edmentum™

Web Content

Included in this document are links to logos, short descriptions, differentiators, and messaging to add to your website.

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[.png Logo Download](#)

Edmentum - Short Description

This copy can be used on the bottom of your website or when describing EdOptions Academy curriculum.

Edmentum delivers research-based digital curriculum, interim assessments, and practice items aligned to state standards. Our powerful learning solutions blend technology with individual teaching approaches that are designed to engage students, meet them where they are, and help guide them to reach their full potential. We are committed to making it easier for educators to individualize learning for every student.

Why EdOptions Academy?

This can be used to help explain what sets your school apart. Include these points when explaining the main benefits of EdOptions Academy.

Main differentiators:

- State-certified teachers trained in online instruction
- Curriculum rooted in research-based instructional design
- Alignment to U.S. state and national standards
- Accredited by Cognia with AP®, NCAA®, and UC A-G approvals.

Extended descriptions of differentiators:

- **Highly qualified, state-certified teachers:** Students are taught by U.S. certified teachers who provide continuous progress monitoring and personalized learning. When learners enroll in classes, they are assigned online teachers to assist with their coursework. Our online teachers help students understand

edmentum™

Edmentum.com
800.447.5286
info@edmentum.com
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5600 W 83rd Street
Suite 300, 8200 Tower
Bloomington, MN 55437
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class material and stay on track to achieve their academic goals. All teachers are certified in their areas of specialization and have at least three years of classroom experience. Our teachers communicate regularly with learners through internal email and use the secure, web-based system to manage student grades, assignments, and tests.

- **Flexible program options:** Provide your students with the flexibility to complete coursework at times and locations most convenient for them.

- **Accreditation:** EdOptions Academy adheres to high-quality standards based on the latest research and successful professional practices. Our online high school is accredited by Cognia. This accreditation us the unique ability to offer high school credits and diplomas recognized by schools and colleges across the U.S. and around the world.

- **Quality standards-aligned content***: [Enter personalized content]* delivers quality academic content aligned to U.S. standards that has been proven to be effective and can be accessed anytime, anywhere.

- **Engaging curriculum:** *[Enter personalized content]* incorporates an engaging, age appropriate learning experience that emphasizes real-world applications. Learners are actively engaged and frequently interact with the content. Our active learning approach enables students to apply what they have learned, practice, and check their understanding.

- **Personalized learning opportunities that diversify instruction:** Flexible coursework with interactive, media-rich content, activities, and learning tools. Our flexible, prescriptive learning options provide each learner with a unique learning path to meet his or her individual needs.

- **Collaboration:** Students have opportunities to collaborate with each other, their teachers, and potentially for certain courses (U.S. History and Government) with their peers in the United States.

EdOptions Academy Teachers

EdOptions Academy's highly qualified teachers are a huge differentiator when speaking to the benefits of virtual learning. Be sure to consistently focus on this message and leverage some of the talking points below in outreach.

Highly qualified, U.S.-certified online teachers experienced in online instruction connect learning to real-life experiences and offer flexible program implementation and management designed for all virtual learning environments.

Marketing Tip:

Spotlight EdOptions Academy by highlighting a day in the life in your communications:

*Day in the Life of an EdOptions Academy Teacher **VIDEO***

Academy teachers:

- Respond to student needs via phone calls, text messages, emails or other forms of communications to provide direct instruction and any additional clarification
- Respond to all emails, messages, and text messages from the students, parents, or site coordinators
- Grade student work by providing feedback and encouragement
- Monitor students' progress and success
- Prepare weekly progress report data which includes current grade, end date reminders, recommendations concerning student pace, progress, performance, and remediation as needed
- Provide newly enrolled students an overview of help resources
- Contact students that haven't logged into program recently (typically five to seven days or more)

Benefits of Virtual Learning

Benefits of virtual learning and program uses help ground your audience in how or why they would need a virtual school. They also help guide your content creation.

The virtual school differs from the traditional school through the physical media that links administrators, teachers, and students. All student services and courses are conducted through Internet technology. Virtual schools provide students with the flexibility to retrieve lost credits and participate in out-of-school activities that they would not be able to engage in if confined to a traditional school day. In virtual learning environments educators connect with students needs digitally via phone calls, text messages, email, or other forms of communication to provide direct instruction virtually. Virtual learning supports:

- Schools or districts who want to expand course offerings
- Homeschool students
- Homebound students
- At-risk students
- Advanced students
- Students with scheduling conflicts

Program Uses

- Solve scheduling conflicts
- Expanded options for students
- Flexible credit recovery options
- Advanced offerings
- College and career readiness options

Curriculum Descriptions

This copy can be used when describing EdOptions Academy Calvert Learning curriculum for K-5 and Courseware curriculum for 6-12.

Calvert Learning - Short Description

Calvert's step-by-step lessons build creative problem solving and other lifelong skills needed to thrive in today's fast-changing world. Trusted for over a century, Calvert is known for its academic rigor and engaging approach that improves student performance.

Calvert's curriculum includes:

- An easy-to-use online platform that brings lessons to life with multimedia
- Project-based learning activities that build creative thinking and problem-solving skills
- Guided instruction — suggested daily schedules, clear objectives, teaching notes to help parents guide young learners.
- Best-in-class printed texts and online resources that engage young learners

Courseware - Short Description

Reach graduation goals and beyond with Edmentum Courseware, a flexible and dynamic digital curricula program for grades 6–12, designed to fuel first-time credit, credit recovery, and expanded course access. With more than 500 standards-aligned core, Advanced Placement®, career and technical education, world language, and elective courses, students can confidently prepare for their next step toward post-secondary education or the workforce.

Courseware includes:

- An incredible catalog of 500+ courses covering core, Advanced Placement®, CTE, world languages, and elective subjects.
- Dynamic instruction and media-rich curricula design to inspire self-directed, active investigation while focusing on efficiency.
- Unparalleled course flexibility with a custom course builder that allows educators to add, delete, or reorder content to accommodate student needs.
- Lasting impact and outcomes that supports the curricula's role in increasing on-time, four-year graduation and high course completion rates.