

FOR IMMEDIATE RELEASE

**Insight Education Group Wins New Outstanding Education Technology Product Award
From *Tech & Learning***

ADVANCEfeedback™ was honored in the magazine's 33rd annual Awards of Excellence

(ENCINO, CA) October 20, 2015 – [Insight Education Group](#) announces today that its cloud-based human capital management system, [ADVANCEfeedback™](#), has been recognized as a new outstanding educational technology tool by [Tech & Learning Magazine's 33rd Annual Awards of Excellence](#).

The prestigious recognition program judges on quality, effectiveness, ease of use, creative application of technology, and suitability for an educational environment. A panel of experienced educators and the Tech & Learning editorial team selected winners after several rounds of testing and scoring.

As a recognized leader in [standards-based instruction](#) and [educator effectiveness](#), Insight supports the implementation of large-scale initiatives through innovative approaches to school and district improvement, strategic planning, professional growth, and ed tech.

"It's truly an honor to see ADVANCEfeedback™ recognized as a new outstanding education technology solution this year, and I want to thank *Tech & Learning* for all they do to promote innovation in education," said Dr. Michael Moody, the co-founder and CEO of Insight. "I am incredibly proud of the hard work from our entire team that has helped Insight earn such recognition."

Using ADVANCEfeedback™, observers or Insight's content-expert coaches can provide teachers with the kind of actionable and specific feedback that inspires real professional growth and increases student achievement. With its innovative [video-based observation](#) option, the platform promotes greater acceptance of feedback and deeper self-reflection. ADVANCEfeedback™ also serves as a central location for all evaluation components and tools, including in-progress and cumulative reports, unit and lesson plans, evidence/artifacts, and schedules.

According to Kevin Hogan, editorial director for NewBay Media's Tech & Learning Group, "Once again this year, the *Tech & Learning* judges examined hundreds of entries to select the

winners of 2015's Awards of Excellence. This wasn't just checking off spec sheets and surfing other people's reviews. Each product was handled and scored individually. These companies can be proud that their products were selected as winners by this prestigious team of judges."

The New Product winners will be featured in the December 2015 awards issue of *Tech & Learning Magazine*.

About Insight Education Group

Insight Education Group is a national educational consulting and ed tech company that supports the growth of teachers and school leaders. Since 2000, they have specialized in developing deep partnerships with school leaders to understand their unique challenges and work together to design and implement large-scale educator effectiveness solutions that drive lasting change. For more information, visit <http://www.insighteducationgroup.com>.

About the Awards of Excellence by Tech & Learning Program

Tech & Learning's Awards of Excellence (AOE) program has been recognizing outstanding ed tech products for more than 30 years. With a solid reputation in the industry as a long-standing, high-quality program, the AOE recognizes both creative new offerings and significantly updated products that help educators in the business of teaching, training, and managing with technology. All entries are given a rigorous test-driving by qualified educators in several rounds of judging. Products are also carefully screened by the *T&L* editorial team. For more information, visit <http://www.techlearning.com/section/awardssofexcellence>.

About Tech & Learning

For more than three decades, *Tech & Learning* has remained the premier publication and leading resource for education technology professionals responsible for implementing and purchasing technology products in K-12 districts and schools. Our team of award-winning editors and an advisory board of top industry experts provide an inside look at issues, trends, products, and strategies pertinent to the role of all educators—including state-level education decision-makers, superintendents, principals, technology coordinators, and lead teachers.

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