The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
San Jose, CA, US

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STATUS:
Laureate

CATEGORY:
Collaboration

ORGANIZATION:
Cisco-Corporate Affairs

ORGANIZATION URL:
http://www.cisco.com/web/about/citizenship/index.htmlhttp://

PROJECT NAME:
GETideas.org

PROJECT OVERVIEW

GETideas.org is a global online community for education system leaders. It provides constructive peer-to-peer dialogue and enables leaders to find information on ways to improve Global Education Transformation. As a result of globalization, accelerating technological change, and massive demographic shifts, education is experiencing long-term and irreversible pressures that are radically changing the level and nature of demand for learning. Education leaders have tremendous responsibility yet can find themselves isolated in their roles; as one of our Distinguished Education Leaders, Suzanne Freeman, noted, "especially isolated around innovation." Through the power of online collaboration among peers, GETideas.org advances a systematic approach to 21st-century innovations in education. Supported by Cisco, the community was developed and continues to provide current information to help education leaders discover a wide range of resources and research provided by members, businesses, and institutions in both the public and private arenas. For education leaders, GETideas.org provides an avenue for insight and inspiration, fosters a sense of urgency and capacity around innovation, and teaches them new ways to connect and engage online directly with thought leaders, visionaries, and peers. GETideas members may post expanded profiles and case studies, read and comment on blogs, attend live office hours events and videocasts, and participate in online discussions and virtual roundtables. All users can stay current on education news from around the world and browse the library section for white papers, points of view, resource guides, and research on the latest thinking on teaching and learning. With more than 1900 members from 95 countries and visitors from 150 countries, GETideas.org is an open community providing global education leaders an online experience to promote professional collaboration for education innovation and transformation. GETideas.org uses open source technology with specific design points to promote ease of use and access while reinforcing an experience that is rich in content, professionally meaningful and highly relevant to the targeted education leader community.

SOCIETAL BENEFITS

GETideas.org helps education system leaders worldwide: • Advance systemic 21st-century innovation and transformation • Foster equity among leaders by supporting a shared knowledge capacity and peer connection on a global scale • Overcome isolation of leadership role, especially around innovation • Develop Web 2.0 proficiencies to further their own leadership

PROJECT BENEFIT EXAMPLE

GETideas.org's target demographic are education leaders--ministers of education, education system leaders, key influencers, and visionaries. Key stakeholders are identified and engaged through marketing programs and partnerships with education constituencies. Partnerships have included the Schlecty Center for Leadership, Learning and Technology World Forum, Texas Association of School Administrators, UNESCO Partnerships for Education, Council of Chief State School Offices, Global Education Leaders Program, November Learning, the Consortium for School Networking, and the National School Board Association. Via partnerships and relationship building by the community manager, members who exemplify innovative leadership practice are recruited to the Distinguished Education Leaders program to highlight and affirm their work. Case studies of their projects are developed and posted, their profiles are highlighted in a special gallery, and they facilitate and contribute to monthly virtual roundtables. The GETideas.org community manager also researches and engages with key influencers who contribute blog and video content. Members of the GETideas.org demographic are busy, senior professionals who often are unfamiliar with online collaboration methods and technologies. To best serve this population, member newsletters and the site's community-manager page offer guidance for effective site engagement, including tips on how to contribute to forums and the library and ways to engage via GETideas' social media channels. The GETideas.org model was adopted by UNESCO for their Partnerships for Education program to provide an environment whereby multi-stakeholders (private sector, civil society and national governments) can be most effective in delivering education for all. The project delivered a collaborative space to share knowledge and best practices of successful partnerships in education while promoting activities of the multi-stakeholders with UNESCO and the World Economic Forum in Africa, the Arab States, Latin American, Europe and North America UNESCO chose the GETideas.org model as it was based on open-source technology, had a flexible architecture, and an adaptable, intuitive user experience designed for an education user community.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

• Leaders who engage in GETideas.org acquire the ability to further develop their own professional capacity with Web 2.0 tools and collaboration practice. One of GETideas.org's partners, George Thompson, Executive Director of the Schlechty Center, articulated the mandate for leaders in this area of professional development: "Superintendents must be able to lead and challenge a generation of teachers as well as students who are now digital natives. They must adapt, adopt and show strength in using and leveraging collaborative models of engagement in their leadership." • GETideas.org helps education leaders collectively refine a vision for 21st-century learning, promoting professional collaboration and community as a response to a global issue. As mentioned above, as a result of globalization, accelerating technological change, and massive demographic shifts, education is experiencing long-term and irreversible pressures that are radically changing

the level and nature of demand for learning. GETideas.org embodies this belief by providing a unique approach to communications, providing peer-to-peer connection to help leaders overcome the isolation so often brought about by the pressures and pace of their roles. • Cisco is a company that brings people together by removing the barriers to communication—working to connect people in new ways to transform lives, enabling increased productivity and engagement to solve key societal challenges. GETideas.org is an initiative of Cisco's Corporate Social Responsibility group in response to a need discovered in education—that system leaders could not find direct answers to the challenges they faced in transforming their education systems. GETideas.org serves the global community of education leaders, using collaborative technologies to involve stakeholders in a dialogue for change, illustrating Cisco's expertise in connectivity and system change.