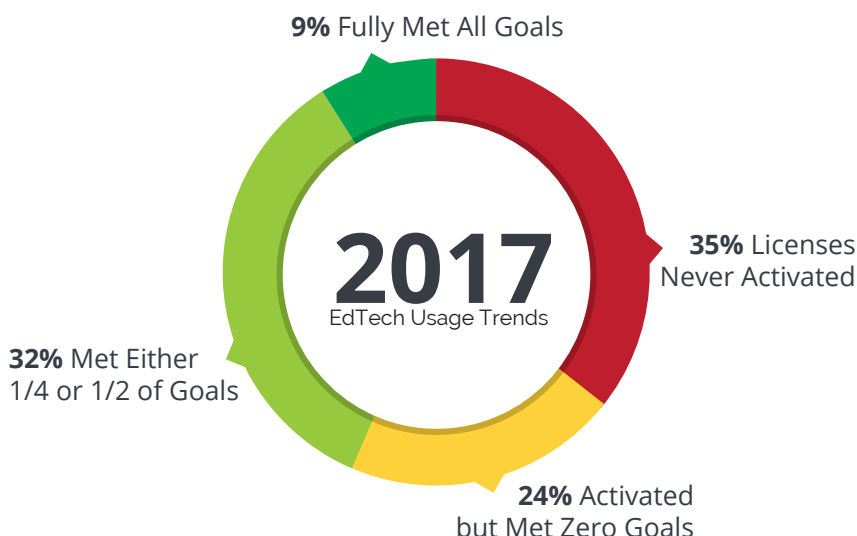


EDTECH USAGE INCREASING

Making better decisions with better data, more quickly

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

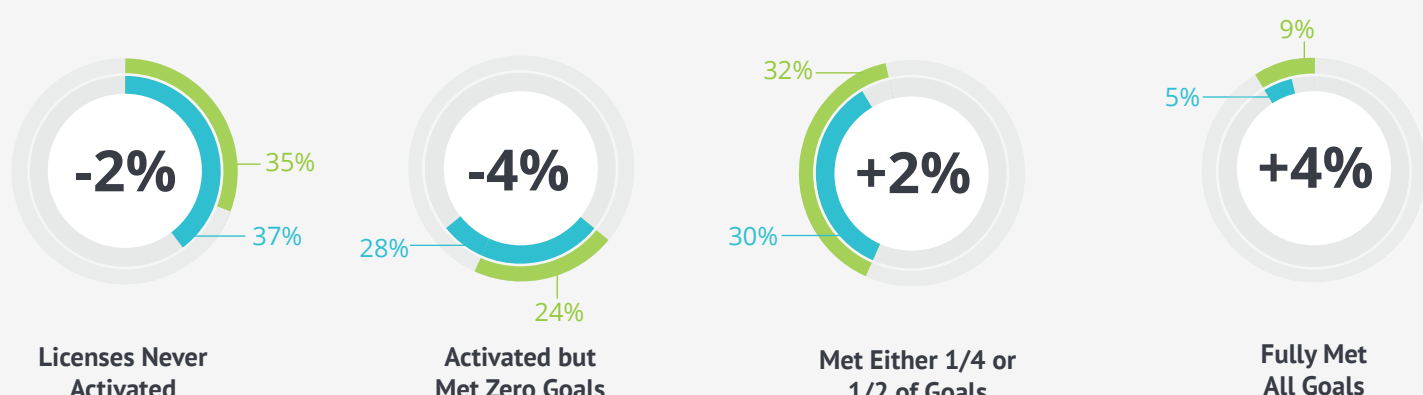
- Greater utilization and fidelity in districts across the country.
- Increase in number of products in edtech market.
- Districts optimizing operations, purchasing and implementation.



Percentages based on analyses of paid student licenses of core math and language arts products by K-12 schools in the US.

USAGE TRENDS

2015 2017



Trends point to significant increase in usage, though opportunities for improved fidelity across all organizations remain.

EdTech Price Index (EPI)TM

Weighted cost of licenses actually used.
Ideal EPI of 1.0 means every \$1 spent is fully utilized.

$$EPI = \frac{\text{Total License Cost}}{\text{Cost of License Actually Used}}$$



Lower EPI = Better Budget Efficiency

2015 EPI = 2.86
2017 EPI = 2.44

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

Trends Contributing to Increased Utilization

Districts Improving Implementations: Educators, organizations and their product provider partners focusing more effectively on examining and reallocating resources to provide appropriate professional development, support and materials may be driving a more holistically successful program implementation.

A Northern California middle school needed to determine whether or not a high-cost math program was working for students, and what data-led adjustments were needed for implementation and support. Better data in a timely manner ensured that investments were yielding achievement.

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 IMPACTTM), 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 (Utah's 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 100kbps 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. (ref: Education Superhighway, 2017 State of the States 2017)

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.

A+

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

www.LearnPlatform.com

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Findings based on in-district analyses from 2014-17, utilizing LearnPlatform IMPACTTM Analysis, in-application usage trends, resources, data integrity, methods and processes available in the LearnPlatform Resource Center.

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 synthesis reflects 73 K-12 schools in multiple districts and states, with more than 36,000 students utilizing the same six products in the 2015 analysis, plus one additional well-known digital learning tool. 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 LearnPlatform; specifically tracking the extent to which students used their licenses in relation to the fidelity goals for each environment on the aforementioned digital tools.

EPI listed for this study only. EPI reflected herein are calculated based on licensing fees, utilization rates within and across the specific products, organizations and studies referenced above. EPI can be calculated for individual products, suites or organizations.

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