

Education Buyer Checklist

Conditions in primary and secondary education are tougher than ever, with schools and educators required to do more with fewer resources and comply with tougher standards of performance and regulations.

There is no margin for error because if a mistake is made, it's the student who loses out.

The following is a checklist of areas we cover that will help reduce any anxiety you may have about joining our program and demonstrate that WeatherBug Achieve is in touch with your needs, and is a "must have" education technology not to mention a smart investment.

Does WeatherBug Achieve Cover My State's Education Standards?

The new *Activity Explorer* tool makes it easy for teachers to search for lessons or projects by grade level, subject, or keyword,

with a complete listing of the standards that lesson or activity covers for their state.

We understand that standards correlation is a critical component to curriculum mapping and lesson planning, so we built a tool that helps teachers approach our tool with that orientation.

Is WeatherBug Achieve Based on Scientifically Proven Practices for Improving Student Achievement?

Numerous independent studies have identified the effectiveness of web-based programs that use real-world, even real-time data to create an educational atmosphere of discovery and inquiry. In particular, the Cornell Institute for Research on Children's Science

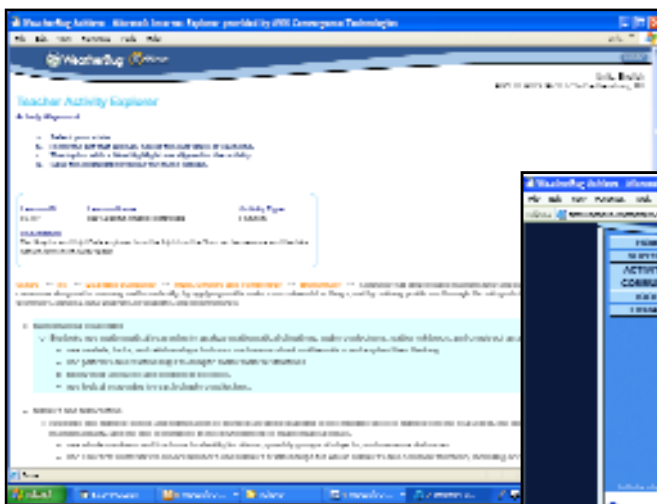
Education Programs conducted an independent study, *Thinking Like a Scientist about Real-World Problems*, that concluded consistent and discovery-laden use of real-world data like that found in virtually every lesson and activity in WeatherBug Achieve, improves metacognitive development, especially among students of culturally diverse backgrounds and education settings.

For more information, please refer to our white paper conveying scientifically based research supporting the effectiveness of WeatherBug Achieve.

Does WeatherBug Achieve Come with Training?

Teachers have precious little time to devote to learning how to use new technologies for improving learning environments. Many products charge additional fees for training that requires time away from the classroom and is too broad for practical purposes.

WeatherBug Achieve makes it easy by offering teachers access to over 3 hours of training that can be viewed at any time on any



Individual state education standards correlation reports are available on the WeatherBug Achieve web site at www.weatherbugachieve.com

computer with an Internet connection. Called AYC (At Your Convenience) Training, the web-based training modules are divided into easy-to-learn topics that last 7-18 minutes each and can be viewed as many times as needed, removing the need for time away from the classroom or refresher courses. New modules are constantly being added as the product improves.

Will Teachers in My School Use WeatherBug Achieve?



We recognize that if teachers do not use our product, it is a wasted investment. That's why we formed the Lead Teacher program: to provide recognition, visibility and

credibility to the designated teachers who will become resident experts of the program. Once they are trained, the lead teachers will then help create excitement at their campus around the real world instruction opportunities Achieve provides.

As soon as a school joins the WeatherBug Achieve program and designates a Lead Teacher, that teacher will get immediate support through the Lead Teacher kit. A user's manual, supplemental training materials (in addition to AYC online), a poster for student weather forecasts and a pennant designating your Lead Teacher as the resident WeatherBug Achieve expert are included in the kit. The

Lead Teacher also has access to special features in WeatherBug Achieve to keep them abreast of the latest updates, announcements and product enhancements throughout the year.

WeatherBug Achieve has worked hard to keep pace with our community of educators, listening to their needs, learning how they use our product to the best advantage and staying on top of education trends. We understand the demands placed on teachers and principals today, and we've developed a program that makes it easy for them to help their students achieve.

