

# Enhancing Instructional Technology: From Research to Reality

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Instructional technologists participating in the conference, Enhancing Instructional Technology: From Research to Reality, developed the following strategic plan to increase the influence of effective educational strategies throughout educational systems and training settings. Each participant committed to use at least one tactic to contribute to the overall goal. Progress on these goals will be discussed at a strategic planning workshop at the International Precision Teaching Conference in October, 1990. All interested instructional technologists are encouraged to adopt at least one tactic over the next year.

## Goals

- to develop better communication of effective instructional strategies
- to influence the power structures in existing educational systems, legislatures, colleges of education (i.e., teacher training settings), foundations, corporations
- to develop cost-effective, private schools which evaluate their effectiveness by student gain
- to increase use of instructional technologies with "gifted" or accelerated students

## Strategies

### Communication

- Utilize popular press and professional organizations outside of ABA
- Get into print anywhere and everywhere
- Learn more about other instructional technologies
- Become acquainted with existing exemplary programs
- Determine whether instructional technology can benefit from the "peace dividend"

### Influencing power structures

- Demonstrate effective instructional technologies to corporate America
- Court power structures
- Market instructional technologies on the basis of cost-effectiveness
- Teach teachers, teacher trainers

### Developing effective private schools

- Demonstrate and showcase economically viable, effective schools
- Encourage behaviorally responsive investing with strong portfolios

## Tactics

### Communication

- Develop...
  - policy statements: Direct Instruction, Precision Teaching, individualized instruction
  - bibliography
  - film, video library
  - new videos of exemplary programs, effective instructional techniques (courseware)
  - list of exemplary programs
  - directory of correct addresses of instructional technologists
  - film of Stephanie Bates (featured in early charting film) now
  - series of case histories of students whose lives were enhanced by instructional technologies
- Resurrect *Journal of Precision Teaching*
- Provide Direct Instruction workshop for other instructional technologists at ABA '91
- Communicate with lay public:
  - write or respond to editorials and letters to editor in newspapers, newsletters, popular press
  - approach national public radio, public television, consumer organizations (e.g., Ralph Nader's education representative)
  - submit articles to popular press
- Submit articles, presentations, proposals to non-behavioral professional organizations, publications
- Submit articles, presentations, proposals to behavioral professional organizations, publications
- Increase network, influence by subscribing to CompuServe and accessing behavioral bulletin board at least weekly
- Circulate success stories among network
- Use only effective technologies in personal teaching, tutoring situations

### Influencing Power Structures

- Homework: Research organization being targeted
- Court organization:
  - Define purpose; set objectives
  - Develop plan for using existing money in different way
  - Put something in writing (i.e., plain English); copyright it; take it with you
  - Offer to assist organization in meeting its goals without cost when possible

- Volunteer services  
Become a staff developer or in-service training provider  
Provide demonstrations of "learning at work"  
Go back, go back, go back
- Market instructional technologies on basis of student performance *and* cost-effectiveness
  - Increase network of instructional technologists open workshops/seminars with well-known public figures attract public figures who already show some interest (e.g., Barbara Bush)
  - Design and implement a reinforcement system for each other and other approaches that are effective
  - Support/endorse candidates who assist effective instruction
  - Get elected to local school board
  - Submit a list of speakers on effective education to school boards, colleges, chambers of commerce, civic organizations

- Network among consumers of education encourage parental choice (i.e., voucher system) communicate by speeches, articles
- Influence textbook writers and publishers to include effective instructional technologies

#### Developing new schools

- Encourage private, corporate take-over of existing schools (as corporations have taken over hospitals)
- Identify take-over targets
- Develop entire school using effective instruction rather than private learning centers which support ineffective schools
- Promote responsible investment opportunities



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This strategic plan was summarized from conference notes and videotapes by Dr. Claudia McDade. For copies or further information, contact the Center for Individualized Instruction, Jacksonville State University, Jacksonville, AL 36265.