

B R A I N C H I L D

Brainchild *Achiever!* Selected as a Top Assessment Product for Helping Students Learn Essential Skills

DALLAS, Texas — June 2, 2010 — The Association of Educational Publishers (AEP) selected *Achiever!* from Brainchild (www.Brainchild.com) as a finalist in the [Distinguished Achievement Awards](#) for K-5 assessment and instructional products. *Achiever!* assesses standards-based performance and then delivers targeted learning tutorials that help students improve their performance on state assessments.



Achiever! is customized to every state's education standards. *CRTC Achiever!*, evaluates performance on Georgia's Criterion-referenced Competency Tests (CRCT). In Texas, *TAKS Achiever!* evaluates student performance on the TAKS (Texas Assessment of Knowledge and Skills). Every version of *Achiever!* then prescribes a specific learning path to help individual students improve performance on their state standards with a series of online tutorials—in English or Spanish—that reteach the needed concepts.

Janet Brown, principal of Barbara Jordan Elementary School in Odessa, Texas credits Brainchild products with helping her school improve to an "Exemplary" rating by the [Texas Education Agency](#). "Brainchild's *TAKS Achiever!* gave our campus the push it needed to pull away from the 'Recognized' hole we had dug ourselves into and climb to the 'Exemplary' level," said Mrs. Brown. "A look at the data proved that our at-risk and Hispanic subgroups improved after using *TAKS Achiever!*." The school has expanded use of Brainchild products for 2010-11. A detailed case study is available at <http://www.brainchild.com/Pdfs/EctorISDcase.pdf>.

Achiever! is often used in conjunction with Brainchild's Study Buddies and print-based tutorials in the [Brainchild Academy Concept](#), which is a multimodal method of combining print and digital resources with face-to-face instruction. Students work through three stations: 1) *Achiever!* for diagnosis and assessment, 2) Study Buddy for instruction and 3) *Achiever!* worksheets or other supplemental print materials for reinforcing instruction. *Achiever!* includes Spanish support so that students can read *Achiever!* test questions and answers in Spanish and go through tutorials—including all the on-screen animations, illustrations, text and audio narrations—in either language.

For more than four decades the DAA Awards have honored outstanding resources for teaching and learning. One of the largest and longest-running awards programs for educational products, the AEP Awards identify products that exemplify the highest standards of professional, quality educational content and which set benchmarks for the rest of the industry.

About Brainchild

Brainchild, Corp. is a Florida-based company that provides standards-based online assessment, instruction and reporting tools that help students reach and exceed learning objectives. In addition to its Achiever! series built individually for each state, Brainchild manufactures the Study Buddy, the first handheld tutor that was created exclusively for K-12 public schools and is being used by over 1 million students per day. Call or click for more information: 800-811-2724 or www.brainchild.com.

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