



Past & Current Partnerships

Trusted by Leading Education Companies



Great Minds (formerly Common Core, Inc.)

Developer of **Eureka Math** (formerly EngageNY), one of the most widely used K–12 math curricula in the U.S., known for rigorous, standards-aligned instruction in math, ELA, and science.

ERC's Services: *Drove district adoption and sales in NYC and Long Island through lead generation, pilot programs, and professional development.*



RALLY! Education

Provider of engaging instructional resources and test-prep programs designed to boost student achievement and teacher confidence.

ERC's Services: *Expanded RALLY!'s reach in key U.S. markets through targeted sales, outreach, and district engagement. Established a co-branding partnership and product collaboration with ERC's Mindful Readers and Rally Education's Complex Reading in Context: Phonics Skills.*



marshall cavendish
education

Marshall Cavendish Education and Primary Mathematics ©

International publisher best known for introducing **Singapore Math** to U.S. classrooms, emphasizing the concrete-pictorial-and-abstract method to build conceptual understanding, procedural proficiency, and problem-solving strategies.

ERC's Services: *Grew U.S. market share of Primary Mathematics, ©2022 for Marshall Cavendish Education in their core market of charter schools and private schools, as well as the public-school market.*



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ALEKS[®]

ALEKS (now McGraw-Hill) ©

An adaptive, AI-driven math and science platform that delivers personalized learning pathways for grades 3–12.

ERC's Services: *Supported district sales and adoption, positioning ALEKS as a leading solution for blended learning environments across content-areas.*



Smarty Ants

An early literacy program that uses game-based learning to build phonics, vocabulary, and reading skills for K–2 students.

ERC's Services: *Drove awareness and district sales of Smarty Ants as a supplemental literacy solution.*



Baker & Taylor

One of the largest distributors of books, digital content, and learning resources to schools and libraries.

ERC's Services: *Expanded Baker & Taylor's educational presence in K–12 schools through sales representation and outreach.*



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CARNEGIE LEARNING

Carnegie Learning

Leader in research-based math, literacy, and professional learning solutions, combining cognitive science with adaptive technology.

ERC's Services: *Introduced Carnegie Learning programs to districts through sales support and professional development coordination.*



Attainment Company

Publisher of curriculum, apps, and assistive technology for students with special needs, supporting literacy, life skills, and independence.

ERC's Services: *Partnered with Attainment Company to expand adoption to serve students with disabilities in specialized instructional settings.*



LearnerPal (now TEQ)

An online learning and assessment platform for Regents prep and standards-aligned practice, now part of TEQ.

ERC's Services: *Provided sales representation and outreach to increase LearnerPal's adoption in secondary schools.*



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People's Education (now Mastery Education)

Publisher of *Measuring Up*, a suite of resources for standards-based instruction and test preparation, now part of **Mastery Education**.

ERC's Services: *Represented People's Education to expand K-12 district sales and promote Measuring Up resources in the standardized test prep market.*



mathspace

Mathspace

Digital math program that provides adaptive practice, step-by-step feedback, and teacher insights to support mastery learning.

ERC's Services: *Drove awareness and adoption of mathspace in U.S. districts through sales outreach and lead generation.*
