



**cambium**<sup>™</sup>  
LEARNING GROUP



TURNING

**Moments**

INTO

**Momentum**



2024 IMPACT REPORT



My Fellow K-12 Education Community Members,

# Learning accelerates when educators feel empowered.

Each day, in schools, classrooms and at kitchen tables around the world, teachers, administrators and families navigate through uncertainty and competing priorities. At the same time, they dedicate themselves to ensuring students have the opportunity to learn and grow.

Some days and weeks, this work can feel like an impossible challenge, and other days and weeks we see sparks of connection, the ignition of a breakthrough, and it feels like the greatest accomplishment.

To ensure we kindle sparks into a flame that shines bright, educators need clear insights and practical, effective tools that address their most pressing challenges. When educators and families have access to the right resources, they can focus on what truly matters: helping every student succeed.

At Cambium, we've witnessed how these moments of empowered decision-making create unstoppable momentum. When we support teachers and administrators as the professionals they are—empowered by high-efficacy, research-based solutions—we ignite and fuel positive change that can transform entire communities.

In this third edition of our annual Impact Report, we review how empowered decision-making supported by research-based solutions drives progress. Through data-driven insights and real-world examples, we showcase how educators leverage trusted technology to chart paths to student success. We highlight how our commitment to rapid innovation helps education leaders respond to challenges with agility and confidence, turning individual breakthroughs into systemic advancement.

This report celebrates more than metrics—it celebrates momentum. The momentum created when educators have both the tools and confidence to excel professionally. The momentum generated when data becomes a bridge between vision and implementation. The momentum built when innovative solutions help education leaders make informed decisions that impact not just individual learners, but entire communities.

To our students, teachers, administrators, families, employees, investors and trusted partners: You shine the light and build the momentum that turns information into action, research into efficacy and innovation into real improvement in education. Your commitment to excellence shows that when we focus on recognizing educators as professionals who unlock opportunity for all, there's no limit to what we can achieve together.

Let's continue building unstoppable momentum. Because when high-quality education is a reality for everyone, it transforms not just test scores, but lives—opening doors of opportunity for every student, strengthening our communities, and creating a more promising future for us all. Together, we're not just transforming teaching and learning; we're building the foundation for a more equitable and hopeful tomorrow.

## Ashley Andersen Zantop

**Chairman and Chief Executive Officer  
Cambium Learning Group**



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# Education unites us with a shared conviction that **everyone deserves the opportunity** to learn, grow and shape their future...

As one of the strongest predictors of individual success, education shapes personal trajectories and the future of entire communities. It's the ultimate agency creator—a powerful **common ground** where every student, regardless of background, can access opportunities that will shape their path forward. Our work matters because it addresses the most critical and evolving needs of **students, teachers** and **communities** in K-12 education:

## **Students need the academic skills that give them agency to thrive.**

The average student in 2024 needs an equivalent of 4.8 additional months of schooling to catch up in reading and 4.4 months in math.<sup>1</sup>

## **Teachers need the time and resources to focus on teaching students.**

84% of teachers say they lack sufficient time for core instructional tasks, and 70% report their schools are understaffed.<sup>2</sup>

## **Administrators face funding challenges and increased complexity as federal funds expire.**

The end of \$190B in Elementary and Secondary School Emergency Relief (ESSER) Program funding and uncertainty around other revenue sources are presenting significant challenges to districts and states.<sup>3</sup>

# ...because when education works best, it works for **everyone**.

1. Pew Research Center. (2024). *How teachers manage their workload*. Retrieved from [link](#)

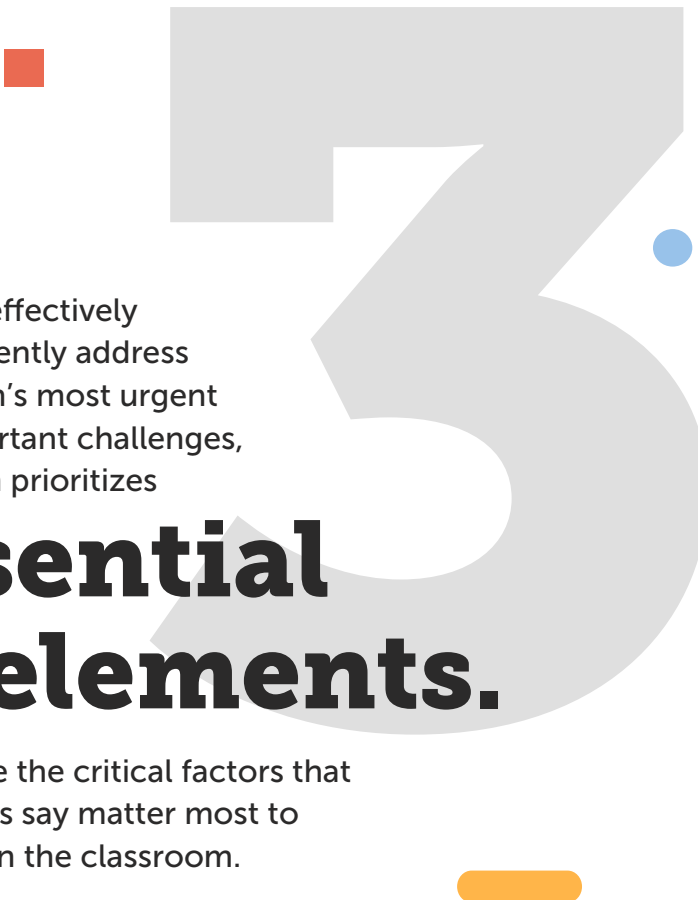
2. National Center for Education Statistics. (2024). *New data on understaffing in public schools*. Retrieved from [link](#)

3. Pew Charitable Trusts. (2025). *Competing Forces Complicate State Education Funding*. Retrieved from [link](#)



Our purpose is to  
help every teacher  
and student feel  
**seen, valued and  
supported.**





To most effectively  
and efficiently address  
education's most urgent  
and important challenges,  
Cambium prioritizes

## **essential elements.**

These are the critical factors that  
educators say matter most to  
success in the classroom.

## **Simplicity.**

We strip away complexity so educators can focus on what matters  
most: teaching students the skills they need to succeed.

## **Certainty.**

We deliver educational solutions that do what we say they will do,  
with the data to prove it.

## **Now.**

We provide the tools that work today because we can't wait another  
moment.

# The greatest needs in education determine our priorities.

To empower students with the academic skills for lifelong success, and equip educators with proven, impactful solutions, we deliver tools and support that create measurable results.

## **Deliver essential solutions for today's K-12 educators.**

With so many challenges and so much noise, K-12 educators need more of what works.

## **Leverage innovative technology for transformative impact.**

Evolving technologies like artificial intelligence (AI) and machine learning (ML), deployed responsibly, allow us to free up teacher time to create human capacity, reducing costs and creating affordable pathways.

## **Harness data to improve our insights and student outcomes.**

Data use and analysis help us monitor and assess what is working and continually improve for greater impact, teacher support, student engagement and motivation.

## **Embed practical yet powerful security measures at every level.**

We build the fortifications that empower students to fully experience the transformative benefits of digital learning. Our solutions foster educator trust by providing reliable, secure platforms that safeguard their investments and protect their sensitive information.

## **Create audacious impact.**

We are committed to unlocking the limitless potential within every student. What sets us apart is our unwavering focus on people—educators, students, and families. This inspires innovation, leading to solutions that truly work. Our bold initiatives are redefining K-12 education, ensuring every child has the opportunity to step confidently toward a bright future.

U.S. districts served	<b>96%</b>
Students served	<b>29M</b>
Teachers served	<b>3M</b>
Family members served	<b>24M+</b>
Countries served	<b>170+</b>
Employees	<b>2.4K+</b>



2024

# By focusing on educators' greatest needs, **their impact can be magnified.**

Our family of brands delivers comprehensive educational solutions that foster student achievement, recognize teachers' expertise and offer K-12 education leaders evidence-based resources to advance their educational vision.



**Empowering educators with the research and data needed to improve student learning.**

As the leading online testing provider for K-12 state standards, Cambium Assessment® helps improve student and teacher proficiency through meaningful and equitable assessment.



**Making math and science learning "Serious Fun."**

ExploreLearning® is helping teachers cultivate the next generation of STEM leaders by giving more students the opportunity to explore and excel in math and science.



**The leader in Science of Reading literacy solutions.**

Through a singular focus on literacy, Lexia® offers a full suite of professional learning, curriculum and embedded assessment offerings, including intervention solutions from Voyager Sopris Learning and assistive technologies from Kurzweil Education.



**Helping all learners create more fulfilling and purpose-driven futures.**

Time4Learning® is reimagining learning by delivering student-first experiences in non-traditional environments that are flexible, relatable and engaging.



**Essential literacy solutions to complete every classroom.**

Learning A-Z® helps students become more proficient and enthusiastic readers and provides teachers with resources that support instruction in and beyond the classroom.



**Ensuring everyone feels seen, valued and supported.**

The Success Services team provides critical support to Cambium team members, as they work to support customers worldwide.

# In 2024 alone, Cambium won 38 awards and was a finalist for another 41.

From 2010 to 2024, Cambium won more than 275 awards from some of the most respected organizations in education technology. This year's awards were garnered across three business units and Cambium.



Winner in **5 categories** at the 2024 SIIA CODiE Awards, including being recognized as a 19-time finalist this year.



**2 Cambium brands** were winners in the **2024 EdTech Breakthrough Awards**, winning **Global Engagement Company of the Year** and **Gamified Digital Learning Solution of the Year**.



**17 Cambium solutions** and **3 leaders** were selected as finalists for EdTech Digest awards in 2024, as well as Cambium overall.



Named for the fourth straight year as one of the world's **most transformational growth companies** shaping the future of education.



## STUDENT IMPACT

Cambium provides more opportunities for **every student** to learn in their own way, giving them the trust and confidence they need to **grow**.

Cambium now serves

**58%**

of the U.S. K-12 student population.<sup>4</sup>

Lexia served

**13%**

more students in 2024.



## By the Numbers

Students served **29M**

BIPOC students served **14M+**

Cambium students attending schools where most students qualify for free or reduced price lunch **13M+**

Students tested via Cambium Assessment **16M**

Voyager Sopris Learning minutes of foundational reading skills training in *LANGUAGE! Live*® **21M**

Learning A-Z student activities completed **889M**

ExploreLearning missions completed on Frax® **7M**

ExploreLearning math facts solved on Reflex® **12B**

Time4Learning® students served **198K**

## 2024 STUDENT OUTCOMES

- ✓ In Learning A-Z® products, active students completed **22 more activities** per student than last year.
- ✓ Students completed **13% more** Lexia® PowerUp Literacy® skills than last year.
- ✓ ExploreLearning's Frax delivers equivalent or better math achievement in **just 13 hours** compared to 54 hours with other leading adaptive programs.
- ✓ Students completed **more than 41M** Lexia® Core5® skills in 2024.
- ✓ Cambium Assessment administered **18% more** online tests than last year.
- ✓ **96%** of teachers agree that Reflex improves student engagement, motivation and growth mindset in math online tests than last year.<sup>5</sup>

# Turning first-year math gains into lasting achievements.

**Research shows Frax® creates sustained math gains that help more students close gaps and reach proficiency.**

Researchers tracked grades 3-5 students for two consecutive years using ExploreLearning's Frax. Initial Year 1 results showed that grades 3 and 4 students, including those performing below grade level, made statistically significant gains in their first year using Frax.<sup>6</sup>

## These improvements persisted through Year 2.

Students who used Frax in Year 1 continued to show significantly higher math gains and meet grade-level proficiency at higher rates. The impact was greatest for students initially performing below grade level—Frax helped students make substantial progress in closing outcome gaps.

## Performance and Growth

Year 1 users maintained their advantage through Year 2.

Higher Frax usage directly correlated with higher achievement scores.

## Closing Outcome Gaps

Year 2 new users caught up to or surpassed their peers.

Students performing below grade level made substantial progress toward grade-level proficiency.

Frax proved effective even as a late-intervention tool in grade 5.

ExploreLearning Frax meets ESSA Tier 2 evidence standards through a rigorous study of 2,109 matched pairs of grade 4 and 5 students. This classification indicates strong evidence from a well-designed and well-implemented study, giving educators confidence in Frax as a proven solution for mathematics instruction.

**These results offer hope to administrators and teachers working to close outcome gaps, showing that with the right tools, students can make dramatic gains in mathematical skills.**



ExploreLearning®



Students reach math grade-level proficiency

# 4x faster

than typical interventions using ExploreLearning's Frax.<sup>7</sup>

Among students initially performing two or more grade levels below standards, only

# 33%

of high Frax users remained below standards by Spring 2023.

By comparison,

# 54%

of non-Frax users remained significantly below standards.

6. ExploreLearning. (2023). *Efficacy Study: Frax improves fractions knowledge for 3rd-5th grade students*. Retrieved from [link](#)

7. ExploreLearning. (2024). *Solving the Fractions Problem: Research Summary and Frax Classroom Results*. Retrieved from [link](#)

# Utah's journey to reading success: eight years of proven impact.

**Educators knew they needed a bold solution when Utah ranked 22nd in national grade 4 reading proficiency in 2013.<sup>8</sup>**

Rather than accepting the status quo, the state embarked on an innovative Early Intervention Reading Software initiative, allowing schools to select computer-based reading programs to supplement classroom learning in grades K–3. The state had a clear mission: help every student become a confident reader, starting with those who needed the most support.

What began as targeted support for struggling K-3 readers became Utah's gold standard for literacy education. Lexia® Core5® Reading dominated usage metrics, ranking as the **most-used program for three out of four pre-pandemic years, and maintained momentum even through COVID-19 disruptions.**

Outcome data from eight years of consecutive studies revealed consistent, significant improvements in reading achievement across all grade levels.<sup>9</sup>

## Program Success

Outcome data from Utah's Early Intervention Reading Software initiative reveal that Lexia Core5 was:

**The most selected:** It has been implemented more often than all other programs.

**The most used:** 104,370 more students used it than the average of other programs in 2022-23.

**Highly effective:** Students consistently showed the largest year-over-year reading gains in grades K–1.

**Implemented with high fidelity:** It achieved higher program usage targets than all other programs in three of four comparison years.

**Driving significant impact:** Large to medium effect sizes were seen for grades K-1 reading achievement across all eight years of the initiative.

Utah's success offers hope to states nationwide, demonstrating what's possible through systematic literacy support. By initially focusing on students who need the most help and then expanding to support all learners, the state has developed a sustainable model for enhancing early literacy outcomes.

40 YEARS Lexia®

Lexia  
**CORE5**  
READING

Utah moved up in the nationwide NAEP assessment rankings:

**22nd** → **7th**  
in 2013 in 2024

for grade 4 reading proficiency.

Core5 was the only program showing a consistent link between usage targets and higher literacy scores across all grades.



# Empowering effective writers using **AI tools**.

***Writing assessments present a unique challenge: they require students to demonstrate multiple complex skills simultaneously—from organizing ideas and developing arguments to editing for clarity and conventions.***

Traditional testing environments often do not provide the scaffolded support students receive in class, making it challenging to gauge their true writing proficiency.

That's why Cambium Assessment developed "Write On with Cambi," an innovative AI-powered assessment tool that provides real-time, standards-aligned support as students compose persuasive essays.

## Transforming Student Writing Success

Write On with Cambi creates an environment where every student can demonstrate their true writing abilities through features that:

---

Mirror classroom-style writing support with real-time guidance and feedback.

---

Analyze essay structure and provide targeted revision suggestions.

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Evaluate argument construction and evidence use.

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Identify areas needing improvement without providing prescriptive fixes—enabling students to construct their own solutions.

---

Maintain consistent assessment standards while adapting support levels to individual needs.

---

Additionally, real-time writing analytics and detailed process data enable teachers to pinpoint areas for improvement and tailor instruction to individual student needs.

One teacher noted, "It's really like the way I would teach. The questions that it guides them into like, **What else do you want to say about this? and What do you plan to say?** are all things that I would say as a teacher when trying to get a student to write an introduction."

Many teachers also thought that this tool could foster greater independence and agency. As one teacher said, "I like that the tool allows the student to edit the essay if they think of something on their own. I like that because I don't want my students to be completely dependent on something else while writing. This tool is giving them a little extra push to go back and add things. It is not necessarily telling them what to say."



Hi, I'm Cambi!

# 75%

of teachers expressed enthusiasm for using the tool in internal surveys.

One teacher stated, "If students used this tool, then I could actually talk to them about the argument they made, instead of the basics of an essay that they are missing."



# Strong foundations drive future math successes.

**When students fall behind in core math skills, the impact can follow them for years.**

Math facts and fractions are two areas where young math students struggle the most. Unfortunately, they are also the strongest indicators of future success in math—uniquely predicting students' standardized test scores and participation in career and college-prep math coursework, such as algebra.<sup>10</sup>

ExploreLearning's Reflex® and Frax® solutions are helping students master essential concepts and get back on track—particularly students from historically marginalized communities.

Through extensive research across wide-ranging student populations, evidence demonstrates how targeted support helps students overcome challenges and reach grade-level proficiency.

## Doubling High-Growth Learners

*Study of 1,430 students in grades 2-5*

- **2x more students** achieved high growth on NWEA MAP assessments after using **Reflex and Frax**
- **73% of grade 3 students** showed high growth when using both **Reflex and Frax**

## From Behind to Breaking Through

*Two-year study of 807 grade 2 students starting two grade levels behind*

- By end of grade 3, students using Reflex and Frax were **2.5x more likely** to meet or exceed proficiency
- **40%** of Reflex and Frax users reached grade-level proficiency, compared to **16%** of non-users

## Closing Learning Gaps in Math Skills

*Two-year study of 462 grade 3 students starting two grade levels behind*

- **3x more likely** to reach grade-level proficiency in grade 3 when using Frax
- **2x more likely** to achieve grade-level status in grade 4 when using Frax

## Every Student's Success Story Matters

*Study of 124 students in grades 3-4 Students achieved improvements with an average of 16 hours of Frax usage:*

- **100%** of students mastered grade 3 fractions concepts
- **70%** achieved overall grade-level math proficiency (compared to 52% of non-user peers)

For detailed methodology and complete results, visit our research insights:

["Frax Improves Math Proficiency for Learners Who Struggle in Math"](#)  
["Grade-Level Proficiency 2.5x More Likely with Reflex and Frax"](#)  
["First-Year Data: Reflex and Frax Elevate District Math Achievement"](#)  
["Frax Impact on 3rd and 4th Grade Fraction Proficiency"](#)

ExploreLearning®

**F** Frax

**R** Reflex

**73%**  
of students

showed high growth when using both Reflex and Frax.





# Celebrating key milestones in student achievement.

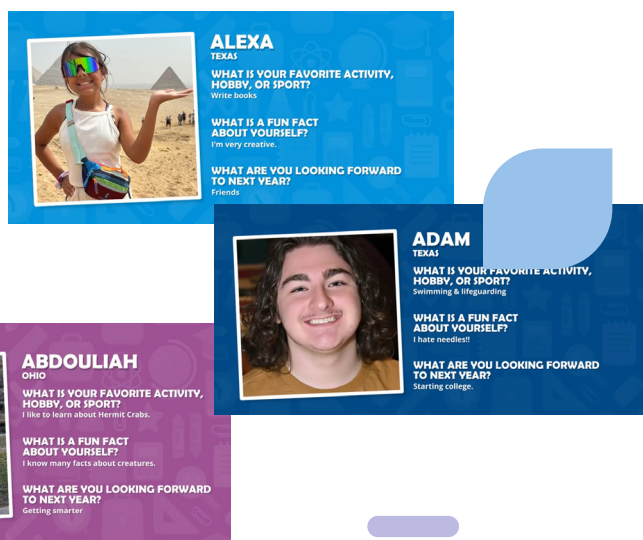
***In 2024, 1,136 students across grades K-12 celebrated their classroom achievements through Time4Learning® graduation celebrations. Holding virtual ceremonies allowed for greater access and ensured more students and families could participate.***

2024 marked the 4th annual promotion and graduation ceremonies for Time4Learning. Presented on YouTube, the celebrations began with highlights of famous homeschoolers and what homeschooling allowed them to do. From talented athletes and singers to U.S. presidents and Supreme Court justices, these stories provided great examples of how homeschooling enabled people to live out their dreams, develop creative mindsets and achieve landmark accomplishments of national importance.

Several graduates shared pre-recorded messages to represent their experiences and offer thanks to their friends and families. Learners participated in competitive dance, produced content for their own YouTube channels and shared how much they enjoyed the science experiments they did through Time4Learning.

**Educational milestones are more than just ceremonies—they're powerful affirmations of student potential and achievement.**

For some students, this celebration is more of a moving-up ceremony, noting when a child transitions from one grade band to another. And for others, the experience of going through a graduation event helps memorialize the end of an era, as they move toward new aspirations—college or career.



**time4  
learning™**

**Time4Learning 2024 graduation ceremony YouTube Live drove over 5K views for their graduation week.**

**In 2024, students completed**

**29%**  
**more activities**  
**across all Time4Learning solutions compared to 2023.**

**Time4Learning served**

**228K**  
**students**  
**who sought a home-based option for learning.**

# Strengthening instruction to help students achieve **literacy proficiency**.

**Wilder Elementary School teachers needed powerful supplemental instructional tools to use with their grades K-2 literacy intervention groups. The school faced significant challenges in finding cohesive materials for foundational literacy instruction within budget constraints.**

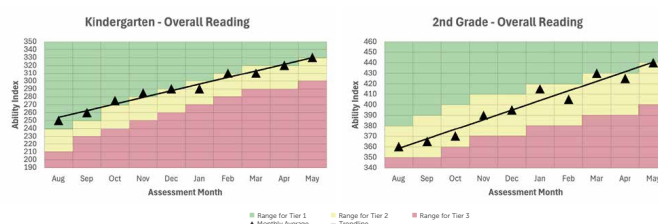
The school served a rural Idaho community. Among the school population, 96% of students were experiencing poverty, 33% of students were emergent bilingual learners and 17% of students were students with disabilities. The absence of a cohesive approach rooted in the Science of Reading—a science-based literacy framework proven to be effective for students with varied learning needs—hindered student progress and resulted in low reading proficiency levels.

In December of 2022, Wilder Elementary School adopted Foundations A-Z®, a K-5 foundational skills solution built on the Science of Reading, to support their early readers. The program supplemented the district's core curriculum with a closely aligned scope and sequence.

Because teachers were already familiar with Raz-Plus®, the school chose to adopt Foundations A-Z to help their students with foundational literacy skills.

**Foundations A-Z significantly and measurably impacted student learning. Teachers observed marked improvements in their students' literacy performance, and assessment scores showed an overall increase in skill growth for students in grades K-3.**

Most notably, Foundations A-Z helped students in grade 2 who needed intensive intervention improve their scores significantly—reducing their need for additional support and bringing them closer to grade-level proficiency. Since intervention support requires more time and resources, this improvement represents a significant return on the investments Wilder made in selecting Learning A-Z materials.



## Breaking Through Learning Barriers

Wilder Elementary demonstrated that research-based literacy programs deliver results, even with limited resources. Their success offers a compelling model for other schools, proving that effective literacy instruction is achievable regardless of constraints.



Raz-Plus®

Writing A-Z®

Foundations A-Z®

Foundations A-Z High-Frequency Words Practice Sheet Unit 8 • Module 1

Name \_\_\_\_\_ Date \_\_\_\_\_

gave	give
have	live

① Tam \_\_\_\_\_ Lee the pen.

② We \_\_\_\_\_ fun on the hill.

**"Teachers are now making connections with Foundations A-Z, Raz-Plus, and Writing A-Z®. Everything [is] coming together, and they're feeling more confident in the way they're teaching."**

**Jamie Wolfe**

Assessment and Curriculum  
Coordinator for Wilder  
School District

# Independent studies validate Lexia's ability to **improve literacy outcomes.**

*In the United Kingdom, 4.2 million children are experiencing poverty—equivalent to 9 students in an average classroom of 30.<sup>11</sup> This creates an additional challenge to learning, as students experiencing poverty often have concerns that supersede performance in school—unfortunately widening the gap in grade-level performance for these students.*

The Education Endowment Foundation (EEF), the UK's leading independent evaluator of educational programs, conducted a rigorous study of Lexia® Core5® Reading to determine if our technology-driven literacy curriculum could help students performing below grade level.

In a comprehensive randomized control trial involving 697 Year 2 readers across 57 UK schools, the EEF evaluated Core5's effectiveness. Half of the struggling readers in each school were randomly assigned to use Core5, while others received regular instruction. Participants were in the lower half of Year 1 reading ability in their schools, and composite scores on Woodcock Reading Mastery Tests—WRMT-III served as the outcome measure.

**The results were clear: Core5 not only works—it works best for students who need it most.**

Overall, Core5 students scored 3.63 points higher than control students on the WRMT-III, an effect size of 0.08, which relates to one month of additional learning. Even more impressive, for students who received free school meals (a key indicator of disadvantage), Core5 students scored 9.47 points higher than control students, an effect size of 0.18, which relates to two months of additional learning.

The program's success stems from its practical, engaging design, with 93% of students completing the recommended usage time of at least 720 minutes. Nearly two-thirds of schools reported they accessed myLexia reports on a weekly basis as recommended, while nearly two-third of teachers reported they would recommend Core5 to other schools.

**This study confirms what matters most: by providing the right support at the right time, these tools help break down barriers to literacy and create real opportunities for every student to learn, regardless of background or circumstance.**

**40** YEARS Lexia®

Lexia  
**CORE5**  
READING

Core5 students scored

**3.63 points**

higher than control students on the WRMT-III, which relates to

**1 month**

of additional learning.

For students who received free school meals, Core5 students scored

**9.47 points**

higher than control students on the WRMT-III, which relates to

**2 months**

of additional learning.

# Seriously fun assessment prep and **proficiency gains.**

**When taking Next Generation Science Standards (NGSS)-aligned assessments, students must think and work like scientists and engineers.**

While hands-on investigation and critical thinking are essential to helping students prepare for assessment, many schools struggle to provide these experiences due to resource and time limitations. Two ExploreLearning studies in 2023-2024 demonstrate how ExploreLearning's Gizmos® virtual labs are helping bridge this gap.

Across two rigorous studies examining over 22,200 students in grades 8-12 from 116 schools, researchers analyzed the correlation between Gizmos usage and performance on state science assessments, including the NGSS-aligned California Science Test (CAST).

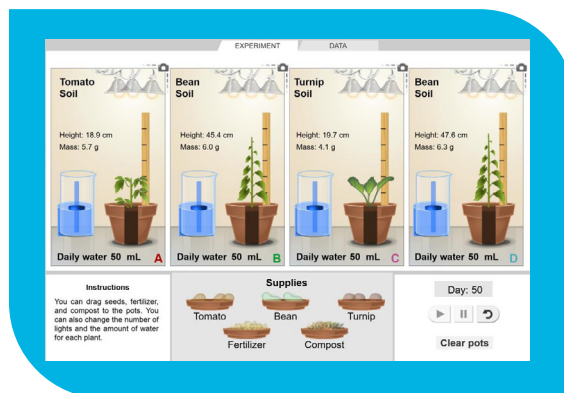
## Proving Test Prep Can Be Effective and Fun

Students with **higher Gizmos usage** were **1.3-1.6x more likely** to meet or exceed testing standards.

Performance gains **remained consistent across all socioeconomic levels**, defying typical predictors of test achievement.

Both the **frequency of Gizmos use** and the **number of different Gizmos accessed** showed direct positive correlation with **student proficiency**.

Most importantly, these improvements persisted across all demographics, **suggesting Gizmos helps level the playing field for science education.**



To learn more about each study, visit:

["Gizmos boost NGSS-aligned test scores: Evidence from 93 California High Schools"](#)

["Gizmos Usage Leads to Positive Assessment Results"](#)

ExploreLearning®

**Gizmos**

In 2024, Gizmos simulations had:

**1.8M+**  
teacher views and

**51M+**  
student views.

**1.6x higher**

likelihood of meeting/exceeding test proficiency standards among grade 8 students with greater Gizmos usage.

# Arkansas pioneers K-3 assessment to **close early learning gaps.**

**While most states wait until grade 3 to begin standardized assessments, Arkansas is taking proactive steps to support its youngest learners.**

Starting in the 2024-25 school year, the state is pioneering a comprehensive approach to ensure student performance is considered in their critical developmental years.

The Arkansas Division of Elementary and Secondary Education partnered with Cambium Assessment to create an innovative K-3 assessment system that seamlessly integrates with their existing assessment systems across the higher grades. This expansion equips teachers with precise, actionable data to identify and address learning gaps when intervention can have the most significant impact.

## Comprehensive Support for Teachers and Students

Beginning-of-year literacy screeners to identify students needing additional support.

Diagnostic tests to pinpoint specific areas for intervention.

Interim assessments to monitor progress throughout the year.

Summative assessments for both literacy and mathematics to measure overall growth.

This integrated framework reflects the latest research showing that early intervention during grades K-3 is crucial for building foundational skills. By providing teachers with timely, actionable insights, the system empowers them to make informed instructional decisions that support each student's unique learning journey.

**"We believe this initiative will significantly enhance the overall assessment experience for students and educators alike, creating a seamless and integrated system spanning kindergarten through high school."**

Arkansas Division of Elementary and Secondary Education in their announcement to school district leaders



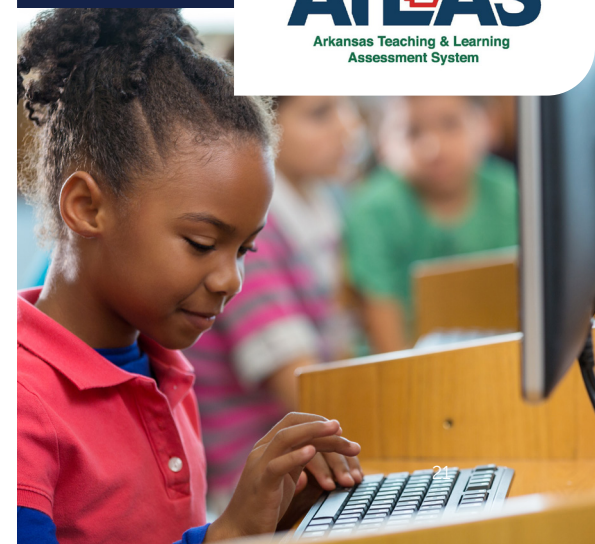
# 150K+

Arkansas K-3 students supported by new assessment system.

Studies show that students have a

# 3-4x greater

chance of grade-level reading by grade 4 with early support.<sup>12</sup>





# Learning without limits: virtual students **tell their stories.**

***For many students, the path to academic success often requires reimagining what's possible. Their reasons range from pursuing athletic or artistic passions to addressing medical challenges, family timing, learning differences and more.***

When traditional schools couldn't meet Katie D.'s medical needs, she worried about her academic future. Today, she's making history as the Brightspire Virtual School™ first college-bound student. "The teaching styles allowed me to break through my dyslexia and learn a different way," she shares. "Now I know I can go to college and succeed."

Katie's story isn't unique at Brightspire. For Carlos C., the flexibility transformed his learning experience: "I can pace my own time and work whenever I feel motivated, day or night." Meanwhile, Ella L. found the personalized attention she needed to turn a struggling grade into a learning opportunity. "I called and texted my teacher and got my English grade from a D to an A," she says, highlighting the direct teacher coaching on improvements needed for a better grade and her ability to learn how to get there.

These students represent a powerful truth: when learning models can adapt to meet student needs, barriers fall away. Through Brightspire's virtual platform and Inspired Learner Framework, students aren't just completing courses—they're discovering new pathways to success, maintaining active social lives and taking control of their learning journey.

At its core, access to education creates opportunity. For Katie, Carlos, Ella and countless others, virtual learning isn't just an alternative—it's a transformative experience.



**Carlos C., Middletown, NY**  
*Junior at Brightspire*



**Ella L., Greencastle, IN**  
*Junior at Brightspire*



**Katie D., Baltimore, MD**  
*Senior at Brightspire*



Brightspire is a Cognia-accredited, private virtual school for grades 6-12 that lets students learn on their terms.



# Multilingual students **break through language barriers.**

**Limited English proficiency creates severe barriers to opportunity. People with limited English Proficiency are twice as likely to live in poverty, five times more likely to lack a high school education, and even three times more likely to be medically uninsured.<sup>13</sup> This makes it critical for schools to ensure that students graduate with English language proficiency.**

**Lexia English Language Development® program helps students achieve language proficiency, which is a critical milestone for both academic success and improved life outcomes.**

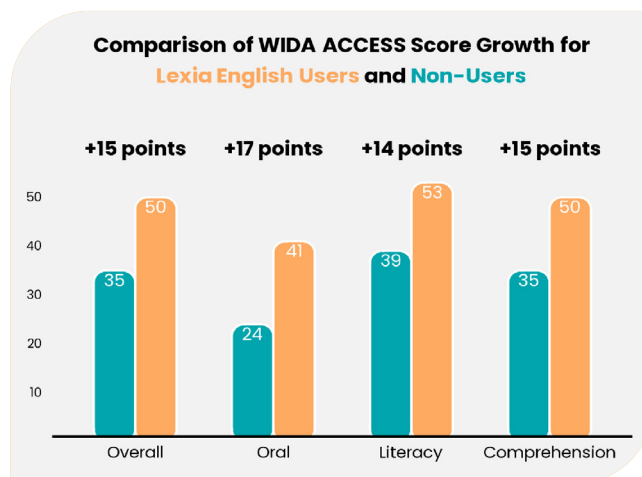
A study conducted in a Massachusetts district evaluated the impact of Lexia English Language Development on language skills.<sup>14</sup> To understand outcomes, the study reviewed WIDA ACCESS scores across 1,558 elementary students, controlling for demographics and prior achievement.

## Strongest Impact on Early Learners

The data reveals a powerful correlation between proficiency level and program impact. Lexia English users who were performing below grade level at the start showed double the effect size (0.214) compared to those at grade level (0.106), demonstrating that the program provides the most significant boost precisely where intervention is most critical.

## Empowering Student Success

The program's effectiveness extends across the full spectrum of language development, supporting equitable outcomes through every stage of proficiency. With demonstrated gains in oral language (17 points), literacy (14 points) and comprehension (15 points), Lexia English helped Emergent Bilingual students outperform other Emergent Bilinguals in the same district who did not use the program.



13. Kaiser Family Foundation. (2024). *Overview of health coverage and care for individuals with limited English proficiency*. Retrieved from [link](#)

14. Lexia. (2024). *Lexia English Research Brief: Impact of Lexia English on WIDA ACCESS*. Retrieved from [link](#)

**40 YEARS Lexia®**

**Lexia**  
**ENGLISH™**  
LANGUAGE DEVELOPMENT

## Measurable Impact on English Proficiency Growth

Multilingual students using Lexia English significantly outperformed non-users on WIDA ACCESS assessments.

**15 point higher**

overall WIDA ACCESS growth for Emergent Bilingual students.

**17 point greater**

oral language growth for Lexia English users.

**14 point greater**

literacy gains for Lexia English users.

**15 point higher**

comprehension scores achieved for Lexia English users.

# Classroom competitions help students achieve **math mastery**.

***Math fact fluency—the ability to quickly and accurately recall basic math operations—is crucial to free up working memory for more complex and advanced mathematics.***

ExploreLearning Reflex® has long inspired students to work hard at developing their math skills through engaging, adaptive practice. In 2024, ExploreLearning added a new dimension of engagement by introducing Reflex Competitions.

By creating opportunities for classroom collaboration and friendly competition, this feature builds strong learning communities while helping students master essential math facts.

## The new competition feature allows teachers to:

Foster peer **encouragement** and team **collaboration**

Create **friendly rivalries** between different classrooms

Track **real-time progress** through **interactive leaderboards**

**Monitor class performance** through Green Light achievement rates

Students focus on their regular Reflex practice, with their individual progress strengthening their class's overall performance in the competition while building crucial math skills.

## Teacher Testimonials

"I like that it's a fun way to motivate kids to earn their Green Light each day! The competitions are easy to set up!"

"My kids are super competitive, and it has motivated them to be sure they are getting their green light quickly."

Students achieve measurable math improvements through friendly team competitions while mastering essential math facts. These collaborative challenges motivate learners to practice consistently, resulting in higher engagement and better performance outcomes.

The Green Light: When students complete the recommended amount of daily practice, the Green Light illuminates to indicate their achievement. Consistently reaching the Green Light is proven to significantly impact proficiency with math facts.

Explore<sup>el</sup>learning®



Internal studies found the following results

**94% increase**

in total Green Light Days for students participating in Reflex Competitions.

**30% higher**

likelihood of achieving Green Light with Reflex Competitions.

**89% increase**

in daily Reflex usage among Competition participants.

**12.5B+**  
(Billion, with a B!)

math facts solved by students in 2024 using Reflex.



## EDUCATOR IMPACT

Cambium provides trusted, high-quality educational resources that **boost educator confidence and effectiveness.**

Cambium served

**65%**

of all K-12 teachers in the U.S. in 2024.

Lexia supported

**26%**

more teachers than the previous year.



By the Numbers

Teachers served	3M
Teachers using ExploreLearning	317K
Teachers using Learning A-Z	603K
Teachers supported by Lexia	600K
Total number of Lexia® LETRS® units completed	780K
Lexia Aspire® courses completed	45K
Teachers awarded free access to ExploreLearning® products via grants	4.1K
Educator downloads of Learning A-Z resources	23M
Time4Learning® parent educators served	137K
Cambium Assessment school users	2M

2024 EDUCATOR OUTCOMES

- ✓ ExploreLearning Frax® improves student math outcomes **76% faster** than typical adaptive programs, freeing up **40 hours** of instructional time for teachers.<sup>15</sup>
- ✓ **94% of teachers** agree that ExploreLearning Gizmos® helps them meet teaching goals.<sup>16</sup>
- ✓ Family engagement with the Cambium Assessment® Family Portal **increased by 74%**, providing educators with stronger home-school connections to support learning outcomes.
- ✓ Learning A-Z® programs were listed at the state level in **10 states** in 2024.
- ✓ Lexia® Core5® Reading saves educators up to a **month of instructional time** through easy-to-use resources that enable data-driven instruction.<sup>17</sup>
- ✓ **94% of Lexia LETRS participants** agree they can apply the skills and concepts learned through LETRS to their work, as reported in internal surveys.

15. ExploreLearning. (2024). *The Power of 13 Hours: Insights from the Frax White Paper*. Retrieved from [link](#)  
16. ExploreLearning. (2024) *Survey Results: Gizmo’s Role in Improving Student Science Knowledge, Curiosity, and Confidence*. Retrieved from [link](#)  
17. Lexia Learning. (2024). *Lexia® Core5® Reading Efficacy Research*. Retrieved from [link](#)

# Helping administrators safeguard their investments in **literacy instruction**.

***With 37 states and DC mandating evidence-based instruction founded on the Science of Reading,<sup>18</sup> school leaders are called to focus time, effort and resources on maximizing literacy achievement. For district leaders to confidently navigate this path and achieve lasting results, they need the right knowledge, tools, and partnerships.***

In 2024, Lexia responded by doubling down on its efforts to support administrators in transforming their literacy programs. Through a variety of new and existing resources, Lexia took a leadership role in helping administrators introduce the Science of Reading through successful and sustainable implementations that achieve a solid return on investment.

## Helping Administrators Craft a Comprehensive Plan

Lexia collaborated with districts to develop a step-by-step planning resource, **The Road Map to Successful Education Implementations**. This guide explains how to assess district readiness, engage stakeholders, prioritize SOR strategies and execute their implementation plan.

## Training Administrators to Effectively Guide the Implementation

Lexia® LETRS® for Administrators is a professional learning course specifically designed to help district and school leaders understand Lexia LETRS and the fundamentals of the Science of Reading. Built from research in implementation

science and sustainability, school improvement and shared leadership, the course provides the tools needed to successfully implement literacy initiatives. By providing practical support and guidance, LETRS for Administrators helps leaders safeguard their investments.

## Meaningful outcomes include:

- Creating alignment between leadership decisions and teachers' applications in the classroom
- Accessing organized methods and practical tools that can be implemented in the school
- Supporting teachers with the implementation of instruction for students of all literacy levels
- Strengthening the literacy initiative by involving communities and families

In August 2024, **8,300 participants** were enrolled in LETRS for Administrators.

## Reinforcing Key Topics Through Focused Webinars

In 2024, Lexia conducted webinars focused on the distinct needs of administrators and school leaders. Topics included allocating resources, strengthening school culture, maximizing success for students with varied learning needs and building instructional capacity. Additionally, specialized sessions were provided in connection with unique roles such as district administrators, school administrators or leaders working to support adolescent learners.

18. Education Week. (2024). *The science of reading in 2024: 5 state initiatives to watch*. Retrieved from [link](#)

19. As reported in the Lexia LETRS Unit Survey for 3E and EC participants (January-July 2024)

40 YEARS Lexia®

Lexia  
**LETRS™**  
ADMINISTRATORS

Internal surveys  
show high satisfaction  
with LETRS for  
Administrators courses

**92%**

LETRS for Administrators participants reported confidence when assessing and analyzing student data.

**94%**

of LETRS for Administrators participants agreed that the content of the program is relevant to their professional role and goals.

**96%**

of LETRS for Administrators participants indicated that after completing the program, they more often use student data when making decisions.



# Transforming assessment data into **actionable instruction**.

**Every day, teachers face a time-consuming challenge: connecting state assessment results to appropriate classroom materials and teaching what students need to learn.**

Without automated connections between state test results and learning materials, teachers spend extensive time and energy searching for the right resources to help their students improve.

That's why Cambium Assessment created ClearFrame™: it creates a crosswalk from state assessment results to instructional materials. Teachers can then quickly access recommended resources tailored to each student's needs instead of taking time away from instruction to search for the right resources.

## **ClearFrame Frees up Teacher Time More Time for Teaching**

- Eliminates time spent matching assessment data to instructional materials
- Automatically suggests specific lessons and resources based on test results
- Gives teachers more time to work directly with students
- Provides instant visibility into the kind of extra support needed for each student assessed

## **Targeted Student Support**

- Creates personalized learning paths based on assessment results
- Reduces unnecessary additional testing by making better use of state assessment data
- Helps students spend class time on precisely the practice they need
- Gets support materials to students in the areas of learning when they need them most



**ClearFrame™**

## **Strengthening classroom impact.**

By automating the connection between assessments and instruction, teachers can focus on what matters most: directly teaching and supporting students.

# States validate efficacy of Learning A-Z® solutions.

***Learning A-Z programs have been vetted for quality and usability through numerous state approval processes designed to guide district- and school-level purchasing decisions. These states represent more than 990K students and almost 70K teachers using Learning A-Z solutions.***

These state-driven initiatives evaluate programs based on scientific research on how students learn to read. Following its “all green” EdReports rating, many rigorous state-level reviews also validated Foundations A-Z® for its alignment with the Science of Reading and strategic use of powerful instructional strategies. The following descriptions highlight several of the most reputable listings, where comprehensive rubrics tied to state legislation and regulated funds ensure that selected programs meet a very high bar of quality and capacity to drive meaningful impact in the classroom.

## Colorado READ Act Advisory List

Foundations A-Z earned approval as supplemental programming, meeting stringent criteria for research-based instruction and receiving high marks across all evaluation criteria.

## Ohio High-Quality Core Curriculum Review

Foundations A-Z gained approval in the K-2 Foundational Skills Category, validating its alignment with research-based early literacy practices.

These listings represent expert-led validation of Foundations A-Z. With administrators facing shrinking budgets and countless options for supplemental programs, this validation offers certainty: Foundations A-Z drives demonstrated academic improvements.

## Other states where Learning A-Z programs have been listed at the state level:

- Alabama
- Idaho
- Missouri
- New Mexico
- Oklahoma
- Texas
- Utah
- Virginia

According to one educator, “Foundations A-Z is an excellent program for my students! They are READING and really learning based on the Science of Reading! If you want to teach children to learn the rules of reading, Foundations A-Z is the program to do it.”



## Foundations A-Z®

These states represent

**990K+** students

and almost  
**70K** teachers  
using Learning A-Z solutions

**“This is really the ‘silver bullet’ many teachers are looking for... Not only does it allow your instruction to be differentiated, but it also provides an additional dose for struggling readers or a challenge for high-flyers in an engaging, interactive digital setting.”**

*Teacher Feedback on Foundations A-Z*



# Equipping educators with expert insights on dyslexia.

***Dyslexia affects 1 in 5 people, making it critical for teachers to apply science-based literacy strategies in their classrooms and for students to have the proven tools to unlock their academic potential.***

To equip teachers with expert insights about empowering learners with dyslexia, Voyager Sopris Learning® hosted a Lunch-and-Learn series of webinars with science-backed strategies for educators. These sessions were designed to help teachers see, value and support the unique gifts that students with dyslexia bring to the classroom.

Experts covered a range of topics in hour-long webinars conducted over three days. User feedback from each session highlighted how the sessions focused on actionable strategies and approaches that participants could use in their classrooms immediately.

## Here's what the participants said:

"Very broad, comprehensive, hopeful look at helping older dyslexic students! Great resources, suggestions!"

"Well-paced presentation to highlight and review the definition of dyslexia as it relates to science-based reading instruction, structured literacy; excellent visuals and references."

"This presentation was jam-packed with pertinent background knowledge, resources, and practical steps. I might just have to watch the recording to unpack all the info some more!"

Experts in classroom instruction lead the presentations, including:



**Dr. Jan Hansbrouck**

*A leading researcher, educational consultant and author who works with schools in the U.S. and internationally*



**Dr. Rebecca Tolson**

*Professor for Walsh University, A literacy/dyslexia consultant and professor for Walsh University in the masters of dyslexia therapy program, also serving as the chair of the Ohio Dyslexia Committee.*



**Matthew K. Burns**

*University of Missouri, Herbert W. Schooling faculty member, professor of special education and director of the Center for Collaborative Solutions for Kids, Practice, and Policy (SKIPP)*



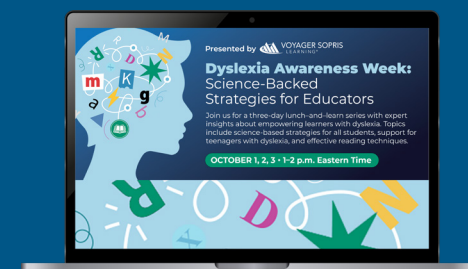
VOYAGER SOPRIS  
LEARNING®

This series drew together:

**10,524**  
educators

**6,897**  
live session  
registrants

**2,383**  
active participants



# Leveraging writing to reinforce **Science of Reading**-aligned learning.

**Many education companies apply Science of Reading principles only to reading instruction. This misses a key opportunity—Science of Reading research shows that teaching reading and writing together strengthens overall literacy development, as these essential skills naturally reinforce each other.**

With this in mind, Learning A-Z launched an innovative edWebinar series on embedding Science of Reading-aligned methods into writing instruction. These sessions connect educators directly with thought leaders who demonstrate how writing instruction can reinforce and enhance crucial reading skills.

As part of this initiative, Learning A-Z delivered seven expert-led literacy webinars in 2024, with six more planned for 2025. These free professional learning sessions equip teachers with research-based strategies for reading and writing instruction, including Self-Regulated Strategy Development (SRSD).

**"The content shared provided tangible examples that teachers can take and model in the classroom the very next day."**

Live Webinar Attendee

**The innovative literacy instruction webinars have shown remarkable engagement:**

**26,500+ educators** globally reached through the edWebinar initiative

**4,433 registrants** averaged per event

**551 attendees** participated in each session



Joan Sedita, Founder and CEO, Keys to Literacy, co-presented a webinar called Strategies from The Writing Rope for Think, Plan, Write, Revise

**"Clear, useful and practical, good sequence of ideas and visuals to support, you always provide some gems to take away and use."**

Live Webinar Attendee

# Transforming educator support to **maximize teaching time.**

***For teachers, every minute spent troubleshooting technology or waiting for support is a minute away from what matters most: helping students learn.***

In 2024, two Cambium brands launched AI support solutions: Learning A-Z's AI customer support system for routine inquiries and ExploreLearning's Helix chatbot, which provides immediate assistance across all ExploreLearning products.

## **Making an Impact Where it Matters**

**Learning A-Z's** AI customer support platform supported teachers by:

- Handling over **95%** of support interactions through self-service
- Maintaining customer satisfaction scores above **85%**
- Reducing support costs by **50%** compared to 2022

**ExploreLearning's Helix** delivered results by:

- Resolving **5,289** teacher questions during back to school
- Achieving **90%** customer satisfaction
- Freeing up human support by **35%** to focus on other issues
- Enabling a **97%** self-serve rate for nearly **94,000** teachers using Helix and help center support

Teachers appreciate the immediate assistance. One ExploreLearning Helix user commented, "I love that it is always here 24/7. It's a great resource that helps me understand everything I need to know about the website and how it works."

Both platforms now provide:

- Instant help through intuitive interfaces
- Education-specific context understanding
- Expert human backup for complex issues
- Round-the-clock availability

By providing instant, reliable support exactly when teachers need it, we're helping ensure they can focus on what truly matters: creating meaningful learning experiences for their students.



Explore**Learning**



**"Helix was able to help me with exactly what I needed. I was able to fix my issue and get helpful tips right away. This means I can spend more time focusing on my students instead of troubleshooting."**

ExploreLearning Helix User



## COMMUNITY IMPACT

Learning happens best when **communities are supported.** In 2024, our students, teachers and employees made their own lasting impacts, contributing to a society where everyone has the opportunity to thrive.



**The Boys & Girls Club of the Twin Cities Connect event, May 2024.**

Organization-wide, 30 BGCTC staff members are enrolled in Lexia® LETRS® Professional Learning, based on the Science of Reading, to strengthen the efficacy of the club's literacy instruction program.

## Volunteer Service Time

The Cambium Volunteer Service Time ("VST") program enables employees to volunteer for education and disaster recovery initiatives in their communities. These meaningful activities help strengthen the places where we live and work. By offering these service opportunities, we aim to enrich and inspire both our personal and professional lives. Full-time employees are allocated a specific number of paid hours each calendar year to dedicate to community volunteering.



Two volunteers served with "I Support The Girls" and appeared on the Kelly Clarkson show to receive the "2024 Good Neighbor of the Year" award, earning \$100,000 from Starbucks to support the organization.

Margot Lussier  
Account Executive - Inside Sales, ExploreLearning

Hope Szczyglinski  
Account Executive - Inside Sales, ExploreLearning

St. Vrain Foundation. (2024). *Supplies for success*. Retrieved from [link](#)

In 2024, employees logged

**14%**  
**more volunteer time**  
than the year before.

## By the Numbers

Number of employees who participated in community outreach **500+**

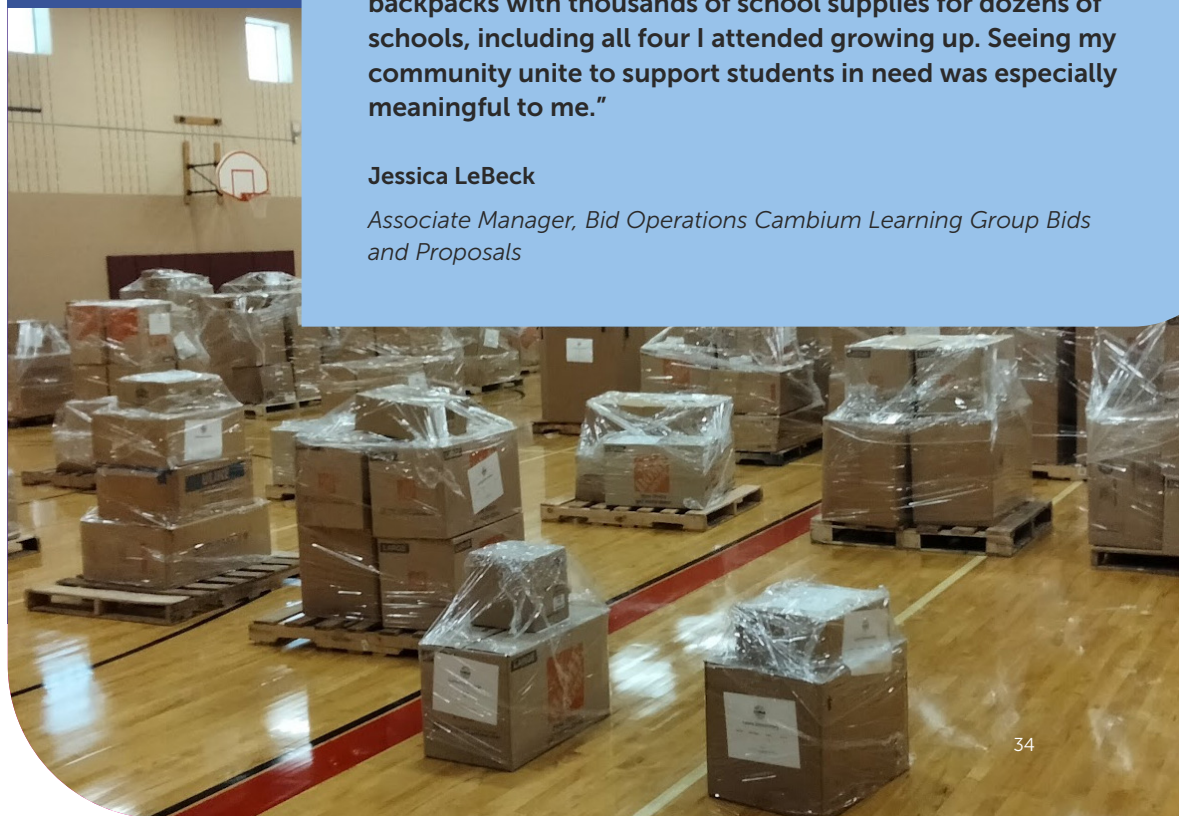
Number of states our employees volunteered in **45+**

Total volunteer hours in 2024 **7K+**

"I'm deeply grateful for Cambium's volunteer time, which allowed me to participate in my hometown school district's Supplies for Success event. We filled over 5,000 donated backpacks with thousands of school supplies for dozens of schools, including all four I attended growing up. Seeing my community unite to support students in need was especially meaningful to me."

**Jessica LeBeck**

*Associate Manager, Bid Operations Cambium Learning Group Bids and Proposals*



# A community of stars sparks a global giving movement.

**For the last four years, Learning A-Z has given students the option to use their reading program rewards to help others in need.**

What started as an experiment has now become a well-loved example of the power of educational technology, demonstrating its capacity to simultaneously drive academic achievement, develop social-emotional skills and create meaningful real-world impact.

## The Power of Purpose-Driven Learning

The Star Donation Challenge builds on research-proven methods to incentivize learning by adding on a community service element. With the additional engagement, students are more attentive, leading to evidence of improved achievement. Students earn stars by reading books and completing learning activities on the Learning A-Z platform. Instead of spending these stars on virtual rewards, students can choose to donate them to provide healthy meals for children in need, clean drinking water for communities, essential school supplies for students and more. **Since 2020, students have donated 9.2 billion stars.**

## Remarkable Results

**Learning A-Z converted student Star Donations into 1.8 billion real-world contributions, including:**

- **765,450** healthy meals provided
- **275,550** school supply donations made
- **5.3 million** days of drinking water supplied

The challenge has proven that combining purpose with learning creates powerful results. Students who participate in the Star Donation Challenge show dramatic results: they read 3x more books and completed 4x more activities.

**33% more students** participated in the Star Donation Challenge in 2024, creating an interdependent cycle of learning and giving that benefits both individual learners and communities worldwide.

**"In the process of demonstrating their concern for others less fortunate, they became better readers. They are truly proud to receive recognition for their efforts."**

**Maureen**

*Classroom Teacher, Hicksville, New York*



The Star Challenge results in more engagement from students and teachers:



**300%**

more books read than non-participating peers.



**400%**

more learning activities completed.



**400%**

more frequent teacher logins with participating students.





# Real-life science lessons inspire **environmental stewardship.**

**In a groundbreaking STEM Case developed in partnership with the [James River Association](#) conservation non-profit, students step into the role of environmental scientists to investigate real watershed challenges.**

Through a blend of illustrations, field photography and videos of actual scientific fieldwork, the simulation helps students practice applying relevant science skills and concepts while they act as virtual citizen scientists.

In “[River Detective: The Case of the Missing Shad](#),” students investigate the disappearance of an iconic fish from a Virginia river and design a solution to bring it back. By partnering with working scientists and environmental educators from the James River Association, ExploreLearning created learning experiences that showcase real conservation challenges while highlighting meaningful opportunities for student involvement in environmental protection.

**The development process involved extensive collaboration between environmental educators, naturalists and ExploreLearning Gizmos® curriculum designers. The team followed students on a field trip to Presquile National Wildlife Refuge to capture authentic field experiences and design a lesson module around what the students learned.**

## In this STEM Case, students learn about:

Biotic and abiotic factors that impact ecosystem health

Runoff, water filtration and erosion impacts

Environmental modeling and how it’s used to design and test interventions

Community conservation organizations and citizen scientist opportunities

Connections between learning objectives and real environmental challenges

Career opportunities and relevant fieldwork

While centered on the James River watershed, this STEM Case teaches universal concepts applicable to all watersheds. Most importantly, it empowers students to pursue environmental action projects in their own communities by showing them real examples of how their scientific knowledge can make a difference. Through this authentic, community-based approach to STEM education, students don’t just learn about environmental science—they experience it as active participants in conservation efforts.

ExploreLearning®



**“I hope this STEM Case provides opportunities for students and teachers**

**to make and reinforce connections between the science classroom and students’ outdoor environmental learning experiences.”**

**Carrie Adler**

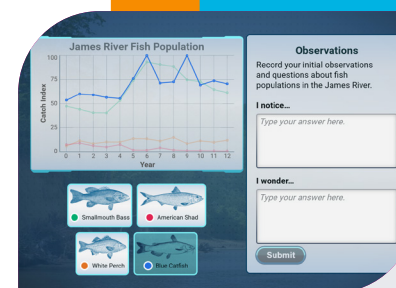
*Carrie Adler, M.Ed., NBCT;*

*Learning Designer, ExploreLearning*

Students completed

**1,148,488**

STEM cases in 2024 (7% increase over 2023).



# Lexia champions Science of Reading through **industry leadership.**

*Through thought leadership spanning major industry publications, podcasts and conferences in 2024, Lexia demonstrated its commitment to transforming literacy education through Science of Reading approaches and inclusive practices.*

## Driving National Impact

Across the nation, educators are looking to Lexia for critical instructional leadership and support. In 2024, **34 state and 1,836 district agencies** purchased Lexia Professional Learning solutions.

## Bridging Research and Practice

At the heart of Lexia's thought leadership was a focus on making literacy research accessible and actionable for educators. The inaugural **LETRS Applied! Conference** in Chicago brought together nearly **500 educators** with distinguished experts to bridge the gap between research and classroom practice. This event also coincided with two exciting milestones: Lexia celebrated its 40th anniversary, and the Lexia® LETRS® professional learning solution celebrated its 30th anniversary. Lexia's decades-long commitment to research-based instruction has resulted in expansive positive impact.

## Amplifying Important Voices

**The All for Literacy™** podcast series, hosted by **Dr. Liz Brooke**, 2024 EdTech Digest Leadership Awards Finalist for Edtech Author/Speaker or Podcaster, provided an additional pathway for helping educators and families learn about the Science of Reading. With **over 83,000 downloads** since February 2023 and a 4.9/5 rating on Apple Podcasts, the series has become a trusted resource for those seeking to connect research with practical classroom strategies.

Lexia's thought leadership in 2024 went beyond sharing insights—it **sparked meaningful change in literacy instruction nationwide. By connecting research with practice and championing literacy as a fundamental right, Lexia has helped reshape the conversation around education equity.**

For more detailed insights, explore some of this year's highlights:

[Literacy Is a Civil Right](#)  
[Strong Literacy Foundations](#)  
[Find the Why: Adolescent Reading Comprehension](#)  
[Empowering Emergent Bilinguals in K-12](#)  
[All for Literacy Podcast Series](#)  
[How Personal Stories Drive Success](#)

**40 YEARS Lexia®**





# #CandidCambium: real-world perspectives.

**The #CandidCambium series brings forward the voices of Cambium's leaders, sharing experiences and insights that shape the future of education technology. In this edition, Time4Learning® President, Cheryl Dodge, reflects on her journey from teacher to EdTech leader, offering a powerful perspective on educational choice.**

## A Personal Journey in School Choice

*Spotlight: Cheryl Dodge, President at Time4Learning*

Each role in Cheryl Dodge's career—teacher, parent and education technology leader—has revealed why having educational options is not just beneficial but essential. Her path to becoming a school choice advocate wasn't planned; it evolved through these varied experiences.

Cheryl's teaching career began in a private school, where she saw how unconventional learning methods led her students to flourish. Later, while teaching Marines and Navy personnel across multiple bases, she discovered technology's power to eliminate geographical barriers to learning.

**When she taught elementary classrooms, she discovered her grade 5 students' skills and abilities ranged across nine grade levels—highlighting the need for flexible approaches and personalized learning.**

The most profound shift came when she became a parent and chose a nature-based preschool for her child. This school followed Waldorf methods, emphasizing outdoor learning and creative play. Though she worried about academics, her son learned reading and math at home while gaining experiences in handcrafts, art and practical life skills at school. His ability to read independently before age five proved that students can thrive in non-traditional settings.



When the pandemic disrupted traditional schooling, Cheryl's son, now in high school, proved again how successful kids can be in non-traditional environments. While many students struggled with remote classes, he excelled online balancing his academic work with competitive pole vaulting. Now in college, he continues thriving with hybrid learning.

Throughout her 30 year career developing educational solutions—from software to textbooks to adaptive learning systems—Cheryl has observed how different approaches serve the differing needs of learners. Her experiences have transformed her into an intentional champion of educational options for families.

Read the original story here:

[How I Became an Accidental School Choice Advocate](#)



**time4  
learning™**

**"Parents must carefully consider which learning environment best suits their child," Cheryl reflects. "While this decision often brings emotional challenges and social pressures, I've seen firsthand that having educational choices is fundamental to supporting each child's full development."**

Cheryl Dodge  
President, Time4Learning



# Shining a spotlight on EdTech's female leaders.

***When women lead, they bring transformational leadership styles to their organizations.***

Spotlighting the successes of women leaders can encourage more women to pursue leadership roles in education and accelerate the metamorphosis that this moment requires.

Through a multi-year sponsorship of the prestigious Power of Women Awards at the annual ASU+GSV Summit, Cambium plays a role in recognizing the remarkable contributions of female EdTech leaders and promoting a culture of mutual support that strengthens their effectiveness.

***"The Power of Women Awards are a meaningful opportunity to shine a light on women leaders who dedicate their careers to driving innovation and change in education through the transformational power of technology,"*** said Ashley Andersen Zantop, Chairman and CEO of Cambium Learning Group.

As the exclusive presenting partner of the awards since 2021, Cambium's commitment extends through 2026, solidifying the company's position as a champion of women in EdTech. Each year, the

accolades honor some of the most extraordinary female innovators working to create a more equitable future through education and skills development.

The Power of Women Awards ceremony, held at the ASU+GSV Summit, provides a high-profile platform to celebrate women's leadership and foster greater connection within the EdTech ecosystem.

***"The event allows us to recognize the impact of female leaders across the industry and spotlight their hard work and innovation,"*** said Deborah Quazzo, Managing Partner of GSV Ventures and ASU+GSV Summit Co-Founder. ***"We're so glad to see Cambium's continued commitment to the cause so that we can continue to celebrate these women for years to come."***

By championing women in EdTech, Cambium is honoring their invaluable contributions and inspiring the next generation of female leaders to pursue their passions and shape the future of education. This support underscores Cambium's dedication to fostering a more equitable and inclusive EdTech leadership.



**Cambium Learning Group continues its sponsorship of the Power of Women Awards in its commitment to supporting women in leadership.**

# New ways to foster a love of reading and **support Title I educators.**

*In celebration of its 40th anniversary, Lexia launched an exciting new partnership with **First Book**, a nonprofit social enterprise dedicated to educational equity in access to educational resources.*

The partnership, called The Library Wish Program, funded \$16,000 in prizes for Title I teachers to stock their classroom and school libraries with books from the First Book Marketplace.

Open to teachers, paraprofessionals, school librarians and staff members working in historically marginalized communities, the program drew more than 2,500 applications. It provided books and literacy resources to classrooms across the country.

**“Teaming up with fellow educational innovator,**

**First Book, has enabled us to expand our impact by bringing much-needed books to Title I schools across the country,”** said

Lexia President,  
Nick Gaehde.



**The First Book program offered substantial support to Title I educators:**

**1 Grand Prize Winner** received **\$4,000** (enough to purchase approximately 800 books)

**25 Silver Prize Winners** received **\$400 each for books** (about 80 books per winner)

**74 educators** won **\$40 gift certificates**

This comprehensive approach helps foster a culture of literacy that can have lasting effects on student achievement and opportunity.



**GRAND PRIZE WINNER**

**Charlotte Brett**

*Librarian at Antrim Elementary School in New Hampshire was the winner of the grand prize of a \$4,000 gift certificate in the Lexia Library Wish program.*

**40 YEARS Lexia®**



**“This program directly addresses**

**one of education’s most pressing challenges—ensuring all students have access to high-quality reading materials regardless of their economic circumstances.”**

Jenni Breeze  
Sr. Brand Programs Manager  
at Lexia

# Leveraging technology to enhance human connection.

**Technology in the workplace isn't just about new tools. It's about creating more time for what matters most: human connection and strategic support for our education partners.**

Cambium served as a sponsor for the 2024 When Women Lead Summit, a unique national educational summit created by women for women. Also sponsoring the beloved Nature Walk for Ed Leaders, an opportunity for female educators to connect with each other and nature. Cambium's Chief Information Officer, Dr. Diana Cano, was a key participant with other business leaders who gathered to explore how emerging technologies like generative AI can enhance rather than replace the human elements of leadership and collaboration.

At the three-day summit, women leaders transformed workplace challenges into opportunities using an innovative problem-solving exercise called Lightning Decision Jam. Instead of dwelling on data privacy concerns, they explored creating guidelines for safe AI use in business operations and building partnerships to address resource constraints.

The gathering highlighted a crucial truth: the future of business technology isn't about replacing human connection but enhancing it. By embracing new tools thoughtfully, women leaders can create

more opportunities of what truly drives business success—meaningful interactions between teams, partners and communities.

## Innovation in Action

Across Cambium's family of brands, **AI and machine learning** are already making a tangible difference:

**Lexia® Core5®** uses predictive analytics to identify struggling students early, while **Lexia English Language Development®** uses speech recognition to help emergent bilingual learners master English with confidence.

**ExploreLearning's Frax®** and **Reflex®** adaptive learning frameworks provide just enough challenge for what each student needs to learn.

**Cambium Assessment's Hotline** uses predictive AI to alert educators to potentially harmful material in students' writing in real time to mitigate violence, suicide and other school dangers.

**Learning A-Z** leverages AI chatbots to provide rapid, intelligent support to educators when they need it most.



**"There are only so many hours in a day and, for educators, the most**

**important and rewarding way to spend time is by engaging with students, teachers and their communities. Utilizing GenAI to take care of some of the more 'mundane' tasks can help free up time for what really matters."**

**Dr. Diana Cano**  
*Chief Information Officer at  
Cambium Learning Group*





# Cambium and SIIA join forces to accelerate EdTech innovation.

*In a rapidly evolving education landscape, the need for innovative solutions that address the increasingly complex needs of teachers and students has never been more pressing.*

Recognizing this imperative, Cambium has deepened its longstanding partnership with the Software and Information Industry Association (SIIA) to power the 2024 SIIA Innovation Showcase.

By collaborating with SIIA on this prestigious event, Cambium is amplifying the work of pioneering EdTech organizations that share the core objective to innovate with purpose.

The Innovation Showcase serves as an on-ramp to the prestigious CODiE awards program, offering emerging startups not just financial opportunities but invaluable visibility and access to established industry professionals.

A key component of this collaboration was Cambium's involvement in developing a new Diversity, Equity, Inclusion and Belonging (DEIB) category for the awards. Recognizing the critical importance of elevating underrepresented voices, Dr. Zachary Shirley, Cambium's Vice President

of DEIB, worked closely with SIIA organizers to ensure the category's scoring metrics truly reflected the intersection of innovation, DEIB and community impact.

The 2024 Innovation Showcase culminated in two remarkable winners: **Qore Insights**, awarded **Most Innovative Startup** for its Classroom Education Plan, and **Wonder Media**, awarded **Best Solution for Diversity, Equity, Inclusion and Belonging** for its Story Maker® platform. Both organizations were mentored by senior leaders from Cambium and its partners, who provided invaluable guidance and expertise to enhance their presentations and amplify their impact.

Throughout the program, Cambium leaders served as dedicated mentors for the finalists, offering ongoing feedback, strategic advice and professional support to help these promising startups refine their offerings and business models. This mentorship extended beyond the competition itself, creating lasting relationships that continue to nurture innovation in the EdTech ecosystem and provide a pathway for these emerging companies to establish themselves in the education marketplace.



**//CODiE//**  
SIIA CODiE AWARDS

"By intentionally encouraging and celebrating innovation, we're inviting new leaders and teams to join us in creating a

more equitable, inclusive and impactful education ecosystem."



**John Jorgenson**  
Chief Marketing Officer at  
Cambium Learning Group





## EMPLOYEE IMPACT

Every day, our people work to fulfill education's most fundamental promise:  
**to open doors  
of opportunity.**

Percentage of female  
Cambium employees is  
more than

**2X**

the national tech  
industry average.<sup>20</sup>

The percentage of women on  
Cambium's Executive Team is

**50%**

which outpaces the  
global average of senior  
management positions in  
other major industries.<sup>21</sup>



# By the Numbers

Employees	2.4K+
Female employees	62%
Black, Indigenous and People of Color (BIPOC) employees	31%
Employees in leadership positions who identify as women (Cambium VPs/SVPs)	46%
Employees in leadership positions who identify as BIPOC (Cambium VPs/SVPs)	22%
Employees working remotely	98%
Employees who reported valuing Cambium's remote-first approach	99%
Employees who reported feeling well-supported by the resources provided to enable remote work	92%



# Employee groups and partnerships connect, uplift and support.

*When people from different backgrounds and experiences support one another, we are more likely to innovate and share new ideas.*

At Cambium, we believe that inclusive leadership isn't just about building a better workplace—it's about developing stronger solutions that serve all educators and students.

## Understanding Identity: Leadership Summit Session

At a leadership meeting, Cambium's Vice President of Diversity, Equity, Inclusion and Belonging, Zach Shirley, revealed how socioeconomic factors invisibly influence workplace dynamics, equipping leaders to create more inclusive environments where employees feel seen and empowered to participate with their whole selves.



## Empowering Voices, Enriching Communities

Our Employee Resource Groups (ERGs) are more than just networking spaces—they're incubators for innovation and professional growth that directly impact how we serve the education community. In 2024, the following are just a few examples of these employee-led events.

## Cultivating Professional Growth and Connection

**The Black Employee Advancement Team (BEAT)** tackled community building through their "The Cookout" series, a dedicated meeting space designed for employees to engage in open discussions about African American

culture, fellowship, camaraderie and belonging within the organization.

**Women's Initiative Network (WIN)** addressed workplace challenges for women through peer mentorship, diverse programming (comedy spotlights, book clubs, recipe sharing, wellness) and professional development. The ERG recently launched its first summer conference series, attracting participants from across Cambium.

**KALEIDOSCOPE** reached 97 members and allies through 13 LGBTQ+ focused events, including Pride month celebrations, giveaways and book discussions.

**HEART (Honoring Every Ability with Respect and Togetherness)** expanded their Mind and Movement sessions, focusing on the mind-body connection in the workplace.

## Supporting a Dynamic EdTech Future

Cambium supports EdTech equity and opportunity through key partnerships:

- Power of Women Awards sponsorship at ASU+GSV Summit
- Voice4Equity's "When Women Lead" Summit
- Innovation for Equity's HBCU EdTech Summit and Career Fair
- PowerTrip Well-Being and Leadership Summit for Women District Leaders



# 10

Employee Resource Groups (ERGs)

# 1K+

total members of ERGs

# 95+

total members of ERG programs/events

# 2.6K+

employee attendees across all programs and events

# Recycling technology devices for environmental impact.

***Cambium disposed a significant amount of electronic waste responsibly in 2024.***

Cambium strengthened its commitment to environmental sustainability through a technology recycling initiative, demonstrating how EdTech companies can reduce their carbon footprint.

The program has processed 5,681 devices to date, preventing electronic waste from entering landfills while generating measurable environmental benefits across multiple categories.

## Environmental Impact

The initiative has saved 785,085 lbs of carbon emissions from entering the atmosphere, equivalent to removing dozens of cars from the road for a year. Cambium demonstrates sustainable business practices by extending the lifecycle of technology through recycling, refurbishment and responsible disposal.

## Technology Lifecycle Management

The initiative showcases an expansive approach to responsible technology management.

### Top 5 Device Categories Processed:

**1,170 laptops**

**911 monitors**

**831 telephones**

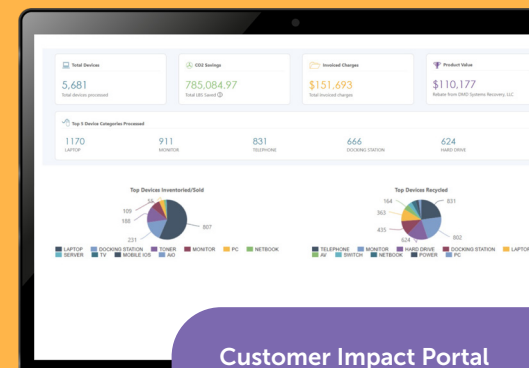
**666 docking stations**

**624 hard drives**



**5,681**  
total devices recycled

**785,085**  
lbs of CO<sub>2</sub> emissions avoided





# Industry-leading security to protect our educational community.

## ***In today's digital education landscape, protecting sensitive data is paramount.***

Cambium continues to invest in our robust security infrastructure, ensuring the millions of students and educators who rely on our solutions receive the highest level of protection verified by third-party experts.

### **Building on Our Strong Security Foundation**

Cambium's security practices continuously meet and exceed industry standards through our comprehensive cybersecurity awareness approach.

Our dynamic training program features engaging monthly modules that strengthen our ability to safeguard educational data against emerging threats.

These sessions offer practical protection strategies with interactive elements and tracking dashboards, proven effective against sophisticated threats to educational institutions.

### **Verified Security Excellence**

Third-party verification confirms Cambium's security metrics consistently outperform industry benchmarks:

- Security awareness metrics exceed expectations of regulators for annual cyber security awareness training

- Internal users of our systems and technology receive customized, just-in-time training for their role, resulting in strong satisfaction scores on internal surveys
- Third-party security certification and continuous improvement are top priorities for all solutions
- Constant testing (both internally and with third parties) is conducted to identify vulnerabilities and solutions for any issues that arise

In the span of a year, Cambium employees participate in **more than 230K minutes of security training**, ensuring our protection capabilities continuously evolve to address the changing security landscape.

### **Why This Matters for Education**

Every time an educator logs into our systems or a student interacts with our learning platforms, they're placing their trust in Cambium. By making security awareness an integral part of our culture, we ensure that this trust is well-placed and protected.

- **Educators** can confidently use our tools with the assurance of best-in-class data protection
- **Students** can engage with digital learning experiences in a verified secure environment
- **Administrators** can trust that their school community's information receives the highest level of protection

By maintaining our position at the forefront of educational data security, we enable the entire education community to focus on their core mission: creating powerful learning opportunities for every student.



Digital security vigilance translates to a **safer learning environment for all.**



**"The security training we provide employees**

**on policies, procedures and good practices strengthens trust between our organization and our valued clients, teachers and students."**

**Jason Stockinger**  
Chief Information Security Officer  
at Cambium Learning Group



# Empowering working parents: where **career meets care.**



**When Alysa Giustino, Sr. Manager of Test Development at Cambium Assessment, returned to work after maternity leave, she faced a challenge familiar to many working**

**parents: how to maintain her commitment to breastfeeding while meeting the demands of her career.**

As a professional who occasionally needs to travel for work, the logistics of maintaining a sufficient breast milk supply seemed daunting to Alysa.

"As a new mother, I was already navigating so many challenges. The thought of having to choose between my baby's nutrition and my career responsibilities felt overwhelming," Alysa recalls.

**Studies show that this choice puts a career and a parent's priorities for family healthcare at odds.**<sup>22</sup>

**60% of mothers** in the U.S. stop breastfeeding sooner than planned.

Only **35% of infants** receive any breast milk at 12 months old.

Low rates of breastfeeding add more than **\$3 billion annually to medical costs** in the U.S.

At Cambium, we recognize that employees' success at work is intrinsically linked to their ability to care for their families. That's why we partnered with Milkstork, an innovative service that enables working parents to safely ship breast milk home while traveling for work.

## The service provides:

Specialized **shipping kits** for breast milk

Pre-addressed **shipping labels**

Pharmaceutical-grade **cooling systems**

Door-to-door **delivery service**

For Alysa, the impact was immediate and meaningful. **"Milkstork allowed me to meet the requirements of my job while continuing to breastfeed my baby,"** says Alysa.

By supporting our employees with this service, we create a culture where breastfeeding mothers feel seen and can care for their infants as they choose. When our people succeed in all aspects of their lives, we bring our whole selves to do our best work.



# Top honors celebrate Cambium's workplace culture.

*In an era where workplace culture can make or break an organization's success, Cambium has demonstrated that exceptional business outcomes start with an exceptional employee experience.*

This commitment to workplace excellence has earned Cambium multiple prestigious recognitions in 2024, validating a fundamental truth: when organizations prioritize their people, they are enabled to focus on great work.

## Excellence in EdTech Leadership

The Merit Awards for Business honored Cambium with two significant awards that showcase the connection between organizational culture and educational impact.

**1. Business Excellence Award:** Recognizing Cambium's success in delivering effective educational technology solutions to millions of learners worldwide.

**2. Leadership Excellence & Executive Leadership Award:** Acknowledging CEO Ashley Andersen Zantop's role in fostering an empathetic culture that drives innovation in K-12 education

## Setting the Standard in Human Resources

Cambium's dedication to creating an exceptional employee experience earned top honors at the Merit Awards for Human Resources.

### 1. Gold Winner - HR Department of the Year:

Recognizing the outstanding work of our 30+ member People Experience team in creating and maintaining an environment where employees can thrive.

### 2. Silver Winner - Remote Work & Flexible Work Arrangements (Silver):

Highlighting Cambium's commitment to supporting employees' work-life integration through flexible policies and robust remote work infrastructure.

### Workplace Well-being Leadership

The Aetna Workplace Well-being Awards recognized Cambium as a Silver Winner for its approach to employee wellness.

"Winning these awards signifies that we have excelled in fostering a strong company culture, prioritizing employee engagement, development and well-being. It reflects our commitment to creating a supportive, inclusive and thriving workplace—one where every employee feels seen, valued and supported."

- Melissa Yates May, Cambium's Chief People Officer






The People Experience team further distinguished itself by winning **HR Team of the Year** in the **2024 WorkLife Awards**, with Chief People Officer Melissa Yates May being named a finalist for the People/HR Leader of the Year award.



**"All of these awards are a testament to and recognition of the incredible work of our Cambium employee community. Each day, our employees show leadership in creating and embodying the type of workplace culture we can all thrive in while pursuing our purpose."**

Ashley Andersen Zantop  
Chairman and CEO of Cambium Learning Group





"To everyone in our K-12 education community: Thank you for allowing us to serve you and support your vital work. Your dedication to creating opportunity for every student fills us with immense gratitude and defines our purpose."

**Ashley Andersen Zantop**

Chairman and Chief Executive Officer | Cambium Learning Group







**cambium**<sup>™</sup>  
LEARNING GROUP

Cambium Learning Group is the education essentials company, providing award-winning education technology and services for K-12 educators and students. With an intentional collection of respected global brands, Cambium serves as a leader, helping millions of educators and students feel more universally seen, valued and supported each and every day. In everything it does, the company focuses on the elements that are most essential to the success of education, delivering simpler, more certain solutions that make a meaningful difference right now.

The Cambium family of brands includes: Cambium Assessment®, Lexia®, Learning A-Z®, ExploreLearning®, and Time4Learning®.



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