



Parent Portal Concept & Design Discussion

# Meeting Objective & Agenda

## *Objective*

Reach agreement on key elements of the MAP Parent Portal concept

- Questions to answer
- Parent access
- Overall design, elements & features

## *Agenda*

1. Background & Assumptions
2. Audience & their Questions
3. Parent Access
4. Concept – Examples & Mockup
5. Features & Functionality

# Background & Assumptions (from last meeting)

- Spotlight is building a demonstration video depicting the parent portal, for internal and external testing
- Today's conversation will define the *portal* (and thus will inform development of the *demonstration video*)
- The portal will enable parents to enter a unique key, and thus to access Spotlight-style, personalized information about their child, including:
  - How did my child do? (MAP status & growth)
  - What does the future hold? (College Explorer information)
  - How can I help? (Entrée to the student's Khan, Learning Continuum and/or Lexile information)
- This is *not* a web-community/forum; it is a source of information and guidance

# Questions the Portal will Answer

## *Status & Growth*

- How did my child do?
- How has s/he progressed?
- How does she compare to other kids?

## *The Future*

- What does MAP tell me about my child's prospects?
- What specific colleges might my child be on track to attend?
- How might this change over time?

## *Taking Action*

- What can I do to help?
- Where should my child focus his/her attention

## *Background Questions*

- What is MAP?
- What *isn't* MAP? (e.g., a summative assessment)
- Why does my child's school use MAP?

# Stepping Back: Parent Access

- Decided: Parents receive a unique key; entry gives access to the portal & to unique information
- To decide: Should the representation depict this? (If yes, need to determine *how* parents will access the Portal)
  - Email
  - Paper distributed by teacher
  - Text message
  - Other means
- How will student-specific information (e.g., home language) be captured/utilized?

# Parent Portal Concept

# A Personalized Online Newspaper

- Specific to the student
- Branded for NWEA – and the student's school
- Home page is the “front page”
- Headlines, subheadlines, and body – narrative text
- Featured “photo” (still frame of the student video)
- “Articles” provide snippets of information, invite deeper dive into other pages (via links)

# Why a Newspaper?

- Familiar (navigation, look & feel – not *de novo*)
- Works for our content
  - Headline & feature article for the key message (performance)
  - Photo for the video
  - Smaller articles for supporting & underlying messages
- Built for navigation & deeper dives; sticky



# How Is this Different from a News Site?

- The news isn't that “new” – doesn't refresh frequently
- Not an online community (social media links, comments, posts)

# Examples



**BREAKING NEWS**

**Live Video: Hillary Clinton addresses supporters after key wins in Tuesday's primaries**

Accelerating protection



9 of the 10 world's largest financial services brands trust HPE security solutions.

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Accelerating next

**Hewlett Packard Enterprise**

What's News

LIVE UPDATES

## Trump Sweeps All Five Eastern Contests

REPUBLICANS

DEMOCRATS

Live State-by-State Results »



Delegate Counts »

April 26

Total



Trump

82

927



Cruz

-

559



Kasich

-

148

1,237 delegates needed to clinch nomination

### Sanders wins Rhode Island, Clinton takes Pennsylvania primary

Donald Trump trounced his rivals in the Pennsylvania, Maryland, Connecticut, Delaware and Rhode Island primaries Tuesday. Meanwhile Hillary Clinton scored victories in Maryland and Delaware, as well as the delegate-rich state of Pennsylvania.

37 minutes ago

MORE COVERAGE

• STREAMING VIDEO: Hillary Clinton

Markets

U.S.	EUROPE	ASIA	FX	RATES	FUTURES
DJIA	17990.32	13.08	0.07%		
S&P 500	2091.70	3.91	0.19%		
Nasdaq	4888.28	-7.50	-0.15%		
Russell 2000	1150.73	12.63	1.11%		
DJ Total Mkt	21563.72	65.66	0.31%		

Apr 26 '16, 4:46 PM EDT

MARKETS →

Opinion

You've Got Mail and Uncle Sam Read It

Review & Outlook

WATCH LIVE

CLINTON ADDRESSES SUPPORTERS AFTER PRIMARY WINS

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 New York, NY  
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# **BREAKING NEWS: TRUMP SCORES 5-STATE GOP PRIMARY SWEEP** **Clinton projected to win Md., Del., Pa.**

- GOING TO TRIAL: NY judge rules on Trump Univ. case | SECURITY ISSUES? Cruz, Kasich apps under scrutiny
- NO CHANCE? Harry Reid says Sanders has no path to the nomination
- VIDEO: Donald Trump completes Super Tuesday III sweep
- MEDIA BUZZ: Trump's big sweep — Why a winner's aura matters more than math
- VIDEO: Battle for the East: What you need to know | VIDEO: Hillary hopes to sweep Bernie

WATCH NOW



Bernie Sanders campaign rally in



Hillary Clinton election night watch party in



## **BLAZERS VS. CLIPPERS: Chris Paul, Blake Griffin out for remainder of playoffs**



**Phil Knight says he will leave Nike as chairman in June**



**Happy Valley 'home invasion' suspect caught on video was actually prostitute, deputies say**

## **Intel will lay off 784 employees in Oregon this week**



Mike Rogoway | The Oregonian/OregonLive

- Site set to close near Olympia
- Intel CEO describes employee 'threats' over diversity initiative
- Questions and answers on job cuts

## Rondón: Los firmantes deben validar su voluntad en puntos elegidos por CNE

9/04/2016 09:01 AM

CNE

El rector del CNE, Luis Emilio Rondón, explicó que luego de la verificación del 1%...



Representante de Corpoelec: En la empresa hay desidia

9/04/2016 11:53 AM



Exguardia de Auschwitz rompe su silencio: «Lo siento sinceramente»



Guevara: Si tenemos que llevarle una planta eléctrica al CNE se la llevamos

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The Times.

## The New York Times

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## THE CLICK EFFECT

DECODING THE SECRET LANGUAGE  
OF DOLPHINS AND WHALESDive into the depths with our latest Times virtual reality film,  
presented by Op-Docs, Annapurna Pictures and Vrse.

WATCH NOW

nyl See for yourself.

ELECTION 2016 LIVE

## Trump Sweeps; Clinton Takes Three States

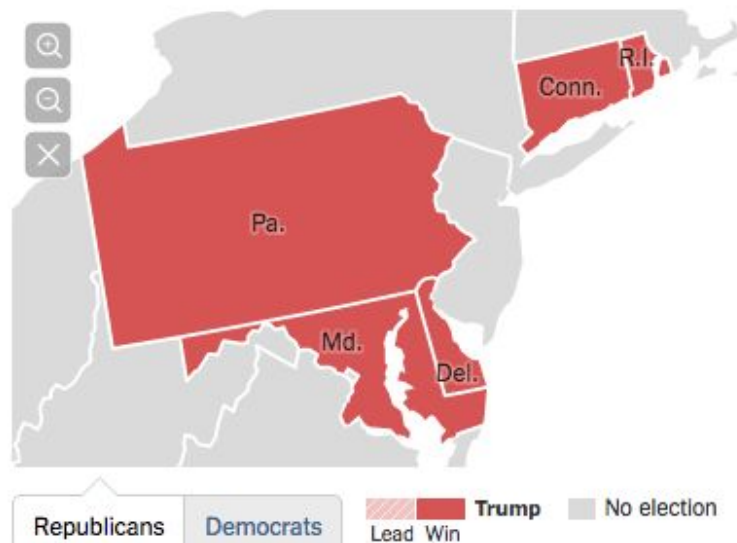
G.O.P. Race Now  
Turns to IndianaBy ALAN RAPPEPORT and PATRICK  
HEALY 8:21 PM ET

Donald J. Trump won Pennsylvania, Connecticut, Maryland, Rhode Island and Delaware on Tuesday, decreasing the odds of a contested Republican convention. Hillary Clinton was victorious in Maryland, Pennsylvania and Delaware.

Comments

Live estimates for tonight's  
G.O.P. delegates ↕

Trump 110  
Kasich 5



## Primary Results

STATE REPUBLICANS DEMOCRATS

## The Opinion Pages

## EDITORIAL

Trump's Success Carries  
Lessons for Democrats, Too

Both political parties are susceptible to the failures of leadership, tone-deafness and elitism that fueled Mr. Trump's rise.



- Editorial: Mexico Runs Away From the Truth
- Arthur C. Brooks and Gail Collins: The Trump Moment
- David Brooks: Getting to Zero

## FRANK BRUNI

## The Cult of Sore Losers

In 2016, there's seemingly no legitimate victory or gracious defeat. That spells trouble for all of us.



- Room for Debate: Can Cruz and Kasich Make a Deal?
- Op-Docs: Manufacturing China's Future
- Taking Note: A Crucial Right Restored in Virginia

## TIMES INSIDER »

Times Insider Book Club: Frank Bruni and the Madness of College Admissions

## THE CROSSWORD »

Play Today's Puzzle



1h

A professor who gained notoriety by questioning whether the massacre in Newtown, Conn., was a government hoax has sued a Florida university for firing him.



# Wireframes & Descriptions



1. What might the future hold for Juan?

2. How is Juan doing?

3. How can I help Juan do better?

4. NWEA  
Logo

## 5. Juan's MAP Insights – Spring 2016

6. [Possible]  
School Logo

7. Juan scored slightly above average in Reading and average in Math.

8. Reading growth was slightly above average; math was substantially below average.

Juan tested in four subjects in spring 2016...

[Link to article to learn more](#)

11. Juan shows relatively stronger performance in algebra than other areas in math, and relatively weaker in literal comprehension than others

9. Still Image from Score  
Explanation Video

12. Juan is on track to be with peers at many colleges.  
(US map is a link)

*Click here to learn more about Juan's potential future*

10. [Quadrant Report]

[Link to article to learn more](#)

13. Here are resources for supporting Juan's learning:

- Language about recommended books (Lexile)
- Language about Khan
- Language about Learning Continuum

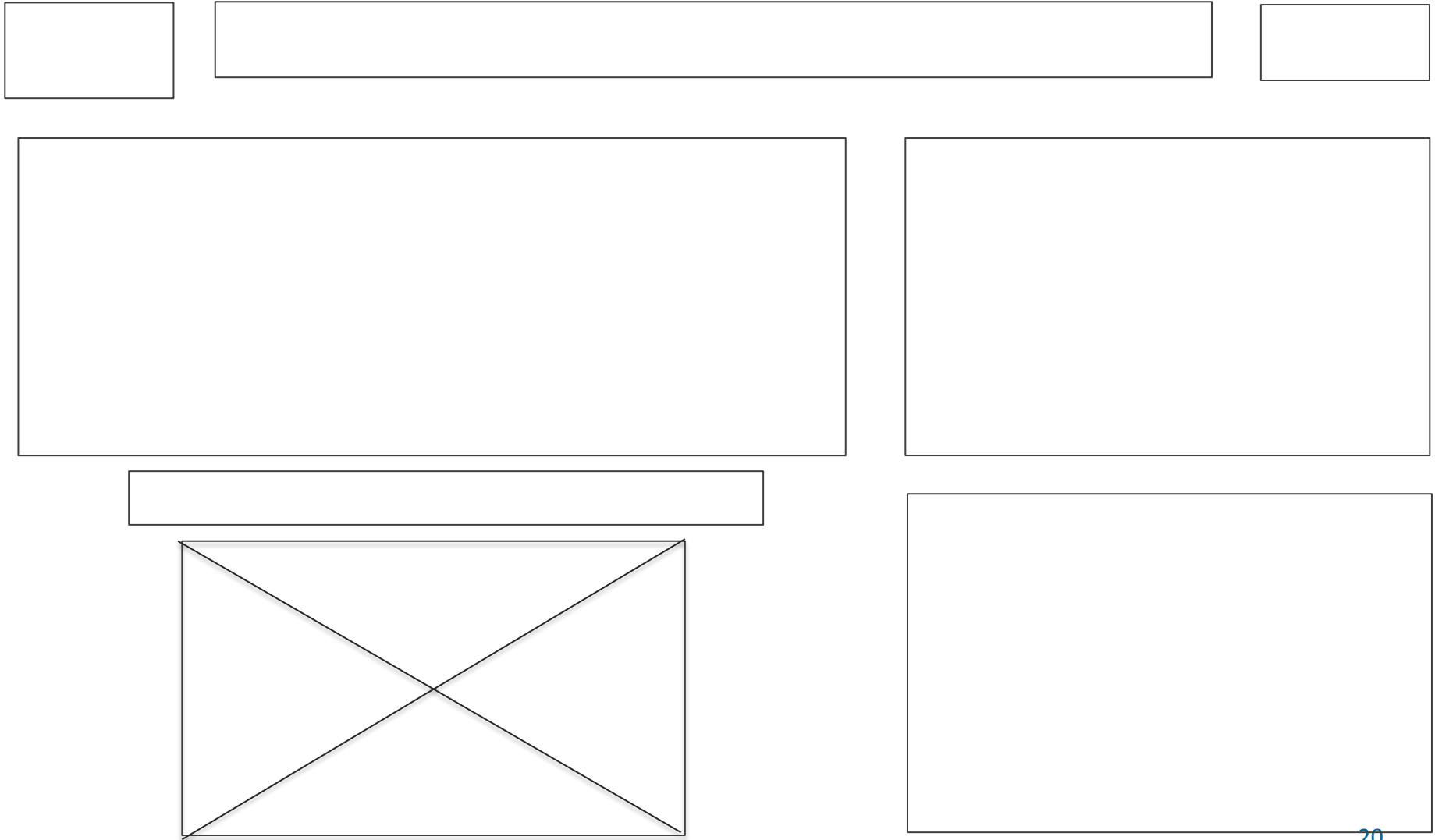
# Subsequent Pages

- One page per key question
  - How is my child doing?
  - What does the future hold?
  - What can I do to help?
- Multiple personalized, Spotlight-style narrative articles on each page
- Complementary graphs
- Each page links to relevant sites (College Explorer, Learning Continuum, Lexile, Khan)
  - Images or content from these sites – e.g., books from the Lexile list, colleges from College Explorer

# Example Page: How Is My Child Doing?

- Headline: Key message, similar to the one on the home page
- Subheadline: the “Yes, but...” message
- Primary article explains status
- Secondary articles describe:
  - Growth
  - MAP generally – purpose and capabilities of the assessment
  - Where to go to learn more

# Wireframe: How Did my Child Do?



# Central Feature: Personalized Video

- Unique to the student
- Running race metaphor illustrates percentile concept for status & growth
- Speaks to the parent in the student's home language
- “Teaser” content from and links to other sites (College Explorer, Lexile, etc.)

# Personalized Video - Sample Images\*



# Personalized Video - Sample Images\*



# Personalized Video - Sample Images\*

