



# Trusted Signals at the Speed of the Market

EDREPORTS' 2026-2029 STRATEGIC PLAN



## MISSION

EdReports is an independent nonprofit designed to improve PK-12 education. EdReports increases the capacity of teachers, administrators, and leaders to seek, identify, and demand the highest quality instructional materials. Drawing upon expert educators, our reviews of instructional materials and support of smart adoption processes equip teachers with excellent materials nationwide.

## VISION

In the next 10 years, EdReports will drive toward better student outcomes by impacting material quality and use.

## THEORY OF ACTION

If states, districts, and educators have timely, trusted information that helps them identify strong instructional materials and understand how to use them well, then demand for excellence increases—and more students experience high-quality instruction.

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# 01 The Moment & Our Role

Over the past decade, EdReports has played a central role in reshaping the instructional materials market. By providing independent, evidence-informed reviews of K-12 curriculum, EdReports has helped shift purchasing decisions, influence publisher behavior, and elevate the importance of high-quality instructional materials across states and districts. What was once a fragmented and opaque market now has clearer expectations for quality.

Yet as access to stronger materials has increased, student learning outcomes have not improved at the pace the field hoped for. This gap has prompted an urgent and increasingly shared question, one EdReports itself has asked publicly: If high-quality instructional materials are more widely available than ever before, why haven't we seen larger gains in student achievement?

The answer is not simple, and it is not rooted in a single reason. What the past decade has revealed is that improving learning at scale requires more than better materials alone. The education ecosystem remains deeply fragmented. Signals about quality are uneven, evidence is inconsistently translated into practice, and educators are often asked to navigate disconnected materials, assessments, professional learning, and tools that were never designed to work together. While knowledge about teaching and learning continues to evolve, the field lacks strong, shared mechanisms for turning that knowledge into coherent, usable guidance.

This moment calls for a new phase of leadership. EdReports' success in strengthening the materials market has created both an opportunity and a responsibility: to help the field move from isolated improvements toward greater coherence, clarity, and impact. This strategic plan outlines how EdReports will build on its core strengths—*independence, credibility, and field trust*—to strengthen signals, reduce fragmentation, and better support the conditions under which high-quality materials can actually improve teaching and learning.

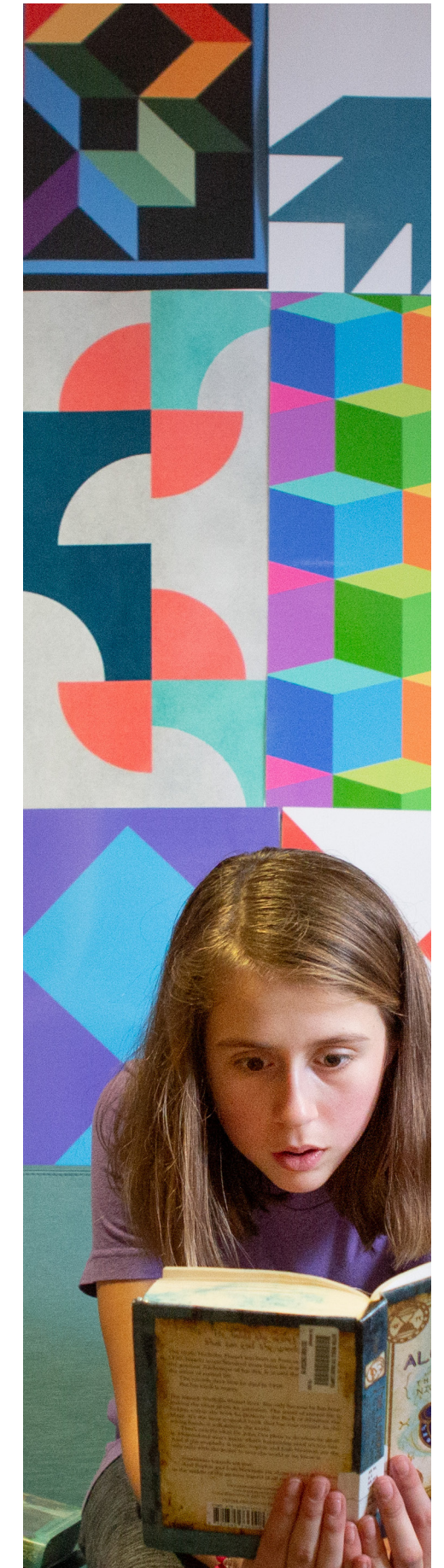


## A Market Moving Faster Than Systems Can

These long-standing challenges are colliding with a rapidly accelerating instructional materials market.

Publishers now update products continuously, often with AI in the loop, while districts face mounting pressure to assemble complex combinations of core, supplemental, and digital tools. At the same time, state standards are increasingly diverging, fracturing what was once a more common baseline for defining grade-level expectations. Education leaders are expected to make high-stakes, long-term curriculum decisions in a landscape that is faster, noisier, and more fragmented than ever before.

In this environment, traditional signals of quality arrive too slowly or answer only part of the question. Standards remain a foundational signal of quality, but they do not answer every question decision-makers must consider. Leaders need clearer, more timely information about usability, product alignment across materials, and the strength of evidence behind claims—delivered in time to matter.



“Curriculum decisions are long-term, high-stakes choices for states. EdReports gave Rhode Island independent, educator-informed information we could trust, available when decisions were being made. That clarity helped us focus on materials that truly work in classrooms and support multilingual learners and diverse student needs.”

—  
ANGÉLICA INFANTE-GREEN,  
Commissioner of Elementary and  
Secondary Education, Rhode Island

## EdReports' Role and Responsibility

EdReports was created to meet moments like these.

Over the past decade, EdReports helped make curriculum quality visible, transparent, and educator-driven. Through independent reviews grounded in college and career-ready standards and informed by research and classroom practice, we strengthened expectations for what high-quality materials should deliver. Over time, our definition of quality has expanded, reflecting what educators and leaders have consistently told us matters for success in classrooms, including usability, product alignment, and meaningful access for diverse student learning needs.

But the field is asking for more, and the moment demands it.

In the next decade, improving student outcomes will require not only identifying high-quality materials, but also supporting systems to use them well, understand how different products work together, and make informed decisions in a fast-moving market. That means matching the pace of today's decisions without sacrificing rigor, **building on standards alignment with clearer signals about product alignment, usability, and evidence**, and providing information that helps educators support grade-level learning for a wide range of students.

This strategic plan reflects EdReports' commitment to meet that challenge. It outlines how we will protect what has built trust, evolve what no longer serves the field, and deliver the next generation of trusted signals so better decisions lead to better learning for millions of students.

### Who We Are

EdReports is an independent nonprofit that provides transparent, educator-powered reviews of instructional materials in English language arts, math, science, and pre-K. We exist because what is taught matters, and every student deserves high-quality instructional materials that enable rigorous, engaging, responsive, grade-level learning.

Our reviews help support local decision processes as states and districts select and use materials. They help school systems see how programs stack up against college and career-ready standards, research-aligned practice, and critical dimensions of quality—such as supports for multilingual learners.

### A Decade of Impact



#### 43 STATES

referencing or integrating EdReports into curriculum guidance, vetting, and adoption processes



#### MORE THAN 1,300

free, public reports published—covering the majority of widely used ELA and math core instructional materials



#### 40+ PUBLISHERS

making changes in response to reviews

This first decade helped the field **raise expectations across the market on curriculum quality**. Our next decade is about **raising the bar on student learning**.

# 02 Our Vision & What's Changing

## Our Vision for The Next Decade

Our vision sets a 10-year direction for impact. This strategic plan defines the priorities and investments we will advance over the next three years to move decisively toward that vision.

Over the next decade, EdReports will drive toward better student outcomes by improving the decisions that shape materials quality and how those materials are used in classrooms.

### We Will:

- Safeguard independent, transparent reviews that continue to raise expectations for the quality of PK-12 instructional materials.
- Make it simpler for systems to choose and use materials well by providing clearer insight into how materials work together and what it takes to implement them effectively.
- Deliver faster, clearer signals that help leaders act with confidence, powered by educator expertise and responsible technology.

### What Will Not Change:

- **Independence.** We do not accept gifts or payments from publishers in exchange for reviews; funders do not influence what we review or any ratings.
- **Transparency.** We publish criteria, evidence guides, scoring rationales, and change logs; earlier-tool reports are clearly labeled with guidance on how to interpret them.
- **Educator voice.** Expert educators remain at the center of our work from tool design to review teams to field-facing insights.

### What Must Evolve:

To remain relevant and effective in a more fragmented, fast-moving instructional materials landscape, EdReports must evolve how we serve decision-makers without compromising the independence and rigor that built trust.

- **Matching the speed of the market** with on-time reviews that align to adoption windows without sacrificing rigor.
- **Expanding the signals we provide**, building on standards alignment with clearer information about usability, alignment across the full set of materials teachers use with students, and the strength of evidence behind product claims.
- **Supporting more complex classroom realities**, where educators rely on combinations of core, supplemental, and digital materials rather than a single program in isolation.
- **Providing richer information** on where all students can fully participate in grade-level content.
- **Using technology responsibly** to increase speed and clarity, while keeping educator judgment, transparency, and independence at the center of our work.

“From the state perspective, we rely heavily on EdReports as that initial quality signal.”

—  
ANTHONY BURNS,  
Manager of the Instructional Material Bureau,  
New Mexico Public Education Department



## 03 Strategic Pillars

Together, these four pillars define how EdReports will advance its 10-year vision over the next three years, strengthening what has built trust, evolving how the field experiences our work, and ensuring our signals arrive with the clarity, speed, and credibility leaders need.

### PILLAR 1: Core Excellence

#### Safeguarding and Strengthening Flagship Reviews

EdReports' independent, educator-powered reviews remain the foundation of our impact. Over the next three years, we will continue to deliver rigorous, trusted evaluations of instructional materials while raising expectations for quality across the market.

#### We will:

- Sustain high-quality reviews in ELA, math, science, and pre-K that reflect current research, standards, and classroom realities.
- Maintain independence, transparency, and educator leadership as non-negotiables.
- Ensure reviews remain relevant to real adoption decisions, with clear explanations of criteria and findings.

This pillar protects what has earned field trust while ensuring our core reviews continue to evolve with the needs of educators and decision-makers.

### PILLAR 2: Infrastructure for Scale

#### Going Faster Without Sacrificing Trust

To remain relevant in a faster, more complex instructional materials landscape, EdReports must match the pace at which decisions are made without compromising rigor or credibility.

#### We will:

- Modernize review processes so insights are delivered on a predictable cadence aligned to when decisions are made.
- Build the underlying systems needed to support greater coverage, clearer insights, and more frequent updates.
- Make EdReports information easier for states, districts, and trusted partners to use within their existing decision-making processes.

This pillar ensures EdReports can operate at the speed of the market while preserving the quality and independence that define our role.

### PILLAR 3: New Signals & Thought Leadership

#### Clarifying What Quality Looks Like in Practice

As instructional decisions grow more complex, leaders need trustworthy signals of quality. Building on standards alignment, EdReports will expand and refine the information we provide so decision-makers can act with greater confidence.

#### We will:

- Develop clearer signals about usability, product alignment across the full set of materials educators use with students, and the strength of evidence behind product claims.
- Provide guidance that reflects how materials are selected and used in real classrooms, not in isolation.
- Surface clear, accessible information about the research available on the impact of materials on student learning.
- Use field-informed research and partnerships to help the sector better understand what supports effective implementation and student learning.

Through this work, EdReports will continue to shape the field's understanding of quality, helping leaders move from identifying strong materials to using them well.



#### **PILLAR 4: Public & Predictable Innovation** Making Our Evolution Clear to the Field

As EdReports' role in the instructional materials ecosystem grows, so does our responsibility to be clear and predictable in how our work evolves. This pillar focuses on establishing transparent patterns for how reviews, tools, and signals are updated so states, districts, and educators can anticipate changes and use information appropriately over time.

##### **We will:**

- Clearly communicate when and how EdReports tools, criteria, and signals will be updated.
- Provide advance visibility into changes that affect interpretation, use, or decision-making.
- Share what we are learning—what we are testing, what is evolving, and why—so stakeholders can engage with confidence.

This pillar reflects a commitment to responsible innovation: evolving our work in ways that are visible, understandable, and worthy of continued trust.



**The closer you get to the classroom, the less likely someone has read a full review which means EdReports has to speak to every decision-maker along the way.”**

— JEFF LIVINGSTON, EdSolutions CEO

## **04 Priority Innovations**

Over the next three years, EdReports will focus on priority innovations designed to strengthen the relevance, clarity, and impact of our signals while preserving the independence and trust that define our role.

Each innovation is framed by a clear goal and a rationale for why this work is urgent now. Together, they reflect both the field's most pressing needs and the foundational capabilities EdReports must build to deliver on its long-term vision.

### **1. Tech Acceleration (Tech-Enabled Review Operations)**

**Goal:** Increase the speed, consistency, and scalability of EdReports' core work so rigorous insights are delivered when decisions are being made without compromising quality, transparency, or educator judgment.

**Why Now:** The instructional materials landscape is moving faster than EdReports' current operating model was designed to support. Materials are updated more frequently and decision-makers expect timely, usable information. At the same time, review processes remain labor-intensive and difficult to scale.

Tech acceleration is foundational to EdReports' future impact. We will modernize the systems, workflows, and processes that underpin reviews and publication, creating the capacity to reduce backlogs, increase coverage, and support more predictable publishing over time.

Without this investment, other innovation efforts risk outpacing the organization's ability to deliver them reliably.

### **2. Efficacy Signals (Evidence-of-Impact, Usability, and Implementation)**

**Goal:** Provide clearer, responsible signals about the strength of evidence behind instructional materials, helping leaders better understand which products are likely to support student learning.

**Why Now:** Standards alignment remains a foundational indicator of quality, but it does not answer all the questions decision-makers are being asked to consider. States and districts increasingly want clearer insight into evidence: what claims are supported by research, how strong that research is, and where evidence is still emerging.

At the same time, the evidence base varies significantly by content area and context, and misuse or over-simplification of efficacy claims risks undermining trust. This program will explore how EdReports can surface evidence in ways that are accurate, transparent, and useful without overstating certainty or collapsing complex research into simplistic labels.

Done well, this work can help strengthen the broader market by incentivizing more rigorous research practices and clearer communication about evidence.

### 3. Product Alignment Signals

**Goal:** Help educators and decision-makers understand how supplemental and digital materials align with core instructional programs, supporting more coherent instructional experiences for students.

**Why Now:** In practice, classrooms rarely rely on a single curriculum. Educators use combinations of core programs, supplements, assessments, and digital tools often with limited guidance on how well those materials fit together. This fragmentation places a heavy burden on educators and increases the risk of inconsistent instruction.

This work will explore how EdReports can provide clearer, more practical information about how materials relate to one another without prescribing instructional choices or narrowing local decision-making.



### 4. Public & Predictable Review Evolution

**Goal:** Ensure that how EdReports' reviews, tools, and signals evolve over time is clear, predictable, and grounded in ongoing learning so leaders are equipped with credible information to plan and make informed decisions.

**Why Now:** As instructional materials, policy, and learning science continue to evolve, education leaders increasingly rely on trusted intermediaries not only for signals of quality, but for clarity about when and how those signals will change. Greater predictability and transparency are essential as EdReports expands its scope and accelerates its work.

This program focuses on establishing clearer review cadences, strengthening ongoing research into learning science and national market trends, and applying relevant insights deliberately while clearly communicating what is changing and why. In doing so, EdReports reinforces its role as a transparent, trustworthy partner that evolves in step with the field.

## 05 What Success Looks Like

Over the next decade, success for EdReports will be measured by how effectively the field is able to make informed instructional materials decisions, and how clearly, predictably, and responsibly EdReports supports that work. As this strategy is implemented over time, EdReports' impact will be reflected less in any single product or release, and more in the quality, clarity, and usefulness of the information available to those shaping instruction.



For **districts and states**, success looks like access to timely, credible, and transparent information that supports high-stakes adoption decisions. Leaders are able to understand not only whether materials meet expectations for quality, but how they are likely to work in real instructional contexts, how different materials align with one another, and what it may take to implement them well. EdReports' signals arrive when decisions are being made and are clear about what they do—and do not—say.



For **publishers**, success looks like a clearer and more predictable understanding of how quality is defined and how review tools and signals evolve over time. Expectations are transparent, updates are communicated in advance, and feedback is grounded in evidence and educator experience. This clarity supports stronger product development and more meaningful engagement with the field, while preserving EdReports' independence and objectivity.



For **educators and students**, success looks like instructional materials decisions that are better informed and more responsive to classroom realities. Teachers have clearer information about how the materials they are using support grade-level learning, meet the diverse learning needs of students, and fit with the broader set of tools and resources available to them. Over time, this contributes to more consistent instructional experiences and stronger opportunities for student learning.

Across all audiences, success also means that EdReports continues to serve as a trusted steward of quality in a rapidly changing landscape. As new research, technologies, and market trends emerge, EdReports evolves its work thoughtfully and grounded in educator expertise, clear communication, and a commitment to independence. Change is neither rushed nor opaque; it is deliberate, visible, and informed by learning.

Together, these outcomes reflect the ambition of the next decade: not simply expanding what EdReports reviews, but strengthening how the field understands, uses, and trusts information about instructional materials so better decisions are possible, at scale.

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## ABOUT EDREPORTS

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EdReports is at the forefront of the curriculum reform movement. By increasing the capacity of educators to identify and demand the highest quality curriculum, EdReports is both disrupting a multibillion-dollar market and transforming the way students are taught and ultimately perform. With the firm belief that what is taught matters and that all students deserve high-quality materials, EdReports publishes free, online, evidence-rich reviews of instructional materials.

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