LEARN ON
Forward Together
POWERED BY EVERFI
A BLACKBAUD COMPANY
Link

Network with district leaders from your region and beyond to solve challenges that you’re facing right now.

Learn

Drive change within your community using the knowledge and skills gained from leaders in education, business, & more.

Lead

Share your experiences and shine a spotlight on the accomplishments of your district in PDs, articles, social, & more.

A PLC for Administrators
Powered by EVERFI

Register Today
everfi.com/accelerate
How We Built This!
The Magic Behind Our Course Creation

Diamond Anderson
Implementation Specialist
EVERFI

Jacquie Moen
Head of Product
EVERFI

Dave Cooley
Director, Product Design
EVERFI
AGENDA

• ABOUT EVERFI
• GOALS FOR EVERFI COURSES
• OUR PRODUCT DEVELOPMENT PROCESS
• DISCOVERY AND OUR USERS
• DIVERSITY, EQUITY, INCLUSION & ACCESS
• LEARNER EXPERIENCE & DESIGN
• PRODUCT IN THE CLASSROOM: Q&A Featuring Jon White
EVERFI COURSE PILLARS

- Bring **real-world learning** into the classroom

- **Empower** students to learn through discovery, with **relevant and inclusive** characters and scenarios

- Equip students with the **life skills** they need now and in the future
Course Development Overview

Research & Discovery
- Define
  - Audience
  - Curriculum
  - Scope
  - Impact
  - Best practices

- Develop
  - Learning Objectives
  - Subject Matter Experts
  - Storyboards
  - User insights

Content Development
- Design
  - User flow
  - Interactions & LX
  - Product design
  - Character Library

Learner Experience
- Build
  - Prototype
  - User Testing
  - Tech development
  - Offline lessons
  - Product marketing

Product Build
- Integrate
  - Learner outcomes
  - Customizations
  - Reporting
  - QA testing

Platform Integration
- Deploy
  - Accessibility
  - QA testing
  - Dashboard
  - Surveys & assessments

Product Launch

Course Brief & Project Plan
Course Outline & Scripts
Course Design & Prototype
Course Beta
Alpha/Beta
Activation
Discovery

Setting the Foundation

- User personas & needs
- State standards - where is there a connection?
- Goals for community impact
- Subject matter expertise pulled in
- Where are the gaps in what already exists?
### Inputs

**What makes EVERFI's 3I unique?**

- Teach critical life skills with engaging content:
  - **EVERFI content is engaging, meaningful, and relevant to students' lives.**
  - **EVERFI content is designed to be fun and interactive.**
  - **EVERFI content includes real-world examples and case studies.**

- Be supported when it comes to implementation:
  - **EVERFI provides professional development and training for educators.**
  - **EVERFI offers ongoing support and resources for educators.**
  - **EVERFI provides ongoing technical support and assistance.**

- Make data-driven decisions:
  - **EVERFI provides data on student progress and performance.**
  - **EVERFI provides data on student engagement and satisfaction.**
  - **EVERFI provides data on student outcomes and impact.**

### Activities

**What it does do with EVERFI's 3I?**

- Educators get the most out of:
  - **EVERFI's platform for teachers and schools.**
  - **EVERFI's digital content and resources.**
  - **EVERFI's professional development and training.**

- Educate students effectively:
  - **EVERFI's digital content for students.**
  - **EVERFI's professional development for teachers.**
  - **EVERFI's ongoing support and assistance.**

- Students will immediately:
  - **EVERFI's platform for students.**
  - **EVERFI's digital content for students.**
  - **EVERFI's professional development for teachers.**

### Outcomes

**The potential benefits of using EVERFI's 3I?**

- **Over time: Education will:**
  - **Improve confidence in teaching critical life skills.**
  - **Increase the effectiveness of student engagement.**
  - **Increase the effectiveness of student outcomes.**

- **EVERFI will:**
  - **Virtually refresh and improve content, materials, assessments, and surveys for educators and students.**
  - **Provide educators with the ability to have positive community-wide impact through critical life skills education.**

**EVERFI**

- **EVERFI is:**
  - **A comprehensive platform for teachers and schools.**
  - **A comprehensive platform for students.**
  - **A comprehensive platform for educators.**

**EVERFI**

- **EVERFI**
  - **EVERFI is a comprehensive platform for teachers and schools.**
  - **EVERFI is a comprehensive platform for students.**
  - **EVERFI is a comprehensive platform for educators.**

**EVERFI**

- **EVERFI**
  - **EVERFI is:**
    - **A comprehensive platform for teachers and schools.**
    - **A comprehensive platform for students.**
    - **A comprehensive platform for educators.**

---

Diversity, Equity, Inclusion & Accessibility

- Impacts all elements of course design
- Character names, language
- Hair, clothing, body type, environments
- Different types of learners
- Interactions
- Learn by doing
- Pacing, language
- Usability testing
- Accessibility QA
The amount of inclusivity in the art made me feel really included. It wasn't just white people in the art, but a wide array of individuals who were so unique in so many different ways, from different ethnicities to disabilities; I believe anyone playing this game can feel included.

- Student
Course Rhythm and Flow

- Module topics
- Course objectives
- Course beats and rhythm
- User flow
User Testing

- Teachers
  - 1:1 interviews
- Surveys
- Focus Groups
- Feedback from K12 Implementation specialists

- Students
  - 1:1 interviews via EVERFI teacher
  - “Try My UI”
  - Focus Groups
Learner Interactions

- Exploration & Learning
  - i-Spy
  - Progressive chat
  - Timeline
- Apply learning & Reflect
  - QA Feedback
  - Poll
  - Card game
- Assessment types
- Role of pre-/post- assessments & surveys
What is Next?

- Increased ability to choose the content that is right for Districts, Teachers, and Students
- Help teachers adapt to changing requirements
- Save educators time by having recommended content based on what and where they teach
- Evolve the course tools: Gamification, Incentives, ESL considerations, Opportunities for parent connections...and more!
EVERFI in the Classroom
Q&A