

10 Steps to Building Buy-In for New EdTech

Successful, sustainable EdTech implementations rely on support from **all education stakeholders**.



Students



Building Staff



Teachers



School Leaders



Families



Community Members

Early Implementation

Gain buy-in across the board by taking these 10 steps when adopting new EdTech.*

1



Start Conversations

Invite all stakeholders to the table. Share the challenges you hope to solve with EdTech and ask for input. Involve everyone in these early conversations so that they're informed and feel invested.

2

Share Your Mission

Formally outline the goals of the EdTech implementation. Your mission statement should explain why you're integrating digital tools into the learning environment.



3



Promote Transparency

As decisions are made:

- Explain what you've decided to do.
- Share why you've decided to do it.
- Outline next steps for every stakeholder.
- Provide qualitative and quantitative evidence supporting decisions.

4

Provide Pilot Opportunities

Survey staff, students and even families to find out who is interested in testing new EdTech. Run concurrent pilots to compare multiple options by asking different grade teams to try out different tools.



5



Establish Student Tech Teams

Ask student stakeholders, from kindergarteners to high school seniors, to be your ambassadors. Have them participate in EdTech training, invite them to test new tools, and encourage them to show others what they've learned.

6

Provide Professional Learning

Make sure every teacher is aware of new EdTech implementations and how they affect and benefit them. Provide the tools and resources they need to use EdTech successfully.



7



Host Tech Tours

Ask stakeholders to join you as you walk through classrooms to learn first-hand how digital tools are used. Give stakeholders time to talk to students and teachers about their experiences and try the digital tools themselves.

8

Share Success Stories

Generate enthusiasm by giving stakeholders opportunities to share about their experiences with new EdTech. These can be formal presentations at a school board or faculty meeting, or informal discussions at faculty gatherings or through posts on social media.



9



Showcase Effective Use of Tools

Turn the community into an audience for the tangible products students can create with digital tools, such as a student-produced documentary or website.

10

Celebrate Every Win

Excitement around new EdTech is contagious. Share big and small successes throughout the implementation journey.



Full Adoption

Measure EdTech ROI

Sometimes the strongest buy-in comes from knowing that the  and  spent implementing EdTech offers real ROI (Return On Investment) and ROL (Return On Learning).

NetRef can prove both. Use NetRef to keep students on task online and track activity to know which EdTech investments contribute to learning — and which don't.



*Infographic adapted from NetRef's on-demand webinar with Dr. Monica Burns: 10 Tips to Get Your School Community On Board with New EdTech.