




VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching and Learning

MEMORANDUM

TO: Carla A.B. Smith, CPPO, CPPB, Director, Office of Procurement Services

FROM: Kipp D. Rogers, Ph.D., Chief Academic Officer 
Angela L. Seiders, Executive Director, Secondary Teaching and Learning 
George Thomas Coker Jr., Secondary Math Coordinator 

VENDOR: Edia Learning, Inc.

DOLLAR AMOUNT: \$96,000

DATE: May 16, 2023

This memorandum certifies that Edia Learning, Inc. is the copyright and trademark holder and sole provider of *Edia*, which will be used to support mathematics instruction in Algebra I through Algebra II. *Edia* provides online mathematics practice for students using a variety of assessment formats, paired with immediate individual feedback based on student responses. The following factors also play a role in being unable to compare *Edia* with other products on the market:

- Tier 1 Mastery-based learning—Students build confidence and skill mastery by practicing with instant feedback and learning from written and video explanations. Every assignment is available in 105+ languages to support English Language Learners. Teachers use real-time data from class to engage students in critical thinking, provide targeted practice to achieve mastery of skills, and organize effective small-group support.
- Tier 2 Differentiation Learning—Teachers use *Edia* to deliver effective math practice in the classroom through warm-ups, homework, and exit tickets. Assignments are automatically graded, giving teachers more time to plan better lessons.
- Tier 3 Interventions—Campus leaders use data from class and results from assessments to coordinate intervention groups in real-time, share insights among staff, and address identified gaps in days instead of months.


The program will support Goal 1 of the Compass to 2025 by supporting the acquisition of numeracy skills to improve mathematics achievement and implementing a balanced assessment system emphasizing standards-based assessments.

Of the estimated \$96,000 purchase price, \$96,000 is being funded by the FY21 ARP ESSER3 grant award which has an FY23 budget of \$70,717,815.83.



Crystal M. Pate, Chief Financial Officer
Department of Budget and Finance

Date: 5-16-2023



Carla Smith (Jun 1, 2023 14:14 EDT)
Carla Smith, CPPO, CPPB
Director of Purchasing

Date: Jun 1, 2023