

Instructional Resource Name: Social Media Marketing Bundle

Publisher: StuKent

Date Reviewed: June 25, 2021

Reviewers: Kristina Carey, Lucy Peters, Rachel Hall, Jeff Johnson

Organization

- Material provides a useful table of contents, glossary, supplemental pages, and index.
- Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.
- Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.
- Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.
- Information is accurate, current, and research based.
- Vocabulary is specialized (language carefully considered and evolves across grade levels).
- Size and format of print is appropriate.
- Format is visually appealing and interesting.
- Material provides assessment type questions and/or performance-based/skills-based tasks.
- Electronic and interactive format available.

Content

- Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.
- Real-world applications are relevant to the students.
- Information and directions are clearly written and explained.
- Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.
- Lessons/tasks are interdisciplinary when appropriate.
- Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.
- Tasks apply to the diversity of students and their abilities, interests, and learning styles.
- Questions and tasks encourage the development and application of higher-level thinking skills.
- Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.
- Teacher edition includes formative assessment/evaluation tools processes.
- Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.

- Tasks have a purpose, aligned to a skill or concept at grade level.
- Material includes application of skills and concepts at grade level.
- The material is focused on the major ideas at that grade level.
- Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.

Inclusion

- Material reflects a variety of ways to differentiate instruction and model content to support all learners.
- Material represents traditional and non-traditional students and special populations.
- Material includes access to multilingual resources.
- Material provides resources for all students including special populations and connects them to grade-level content.
- Material is available for students with visual impairments via ADA compliant resources or other technology.

Alignment

- Material content aligns to district/organization curriculum.
- Material content aligns with WRS (Nevada CTE Standards).
- Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.

Concerns

There are no concerns, recommend for approval.

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Social Media Marketing Bundle Author(s): StuKent
 Publisher(s): StuKent Copyright Date: n/a
 Subject: Social Media Marketing Grade Level(s): 9-12
 Student ISBN: n/a
 Teacher Edition ISBN: n/a

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	2		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		
12. Real-world applications are relevant to the students.	2		
13. Information and directions are clearly written and explained.	2		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		
15. Lessons/tasks are interdisciplinary when appropriate.	2		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	2		
20. Teacher edition includes formative assessment/evaluation tools processes.	2		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		
23. Material includes application of skills and concepts at grade level.	2		
24. The material is focused on the major ideas at that grade level.	2		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		
Content Criteria Total(s):	30		

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
Inclusion Criteria Total(s):	6	2	

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		
32. Material content aligns with WRS (Nevada CTE Standards).	2		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer: *Kristina K Carey* Date: 5/21/21

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Social Media Marketing Author(s): StuKent

Publisher(s): StuKent Copyright Date: N/A

Subject: Social Media Marketing Grade Level(s): 9-12

Student ISBN: N/A

Teacher Edition ISBN: N/A

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	2		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		
12. Real-world applications are relevant to the students.	2		
13. Information and directions are clearly written and explained.	2		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		
15. Lessons/tasks are interdisciplinary when appropriate.	2		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	2		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	2		
20. Teacher edition includes formative assessment/evaluation tools processes.	2		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		
23. Material includes application of skills and concepts at grade level.	2		
24. The material is focused on the major ideas at that grade level.	2		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		
Content Criteria Total(s):	30		

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
Inclusion Criteria Total(s):	6	2	

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		
32. Material content aligns with WRS (Nevada CTE Standards).	2		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer: Rachele Hall Date: 06/25/2021

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Stukent.com Author(s): N/A
 Publisher(s): _____ Copyright Date: N/A
 Subject: Social Media Marketing Grade Level(s): 9-12
 Student ISBN: _____
 Teacher Edition ISBN: _____

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	✓		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	✓		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	✓		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	✓		
5. Information is accurate, current, and research based.	✓		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	✓		
7. Size and format of print is appropriate.	✓		
8. Format is visually appealing and interesting.	✓		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	✓		
10. Electronic and interactive format available.	✓		
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	✓		<i>Very interactive format. would be great for a online type class.</i>
12. Real-world applications are relevant to the students.	✓		
13. Information and directions are clearly written and explained.	✓		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	✓		
15. Lessons/tasks are interdisciplinary when appropriate.	✓		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	✓		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	✓		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	✓		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	✓		
20. Teacher edition includes formative assessment/evaluation tools processes.	✓		<i>Separate log on for teacher area of web site.</i>
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	✓		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	✓		
23. Material includes application of skills and concepts at grade level.	✓		
24. The material is focused on the major ideas at that grade level.	✓		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	✓		
Content Criteria Total(s):	<i>30</i>		

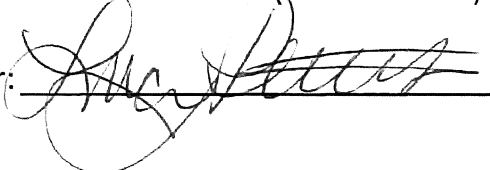
Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	✓		I would use this material more than MBA as it is more interactive for students.
27. Material represents traditional and non-traditional students and special populations.	✓		
28. Material includes access to multilingual resources.	✓		
29. Material provides resources for all students including special populations and connects them to grade-level content.	✓		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	✓		
Inclusion Criteria Total(s):	10		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	✓		
32. Material content aligns with WRS (Nevada CTE Standards).	✓		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	✓		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 66

Signature Reviewer:  Date: May 14, 2021

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Social Media Marketing Bundle Author(s): StuKent

Publisher(s): StuKent Copyright Date: NA

Subject: Social Media Marketing Grade Level(s): 9-12

Student ISBN: NA

Teacher Edition ISBN: NA

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	2		Very good navigation and organization of content.
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
Organization Total(s):	20		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	2		
12. Real-world applications are relevant to the students.	2		
13. Information and directions are clearly written and explained.	2		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	2		
15. Lessons/tasks are interdisciplinary when appropriate.		1	Very few instances of teaching across the curriculum. They are a good base of the concept, but very little "so what" explanations.
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	2		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	2		
18. Questions and tasks encourage the development and application of higher-level thinking skills.		1	Fairly straight forward rote memorization.
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.		1	Teacher Notes focus on lesson outlines and grading rubrics
20. Teacher edition includes formative assessment/evaluation tools processes.	2		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	2		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	2		
23. Material includes application of skills and concepts at grade level.	2		
24. The material is focused on the major ideas at that grade level.	2		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	2		
Content Criteria Total(s):	23		

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.		1	
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
Inclusion Criteria Total(s):	7		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	2		
32. Material content aligns with WRS (Nevada CTE Standards).	2		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	2		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 60

Signature Reviewer: Jeff Johnson Date: 6Jul2021