

SalesGym Resources

Job Aid: Discovery Questions Resource

Overview

The purpose of this document is to organize all the field sourced questions into a format that is useful to the team and to distill, condense, or combine those questions down into useful categories.

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1 General questions to understand the district

- What are you most proud of in your District?
- How would your students describe their learning environment?
- What would students and parents say about the instruction that takes place in your district? What would you like them to say?
- What would your district commercial be - what would you highlight?
- How would you describe a X County graduate?
- Tell me about some of the achievements and accomplishments that you are celebrating in the district? (DL)
- What have been some of the biggest challenges that you have faced in the last 12 months in your classrooms? (DL)
- How do you characterize your administrators, are they instructional leaders? Building operators?
- What is working really well in your district?
- What do you feel makes this district unique and different from others you've seen and visited?

2 Questions to get to know the decision maker(s) better

- Why education for you... what was your path?
- What is your Why? (JDS) (Used as way for introductions / get to know)
- What brought you to this District and how is it different from where you at previously?

3 Questions to understand the vision and goals of the decision makers / influencers

- Tell me about the past school year. What went well? Where do you want to improve?
- When you look at your strategic plan (Or mission statement) tell me more about the top 2 goals/initiatives you are most proud of. (SP)

- What's your focus? Individual school? District?
- Which grade levels or population are your greatest priority?
- “So tell me Mrs. so-and-so, how do you hope to see students learning in all classrooms in your district by the end of 2019; that is, if you were to look through a time capsule into a classroom in your district, what would it look like?”
- I noticed in your strategic plan that you are working to have STEM certified schools. Where are you in that journey? What does STEM look like in those schools?
- “I'd love to hear Mrs. so-and-so how important to you relevancy is in your teachers' daily use of content in their classrooms?”
- What about the instruction you observe in your classrooms do you like to see improve?
- What does student learning currently look like in your classrooms? What do you dream of it looking like in 3-5 years? (JDS)
- How will your classrooms change over the next three to five years?
- What do you want to be celebrating in 3 years? In 5 years?
- What changes do you want to see in classroom instruction in one, two years, and three years' time? (RG)
- What do your students need from an instructional resource? (AW after listening to a recent presentation)
- What compelling factor(s) led you to seek out Discovery Education? (AW)
- If resources were unlimited (time, money) what would you want to see happening in all of your classrooms? (AW)
- How would you describe a “student-centered” classroom?
- What do your students need or want from a modern digital resource?
- How do you envision your technology supporting your instructional vision?
- What do you want instruction in your classrooms to look like 2-3 years from now?
- What are your top priorities for the district over the next 2 years?
- What are your non-negotiables around teaching and learning? How do you support a culture based upon these pillars?
- How do parents and your community support your vision and mission?

4 Questions to understand how they support, coach and develop their teachers and administrators

- What methods & modes of professional development have proven to be most successful for your teachers when implementing new curricular resources?
- What kind of supports do you think your teachers would respond favorably to as they embark on this digital transition?
- What places do you go, or people do you connect with for your own professional learning? (JDS)
- What have you found has the been the best method of implementation for a resource in your district? (SP)
- Describe your current structure for Professional Learning? Frequency, length, who facilitates? (JS)
- What are your desired outcomes from your district planned professional development? (RG)
- How do you support teacher growth in meaningful digital integration?
- How do teachers collaborate and leverage their skills across teams, grade levels and buildings?
- How do you support your administrators to be strong instructional learning leaders?

5 Questions about the kind of digital content they're currently using? Problems with it?

- As you have increased access to technology & digital content across the district, what changes have you seen in your classrooms as it relates to student driven inquiry?
- According to your teachers, what do you think they value most in a core digital resource?
- How are your teachers currently implementing digital learning in the classroom?
- “So tell me Mrs. so-and-so, in review of core digital resources, what “bells and whistles” have you seen in products that you feel are most important to you in your adoption consideration?”
- “I’d love to hear Mrs. so-and-so what your thoughts are on using a specific digital resource for K-8 in which all teachers use, in order to share commonality in transdisciplinary

teaching and learning within their school; do you foresee that sort of digital content assisting your teachers with connecting the “content dots” across curriculum areas?”

- Tell me the influence that digital learning has had on teaching and learning in the district? (DL)
- “Mrs. so-and-so, I’d like to know which elements of K-12 digital content do you consider to be most important for your students?”
- How are educators and learners currently using technology? (RG)
- What concerns do you currently have about the open sourced content being used in your district and the risks that creates?

6 Questions about problems or resistance in reference to teachers

- “Mrs. so-and-so, how do you feel that your teachers would respond to a professional learning model that lends itself to 70% job-embedded coaching, and 30% pull-out instruction?”
- How would you describe your teachers in terms of their readiness to learn the new standards? (AW)
- What kind of resistance to accelerating the adoption and usage of digital content in the classroom are you seeing from your teachers and administrators?
- What stands in the way, from your perspective, of getting better adoption and more effective leverage of digital content in your schools today?
- Tell me where you’ve had some disappointment in terms of teachers ability to really leverage the potential of digital content in your district?

7 Potential Concern Area Questions

- As you look back over the last 10 years in terms of the various vendors you’ve worked with to help provide you with digital content what are the biggest disappointments and the best successes you can recall?
- What experience have you had with digital content companies that over promise and under deliver?

- How has the support from the digital content companies you've used in the past not been at the level you wished it would have been?
- What are some of your biggest disappointments you've experienced with different digital providers over the last decade or so?

8 Questions about Decision Making Process

- How would you envision a partnership to look like with Discovery Education? (AW)
- What is the most important factor when deciding which resource to adopt? (AW)
- Who do you feel, on your team, is important to include in the input and evaluation process?
- Tell me, if you would, a little about your timeline for the XYZ decision you're currently trying to make?

9 Questions that transition to next steps

- Is there anyone else that needs to be involved in the review process?
- If we were to move forward, ...
- What is your timeline for submitting your budget?
- On the business side, what does your procurement process look like?
- How soon would you like to see an outline of what this could look like?
- How can we help streamline this?
- Are there some teacher leaders that come to mind that we should follow up to see this?
- "So tell me Mrs. so-and-so, when thinking of STEM/STEAM – knowing that both digital content and professional learning are both important, how would you like to see an implementation of this scale occur for a single campus in your district – and also, perhaps districtwide?"