

Formative Instruction *and the* Quest for the Killer Application

Presented by

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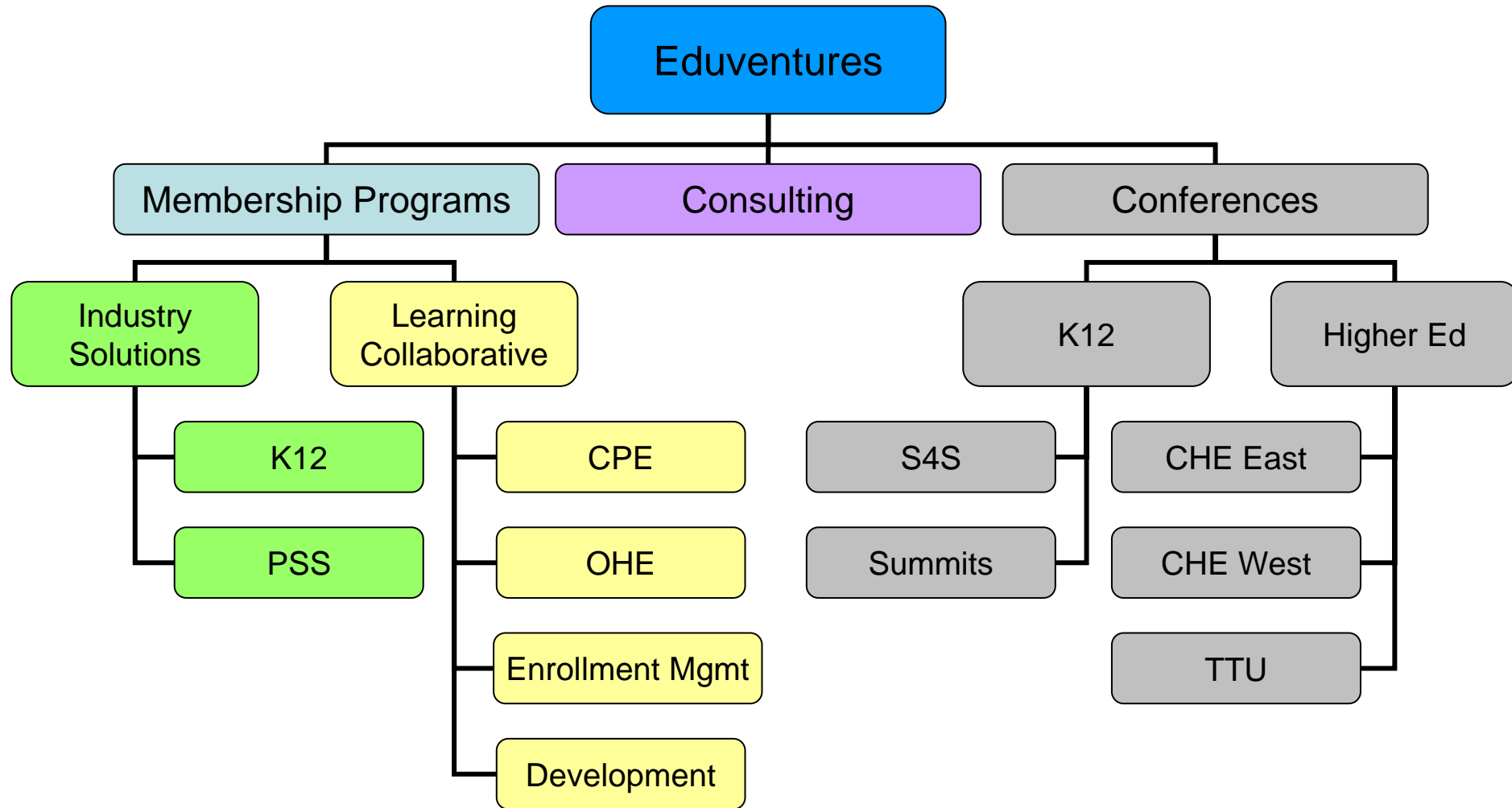
Senior Analyst, K-12 Solutions

Eduventures, LLC

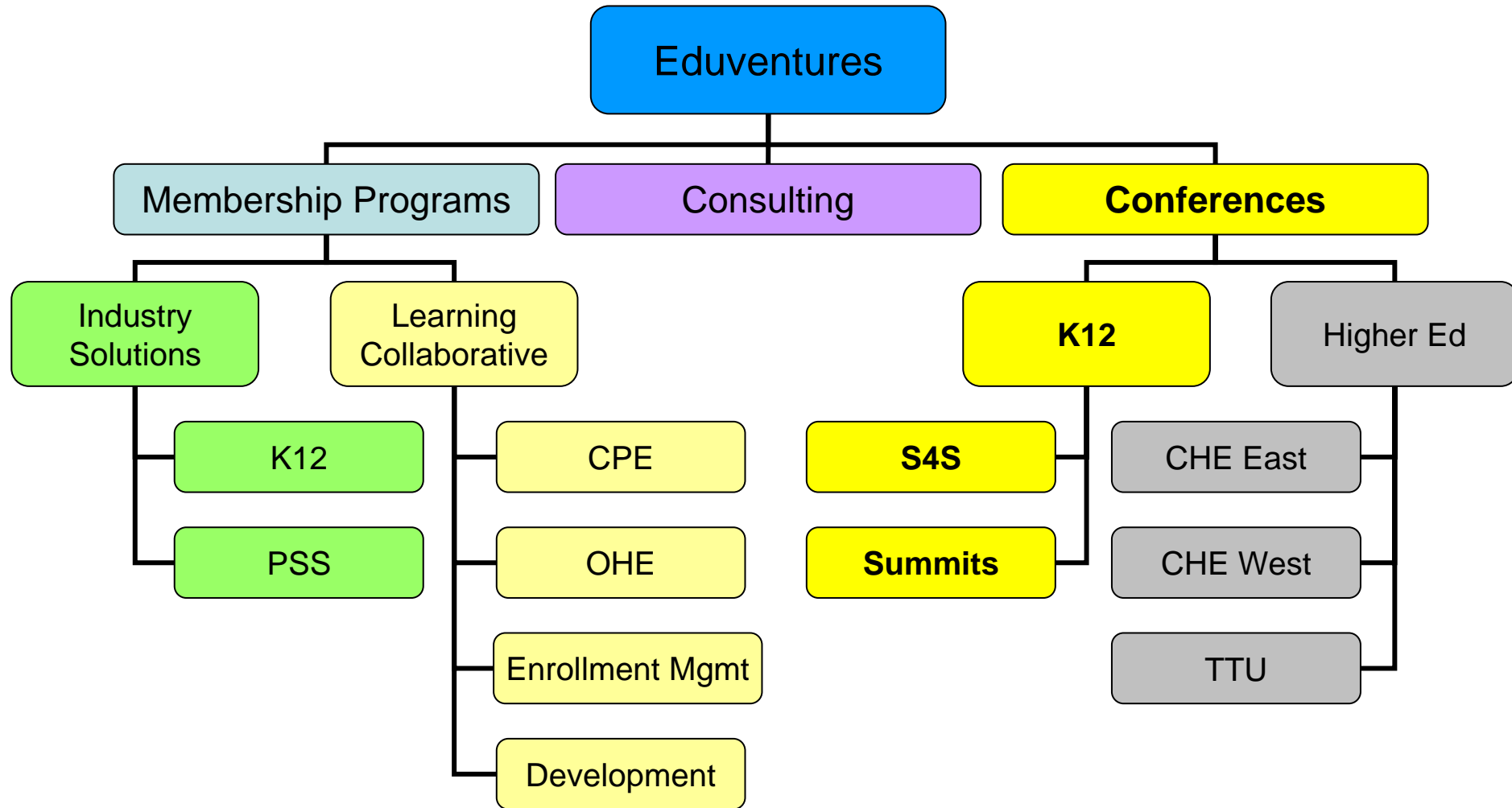
October 5, 2006

- Overview of Eduventures
- Laying the Foundation
- Anatomy of Formative Instruction
- Three Adoption Forces
- Three Key Findings
- The Killer Application
- Conclusion

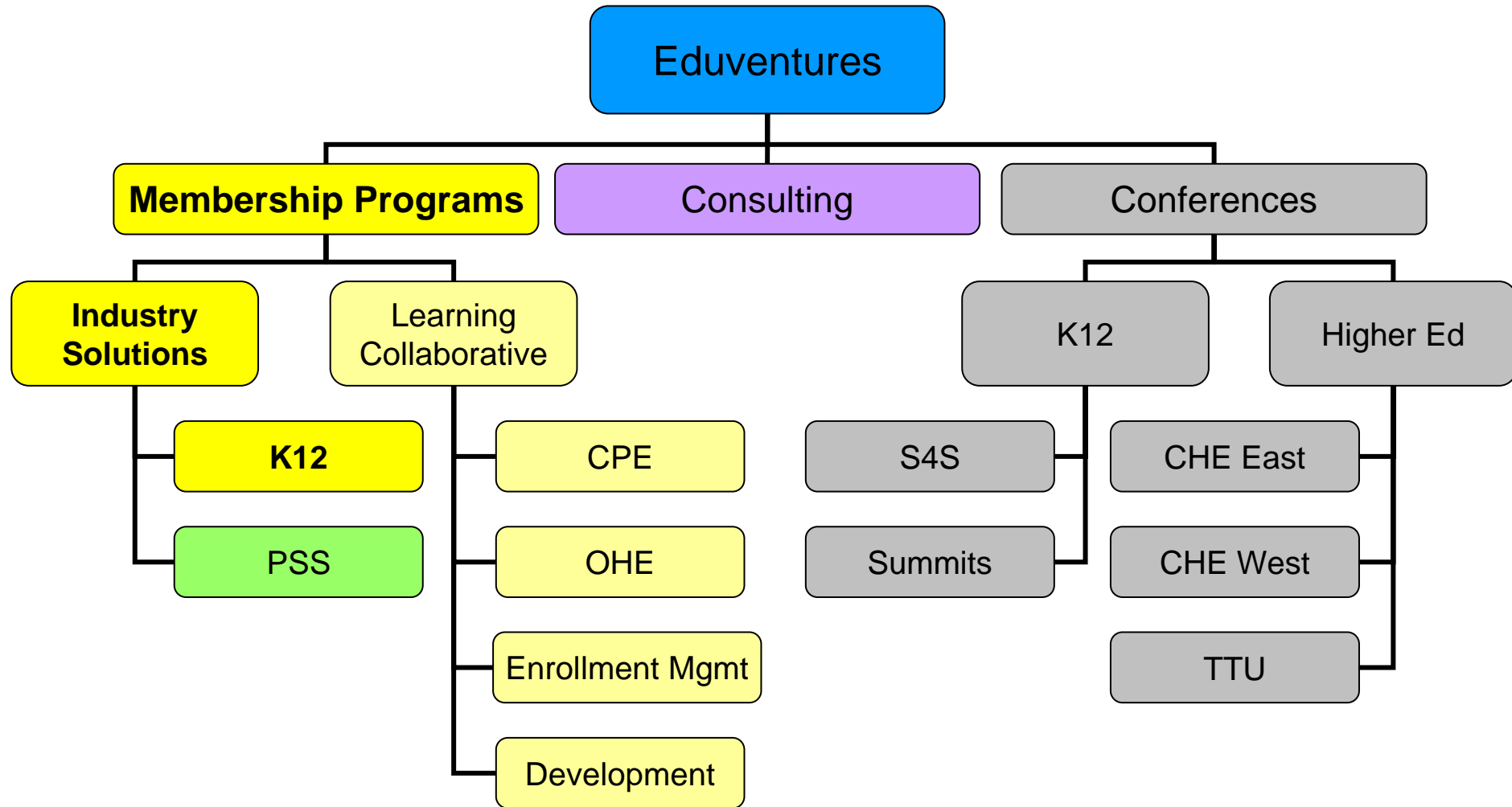
What is Eduventures?



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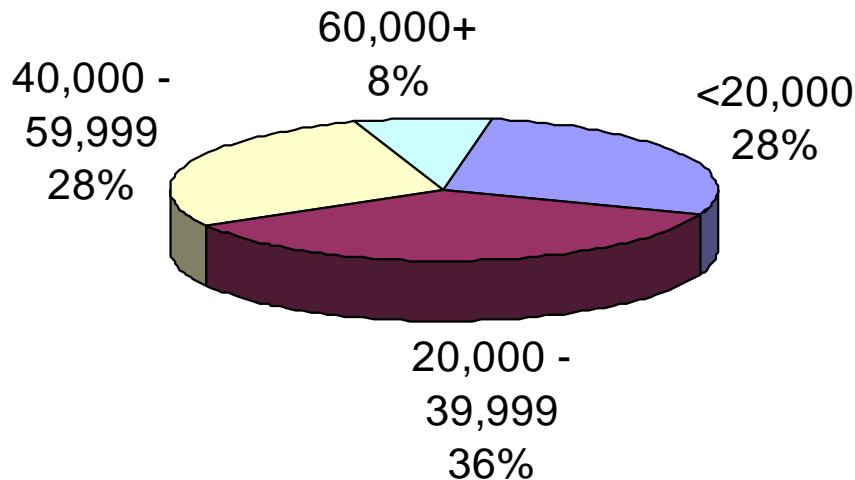
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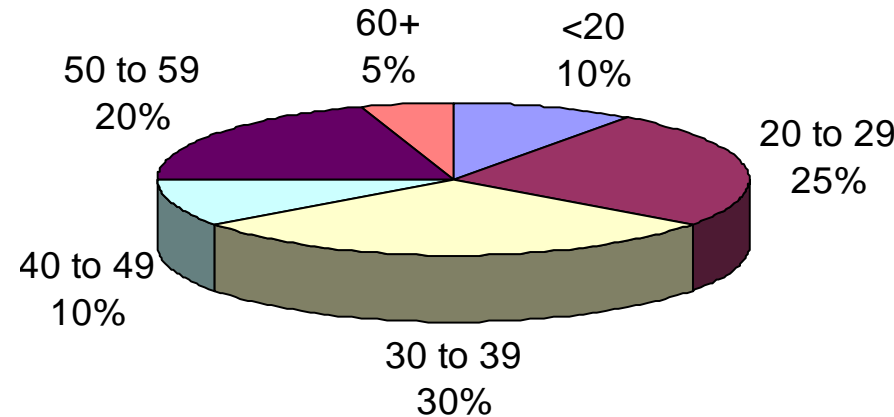
By the numbers:

- 30: Number of interviews we conducted with district and school administrators
- 12: Number of formative instruction suppliers we interviewed
- 3: Months spent on background research and analysis

Distribution by student enrollment

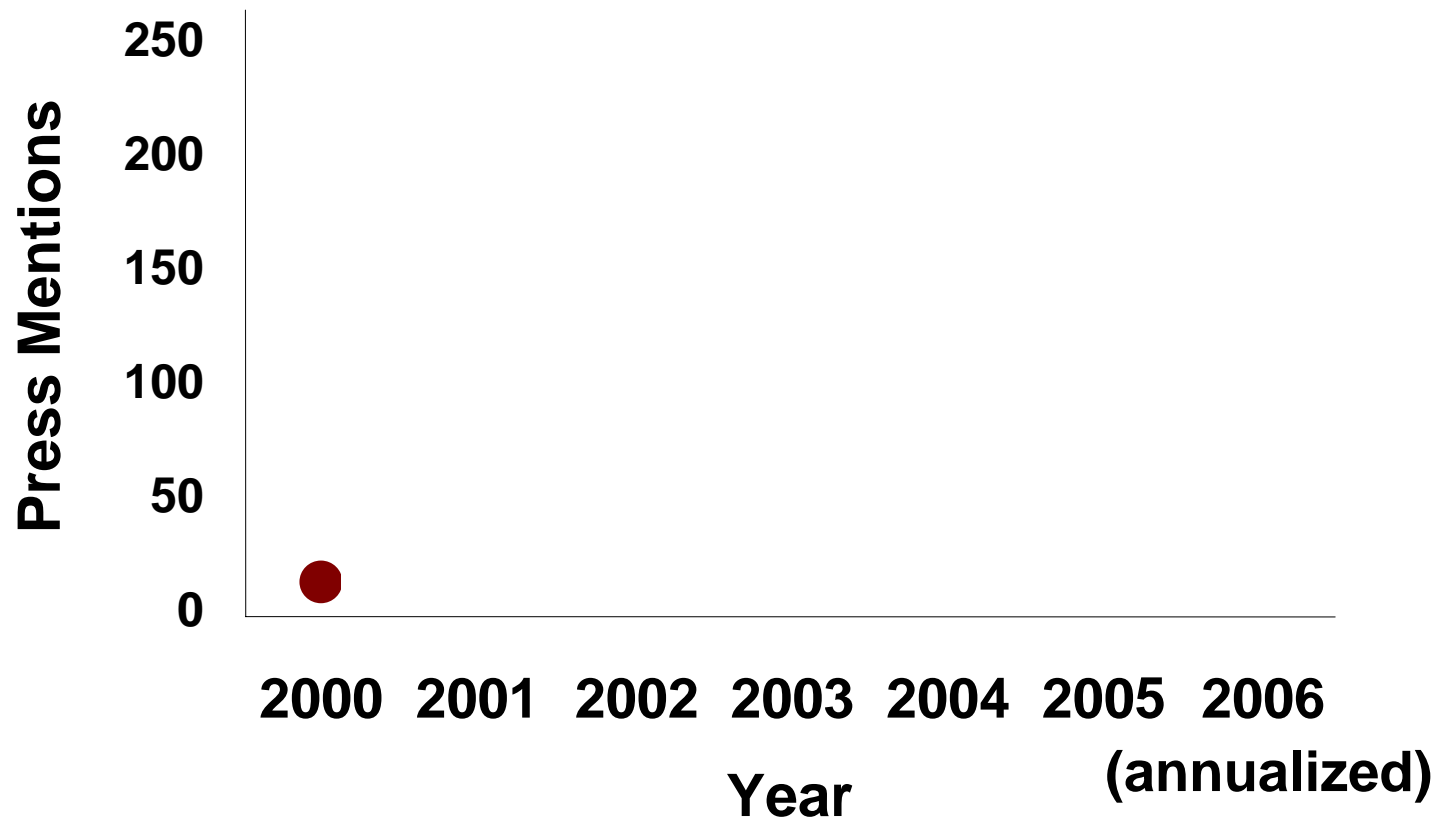


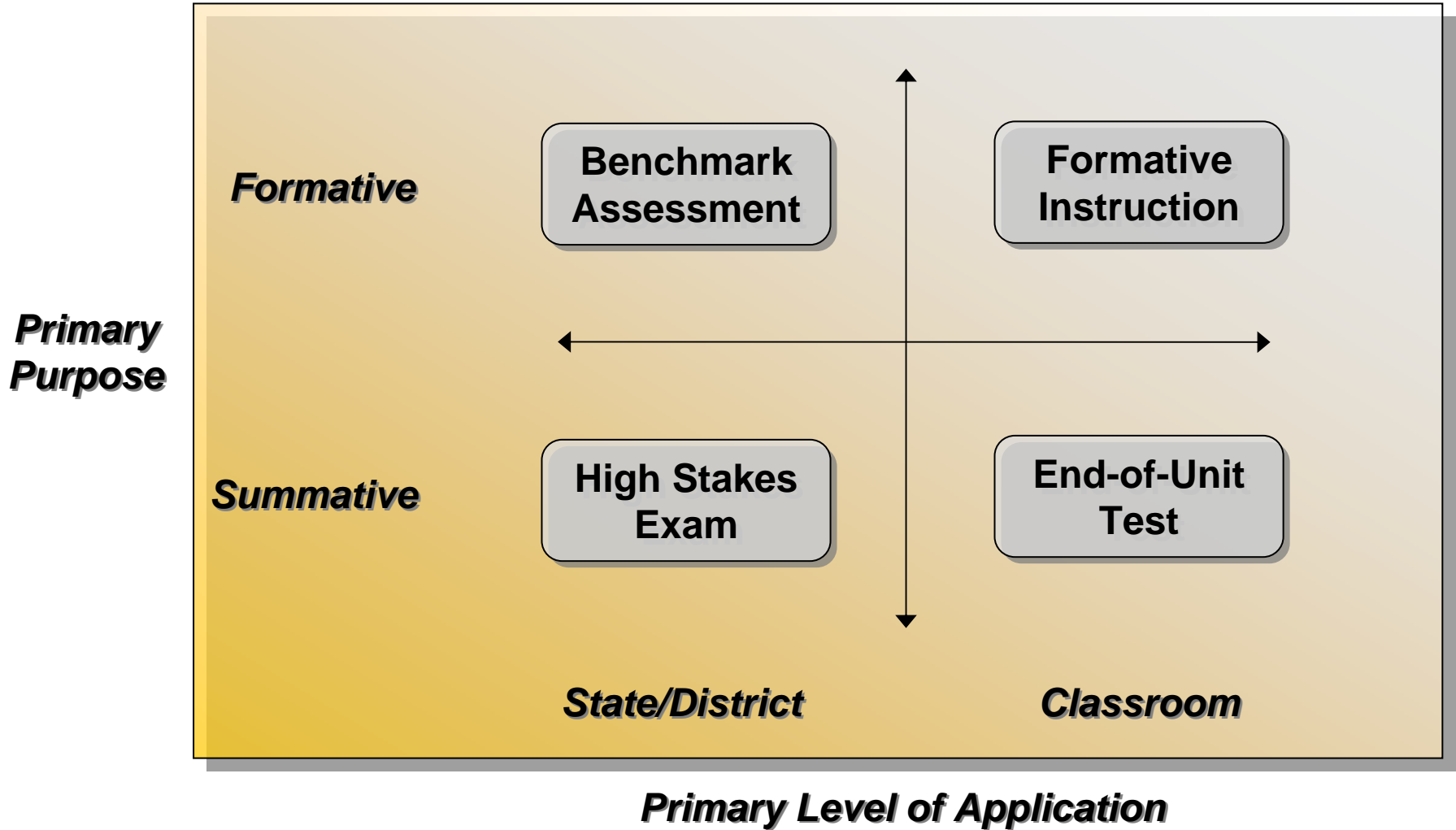
Distribution by economically disadvantaged



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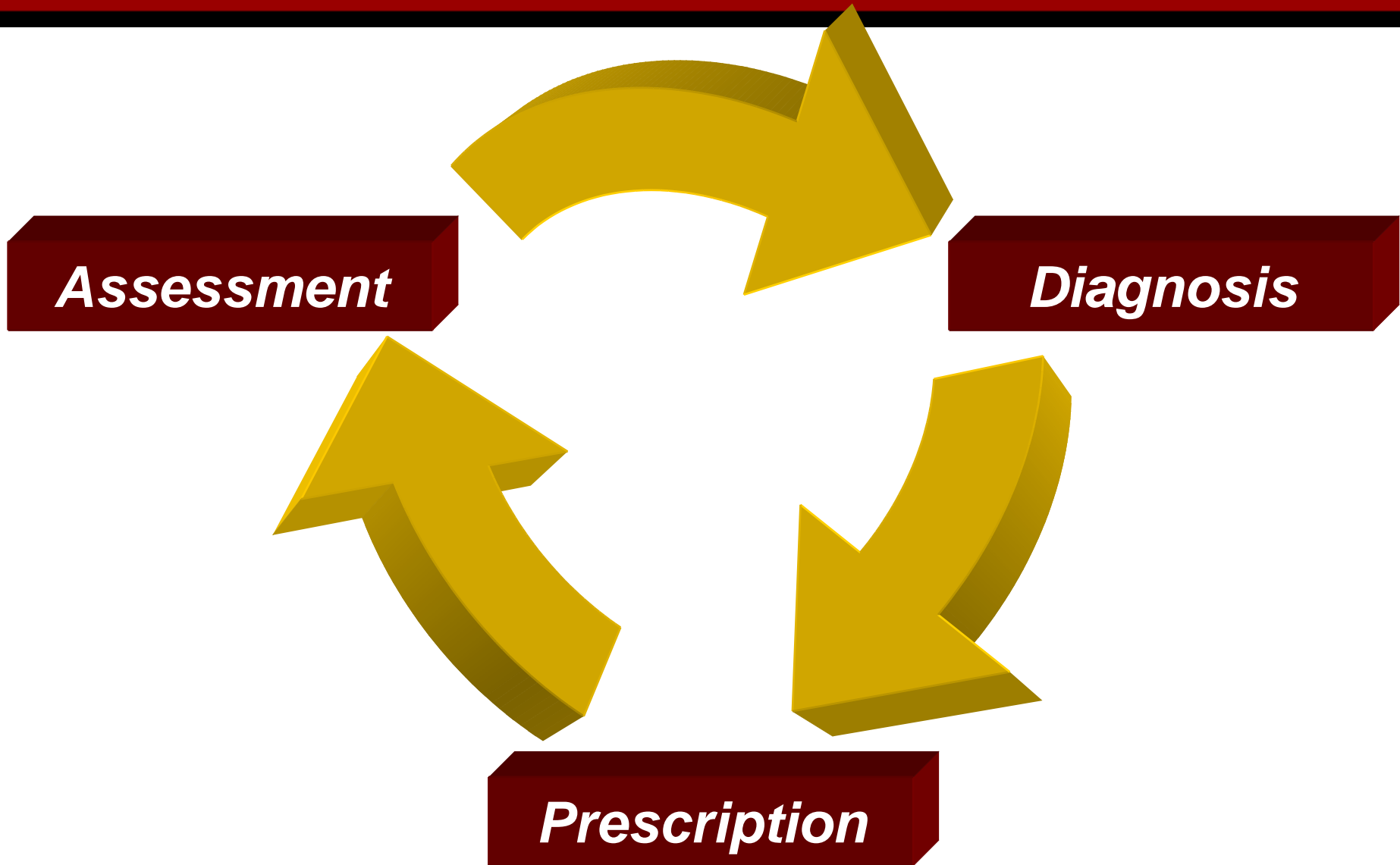
A lot of hype... but what does it mean, *really*?



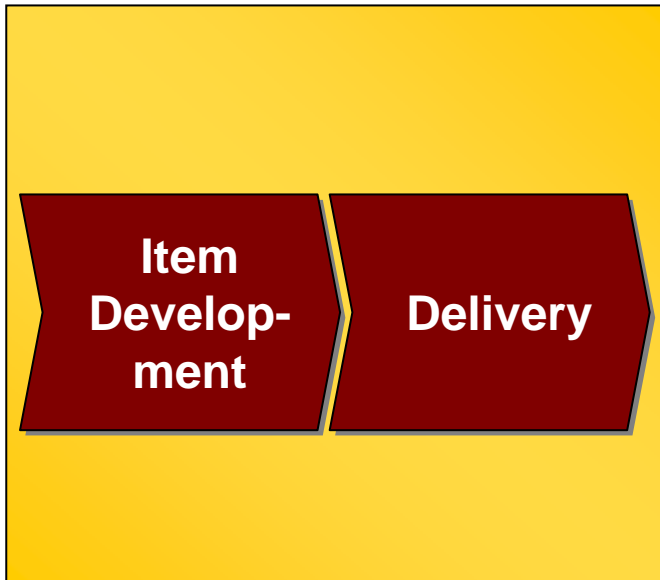


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A Cycle of Three High-Level Phases



Assessment



Diagnosis



Prescription

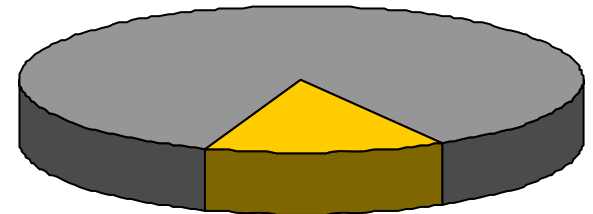


Technology Systems

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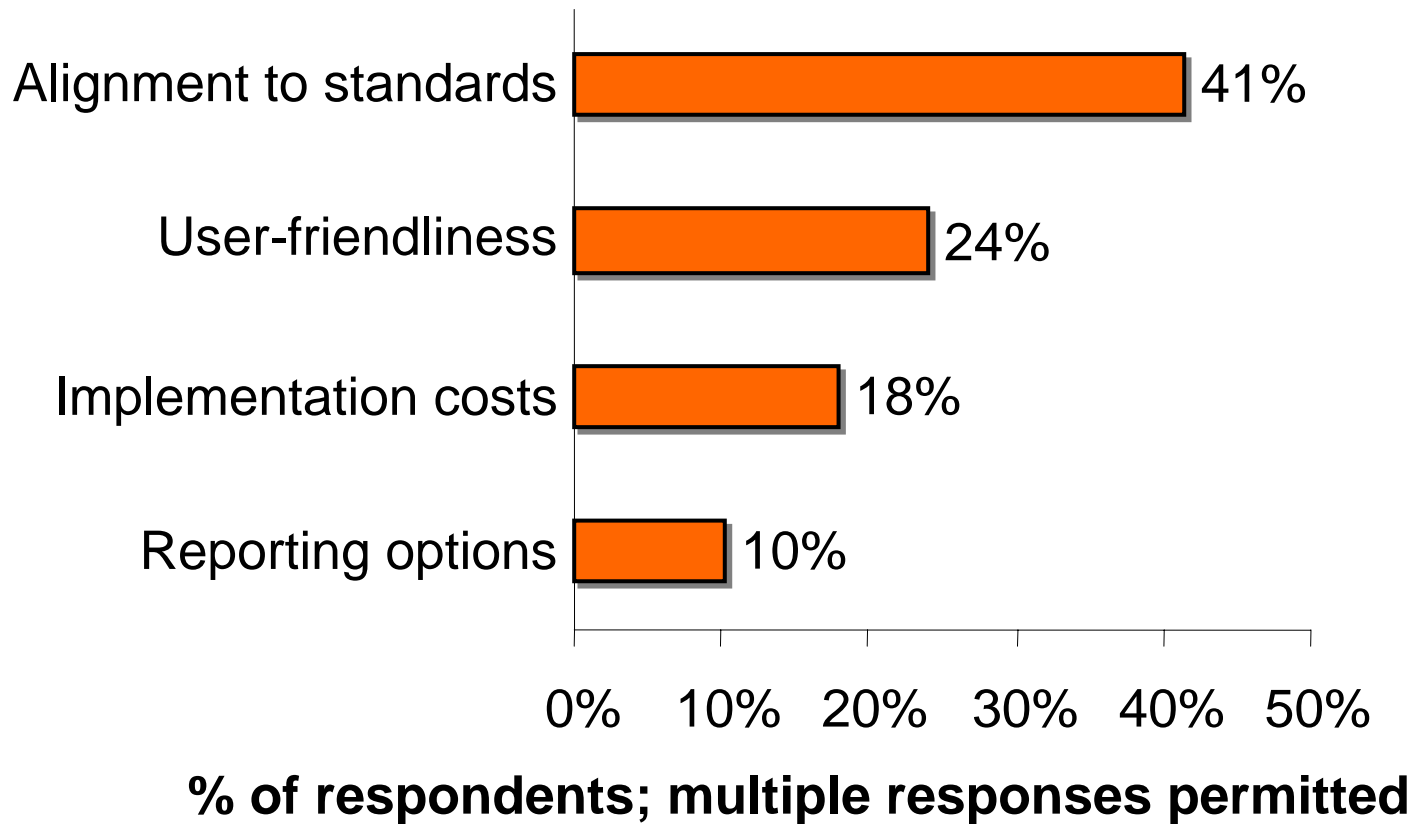
1. Disconnect between educators' and suppliers' perspectives on formative instruction
2. Limited recognition of the full range and potential of formative instruction components
3. Paradoxical relationship between school districts' curricular investment and formative instruction evaluation criteria

What it all means: 14% of teachers use some form of formative instruction in their classroom on a regular basis.

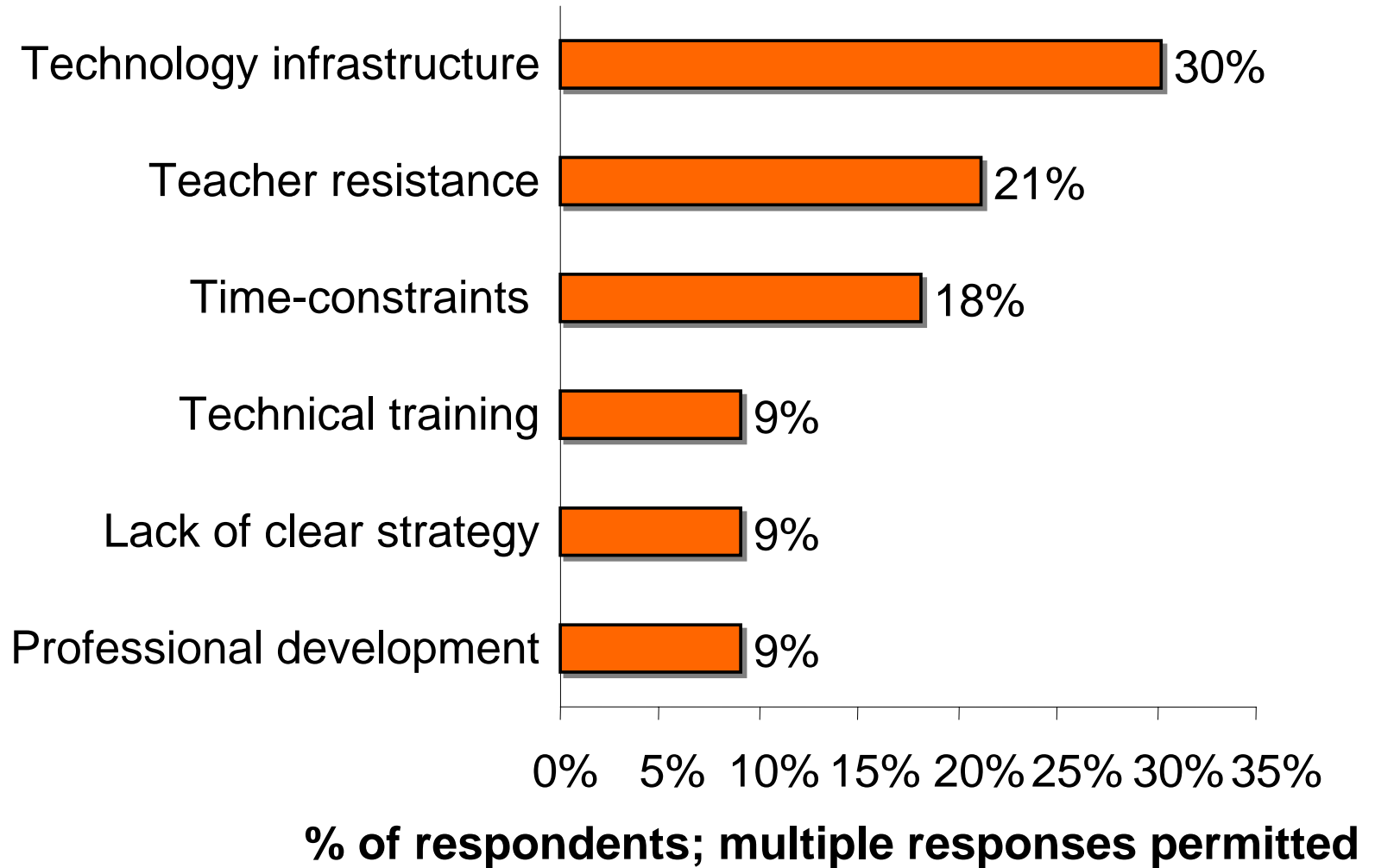


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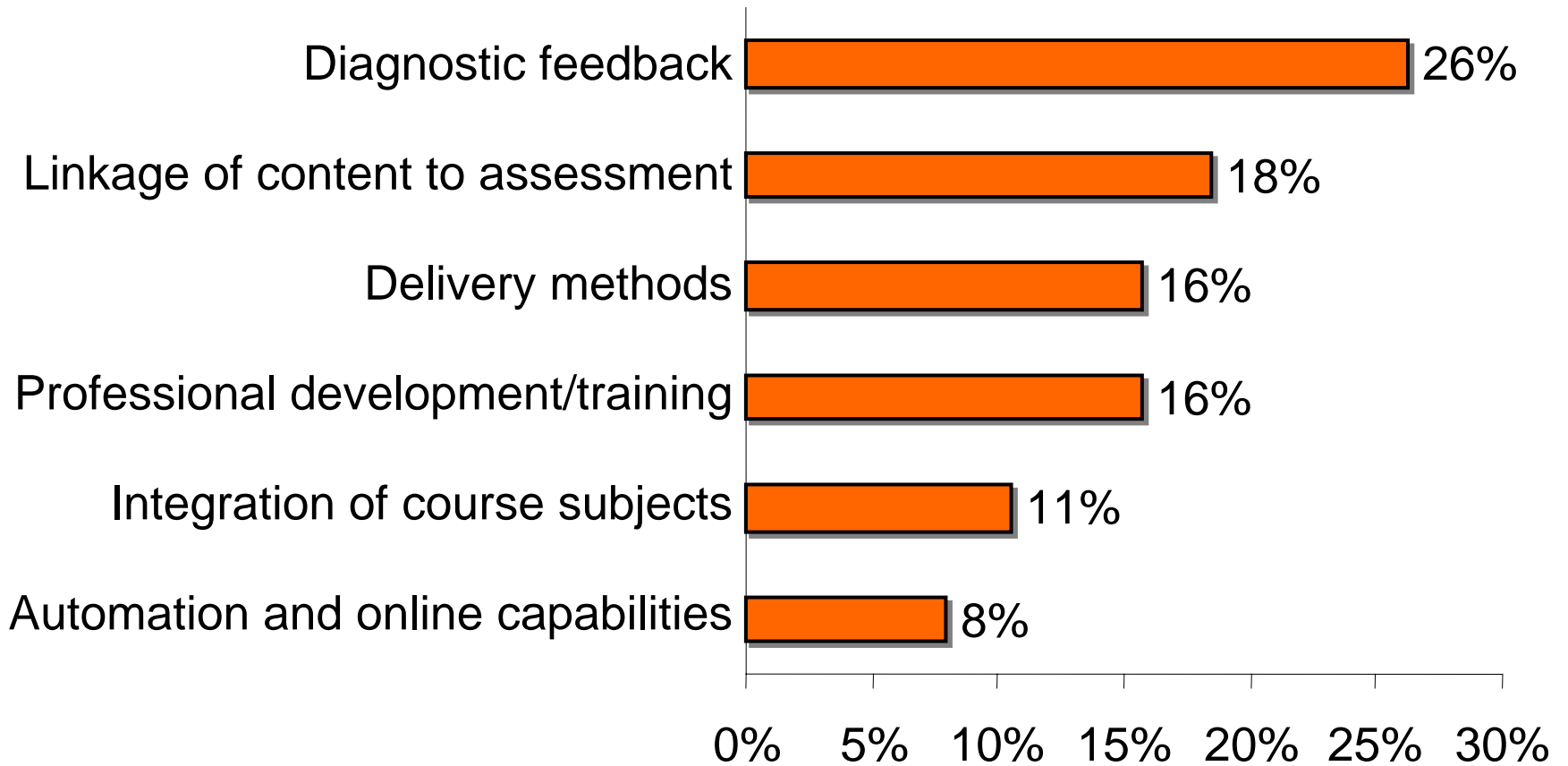
Finding No. 1: Purchasing Drivers



Finding No. 2: Biggest Obstacles



Finding No. 3: The “Needs Improvement” List



% of respondents; multiple responses permitted

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Five Milestones on the Quest for the Killer Application

1. The building of truly analytical capabilities
2. The development of innovative delivery methods
3. The empowerment of teachers through dynamic professional development
4. Effective integration along curricular and technological lines
5. The rigorous, continuous development and automated distribution of test items

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- **NCLB continues to evolve in practical terms**
- **Reauthorization debates begin in 2007**
- **The “growth model” may be the most significant modification**
- **Focus would shift to raising achievement of individual students...**
- **...Leading to increased attention on formative instruction**

“I have no idea how software companies will create the killer application for formative instruction, but if they can do for education what MP3s did for music, we’ll really have something.”