myCore from Insight named 2014 EdTech Digest
Best Professional Learning Solution
The Common Core lesson planning and sharing platform also named a 2014 CODiE finalist in same category

(ENCINO, CA) April 7, 2014 — Insight Education Group is thrilled to announce that its flagship cloud-based lesson planning and coaching platform, myCore, has earned top honors in this year's EdTech Digest awards, being named the best professional learning solution in education for 2014. In addition to earning this top honor, myCore has also been named a finalist in the 2014 SIIA CODiE awards in the same category.

Built on Strategic Design for Student Achievement, a backward lesson design methodology, myCore offers teachers on-demand support in creating and customizing rigorous, engaging, standards-aligned units and lessons. In addition to providing coaching and support, myCore offers educators access to a rich library of hundreds of Common Core-aligned lessons — with the ability for users to pull the lessons into their myCore dashboards and customize them for their classrooms.

myCore gives teachers and administrators the ability to track and manage what standards have been planned and taught. With permission from teachers, the platform also provides administrators and coaches access to their lesson plans for observations and feedback to further support teachers' growth and effectiveness.

"We believe teachers are the ultimate instructional designers as they know what their students need to achieve. myCore provides teachers the support they need to design units and lessons to meet the rigors of the Common Core in their instruction," commented Insight's CEO Dr. Michael Moody. "To see myCore named the best professional learning solution in 2014 by EdTech Digest and be recognized as a finalist by SIIA's CODiE Awards is very exciting for us at Insight."

A distinguished panel of industry influencers and veterans conducted this year's evaluation proceedings for EdTech Digest. "There is a lot of talent and quality out there, and we're excited to recognize these cool tools, leaders and trendsetters in the education technology space," said Victor Rivero, who oversees the program as Editor-in-Chief of EdTech Digest.

The SIIA CODiE Awards are the premier award for the software and information industries, and have been recognizing product excellence for 29 years. The awards have over 75 categories and are organized by industry focus of Content, Education, and Software.

"This year's finalists are breaking ground with new business models and innovative products. We are pleased to recognize the best in educational technology with these 119 products,"

said Karen Billings, vice president of the SIIA Education Division. "I look forward to honouring them all in May at the Education Industry Summit."

"Educators deserve timely, relevant and actionable feedback and support so that they can grow and perform their best. This is at the heart of everything we do at Insight. We're honored to have our work acknowledged by these two prestigious organizations, EdTech Digest and SIIA," stated Moody.

A full list of this year's EdTech Digest award winners can be found at http://www.edtechdigest.com.

Details about each of the SIIA CODiE finalists are listed at:
http://siia.net/codies/2014/finalists.asp

About the EdTech Digest Awards Program
Recognizing cool tools, trendsetters and leaders in the education and technology sector, the mission of the annual awards program is to get workable technology solutions for education widely known about and well thought of with the purpose of reshaping the education culture and creating a new and better future for students. Over the years, the best products and brightest minds have been featured helping millions of students, teachers, parents, administrators and others in and around education.

About SIIA
SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 800 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. The **SIIA Education Division** serves and represents more than 200 member companies that provide software, digital content, and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. For more information, visit www.siia.net/education.

About Insight Education Group
Insight Education Group is an educational consulting firm that supports the growth of teachers and school leaders. Since 2000, we have partnered with schools, districts, charters, states, and education organizations across the country to understand their challenges and provide matching solutions that get results. Our ultimate goal is to ensure all students get a great education. Learn more at: http://www.insighteducationgroup.com/

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