



MasteryPrep more than doubles its business by offering digital prep options with BenchPrep



Executive Summary

In 2014, MasteryPrep was one of the fastest growing and most successful test prep and teacher resource providers in the states of Louisiana, Texas, Mississippi and Alabama. Craig Gehring, the founder and CEO of MasteryPrep, was being challenged with the classic issue that the test prep industry as a whole faced: lack of scalability of the classroom/tutoring model and a surging demand from consumers for a digital solution.

Gehring and the MasteryPrep team understood the importance of delivering an engaging and interactive digital learning experience to its customers. Traditionally, test prep and tutoring companies like MasteryPrep have heavily relied on high-touch, instructor centric programs. Gehring wanted to introduce a digital platform that would allow him to expand beyond their current geographical footprint and help students learn better.

Gehring selected BenchPrep to launch their digital test prep business.

About MasteryPrep

MasteryPrep is the leading provider of professional development for the ACT®. MasteryPrep has helped hundreds of thousands of educators, administrators, and students improve their schools' standardized test outcomes. MasteryPrep's ACT® Mastery program began as a pilot in a few schools with some of the lowest average ACT® scores in the nation. As news of results spread through word of mouth between principals and faculty, MasteryPrep quickly grew to impact hundreds of thousands of students in over 500 schools and districts throughout the country. MasteryPrep's entire focus is to help principals and educators provide their students with high-quality test preparation and resources.

Mastery Prep Products & Services

- Boot Camp
- Testing & Analysis
- In-Person Classes
- Bell Ringers
- One-Semester Course
- Professional Development

The Challenges

MasteryPrep wanted to offer an engaging, digital learning experience in a blended & flipped classroom setting

Craig Gehring identified a critical gap in MasteryPrep’s product portfolio. The company had traditionally focused on on-site ACT Prep and Teacher Training offerings. In fact, MasteryPrep was one of the leading providers of professional development for the ACT® and the SAT® impacting hundreds of thousands of students in over 500 schools and districts.

However, MasteryPrep’s customers were beginning to demand a more flexible and digital learning option. The tests (the ACT® and the SAT®) were going digital and young students increasingly preferred a digital experience that was personalized to them. School principals preferred a digital solution that allowed them to track and analyze results better. State wide contracts were encouraging implementation of digital solutions.



School principals preferred a digital solution that allowed them to track and analyze results better.

In addition, MasteryPrep’s existing solution was not scalable and had limited capabilities to support the expansion in far-away locales like Michigan and Illinois.

Gehring wanted to offer a compelling digital learning program that catered to today’s digital native learner. The digital platform would enable the creation of a higher margin, scalable product line to compliment his current business.

The Solution

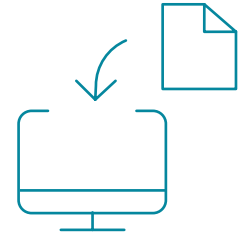
Solution: MasteryPrep Online Courses

The BenchPrep team, led by Nickolay Schwarz and Emily Leary, conceptualized the ACT specific digital learning platform that aligned with MasteryPrep's instructional philosophy and business strategy. Schwarz designed the platform so that MasteryPrep could leverage the existing content while utilizing the new functionality that the BenchPrep platform offered.

MasteryPrep's content team used BenchPrep's content management system, BluePrint™ to ingest all the instructional content. They also used the instructional design tools to optimize the curriculum for a digital-only delivery. BenchPrep's flexible feature access control protocols allowed for a customized experience for each of MasteryPrep's hundreds of customers.

The new course with enhanced functionality was delivered within 6 weeks leading to a fast speed to market. Most importantly, it delivered an exceptional learning experience to MasteryPrep customers in a short period of time.

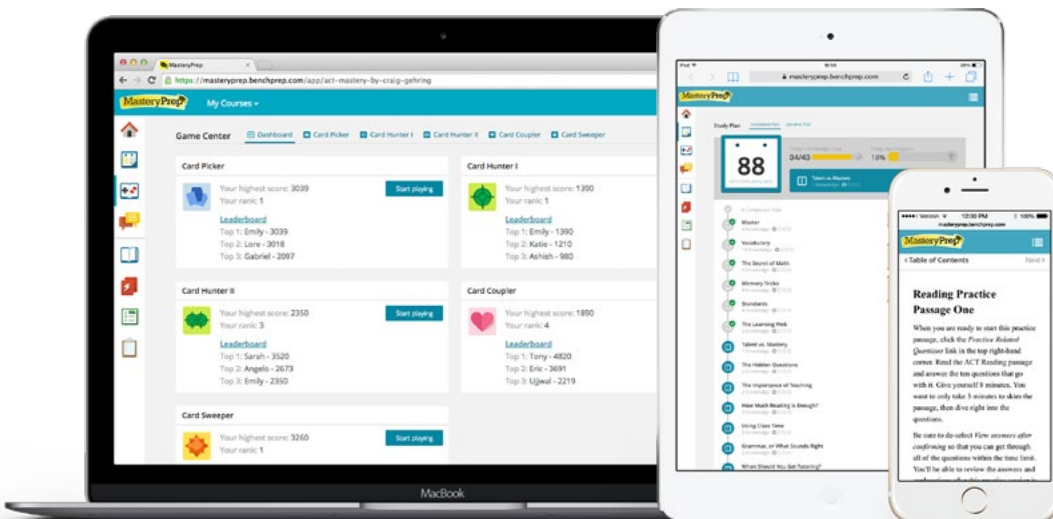
One of the key reasons MasteryPrep selected BenchPrep was the turn-key nature of the solution that allowed MasteryPrep to plug the entire learning engine into its existing user flow without making any incremental investments. Essentially, MasteryPrep built a digital learning business without any incremental investment within 6 weeks.



MasteryPrep's content team used the instructional design tools to optimize the curriculum for a digital-only delivery.

An engaging, gamified, personalized learning experience

The Mastery Prep program developed by BenchPrep was based on rigorous competency based, instructional design principles. BenchPrep deployed its proprietary adaptive learning algorithms to serve personalized learning paths to each student. The curriculum is personalized to every student based on their ability, preferences and goals. The program leverages game mechanics in the form of emotional incentives (achievements & badges), competitive spirit (leaderboards) and retention tools (flashcard game center) to drive engagement.



Results

BenchPrep powered ACT Prep program led to a new revenue stream for MasteryPrep and higher scores for students

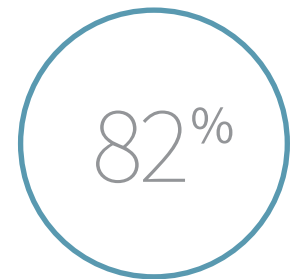
Gehring launched the ACT Online Prep solution in three phases:

In Phase 1, Gehring introduced the self-paced online solution in schools and districts that were already using the MasteryPrep curriculum. The students in these schools saw an immediate impact on learning outcomes as their scores increased by an average of 3 points on the ACT.

In Phase 2, Gehring targeted school districts that were actively seeking a digital solution. DeSoto Parish School district, one of the largest school districts in Louisiana, selected MasteryPrep's digital solution for district wide implementation in Oct 2014. The adoption rate is at 95% and student engagement has increased by 82%.

In Phase 3, MasteryPrep expanded beyond their core market and signed up schools in Illinois, Michigan and as far as Hawai'i. These schools were excited to leverage the best in class curriculum built by Gehring and the learning science delivered by the BenchPrep platform.

Overall, MasteryPrep's revenue digital revenue more than doubled within 12 months and continues to be MasterPrep's most profitable line of business.



Student engagement has increased by 82%.

BenchPrep improves engagement and completion rate



Structured Study Plan

40% More learning activities

30% More active days

58% Higher completion rate



Games & Achievements

1.9x More learning activities

1.9x More active days

1.8x Higher completion rate



Mobile Access

3.1x More learning activities

3.2x More active days

2.6x Higher completion rate

“BenchPrep helped us stay relevant in the ever-changing and competitive exam prep space. The digital solution has become an integral part of our business and we continue to work closely with the BenchPrep team to help students improve learning outcomes.”



Craig Gehring
Founder, MasteryPrep

Testimonials

“[Because] our district achieved a one-to-one device ratio, with an iPad available to every high school student, we knew that we had to find software that would help us make the most of this exciting opportunity for our students. The ACT® Mastery Online program on BenchPrep fit the bill. It’s a student-friendly application that allows us to reach every student in our district with ACT preparation. Desoto Parish School District strives to help our students achieve college readiness, and ACT® Mastery Online is a part of that.” —*De Soto Parish School District*



“Awesome program. My daughter’s ACT score jumped 3 points. Way to go! I would definitely recommend this program.” —*Parent, Louisiana*

“I love BenchPrep. It has been very helpful. My favorite feature is the study plan because it takes you week by week to make sure you cover everything. BenchPrep is a great ACT prep course!” —*Student, North Carolina*

“It’s really helpful to me as a parent because I can monitor my son. He finds it helpful because he can actually see which area he needs to focus on. I love the program and will recommend to my friends.” —*Parent, Texas*

If you want to learn more about BenchPrep, please contact our partnership team at partners@benchprep.com.



Mastery Prep Online Course user increased her ACT score by 3 points.