



# AB Connect

Imagine teachers and students being able to search and discover the content they need – quickly and easily – to meet their learning objectives.

As educators strive to personalize the student learning experience, the demand on content providers for relevant, real-time learning content grows.

Now, content providers and edtech vendors can more easily meet this demand with AB Connect™, the tagging, search and discovery system which enables education content interoperability and searchability in websites, applications and platforms.

With AB Connect, publishers and curators of instructional and assessment content can tag their learning assets with expertly-chosen search terms which are organized into taxonomies and controlled vocabularies. Content can then be more easily searched in learning platforms, such as learning management systems and assessment applications.

AB Connect builds upon the Academic Benchmarks repository of four million machine-readable learning standards and connected search terms with a powerful artificial intelligence (AI)-based engine which provides machine assistance to make the content and alignment process highly efficient and accurate.

## ACADEMIC BENCHMARKS ENABLES CONTENT PUBLISHERS AND APPLICATION PROVIDERS TO:

- Tag learning content with an extensive collection of learning standards and education search terms
- Enrich existing metadata for more targeted search, discovery and recommendation
- Reach new K-12 market segments and geographies by expanding standards alignments
- Enable search and discovery of content in platforms, websites and applications
- Integrate content from partner sources, including OER
- Reduce development costs and time-to-market associated with learning standards alignments and updates
- Provide an optimal learning experience that delivers relevant, real-time learning assets

### CLIENT SPOTLIGHT

*“With AB Connect, Nearpod provides highly accurate 50-state alignments for our growing library of over 6,000 lessons, in a manner that permits us to update those alignments as the standards evolve.”*

*The AB Connect search capability also allows for those alignments to be searched within our content store’s search filter, ensuring the resources we provide are immediately useful to school districts and teachers.”*

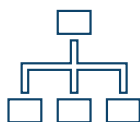
**Adam Franklin**, Learning Experience Designer at Nearpod

More than 200 edtech providers and content publishers have adopted Academic Benchmarks over the last decade. The AB ecosystem is a mature, connected network of education sector partners, benefitting from the interoperability of a unifying standards infrastructure and the AB GUID.



### LEARNING STANDARDS MANAGEMENT

AB Connect features an extensive repository of learning standards and unique metadata, accessible via API, including more than 4 million machine-readable standards for all U.S. states, for both Core-4 and non-core subjects; as well as select international standards. Certica invests over 5,000 hours annually reviewing, digitizing and curating state learning standards. Once captured, each standard is deconstructed to the most granular ideas and is enriched with intelligent metadata, including a unique identifier – the AB GUID. The AB GUID has enabled content providers and edtech vendors significant content interoperability for a decade.



### TAXONOMIES and CONTROLLED VOCABULARIES

The AB Connect taxonomies—concepts, topics and key ideas provide a common language for describing any type of learning asset, including lessons, passages, articles, videos, test questions and books. The AB Connect AI-based engine powers a highly accurate and efficient recommendation, tagging and alignment process. Machine learning algorithms—coupled with subject matter expert validation—apply taxonomic classifications to every learning standard, enabling powerful search and discovery by not only increasing the number of facets linked to an asset, but also linking facets to one another. Content providers leverage market-tested, controlled vocabularies to tag and describe learning assets for optimal search, discovery and recommendation in a learning platform. Also, new in 2017, AB Connect features Artifact®, the specialized taxonomy and system for book title search and discovery.



### STANDARDS RELATIONSHIPS

More than just libraries of standards, AB Connect also includes standards relationships, which allow for complex connection points and linkages between standards. AB Connect supports derivative standards relationships, such as the Common Core State Standards and standards from states that have adapted the Common Core; as well as cross-authority or peer relationships, which do not share an origin document. Peer relationships are crowd-sourced from curated, targeted alignments to common educational resources. Standards relationships allow providers to leverage existing standards alignments and expedite alignment of content to multiple states and market segments.



### POWERFUL TECHNOLOGY

AB Connect's APIs and application user interfaces enable access to and management of relevant data connections, and support improved content tagging, search, discovery and recommendation. The AB Connect API provides extensive functionality such as learning standards access, alignment and search, content tagging, access to tagged content and real-time data retrieval, as well as content search and recommendation capabilities that can be embedded into any application. Additionally, the corresponding alignment application interface can be used to efficiently and accurately align and tag content using a powerful recommendation engine based on a series of filters and machine learning algorithms that determine the most relevant standards and tags. Change management and coverage reports show educational assets that are not aligned to certain standards.

## ABOUT CERTICA SOLUTIONS

Certica is the innovator of the Certica Connect™ platform which provides application interoperability and centralized integration, access and enrichment of education data, metadata and content. The company partners with a diverse network of K-12 application and system vendors, as well as learning content and assessment providers. Certica also delivers solutions directly to more than 600 school districts and numerous charter school organizations, state education agencies and educational service agencies.

If you are a learning content provider wanting to improve the alignment, interoperability and searchability of your assets; or a technology provider wanting to provide highly efficient content search, discovery and integration—contact us:



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