



2019

Annual Report

**Celebrating the EdReports
tradition of elevating
educator voices and by
educator, for educator
reviews**



Letter

Dear Friends,

When EdReports launched its very first reviews in 2015, we were driven by the belief that reports developed by educators, for educators would lead to independent information that could empower local districts to pick the best curriculum for teachers and kids. Fast forward five years and that belief has only grown stronger.

Educators are at the heart of our mission and the work we do every day: they sit on our board, help design our rubrics and evidence guides, and conduct our reviews. Our 2019 annual report celebrates the leadership of accomplished educators at EdReports and recognizes the collective impact we have had on the quality of instructional materials reaching teachers and students.

Core to our mission is the need to empower educators with information so they can advocate for better materials in their own states and districts. To make this priority even more explicit, we launched the [Klawe Fellowship](#), a program that trains and supports educator reviewers to develop leadership skills to make a lasting impact in their communities.

In 2019, we continued our expansion into new content areas releasing inaugural reviews of [middle school science materials](#) and English language arts [foundational skills supplemental programs](#). We also committed to [learning more about the instructional materials market](#) and gained insights into how information about standards alignment can shape the curriculum that reaches classrooms.

Our work is reaching local decision makers whose choices impact a generation of students. An increasing number of [school leaders report having heard of EdReports and are using our reviews](#) to identify, select, and implement instructional materials. In fact, [districts representing more than 11 million students](#) have been documented using EdReports to choose curriculum. We're honored to be partnering with many of these districts, such as [Baltimore City Public Schools](#), and states, such as [Wisconsin](#), as they devote time and resources to supporting smart adoption practices.

As we look forward to 2020 and beyond, we'd like to thank all those who made this work possible – from the eight Klawe Fellows and over 600 educator reviewers to the more than

one million educators who have explored our reviews to support informed choices about instructional materials. Working together, we are improving K-12 education by ensuring teachers and students have the quality content they need to succeed today and for years to come.



Eric Hirsch
Executive Director

Impact Data



Number of Instructional Materials Reviews Published

2019

666

175

ALL TIME (AS OF 2019)

83

68

24

Math

ELA

Science

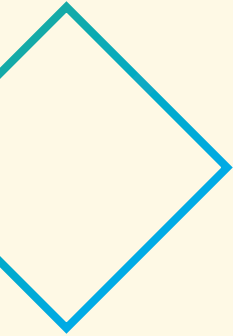
ALL REVIEWS PUBLISHED IN 2019

Number of Documented Districts Using EdReports

886
Districts

REPRESENTING

11M
Students



District Highlight: Chicago Public Schools

In 2019, we were proud to partner with Chicago Public Schools, a district of 350,000+ students, not only because of the number of students it serves but because of CPS' commitment to ensuring all students within its diverse population have access to [materials that will meet their needs](#).

Using our review tools as a base, we worked closely with CPS leaders and content experts to develop local criteria for for instructional materials and incorporate them into a CPS-led review process.

“When we decided to focus on instructional materials, we turned to EdReports to support us in holding a high bar for quality and standards-alignment. Through our work together, we were able to prioritize the factors that are most important to our district.”

– Lily McDonagh,

Office of Instruction, Chicago Public Schools



Number of the Largest 200 Districts Documented Using EdReports

80

School Leaders Who Have Heard of EdReports*



Of the 40% of school leaders, 27% indicated they used EdReports to identify, select, or implement instructional materials

*RAND American Educator Panels

District Highlight: Baltimore City Public Schools

"I've been a part of the district for 45 years, and the city has never done an adoption in quite this way before. In the past, educators would simply receive materials that had already been decided on. I've never known the district to put so much effort into looking at the research and bringing so many stakeholders together to make this decision."

– Mary Donnelly,

Principal, Baltimore City Public Schools



REDEFINING ENGAGEMENT:

How Baltimore City Public Schools Transformed its Approach to Adopting Instructional Materials

edreports.org

Baltimore City Public Schools' English language arts adoption highlights the power and lasting impact that comes with involving educators and the community at every step of the instructional materials selection process.

[READ THE CASE STUDY](#)

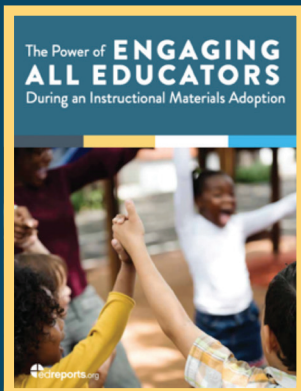


District Highlight: Fife Public Schools

“We wanted to ensure that we not only chose the best materials for our students but that the teachers who would be using those materials had a real say in what was chosen.”

– Jennifer Burrus,

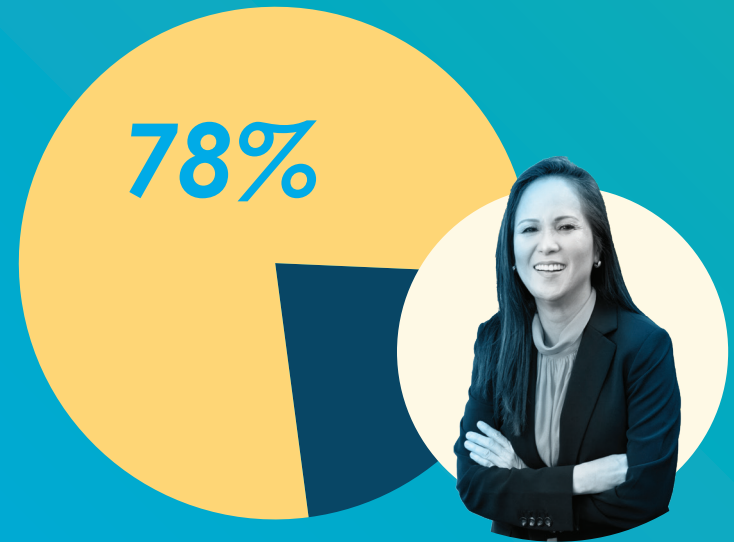
Instructional Facilitator, Fife Public Schools, WA



Fife Public Schools' K-8 math adoption offers a model for engaging all educators, selecting for local priorities, and ensuring teacher voice is integral to a district's curriculum decisions.

[READ THE CASE STUDY](#)

District Leaders who Have Heard of EdReports*



Of the 78% of school leaders, **58% of them used the reports and said the reviews were at least somewhat helpful**

*EdWeek Marketplace data based on a 2019 survey of 800 district leaders



Collaborations with State Departments of Education in 2019



Number of Publishers That Have Changed Their Materials in Response to Edreports Reviews

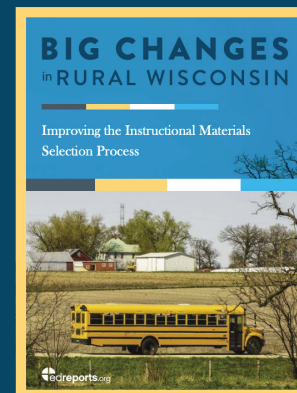
27

State Highlight: Wisconsin

“We saw the power of the teams learning together and the collective wisdom that they can bring back to their schools. We suspect that it’s going to change forever the way materials are selected.”

– Billie Finco,

School Improvement Services Director, CESA #4, WI



A group of rural districts in Wisconsin illustrate how educators from different towns can work together to strategically engage publishers and develop a new materials adoption culture.

[READ THE CASE STUDY](#)



State Highlight: Massachusetts

In 2019, EdReports launched a partnership with the Massachusetts Department of Elementary and Secondary Education to support a collective of school districts with professional learning on the characteristics of high-quality materials and best practices for selecting standards-aligned programs. We've seen great success in this model where states convene districts to work alongside each other as they engage in thoughtful adoption processes.



“Being able to investigate materials on a deep level with all the evidence from EdReports reviews easily accessible made a real difference in how we could approach making our adoption decision. The process was less about what our neighbors were doing or bells and whistles of publisher presentations and more about how the programs would meet student needs.”

– Marc Smith,

*Director of Curriculum, Instruction, and Assessment,
Monomoy Regional School District, MA*

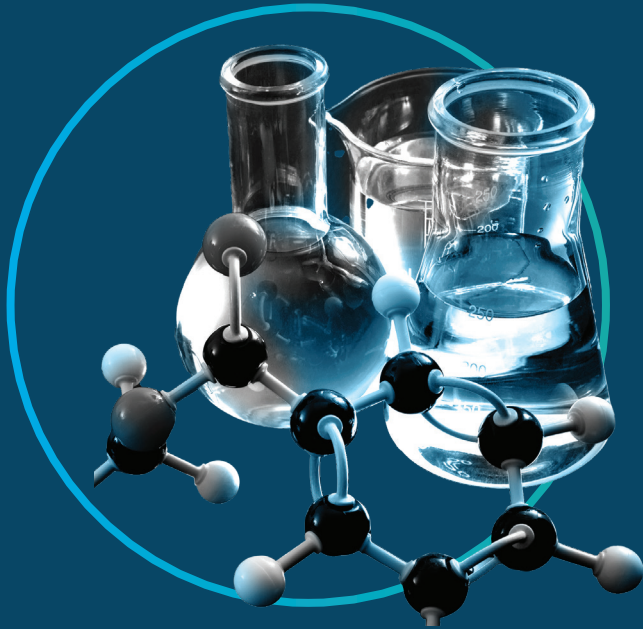
EdReports.org Page Views

In 2019, nearly 500,000 unique visitors accessed 1.9million pages of reports, blogs, and research about instructional materials.



New in 2019





“Materials are integral to ensuring students have the opportunities for curiosity and wonder balanced with structure and guidance so they ultimately understand the science behind the questions they are exploring.”



Morgan Martin
Educator, Science Reviewer

Middle School Science Reviews

In February 2019, we were proud to release our first round of middle school science reviews. With 19 states (including Washington, D.C.) adopting the Next Generation Science Standards (NGSS) and 21 other states adopting standards informed by the NGSS and *A Framework for K-12 Science Education*, we have seen a clear need from the field for materials that are designed for the innovations of the NGSS.

Our content review teams, comprised of expert science educators from across the country, analyzed programs over the course of several months. Hundreds of hours were spent on each program identifying evidence and scores for the five characteristics of NGSS innovations: Making Sense of Phenomena and Designing Solutions to Problems, Three-Dimensional Learning, Building K-12 Progressions, Alignment with English Language Arts and Mathematics, and All Standards, All Students.

Ultimately, we hope our reviews help ensure teachers have the resources they need to foster student success. We plan to release additional middle school and K-5 science reviews in 2020.



ELA Foundational Skills Reviews

In November 2019, EdReports broke new ground when it released its first reviews of supplemental English language arts foundational skills programs.

Through market research and our work with educators across the country, we know that many school districts supplement ELA instruction with a foundational skills program. Independent analyses of these programs have largely been absent, leaving teachers without reliable information on the quality of their curriculum. These new reports serve to fill this information gap.

Our content review teams include early learning and literacy educators who evaluate materials over the course of several months. These reviews can empower educators with the evidence they need to select materials that will support students as they grow into increasingly sophisticated readers. Reviews for foundational skills supplements will be released on a rolling basis.



Inaugural Klawe Fellowship

In the fall of 2019, we welcomed the inaugural cohort of Klawe (Kla-vay) Fellows comprised of eight dedicated, innovative educators.

The Klawe Fellowship, named after founding EdReports Board President, Dr. Maria Klawe, was launched as an opportunity for current and former EdReports reviewers to build their leadership skills as they advocate for high-quality instructional materials at the local, state, and national levels.

The Fellowship cohort will continue until summer 2020 when Fellows will have the opportunity to reflect on and present the impact that they have had on their own communities

“There are a lot of factors we can’t control in education, but one factor we can control is what we put in front of our students. If we want our students to be the best they can be, then we have to give them the best curriculum and the best resources we have to offer.

Our future depends on it.”



Jenni Aberli
Educator, ELA Reviewer, KY

We Can Ignite Our Voices to Advocate for Quality Materials

Educator and science reviewer Minna Turrell describes her journey advocating for great content and resources to support teachers and students in the classroom.



How I Used EdReports to Advocate for Quality Materials

Educator and math reviewer Steve Lebel, Ed.D talks about how he advocated for high-quality instructional materials and inspired his colleagues to do the same for their students.



High-Quality Materials Can Change a Student's Life

Louisiana teacher and ELA reviewer Tammy Schales shares her story of how high expectations and quality materials transformed a student's life.



Reviewer Data



Number of Reviewers

469

from 48 states, including DC

Educator Hours Spent
Conducting Reviews in 2019

Over 30,000 Hours

Reviewers' Average Years in
Education

17

Reviewers' Total Years
Experience in Education

8,052

"When I began my teaching career, I could barely speak up in a faculty meeting. But now, because of the professional learning and leadership development I have gained from organizations like EdReports, I can sit down with CEOs of multi-million dollar corporations, with state and local policy makers, and with district leaders to advocate for better materials and a better education for all students."



Dr. Erika Henderson
Educator, ELA Reviewer, MS

State of the Instructional Materials Market



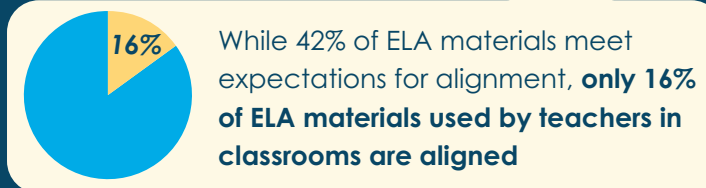
% of the Known K-12 ELA & Math Market Reviewed

Reviewed Not Reviewed

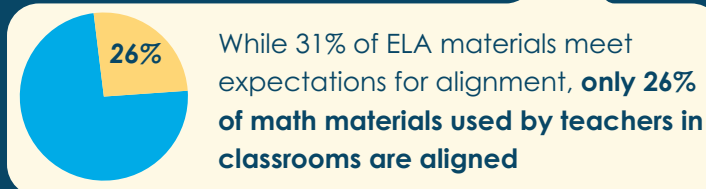


Of the ELA materials EdReports has reviewed:

Does Not Meet Expectations Partially Meets Expectations Meets Expectations

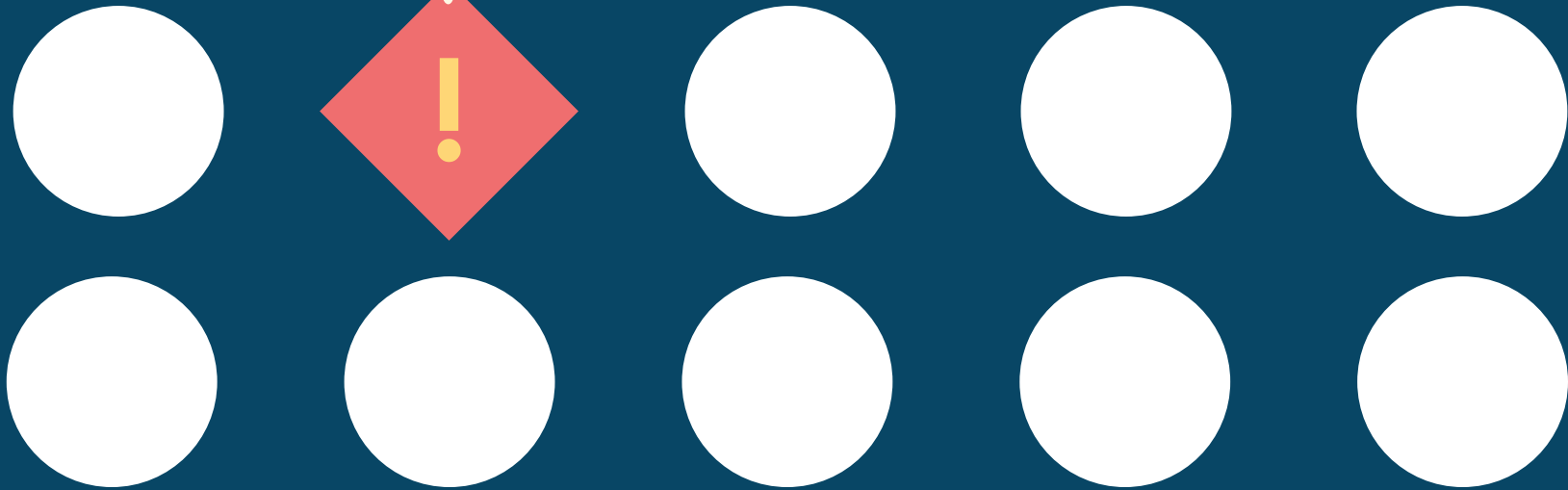


Of the math materials EdReports has reviewed:

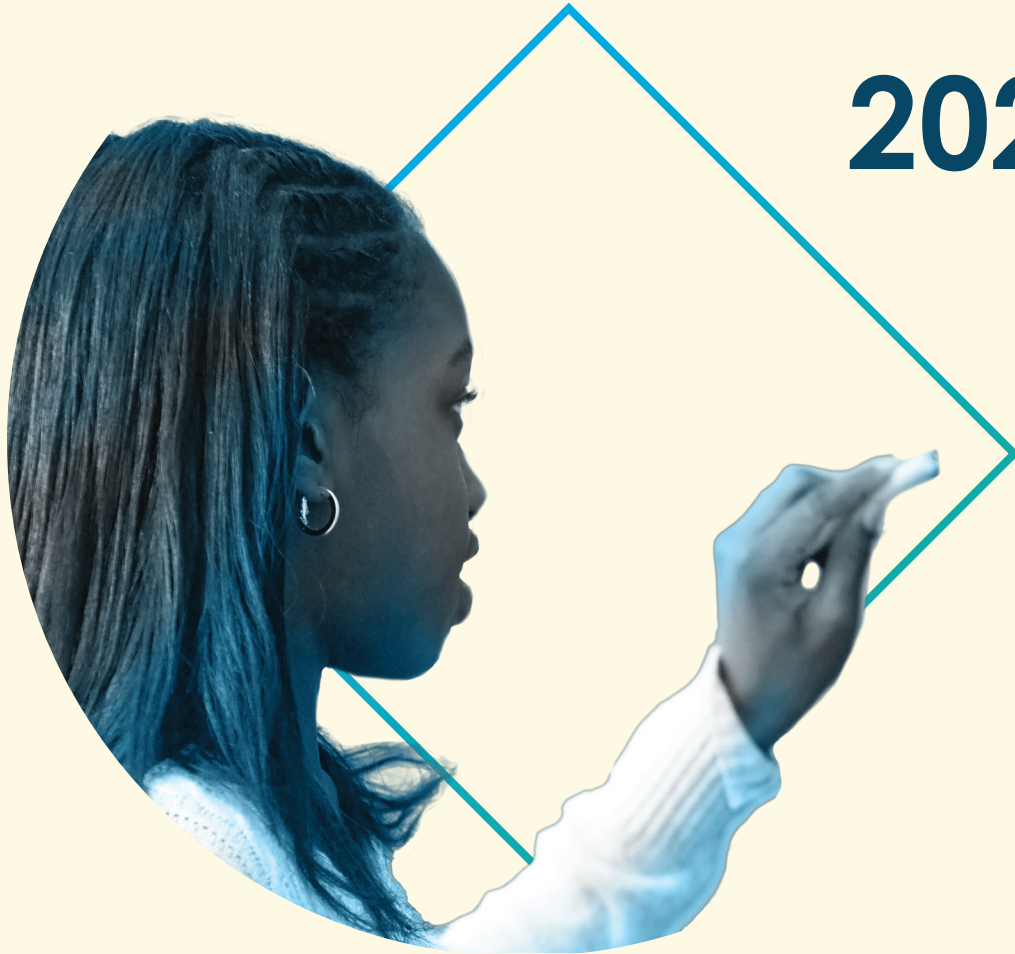


1 out of 10 ELA classrooms are using pre-2012 materials.

Even while we know that newer materials are more likely to be aligned, new findings tell us that older materials are still widely impacting classrooms. **Millions of students across the country are missing out on almost a decade of innovations, progress, and content during the course of their K-12 education.**



2020 & Beyond



2020 & Beyond



The launch of EdReports inaugural math reviews made *EdWeek's* 2019 top stories of the decade. It's exciting to think how far we've come since those first reports. We are inspired by all the changes we have seen and continue to see in the instructional materials market as materials become more aligned and districts commit to smart adoption practices as they select new curriculum.

But we know there is still more work to do to ensure quality content actually gets into the hands of all students. In 2020, we will release our initial K-5 science reports and continue to review foundational skills programs, K-12 English and mathematics, and middle school science materials.

We are also dedicated to expanding our partnerships with states and districts to support them in identifying high-quality instructional materials that will meet local needs and to ensure these materials are being implemented in classrooms. We can't wait to share more voices and stories of the dedicated educators we meet as we work together to fulfil the promise that all students receive an education that prepares them for college, careers, and beyond.



Financials

The financial information summarized in this annual report is from the unaudited 2019 EdReports Financial Statements.

Complete financial statements will be included in our audited financials. Audit to be conducted by Frank, Rimerman + Co. LLC, Certified Public Accountants

Percentages are rounded to the nearest whole percent.

Statement of Financial Position

ASSETS

Total Current Assets \$8,652,711

LIABILITIES & NET ASSETS

Total Current Liabilities \$174,664

NET ASSETS

Without Donor Restrictions \$5,281,113

With Donor Restrictions \$3,196,935

Total Net Assets \$8,487,047

Total Liabilities & Net Assets \$8,652,711

Statement of Activities

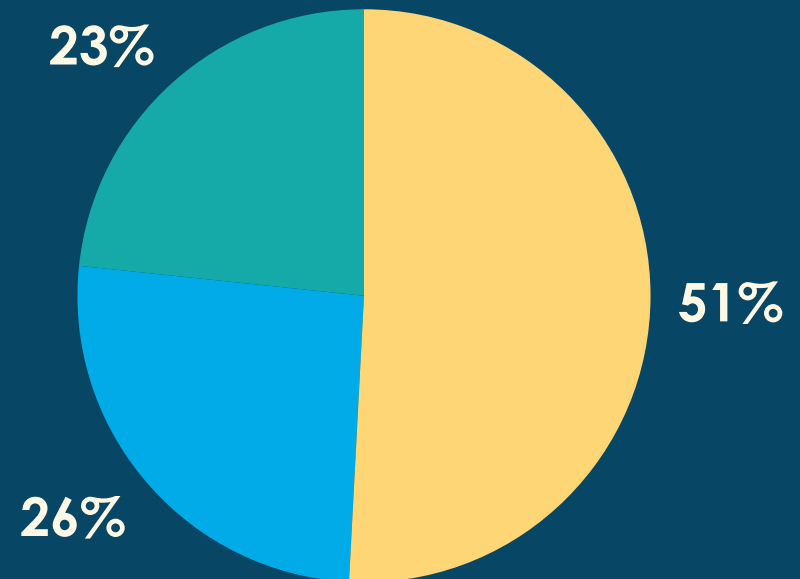
REVENUES

Unrestricted Contributions \$1,966,674

Unrestricted Other Revenue \$999,955

Restricted Contributions \$895,000

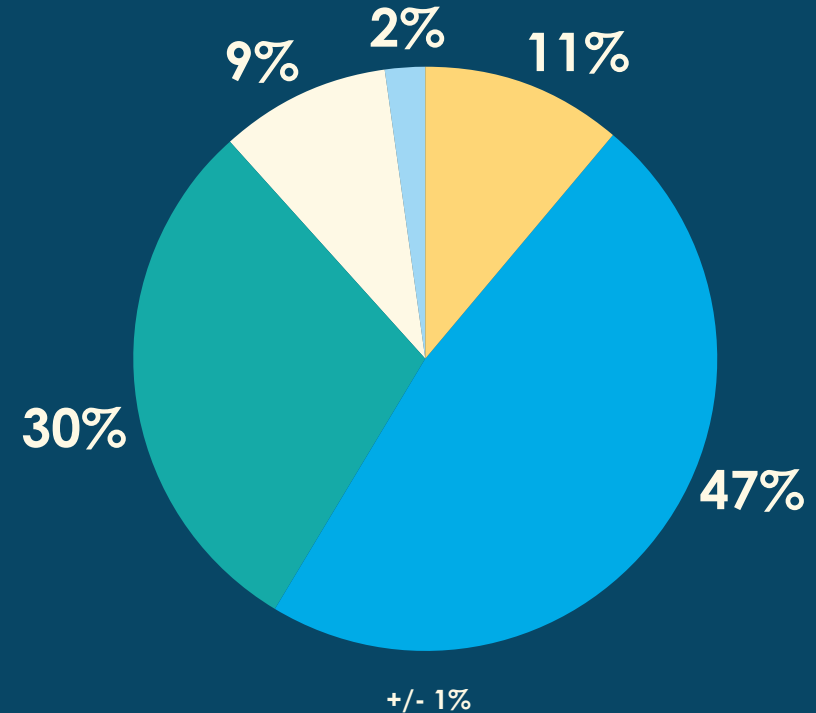
Total Revenues \$3,861,630



Statement of Activities (continued)

EXPENSES

Building Organizational Capacity	\$669,514
Identifying Excellence	\$2,812,104
Increasing Demand for Excellence	\$1,771,774
Total Program Services	\$5,253,362
Management & General	\$557,512
Fundraising	\$122,821
Total Support Services	\$680,333
Total Expenses	\$5,933,695



CHANGES IN NET ASSETS W/ DONOR RESTRICTIONS

Restricted Contributions	\$895,000
Net Assets Released from Restrictions	\$(3,624,436)

Change in Net Assets with Donor Restrictions

\$(2,729,436)

CHANGES IN NET ASSETS

Net Assets at Beginning of Year	\$10,550,113
Net Assets at End of Year	\$8,478,047

Change in Net Assets **\$(2,072,066)**

Additional Information

Funders

Our efforts in 2019 were made possible by the generous support of the following funders:

BILL & MELINDA
GATES foundation



CHARLES AND LYNN
SCHUSTERMAN
FAMILY FOUNDATION

Overdeck
Family
Foundation



WILLIAM + FLORA
Hewlett Foundation

We remain grateful to all of the foundations that have supported EdReports over the past five years:

Bill & Melinda Gates Foundation

Broadcom Corporation

Carnegie Corporation of New York

The Charles and Helen Schwab Foundation

The Charles and Lynn Schusterman Foundation

The Helmsley Charitable Trust

Oak Foundation

Overdeck Family Foundation

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The Stuart Foundation

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SCORE Senior Policy
and Research Analyst

About EdReports.org

Our Mission

EdReports.org is an independent nonprofit designed to improve K-12 education. EdReports.org increases the capacity of teachers, administrators, and leaders to seek, identify, and demand the highest quality instructional materials. Drawing upon expert educators, our reviews of instructional materials and support of smart adoption processes equip teachers with excellent materials nationwide.

Our Vision

All students and teachers will have access to the highest quality instructional materials that will help improve student learning outcomes.

Our Theory of Action

Credible information against quality criteria in a quickly changing marketplace helps educators make better purchasing decisions and improve student performance. Identifying excellence and improving demand for high-quality, aligned instructional materials will improve the supply of quality materials over time, leading to better student achievement outcomes.

