



THE EDGATE STANDARDS CORRELATION METHODOLOGY

EdGate's patented correlation process provides the most accurate, cost-effective alignments to educational standards in the industry.

EdGate Correlation Services
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EdGate's Patented Method of Aligning Curriculum to Educational Standards

K-12 standards change constantly. Standards language differs from state-to-state. However, at the core, it's the educational concepts that really matter to educators. That's why EdGate built a proprietary taxonomy. The taxonomy allows EdGate to offer a "Once and Done" correlation. Content is tagged just once for mapping to any set of applicable standards. EdGate's work is rooted in U.S. and international education standards and the refinement of our methodology over the past twenty years has given the company the ability to fully understand what is being taught in classrooms across the world.

Company Overview

EdGate was founded in 1997 by a group of Educators, Administrators, and Parents in the greater Seattle, Washington area. This group recognized the power of the Internet as a teaching tool and developed a simple, practical way to harness its vast resources. The idea was to create a customized website to house, organize, and centralize educational resources aligned to state standards. As a pilot program, interested education leaders from around the country traveled to Washington to view this working model of content and technology and how it effectively integrated into the educational experience. These educators founded a company called EdGate, short for Educational Gateway. EdGate began marketing their standards alignment product which they called the Curriculum Matrix and years later, the Matrix grew to encompass all state standards in the four core areas and soon afterward included alignments for all subjects.

As part of a state-wide contract with Wyoming, EdGate was asked to correlate content from several supplemental publishers. The publishers were thrilled with how quickly, accurately, and cost-effectively EdGate performed the correlations, and news of this successful project brought inquiries from other publishers. In 2002 EdGate Correlation Services was born.

EdGate employs a full-time, dedicated team of experienced educators. Each team member is equipped with deep knowledge of both the subject areas and the various standards. Over the years, EdGate staff has reviewed and correlated millions of content items for more than 250 educational publishers.

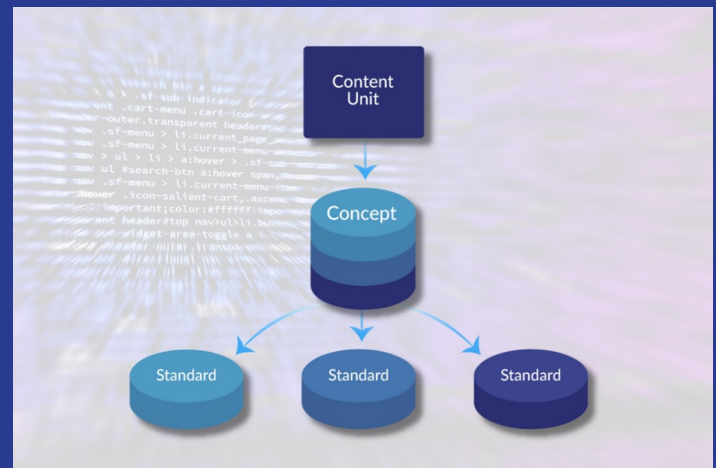
EdGate Controlled Vocabulary System®

When EdGate researched the best way to align content to state standards, several observations dictated the direction that the company would ultimately take in the development of the technology to support utilizing its patented correlation methodology.

1. State standards are concept based. Therefore “natural language”, “free text”, or “topic” searching and structure does not provide accurate, consistent, or comprehensive results;
2. State standards are specific in one state and very general in another. The EdGate system addresses the variation of standards language;
3. EdGate researched several available controlled vocabulary systems and found that none of the lists adequately and effectively addressed the topics covered in standards across the United States and other countries. Realizing the need for a taxonomy that specifically represented the concepts taught in the educational standards, the EdGate Controlled Vocabulary came to fruition. Since its inception, the EdGate Controlled Vocabulary has been honed and refined over the two decades of EdGate’s history to maintain its integrity across EdGate’s vast repository of content and standards.

The EdGate Taxonomy

The EdGate Controlled Vocabulary System (CVS) was developed from EdGate’s Concept Index/ taxonomy. The taxonomy is a list of educational concepts broken down by subject area. The CVS reflects concepts that are taught as part of the educational standards in each subject area. The basis for the taxonomy is rooted in the educational standards from both the United States and International standards and the refinement of the taxonomies over time have given EdGate the ability to fully understand what is being taught in the classroom.



As an example, when a content unit (such as a book, lesson or video) has been associated with a Concept Index term(s), the data is uploaded to EdGate’s system where EdGate’s proprietary technology dynamically “marries” the content to the standards. The system searches for standards which contain the same Concept Index term(s) applied to each content unit. It is through the matching of the Concept Index term(s) that the content correlates to the standards.

The most efficient component of the EdGate Controlled Vocabulary System® is its dynamic and immediate re-alignment. As with all standards in the repository, EdGate’s subject matter experts (SMEs) correlate each standard utilizing the appropriate Concept Index Terms and these are loaded into the repository. Once the applicable Concept Index term(s) have been applied to content by one of EdGate’s SMEs and the data is entered into the system, the technology takes over and any new alignment is immediately available for review by the customer. After the initial alignment is completed, other standards from our repository can be purchased and added to the client’s profile, which automatically maps themselves to the content, regulated by the Concept Index term(s) placed on both the standards and the content.

Key Aspects of EdGate's Correlation Methodology

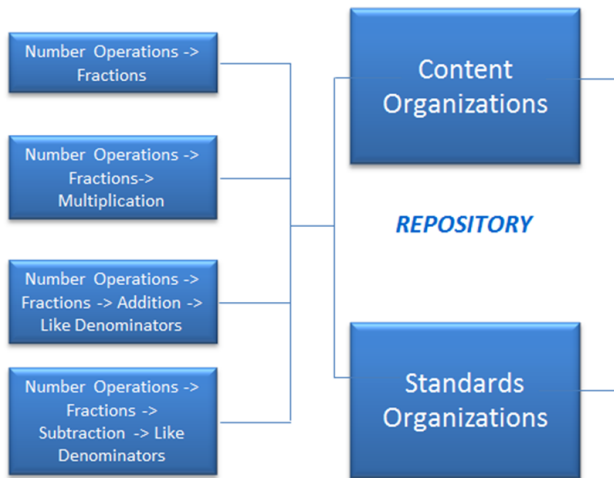
- Ability to correlate content once and align to all applicable standards across states, countries, provinces.
- No re-correlation when standards change.
- Cost-effective: No state-by-state correlations.
- Wide breadth of standards: Language Arts, Math, Science, Social Studies, CTE, Early Childhood, Social & Emotional Learning, International standards.
- Strong subject matter expertise with deep understanding of educational standards.

The EdGate team meets regularly to discuss specific state standard issues, expansion of the EdGate Controlled Vocabulary System®, and the quality of alignments. This team collaboration is also the basis for the ability of EdGate correlations to be cross-curricular if relevant and desired by the client.

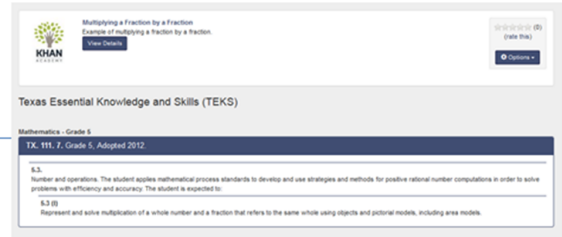
Additionally, EdGate's Curriculum Matrix® product has been recognized with several U.S. Patents, the most recent in January of 2019. Please find info here: <https://patents.justia.com/assignee/edgate-correlation-services-llc> The Curriculum Matrix alignment of open educational resources uses the same patented technology to apply concepts and subsequently align those concepts to all applicable educational standards. The methodology used inside the Curriculum Matrix is used throughout all EdGate's projects and relies on EdGate's Controlled Vocabulary and robust taxonomy.

As an example of how the Patented Methodology works, please see visuals on the next page. A Khan Academy resource is tagged with the same concepts, creating an alignment to both Texas Standards and Ontario standards.

Concept Index Terms



Correlations



Concept Index Terms



Correlations



EdGate Qualifications

EdGate has earned a reputation for being the leading provider of educational services with the primary focus on content-to-standards alignment. EdGate's correlation business has thrived because the accuracy of its content alignment is sound, high quality, and meets the expectation of both the client and the end-user. Several factors have contributed to this validation:

- EdGate aggressively manages the acquisition and updating of a comprehensive standards repository which currently hosts over 5 million standards.
- EdGate employs educators who have the proven expertise to distill content down to key concepts that accurately align to state, national, and international standards.
- EdGate has developed a methodology that has been successfully tested for accurate curricular and cross-curricular alignment and can focus a correlation to address the client's specific needs, such as a very broad correlation for a collection of resources or a very narrow correlation for assessments.
- EdGate utilizes sophisticated proprietary technology that allows the process to be dynamic and extremely cost-effective. The management and updating of hundreds of thousands of standards and content alignments is seamless to the publisher and end-user.

- EdGate monitors correlations through a process of gap analysis and has established thresholds for accuracy in alignment. Using several back-end administrative tools, the staff has developed specific methods for reviewing groups of standards and maintaining the proprietary EdGate Controlled Vocabulary System® that acts as the intermediary.

To meet the challenges of correlating to thousands of similar but not identical standards, EdGate utilizes the power of technology and the professional experience of subject area experts to align content for each customer.



Correlation Delivery

For two decades, EdGate has worked and collaborated with Publishers on a national and worldwide scale. The company's years of experience, knowledge of the industry, and understanding of the needs in the K-12 market have proven that clients need their correlation data in a variety of formats. The following are examples of delivery options.

ExPERT Reporting Tool. ExPERT is EdGate's online reporting tool which provides our clients the ability to query the EdGate system and extract "live" correlation data, generating reports in HTML, Excel, Word and/or PDF to the currently implemented state and national standards. There are two types of searches/reports available within the ExPERT tool; 1) Standards Search and 2) Content Search. Both options provide the same correlation results, only from slightly different perspectives. Access to the tool is via password-protected login through the EdGate website and is limited to Client staff use only. It is not for public distribution. Access is provided via monthly license periods (30-day increments) or as part of an annual maintenance service.

Correlation User Interface (iFrame). Clients who wish to market or "publish" their correlations on their website work with us on the development of a Correlation User Interface (i.e., CUI, iFrame). EdGate can brand and match the color schemes for the CUI to match that of the client's website. With the required credentials, JA can embed this iFrame into a specific page of its website, where the end-user can freely and easily query correlation data specific to their needs. The CUI is designed to maintain the look and feel of the client's website while the retrievable, "live" data is hosted on EdGate servers.

Bulk Download Files (CSV or XML). A Bulk Download is a great option for our technically-savvy partners who wish to maintain control of their correlation data. Bulk downloads are available to both our licensing and correlation clients with data files delivered and accessible through a password-protected web interface each week. EdGate will provide Client with the ability to receive, on a weekly basis, updated files of the Standards and all associated Content Units. The files are easily ingested by the client's technical team and the data can be used to support correlation search results for a client created user interface. Each standard is identified by a Universal Unique Identifier (UUID) and provided in a hierarchical format as outlined by the state. The bulk download files are not to be distributed to a third-party vendor or used outside of the Client system.

Web Service (API). The EdGate Correlation Web Services API provides a method of remotely accessing correlation data hosted by EdGate. The EdGate Data Service API is a REST-based API platform that allows clients direct, secure access to the EdGate data repository. The data is delivered in JSON format and can be used to seamlessly integrate live correlation data into your application or website. Using the API gives clients and their developers complete flexibility and control in creating tools to display standards and correlation data. Access to the API is secure and protected via public/private key-based authentication. The Web Service (API) data may not be distributed to a third-party vendor or used outside of the Client's system.

Examples of work supporting Standards alignment within educational resources

EdGate services small, medium, and large organizations with their instructional and assessment content.

A full list of EdGate clients can be found here: <http://correlation.edgate.com/clients.html>

Capstone | Coughlan Companies

EdGate provides the correlation of Capstone readers in print, paperback, and hardback titles, as well as eBooks. Content is correlated to U.S. educational standards, as well as international standards. Capstone utilizes the EdGate ExPERT and Advanced Reporting Tools and has two CUI's supported by EdGate.

Infobase

Infobase is a long-time client of EdGate's. Over the years EdGate has reviewed and aligned thousands of videos for Infobase. The work includes video review and segmenting, description writing, and correlation to thousands of standards. Infobase has several Correlation User Interfaces, powered by EdGate.

Minecraft

EdGate aligns hundreds of Minecraft lessons to educational standards, making the connection to ELA, Math, Science, Social Studies, Arts, and Technology Education. Lessons are aligned to U.S. and International standards. Minecraft utilizes the EdGate API and ExPERT reporting tool.

Junior Library Guild

EdGate provided the correlation of thousands of Junior Library Guild K-12 book titles. Book titles were correlated to U.S. standards, including Indiana Core (INC) and Iowa (IAOLD), as well as international standards. Junior Library Guild accessed the ExPERT Reporting Tool and we hosted a CUI for them.

NBC Learn

EdGate manages the ongoing alignments of batches of NBC Learn videos. Prior to publishing the videos live on the NBC site, EdGate reviews and aligns the videos to standards.

The Rosen Publishing Group

The EdGate team handled the correlation of supplemental book titles as well as a database of online books and articles, approximately 15K titles across all divisions. Content is correlated to U.S. standards as well as international standards. The Rosen Publishing Group utilizes the ExPERT and Advanced Reporting Tools, and EdGate hosts fourteen product-specific CUIs for them.

Wiley Publishers

EdGate aligns Wiley Textbooks for grades 9-12. Content is correlated to U.S. educational standards, including AP Course Descriptions. Wiley utilizes the ExPERT Reporting Tool and EdGate hosts a Correlation User Interface for them, allowing the Wiley content to be searchable and displayed in several different ways.