



TeachEquity
Opportunities for All

Evaluation of TeachEquity Websites: Real Men Teach and Urban Teachers

Prepared for:
Maze AhTrap
Public Relations & Website Chair

Prepared by:
Care Consultants

April 26th, 2021

TeachEquity

Human Resources Department
1234 TeachEquity Lane
Farmville VA 23901

April 12, 2021

Javion Peterson
Principal Consultant
201 High Street
Farmville, VA 23909

Dear Mr. Peterson,

Subject: Evaluation of Teaching Websites

Over the last 10 years states all across the U.S have found it incredibly difficult to fill teaching vacancies in a majority of school systems. This problem continues to grow even today. In response to this many organizations in our brand have taken to encouraging more teachers to join classrooms across America.

As we discussed on March 1, we would like to commission you and your partner within the firm to evaluate and recommend two of the websites within our brands jurisdiction which are the *Real Men Teach* and the *Urban Teachers* websites. These websites are not as frequently visited when compared to some of our other sites. These websites are intended to bring those who invest in the lives of young people today both inside and outside of the classroom. We would like you to develop an evaluation keeping the educator demographic in mind.

We would like to make updates to our websites by May 1. To meet this deadline, we must have your report by April 26th.

We look forward to receiving your report. If you require any further information, please feel free to contact Tommy Heath at (555) 867-5309, ext. 1981.

Yours sincerely,

Maze AhTrap

Maze AhTrap

Public Relations and Website Chair
Javion Peterson & Laura King-Marshall

Care Consulting
201 High Street
Farmville, VA 23901

Maze AhTrap
Public Relations & Website Chair
TeachEquity
1234 TeachEquity Ln
Farmville, VA 23901

Dear Dr. Maze AhTrap,

Hello the purpose of this letter is to inform you of the content of this report. We have gathered data from your website and competitors in your field to obtain the recommendations we have provided. The team that worked on this project has had over 3000 hours of prior experience supplying quality projects to industry leaders such as yourself. With thoughtfulness and extreme consideration we are happy to provide you with the following: a table of contents, list of figures, Executive Summary, introduction/Background, two comparisons of other websites, and a conclusion.

Care Consultants have taken the time to review and elaborate. In this document the recommendations we have suggested are, use images of educators, highly important text should be recurring, detailed menus that are easy to navigate, offer different modes of support i.e social media, email groups, or merchandise stores , and ensure the leaders of the program credibility on the website.

Thank you for everyone who worked on this; there were many late nights and spirited debates.

If you have any questions regarding the attached report, please contact Jared Lafae at 840-964-1025

Respectfully,

Javion Peterson & Laura King-Marshall

Javion Peterson & Laura King-Marshall

Table of Contents

Title Page	0
Letter of Authorization	1
Letter of Transmittal	2
Table of Contents	3
Executive Summary	4
Introduction	5
Mode of Analysis	6
Analysis of Real Men Teach	7
Visual Appeal	7
Quality of Content	7
Ease of Navigation	7
Analysis of Urban Teachers	8
Visual Appeal	8
Content	8
Ease of Navigation	9
Conclusion	9
Recommendations	10

Executive Summary

Based on the rise in the diversity in the students in the classroom and number of students, there has been a rise in needs for teachers. TeachEquity has decided to enter the ranks of industry teaching recruits. The modern and stable company will be located in Farmville, Va and plan to launch a website to boost the numbers of teachers. The website is set to launch on the first of May.

Today, most schooling is completed in an online format and much recruiting of teachers happens over the internet. Thousands of preservice teachers graduate every year looking to join a school district and begin their work in the classroom. Therefore creating an effective website to attract potential teachers is crucial for TeachEquity.

Care Consulting Inc, was asked to analyze two hotel websites to serve as a model for the creation of the TeachEquity website. Because the mission and target audience are similar to that of TeachEquity, we chose the websites RealMenTeach and Urban Teachers. The report recommends the most important features for an elegant, informative, and user-friendly webpage.

The two websites were evaluated on three components necessary for an effective website:

- Visual Appeal: Appropriate color scheme, images, headings
- Content: simple language, adequate information on professionals and programs, easy engagement options, and
- Ease of Navigation: effective layout of menus , easy to follow webpage, absence of unnecessary windows.

In addition, to support our analysis, 100 preservice teachers at Longwood, University of Virginia, and Virginia Tech completed an online survey with questions based on three criteria. These results supported our analysis, leading us to recommend that TeachEquity's website incorporate the following:

- Incorporate visual appeals elements from both the RealMenTeach and Urban Teachers websites, use images of educators, highly important text should be recurring,
- Incorporate the ease of navigation from Urban Teachers website such as, detailed menus
- Incorporate content from RealMenTeach's website, by offering different modes of support

We are confident that our recommendations will help TeachEquity attract new teachers and achieve a higher level of teacher retention.

Introduction

During the first week of March in 2021 Laura King and Javion Peterson of the Care Consulting Firm were commissioned and received a request for proposal from the TeachEquity Company. This request was for the consulting firm to study and analyze two websites chosen by the TeachEquity company to help them plan a new website. This proposal will study several areas within the websites provided to them to help create the best recruiting website possible for the TeachEquity Company.

TeachEquity is a recruitment firm located in Farmville, Virginia that's mission is to bring more teachers of all walks of life into classroom spaces. This response to the request for proposal has taken the analysis of the other content into account to develop recommendations for a website that is:

- Easy to navigate
- Visually Appealing
- Effective
- Informative

All across America there is a shortage of teachers, the number of students to teachers in a given classroom continues to rise and students deserve teachers that are not spread so thin that they can not give each student what they may need. In the 2015-2016 school year the demand for teachers was 64,000 more than were available in supply to teach. That number is expected to have tripled since then. This is becoming an insurmountable problem within the United States.

Some companies like those examined within this proposal are dedicating their time and funding to encouraging more individuals into the classroom but there is still a large need within the industry to fill these positions and give the future of America it's best chance. That is why TeachEquity reached out to the Car Consulting Firm; to help them to develop another site that is oriented to helping fuel the desire of more people to change the lives of the students in American school systems and help move towards ending the teacher shortage in America.

Mode of Analysis

The RealMenTeach and Urban Teachers websites were evaluated on three components necessary for an effective website:

- Visual Appeal: Appropriate color scheme, images, headings
- Content: simple language, adequate information on professionals and programs, easy engagement options, and
- Ease of Navigation: effective layout of menus , easy to follow webpage, absence of unnecessary windows.

As noted above, to support our analysis, 100 preservice teachers at Longwood, University of Virginia, and Virginia Tech completed an online survey with questions based on three criteria.

Analysis of Real Men Teach

Maze AhTrap
Public Relations & Website Chair
TeachEquity
1234 TeachEquity Ln
Farmville, VA 23901

Analysis of Real Men Teach
<https://realmenteach.com/> *(Links to an external site.)*

Real Men Teach is organized and efficient so that educators, education shareholders, and teaching candidates are able to find resources and information they are seeking while also offering updates within their organization.

Visual Appeal

Real Men Teach's website uses a slideshow of images with explicit text hovering that is clear with their message. It is both visually appealing while being a great recruiting tool. The main header is black. The main header of the website lists different sections so the visitor can find resources. The sections are labeled with bold white words with a dark background. The website itself is full of images of male role models and reinforces the organizations campaign. The mission of this organization is profoundly displayed on the website.

The website is divided into different sections. Each section has a different focus that will narrow down the time the visitor spends looking for information.

Quality of Content

Real Men Teach features "our campaign", "creators", "RMT 100". The information listed is all related to joining education and contains information that visitors may find useful.

The website includes links to the merchandise store, the donation avenues, and the other social media services they are on. The website encourages visitors to support the organization by joining as a member.

Ease of Navigation

Real Men Teach's website is easy to navigate. The streamlined experience offers an easy to operate system. This website is organized for visitors to efficiently find the information or resources they are searching for using the correct headings.

Analysis of Urban Teachers

The website used for this portion of the analysis was the Urban Teachers website <https://urbanteachers.org/> (*Links to an external site*)

The Urban Teachers site is sleek and organized, though the site is packed full with information and still maintains good readability and is not over crowded. With well organized menus and labels Urban Teachers makes it so teachers, supporters, donors or just interested citizens can find what they need quickly and effectively.

Visual Appeal

The home page on the website features a rolling video of B-roll depicting the teachers of the Urban Teacher community in the classroom, engaging with excited and alert students showing the difference that this company is making. This is a great attention grabbing tool for the site and really plays to the strengths that are displayed. The menu that is visible on the home page features a donate button that opens a link on a new page to donate, as well as utilizes a pop-out menu that is detailed with various pages of the website as well as subsections that are present and popular on the various pages of the site.

The site is mainly on a white background using colors to draw the eye to important sections on the page. The majority of the text on the pages is in blue sans serif font which is easy to read and not too stark in the way that a black font would be. This keeps readers engaged but not bogged down by the large amount of content on the site. The most important sections on various pages are on an orange background with white font helping to maintain audience interest and provide important details in a unique way.

Content

The content of the website is informative and transparent, the site does well to provide a surplus of information regarding the organization and its statistics beginning on the home page. This page of the site has the mission statement of the organization as the first thing that the audience would see on the page. After that the home page is populated with a variety of information regarding the organizations successes, statistics and locations.

The pop-out menu details the rest of the available pages and the sections that are contained within those pages. These include; program information and applications to be a part of the program, various locations and a different application available for partnerships to begin moving the organization into new areas. Sections also include the mission, their story, and their various supporters; they also have pages for news media/publications and links that open new pages to the informational center and the options for donations.

Ease of Navigation

The pop-out menu includes specific links to all the organization's pages and sections, making it easy to access everything that the website has to offer. This menu also works in such a way that it can even remain popped out while navigating on the website itself. This makes it easy to see what page is currently being looked at as well as what else may be present on that page and where to find it.

The various pages that can be accessed don't have second pages within them and all scroll continuously down through all of the information which means there is no confusion when intaking the provided information. As you scroll through the pages the menu bar at the top of the pages remains with you as you scroll through the content, this makes it easy to head back to the top of the page or the home page at any time.

Conclusion

In response to the request for proposal from the TeachEquity company on developing a website to help draw more individuals into the profession our proposed recommendations aim to help develop a website that has attractive visual appeal, high quality of content. This report researches the feasibility and qualities required to have a website that is attractive and effective at persuading more individuals into pursuing a career in teaching.

From the results of a market research survey it was shown that 42% of new teachers found programs like the ones analyzed for the purposes of this research to be reasons that they chose to pursue teaching. Which shows that websites like the ones studied here are beneficial to their overall goal which is bringing teachers into the classroom.

Utilizing the recommendations found below the TeachEquity company will develop a website that is sure to help to expand the teaching population even further. With an average development time of 4 months, the new site should be up and active by the beginning of the 2021-2022 school year and can begin recruiting immediately upon release.

When approached about the project, representatives from both the Urban Teachers program and the Real Men Teach program stated that they would be willing to loan the TeachEquity program a member of their website development team to help them build the best website possible for their program.

Both of the programs analyzed for the report have also openly agreed to working together, both with each other and with the TeachEquity company to better their overall outreaches and help to further spread each of their individual messages by spreading them on all three of the platforms once the new website is up and running.

Recommendations

For the TeachEquity recruitment website, we recommend TeachEquity do the following:

- Incorporate visual appeals elements from both the RealMenTeach and Urban Teachers websites, use images of educators, highly important text should be recurring,
- Incorporate the ease of navigation from Urban Teachers website such as, detailed menus
- Incorporate content from RealMenTeach's website, by offering different modes of support i.e social media, email groups, or merchandise stores , and
- Reiterate the leaders of the program credibility on the website.