PROVIDING ESSA-ALIGNED EVIDENCE RESEARCH SERVICES

Led by Dr. Rachel Schechter

Foundational & User Research | Effectiveness & Efficacy Studies | Certification Guidance

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ABOUT US

LXD Research partners with companies to meet new evidence requirements and market trends, providing your products with more credibility than the competition.

Our Team

Dr. Rachel Schechter leads a team of Ph.D. researchers, instructional designers, learning scientists, and former teachers. She pulls from her experience as Vice President of Learning Sciences at Houghton Mifflin Harcourt and Director of Research at Lexia. Dr. Schechter holds a Ph.D. in Child Development from Tufts University and a Master's in Education from Harvard University.

15+

Study approvals on Evidence for ESSA

35+

Certifications from Digital Promise

50+

Education Institution Partners

100+

Reports on ResearchGate

Partnering for Excellence

Elevating the quality and substance of product research, LXD Research believes educators deserve the best tools for optimal outcomes. We collaborate with top-tier education companies, ensuring schools receive the robust research and evidence vital for accelerating student learning.

DRIVING EVIDENCE-BASED IMPACT

The Learning Experience Design (LXD) Research team at Charles River Media Inc provides research services to support product effectiveness and conduct product efficacy studies for various audiences. Our approach to efficacy research is designed to provide a deep understanding of the programs' implementation, informed by multiple perspectives and methods, and explore the relationships between program implementation and student achievement on standardized tests. In all our work, we leverage evidence from learning sciences and content-specific literature to document how a product's design helps meet the needs of students and educators.

What We Do?

We help EdTech companies build, strengthen, and certify the evidence behind their products — from foundational research documentation through rigorous ESSA-aligned efficacy studies.

Build Evidence
Document the research behind your product with logic models, literature reviews, and ESSA Level IV certification — the baseline required for state funding access in over 40 states.

Strengthen Evidence
Maximize the value of research you've already conducted. We provide third-party validation, and guide applications for industry certifications including Digital Promise and the ISTE Seal.

Secure ESSA Evidence
Partner with us to design and conduct ESSA-aligned efficacy studies (Tiers I–III) in collaboration with school districts — producing the trusted evidence that drives state approvals, school adoption, and market credibility.

RESEARCH DOCUMENTATION

Partner with LXD to Document the Research Behind Your Product

Documenting the use of research to inform product design is the first step for establishing your product's research foundation. We customize our documentation services to meet your company's needs for product creation or evidence-building for established products. Documentation provides credibility for the critical lens and includes logic models, research summaries, and material that can be reused for RFPs and other applications, approval lists, or certifications.

Product Descriptions

With a clear and more objective voice than website pages, first the product, it's key components and its differentiated qualities are detailed.

Logic Models

Visually explain the product's purpose, strategy, and expected outcomes.

Research Summaries

Provide an understanding of the customer problems, market gaps, and the risks and needs of product design.

> **Over 40 States require ESSA IV documentation for access to state funding.**

DELIVERABLE	**ESSA Evidence Packet**
	Logic Model, Lit Review, ESSA IV Seal
INVESTMENT	**$7,500**
TIMELINE	**2–3 Months**

VALIDATE EXISTING RESEARCH

Third-Party Validation to Maximize the Value of Your Existing Research

LXD Research can provide an expert, third-party review of previously conducted research to clarify ESSA alignment and refresh older research. A study review increases transparency and accessibility for non-academic consumers.

ISTE Seal

The ISTE Seal certifies that your product aligns with evidence-based learning practices and demonstrates a commitment to high-impact outcomes. Ideal for enhancing product credibility with educators, district leaders, and decision-makers.

❯ **Learn how the ISTE Seal can elevate your product's impact and visibility — view our overview [here].**

Digital Promise Certifications

Digital Promise offers ESSA-aligned product certifications that validate your edtech tool's effectiveness. Securing Tier 3 or Tier 4 status supports your product's evidence base and boosts confidence among schools and districts evaluating solutions for funding and adoption.

❯ **Discover how to strengthen your product's research story with Digital Promise Certification — view our overview [here].**

DELIVERABLE	**Digital Promise & ISTE Application Guidance**
	Qualitative Study Documentation, Research and Design Citation & Application Support, Project Management
INVESTMENT	**$5,000–$7,500**
TIMELINE	**+1–2 Months**

ESSA-ALIGNED EFFICACY STUDIES

Work with LXD Research to produce trusted ESSA-aligned research (Tiers I–III) that drives product validation, school adoption, and evidence-based marketing.

At LXD Research, we conduct rigorous ESSA-aligned studies in collaboration with school districts to help edtech companies measure and demonstrate the impact of their products on student learning. These studies improve your chances of being listed on state-approved product lists and meeting ESSA evidence levels (Tiers I–III).

We also support your team with research strategy, educator-facing communication, and product improvement insights—helping you go beyond compliance to build credibility and drive adoption.

We offer two ESSA-aligned study designs tailored to your product's goals, timeline, and available data:

▶ **Real-Time Studies**, ideal for current implementations and top-tier ESSA evidence that we can carefully plan for

▶ **Look Back Studies**, ideal for companies with existing success stories with strong partners, seeking faster results

TIER I
STRONG EVIDENCE

TIER II
MODERATE EVIDENCE

TIER III
PROMISING EVIDENCE

✓ **Ready to build your ESSA Evidence?**

Which Study Type is Right for You?

Real-Time ESSA Evidence Study

A real-time study involves collecting and analyzing data during the current school year. It provides actionable insights as the program is being implemented and is ideal for companies pursuing Tier I (Strong Evidence) or Tier II (Moderate Evidence) ratings.

Choose this option if:

- ⊘ You want current feedback from educators and schools.
- ⊘ You have the capacity to build and maintain district partnerships.
- ⊘ You're aiming for top-tier ESSA certification (e.g., inclusion on the Evidence for ESSA website).
- ⊘ You can commit to a multi-month study (typically 6–14 months, not including recruitment).

DELIVERABLE	**Real-Time Learning Study** Examining learning for the current school year
INVESTMENT	**$70,000–$90,000**
TIMELINE	**9–18 Months**

Look Back ESSA Evidence Study

This retrospective study design leverages historical data to evaluate past implementation of your product. It's ideal for companies that already have strong usage stories or outcome data and are seeking Tier II (Moderate) or Tier III (Promising) evidence with a faster timeline.

Choose this option if:

- ⊘ You have robust existing data from prior school years.
- ⊘ You want faster results (4–6 months).
- ⊘ You don't need to establish new school partnerships.
- ⊘ You are looking to demonstrate long-term product effectiveness or trends.

DELIVERABLE	**Look Back on Learning Study** Retrospective study examining learning from previous school years (Tier II or III)
INVESTMENT	**$35,000–$50,000**
TIMELINE	**4–6 Months**

Our Process: Full-Service Research Design, Implementation, and Reporting

Work with LXD Research to produce trusted ESSA-aligned studies designed to meet the standards of Evidence for ESSA, What Works Clearinghouse, and state-level review panels. We handle every step of the research process in a transparent, collaborative, and accessible way.

Research Activities Include:

- Collection and analysis of district-administered pre- and post-measures

- Development and execution of administrator interviews and educator surveys

- Optional: Site visits, classroom observations, and focus groups

Deliverables:

- Final ESSA-aligned study report
- Educator-friendly executive summary
- Actionable insights to inform product development and implementation

Want to Learn More?

Explore these resources to dive deeper into ESSA-aligned study design and research certification:

Understanding Top Tier ESSA Research Studies [here]
A post breaking down real-time vs. look back ESSA study options

LXD ESSA Badges and Definitions [here]
A visual guide to LXD's evidence levels, badge criteria, and how they compare to other certifications like Evidence for ESSA or Digital Promise

ESSA Education Research Explained— Video Series [go to YouTube here]
A short explainer video series from LXD Research that breaks down the ESSA tiers, research types, and how evidence supports product success.

These resources clarify what it takes to earn each badge and how to choose the right ESSA-aligned path for your product's growth and adoption.

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> *LXD Research has provided us invaluable consultation surrounding research strategy, guiding the development of evidence-informed digital products, and communicating our evidence base to educators. Their team also partnered with districts to conduct rigorous ESSA studies that secured our products on coveted state lists. Their key insights and compelling data stories help build momentum in marketing and sales, as well as inform product development. We plan to continue to collaborate with LXD Research now and in the future."*
>
> **Laura Stewart**
> **Chief Academic Officer**
> **95 Percent Group**

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TRUSTED BY LEADING EDTECH TEAMS

Examples of the companies and products we've supported with ESSA-aligned research and certification.

- 95 Phonics Core Program
- 95 Phonics Lesson Library
- 95 Phonological Awareness Lessons
- 95 Multisyllable Routine Cards
- 95 Tune Up & Phonics Booster Bundle
- Deledao
- EBLI Teacher Student Lessons
- eGrowe by engage2learn
- First in Math
- Learning A-Z, Foundations A-Z
- Learning A-Z, Writing A-Z
- Live BIG Community
- Get More Math
- Gloucester Marine Genomics Institute
- Hatch Early Learning
- Heggerty Bridge to Reading
- Heggerty Bridge to Writing
- Handwriting Heroes
- Labster
- KiDE Science
- MindPlay Reading
- MindPlay Math
- MindPlay Lightsail
- QoreInsights
- Pixton Comics
- Reading on Your Own
- ReadBright
- Teach My Kid to Read
- Saavas
- Secret Stories
- Scholastic RISE and RISE UP
- Sortegories
- S.P.I.R.E. by EPS
- Storyboard That
- Zaner-Bloser Handwriting
- Zaner-Bloser Building Fact Fluency
- Zaner-Bloser Spelling Connections
- Zaner-Bloser Kickstart: Number Sense

EVIDENCE for ESSA

LXD Research has more approved studies on Evidence for ESSA than any other research firm

LET'S GET IN TOUCH

Thank you! We look forward to working with you to meet your goals!

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