

Executive Summary

Developing Successful Advocates to Promote Technology in Teaching and Learning

Leadership development is an organizational asset. Institutes of higher education need instructional technology leaders who can garner and sustain support across campus and effect change. Many leaders come to these positions without the requisite training or experience in developing relationships essential to accomplish change. As part of the institution's Leadership Academy, we propose to develop and implement an *Advocacy Development Program* to educate IT leaders to improve their advocacy skills and relationships.

Overview

This project will develop, implement, and assess *an Advocacy Development Program* that can be integrated into local leadership programs, professional leadership institutes, and university course offerings by making the advocacy component generic and applicable to other areas of the university. The initial pilot will be developed in conjunction with relevant university stakeholders.

Phases

- Phase I: Research – Identify and assess key relationships with stakeholders
- Phase II: Assessment Development – Develop assessment tool in consultation with representative stakeholders
- Phase III: Program Creation – Develop and deliver a program to develop advocacy skills, which uses the previously developed advocacy inventory
- Phase IV: Program Evaluation – Create short-term and longitudinal evaluations to assess program outcomes

Objectives – Year 1

- Identify and prioritize potential advocacy relationships at the institutional level
- Assess technology needs and values of stakeholder groups
- Triangulate among stakeholder groups to identify commonalities and areas of focus
- Develop consistent messaging strategy customized to stakeholder group
- Develop and implement action plans to cultivate three strategic advocacy relationships

Impact and Risks

Helping new leaders understand how relationships affect advocacy increases the speed leaders can successfully transition into their new roles and effect change. The cost of not implementing this type of orientation means that leader may take years to identify and develop stakeholder relationships.

Outcome

An effective leader is a reflective leader...especially one with a sense of direction.