DCPS Sample Evaluation Rubric

Digital Promise
Accelerating Innovation in Education

Evaluation Criteria	Importance Weighting	Math Content Options					
		Product 1	Product 2	Product 3	Product 4	Product 5	Product 6
Qualtiative: Content, Pricing & Support							
Grade-Levels Served	NA	K-12	K-5 (some users start K content in pre-K)	K-8	K-8	K-5	PK-8
Student / Year (School Use)	NA	110	25	8	29.99	50	
Student / Year 2 and beyond	NA	90	NA	7.75	NA	35	
Student / Year (Home Use)	NA	0	0	0	0	0	
Site License / Year	NA	$3000 per course + $3400 annual maintenance	7000	NA	16500	19000	NA
Site License / Year 2 and beyond	NA	$100 per existing course + $3400 annual maintenance + cost of new courses	NA	NA	NA	3500	NA
Required Training	NA	Initial orientation (virtual $800, $1750)	Webinar available.	NA	Training available for purchase.	4 hours initial training; 2 hours follow-up training approximately 6 weeks later.	1/2 day webinar (basic)
Additional Support Available (Webinars, phone support, etc.)	NA	Tailored PD available on an ongoing basis, same pricing	Phone and email support available.	Phone support, GoToMeetings available on an ongoing basis. "If your school is invested, you will find yourself getting exceptional support from individual staff members."	Phone, live chat, and webinar support options available.	Phone and email support.	24/7 phone support
Implementation Sites & Corresponding Notes	NA						
Quantitative: Program Features - For Students							
Covers at least 100 hours of content / subject/ grade. (Exceptions for fact fluency/other targeted skill programs).	2	3	3	3	3	3	
Adaptive	3	2	4	3	2	1	
Assignable - system allows user to assign content and alter scope and sequence	2	3	0	1	3	2	2

No additional materials/manipulatives required	1	3	3	3	3	3	3
System continues to provide other lessons once student has completed an assigned lesson/standard	3	2	3	3	3	3	3
Feasible sign-on process for K students	3	2	3	1	2	4	3
Easy for students to navigate, clear instructions	2	2	3	2	3	3	3
Teaches content	1	3	3	1	3	2	3
Provides practice	1	3	3	3	3	3	3
Engagement- built-in incentive system (game, rewards) for students as they demonstrate their learning	2	0	3	4	3	3	2
Currirculum could be used continuously during K without burnout	2	3	3	3	3	3	3
Quantitative: Program Features - For Teachers & Administrators							
Tracks lessons complete	2	3	4	3	3	3	3
Tracks time on task	2	3	3	2	3	3	3
Clear common core alignment	2	4	3	3	3	3	3
Tracks % mastery of common core standards	2	3	2	1	3	2	1
Provides baseline assessment data	2	3	2	3	3	0	3
Provides mastery data as student progresses through unit	2	3	1	3	1	2	0
Provides mastery data at completion of unit	2	3	2	3	3	3	3
Simplicity for teachers and administrators to navigate	1	2	3	1	3	3	3
Clarity of data dashboard	2	2	3	1	3		3
Helpful customer support	2	3	3	3	3	4	3
Quantitative: Tech Requirements							
Automated account provisioning available with Clever or LearnSprout	1	0	3	0	3	2	2
Browser based and no local server	4	3	3	3	3	3	3
Able to serve 120 simultaneous users over standard 1Mbps connection	2	3	3	3	3	3	3
Devices supported	2	3	3	3	3	4	2
Weighted Total Score		**129**	**139**	**123**	**140**	**131**	**118**
User Experience Notes (navigability, sign-on, aesthetics, theme, etc.)		Varied animation styles and characters. Student desktop has an awkward layout and is not prioritized (students can click on any assignment when they enter).	Students choose their own avatar and theme for the world they navigate to access their lessons. Graphics and animation are engaging without being distracting.	Game-based. Students navigate entirely (not assignable, limited adaptivity). The games themselves are straightforward and give continuous feedback on accuracy. The games are simple. Bright colors, some minorly distracting visuals.	Students choose their own buddy and theme to customize their experience. Basic animations. Helpful narration gives feedback when incorrect or going slowly.	Each lesson is centered on getting Jiji the penguin past an obstacle. The graphics are simple -- the focus is left entirely on conceptual math. The learning path for each learning objective consists of 1-8 games/puzzles. 100% mastery of each game/puzzle is required to move on.	Step-by-step instructions as students navigate each quest -- fluid navigability. Aesthetics etc. vary depending on which apps are prescribed to a given student.

Pedagogy Notes		Follows traditional modeling/ guided practice/in dependent t practice model.	Cathy Fosnot was involved in Dreambox' s instruction al design. Instruction and practice often incorporat e virtual manipulati ves. Click-by-click adaptivity means that students are redirected to lessons on prerequisit e skills when they are struggling.	Emphasis on fluency, with some problem-solving. "Deep practice" -- detects error, provides practice until mastery, then increases in rigor. No teaching.	Guided practice and independe nt practice (limited modeling).	Introduces math concepts without the use of language, numbers, or symbols. Teaches students to visualize, building a conceptual understandi ng of math. Once students are proficient at visual representati ons, numbers and symbols are slowly introduced.	Pedagogica l approach depends on app. In general, targets standards based on assessment (MAP) data.
Contact Info							
Overall Pro Notes		Compatibi lity with MAP. Robust mini-lessons. One-stop-shop (both math and literacy at flat rate) if you prioritize single dashboard for teachers.	Click-by-click adaptivity redirects students to pre-requisite lessons they need to go back to, and re-teaches when needed (similar function to small group or individual remediatio n).	Huge volume of practice content across strands (beyond basic fact mastery).	Both adaptive and assignable . % mastery in reporting and printable resources.	Great compleme nt to classroom instruction, building conceptual understandi ng that underlies procedures. The conceptual approach resonates particularly well with physical touch on the iPad. Ensures exposure to grade-level content.	High engagemen t from touch and from variation of videos and apps. Sustained engagemen t over time as videos and apps may vary from one quest to the next. Exposure to a standard in multiple styles/form ats (multiple videos, multiple apps for practice).

Overall Con Notes		No adaptivity within learning paths (could be frustrating to students who are ready to move forward more quickly than prescribed).	Not assignable. Limited mastery data.	Not assignable. Awkward data dashboards. I would find the data frustrating as a teacher and would not rely on it as a tool to inform my instruction. However, I can see the advantage of incorporating it as a secondary practice tool.	Diagnostic level adaptivity only (not click-by-click).	Not adaptive.	Cost. Not adaptive.