

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>
  - 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.

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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.)

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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.

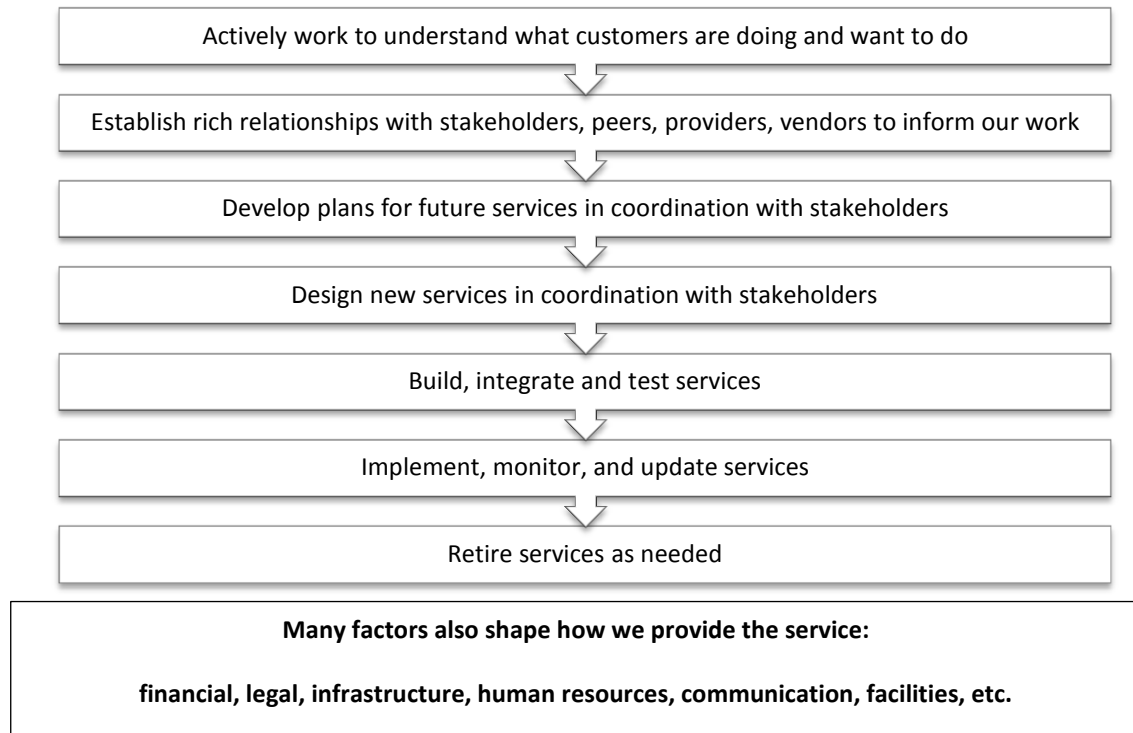
We should include these possible metrics:

- 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?

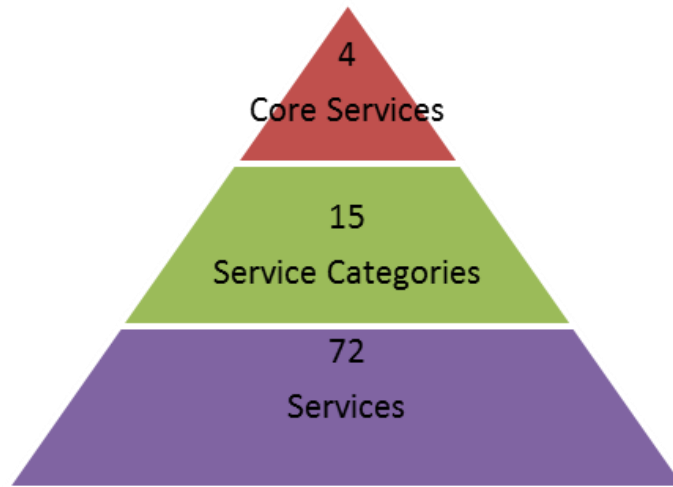


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We should:

- 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)



Utah Education Network  
Advisory Council Guidelines

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 of 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.

1                                   **UTAH EDUCATION NETWORK AMENDMENTS**

2   2012 GENERAL SESSION

3   STATE OF UTAH

4                                   **Chief Sponsor: Ronda Rudd Menlove**

5   Senate Sponsor: Lyle W. Hillyard

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7   **LONG TITLE**

8   **General Description:**

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

10 **Highlighted Provisions:**

11       This bill:

- 12       ▶ creates the Utah Education Network Board, which is the governing board for UEN;
- 13       ▶ specifies the membership of the Utah Education Network Board;
- 14       ▶ specifies the power and duties of the Utah Education Network Board which include:

- 15           • hiring an executive director for UEN;
- 16           • establishing policy for the operation of UEN and the administration of UEN's
- 17 duties; and

- 18           • advising UEN in the development of a telecommunications system to deliver
- 19 educational services and the acquisition and distribution of instructional content;

20 and

- 21       ▶ makes technical amendments.

22 **Money Appropriated in this Bill:**

23       None

24 **Other Special Clauses:**

25       This bill provides an immediate effective date.

26 **Utah Code Sections Affected:**

27 AMENDS:

28       **53B-17-102**, as last amended by Laws of Utah 2010, Chapter 286

29       **53B-17-104**, as last amended by Laws of Utah 2009, Chapter 290

30

31 *Be it enacted by the Legislature of the state of Utah:*32 Section 1. Section **53B-17-102** is amended to read:33 **53B-17-102. Utah Education Network.**34 (1) (a) As used in this part, "Utah Education Network" and "UEN" mean a consortium  
35 and partnership between public and higher education established to:36 (i) coordinate and support the telecommunications needs of public and higher  
37 education, public libraries, and entities affiliated with the state systems of public and higher  
38 education as approved by the Utah Education Network Board, including the statewide  
39 development and implementation of a network for education, utilizing satellite, microwave,  
40 fiber-optic, broadcast, and other transmission media;41 (ii) coordinate the various telecommunications technology initiatives of public and  
42 higher education;43 (iii) provide high-quality, cost-effective Internet access and appropriate interface  
44 equipment for schools and school systems;45 (iv) procure, install, and maintain telecommunication services and equipment on behalf  
46 of public and higher education;47 (v) develop or implement other programs or services for the delivery of distance  
48 learning as directed by law; and

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

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

51 (i) provide services to schools, school districts, and the public and higher education  
52 systems through an open and competitive bidding process;53 (ii) work with the private sector to deliver high-quality, cost-effective services; ~~and~~54 (iii) avoid duplicating facilities, equipment or services of private providers of public  
55 telecommunications service, as defined under Section 54-8b-2[-];56 (iv) utilize statewide economic development criteria in the design and implementation  
57 of the educational telecommunications infrastructure; and

58 (v) assure that public service entities such as educators, public service providers, and  
59 public broadcasters are provided access to the telecommunications infrastructure developed in  
60 the state.

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

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

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

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

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

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

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

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

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

81 (iv) The governor shall appoint:

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

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

84 [~~(b)~~] (c) Except as required by Subsection (3)[~~(c)~~](d), members shall be appointed to  
85 four-year terms.

86 [~~(c)~~ Notwithstanding the requirements of Subsection (3)(b), the]

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

92 [~~(d)~~] (e) When a vacancy occurs in the membership for any reason, the replacement  
93 shall be appointed for the unexpired term.

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

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

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

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

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

101 (a) Section 63A-3-106;

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

103 (c) rules made by the Division of Finance pursuant to Sections 63A-3-106 and  
104 63A-3-107.

105 (5) The Utah Education Network Board shall:

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

108 (b) determine the executive director's salary;

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

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

112 (e) advise UEN in:

113 (i) the development and operation of a coordinated, statewide, multi-option

114 telecommunications system to assist in the delivery of educational services throughout the  
115 state; and

116 (ii) acquiring, producing, and distributing instructional content; and

117 (f) establish an advisory council to assist the Utah Education Network Board in  
118 performing its responsibilities under Subsection (5)(e).

119 (6) The executive director of UEN shall be an at-will employee.

120 [~~5~~] (7) UEN shall locate and maintain educational telecommunication infrastructure  
121 throughout the state.

122 [~~6~~] (8) Educational institutions shall manage site operations under policy established  
123 by UEN.

124 [~~7~~] (9) Subject to future budget constraints, the Legislature shall provide an annual  
125 appropriation to operate UEN.

126 (10) If the network operated by the Department of Technology Services is not  
127 available, UEN may provide network connections to the central administration of counties and  
128 municipalities for the sole purpose of transferring data to a secure facility for backup and  
129 disaster recovery.

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

131 **53B-17-104. Responsibilities of the State Board of Regents, the State Board of**  
132 **Education, the University of Utah, KUED - TV, KUER - FM, and UEN related to public**  
133 **broadcasting and telecommunication for education and government.**

134 (1) Subject to applicable rules of the Federal Communications Commission and  
135 Section 53B-17-102, the State Board of Regents, the State Board of Education, and the  
136 University of Utah, KUED - TV, KUER - FM, and UEN shall:

137 (a) coordinate statewide services of public radio and television;

138 (b) develop, maintain, and operate statewide distribution systems for KUED - TV,  
139 KUER - FM, and KUEN, the statewide distance learning service, the educational data network,  
140 connections to the Internet, and other telecommunications services appropriate for providing  
141 video, audio, and data telecommunication services in support of public and higher education,

142 state government, and public libraries;

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

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

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

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

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

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

160 (i) ~~[act as]~~ coordinate the development of a clearing house for the materials, courses,  
161 publications, media, software, and other applicable information related to the items addressed  
162 in Subsections (1)(g) and (h);

163 (j) coordinate ~~[with the State Board of Education to assist in providing the public~~  
164 ~~schools of Utah with]~~ the provision of the following services to public schools:

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

167 (ii) ~~[duplication and encoding of program masters]~~ digitization of programs for  
168 broadcast purposes; and

169 (iii) program previewing;



170 (k) share responsibility [~~with the State Board of Education~~] for Instructional Television  
171 (ITV) awareness and utilization; and

172 (l) provide teleconference and training services for state and local governmental  
173 agencies.

174 [~~(2) UEN shall:~~]

175 [~~(a) consult with the UEN steering committee authorized in Section 53B-17-102 and  
176 other technology coordinating committees established by the State Board of Education and  
177 State Board of Regents in acquiring, producing, and distributing instructional content;~~]

178 [~~(b) coordinate the statewide development and implementation of the data network for  
179 education, which shall include video and audio, data connections, and connection to the  
180 Internet, utilizing satellite, microwave, fiber-optic, and other transmission media;~~]

181 [~~(c) utilize statewide economic development criteria in the design and implementation  
182 of the educational telecommunications infrastructure;~~]

183 [~~(d) assure that public service entities such as educators, public service providers, and  
184 public broadcasters are provided access to the telecommunications infrastructures that are  
185 developed in the state.~~]

186 [~~(3) If the network operated by the Department of Technology Services is not available,  
187 UEN may provide network connections to the central administration of counties and  
188 municipalities for the sole purpose of transferring data to a secure facility for backup and  
189 disaster recovery.~~]

190 [~~(4)~~] (2) This section neither regulates nor restricts a privately owned company in the  
191 distribution or dissemination of education programs.

192 Section 3. **Effective date.**

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