

## Edgenuity Announces First Integrated On-Demand Instructional Improvement System

*Helps K-12 Districts Predictably Increase Student Achievement*

**SUNNYVALE, Calif. – September 10, 2007** – Edgenuity, a leading provider of transformational solutions for K-12 education, today announced its innovative solution for K-12 school districts that improves instruction and student achievement through software applications and expert professional services. The Edgenuity Achievement Suite is a hosted solution with integrated functionality to manage and optimize a district’s curriculum, instruction and assessment. Complementing the software are Edgenuity’s professional services that create a strategic roadmap for achieving predictable results in instructional improvement and student performance.

The Edgenuity Achievement Suite and underlying Teach for All platform helps school districts analyze multiple measures of student achievement and align those assessments with the right instructional practices to produce proven results. The company developed the system based on the premise that districts must have certain key practices and processes in place if they are to predictably increase achievement and keep pace with the ever-growing demands of standards-based reform. By combining proven technology with professional services for best practices and processes in curriculum, instruction and assessment, Edgenuity delivers education’s most comprehensive solution for foreseeable improvement in instructional effectiveness.

“We founded Edgenuity in 2003 because we saw that the best-of-breed solutions used by schools were not delivering the required results—improved student achievement,” said Eric Docter, Edgenuity CEO and co-founder. “We believe that all students can achieve subject mastery if given the time and opportunities to learn, but it all starts with good teaching. Without the proper alignment of curriculum, instruction and assessment, and without understanding and applying the right instructional strategies to help students when they need it, technology alone is never going to solve the problem. Standalone software for data management, testing, or content is not the answer either.” He continued, “We identified the increasing need for an integrated solution encompassing curriculum, instruction, and assessment augmented by consulting services to ensure the implementation of key practices and processes that are fundamental to an instructionally effective district. This solution had to be built on an innovative platform to enable the sharing of resources across districts and states so that districts can achieve the goal of Teaching for All. It is that powerful combination that drives true transformation and that is the basis on which we built Edgenuity.”

### **Edgenuity Software**

The Edgenuity Achievement Suite is an on-demand subscription-based solution that eliminates the high costs traditionally associated with software installation and maintenance, reducing a district's IT budget to a predictable monthly fee. The suite consists of three software applications: Curriculum Edge, Instruction Edge and Assessment Edge. Curriculum Edge breaks down the standards into the core concepts and skills that students must have to master those standards, and aligns the common curriculum with state standards and tests for each course and grade level. Instruction Edge institutionalizes the practice of instructional evaluation through standard observation protocols for classroom walkthroughs and self-assessment tools for teachers to evaluate their own instruction against research-based practices. Assessment Edge provides tools to assess student performance using multiple measures, including traditional state and district benchmark testing, grades, and rubrics for capturing performance on authentic tasks.

Additionally, each of these applications incorporates reporting functionality. As a result, school districts can produce graphically rich profiles of student performance and classroom practice, enabling the identification of the specific needs of each individual student and facilitating the ability to target instruction and resources to achieve predictable improvements in performance. The suite is built upon Edgenuity's Teach for All platform to enable the sharing of content resources across districts and states.

### **Edgenuity Professional Services**

Edgenuity's professional services support six core practices that are designed to bridge the gaps between curriculum, instruction and assessment into a coherent strategy in order to understand which efforts are contributing to student achievement and what adjustments need to be made to current practices. The six processes consist of Define and Benchmark to support effective curriculum development; Instruct and Adjust to determine optimal teaching strategies; and Assess and Analyze for a comprehensive view of student performance with specific actions identified to improve instructional practices. Edgenuity's professional services are based upon research-driven practices proven to improve student achievement.

Together, the Edgenuity Achievement Suite and the six best practices provide the actionable roadmap that districts and schools need to achieve and surpass the objectives established by No Child Left Behind legislation.

Edgenuity Press Release – Company Announcement  
September 10, 2007

**About Edgenuity**

Based in Silicon Valley, Edgenuity is a software and services company that helps school districts achieve predictable performance improvements. Edgenuity's comprehensive, integrated on-demand solution supports the three core competencies for effective teaching: curriculum, instruction and assessment. In addition to its software, Edgenuity assists districts with expert professional services that integrate curriculum, instruction, and assessment into a coherent strategy for improving student achievement. For more information, visit Edgenuity's web site at [www.edgenuity.com](http://www.edgenuity.com)

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