



New B Impact Assessment Standards for Educational Service Companies

Introduction:

The [B Impact Assessment](#) is a free, confidential, online assessment that allows companies to voluntarily measure, manage, and improve their overall social and environmental performance. In order to provide the most meaningful and accurate assessment possible, B Lab is developing an addendum to the assessment specific to the education service and technology providers, with targeted questions to measure their unique impact—for instance, *who* they serve, *how* they serve them and *what* the outcomes are.

Educational Service Standards in the B Impact Assessment:

The B Impact Assessment measures companies' social and environmental performance in the impact areas of governance, workers, community, environment, and consumers. The B Impact Assessment is designed for use by four main user groups:

- Prospective and Certified B Corporations: Companies certified by B Lab which use the power of business as a force for good (www.bcorporation.net);
- Global Impact Investing Assessment (GIIRS) Rated Funds and Companies: Companies and funds interested in getting GIIRS rated in order to attract investment capital and communicate their impact related performance to investors (www.giirs.org);
- Measure what Matters Users: Companies using the assessment for internal impact assessment and management, including members of business associations, accelerators and incubators;
- Investors, students, supply chain decision makers, and policymakers who use the data generated by the B Impact Rating System to make investment and other resource allocation decisions.

B Lab is expanding the metrics in its B Impact Assessment to more specifically measure the impact of educational services companies on students and society, potentially including topics such as Quality and Continuous Improvement, Student Outcomes, Transparency and Level of Verification, and Data Privacy and Protection.

As a result of this project, educational services companies will be better able to assess, benchmark, and improve their impact and outcomes, investors will be better able to drive capital

to companies that are having a higher impact in the industry, and interested consumers will be able to differentiate good companies from just good marketing.

Further information about the scope and content will be available for review and comment during the public comment period in Spring 2016.

Development:

Development of the Educational Services Addendum began in 2015 and is overseen by B Lab's independent Standards Advisory Council. B Lab and the Standards Advisory Council commissioned a multi-stakeholder expert working group to advise on the content and weighting of the addendum. The Educational Services Standards Working Group (ESSWG) consists of:

- Ben Wallerstein, Whiteboard Advisors
- Tim Renick, Georgia State University
- Mark Grovic, New Markets Education Partners
- Matt Greenfield, Rethink Education
- Josh Cohen, City Light Capital
- Terry Nealon, Fishtree
- Vickie Schray, Bridgepoint Education
- Van Davis, Blackboard Inc.
- John Bailey, Digital Learning Now
- Terrell Halaska, HCM Strategists

The educational services addendum is also being alpha and beta tested in order to get broader feedback and suggestions from entrepreneurs and businesses themselves. Alpha testing took place in February 2016 and beta testing will occur from March 21st to April 20th 2016. Following the beta tests and subsequent revisions, the addendum will be made available for public comment prior to the working group's final recommendations to the Standards Advisory Council. Working Group recommendations require a 2/3 vote from the Standards Advisory Council to be overturned.

B Lab has also developed a separate addendum specific to higher education institutions. The development of both the Higher Education and Educational Services addenda was supported with a grant from the Lumina Foundation.

About B Corporations:

Certified B Corporations are leaders of a global movement of people using business as a force for good™. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 1,400 Certified B Corporations in over 120 industries and 40 countries with 1 unifying goal – to redefine success in business.

About Benefit Corporations:

A benefit corporation is a new class of corporation that voluntarily meets different standards of corporate purpose, accountability, and transparency.

Benefit Corporations: 1) have a corporate purpose to create a material positive impact on society and the environment; 2) are required to consider the impact of their decisions not only on shareholders but also on workers, community, and the environment; and 3) are required to make available to the public, except in Delaware, an annual benefit report that assesses their overall social and environmental performance against a third party standard. Such report does not need to be certified or audited by a third party, but use the standard as an assessment tool.

Becoming a benefit corporation gives entrepreneurs and investors an additional choice when determining which corporate form is most suitable to achieve their objectives.

About B Lab:

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good™. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World® and as a result society will enjoy a more shared and durable prosperity. B Lab drives this systemic change by:

1. Building a global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability;
2. Promoting Mission Alignment using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high impact businesses be built to last;
3. Helping tens of thousands of businesses, investors, and institutions Measure What Matters, by using the B Impact Assessment and B Analytics to manage their impact -- and the impact of the businesses with whom they work -- with as much rigor as their profits;
4. Inspiring millions to join the movement through compelling story-telling by B the Change Media.

For inquiries, please contact:

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