

BESA Members - Evidence in EdTech Case Study



Across Cultures

Across Cultures are BESA Members who provide EAL blended learning for 6-18 year-old English language learners in schools where English is the language of instruction.

Describe your EdTech company and your primary educational focus:

Learning Village by Across Cultures is an EAL blended reading programme supporting learners who have low level Literacy - of any language background - in how to read. We do this by teaching the components of reading including teaching vocabulary and language structures, phonics, spelling, pronunciation, comprehension and fluency.

How do you use evidence in your EdTech company? (e.g to inform strategy, market your products, pitch to investors etc)

We use a variety of measures from measuring educational attainment using external reading assessments to measure the success alongside evaluation questionnaires.

What outcome(s) were you able to achieve as a result of using evidence?

Our independent research review and analysis of the data surfaced a number of themes across schools and trusts studied.

In the case where we used external reading assessments to measure progress of learners, we were able to show the impact of the Learning Village on their reading age improvement as well as the customer experience and their view of learner progress.

What advice do you have for other EdTech companies about how and why they might start using evidence?

It's not just about measuring the user experience and how the learner achieves according to your own internal measurements. Sometimes you need an external moderation to truly test impact.



Did you face any challenges with collecting or using evidence?

- The schools having to take ownership of assessment the results - often schools have very little time which results in data collection issues e.g. limited time for training in how to collect results accurately and actually finding the time to do it well.
- Learners can be absent for periods of time which can lead to poor results.

To read Across Cultures Research Report 'Impact of the Learning Village' please [click here!](#)

