

Placement



Regional Prep (testing, paperwork)



Training Prep (paperwork, pre-work)



Adopt mindset and early exposure to community and teaching



Connect



*Business Goals:
What they need to do*

Complete Placement - Strong resume/teaching portfolio, go on interviews

Get placed - resume, teaching portfolio, interview tips, transparency into placement process

Complete Regional Prep - Paperwork, tests, certification

Certification - testing, fingerprinting, etc.

Complete Institute Prep - Pre-work

Do pre-work, understand what to expect, logistics

Professional Development - Become strong educators through prof dev, meet others

Find an "essentials" set of teaching resources to hit the ground running - for placement if there is one, or one that can apply to multiple placement options

Become familiar with org and Region

Connect - Find roommates, other teachers in region

*User Goals:
What I want to do*

Mindset and Mission



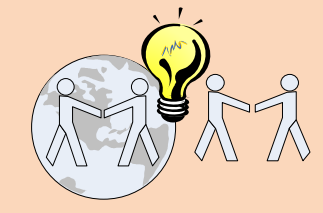
Teaching Resources



Data



Professional Development



Certification, Deadlines, University work



*Business Goals:
What they need to do*

Develop Transformation Mindset: Develop early notions of transformational teaching and change

Teaching Resources - Find what they need to teach, become excellent creators of teaching resources

Data - Track and submit student data by set deadlines

Professional Development - Become strong educators, meet with coach, attend regional events

Certification - Deadlines, University work

Connect - Regional events

Find Teaching Resources - Find an "essentials" set of teaching resources for their placement to hit the ground running and supplementary teaching resources to use in their classrooms

Easily assess students - Track data, and apply data to classroom strategies to reach goals

Develop and get Help - Find answers to pedagogical and content questions, strong/easy-to-digest/usable prof dev opportunities

Get certification - Deadlines, University work

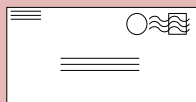
Connect - Regional events, Interact with local teachers

Connect - Meet and collaborate with coach cohort

*User Goals:
What I want to do*

Staff (Lumped together): Priority is not so relevant since varies by staff

Communicate



*User Goals:
What I want to do*

Post information (e.g., events, resources, logistics, info on certification, info on region)

Get important information into teacher and alum hands (via notifications)

Create Content



Post and administer content

Find and Share Resources



Find and share resources with constituents. E.g., share career resources with alums, coaches share teaching resources with teachers

Organize Resources



Group resources together into "resource lists." Curate resources into Top Picks and other places like video hub

Connect People



Connect alums to one another; connect teachers to each other and their regions

In this context, this audience was considered most closely for their user goals which ultimately translate to business goals for the previous audiences.