Educational Systemic Change

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Impacting Perceptions of Practitioners for a Refined Understanding of Educational Systemic Change through a Practitioner Focused On-line Presence

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What if…..

- What would it be like if practitioners and community members had an understanding of educational systemic change?
Systemic change is a strategic vision and systematic process for achieving the future.

Problems associated with America’s public schools are well documented, pervasively discussed, and have been a focus of intense discussion and debate practically since the inception of a public education system.

Why so little progress with so much current and historic emphasis, attention, and resources? Massive changes in society are making the current paradigm of education and training obsolete – inadequate to meet our new educational needs and realities – just as the one-room schoolhouse was made obsolete by the industrial age.
Objectives

View of educational systemic change

Value of Usability Study

Evaluate the research of a study

Identify what practitioners say about a Systemic Change Website:  
http://systemicchange.wordpress.com/
It is all about being fair...
Personalizing learning experiences is a key to be fair!

Personalized Learning in the 21st Century: from vision to action

Technology as enabler for new paradigm of education
The Need is Nationally Recognized!
Some Highlights

- The USA Race to the Top initiatives and reports
- University programs
- School Official Certifications
- The International Society for Technology in Education (ISTE)
- Backlash to No Child Left Behind
- Voices of Vision
- Multiple authors/researchers
What can we do about it?

- The **national movement** towards understanding change provides a ripe time for the AECT division.

- Creating an **accessible repository** of material may bridge a divide between practitioners and academics/researchers for understanding systemic change.
Usability Study - Context

- Fall 2012
- 17-item usability survey
- 11 graduate students

7 Point Scale

- Website: 5.6
- Video: 5.6

Overall Satisfaction: 5.9
Background to Project Goal

- Bridge gap between practitioners and researchers of educational systemic change

Begin a conversation

Researchers  ➔  Practitioners

Increase profile on the web and become a Viable Resource Center for Practitioners

Division of Systemic Change Strategic Plan Strategic Goal 2.5. This goal is about extending the reach of our division and expanding the promise of systemic change into leadership preparation programs.
2012 Recommendations

Providing concrete examples of how systemic change works in public education

Opportunities - Recommendations

Videos were effective – More?
Usability

- Access to what you are looking for fast and conveniently
- Efficiency, Effectiveness, and Satisfaction (ISO-9241)
- UX or User Experience is becoming more important in our “information overload” world.
- 25-35 seconds to convince a user to stay (Nielsen & Loranger, 2006).
- Usability provides precise way of measuring and improving websites in a systematic fashion.
Research Questions

1.) How do practitioners perceive the overall usability of the website?

2.) Does the practitioner find the website’s content useful for understanding systemic change in K-12 schools?

3.) After time spent on the website, do practitioners perceive that they would like to learn more about systemic change for the benefit of leading change efforts?

4.) What suggestions do practitioners give for the improvement of the on-line delivery and conversation systems to connect practitioners with researchers of educational systemic change?
Method

Social Networks, Emails, 1 Graduate class

Solicitations - Online
Survey - 23 Item study

Completed

41 Participants
Participants

20 K-12 Education + 16 Higher Education + 5 Other = 41 Participants

57 Multiple Choice
Findings
Question 1: How do practitioners perceive the overall usability?
Open Comments

- **Positive**
  - Design - Clean
  - Architecture - Efficient
  - Navigation - Easy

- **Negative**
  - Mechanics - Some links didn’t work
  - Content - Not in-depth
  - Reliability – Can verify who completed
Question 2

Does the practitioner find the **website’s content useful** for understanding **systemic change** in K-12 schools?

![Bar chart showing perceptions in representing systemic change]

- **High Quality**: 85
- **Useful**: 90
- **Videos Efficient**: 85
- **Efficient overall**: 95

**Perceptions in representing systemic change**
Open Comments - Positive

- CONTENT: 3 Positive Comments on video learning and organization - Home page and Individual

- “I felt that the site facilitated learning at both a surface or deep level. I loved how the video names were meaningful and spoke to the section heading.”
Question 3

After time spent on the website, do practitioners perceive that they would like to learn more about systemic change for the benefit of leading change efforts?

Corresponds with Survey Question: Why are you interested in Systemic Change?

Answered Characterized by the following:

Dissatisfaction

Informed

Leadership
Dissatisfaction – 9

Comments

- Schools need it & how is important
- No child left behind failed

I feel like it's constantly the same old song playing on the record player...children aren't getting the education they need or deserve. It's frustrating. But it's great to know people are still out there trying to help fight this system of standardization.
I am an educator. I want to prepare my students for their futures as best I can.

I'm a librarian any change to education will change what the library should offer its patrons.
Leadership – 2 Comments

know how to lead it

The organization I work for, Curriculum Leadership Institute prides itself on help school districts achieve positive systemic change.
Question 4

What suggestions do practitioners give for the improvement of the on-line delivery and conversation systems to connect practitioners with researchers of educational systemic change?

2 Mechanics – Links

4 Design of information – Graphics & Brighter colors

1 Architecture – Videos tab

3 Content – Specific Strategies, Tools, Examples of working, more personal, Success stories

3 Reliability of information
Conclusions
Usability Study – CONTENT

- Fall 2013
- 23-item usability survey
- 57 practitioner

7 Point Scale

- Relevant & Useful 5.5
- Website 5.7
- Video 5.7
- Overall Satisfaction 5.7
Overall Participants felt...

- 59% Use website in future
- 82% Recommend to a colleague
- 14 Supplied Email
Conclusion

- **Interest with** Practitioners

- **Why interested?** Dissatisfaction & want to be informed

- **Limitations**
  - **Usability study** – short survey & not an in-depth understanding
  - Does generate interest? **Maybe**
  - **Question:** Is it worth it?
  - **Changes to website to consider:** Design/graphic/link


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