

# SUPPORTING YOUR K-12 COMMUNITY WITH TRANSPARENT LANGUAGE ONLINE

July 8, 2021



# TODAY'S AGENDA



OVERVIEW OF  
FEATURES



CONTENT FOR  
DIFFERENT AGES



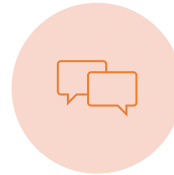
RESOURCE  
GUIDES



DEMO



MARKETING  
SUPPORT



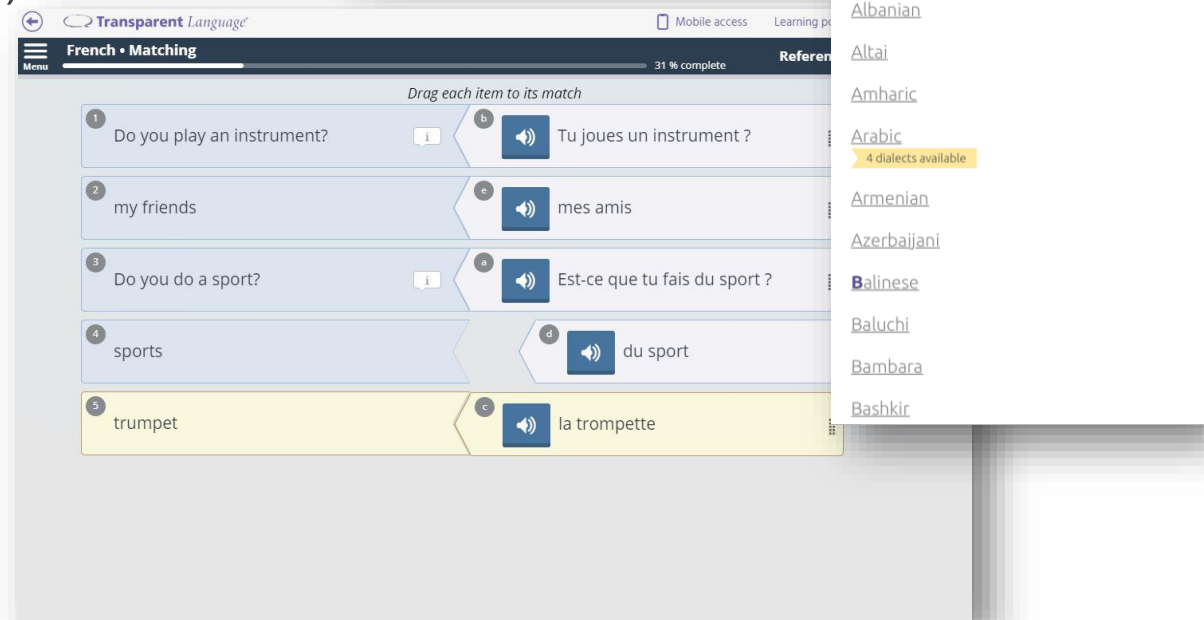
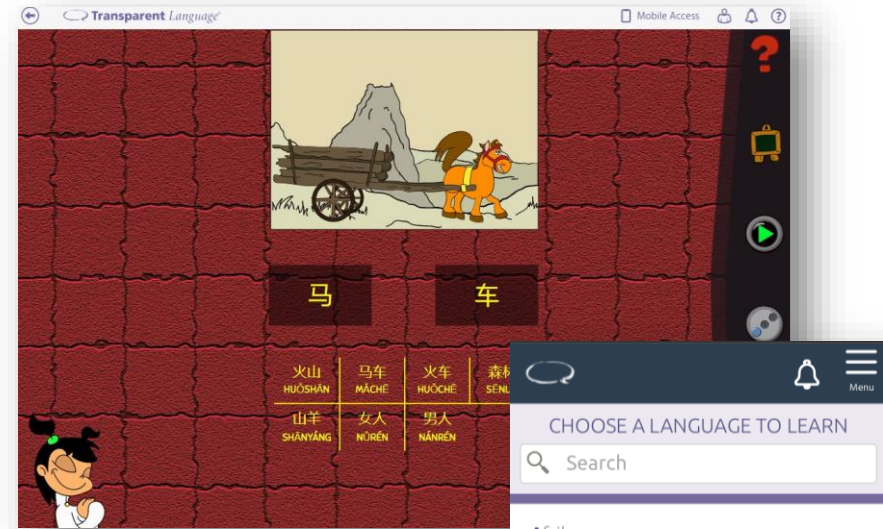
OUTREACH  
IDEAS



Q&A

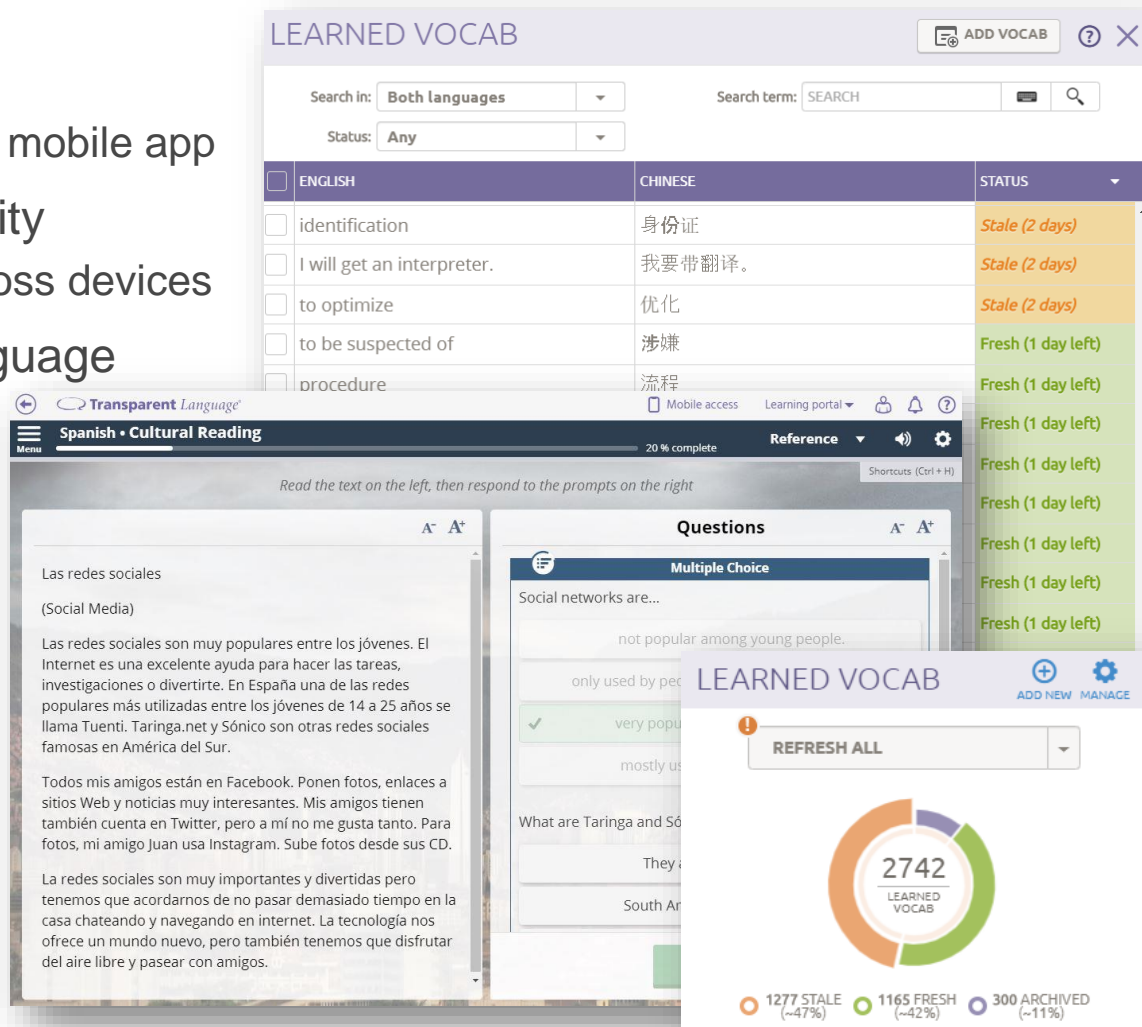
# OVERVIEW OF FEATURES

- Over 110 languages
  - English for speakers of over 30 languages
  
- Children's language-learning program (KidSpeak)
  - Chinese
  - English
  - French
  - German
  - Italian
  - Spanish



# OVERVIEW OF FEATURES (CON'T)

- Easy to use & access
  - ✓ Via web browser or mobile app
- Cross-platform functionality
  - ✓ Learning syncs across devices
- Teaches all four core language skills:
  - ✓ Listening
  - ✓ Reading
  - ✓ Speaking
  - ✓ Writing
- Learning is adaptive and personalized
- Measure progress & receive feedback



The screenshot displays the 'LEARNED VOCAB' interface. At the top, there is a search bar with 'Both languages' selected and a search term 'SEARCH'. Below this is a table with columns for 'ENGLISH', 'CHINESE', and 'STATUS'. The table lists several words and their corresponding Chinese translations, along with their freshness status.

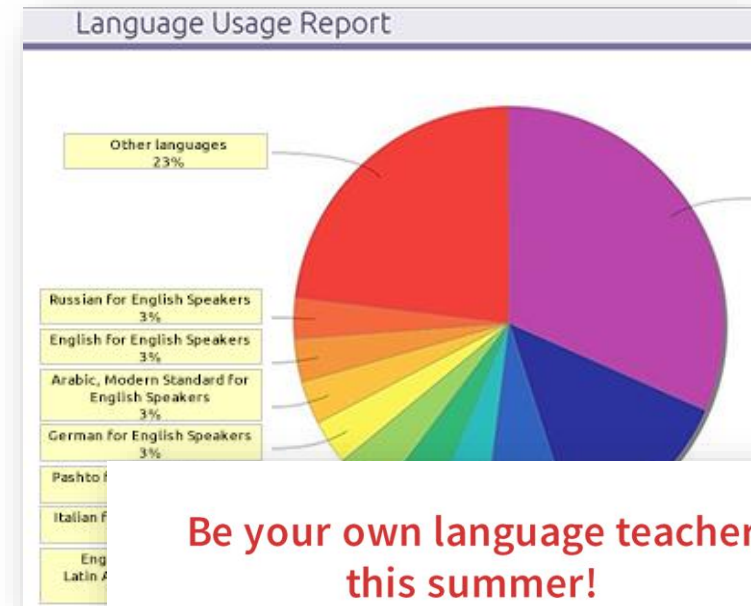
ENGLISH	CHINESE	STATUS
identification	身份证	Stale (2 days)
I will get an interpreter.	我要带翻译。	Stale (2 days)
to optimize	优化	Stale (2 days)
to be suspected of	涉嫌	Fresh (1 day left)
procedure	流程	Fresh (1 day left)

Below the table, there is a 'Spanish Cultural Reading' lesson. The lesson title is 'Las redes sociales (Social Media)'. The text describes the popularity of social media among young people in Spain. The lesson includes a 'Multiple Choice' question: 'Social networks are... not popular among young people.' The lesson progress is shown as '20% complete'.

At the bottom right, there is a 'LEARNED VOCAB' summary card. It shows a 'REFRESH ALL' button and a circular progress indicator with the number '2742' in the center. Below the indicator, it shows the breakdown of the learned vocabulary: 1277 Stale (~47%), 1165 Fresh (~42%), and 300 Archived (~11%).

## FEATURES FOR ADMINS

- Admin portal to run reports
  - ✓ Number of users
  - ✓ New user registrations
  - ✓ Languages accessed
  - ✓ Avg. session time
  - ✓ And more more!
- Digital marketing kit with downloadable promotional pieces



**Be your own language teacher  
this summer!**



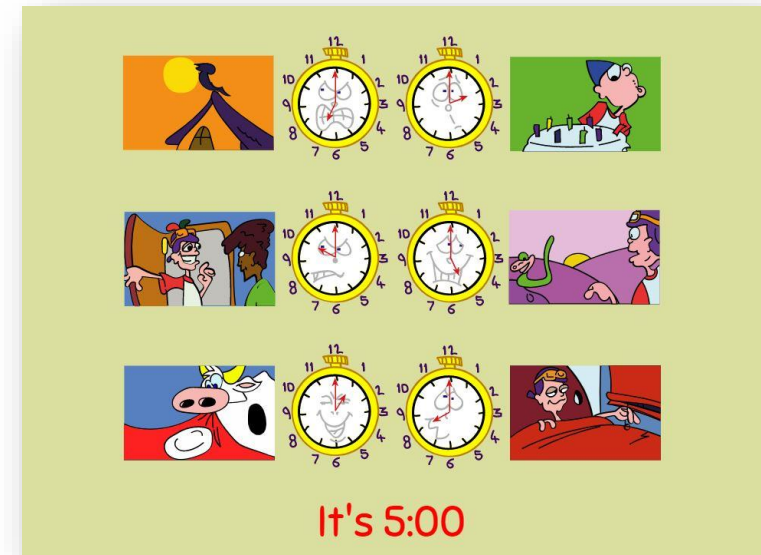
# AVAILABLE CONTENT

The screenshot displays the 'Browse' page for French on the Transparent Language website. The navigation bar includes 'Learning', 'Browse' (highlighted with a red box), 'My Transcript', 'Resources', and 'KidSpeak'. The main content area is titled 'BROWSE' and features a search bar with a 'SEARCH' button and an 'ADVANCED SEARCH' button. Below the search bar, there is a 'CATEGORIES' section listing several courses:

- Welcome Lesson**: Complete this quick lesson to add your first 5 phrases to Learned Items in your new language and get a hands-on introduction to the learning activities in this program. Tags: Beginner, Adults, High-School, Images, K-5, Middle-School, Training, Vocab.
- Alphabet Course**: A quick and easy way to learn a new writing system. Learn the shapes, names, and pronunciation of the letters through a series of engaging activities. Tags: Beginner, Alphabet.
- Elementary Vocabulary**: Designed as a companion piece for the grade 3-5 classroom, this three-level program focuses on essential communicative phrases for students to use with their families, teachers, and friends. Each level of the course contains around 25 vocabulary lessons, each... Tags: Beginner, Conversation, Culture, Grammar, K-5, Middle-School.
- Conversations Courses**: Advance your language skills with this set of courses that presents you with realistic conversations and helps you interact with them in various engaging activities. Each conversation features native speaker audio. Tags: Beginner, Intermediate, Adults, Conversation, Culture, High-School, Vocab.
- Essentials**: If you have plans to visit a foreign country, complete this course before you go to quickly master a set of commonly used words and...

# KIDSPEAK

- For young learners in grades K-2
- 6 available languages:
  - ✓ Chinese
  - ✓ English
  - ✓ French
  - ✓ German
  - ✓ Italian
  - ✓ Spanish
- Demo video of KidSpeak at: <https://home.transparent.com/transparent-language-online-videos/kidspeak>



# ELEMENTARY ENGLISH

- Designed for students in grades 3-5
- Fun central storyline - natural conversations among students, their families, their teachers, and their friends
- Starts with the alphabet
- Common topics, functional grammar, integrated culture, and everyday dialogues
- 3 levels
- Each level is approx. 20 hours of independent study

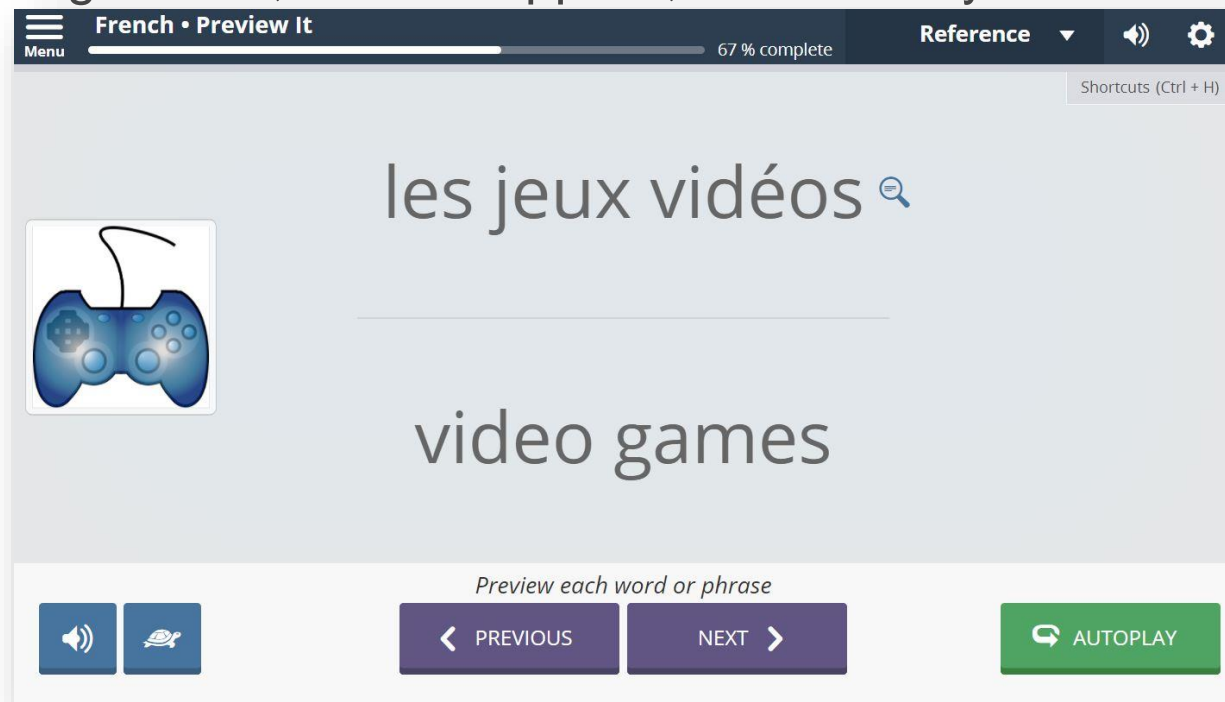
The screenshot displays the 'English • Reading Comprehension' interface. The top navigation bar includes a 'Menu' icon, the title 'English • Reading Comprehension', a progress indicator '0 % complete', a 'Reference' dropdown, and icons for a speaker and settings. Below the navigation bar, a instruction reads 'Read the text on the left, then respond to the prompts on the right'. The main content area is split into two panels. The left panel, titled 'A- A+', contains a dialogue between characters: Henry asks Brian for his favorite color; Brian replies 'green' and mentions a superhero; Henry describes the superhero's appearance; Henry asks for the superhero's name; Roxanne identifies the superhero as 'She'.

The right panel, titled 'Questions A- A+', shows a 'Multiple Choice' question: 'Who are Brian, Henry, and Roxanne talking to?'. The options are 'a superhero', 'the teacher', and 'Henry's mom'. A 'DONE' button with a checkmark is visible at the bottom of the question panel.



# ELEMENTARY FRENCH AND SPANISH

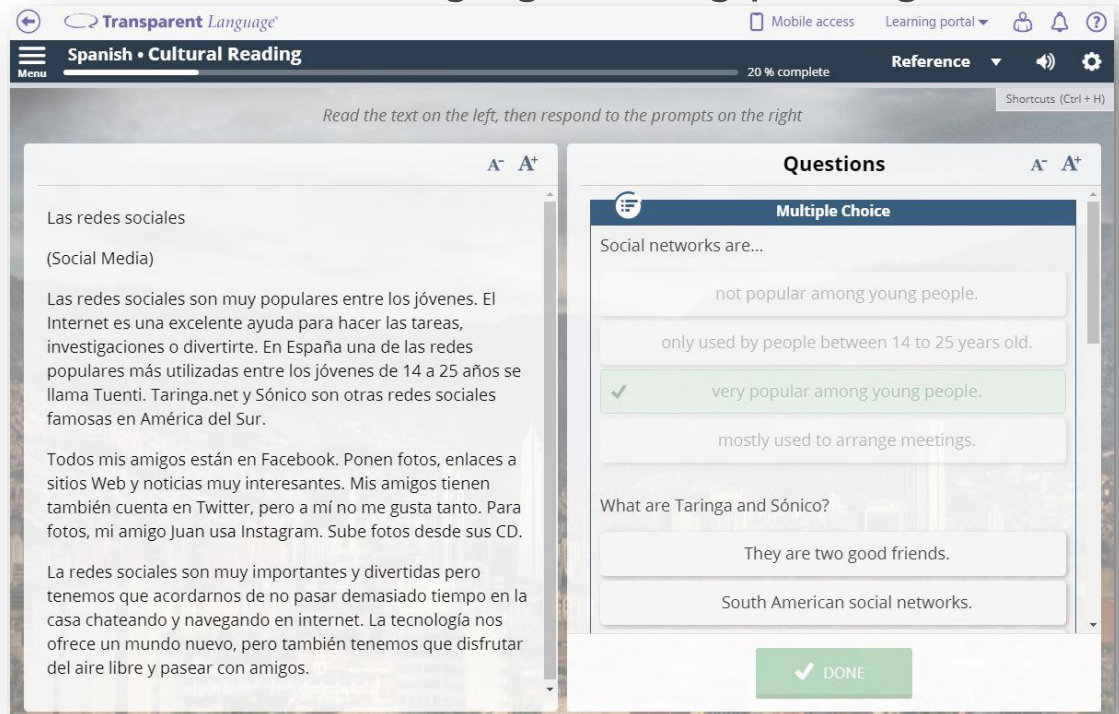
- Designed for students in grades 3-5
- 3 levels of age-appropriate words and phrases
- Topics include meeting friends, school supplies, and birthday parties
- Approx. 75 hours of study in the entire course



The screenshot displays the software interface for a French lesson. At the top, a dark blue header contains a menu icon, the text "French • Preview It", a progress bar at 67% complete, a "Reference" dropdown, a speaker icon, and a gear icon. Below the header, the main content area features the French phrase "les jeux vidéos" with a magnifying glass icon, followed by the English translation "video games". To the left of the text is an icon of a blue video game controller. At the bottom, a white bar contains a speaker icon, a turtle icon, a "PREVIOUS" button with a left arrow, a "NEXT" button with a right arrow, and an "AUTOPLAY" button with a refresh icon. The text "Preview each word or phrase" is centered above the navigation buttons. A "Shortcuts (Ctrl + H)" tooltip is visible in the top right corner.

# TEEN VOICES

- Available in French and Spanish
- Intended for middle and high school learners
- 20 units - each of which include a challenging reading passage
- Each level = approx. 1-1.5 years of study
- Conversation-based lessons
- Topics such as school days, chores and responsibilities, job shadowing, and organizing events



The screenshot shows the Transparent Language interface for a Spanish Cultural Reading lesson. The page title is "Spanish • Cultural Reading" and it indicates "20 % complete". The lesson is titled "Las redes sociales (Social Media)".

**Read the text on the left, then respond to the prompts on the right**

**Las redes sociales (Social Media)**

Las redes sociales son muy populares entre los jóvenes. El Internet es una excelente ayuda para hacer las tareas, investigaciones o divertirte. En España una de las redes populares más utilizadas entre los jóvenes de 14 a 25 años se llama Tuenti. Taringa.net y Sónico son otras redes sociales famosas en América del Sur.

Todos mis amigos están en Facebook. Ponen fotos, enlaces a sitios Web y noticias muy interesantes. Mis amigos tienen también cuenta en Twitter, pero a mí no me gusta tanto. Para fotos, mi amigo Juan usa Instagram. Sube fotos desde sus CD.

Las redes sociales son muy importantes y divertidas pero tenemos que acordarnos de no pasar demasiado tiempo en la casa chateando y navegando en internet. La tecnología nos ofrece un mundo nuevo, pero también tenemos que disfrutar del aire libre y pasear con amigos.

**Questions**

**Multiple Choice**

Social networks are...

- not popular among young people.
- only used by people between 14 to 25 years old.
- very popular among young people.
- mostly used to arrange meetings.

What are Taringa and Sónico?

- They are two good friends.
- South American social networks.

DONE

# ESSENTIALS & BEGINNER CONVERSATIONS

- Ideal for high school students
- Common situations when travelling to a foreign country
- Topics such as getting around the city, eating out, shopping, dealing with money, and getting to know each other.
- Assessment at the end of each unit

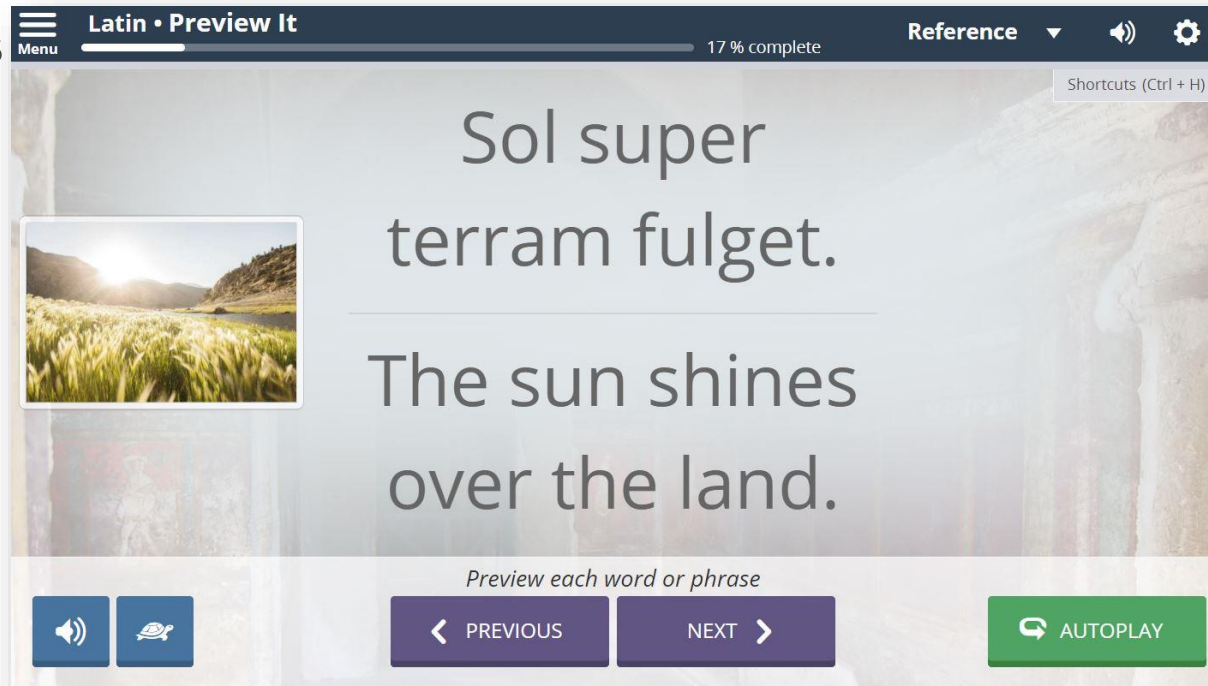
The screenshot shows the 'Spanish • Language Comparison' interface. At the top, there is a 'Menu' icon, the title 'Spanish • Language Comparison', a progress indicator '0 % complete', a 'Reference' dropdown, a speaker icon, and a settings gear icon. Below this is a 'Shortcuts (Ctrl + H)' button. The main content is a table with two columns: 'Spanish' and 'English'. Each row contains a Spanish phrase with a speaker icon, followed by its English translation. At the bottom, there are two buttons: 'PLAY ALL' (with a speaker icon) and 'DONE' (with a checkmark icon).

Spanish	English
 mi pasaporte	my passport
 vigente	valid
 Mi pasaporte está vigente.	My passport is valid.
 el profesor	teacher

 PLAY ALL  DONE

# INTRODUCTION TO LATIN

- Ideal for high school students
- 2 levels of content, each level has 8 units
- Each level includes vocabulary and grammar lessons
- Approx. 1200 words and phrases in the entire course
- Each level takes about 40 hours to complete



Latin • Preview It Reference ▾ 🔊 ⚙️

Menu 17 % complete

Shortcuts (Ctrl + H)

Sol super  
terram fulget.

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The sun shines  
over the land.

*Preview each word or phrase*

🔊 🐢 ⏪ PREVIOUS NEXT ⏩ 🔄 AUTOPLAY

## RESOURCE GUIDES

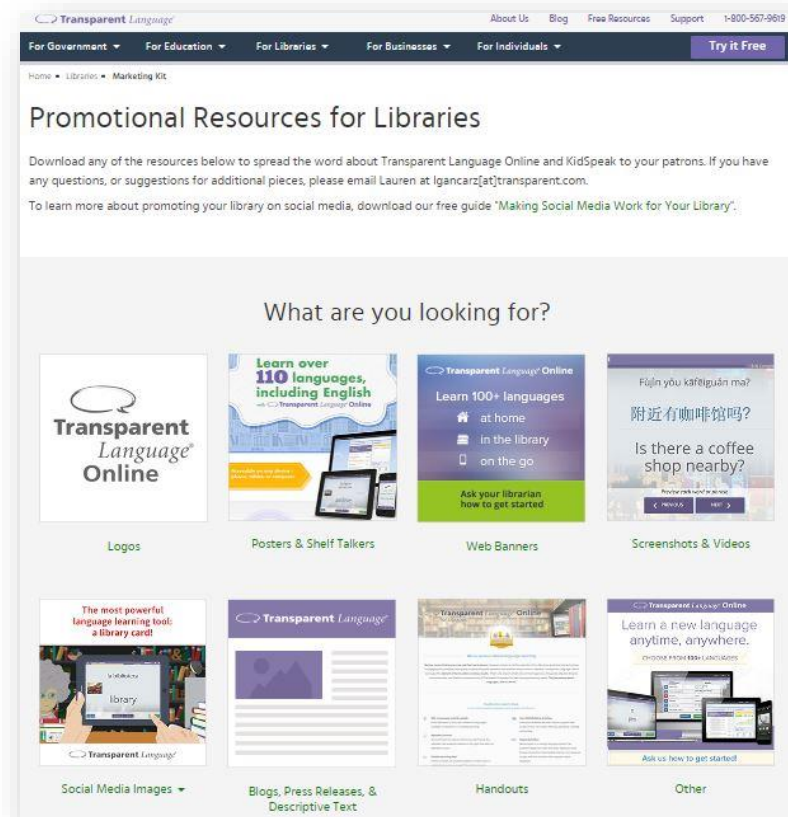
- Available for French, Spanish, and English
- Supporting documents and course descriptions:
  - ✓ Instructor handbooks
  - ✓ Scope and sequence
- **Spanish:** <https://knowledge.transparent.com/spanish-resources-and-lesson-plans>
- **French:** <https://knowledge.transparent.com/french-resources-and-lesson-plans>
- **English:** <https://knowledge.transparent.com/english-resources-and-lesson-plans>

DEMO

# MARKETING SUPPORT

<https://home.transparent.com/library-marketing-kit>

- Logos
- Web banners
- Social media images
- Social media videos
- Press releases
- Blog posts
- Handouts



## OUTREACH IDEAS

- Promote K-12 resources available at your library on social media
- Create a webpage on your library's website (or blog post) highlighting the remote learning support available
  - ex: <https://www.nashualibrary.org/explore/remote-learning-support/>
- Reach out to teachers/homeschool parents
  - Let them know about all the free educational resources your library offers!
  - Send the resource guide links



## CONTACT INFORMATION

Lauren Gancarz  
Marketing & Library Programs Manager  
[lgancarz@transparent.com](mailto:lgancarz@transparent.com)

