Scholastic Literacy Pro

Snapplify Helps Scholastic Literacy Pro Expand and Improve Literacy Outcomes in Africa

Key Challenges

Limited Access to New Markets
Scholastic Literacy Pro needed to expand its reach, particularly in the African market, where their presence was limited.

Insufficient Local Relationships
Scholastic lacked strong relationships with schools in Africa, making it difficult to penetrate the market and scale its offering effectively.

Lack of Integration
The platform needed smoother integration with school systems, to ensure a seamless user experience across different digital tools.

Fragmented Access for Users
Learners had to manage separate accounts and platforms, which created a disjointed learning experience and made it harder to use the platform effectively.

Improvements and Successes

Scholastic Literacy Pro has seen significant improvements since adopting Snapplify, including:

Market Expansion
Snapplify helped Scholastic Literacy Pro significantly grow its presence in the African market, connecting them with schools and educational institutions.

Improved Accessibility
Thousands of learners gained easier access to Scholastic Literacy Pro using their existing Snapplify accounts, fostering increased engagement with the platform.

Seamless Platform Integration
The integration of Literacy Pro into Snapplify's platform, particularly with single sign-on (SSO) capabilities, eliminated the need for multiple logins, providing a more streamlined experience for users.

Extended eBook Library Access
With Snapplify's Engage e-library, learners could access hundreds of thousands of eBooks that were aligned with their reading levels, enriching their learning experience.

> "Scholastic Literacy Pro is an online, research-based program designed to assess learners' reading comprehension and promote reading growth. The platform helps learners improve their reading skills by offering personalized reading recommendations, progress tracking, and access to engaging content aligned with their reading levels."

Scholastic Sales Director

Implementation

Single Sign-On Integration

Snapplify implemented an LTI (Learning Tools Interoperability) integration, allowing users to access both Snapplify and Literacy Pro with one account, simplifying the experience for learners and educators.

Access to a Rich Digital Library

Through the Snapplify Engage e-library, students were given 24/7 access to hundreds of thousands of eBooks that are aligned with their reading levels, encouraging reading growth and engagement.

Local Market Expertise

Snapplify leveraged its strong relationships with schools across Africa to introduce Scholastic Literacy Pro to new markets, boosting its presence on the continent.
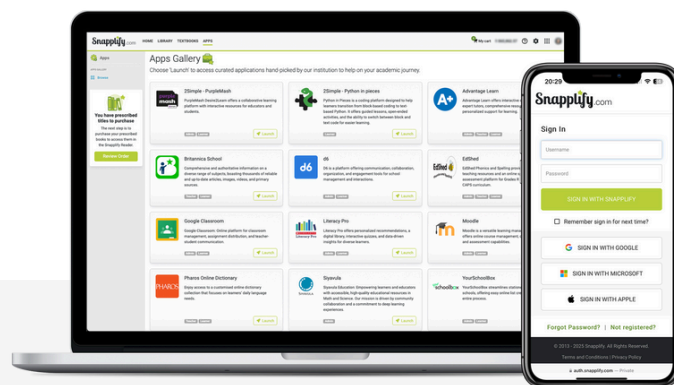
Tailored Communication Channels

Snapplify's local presence and communication with schools ensured that feedback loops were fast, helping Scholastic Literacy Pro refine their approach and meet the specific needs of African schools.

Ongoing Technical Support

Snapplify provided continuous technical support to ensure that the platform integration remained smooth, enabling Literacy Pro to offer a seamless user experience.

The decision to choose Snapplify

Scholastic Literacy Pro chose Snapplify because of its strong relationships with schools in Africa, robust technology, and commitment to improving the reading experience for learners. Snapplify's reputation for innovation and proactive support aligned perfectly with Scholastic's mission to promote literacy and make reading accessible for children globally.

About Scholastic Literacy Pro

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