TeachingStrategies®

Teacher Satisfaction and Child Outcomes Elevated

When assessment and instructional resources are seamlessly integrated and used with assessment data to inform instruction, the combined solution is more impactful than an assessment solution alone. How do we know? We compared survey results of educators using Teaching Strategies' leading assessment tool *GOLD®* alone with those of educators using *GOLD®* in conjunction with the digital instructional resources in *The Creative Curriculum® Cloud* ("the Cloud"), including time-saving digital planning tools and family engagement resources. The compelling results speak for themselves.
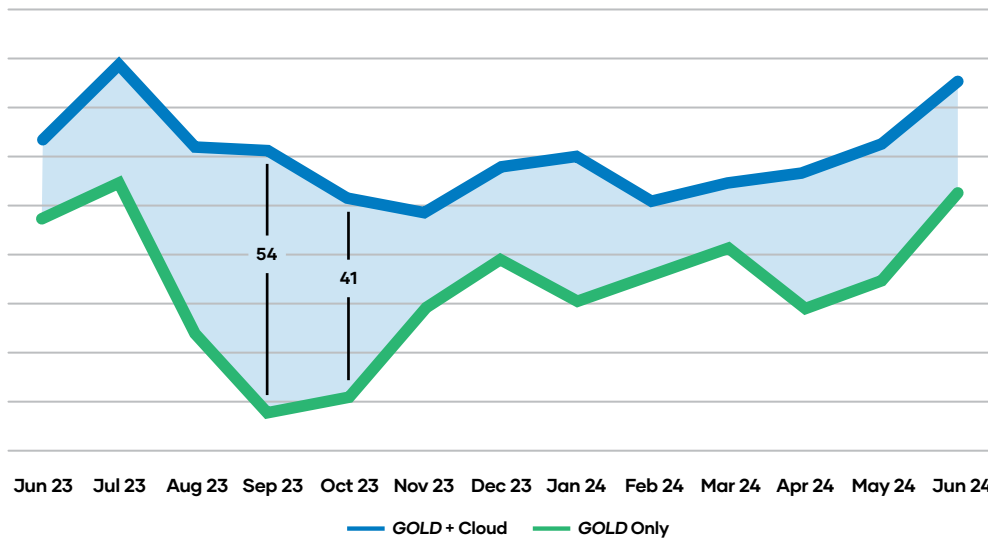
Cloud Resources Increase Teacher Satisfaction

The NPS* survey question was administered monthly, yielding a monthly NPS* score—a proxy for educators' satisfaction with Teaching Strategies and its solutions.

The chart below shows the **increased satisfaction** (as measured by NPS) **among educators using both *GOLD®* assessment and the Cloud** digital instructional resources compared to those using *GOLD®* assessment alone.

*What is NPS?

The Net Promoter Score (NPS) is a very commonly used **measure of customer satisfaction and loyalty** based on customers' willingness to recommend the company/product. Customers consistently respond using a prescribed rating scale and NPS scores are consistently calculated using a prescribed formula.

NPS Scores: Gold + Cloud vs. Gold Only

54

41

Jun 23   Jul 23   Aug 23   Sep 23   Oct 23   Nov 23   Dec 23   Jan 24   Feb 24   Mar 24   Apr 24   May 24   Jun 24

—— *GOLD* + Cloud   —— *GOLD* Only

41–55
point monthly increase with Cloud during benchmark testing**

25 point average monthly increase with Cloud

** Note: Historically, NPS ratings dip in Sept./Oct. due to the increased local demands during checkpoint testing periods. Results suggest, however, that the Cloud's instructional resources and digital tools provided additional support to teachers at this critical time that translated into significantly higher NPS ratings.

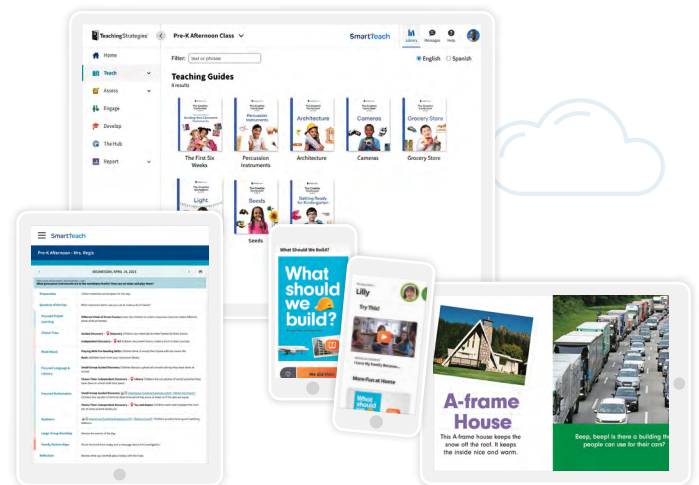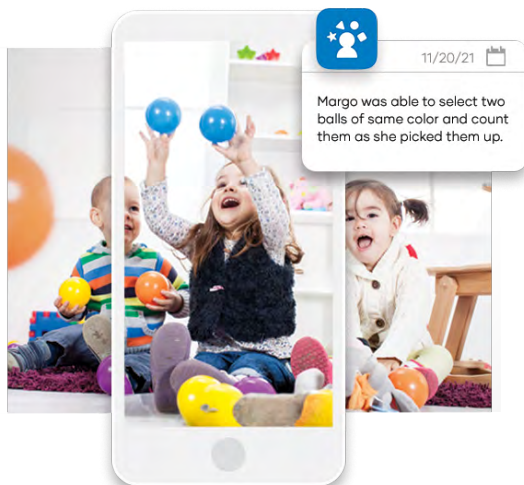## Supporting Teachers With Time-Saving Tools

Educators need tools and support now more than ever. The *Teaching Strategies' 2024 Survey of Early Childhood Educators* found that 26% of teachers are considering leaving the profession in the next 5 years, up from 19% in 2022. Tools that make teachers' jobs easier by streamlining administrative tasks and providing planning assistance save teachers valuable time that they can spend directly supporting children in the classroom. When teachers use *GOLD®* in combination with the Cloud, assessment data can be used more seamlessly and effectively to inform instruction on one integrated, easy-to-use platform.

Educators we surveyed told us that by combining *GOLD®* and the Cloud, they no longer need to

- spend hours tracking children's progress manually,
- search for resources to individualize instruction based on assessment data, or
- develop their own instructional resources based on assessment results.

The result? Increased satisfaction, which, in turn, can translate into increased teacher retention—a win-win for all.

"This was the first year I truly understood data-driven instruction, and this was the year I saw the most growth and best outcomes for students. I couldn't have done it without all the resources available in Teaching Strategies!"

-Instructional Specialist, New Hanover County, NC

GOLD® Assessment

Connect instruction with formative assessment that allows teachers to

- easily upload photos and capture observations in the moment to inform daily instruction,
- address each child's needs based on developmentally appropriate milestones,
- drive better learning outcomes and individualize instruction, and
- make data-driven decisions in real time.

The Cloud Digital Instructional Resources

Boost teacher productivity, impact, and satisfaction with the Cloud, providing 24/7 access to

- Smart digital tools that streamline planning, teaching, and family engagement;
- a full library of digital instructional resources;
- engaging, multimedia playlists tied directly to classroom instruction;
- a digital children's library; and
- 2-way communication with families to reinforce learning at home.