

Problem Statement:

Teachers are engaging in professional development that does not honor their level of expertise and the contributions they have to give to the profession as a whole. This potentially disengages teachers and negatively impacts students. The Edcamp Foundation needs to reach beyond the digital arena in order to impact all teachers and students.

Goal/Vision: The Edcamp Foundation will sustain and spread a participant-driven model of quality professional learning in order to influence education practice and policy.

Rationale:

The Edcamp Foundation wants to bring free, participant-driven professional development that honors the expertise of teachers. This empowers teachers to innovate their practice and influence school culture.

Inputs:

- Participants (current and not-yet)
- Participants who haven't returned
- First time organizers
- Experienced organizers
- "Ambassadors" program
- School-district/State-level leaders - Fellows
- Teacher Education student/Early teachers
- Edcamp Foundation Board

Activities:

Sustain

- Organizer Summits
- Edcamp-in-a-Box
- Develop strategy for measuring impact/engagement/quality
- Develop data collection strategies (lead generation for cultivating champions, ambassadors, evidence base, etc.)
- Roadmap for edcamp participation (participant progression/growth-mindset)

Outputs:

1 month:

- Begin development of CRM for new website
- Develop Ambassador program
- Develop Fellows program
- Articulate a roadmap for progression of participants
- Regular newsletter of information for organizers

3 month:

- Launch CRM
- Reaching out to Ed schools, pre-service teachers
- Spread the roadmap
- Creation and review of "Best Models for Success" for planners

6 month:

- Posting of "Best Models for Success" to the community via website

Outcomes:

Short Term:

1 year

- continue to excite/re-excite the Edcamp base with new paths to learning and growth
- clarity of communication between the Foundation and its stakeholders
- Feedback from administrators who have attended an Edcamp

Medium Term:

2 years

- 500 Edcamps per year in the United States that speak to the norms and values.
- Obtain data and publish results
- Obtain data that allows for tracking student impact

Long Term:

Beyond 2 years

- 1,000 Edcamps per year in the United States that speak to the norms and

- **Education preparation program leaders (College deans, professors, AACTE)**

- **Development of solid set of norms for organizers and participants and agreements with organizers to follow the norms**
- **Create brand management strategy**
- **Collate list of organizers' e-mail**
- **Attending an Edcamp**
- **Utilizing social media to inform and connect with the education community about edcamp**
- **Outreach to administrators of teachers who have attended**

- **Announce trademark**
- **Publish set of norms and best practices to community**

- values**
- **Apply results of data to revisit problem statement**

**an Edcamp
(targeted to a
few Edcamps)**

Spread

- **Ambassadors Program**
- **Edcamp Fellows program (by state?)**
- **Develop comms/marketing strategy and positioning (What specifically is Edcamp's role in solving pressing issues for stakeholders?)**

Student Impact: When the education community engages in participant-driven, collaborative professional development that promotes their expertise, then the investment of these community members will ultimately result in professional growth. This growth will lead to students as the beneficiaries of innovative practices.