



## New B Impact Assessment Standards for Educational Service Companies

### Overview:

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. This will allow the B Impact Assessment to provide more catered insights, aspirational best practices, and accurate benchmarking for education focused companies, previously unavailable at this level of specificity and detail within the assessment.

The B Impact Assessment (BIA) provides a credible, comprehensive, transparent, and independent standard of company impact on its workers, communities, the environment, and customers. It is implemented through a free, confidential, easy-to-use online platform available at [bimpactassessment.net](http://bimpactassessment.net).

The B Impact Assessment also allows for-profit education companies to voluntarily differentiate themselves by pursuing B Corp Certification, fulfill public reporting requirements as benefit corporations, and get GIIRS Rated.

### Scope:

The Educational Products and Services Addendum is designed for companies whose products and services are designed to support learners and/or improve learner outcomes in non-professional settings. This includes products and services that are designed for use at all educational levels as well as products that may be used by schools, instructors, parents, or learners themselves. Professional development offerings to companies are excluded from the scope of the assessment, as are schools and institutions.

The addendum will be generated for all users of the B Impact Assessment who select the industries of Education and Training Services and Educational Support, regardless of size or geographic market.

## Content and Scoring:

The Education Products and Services addendum is organized into:

- (1) Educational Models and Engagement: An introductory section about the company's products/services and delivery methods that is used for context in later sections
- (2) Quality and Continuous Improvement: Measures the extent to which the company ensures the quality of its product over time, successful implementation, and satisfaction
- (3) Outcomes: Measures the methods and results of outcomes measurements both for intermediary beneficiaries and/or students, with an emphasis on positive outcomes for underserved learners
- (4) Transparency: Measures the extent to which the company transparently shares information about their product/service to ensure users and the public an opportunity to accurately assess its value
- (5) Data Protection and Privacy: Measures the extent to which the company ethically uses and protects sensitive private information in cases where individual data is being collected.

### Question Categories and Topics

#### *Business Model and Engagement*

(7 questions, 0/10 Points)

- Markets served
- Level/pipeline portion served
- Target of services
- Method of delivery

#### *Quality and Continuous Improvement*

(6 questions, 12/22 Points)

- Needs Based Development
- Quality assessment
- Performance Targets
- Satisfaction
- Product Implementation and Support

#### *Outcomes*

(7 questions, 10/20 Points)

- Direct and Indirect Outcomes
- Percentage of users with successful outcomes
- Measurement and Verification
- Outcomes for In Need Groups
- Long-term success

#### *Transparency*

(2 questions, 3 Points)

- Marketing Claims
- Availability of performance information

#### *Privacy and Protection of Data*

(6 questions, 5 Points)

- Collection and use of data
- Data protection
- Procedures in the event of data breach or company sale
- Commitments to privacy
- Privacy disclosures
- Physical protection of customer

Total: 28 Questions, 30/60 Points

The education addendum is designed to match the scoring of the B Impact Assessment, with a total of 60 points available, and 30 points reserved for those products and services that are particularly serving underserved populations.

The majority of points are earned in the quality and continuous improvement and the outcomes section because those were deemed to be most core to the impact of an education product or service. Furthermore, having quality and continuous improvement be slightly more heavily weighted allows companies that are early stage and do not have the track record or resources available to have full outcome tracking systems the opportunity to still score well, while identifying those systems as an aspirational best practice to differentiate the highest performers.

### **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 was also alpha and beta tested by companies in early 2016 in order to get broader feedback and suggestions from entrepreneurs and businesses themselves. Following the beta tests and subsequent revisions, the addendum was made available for public comment in May 2016 to ensure all stakeholders had an opportunity to contribute to the standards. Further feedback on the addendum may be incorporated in future versions.

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.

### **Approval:**

B Lab's Standards Advisory Council approved the recommendations of the Educational Services Standards Working Group for both Developed and Emerging Markets in July 2016.

For inquiries, please contact:  
Dan Osusky, Standards Development Manager, B Lab  
[dosusky@bcorporation.net](mailto:dosusky@bcorporation.net)  
610-293-0299

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**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.*