

eTech Ohio Commission Meeting Minutes
35 E. Chestnut Street, Columbus, Ohio
November 8, 2012

Present: Commissioner Andrew Bowers, Commission Chair Designee John Conley, Commissioner Designee Katrina Flory, Commissioner Bruce Hawkins, Commissioner Jan Osborn, Commissioner Designee Jason Rafeld, and Commissioner William Sams.

Staff present: Laura Bryson, Chief Information Officer, Kimberly Christopher, Education Technology Resources Director, Elizabeth Coulter, Legislative Liaison, Greg Davidson, Interim Executive Director, Sarah Luchs, Chief Learning Officer, Krista Shaw, Chief Operating Officer, Kathryn Shipley, Administrative Assistant, and Jill Grier, Legal Counsel, Attorney General's Office.

I. Opening and Roll Call

Commission Chair Designee John Conley opened the eTech Ohio Commission (eTech) meeting and asked that the roll call be read. Administrative Assistant Mitzi Dunn called the roll and stated there was a quorum present.

II. Approval of Minutes

Commission Chair Designee Conley asked for a motion to approve the draft October 11, 2012, minutes. The motion was made by Commissioner Sams and seconded by Commissioner Hawkins. All of the Commissioners voted in favor of the motion (*Commissioner Designee Jason Rafeld was not present for the vote*) and the minutes from October 11, 2012, were approved as submitted.

III. Executive Session

Commission Chair Designee John Conley asked for a motion to move into an Executive Session for the purpose of discussing the personnel matter of Interim Executive Director Greg Davidson. He asked that Jill Grier, Legal Counsel for the Attorney General's Office stay for the Executive Session.

Commissioner Hawkins made the motion and it was seconded by Commissioner Sams. A roll call vote was taken and all of the Commissioners (*Commissioner Designee Jason Rafeld was not present for the Executive Session vote*) voted in favor of the motion to move into an Executive Session and the motion was approved unanimously. eTech went into Executive Session at approximately 9:40 a.m.

Commission Chair Designee Conley indicated that no votes took place during the Executive Session. The Executive Session ended at approximately 9:46 a.m. He welcomed Commissioner Designee Jason Rafeld to the eTech meeting.

IV. Resolution 13-03

The result of the Executive Session was a resolution that modification to a previous resolution that appointed Greg Davidson as the Interim Executive Director of eTech. Commission Chair Designee John Conley said the Ohio Board of Regents (OBOR) is requesting an extension though the end of the Fiscal Year. The interim appointment will be reviewed periodically and after the first of the year eTech will meet again to discuss the future of this position. The resolution was distributed by Ms. Grier for the Commissioner's review.

Commissioner Hawkins made a motion for the adoption of Resolution 13-03. This motion was seconded by Commissioner Sams. Commission Chair Designee John Conley asked if there were any amendments to the resolution or any discussion. There being none, a roll call vote was taken and the resolution was passed unanimously.

V. Reports and Administrative

A. Chairman's Report

1. Commission Chair Designee Conley provided the Commissioners an update on the OH-TECH 'backbone' expansion. He said that he believes that by mid-December all ten sites will be active. They have had some resolution to the issues that they were having in the Wooster area. Commission Chair Designee mentioned to Commissioner Sams that the Athens site is a 'pop', therefore, this is on the Ohio University campus.

2. Commission Chair Designee Conley shared that the OBOR is still on target to move into the Ohio Department of Education (ODE) building. The scheduled move in date is December 28, 2012. This will be a true P-20 working relationship for the State of Ohio.

3. Commission Chair Designee Conley discussed the recent draft directive that was released by Chancellor Jim Petro that will merge OhioLINK into OH-TECH. He said this will create further efficiencies. He also said that OhioLINK celebrated their 20th anniversary on November 1st and they named Gwen Evans as their permanent Executive Director. She has an extensive library background. The shared services that OhioLINK provides are envied across the nation.

B. Interim Executive Director's Report

1. Interim Executive Director Greg Davidson introduced the Commissioners to Elizabeth Coulter. She will be joining eTech next Tuesday as the full-time Legislative Liaison. She has General Assembly experience and came highly recommended.

2. Relating to the Child Internet Protection Act (CIPA) safety training, Interim Executive Director Davidson said there are now 400 districts participating in this training initiative. They have not received any negative feedback to date. According to the information that he has received from Lorrie Germann the State E-Rate Coordinator everything is going extremely well. eTech received a compliment from the Federal Communications Commission (FCC) regarding the statewide coordinated efforts of Ohio's training program.

Commission Chair Designee Conley asked that Interim Executive Director Davidson provide Commissioner Designee Rafeld with a quick briefing about what is required by E-Rate. Interim Executive Director Davidson explained that K-12 school districts receive discounts on telecommunications and internet services. These discounts are funded from cellular phone taxes that are paid monthly by consumers. The FCC manages this fund and passed an order that became effective last September requiring every school district to provide internet safety training for every student in order to be eligible for E-Rate funding this year. eTech addressed that need in Ohio with the CIPA safety training.

Commissioner Designee Rafeld asked what the goal of the CIPA training was. Interim Executive Director Davidson replied that the goal of the training is to teach students to use the internet safely. Commission Chair Designee Conley added this was funded by eTech and this was at no cost to the districts. Commissioner Hawkins wanted to know of the 400 Districts that were participating, were community schools participating/eligible as well. Interim Executive Director Davidson said they are eligible to participate as well and he would share what districts were participating with the Commissioners.

Commissioner Sams added that the K-12 school districts E-Rate average savings is \$80-90 million. Commissioner Hawkins said he believes the K-12 school districts have saved over \$1 billion since the E-Rate program began. Commissioner Hawkins further said that the schools could not have the connectivity without this funding. Interim Executive Director Davidson said this funding goes directly to the school districts and is not part of the General Revenue Fund. Commissioner Designee Flory added that she shared the information with the State Chief Information Officer after the last meeting and he was pleased.

Commissioner Sams commented that the CIPA training model would be an effective way to offer professional development to K-12 teachers throughout the state at a substantial savings. Interim Executive Director Davidson agreed that it was a great idea. However, he understood that, according to the rules and regulations of the ODE, webinars are not an acceptable method for delivering professional development to teachers and administrators. This is because it is not proctored or conducted physically by an instructor.

Commissioner Sams said that they have found a model that is highly cost effective. Interim Executive Director Davidson asked Sarah Luchs, Chief Learning Officer to share some comments. Ms. Luchs said there are resources they are exploring as well as other states. She said the West Virginia provides Intel classes through a learning management system. She said the CIPA training is viable because it is tied to the E-Rate funding and it is a requirement. No such requirement is there to drive teachers professional development. If the local control stays in place, incentives and strategies can be offered. Discussions then centered on cost effective options for teachers professional development and local control. The Commissioners also discussed bullying training and other training that has been offered in the past at a significant cost savings.

3. Interim Executive Director Davidson provided an update related to the capital planning issues at the Northstar facility. He said there is a meeting scheduled next Wednesday with Dave Carwile a representative for the Ohio Educational Television Stations and the managers of the affiliate stations. They will discuss the equipment and staffing needs of the Northstar facility. Interim Executive Director Davidson said his primary concern is that there is no Business Continuity Plan for the Northstar facility. He also discussed the current operations and management of staff at the Northstar facility.

Relating to the satellite dish replacement at the Northstar facility, Interim Executive Director Davidson shared that they were able to obtain spare parts from the state of Oklahoma. This will enable them to repair the satellite that backs up the one that works. The repair will be paid for with operating funds as this was several thousand dollars. The part will be delivered today and the repair resolved within two weeks. There were no

additional requests for programming needs outside of the Public Broadcasting Service (PBS) during this time period. The affiliates are aware of the satellite situation.

Commission Chair Designee Conley raised a comment regarding the Northstar facility and the possible reduction of hours and said he understood that the affiliates are not operating 24/7. Interim Executive Director Davidson replied the affiliate stations are not operating 24/7 and he is not convinced that eTech's current 24/7 operations are necessary. Mr. Carwile added the affiliate stations were required to staff the master control 24/7. They depend on automation and the presence of eTech's 24/7 operations for back-up. This is very important and critical for their business functions.

Commissioner Sams made comments related to eTech's capital funding situation and said that they make every effort to do the best with what they are given. He believes there will be concerns with funding in the future. Commissioner Sams wanted to know who needs to be educated and informed about the need to change the amount of funding that is allocated to eTech. Interim Executive Director Davidson said that has to be discussed at higher levels of management. He said that eTech is operating on a business model that is outdated and he believes that it must change.

4. Commissioner Osborn asked for an update on the \$3M in funding that was allocated in the Capital Budget. Interim Executive Director Davidson replied that is what Dave Carwile a representative for the Ohio Educational Television Stations and the managers of the affiliate stations will be meeting about next Wednesday. Commissioner Osborn followed up with a question regarding the Fiscal Year 2013/2014 appropriations. Krista Shaw, Chief Operating Officer, replied was a re-appropriation for one specific station in the amount of approximately \$100,000. She said the current appropriation for Fiscal Year 2013/2014 is \$3.562 million.

Commission Chair Conley explained that the funding request was targeted for an upgrade to the master control and individual station projects. It was requested in anticipation of approval of the Corporation for Public Broadcasting (CPB) grant application and its funding. Mr. Carwile added comments and said the technology has improved since the initial request and he believes they can get significant value with the existing funds. Scott Gaughan who is the former Director of Networking and Planning Services for eTech (*a member of the audience*) added comments and said that the funds requested were an 'add on'. Mr. Gaughan explained the timeline to the Commissioners as well.

5. Commission Chair Conley asked about the Biennial Educational Technology Assessment (BETA) application. Laura Bryson, Chief Information Officer replied that the application works as it did before in Salesforce. Interim Executive Director Davidson said the deadline was extended until the end of November as well.

VI. Presentation – Broadband Imperative

Ms. Luchs began by saying that each year a white paper is released during the State Education Technology Meeting. This white paper is released about key topics to give direction to its member states. *The Broadband Imperative* as a working document and they have been getting feedback.

Jeff Mao, Learning Technology Policy Director from the Maine Department of Education joined the Commissioners via webcast. He provided comments based on a white paper report *The Broadband Imperative: Recommendations to Address K-12 Education Infrastructure Needs*. The complete report was provided in advance to the Commissioners. He discussed basic connectivity for supplemental enrichment; emerging reliance on online educational tools and resources; and the transformation to a technology-rich learning environment. Mr. Mao also discussed the recommended external internet connectivity and internal wide area network (WAN) as outlined in the white paper targeted for the 2014-2015 and the 2017-2018 school years.

Commissioner Hawkins asked about the recommendations as it related to Ohio's school district's current connectivity. He said no school in Ohio has the WAN recommendation. Commissioner Hawkins said he is concerned with the funding needs that will be necessary for these recommendations for the State of Ohio. He went on to say the OARnet 'backbone' would also require more bandwidth than what is currently available in order to meet the recommended needs. Commission Chair Conley added to these comments and asked how they were accomplishing these efforts in the state of Maine as they have a great deal of rural areas.

Mr. Mao acknowledged that Ohio's population was larger than the state of Maine's and that may be a mitigating factor relating to the statewide program. He went on to say they provide connections to the each school up to one Gigabit and explained the connections per student. They have been able to leverage two different funding streams – the E-Rate federal funding and beginning in the year 2001, the Maine Technology Education Access Fund (MTEAF) was created. The MTEAF is managed by the Maine Public Utilities Commission and this has allowed them to accomplish this project along with the federal funding. They also worked closely with vendors and legislators.

Ms. Luchs shared her thoughts related to revising the metrics that was released that would have the report reflect 'per device' vs. 'per student'. This is due to student's possibly carrying multiple devices or groups of students sharing one device. She said Ohio has a shared services plan and there are opportunities for community collaboration. There are some metrics that need to be met and that is why she was interested is the 'per device metric' vs. the 'per student metric'. She also made comments about collaborating on a communitywide basis – with major hospitals, businesses, and industry – especially when in a metropolitan area.

Mr. Mao made comments on the 'per device metric' and said the report was released with consideration that every student would have a device. He said Maine's network isn't just networked around K-12 schools. They have collaborated with hospitals and understand they have vast data needs that may require the transfer of large data such as records. Mr. Mao said states should take advantage of utilizing the same network fiber as much as possible.

Commission Chair Conley and Commissioner Hawkins asked if the State of Maine was part of the Partnership for Assessment of Readiness for College and Careers (PARCC) consortium. Mr. Mao replied that the state of Maine is not and they belong to the Smarter Balanced Assessment Consortium (SBAC). Commissioner Hawkins made comments relating to the assessments and the data that would need to be delivered at the building and state levels. He is fearful of a 'crash' and wanted to know what would be required to ensure that this would not happen. Mr. Mao replied that's a very good question, but he believes that the system that Maine has in place will be able to handle the Smarter Balanced Assessment program. He went on to make comments relative to the types of images, files, and videos that the tests may consist of and discussed the concurrency issue.

Commission Chair Conley said it would be helpful to know what the State of Maine was preparing for even though they belong to the SBAC. Ms. Luchs replied that the PARCC consortium and the SBAC are sharing information with each other. The consortiums have been hesitant to set minimum standards for everyone when the applications, devices and the environment could be changing. She said the national and statewide standards aren't being released to allow for the opportunity for local customization.

Commissioner Hawkins commented that OARnet's 'backbone' couldn't handle the recommended requirements of one ITC – and there are twenty-two ITCs. Commission Chair Conley added that the schools have a small window of implementation and that is this summer. Ms. Luchs said this will cause everyone to think differently – at eTech and at the policy-making level. She mentioned that Mr. Mao had the first 'One to One' Contract program in the State of Maine. He has opened this process up to any other state that would like to partner with the State of Maine and that would likely bring down the price with economies of scale.

Commissioner Sams made comments about the timelines required for projects and economies of scale and cost. He said that projects such as Coursera that is not quite a year old has 1.7 million students enrolled. This equals the total number of students in Ohio and they accomplished this in eight months. He also provided comments on Udacity's program which has approximately 800,000 students enrolled. They are offering online video and assessments which have immediate interaction. Commissioner Sams said these programs are offered online and are free. Ms. Luchs replied that those numbers are impressive and exciting. There still needs to be access and there must be a personal device involved and equity issues – a digital divide.

Commission Chair Conley commented about the differences between the State of Maine and Ohio. He said they have a population of a half of million and the State of Ohio has a population of 11.7 million. He said Ohio's connectivity will supersede any state in the nation in approximately three weeks. He said the question is how do they follow through and get that connectivity to the buildings – he said they will have to collaborate and aggregate the costs with partners.

Commission Chair Conley asked for an update on 'Bring Your Own Device' and asked if there was any legislative movement. Commissioner Hawkins commented on the history of students bringing devices to the classrooms from the early 1990's from pagers, cellular telephones etc. He said that the administrators would spend a great deal of time trying to manage the use of these devices. Commissioner Hawkins said there has been some movement on this issue. Commission Chair Conley said the security aspect of the schools network is also a consideration.

VII. Reports and Administrative – Continued

C. eTech Ohio Fiscal Year 2013 Financial Update

Krista Shaw, Chief Operating Officer provided a financial update. She said at the Controlling Board meeting on October 29, 2012, eTech received approval for the Ohio Government Television submission which included robotics repair and replacement HD conversion. She said this was approved without questions and was not held. She said the funds were immediately released and have already been sent out. On the November 19th Controlling Board agenda, Ms. Shaw indicated that eTech will request renewal of the annual maintenance agreement of the Omnion equipment. This has to be renewed annually because it is over the \$50,000 threshold. They had begun working with the Department of Administrative Services to get this contract on

a state term schedule with a Master Maintenance Agreement but this has not been resolved to date.

Ms. Shaw said they are processing the contracts for the speakers for the annual eTech Technology Conference. They are also issuing purchase orders for the conference as well.

Ms. Shaw said she has been working with Ms. Luchs and she has engaged the ODE regarding the Multi-Media Grants for Fiscal Year 2013. She hopes they are able to come to some agreement/conclusion soon and funds will be able to be distributed to the stations.

D. Conference Update

Kimberly Christopher, Education Technology Resources Director provided an update regarding the annual eTech Technology Conference. Documents explaining the annual eTech Technology Conference were provided in advance to the Commissioners in their meeting packets. She explained that the exhibitors will generate approximately \$340,000 in revenue. As it relates to registration, there are 740 registrants to date. This amounts to 34% early bird and 64% super early bird. They have sold approximately 30% of their hotel commitments as well. She explained that once the sessions are released that she believes registration will increase.

Relating to keynote and featured speakers, Ms. Christopher said they do have those secured. They are holding off on making an official announcement so they can do a press release. She said that Monday will be focused on blended learning, Tuesday will be geared towards Tech Coordinators and engaging the students and the final day will be focused on higher education.

Commissioner Sams asked about better ways to capture the information that will be shared in the breakout sessions. Ms. Christopher shared the things that are happening in this regard. She said that the speakers are building a communications plan and she believes the keynote speaker they have secured for the third day will bring everything together. Ms. Luchs added Rebecca Watts, Associate Vice Chancellor of P-16 Initiatives, OBOR, will be leading a discussion at the annual conference as well. Commissioner Sams went on to say if there was a way for the information to be captured and shared with interested groups such as in 'Google Group' or some other type of social network. Ms. Luchs shared that eTech records these sessions and they ultimately end up in iTunes.

E. Information Technology

Laura Bryson, Chief Information Officer, provided an update regarding Information Technology. Ms. Bryson said that documents outlining an update on BETA and K-12 numbers were provided in advance to the Commissioners in their meeting packets. She said they are twenty-one buildings away from \$1 million in funding as it relates to sending that information over to ODE.

VIII. New Business

A. Blog

Kathryn Shipley, Administrative Assistant provided comments regarding eTech's blog. She said that she is working with the communications department and this week they 'soft launched' the eTech connect blog. They are not directing traffic there quite yet but within the next few weeks they will. They would like to get more content here first and they will send the Commissioners a link to the blog so they are able to comment when it is 'live'. Ms. Shipley said that the annual conference should be a 'year-round' experience.

IX. Old Business

A. Transformative Learning

Commissioner Sams provided an update on transformative learning. He mentioned the statistics on Coursera and Udacity that he shared earlier in the meeting. He said 60% of those are international students and from underdeveloped countries. He went on to say that the State of Colorado has partnered with Udacity and will be offering credit recognition for passing their introductory course. He shared the ease of taking the class online for free vs. driving to the community college and paying a fee and said that will be the realization for a great deal of students as they move forward. Coursera is on a faster track than when Facebook was first unveiled.

B. CIPA Training – Media Exposure

Commission Chair John Conley mentioned that eTech received media mention for the CIPA training. WBNS Channel 10 interviewed and eTech staff member.

C. OhioMeansSuccess Portal

Commission Chair John Conley said he believes that the OBOR has come to an agreement on the OhioMeansSuccess portal. This is a portal that will bring together all of the education sites for students, parents and educators. The target date of launch is November 15th.

X. Adjournment

There being no further business before eTech, Commissioner Sams made a motion to adjourn the meeting and the motion was seconded by Commissioner Hawkins. All commissioners were in favor of the motion and the meeting was declared adjourned.



eTech Ohio Commission

March 14, 2013

Date