

NOTES

Now that the Education Leadership Summit is Over...What's Next

August 28, 2003

I. Next Steps

1. Notes from K12, postsecondary and early childhood have been disseminated to the field and attendees.
2. Discussions are underway with CPB, PBS, NCO and NETA to decide on who is best suited to work on specific action items.
3. OSBE (Organization of State Broadcasting Executives) will review the action items at their next meeting.
4. The NETA Executive Committee will review Summit action items to incorporate certain elements into NETA's Strategic plan.
 - a. The NETA Exec Committee is also working on a GM strand for the NETA Conference, integration of forum type discussions into the NETA conference and other types of collaborative purchase/lease services.
5. John Chambers and Skip Hinton are scheduled to meet with other national organizations to discuss next steps and ways to communicate with members more effectively.
6. NETA is focusing on ways to best allocate energy and resources to move forward with action items.

II. Comments from Onslow and Campbell

1. Debby Onslow, WMHT
 - a. The Summit was informational and inspirational at looking at ways licensees can be more effective in education services.
 - b. She looked forward to creating ways to collectively work on issues and share results.
 - c. And noted that the CIC professional development calls are important.
2. Jeannie Campbell, Iowa PTV
 - a. Would encourage more formal exchange with GMs and Education Directors
 - b. Examples of cooperative exchanges: KLVX's Reading for Smiles and KCPT's Chalkwaves. She noted that support for education initiative from the GM is critical.
 - c. We are all facing the same issues. How can we aggregate?

III. Field Discussion

1. Some would like to see a comprehensive searchable database by topic area.
2. There is a need to target action items with immediate results.
3. Who does what? There is no national vision for educational services and that structure is needed before stations can sail the ship.
4. One GM noted that he departed Tucson with the opportunity to explore expanding K12 services to enhance the station's mission and revenue stream. What is now needed is a central place to locate information, find resources and who is engaged in these activities.

IV. Database/Clearinghouse

1. Skip mentioned that a database/clearinghouse had been discussed prior to the Summit. And asked if anyone had a local model for information sharing and resources?
 - a. WLRN just launched a site with professional development listing and resources correlated to standards
 - b. SCETV also has a similar model
 - c. APTS station profiles
 - d. PBS working on a Google-type search
 - e. CPB sent out 2 RFPs: One focusing on teacher professional development resources and the other focused on Web resources/inventory.

V. E5 – APTS, CPB, PBS, NCO, NETA

1. Intent is to look at what the national organizations are doing, who is responsible for what, and how are they working together to move forward nationally. Gene Broderson noted a meeting in September with representatives from some of the E5 organization to discuss action items.
2. John Chambers mentioned that the E5 was looking to expand collaborations with ISTE, SEPTA and ALS.

VI. CPB

1. Issued an RFP asking for a plan that would demonstrate effectiveness of instructional media in the classroom.
2. One-day education leadership summit will be held just prior to the NETA Conference and will give attendees the opportunity to hear from educators on what they need from us.

VII. Distributor/Vendor

1. Summit was a valuable venue in which to hear what clients want and need.
3. Found the number of inquiries for teacher professional development above normal.
 - i. One attendee noted the increased need for teacher professional development due to downsizing and teacher turnover rates. And asked how do we effectively utilize resources in the classroom? How can we strategically poll resources?
4. Would like to see more on the issues of indexing content, digitization, closed captioning, and metadata standards

VIII. School Board Licensees

1. KLVX works towards strategically targeting efforts for specific initiatives and money. NCLB is challenging and presents a real opportunity.
2. WLRN has added Annenberg titles to their offering, is airing the Annenberg Channel and is partnering with colleges for teacher professional development. (PBS campus)
3. KLCS is working on supporting NCLB initiatives/grants.
4. WPBA is working on an Internet-based video-on-demand service

IX. State Licensees

1. Mississippi is working with their state office on projects to disseminate information and is close to signing a contract with AIMS for streaming content.