Utah Education Network
Advisory Council Agenda
February 12, 2013  2:00 pm

1. Roles
   ◦ UEN Overview
   ◦ 2012 Legislation – HB 53
   ◦ Advisory Council Guidelines
   ◦ UEN Ambassadors for 66% by 2020

2. Goals
   ◦ Overview of 5 Questions
   ◦ UEN's Legislative Request

3. Rapid Roundtable
   ◦ What Counts?
   ◦ Other
   ◦ Optional Building Tours
7 Secrets of Key Communicators

1. Build and maintain relationships with your communities
2. Communicate often and early
3. Communicate face-to-face whenever possible
4. Be brief and to the point
5. Look for short stories to illustrate your point
6. Empower other stakeholders as ambassadors
7. Develop a communications plan

ABCs of Ambassadors

Awaken, Accentuate and Advance

Browse, Bundle and Befriend

Care, Communicate and Captivate
Summary of UEN Five Planning Questions Activities
(updated February 12, 2013)

Early in 2012, UEN embarked on a planning process with its new Board based on five strategic planning questions:

1. Whom do we serve, and what do they need to do?
2. What services do we provide so that they can do what they need to do?
3. How do we know we are doing a great job?
4. How do we provide the service?
5. How do we organize?

After answering the **DO** version of the questions, we moved to the **SHOULD** versions of the same questions:

1. Whom should we serve, and what do they need to do?
2. What services should we provide so that they can do what they need to do?
3. How should we know we are doing a great job?
4. How should we provide the service?
5. How should we organize?

Extensive planning activities and reports have occurred throughout this year. Leading to several conclusions:

1. The process is more valuable than the product. While several documents have been developed, the discussions and tough decisions have opened up new lines of communication internally and with Board and community members.
2. The answer to Question 1 is defined in statute. “What they need to do” is becoming more refined as the state develops its 66% by 2020 plan for education.
3. Most of our time has been spent on the services in answer to Question 2, resulting in several reports created for the UEN Board and available online at [http://www.uen.org/board/materials/index.shtml](http://www.uen.org/board/materials/index.shtml)
   - May 2012 – Five Questions summary with detail on Application Services
   - September 2012 – Detailed services list with cost accounting
   - October 2012 – Detailed services list with cost accounting and personnel allocation
   - December 2012 – Top 10 services in terms of overall cost, operating budget, and personnel
   - February 2013 – Reduced services from 72 to 68, Service dependencies, initial draft of services that have been requested but not provided

Of course, this is a work in progress based on Board input and how managers at UEN have reported their work. Additionally, members of the new Advisory Council will contribute to these important planning discussions.
DRAFT Five “Should” Questions Summary from UEN Staff to UEN Board
July 2012

1. Whom should we serve and what do they need to do?

We serve teachers and faculty – they need to teach, integrate technology, access quality resources, comply with administrative/school directions including Core Curriculum and Ed Tech goals; design/develop courses and course material.

We serve learners of all levels – teachers and faculty are learners, they need to build their continuum of practice, hone their skills, be effective; technology staff are learners – they need to innovate and solve problems; members of the general public are also learners.

We serve the people who support teachers and learners: department heads, policy makers, administrators, legislators, organizations, committees – they need to do their job, fulfill their mission.

Comments from staff:

Our services should clearly align to the priorities of public ed and higher ed

I think that our services should have a direct tie to what educator’s current initiatives are (ex. Promises to Keep or Prosperity 2020.)

We should have “boot camp” workshops for UEN staff to understand Promises to Keep from our public ed partners and Prosperity 2020 from our higher ed partners. We also need a presentation from UCAT, Libraries, to understanding their mission and objectives so we know how to best support them.
2. What services should we provide so they can do what they need to do?

(The spreadsheet modeled after University of Texas will provide additional detail for this question.)

We network for education.
We provide educational technology infrastructure.
We provide networks (IP networks, resource networks, support networks).
We facilitate joint projects and mutually beneficial partnerships.

Our 15 services are grouped into three core areas:

Network Services:
1. Wide Area Network
2. Internet Access
3. Network Support and Security Monitoring
4. Internet Filtering
5. Broadcast Network Services (UEN-TV & MHz Worldview)

Application Services: (see detailed spreadsheet)
6. Interactive Video Conferencing
7. Learning Management System
8. Pioneer Library and Preschool Pioneer
9. Web Conferencing
10. Teaching and Learning Tools

Support Services:
11. Training/Professional Learning
12. Distance Ed Support
13. Regional Support
14. E-Rate Support
15. Overhead and internal UEN support (legal, financial, facilities, communication, etc.)

We should:

- Do more research on the future of IVC – do we keep as is and replace equipment or change technologies? Figure out how to better coordinate across video systems.
- Expand Interactive Video Field Trips, but what is our role with those? We see requests for these increasing.
- Support eBooks – eBook subscription services
- UEN coordinate consortium software licensing (beyond Pioneer library, Microsoft, Adobe, etc.)
- Expand support for wireless (BYOD initiatives); determine what is UEN’s role?
- Expand resources for flipped classroom (media intensive, home access, etc.) Equella/Kaltura
- Coordinate support services with online knowledge sharing process and repository.
3. How should we know we are doing a great job?

We should have performance metrics that are:

- Measurable – or able to be determined from other measurements
- Clearly defined – including boundaries of the measurements
- Indicate progress toward a performance goal
- Answer specific questions about the performance

We should have metrics that combine quantitative and qualitative data.

We should subcontract with a third party consultant to advise senior staff and UEN Board on appropriate performance metrics and tools for reporting and documenting progress on them.

We should include these possible metrics:

- Metrics (use patterns and financial), meetings, feedback loops
- Web analytics, media and TV viewership
- Network growth, reliability, network performance
- Completion of projects- on time, on budget, on scope
- Qualitative feedback – comments, meetings, emails, letters
- Legislative support, grant support ($$)
- E Rate return rate
- Performance dashboard
- User requests, increased demand
- Professional development exit surveys
- Project-specific research (NetSafe, STEM, etc.)
- National awards and recognition, national/local news articles
- Social media followers/likes
- Net promoter score

We should:

- Have an online dashboard with agreed-upon metrics that we update and revisit regularly, with greater transparency on how we’re doing – start with less is more and have a way for users to drill down for additional details on specific services
- Have a dossier developed for each key stakeholder group (legislator, school district, institution) with a report of metrics specific to their service area
- Tie our services more clearly to economic benefits
- Have a way for users to view/track our performance and also provide input
4. How should we provide the service?

- Actively work to understand what customers are doing and want to do
- Establish rich relationships with stakeholders, peers, providers, vendors to inform our work
- Develop plans for future services in coordination with stakeholders
- Design new services in coordination with stakeholders
- Build, integrate and test services
- Implement, monitor, and update services
- Retire services as needed

Many factors also shape how we provide the service:

- financial, legal, infrastructure, human resources, communication, facilities, etc.

We should:

- Be more innovative
- Analyze how services have been used in the past
- Figure out a better plan for customer relationship management
- What about role of IVC and other video technologies – expand proof of concept with SeeVogh
- What is method for communicating results/acting on results?
- Revisit way to broaden the advocate or service team model
  - Should this still be based on network hubs?
  - UEN play a role with new CIO/CAO meetings?
  - What about K-12 TCC + Curriculum Director’s meetings?
- What is UEN’s intrastate coordination role?
- We should have materials and a process for orienting new Board members and advisory council members
5. How should we organize?

(72 Services changed to 68 Services in February 2013)
I. Purpose

A. The Utah Education Network (UEN) Board is charged with establishing an advisory council (AC) to assist it in performing its responsibilities (UCA 53B-17-102-5f).

B. As a public broadcaster, UEN is required to establish an advisory council to advise the governing body of the station and to provide a vehicle for effective community input to the station’s governing body about services, programs, and impact on the community from major policy decisions. (47 U.S.C. § 396(k) (8).

II. Organization

A. The advisory council shall consist of representatives of the multiple entities with whom UEN works. The following list is not all-inclusive and is subject to change as determined by the Board.

   Chief Academic Officer
   Teacher Education Faculty
   STEM (Science, Technology, Engineering, Math) Faculty
   Research Networks/IT Staff
   Distance Education or LMS Administrator
   Library Director
   Applied Technology College
   District Administrator/Curriculum Director
   Teacher (2) One elementary; one secondary
   C Forum – Technology Trainer
   District IT Director
   Assessment/Testing Staff
   On-line School Rep
   Telecommunications Companies
   Legislators – Senator/Representative
   Division of Workforce Services – UtahFutures
   State ITS/DTS
   Economic Development
   Public Libraries
   USOE/TCC
   Private Higher Education Institution

B. Advisory Council members shall be appointed to four-year terms. Terms shall be staggered to ensure continuity of representation. Half of the AC shall be appointed to initial two-year terms with the other half being appointed to full four-year terms. Members may be re-appointed for a subsequent term, at the discretion of the UEN Board.
C. Whenever a vacancy on the Advisory Council occurs, the UEN Board shall appoint a replacement, after consultation by the Executive Director with the group the vacating member represented. The new member shall fill the remainder of the appointed term, with the possibility of re-appointment to a subsequent four-year term.

D. Members of the Advisory Council shall elect co-chairs, who will serve two-year terms. The co-chairs shall be selected from representatives or either public education, higher education, or public libraries. Co-chairs may not be from the same representative group. During the initial year, one of the co-chairs will serve a one-year term only, thus allowing for staggering and continuity of leadership. Co-chairs may be elected to subsequent terms, at the discretion of council members.

III. Responsibilities

A. The Advisory Council is organized to provide input and assist the Board in fulfilling its responsibilities. As such, the AC shall meet at least quarterly or more often if a specific need arises. Sub-committees may be formed to facilitate the AC’s role in assisting the Board.

B. Advisory Council Co-chairs are invited to attend UEN Board meetings, retreats, and other planning activities. Because the Advisory Council members possess particular areas of expertise, they may also be asked to participate when their expertise is needed.

C. The UEN Executive Director and Board Leadership will develop the Advisory Council meeting agendas with input from Board members, UEN staff, and the AC membership.

D. UEN staff shall be appointed by the Executive Director to assist the Advisory Council. Staff members shall provide necessary information and serve as liaison for the Board.

E. Advisory Council leadership shall be asked to provide reports in open UEN Board meetings. They shall report on AC activities and provide any suggestions and recommendations they may have for the Board.

F. UEN Board members are encouraged to attend and participate in Advisory Council meetings when possible.
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H.B. 53

UTAH EDUCATION NETWORK AMENDMENTS

2012 GENERAL SESSION

STATE OF UTAH

Chief Sponsor:  Ronda Rudd Menlove

Senate Sponsor:  Lyle W. Hillyard

LONG TITLE

General Description:

This bill modifies the governance of the Utah Education Network (UEN).

Highlighted Provisions:

This bill:

- creates the Utah Education Network Board, which is the governing board for UEN;
- specifies the membership of the Utah Education Network Board;
- specifies the power and duties of the Utah Education Network Board which include:
  - hiring an executive director for UEN;
  - establishing policy for the operation of UEN and the administration of UEN's duties; and
  - advising UEN in the development of a telecommunications system to deliver educational services and the acquisition and distribution of instructional content;
- makes technical amendments.

Money Appropriated in this Bill:

None

Other Special Clauses:

This bill provides an immediate effective date.

Utah Code Sections Affected:

AMENDS:

53B-17-102, as last amended by Laws of Utah 2010, Chapter 286

53B-17-104, as last amended by Laws of Utah 2009, Chapter 290
Be it enacted by the Legislature of the state of Utah:

Section 1. Section 53B-17-102 is amended to read:

53B-17-102. Utah Education Network.

(1) (a) As used in this part, "Utah Education Network" and "UEN" mean a consortium and partnership between public and higher education established to:

(i) coordinate and support the telecommunications needs of public and higher education, public libraries, and entities affiliated with the state systems of public and higher education as approved by the Utah Education Network Board, including the statewide development and implementation of a network for education, utilizing satellite, microwave, fiber-optic, broadcast, and other transmission media;

(ii) coordinate the various telecommunications technology initiatives of public and higher education;

(iii) provide high-quality, cost-effective Internet access and appropriate interface equipment for schools and school systems;

(iv) procure, install, and maintain telecommunication services and equipment on behalf of public and higher education;

(v) develop or implement other programs or services for the delivery of distance learning as directed by law; and

(vi) apply for state and federal funding on behalf of public and higher education.

(b) In performing the duties under this Subsection (1), UEN shall:

(i) provide services to schools, school districts, and the public and higher education systems through an open and competitive bidding process;

(ii) work with the private sector to deliver high-quality, cost-effective services; and

(iii) avoid duplicating facilities, equipment or services of private providers of public telecommunications service, as defined under Section 54-8b-2;

(iv) utilize statewide economic development criteria in the design and implementation of the educational telecommunications infrastructure; and
(v) assure that public service entities such as educators, public service providers, and public broadcasters are provided access to the telecommunications infrastructure developed in the state.

(2) The University of Utah shall provide administrative management for UEN.

[(3) (a) The governor shall appoint a statewide steering committee of representatives from public and higher education, state government, and private industry to advise UEN in the development and operation of a coordinated, statewide, multi-option telecommunications system to assist in the delivery of educational services throughout the state:]

(3) (a) The Utah Education Network Board, which is the governing board for UEN, is created.

(b) The Utah Education Network Board shall be appointed as follows:

(i) (A) The State Board of Education shall appoint four members to represent the state system of public education.

(B) In selecting members to represent the state system of public education, the State Board of Education shall select members from different regions of the state and both urban and rural areas.

(ii) (A) The commissioner of higher education shall appoint four members to represent the state system of higher education.

(B) In selecting members to represent the state system of higher education, the commissioner of higher education shall select members from different regions of the state and both urban and rural areas.

(iii) The president of the Utah College of Applied Technology shall appoint one member to represent the Utah College of Applied Technology.

(iv) The governor shall appoint:

(A) one member to represent the state library; and

(B) one member to represent the Office of the Governor.

[(c) Except as required by Subsection (3)[(e)][(d)], members shall be appointed to four-year terms.
[c) Notwithstanding the requirements of Subsection (3)(b), the]

d) The governor, State Board of Education, and commissioner of higher education shall, at the time of appointment or reappointment, adjust the length of terms to ensure that the terms of Utah Education Network Board members are staggered so that approximately half of the Utah Education Network Board is appointed every two years.

[e) When a vacancy occurs in the membership for any reason, the replacement shall be appointed for the unexpired term.

(f) (i) The Utah Education Network Board shall elect:

(A) a cochair from the members representing the state system of public education; and

(B) a cochair from the members representing the state system of higher education.

(ii) The cochairs shall set the agenda for Utah Education Network Board meetings.

(4) A member of the Utah Education Network Board may not receive compensation or benefits for the member's service, but may receive per diem and travel expenses in accordance with:

(a) Section 63A-3-106;

(b) Section 63A-3-107; and

(c) rules made by the Division of Finance pursuant to Sections 63A-3-106 and

63A-3-107.

(5) The Utah Education Network Board shall:

(a) hire an executive director for UEN, and may terminate the executive director's employment or assignment;

(b) determine the executive director's salary;

(c) annually conduct a performance evaluation of the executive director;

(d) establish policies the Utah Education Network Board determines are necessary for the operation of UEN and the administration of UEN's duties;

(e) advise UEN in:

(i) the development and operation of a coordinated, statewide, multi-option
telecommunications system to assist in the delivery of educational services throughout the
state; and
(ii) acquiring, producing, and distributing instructional content; and
(f) establish an advisory council to assist the Utah Education Network Board in
performing its responsibilities under Subsection (5)(e).
(6) The executive director of UEN shall be an at-will employee.
[(5)] (7) UEN shall locate and maintain educational telecommunication infrastructure
throughout the state.
[(6)] (8) Educational institutions shall manage site operations under policy established
by UEN.
[(7)] (9) Subject to future budget constraints, the Legislature shall provide an annual
appropriation to operate UEN.
(10) If the network operated by the Department of Technology Services is not
available, UEN may provide network connections to the central administration of counties and
municipalities for the sole purpose of transferring data to a secure facility for backup and
disaster recovery.

Section 2. Section 53B-17-104 is amended to read:

53B-17-104. Responsibilities of the State Board of Regents, the State Board of
Education, the University of Utah, KUED - TV, KUER - FM, and UEN related to public
broadcasting and telecommunication for education and government.
(1) Subject to applicable rules of the Federal Communications Commission and
Section 53B-17-102, the State Board of Regents, the State Board of Education, and the
University of Utah, KUED - TV, KUER - FM, and UEN shall:
(a) coordinate statewide services of public radio and television;
(b) develop, maintain, and operate statewide distribution systems for KUED - TV,
KUER - FM, and KUEN, the statewide distance learning service, the educational data network,
connections to the Internet, and other telecommunications services appropriate for providing
video, audio, and data telecommunication services in support of public and higher education,
state government, and public libraries;

c) support the delivery of these services to as many communities as may be economically and technically feasible and lawfully permissible under the various operating licenses;

d) cooperate with state and local governmental and educational agencies and provide leadership and consulting service for telecommunication for education;

e) represent the state with privately owned telecommunications systems to gain access to their networks for the delivery of programs and services sponsored or produced by public and higher education;

f) acquire, produce, coordinate, and distribute a variety of programs and services of an educational, cultural, informative, and entertaining nature designed to promote the public interest and welfare of the state;

g) coordinate with the state system of higher education to acquire, produce, and distribute broadcast and nonbroadcast college credit telecourses, teleconferences, and other instructional and training services;

h) coordinate with the State Board of Education and school districts and public schools to acquire, produce, and distribute broadcast and nonbroadcast telecourses, teleconferences, and other instructional and training services to the public schools;

i) coordinate the development of a clearing house for the materials, courses, publications, media, software, and other applicable information related to the items addressed in Subsections (1)(g) and (h);

j) coordinate with the State Board of Education to assist in providing the public schools of Utah with the provision of the following services to public schools:

i) broadcast, during school hours, of educational and administrative programs recommended by the State Board of Education;

ii) digitization of programs for broadcast purposes; and

iii) program previewing;
(k) share responsibility [with the State Board of Education] for Instructional Television (ITV) awareness and utilization; and
(l) provide teleconference and training services for state and local governmental agencies.

(2) UEN shall:
(a) consult with the UEN steering committee authorized in Section 53B-17-102 and other technology coordinating committees established by the State Board of Education and State Board of Regents in acquiring, producing, and distributing instructional content;
(b) coordinate the statewide development and implementation of the data network for education, which shall include video and audio, data connections, and connection to the Internet, utilizing satellite, microwave, fiber-optic, and other transmission media;
(c) utilize statewide economic development criteria in the design and implementation of the educational telecommunications infrastructure;
(d) assure that public service entities such as educators, public service providers, and public broadcasters are provided access to the telecommunications infrastructures that are developed in the state;
(3) If the network operated by the Department of Technology Services is not available, UEN may provide network connections to the central administration of counties and municipalities for the sole purpose of transferring data to a secure facility for backup and disaster recovery;
(2) This section neither regulates nor restricts a privately owned company in the distribution or dissemination of education programs.

Section 3. Effective date.
If approved by two-thirds of all the members elected to each house, this bill takes effect upon approval by the governor, or the day following the constitutional time limit of Utah Constitution Article VII, Section 8, without the governor's signature, or in the case of a veto, the date of veto override.