

## The Challenge:

ConnectEd: The California Center for College and Career has contracted with MPR to fulfill its web and print needs. Because the organization maintains numerous initiatives taking place concurrently and has no in-house technical staff, it needed a robust content management system and flexible web applications.

## Our Solution:

MPR designed a multimedia-rich organizational website along with two custom social networking portals to help ConnectEd reach its broad audience. All web applications share a common programming framework and database, allowing the client to quickly and easily adapt for new initiatives.

The screenshot shows the ConnectEd website interface. At the top left is the logo with the text "ConnectEd The California Center for College and Career". To the right is a "Want to stay informed? SIGN UP" button. Below the logo is a navigation menu with links for "MULTIPLE PATHWAYS", "SERVICES", "CURRICULUM", "POLICY", and "ABOUT", along with a search bar labeled "Google Custom Search". The main content area features a large graphic of a person standing at a fork in a path of yellow arrows. On the left, there are four vertical panels: "NEW DISTRICT GRANTS", "HOT OFF THE PRESS", "MULTIPLE PATHWAYS", and "FEASIBILITY STUDY". The "FEASIBILITY STUDY" panel is expanded, showing the text: "Progress continues on the Feasibility Study for expanding and establishing multiple pathways in California. State Superintendent Jack O'Connell recently submitted an update to the legislature." Below this is a "READ MORE" button. At the bottom of the main area are three columns: "COALITION FOR MULTIPLE PATHWAYS" with a "learn more" link, "LEGISLATIVE WATCH" with sub-items "MEDIA ROOM", "PUBLICATIONS", and "CALENDAR OF EVENTS", and "ConnectEd Studios" with a "learn more" link. The footer contains links for "About ConnectEd", "Contact Us", "For the Press", and "Privacy Policy", and a note: "ConnectEd was founded with a grant from The James Irvine Foundation."

## Policy Section



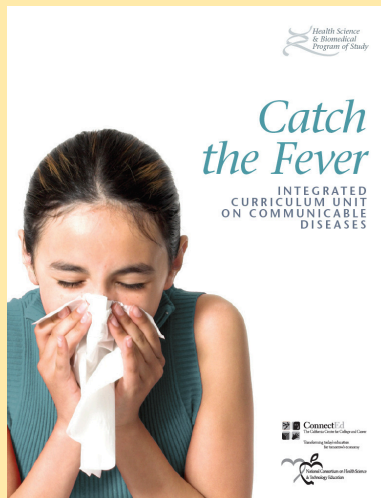
ConnectEd's website was designed to reach multiple stakeholder groups—from educators to policymakers. In the Policy section, legislators, education administrators, and others can access a Policy Guide, subscribe to a weekly *Legislative Watch*, and view related resources including publications and videos.

## ConnectEd Studios



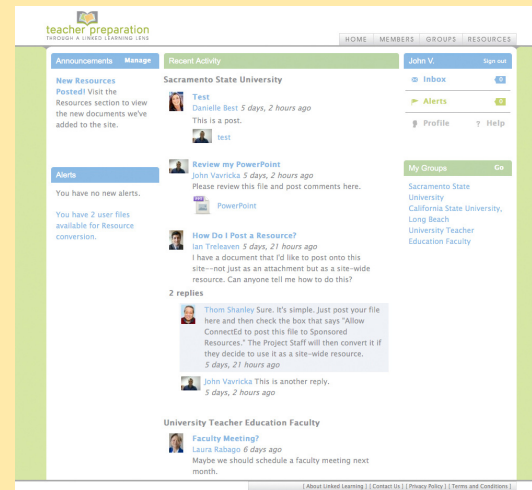
ConnectEd Studios™, a dynamic web tool designed to promote and facilitate the use of integrated curriculum, provides teachers and students with lesson plans, rich media, project management tools, student portfolios, and access to industry professionals.

## Integrated Biomedical and Health Science Curriculum



MPR's Publishing department designed this engaging collection of integrated curriculum units, each containing resources, lesson plans, and student handouts. The design for each unit is unique to the subject matter, yet all units maintain a cohesive style across the collection.

## Teacher Preparation Portal



The Teacher Preparation Portal is a custom social network designed to facilitate a diverse community of education professionals committed to a Linked Learning approach. The Portal provides multimedia resources, an events interface, and multiple asynchronous communication tools such as a forum, messaging system, and site-wide announcements, all easily controlled by non-technical project staff.