



LAUNCH

Why Virtual Learning?

Modern learners are digital learners.

5.8 million college students are currently enrolled in an online course.*

Employees entering the workforce today will be expected to learn 5-10 hours online each week.**

73% of K-12 schools nationwide have implemented online course options for students.***

Online courses provide flexibility, choice and options to students.



*Source: Babson Research Group, 2016

**Source: Harvard Business Review, March 2016

***Source: Keeping Pace with k-12 Digital Learning”, Evergreen Research Group, 2016

Meeting Student Needs

Online course options provide:

- Alternatives for scheduling conflicts
- Access to hard to find courses and teachers
- Electives and accelerated options
- Flexibility for homebound and students at-risk
- Options for students who are medically fragile
- Credit recovery programs
- Solutions for over-crowded classes
- Access for homeschool and private school students



Why Now?

Current political landscape encourages school choice



- 35 states and D.C. permit full-time virtual charters
- 2/3 of online charter schools had weaker academic growth than traditional public schools.*

73% of students enrolled in full-time virtual charters utilize courses created by private, for-profit companies.*

*Source: "Fighting Cyber Charters On Their Turf", School Administrator, December 2016

The Launch Solution

Launch is Missouri's solution for course access issues for school districts and families in need of flexible and personalized learning options.

Launch is your solution to quality online learning options **designed, developed** and **delivered** by Missouri educators.

LAUNCH

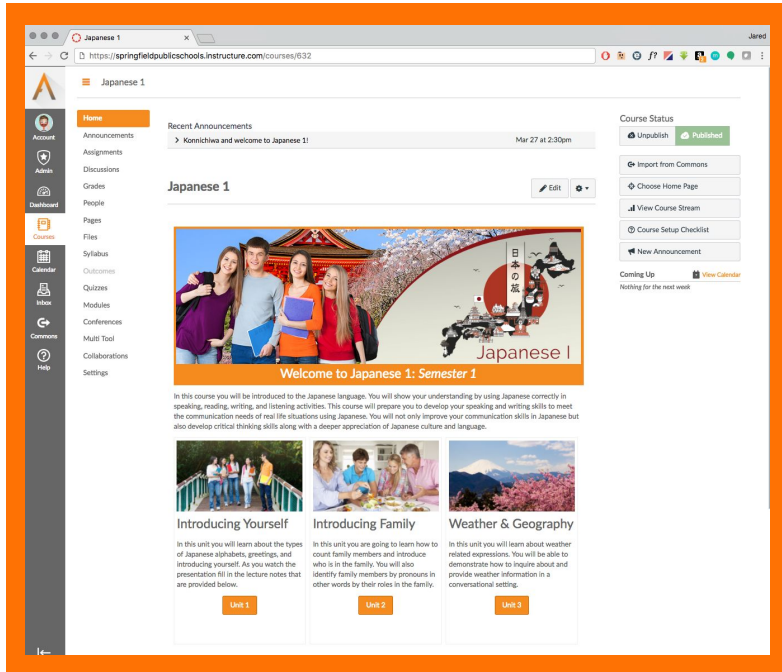
The Launch Difference



- Developed using Missouri Learning Standards
- Launch only hires Missouri highly-qualified educators
- Statewide collaborative approach designed to meet the needs of Missouri students
- Launch is driven by purpose motive, not profit motive

LAUNCH

Launch Course Availability



The screenshot shows a Canvas LMS course page for "Japanese 1". The page is framed with an orange border. On the left is a navigation sidebar with icons for Home, Account, Announcements, Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Quizzes, Modules, Conferences, Multi Tool, Collaborations, and Settings. The main content area features a "Recent Announcements" section with one announcement: "Konichiwa and welcome to Japanese 1!" dated Mar 27 at 2:30pm. Below this is a large banner image titled "Welcome to Japanese 1: Semester 1" showing a group of students in front of a Japanese building. Underneath the banner is a paragraph of course description: "In this course you will be introduced to the Japanese language. You will show your understanding by using Japanese correctly in speaking, reading, writing, and listening activities. This course will prepare you to develop your speaking and writing skills to meet the communication needs of real life situations using Japanese. You will not only improve your communication skills in Japanese but also develop critical thinking skills along with a deeper appreciation of Japanese culture and language." Below the description are three unit cards: "Introducing Yourself", "Introducing Family", and "Weather & Geography", each with a small image and a brief description of the unit's focus. On the right side of the page, there is a "Course Status" section with buttons for "Unpublish" and "Publish", and a "Coming Up" section with a "View Calendar" link.

- Currently 48 courses available
- 70 high school options available by January 2018
- Expanded AP offerings released July 2018
- Middle school offerings released January 2019
- Refer to Launch course catalogue for complete list of available courses

Launch Course Options

Traditional Virtual

NCAA and MSHSAA approved

Start and stop with traditional calendar

Require proctored, face-to-face final exam

Course progress monitored using Dropout Detective

Credit Recovery

NCAA and MSHSAA approved

Flexible Start Dates

Priority standards assessed at 80% mastery

Course progress monitored using Dropout Detective

Credit Acquisition

Full course content

Flexible Start Dates

Student earns pass or fail grade

Course progress monitored using Dropout Detective

Launch Course Development Process



- Launch undergoes a rigorous 9-step development process
- Courses built using Missouri Learning Standards
- Courses designed using educators, curriculum experts and digital learning developers
- Annual formal review and update process on all courses

LAUN C

Platform of Personalization

Launch courses are designed with a focus on personalization.

- Canvas Mastery Paths allows for personalized approach to content design
- Adaptive paths allow teachers to individualize student need
- Students can demonstrate content mastery or gain additional support for skills needing



canvas

LAUNCH

High-Quality Educators



- Full-time and adjunct educator positions available
- All educators are Missouri certified
- All educators meet DESE highly-qualified status
- Educators receive training and support on delivering quality online instruction and feedback

What's Included in a Launch Course?

Quality Content

Courses designed with Missouri Learning Standards

Annually reviewed content ensures updated resources

Personal approach to courses using Canvas Mastery Paths

Personal Support

Content hosted by Launch

Highly-qualified Missouri educators

7 day a week technical support

Turn-Key Access

No district hosting required

Devices provided when necessary

Simple fee structure

A Collaborative Approach

Launch seeks to engage partners and stakeholders from across the state of Missouri to ensure all students have access to high-quality virtual courses.

Launch has three levels of engagement for partner districts:

- Advisory Board
- Advisory Council
- Launch Summit



Launch's collaborative approach ensures systematic quality assurance processes.

Affordable Solution



- Simple pricing structure for school districts and families
- All courses are eligible for Average Daily Attendance reimbursement
- No hosting or support fees
- Projected \$300 per .5 credit cost

LAUN C

The Launch Solution

- Solution for course access barriers
- Preparation for digital learning beyond high school
- Establish a competition-ready, high-quality product



Launch is your solution to quality online learning options **designed, developed** and **delivered** by Missouri educators.



LAUNCH

Launch Proposal

- 2017-2018 proof of concept with a regional collaborative approach
- Target enrollment of 1,000 regional seats over three semesters
 - (200 fall, 400 spring, 400 summer)
- One-time district membership fee:
 - 1-999 students \$1,000
 - 1000-2999 students \$2,000
 - 3000-4999 students \$3,000
 - 5000-9,999 \$4,000
 - 10,000-19,999 \$5,000
 - 20,000 and up \$10,000

Launch Proposal Timeline



- **April 19:** GO CSD Membership Proposal
- **May 18:** Return MOU to Kathy Looten, Secretary of the Board of Education for SPS, with district intent to partner
- **May 23:** SPS Board of Education vote for Launch approval
- **Fall 2017:** 200 seats available in 48 courses
- **Spring 2019:** 400 seats available in 70 courses
- **Summer 2019:** 400 seats available with 70 courses and expanded foreign language AP offerings

LAUNCH



LAUNCH