![eScholar logo — Personalized education starts at eScholar.]

FOR IMMEDIATE RELEASE

eScholar Selected to Provide Data Dashboards Across the State of New York

White Plains, NY, August 2, 2013 – eScholar®, the leader in education data solutions to personalize education, announced it has been selected by the New York State Education Department to provide a dashboard solution that give educators, parents, and students timely, relevant data to support student learning and more effective instruction. Starting in the Fall of 2013 as part of the EngageNY Portal launch, New York school districts will be able to access eScholar myTrack® - a dashboard goal-setting solution focused on the specific needs of New York educators and students.

"We're excited that eScholar myTrack is selected as one of the EngageNY state-wide data dashboard solutions. myTrack helps personalize education for individual students by leveraging the power of data. By providing comprehensive insight into student's progress, myTrack engages teachers, parents, and students in a collaborative plan of action towards achieving every student's individual goals," said Shawn Bay, eScholar Founder and CEO. "Our work in partnership with New York educators has spanned more than 16 years. What began in 1997 with one data warehouse in a single district in Western NY has now come full circle with myTrack being available to the entire state. I am delighted to see the focus shift towards leveraging state data systems to support educators at the front line in the classrooms."

eScholar myTrack was developed through eScholar's on-the-ground work in New York and other states where educators are delivering the impact of personalization at a scale that can only come from leading edge technology. eScholar is now delivering these proven techniques in a secure and tested solution to educators across New York. myTrack has been implemented in one of the nation's largest school districts for some time, which has provided rich experience that has been incorporated into the product. The deployment of myTrack in New York brings additional perspectives and capabilities that increase the effectiveness of personalized education even further.

Available on the EngageNY Portal, a secure single log-in entry point for administrators, educators, parents, and students to access educational resources, myTrack is one of the data dashboards procured by the New York State Education Department and funded through the Race to the Top grant. Through this funding, school districts, BOCES, and charter schools that elect to use myTrack will not have to pay out of pocket for at least two years.

In a secure, online environment, education stakeholders from district administrators to students can use myTrack to gain deeper insight and help learners achieve a more personalized education experience. With myTrack, users will be able to:
- Apply historical data to understand academic progress and other measures of educational effectiveness.
- View longitudinal data across many categories and gain insight on student performance and preferences.
- Set and track the most effective goals for each student.

Beginning on August 9th at the Western New York Regional Information Center, eScholar will embark on a state-wide roadshow in twelve locations to promote the new EngageNY Portal. Representatives from school districts, BOCES, and charter schools will have the opportunity to see live demonstrations of myTrack and understand how to apply it in their regular practices. To learn more about eScholar myTrack, please visit www.escholar.com.

About eScholar
eScholar is the nation's leading innovator in using information to support personalized education. eScholar's award-winning products simplify reporting, streamline data management, and transform the way educators use data to help Pre-K to postsecondary students achieve their own individual success. eScholar delivers data warehouse, student and staff identifier management, and collaborative goal planning solutions which enable 13 state education agencies and more than 5,000 districts to better serve the needs of over 20 million students across the nation. To learn more, join the conversation on Facebook and Twitter.

To learn more about the EngageNY Education Data Portal and why you're receiving this information, please visit http://usny.nysed.gov/rttt/data/edp.html. If you have questions about the EngageNY Education Data Portal or the Data Dashboard selection process, please call 1-855-252-6900 or email edp@mail.nysed.gov

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