



**Technology in Education
Developing Relationships and Delivering Value**

"This report has changed my attitude! After reading it I got an email from a start-up and liked the sound of what they were offering, the company asked for a meeting and I agreed" **Caron Sandeman, Dundee College**

Report Feedback from the Sector – Influencers & Associations



*"This EdTech report is brilliant and very readable. It captures many of the key points from my book, *Disciplined Entrepreneurship*, and applies the principles to the education sector very well. Education Technology is a difficult sector for any cash strapped entrepreneur, for many of the reasons outlined in this report. We look forward to sharing the findings from this report with our students and staff"* **Bill Aulet, MD of the Martin Trust Center for MIT Entrepreneurship and author of *Disciplined Entrepreneurship***



"Technology in FE' is a highly informative and thought provoking report. The idea that suppliers and educators should work closely together on bringing technology into colleges will resonate strongly. Too often supposed solutions imposed without sufficient dialogue have resulted in poor outcomes and a failure to address educational issue. The report recognizes this, and thus firmly coheres with the launch of the 'great education debate' by ASCL, based on the belief that establishing purpose and vision are the starting points for any lasting and successful development in education"

Stephan Jungnitz, Colleges Specialist, Association of School & College Leaders (ASCL)



"Jisc welcomes this report that will help suppliers and FE Colleges to better develop and exploit the essential technology services that are relevant to need and which will play an increasingly vital part in education and skills training. Jisc supplies a variety of services to the FE and Skills sector, underpinned but the Janet network, which itself is a highly advanced product developed in partnership with world class optical, transmission and network suppliers. We agree with the report that colleges need to be "active not passive consumers of educational technology" and the findings will support the Regional Support Centres work in this area. We recognise the importance of a vibrant and innovative relationship with suppliers and value greatly our relationship with FE Colleges that will help us to continue to co-develop valuable services for that community."

Martyn Harrow, Chief Executive, Jisc



"This report contains sensible and practice advice for tech companies looking to build positive links and commercial agreements within the FE sector. It is very encouraging that leading lights within the sector are sharing experiences and collaborating with the education community."

Mark Rosser, Member Services Manager, British Educational Suppliers Association (BESA)



"As a lecturer who is not directly responsible for the procurement of technology, I have learned a great deal from this report. While the information was new to me, it is conveyed in an interesting and engaging manner. The journey from an idea to the creation of useful technology which is aimed at meeting a specific educational need, then getting that product to the end user is a tricky one. It seems logical that the best results to ensure genuine 'product market fit' happen when all stakeholders are involved in development.

I was also able to make parallels with the various technology profiles and our learner profiles; the requirements for those that are tech proficient will be different from those who are not. We would not put a student with a lower level of skill in an A Level class, so understood and saw the value of the 'Technology Adoption Cycle'. I look forward to seeing the impact that this report has on helping the FE sector to become a great target market for start ups and to encourage collaboration in the development of education technology. I found it to be an informative and thought provoking read." **Sarah Simons, FE lecturer, writer & co-founder of #UKFEchat**



"What makes the NMC Horizon Report series so unique is the diverse set of perspectives it encompasses. For each report, an international advisory board of education experts is convened to discuss their insights on the emerging technologies, trends, and challenges they each believe will have a



major impact on teaching, learning, and creative inquiry within the next five years. Ultimately, they select the particular topics that are described in the reports and they support those choices by sharing projects that reflect innovative uses of the technologies in action. Just as this report advocates close collaboration with all stakeholders, it is this kind collective knowledge, collaboration and sharing ideas and information that makes the work of the NMC Horizon Project possible – and profound." **Samantha Becker, Senior Director, Communications, The New Media Consortium**



Report Feedback from the Sector – Partners & Suppliers



“This report is on the mark. LearnLaunchX designed its curriculum with many of the issues mentioned here – product-market fit, building long-term customer relationships, developing effective sales strategies – in mind. As our first cohort of EdTech start ups leave the incubator, it is satisfying to see our portfolio companies leverage these techniques and principles to scale. We believe it is important to make this information known to the wider EdTech field so that our community can grow and startups can continue to reform the education space.

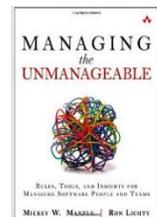
Working hand-in-hand with EdTech startups everyday gives us here at LearnLaunchX a perfect view to watch the growth and evolution of the education field. Education now accounts for 9% of the US economy and is growing rapidly all over the world. We believe that technology offers a once in a generation opportunity to revolutionize the way that people learn and make education more effective and available. We are excited to be part of this movement.” **Jean Hammond, LearnLaunchX**



“We have found this report very interesting as we have lived through many of the experiences highlighted in the 12 years since we began selling Smart Science® explorations. Initially, we knew we had a great idea. Now, we know we have a great product. We have survived through an evangelistic belief in what we’re doing and through extraordinary customer support, including adjusting our product rapidly based on user feedback. Our biggest challenge in addressing the post-secondary education market has been its fragmentation. In most instances, you have to call on each educator individually. Cost of sales is huge, and we could probably sell our service at one-half or less of our current price if it were easier to reach and engage educators.” **Harry Keller, President, Smart Science Education Inc.**



“I found much in your report that was consistent with Wonderful interactive storybooks experiences in education. The power of “word of mouth” referrals cannot be underestimated. In today’s world of social media and mobile apps, we have found that the importance of “traditional marketing” activities has almost disappeared. We spent a significant amount of our marketing budget there and had little to show for it. The focus must now be on social media to spread the word out about our products. Having some means to go viral – which is a combination of hard work, timing and luck – is really the only way for a small entrepreneur to “rise above the noise” **Mickey Mantle, Founder & CEO, Wonderful interactive storybooks and Author of “Managing the Unmanageable: Managing Software, People and Teams”**



“We believe that the most effective technology tools stem from simple, design led, web based applications, which can create an enhanced experience for the end user. The recent boom in technology has led to improved internet connectivity which has enabled increased use of cloud based solutions. These lightweight alternatives not only cost less but make support much easier to access.

“Flexible high-end web based technologies for FE establishments represent better value for money. In contrast to traditional relationships with suppliers, typically involving costly off the shelf products, suppliers should work closely to develop or extend a product, resulting in an innovative and bespoke package to suit all needs.

Anything that encourages innovation within the sector and develops products and services that make the best possible use of current web technologies is bound to lead to positive outcomes.” **Mick Cox, Chief Executive, The Skills Network**



"We want to support colleges as they explore new ways of working, encouraging them to be active not passive consumers of educational technology. This report is part of our campaign to help educators engage, and assist with, edtech product development - not just use IT programs designed by others." **Mark Dawe, OCR Chief Executive**

"Putting educators at the heart of edtech makes sense both for investors and for users. Edtech that is deeply rooted in the reality of education and which helps teachers drive educational attainment, is what will succeed commercially" **Richard Taylor, Managing Director, Ed Invent**

"I made a decision a couple of years ago to stop fielding sales calls. If I hadn't implemented the no-phone sales policy then I would be spending far too much time listening to pitches for things I am not interested in. Reception is instructed not to pass any through but to give out our e-mail address instead. If they can't obtain my attention via e-mail then their product can't be that good. Several companies send in account managers who give you a 1.5 hour nonstop lecture on things you should be interested in. They find that they are never invited back. I have strong relationships with IT Managers / Directors in other non-competing colleges and news travels fast." **Martyn Coleman, IT Director, King George V College Stockport**

"I absolutely agree with the section on sales calls, there is a phenomenal hidden costs to colleges dealing with these calls. I probably talk to 3 or 4 sales people a week – unless they know our business and the challenges we face and can offer me a solution to these challenges, I am unlikely to be interested.

Saying that you work with X College or X University doesn't score points with me – core business may be the same but every college is different, colleges will be at different stages – education was paperbound until only a few years ago and colleges tend to move at their own pace.

Have something you can send me about your product - I won't commit to a 2 hour meeting when all I can hear is tech speak – what do you do and what does it mean for me? If companies can help then yes we will talk to them but if you're approaching me with a product which I am not even sure what it will do from your description then I'm not interested. **Caron Sandeman, Business Systems Manager, Dundee College**

"Many in the FE sector participate in active Jisc groups, which facilitate contact across a wide range of providers in the sector.

The NAMSS JISC mail group is one of the most active, bringing together nearly 400 General Further Education Colleges, 6th Form Colleges, Training Providers and Higher Education Institutions.

One of the foundations of the NAMSS it forms a critical part of sharing good practise, raising awareness and sourcing solutions amongst members Colleges" **Jim Busher, NAMSS Chair**

"The 157 group's networks and Principal's meetings are designed to make it possible for technology companies and others with innovative ideas to reach the 29 of the large urban colleges in the UK.

With a combined budget of £1.5 billion 670,000 students, 37,000 staff and hundreds of thousands PCs this is the largest small market you are likely to encounter"

Lynne Sedgmore, 157 Group

"In my experience, developing a lean product and then spotting the early adaptors to work with is the most critical part of any tech startup. Working with these to identify the core product set that will lead to crossing the chasm



which about focusing the key features and benefits for the pragmatists” David Bozward, Development & Innovation Director, National Association of College & University Entrepreneurs (NACUE)

Culture Report

“William, I am a big fan of your culture article. It is the only explanation for some schools opening up Advanced Programs to all and others not doing that” Jay Mathews, Author of the KIPP Story “Work Hard Be Nice”

Business Development Report

"This new report from Tech Stories is worth a few moments reflection and consideration for all of us in FE. Whether we are striving to maximise alternative income streams or promote ourselves in what can appear a crowded marketplace I believe the report certainly throws up some questions for ourselves. The research demonstrates that between us we have 1,274 commercial enterprises at 1,298 sites which are open to the public. With our collective drive to be centres of enterprise & entrepreneurship, it is a timely reminder of our collective brand identity." Mike Gaston, Principal, Totton College

“This report includes welcome and timely advice on, among other things, maximising the impact of College websites and ensuring Colleges are visible across the suite of Google products, in particular Google maps. The overview of College commercial outlets is a revealing study of the entrepreneurship within Colleges, their commitment to professional practice in vocational education and their social and economic impact.” Ben Verinder, AoC Communications Director



"Having assessed and cross referenced data from UK and US Colleges & Universities and applying the concepts I outline in Social Nation, we are delighted to report that these social media principles are just as applicable to education, as they are in other sectors" **Barry Libert @barrylibert** , **author of Social Nation @socialnationbk**

"At a time when Twitter is being credited as a significant part of world events like the Arab Spring, it is timely to look at how it is being used as a communication tool by FE. The simplicity of Twitter makes it easy to innovate and this report's great strength is in capturing some of the innovative best practice. I think it is important for the sector to read it, but also those beyond FE who are thinking about how to use the interactivity of social media to the full." **Lord Knight of Weymouth and former Minister of State for Education, Children, Schools and Families @jimpknight**

"College Marketing Network member colleges have adopted the use of Twitter as one of the elements of their marketing mix and are using it to interact with a range of target audiences. As with any medium or technique, there is always more to learn and good practice to be shared. Our members are sure to find much in this report that is helpful to them in developing their use of Twitter."

Rachel Smith, CMN Director of Corporate Communications @cmnoffice

"Twitter is a valuable tool for the FE sector. It is free and immediate, so is the most cost-effective way of getting your information 'out there' to the world. However, it is also important for interaction - encouraging debate, while also helping to provide an quick, easy answer to a simple or complex question. This report highlights those factors well. We at FE Week are great advocates of Twitter use in FE and have, through our own studies and publication of an FE Guide to Twitter, highlighted its use for the greater good. The sector should not be afraid of its application - nor its limitations - and embrace it."

Nick Linford @NickLinford, Managing Editor of FE Week @FEWeek

"I've spent 10 years convincing education institutions that a relatively narrow set of social media tools are a must-have: in 2005 it was the blog, in 2007 it was Facebook, since 2009 it's been both Facebook and Twitter. Unfortunately, for many even this limited toolset is a step too far away from what they feel is in their 'comfort zone' as an institution, unaware that their comfort blanket is being removed - swiftly.

Too many educational institutions let their perception of what others say and do on social media affect their ability to see the rich learning opportunity such media offers. Yet more communications and



marketing professionals working in these institutions are wary of being at the online conversations of the very community that makes the university or college tick: students and educators.

*This report should be a wake-up call to many that, in an ever-more competitive higher and further education market, they must invest more not just in the messaging around their institution, but the *conversations* with its current, and potential, students”.*

Ewan McIntosh, Founder & CEO of NoTosh @ewanmcintosh

“As the national awarding and accreditation body of Scotland we welcome any report that supports the development of learning - Social Software and twitter in particular have the capacity to support learners and learning communities. It is good to see study that starts to benchmark twitter use across the UK Further Education Sector” **Joe Wilson, Head of New Ventures, SQA @joecar**

“Twitter usage in FE and in particular in Student Services is in its infancy and is sometimes seen as a passing phase. This excellent report clearly shows that when it is used in a mature and targeted way Twitter is a tool that FE cannot afford to ignore. NAMSS members should read this report and consider whether their use of social media could be enhanced by adopting the use of Twitter when communicating with their target audiences. As with the use of all social networking media, we advise that if adopted then it should be used in line with an established set of college procedures or policy”

Barry Hansford, Chair National Association for Managers of Student Services (NAMSS)

“Twitter is a conversational tool. People need to remember that it is just a chat, that's all. If Twitter is treated as a student recruitment device or some kind of marketing system, it will not work unless such efforts are treated as one-to-one conversations”

Graham Jones, Internet Psychologist & AoC Comms Conference Plenary Speaker @grahamjones

“There is another way in which Twitter can be used in education - and that is for lecturers to encourage questioning. Some students are reticent to ask questions in lectures but are much more willing to ask them via Twitter. If lecturers had live Twitter streams they could monitor them for questions from the room and deal with them as they arise.” **Graham Jones, Internet @grahamjones**

"I've been very fortunate at Havering College F & HE with the use of social media which has not been met with any resistance from senior management. Twitter is open for all to use across college and although it hasn't always been that way, the college has responded to the demands of the digital world in which we now operate in. We can quantify our social media by reach, impressions, re-tweets, mentions, shares, followers, likes, conversions and of course engagement. Social media is not something that can be ignored as part of the marketing mix, so even as new things come on board like the new Google Plus, if it's viable and we can see a need, we'll capitalise on that too for student recruitment and retention."

Michelle Walkes, E-Marketing Manager, Havering College of F & HE @MichelleWalkes

“While the riots have left some people paying the price for the consequences of inciting violence – both the victims and the perpetrators – they have also encouraged debates amongst educators and others in authority of the roles they can play in influencing young peoples’ activity and behaviour online. The arguments for development of digital literacy are well established with, for example, Balint Magyar, former Minister of Education for Hungary, suggesting that it should be regarded as a human right”

Gavin Dykes @gavindk, Director, Cellcove @NMCorg