Making the Case: Strategies and Tools for Communicating Innovation
Session Evaluations Contest

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Click “Evaluate Session” at the bottom of session details screen
- Complete session evaluation*

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**Five (5) $25 gift cards** will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website
HELLO!

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Penn State World Campus  
@pennymoved
INNOVATION AND YOUR DAY JOB

Source: https://www.youtube.com/watch?v=SSUXXzN26zg
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)?  
<table>
<thead>
<tr>
<th></th>
<th>What is the potential instructional use?</th>
</tr>
</thead>
</table>
| 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

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


Potential Resources

Making the Case (OLC Innovate...)
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? |
16

Source: http://managingelearning.com/?s=agile
4.

WRITE A PROPOSAL

Request Resources
Write a Proposal: Request Resources

<table>
<thead>
<tr>
<th>What?</th>
<th>What specifically are you requesting?</th>
</tr>
</thead>
</table>
| 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? |
## Write a Proposal: Request Resources

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What is the benefit to the organization?  
What are the potential positive and negative effects on students? |
| Next Steps | What’s your elevator speech? |
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?  
<table>
<thead>
<tr>
<th></th>
<th>What is the difference between sharing and selling?</th>
</tr>
</thead>
<tbody>
<tr>
<td>How?</td>
<td>How can I push ideas up the chain?</td>
</tr>
</tbody>
</table>
| 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