



Thank you for your interest in pursuing a career with IDE Corp. We are an educational consulting firm specializing in instructional and organizational design. We believe that in order to prepare our students to live and work in the world of today and tomorrow, we must embrace significant and substantive reform in our educational system. Technology is a driving force shaping our society; it should be a driving force shaping our schools as well. We need to go back to the “drawing board” and rethink why we have fashioned schools the way we have. Few differences exist between the schools of today and those of 50 or even 100 years ago, and we may be surprised to find that many of the obstacles that prevented us from designing more effective schools in the past have now been removed by some of the more recent advances in technology. To continue, as before, along a well worn path because it is familiar and comfortable is to endanger the future lives of our students and threaten our nation’s ability to compete internationally. IDE seeks to sustain a vision of educational reform dedicated to bringing about meaningful, substantive, and lasting change in our nation’s schools.

Throughout this interview packet, we share information about the company, our vision and ideals, and any current career opportunities. Where you see areas for response (identified by the bold typeface), please share your ideas, accomplishments and vision with us. You may provide us with your answers in any format you wish: hard copy, Web site, self-running multimedia presentation, video, and so forth.

We believe that in order to be effective, you have to love what you do. The employees of IDE see consulting as more of a calling than a job. If you feel that you are called to make a difference in education and to extend your influence as far as possible, then consulting might be the career for you. Although IDE is a small company, we have a big vision and place high value upon those who are employed here. We are committed to providing continual professional development for our employees, and we offer a generous package of benefits.

The successful team members of IDE are happy in their career choice because they feel supported and have a strong sense of efficacy in the work they do. This application process is the first step in determining whether or not IDE is the right place for you and whether you are the right consultant for IDE. This combination is critical to the success of each individual consultant and the entire company.

We hope, therefore, that you will look at this application process not as a challenge to “land the job,” but more as a beginning to the mutually beneficial process of determining whether or not you and IDE are indeed a “fit.”

Thank you again for considering a career with IDE Corp.

Pam Meistrich
Chief Operating Officer
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Tips for Completing this Application

1. If you emailed us a resume and we sent you this application, you know you already have the basic qualifications for a position with IDE Corp. If you downloaded this from our Web site, please make sure you meet the basic qualifications outlined in the job description before spending the time to complete it.
2. Answer all questions completely, being sure to respond directly to the questions. Failing to respond to a question could cause you to be declined an interview.
3. As a consultant, first impressions are important. Grammar, spelling, punctuation, and writing style count!
4. We're looking potentially to hire *you*, not your friends or colleagues. Complete the application by yourself without the help of anyone else.
5. To borrow a phrase from Nike, *Just do it!* Turnaround time is a factor in granting an interview.
6. Remember, we are a corporate consulting firm. When you join us for an interview, dress appropriately.
7. Have fun! This is a chance to shine, to share your views on a field about which you are passionate. The questions will cause you to reflect on your beliefs, attitudes, and abilities. Enjoy the journey!

Section I: Education and Reform

Those who are called to reform education move forward from a vision that guides their work.
If you could create the perfect school, what would it be like? What would its students be like?

[Insert response here]

Our consulting focuses on educational reform. Many issues currently facing schools have created conditions conducive to the exploration of any number of the various instructional strategies being used in classrooms today.

Describe your involvement, knowledge level, and experience with current instructional issues and strategies. (These might include differentiated instruction, performance-based assessment, curriculum standards, technology infusion, collaborative learning, inclusion classrooms, block scheduling, urban education, and so forth.)

[Insert response here]

As a consultant, you are a change agent. You have a vision of what instruction might look like and a need to move teachers and administrators in that direction. Knowing the answers is not enough. You need to know how to help others to see and then embrace those answers. This is an extremely sensitive part of our work. Teachers who have been taught in certain ways, generally teach in those same ways; and they are not always quick to believe that they should change those ways. Even those who say they believe in a new vision for education and are willing to embrace such a vision have difficulty moving away from tradition and long-held habits of practice.

From your first meeting with a teacher, describe how you might establish yourself as a partner with that teacher in the reform process and how you might help that teacher welcome change into his or her classroom. Describe one or more situations in which you were successful at helping someone embrace new ideas and or habits (these examples do not have to be related to technology or schools.)

[Insert response here]

Section II: Education and Technology

We believe technology use falls into two broad areas: automation and transformation. Computer assisted instruction, encyclopedias, word processing, spreadsheets, databases, desktop publishing, presentation software, and the like merely automate functions that we used to perform manually. Although technology greatly enhances these processes, used in this way, technology does nothing more than to allow us to do what we already do ¼ better. Technology is transformational when it allows us to do that which we could never do before: Connecting with data banks and people around the world via the World Wide Web, hypermedia, object-oriented programming, simulation, modeling. Such technology uses allow us to engage in activities that would be nearly, if not entirely, impossible without technology.

What are some of the most compelling transformational uses of technology that you have seen in schools?

[Insert response here]

What ideas do you have for using technology in more transformational ways?

[Insert response here]

A consultant must be comfortable with technology at all levels and on all platforms. Technology changes rapidly, however, and we are in a continual process of learning new skills.

How would you describe your current proficiency level with technology? Include platforms, software, operating systems, networking, and use of technology other than computers.

[Insert response here]

Share with us some of your most interesting stories as to how you have acquired your knowledge.

[Insert response here]

What advances in technology do you foresee in the near future?

[Insert response here]

Section III: Education and Consulting

As a consultant, you are always a service provider. Your clients depend on you to provide them with a service and they pay for that service. You must therefore develop a good rapport with your clients, establishing a warm and friendly relationship, without ever crossing over the line of professional distance. You are always providing a service to your clients. As a consultant you have many clients and each day you will find yourself in a different school. Although our clients are long term and you will therefore develop long-term relationships with them, you might only see a particular client once a month. Your colleagues are the other consultants at IDE, and although we meet at least twice a month, connect through e-mail daily, and sometimes find ourselves working at the same site on the same day, we spend most of our days apart.

What in your character and/or background makes you well suited for this aspect of the consultant's life?

[Insert response here]

The consultants at IDE read a book a month related to our work. We then meet to discuss the book and how we might grow from it. We have a monthly team meeting at which we share ideas, plan, and talk about the work we do. We see ourselves as a team and seek to maintain a cohesive vision for the work we do. We learn from one another, critique one another's work, share problems with one another, and are open and honest with one another.

Describe one or more situations in which you have gained from a collaborative partnership.

[Insert response here]

What in your character and/or background makes you well suited to be part of a collaborative team?

[Insert response here]

IDE Corp. is a small company building a big future. We are looking to add educators to our team who are interested in pursuing a long-term career in the company.

What do you expect to gain from a career at IDE?

[Insert response here]

What do you expect to be doing five years from now?

[Insert response here]

Continual reading is an important part of being a consultant. A consultant does not learn skills and information and then spend years applying them. A consultant must be a continual learner

and an avid seeker of new perspectives, new research, and new information. If you aren't already an avid reader of education reform literature and technology-related literature, you will need to become one.

Which periodicals do you read regularly?

[Insert response here]

What was one book that had a profound effect on the way you think about the world and your place in it? Briefly describe the effect it had on you. (Your response does not necessarily need to be related to education or technology.)

[Insert response here]

If you were asked to recommend some authors and/or works to read on school reform issues, who would you recommend and why?

[Insert response here]

As a growing consulting firm, a good portion of our revenue goes toward building for the future. As educational consultants, we spend a significant amount of money on equipment and software in order to stay abreast of current developments. We exhibit at national and local trade shows to "spread the word" about IDE. The more profitable IDE becomes, the more each of us will reap the benefits in our salaries. Our revenues are generated primarily from our consulting work. When we're at client sites, we bring in revenue. When we are not (for vacation, illness, or failure to "book" a day), we do not bring in revenue. This puts us in a position of needing people who are diligent in managing their own calendars.

What in your character and/or background makes you well suited for this aspect of the life of a consultant?

[Insert response here]

Regardless of what we think, you have a concept of what you are worth based on your experience, knowledge level, and expertise. We need to know that.

[Insert response here]

What starting salary would you expect to earn?

[Insert response here]

What salary would you expect to be making in five years?

[Insert response here]

Finally, please think of this application process as a way for us to find out more about you and for you to find out more about us.

What questions do you have for us?

[Insert response here]