

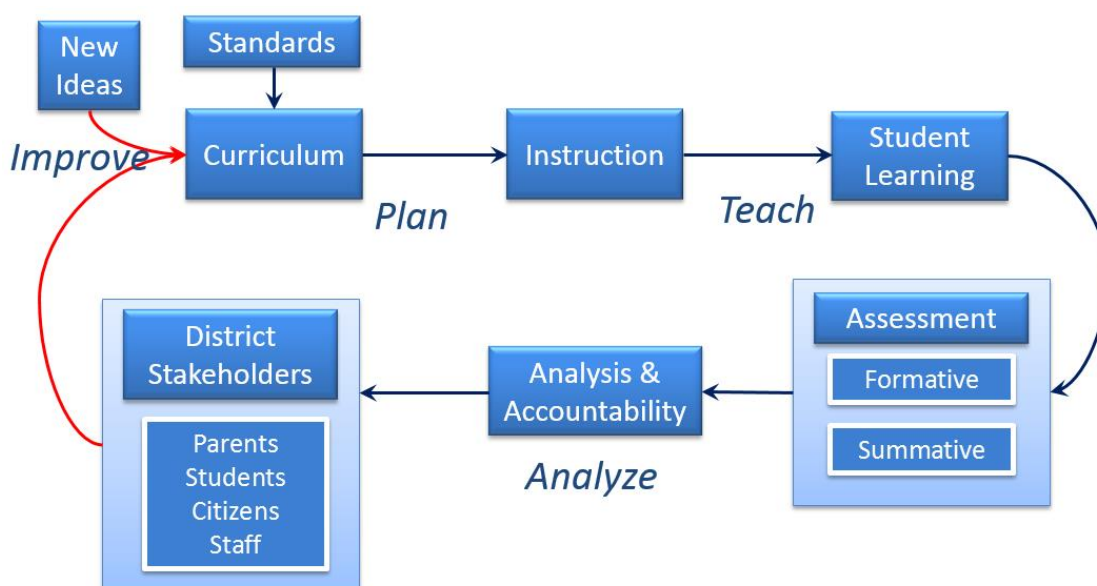


Philosophy and Terminology Overview

Throughout this document the phrase BuildYourOwnCurriculum (BYOC) will be used in a generic sense to reference the curriculum management products offered by School Software Group. In reality we offer two editions of BYOC, BYOC which incorporates all of our Curriculum Management features, and BYOC+ which adds Classroom and Assessment Management to the solution.

Curriculum and Assessment Philosophy

BuildYourOwnCurriculum was developed as a result of working directly with school districts for the past several years to produce a curriculum management solution that provides value to the most important end user --- the actual, frontline educator. The basic founding belief we live by is that curriculum initiatives that don't have the teachers' buy in and directly impact them on a daily basis are doomed to failure. With this goal in mind we have developed our product offerings around what we call our "**Continuous Instructional Improvement Model.**"



Quite simply, this is a fancy name for four basic steps:

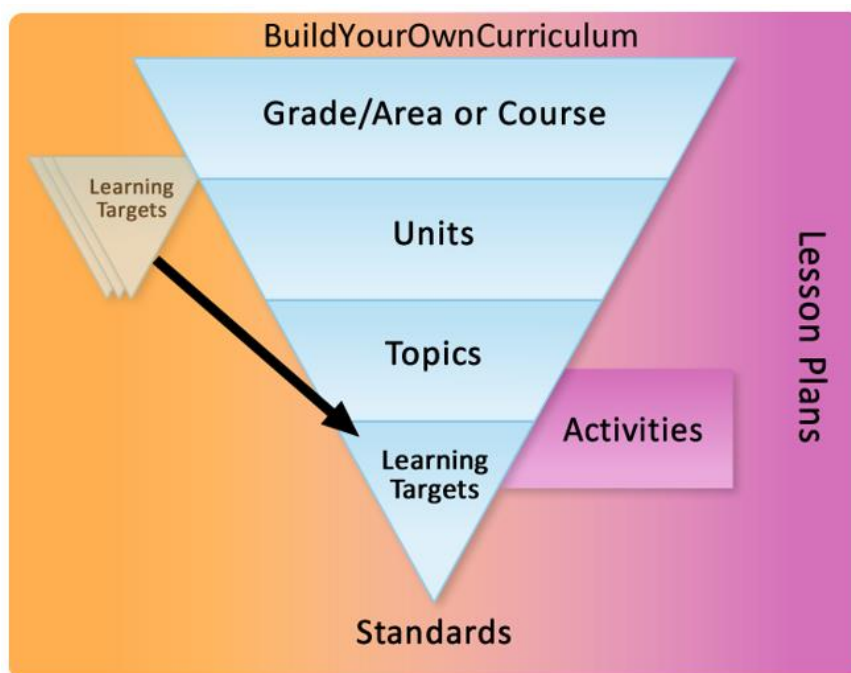
1. **Plan what you are going to do** – Using BuildYourOwnCurriculum, develop a consistent district curriculum that is available to all stakeholders.
2. **Execute/Teach the plan** – BuildYourOwnCurriculum serves as a repository for educational resources, lesson plans, attachments and web links directly tied to the curriculum, and it serves as a catalyst for teachers to reference the curriculum.
3. **Measure/Analyze the plan's effectiveness** – Either by using our assessment product included in BYOC+ or by using some other district common assessment tool, measure the effectiveness of the curriculum.
4. **Adjust the plan** – Given the areas of concern which may be brought to light by the measurement process AND new knowledge becoming available constantly, adjust the curriculum at least annually to form a foundation for continual improvement.

Curriculum Terminology

When authoring a course within BYOC, the details are created using the hierarchy shown below. The broadest description of a course is the **Course** itself. We then determine what **Standards** the course should be addressing and then unpack or deconstruct the standards into **Learning Targets** (clear, understandable, and measurable knowledge/skills). Armed with this clear understanding of the standards and targets, the course is then broken out into the major **Units** that the course covers. Each unit is further described using the **Topics** that will be discussed during that unit. And finally the topic is refined by assigning the previously created **Learning Targets** that will be addressed. This allows us to easily report on gaps and redundancies with regard to standards within the district-wide curriculum. Once the agreed-upon curriculum has been described, **Activities** that reference it and demonstrate how to convey the material can be added by all educators.

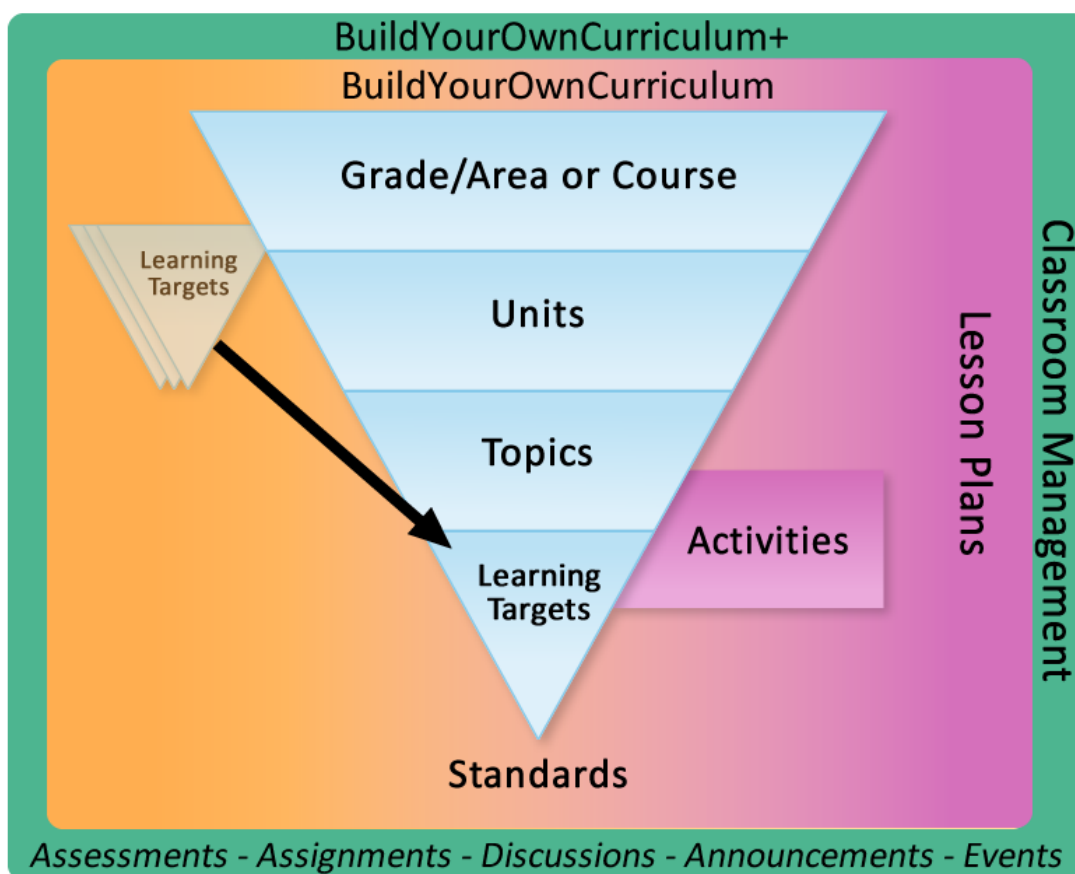
SAMPLE COURSE:

- [C] Math --- Grade 4
 - [U] Numeration
 - [T] Whole Numbers
 - [T] Decimals
 - [T] Fractions
 - [LT] Students will be able to add and subtract fractions.
 - [A] Fraction Puzzle Activity



BuildYourOwnCurriculum Editions

As mentioned earlier, School Software Group's driving principle behind BuildYourOwnCurriculum is that curriculum must be of value to the classroom teacher in order to be effective. With this in mind, we offer two editions of BuildYourOwnCurriculum. BYOC, our Curriculum Management solution is our flagship product and has won numerous national recognitions. BYOC+ is our newest offering, adding Assessment and Classroom Management capabilities to BYOC's Curriculum Management foundation giving districts a complete solution.



The goal of BYOC+ is to provide educators with a modern classroom management solution that is based on the core, agreed-upon, curriculum. More importantly, teachers using BYOC+ have access to all of the resources stored within the BYOC repository in managing their classroom.

The following table provides an overview of the features included in each edition.

| Curriculum Management | BYOC | BYOC+ |
|-------------------------------------------------------------------------|-------------|--------------|
| State and national standards database | X | X |
| District definable curriculum template | X | X |
| K-12 vertical and horizontal articulation | X | X |
| Analysis by standard or concept | X | X |
| Cross-district searching and sharing | X | X |
| Curriculum gap analysis and reporting | X | X |
| Public curriculum portal | X | X |
| Integrated lesson planner | X | X |
| Classroom Management | BYOC | BYOC+ |
| Basic Classroom Management | X | |
| Student Portal | | X |
| Assignments with optional assessment support | | X |
| Discussion threads | | X |
| Announcements at district, building, grade, or class level | | X |
| Events at district, building, grade, or class level | | X |
| Assessment Management | BYOC | BYOC+ |
| Assessment development tool | | X |
| Question alignment to standards or learning targets from the curriculum | | X |
| Pre- and post-testing capability | | X |
| Online Student Wizard for taking assessments | | X |
| Third party scanner support | | X |
| Student/Class/District performance reporting | | X |
| Assessment quality analysis | | X |
| Training and Support | BYOC | BYOC+ |
| Customized district configuration | X | X |
| Web and onsite training | X | X |
| Unlimited phone and email support | X | X |