

BECON Strategic Plan 2010

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BECON STRATEGIC PLAN 2010

NARRATIVE

BECON, the Broward Education Communications Network, owned and operated by the School Board of Broward County, has grown from the Instructional Television Center station of 40 years ago (which essentially provided instructional programming to students and staff development to teachers). It is now a thriving comprehensive educational content delivery system, which provides anytime, anywhere learning in support of the teaching/learning process for schools and the community.

BECON broadcasts instructional programs on ITFS directly into the classrooms of over 270 schools in Broward County; 2-way, interactive videoconferencing classes with special guests and experts augmenting classroom lessons; an online virtual school; print and video graphics; and a community station - BECON-TV (WPPB) – broadcasting into homes throughout Broward County with a potential audience of 1.3 million viewers.

The community station, BECON-TV (WPPB), licensed by the FCC to provide non-commercial, educational programming, is currently airing 7 days a week from 7:00 a.m. to 11:00 p.m. BECON-TV is filling a niche no other channel can. The majority of the programming is produced locally and deals with local issues and interests. In 2004-2005 BECON-TV began broadcasting the school lunch menus and also created a Community Calendar that is now sponsored by the Sun-Sentinel. The goal is that by 2010 the channel will be broadcasting 24/7. In September of 2005, the FCC approved the build-out of the station, which will mean a tri-county reach (Broward, Miami/Dade and Palm Beach), once the build-out is complete.

BECON produces quality educational programming, which is delivered through multiple methods that have evolved to increase the reach and utilization of this teaching tool. BECON has also kept abreast of innovative, instructional and educational technologies. It uses these new technologies to present educational concepts in a visually appealing and effective way that inspires students and facilitates lifelong learning. In collaboration with the Curriculum and ETS departments, future plans include providing students and teachers with instructional programming via web streaming and video-on-demand, which could be easily accessed from any location countywide.

BECON Distance Learning offers several types of video technologies, ISDN, IP videoconferencing, and web-based conferencing. ISDN videoconferencing allows simultaneous participation via two-way audio and video technology. BECON is a leader in videoconferencing with over 200 locations receiving daily academic and special programs that complement and strengthen classroom curricula in elementary, middle and high school.

Students are engaged in classroom instruction and take field trips outside of Broward County, participate in events and special programs, and creatively learn about other countries. Learning is "real time" with students interacting face-to-face with the teacher or special guest presenter. Courses such as FCAT skills in reading, mathematics, writing and science are targeted as well as foreign languages, humanities, and Advanced Placement (AP) courses.

BECON Distance Learning is developing a network of content providers and educational community partners and will continue to create and license quality educational programs for videoconferencing and other delivery systems.

The ITFS broadcast network is another one of BECON's programming distribution channels. This network (eight discrete channels of analog video) connects BECON and the School Board to over 270 schools and to the cable channels serving Broward County. Part of the BECON Strategic Plan 2010 includes the digital conversion of this network, which will increase the bandwidth available to the District. FCC guidelines require that the bandwidth be used or it will be lost. In our endeavors to lead the One Broward Broadband Initiative, along with several community partners, a percentage of the bandwidth will be used to provide internet connectivity for all countywide.

All BECON departments work toward meeting the vision and mission of BECON, ultimately impacting student achievement. Broadcast Engineering and School Services are responsible for the engineering, maintenance and installation of all audio/visual electronic equipment systems. Working closely with the Facilities Department, Engineering is responsible for the development of the Educational Specifications for these systems for all new and existing school renovations. BECONGraphics (print and video) offers district-wide graphic support and is capable of designing and delivering entire graphics packages to schools and departments as well as external customers. Program Development and Production work closely with curriculum and classroom teachers to develop award-winning programs that respond to the classroom instructional needs of students and teachers. These departments also produce programs for professional development. Program Utilization works with Media Specialists and Curriculum Specialists to evaluate the needs of classroom teachers and conducts research of educational program providers. This department then purchases broadcast and duplication licensing and delivers this quality instructional programming into the classroom to support the learning process.

BECON serves as a significant communications tool for the District and its various constituencies. Through BECON, District administrators are able to bring together educators, administrators, parents, community members, and businesses to focus on, garner and sustain community support for one common purpose: student achievement.

To enhance planning and streamline operations, BECON will work collaboratively with ETS (Educational Technology Services) and Curriculum & Instruction/Student Support departments to develop processes and procedures for overlapping projects. Monthly

planning meetings will be held to identify and coordinate projects that impact multiple departments.

BECON produces award-winning programming that is distributed nationwide. Over the next 5 years, the mission will be to mobilize all BECON departments and partner with other district departments to capitalize on all talents and skills available to reach our vision.

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VISION

BECON will be the premier source for development and delivery of unique educational and community programming.

MISSION

To use broadcast television and the most current technologies to develop and deliver quality multi-media instructional, educational and community programming to enhance student achievement and life-long learning.

CORE VALUES

Quality	Customer Service
Creativity	Innovation
Professionalism	Collaboration
Customer Satisfaction	Teamwork
Responsiveness	

BELIEF STATEMENTS

We Believe:

- That we provide a variety of programs and methods of delivery (using broadcast television and current technology) to address the needs of a diverse, multicultural community
- That we produce creative, quality programming that supports and enhances curriculum, ultimately enhancing student achievement
- That we focus on quality customer service by being responsive to ensure customer satisfaction
- That we are visionary in bringing innovative solutions to address the needs of our customers and providing anytime, anywhere learning opportunities for all stakeholders
- That BECON is a cadre of talented professionals who produce and deliver top quality educational programming that directly impacts learning
- That our way of work involves ongoing collaboration and teamwork internally, with other departments, and with community partners

5 GOAL AREAS

1. Increase internal and external communications
2. Enhance student achievement through program development and delivery
3. Create and maintain state-of-the-art communications network
4. Focus on customer service and customer satisfaction
5. Position broadcast channel as a source of educational, family and community-oriented programming

OBJECTIVES

GOAL 1

INCREASE INTERNAL AND EXTERNAL COMMUNICATIONS

OBJECTIVE 1.1:

By 2010 BECON will increase the frequency of internal communications by 50% (10% per year) as measured by broadcast, print, distance learning and web-based programs.

Strategy 1.1.1:

Determine internal customer interests and needs.

Strategy 1.1.2:

Evaluate and select a variety of available distribution vehicles/methods.

Strategy 1.1.3:

Analyze effectiveness of the communications.

OBJECTIVE 1.2:

By 2010 BECON will increase frequency and scope of external communications by 50% (10% per year) as measured by broadcast, print, distance learning and web-based programs including the acquisition of quality programming for the broadcast station.

Strategy 1.2.1:

Determine external customer interests and needs and acquire and/or develop appropriate programming/communications.

Strategy 1.2.2:

Analyze effectiveness of the communications.

GOAL 2
ENHANCE STUDENT ACHIEVEMENT THROUGH PROGRAM DEVELOPMENT AND ACQUISITION

OBJECTIVE 2.1:

By 2010 BECON will increase program development through the creation of 5 curriculum-based series.

Strategy 2.1.1

Analyze student achievement needs.

Strategy 2.1.2

Conduct program planning and development process.

Strategy 2.1.3

Evaluate effectiveness of programs

OBJECTIVE 2.2:

By 2010 BECON will increase its acquisition of new instructional video material by 50%.

Strategy 2.2.1:

Analyze student achievement needs and procure programming accordingly.

Strategy 2.2.2:

Acquire programming through various means.

Strategy 2.2.3:

Evaluate effectiveness of programs.

OBJECTIVE 2.3:

By 2010 BECON will increase the number of schools in distance learning by 50% (10% per year) with participation in videoconference classes, electronic field trips and special distance learning events.

Strategy 2.3.1:

Develop programming based on student and teacher needs.

Strategy 2.3.2:
Market programming.

Strategy 2.3.3:
Evaluate effectiveness of programming.

OBJECTIVE 2.4:

By 2010 the virtual middle school will recruit students from public, private, charter and home schools to increase enrollment by 50%. (05/06 will be baseline year)

Strategy 2.4.1:
Conduct needs assessment to determine which courses to add.

Strategy 2.4.2:
Market and recruit students to Virtual Middle School.

Strategy 2.4.3:
Monitor student progress and increase completion rates.

OBJECTIVE 2.5:

By 2010 BECON will increase awareness and utilization among teachers and students of BECON services by 50% through effective marketing and communication as measured by customer surveys, focus groups and website hits.

Strategy 2.5.1:
Determine target audience needs, develop appropriate promotional materials and develop and implement methods for measuring utilization.

GOAL 3
CREATE AND MAINTAIN A STATE OF THE ART
COMMUNICATIONS NETWORK

OBJECTIVE 3.1:

By 2010 BECON will convert the ITFS and broadcast systems from analog to digital at BECON and 80% of the receive sites as measured by the number of schools converted.

Strategy 3.1.1:

Evaluate and assess necessary formats, capacity and equipment.

Strategy 3.1.2:

Develop plan for conversion.

Strategy 3.1.3:

Implement conversion.

OBJECTIVE 3.2:

By 2010 BECON will utilize 25% of its excess bandwidth to implement a countywide broadband network as part of the One-Broward Broadband initiative.

Strategy 3.2.1:

Identify resources and partners and develop countywide master plan.

OBJECTIVE 3.3:

By 2007 BECON will develop and implement a process to successfully deliver technical assistance and training based on customer needs and measured by a customer satisfaction survey.

Strategy 3.3.1:

Conduct customer needs assessment.

Strategy 3.3.2:

Develop training plan.

Strategy 3.3.3
Implement and evaluate plan.

OBJECTIVE 3.4:

By 2008 WKPX will be integrated into the BECON infrastructure and governance and will provide students with instructional coursework and hands-on experience.

Strategy 3.4.1:
Design, build and open station integrated with new BECON facility.

GOAL 4
FOCUS ON CUSTOMER SERVICE AND CUSTOMER
SATISFACTION

OBJECTIVE 4.1:

By 2010 BECON will increase customer satisfaction in departments as measured by survey results or other types of data collection, which do not fall below 80% customer satisfaction.

Strategy 4.1.1:
Align customer service practices to the appropriate best-in-class standards in the United States.

Strategy 4.1.2:
Each department will develop and/or enhance feedback mechanisms.

Strategy 4.1.3:
Collect and analyze data for improvement.

**GOAL 5
POSITION BROADCAST CHANNEL AS A SOURCE OF
EDUCATIONAL, FAMILY AND COMMUNITY-ORIENTED
PROGRAMMING.**

OBJECTIVE 5.1:

By 2007 WPPB will broadcast full power.

Strategy 5.1.1:

Identify equipment, develop plan, complete build-out.

OBJECTIVE 5.2:

By 2008 BECON will increase revenue by \$100,000 per annum through targeted marketing efforts.

Strategy 5.2.1:

Develop and implement marketing plan

Strategy 5.2.2:

Develop and implement membership plan for Friends of BECON.

Strategy 5.2.3:

Establish signature fundraising event.