

Edgenuity SmartStart Gives School Districts a Game Plan to Improve Instructional Effectiveness

SmartStart Provides a Solid Foundation for Increasing Student Outcomes

SUNNYVALE, Calif. – November 7, 2008 – Edgenuity, a leading provider of K-12 instructional improvements systems, today announced the details of its SmartStart offering. SmartStart provides school districts with a hands-on, professional development session for evaluating the district's efforts against a framework for instructional effectiveness. Already proven in a number of school districts, SmartStart enables districts to develop concrete plans for instructional improvement by examining the degrees of integration between curriculum, instruction, and assessment in the district office and their reach into the classroom.

The SmartStart session brings together district administrators, principals, and teacher leaders to assess district efforts around 18 processes for instructional improvement. The session receives high marks as a rich and highly interactive experience for participants. SmartStart involves a number of hands-on activities for engaging district leaders, site principals and teacher leaders in a structured dialogue that systematically evaluates a district's current efforts, while prioritizing areas for improvement.

Glynn Thompson, Chief Academic Officer of New Haven Unified School District in Union City, Calif., stated, "The six critical practices and 18 actionable processes that comprise the SmartStart offering were essential in developing a common vocabulary for all of our various improvement activities and in understanding how our work in one area, such as pacing, impacts our work in other areas, such as assessments. By leveraging SmartStart in our district, we're now better able to hone in on those areas where we can maximize instructional improvements."

SmartStart's framework delivers an understanding of what it takes to improve instruction and how specific processes in curriculum, instruction, and assessment integrate to impact the work of various stakeholders across the district. Participants analyze the level of implementation to determine critical gaps and understand the impact each process has on the others. The outcome of the session is an actionable roadmap to improve student achievement. This work enables districts to extend strategic planning, accreditation processes, and program improvement plans from high level organizational changes to a tactical understanding of the processes needed to improve instruction.

Dr. Mary Bull, Superintendent of Vallejo City Unified School District in Vallejo, Calif. said, "Edgenuity offers a strong analytic and practical approach to school reform that pulls together the different components of instructional improvement in a clear and coherent way. The session definitely helped us understand the connections between our work in various areas. Their model for looking at upstream and downstream activities assisted us in focusing our efforts; and it validated our priorities. We are looking for breakthrough performance in our district, not merely incremental improvement; and we believe that Edgenuity can assist us in achieving our goals."

Eric Docter, CEO of Edgenuity, commented, "One of the reasons we developed the SmartStart program was because we noticed that districts were working very hard, but were not 'connecting the dots' between their work and desired outcomes. This resulted in isolation or duplication of efforts that were often resolved with costly interventions or point solutions that further fragmented district efforts. SmartStart provides districts with clear criteria that they can then use to inform what work needs to get done and what kinds of resources, systems, or services they need to manage the instructional improvement cycle."

Typically delivered as an onsite, 3-hour workshop, SmartStart is available now. For more information, please contact Edgenuity at 408-720-3312 ext. 1.

About Edgenuity

Edgenuity is a Silicon Valley-based software and services company providing solutions to school districts for instructional improvement. The company provides a comprehensive, integrated solution incorporating the three core competencies for effective teaching: curriculum, instruction and assessment. In addition to its software, Edgenuity assists districts with professional services that integrate the work of curriculum, instruction and assessment into a coherent strategy for improving student achievement. For more information, visit Edgenuity's Web site at www.edgenuity.com

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