

# Professional Networking for Chicago Public School Teachers

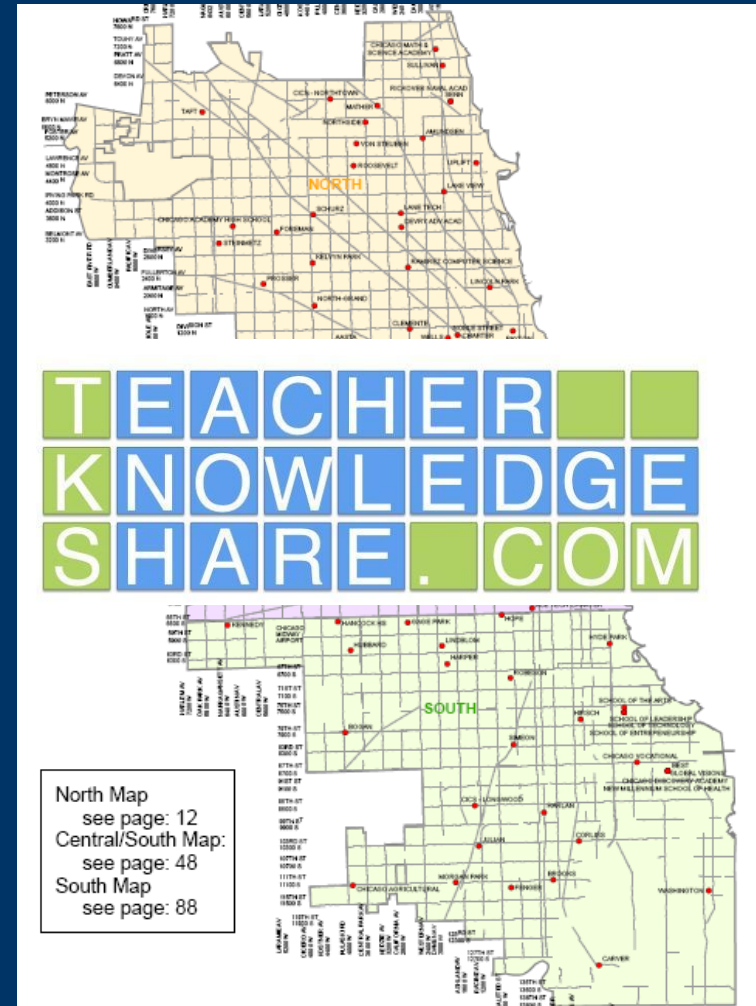


IPRO 320  
Spring 2008



# INTRODUCTION

- Chicago Public Schools: More than 600 schools and 25,000 teachers
- Teacher conferences and professional development seminars
  - Time consuming and requires a good deal of planning



# ***BIG PROBLEM***

- CPS teachers pressured to meet standardized test requirements
  - Lack of resources
  - Under-prepared students
  - Time constraints
- CPS teachers lack a way to communicate that is:
  - Simple
  - Shareable
  - Unmonitored



# OUR CHALLENGE

- Social network that addresses teachers' needs
  - Examine existing solutions
    - Identify best practices
  - Incorporate findings from surveys and interviews



**facebook**

 **myspace**  
.com

# *ALTERNATE SOLUTIONS*

- Discovery Educator Network
  - Digital resources for teachers and students
  - Educator resources' page
  - Advance this concept with wiki-style edits and searchability



# *ALTERNATE SOLUTIONS, CONTD.*

- First Class (CPS)
  - E-mail and collaboration tool used by CPS
  - Moderated by CPS administrators
  - Incorporate forum concept



# ***GOALS: Focus Groups Team***

- Primary goal:
  - Assess target audience's interest
- Goals
  - Email teachers
  - 100 online surveys
  - Letters to teachers
  - 10 phone interviews



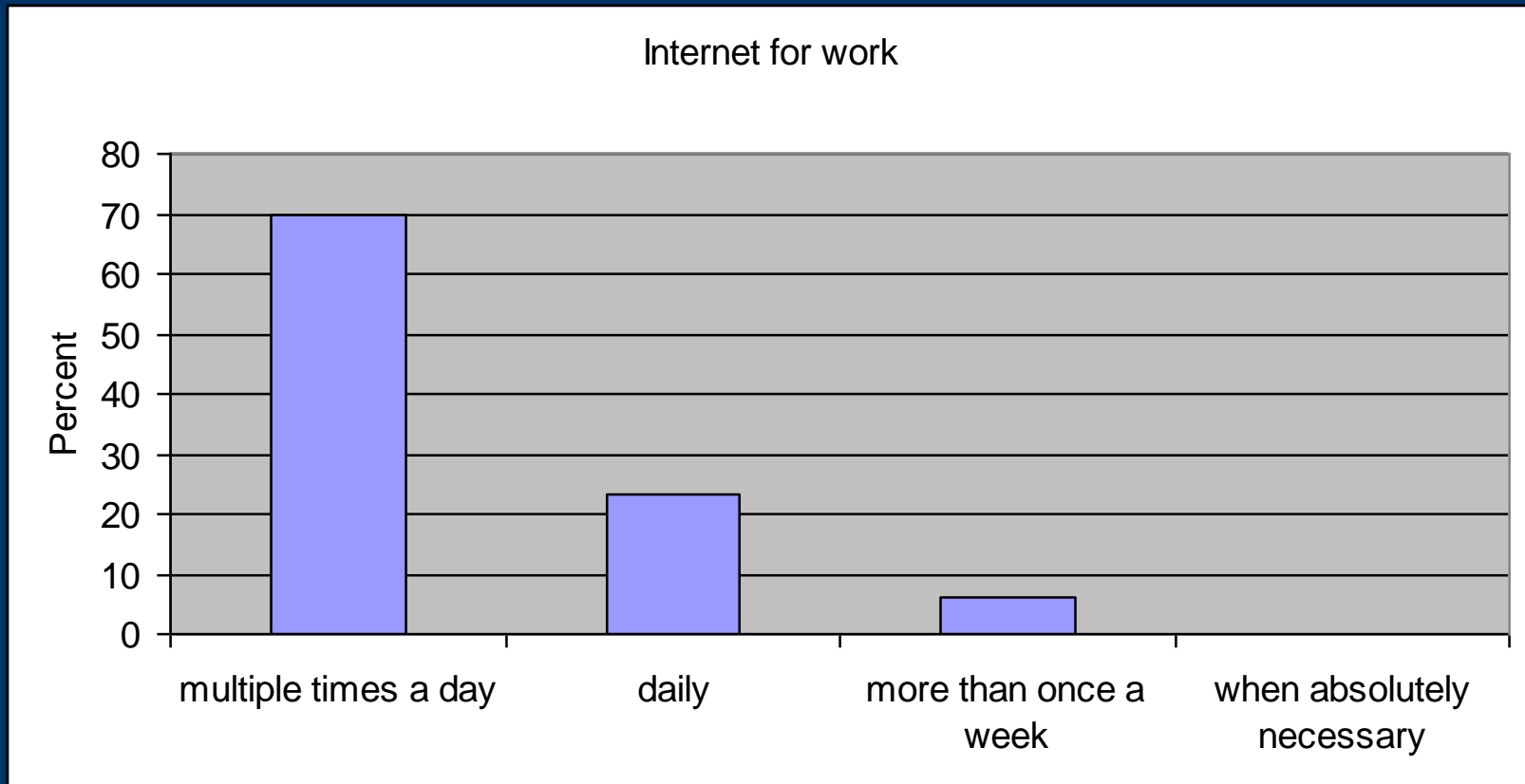
# ***SURVEYS***

- Paper surveys were not feasible
  - Created online survey
- Distributed through FirstClass
  - Low responses on surveys
- 115 responses

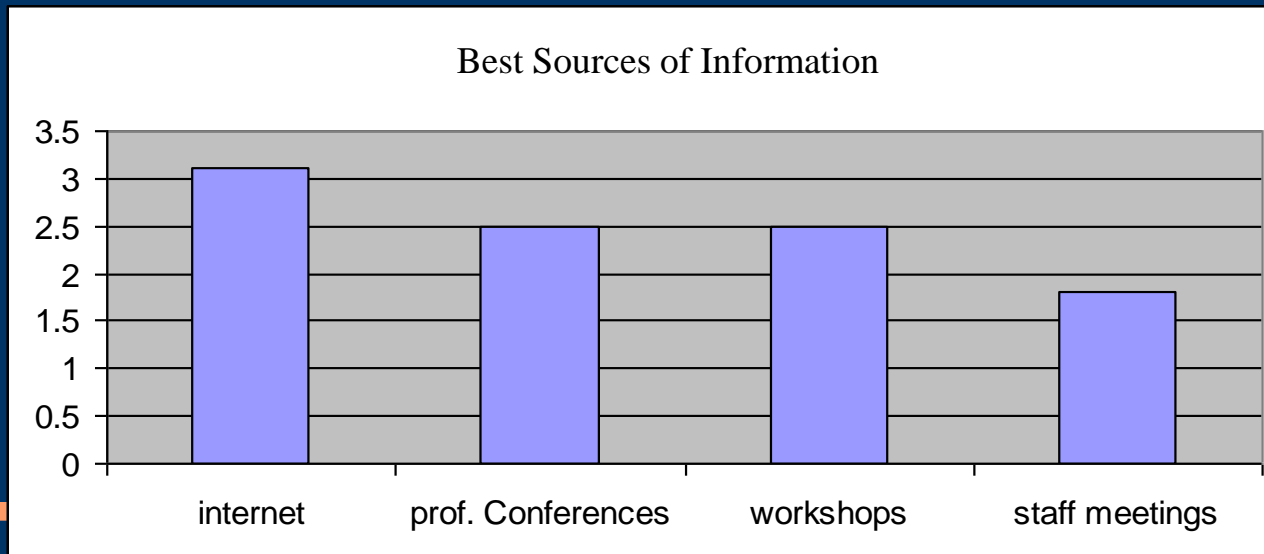
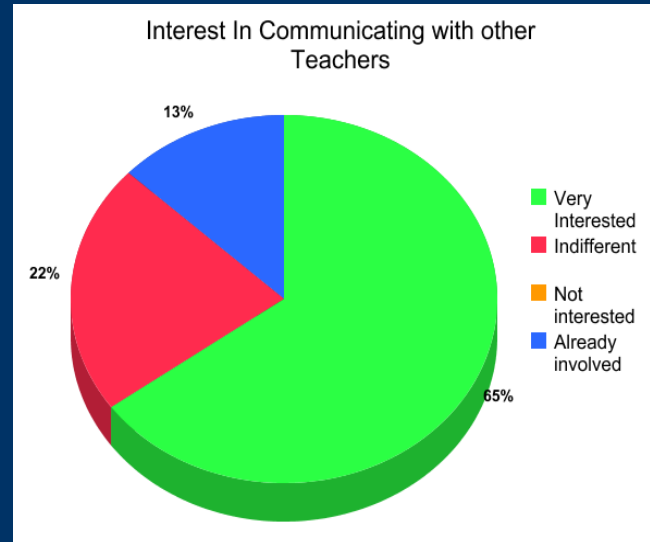




# ***SURVEY RESULTS: Internet Use***

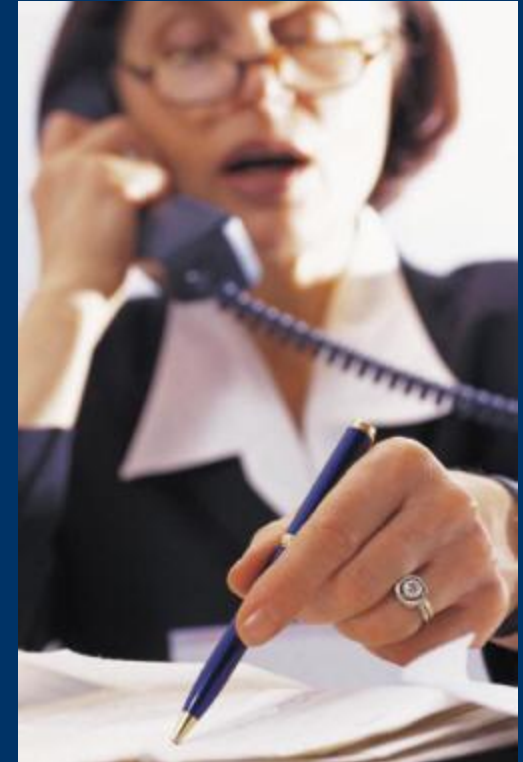


# SURVEY RESULTS



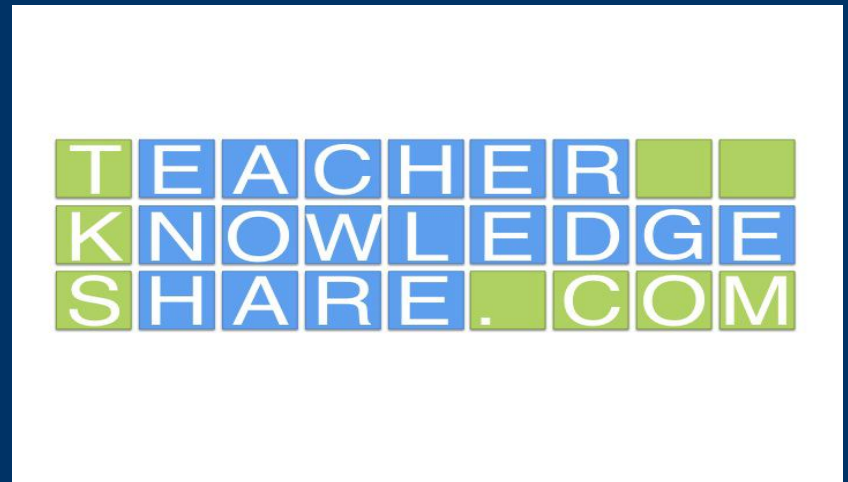
# *TEACHER INTERVIEWS*

- Difficult to work around teachers' schedules
- Conducted phone interviews
  - Had them register onto site
  - Asked them to edit a Wiki and post on the forum
- Relayed teachers results to Development team



# GOALS: Development Team

- Primary goal:
  - Meet the needs to audience
- Implementation
  - Fully functional site
    - Front page
    - Wiki
    - Forum
  - Article Base



# ***METHODS: Development Team***

- Put together a prototype web page with a Wiki, Forum, and FAQ features
- Created a logo and implemented a new front page layout
- Made changes to site after the team and teachers put forth their opinions



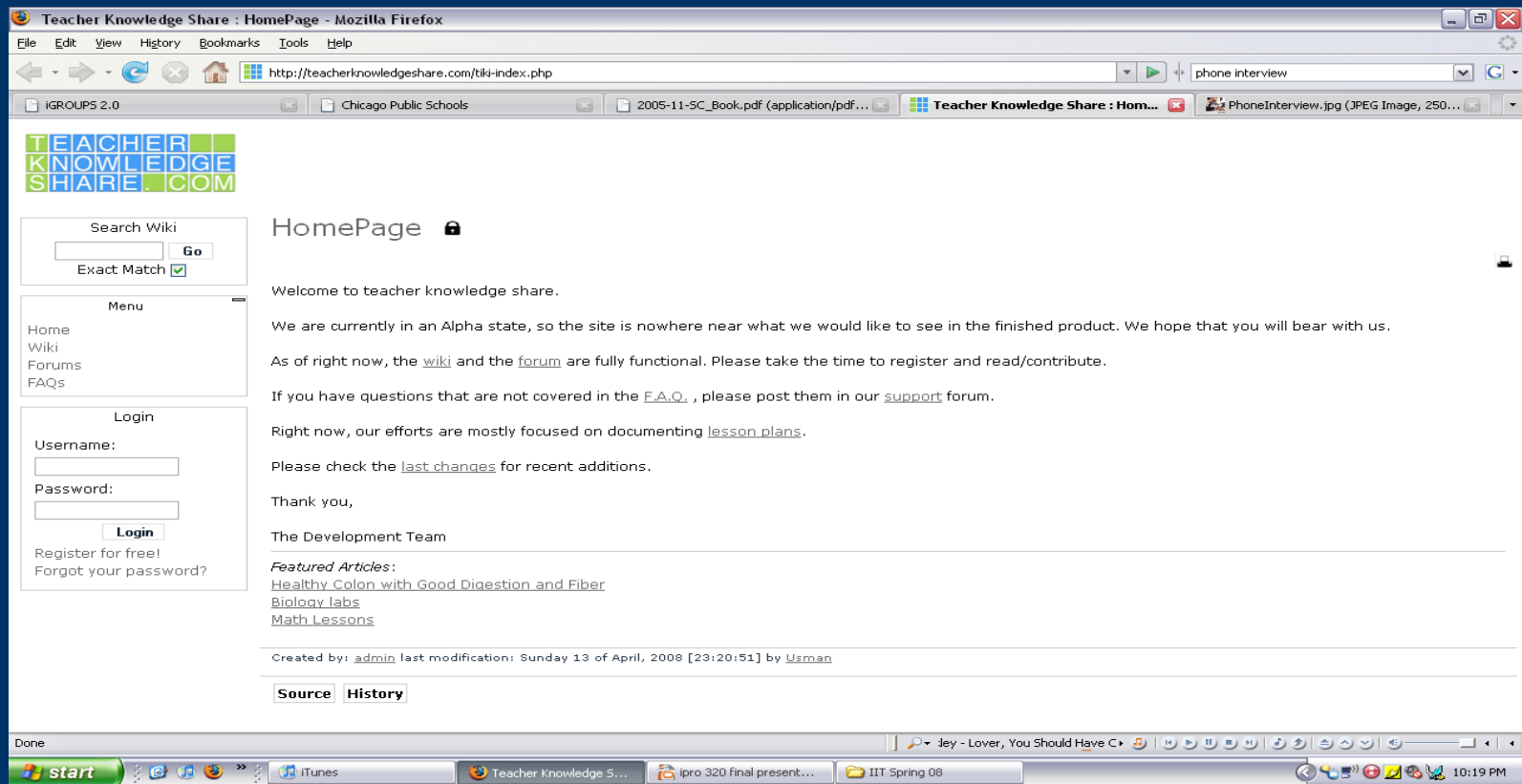
# ***OBSTACLES: Development Team***

- Visual appearance of front page
- User registration
- Hosting issues



# ALTERNATE APPROACHES: Development Team

- New logo and colors



# ***FUTURE GOALS***

- Register active users
  - Increase use of wiki and forums
  - Secure funding
  - Expand to serve non-CPS teachers and non-high school teachers
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Questions?

