



Editorial Selection Criteria

Defining the Criteria for Selecting Curriculum-Focused Sites

How the Internet Becomes a Curriculum-Focused Portal



What is the major problem for educators when it comes to Internet technology? There is so much information when it comes to choosing Web sites to support a lesson plan, it becomes an extremely time-consuming task. The information available on the Internet is disorganized and not listed according to subject or grade level, and there is no criteria for evaluating the Quality of the content. However, when sites are organized, rated for validity, and satisfy learning standards and objectives, the Internet can become a safe portal, ensuring that all information entering your school meets your unique informational and technological needs.

The Editorial Selection Process

Web Site Evaluation—The Web Site Evaluation form (Refer to Figure1) is a process of evaluating the quality of a site, in order to guarantee that it's appropriate for students. Our senior editors must first choose a site that they feel coincides with curriculum standards, and evaluate the criteria contained on this form when reviewing each site—grading each criteria as 60=Poor, 70=Fair, 80=Average, 90=Above Average, or 100=Excellent. Each criteria is assigned a weight—10 is Very Important, 5 is Important, and 0 is Not Important. This allows the quality of a site to be determined by what's most significant. For each criteria, the weighted score and the grade are multiplied. After this is complete, the numbers are added together giving the Web site assessment score. The total score must be at least 80 to pass our selection process.

	Weighted Score*	Sample Grade	Sample Site Evaluation
Satisfies Learning Standards and Objectives	10%	70	7
Can Be Used with District-Wide Curricula and/or Teachers' Lesson Plans	10%	90	9
Materials Needed to Conduct Lesson Plans are Easily Found and Downloaded	10%	70	7
Contains Minimal or No Advertising	5%	100	5
Interactive and Graphically Appealing	6%	67	4
Contains Extensive and Comprehensive Information	10%	90	9
Clarity of the Site's Sponsor, or Link to the Sponsor's Page	5%	100	5
Loads Quickly at All Times of the Day	8%	75	6
Quality Printed Output of PDF Files	8%	75	6
Easy to Navigate	10%	70	7
Endorsed by Credible Organizations and Institutions	8%	75	6
There are Excellent Links that are Relevant	10%	90	9
<Total Web Site Assessment Score>	<100%>		<80>

B Site (Average) 80-89 A Site (Above Average) 90-94 A+ Site (Excellent) 95-100

***Weighted Scores: 10=Very Important, 5=Important, 0=Not Important**

Figure 1: Web Site Evaluation Form

As new standards are implemented into different curricula, our senior editors revise, refine, and apply updated and new sites on a daily basis—maintaining tight connections between searches and valuable content.

Web Site Rating

BASCOM's assessment of sites help to manage the Internet for classroom use at all levels. After the Web site has been reviewed and approved through our selection process, our Web site assessment scores are applied to our rating system for each site as follows:

Rating—based on the quality of content, Educators grade the sites as A+ (95-100 Web site assessment score range), A (90-94 Web site assessment score range), or B (80-89 Web site assessment score range), and apply these ratings to each site. This enables a teacher to quickly view those sites most appropriate for each specific subject.

Descriptions applying to the ratings are:

A+ SITE (95-100 WEB SITE ASSESSMENT SCORE RANGE)

- Satisfies learning standards and objectives.
 - Can be used with district-wide curricula and/or teachers' lesson plans.
 - Materials needed to conduct lesson plans are easily found and downloaded.
 - Contains extensive and comprehensive information.
 - Contains minimal or no advertising.
 - Interactive and graphically appealing.
 - Endorsed by credible organizations and institutions.
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A SITE (90-94 WEB SITE ASSESSMENT SCORE RANGE)

- Excellent educational content.
 - Materials needed to conduct lesson plans are easily found and downloaded.
 - Site contains most of the essential information and superior educational content, but the current data, interactivity, or efficiency of download is not of A+ quality.
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B SITE (80-89 WEB SITE ASSESSMENT SCORE RANGE)

- Site has excellent pages, however content may not be current, graphics may be lacking, there is little or no interactivity for students, or there may be too much text.
 - Site is still valid for classroom use.
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Web Site Classification

To apply these sites for classroom use, determining the grade level proves to be an important factor. This will make sure that the correct age groups are viewing the most appropriate information from the Internet.

Grade Level—allows the ability to perform a sort within a category. After the actual grade level is specified—Elementary (E), Middle (M), or High School (H)—sites can be categorized by that age group. This enables a teacher to quickly view those sites, which are deemed the most effective for their grade level on a specific subject—giving them access to the most beneficial Web sites for their current curriculum.

Remember, there is always the opportunity to investigate other grade levels. BASCOM welcomes suggestions for new sites, giving educators the flexibility to apply their own individual teaching style into a class lesson. The ability to build a new community from “within” the community will result in the expansion of Global Chalkboard content, and help increase student interest.

Who is Selecting Our Internet Sites

We have editors that review sites throughout the country. These editors, along with our senior editors based in our home office, comprise our Education Advisory Board. They guarantee that all GCB Web Library content satisfy learning standards and objectives, as well as standard-specific links to lesson and unit plans. They are certified in Education and have extensive backgrounds in the field of education. BASCOM's team of Educators serve as reviewers who examine thousands of sites for their quality and relevancy to your curriculum. This allows your time and efforts to be spent working with students, not searching for sites.

Curriculum-Based Management

With curriculum-based management, the concern regarding what content will enter the school environment is removed. It's always up-to-date, dynamic, and channeled into age- and curriculum-appropriate educational objectives, just like any other classroom resource. This system allows educators to choose sites just as they choose books for their library or curriculum—giving educators secure, comprehensive management of Internet content. Educators can take advantage of the Internet in the classroom, yet still remain focused on the information needed for an effective learning objective. The Internet can be shaped to each educator's specific needs; their ideas are what make the class interesting, and the Internet is what makes it interactive.

Assured Education Value

How does this solution ensure that content is always educational in nature? BASCOM makes sure that all the information entering your school has either been a) chosen by educators in your school, or, b) is part of the dynamic Web content offered by the provider. However, there is a choice; you don't have to use this content if you don't want to. It serves as either a dynamic starting point or a classroom-ready resource to carry your school through and beyond the transition into Web-supported education. It's all part of the tremendous flexibility offered through this type of solution, yet if you choose to utilize the provider's Web content, the ideal solution will continue to provide you with fresh and timely sites, keeping your school up-to-date on the latest education offerings and always moving forward.

The solution makes the Internet a safe and educational resource. It's easy for teachers to use, organizing the vast Web into essential curriculum categories. All Internet information is selected by teachers, or is part of the Global Chalkboard library, and all features are developed and optimized for our K-12 schools.

Summary

With BASCOM's Editorial Selection, Rating, and Web Site Classification processes the Internet is properly deployed and managed—providing dynamic educational opportunities that teach students how to proactively help themselves learn, as well as, become productive adults. The Internet is a way to provide higher-level thinking in the classroom and promote a way for teachers to convey information interactively allowing a student to become an active learner rather than a passive learner. The Internet enhances the classroom environment and helps provide the information students need to succeed!