

Sirius Educational Solutions Drove Significant Growth in Digital Revenue Using Content2Classroom

www.content2classroom.com



Introduction

Sirius Educational Solutions is a Texas-based publisher that creates authentic test preparation and practice materials to help students succeed on the State of Texas Assessments of Academic Readiness (STAAR) tests. Sirius' materials are designed to familiarize students with the test-format and the types of standards-based questions they will encounter on the STAAR tests, and to provide both instruction and practice, including how to approach and answer STAAR items.

When Sirius decided to create digital products to better align with the STAAR tests and to create better access to their content, they trusted Content2Classroom to handle the pivot to digital.



The Story of Sirius

Prior to working with Content2Classroom, Sirius only produced printed test preparation materials. Despite being able to also support supplemental TEKS-based and year-long instruction, Sirius' products were often perceived by educators as being primarily test preparation materials that were to be used just prior to the STAAR tests. This contributed to a condensed sales cycle for Sirius.

In 2019, when Texas announced that the STAAR test would be administered online during the 2022-2023 school year, Sirius began making plans to create digital products.

To achieve their mission of helping students succeed on STAAR tests, Sirius looked to leverage the C2C platform to provide students' the opportunity to practice in the same format in which the test would be administered. Additionally, Sirius looked to take advantage of the platform's ability to track and report on student's usage of the product and report on students' performance and progress on the tested standards.



The Challenge

Although the transition to digital was already in motion prior to 2020, the pandemic accelerated the process, leaving Sirius just 4 months to create and launch a digital solution. Sirius needed a quick-to-market, cost-effective way to transition their test preparation materials to a digital platform.

With schools increasingly transitioning to remote and blended learning during the pandemic, Sirius needed a way to make their products "more accessible" to existing and prospective customers, and to address the growing number of schools in Texas seeking a digital solution.

Additionally, Sirius sought a way to employ digital delivery to provide its customers with features and functionality that were limited by a print-only delivery, and to lower their manufacturing, inventory, and shipping costs.



Why Sirius Chose Content2Classroom

"We wanted a platform that already met a large percentage of what we needed while giving us the flexibility to create additional tools, features, and functionality to address customer needs into the future."

Leaders at Sirius had a vision, so they did not want to settle for a standard product that they could not customize and adapt. They were familiar with EvoText's previous client work and their reputation of delivering upon their commitments. They found that EvoText's standards-based Content2Classroom platform would offer the reliability, capabilities, and functionality that they needed plus the option for customization.

With just 4 months from ideation to launch, it was important for Sirius to work with a company that was knowledgeable about the educational SaaS market and had a proven platform that could be launched quickly. When considering education expertise, engineering knowledge, standards alignment and assessment tools, Content2Classroom was the clear choice among its competitors.



The Solution

"EvoText has truly become our partner, not just a vendor. Transitioning to digital required a change in our product, business models and development processes. Their experience and willingness to help us address the challenges we faced have been big factors in our successful transition to digital publishing."

Content2Classroom exists to help educational publishers turn printed materials into fully online, interactive learning experiences complete with reporting, data analysis tools and integrations.

For Sirius, Content2Classroom provided:

- A ready-made platform with the flexibility to customize tools, features, and functionality
- Content and assessment creation tools
- A customized end-user experience that mimicked the STAAR test with standards-aligned content and assessment to increase students' familiarity and comfort with the new, online testing format
- Specialized standards-based reports and accountability features, so teachers and administrators can track progress and make informed decisions about remediation needs and next steps
- Built-in integrations to SIS and SSO



The Results

Using Content2Classroom, Sirius addressed the immediate needs of teachers and students during the pandemic. Sirius was also able to attract more district-level customers, by providing reporting and accountability features that allowed them to access student, teacher, building, and district-level data, and to address needs related to accelerated instruction. Within 18 months of launching its digital products, Sirius's digital sales accounted for approximately 40% of the company's total annual revenue and the number of student users of Sirius Online grew to over 200,000.

With the Content2Classroom Suite, Sirius was able to reposition their company as a source for accelerated instruction, learning loss recovery and year-round learning by providing standards-based supplemental instructional materials, not just test preparation. These changes set Sirius up for continued growth and future success.