Section 1:

LaunchPad
User Guide
WIDA MODEL Online
Grades 1–12

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Section 1: Overview

This LaunchPad User Guide for WIDA MODEL Online Grades 1–12 explains how to create non-student users (administrators), schools (organizations/locations), and students in the LaunchPad platform. A District Level Organization (Org) is automatically created in LaunchPad for each MODEL Online account and serves as the 'parent' organization to the created schools.

The audience for this guide is account, district and school administrators who have rostering permissions in LaunchPad. Additional platform training and technology documentation is available in the WIDA MODEL Resource Center.

Get Support

Pearson customer support is available Monday – Friday from 7:00 am - 6:00 pm (CT) via telephone, webform, and chat.

- Phone: 1 (802) 552-3309
- Support Webform: Please include your school and account name in the communication.
- Chat: Please include Contact Name, Email Address, Subject, and Description in the form. Components of the Assessment Platform

There are three main components used to deliver the WIDA MODEL Online Grades 1–12 assessment:

- **LaunchPad**: The subject of this guide, LaunchPad is both the login application for all non-student users (administrators) and the rostering tool for creating student and administrator accounts, as well as School Organizations.
- **ADAM**: The WIDA MODEL test management platform administrators use to monitor and manage the assessment.
- **TestNav**: The student testing platform.

Overview of User Roles

The system supports multiple user roles, each with specific access permissions. In this guide, 'administrator' is used to collectively refer to all four types of non-student users. All administrator roles have permission to view and download training materials. create and add students to proctor groups, administer the test to students, score student writing responses, and view performance reports. Assign each user to one administrator role only; select the role with the highest level of permissions you'd like the user to have.

- **Account Administrator:** The account administrator receives the initial login when an order is placed, and a MODEL Online account is created. The account administrator has access to all features of LaunchPad and ADAM, including all permissions assigned to district, school, and test administrators. Upon account creation, the account administrator adds

other, lower-level administrator users as needed. There is a single account administrator for each MODEL Online account.

- **District Administrator:** District administrators create school organizations in LaunchPad, and can add other district, school, and test administrator users as needed. District Administrators can also add students, update student information, and assign accommodations. They may assign tests, create proctor groups, administer tests, score writing responses and view performance reports and report assets for the organization(s) to which they are assigned. District administrators can also view Test Licenses and Order History in ADAM, as well as Progress and Activity reports.
- **School Administrator:** School administrators can add other school or test administrator users as needed. School administrators can also add students, update student information, and assign accommodations. They may assign tests, create proctor groups, administer tests, score writing responses and view performance reports and report assets for the organization(s) to which they are assigned. School administrators can also view Test Licenses and Order History in ADAM.
- **Test Administrator:** Test administrators can create proctor groups, administer tests, score writing responses and view performance reports for the organization(s) to which they are assigned. Test Administrators are not able to add students, edit student information, assign accommodations, or view order history.

Capability	Account Administrator	District Administrator	School Administrator	Test Administrator
Account owner. Receives initial login information when a MODEL Online account is created	X			
Can post bulletins to the ADAM home page	X			
Can create school organizations in LaunchPad	X	X		
Can view Activity and Progress Reports in ADAM	X	X		
Can add other administrator users in LaunchPad	X	X	X	
Can roster (add) students to LaunchPad and edit student information	X	X	X	
Can assign student accommodations in ADAM	X	X	X	
Can view Test Licenses and Order History in ADAM	X	X	X	
Can assign tests in ADAM	X	X	X	
Can view and download report files from Report Assets in ADAM	X	X	X	X

Capability	Account Administrator	District Administrator	School Administrator	Test Administrator
Can create and add students to proctor groups in ADAM	X	X	X	X
Can administer the test to students in ADAM	X	X	X	X
Can score writing responses in ADAM	X	X	X	X
Can view and download training and administration materials posted to the ADAM home page	X	X	X	X
Can view Performance reports and download Individual Student Reports in ADAM	X	X	X	X

Log In to LaunchPad

LaunchPad is where all non-student users (administrators) log in to the test management platform, ADAM. Those designated as school administrators and above also use LaunchPad to set up schools and administrator accounts, and roster students, depending on their role.
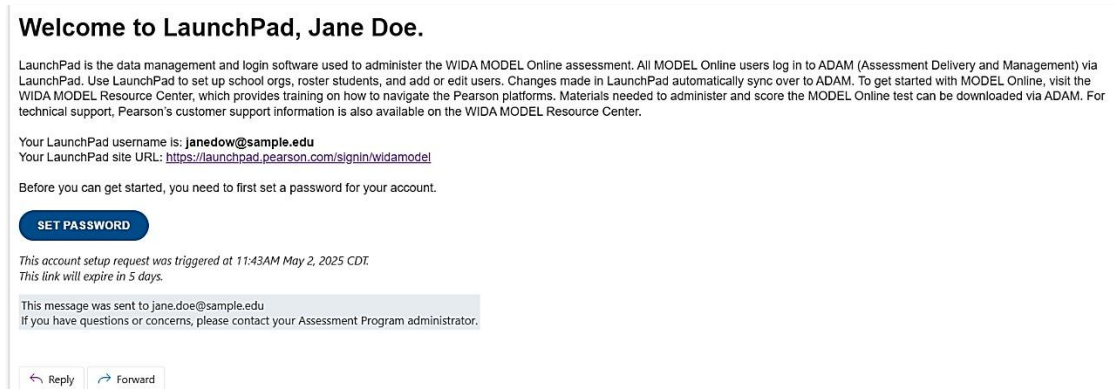
Initial Login to LaunchPad

All administrators will receive an email from 'Pearson LaunchPad' (noreply@mail.launchpad.pearson.com) with the subject line 'Account information for WIDA MODEL Online'. This email includes instructions to log in to LaunchPad and set a password.

- When a MODEL Online account is created, one account administrator is set up automatically in LaunchPad. A welcome email is sent to the account administrator.
- Welcome emails to other users are triggered when another administrator creates a new user in LaunchPad. New users should check spam and confirm with the administrator who added them to LaunchPad if not found.

To log in to LaunchPad for the first time:

1. Locate the welcome email.
2. Read the instructions in the email.
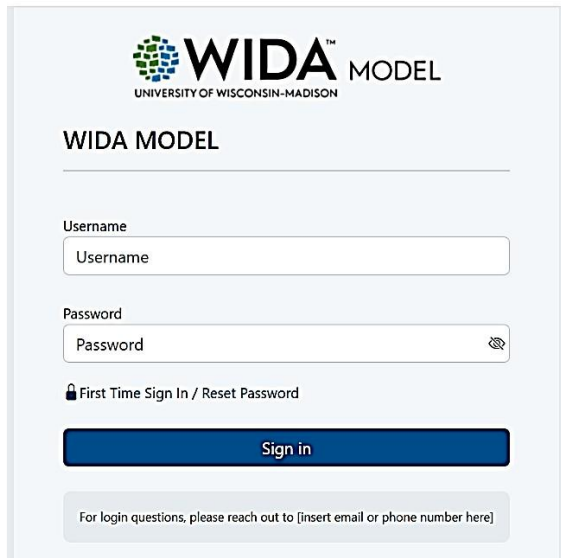
3. Select **Set Password**.

Welcome to LaunchPad, Jane Doe.

LaunchPad is the data management and login software used to administer the WIDA MODEL Online assessment. All MODEL Online users log in to ADAM (Assessment Delivery and Management) via LaunchPad. Use LaunchPad to set up school orgs, roster students, and add or edit users. Changes made in LaunchPad automatically sync over to ADAM. To get started with MODEL Online, visit the WIDA MODEL Resource Center, which provides training on how to navigate the Pearson platforms. Materials needed to administer and score the MODEL Online test can be downloaded via ADAM. For technical support, Pearson's customer support information is also available on the WIDA MODEL Resource Center.

Your LaunchPad username is: **janedow@sample.edu**
Your LaunchPad site URL: https://launchpad.pearson.com/signin/widamodel

Before you can get started, you need to first set a password for your account.

SET PASSWORD

This account setup request was triggered at 11:43AM May 2, 2025 CDT.
This link will expire in 5 days.

This message was sent to jane.doe@sample.edu
If you have questions or concerns, please contact your Assessment Program administrator.

↩ Reply   → Forward

If it has been more than five days since the email was sent, the Set Password link has expired. Navigate to the LaunchPad login page and select **First Time Sign In / Reset Password**. Enter the LaunchPad username provided in the welcome email and select **Send Email.** This will resend the welcome email. You may also contact another administrator who can send a new welcome email. If you are the account administrator, contact Pearson Customer Support.

4. Create a password using the provided password requirements.
5. Confirm the password.
6. Select **Save New Password**.
7. Make note of your username and password in a secure location for future reference.
8. When you save the new password, a confirmation message confirms success. Select **Go to Sign In**.

Log In to LaunchPad After Setting Up Password

To access LaunchPad:

1. If not already on the login page, open a web browser and navigate to the official WIDA MODEL LaunchPad site.

2. Bookmark this page for future use.
3. Enter your Username and Password.
4. Select **Sign in**.
5. Upon successful login, you will be directed to the LaunchPad Dashboard.

Forget Username or Password?

- To reset a forgotten password, go to the WIDA MODEL LaunchPad login page and select the **Reset Password** link.
- To recover a forgotten username, locate it in the welcome email. If not found, reach out to a higher-level administrator or Pearson customer support.

About the LaunchPad Dashboard

The dashboard provides links to:

- ADAM, the WIDA MODEL Online test management platform.
- The WIDA MODEL Resource Center.
- Rostering tools to add schools, administrators, and students via the left-hand navigation menu. (These will not be visible to Test Administrators).
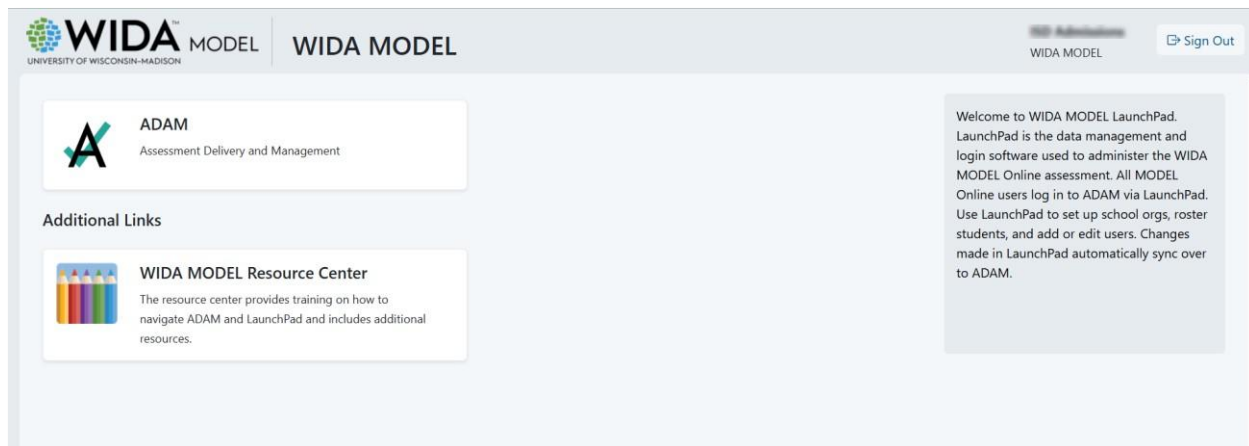
Sample **Test Administrator** Home Page
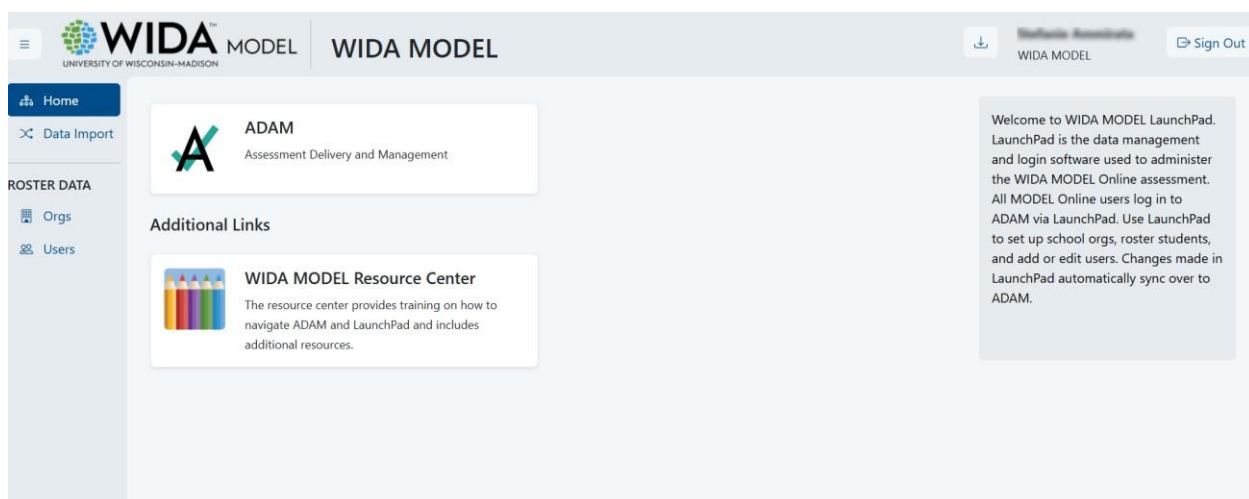
Sample **District Administrator** Home Page

Section 2: Add and Manage Organizations

An Organization (Org) refers to a District or School location in LaunchPad and ADAM. When a MODEL Online account is created, LaunchPad automatically creates a user account for the account administrator and a district-level parent organization for the MODEL Online account. This parent organization is automatically created as a district org in LaunchPad. **This is true even if the MODEL Online account is for a single school**. A school org refers to the school site or facility where students are enrolled and must be created in LaunchPad. **Students can only be assigned to school level orgs**.

- If the MODEL Online account is for a **district**, create school orgs under the automatically-created 'parent' org in LaunchPad.
- If the MODEL Online account represents a **school**, create a school org under the automatically-created 'parent' org in LaunchPad. Consider using a slightly different name to help visually differentiate between the two org levels (e.g., if your MODEL Online account is called 'Madison Elementary' you could name your school org 'Madison Elementary School').

Account and district administrators can create school organizations nested under the district org. School orgs can be defined as needed, depending on the organization's structure and testing needs. School orgs are used to group students and to assign test administrators and school administrators to particular schools or testing locations. A school org needs to be created in LaunchPad before administrators or students can be assigned to it. Add schools one at a time or in bulk via a file upload. All orgs created in LaunchPad automatically sync over to ADAM. Note that once an org is created, **it cannot be edited or deleted** in LaunchPad. If you need to edit an org's name, contact Pearson customer support.
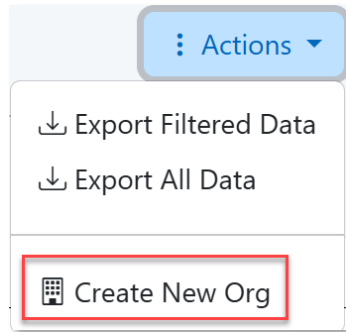
Add School Orgs One at a Time

For one or a small number of schools, create them one at a time.

1. Select **Orgs.**
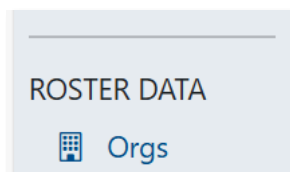
2. Select **Create New Org** from the **Actions** menu.

3. Add the **Org Name**. This will typically be the school name.
4. Select the **Parent Org** (this will be the district level org that was automatically created).
5. Add a unique **Identifier**. Note: This is an org ID that will be used for display purposes. For schools, this is often referred to as the 'School ID.' Any consecutive character combination is supported, though this is generally a numeric value. **Sourced ID** is a system requirement: leave **Use Identifier as a Sourced ID** toggled on so that it is filled in automatically and not editable.
6. Select **Save Changes**.
7. Launchpad will automatically assign a prefix appended to the Identifier which is in the form of "MOA-#####_".

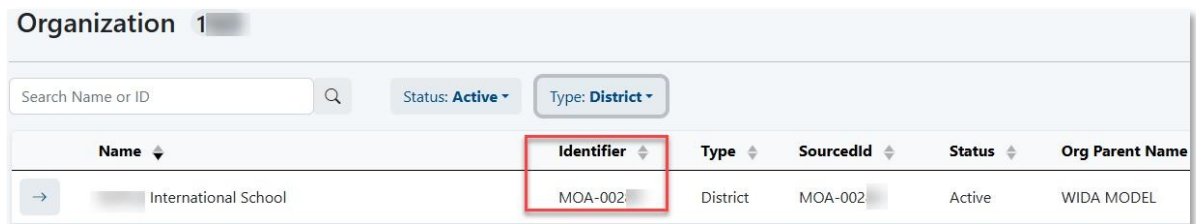Sample Create New Org Page

Add School Orgs via File Upload

If you have more than a few schools to create, it may be faster to do this with a file upload. Any district administrators can be created before creating schools as needed.

Locate the District Identifier

The spreadsheet requires the identifier for the schools' 'parent' org, which is created in LaunchPad as a district org. Locate this first.

To locate the District Identifier:

1. Select **Orgs**.
2. Make note of the **Identifier** for the district level org (which may be the name of your school).
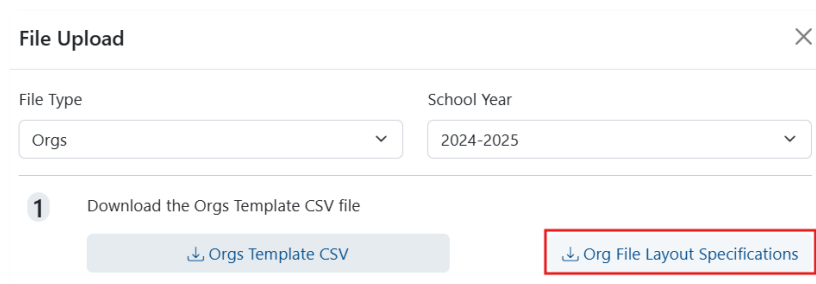

Download the School Org Template

Once you have made note of the district identifier, download the template for the file upload.

1. Select **Data Import**.
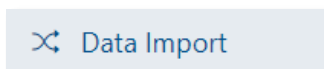
2. In the Single File Upload page, select **Upload File**.
3. Leave **File Type** at the default value of Orgs.
4. Make sure the current school year is selected as the **School Year**.
5. In the Single File Upload page, select **Org File Layout Specifications** to download a guide for filling in the template.

6. Select **Orgs Template CSV** to download the template.

Complete the School Org File

Use the downloaded Orgs template to enter the school information. **Do not make any changes to the first header row** of the template file. Refer to the downloaded specifications document for details on filling out each field.

1. Fill in the template, one row per school:
   - **sourcedId**: Enter a unique identifier for the school.
   - **status**: Active
   - **name**: Enter the school name.
   - **type**: school
   - **identifier**: Use the same value as for the sourcedId.
   - **parentSourcedID**: Enter the district identifier (i.e., parent account identifier).
2. Double-check your entries as school information cannot be edited later.
3. Save the completed file in CSV format.

	A	B	C	D	E	F
1	sourcedId	status	name	type	identifier	parentSourcedId
2	MMS_1234567	Active	Madison Middle School	school	MMS_1234567	12345678CCSD
3	LMS_2345678	Active	Lincoln Middle School	school	LMS_2345678	12345678CCSD

Sample Upload File

Upload the Org File

1. Return to the File Upload page. (**Data Import** > **Upload File**)
2. Select the Upload box (in Step 3 in the window) to select and upload the CSV file you just completed (or drag it into the same area).
3. Select **Upload File**. The dialog box will confirm how many orgs you are trying to upload via the file.
4. The initial status of the file is pending. See the Sample File Upload Screen on the next page.

Sample File Upload screen

- If the file finishes trying to load but has errors, the status is **Complete with Errors**. Select anywhere on that row to open the Single File Sync Details window. Select **Download Error Report** (2nd screenshot below) to view the specific errors. Make fixes as needed and upload again.

- When the file uploads successfully **with no errors** and the school orgs have been created, you will see a "Complete" status.

5. To view the newly added schools, select **Orgs** to view the list of all orgs.


Sample Upload History Page

Section 3: Add and Manage Administrators

When an account is created, one account administrator is assigned to the account. District administrators can be added at any time. Once the School Org(s) has been created, school administrators and test administrators can be added and assigned to school orgs as needed. Although LaunchPad allows multiple user roles to be assigned to a single user, ADAM will only apply the highest-level role, so only assign one. A user will have the rights of their role as well as those of lower-level roles.
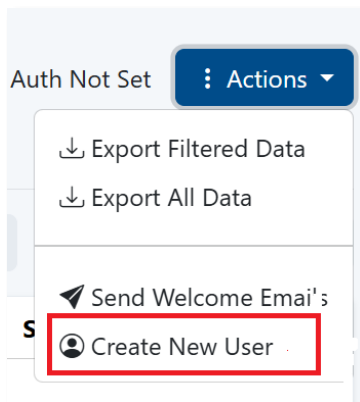
Add Administrators One at a Time

A new, non-student user can be added as a district administrator, school administrator or test administrator.

1. Select **Users.**
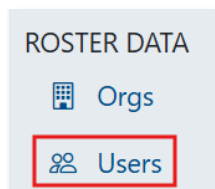
2. Confirm the user has not already been created: select the **Non-Students** tab and filter as needed to view existing users.
3. In the **Actions** menu, select **Create New User.**

4. Enter details in the required fields:
    - **First Name, Last Name**
    - **Identifier**: While any consecutive character combination is supported, this is typically the user's email address. Leave **Use Identifier for Username and Sourced ID** toggled on so these additional fields are populated automatically.

- **Primary Role**: Select **one** of the following*:
  - District Administrator: Must be assigned to a district (parent) org.
  - School Administrator: Must be assigned to a school org.
  - Test Administrator: Must be assigned to a school org.

    *If the user has a role in multiple schools, just pick one to start, and then reference the next section, *Add an Administrator to Multiple Organizations*, on how to edit the profile to add additional ones once the user is created.

- **Primary Org**: Select the district or school org, depending on user role.
- **Email**
5. Select **Save Changes**. A confirmation message indicates the user is added.

Add an Administrator to Multiple Organizations

If a school administrator will serve this role in all schools in the district, assign them as a district administrator at the district level. However, if the user will have this role at only some schools, make them a school administrator at each applicable school. A test administrator may also be assigned to multiple schools. In LaunchPad, orgs are assigned as primary or secondary. In ADAM, org selection menus default to all schools assigned to the user, so it doesn't matter for the user experience which school is assigned primary in LaunchPad. **Within each org, only assign each user one role** as higher-level roles can do the tasks of lower-level roles in ADAM.

To assign an administrator to multiple schools:

1. Create the school or test administrator as described above, choosing one of the schools. The order in which the schools are added does not matter.
2. Select **Users**.
3. In the **Non-Students** tab, locate the user, using the filters and search box as needed.
4. Select the **Edit** icon (pencil).
5. Select **Edit Roles**.

Org and Role Records	Additional Info				
Show inactive roles					Edit Roles
Role	**Org**	**Role Type**	**Begin Date**	**End Date**	**Status**
School Administrator	WIDA Sample School 0201	Primary			Active

6. Select **+Add New Role**.

7. Select the **Role** and **Org** for the second organization. It will default to Secondary as the **Role Type**.

8. Select **Save Changes**.
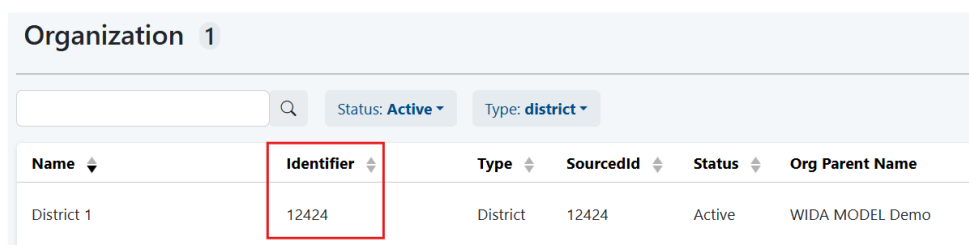
Import Administrators via File Upload

Use the LaunchPad Data Import process to add several new administrators of the same user role all at once. Repeat as needed for other administrator roles.

Locate the Org Identifier for Each Administrator

The administrator file requires the org identifier for each user you will add to the spreadsheet. Locate this first.

To locate the identifier:
1. Select **Orgs**.
2. Make note of the **Identifier*** for each org (district or school) that an administrator will be assigned to.

3. If there is just one (or a few) orgs, copy and paste the identifiers from the list. You can also export a file: in the **Actions** menu, select **Export All Data**.
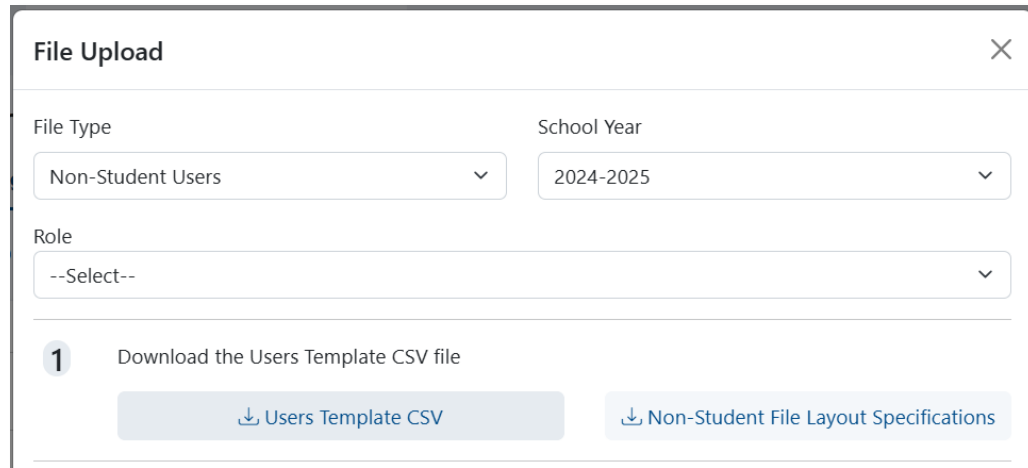
    ***Launchpad will automatically assign a prefix appended to the Identifier which is in the form of "MOA-#####_".

Download the Administrator Template

The next step is to download the template.

1. Select **Data Import.**
2. In the **Single File Upload** page, select **Upload File** to open the File Upload window.
3. **File Type:** Non-Student Users.
4. **School Year:** Select the current school year.
5. **Role:** Select which type of administrators you would like to upload - district administrators, school administrators or test administrators.
6. Select **Users Template CSV**. The template downloads to your computer.

7. Select **Non-Student File Layout Specifications** to download details on filling out the file.

Complete the Administrator File

Use the downloaded template to enter the user information. **Do not make any changes to the first header row** of the template file. Refer to the *Non-Student File Layout Specifications* for additional detail.

Complete the file as follows and then save in CSV format:

- **sourcedId**: Unique identifier for user. This ID can be any value but is typically the user's email address.
- **orgSourcedIds**: Identifier for the user's org that you located previously (school or district depending on role).
- **username**: This will be used for login purposes and can be set to the user's email address.
- **firstName**
- **lastName**
- **identifier**: Recognizable ID for the user. This can be the same value as the sourcedId.
- **email**: Necessary for user access, and for password update purposes.
- **status**: Active or Inactive* (optional; will default to Active if left blank).
  * No current use case for uploading "Inactive" status users

Upload the Administrator File

Once the file is prepared, upload it.

1. Return to the Upload File window.
2. Use the **Upload Users File** box to add the completed file – select to upload or drag the file into the box to upload it.
3. Select **Upload File**. The initial status of the file is pending.
   - If the file finishes trying to load but has errors, the status is **Complete with Errors**. Select anywhere on that row to open the Single File Sync Details window. Select **Download Error Report** to view the specific errors. Make fixes as needed and upload again until the status is Complete.

4. Repeat the whole process as needed for other administrator types.

Send Welcome Emails

Once Administrators have been added to LaunchPad, send a welcome email to each new user.

Before sending automated emails to users with their new user information, consider sending an internal communication letting participants know the email is coming so they do not think it is spam. Let them know that the **Set Password** link will expire five days from when the email is sent.

You can send the welcome email to one or multiple users; both methods are described below. The email received by the user provides their username and a link to set their password. The **Set Password** link is active for five days, after which time a new welcome email must be sent.

Send Welcome Email to Multiple Users

To send emails to multiple users:

1. Select **Users**.
2. Select the **Non-Students** tab.
3. In the **Role** menu, select the role(s) of the users to include.
4. Select **Save**.
5. If some users have already authenticated, filter them out to avoid sending another email.
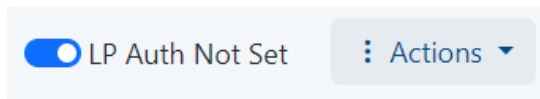
6. In the Actions menu, select **Send Welcome Emails**.
7. In the confirmation pop up window, select **Send Welcome Emails**.

Send a Welcome Email to a Single User

For a new user, or a user whose Set Password link has expired, you can send a new welcome email.

1. Select **Users**.
2. Enter a name to search.
3. In the results list, select the user's name.
4. In the Actions menu, select **Send Welcome Email**.
5. In the confirmation window, select **Send Welcome Email**.

Edit Administrators

Administrator profiles may be edited as needed.

1. Select **Users**.
2. Select the **Non-Students** tab.
3. Search by name or available filters to locate the user profile.
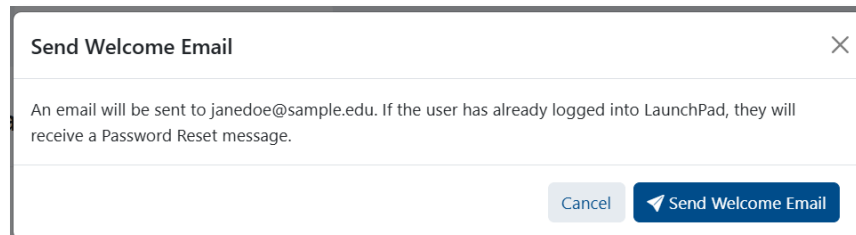4. Select **Edit** icon (pencil icon) for the user. To:
   - Edit the **role**: Select **Add New Role**. Add the new role and Org. Then delete the original role. Make sure the new role is set as Primary. Then select **Save Changes**.
   - Edit **name or email**: In the **Actions** menu, select **Edit User** Info. Make edits and then select **Save Changes**.
   - **Deactivate** an active user, select **Deactivate User** from the **Actions** menu and confirm. Once deactivated, a user can no longer log in.

Section 4: Add and Manage Students

Once School Org(s) have been created, students may be added. Students may be added one at a time or in bulk via a file upload.

Reminder: If you are an administrator with permissions for multiple orgs (districts or schools), it is your responsibility to ensure that students are rostered to, assigned tests at, and added to proctor groups at the correct org within the system. Before assigning tests to students, confirm student information, including grade, is up to date in LaunchPad.

Add Students One at a Time

If you have a single new student to add, add individually rather than uploading a file. Select **Users**.

1. In the **Actions** menu, select **Create New User**.
2. Enter student details:
   - **First Name, Last Name**
   - **Identifier:** Can use State, District or School ID. This ID should be any value that is unique to the student within your MODEL account and that will remain the same year-over-year. This is important so that test history remains associated with the student.
   - **Primary Role:** Student
   - **Grade:** Though LaunchPad will accept other values, valid grades for the MODEL assessment are 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, and 12. This should be the actual grade the student is enrolled in during testing administration.
   - **Primary Org**: Select the student's school.
3. Select **Save Changes**.

Import Students via File Upload

Use the Data Import feature to upload multiple students to LaunchPad at once.

Locate the School Identifier for Each Student

The student file requires the school identifier for each student you will add. Locate these first.

To locate the identifier:
1. Select **Orgs**.
2. For **Type**, select School.
3. Make note of the **Identifier** for each school that a student is rostered to. If there is just one (or a few) schools, copy and paste the identifiers from the list. You can also export a file: in the **Actions** menu, select **Export Filtered Data**.

Download the Student Template

The next step is to download the template.

1. Select **Data Import**.
2. In the **Single File Upload** tab, select Student Users as the file type.
3. Set **School Year** to the appropriate school year.
4. Select **Students Template CSV** to download the template file.
5. Select **Student File Layout Specifications**.

Complete the Student File

Do not change anything in the header row of the Student User template file. All column headers are required, but not all fields are required. Some fields are optional and may be left blank.

Complete the spreadsheet with the required values. Refer to the *Student File Layout Specifications* for additional details. Save the completed file in CSV format.   *Required fields.

- **sourcedId***: Unique identifier for user. This ID should be any value that is unique to the student within your MODEL account and that will remain the same year-over-year. This is important so that test history remains associated with the student.
  Note: Launchpad will automatically assign a prefix appended to the Identifier which is in the form of "MOA-#####_".
- **Status**: Active (optional; will default to Active if left blank).
- **Identifier***: Can use State, District or School ID.
- **Given name** (First Name)*
- **Family name** (Last Name)*
- **Middle name**
- **Grades***: Select the student's grade level. This should be the actual grade the student is enrolled in during testing administration.

- **Primary Org***: Enter the School Identifier.
- **Org Source ID***: Use the same value as for the Primary Org.
- **Birthdate:** XX/XX/XXXX
- **Sex:** Male / Female / Blank
- **metadata.iep:** True / False / Blank
- **metadata.section504:** True / False / Blank

Upload the Completed CSV File

1. Return to the Upload File window.
2. Select **Upload File**.
3. In the **Upload Users File** box – select to upload or drag the file into the box.
   - If the file finishes trying to load but has errors, the status is **Complete with Errors**. Select anywhere on that row to open the Single File Sync Details window. Select **Download Error Report** to view the specific errors. Make fixes as needed and upload again.
   - When the file uploads successfully and the students are created, the status is **Complete.**

Upload History 05/09/2025 06:49 PM			
Status	**Uploaded By**	**User Org**	**File Type**
Complete with Errors	Jordan Gallant	WIDA International School 1	Students
Complete	Janessa Davis	WIDA Sample District 2	Students

Edit a Student

Student information should only be edited as needed in LaunchPad, never in ADAM. All changes made in LaunchPad will automatically sync over to ADAM. Accommodations will be added in ADAM rather than LaunchPad.

1. Select **Users**.
2. In the default Student tab, search by student name, using filters as helpful to locate the student.
3. Select the student.
   - To edit *Demographics (date of birth, gender, IEP and Section 504)*:
     a. Select the **Demographics** tab.
     b. Select **Edit Demographics**.

c. Make changes as needed.

d. Select **Save**.

- To edit *name or grade level*:

   a. In the **Actions** menu, select **Edit User Info**.

   b. First name, last name and grade* (see important note on Grade updates below) are editable.

   c. After making any changes needed, select **Save Changes**.

   *IMPORTANT!!!: **Grade** updates *when tests are assigned* will result in critical reporting errors and need to be avoided in all situations.

Sample Edit Student page

- To edit the *school*:

   a. Select the **Org and Role Records** tab.

   b. Select **Add New Role**.

   c. Add the student to the new school.

   d. Delete the old school.

   e. Select **Save Changes**.

Sample Edit Student page

Make Edits to Multiple Students at Once

If fields were omitted when students were originally created, or you want to make changes, you can use the same workflow as for importing student via the file upload described previously. This process can be used on an ongoing basis as students from a previous administration remain on the roster.

1. Download the student file first. Instead of adding new student rows, just add or change fields needed.
2. Then upload the file to update the students.
   - This will not duplicate students; it only makes changes to the fields you alter.
   - Be careful not to remove values in fields that should stay the same.