

Application Review Rubric

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National Geographic Cengage
<https://www.vitalsource.com/login>

Requested by:

Function:

Scoring

Rubric for Educational Technology							
CATEGORIES	1	2	3	4	5	NOTES	SCORE
Data Privacy	Company shares or sells personal information to 3rd parties	Company is not responsible for protecting personal information.	IF Personally Identifiable Information (PII) is collected, it is not shared except for the purpose of managing the site.	Complies with COPPA or FERPA	Complies with both COPPA and FERPA	Privacy Policy URL https://www.cengage.com/privacy/k12-notice/ Complies with FERPA and COPPA	5
Age Restrictions	Not intended for use by children.	Policy does not address use by children.	Up to the parent to notify the company if a minor has created an account.	Parent consent required under 13	Approved for users of all ages. No PII collected.	Consent required for users under 13. Name and email address are collected for login purposes.	4
Security	Application does not manage or protect student / employee data	Users should take steps to protect their own passwords	Application does not collect Personally Identifiable Information (PII)	Utilizes basic encryption technology.	Application is committed to protect student / employee data	Encryption used and data only shared with 3rd parties that are contractually obligated to protect data.	5
Advertising	Pop-ups, Possible Malware	Inappropriate Advertising such as online dating or gaming. Email marketing of 3rd Party products.	Excessive or questionable ads. Email promotions of product features.	Minimal harmless Ads (i.e., car insurance) not blocking access to content	No Advertising	No targeted advertising	5
Pricing	Using illegally, shared login info, etc.	Free version with temporary access.	Free service.	Using Free Version. Upgrade available but not required.	Fully functional with no cost to the user. Paid for by the user, school or district.		5

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Rubric for Educational Technology							
	1	2	3	4	5	NOTES	SCORE
Suitability	Not appropriate.	Includes access to topics that are inappropriate for children. Chat or online post function available	Acceptable	Content is very broad but not inappropriate	Content and function designed for K-12 Education.		5
Technical Merit: Interoperability	Non-functioning, completely unusable or terminates productivity	Significant debilitating Technical Issue(s); Requires assistance	Borderline	Occasional debilitating interoperability issues. Limited user roles.	Zero technical issue(s); No assistance required	Other Cengage applications used by APS work very well.	5
Technical Merit: System Requirements	Application does not work smoothly with APS technology	Application partially works with APS technology; Requires assistance	Does not work with all platforms or Operating Systems	Application mostly work with APS technology; Requires some assistance	Application work with APS technology	Web-based portal only. System requirements are very low.	5
Accessibility		Content posted in JPEG or other unreadable format	Mix of Accessible and non-accessible content	Content posted in HTML or PDF for screen readers	Embedded Accessibility Features	All HTML text.	4
Ease of Use	Extremely difficult to start; Difficult to use; Significant PD required	Unclear in how to use and what options are available.	Acceptable	Confusing to start; Moderately easy to use; Light PD is helpful	Easy to start; Easy to use; No PD necessary	Based on experience with other Cengage products.	5
Comprehensiveness & Effectiveness of Features	Features do not address specific needs	Features often do not address specific needs; Limited product utility	Acceptable	Overwhelming or insufficient feature set	Cohesive, powerful and useful feature set; Among 10%		

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Comprehensiveness & Accuracy of Content	Inaccurate, inappropriate or insufficient content	Questionable accuracy; Inappropriate amount; Differentiation impossible	Borderline	Mostly accurate; Too much or too little; Differentiation possible	Accurate and useful content; Unlimited differentiation		

Comments:

Andy Gutierrez

Lucas Gutierrez none

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