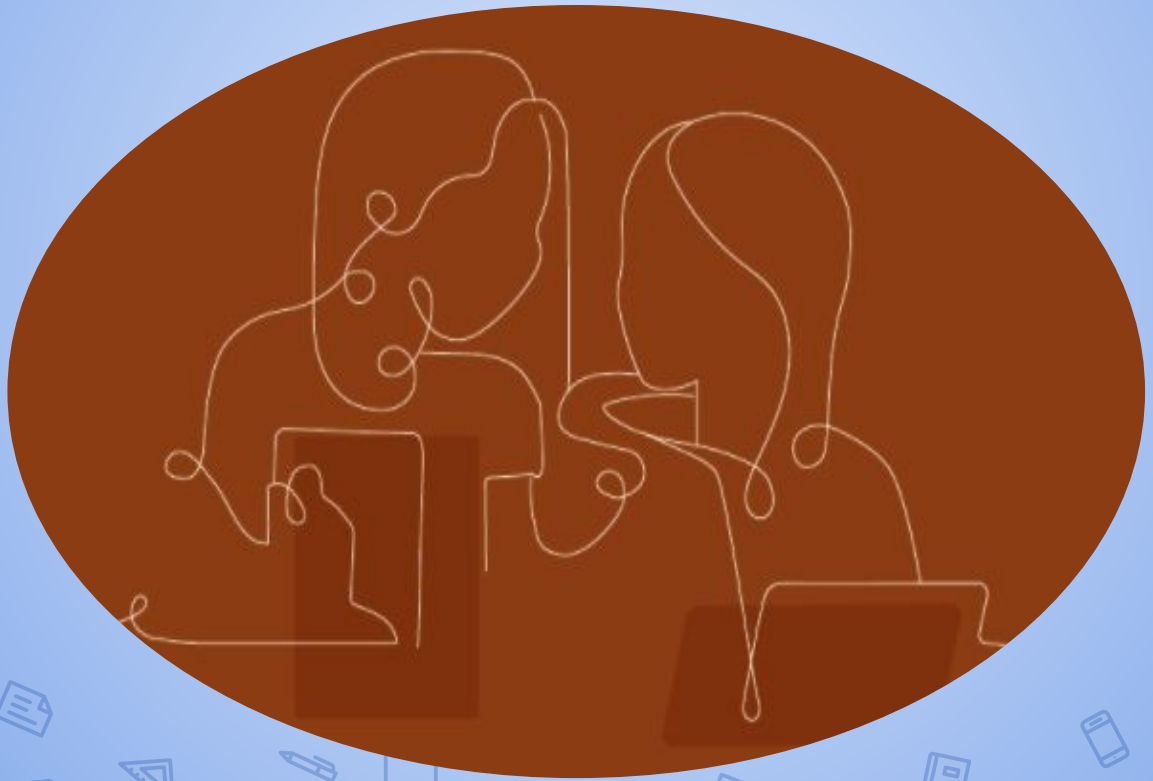
Beacon Online Testing

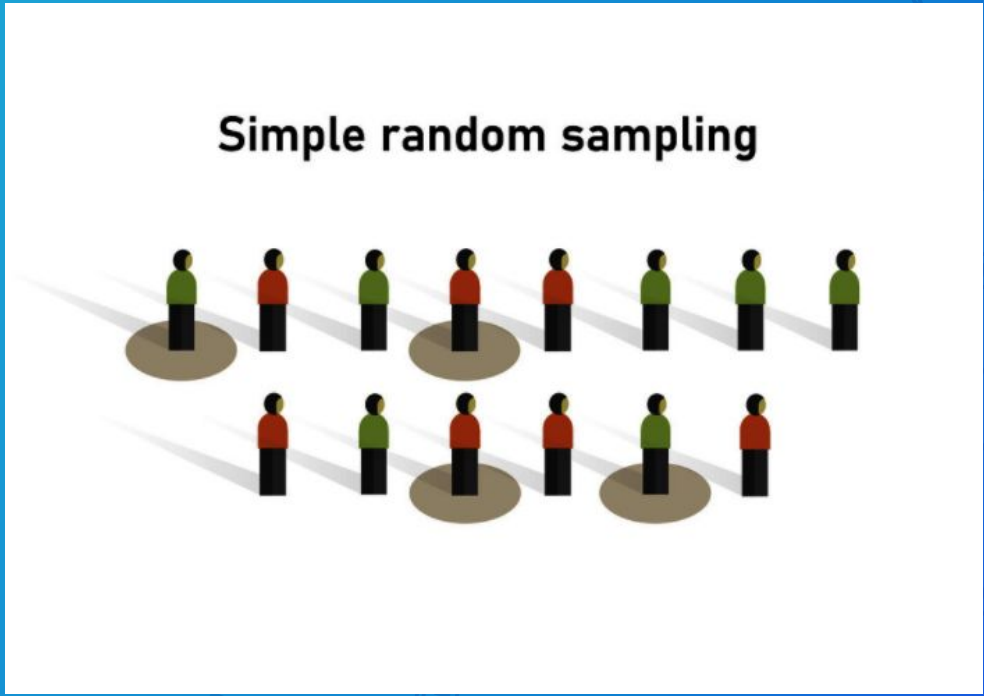


The Common Core

7th Grade Math

CCSS.MATH.7.SP.A.1

Use random sampling to draw inferences about a population



End of Year Standardized Testing

Beacon for Interim Assessments

1. SaaS Product
2. Sold directly to school districts
3. RFPs

Goal

Increase Sales

Win LAUSD Bid

\

Requests

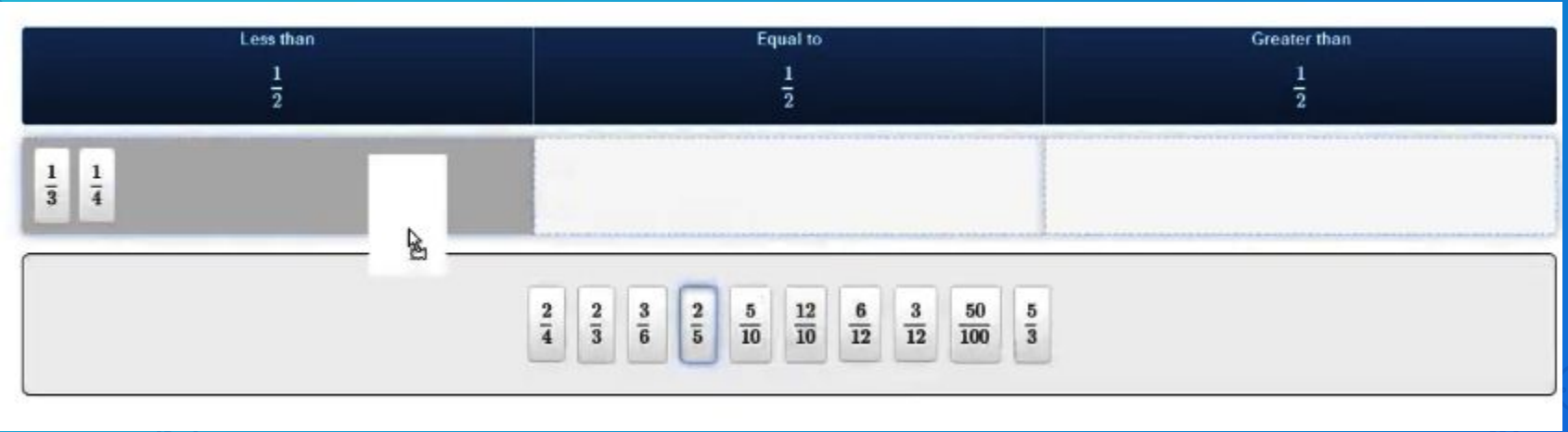
1. Technology Enhanced Items
2. Assessment Branching
3. Support their 730,000 students

Benefit of TEIs

1. Measure deeper knowledge
2. Increase engagement

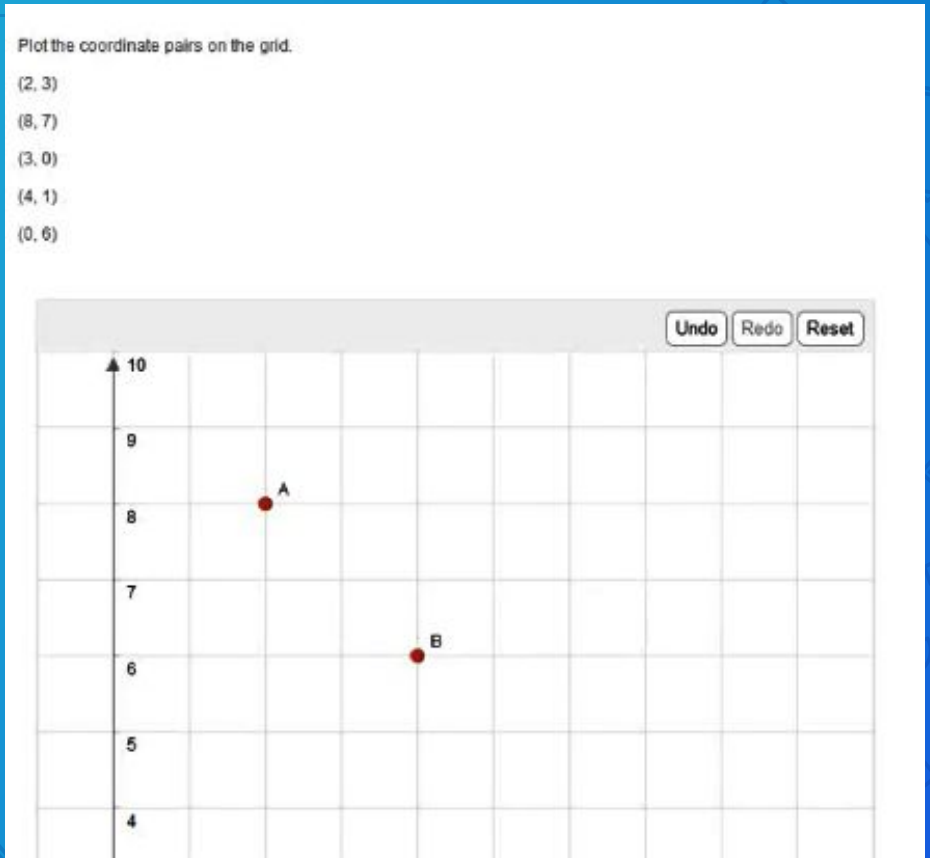
Technology Enhanced Items

Classification (drag and drop)



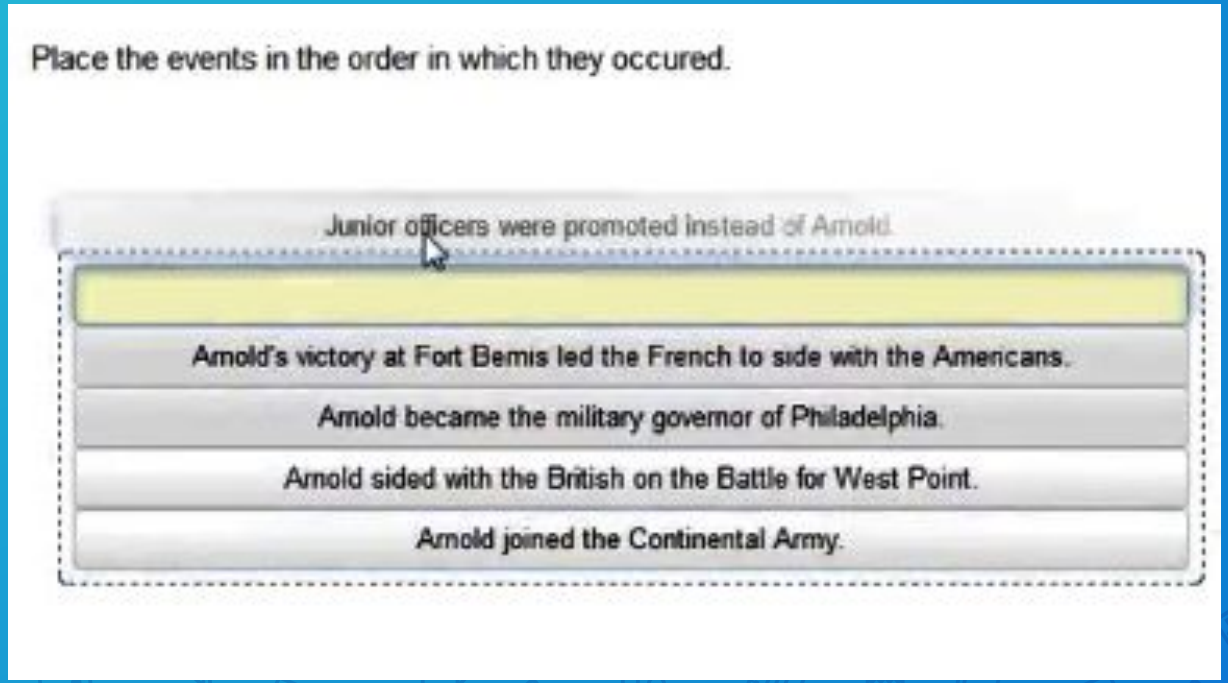
Technology Enhanced Items

Graphing
(plotting points)



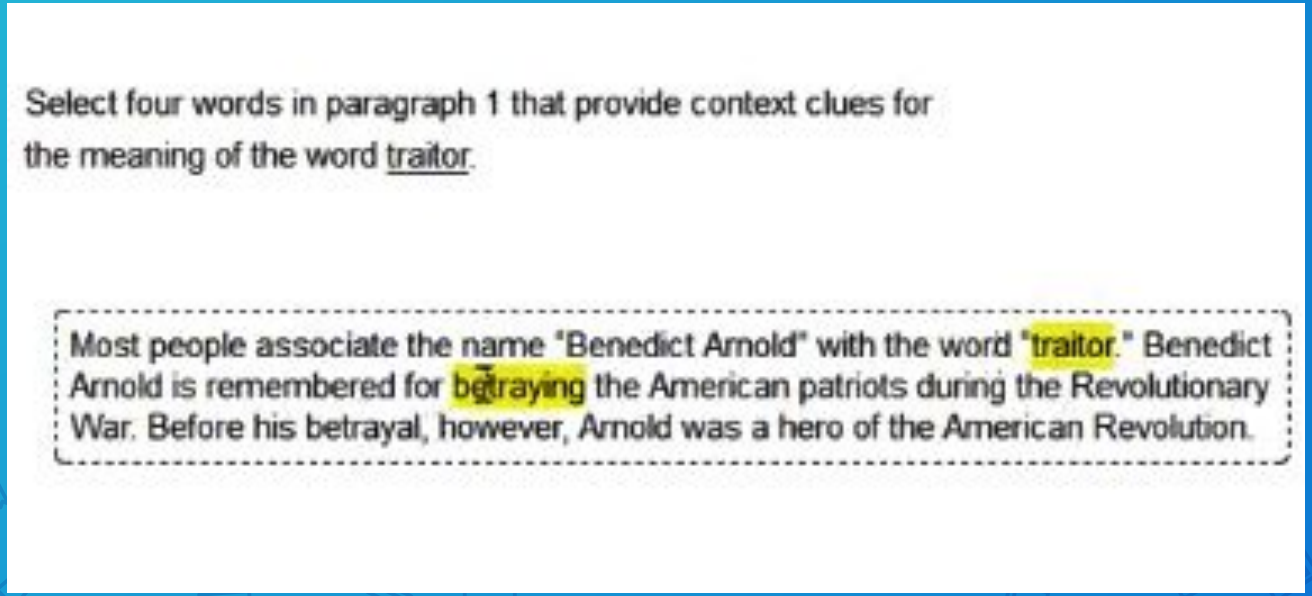
Technology Enhanced Items

Ordering



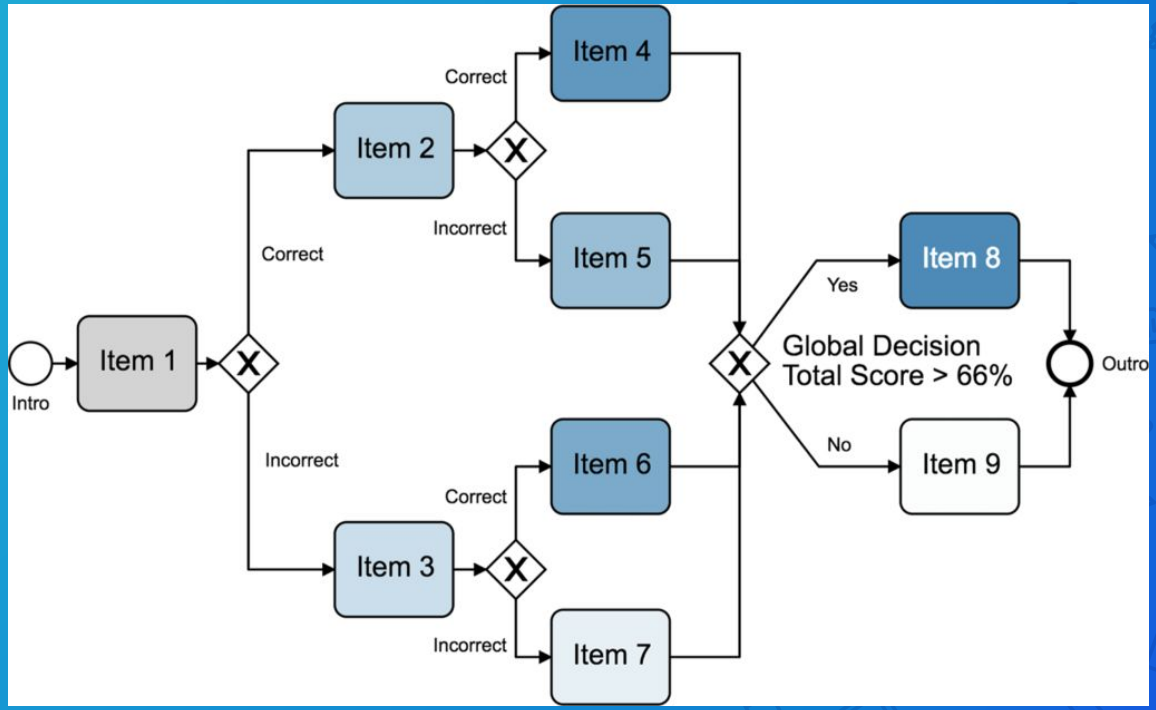
Technology Enhanced Items

Text Highlight



Benefit of Assessment Branching

Adapts to learner's ability



Scaling

730,000 students

Prioritization

1. Differentiation
2. Feasibility of building before BOY
3. Value for current customers

Conclusion:

Technology Enhanced Items

Why?

1. Timing
2. Use to existing customers
3. Differentiation

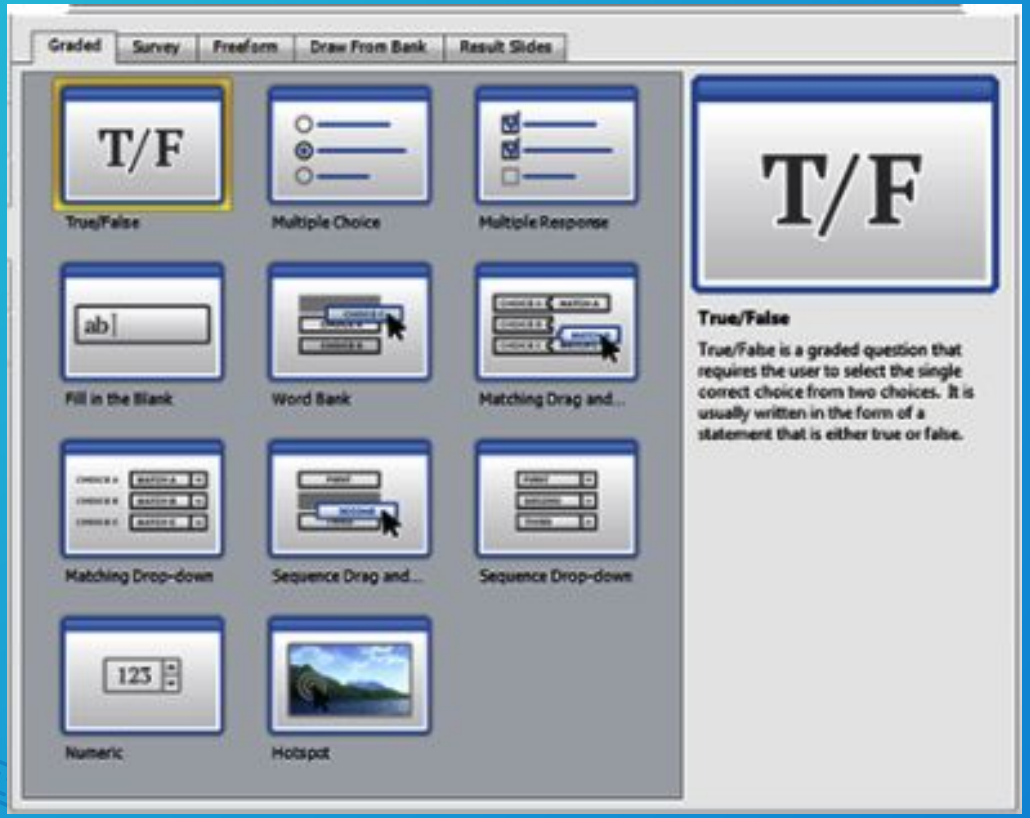
Differentiation

Content + Administration
= Uniquely suited to provide TEIs

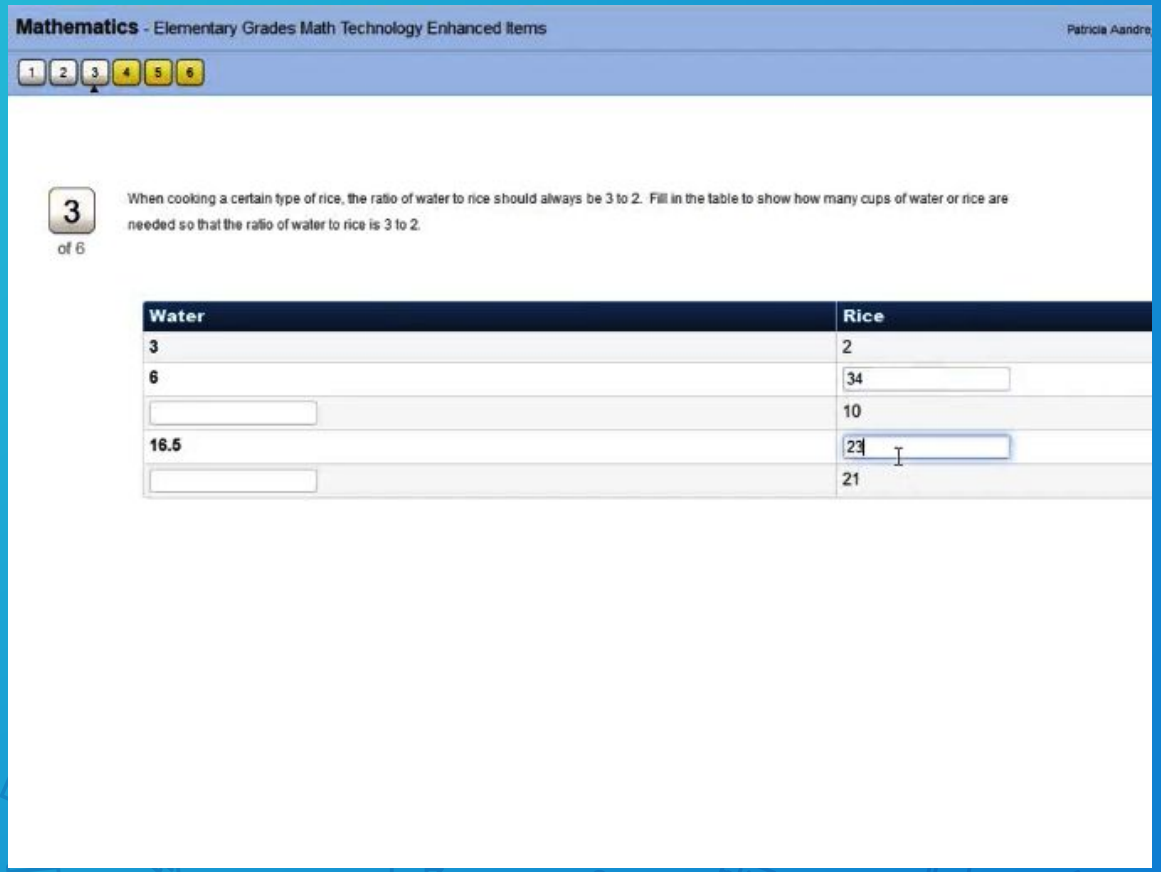
Beacon Subteams

Test Creation
Administration
Reporting

Test Creation



Test Administration

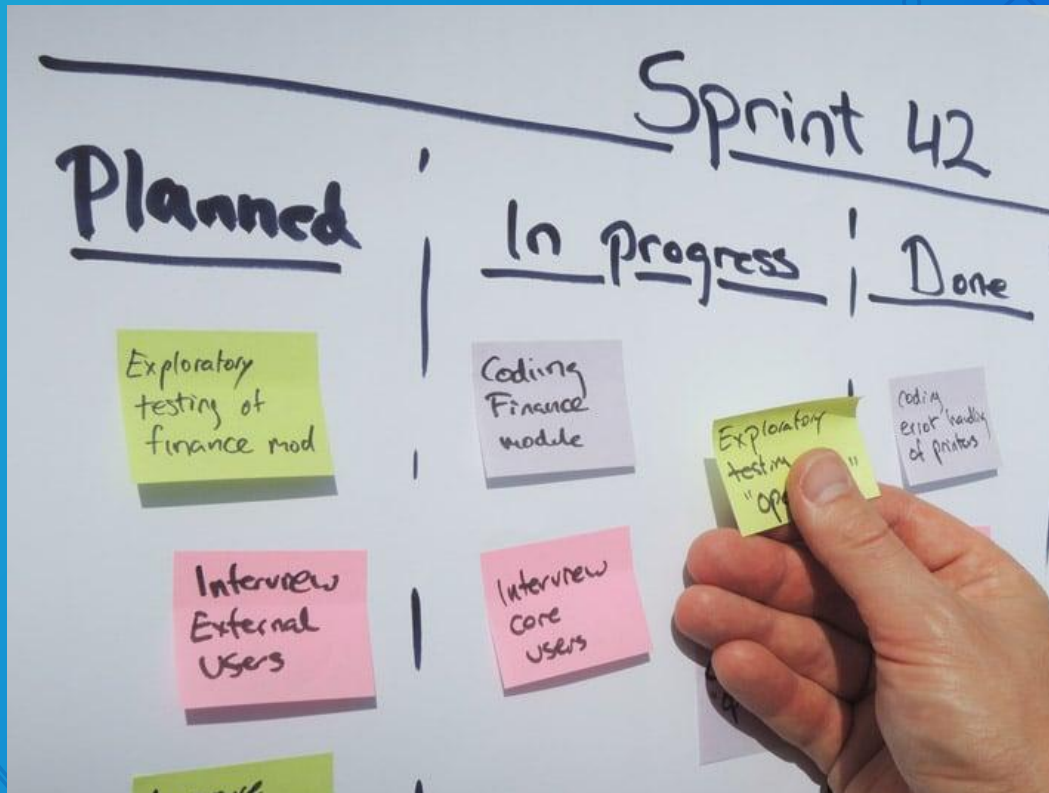


Reporting

mCLASS® Beacon™ Sabine Wallis, Beacon Product Team District demo
Home | Administration | Support | Log Out
Results | Assignments | Assessments
Reports | My Classes | Help
School Copper Middle School
Teacher Any Teacher
Section/Class Grade 7 Math 1
Subject Mathematics
Assessment 3 Assessments
View Learning Map Matrix
Printer-Friendly Reports
Cluster
MA.7.RP.A
MA.7.NS.A
MA.7.EE.A
MA.7.EE.B
MA.7.G.A
MA.7.G.B
MA.7.SP.A
MA.7.SP.B
Student Performance
15 students for selected assessments
Bessie Beamon
Steven Dinh
Now What?
Show Key

My Role: PM on Test Administration

- Led Agile Dev Team
- Upper management
- Sales
- Documentation
- Account Managers
- Subteam PMs and TLs



Approach:

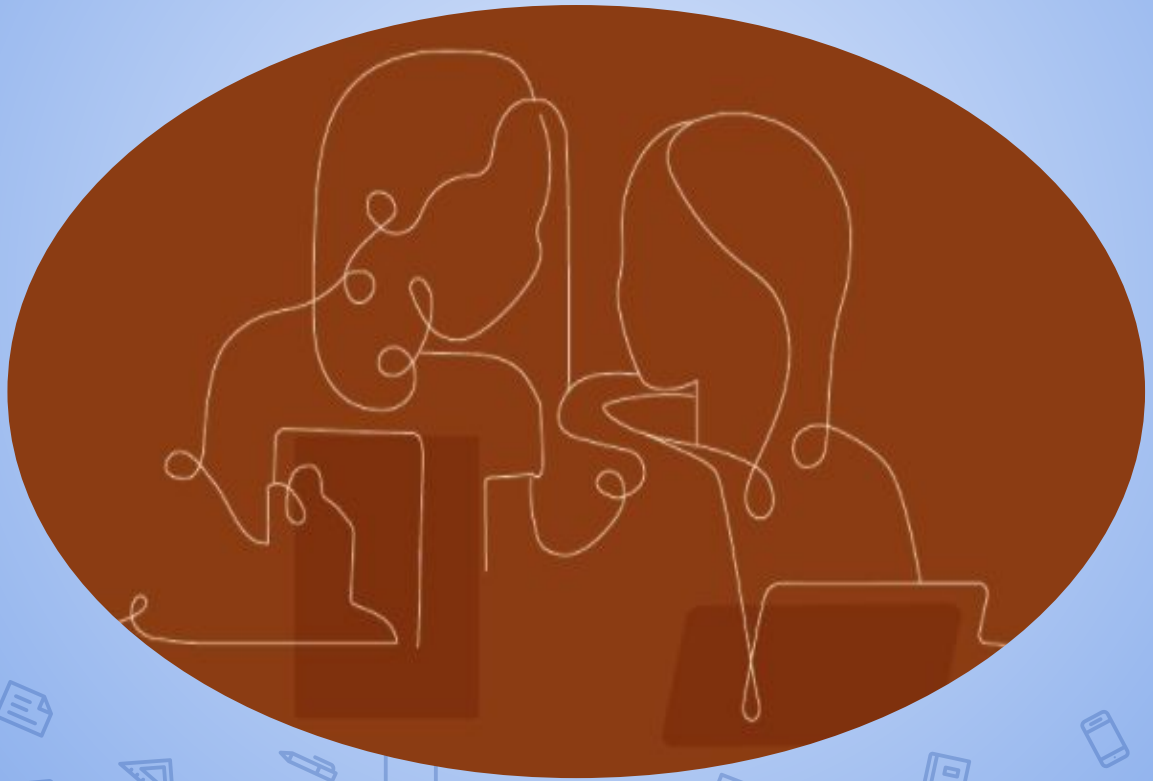
In-House vs. Vendor

Learnosity

Success!

- Won LA bid
- Released TEIs over summer
- Content first
- Administration during authoring phase

Lessons

Sales strategy vs. product roadmap
Existing vs. new customers
High-revenue customers

Beacon