



**For Immediate Release:**

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**Insight Education Group Wins SIIA EdTech CODiE Award for Best Professional Learning Solution in K12 Education**

*Lesson planning and professional development platform myCore™ earns top honors*

**SAN FRANCISCO** (May 19, 2014) — [Insight Education Group](#) today announced that its Common Core planning and sharing platform, myCore™, won an SIIA CODiE Award for “Best Professional Learning Solution for Education.”

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced Insight Education Group as one of 31 CODiE Award winners in the education technology category. An SIIA CODiE Award win for ed tech companies is an especially prestigious honor, as each award winner has been selected by a combination of educators, who act as initial judges by selecting finalists from among all nominees, and SIIA members-company peers, who vote to select the winners from among the finalists.

Built on a backwards-lesson design model called [Strategic Design](#), myCore™ offers on-demand support in creating and customizing rigorous, engaging, and 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. The platform also gives teachers and administrators the ability to track and manage what standards have been planned and taught.

“All of us at Insight Education Group are honored to see myCore™ recognized as the year’s best professional learning solution in K12 education by SIIA. We strive to provide teachers with the tools and support they need to ensure each student is successful,” said Dr. Michael Moody, CEO of Insight Education Group. “This is a great testament to our team’s dedication to that end. We would like to thank all of the educators that supported the development of myCore™ and to SIIA for this award.”

In addition to being named the best professional learning tool in K12 education, myCore™ earned top honors in the same category by EdTech Digest earlier this year.

“SIIA’s 2014 Education CODiE Award winners’ are some of the most innovative, high-impact education products out there,” said SIIA Vice President for the Education Division Karen Billings. “We congratulate all of this year’s CODiE Award winners, and thank them for the contributions they have made to the education industry.”

For more information about the CODiE Awards, visit <http://www.siaa.net/codies/2014/>

### **About SIIA**

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 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.sii.net/education](http://www.sii.net/education).

### **About the SIIA CODiE™ Awards**

The SIIA CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose – to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.

### **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. For more information, visit <http://www.insighteducationgroup.com>.

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