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zapme.

APPENDICES

APPENDIX A
SAMPLE SELECTION

Journals	Corporations	Organizations
Converge	Adobe Systems, Inc. www.adobe.com	www.iste.org
District Administrator	2SimpleUSA, Inc. www.2simpleusa.com	www.napehq.org
Educational Leadership	AIMS Multimedia www.aimsmultimedia.com	www.corpschoolpartners.org
Edutopia	AlphaSmart, Inc. www.alphasmart.com	www.scholastic.com/administrator
eSchool News	American Education Corporation www.amered.com	www.blueribbonschools.com
Journal of Computing in Teacher Education	AOL@SCHOOL www.aolatschool.com	www.21stcenturyskills.org
Journal of Research on Technology in Education	Apple www.apple.com	www.ascd.com
Learning and Leading with Technology	Best Buy: www.bestbuy.com	www.eric.ed.gov
NCREL's Learning Point	Cisco Systems, Inc. www.cisco.com	
Scholastic Administrator	Dell, Inc. www.dell.com	
Technology and Learning	Discovery Education www.discoveryschool.com	
TechTrends for Leaders in Education and Training	Gateway www.gateway.com	
THE Journal	Hewlett Packard www.hp.com	
	IBM www.ibm.com	
	InFocus www.infocus.com	
	Intel www.intel.com	
	Intel Innovation for Education www.intel.com/education	
	Lawson Software	
	Learning Services, Inc. www.learningservicesinc.com	
	Microsoft Corp. www.microsoft.com	
	NEC Solutions www.necvisualsolutions.com	

Journals	Corporations	Organizations
	palmOne, Inc. www.palm.com	
	Pearson Digital Learning www.pearsondigital.com	
	PLATO Learning Inc. www.plato.com	
	Scholastic, Inc. www.scholastic.com	
	SUNBURST Technology www.suburst.com	
	Texas Instruments, Inc. www.education.ti.com	

APPENDIX B
COVER LETTER

January 30, 2006

Dear Principal _____,

I am inviting you to participate in a study examining school-corporate partnerships because you have been recognized as a leader in the field of educational technology. I am a doctoral student in the College of Education at the University of Minnesota and an elementary principal in the Saint Paul (Minnesota) public schools. My dissertation and interests focus on the dynamics of technology partnerships between schools and corporations. I would appreciate the opportunity to interview you regarding your school-corporate partnership with _____.

I will call you within the next week to set up a convenient time for a telephone interview. I know a principal's day can be quite hectic, so don't hesitate to request an early morning or evening interview if that will work best for you. Of course, you have the option not to participate in the study, but as a technology leader your thoughts on school-corporate partnerships are very valuable. There is no need to sign a consent form for this study. Your willingness to schedule an interview with me will serve as consent for participation.

Your responses to the interview will remain strictly confidential. You and your corporate partner will never be identified by name or in any way that might allow others to infer this information. If you have any additional questions regarding the interview, please contact me at:

Nancy Flynn
flyn0075@umn.edu
651-293-8780 (daytime)
651-699-5860 (evenings)

If you have any questions or concerns regarding this study and would like to talk to someone besides myself, please contact the Research Subjects' Advocate Line, D528 Mayo, 420 Delaware Street SE, Minneapolis, MN 55455, 612-625-1650.

Thank you very much for your time. I am looking forward to speaking with you.

Sincerely,

Nancy Flynn

APPENDIX C
INTERVIEW SCRIPT AND QUESTIONS

Interview Script and Questions

Thank you very much for agreeing to speak with me at this time. I know you are extremely busy and I appreciate your willingness to participate in this study. I want to reassure you that everything you say in the interview will remain strictly confidential. You and your corporate partner never will be identified by name or in any way that might allow others to infer this information.

To make sure I record your answers accurately, I would like to ask permission to record our phone conversation. The tape made from this recording will be kept confidential and in a safe place. If at any time you would prefer that I turn the recorder off, please let me know and I will do so immediately. Do I have your permission to begin taping our discussion?

Start tape recorder.

Thank you. I have several questions to ask you regarding your technology partnership with . As we talk, I may have some follow-up questions as well. If at any time you wish not to answer a certain question, or would like to end the interview, please let me know.

I. INITIATION

1. I'd like to begin by asking you to describe your technology partnership.

Probes:

- Hardware
- software
- training
- materials

2. What or who led to initiating this partnership?

Probes:

- Company sought the school
- School sought out the company
- District suggested the partnership

3. How was the decision made to go forward with the partnership?

Probes:

- Your own decision, staff decision, district decision
- Did you seek advice from your district?
- Were you counseled by any district personnel?
- Did they offer advice, policies, or guidelines?
- Did you research the corporation/business?

- Did you use any published guidelines?

II. IMPLEMENTATION

1. How long have you been in this partnership?
2. What benefits are you receiving as a result of this partnership?
3. Have you experienced any drawbacks that did not seem to exist at the beginning of the partnership, but showed up later?
4. Are there any obligations you have to the company?
Probes:
 - Advertising
 - Display of logo

IV. REFLECTION

1. Overall, how satisfied are you with your partnership?
Probes
 - overall benefits
 - drawbacks
 - concerns
2. Would you recommend this partnership to another school administrator?
3. Are there any cautions that you would convey to other administrators who are considering entering into a technology partnership?
4. Approximately what percentage of your annual budget does technology account for?
5. How many dollars is that percentage equal to?

6. In a dollar figure, what are the financial gains as a result of your partnership?
(best estimate)

7. In general, do you feel there are certain programs, materials or services that are currently being funded through businesses or corporations that should be funded by the local, state or federal government?

8. Do you feel that any of the funding you receive or have received from this partnership *should* be funded by the local, state or federal government?

Is there anything else you would like to tell me about your technology partnership that I may not have asked?

Before we finish, I would like to ask you a few questions about yourself. These questions will only take a minute or so. Please feel free to decline answering any questions you don't wish to answer.

1. How long have you been the principal at _____ School?
2. How many years have you been an administrator?
3. How many different partnerships have you entered into as an administrator?

Thank you very much for taking the time to discuss your partnership with me. I greatly appreciate you taking time out of your busy schedule. If you have any further questions, please do not hesitate to contact me at any time. Do you have my contact information? (If not, give email address and phone numbers).

Thank you. Have a great day.

APPENDIX D

CRITICAL CONSCIOUSNESS TABLE – CRITERIA & POLICIES/GUIDELINES

Criteria	School A	School B	School C
Educational	The company had a community project that they invited us to do based on software which they gave out	No mention of educational criteria	No mention of educational criteria
Financial	If we did the project, the company would help us significantly with educational pricing for the software and help us with the curriculum.	We had the president of the company who wanted to bring the latest technology to urban school	Wanted to be able to access hardware for a discount
Social	No mention of social criteria	No mention of social criteria	No mention of social criteria
Political	No mention of political criteria	No mention of political criteria	No mention of political criteria
Ethical	No mention of ethical criteria	No mention of ethical criteria	No mention of ethical criteria
Policies and/or guidelines consulted prior to entering partnership	Did not know of any published policies or guidelines	Does not know if the board has any published guidelines or policies. Did not consult any other published guidelines.	Did not consult any policies or guidelines, but did have to make sure things liked hardware was supportable within the district's technology plan.

Criteria	School D	School E	School F
Educational	They would work with us in a mentorship capacity with our at-risk seniors	We needed something to boost math test scores I previewed a CD from the company and liked what I saw that it could do for kids	We needed assistive technology for children with disabilities.
Financial	They would provide us with free hardware, software and training.	No mention of financial criteria	The partnership included hardware, software and training.
Social	No mention of social criteria	No mention of social criteria	No mention of social criteria
Political	No mention of political criteria	No mention of political criteria	No mention of political criteria
Ethical	No mention of ethical criteria	No mention of ethical criteria	No mention of ethical criteria
Policies and/or guidelines consulted prior to entering	Did consult the district's business-school partnership manual.	Did not consult any policies or guidelines, but did consult central office person.	Did not consult any guidelines or policies. Said there might be something in the donor foundation manual, but didn't consult it.

CRITERIA	SCHOOL G	SCHOOL H	SCHOOL I
Educational	<p>We have lots of kids who needed support and accommodations due to disabilities and we needed assistive technology</p> <p>I had previous acquaintances who had used this company's materials for children with disabilities and I know what they had was also very helpful for children with learning disabilities and cognitive delays.</p>	No mention of educational criteria	Our vision for technology to be an integral part of education.
Financial	They would provide the licenses and training and we in turn were responsible for using it and keeping data on some of our students as a pre and post in terms of what kind of impact it had on those students	The partnership was in the form of a grant. If we won the grant we could acquire \$10,000 worth of technology equipment.	No mention of financial criteria.
Social	I told the company I would do a pilot for them.	No mention of social criteria	No mention of social criteria
Political	No mention of political criteria	No mention of political criteria	No mention of political criteria
Ethical	No mention of ethical criteria	No mention of ethical criteria	No mention of ethical criteria
Policies and/or guidelines consulted prior to entering	Did not consult policies or guidelines because he know the organization had credibility with schools.	Did not consult any policies or guidelines. Said they're probably out there, but did not consult any.	Is aware of published guidelines for partnerships. He knows that if you receive any in-kinds gifts, they have to be sent to central office to be recognized and kept track of. As far as other policies, he did not know of any.

APPENDIX E

CRITICAL CONSCIOUSNESS TABLE – BENEFITS

Benefits	School A	School B	School C
Educational	Environmental education awareness	No mention of student achievement	No mention of student achievement
Financial	Pays about \$1000.00 a year for site licenses which would normally cost about \$50,000 a year.	Upgrades of equipment Does not know the dollar figure	“Ability to get some equipment that we would otherwise not be able to afford” Does not know the dollar figure
Social	“Exposure the kids get in return for their research projects – the company has several international competitions a year and our kids have been highlighted for several years now.”	No mention of benefits extending beyond the school.	No mention of benefits extending beyond the school.
Political	No mention of political benefits.	No mention of political benefits.	No mention of political benefits.
Ethical	No mention of ethical benefits	No mention of ethical benefits	No mention of ethical benefits

Benefits	School D	School E
Educational	The mentors work with at-risk kids. They tend to improve their grades because of the attention they get from their mentors.	Improved math test scores. “The year before we partnered with this company we had dropped down to about 69% proficiency in math, and since we’ve been using this technology I don’t think we’ve been below 80% proficiency level in math in general, and computation, too.”
Financial	Money to support incentives for the mentor program Does not know the dollar amount	No mention of financial benefits. Does not know the dollar amount. – “whatever it would cost in tech support and training.”
Social	“Since we have this mentorship program, we get a lot of people coming in from the business community to see and work with kids first-hand. So I think the perception of high school kids has changed for the better because of that.”	No mention of benefits extending beyond the school.
Political	No mention of political benefits.	No mention of political benefits.
Ethical	No mention of ethical benefits.	No mention of ethical benefits.

Benefits	School F	School G
Educational	No mention of student achievement.	“The children are better able to access the general curriculum and they are able to do so with more success. Children working more successfully is the most important benefit.”
Financial	Price break Does not know the dollar amount.	No mention financial benefits. Does not know the dollar figure, but gets a break in the software licenses.
Social	“We have had input into the research and design as they look to make modifications, which means we as the end user are making suggestions back to the company.”	“We share our results and successes with others. We told the company we would participate, whether it be in workshops, and let other people come visit us and people have done that. We are a sharing learning community and we tell our story, if it's successful, which we have.
Political	No mention of political benefits.	No mention of political benefits.
Ethical	No mention of ethical benefits.	“They initially gave us the licenses and also the training. We in turn were responsible for using it and also keeping data on some of our students as a pre and post in terms of what kind of impact it had on those students, which we did.”

Benefits	School H	School I
Educational	Mo mention of student achievement.	No mention of student achievement.
Financial	\$10,000 worth of technology equipment.	\$10,000-\$15,000.
Social	No mention of benefits extending beyond the school.	No mention of benefits extending beyond the school.
Political	No mention of political benefits.	No mention of political benefits.
Ethical	“You need to articulate what your purpose is and what you feel the school can give back to that partnership.”	“What really makes this a partnership is that we actually have had input into the research and design as they look to make modifications which means we then as the end user are making suggestions back to the company.”

APPENDIX F
CRITICAL CONSCIOUSNESS TABLE - COSTS

Costs	School A	School B	School C
Educational	No mention of educational drawbacks.	No mention of educational drawbacks.	No mention of educational drawbacks.
Financial	No mention of financial drawbacks.	No mention of financial drawbacks.	No mention of financial drawbacks.
Social	No mention of social drawbacks.	No mention of social drawbacks.	No mention of social drawbacks..
Political	No mention of political benefits.	No mention of political benefits.	No mention of political benefits.
Ethical	No mention of ethical benefits	No mention of ethical benefits	No mention of ethical benefits

Costs	School D	School E
Educational	No mention of educational drawbacks.	"The main thing that I think my teachers are struggling with are the children who are going for the points, they are settling for lower points than they should. So we had to change the point program from what the company recommends to what we expect."
Financial	No mention of financial drawbacks.	No mention of financial drawbacks.
Social	No mention of social drawbacks	No mention of social drawbacks.
Political	No mention of political benefits.	No mention of political benefits.
Ethical	No mention of ethical benefits.	No mention of ethical benefits.

Costs	School F	School G
Educational	No mention of educational drawbacks.	"The learning curve. Getting comfortable with the equipment, learning to use it"
Financial	No mention of financial drawbacks.	No mention of financial drawbacks.
Social	No mention of social drawbacks.	No mention of social drawbacks.
Political	No mention of political drawbacks.	No mention of political drawbacks.
Ethical	No mention of ethical benefits.	No mention of ethical drawbacks.

Costs	School H	School I
Educational	Mo mention of educational drawbacks.	No mention of educational drawbacks.
Financial	No mention of financial drawbacks.	No mention of financial drawbacks.
Social	No mention of social drawbacks.	No mention of social drawbacks
Political	No mention of political drawbacks.	No mention of political drawbacks.
Ethical	<p>“What you are really doing is writing an advertisement for the company. That’s the prize. This year not only did we get to pick \$10,000 worth of stuff like last year, but the other \$10,000 is all software. And it’s XP, and our system can’t run XP. We run PCs but we can’t support that, so virtually, \$10,000 is worthless to us because we have a district-wide network and we can’t just put XP on our building because it won’t be supported by our technology department. It can’t be, we don’t have enough people or money, so it’s difficult when you do those kind of things and they all have to be supported. With the technology partnerships I’ve been associated with, they are into tricking you to buy more stuff from them. This is a tremendous amount of work to give them some wonderful commercials that you know, will reap more rewards for them than for us.”</p>	No mention of ethical drawbacks.

APPENDIX G
INTEGRATING CATEGORIES AND THEIR PROPERTIES

Category & Property	Frequency Mentioned
Criteria	14
Educational	5
Financial	7
Social	1
Political	0
Ethical	0
Policies/Guidelines	1
Benefits	18
Educational	4
Financial	7
Social	4
Political	0
Ethical	3
Costs	3
Educational	2
Financial	0
Social	0
Political	0
Ethical	1