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Education Research Explained

# HOW DOES AN EDTECH PRODUCT GET ESSA CERTIFIED?

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# TO QUALIFY FOR ESSA CERTIFICATION

Products must align with one of the four evidence tiers, each with unique research standards.





# THE CERTIFICATION PROCESS

- 1 Conduct Research-** gather evidence with independent studies
- 2 Document Evidence-** Organize your findings in detail
- 3 Submit for Evaluation-** Send your research for expert review
- 4 Receive Certification-** Gain your ESSA evidence level
- 5 Share the news!**



# WHO CERTIFIES ESSA EVIDENCE?

ESSA certification reviewers include:

- **Non-profit Education Agencies:** e.g., Digital Promise, ICEIE
- **Private Evaluators:** research firms and edtech companies
- **Government Entities:** state education agencies





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# BENEFITS OF ESSA CERTIFICATION

- ✓ Credibility with Educators
- ✓ Differentiation in the Market
- ✓ Supports Research-Based Choices
- ✓ Eligibility for Funding
- ✓ Product Improvement Insights
- ✓ Increased exposure for evidence-minded buyers



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# CHALLENGES TO ESSA CERTIFICATION

- **Time & Resources:** Rigorous studies require commitment & expertise
- **Maintaining Certification:** Periodic re-evaluation is needed
- **Building on Tiers:** All tiers provide value; lower tiers provide a foundation
- **Interpreting Results:** Accurate representation is essential



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# THE IMPACT OF ESSA CERTIFICATION

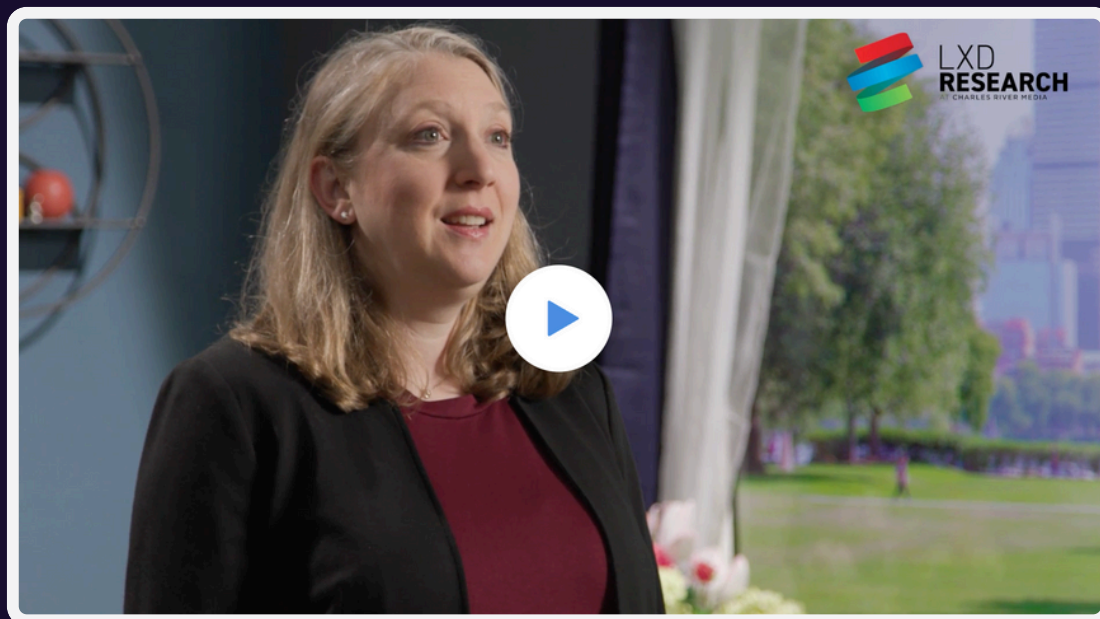
- **Proof of Impact:** Demonstrates your product's effectiveness
- **Market Advantage:** Builds credibility with educators and administrators
- **Supports Evidence- Based Decisions:** Aligns with data-driven education goals





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# LEARN MORE ABOUT HOW TO GET ESSA CERTIFIED



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for more information