

How Gallopade Moved Beyond the eBook to Reach 75% More Customers with Content2Classroom

www.content2classroom.com



Introduction

Gallopade is a family-owned company that creates curriculum and supplemental instructional resources for social studies, language arts, geography, and science courses. When schools started providing 1:1 technology for students, Gallopade saw an opportunity to expand its reach by transitioning its printed social studies materials to digital. They partnered with a company to digitize their content, but in 2019, Gallopade realized that they needed more than what that company could offer. They decided to trust Content2Classroom to transform their content into an interactive digital curriculum.



The Story of Gallopade

For 42 years, Gallopade has provided educators with an engaging curriculum to use in their classrooms. Founded by an avid writer and public relations professional, the company began as a publisher of children's history books. Gallopade now provides curriculum across multiple subjects to schools in 5 states.

Gallopade has a track record of being an innovator in the industry, so they took steps to digitize their social studies content long before the widespread adoption of virtual learning. They worked with an overseas digital platform to deliver their award-winning content. But, they learned that they needed more flexibility in the platform to deliver a digital curriculum, delight schools and drive meaningful learning outcomes based on the standards.



The Challenge

"We had a platform good enough to deliver PDF content. But we needed curriculum, not content. We needed to deliver a more interactive experience for students and provide standards-based reporting for teachers and administrators."

Gallopade wanted to improve its Clickbook lessons by upgrading to a platform that supported interactive features that would increase student engagement and teacher satisfaction.

The platform also lacked teacher features such as standards-based reporting on performance and usage. These accountability features are important to teachers because they allow them to measure student progress, ensure standards are covered, and differentiate content to fit individual student needs.

Users could only access the content using Clever (SSO provider), which limited the districts Gallopade could partner with. Also, their platform was boxed-in with limited functionality preventing them from satisfying customers and making changes based on user feedback.



Why Gallopade Chose Content2Classroom

As part of this next phase digital effort, Gallopade chose Learnosity to author assessment items, so their top priority was finding a full end-user Classroom Suite to handle every other aspect of the learning experience. As they researched Learnosity's partners, they looked for a platform that would help them deliver engaging, standards-based lessons in a way that was unique from other curriculum providers.

They did not just want a digital version of their books—they wanted a fully interactive curriculum that teachers could easily implement into their classrooms. To expand the reach of Gallopade and make the platform more accessible, it was important for users to be able to access the curriculum through other SSO and SIS providers. The chosen platform also needed to offer LTI integration as well as assessment and reporting capabilities.

It was important for Gallopade’s leaders to feel confident in their partner’s ability to help them achieve their goals. In addition to EvoText’s technical expertise and extensive background in K-12 education, the two companies were aligned in their product development vision. Content2Classroom already had experiences in the areas that Gallopade had on their roadmap. Gallopade’s team knew Content2Classroom understood their objectives and would help them enhance their digital curriculum to meet the changing needs of users.



The Solution

“We solve problems together, and we’re always improving. They use the feedback that we receive from customers and feed it back into the product development cycle to ensure we have the tools necessary to meet our customers’ needs.”

Content2Classroom transformed Gallopade’s content into digital curriculum by:

- Integrating with SSOs, Gradebooks, Learning Platforms, standards providers (EdGate, CASE), and other external software through its thousands of available APIs
- Adding ReadSpeaker, a PDF reader text-to-speech tool, to make translating text easier for teachers
- Introducing interactive learning experiences complete with embedded videos, audio, images, and discussions
- Structuring the curriculum to support independent learning by adding an interactive table of contents, navigation tools, and the capability to complete assignments, annotate pages, highlight texts, write notes, and access vocabulary definitions
- Providing color-coded standards-based

reporting based on performance tasks, which allows teachers to monitor student progress with just a quick glance

- Automatically aligning lessons, activities and assessment with state standards
- Allowing teachers to differentiate content, so students see the content that is relevant to them



The Results

Content2Classroom’s impact on Gallopade was transformative. By redesigning their digital platform, Gallopade became a true companion to teachers. Teachers have reported that their students are more engaged since Gallopade switched to Content2Classroom, and they are able to save time and energy by using the embedded standards features to monitor student progress.

Content2Classroom’s adjustments resulted in Gallopade almost doubling customers within 18 months. The SSO integration increased accessibility to Gallopade’s curriculum by removing technical barriers to entry, which allowed them to expand their customer base and reach more school districts. Integrations with SSOs, LTIs, and other external software ensured seamless classroom implementation using technology that end-users were already familiar with.

Content2Classroom’s large offering of customizable features allows Gallopade to gather user feedback and incorporate it into product development. Content2Classroom continues to provide Gallopade with the support and improvements they need to consistently deliver a high-quality digital curriculum to their customers.