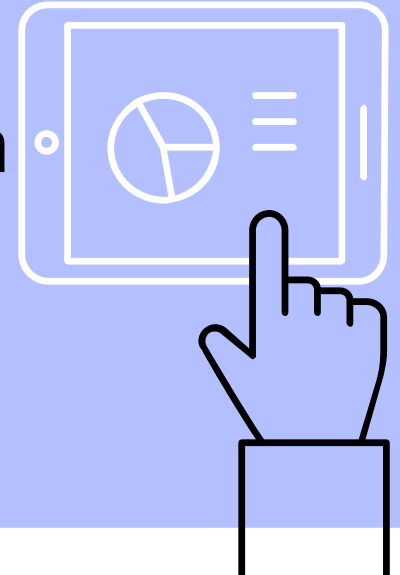
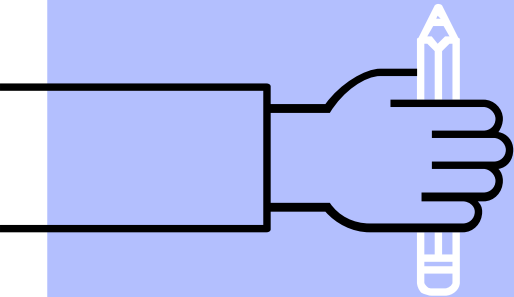
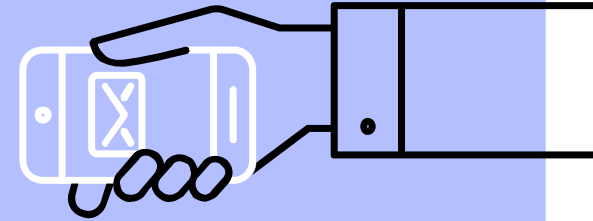
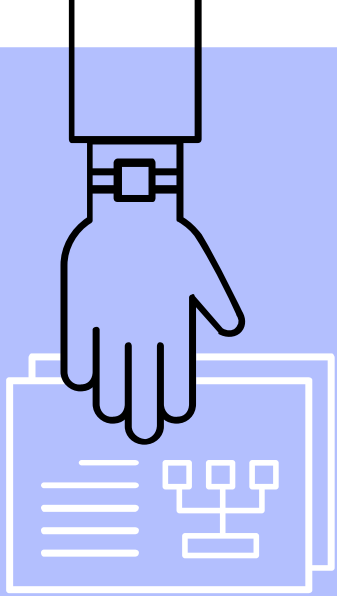


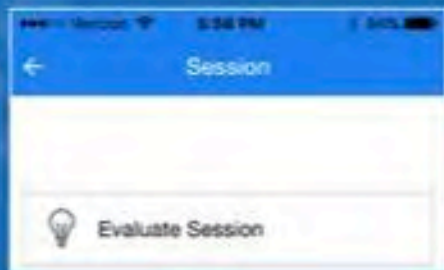
Making the Case: Strategies and Tools for Communicating Innovation





Session Evaluations Contest

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Must submit evals using the OLC Conferences mobile app or website

HELLO!

Eddie Andreo

AVP for Distance Learning
Cowley College

@EddieAndreo

Penny Ralston-Berg

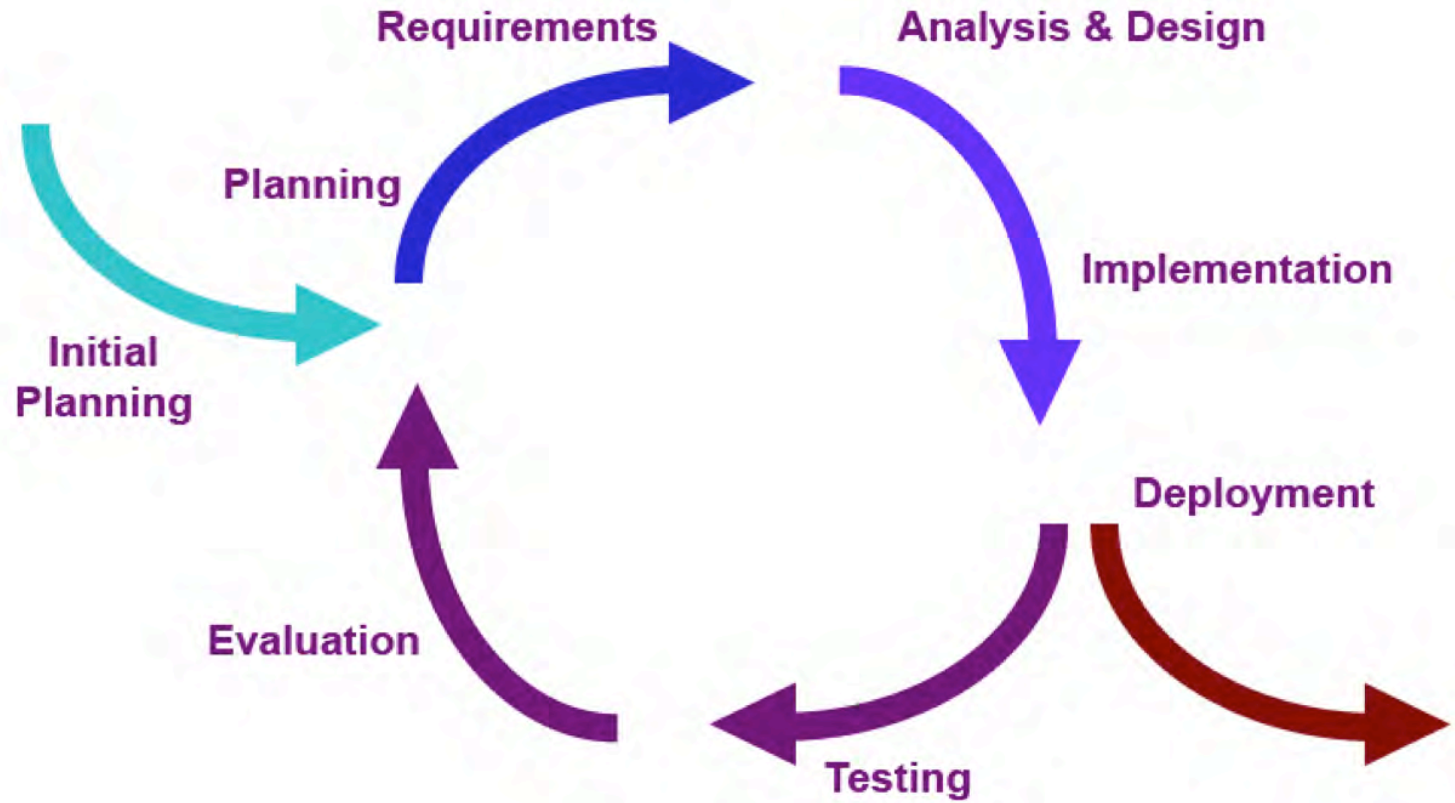
Senior Instructional Designer
Penn State World Campus

@pennymoved



INNOVATION AND YOUR DAY JOB





FIVE STEPS TO INNOVATION

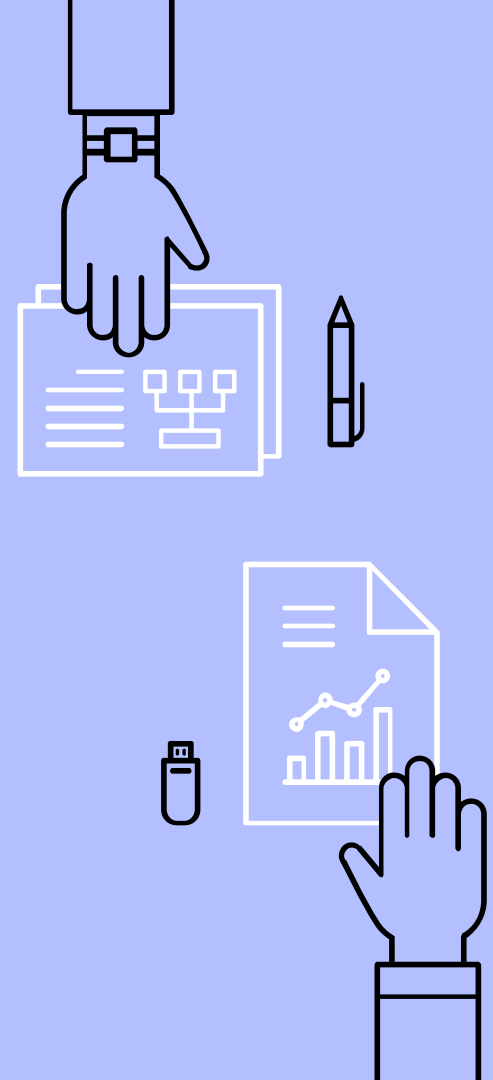
- ▶ Initial investigation
- ▶ Support the idea
- ▶ Plan a pilot
- ▶ Write a proposal
- ▶ Sell the idea



Let's get started!

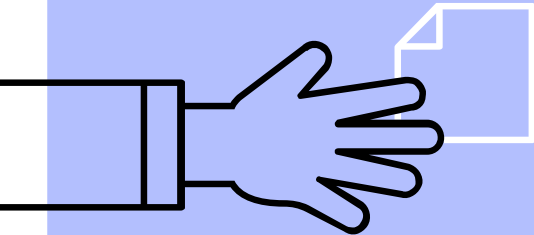
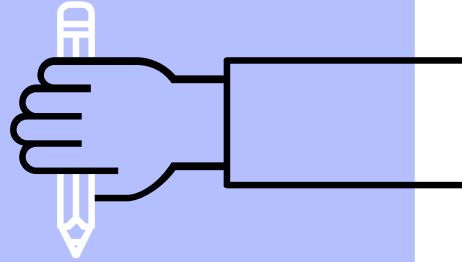
How many brought an idea?

Are you willing to share?



1. INITIAL INVESTIGATION

Put ideas to paper

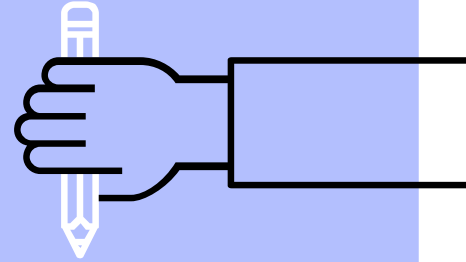
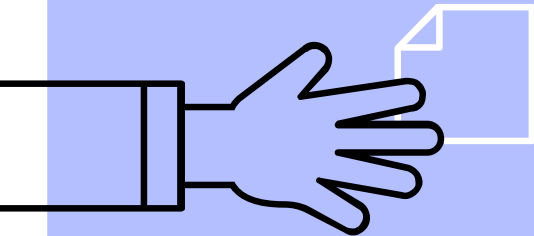


Initial Evaluation: Put Ideas to Paper

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?

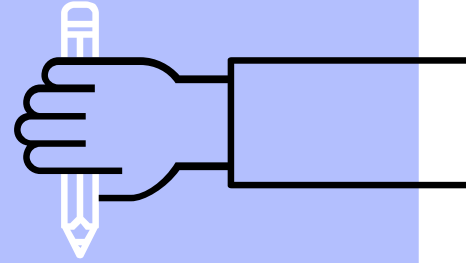
Potential Resources



Making the Case (OLC Innovate...

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

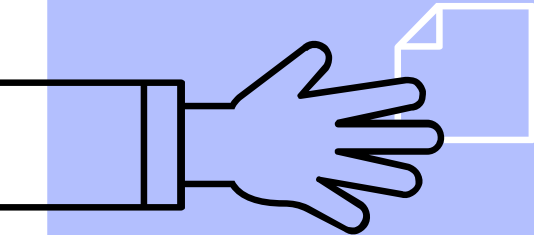




3.

PLAN A PILOT

Iterative Design and
Evaluation





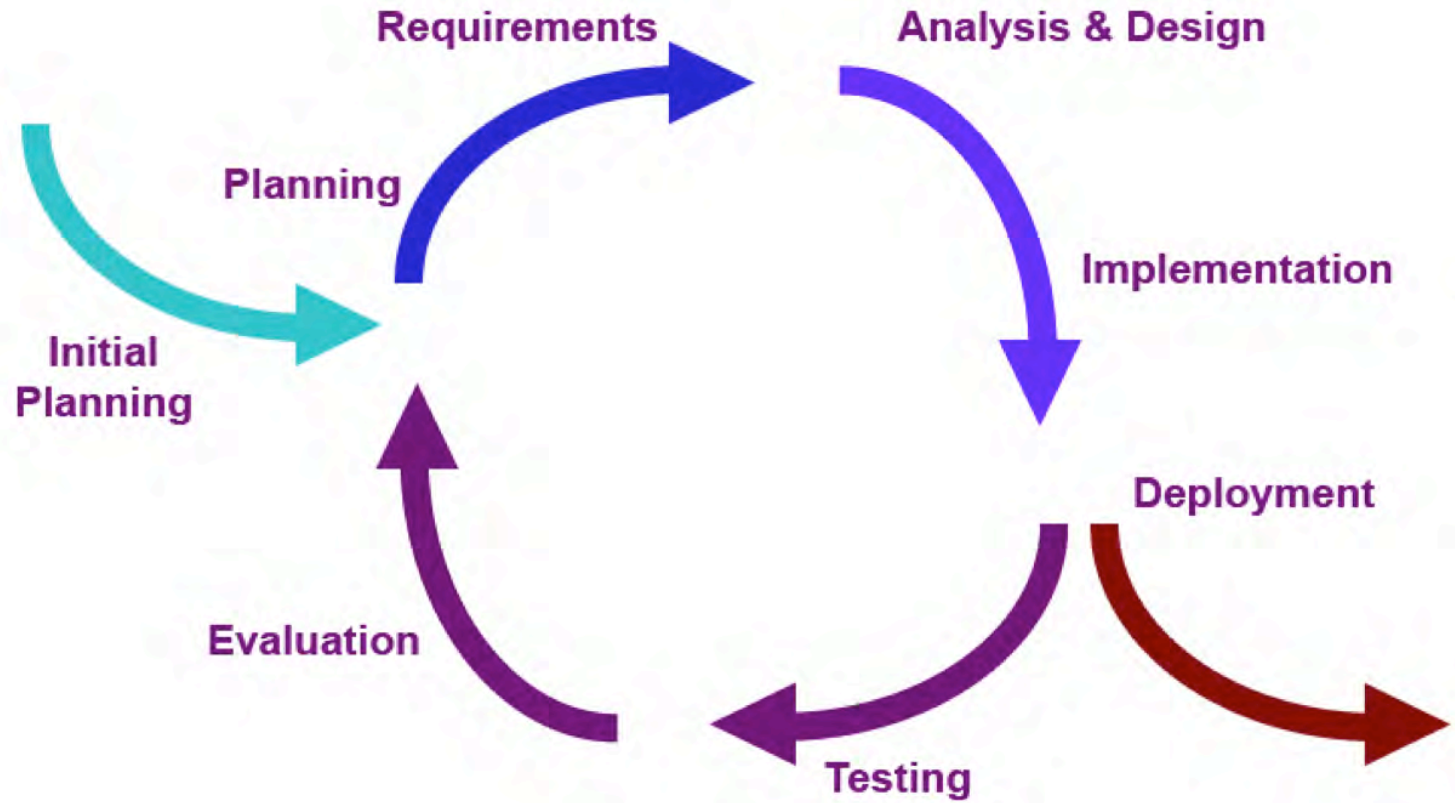
*Small steps / little wins
lead to big wins and
progress!*

Ruth Newberry



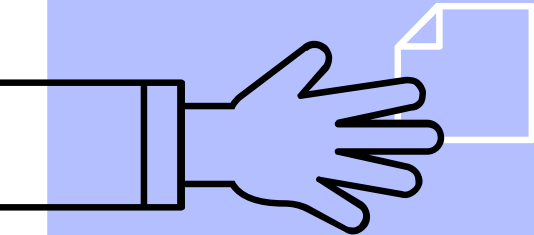
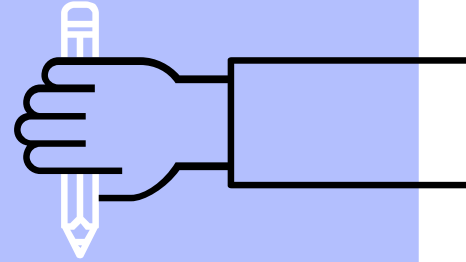
Plan a Pilot: Iterative Design and Evaluation

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

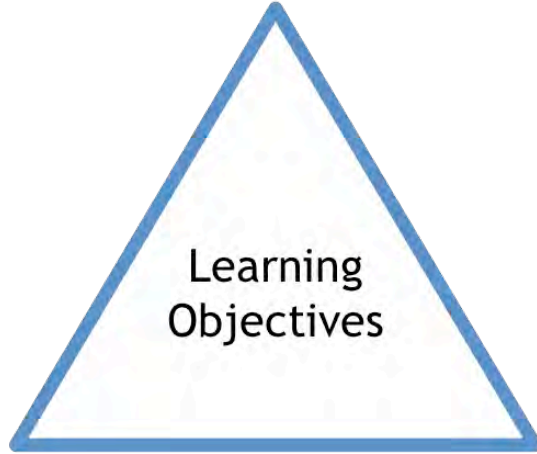
Request Resources



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

Write a Proposal: Request Resources

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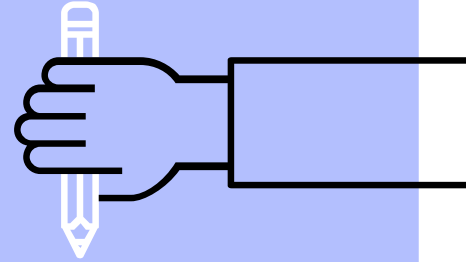
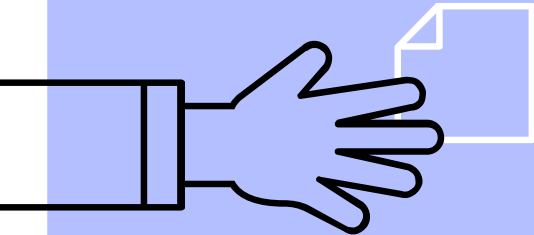
Elevator Speech



Source: http://muppet.wikia.com/wiki/The_Elephant_Elevator_Operator

5. SELL THE IDEA

Get buy-in



Support the Idea: Resources and Research

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

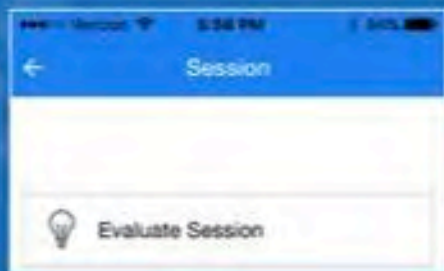
@EddieAndreo





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CREDITS

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

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

