



Partner Services Guide

We'll help you find your path and walk it with you.

Partner Services gives you a team of experienced LX designers and consultants to help you plan, design, and launch even the most complex education projects. We're here to help you—our mission is to multiply the impact teachers make on the world.

Planning & Pathfinding

- **Pathfinding Retreat:** In these focused, facilitated sessions, Pathwright experts work with you to develop a clear path to your educational goals. Our well-tested planning tools will help your team build an ambitious and achievable roadmap.
- **Pathfinding Support Retainer:** Work with a Pathwright expert who'll support you from the first planning stages to launch and beyond. This service is selectively available to our most strategic clients from 5 hrs/mo to fully dedicated Pathfinders.

LX Design & Building

- **Learning Experience (LX) Planning:** Through our tested, empathy-based planning activities, you'll get to know your learners and set clear outcomes to measure the success of an individual course or an entire library of learning experiences.
- **LX Design & Production:** From adapting existing content to building from the ground up, our LX team helps you design interactive, engaging learning experiences.
- **Custom Theme Design:** Online schools should be beautiful. We'll help you brand your school from the library to individual learning steps so every image and letter reinforces your name.
- **Developer & Integration Support:** Get private access to our secure REST & GraphQL APIs to deeply integrate into external systems or develop custom solutions for your organization. Additionally, get direct developer support for your development and IT staff.

Humans to Help

- **Personalized Training:** Personalized training for you and your team to give your the confidence and independence to fully utilize and grow your learning initiative with Pathwright.
- **Learner Support:** Our Guidance team will handle your ongoing learner support.

Pathfinding Retreats

A Pathfinding Retreat is designed to achieve a focused and productive discussion through a well-planned change of pace. During the Pathfinding Retreat we'll facilitate a 1-2 day guided conversation with your team focused on discovering answers to strategic questions and develop a clear path forward for your educational goals.

Carving out a full-day of focus enables our team to learn as much as possible while reducing the distractions that are present in a typical workday. In fact, during a retreat, we are consistently able to accomplish what would usually take weeks to complete—and with better results.

While topics vary, we will usually:

- ✓ Discuss your short and long term goals for your education initiatives
- ✓ Understand and create profiles of your target learners
- ✓ Review all existing teaching and content to identify possibilities
- ✓ Share examples that related to their goals/teaching styles as conversation aids
- ✓ Identify gaps in understanding or resources to research further
- ✓ Review other software systems that may be helpful to integrate with
- ✓ Identify any “feature gaps” where custom platform features or integrations may be needed to accomplish your goals.
- ✓ Map your team dynamics and culture to identify how we can best serve you

Roadmap

Within one week of meeting together, we'll deliver a Roadmap that captures the decisions made together and includes a phased launch plan for every aspect of your initiative. This roadmap includes recommended next steps for curriculum design, marketing needs, content production, pilot testing, initial program launch, and program growth, as well as budget and timeline estimates for each aspect.

Fees: \$3,000 per day for 2 team members.

The number of days recommended depends on the complexity of the planning. Travel expenses are not included in the fee above and are billed separately.

Pathfinding Support Retainer

A strategic long-term engagement where we work together to plan, review, and implement your roadmap as a remote member of your team. Partner Support Retainers include these exclusive benefits:

- ✓ **Partner Manager:** A trained Pathwright expert who understands their goals and remains as your primary contact on the Pathwright team throughout our partnership.
- ✓ **Partner Onboarding:** a guided online course that introduces our unique way of working with Partners and answers questions that help us tailor how we can work best with you and your team.
- ✓ **Strategic Planning Meetings:** every six weeks, we'll share a personalized look at each of the new features released in the previous six week project cycle and discuss ways to maximize your use of the new features for upcoming initiatives. We'll also share a look at what's coming in the next 6 week cycle and ask for your feedback.
- ✓ **Check ins:** Reserved time every other week to review the status of every ongoing project and answer open questions.
- ✓ **Partner Dashboard:** An overview that includes an up-to-date snapshot of the status of all current initiatives, an agenda for the next scheduled meeting, and notes from all previous meetings.
- ✓ **Priority Access:** through your Partner Manager and Strategic Planning Meetings, you'll have access to the Pathwright leadership and specialists as well as optional early access to new features that haven't been rolled out to everyone yet.
- ✓ **On location visit option:** you'll have the option to meet our Partner Services team in person at your office or our Greenville, SC headquarters (travel costs billed separately).

Fees: In order to provide ongoing, strategic and implementation support, your Partner Manager's time is reserved via a monthly retainer for 3 - 12 months, in increments of 5 - 120 hrs/mo. Fees vary depending on the level of consulting and support needed, but range from \$750 to \$10,000 per month.

Learner Experience (LX) Design

Pathwright's LX Design Team provides planning, design, and production services to assist your team in creating world class digital learning experiences from new or existing content.

LX Planning

The Pathwright LX Team will help you explore the best way to adapt existing content or create new content to shape a high quality learning experience that accomplish your education goals. Our Learning Experience planning process includes the following services and milestones:

- In-depth review and organization of all of your **Source Material**.
- **Learner Profiles** that help us deeply understand your learners' aspirations, challenges, and contexts.
- A **Blueprint** that guides us towards reaching specific learning outcomes as we adapt existing content and design new content.
- **Lesson Prototype** that incorporates your source material into the interactive format to review and iterate on until we reach a strong design pattern we can follow.
- **Curriculum Guidelines** document that acts as a guideline for building out the course content based on the Lesson Prototype and your voice and tone.

LX Design & Production

The Pathwright team will adapt your educational content and teaching to meet the Curriculum Guidelines and Lesson Prototype established. This process includes:

- Full LX Design of one Pilot course or 2-3 lessons. This includes:
 - Content Adaption or Creation of video scripts, interactive exercises, readings, and discussions from your source material (working closely with your subject matter experts)
 - Pilot Test with 15+ representative learners and teachers to collect feedback and gauge effectiveness.
Checkpoint: once the Pilot is complete, we'll be able to more accurately gauge the timeline and costs to produce the remainder of course(s).
- Full LX Design and Content Adaptation of all remaining content
 - We'll work closely with your subject matter experts throughout the process, especially new content (e.g., readings, exercises, video scripts, etc.)

Fees: see <https://www.pathwright.com/lx-design/> for pricing information

Personalized Training

In addition to the free courses from Pathwright Grow, we'll provide personalized training for your administrators, teachers, and any other staff members to give you the confidence and independence to fully utilize and grow your learning initiative with the Pathwright from launch on. While every personalized package is unique, it typically includes:

- ✓ Two, one-hour live platform training sessions with a Q&A time for answer all your technical questions (or, one two-hour session).
- ✓ One, one-hour live training session for your account administrators + ongoing access to a customized Pathwright courses to review and reference anytime.
- ✓ Two, one-hour Course Design sessions for your content team + a personalized version of our How to Design a Learning Path course to review anytime.
- ✓ One, one-hour Teacher onboarding session for your teaching team + a personalized version of our Teacher Guide course to review anytime.

Fees: each training package is priced individually, but ranges from \$2,000 to \$20,000 depending on the amount of live training time, number of participants, and whether it is done remotely via video meetings or in person in your office or Pathwright HQ in Greenville, SC.

Developer & Integration Support

Get private access to our secure REST & GraphQL APIs to deeply integrate into external systems or develop custom solutions for your organization. Additionally, get direct developer support for your development and IT staff.

Fees: Developer Support is available for free via documentation and some online courses. Paid Enterprise Plans also have the option to access to personal direct support for integrations and other questions from our development team at a rate of \$200/hr, with a minimum 20 hr commitment.

Custom Theme Design

We'll create a custom Pathwright theme that matches your brand identity. Your theme includes a custom background, a custom feature banner, and custom type for headings. View our custom theme guide to see the elements that will be created.

Fees: \$500 - \$1,000