

Depot Business Plan Work Team
January 17, 2008, 1:00 – 3:00 pm, CPE Conference Room C

Present:

Ann Riggs (Education), Allen Lind, Miko Pattie (CPE), Jennifer Carroll, Donna Eustace (KDE), Jana Hickey (JCPS), Cathy Gunn (Morehead), Gary Freeland (EPSB), Charlene Davis (KDLA), Vicki Fields (Kenton)

1. Introductions

New members: Cathy Gunn, Dean, College of Education, Morehead State University; Gary Freeland, Deputy Executive Director, EPSB; and, Vicki Fields, CIO, Kenton County Public Schools; Ann Riggs, CIO, Education Cabinet

2. Review & Revise Mission

2.1. Mission – A single point-of-entry repository of high quality digital content aligned with standards and competencies accessible to (changed to “for”) educators and learners in Kentucky

2.2. Core Values – Stay as is

3. Business Plan

The business plan is to include the following:

3.1. Mission – Statement, Goals; 3.2. Resources – people, financial; 3.3. Barrier; 3.4. Contingency plans; 3.5. Benefits; 3.6. Customers; 3.7. Phasing; 3.8. Product; 3.9. Pricing – license, subscription, per drink; 3.10. Governance/Bylaws; 3.11. Marketing
Al and Miko will come up with a draft for next meeting.

4. Content

4.1. Targeted content that will yield the most ROI should be our top priority. The following areas were identified: Mathematics, Developmental Studies, and World Languages

4.2. Do we only include learning objects that have imbedded learning goals and assessment? The group agreed that a quality digital asset can be useful and can be upgraded to a learning object as long as we communicate this information to users. The key is quality.

5. Training and Support

We need to ensure that the Depot training and support is built into the K12 professional development curriculum. Teacher training programs in the postsecondary institutions and EPSB will be key as well.

6. Value

We need to gather information from the get go to prove the value of the Depot. Without it, the Depot will not be able to sustain itself.

7. Next Meeting – February 21, Thursday, 2008, 1:00 – 3:00, CPE Conference Room B