Expanding the reach of the product

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OUTLINE

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- ANALYSIS OF SOLUTIONS
- RECOMMENDATIONS

INTRODUCTION

By 2017, Flocabulary has hired its 50th employee and launched a mobile app. The team is now focused on expanding the reach of the product, adding innovative features and functionality, and realizing Flocabulary's mission of making learning more engaging, accessible and relevant for students of all backgrounds.

- After visiting Flocabulary's About page and reading the above paragraph, I decided to create a presentation to propose ideas on how the company could expand its product.

Problem

● **Problem**	● **Solutions**
● Expanding the reach of product	● Create a bilingual product that can help immigrants learn English ● Adding Computer Science to the Science curriculum

Analysis of Solutions

Question: How many Korean immigrants live in the US and are fluent in English?

According to migrationpolicy.org:

- "In 2015, approximately 1 million Korean immigrants (overwhelmingly from South Korea) resided in the United States …"
- "In 2015, about 52 percent of Korean immigrants (ages 5 and older) reported limited English proficiency …"

Analysis of Solutions

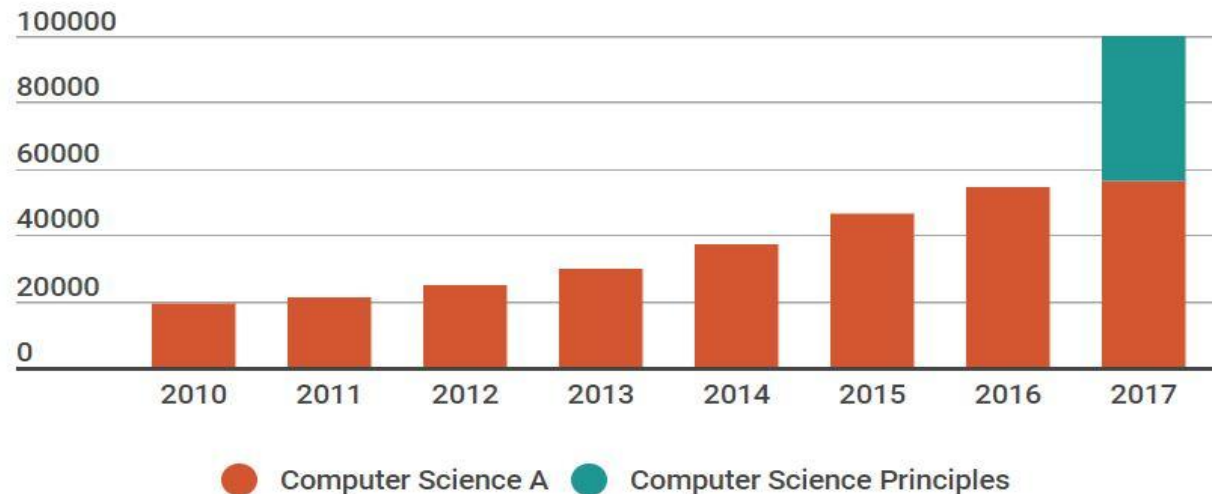Question: How many Koreans in the US attend Hagwon (cram school) for English?

According to koreaherald.com:

- "More than 83 percent of 5-year-olds and 36 percent of 2-year-olds in South Korea receive private education."
- "Korean language, sports and arts were the most common subjects for private education for the children, followed by English."

In Bergen County, NJ alone, there are over 20+ Hagwons for Koreans dedicated to improve their English skills.

Analysis of Solutions

Question: Should CS be part of Flocabulary's curriculum?

100000
80000
60000
40000
20000
0

2010 2011 2012 2013 2014 2015 2016 2017

● Computer Science A   ● Computer Science Principles

SOURCE: An Education Week Research Center analysis of College Board data in January, 2018

In regards to students taking an AP CS exam, 2017 saw a 415% increase compared to 2010.

2010: 19,390
2017: 99,868

Source: edweek.org

Analysis of Solutions

President Obama's "CS for All" initiative is making an impact.

"Don't just play on your phone, program it."

— President Barack Obama

Anybody can learn!
Start with an Hour of Code
http://code.org

CODE

Recent events:

- Indiana is close to passing a bill called Bill 172 that makes CS a curriculum component for every public school.

- In 2017, Virginia became the first state to require CS education in all public schools.

- Utah, Wisconsin, Idaho, Iowa, and Oklahoma are all also applying and exploring to meet national standards.

Recommendations

- Creating prototypes for

  - a bilingual product

  - a CS video

- Measure efficiency, popularity, and demand via

  - Online surveys

  - Grade reports