

CHAPTER I

INTRODUCTION

1.1 Background

We Teach Well is a small, for-profit organisation that provides resources, professional development and coaching to teachers of English and Literature through its website and a fortnightly podcast. We Teach Well was established in 2016 in Melbourne, Australia by Carolyn Newall and Judy Hefferan. Carolyn has the role of We Teach Well's CEO.

We Teach Well was established to engage and empower high school English and Literature teachers. The business found that the availability of high-quality professional development was not equally available and believed in the strong evidence that the level of a teacher's subject knowledge impacts their ability to engage students. We Teach Well is particularly committed to providing support to teachers whose geographical or financial context limits their potential. The products offered are deliberately curriculum agnostic and the mission statement declares that the business aims "to provide the same quality of and access to resources for English and literature teachers regardless of nationality or economics." (We Teach Well 2019)

We Teach Well currently has a website that includes a shop, a blog, and links to a podcast. The shop sells resources for teachers that can be used in the classroom including classroom posters, student activity sheets and presentations. There are also products for teachers' professional development, such as eBooks and coaching. Despite teachers being its main customer target, 2020 led to a slight pivot. Now,

while the user is still the teachers, We Teach Well are responding to educational institutions that have shown a growing interest in purchasing resources sold by We Teach Well, for their teachers. These can be purchased from the institution's professional development budgets.

During 2020, We Teach Well had the assistance from another Swinburne IT Project group, who helped find a hosting site and launch the podcast on the website. The podcast is published fortnightly and features in-depth discussions on literature, history, and culture. The previous Swinburne group also laid out a business plan for what We Teach Well could expand upon in the future. As well as developing the podcast, during 2020 We Teach Well had good experiences delivering professional development to teachers through webinars and live discussions over the internet.

We Teach Well expressed the desire to deliver its own online professional development courses on its own integrated online platform, that their customers can enroll into and complete. The platform of choice fulfills the requirements in terms of design, budget, and functionality. We Teach Well believes that a series of easily accessible and ready-to-go courses will enhance the relationship with their current customers and attract more customers as We Teach Well becomes more well-known.

1.2 Problem Statements

1. How to research and recommend an online course hosting platform that meets the requirements set out by We Teach Well and integrate it with the existing We Teach Well website?

2. How to inspect the Google Analytics that has been set for We Teach Well and solve any issues?

1.3 Scope of Work

1. Research and recommendation of online platforms based on We Teach Well's criteria
2. Designing and uploading the first course on We Teach Well's platform of choice
3. Linking We Teach Well's website to We Teach Well's online platform of choice
4. Fixing We Teach Well's Google Analytics of any issues
5. Creating a user manual for We Teach Well

1.4 Purpose of Work

1. To research and recommend an online course hosting platform that meets the requirements set out by We Teach Well and integrate it with the existing We Teach Well website
2. To inspect the Google Analytics that has been set for We Teach Well and solve any issues

1.5 Benefit of Work

1. Increased online presence for We Teach Well, leading to more customers
2. More revenue for We Teach Well due to more customers
3. Better customer experience regarding the usage of We Teach Well's website and the platform
4. More engagement from customers with the business

1.6 Systematics of Work

This body of work will include the introduction, which will explain the background, problem statements, the scope of work, the purpose of work, and the benefits of work as well as the systematics of work. The next chapter will be the literature review, which will explain the research that took place to determine the chosen potential platform. The third chapter which will be the research methodology will lay out the work done for We Teach Well in great detail. The fourth chapter will discuss the final results of the work done and how everything works. Finally, the last chapter will conclude all that has been done for We Teach Well, and some advice for future work on this project is also given.