

## **Civics Education Initiative**

### **Spider Learning, Inc. Curriculum Talking Points**

- Quick, engaging lessons with animation and images to keep students engaged in the material
- Separate clips within the videos to breakdown the information and reinforce key concepts
- Content includes supporting background information to encourage students to dig deeper to understand the “why’s” of a given topic.
- Video questions taken directly from the Citizenship test, in order to prepare students with the knowledge they need to know - consistent question and answer language aids in retention
- Middle-to-high school reading level, in order to make the content accessible for students of a range of ages, reading abilities, and comprehension levels.
- Clip Flow → set up to reinforce key concepts and give students a second chance at the material when missing the questions
- Define key vocabulary and concepts within the lessons

### **Company Biography**

Spider Learning, Inc. is composed of dedicated educators with a history of providing personalized content and professional development solutions to numerous academic agencies nationwide. As a small company, we firmly believe in forming partnerships with our clients to build trust and develop a strong sense of ownership among our employees. Our dedicated and talented team of Subject Matter Experts (SME) is made up of certified educators with a wide range of content development experiences. From being intimately involved with the #GoOpen movement and developing models that utilize Open Educational Resources (OER), to developing interwoven elementary learning modules, to creating a full suite of coursework for core and elective courses, our SMEs work hard to deliver a product that is unique and meets the needs of each individual client. Our involvement in the OER movement and content development projects demonstrates the company’s ability to adapt while providing solutions that empower educators to meet the individual needs of students.

Our relationships and active involvement in the education industry position us to understand the need for and value of utilizing innovative strategies and practices that result in

more effective learning experiences for students. We do not believe in the “one size fits all” philosophy that is often held by others regarding education. Instead, we believe that the key characteristics of highly effective educators are also the key characteristics that make us successful: We strive to create learning opportunities that allow students to become active participants in their education, and build student agency; We are purposefully mindful of the time it will take for students to engage with each element of a given lesson, empowering students to appropriately interact with the content as they focus on the learning process and making strong connections between their lesson and the real world; We use creative strategies to aid educators in personalizing their instruction in order to cultivate a sense of belonging and increase understanding and achievement for all students.

Spider Learning, Inc. was founded in 2014. A small business based out of Pittsburgh, PA, the founders have over a decade of combined classroom instruction experience, as well as over two decades of combined experience in curriculum development. The founders’ hard work, drive, and dedication to transforming education, paired with the talent and experience of the company’s employees, makes Spider Learning, Inc. highly qualified to address the instructional, content, and professional development needs of its clients. Utilizing cutting-edge eLearning tools, Spider Learning, Inc., knows how to leverage technology to deliver high-quality and cost-effective programs within a timeline that works for its clients, and strives to ensure that the result of each project is a product of the highest quality.



Rebecca M. Henderson, M. Ed  
Director of Sales and Partnerships  
Spider Learning, Inc.  
412-444-8346  
[rebecca.henderson@spiderlearning.com](mailto:rebecca.henderson@spiderlearning.com)  
[www.spiderlearning.com](http://www.spiderlearning.com)



*Empowering partners to achieve success through sustainable change within their learning environments.*