7 STEP GUIDE TO
TECH ED INTEGRATION
IN YOUR SCHOOL

How to develop teacher buy-in and easily integrate digital skills in your school.

bsd | education

Your Guide to Tech Integration

If you are a 'Tech Integrator' for your school, this guide is for you. It's the result of our working with teachers and other tech integrators, tech advisors, directors of innovation, and directors of instructional technology over the years.

We guide you through a proven system based on human psychology to garner teacher approval, adoption and advocacy. A system that we've used successfully for the BSD Education Experience.

Three Key Commitments for
SUCCESSFUL TECH ED INTEGRATION

1. Commitment to the
Tool or Technology

Successful integration requires more than simply identifying a product for teachers to use. Implementing ongoing training and support to ensure teachers are able to equip students with vital digital skills is key to to the commitment to a tool or technology.

2. Commitment to the
Pedagogy

A strong pedagogical foundation must be established for teachers to successfully integrate a high-quality tech education tool. A commitment to a pedagogy based on research, proven methods, and best practices within the fields of education and the workforce will drive successful implementation.

3. Commitment to the
Long-Term Success

Institutional and financial commitment to the long-term success of the tool or technology and the pedagogy is essential. Successfully integrating technology can take time, but commitment to the right tool can pay big dividends for your teachers and students.
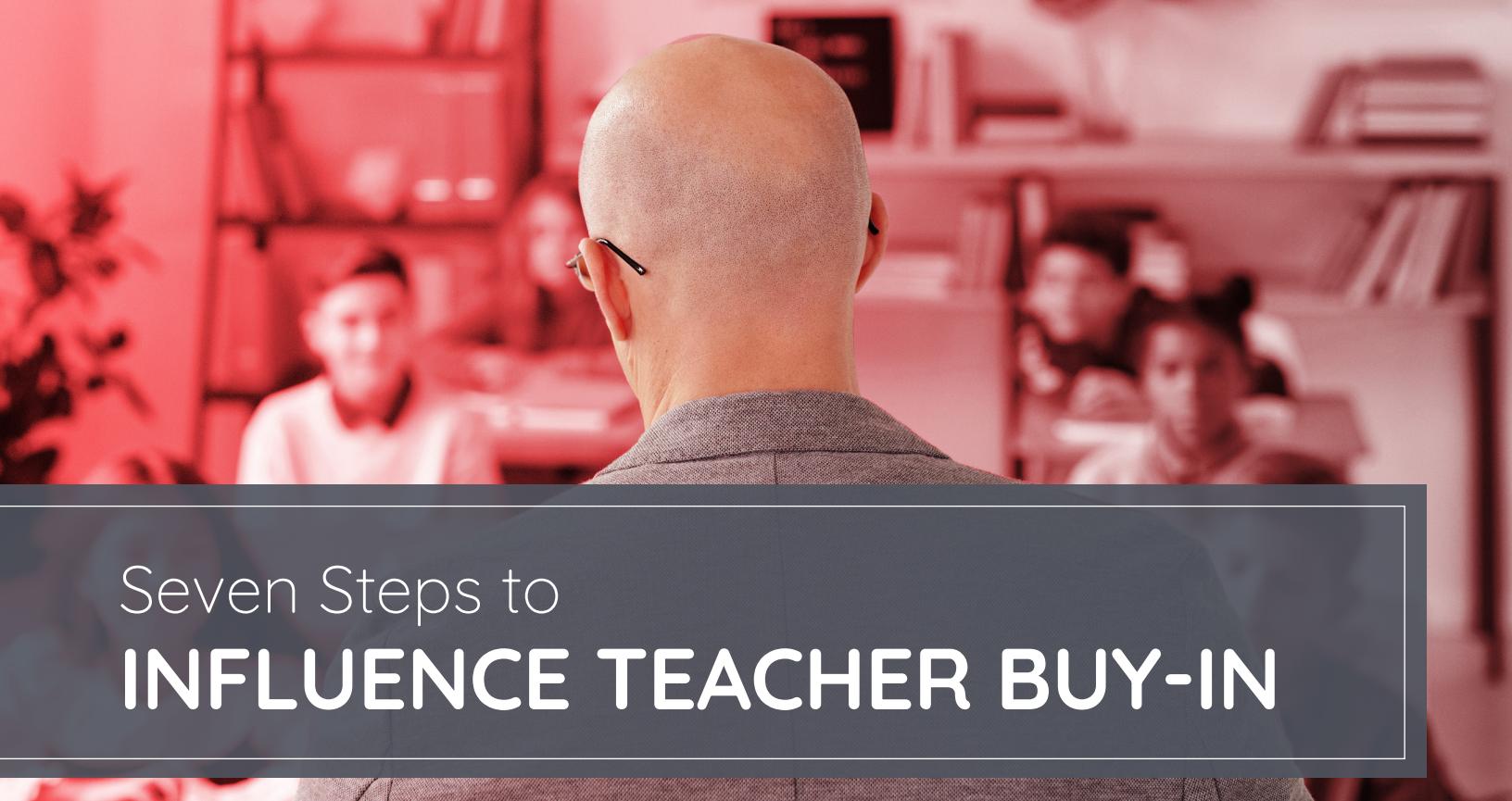
Seven Steps to
INFLUENCE TEACHER BUY-IN

STEP 1. BUILD TRUSTED RELATIONSHIPS

To persuade teachers to hear you out, they need to know you really care about their individual/grade level/school building needs. This will come through when you give them the chance to influence you.

Asking them what they and their students need will begin to help build this relationship. Below are a few questions that can help inform you of their needs as educators while simultaneously developing strong relationships:

- What are can you no longer tolerate?

- Are you looking for one tool to simplify your digital teaching life?

- What kind of experience do you wish to have in your classroom?

- Do you need something to help you while they work remotely?

- What is their average day like? What do they wish their average day was like?

81%

Teachers who say they most trust other teachers for input on new digital learning tools.

2019 Gallup Report

STEP 2. SEGMENT TEACHERS BASED ON NEEDS & EXPERIENCE

- Identify the most important pain points they've shared with you and their greatest desires for something to be made better.

- Look at your groups and see if there really are differences or not. Even if there are no differences, remember that they feel there are differences. You'll get better attention and response when they see that you are not lumping them into one big pot.

- For each subgroup, identify one or two teachers that appear to be the leaders, influencers, or just seem to have the respect of the majority of their peers. Ask them if they would be willing to, on occasion, help you vet new tool ideas by joining demonstrations.

STEP 3. DEMONSTRATE VALUE AND EFFECTIVENESS

- When you have identified a tool you believe hits the mark, ask the vendor to schedule a demonstration for you and one or more of your teacher influencers.

- Schedule the time on your teachers' calendars and include an additional 15 - 20 minutes for you and the teachers to "debrief" afterwards.

- When you schedule the demo with the vendor, provide them with a summary of the information you gathered in Step One so they will be able to tailor the demo to each group's interests and needs.

- Don't ask all teachers to join one demonstration, they won't all be interested in the same tool elements or have the same kinds of questions.

56%

Teachers who say there's not enough training made available on effective tech integration.

2019 Gallup Report
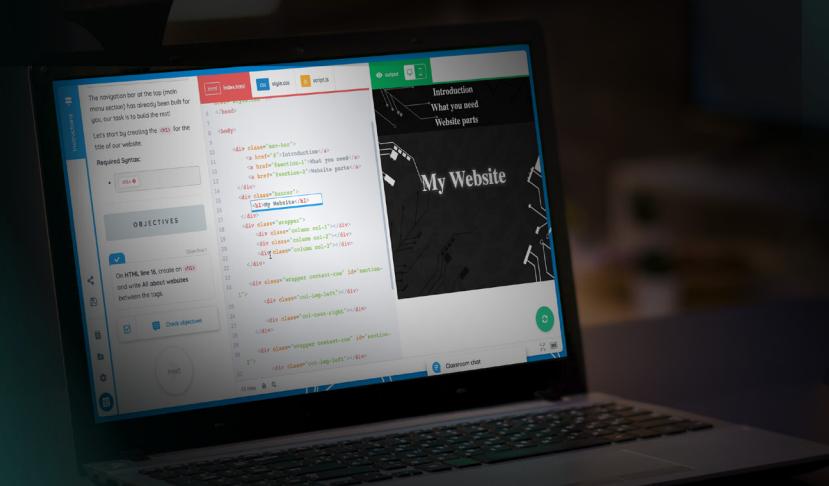
The easy way to

INTEGRATE
CODING & DIGITAL SKILLS.

STEP 4. GATHER FEEDBACK FROM YOUR TEACHERS

- Make sure the demo doesn't run over in time and if it looks like it will, ensure with the teachers that they will still have an additional 15 minutes or so afterwards to give their feedback. Don't leave this to an email; agreeing to let them send you an email with their feedback because 9 times out of 10 they will not be able to get to that email, or they will give you shallow, unclear feedback.

- You want verbal, in-the-moment feedback where the teachers hear from each other (if you have more than one teacher in the demo) whether over a conference call, or a video call. Just make sure to get their feedback immediately, before they forget their thoughts. Pay attention to who speaks and make sure everyone gets to have their voice heard.

- Take good notes or ask to record their feedback.

STEP 5. DISCUSS FEEDBACK WITH VENDOR

- Send your feedback to the vendor. Give them a chance to respond and correct any miscommunication. Demonstrations can take a turn in a specific direction based upon someone's comment, leaving everyone mistakenly thinking they've seen everything, when they've only seen perhaps 20% of what the tool can deliver.

- Let your teachers know you did this and that they'll be hearing from you with the vendor's response. Consider copying them so they see that their voices are truly heard, and that this is not merely a check the box exercise.

- Follow-up with both the vendor and the teachers, until you feel all parties have a good understanding of the value of the tool.

- Hopefully your vendor will provide you supportive material that will be easy to consume (quick to reach and absorb) that you can then forward to your influencer teachers.

- Send this material to your influencer teacher and ask them if they feel they can champion the purchase of this tool. If they say no, ask them why and work with your district or your vendor to help resolve their reluctance. If they say yes, offer them the materials that explain the tool, the Q&A responses specific to their needs from the vendor and, if possible, ask to be present, or if the vendor can and will be present (even if only by speakerphone), so everyone's questions can be asked, heard, and answered.

- At this point you've cleared all the hurdles and purchased the tool. Now you need to engage your vendor and your teachers in a unified effort to smooth the way to and through adoption so that the students are the ultimate winners.

- Your vendor should have thorough training scheduled and ready for your team at the level each teacher needs. Gather all of the training support resources available to teachers and make the list handy for them in an easy to find and access place. Some teachers will prefer to have all support in a more non-digital format, so that it is consistent with the way they structure and organize their workflows.

31%

Teachers who say it takes too much time and effort to use digital learning tools.

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A partner, not a product.

Unrivaled support that includes:

▶ Ongoing professional development and coaching instruction.

▶ More than 600+ hours of certified curriculum.

▶ Access to live chat night and day for technical and instructional support.
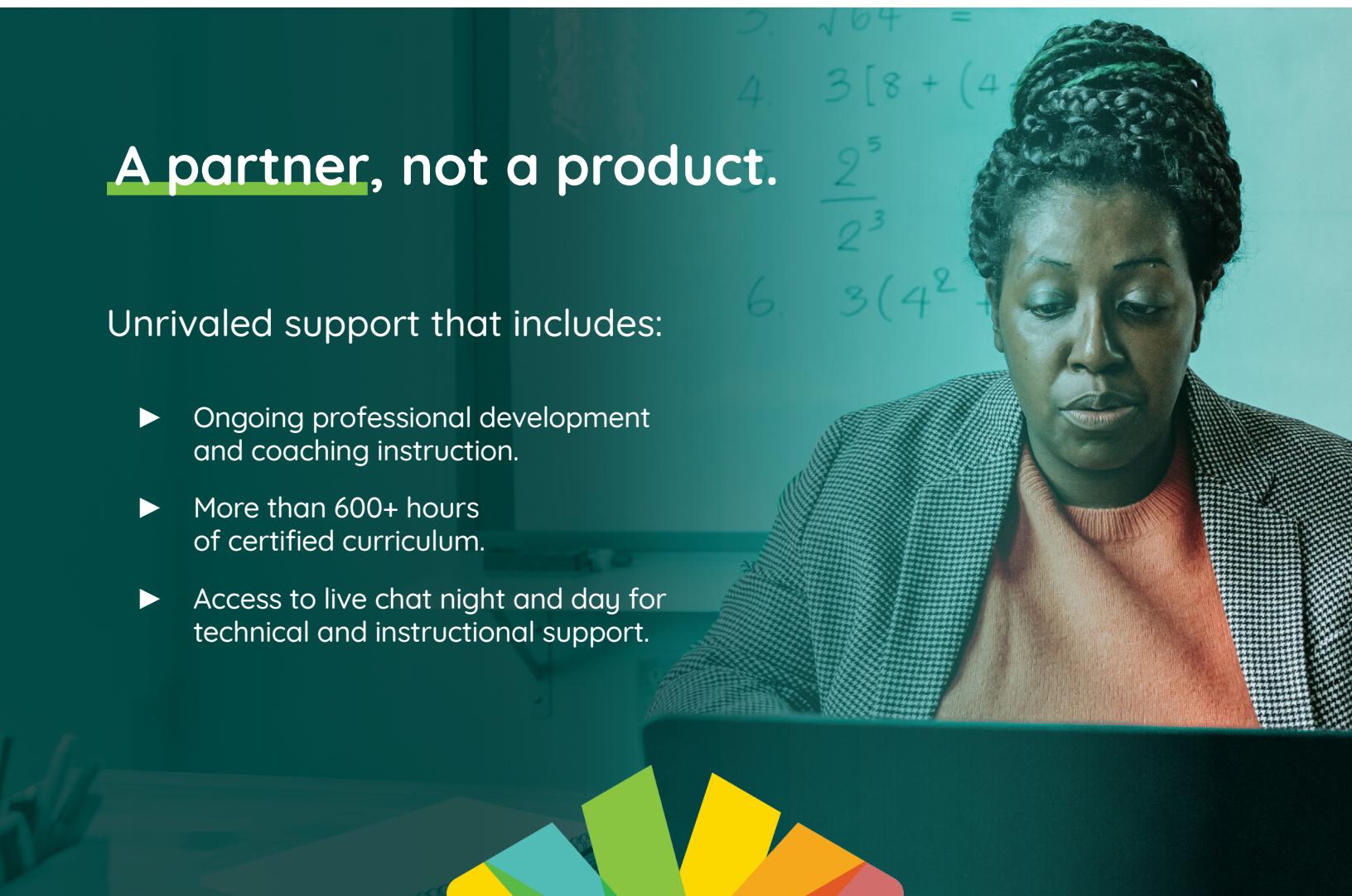
- Stay in touch in an uplifting way. When your teachers see you are a cheerleader for their success, rather than the tool's success, you'll win them over. Schedule routine check-ins on your calendar. Change is disruptive no matter how you package it. You are asking your teachers to make a change in their habit or routine. It's an effort to start a new habit and the level of effort seems to multiply when something else inevitably goes off the rails.

- Hopefully the digital tool you're deploying will help you, the Tech Integrator, quickly identify teachers who are rocking it and those who are lagging behind. (BSD Education's platform gives you this insight.)

- Armed with that information you can 'be there' for those that are experiencing trouble, praise those who are rocking it, and maybe even pair them with a teacher who is having difficulties.

- Be an uplifter and positive influence. When a teacher falls off the wagon, come at them with a helping hand, ask them what's happening and how they can be helped get back on track. Remind them of the value of the tool and how it's only human to fall back into "old ways" but only those who persevere and change with the tide will be the ones poised for future growth and momentum. Put it in your own words. You'll find lots of useful examples with some quick website searches.

> " The support is like nothing I've ever experienced - to be able to get help from sign-in issues to debugging of code, live, within a lesson, is worth the money alone for me; it's like having a second or third teacher in the room! "

Richard Burkhill

Rugby School Thailand
Head of Computing and Information Technology

LET'S BUILD SOMETHING DIFFERENT TOGETHER

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