

Building EdTech Evidence

Free certified online courses designed for
individuals working in EdTech organisations

Build evidence that helps build trust in your product

Unit 1: Foundations for evidence

In unit 1 you will strengthen your understanding of key concepts in EdTech evidence and develop practical resources that help to communicate the theory and research underpinning your product's design.

Unit 2: Evidencing efficacy

Unit 2 focuses on building practical understanding of different research methods, enabling you to build an evidence strategy that helps demonstrate efficacy and build trust in product claims.



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Are these courses right for me?

These certified courses are suitable for anyone working in EdTech looking to build their expertise and confidence levels around evidence-gathering.

- Keen to strengthen your sales pitch?
- Want to make evidence-based improvements to a product?
- Refining an early-stage product **or** looking to substantiate a product that is mature within the marketplace?

School decision-makers increasingly expect to see clear, credible evidence about what EdTech products are intended to achieve and how impact is demonstrated. Whatever your context, these courses will provide you with the knowledge and resources to gather evidence that builds trust in your product.

What will I learn?

Across the two units you will:

- ✓ use research and literature to **strengthen product credibility**
- ✓ become familiar with key **evidence building approaches and terminology**
- ✓ develop a **logic model** that helps to communicate the evidence-base for the product(s) you work with
- ✓ plan and begin to build an **evidence portfolio** for a target product.

Receive certification at the end of each unit by completing a short online quiz.

Course length: Each unit consists of approx. 3-4 hours core learning time - you should aim to complete around an hour of learning a week over 6-8 weeks

Find out more about the EdTech Evidence Board

Scan the QR code or use the link below to find out more and enrol today

chartered.college/edtech-evidence-board-project/edtech-resources/



Chartered College
of Teaching

The Chartered College of Teaching is incorporated by Royal Charter and a registered charity (number 313608).

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