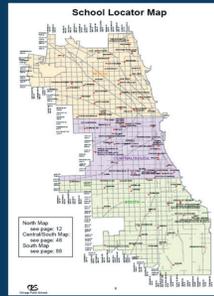


## Introduction

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



## Focus Group Methodology

- Created an online survey (with the help of Kevin Hall) to introduce our idea to teachers
- Analyzed results (See Graphs on other poster)
- Created interview questions
- Conducted phone interviews with CPS teachers to get their opinion about the site
  - Had them register onto site
  - Asked them to edit a Wiki and post on the forum
- Relayed teachers input about the site to Development team to make any changes to the site



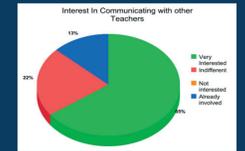
## Development Team Methodology

- 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

<http://teacherknowledgeshare.com>

## Results

- Focus Group Team
  - 115 Online surveys from CPS teachers
  - 4+ Phone interviews
- Development Team
  - Functional website: front page, wiki and forum

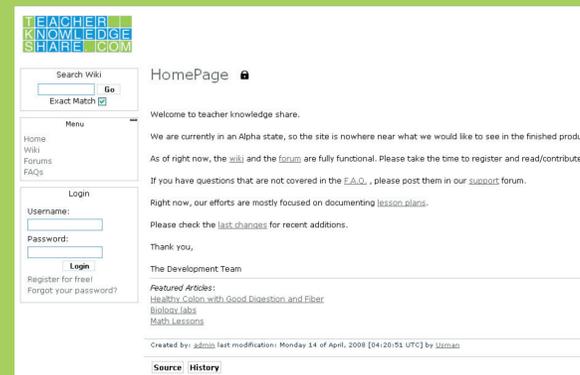


## Big Problem

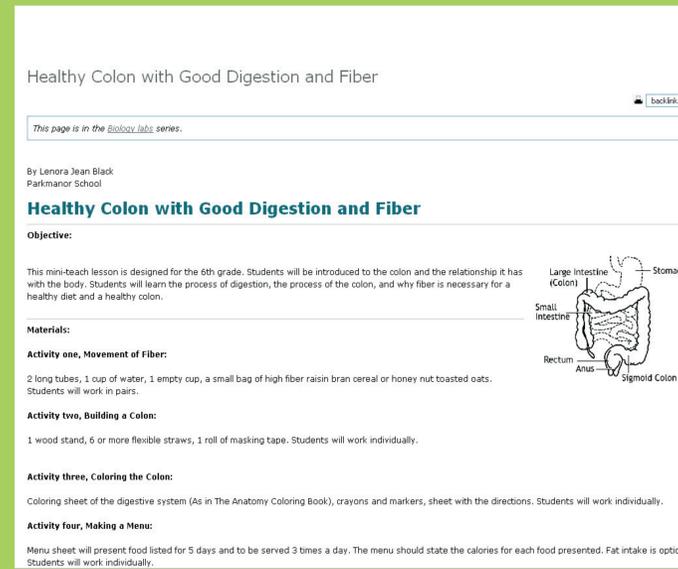
- CPS teachers pressured to meet standardized test requirements due to No Child Left Behind policy
  - Lack of resources
    - Budgetary constraints
  - Under-prepared students
  - Time constraints
- CPS teachers lack a way to communicate that is:
  - Simple
  - Shareable
  - Unmonitored



## Current Home Page



## Wiki Page Example



## Obstacles

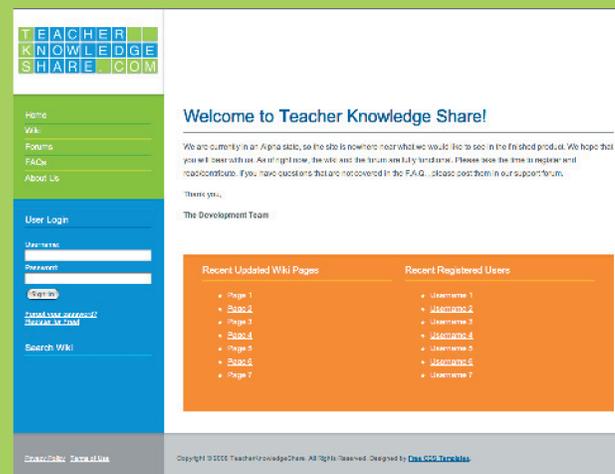
- Focus Groups Team
  - Paper surveys were unfeasible
  - Focus groups: difficult to work around teachers' schedules
  - Low responses on surveys
- Development Team
  - Appearance of front page
  - User registration

## Our Challenge

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



## Next Interface (Home Page) Prototype



## Forum Page



## Objectives

- Create Survey with 100 responses
- Conduct 5 different focus groups of teachers
- Create a prototype web community with
  - 100 registered teachers
  - A front page
  - Forum
  - A wiki with 50 complete articles
  - Usability testing w/ 25 teachers

## Alternate Approaches

- Focus Groups Team
  - Online surveys, instead of paper surveys
  - Phone interviews, instead of focus groups
- 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

