

ESLTECH 8296

Learning Technologies Diffusion, Innovation and Change

~ Spring 2018 ~

## Project 1: Strategic Plan Evaluation, Critique, and Extension (individual)

### Project description

Find a strategic plan for a company, university, non-profit organization, school, state, province, country relate to innovation and change in the field of (Learning) Technologies and critique it. You may find the strategic plan online or request a hardcopy version. **It is expected that you don't simply read and critique the strategic plan, but also to interview someone who created it or is/was affected by that plan.**

You might discuss and critique the products (outcomes) and processes (procedures) highlighted, proposed plans, intended goals, targeted objectives, or evaluation/ research methods (measures) detailed.

You might visit the institution or organization and write the authors an email, asking questions such as: What might this organization do differently in planning? What might this organization do differently in implementing change? What are its competitors doing, for instance? Has there been an action plan to bring goals and objectives to life?

You are also encouraged to directly contact the organization that developed the report or plan and receive additional product information (e.g., DVDs, brochures, white papers, technical reports, product comparison sheets, videotapes, company annual report, customer testimonies, data sheets, Web site information, etc.).

### Deliverables & Deadlines

**Class presentation** due on **February 8 at 4:10 pm**: you will present an overview of the report to the class. Testimonials, graphs and trends of indicated growth, comparisons, and other data or handouts are welcome. – 10 points

**Report** due on **February 9 at midnight**: Your evaluation, critique, and extension paper should be 6-8 double-spaced pages (excluding references and appendices) – 30 points

## **Submission**

Under Carmen Assignments area for Project 1.

### **Report Evaluation criteria (30 Points)**

1. Review of Plan or Document (clarity, related to class, organized, facts, data, relevant, style) – 4 points
2. Relevant Resources and Digging (citations/refs, linkages to class concepts, extensive) – 4 points
3. Soundness of Critique (depth, clear, complete, practical, detailed, important, coherence) – 6 points
4. Creativity and Richness of Ideas (richness of information, elaboration, originality, unique) – 5 points
5. Knowledge of Topic (learning breadth & depth, growth, displays understanding of topic) – 5 points
6. Recommendations, Insights, and Implications (contains relevant recommendations, guides) – 6 points

### **Example of strategic plans**

IT@OSU Strategic Direction

<https://it.osu.edu/strategic-direction>

A Global Strategy for MIT

<http://web.mit.edu/globalstrategy/>

Downtown Strategic Plan – City of Columbus

<https://www.columbus.gov/development/Downtown-Strategic-Plan/>