

How do you perfect your product for introduction to a new market?

Ask the right people.



CASE STUDY **DISCOVERY EDUCATION**

THE CHALLENGE

Discovery Education is a provider of digital media and content for K-12 classrooms. What started as simple classroom videos grew to become a total digital transformation of education, including digital textbooks and a complete array of professional development services. In fact, Discovery Education's products and services are currently used in more than half of the schools in the United States.

But when the organization began to consider expanding into the community college market, Discovery Education quickly realized that their reach only extends so far.

How could they get in front of influential individuals — community college presidents — to get the feedback they needed?

THE SOLUTION

A Unique Experience

As a member of the Education Research and Development Institute (ERDI), Discovery Education looked to ERDI's higher education counterpart, HERDI, for help. HERDI gives organizations the unprecedented opportunity to get real, un-filtered feedback direct from community college presidents.

Discovery Education's initial HERDI engagements were focused on product development. Starting with raw ideas for the design of their digital classroom tools and introduction into the community college market, they first used HERDI as a proving ground. As they continued to participate in subsequent HERDI panels,

Discovery Education presented more and more, using the presidents' invaluable feedback to fine-tune their programs.

Valuable Feedback

Discovery Education was able to learn first-hand from experienced educators precisely what was working in their program design and what wasn't. From high-level philosophical discussions about digital learning, to conceptual conversations on the overall look and feel, to minor notes on terminology, Discovery Education's conversations with the HERDI panelist covered just about everything.



“Even if [the presidents] can’t use our program, we know they will evangelize it with the sweat equity they themselves invested.” - *Peter Mochna*

Director of Community College Strategy and Sales

THE RESULT

Discovery Education took a very hands-on approach in their HERDI experience and they were able to work closely and collaboratively with individuals they would not otherwise have access to. The result was a digital education program designed specifically for (and by) community colleges.

The HERDI experience had even farther-reaching effects. With the unique opportunity to spend time with community college presidents, Discovery Education was able to build meaningful relationships with some of the industry's most respected thoughtleaders. As Peter Mochna of Discovery Education says, “even if [the presidents] can't use our program, we know they will evangelize it with the sweat equity they themselves invested.”

And if that wasn't enough, Discovery Education forecasts an ROI of at least 200% within the next 12 months.