

The 360° ROI Framework

A Comprehensive Approach to Educational Technology Evaluation

The 360° ROI Framework bridges the gap between educational leadership and business strategy, blending **transformational leadership** (inspiring systemic change) and **transformative leadership** (addressing equity and social justice). It provides the full-circle picture necessary for making strategic technology decisions in education.

Four Critical Dimensions

1. Financial Sustainability

Beyond the price tag: Evaluates total cost of ownership including ongoing expenses, hidden fees, training investments, infrastructure requirements, and long-term budget impact.

2. Academic Achievement

Evidence-based impact: Demands rigorous evidence of educational impact through peer-reviewed research, longitudinal studies, and measurable improvements in student learning and engagement.

3. Equity & Access

Ensuring opportunity for all: Examines whether technology narrows or widens opportunity gaps for students with disabilities, language learners, economically disadvantaged students, and historically marginalized groups.

4. Operational Efficiency

Integration and sustainability: Assesses implementation feasibility, technical support quality, data interoperability, staff capacity, and change management requirements for long-term success.

The 360° Question: "How does this investment create sustainable, equitable transformation across our entire system?"

Why the 360° Perspective Matters

A technology solution might score high on achievement but fail on equity. Another might be operationally efficient but financially unsustainable. Only by evaluating all four dimensions simultaneously can leaders make truly strategic decisions that drive systemic, equitable, sustainable transformation.