

## HERE'S THE SCOOP

### **You have some interesting curricula titles like Video Game Design – how or why did you choose them?**

It's all about engagement. We choose our topics to be engaging to the digital age student. Students are incredibly savvy these days. With the Internet and their exposure to so many things – students know where the world is heading. We take advantage of the student's interest in the future and bring that future into the classroom. We give them the taste of discovering new ideas, new solutions, and new ways of approaching real world problems. The titles are interesting because our curricula are. Learning can be fun, but it has to start with engagement.

### **Your company seems to be unique – how would you describe the culture?**

Our culture is as engaging as our software. We're a little quirky – we have to be. We're highly creative types, but overall we are just a warm and inviting group of people who enjoy talking and working with educators. Without question, we follow the mission – build authentic relationships with everybody we work with.

It's just who we are. In fact, we have teachers planning summer vacations just to come and hangout with us. That's pretty remarkable. We cherish that teachers want to be a part of our culture. They've bought in to who we are and they want to share time with us. Our culture is truly a basis for our continued success.

### **What are teachers saying about your curricula?**

It's not just what the teachers are saying about our curricula that has us excited; we've gotten the same response from administrators and students. We have teachers telling us about how revitalized they feel about their classrooms and teaching. There's no better praise than stories of students coming to school early and having to be kicked out after class.

### **Are there really no salespeople at your company – what's the advantage to that?**

It's true – the educator has a direct line to the people who make the curricula they are using. This is incredible for both the educator and us. It means that we know educators by their first names. Educators are real people with real stories to the development team. In development meetings, we talk not only about a product, but also about what a teacher says or thinks about it.

A lot of our good ideas come from educators and their students. We don't know everything, but we are smart enough to listen to the teacher in the trenches and to react to their insights.

### **Teachers are challenged with meeting assessment and standards – how do your curricula help them achieve their goals?**

Not only are teachers and administrators challenged, so are the students. Everybody is stressed about assessments. But engage a student with the standards in a way that is relevant to them, and you make the connection between learning and the real world.