Supporting Technology Adoption through Strategic Planning

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Supporting Technology Adoption through Strategic Planning

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Quick review of barrier types
Layers of technology
Where are people at?
The curve
Planning for success
Roger’s theories (beyond the bell)

Overview
barriers
5 categories of barriers

- Technology
  - Access
  - Reliability
  - Complexity

- Process
  - Project management
    - Support
      - Faculty
      - Staff
      - Student
    - Professional development
      - Effectiveness
      - Focus
      - Pedagogy & technology
      - Type & format

- Administration
  - Control
    - Institutional support
  - Misunderstanding of required effort
    - Compensation & time
      - Rewards & recognition
      - Time requirements

- Organizational change
  - Changing roles
  - Shift to business model
  - Tensions between administration & academia
  - Legal issues

- Technology effectiveness

- Effective use
  - Resistance to change
    - Self-efficacy & background
      - Technology background
      - Instructional experience
      - Self-efficacy
    - Perception of quality & effectiveness
      - Participation in professional development

- Environment

- Faculty

Lack of faculty adoption of instructional technology
Access
Reliability
Complexity

technology
Project management
Support
Faculty Professional Development

process
Organizational Change
Tensions between administration and academics
Legal Issues
Course and technology effectiveness

environment
layers
Layers of instructional technology comfort

1. Basic computer
2. Internet
3. Blackboard
4. Discussion groups
layers of pedagogy comfort
where are people at?
layers of technology comfort
<table>
<thead>
<tr>
<th>Pedagogy Comfort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturing</td>
</tr>
<tr>
<td>Asking questions</td>
</tr>
<tr>
<td>Grading papers</td>
</tr>
<tr>
<td>Managing discussion groups</td>
</tr>
</tbody>
</table>

*layers of pedagogy comfort*
the curve
Individual innovativeness theory

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%
Innovators: 2.5%
Early Adopters: 13.5%
Early Majority: 34%
Late Majority: 34%
Laggards: 16%

rate of adoption
beyond the curve
1. time
2. innovation itself
3. communication channels used
Laggards

Type of Support Required for Adoption

Time

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

time and adoption
planning for success
Successful implementation will mean…

- 10 faculty adopting by end of fall semester
- 25 inquiries (email, phone, in-person, etc.)
- 25 more committed to trying by spring
- At least 3 colleges represented

define it
detailing the plan
communication channels used
Stages in individual adoption

- Awareness
- Interest
- Evaluation
- Trial
- Adoption
<table>
<thead>
<tr>
<th>Tools I will use</th>
<th>Timing(s) of use</th>
<th>At what level does the tool provide info?</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Aware</td>
<td>Know</td>
</tr>
</tbody>
</table>
| Demonstration  | 1/1            | √     | ●    | ●     | ●     | + High impact  
|                |                |       |      |       |       | × Limited audience |
| Email          | 1/12           | √     | √    | ●     | ●     | + Fast  
|                |                |       |      |       |       | + Cheap  
|                |                |       |      |       |       | × Likely to be ignored |
Technology newsletter article or ad
Web site news
Introduce at Community of Practice
Email to university
Create a Community of Practice Online
Training manual
Interactive computer presentation
Staff Orientation/Induction
Pilot
Special Event
Show testimonials on lunch room tvs
create a user group
Posters
Build into new staff pre-agreement packet
Demonstrations
University Newsletters
Training Workshop
Dept Meeting
Presentation
Lunchtime Presentations
Internal Conference
where?
Innovation’s perceived attributes:

1. relative advantage,
2. compatibility,
3. complexity,
4. trialability, and
5. observability of results
Stages in individual adoption:
- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Innovation’s perceived attributes:
- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability of results
Stages in individual adoption:
- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Innovation’s perceived attributes:
- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability of results
relative advantage – you have access to your eTexts where ever you have a device

compatibility – you can use your pc mac, or smart device and you can use it for note-taking just like you do a regular book

complexity – 5 minutes to download and you are set

trialability – you can try it now free

observability of results – you will see how easy, fast, and useful it is

what do you say?
relative advantage – I found it is MUCH faster than the old system

compatibility – I didn’t need to change much of my old presentations at all

complexity – it did take me a couple of minutes to find things, but now its pretty easy

trialability – I got a free 30-day trial

observability of results – look how much better my slides look

get that testimonial
tie it together
understand the barriers
what people face
what you can manage
plan for them
define success
plan for success
go beyond ‘what’s new’
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