A photograph of students in a classroom. In the foreground, a young girl with curly hair is looking at a tablet. Behind her, a boy is also looking at a tablet. There are papers and books on the desk. A blue semi-transparent box is overlaid on the right side of the image, containing the title and subtitle.


How to Roll Out Technology to Students

Best Practices Guide



www.kajeet.net

(240) 482-3500

A solid blue horizontal bar at the bottom of the page.

Overview

Technology in the K-12 Classroom

The use of online tools, collateral, and multimedia is widely becoming common-place in every type of curriculum and across every grade level. Educators are quickly incorporating digital learning into classroom pedagogy because they understand the power these resources bring to the learning experience.



Overall, these technology resources help engage students and foster learning in an interactive manner, moving away from the traditional lecture-based model and toward personalized learning. Technology also provides an opportunity for students to apply learning to real-world situations, or even take a field trip without leaving their seats.¹

Today's students are technologically savvy and easily embrace digital learning. In fact, a recent study shows that more than 70 percent of students in grades K through 12 think every student should have access to a mobile device during the school day to embrace learning.² Additionally, 30 percent of high school students use the Internet on a daily basis to complete their studies.³

Technology has the ability to change the classroom and enhance learning. Digital learning is here to stay.

But technology rollouts can quickly become complicated and disorganized. Kajeet created this guide as a roadmap to keep schools focused on the end goal: **a successful device roll out for your students.**

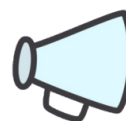
Let's get started!



¹ Office of Educational Technology
² Project Tomorrow Speak Up Survey
³ Federal Communications Commission (FCC) 2015

Student Technology Roll Out Checklist

- Develop Your Plan
- Engage with Parents
- Identify Your Team
- Deploy Devices
- Find Funding
- Plan Ongoing Check-In Meetings
- Select Program Manager
- Report Progress & Successes
- Create Marketing Plan
- Host Staff Training





Develop Your Plan

It's Easy As 1-2-3

Creating a plan shouldn't seem like a daunting process. In fact, having a plan in place with goals, objectives, action items, timeline, budget, and ways to measure, ensures buy-in from the administration which can lead to success. Your program strategy may be tied to a larger plan, such as your district's digital curriculum or mobile learning plan. Begin there.

Your Plan Should:

- Define success based on measurable data (e.g. increase in student attendance, parent engagement, student test scores, graduation rates, student engagement, etc.).
- Ensure you have unfettered access to the data.
- Ensure goals tie technology to your core instructional goals.
- Define how to gather support and participation of all of your team members.
- Include a timeline and deadlines. Make sure your timeline includes device and service procurement, staff training, device testing, deployment, program evaluation, and results analysis meetings.

Points and Details to Consider

As you develop your plan, here are a few questions to think about regarding the new devices:

- **Which students/schools need intervention?** Identify specific steps needed to help students/schools improve in certain areas. How do you identify these? Could (or should) your plan support Title I parental involvement goals?
- **Which type of program works best?** (1:1, Library Check-Out, BYOD)
- **How do devices get from the warehouse into students' hands?**





Identify Your Team

Teamwork Makes the Dream Work

Relationships and communication with cross-functional teams are critical to the success of any program. Establish an interdisciplinary team to plan and manage the initiative. Technology and curriculum staff may be the obvious partnership, but don't neglect other areas like: Special Education, Librarians, Transportation, and Top District Administrators.

Technology in the classroom and at home can lead to better test scores, grades, graduation rates, and attendance. Others in the district will be interested in seeing your program succeed.

Who Might Be Part of Your Team?

Consider all the stakeholders for the technology program and what role they might play:

Director of Curriculum/Instruction

PTA Representative

Director of Technology

Student Representative

Chief Academic Officer

Director of Student Services

Director of Special Education

Teachers

Library/Media Resource Directors

Social Workers

Director of Federal Programs

Director of Communications

Chief Information Officer



Roles

Decide who will do what and in what timeframe. When you start the conversation in your district it's important to consider digital equity and discuss how it can improve student achievement and improve the community. Involve teachers, students, and community representatives. Engage the PTA in offering the parent perspective. In developing your team, the [CoSN District Leadership Team Assessment](#) might help to evaluate your team's success.

One or more individuals may fill the following important roles in the program:

Program Administrator (primary point of contact with vendor, deployment lead, point of contact for school or district staff)

Technical Lead (technical and content management advisor)

Instructional Lead (reviews reports and analytics)

Executive Sponsor (champion, liaison with administration and School Board)

Purchasing Lead (procurement, keeper of the agreement and terms)

Student Involvement

Reach out to students to gather their input on the devices. You can host a focus group or send a survey around to a sample of students. Since they will be the people using the devices, go right to the source for their opinions.



TIP: If there is strong student interest, make an official student tech team or club. They can help before, during, and after deployment.





Find Funding

Because Money Doesn't Grow on Trees

Technology requires funding, which continues to be one of the biggest challenges facing schools. Finding funding should be a part of your digital strategy and budget. Often it is challenging to get a program up and running without including it in the budget of the previous year. Consider one-time infusions such as bond funds to use over a multi-year period.

Piloting a program with clear goals, objectives, and measurable outcomes will help support additional funding and possible expansion for the future.

Examples of clear goals include: increasing test scores, increasing parent participation, or increasing online homework hours.

TIP: Initial funding to launch a program is a great start, but there should be commitment to sustain it for the future.

Funding Options

The good news is that there are private foundations, local grants, and federal funds that can be used to fund or assist in funding technology initiatives. Many districts are already tapping into these funds to purchase and develop new or existing technologies, enhance students' computer skills, offer professional development, increase parent involvement, and work with data to improve academic achievement for all.

Download **99 Grants**
to fund your tech initiative



Kajeet has created a free, online database of foundations and grants that can help schools close their Homework Gap. Visit HomeworkGapFunding.com.





Manage the Program

Who's the Boss?

Whomever you choose to manage your technology program will depend based on your interdisciplinary team and the plan (goals/objectives/timeline/metrics). Every program needs a leader — one who is accountable for the outcomes and who is familiar with stakeholders and deployment methods, challenges, and successes.

An Effective Manager Should:

- Be a leader who can communicate and reflect the vision of the program.
- Understand the district ecosystem and all the stakeholders.
- Manage the technology and support, and understand the curriculum.

You're Not Alone

As the program manager, he/she should not be a one-person team, on the contrary. Enlist the help of a teacher advocate. A teacher advocate should:

- Understand the devices (along with basic troubleshooting knowledge).
- Stir up excitement with fellow teachers for the device.
- Serve as a liaison between students and stakeholders.





Market the Program

Spread the Word

Now that you have created your technology plan and identified your team, you need to get the word out. Experience has taught us that simply placing devices in the media center or alerting the principals will not ensure that your students are fully aware of the program. Whether you're distributing devices as a library check-out to students, BYOD, or assigning as a 1:1 program, it's important to market your program.

Name Your Program

The easiest way to generate “buzz” and excitement around the program is to give it a name. A program with a symbolic, meaningful, or catchy name is easy to remember and something the district, administrators, teachers, and parents can rally around. Even better to create a memorable acronym, one that is easy to remember and pronounce.

Examples:



Notify Parents and Students

Distribute Flyers

- Provide flyers students can take home.
- Have available for parent-teacher meetings and back-to-school night.
- Place flyers in the waiting area of your schools, on common area bulletin boards, and in community centers.
- Include in your regularly scheduled district or school parent communications.

Send Text Messages

If your school or district collects parent cell phone numbers, then an effective way to alert the parent-base may be to send text messages.

Automated Phone Messaging Service*

Those families that do not have, or cannot afford mobile phones, will likely have landlines in their residence. There are a number of inexpensive services that can send automated phone messaging to your parents.

School Messenger (www.schoolmessenger.com)

CallFire (www.callfire.com)

One Call Now (www.onecallnow.com)

Dial My Calls, Inc. (www.dialmycalls.com)

PhoneTree (www.phonetree.com/industries/schools-students)



*Kajeet does not endorse any vendors listed. These are simply organizations we are aware of that provide the service mentioned.



Train Staff

Professional Development? More like Personal Dedication

Someone at the district level has most likely made the purchase for your devices, but teachers and school-based staff need to understand what's available and how to operate it, successfully.

Before deploying your technology program, determine all the players of your team.
(Since you already identified your team and their roles earlier, this should be easy.)

Make sure they all understand the goal, the metrics to measure success, and how to operate and market the program. The more people within a district who understand the potential and its use, the more successful your program will be now and in the future. How you chose to implement your technology plan will determine who should get trained.

TIP: Professional development days or mini technology camps your district already has are also a great time to train your entire team and rally support for the technology program.

How Will You Distribute Devices?

Library Check-Out

Train: Librarians, Media Resource Specialists, School-Based IT Specialists, Teachers

1:1 Program / BYOD

Train: School-Based IT Specialists, Teachers

Special Programs (Special Education, Migrant Family Program, etc.)

Train: Program Director, IT Director, Librarians, Media Resource Specialists, School-Based IT Specialists, Teachers



Engage Teachers

Understand how teachers use technology in their classrooms so they can provide relevant instructional support. Make sure teachers are familiar with the new technology.

Market the program and availability of resources. As classroom leaders, teachers may find themselves out of the loop from district-level decisions – and not aware of all resources available to support their lessons. District leaders should market the devices so teachers know what their students are accessing.

Provide opportunities for teachers to learn, practice, and share instructional strategies. Make resources available in a variety of formats. Support instructional staff in developing new technology-rich lesson plans.

Remove barriers to access technology by making devices easily available to students who have a need. Encourage teachers to support students taking home devices to finish homework.

Share utilization data. Show teachers the data you are collecting. In a 1:1 deployment, each device represents a child. Tell that child's story.

Recognize teacher's efforts by celebrating success. Reward the teacher responsible for best incorporating new devices into their lesson plans. Host a ceremony for the student and teacher team that made the most measurable improvement. Invite parents and students to participate in a joint celebration with their teachers.



Gather feedback from teachers.

Find out how devices are working and if students are progressing towards their goals.



Engage Parents

Communication is Key

Securing parental approval and support for the technology in the home is crucial and districts are finding that a few key steps, such as strong communication and asking for input, can help their tech initiatives be more successful.

Communicating with Parents

Involve parents and community stakeholders at every stage of the process during planning, deployment, and evaluation. Although there is no one right way to communicate with your parents, face-to-face has the biggest impact since it allows for dialogue. Here are a few suggestions:

District-Wide Parent Evenings

Host district-wide evenings to discuss the technology program. Form a committee with parent representatives from each school to meet regularly and talk about your initiative.

Community Organizations

Use community centers and organizations to communicate district plans and how it will improve the community.

Parent Ambassadors

Enlist current parent ambassadors who are champions for your plan to reach out to other parents and host coffee hours that administrators attend to build relationships.

Student-Led Parent Professional Development

Empower students to walk family members through the technology (hardware and software) used at home/school to get parents excited about the possibilities.

Student Volunteers

Use student ambassadors to speak at churches, libraries, community centers, or help reach out to students whose parents/family aren't able to make events on campus.



The venue to communicate is important and specific to your parent population. Keep in mind working parents or parents who may work two shifts. In addition, note the native language. For many families, their children are the translators for the parents. By hosting sessions in their native language, you will gain their trust, show you care, and build the relationship.

TIP: Explain to parents how the technology is being used and how it helps overall academic, social, and emotional success. Share success stories from your district.

Ask for Input

Communication goes two ways. While presenting your plan is always important, listening to what parents and community organizations have to say about the tech plan is equally important.

Survey and Market to Parents

Focus groups are a great forum for getting feedback and establishing relationships with parents. It is also an opportunity to brainstorm solutions when there may be challenges for certain students.

Training

There are parents who make the decision to opt-out of tech programs. This happens for a variety of reasons. Many times they are afraid of the responsibility, fearful of the technology, or afraid of what mobile access will bring.

It is important for districts to educate parents on proper tech usage. Some districts amend policies so that students who bring home devices aren't liable for breakage, as long as there is no negligence.

Some schools offer tech classes that cover general technology topics, as well as the devices and tools the district students use. Others create tutorial videos that parents can watch at their leisure. Many parents are unfamiliar with the equipment or being online, so it's helpful to do some ground work before discussing devices.



Measure

Parent engagement is a key metric for districts to show success. Many funding sources, including Title Programs (Title I, Title III, etc.), look to fund programs which will increase parent engagement.

Some potential metrics:

- Number of parent interactions/training session(s).
- Volume of parent traffic on district portal or LMS.
- Number of parent/teacher conferences.



Whether your families hear about your district's tech happenings via flyers, snail mail, email, text, Twitter, Facebook, your website or district app, or face-to-face at a Back to School Night, the key is to make them feel included, listen to and address their concerns, and clearly describe what is happening and why it matters. Having parents on board can help take your tech program from good to great.

Use Guidelines and Permission Forms

It is critical before sending any technology home that both students and parents understand the expectation for their devices. Districts should always get permission from parents before sending home technology.

Here are sample documents to help with this process:

Loaner Device Agreement [\[PDF\]](#) [\[Word Document\]](#)

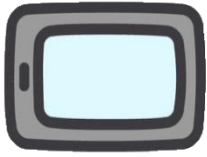
Code of Conduct [\[PDF\]](#) [\[Word Document\]](#)

Acceptable Use Agreement [\[PDF\]](#) [\[Word Document\]](#)

Parent Permission Form [\[PDF\]](#) [\[Word Document\]](#)

Kajeet Guide for Parents and Students [\[PDF\]](#)





Deploy Devices

And We Have Liftoff!

Successfully getting devices from the warehouse into students' hands can seem like a huge undertaking. A launch event with students, parents and teachers is the best way to get parent permission, as well as instruct students of proper usage, highlight digital citizenship, discuss filters, and acceptable use.

Best Practices from Kajeet Clients

- **Fully charge devices** prior to the distribution event. Nothing breaks the heart of a child more than turning on the device and having it not work because someone didn't charge it.
- For a 1:1 program, **pre-assign and bundle devices** (perhaps using a knapsack) with other resources they might need before the event. This saves the team time during distribution.
- **Invite district technology and school-based staff to address issues during deployment.** Having someone from the school-based team, as well as the district, can help students and parents feel confident.
- **Invite all stakeholders to the launch/deployment**, including the program administrator, technical lead, instructional lead, and executive sponsor.
- If your school culture supports it, **enlist student tech teams/leaders to help with deployment.**
- Use the opportunity to **explain to parents and students about acceptable device use.** Here is an example from Kajeet [[PDF](#)].





Plan Ongoing Check-In Meetings

Keep the Ball Rolling

Once your program is launched, it is important to regularly check in with students, teachers, and your entire program team to evaluate its progress. Is the program heading in the direction to achieve objectives? What does the data tell you about usage? How could/should devices be differently distributed?

Attendees

It is important for the planning and the one-year evaluation meeting to include the following team members:

District staff

Partner participants

School-level staff

Vendor staff

Topics

During the initial meeting, discuss with your team:

- **Project history and design**
- Measurable **project goals**
- **Number of student participants, grade levels, selection criteria, distribution process**
- **Parent involvement plans**
- Possible **summer school** options
- **How to share success** with the community





Report Progress & Successes

The Sky's the Limit

Reporting progress on your program to all stakeholders gives you an opportunity to shine, as well as make the necessary modifications to improve.

Make sure to compare pre-deployment results with post-deployment results, based on the goals and objectives outlined in your initial plan.

Remember, data is a tool and should be used in conjunction with interpersonal strategies (i.e. interactions between teachers and administrators, or teachers and students).

Tips for Effective Reporting

- Report the progress of your plan in regular intervals.
- Use consistent language/terms with your district instructional goals.
- Share results with all stakeholders, including parents, instructional leaders, students, potential funders, community, and media.
- To reach as many people as possible, report results in a variety of formats, including newsletter, parent conferences, press releases, and board meetings.



Acknowledgments

Copyright 2017 Kajeet, Inc.

All rights reserved. Kajeet has produced this publication so that it may be reproduced, distributed, or transmitted, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of commercial uses. For permission requests, write to the publisher, addressed “Attention: Permissions Coordinator,” at the address below.

Kajeet, Inc.
7901 Jones Branch Drive
Suite 350
McLean, VA 22102
240.482.3500
www.kajeet.net
marketing@kajeet.com

About Kajeet®

Kajeet, the industry leader for safe, mobile student Internet connectivity, is closing the Homework Gap in school districts across the country. Kajeet provides an affordable mobile broadband solution that connects low-income students to the resources needed to complete homework. The Kajeet SmartSpot® solution, a portable Wi-Fi hotspot, combined with the innovative Sentinel® cloud portal, enables administrators and teachers to provide CIPA-compliant, customizable filtered Internet access that keeps students focused on school work and provides mobile Internet connectivity for education without worry of data abuse. Kajeet products and services, which operates on both the Sprint and Verizon network, are protected by the following issued U.S. patents: 9,237,433; 9,137,389; 9,137,386; 9,125,057; 8,995,952; 8,929,857; 8,918,080; 8,774,755; 8,774,754; 8,755,768; 8,731,517; 8,725,109; 8,712,371; 8,706,079; 8,667,559; 8,644,796; 8,639,216; 8,634,803; 8,634,802; 8,634,801; 8,630,612; 8,611,885; 8,600,348; 8,594,619; 8,588,735; 8,285,249; 8,078,140; 7,945,238; 7,899,438; 7,881,697. Other patents are pending. For more information, please visit us at kajeet.net.

