

## Northwest Education Cluster Cluster Submission

Description	Consortium of educational software companies dedicated to: <ul style="list-style-type: none"><li>• improving education</li><li>• continuous learning</li><li>• combining efforts for greater effect</li></ul>
Address	<a href="http://portlandcluster.com/">http://portlandcluster.com/</a>
Business	Educational Technology Respond to declining state-funded education to increasing private pay for performance offerings Use Technology to introduce newly assorted offerings, reduce cost and increase market reach Introduce new measures of Efficacy of Educational Programs
Size	35+ educational software companies (as listed on website)
Organizational Structure	informal structure quarterly networking meetings
Key Players	Founding Members: William Kelly Allan Olson Keith Olrich Kelvin Ng Jim Snyder Donald Spears Mona Westhaver  Ad hoc committee members, 2005: Jim Snyder Kelvin Ng William Kelly Sara DeHoff Daylene Long Dean Arrasmith
Founded	August 2003

Services	Provides networking and support for educational software companies
Geographic Size	Pacific Northwest With members from the Portland Metropolitan Area, Eugene, Oregon and Southwest Washington
Accomplishments	What has resulted from this group getting together? Placement/Hiring Networking Articles in <i>The Oregonian</i> and <i>Portland Business Journal</i> about the cluster and member companies
Plans	Roundtable discussion with educators

## Questions

1. What was the inspiration for forming the Portland Education Cluster? How did the idea come about?

**Bill Kelly, Kelvin Ng and others were looking for way to level a common approach to the growth and development of new and existing firms developing innovative technologies for the education sector.**

2. What are the Cluster's accomplishments in the past 2 years?

**Held over 8 meeting, member companies have hired potential employees from the membership pool.**

3. Who has benefited and how?

- **Collaboration opportunities for firms**
- **Business development opportunities for aspiring entrepreneurs**
- **Networking and professional development opportunities for local talent; professional community for incoming talent**
- **Marketing and general awareness-raising—"buzz"—relative to sector**
- **Public recognition of successful firms and local s/heros**
- **Opportunities for articulating shared needs, addressing common challenges within the industry**
- **Opportunities for effective interface with public, non-profit, and private-sector agencies, groups, and associations**
- **Increased competition and innovation among firms with regular contact**
- **Robust debate about the marketplace—where it's going, what it means, how to maintain competitive advantage**
- **Improved infrastructure—ability to grow and recruit talent, access to specific IT, marketing and other business supports**
- **Improved access to money—organizing could make Portland a necessary stop for financiers and promote better financing opportunities for new firms**

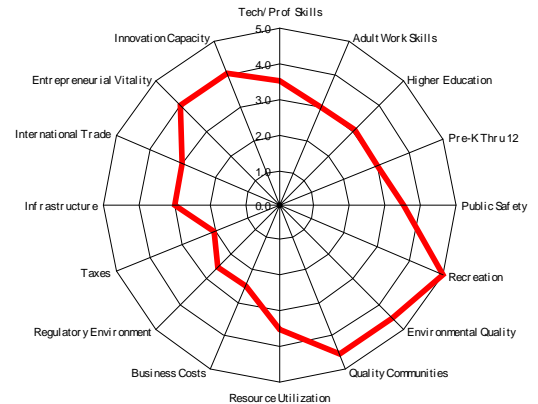
4. How many meetings have there been so far? **Eight**

5. What were the topics of those meetings? **Meetings around growth, information about member companies and other topics.**

## Oregon Business Plan Questionnaire: Education Cluster Priorities

This questionnaire was developed by the Oregon Business Council to collect information on potential priorities for the 2006 Oregon Business Plan (OBP). The Portland Ed Cluster will collect and summarize all information it receives regarding potential education cluster priorities and submit it to the Oregon Business Council by October 20, 2005.

### Education Cluster



### Question 1: Oregon's Business Climate

1a. Rate Oregon's performance as a place to do business in each area from 0-5 (5 = highest, 0 = lowest). The following elements are categorized according to the Four P's of the Oregon Business Plan:

#### People

- Technical Training 3.5
- Adult Literacy 3
- Pre K-12 Education 3
- Public Safety 3.5

#### Place

- Recreation 5
- Environmental Quality 4.5
- Quality Communities 4.5
- Natural Resource Utilization 3.5

#### Productivity

- Business Costs 2.5
- Regulatory Environment 2.5
- Personal Taxes 2
- Infrastructure 3

#### Pioneering Innovation

- International Trade 3
- Entrepreneurial Vitality 4
- Innovation Capacity 4
- Higher Education 3

1b. Are there any additional areas that need to be addressed?

Labor costs due to the high cost of living and increasing home prices

1c. Is there one area that stands out as the most critical to your industry's competitiveness?

Pre-K to 12 Education and access to bright technical and creative people

1d. Additional Comments or Explanations:

None

## Question 2: OBP Core Initiatives

The Oregon Business Plan’s main agenda is to consider and advocate for specific initiatives – policies and actions – that help achieve the conditions necessary for traded sector businesses to thrive. Please prioritize your top concerns from among the Current OBP Initiatives and the Potential 2006 OBP Initiatives. Please use the grid below to indicate which Core Initiatives you’d like to see included in the 2006 OBP Agenda and use the space below the grid to comment on your choices.

For more information or details about the Oregon Business Plan initiatives, please visit: [www.oregonbusinessplan.org](http://www.oregonbusinessplan.org)

2a. Rank your top five for each year in left column.

2b. For EVERY initiative, identify how important it is to your industry (check appropriate boxes).

Rank Top 5	Current OBP Initiatives	Extremely Important	Important	Not Very Important	Not Important At All
	Improve Public Finance and Services		X		
3	Expand Oregon’s Capacity for Economic Innovation	X			
1	Achieve a Higher Return on Oregon’s Investment in PreK-20 Education	X			
	Enhance Oregon’s Forest Resource Benefits			X	
4	Enhance Oregon’s Transportation Infrastructure		X		
	Make Land Available for Traded-Sector Industry Development			X	
	Simplify and Streamline Regulation and Permitting		X		
2	Improve Healthcare and Control Its Costs		X		
	Brand and Market Oregon More Aggressively			X	
Rank Top 5	<b>2006 Potential OBP Initiatives</b>				
	Drug Use			X	
	Water Policy			X	
2	Energy		X		
1	Telecommunications	X			
	High Performance Manufacturing		X		
	Targeted Workforce Development			X	
	Other - <b>Education</b>				

2c. Are there any additional Core Initiatives that should be considered?

Education

2d. Is there one initiative that is critical to your industry's competitiveness?

Educational partnership in the Educational Industry

2e. Additional Comments or Explanations:

None

### **Question 3. Specific Education Cluster Initiatives:**

In addition to evaluating the OBP Core Initiatives, please prioritize the specific action-items, policies, opportunities or programs that you feel would enhance the Education Cluster. Please list up to 3 well-defined, measurable action items that you would like the Oregon Business Plan to support.

1. Secure funding for Oregon K-12 schools and engage businesses in the process
2. More business Industry involvement in education
3. Promote visibility of Education Companies through PR. Promote Education Cluster activities

### **Specific Cluster Action Idea Description**

1. There is a cluster of educational technology companies in Oregon.
2. Oregon is (with some exceptions) not a major market for these companies.
3. These companies would be prepared to give away technology in Oregon in return for the opportunity to participate in research, refinement and materials development projects with instate educators.
4. Handled correctly, there is educational value in such projects for participating students.

I propose the creation of an "Oregon Educational Technology Laboratory".

This Laboratory would be virtual rather than physical but it would have these goals:

- Enhance the educational attainment of participating students by exposure to the latest educational technology with lesson plans crafted to integrate with their curriculum.
- Enhance the professional development of participating instructors by providing access to new technology, training on that technology and lesson plans to allow them to integrate the technology into their curriculum.
- Enhance the commercial success of participating educational technology companies by providing a venue for close cooperation with a sample user set in the development, refinement and testing of their products.

I can see 3 principal participants in the Oregon Educational Technology Laboratory, each with their own responsibilities:

1. Educational Technology Companies. They would submit a proposal for a cooperative project to develop test or refine their product in collaboration with educators and students.

They would be expected to donate technology, to donate staff time in order to craft specific lesson plans utilizing their technology in the collaborating classroom's curriculum. They would provide training.

2. Educators. Would identify opportunities in their curriculum for use of specific technology. Would collaborate with technology companies in the development of lesson plans. Would undergo training in the use of the technology. Would use the technology in the classroom and provide feedback to the technology company.

3. State Education Department. Would run the "Laboratory". Would be responsible for vetting proposals to ensure educational value for students. Would play matchmaker between participating technology companies and educators.

Name of Person Completing Questionnaire: \_\_\_\_\_Education Cluster Subcommittee\_\_\_\_\_

Thanks for your cooperation!

Please return your completed questionnaire by October 10, 2005 to:

Jim Snyder, NWEA

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