



Information Architecture Brief

Information Architect: Abi Jones, Future Makers Media

Client: American Board for Certification of Teacher Excellence

Project: Teacher Resources Brochure Site. Initial site is information-only, but must be highly adaptable for later integration with an eCommerce site launching in mid-2008.

Outcome: This Information Architecture brief was approved by the American Board in February 2008 and the site will be constructed pending complete subject matter expert approval of all teacher resources slated for the site.

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Project Goals

The Teacher's Edge is an eCommerce portal site with two aims:

1. Increase sales of ABCTE-developed professional development materials
2. Build ABCTE's reputation as an education organization

The audience for this site includes current teachers, schools, school districts and states as potential buyers of single and bulk unit products. Additionally, ABCTE intends to use the site to engage potential Passport to Teaching and Distinguished Teacher target states.

The initial function of the site focuses on product pages that link back to the eCommerce system at www.abcte.org and help non-certificants purchase products. Eventually, The Teacher's Edge will host a variety of resources and tools, including:

- State-approved professional development for relicensure
- Free Resources hosted on The Teacher's Edge
- Resource Uploads/Storage for teachers
- Forums for teachers
- Teacher profiles and network building

This Information Architecture Brief outlines the foundation for The Teacher's Edge and serves as a starting point for the first version of the site.

Target Personas

Margaret Chang



Margaret Chang is a 37-year-old General Science teacher in St. Augustine, Florida. She is looking for professional development resources so that she can fulfill the study hours needed toward extending her teaching certificate for another five years. Margaret uses email for personal and workplace correspondence, but she does not spend a lot of time on the Internet.

“I spend a lot of time grading work, preparing assignments and getting my students ready for the 11th grade Science FCAT. I don’t have time to go to workshops on the weekends.”

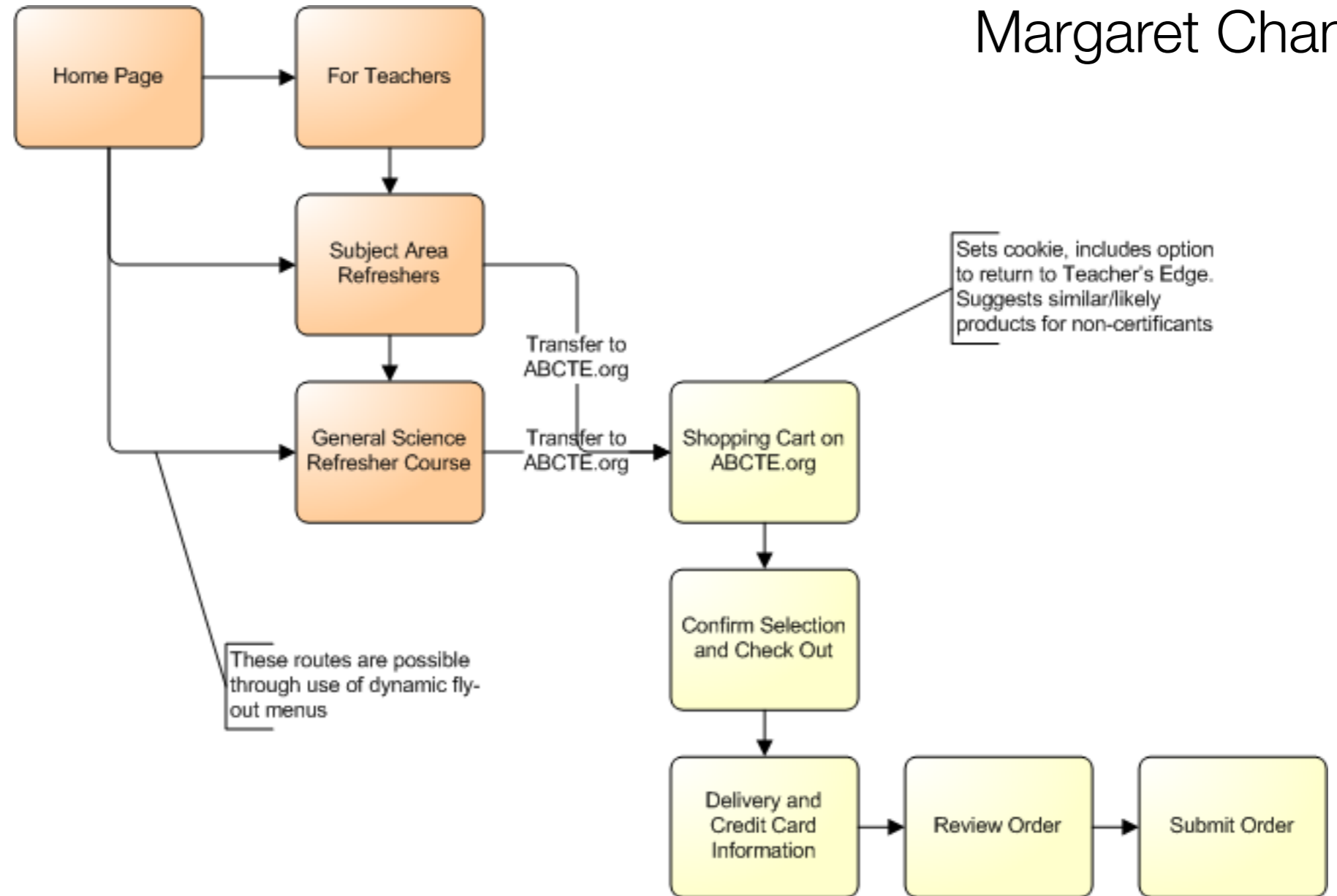
Steven Battelle



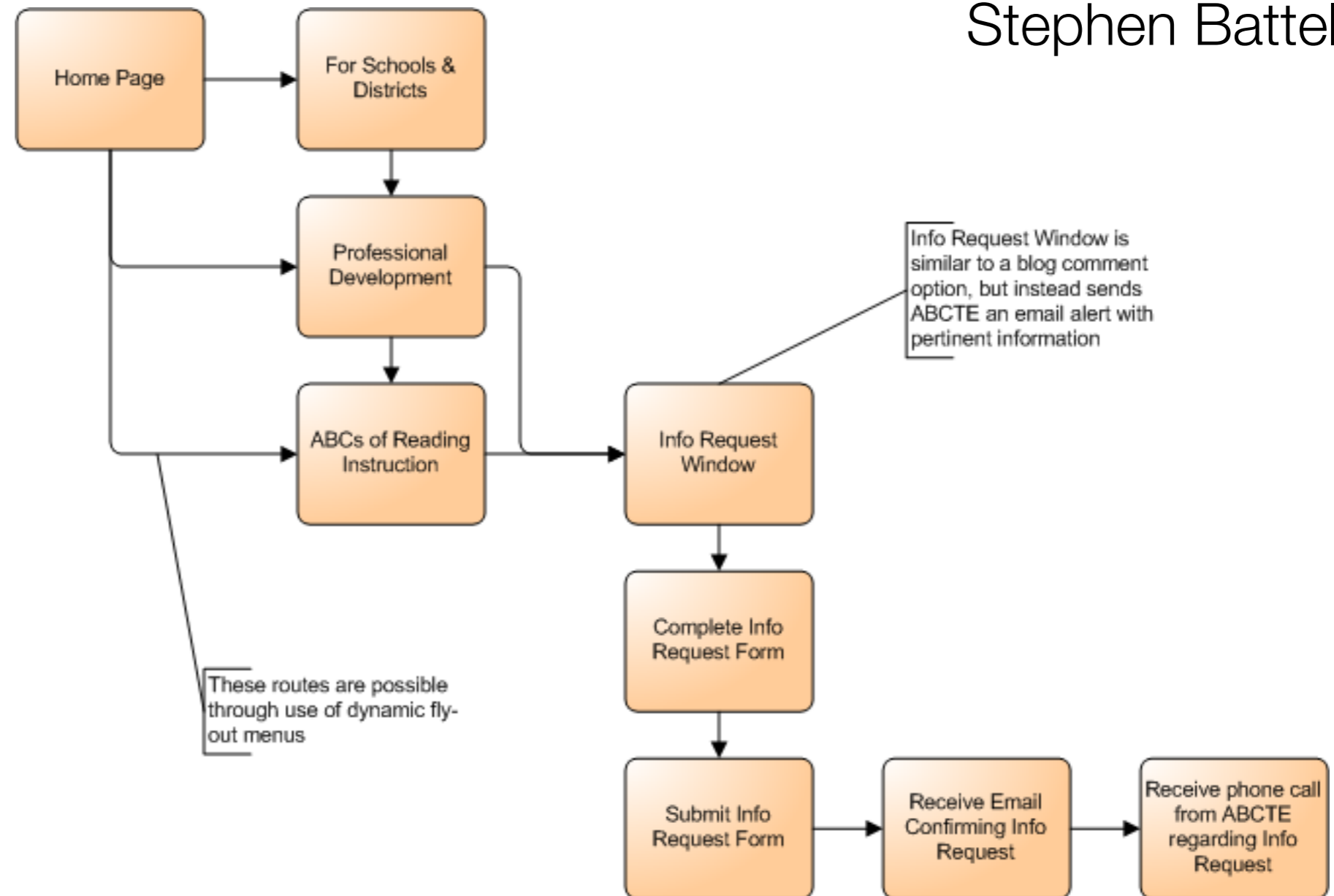
Stephen Battelle is the Professional Development Coordinator for Alaska’s Chugach School District. The elementary schools in his district do not have full-time literacy coordinators, so Stephen is searching for research-based reading instruction tools for teachers working with struggling students.

“I need an affordable way to make sure that the teachers in my schools are practicing research-based reading instruction.”

Margaret Chang



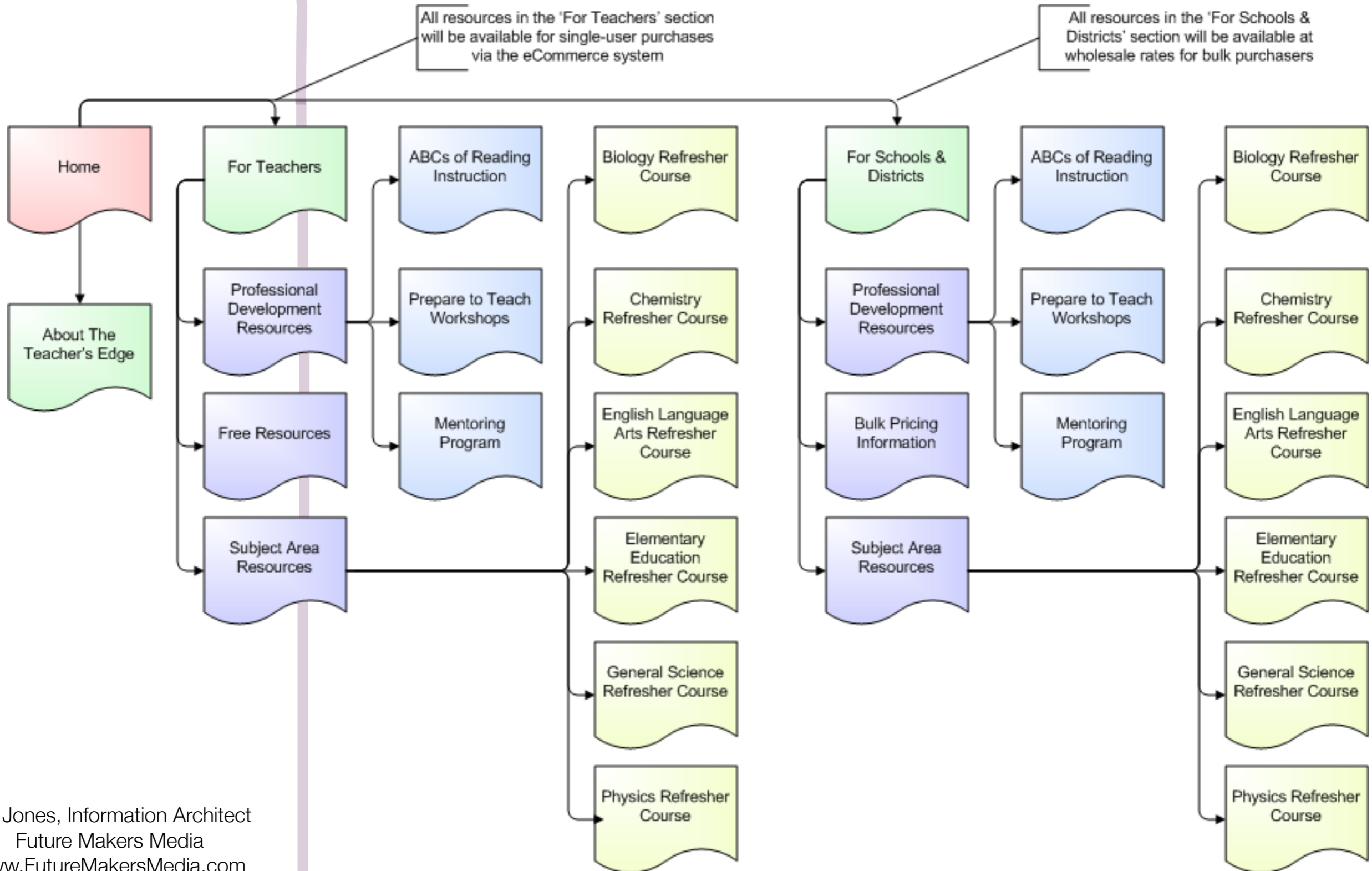
Stephen Battelle

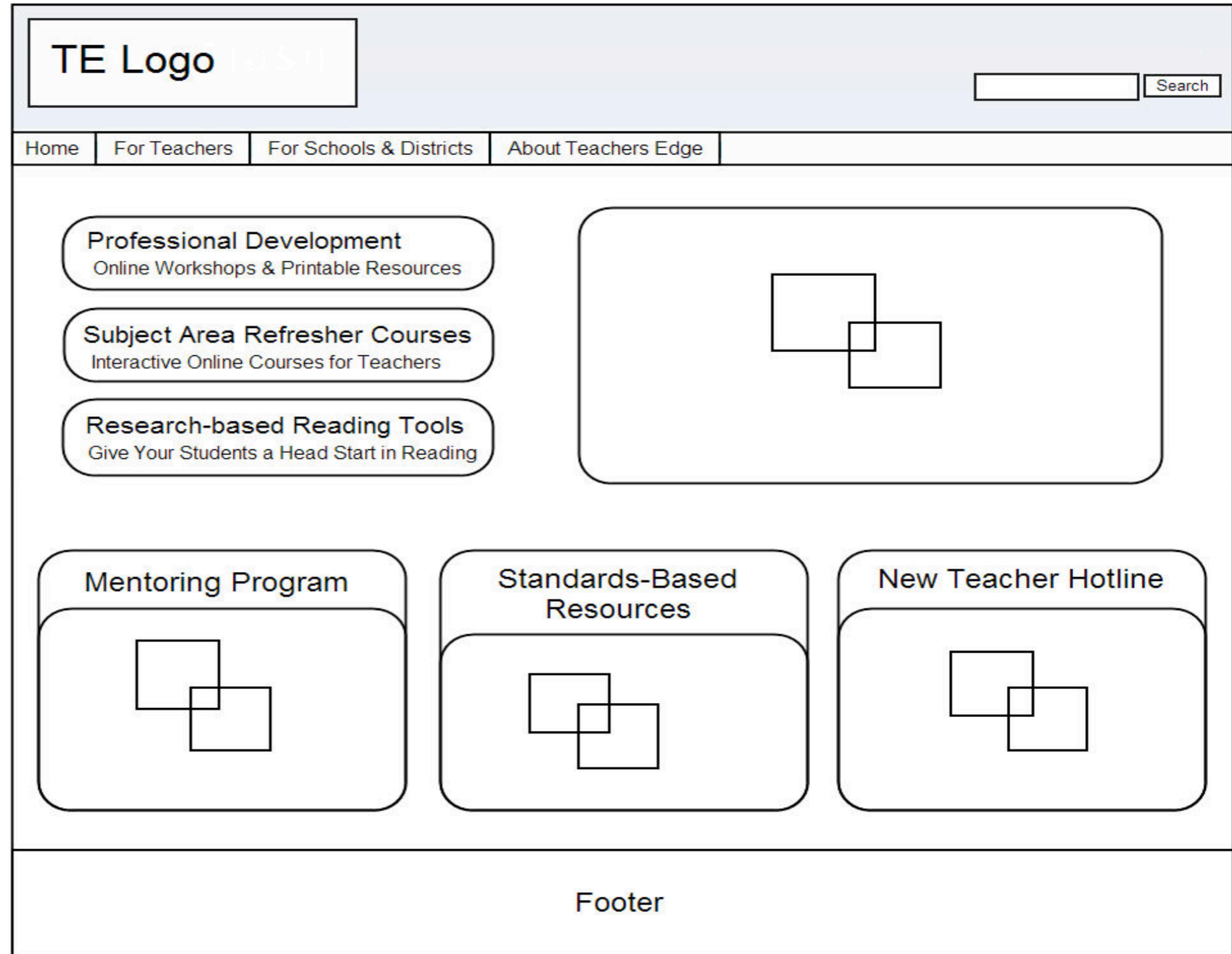




Content Hierarchy

Level 1	Level 2	Level 3	Level 4
Home			
	For Teachers		
		Teaching Practice Resources	
			ABCs of Reading Instruction CD / Workbook
			Mentoring Program
			Prepare to Teach Workshops
		Subject Matter Resources	
			Biology Refresher Course
			Chemistry Refresher Course
			ELA Refresher Course
			General Science Refresher Course
			Mathematics Refresher Course
			*Multiple Subject Exam Refresher Course
			Physics Refresher Course
		Free Resources/Links	
	For Schools and Districts		
		Teaching Practice Resources	
			ABCs of Reading Instruction CD / Workbook
			Mentoring Program
			Prepare to Teach Workshops
		Subject Matter Resources	
			Biology Refresher Course
			Chemistry Refresher Course
			ELA Refresher Course
			General Science Refresher Course
			Mathematics Refresher Course
			*Multiple Subject Exam Refresher Course
			Physics Refresher Course
			Physics Refresher Course
		Bulk Pricing Information	
	About The Teacher's Edge		





TE Logo

Home
For Teachers
For Schools & Districts
About Teachers Edge

Professional Development Resources

Resources from The Teacher's Edge will help you:

- Refresh Your Pedagogy Knowledge
- Meet Certification Requirements
- Learn New Classroom Management Techniques
- Practice Your Teaching Knowledge

Preview Professional Development materials by clicking on the links below or review specific product pages by selecting an item from the right menu.

Prepare to Teach Workshops
Printable Resources You Can Use NOW!

ABCs of Reading Instruction
Research-based Literacy Improvement

Online Mentoring Programs
Work with an experienced educator

Professional Development

PD Workshops
ABCs of Reading Instruction
Online Mentoring Programs

Subject Area Refreshers
Biology
Chemistry
Elementary Education
English Language Arts
General Science
Physics

Free Resources
New Teacher Hotline

Footer

Wireframe - Teacher Product Page

TE Logo

Home
For Teachers
For Schools & Districts
About Teachers Edge

Professional Development Online Workshops

Essential tools for 10 key areas of classroom success:

- Area One
- Area Six
- Area Two
- Area Seven
- Area Three
- Area Eight
- Area Four
- Area Nine
- Area Five
- Area Ten

These workshops include video case studies that demonstrate and reinforce the concepts discussed. Plus, they're available online so that you can review the materials at your own pace.

Preview
Videos

Preview
Printable Resources

System Requirements:

- Internet Access
- Flash 9.2

Price: \$100.00

- 12 Months of Access
- Printable Resources
- Video Case Studies

Add to Cart

Professional Development

PD Workshops

ABCs of Reading Instruction

Online Mentoring Programs

Subject Area Refreshers

Biology

Chemistry

Elementary Education

English Language Arts

General Science

Physics

Free Resources

New Teacher Hotline

Footer

Wireframe - Admin Product Page

TE Logo

Home	For Teachers	For Schools & Districts	About Teachers Edge
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Professional Development Online Workshops

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These workshops include video case studies that demonstrate and reinforce the concepts discussed. Plus, they're available online so that your teachers can review materials at a comfortable pace.

Preview
Videos

Preview
Printable Resources

System Requirements:

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Ordering for your
school or district?

Bulk Pricing Available

Call: 1-877-669-2228

OR

Send an
e-Request

Professional Development

PD Workshops

ABCs of Reading Instruction

Online Mentoring Programs

Subject Area Refreshers

Biology

Chemistry

Elementary Education

English Language Arts

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Free Resources

New Teacher Hotline

Save Money!

Orders for Schools
and Districts Receive
Special Rates.

Learn More...

Footer

Flyout Menu Illustration

