



## **The Challenge**

Student engagement issues have plagued K-12 education for decades. If students don't enjoy being in school, it has a negative impact on core educational outcomes such as dropout rates, attendance and suspension rates, academic performance, SEL development, school climate, and bullying.

## **The Solution**

Classcraft is designed to leverage the cultural phenomenon of video games to help educators drive measurable academic performance, non-cognitive skills development, and school climate.

By blending students' physical and virtual learning, the program reframes students' progress in school as a game they play together throughout the year. Working in teams, students create an avatar, which acts as a virtual extension of their progress in school. They can earn game points (XP) for their avatar by exhibiting positive behavior in class, like helping one another or completing assignments. Over time, these points allow students to "level up" and unlock real academic and personal privileges, such as a deadline extension for their team or getting to eat in class.

Practically speaking, the platform acts as a toolbox of different gamified features that work together to create the overarching Classcraft experience. These are meant to be optional for a teacher to use based on what they deem effective for their classroom. These include a classroom management component, formative assessment quizzes, tools to facilitate live in-class instruction (like a volume meter, random team / student selectors, timers, etc...), and finally, a powerful personalized learning tool that allows teachers to take their existing lessons and turn them into quests for their students to complete.

The system creates a lot of valuable data. Given Classcraft's implementation in the classroom is driven by students wanting to participate, teachers are logging observable behaviors at a very frequent rate, ensuring high data fidelity. Classcraft's proprietary analytics allow administrators to see changes in SEL, school climate, and student engagement in real time, at a school or even district level. When married to academic and attendance data, this new level of understanding drives targeted interventions that have a lasting impact on key educational outcomes.

## **Learning Impact Outcomes**

Classcraft rewires social dynamics in the classroom by having students become more accountable to one another for their behavior and academic performance. This leads to a positive classroom experience where students help one another on a daily basis, stay on task more often, and support each other to reach their full potential. At a school and district level, this equates to a stronger, more positive school climate which drives better outcomes when addressing the areas of focus mentioned above.

## **Return on Investment**

With Classcraft being used in over 165 countries by over 5 million teachers and students, we've seen numerous accounts of the positive impact Classcraft is having. You can read some of the [research by third-parties and universities from around the world](#) or hear from teachers directly here: [testimonial 1](#), [testimonial 2](#), [testimonial 3](#).