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EDmarket Partners with Global Educator Institute

The [Education Market Association](#) (EDmarket) is pleased to announce a new member benefit for educational product manufacturers looking for an independent, teacher-tested approval method to evaluate product effectiveness. Through a partnership with Global Educator Institute (GEI), members receive a 20% discount off the cost of the Pre-Market Product Testing or On-Market Testing and Endorsement (and 40% off for the month of April!).

“By partnering with GEI, EDmarket members can significantly reduce the costs involved in obtaining teacher feedback,” says Jim McGarry, EDmarket President/CEO. “It’s a great way for the very best educational products to stand out in a crowded market. Our dealer members benefit as well by adding to their inventory based on proven performance and results.”

GEI is the brainchild of three experienced educators who believe the best way to identify effective products is to evaluate them in real classrooms with real teachers. GEI gives a voice to teachers everywhere and offers manufacturers an affordable and highly effective way to pursue GEI’s envied Seal of Endorsement and supportive material or receive meaningful feedback from the people who use them.

“Our goal is very simple. We want to help teachers and administrators choose the best-designed, most effective classroom products available,” said CEO Katy Bainbridge. “Products that receive our endorsement will have been used and vetted in classrooms by teachers from around the country.”

The GEI evaluation process matches submitted product to the appropriate target audience, where teachers monitor and rate them for effectiveness, durability, value, and ease of use. Products seeking the GEI Seal of Endorsement are judged using an in-depth evaluation rubric, designed by members of the GEI executive team. GEI reviewers submit their qualitative and quantitative feedback for review and analysis by the executive team, which then determines whether or not the product is awarded a GEI Seal of Endorsement. The GEI executive team has more than 100 years combined teaching and administrative experience, and includes a PhD and a nationally-

recognized educational consultant. Hundreds of teachers have registered to serve as GEI reviewers, with more added every day.

For more information about the GEI Seal of Endorsement or submitting a product for consideration, please visit <http://www.edmarket.org/global-educator-institute/>

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