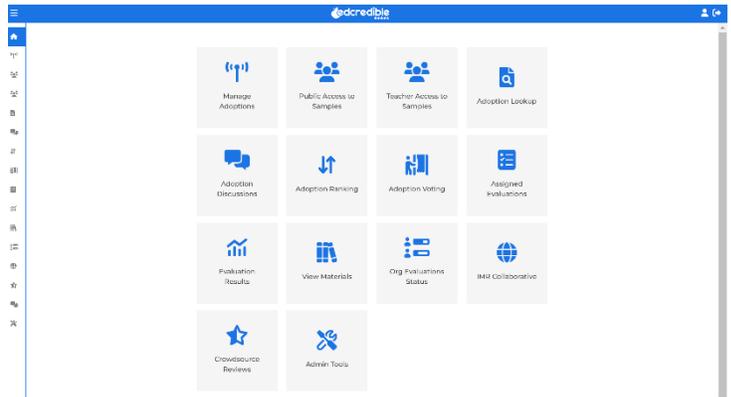
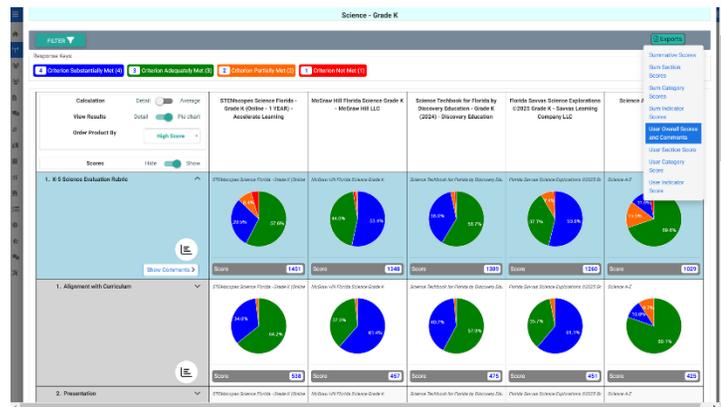


EdCredible's Value to Parents, Community Members and Professional Groups

- **Professional Adoptions with Fidelity:** By using EdCredible, a third-party software designed specifically for adoptions, parents and the public are assured that the adoption is run in a professional manner – with transparency and fidelity. This helps minimize the likelihood of a public protest.



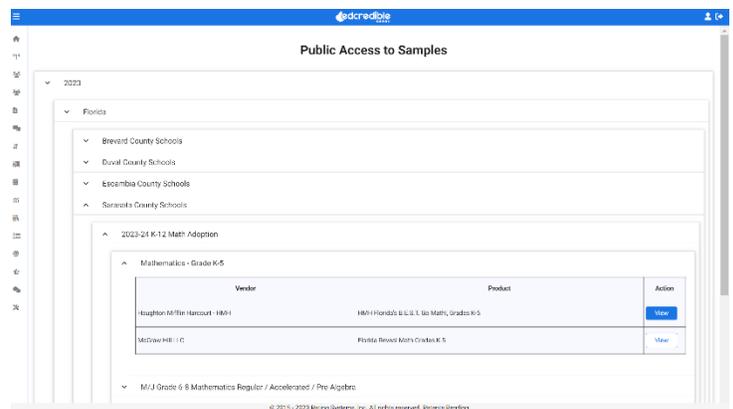
A professional looking system tells the community that the district is heavily invested and committed to selecting the highest quality instructional materials for *All* students.



High quality reports, graphs, and charts like this one reassures community members that products went through a rigorous and fair vetting process and that district decisions were data-driven.

- **Public Confidence in the "System":** EdCredible gives parents and professional groups confidence that the district fairly reviews all products and makes unbiased adoption decisions. EdCredible demonstrates the district's commitment to finding the highest-quality instructional materials for *ALL* students in the district.

- **Parents and Community Members Have a Voice:** The community at-large can easily participate in the adoption process to view digital samples and/or conduct evaluations. This dramatically increases the likelihood the community feels like a part of the process and that they are satisfied with the results.



Provide community access to view samples with a couple of clicks to make it easy for the public to access digital samples. This also demonstrates the district's commitment to transparency.



Kurt Fichtman, Founder & CEO
kfichtman@edcredible.com