Utilization of paid student licenses of popular literacy and mathematics products, in comparison to data from 2015, indicates:

- Greater utilization and fidelity in districts across the country.
- Increase in number of products in edtech market.
- Districts optimizing operations, purchasing, and implementation.

**Usage Trends**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licenses Never Activated</td>
<td>-2%</td>
<td>+4%</td>
</tr>
<tr>
<td>Activated but Met Zero Goals</td>
<td>+2%</td>
<td></td>
</tr>
<tr>
<td>Met Either 1/4 or 1/2 of Goals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully Met All Goals</td>
<td></td>
<td>+4%</td>
</tr>
</tbody>
</table>

**Trends Contributing to Increased Utilization**

- **Personalizing Fidelity:** Education organizations may be personalizing goals for use of edtech learning, which redefines fidelity.
  - A Washington, D.C. area network of 15 schools focused on increasing the efficacy and cost-effectiveness of their edtech portfolio, and gained actionable insights on these programs to help focus budgeting and procurement decisions. After analyzing use, price and resulting achievement (using IMPACT™), they updated purchasing and programmatic decisions across their ELA and mathematics interventions.

- **State Policy Changes:** States are moving toward a policy-led requirement for documenting and demonstrating fidelity.
  - State-level efforts (EdTech Digital Teaching and Learning Initiative, K-3 Literacy Initiative and STEM Action Center Initiative) include legislative provisions to report edtech use compared to goals (i.e., “fidelity”) as a requirement for continuation. These and other policy changes are likely drawing more focus on how much, not just if, edtech tools are used.

- **Increased Broadband Access:** Greater numbers of students have adequate internet connectivity.
  - During the past four years, 35 million more students have 100kbs access at schools, with approximately 15 million of those in the last two years. That’s 94 percent of U.S. schools, with 88 percent reporting sufficient wifi access. Broadband pricing has decreased 78 percent in the same time period.

- **State EdTech Usage Trends**
  - The 2015 EdTech Usage Trends synthesis and white paper reflected 49 K-12 schools in multiple districts and states, including more than 17,000 students utilizing six well-known digital math and literacy tools during the 2014-2015 school year. The 2017 EdTech Usage Trends analysis includes aggregated data for the 2014-2015, 2015-2016, and 2016-2017 school years. These syntheses examined quantitative data on product usage collected during the respective academic year by schools and districts using the same six products in the 2015 analysis, plus one additional well-known digital learning tool. The 2017 EdTech Usage Trends synthesis reflects 73 K-12 schools in multiple districts and states, with more than 36,000 students utilizing 73 schools in various states and districts.
  - For improved fidelity across all organizations remain.

**FINDINGS BASED ON:**

- 73 schools in various states and districts.
- Product usage and achievement of 36,098 students.
- Seven well-known K-12 math and literacy products.

Organize, streamline and analyze your edtech to improve student outcomes and your budget.

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**Usage Efficiency Index (EPI)**

<table>
<thead>
<tr>
<th></th>
<th>2015 EPI</th>
<th>2017 EPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total License Cost</td>
<td>$2.86</td>
<td>$2.44</td>
</tr>
<tr>
<td>Cost of License Actually Used</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EdTech Price Index**

**Lower EPI = Better Budget Efficiency**

Changes in EPI are driven by changes in the percentage of paid student licenses of popular educational products that are never activated, activated but met zero goals, met either 1/4 or 1/2 of goals, and fully met all goals.

Reducing the cost of unused licenses creates a real cost per license. Identifying paid but unused licenses can produce significant savings.