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Sugar Deployment in US Schools
Engagement Contract

Mission

To create a coherent product introduction and marketing plan for Sugar software.
Objectives

A. Understand the targeted audience and create a model for Sugar implementation

A. Understand the barriers currently limiting Sugar software adaption in elementary schools
Agenda

Methodologies

Findings and Groundwork

Analysis

Sugar on a Stick Implementation Plan

Conclusions and Recommendations
This is Sugar!
Methodologies
Agenda

Methodologies

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Conclusions and Recommendations
Secondary Research: School System Demographics

Boston Public Schools (56,186 students)

K-5  25,887 students  \( \frac{1}{4} \) 50%

6-8  11,340 students

Ratios:

1 "modern computer" : 4 students (99% w/internet)
1 teacher : 12.8 students

Secondary Research:

School System Demographics
Secondary Research: Teacher Types

Niederhauser’s *Teaching and Teacher Education*:

Instructivist

“traditional beliefs about teaching with instructional methods”

Constructivist

“explore different strategies in problem solving” to inspire new ways of thinking
Secondary Research: Sugar Activities

Findings:

Wealth of activities but few explanations
Difficulties to categorize
State involvement – **BIG** part of broad level implementation

Teacher training is key!
- Week- Long Institute training

Need the teacher on board!
Primary Research: Interviews

Ann Koufman
Caroline Meeks
Gerald Ardito
Michael O’Keefe
Robert McKenna
Barbara Vincent
Rob Stergis
Anne Sudhay
Primary Research:

Sugar advantages and disadvantages
Teacher training
Implementation obstacles
Key implementation steps
Other findings
Agenda

Methodologies

Findings and Groundwork

Analysis

Sugar on a Stick Implementation Plan

Conclusions and Recommendations
Analysis

Teachers
Pilot programs
Grades
Charter schools
Foreign language
Tailor to American students
Training
SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats
SWOT Analysis

**Strengths**

- Customizable and collaborative
- Promote creative thinking
- In-expensive physical device
SWOT Analysis

**Weaknesses**

- No centralized information hub
- Too “free” for teachers
- Need to incentivize and support teachers
SWOT Analysis

Opportunities

- Technology is a priority
- More and more pilot schools
- “Free” software appeal
SWOT Analysis

Threats

- Other free education software and online applications
- Unstable infrastructure may weaken implementation
Pyramid of School System Approaches
Cost of ownership

- MA $6.8 million

No Child Left Behind Title II, Part D

- MA $2 million, 2010

Race to the Top

- MA $100 million, 2010
Agenda

Methodologies

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Analysis

Sugar on a Stick Implementation Plan

Conclusions and Recommendations
# Implementation Plan

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<td>• Spark Interest</td>
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<td>• Prepare for Pilot</td>
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<td><strong>Step 2: Validate and Receive Feedback</strong></td>
<td>Testing</td>
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<td>• Collect Data</td>
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<td><strong>Step 3: Execute Pilot Testing and Identify Problems</strong></td>
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<td><strong>Step 5: Prepare for Wide System Implementation</strong></td>
<td>• Provide long-term maintenance and support</td>
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Step 1
Initial Exposure

- Pilot Testing
- Prepare for Wide System Implementation
- Transition of Ownership to the Performing Organization

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Step 2
Validate and Receive Feedback
Step 3
Execute Pilot Testing and Identify Problems
Step 4
Refine the Process
Step 5
Prepare for Wide System Implementation

Initial Exposure
Pilot Testing
Prepare for Wide System
Transition of Ownership to the Performing Organization
Step 6
Deploy System

Initial Exposure
Pilot Testing
Prepare for Wide System Implementation
Transition of Ownership to the Performing Organization

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Step 7

Transition of Ownership to the Performing Organization

Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transitional of Ownership to the Performing Organization

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Agenda

Methodologies

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Sugar on a Stick Implementation Plan

Conclusions and Recommendations
Summary of Recommendations

Setup

User-Friendly platform
Reliable Sugar software

Introduction to school system
Tech Ed teachers + superintendents.
A Big Thank You To:

Walter Bender
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Questions?

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