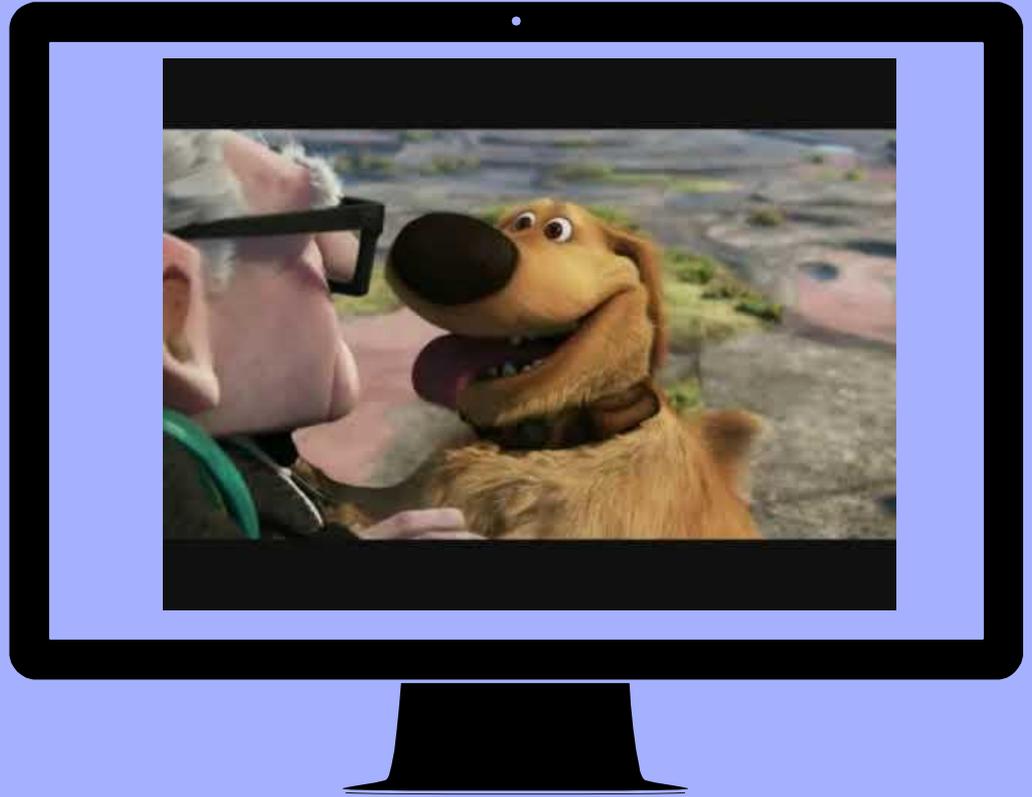
AVP for Distance Learning  
Cowley College  
@EddieAndreo

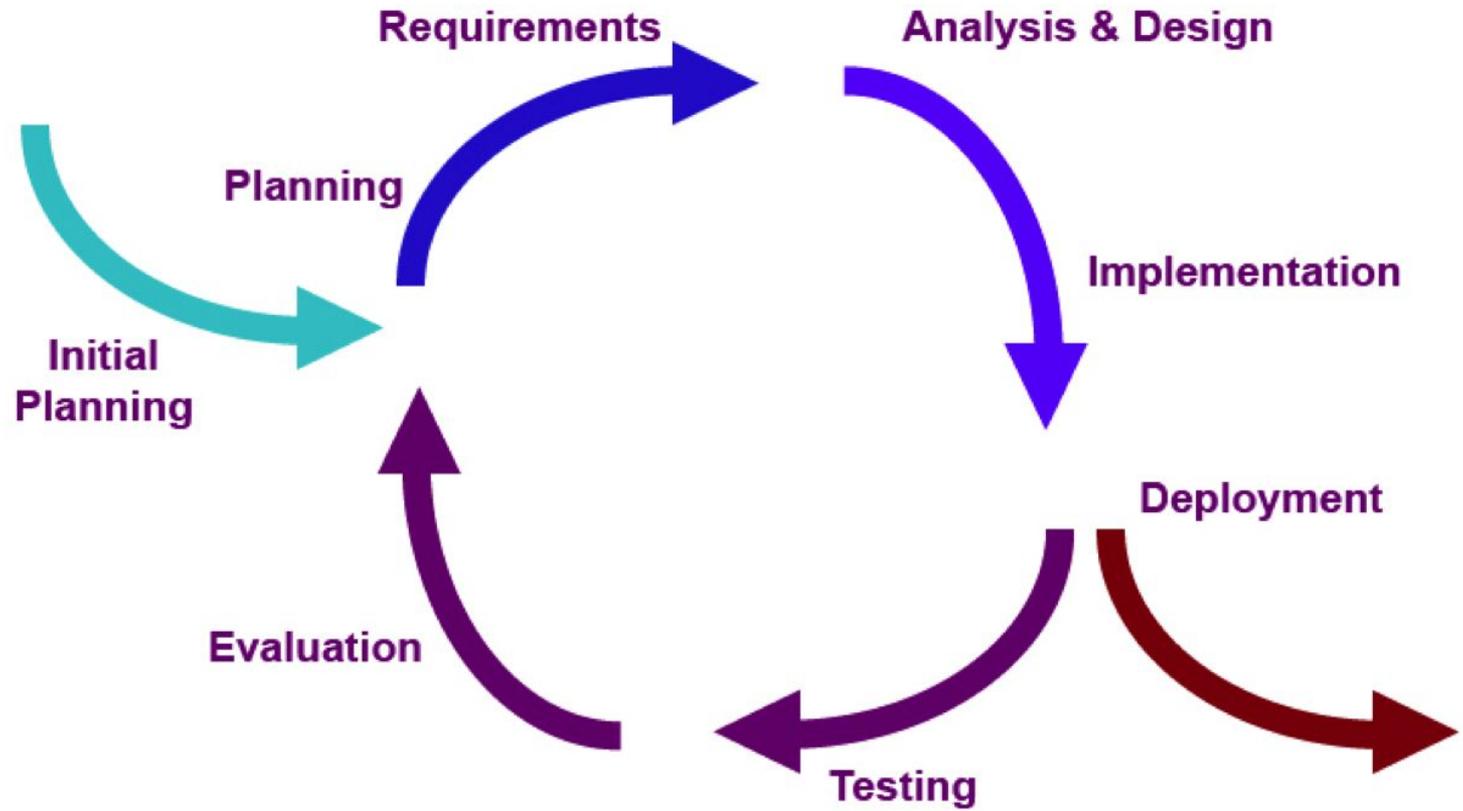
Penny Ralston-Berg

Senior Instructional Designer  
Penn State World Campus  
@pennymoved



# INNOVATION AND YOUR DAY JOB





# FIVE STEPS TO INNOVATION

- ▶ Initial investigation
- ▶ Support the idea
- ▶ Plan a pilot
- ▶ Write a proposal
- ▶ Sell the idea

(Handout is online)



# Let's get started!

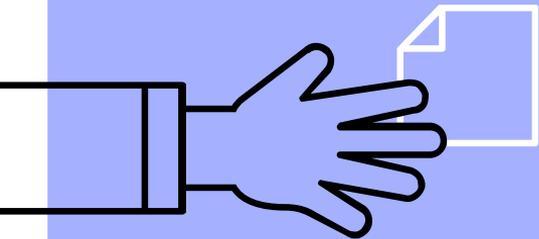
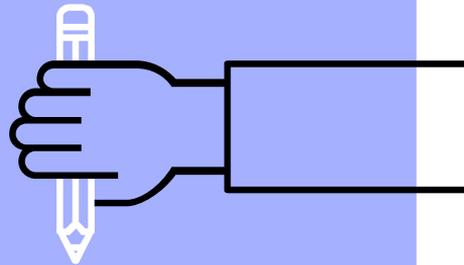
How many brought an idea?

Are you willing to share?



# 1. INITIAL INVESTIGATION

Put ideas to paper

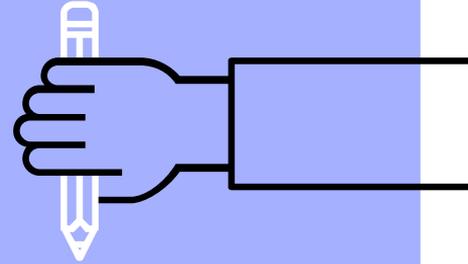
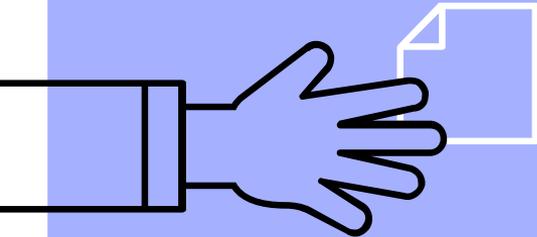


# Initial Evaluation: Put Ideas to Paper

Why?	What interested you in the (technology, strategy, idea)? What is the potential instructional use?
Key Functions	How does it work? What does it do? What are design implications? What are tech implications? What are accessibility implications?
Value Add	What is the best instructional fit? Is there potential long-term use? Scale? What is the ROI? Cost per student? What are costs / resources required?
Next Steps	Is it worth further investigation?

## 2. SUPPORT THE IDEA

Resources and Research



# Support the Idea: Resources and Research

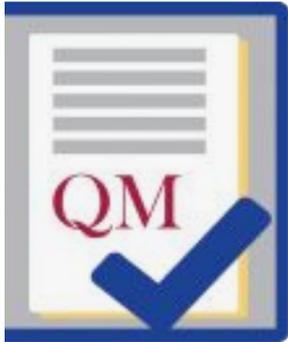
Why?	Why is this a good idea?
Support / Research	What does the research say? How are others using it? What challenges or benefits have others seen? (Design, technology, accessibility)
Beyond You	Are others interested in the idea? (internal and external) Are there opportunities for collaboration?
Next Steps	Is it worth a pilot?

# Potential Resources

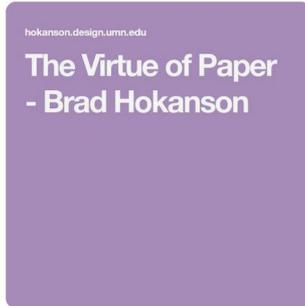
5 ideas

## Making the Case

Organize



papers in a frame with QM and check mark



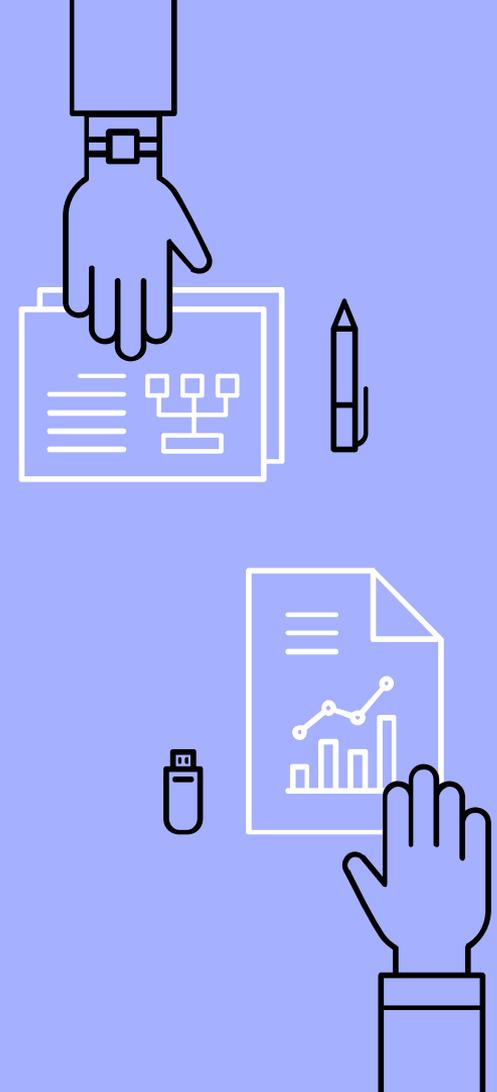
The Virtue of Paper - Brad Hokanson

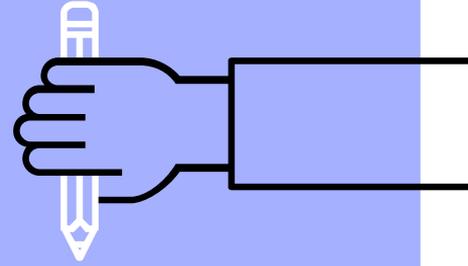


Technology Trends Affecting Higher Education 2018...



<https://bit.ly/2GvTifp>

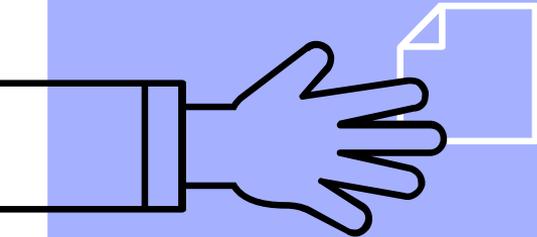




3.

# PLAN A PILOT

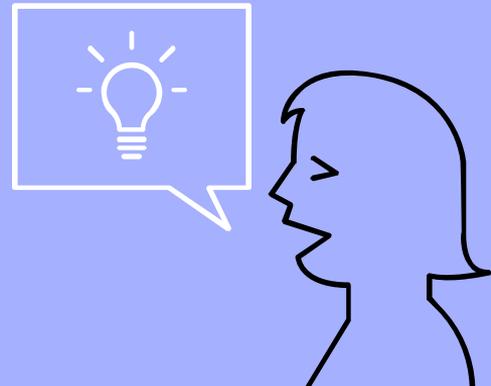
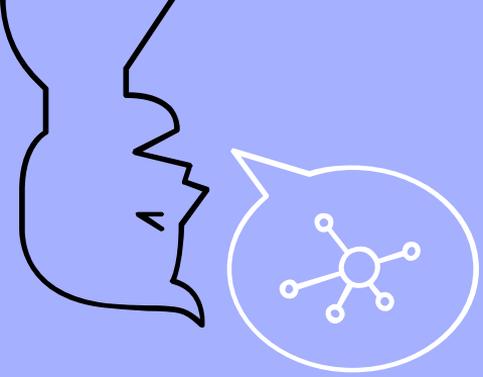
Iterative Design and  
Evaluation



“

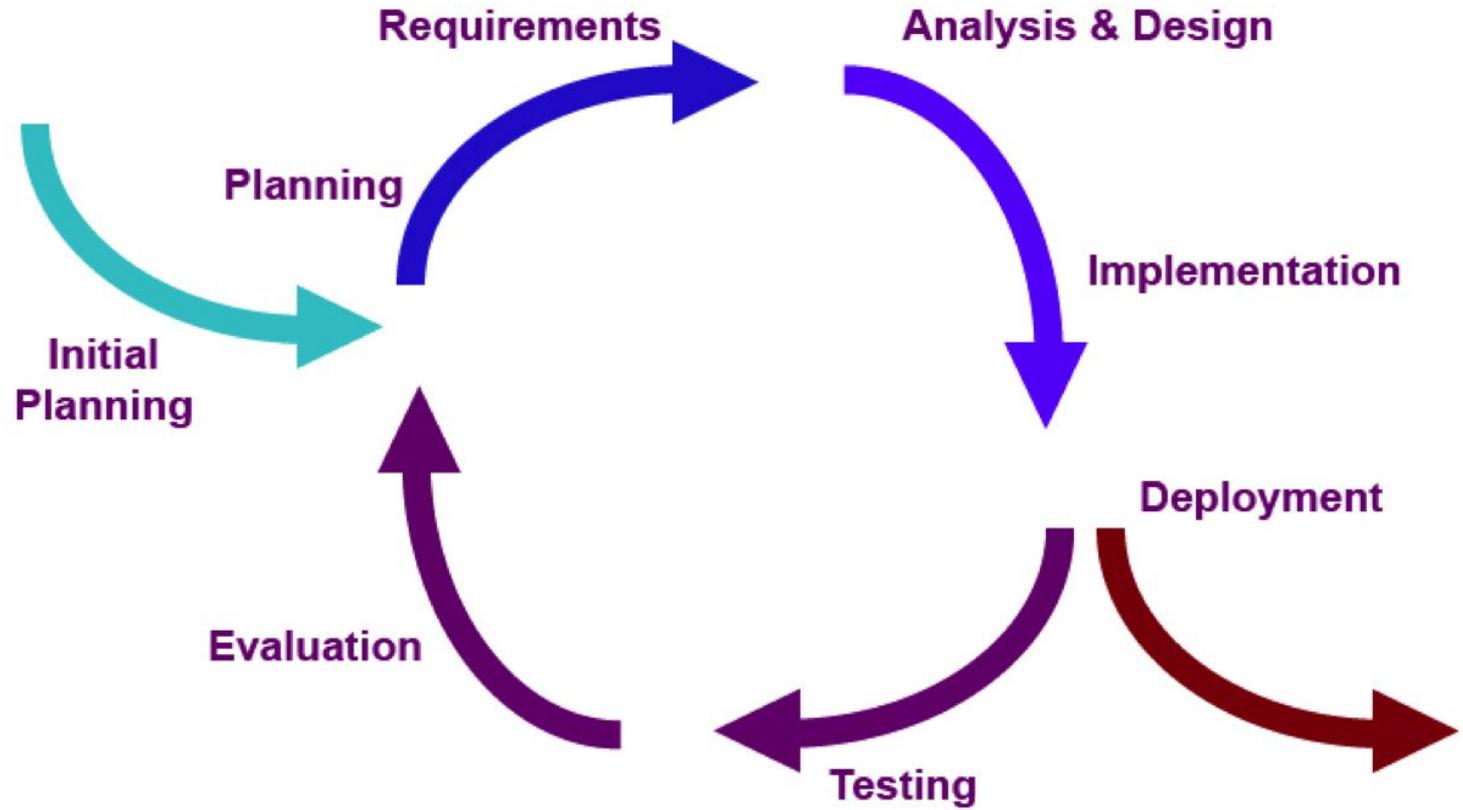
*Small steps / little wins  
lead to big wins and  
progress!*

*Ruth Newberry*



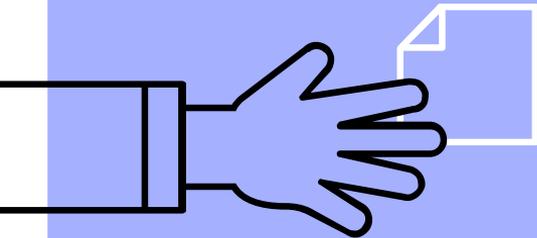
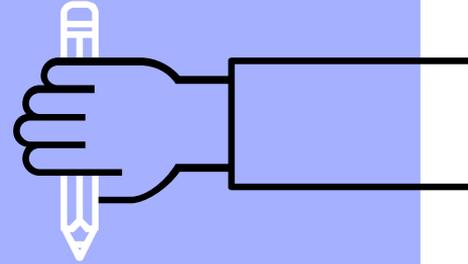
# Plan a Pilot: Iterative Design and Evaluation

What?	What do you plan to investigate? How? For how long? With whom? Who are the key players?
Evaluation	How will you know if it's successful? What will you do if it's not?
Buy-In	How does it tie in with your local big picture? Who are the key stakeholders?
Next Steps	Another pilot? Scale to other uses? Formal proposal?



# 4. WRITE A PROPOSAL

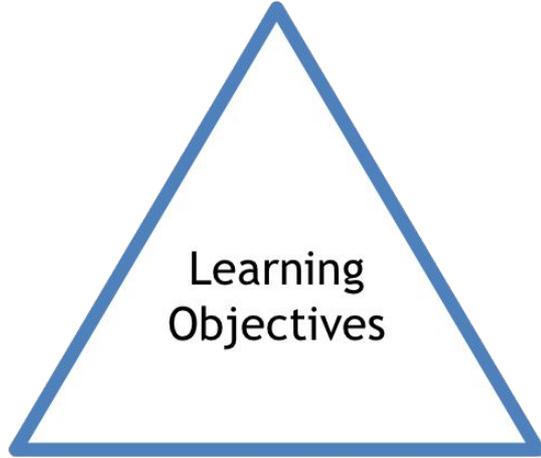
Request Resources



# Write a Proposal: Request Resources

What?	What specifically are you requesting?
Proposal	What do you want to do? How will you do it? How much will it cost? How will you measure success?
Buy-In	How do administrators and managers see your idea? How does it tie in with your local big picture? What is the benefit to the organization? What are the potential positive and negative effects on students?
Next Steps	What's your elevator speech?

Complexity



Cost

Time

Proposal  
Constraints

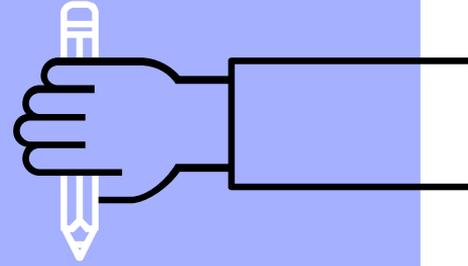
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Next Steps	What's your elevator speech?

# Elevator Speech



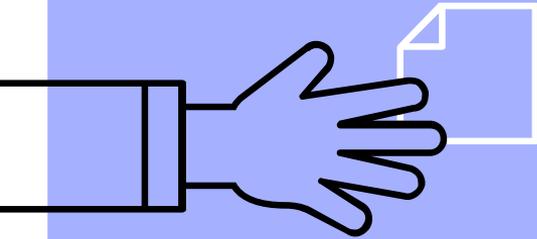
Source: [http://muppet.wikia.com/wiki/The\\_Elephant\\_Elevator\\_Operator](http://muppet.wikia.com/wiki/The_Elephant_Elevator_Operator)



5.

# SELL THE IDEA

Get buy-in



# Sell the Idea: Get Buy-In

What?	What are you selling? What is the difference between sharing and selling?
How?	How can I push ideas up the chain?
Buy-In	What path do ideas take to acceptance? Who are the gatekeepers?
Next Steps	What is your evaluation plan?

# THANKS!

## Any questions?

You can find us at:

@pennymoved

@EddieAndreo

<https://bit.ly/2GvTifp>



Placeholder for session evaluation info

# CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#)
- ▶ Photographs by [Unsplash](#)

