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Sugar Deployment in US Schools

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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

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Secondary Research: School System Demographics

Boston Public Schools (56,186 students)

K-5	**25,887 students**	**≈ 50%**
6-8	**11,340 students**	

Ratios:

Secondary Research: Teacher Types

Niederhauser's *Teaching and Teacher Education*:

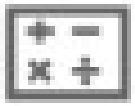
Instructivist

"traditional beliefs about teaching with instructional methods"

Constructivist

"explore different strategies in problem solving" to inspire new ways of thinking

Secondary Research: Sugar Activities




Arithmetic Journal Tam-Tam Speak

Findings:

Wealth of activities but few explanations

Difficulties to categorize

Secondary Resear

Papert, Seymour. "Logo Philosophy and Implementation." Case Study. 1999.

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 Sudbay

Primary Research:

Sugar advantages and disadvantages

Teacher training

Implementation obstacles

Key implementation steps

Other findings

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Analysis

Teachers

Pilot programs

Grades

Charter schools

Foreign language

Tailor to American students

Training

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

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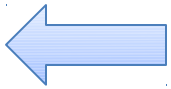
SWOT Analysis

Strengths

-Customizable and collaborative

-Promote creative thinking

-In-expensive physical device



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SWOT Analysis

Weaknesses

-No centralized information hub

-Too “free” for teachers

-Need to incentivize and support teachers

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SWOT Analysis

Opportunities

-Technology is a priority

-More and more pilot schools

-"Free" software appeal

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SWOT Analysis

Threats

-Other free education software and online applications

-Unstable infrastructure may weaken implementation

Pyramid of School System Approaches

Financial Analysis

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

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Implementation Plan

Steps	Purpose
***Step 1*: Initial Exposure**	· Spark Interest · Prepare for Pilot
***Step 2*: Validate and Receive Feedback**	Testing · Collect Data
***Step 3*: Execute Pilot Testing and Identify Problems**	· Identify Problems · Analyze Data · Fix Problems
***Step 4*: Refining the Process**	· Establish resources · Prepare the community · Set-up · Train teachers
***Step 5*: Prepare for Wide System Implementation**	· Provide long-term maintenance and support

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Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transition of Ownership to the Performing Organization

Step 1 Initial Exposure

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Step 2

Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transition of Ownership to the Performing Organization

Validate and Receive Feedback

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Step 3

Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transition of Ownership to the Performing Organization

Execute Pilot Testing and Identify Problems

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Step 4

Initial Exposure

Pilot Testing

Wide System Implement ation

Transition of Ownership to the Performing O zati o

Refine the Process

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Step 5

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

Prepare for Wide System Implementation

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Step 6

Deploy System

Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transition of Ownership to the Performing Organization

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Initial Exposure

Pilot Testing

Prepare for Wide System Implementation

Transition of Ownership to the Performing Organization

Step 7

Transition of Ownership to the

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Agenda

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Sugar on a Stick Implementation Plan

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Summary of Recommendations

Setup

User-Friendly platform

Reliable Sugar software

Introduction to school system

Tech Ed teachers + superintendents.

Training

A Big Thank You To:

Walter Bender

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Michael O'Keefe

Robert McKenna

Barbara Vincent

Rob Stergis

Anne Sudbay

Michael Noftsker

Jeanne Fitzgerald

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Joseph Weintraub

George Lee

AND EVERYBODY WHO MADE THIS EXPERIENCE POSSIBLE!

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Questions?

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Anna Ivashko