



## **A brief evolution of our Efficacy reporting**

In 2013, we committed to reporting on the efficacy of our products in a transparent and rigorous manner and to opening up those results to an external audit by 2018. Since that time, we have been busy building the tools and processes to make this a reality.

In March 2015, we did our first dry-run by reporting on five products on our Efficacy website. While those reports were a good first effort, they were a bit too focused on the process of efficacy, and not the evidence of impact. We learned from that and, in March 2016, launched 13 reports focused more on learner outcomes and the evidence of impact against those outcomes. But, we were early in the process and those reports contained more plans than true evidence.

This year's reports are a marked improvement. Our agenda has matured such that we now have several pieces of rigorous evidence that allow us to make strong claims of impact. While the research is ongoing, we are able to say that these products - when used as they are intended by educators - have a positive impact on the lives of learners. And in each of these cases, the research leads to more questions about how to improve the impact the products are having by supporting educators. This is truly the vision behind our Efficacy program.

We encourage you to read our reports to learn more about these products and their impact. If you want to learn more about the research behind the claims of impact, please see the "Research Report" that's at the end of every product page.