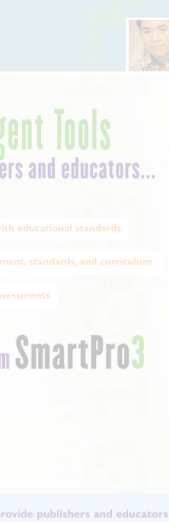


Media



SmartPro3

Intelligent Tools
for teachers and educators...

• with educational standards
assessment, standards, and curriculum
assessments

SmartPro3

• provide publishers and educators
proficiency and productivity

WWW.SMARTPRO3.COM

Tools and Processes to Align Content, Standards and Assessment...

Smart Technologies Make It Faster, More Accurate and More Affordable.

For **publishers** of basal, supplemental, and reference content, and for **curriculum developers, administrators, and classroom teachers**.

SmartPro3 offers an important portfolio of tools and implementation expertise to make standards correlation, assessment, planning, and evaluation faster, smarter, and more accurate.

Key Benefits for the Publishing Community

For publishers, our tools and processes streamline directly to improved sales performance, customer support, and streamlined editorial and development processes.

Opportunity. Strategy. Implementation. Results. The SmartPro3 Advantage.

SmartPro3's team of technical experts and consultants will team with your editorial, management, and marketing teams to help you achieve optimum value from our portfolio of alignment and assessment tools. We will also help you develop customized presentations for key sales opportunities.

The changing educational environment demands smarter, faster tools to achieve educators' requirements for alignment, assessment and accountability. SmartPro3 is the publishing community's premier resource for smart solutions.

Use Our Expertise. Use Our Tools. You Choose the Approach that Meets Your Needs Optimally.

At SmartPro3, we offer end-to-end alignment services using smart technology-based tools and processes. Alignments are created directly from content to state standards, avoiding intermediary vocabulary assumptions. We also provide both the publishing and educational communities with access to these tools for in-house use, so you can integrate these alignment and assessment processes into your ongoing content development and curriculum management programs.

Whether you use our consulting and implementation services, or you elect to license and use these tools in-house, you'll have the critical competitive advantages. These include the strength of proven technologies, thorough documentation (all reports available in Word, Excel, and HTML formats), accurate results, and affordability...whether you're publishing a single reference work, a new supplemental program, a complete textbook series, or a new curriculum.

The SmartPro3 Portfolio of Alignment, Assessment and Planning Tools

CELERA™

AUTOMATING THE ALIGNMENT PROCESS

Celera is the smart technology tool that automates the alignment

process and correlates content to national, state, and specific district instructional standards and frameworks. Celera supports both print and digital content.

Correlations are based on the descriptions of the content's instructional intent, such as objectives or descriptions, usually available in the original materials. Celera correlations do not require special coding. Content descriptions can be written in natural language and the alignment process does not require the use of special or special key words.

With Celera as your correlation tool you can:

- Generate reports that clearly display the alignments of your content to applicable standards
- Access information about standards not addressed, as well as non-aligned content
- Achieve optimum alignments with easy edit-and-re-run features
- Keep correlations current with SmartPro3's regularly updated standards database
- Support cross-curricular alignments and content in many languages

When you use Celera and its smart linguistic technology you'll have correlation reports rapidly...in days, rather than weeks or months and the cost is surprisingly affordable.

CELERA™

CURRICULUM ASSISTANT™

LINKING LESSON PLANS AND STANDARDS

Curriculum Assistant is a web-based curriculum development and planning tool for educators that supports the alignment of lesson plans to standards. The tool also helps educators find appropriate resources to include in their curriculum planning. For publishers,

SmartPro3 offers multiple options for including content in the Curriculum Assistant resource collection. This offers additional viability and revenue opportunities.

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326-500 Flyer for AEP v[1].2
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