

## Educational Technology Positions within Primary and Secondary Schools

“Classes” of positions:

### **Instructional Technology Specialist (highest-level position)**

A teacher who is certified additionally to be the key technology integrator of the technical process in the school.

- Requires degree in education, state certification, child abuse and criminal background clearances.
- This is the highest-paying position of its type in education (k-12).
- This certification is not currently offered at Lehigh.
- Opportunities may be limited...not many schools have approval for such a position.
- Recruitment is done primarily via general and teacher-specific job posting Web sites. Recruiters want candidates to search for and apply for positions on-line because this demonstrates use of technology. It is part of the screening process.
- Education job fairs are additionally used by schools to screen candidates.

### **Technical Support Position (lower-level position)**

A non-teacher who maintains equipment and installs software, such as a computer lab manager.

- Does not require state certification.
- Requires child abuse and criminal background clearances.
- These are lower-paying positions – salaries typically in the low to mid 20k range.
- They are more common in private schools.

### **Pure Technology Leadership Position (mid-level position)**

Non-teaching position. Some common job titles: School District Network Manager, Online Course Manager, Technology Manager, School Database Administrator, Web Master.

- Does not require state certification.
- Requires child abuse and criminal background clearances.
- These are lower-paying positions.
- These positions are commonly staffed by retired IT professionals or women of school-aged children who are looking for work hours that coincide with their children’s school hours.

## Technology Coach

The role of this position is to help integrate technology into the classroom.

- This is not necessarily a certified or standard position, but rather one that bridges the gap between education and technology skills. The concept has gained traction in school districts across the nation and world.
- These positions may be more “elastic” than other positions in schools (for example, half-time teacher / half-time coach), and may evolve according to the needs of the school.)
- Many schools are recruiting existing teachers for these positions.
- Salary will differ from school to school.

What do k-12 schools look for in candidates?

- People skills – to move teachers to change, the candidate must have good skills and be sincere in caring about the students.
- Excellent technical skills – know applications thoroughly and have experimented with new technologies.
- Portfolio with technical documents, sample budget, and other items pertinent to this. The artifacts for the portfolio would come out of an internship program.
- Knowledge (through an internship) of structuring a budget for staff development as well as the hardware/software.
- Knowledge of grant writing.
- Experience in the classroom (teaching with technology), monitoring a college computer center or something with instruction using technology (example: helping professors learn to use technology in their lectures).
- Induction plan for a new position (How do they see themselves beginning in this position?)

What schools look for in teacher candidates with technology training in content areas of their masters’ program:

- Certification
- Experience in teaching, especially teaching online courses or modules.
- Natural sense of how to use technology effectively, including how to use video to “flip” the classroom.
- Portfolio – include a grant proposal for a smart station (electric whiteboard, laptop, projector, printer for effective instruction)
- Service in college lab or wireless center.

Where are there more jobs within education?

**(K-12) Intermediate Units in PA** – provide technical support to individual school districts on a contract basis. The intermediate units also coordinate and provide online courses.

**Higher Education** – Colleges and universities provide a much bigger market for technology-related positions. The current demand is for instructional designers or can create online courses or can help faculty convert existing courses to online formats. Positions that help teachers integrate technology into their classroom teaching are also growing. Each of these departments (like distance learning) also needs managers and support technicians.

### Instructional Design/Educational Technology Positions in industry

Which industries do the most hiring? (all medium-size and above have training needs that are best addressed with a combination of face-to-face and online learning instructors and materials)

- Large consulting firms (Accenture – “Change Management Analyst” Offers lots of career development opportunities)
- Pharmaceutical
- Credit (Dunn and Bradstreet)
- Insurance
- Healthcare (this is really big in their need to continually train and retrain staff)
- Banking
- eCommerce
- Any other business or organization which requires systematic and frequent training – including government and the military.
- E-Learning (E-Learning companies).

What organizations look for in candidates:

- Attention to detail.
- Internship experience.
- The ability to analyze massive amounts of information.
- Experience with the software that the company is using to design and develop the training.
- Experience designing and developing training for the audience that needs the training.
- Experience in designing, delivering, and managing online training.

- The ability to effectively interview SME's (subject matter experts) to identify the information needed to design and develop the training required (knowing the right questions to ask and effective interpersonal skills).
- Knowledge of industry buzz words ("Blended learning")
- The ability to write well.
- The ability to keep management well-informed on a timely basis of progress, status, and/or concerns (including communicating findings from SME's).
- The ability to organize/sequence and structure the information gathered/analyzed.
- The ability to write specific performance objectives and develop appropriate corresponding assessments.
- The ability to use established training formats (e.g. templates in Microsoft Word) to design and develop the training materials.
- Keeps management well-informed on a timely basis of progress, status and/or concerns.
- The ability to work well on a team (not always but often needed – the bigger the company, the more instructional designers who work on projects)

What methods do organizations use to recruit instructional designers/educational technologists?

- Networking (word of mouth).
  - Professional Associations – ASTD offers student memberships
  - MANY grads from Lehigh's Instructional Technology program have been hired by former students of the program. Some regional employers are also aware that Lehigh is the only regional school offering instructional design education and degrees.
- Electronic job boards.
  - LUCIE – select the "Jobs" tab and then select "NACElink Network"
  - Indeed.com
  - Dice.com
  - E-learning Guild (can get an associate membership for free which will allow viewing of job board)
  - Monster.com (search by keywords "instructional design")
  - ChronicleCareers.com (Positions at colleges and universities)
  - AcademicCareers.com (Positions in higher ed and primary/secondary schools)

Source: Interview with Dr. Scott Garrigan, Lehigh University