



How Alliance to Save Energy Cut Curriculum Expenses by 60% Using Content2Classroom

www.content2classroom.com



Introduction

Alliance to Save Energy (ASE) is a nonprofit organization that has been dedicated to improving energy efficiency throughout the United States since 1977. With U.S. schools accounting for more than \$8 billion dollars in energy spending each year, one way ASE fulfills its mission is through their EmPowered Schools education program that teaches students about energy efficiency and conservation. To increase their program reach, ASE needed to digitize their curriculum and streamline its delivery to make it easier and more convenient for schools to implement. Content2Classroom proved to be the powerful solution ASE needed to scale.



The Story of Empowered Schools

For over 25 years, ASE has implemented curriculum into schools to educate staff and students on ways they can reduce energy waste. The curriculum consists of units that a school sponsor (typically a teacher) teaches, assesses, and reports on throughout the year, culminating in a capstone project. With the heavy workload that is already placed on teachers and the resources required to print and distribute materials to schools, ASE needed a new way to scale without burdening teachers or increasing costs.



The Challenge

ASE set a goal to reduce costs by 50% by digitizing their content for schools.

“As an organization committed to energy efficiency and savings, we decided to make program changes that better reflected our mission and principles.”

Before Content2Classroom, ASE relied on their program managers to deliver printed materials, check-in, and gather reports in person every month. Not only did this require ASE to use fuel for transportation, but it also hindered them from reaching as many schools as possible, since they were limited by the number of program managers, distance and travel time. At the school level, teachers prepared and distributed the materials, provided instruction, supported students in completing assignments, assessed students, and reported on progress to program managers -- in addition to their day-to-day core curriculum lessons.



Why ASE Chose Content2Classroom

After an unsuccessful attempt to digitize content using another company, ASE realized that this task required a specialized solution. They needed a company that was responsive and experienced at building K-12 educational SaaS platforms with customizable features and design options.

“We needed an offering that came 100% ready for the K-12 school environment. We wanted to be on a platform that included and maintained seamless school integrations with SIS and SSO.”

ASE learned that building successful digital curriculum requires a partner steeped in the K-12 education world.

Keeping up with ever-changing requirements and evolving technology can become expensive and time-consuming. The Content2Classroom team's deep expertise and commitment to learning outcomes stood out among the rest.

It was also important for the new platform to give program managers the ability to view teacher progress, benchmarks, and curriculum units, so they could offer support as needed. In addition, they aimed to save teachers' time by offering students interactive experiences they could complete independently.

ASE was referred to Content2Classroom by Clever and was impressed by its client base. Unlike competitors, Content2Classroom product offered ASE a way to build an engaging online experience complete with a back-end publishing platform and front-end instructional platform, all pre-plugged with integrations and customizable features.



The Solution

As a company focused on helping educational publishers easily create, maintain, and deliver curriculum to customers, Content2Classroom's experienced team focused on helping ASE achieve their online publishing goals quickly, effectively and reliably.

"They get excited about improvements in your product. They are personally invested. When they say something is going to get done—it gets done. Never a doubt."

Content2Classroom provided:

- Digitization of content that was enhanced with interactive features to make the content more engaging for students
- Accelerated time-to-market that allowed for significant increases in school reach in its first program year
- LMS integration complete with course management tools and data and reporting features, which reduced the need for in-person check-ins
- An end-user dashboard, so teachers could track student performance and see how they compare to other schools

- Customized features, designs, and functionality that made ASE's product special to them



The Results

By using Content2Classroom to publish the curriculum online, the Alliance to Save Energy achieved their goal of scaling and decreasing costs by 50%. In fact, they reduced costs by 60%. This reduction in cost and increase in efficiency piqued the interest of corporate sponsors, which led to an increase in funding and ability to spread their mission to 50% more schools. They've expanded their program from three states to nine.

The seamless integration with the schools' Learning Management Systems allows students to work independently by directly engaging with the content online. This led to an increase in teacher satisfaction with the program because it lessened their workload and shortened the implementation process. Content2Classroom enables ASE and teachers to monitor metrics of student progress, such as scores and program completion, to better measure the impact of the program without requiring direct feedback from the teachers to ASE staff.

Thanks to Content2Classroom, the Alliance to Save Energy has further advanced its educational mission in a curriculum-first, cost-effective way.

