

2025 Annual Report



Dear Friends,

As EdReports navigates its second decade, I've been reflecting on both the progress we've made and the work that lies ahead.

When EdReports began, the instructional materials marketplace was largely opaque. States and districts had little independent information to guide curriculum decisions. Over the past decade, thanks to the work of hundreds of educator reviewers and partners across the country, that has changed. Today, EdReports has published more than 1,200 reviews of English language arts, mathematics, and science curricula helping educators and leaders across the country make more informed decisions about the materials selected and used in their classrooms.

We are proud of the impact of those reviews. [Research continues to show](#) that high-quality instructional materials, used well, play a powerful role in improving teaching and learning. Yet the last few years have also prompted an important question for our organization and for the field: If access to high-quality materials is growing, why haven't we seen [stronger gains in student learning](#) at scale?

That question shaped much of our work in 2025, compelling us to clarify EdReports' direction for the next decade while continuing to strengthen the trusted reviews educators depend on.

This past year, we launched [version 2.0 review tools](#), reflecting the latest research and educator feedback and strengthening signals around structured literacy, rigor in mathematics, science learning, and support for [multilingual learners](#). These updates ensure that our criteria evolve alongside the research and the needs of the field.

At the same time, we expanded our work in new directions that reflect what we are hearing from educators and system leaders. We developed our first-ever [pre-K review criteria](#) and trained dozens

of educator reviewers to begin evaluating instructional materials crucial for our youngest learners.

But we know these changes are not enough. The materials landscape is evolving quickly, with faster publishing cycles, more complex instructional ecosystems, and new technologies shaping how materials are created and evaluated. To remain relevant and useful to educators, EdReports must continue to evolve as well.

In the next phase of our work, EdReports will focus on delivering faster, more useful signals aligned to real curriculum decision timelines, while expanding the ways we help educators understand how materials work in practice.

This moment of transition also comes at a personal milestone. After nearly 12 years leading EdReports, I will be [stepping down in summer 2026](#). As I look ahead, I do so with deep confidence in the extraordinary team at EdReports and in the strategy now underway. With a clear path forward and strong momentum, this feels like the right time to make space for new leadership to guide the organization into its next decade of impact.

I remain incredibly grateful to the educators, state leaders, researchers, funders, and partners who have helped shape this work. Together, we have made the instructional materials marketplace more transparent and more responsive to what students and teachers need.

With this momentum, I believe we can continue building toward the ultimate goal that has guided EdReports from the beginning: ensuring that every student, in every classroom, has access to the high-quality materials and instruction they deserve.

Eric Hirsch

Chief Executive Officer, EdReports



Delivering Trusted Signals to the Field

Grade-level reports published in 2025:

English language arts

23

Mathematics

54

Science

6

Multilingual learner

61

Grade-level reports published all time:

English language arts

438

Mathematics

690

Science

117

Multilingual learner

61



Raising the Bar: The Launch of EdReports' 2.0 Review Tools

“In Kentucky, we know that ensuring all students become strong readers requires access to instructional resources that are both high-quality and evidence-based. Having reliable, research-based information is essential for empowering school districts to select resources that are standards-aligned and meet the diverse literacy needs of our students. Tools that reflect the science of reading and support structured literacy practices help us make decisions that align with our literacy goals and ensure every child has the opportunity for vibrant learning and lifelong literacy success.”

Micki Ray Marinelli
Chief Academic Officer,
Kentucky Department of Education



In 2025, EdReports [launched our “version 2.0” review tools](#)— a comprehensive revision of our K-12 English language arts, math, and science review criteria, scoring structures, and report platform. The update arrived at a pivotal moment. As standards that define grade-level expectations diverge and science of reading legislation accelerates, districts face increasingly complex adoption decisions. EdReports recognized the need to both sustain its trusted, educator-led core and modernize its signals for a faster, more fragmented instructional materials landscape.

Quality That Reaches Every Learner

As part of the 2.0 update, EdReports introduced standalone [multilingual learner-specific \(MLL\) review tools](#) to evaluate how well ELA, math, and science programs ensure access to grade-level content, coherent supports, strong teacher guidance, and aligned assessment. While we have reviewed all comprehensive K-12 materials for MLL supports since 2020, we began prototyping MLL-specific tools starting in 2022 in order to broaden and deepen criteria in this essential aspect of curriculum quality. Further piloting and refinement through 2025 culminated in the creation of dedicated MLL tools for each K-12 content area in version 2.0 review tools. This positions multilingual learner supports alongside the central indicators of curriculum quality, rather than apart from them.

We began using our 2.0 family of [tools](#) (comprising both v2.0 and [v2.1](#)) for all new reviews of relevant materials starting in early 2025, with the first reports published in July 2025.

Inside the 2.0 Update

The 2.0 tool revision strengthens the core of our work: how we evaluate quality in every major focus area.

- **In ELA**, criteria now reflect tighter alignment to structured literacy research, including a dedicated indicator flagging the presence or absence of three-cueing and stronger emphasis on phonemic awareness, systematic phonics, and meaningful reading-writing connections.
- **In mathematics**, the 2.0 review tool increases precision around rigor and balance, elevates the major work of the grade, particularly in early math, and scores all eight Standards for Mathematical Practice separately to provide clearer, more actionable reporting.
- **In science**, criteria now more clearly define expectations for phenomena-driven, three-dimensional learning and consistent scoring across grade bands.
- **In multilingual learner supports**, 2.0 introduces dedicated review tools across ELA, math, and science signaling that strong curricula must ensure multilingual learners can fully access grade-level learning.

From Quality Signals to Classroom Impact

With 2.0, EdReports sharpens signals for the entire field. Publishers have clearer, more consistent expectations for what high-quality materials require. States and districts gain stronger, more transparent information they can trust to make the best decisions for their communities. In turn, more students gain access to the high-quality instruction that drives lasting learning and opportunity.



Driving Improvements Across the Curriculum Marketplace

53%

of **K-12 English language arts** materials meet expectations.

37%

of **K-12 Science** materials meet expectations.

40+

publishers have made improvements to their products in response to EdReports feedback.

56%

of **K-12 Mathematics** materials meet expectations.



Powered by Educators Across All 50 States

1200+

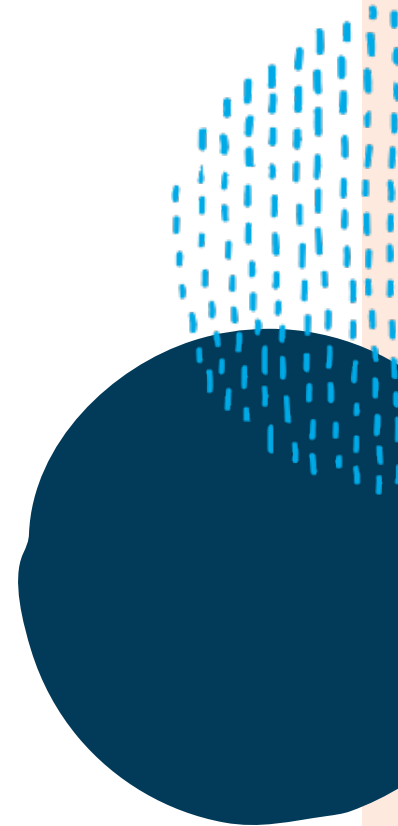
educator reviewers have participated in EdReports review teams.

50

states represented from our diverse reviewer network, including Washington D.C.

59

review teams were launched in 2025.



Pre-K: The Foundation for Lifelong Learning

In 2025, EdReports took a bold step forward, extending its independent, educator-led review model into pre-K. Because what is taught matters. And it matters from the very beginning.

[Ninety percent](#) of brain development occurs before age five. Yet while more than [\\$250 million](#) is spent annually on pre-K curriculum, the field has lacked a trusted, independent source of evidence about the quality of those materials. EdReports launched its pre-K initiative to close that gap in hopes of bringing transparency, rigor, and educator voice to one of the most consequential stages of learning.

This expansion reflects our core belief: high-quality instructional materials are foundational to long-term student success. Building on a decade of K-12 impact, we partnered with early childhood educators, researchers, and system leaders to develop the first-ever EdReports pre-K review criteria.

Throughout 2024 and into 2025, we conducted a national listening and learning tour and convened educator advisory groups and educator working teams to shape and refine the criteria. Grounded in leading research, including the [National Academies' A New Vision for High-Quality Preschool Curriculum](#), EdReports pre-K review criteria define curriculum quality across three dimensions: equitable access for diverse learners and multilingual students; coherent, developmentally appropriate learning progressions across domains; and strong educator supports that make implementation practical and sustainable.

The first-ever pre-K review criteria [launched in May 2025](#). In summer 2025, we recruited and trained a national cohort of early childhood educators, instructional leaders, and researchers to serve as pre-K reviewers, equipping them with the same rigorous, evidence-based protocols that anchor our K-12 work, adapted to the unique developmental context of early learning. Inaugural reviews began shortly thereafter.

EdReports' first wave of pre-K reviews will be published in spring 2026, with additional reports to follow later in the year and beyond. These initial publications will establish a new level of transparency in the pre-K marketplace with independent information available in a space that has long lacked consistent quality signals. This is more than a new grade band. It is a commitment to ensuring that every child begins school with a strong and joyful foundation for lifelong learning.

“Well-designed, developmentally appropriate materials empower educators to implement research-based strategies with confidence and ensure young learners experience engaging and coherent instruction through play, inquiry, and relationships, during the most critical years of development.”

Anna Puryear
early childhood researcher
and pre-K reviewer



A Trusted Resource for States and District Leaders

55%

of principals have heard of EdReports (up from 13% in 2017).

43+

state departments of education reference or integrate EdReports into state guidance and resources for districts.

29

states have incorporated EdReports into their instructional materials strategy and procurement processes.



Strengthening Curriculum Adoption and Use

In 2025, EdReports deepened its commitment to improving not just what districts choose but also how those choices translate into classroom impact. In partnership with [The Decision Lab](#), we released [Beyond Selection: Rethinking How Districts Adopt Curriculum](#), a national research effort grounded in the voices of more than 250 district leaders and educators.

The findings revealed a powerful tension in the field. While access to high-quality instructional materials (HQIM) continues to expand, availability of programs and confidence in selection does not guarantee successful implementation. Seventy-two percent of district leaders report confidence in choosing HQIM, yet only 59% have processes to evaluate a program's effectiveness, and just 60% pilot materials before adoption. Nearly half cite stakeholder buy-in as their greatest hurdle.

The core insight is clear: curriculum adoption is not merely a procurement decision—it is a human behavior and systems challenge. Early-stage gaps in planning and engagement often create downstream barriers in implementation. In a landscape shaped by evolving state policy and renewed urgency around student outcomes, districts must design adoption processes that anticipate implementation from the outset, center educator voice, and align policy, process, and classroom practice.

Beyond Selection marks a shift in EdReports' next-decade focus—from defining quality to strengthening both curriculum quality and use. Through [a national webinar](#) convening leaders spanning policy

and practice and a widely read [op-ed in the 74](#) examining the behavioral barriers to implementation, we helped elevate the conversation across the field. We moved the focus beyond adoption lists to the deliberate planning, stakeholder engagement, and instructional support required for real classroom impact.

When materials are chosen and used well, they become [powerful levers for student success](#). Looking ahead, EdReports will continue advancing research and practical guidance that help states and districts strengthen curriculum adoption and implementation. By approaching adoption not as a one-time purchase but as a deliberate, systemwide effort, education leaders can ensure instructional materials truly support lasting improvements in teaching and learning.

“Our report findings give the K-12 field clearer insight into the trade-offs district leaders face when making adoption decisions with limited resources. By combining our research with district data, this joint report highlights practical strategies that can help educators make decisions rooted in evidence and equity.”



Dr. Maraki Kebede
education lead at The Decision Lab

Where the Field Turns for Curriculum Insight

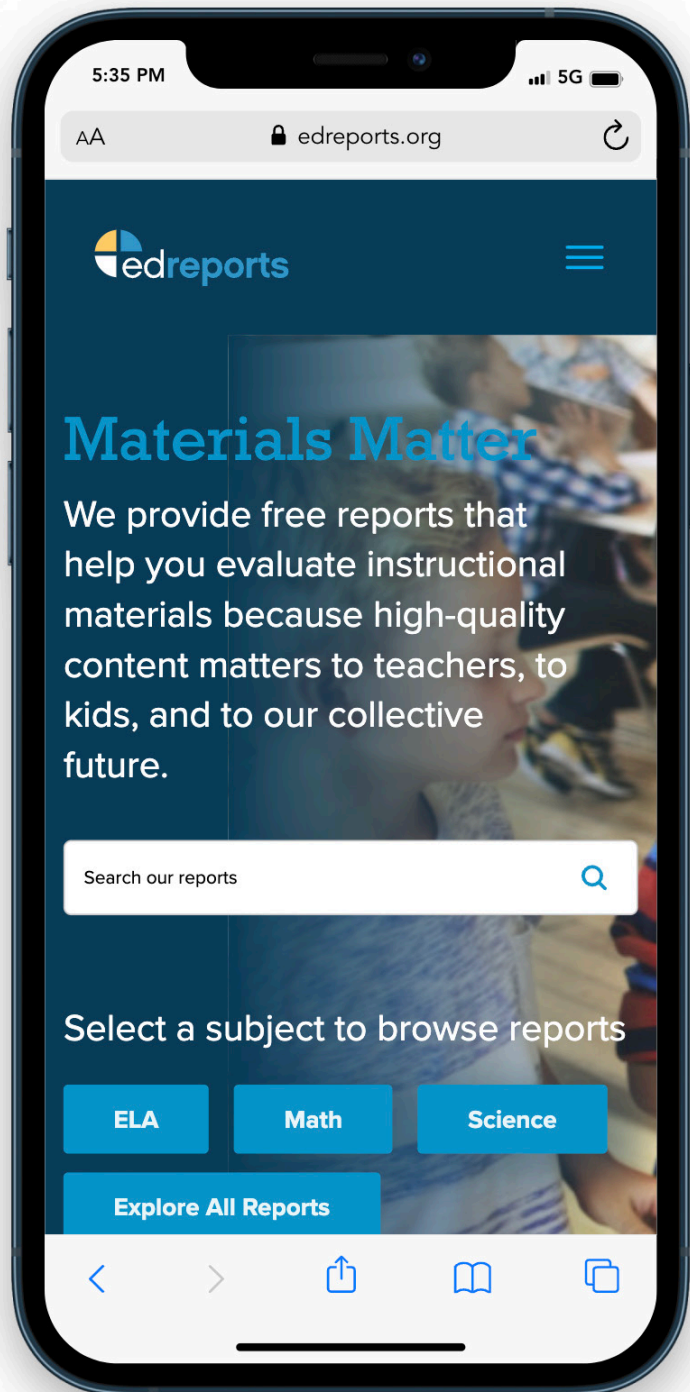
In 2025 [EdReports.org](https://edreports.org) had:

3.3M total views from

700,000+ unique users including

1.3M views of [EdReports resources](#) and

1.6M views of the [Report Center](#).



Evolving EdReports' Strategy in 2025

Over the past decade, EdReports helped transform the instructional materials marketplace. By publishing independent, educator-led reviews of curriculum, the organization brought transparency to a process that had long been opaque. States and districts gained a trusted source of evidence about instructional materials, and publishers responded, raising expectations for what high-quality curriculum should deliver.

Yet a new question has increasingly shaped conversations across the field: if access to stronger instructional materials has expanded, why have gains in student learning not kept pace?

At the same time, the instructional materials landscape is evolving rapidly.

States and districts increasingly assemble instructional “stacks” that combine core curricula, supplemental programs, and digital tools—and in some cases adapt or develop their own materials to meet local needs. Publishers are releasing new and revised materials at a faster pace, often supported by AI-enabled development cycles. At the same time, district and state leaders must make high-stakes curriculum decisions even as the volume and complexity of available content continues to grow, standards diverge across states, and adoption timelines demand trusted signals when decisions are being made.

These shifts prompted EdReports to evolve its strategic plan for the next decade of impact.

The organization’s vision is now centered on a broader goal: improving student outcomes by influencing both the quality of instructional materials and how those materials are used in practice. Independent reviews remain the foundation of this work, but the scope of what decision-makers need is expanding. Leaders increasingly seek insight not only into whether materials align to standards, but also how different programs fit and work together, how usable they are for teachers, and what evidence supports publisher claims.

This strategic evolution reflects a simple principle: transparency about materials remains essential, but transparency alone is no longer enough.

As EdReports enters its second decade, the organization is building on the trust it has earned while expanding the signals it provides to the field. By delivering clearer, more timely information and helping systems navigate increasingly complex instructional ecosystems, EdReports aims to ensure that stronger materials translate into more effective instruction and better learning outcomes for students nationwide.

The Next-Generation EdReports: 2026 and Beyond

With a clear strategy in place, EdReports is now focused on the work of turning vision into practice. Beginning in 2026, the organization will operationalize its next-decade strategy through a set of coordinated innovations designed to ensure that trusted information reaches educators when it matters most.

At the center of this work is our unwavering commitment to timely, educator-powered reviews aligned to real curriculum decision cycles. EdReports will continue publishing rigorous evaluations of instructional materials while refining how those reviews are developed and delivered so they better match the pace of the marketplace.

Several key initiatives will help bring this approach to life.

Strengthening Flagship Reviews—Tool Updates: EdReports will continue updating and expanding its review tools. Future updates will sharpen how quality is defined across content areas and provide clearer information about issues that matter most to educators, including how materials support multilingual learners in critical early-years skills such as literacy and math.

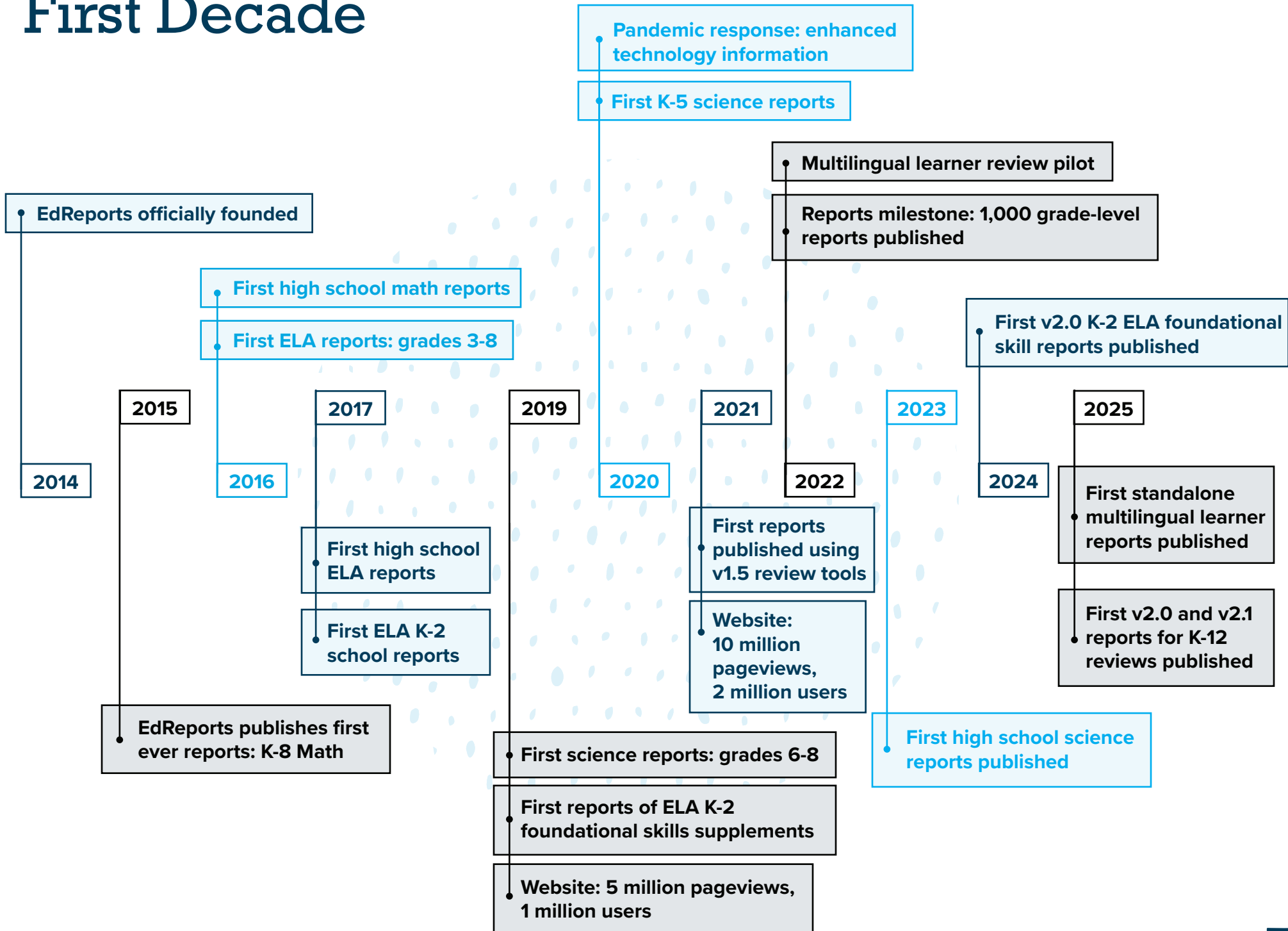
Expanding Into New Review Areas: Because districts are moving toward building [instructional ecosystems](#) rather than purchasing programs in isolation, EdReports will expand review coverage where demand is growing. That includes deeper work in science (including supplemental materials) and continued growth in pre-K reviews, ensuring more leaders have credible, educator-led evidence across the full arc of PK-12 learning.

Accelerating with Technology: EdReports will modernize its review operations (including targeted use of AI) to streamline evidence collection, reduce manual processes, and accelerate review timelines. Technology accelerates efficiencies, but educators make all final judgments.

Developing New Signals of Quality: In addition to standards alignment, emerging work will help leaders understand how materials work in practice, including how core curricula and supplemental materials align across a school system's instructional resources (coherence) and what research evidence suggests about their potential impact on student learning (efficacy).

Public and Predictable Innovation: EdReports will evolve its tools and signals through transparent, scheduled, and field-informed processes so the education community can anticipate changes and use new information with confidence.

First Decade



Financials

- The financial information summarized in this annual report is from the unaudited 2025 EdReports Financial Statements
- Complete financial statements will be included in our audited financials. Audit to be conducted by Frank, Rimerman + Co. LLC, Certified Public Accountants
- Percentages are rounded to the nearest whole percent

ASSETS

Current Assets:	\$8,402,167
Non-Current Assets:	\$3,100,860
Total Assets:	\$11,503,026

LIABILITIES & NET ASSETS

Total Current Liabilities:	\$206,028
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NET ASSETS

Without Donor Restrictions:	\$2,171,201
Board Designated Cash Reserve:	\$1,853,803
With Donor Restrictions:	\$7,271,995
Total Net Assets:	\$11,296,998
Total Liabilities & Net Assets	\$11,503,026

REVENUES

Unrestricted Contributions:	\$1,750,000
Unrestricted Other Revenue:	\$125,985
In-Kind Revenue:	\$871,988
Restricted Contributions:	\$2,672,769
Total Revenues:	\$5,420,742

EXPENSES

Building Org Capacity:	\$3,076,652
Identifying Excellence:	\$3,416,380
Increasing Demand for Excellence:	\$1,622,027

Total Program Services:	\$8,115,059
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Management & General:	\$1,136,910
Fundraising:	\$531,048

Total Support Services:	\$1,667,958
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Total Expenses	\$9,783,017
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Change in Net Assets without Donor Restrictions	\$20,326
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CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS

Restricted Contributions:	\$2,672,769
Net Assets Released From Restriction:	(\$6,825,310)

Change in Net Assets with Donor Restrictions:	(\$4,152,540)
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CHANGE IN NET ASSETS

Net Assets at Beginning of Year:	\$15,429,213
Net Assets at End of Year:	\$11,296,998

Change in Net Assets:	(\$4,132,215)
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Funders

Our efforts in 2025 were made possible by the generous support of the following funders:



Board of Directors



Dana Nerenberg
Chair Person | Oregon Director of the Center for Early Literacy and Learning Success, Stand for Children



Cliff Lloyd
Board Member | Former Senior Manager, Solutions Architecture (Amazon Web Services); Former CIO, Tennessee Department of Education



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Math Teacher, YSC Academy