



Accuplacer Ideation Stage

Jeni Daley & Lori Gully
October/November FY24

Agenda

The background of the slide features a close-up of a test paper. A pencil is positioned on the right side, pointing towards a question. The paper contains several questions, each with a number and multiple-choice options (A, B, C). Some options are circled in blue, and some are crossed out with a blue pencil. The overall color scheme is light blue and white.

-
1. Introduction
 2. Strategic Alignment
 3. Industry Analysis
 - Total Addressable Market
 - Industry Snapshot
 - Key Competitors
 4. Accuplacer Exam Overview
 5. Factors to Consider
 6. Budget + Timeline
 7. Final Recommendation
 8. Next Steps

Introduction

- Following our [product cycle](#) workflow
 - **Ideation Phase** for ACCUPLACER
- **Goal:** conduct enough research to determine pass/fail gate that moves to Discovery Phase (\$ + time commitment)



Working toward Pass Gate 1

1

Ideation

1-2 months

*Leadership team approval

We have a new idea for a product!



A high-level summary of the idea gets submitted to P&I through the feedback portal. These questions determine whether the team moves the idea to Discovery or keeps it on the backlog to consider at a later date.



Strategic Alignment

Does it feed our mission/vision? Does it match our strategic plan?

CEO HPI



Industry Analysis

Has the industry changed? Any major booms? Any major timing impacts?

CEO HPI PRE PRD DE PART



INDUSTRY ANALYSIS



Budget Convos

Do we have the budget to support this development?

PRE HPI



IDEATION SLIDEDECK



PASS GATE 1

\$ + time committed to Discovery phase



PASS leads to Discovery phase

2

Discovery

The idea is worth pursuing!



2-4 months

*Leadership team approval



The discovery phase dedicates time, attention, and resources to better researching whether the idea should be pursued further.



Research

How should the curriculum be structured? What would digital delivery look like?

HPI PRD CS ID



Training

What nuances apply to the official exam? What implications does this have on our product?

HPI PRD CS ID PSM PES



Market Analysis

What competitors are in the space and what's their approach? What is needed from end user perspective? Will development be able to support this initiative?

HPI PRD DEV PART DE



MARKET ANALYSIS



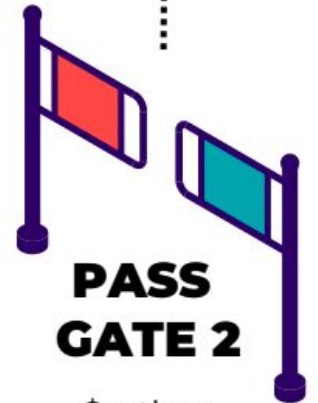
High Level Planning

What's the budget? What will the course architecture look like? What's a realistic timeline? How can we pilot? How will we implement? What's our GTM strategy?

HPI PRD CS ID DEV PART



DISCOVERY SLIDEDECK



PASS GATE 2

\$ + time committed to flesh out all details in Define





FAIL leads to:

- 1. Failure Analysis OR**
 - 2. Lessons Learned Report**
- 

What happens if an idea fails a pass gate?

The team must decide between these options:

1. **terminate the idea*** (does not align with strategy/goals, not enough \$ or resources)
2. **table for later**** (no capacity right now, market may shift later, remains on the backlog)
3. **pivot to new idea + go back to Ideation** (research shaped better idea, need to flesh out details)
4. **return to previous stage** (idea still has traction, needs more time/research/clarification)



***Failure Analysis Report**



***Lessons Learned Report**



Strategic Alignment

User Stories

CEO

As the CEO, I want to better understand the role and implementation of the Accuplacer so that we can potentially explore product and market expansion.

As the CEO, I want to better understand what it would take CollegeSpring to turn our TSIA product into Accuplacer so that I can locate funder support for the full development process.

Director of Partnerships

As the Director of Partnerships, I want to understand the market share for Accuplacer curriculum so that we can have an early understanding of potential product and market shifts that will impact our sales outreach.



Strategic Alignment

Alignment with Strategic Plan

- *Possibly* - more research to know
- *Leaning toward no*

Relevance to Students in Our Optimal Zone

- *Possibly* - more research to know

Capacity to Execute in Current Fiscal Year

- *No* - prefer resources go to current product lineup

So where do we go from here?

- **Finish Ideation phase:**
 - Gives us **experience** running through the product cycle
 - **Documents our findings** in a formalized way to reference if we ever pick the project back up
 - Leads to ideas that might spark **new ideation** phase research on different topic



Questions?



Brainstorming/question space:

- What's your initial reaction?
- What are you curious about?
- Any requests of what you'd like to see moving forward?





Next Meeting

Accuplacer Ideation - Present Findings

Wednesday, Dec. 13

3:30 p.m. EST



Si es aguda **SI** se tilda
Si es grave o llana
NO se tilda

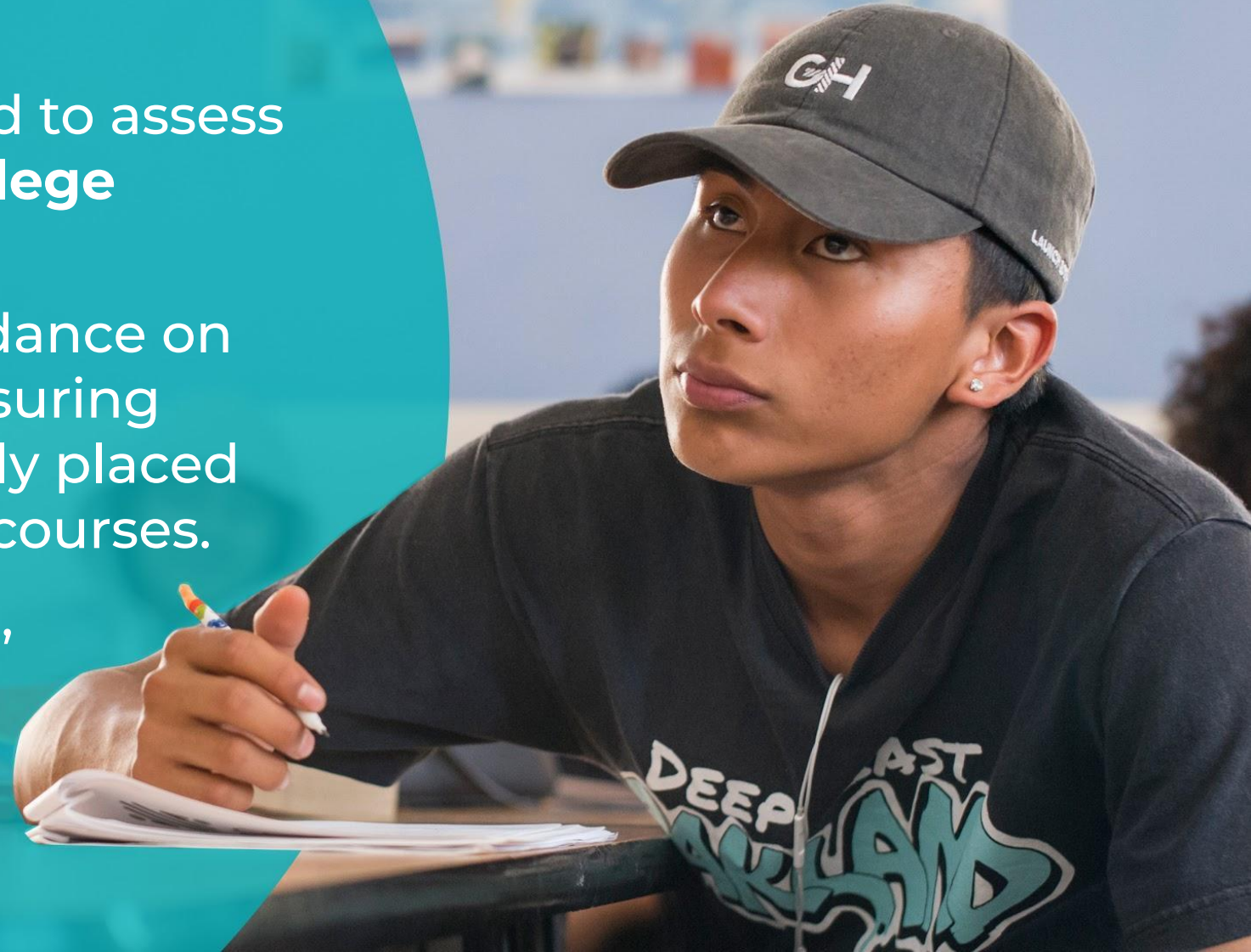
Industry Analysis

- **Formalized research**
- **Covers:**
 - **About the Exam**
(purpose, who takes it, test specs, student impact on equity, and geographic trends)
 - **Competitors**
 - **Total Addressable Market**
 - **Industry Trends + Variables to Consider**

Accuplacer Exam

Purpose

- ACCUPLACER is designed to assess student readiness for **college credit-bearing courses**.
- It's goal is to provide guidance on **placement** decisions, ensuring students are appropriately placed in the right college level courses.
- Assesses skills in **reading, writing, math, and English** speaking.





Accuplacer Exam - Who Takes It?



**offered post-acceptance to a college*

1. **Non-traditional students** entering community college with no recent test scores or GPA
2. Students entering **community college**, often without qualifying ACT or SAT score
3. Students in high school prior to entering **trade school** or **dual enrollment** courses
4. Students who **choose not to submit ACT/SAT scores** for appropriate placement in English/math classes
5. Students trying to **pass out of lower level** English/math classes (i.e., start with calculus)
6. **International students** who speak English as a second language going into four-year universities



Accuplacer Exam - Test Specs

.....

ACCUPLACER is a series of tests - each school may have a different version/combo of which sections they use

Placement Tests + Details

Category	Test	Number of Questions
ELAR	Reading	20
	Writing	25
Math	Arithmetic	20
	QAS - Quantitative Reasoning, Algebra, and Statistics	20
	AAF - Advanced Algebra and Functions	20
Essay	WritePlacer	Essay prompt and writing task

Accuplacer Exam - Impact on Equity

Side 1:

Effective placement has shown to increase student retention and academic success.

We shouldn't enroll students in a course knowing they are going to fail.

Side 2:

Can lead to remedial courses, which cost money but do not lead to college credit.

Student loan debt is a major indicator of long-term financial health, and it's higher for students who are already behind.

Key Question:

Is the equity issue that students **aren't prepared to pass** the placement exam?
Or is the equity issue that students **must pay for remedial courses**?



of students enrolled at two-year college take one or more remedial courses - on average, they take an average of 2.9 courses.

Accuplacer Exam + Community College Stats

.....

41%

of undergraduate enrollment is at community colleges

11 million

ACCUPLACER tests administered in 2016

652,000

dual enrollment students enrolled at 2-year colleges

Industry Analysis - Key Competitors

Study.com (Teacher)

- **\$29.99/mo (\$359.88/yr)**
 - Video lessons
 - Lesson plans
 - Project plans
 - Assessments (quizzes)
 - LMS functionality to assign lessons/quizzes from the library, printable content, gradebook, teacher dashboard
 - 10 Accuplacer courses (by test including ESL versions)
 - 20 articles on Accuplacer topics

B2C student licenses also available at \$59.99/month

Mometrix

- **\$39.99/month**
 - Online course includes digital access to Study Guide and Flashcards
 - Practice Tests (5 subjects)
 - Institutional pricing available and posted discount codes for 20% and 25% visible
 - Available for separate purchase (print copies)
 - Study Guide (\$29.99)
 - Flashcards (\$23.99)

Longsdale Publishing

- **\$39.95 one time fee (students)**
- **\$750 unlimited annual site license (= 19 seats)**
 - 20 practice tests (Reading, Writing, Math)
 - Dashboard for sites

Industry Analysis - Total Addressable Market

Rationale

60% of TX high school graduates are not deemed “college ready”

• •

Estimated Graduates for FY24

- Michigan = 95,080
- Texas = 367,620

• •

60% of TX and MI FY24 Graduates

- ~275,000 annually

• •

Factors to Consider

- **Delivery model** - community colleges have remedial courses w/ curriculum already in place
- Types of students served (is our focus **nontraditional**, typically older students?)
- Similar to TSIA2, but some **significant differences** (can't simply replicate current product)
- Test optional policies will continue to **increase popularity of Accuplacer**

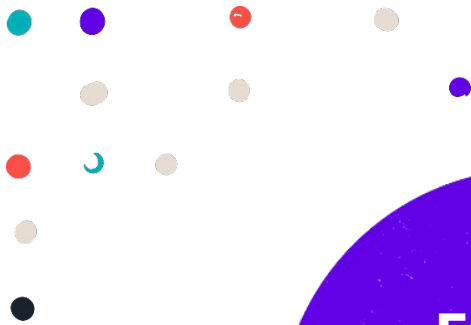


Budget + Timeline

Assumptions:

1. We begin with **one state-specific** offering for MI or TX
2. We will build about **40 lessons** and address all tested standards (70)
3. Build will cross **two fiscal years** to optimize release timeline for sales and mitigate budget impact
4. **Outsourcing** some tasks will be required based on current team capacity



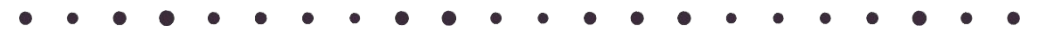


Estimate
\$80,000

This estimate does not include work time of internal team resources from the following positions:

- Technical Product Manager
- Curriculum Manager and Specialist
- Instructional Design Manager and Specialist
- Head of Programs
- Other staff more minimally

Budget



\$65,000

contractor services (writing, proofreading)

\$10,000

video / image / technical assets

\$5,000

focus groups and QA

Timeline - 18 months - May 2024 - October 2025

Discovery (3.5 months)

- Research
- Team Training
- Market Analysis
- High Level Planning

Define (3.5 months)

- Product Specs
- Curriculum Details
- Resource Allocation
- GTM Strategy
- Evaluation Plan

Build (6 - 8 months)

- Content Writing
- Digital Build
- Quality Assurance
- Supplemental Assets

Test (3 months)

- Systems Testing
- Training
- Evaluation

Handoff

Iteration Planning

- Enhancements

Final Recommendation

P&I Recommends a **fail** for the Ideation pass gate and **table** this idea for review again in six months (April 2024) prior to the FY25 budget approval

- **Misaligned** to CollegeSpring **delivery model** (non-high school students)
- **Competition** from free materials
- **Not a priority** for LT





Next Steps

Product Owner to **document** all findings and research in Craft.io and internal Google folders for later retrieval

Scrum Master to schedule **revisit discussion** with this group for week of 4/1/24



**Thank
You**

@collegespring

 COLLEGE
SPRING