

Keyword Taxonomy and Synonyms

A. Readiness — *Portrait of a Graduate, Community Compass, Strategic Planning, Roadmap*

A1) Portrait of a Graduate (PoG)

- **Core signals (Weight: High / 1.0):**\ portrait of a graduate, graduate profile, learner profile, graduate competencies, profile of a graduate
- **Synonyms & variants:**\ student success vision, graduate outcomes, future-ready skills, life skills, habits of success, graduate attributes
- **Context cues:**\ Mentions tied to **Board agendas, strategic plan sections, community engagement pages, K-12 progression artifacts** (e.g., “PreK-12 competencies”).
- **Pattern examples (exact/regex):**
 - Exact: "Portrait of a Graduate", "Graduate Profile"
 - Regex: (?i)\b(portrait|profile)\s+of\s+(a |the)\s+graduate\b
- **Negative/neutralizers:**\ **Exclude** posts about **other districts/states** when clearly non-local (e.g., “We admire North Carolina’s Portrait of a Graduate”—without local adoption).
- **Multilingual (optional):**\ ES: Perfil del Graduado, Retrato del Graduado

A2) Community Compass

- **Core signals (High / 0.9):**\ community compass, stakeholder engagement framework, community commitments
- **Synonyms & variants:**\ community visioning, public engagement series, listening sessions, listening tour, town halls, community roadmap
- **Context cues:**\ **Calendar/event pages, Family/Community sections, surveys, feedback portals.**
- **Patterns:**\ Regex: (?i)\bcommunity\s+compass\b,
(?i)\b(stakeholder |community)\s+(engagement |commitments?)\b
- **Negative/neutralizers:**\ PR articles about **statewide initiatives** that don’t indicate local implementation.

- **Multilingual:**\ ES: Compás Comunitario, Compromisos de la Comunidad

A3) Strategic Planning (Readiness phase)

- **Core signals (High / 0.8):**\ strategic plan, strategic priorities, district vision & goals
- **Synonyms & variants:**\ strategic framework, strategic roadmap, mission/vision refresh
- **Context cues:**\ Plans referencing **future-ready, Portrait alignment, community feedback loops.**
- **Patterns:**\ Regex: (?i)\bstrategic\s+(plan|planning|priorities|framework|roadmap)\b
- **Negative/neutralizers:**\ **Compliance-only** plans (e.g., ESSA, CIP) without **vision alignment** (score lower).
- **Multilingual:**\ ES: Plan Estratégico

A4) Roadmap (to bring PoG to life)

- **Core signals (Medium-High / 0.7):**\ implementation roadmap, portrait roadmap, action roadmap
- **Synonyms & variants:**\ action plan, sequenced milestones, phase plan, change roadmap, operationalize portrait
- **Context cues:**\ **Project timelines, milestone charts, rollout plans** linked to PoG.
- **Patterns:**\ Regex: (?i)\b(implementation|action|portrait)\s+roadmap\b
- **Negative/neutralizers:**\ Generic “roadmap” unrelated to teaching & learning.

B. Alignment — *Portraits of Educators, Frameworks for Learning, Learning Experience Accelerator*

B1) Portraits of Educators (PoE)

- **Core signals (High / 0.9):**\ portrait of educators, educator competencies, teacher competencies, leadership competencies
- **Synonyms & variants:**\ educator profile, staff competencies, adult competencies, instructional competencies
- **Context cues:**\ Alignment language connecting **PoE ↔ PoG, HR/hiring, professional learning.**

- **Patterns:**\ Regex: (?i)\b(portrait|profile)\s+of\s+(educators|teachers|staff)\b, (?i)\b(educator|teacher|leadership)\s+competenc(y|ies)\b
- **Negative/neutralizers:**\ Generic **teacher standards** pages with no **district-specific competency framework**.
- **Multilingual:**\ ES: Retrato de Educadores, Competencias Docentes

B2) Frameworks for Learning

- **Core signals (High / 0.85):**\ frameworks for learning, learning framework, graduate profile-aligned curriculum
- **Synonyms & variants:**\ instructional framework, learning design framework, curricular alignment, competency-based pathways
- **Context cues:**\ Clear **alignment** language: “curriculum aligned to Graduate Profile.”
- **Patterns:**\ Regex: (?i)\bframework(s)?\s+for\s+learning\b, (?i)\b(instructional|learning|curricular)\s+framework\b
- **Negative/neutralizers:**\ **Vendor-only** framework pages without evidence of **district adoption**.
- **Multilingual:**\ ES: Marco de Aprendizaje

B3) Learning Experience Accelerator (Teachers)

- **Core signals (Medium-High / 0.75):**\ learning experience accelerator, teacher capacity building, deeper learning for teachers
- **Synonyms & variants:**\ collaborative lesson design, personalized PL for teachers, learning labs, design studios
- **Context cues:**\ PD models that explicitly **build capacity** for **student-centered learning**.
- **Patterns:**\ Regex: (?i)\blearning\s+experience\s+accelerator\b, (?i)\b(deeper|student-centered)\s+learning\b.*\b(teachers|educators)\b
- **Negative/neutralizers:**\ PD announcements not connected to **frameworks/PoG alignment**.
- **Multilingual:**\ ES: Acelerador de Experiencias de Aprendizaje

C. Activation — *Measure What Matters, Impact Showcases*

C1) Measure What Matters (MWM)

- **Core signals (High / 0.9):**\ measure what matters, performance tasks, cornerstone/capstone, competency rubrics, beyond test scores
- **Synonyms & variants:**\ authentic assessment, portfolio assessment, graduate outcomes evidence, profile-aligned rubrics, evidence of learning, application of learning
- **Context cues:**\ Assessment pages highlighting **real-world application, rubrics** aligned to **PoG competencies.**
- **Patterns:**\ Regex: (?i)\bmeasure\s+what\s+matters\b,
 (?i)\b(capstone|cornerstone|performance\s+task(s)?)\b,
 (?i)\b(rubrics?|competenc(y|ies)\s+rubrics?)\b
- **Negative/neutralizers:**\ Generic test score reports (**state accountability dashboards**) without **skills/competency evidence.**
- **Multilingual:**\ ES: Medir lo que Importa, Tareas de Desempeño, Experiencias Capstone

C2) Impact Showcases

- **Core signals (Medium-High / 0.8):**\ impact showcase, student showcases, discovery fairs, annual celebrations
- **Synonyms & variants:**\ exhibition of learning, portfolio night, public product, community celebration
- **Context cues:**\ Events/pages inviting families/community to **see student work** tied to **profile competencies.**
- **Patterns:**\ Regex: (?i)\b(impact|student)\s+showcase(s)?\b,
 (?i)\b(discovery\s+fair(s)?|exhibition\s+of\s+learning)\b
- **Negative/neutralizers:**\ General “awards night” or **sports showcases**; score only if **learning/product** is explicit.

D. Branding & Communications (Cross-cutting, supports R/A/Activation)

- **Core signals (Medium / 0.6):**\ strategic storytelling, brand design, messaging framework, portrait launch blueprint, message alignment
- **Synonyms & variants:**\ communications roadmap, narrative framework, community storytelling, campaign plan
- **Context cues:**\ Communication artifacts that **link PoG/Practice/Impact to community trust and clarity.**

- **Patterns:** \b(strategic|community)\s+storytelling\b,
\b(messaging|narrative)\s+(framework|alignment)\b,
\bportrait\s+launch\s+blueprint\b
 - **Negative/neutralizers:** **Generic PR posts** (sports wins, weather closures) without strategic/narrative alignment.
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Weighting Guidance (per hit)

- **Exact branded terms** (e.g., “Portrait of a Graduate”, “Measure What Matters”): **+1.0**
- **Strong synonyms with alignment context**: **+0.7–0.9**
- **Generic terms** (e.g., “strategic plan”) **only when co-mentioned with PoG/PoE**: **+0.4–0.6**
- **Standalone generic terms** (no alignment context): **≤+0.2**

Recency multiplier:

- ≤ 6 months: ×1.0 | 6–12 months: ×0.8 | >12 months: ×0.6

Specificity multiplier:

- District-authored, implementation-level pages (plans, frameworks, roadmaps): ×1.0
 - News mentions / external references (no local adoption evidence): ×0.5
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Fairness & Bias Notes

- **Normalize by district size/posting volume** (signals per 1,000 students or per month).
 - **Do not penalize high-need districts** for fewer posts—balance with **need indicators** (FRPL, demographics) and **accessibility signals** (multilingual pages, family-facing content, clear contacts).
 - **Vendor mentions** (e.g., third-party frameworks) should **not** inflate scores unless explicitly tied to **district adoption aligned to PoG/Practice/Impact**.
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“Negative” or Dampening Indicators (apply small deductions)

- **Purely compliance-driven plans** (no vision alignment language): **-0.2**
 - **Showcases without learning products** (celebrations only): **-0.2**
 - **External policy talk** with zero local implementation evidence: **-0.3**
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Practical Capture Examples

Page Title: "Portrait of a Graduate | Our District"

Match: Exact "Portrait of a Graduate" (+1.0), "Graduate competencies" (+0.8)

Context: District plan section ($\times 1.0$ specificity), updated April 2025 ($\times 1.0$ recency)

Category: Readiness → PoG

Category Score Contribution $\approx (1.0 + 0.8) \times 1.0 \times 1.0 = 1.8$

Post: "Join us for the Discovery Fair showcasing capstone projects."

Match: "Discovery Fair" (+0.8), "capstone" (+0.9)

Context: Events page, May 2025 ($\times 1.0$), explicit student products ($\times 1.0$)

Category: Activation → Impact Showcases

Score $\approx (0.8 + 0.9) \times 1.0 \times 1.0 = 1.7$

PDF: "Strategic Plan 2023–2026"

Match: "Strategic Plan" (+0.4 generic), co-mentioned "Graduate Profile" (+0.9)

Context: District-authored plan ($\times 1.0$), older than 12 months ($\times 0.6$ recency)

Category: Readiness → Strategic Planning / PoG

Score $\approx (0.4 + 0.9) \times 1.0 \times 0.6 = 0.78$

Optional Multilingual Signals (Equity-aware)

- **Portrait of a Graduate:** Perfil/Retrato del Graduado
- **Measure What Matters:** Medir lo que Importa
- **Community Engagement/Compass:** Participación de la Comunidad, Compás Comunitario
- **Frameworks for Learning:** Marco de Aprendizaje\ (*Use to boost accessibility signals—do not penalize districts for the language used.*)

Ready-to-Use Category Headings

- **Readiness:** "portrait of a graduate" OR "graduate profile" OR "learner profile" OR "community compass" OR "strategic plan" OR "portrait roadmap" ...
- **Alignment:** "portrait of educators" OR "educator competencies" OR "frameworks for learning" OR "instructional framework" OR "learning experience accelerator" ...
- **Activation:** "measure what matters" OR "performance tasks" OR "capstone" OR "cornerstone" OR "impact showcase" OR "exhibition of learning" ...
- **Branding & Communications:** "strategic storytelling" OR "messaging framework" OR "portrait launch blueprint" OR "communications roadmap" ...