

Case Study



Intel Skills for Innovation (SFI)



Client	Intel Corporation
Project	Intel Skills for Innovation (SFI) Pilot Program
Objective	Conduct three district-wide pilots for the use of intel’s Skills For Innovation (SFI) in Texas to collect quantitative and qualitative data about user experiences.
Strategy	<p>To increase buy-in from Texas districts, GROW made significant efforts to provide a comprehensive alignment of each Activity with the Texas Essential Knowledge and Skills (TEKS) standards. This alignment ensured that the activities were directly relevant to the curriculum requirements of Texas districts, making it easier for them to incorporate the program into their existing educational plans.</p> <p>Leveraging our strong existing relationships, we engaged multiple districts across the state, including prominent ones such as Dallas ISD, Houston ISD, Spring ISD, Galena Park ISD, and Katy ISD, among others. These partnerships allowed us to establish direct communication channels with district representatives, collaborate closely with them, and address any concerns or questions they had regarding the SFI program.</p> <p>In order to promote the SFI pilot opportunity, we actively reached out to school districts through a targeted outreach campaign. This involved sending over 1500 emails and making phone calls to more than 500 school districts throughout Texas. These communications served to create awareness about the program, highlight its benefits, and encourage districts to participate in the pilot.</p> <p>We seized the opportunity to present the Intel SFI pilot program to a group of 60 Chief Technology Officers (CTOs) at their monthly regional meeting. Following the presentation, we engaged in follow-up conversations with the interested attendees, addressing their specific inquiries and providing additional information to facilitate their decision-making process.</p> <p>Furthermore, we represented Intel at the Region 4 STEAM Conference. Our involvement included sitting on a panel, delivering presentations, and having interactive discussions at the Intel SFI table. This platform allowed us to showcase the SFI program to a wide audience of educators and administrators from various school districts. As a result, we successfully registered 13 school districts for SFI during the conference and continued to engage in follow-up conversations with them to further support their implementation.</p>
Results	We achieved successful enrollment of three pilot districts, each of which signed a Memorandum of Understanding (MOU) to implement the pilot program during the Fall semester and provide valuable feedback. During this pilot phase, we registered a

total of 22 teachers who expressed their interest in participating and exploring the benefits of the SFI program.

Throughout the pilot, there were 60+ downloads of the SFI Starter Pack, indicating strong interest and engagement from the teachers involved. On average, each Starter Pack received 3+ views, highlighting the level of interaction and exploration among the teachers as they familiarized themselves with the content.

In addition to the teacher feedback, 17 professional development (PD) courses were successfully completed by the participants. These courses provided valuable training and support to teachers, further enhancing their readiness to implement the SFI program in their classrooms.

Overall, the pilot phase demonstrated strong engagement and participation. The positive response from the teachers and the completion of PD courses showcased the effectiveness of the program and its potential to positively impact teaching and learning outcomes.