

# Ohio Digital Textbook Model

## Ten steps toward implementing a digital strategy

Steven R. Acker

- **State and follow your own long-term vision**
  - Monitor and use experiences of others, but don't chase fads
- **Develop a sense of history**
  - e.g., Acker; read better historians David Lewis and Steven Bell
- **Gather direct information from multiple community voices**
  - e.g., <http://www.surveymonkey.com/s/CSXRDYC>
- **Train and discuss with cross-sectional/diagonal slice groups**
  - e.g., Ohio Digital Pioneer's Workshop
- **Play the odds- Win/Place/Show- many paths to success**
- **Review these initiatives for winners and losers**
  - Envisioning a tomorrow without action
  - Tower of Babel to the Talk-of-the-Town
  - Reverse Whack-a-Mole- the CSU fractal fly eye
  - Building community- The turnstile of talk
  - Recognize- student research, faculty innovators, creative colleges
  - Strength in numbers
  - Mobile Access (ibility)
  - Compatibility and relative advantage- A matter of timing
  - Fund longitudinal research
  - Modularity, authorial voice and student ears
- **Review (and add) more initiatives, then place your bets**
  - Consumer economics- Forgotten science
  - Stair steps- Tributes to Escher
  - Skin in the game- Pay for success
  - Tale of the Grasshopper- Exoskeleton vs. infrastructure
  - Privilege legacy- Challenge tradition
  - Avoid the Tragedy of the Commons!
  - *Your additions here*
- **Use Q-sort methodology to select small set of initiatives**
- **Follow action research techniques (strive to succeed)**
- **Research and report results, then do it all again!**