



Case Study: How ERC Helped Great Minds® Drive Adoption of *Eureka Math* in New York

Client Overview

Great Minds®, formerly known as Common Core, Inc., was founded in 2008 by education leaders and is the creator of the widely used *EngageNY* and *Eureka Math* curricula. The organization is recognized nationally for its rigorous, standards-aligned K–12 instructional programs.

The Challenge

When New York State adopted its updated learning standards, Great Minds® offered the *EngageNY* math curriculum as a free, downloadable resource. Although teachers across the state quickly embraced the new resource, Great Minds® faced a significant challenge: converting broad awareness and implementation of the free program into sustained adoption of ***Eureka Math***, the comprehensive paid and printed version that included both supplemental materials and professional development.

The Solution

Great Minds® partnered with **Educational Resource Company (ERC)** to expand its reach and increase customer conversion and sales of *Eureka Math* in New York City and Long Island, leveraging ERC's strong local relationships and extensive sales expertise:

- Identified high-potential districts and decision-makers.
- Highlighted the value of full implementation support compared to free downloads and successfully converted customers from the free program to the paid curriculum.
- Generated leads through strategic and high-conversion marketing and sales campaigns.
- Provided systematic sales and revenue operations by managing customers and developing sustainable processes.
- Delivered impactful presentations and pilot programs to boost confidence, convert users, and demonstrate how the program addressed their needs.
- Guided districts through complex procurement processes.
- Provided value-driven customer service and success to ensure program usage, retention, and renewals.
- Coordinated professional development to drive successful implementation and increase student achievement.



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The Results

Through ERC's partnership, Great Minds® successfully transitioned districts from using the free resources to adopting the full Eureka Math program. This included multi-year contracts, expanded grade-level implementation, and increased teacher engagement through high-quality professional learning. The collaboration not only increased sales in one of the nation's largest and most competitive markets but also strengthened Great Minds'® reputation as a trusted curriculum partner.

Key Takeaway

ERC helps education companies **transform awareness into adoption** by combining sales and marketing strategies with the development of long-term customer relationships and partnerships through effective program usage and increased student achievement. By guiding Great Minds® through every stage of the sales and implementation journey, ERC delivered sustainable growth and measurable impact in New York.
