

K¹² Inc.

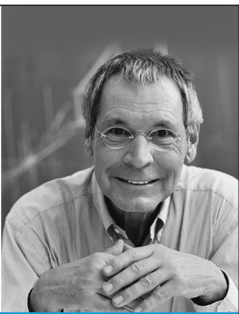
- Situation** K¹² offers comprehensive curriculum, technology, community building, professional development, and consulting services designed to support online school systems and programs. Public and private schools, as well as individual households, use K¹² products and services to provide an engaging and highly effective online education experience for students in grades K–12. Students who have benefitted from K¹² materials include homeschoolers, struggling students, advanced learners, students who are from military families or reside overseas, gifted athletes and performers, and homebound students.
- K¹² serves students in all 50 states and over 70 countries, and has partnered with over 2,000 school districts. It has invested over \$240 million in curriculum and learning systems, and has delivered over 2.5 million courses online.
- Solution** Channel Communications was selected to produce extensive collateral materials and assist in the evolution of its brand. The agency will provide copy and design services in the development of brochures and sales tools targeting school and education system administrators.
- “We can’t wait to get started working with K¹²,” said Cory Farrugia, president and of Channel Communications. “K¹² is a fast-moving company in a rapidly expanding field, and our experience in the education arena should serve as a solid foundation for K¹² to further strengthen its market presence.”
- Result** To date we have designed numerous pieces of collateral. The company continues to grow and will rely on Channel to design and produce new marketing materials.



K¹² Partner Program for Full-Time Online Education

Services, Tools, and Expertise to Help Your School or District's Online Learning Program Thrive





Client Services: Unparalleled Support— a Hallmark of K¹²

Our Client Services Support is Always Accessible

Our Client Services team is in place for one reason—to ensure your programs are productive and successful. Given the successful implementation of full-time schooling by K¹² in 29 states, we've encountered the same issues you're likely to face. We can help you solve your learning curve and find our expertise where and when you need it.

In addition to live support, we also offer our Online School Solutions one-stop support site, online.k12education.com, with access to a variety of resources to help you in your online program success, including:

- Quick Links to the key enrollment and reporting systems you use every day
- Training and professional development opportunities offered by K¹²
- Information about upcoming web seminars, industry events, and professional development programs

EduLink

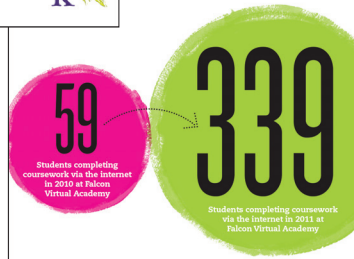
A Robust Online Network of Educators, Information, and Support

Once you partner with K¹², your school members, teachers, and administrators have access to this vibrant online community, in order to connect with other educators who have embarked upon their own online education journey. K¹² teachers and staff members also participate in the community. To ensure EduLink® members feel the support they need for a successful school year, you can:

- Connect with other educators who share similar interests or challenges

Aventa courses cover all core subjects, world languages and elective and have been crafted based on significant research

"Kids who come in have tremendous academic success, I think there are going



A Growing District Also Increases Its Options

A Colorado Springs public school system found online education to be the ideal way to keep students on the path to success. "We are a very crowded school district struggling to gain bonds," says David Prosser.

Professional Development, Teachers, and Computers

Services, Support, and Options That Go Beyond the Expected

Teacher Professional Development

K¹² has developed a comprehensive training program for online teachers, and has successfully trained thousands of teachers. We offer two training options to train your teachers in a new instructional model and expand their skill set.

New Teacher Induction (year-long)

Startup training for newly hired K-12 and high school teachers includes:

- Choice of two online courses—one for K-6 and one for high school, with course approximately 40-50 hours in length
- Designed utilizing both synchronous and asynchronous components with weekly the same instructional methods and practices utilized within the K¹² curriculum
- Equip new teachers with the skills they need to begin teaching in the K¹² model. Topics include:
 - Use of LMS/professional systems
 - Role of the teacher
 - Working with Learning Coaches and Mentors (Certified of Students)
 - Virtual instruction

Ongoing National Professional Development

This ongoing training is for K-12 and high school teachers who have completed new teacher training. Training may be synchronous or asynchronous. Topics will vary from year to year, and may include:

- Curriculum design
- Changes and updates to K¹² systems
- Virtual instruction skills
- Individualizing instruction
- Student engagement and retention
- Developing the partnering relationship with families
- Targeting state standards for instruction

On-site

On-site training on school-specific or state-specific policies and practices is included.

After training throughout the year, your teachers have access to a toll-free number to receive answers to questions about course, instruction, tools, and more from experienced K¹² master teachers 8 AM to 4 PM ET, M-F.

Technology and Systems: Flexible and Convenient

Course content is available on a variety of major learning management system providers, including Blackboard, Moodle, iCollege, Desire2Learn, and Blackboard. You can maintain the relationship with a hosting provider on your end, or K¹² can take care of this aspect for you. For K¹² hosted customers, we offer online enrollment and reporting systems.

Managing enrollments is made easy through:

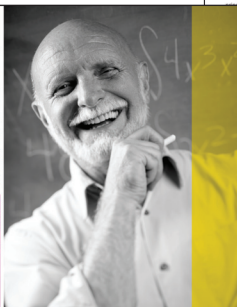
- Self-service convenience
- Flexibility
 - Quick start—get students up and running within 2 hours (vs. 48-72 hours if we handle enrollment)
 - Batch imports of large numbers of students

All Aventa reporting enables you to:

- Review reports weekly via email—including a progress report with a high-level snapshot of all students
- Fill your own reports in-between weekly "snapshots" of progress reports
- Monitor student engagement—identify students that may be at risk of not succeeding
- See student progress in near real-time (data updated daily)
- Examine historical trends and performance history
- Get custom reporting if needed

Plus, our rolling admissions support provides even more flexibility—students can enroll anytime, and processing is complete within 72 hours.

Our rolling admissions is even more flexible—get students up and running within 72 hours.



"It has been wonderful reading everyone's profile and collectively there appears to be a great deal of experience and wisdom."

David Prosser, Director of Virtual Education and Teacher Programs for the North Central Educational Development Center



27

- o common core brochure
- o STEM brochure

[illegible]

STEM CURRICULUM AND SOLUTIONS

Courses, Resources, and Support to Prepare Your Students for Their Future

www.k12.com

Helping Schools and Districts Strengthen STEM Education

Without a doubt, it's a national priority. Science, Technology, Engineering, and Mathematics (STEM) education is the cornerstone of America's continued leadership in the 21st century. Of the 50 companies that are expected to grow the fastest over the next decade – as identified by the U.S. Bureau of Labor and Statistics – almost all will require at least some background in STEM. Yet in 2012, only 49 percent of U.S. high school graduates were ready for college work in math and only 31 percent were ready in science, according to a report by ACT, an independent research firm that focuses on education and workforce development.

With all of the pressing challenges that your school or district faces, how will you be able to prepare your students for the future?

Delivering the Focused STEM Resources You Need

K12 provides a comprehensive STEM offering including courses, online and blended learning solutions, and support – as well as engaging multimedia, technology tools, and infrastructure for your students – so you can precisely choose the solutions that best meet the needs of your students. Based on a base course that we can support your STEM program throughout:

- Extensive course catalog
- Special programs and activities
- Engaging technology components

Courses and Titles from Family of Curricula

Curriculum	Grade	Course Title	AP Available	Online Available	Language Learning Available
Mathematics	High School	Algebra I	✓	✓	✓
		Algebra II	✓	✓	✓
		Geometry	✓	✓	✓
		Trigonometry	✓	✓	✓
		Calculus AB	✓	✓	✓
		Calculus BC	✓	✓	✓
		Statistics	✓	✓	✓
		Discrete Math	✓	✓	✓
		Number Theory	✓	✓	✓
		Mathematical Modeling	✓	✓	✓
Science	High School	Biology	✓	✓	✓
		Chemistry	✓	✓	✓
		Physics	✓	✓	✓
		Earth Science	✓	✓	✓
		Environmental Science	✓	✓	✓
		Astronomy	✓	✓	✓
		Space Science	✓	✓	✓
		Marine Biology	✓	✓	✓
		Botany	✓	✓	✓
		Zoology	✓	✓	✓
Engineering & Computer Science	High School	Computer Science	✓	✓	✓
		Robotics	✓	✓	✓
		Engineering Design	✓	✓	✓
		Computer Architecture	✓	✓	✓
		Software Engineering	✓	✓	✓
		Computer Networks	✓	✓	✓
		Computer Graphics	✓	✓	✓
		Computer Security	✓	✓	✓
		Computer Forensics	✓	✓	✓
		Computer Ethics	✓	✓	✓

STEM Courses and Titles

Our extensive course catalog, spanning the K12 family of curricula, offers many STEM opportunities for all of your students – whether they are seeking new challenges, pursuing their interests, or exploring career options in a STEM field.

K12 offers 181 STEM courses and titles, many available in multiple advanced levels. Not only do students learn from advanced courses such as Earth, Physical, and Life Science in middle school, but also can choose from more than 40 STEM courses such as Algebra 2, Calculus, or Statistics in high school – just to name a few. Plus, from an ever-growing list of STEM career-building activities, such as Applied Computer Programming, Forensic Science, Computer-Mediated Learning, and Engineering Design.

In addition, you can choose the curriculum that is the best fit for your school or district, whether it is fully online, part-time blended, or for in-class enrichment. For a complete list of STEM courses and titles, visit the table on page 10.

Mathematics

The **K12 Curriculum** for grades K-12 includes middle and high school includes more than 100 high-quality, standards-based online courses covering all core subjects in these subjects: science, life science, mathematics, and history. As well as a number of other subjects, including art, music, and foreign languages. Courses feature a rich multimedia format that may include components such as graphics, audio, animated simulations, and videos to help make students engaged and motivated to learn. K12's curriculum is designed to be flexible and adaptable to your needs. K12's curriculum is designed to be flexible and adaptable to your needs. K12's curriculum is designed to be flexible and adaptable to your needs.

Science

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Engineering & Computer Science

The **K12 Curriculum** for grades K-12 includes middle and high school includes more than 100 high-quality, standards-based online courses covering all core subjects in these subjects: science, life science, mathematics, and history. As well as a number of other subjects, including art, music, and foreign languages. Courses feature a rich multimedia format that may include components such as graphics, audio, animated simulations, and videos to help make students engaged and motivated to learn. K12's curriculum is designed to be flexible and adaptable to your needs. K12's curriculum is designed to be flexible and adaptable to your needs. K12's curriculum is designed to be flexible and adaptable to your needs.

"These kids in the STEM fields – science, technology, engineering, and math – are absolutely critical drivers of economic growth. And STEM education must be reinvented to propel prosperity. The Department of Education takes the STEM competitive priority very seriously – and states should as well."

Arne Duncan
U.S. Secretary of Education

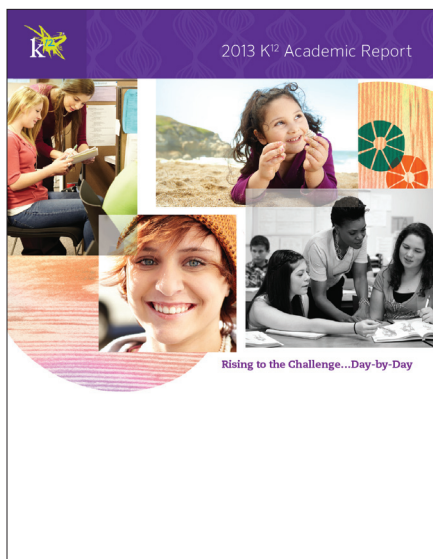


Table of Contents

- Letter from the CEO
- What is K12?
- How K12 is Realizing the Opportunities in Online, Customized, Individualized Learning
- The Challenges Facing Online Schools
- The K12 Student Report Card: Delivering Results
- What K12 is Doing to Advance Individualized Education
- Conclusions
- Academic Report Card

Letter from the CEO

Highlights:

- K12 is leading the transformation to individualized learning, which aims to customize instruction to meet each student's unique academic, interests, and needs.
- K12-managed public schools are the most "public" of public schools, open to every child based on choice, not geographic location or economic means.
- Online learning is a welcome mainstream acceptance, facing new challenges as it seeks to help a greater variety of students. K12 is quickly adapting to challenges, including a growing population of academically at-risk students, students with special needs, high-ability students, and the complexities of measuring academic progress under these conditions.
- In K12's early years, students in K12-managed public schools scored at or near state averages on widely used standardized assessments. In recent years, however, as the number of academically at-risk students in K12-managed public schools has increased steadily, standardized test scores have shown below-state averages. Nevertheless, from 2010 to 2012, of students now entering our largest schools did not achieve proficiency in math on state exams they took in the year before enrolling in a K12-managed public school, and up to 40% did not achieve proficiency in reading. However, in many K12-managed public schools, about half of the students taking state required tests are in that third-year K12 program—thus, their scores reflect their previous educational experience more than their first time in a K12-managed public school.
- K12 believes that widely used standardized assessments suffer serious limitations as measures of progress to an individualized learning environment. We want that a more accurate method for measuring student performance is the progress a student makes over the course of a school year, also known as a "growth measure," which can best be captured by our students' learning. And the 2012-2013 school year, students in K12-managed public schools, in aggregate, saw group gains in reading based on the results of the

By the time Mollie was in fourth grade, she was testing right where she needed to be—at grade level—and even slightly above the national average!

It's the challenges facing individualized learning and to partnerships. To date, K12 has invested more than \$100 million in research and development, and is working to further with a broad graduation rates.

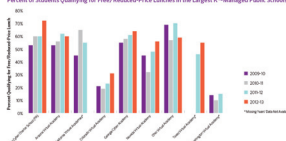
"It's Incredible to See the Change in Mollie."



Household Income: Serving More Economically Disadvantaged Students

Since the 2009-2010 school year, K12-managed public schools have experienced an increase in the number of economically disadvantaged students enrolling in the schools. In the public school system, students qualifying for free and reduced price lunches are considered economically disadvantaged. The following chart shows the percentage of students eligible for free and reduced price lunches in the largest K12-managed public schools for the last four school years. These nine schools comprise 57% of the enrollment for all K12-managed public schools and December 2012. The

Percent of Students Qualifying for Free/Reduced-Price Lunches in the Largest K12-Managed Public Schools



*http://nces.ed.gov/ipeds/data/ipedsdatacenter/ipeds_datacenter.asp

2013 K12 Academic Report

Students with Disabilities: Growing Faster Than National Average

Online public schools are no different from traditional public schools in their requirement to serve students with disabilities. K12-managed public schools have seen an increase in the number of enrolled students with disabilities since the 2009-2010 school year, and currently serve more than 10,000 students with disabilities. The overall percentage of students with disabilities in K12-managed public schools is slightly lower than the national average (21% across the largest K12-managed public schools for the 2012-2013 school year compared with approximately 24% nationwide), but in many of the K12-managed public schools, the rate has been rising faster than the national average, which suggests that there is growing acceptance of the ability of online schools to meet the needs of students with disabilities. The following chart shows the percentage of students with disabilities enrolled in the largest K12-managed public schools over the past four school years. These nine schools comprise 57% of the enrollment for all K12-managed public schools as of December 2012.

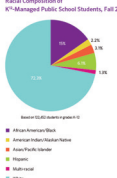
Percent of Students with Disabilities in the Largest K12-Managed Public Schools



Student Race: A More Diverse Population

Most students from minority backgrounds are enrolling in K12-managed public schools than in other years. Although African American enrollment remains steady, it is the general public school population, Hispanic and Asian students remain underrepresented.

Racial Composition of K12-Managed Public School Students, Fall 2012

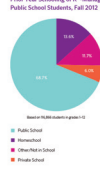


2013 K12 Academic Report

Previous Schooling: Drawing from the Public Schools

The majority of students enrolling in K12-managed public schools come directly from traditional (brick-and-mortar) public schools.

Prior Year Schooling of K12-Managed Public School Students, Fall 2012



- o branding material
(white paper, HTML email, agenda and handout)



Top 8 Mistakes Implementing Online Credit Recovery



Introduction
More than 1.2 million students—and four in 10—The long-term consequences of dropping out, dropouts earn that during their lifetime. School administrators many as 60 percent of ninth-graders. Realizing that intervention is a myriad of online of track, and, most important. The positive news is the trends are projected to. It is to consider the percent of school dropouts. This first of several K12 trailers and educators successful with your or. In addition, you'll learn from the Montgomery County, where colleagues meet and graduate and. You also will learn about the curriculum experts 4.5 million online course.

How Online Credit Recovery Works
Online credit recovery students pass courses. Courses are designed to course necessary. So matter. For example, at topics previously missed learning is an efficient.

www.k12.com

June 26, 2012

Maryland Online Learning Symposium

Supporting district-led online programs Hosted by the Maryland School District through partnership with K12

Location: [School district] www.avena.com

RSVP:

Time	Topic	Presenter
10:00am - 1:00pm	Topic	Presenter
10:00am - 1:00pm	Topic	Presenter
10:00am - 1:00pm	Topic	Presenter
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Endless Online Learning Possibilities — Made Easy



K12's Single Solution for Customizing Content, Managing Multiple Programs, and More

As online learning continues to proliferate — in many different models — and as more technology resources and options become available, schools and districts are seeking a higher level of integration. K12 has taken an in-depth look at the challenges that administrators and teachers face in operating online programs today, and we have responded to your needs. Available for the 2012-2013 school year, K12 is making it easier than ever to harness online content to develop customized courses, enroll and manage students in online learning programs, report on progress, and take advantage of the latest in learning management technology — all on a single platform. In one place, you can access the following enhancements:

New Course Customization Tool
Combine the ability to pick and choose content from K12's catalog of more than 600 courses and titles — the most extensive K-12 online catalog in the industry — with content from your district-generated content library or multiple third-party providers, and what do you get? Millions of options for customizing your course content — the ultimate in providing individualized learning for your students.

- K12, Aventa Learning by K12, AnyWhere Learning System by K12, and Middlebury Interactive Languages™ on a single platform.
- Ability to customize existing courses using content from A+, including adaptive assessments, to meet individual student needs.
- Easy integration of district-generated content and content from third-party providers such as Google docs, Khan Academy, etc.
- Simplified searching for content by subject, standard and key word.

New Enrollment, Tracking and Reporting System
Imagine being able to support enrollments, deliver academic programming, and provide access to program, teacher, and student reporting from a single system.

- Improved tools for managing complex programs that span multiple schools — such as section creation and course enrollments — and the ability to manage enrollment permissions at a granular level.
- Single login for users with different roles, such as teacher or mentor.
- Alert and Dashboard functionality on your home page for immediate notification, to help you prioritize your daily activities.

Enhanced Learning Management System
K12 is upgrading our learning management system to Blackboard Learn™ Release 9.1. Full of new features and enhancements, this enhanced LMS will improve teacher efficiency, making it easier for teachers to focus on student achievement and retention.

- Improved classroom management tools designed to maximize teacher effectiveness.
- New collaboration tools that are more tightly integrated with the courses.
- Integrated customer support, ticketing and knowledge-base capabilities.
- Real time student and teacher chat capabilities.



Important Back to School Information

To all K12 clients:

We are launching new products, services and systems this summer to support the varied and innovative ways our clients are deploying online learning solutions. Each of these changes will allow educators to work more efficiently and help to serve students more effectively. We are very excited to launch PEAK12, our new enrollment and reporting platform that is replacing Aventa Front Office. Read on to learn more about helpful information sessions, critical training sessions and system downtime.

Join Us for an Information Session

We will be conducting live, virtual information sessions to explain these enhancements and how they will impact teachers, administrators, mentors and students. These sessions will be very high level and are not meant to replace training. Each session will cover the same material so you can pick the date/time that fits your schedule.

Tuesday, June 19 @ 4PM – 5PM (Eastern)
Wednesday, June 20 @ 11AM – 12PM (Eastern)
Thursday, June 21 @ 6PM – 7PM (Eastern)

No need to pre-register, just sign in via the link below.

Click here to attend

Important Training on Improvements

We will also be offering a series of sessions to re-train our returning teachers, administrators and mentors that will be using these new platforms. It is critical that all applicable users attend these sessions.

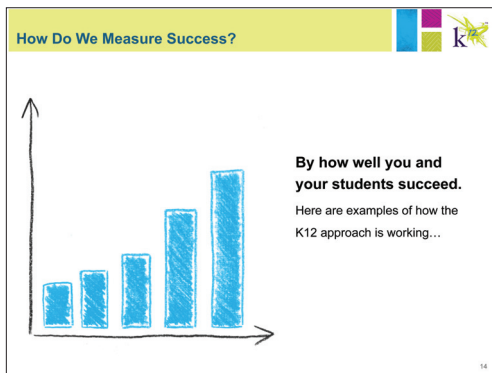
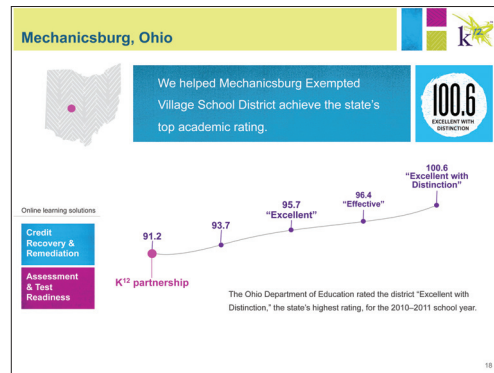
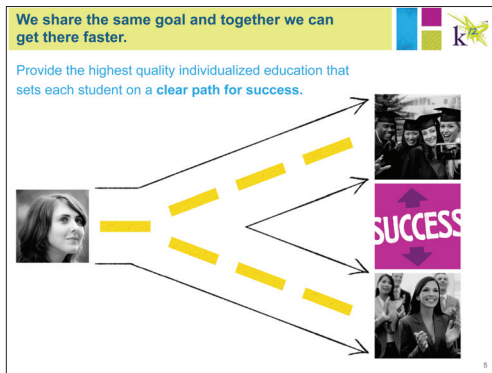
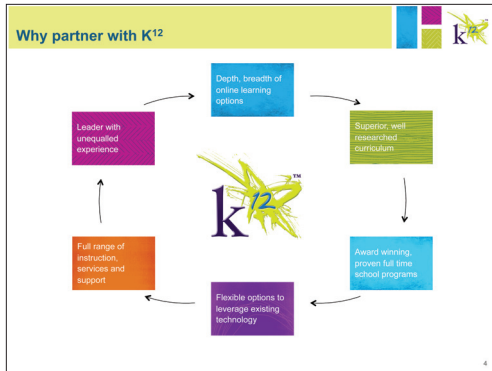
For Teachers using K12 and/or Aventa Learning by K12:

- **Blackboard Collaborate Teacher Training (60 minutes)** – This session will cover communication tools, application sharing and navigation improvements.

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What our Partners and Students are Saying:

"People think of online education as little Bobby in his pajamas in his room all day long. That couldn't be further from the truth. The reality of it is kids are able to be in the driver's seat and make good choices about what their educational experience should look like."
Director of Academic Options, Colorado

"The students love the animation, the video, the interactivity and the immediacy of the experience of learning online with a distance learning teacher."
Director, International Technology and Professional Learning, Virginia

"You make a difference in the lives of students"
School Administrator giving an award to an online teacher, Alaska

"Diploma with dignity"
Student graduating from a blended Alternative School, Washington

"The reason it works is because it provides an individualized learning path for the students"
Director, International Technology and Professional Learning, Virginia

19



- o online learning interactive presentation



An innovative, open approach
to creating personalized online learning.

The Evolution of Online Learning

Strategic

- ONE place for enrollment
- ONE place for instruction
- ONE place for course management
- ONE place for reporting



Tactical

I ♥ AP Physics



Introductory

