


## K12 Inc.



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- Situation** K<sup>12</sup> offers comprehensive curriculum, technology, community building, professional development, and consulting services designed to support online school systems and programs. Public and private schools, as well as individual households, use K<sup>12</sup> products and services to provide an engaging and highly effective online education experience for students in grades K–12. Students who have benefitted from K<sup>12</sup> materials include homeschoolers, struggling students, advanced learners, students who are from military families or reside overseas, gifted athletes and performers, and homebound students.
- K<sup>12</sup> serves students in all 50 states and over 70 countries, and has partnered with over 2,000 school districts. It has invested over \$240 million in curriculum and learning systems, and has delivered over 2.5 million courses online.
- Solution** The Design Channel was selected to produce extensive collateral materials and assist in the evolution of its brand. The agency will provide copy and design services in the development of brochures and sales tools targeting school and education system administrators.
- “We can’t wait to get started working with K<sup>12</sup>,” said David Franek, president and creative director of The Design Channel. “K<sup>12</sup> is a fast-moving company in a rapidly expanding field, and our experience in the education arena should serve as a solid foundation for K<sup>12</sup> to further strengthen its market presence.”
- Result** To date we have designed numerous pieces of collateral. The company continues to grow and will rely on TDC to design and produce new marketing materials.



## K<sup>12</sup> Partner Program for Full-Time Online Education

Services, Tools, and Expertise to Help Your School or District's Online Learning Program Thrive

### Client Services: Unparalleled Support— a Hallmark of K<sup>12</sup>

**Our Client Services Support is Always Accessible**

Our Client Services team is in place for one reason—to ensure your programs are productive and successful. Given the successful implementation of full-time schooling by 47+ states, we've streamlined the same tools you're likely to already have in place to help you get your learning goals and online expertise where and where you need it.


In addition to live support, we also offer our Online School Solutions one-stop map and file, with technical documents, with access to a wealth of resources to help you in your online program success, including:

- Quick links to the key enrollment and reporting systems you use every day
- Training and professional development opportunities throughout the year
- Information about upcoming webinars, industry events, and professional development programs

**EduLink**

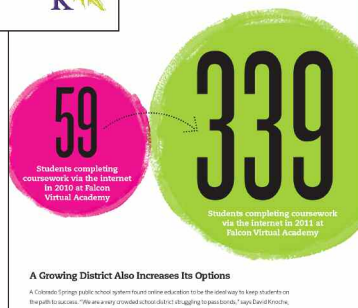
**A Robust Online Network of Educators, Information, and Support**

Once you partner with K<sup>12</sup>, your school members, teachers, and administrators have access to this robust online community, in order to connect with other educators who have embarked upon their own online educational journey. K<sup>12</sup> teachers and staff members also participate in the community to extend their K<sup>12</sup> members and the support they need for a successful school year. You can connect with other educators who are successful in online learning.



Aventa courses cover all core subjects, world languages and elective and have been crafted based on significant research

"Kids who come in have tremendous academic success, I think there are going"



### A Growing District Also Increases Its Options

A Colorado Springs public school system found online education to be the ideal way to keep students on the path to success. "We saw every student at risk of not getting to pass boards," says David Hirsch.

### Professional Development, Teachers, and Computers

#### Services, Support, and Options That Go Beyond the Expected

##### Teacher Professional Development


K<sup>12</sup> has developed a comprehensive training program for online teachers, and has successfully trained thousands of teachers. We offer two training options to train your teachers in a new instructional model and expand their skill set.

##### New Teacher Induction (one- to two- day)

- Training for newly hired K-12 and high school teachers includes:
  - Choice of two online courses for K-12 and high school teachers
  - Online courses are available 24/7 for K-12 and high school teachers
  - Long-term ongoing support and asynchronous content
  - One-on-one coaching by K<sup>12</sup> teachers
  - Expertise from K<sup>12</sup> teachers with the skills they need to begin teaching in the K<sup>12</sup> model. Topics include:
    - Role of the teacher
    - Working with Learning Coaches and mentors (teachers of students)
    - Virtual instruction

##### Existing National Professional Development

- This ongoing training is a full-time and part-time option, and includes comprehensive teacher training. Training may be synchronous or asynchronous. Topics will vary from year to year, and may include:
  - Changes and updates to K<sup>12</sup> systems
  - Communication
  - Communication strategies
  - Virtual instruction skills
  - Understanding instruction
  - Student engagement and retention
  - Developing the partnership relationship with families
  - Supporting state standards for instruction



"It has been wonderful reading everyone's profile and collectively there appears to be a great deal of experience and wisdom."

David Hirsch, Director of Virtual Education and Instructional Technology for the North Carolina Department of Education

### Technology and Systems: Flexible and Convenient

Our online education is an online learning management system powered by Blackboard, Moodle, Canvas LMS, and Blackboard. You can maintain the relationship with a hosting provider on your end, or K<sup>12</sup> can take care of this aspect for you. For K<sup>12</sup> hosted customers, we offer state-of-the-art and reporting systems.

#### Managing enrollments is made easy through:

- Self-service enrollment
- Flexibility
- Quick start-up—get students up and running within 2 hours (vs. 48-72 hours of our traditional model)
- Batch imports of large numbers of students
- All Aventa reporting enables you to:
  - Receive reports weekly via email—including a progress report with a high-level snapshot of all students
  - Get your own reports on demand (weekly "live" or progress reports)
  - Monitor student engagement—identify students that may be at risk of not succeeding
  - See student progress in real-time (data updated daily)
  - Examine historical trends and performance history
  - Get custom reporting if needed

Plus, our rolling admissions support provides enrollment flexibility—students can enroll anytime, and processing is complete within 72 hours.

Our rolling admissions is even more flexible—get students up and running within 72 hours.


Training on school specific or state-specific policies and procedures is included.

When you train throughout the year, your teachers have access to a flexible, at-a-glance number to resolve answers to questions about course instruction, costs, and more from experienced K<sup>12</sup> master teachers. Ask us to help you.

- o common core brochure
- o STEM brochure

## COMMON CORE STATE STANDARDS

### Courses, Resources, and Support for Ongoing Compliance






www.k12.com

## PREPARE


### Count on K<sup>12</sup> to Ensure You Are Prepared

K<sup>12</sup> is committed to giving our curriculum to the Common Core State Standards. When the time comes for your district to implement these standards, you can be confident that with our courses, you will be prepared.

- Standards are Our Priority** - Aligning our curriculum to standards has always been paramount at K<sup>12</sup>. As we develop our courses, we ensure they are appropriately aligned to the state standards and national standards.
- Experts on the Course** - We have a dedicated team of more than 180 curriculum developers who continuously monitor the existing standards in math and science, and we ensure they are aligned to the state standards.
- Aligned on Time** - Since 2009, we have developed our new courses to align specifically to the CCSS. In addition, K<sup>12</sup> is a leading course developer to have 100% of our CCSS-aligned courses, so we can help you align your curriculum to the state standards.
- It's All in the Future** - As the current standards grow, we will continue to align our courses to the state standards. We will continue to align our courses to the state standards.

...we need all of our students to be prepared and ready to compete with students from around the world. Common standards that align to the International

"This work by the states to develop shared standards for science, technology, engineering, and mathematics is an exciting game-changer!"



### ing You Need to Meet Common Core Needs

We offer a variety of courses, online learning solutions, and everything you need to successfully implement the state standards.

**Learning Models** - K<sup>12</sup> has more than 1,000 devices, providing for many different online learning programs ranging from blended to 100% online and 100% blended. K<sup>12</sup> provides the CCSS-aligned learning models.

**Align on Time** - K<sup>12</sup> aligns on time with the CCSS-aligned courses, so we can help you align your curriculum to the state standards.

**It's All in the Future** - As the current standards grow, we will continue to align our courses to the state standards. We will continue to align our courses to the state standards.

### Online Courses and Titles for Your Common Core-Aligned Program

With K<sup>12</sup>, you can choose from more than 180 math and English language arts courses and titles from the K<sup>12</sup> family of courses, which are developed in alignment with the Common Core State Standards.

**Full-Time Online Learning** - The K<sup>12</sup> family of courses is designed to meet the needs of the 21st-century student. It is designed to be used in a variety of ways, including as a full-time online learning solution, as a blended learning solution, or as a supplement to traditional classroom instruction.

**Align on Time** - K<sup>12</sup> aligns on time with the CCSS-aligned courses, so we can help you align your curriculum to the state standards.

**It's All in the Future** - As the current standards grow, we will continue to align our courses to the state standards. We will continue to align our courses to the state standards.

### STEM Courses and Titles


Our extensive course catalog, spanning the K<sup>12</sup> family of curriculum, offers many STEM opportunities for all of your students - whether they are seeking new challenges, pursuing their interests, or exploring career options in a STEM field.

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## STEM CURRICULUM AND SOLUTIONS

### Courses, Resources, and Support to Prepare Your Students for Their Future




www.k12.com

### Helping Schools and Districts Strengthen STEM Education

Without a doubt, it's a national priority.

Science, Technology, Engineering, and Mathematics (STEM) education is the cornerstone of America's economic leadership in the 21st century. Of the 10 occupations that are expected to grow the fastest over the next decade - as identified by the U.S. Bureau of Labor Statistics - almost all will require at least some background in STEM. Yet in 2010, only 40 percent of U.S. high school graduates were ready for college work in math and only 16 percent were ready in science, according to a report by ACT, an independent research firm that focuses on education and workforce development.

With all of the pressing challenges that your school or district faces, how will you be able to prepare your students for the future?

**Delivering the Focused STEM Resources You Need**

K<sup>12</sup> provides a comprehensive STEM offering including courses, online and blended learning solutions, and support - in all of the following areas:

- Aligning on time
- Aligning on standards
- Aligning on resources
- Aligning on support

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### Courses and Titles from Family of Curriculum

Course Title	Grade	Mathematics	Science	Technology	Engineering	Computer Science
Mathematics	K-12	✓	✓	✓	✓	✓
Science	K-12	✓	✓	✓	✓	✓
Technology	K-12	✓	✓	✓	✓	✓
Engineering	K-12	✓	✓	✓	✓	✓
Computer Science	K-12	✓	✓	✓	✓	✓

### Mathematics, Continued

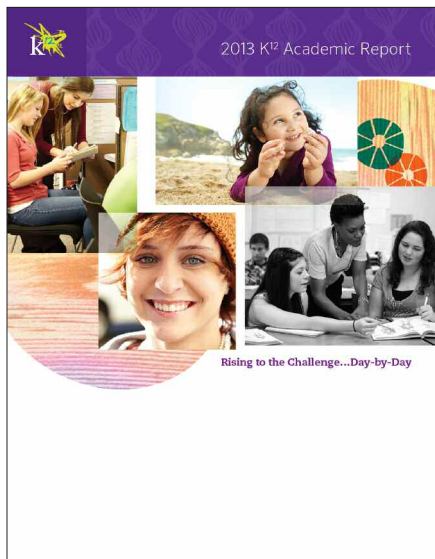
Course Title	Grade	Mathematics	Science	Technology	Engineering	Computer Science
Mathematics	K-12	✓	✓	✓	✓	✓
Science	K-12	✓	✓	✓	✓	✓
Technology	K-12	✓	✓	✓	✓	✓
Engineering	K-12	✓	✓	✓	✓	✓
Computer Science	K-12	✓	✓	✓	✓	✓

### Technology, Engineering & Computer Science

Course Title	Grade	Mathematics	Science	Technology	Engineering	Computer Science
Technology	K-12	✓	✓	✓	✓	✓
Engineering	K-12	✓	✓	✓	✓	✓
Computer Science	K-12	✓	✓	✓	✓	✓

"These jobs in the STEM fields—science, technology, engineering, and math—are absolutely critical drivers of economic growth. And STEM education must be reinvigorated to propel prosperity. The Priority of Education takes the STEM competitive priority very seriously—and states should as well."

John D. H. Secretary of Education



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K12's award-winning curriculum and services have been used by almost 500,000 students in 85 countries and six continents.

## “It’s Incredible to See the Change in Mollie.”

Mollie, a hearing-impaired child, is given a new lease on learning at the K12 Virtual Academy. Here's her story.

"My daughter Mollie had always struggled in school because of hearing difficulties. Through the years, we've gotten help for her hearing equipment, but it didn't seem to work. Mollie was quiet and didn't talk much. We were worried about her future. Then we found K12. We signed her up for the K12 Virtual Academy. From the first day, we saw a difference. Mollie was talking more, and she was doing better in school. She was even making friends. We were so proud of her. Now she's in fourth grade, and she's doing even better. We're so happy for her. It's incredible to see the change in Mollie."

—Mollie's mother, Sarah

### Letter from the CEO

**Highlights:**

- K12 is leading the transformation to individualized learning, which aims to maximize instruction for each student's unique abilities, interests, and needs.
- K12 managed public schools are the most "public" of public schools, open to every child based on choice, not geographic location or economic means.
- Online learning is a diverse mainstream experience, facing new challenges as it seeks to help a greater variety of students. K12 is quickly adapting to challenges, including a growing population of academically at-risk students, students with special needs, high-achieving students, and the complexity of measuring academic progress under these conditions.
- In K12's early years, students in K12 managed public schools scored at or near state averages on widely used standardized assessments. In recent years, however, the number of academically at-risk students in K12 managed public schools has increased significantly, demonstrating that scores have risen faster than averages. The outcome that 80% of students now scoring on target schools did not achieve previously is made on state exams they took in the year before enrolling in a K12 managed public school, and up to 40% did not achieve previously in reading. Likewise, in many K12 managed public schools, about half of the students taking this required test are in their first year in a K12 program—thus, their scores reflect their educational experience more than their first year in a K12 managed public school.
- K12 believes that using standardized assessments, while a useful measure of progress in an individualized learning environment, do not tell the whole story. K12 uses a more accurate method for measuring student performance: the progress a student makes over the course of a school year, also known as a "growth measure," which can best be determined by comparing a student's performance to the state's average performance in the same subject in the same year.

By the time Mollie was in fourth grade, she was testing right where she needed to be—at grade level—and even slightly above the national average!

### Household Income: Serving More Economically Disadvantaged Students

Since the 2000-2001 school year, K12 managed public schools have experienced an increase in the number of economically disadvantaged students enrolling in the schools. In the public school system, students qualifying for free and reduced price lunches are considered economically disadvantaged. The following chart shows the percentage of students eligible for free and reduced price lunches in the largest K12 managed public schools for the last four school years. These schools comprise 57% of the enrollment for all K12 managed public schools as of December 2012.

U.S. Department of Education reports that, in the 2010-11 school year, the national average of students qualifying for free and reduced price lunches was 48%.

Since K12 managed public schools do not actually provide lunches to students, parents may believe that there is no tangible benefit in providing the school with income information. For this reason, the percentage of students qualifying for free and reduced price lunches in the schools may be under-represented.

**Percent of Students Qualifying for Free/Reduced Price Lunches in the Largest K12-Managed Public Schools**

\*http://nces.ed.gov/ipeds/data/ipedsdatatools/olap

### Students with Disabilities: Growing Faster Than National Average

Online public schools are no different from traditional public schools in their requirement to serve students with disabilities. K12 managed public schools have seen an increase in the number of enrolled students with disabilities since the 2009-2010 school year and currently serve more than 10,000 students with disabilities. The overall percentage of students with disabilities in K12 managed public schools is slightly lower than the national average (12% versus the largest K12 managed public schools for the 2010-2011 school year compared with approximately 10% nationwide), but in many of the K12 managed public schools, the rate has been increasing faster than the national average, which suggests that there is a growing acceptance of the ability of online schools to meet the needs of students with disabilities. The following chart shows the percentage of students with disabilities in the largest K12 managed public schools over the past four school years. These schools comprise 57% of the enrollment for all K12 managed public schools as of December 2012.

**Percent of Students with Disabilities in the Largest K12-Managed Public Schools**

### Student Race: A More Diverse Population

More students from diverse backgrounds are enrolling in K12 managed public schools than ever before. Although African American enrollment roughly mirrors that of the general public school population, Hispanic and Asian students remain under-represented.

**Racial Composition of K12-Managed Public School Students, Fall 2012**

### Previous Schooling: Drawing from the Public Schools


The majority of students enrolling in K12 managed public schools come directly from traditional brick-and-mortar public schools.

**Prior Year Schooling of K12-Managed Public School Students, Fall 2012**


### 2013 K12 Academic Report



- o branding material  
(white paper, HTML email, agenda and handout)



## Top 8 Mistakes Implementing Online Credit Recovery



**Introduction**  
More than 1.2 million students—and four in 10—The long-term consequences of dropping out are dire, and most important, they are preventable. School administrators are responsible for ensuring that as many as 60 percent of ninth-graders...

**How Online Credit Recovery Works**  
Online credit recovery allows students to earn credit for courses they previously failed. Courses are designed to be self-paced, allowing students to learn at their own pace. For example, a student who failed a math course can retake it online at their own pace.

www.k12.com

June 26, 2012

## Maryland Online Learning Symposium

Supporting district-led online programs Hosted by the Maryland School District through partnership with K12

Location:	[School district]
RSVP:	www.events.k12.com
10:00am - 1:00pm	Topic: Presentation
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**Endless Online Learning Possibilities — Made Easy**




**K12's Single Solution for Customizing Content, Managing Multiple Programs, and More**

As online learning continues to proliferate — in many different models — and as more technology resources and options become available, schools and districts are seeking a higher level of integration. K12 has taken an in-depth look at the challenges that administrators and teachers face in operating online programs today, and we have responded to your needs. Available for the 2012-2013 school year, K12 is making it easier than ever to harness online content to develop customized courses, enroll and manage students in online learning programs, report on progress, and take advantage of the latest in learning management technology — all on a single platform. In one place, you can access the following enhancements:

- New Enrollment, Tracking and Reporting System**  
Imagine being able to support enrollments, deliver academic programming, and provide access to program, teacher, and student reporting from a single system.
- Enhanced Learning Management System**  
K12 is upgrading our learning management system to Blackboard Learn™ Release 9.1. Full of new features and enhancements, this enhanced LMS will improve teacher efficiency, making it easier for teachers to focus on student achievement and retention.

**New Course Customization Tool**  
Combine the ability to pick and choose content from K12's catalog of more than 600 courses and titles — the most extensive K-12 online catalog in the industry — with content from your district-generated content library or multiple third-party providers, and what do you get? Millions of options for customizing your course content — the ultimate in providing individualized learning for your students.

- K12, Aventa Learning by K12, Anywhere Learning System by K12, and Middlebury Interactive Languages™ on a single platform.
- Ability to customize existing courses using content from A+, including adaptive assessments, to meet individual student needs.
- Easy integration of district-generated content and content from third-party providers such as Google, Khan Academy, etc.
- Simplified searching for content by subject, standard and key word.



## Important Back to School Information

To all K12 clients:

We are launching new products, services and systems this summer to support the varied and innovative ways our clients are deploying online learning solutions. Each of these changes will allow educators to work more efficiently and help to serve students more effectively. We are very excited to launch PEAK12, our new enrollment and reporting platform that is replacing Aventa Front Office. Read on to learn more about helpful information sessions, critical training sessions and system downtime.

**Join Us for an Information Session**

We will be conducting live, virtual information sessions to explain these enhancements and how they will impact teachers, administrators, mentors and students. These sessions will be very high level and are not meant to replace training. Each session will cover the same material so you can pick the date/time that fits your schedule.

**Tuesday, June 19 @ 4PM – 5PM (Eastern)**  
**Wednesday, June 20 @ 11AM – 12PM (Eastern)**  
**Thursday, June 21 @ 6PM – 7PM (Eastern)**

**No need to pre-register, just sign in via the link below.**

**Click here to attend**

**Important Training on Improvements**

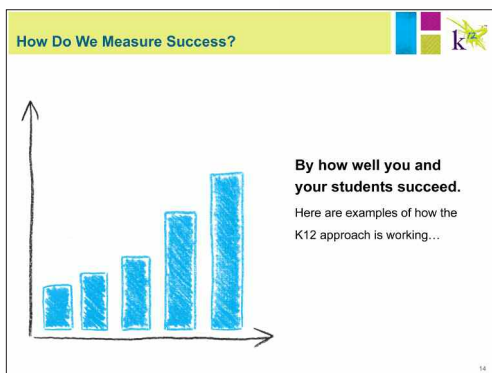
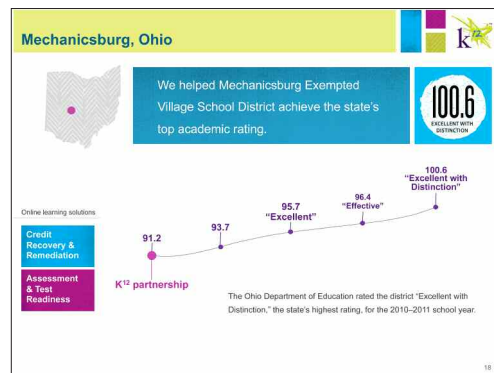
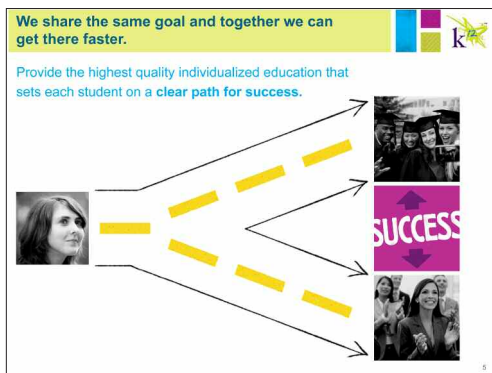
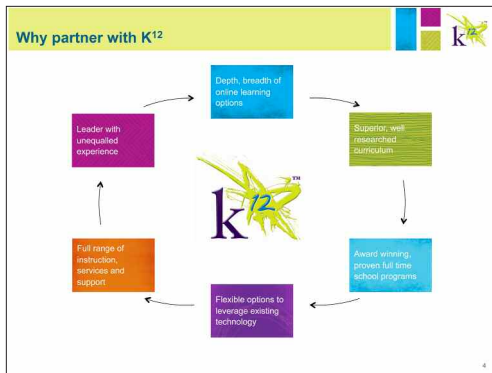
We will also be offering a series of sessions to re-train our returning teachers, administrators and mentors that will be using these new platforms. It is critical that all applicable users attend these sessions.

**For Teachers using K12 and/or Aventa Learning by K12:**

- Blackboard Collaborate Teacher Training (60 minutes)** – This session will cover communication tools, application sharing and navigation improvements.

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### What our Partners and Students are Saying:

"People think of online education as little Bobby in his pajamas in his room all day long. That couldn't be further from the truth. The reality of it is kids are able to be in the driver's seat and make good choices about what their educational experience should look like."  
Director of Academic Options, Colorado

"The students love the animation, the video, the interactivity and the immediacy of the experience of learning online with a distance learning teacher."  
Director, Instructional Technology and Professional Learning, Virginia

"You make a difference in the lives of students"  
School Administrator giving an award to an online teacher, Alaska

"Diploma with dignity"  
Student graduating from a blended Alternative School, Washington

"The reason it works is because it provides an individualized learning path for the students"  
Director, Instructional Technology and Professional Learning, Virginia

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