# MCOECN Strategic Plan
# FY08

## *Goal #1: Promote the value and benefits of the OECN.*

| | |
|---|---|
| **Objective: To increase the awareness of the OECN in the legislative and the executive branches and to improve the funding outlook for the OECN and educational technology initiatives.** | |

**This goal includes the following ongoing efforts:**
1. Meet with representatives from the legislative and executive branches.
2. Produce informational materials that promote the OECN.
3. Lobby for the OECN budget agenda.
4. Assist the ITCs in seeking grant opportunities.

| Specific Targets | Responsible Person(s) | Timeline | Evaluation |
|---|---|---|---|
| 1. Continue to council ITCs on local legislative visits | CEO/Consultant | Ongoing; review in September 2007 and February 2008 | Positive feedback from ITCs on legislative visits |
| 2. Create and maintain a brief legislative guide ('pocket notes') on OECN and state technology initiatives for use in discussions with legislators and board members | CEO/CPO/Staff | Initial version by September 2007 | Completion and distribution of the finalized guide that is created |
| 3. Continue to pursue the creation of an OECN promotional multimedia presentation:<br><br>a.) Select an ITC as a development partner<br>b.) Work with a committee of ITC Directors to create the message | CEO/CPO/Staff | a.) by Sept. 2007<br>b.) by Dec. 2007 | Draft of the product completed by Feb/Mar 2008 BOT winter retreat |

# *Goal #2: Be an advocate for continuous improvement.*

**Objective: To assist the OECN Information Technology Centers in their efforts to continue to improve in the way services are provided to schools; to seek new ways to assist schools; and to become more efficient and effective as an organization.**

**This goal includes the following ongoing efforts:**
1. **Work with ODE and the ITCs to create an effective program of continuous improvement.**
2. **Provide educational opportunities for ITC staff.**
3. **Communicate best practices among ITCs.**
4. **Facilitate open discussion regarding the future of the OECN.**
5. **Survey the ITCs to assess current needs.**

| Specific Targets | Responsible Person(s) | Timeline | Evaluation |
|---|---|---|---|
| 1. Work with ODE to make the CIP an effective tool for both the Department and ITC's | CEO/CPO/Consultant | Ongoing; review in July'07, Sept. '07, Feb.'08 | Positive feedback on the CIP process |
| 2. Work closely with the OECN Oversight Committee to advocate for fair and reasonable policy development: a.) Creation of templates and other documentations to assist ITCs in implementing state requirements | CEO/CPO/Consultant | Ongoing | Feedback from ITCs regarding the processes that are developed by the committee |
| 3. Create a survey tool to evaluate customer satisfaction regarding MCOECN initiatives | CEO/CPO/Staff | September 2007 | Annually reporting results of survey |
| 4. Create a professional, statistically accurate survey tool to gather customer feedback on the effectiveness of the ITCs | CEO/CPO/Consultant | Performed bi-annually; First survey by February 2008 | Reporting the results of the survey and feedback from ITCs on the process |
| 5. Make ITCs aware of Site Review service a.) Discuss with ITC Directors the possibility of renewing a regular rotation of site reviews by the MCOECN | CEO/CPO/Consultant | Discuss at ITC Directors' July'07 summer retreat to determine interest | Discussion and feedback |

# *Goal #3: Support statewide technology programs and initiatives.*

**Objective: To seek success for programs of value for Ohio schools by providing support and leadership; and to work effectively and collaboratively with state agencies and other educational entities.**

This goal includes the following ongoing efforts:

1. **Continue to strengthen our relationships with ODE and eTech Ohio.**
2. **Continue to strengthen our relationships with BASA, OASBO, OESCA, OSBA, and others.**
3. **Promote effective use of data based decision support for schools through participation in D3A2 and our student information system initiatives.**
4. **Provide leadership and support for INFOhio.**
5. **Support and provide leadership for the Ohio K-12 Network.**

| Specific Targets | Responsible Person(s) | Timeline | Evaluation |
|---|---|---|---|
| 1. Continue to monitor and support the SMSC (Student Management Software Committee) initiative | CEO/CPO | Ongoing | Updates to Board of Trustees and posting of the SMSC Meeting minutes |
| 2. Represent ITC issues and concerns in the rollout of D3A2 | CEO/CPO | Ongoing | Feedback from ITCs on the D3A2 rollout process |
| 3. Represent ITC issues and concerns in the Ohio K-12 Network migration from ATM to IP | CEO/CPO | Ongoing | Feedback from ITCs on IP migration process |

# *Goal #4: Promote cost savings through the MCOECN TSG Program*

| **Objective: To provide cost effective and valued products and services to Ohio schools; to leverage Ohio K-12 purchasing volume to achieve costs savings; and to help in the support of OECN technology initiatives.** |
|---|

**This goal includes the following ongoing efforts:**
1. **Identify and promote the value of the MCOECN TSG program to both schools and vendors.**
2. **Renew and strengthen existing partner relationships and seek new relationships that benefit K-12 constituents.**

| Specific Targets | Responsible Person(s) | Timeline | Evaluation |
|---|---|---|---|
| 1. Work with TSG to identify and facilitate professional development opportunities | TSG Chief Operating Officer/TIAB/CPO/Staff | Ongoing | Professional development opportunities are offered |
| 2. Work cooperatively with the TSG in development of the TSG marketing plan | TSG Chief Operating Officer/TIAB/CEO/Staff | Initial marketing plan within the first 6 months after hiring TSG Exec. Director | Creation of a TSG marketing plan |
| 3. Work with and support the TSG's initiatives of marketing and providing services to ITCs and school districts | TSG Operating Officer/TIAB/CEO/CPO | Ongoing | Feedback from TSG Board and ITC Directors on progress of the TSG Program |
| 4. Work with TSG and ITCs to develop collaborative efforts in Disaster Recovery Planning | TSG Chief Operating Officer/TIAB/CPO | Ongoing | Feedback from ITC Directors |