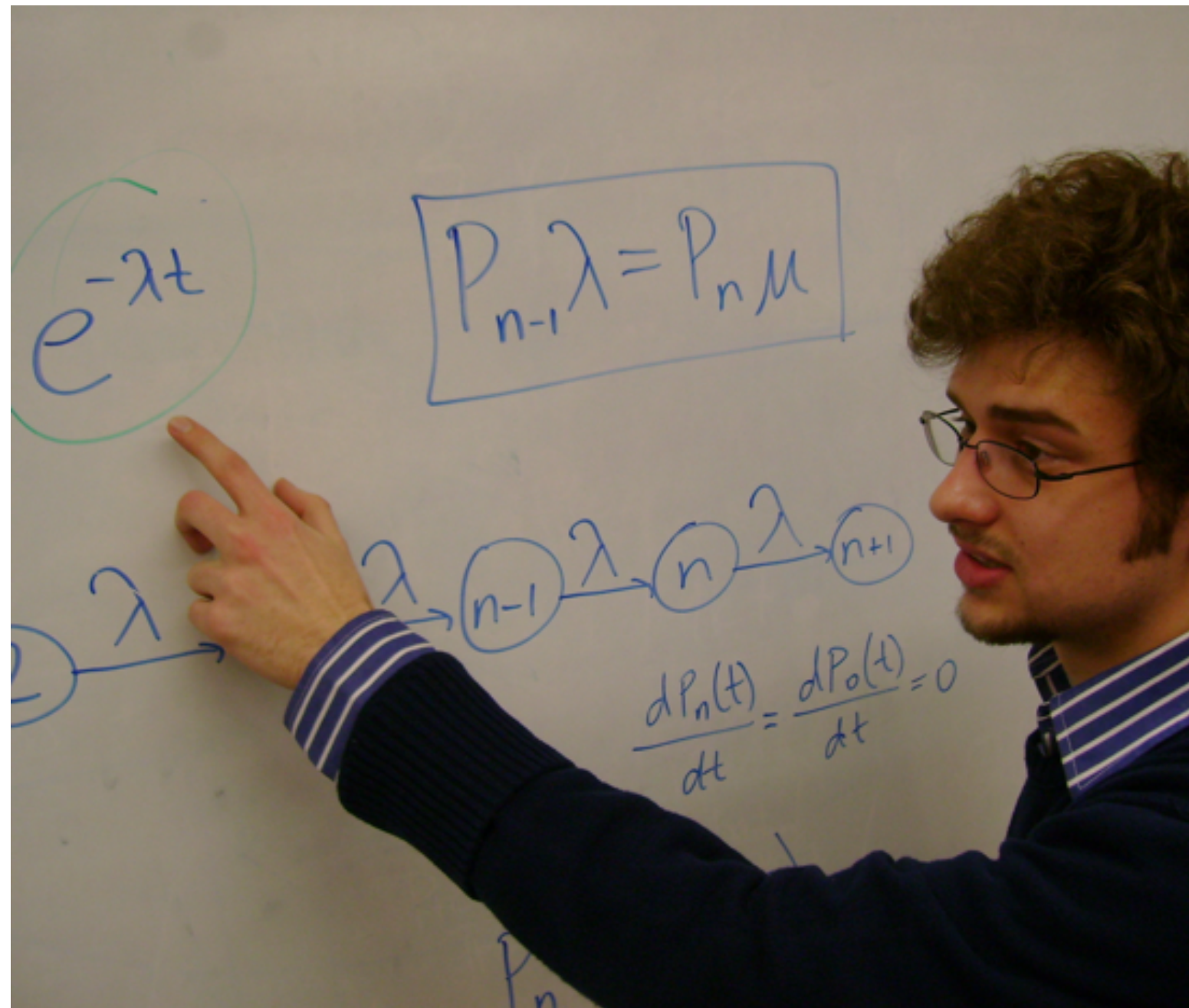




Background TKS



Problem

Teachers are busy
Teachers lack effective communication tools
Existing tools are insufficient

Methodology

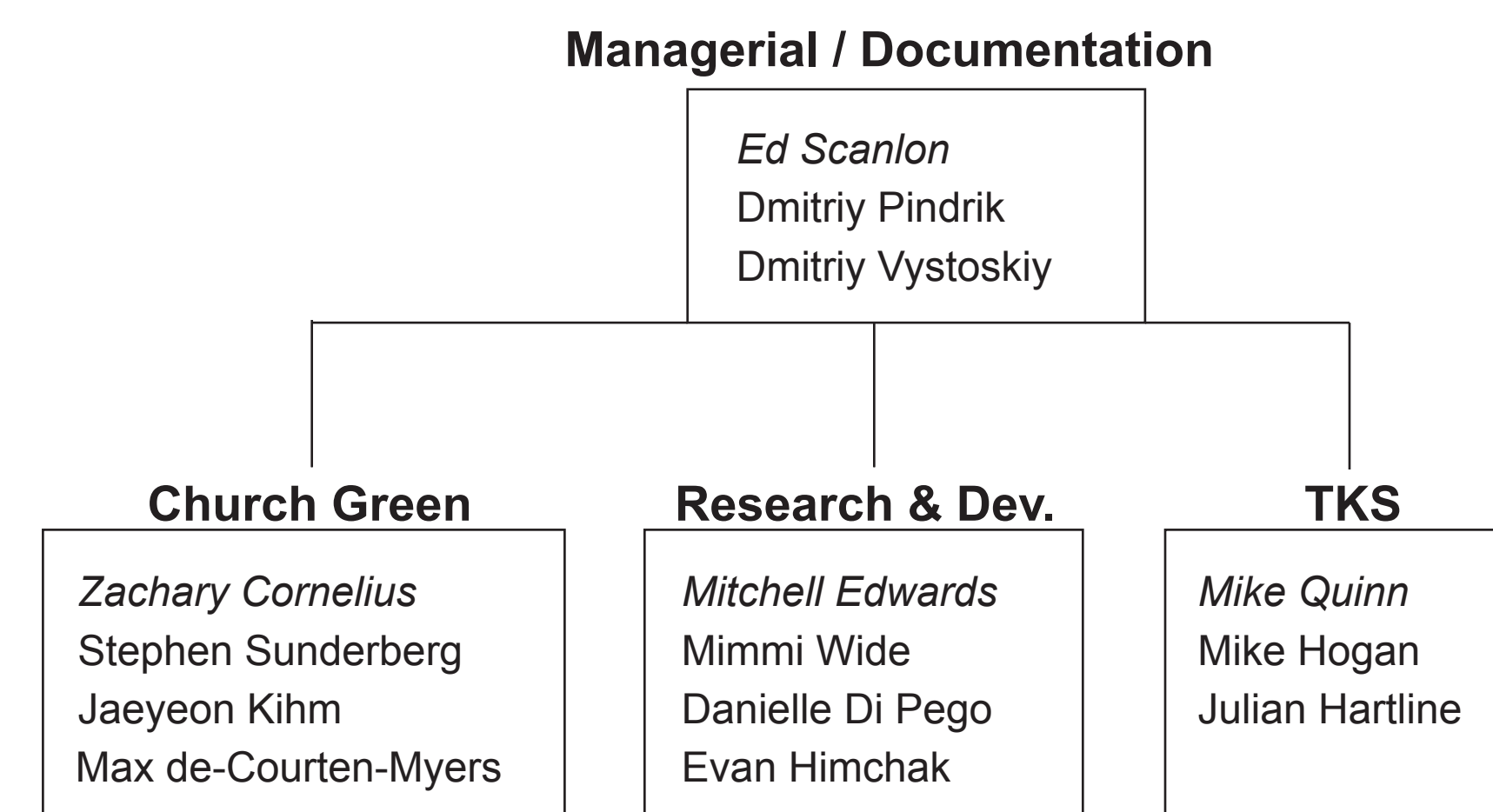
TKS Development team: Responsible for developing and sustaining the website

R & D team: Responsible for conducting research and graphic work

Church Green Dev. team: Outsourced by another IPRO.
Responsible for the website

Objectives

A time-saving tool
A resource allowing teachers to communicate and share ideas across the nation



Results

We conducted two different surveys with Chicago area school teachers regarding their general interest in TKS as well as the usability of the site.

Usability Survey Results (12 Total Surveys)

How easy is it to sign up and log in?



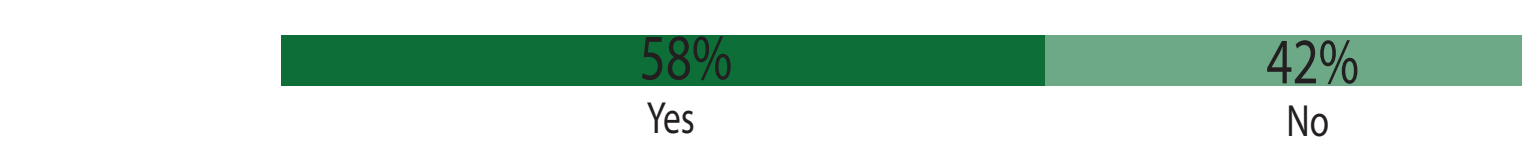
How easy is it to join a group?



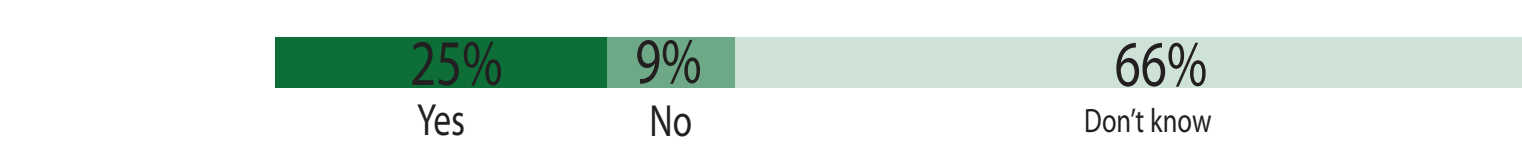
How easy is it to comment/rate a lesson plan?



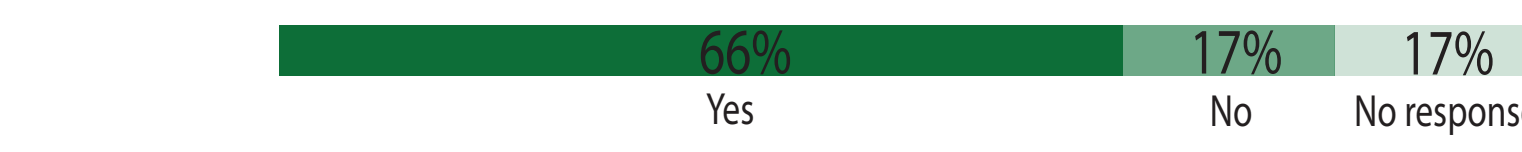
Do you use calendar software such as Outlook or Google Calendar?



Would you like Google Calendar to be integrated into our site?



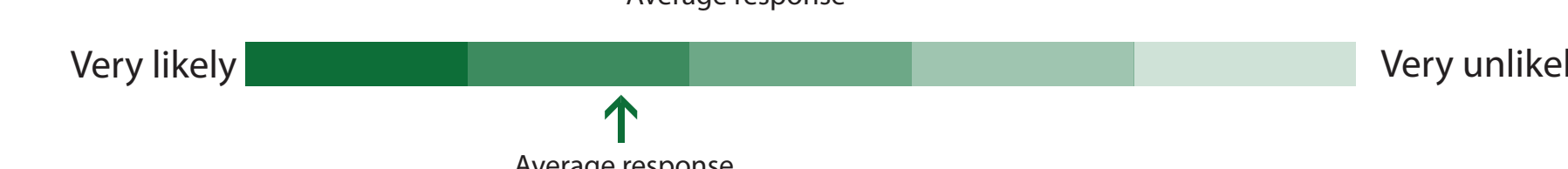
Would you post your own lesson plans?



How appealing is the appearance of our site?



How likely would you be to use this site in the future?

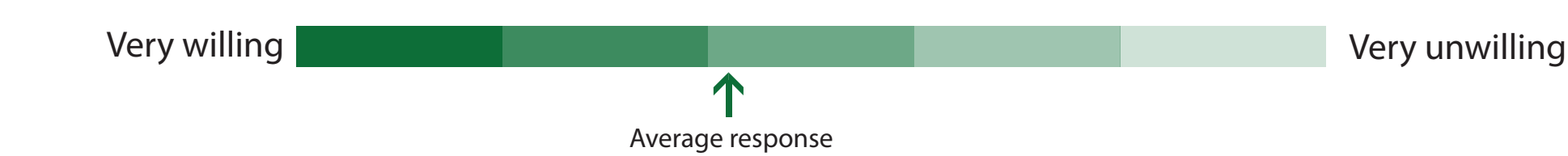


General Interest Results (12 Total Surveys)

How likely are you to utilize content from this site in your classes?



Would you be willing to upload lesson plans created by you to the site and share them with other registered teachers?



Would you be interested in collaborating with other teachers to jointly develop a new lesson plan or classroom activity?



What is the relative importance of the following stated purposes of the TKS site from your personal perspective as a potential user?

a) Access to classroom-tested lesson plans and activites for use in my classroom?



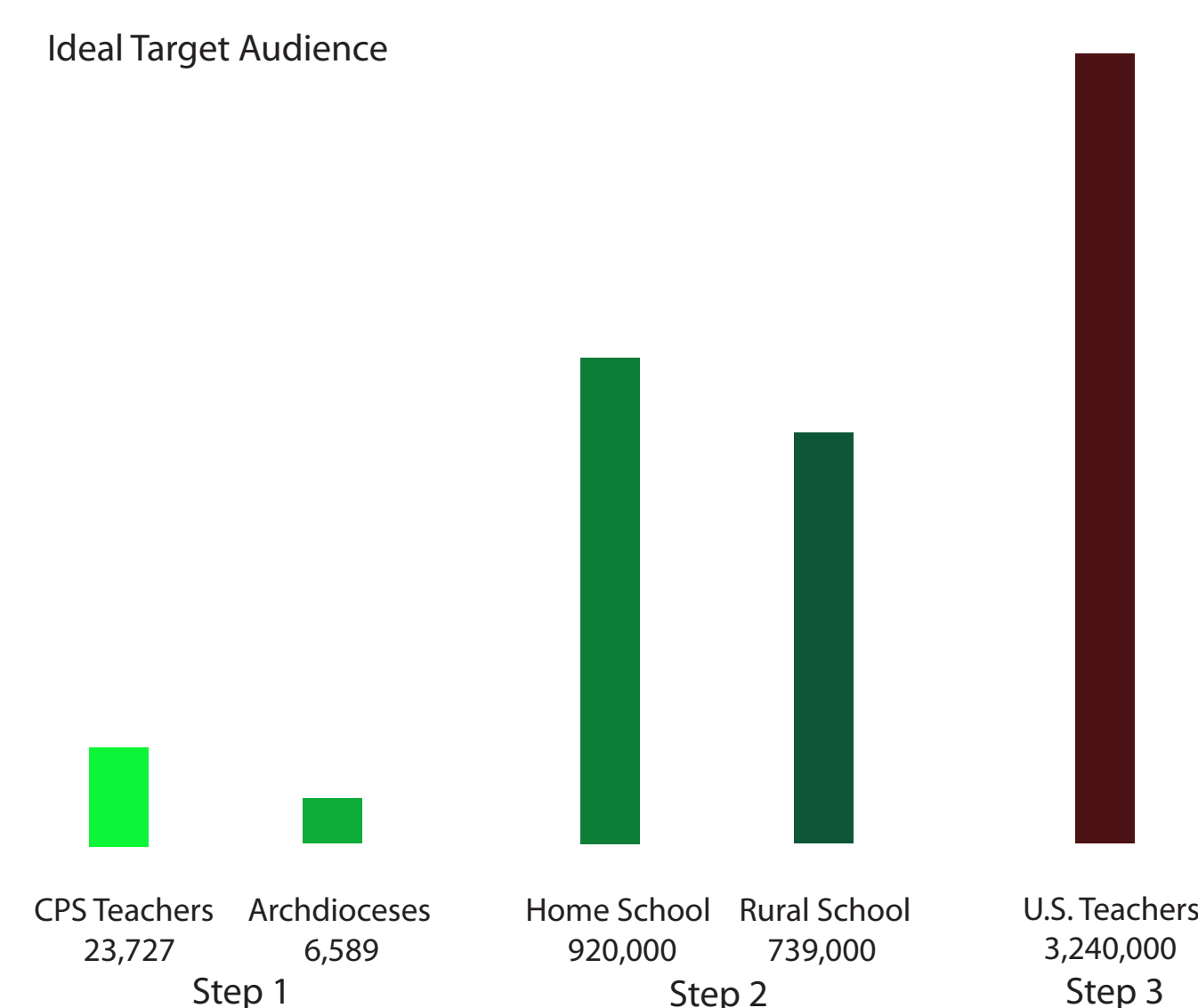
b) Ability to share best practices and teaching issues with fellow teachers through forums/discussion boards?



Who should use TKS ?

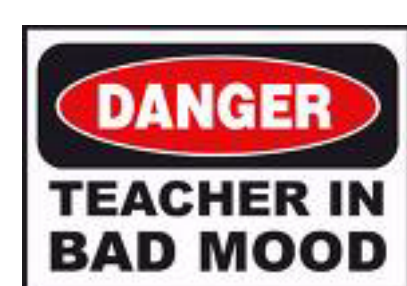
Any K-12 teacher, administrator or counselor who is looking for a time-saving tool and an opportunity to establish important professional contacts

TKS is aimed at local Chicago area school teachers, rural area teachers, and home schooling parents

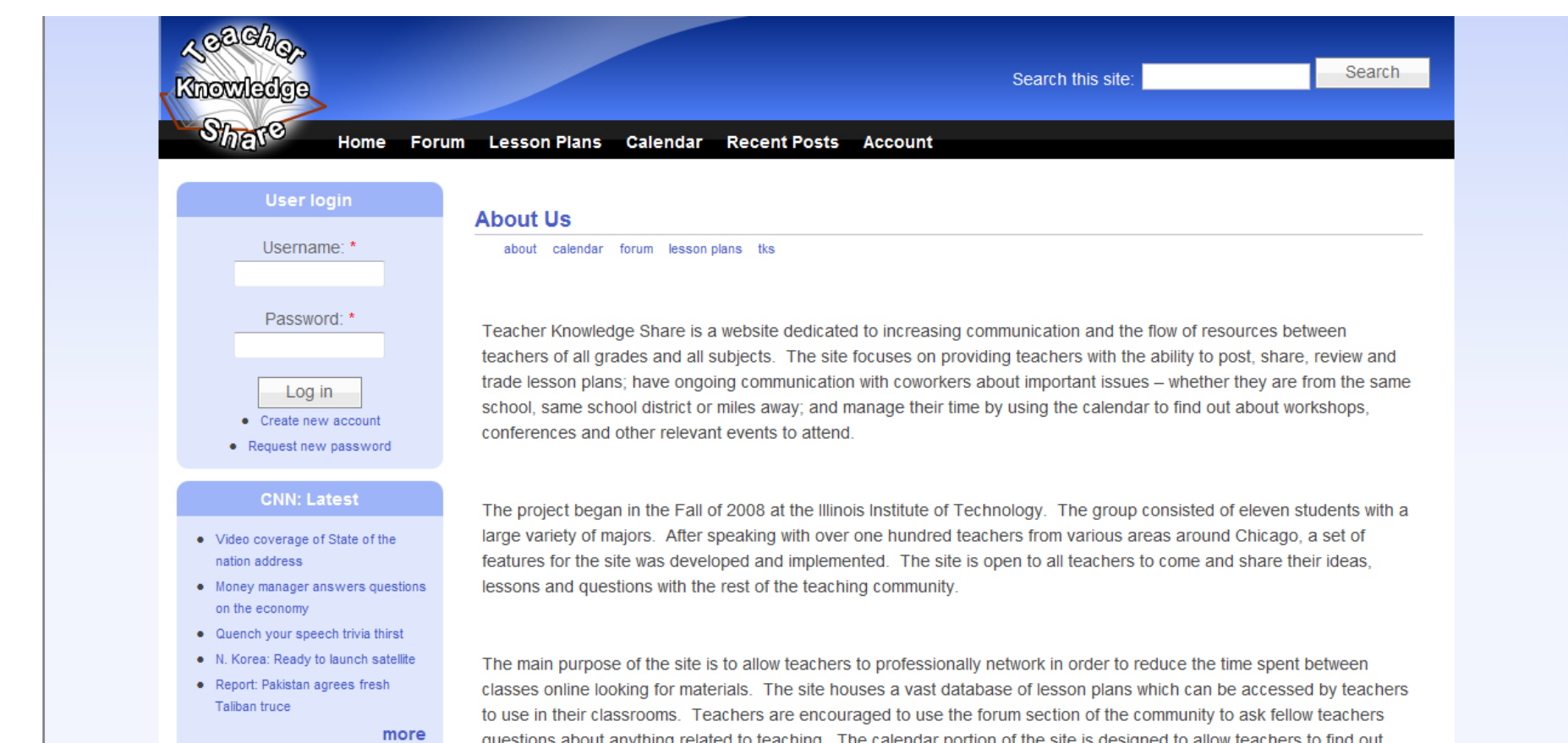


TKS is currently aimed toward a more local audience in Chicago. The Chicago Public School system could potentially provide us with a maximum of 23,727 users of whom 11,666 are focused on math and science. The Archdioceses of Chicago could further contribute to the userbase with up to 6,589 teachers (3,240 math and science teachers). In the future TKS will strive to further expand its userbase to include rural school teachers and home school parents, of which there are 739,000 and 920,000, respectively, in the United States.

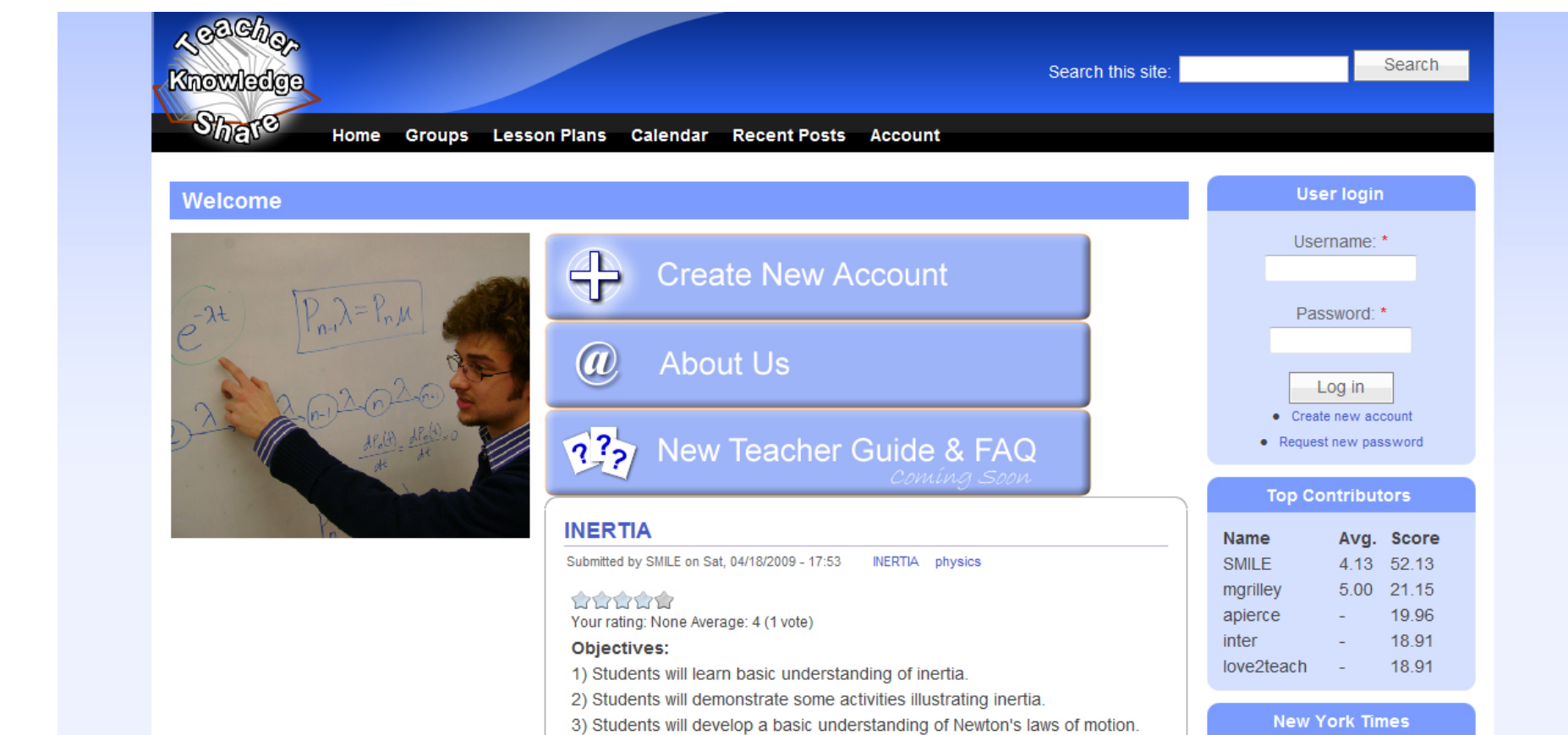
Why use TKS ?



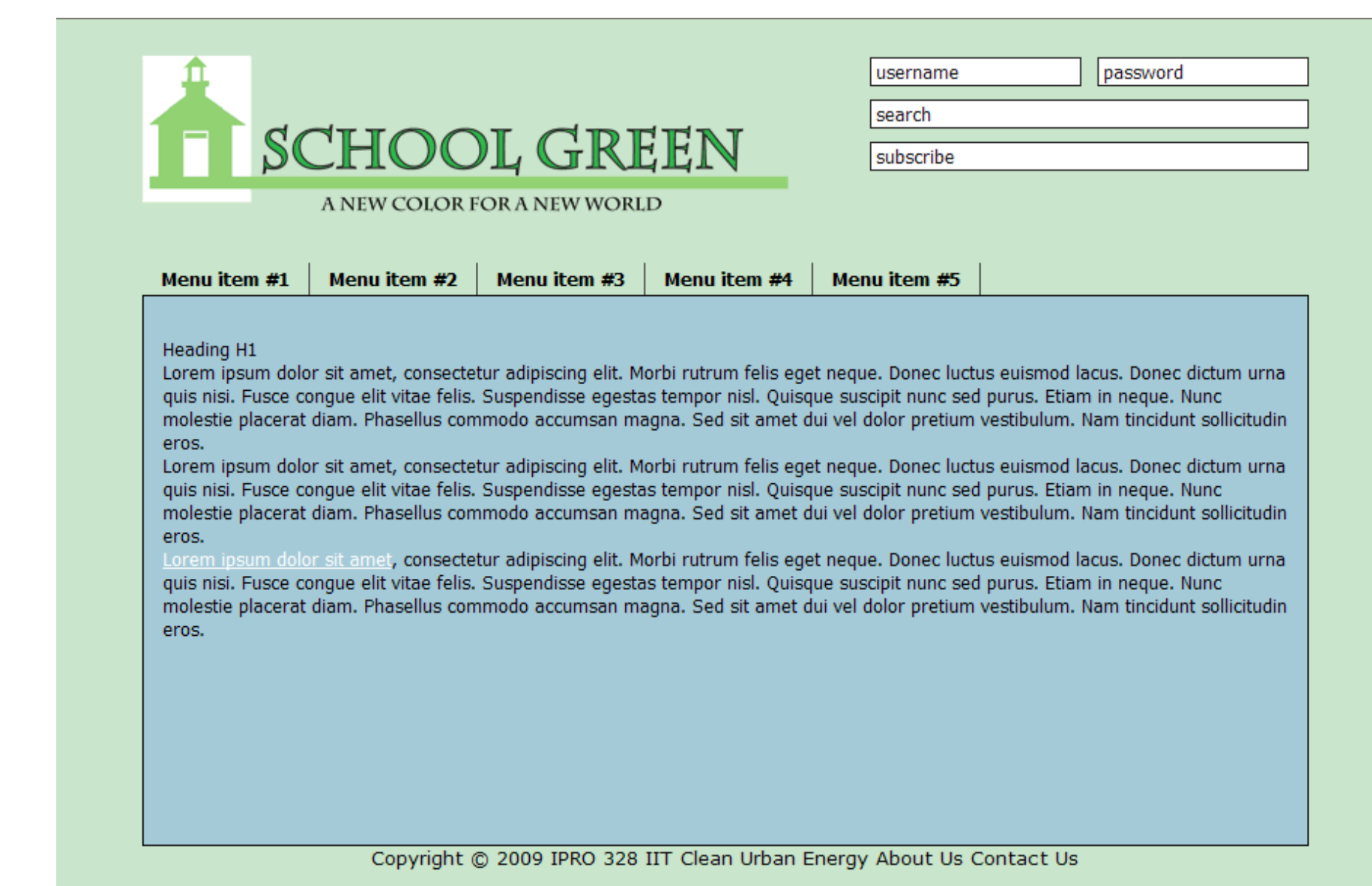
TKS is easy to use and saves time by providing helpful tools which ease the professional burden in teachers' lives. In addition, TKS is a great resource for teachers looking for new, innovative ideas as well as a forum for general concerns and questions



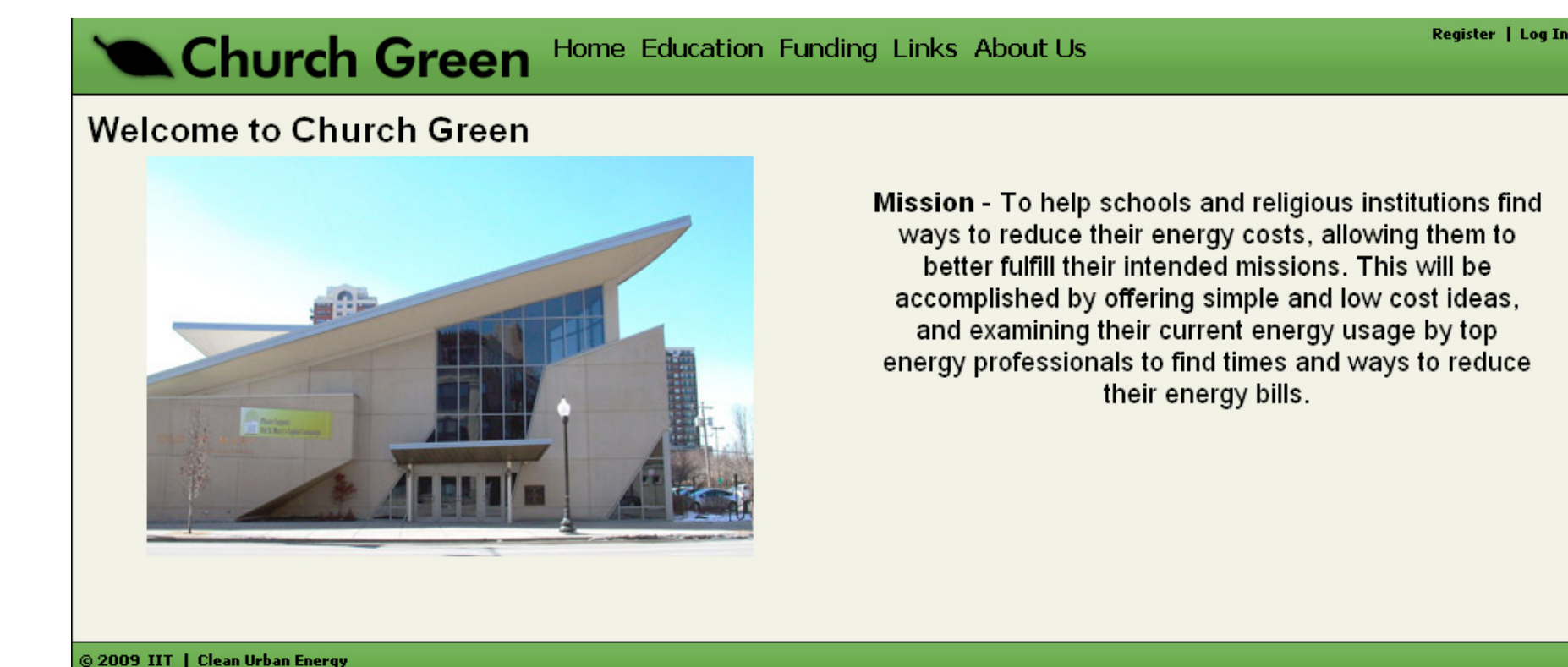
Before



After



Before



After

Work to be Done

Work to be done by future IPROs to increase and sustain the TKS userbase:

- Establish participation by local schools through community outreach
- Reach out to rural school teachers and home schooling parents where more interest/need/value can be found
- Reach out to teaching universities to target new teachers which are in a greater need of resources
- Capture traffic from SMILE website