

TCi™ Impact Report

2025

Innovation & Impact in the Classroom



A Message from Bert Bower, CEO/Founder

At TCI, we're energized by what's next. In 2025 we leaned into new innovations—expanding the way we use video, data-informed teaching tools, and classroom-ready digital interactions—so teachers can do more of what matters: engaging students. We broadened our use of emerging tools to make setup simpler, implementation faster, and lessons more active from day one.

Just as important, we amplified educator voices. Throughout the year we captured impact stories from classrooms across the U.S.—**showcasing how state-specific customization, hands-on learning, and practical PD translate into real gains for students.** Their results continue to guide our roadmap and sharpen our support.

We're also proud to be recognized with a CODiE Award this year—one of several honors that reflect the quality and momentum of the work we're building together with educators.

Thank you for partnering with us to make learning come alive for every student.

With gratitude,

Bert Bower
CEO/Founder



TCI by the Numbers: A Year of Impact

When teachers tell us about the spark in a student's eye during a hands-on investigation or the energy of a spirited history debate, it all adds up. This year, TCI reached even more students and welcomed thousands of educators who adopted new tools and practices. The results go beyond metrics—deeper engagement, stronger skills, and learning that sticks.



115K+

teachers signed in, bringing learning alive in their classrooms.



1.7M+

students discovered the joy of active learning with TCI's programs.



3.6K+

educators built new skills through TCI events.



Fun Fact We're on Instagram—and growing! This year, we launched our Instagram and already have a community of over 1,800 followers.

Stories from the Classroom

Sparkling Curiosity and Critical Thinking:

Dr. Rayna Freedman

Overview

Dr. Rayna Freedman, an elementary social studies teacher and curriculum leader in Mansfield, Massachusetts, helped lead her district's transition to TCI's updated *Social Studies Alive! America's Past* program. With more than two decades of teaching experience, she saw that teachers needed support, updated resources, and materials that would help students engage with the content in meaningful ways. The shift to TCI brought a new level of structure, accessibility, and relevance to how social studies was taught in her school.

Why TCI Worked

Rayna appreciated that TCI offered a clear foundation for instruction while giving teachers flexibility to adjust lessons based on student needs. The program included print and digital components that supported both whole-class and independent work.

- **Student-centered, experiential learning**
From role-play games like tug-of-war to debates around Loyalist vs. Patriot perspectives, lessons encouraged students to inhabit historical ideas and wrestle with real dilemmas—making abstract events concrete, tangible, and meaningful.
- **Student curiosity and critical thinking**
During a lesson on the Declaration of Independence, students questioned whose voices were and weren't represented. The conversation extended into discussions about inclusion and equity, and several students later continued the conversation at home.
- **Integration of reading, writing, and social studies**
The program's structure helped students practice literacy skills within the context of social studies. This allowed Rayna to build reading, writing, speaking, and listening into each lesson without needing to create additional materials.

Proven Results

- **Meaningful discussions**
Students engaged in thoughtful conversations about the content, often raising questions that connected historical events to broader themes.
- **Positive family feedback**
One guardian shared that their child came home eager to talk about what they were learning in class—a shift Rayna appreciated and noted.
- **Teacher support**
Teachers felt supported by the professional learning and the program's built-in differentiation features, which helped them meet the needs of diverse learners.



"TCI removes the burden of figuring out how to teach tough topics. It gives teachers a foundation and the flexibility to bring history to life in ways that are inclusive, current, and engaging." —Dr. Rayna Freedman, Elementary School Teacher

Read more at <https://www.teachtci.com/success-story-rayna-freedman/>

Stories from the Classroom

Transforming Science Learning at Niles Community Schools: Alicia Kuntz

Overview

Alicia Kuntz, a 7th-grade science teacher at Niles Community School District in Michigan (with over 22 years in the classroom), along with her colleagues at Niles, recently switched from using a patchwork of different science materials to TCI's *Bring Science Alive!* middle school program.

Before adopting TCI, Alicia and her team spent many hours assembling curriculum from disparate sources. The shift to TCI offered a comprehensive, standards-aligned, all-in-one program—covering reading components, activities, and science phenomena—that addressed their district's instructional needs.

Why TCI Worked

The shift to TCI provided teachers with a comprehensive and cohesive program that supported hands-on learning, NGSS alignment, and real-world connections. Alicia highlighted several reasons the program met their instructional needs:

- **Comprehensive, NGSS-aligned curriculum**
The *Bring Science Alive!* provided everything the district was looking for (reading passages, activities, investigations, and phenomena), removing the burden of sourcing multiple materials.
- **Hands-on, inquiry-based science learning**
Instead of simply reading and answering questions, students engaged in investigations and collaborative work.
- **Real-world connections and flexibility**
Through lessons like genetics and plankton protein expression, students explored phenomena. Teachers could integrate extra projects, such as using a bioluminescent plant to connect learning with real-world observations.

Proven Results

Alicia noted several positive changes in her classroom and across the department after implementing the program:

- **Increased student interest and engagement**
Students responded positively to investigations and group work, noting a shift from previous science classes where reading dominated.
- **Improved comprehension and academic skills**
Alicia observed gains in students' reading-for-comprehension—a skill that serves them well on standardized tests, aligning closely with TCI's reading-integrated approach.
- **Strong teacher buy-in and department support**
When it came time for curriculum review, her entire Science Department opted to continue with TCI rather than seek a new program, reflecting broad confidence in TCI's value.



"When our curriculum director came to us last year and told us ... we were up for our cycle for adoption ... our whole Science Department said, 'No, we want to stay with TCI.'" —Alicia Kuntz, Niles Community School District

Read more at <https://www.teachtci.com/success-story-alicia-kuntz/>

Stories from the Classroom

Engaging and Empowering Students: Zachary Powell

Overview

Zachary Powell, a middle school social studies teacher in the Greenfield Union School District in Bakersfield, California, uses *History Alive! The United States Through Industrialism* in his classroom. Before using the program, instruction relied more heavily on traditional methods. After implementing TCI, he noticed students becoming more engaged, asking questions, and taking ownership of their work.

Why TCI Worked

Zachary highlighted several aspects of the program that supported active learning, classroom discussion, and deeper thinking. These features helped shift his instruction from teacher-directed learning to a more student-centered, inquiry-based environment.

- **Inquiry-based, student-centered learning**
Students participated in Town Hall-style debates about whether to rebel against the British government. The response-group model encouraged collaboration, discussion, and decision making.
- **Deep engagement with foundational documents**
Through a Writing for Understanding activity, students analyzed the Declaration of Independence and wrote essays evaluating how well the United States has lived up to its principles.
- **Encouraging student ownership and pride**
Students took pride in their work. One student shared their essay with a sixth-grade teacher, who later reached out to compliment the quality of the writing.

Proven Results

Zachary noted several shifts in student behavior and engagement after implementing these inquiry-based learning activities:

- **Increased student motivation and engagement**
Students were more eager to participate, and many expressed excitement about coming to class.
- **Improved student ownership of learning**
Students took responsibility for articulating ideas, supporting claims, and presenting their perspectives.
- **Making real-world connections**
Students connected historical documents and concepts to current events and civic issues, deepening their understanding of why these ideas matter today.



"I noticed that my students were excited to come to class more than ever before. They were making connections, thinking critically, and taking ownership of their learning." —Zachary Powell, Middle School Teacher

Read more at <https://www.teachtci.com/success-story-zachary-powell/>

Reviews and Achievements

Every review or award we receive is a reflection of the dedication of educators who bring learning to life every day. Whether it's our CODiE award or top reviews from ISTE, these recognitions validate what teachers have been telling us all along—TCI helps them create classrooms where learning is active, engaging, and meaningful.



CODiE Award

The 2025 CODiE Awards recognized TCI's K–12 social studies programs for excellence and innovation in instructional materials.

[Learn More](#)



ISTE Seal

Our K–12 Social Studies and K–8 Science programs earned the ISTE Seal for meeting rigorous criteria for high-quality, technology-enhanced learning experiences.

[Read the Review](#)



Best of STEM Award

Evaluated by more than 26,000 STEM educators, the Best of STEM Awards recognized our K–8 Science programs in the Hands-On Learning category.

[Learn More](#)



Learning List Review

Learning List provides independent reviews of K–12 instructional materials and online courses. To see Learning List's professional reviews and alignment reports for our products, go to [Learninglist.com](https://learninglist.com).

[Read the Review](#)



Additional Highlights

TCI is proud to be recognized by leading organizations for our commitment to quality and innovation in education.

Meeting State Needs Together

In 2025, we continued our commitment to developing high-quality, standards-aligned programs that reflect the unique needs of each state. These state-specific editions give teachers content tailored to their classrooms—making lessons more relevant, meaningful, and engaging for students. Our recent state approvals in Oregon and Idaho further underscore our dedication to creating programs that meet rigorous state expectations.

New Programs

- ***Social Studies Alive! Ohio and Its People***
An exploration of Ohio's history, geography, government, and economy, built to align with state standards and help students make clear connections to their communities.
- ***Social Studies Alive! Michigan and Its People***
Designed to deepen students' understanding of Michigan's past and present, this program highlights local stories, industries, and regions to strengthen relevance and student engagement.
- ***Social Studies Alive! The Western Hemisphere***
Supports students in examining the geography, cultures, economies, and histories of the Western Hemisphere through inquiry-driven lessons.
- ***Geography Alive! Maryland 6th Grade***
A full-year geography program tailored to Maryland's Grade 6 standards, helping students investigate global regions, cultures, and spatial relationships through hands-on learning.
- ***Geography Alive! Maryland 7th Grade***
This program builds on the Grade 6 foundation, offering deeper exploration of world geography with a focus on human–environment interaction, global issues, and critical-thinking skills.

State Approvals



- **Oregon Social Studies Adoption**
K–12 Social Studies programs approved by the Oregon Department of Education for statewide use.
- **Idaho Science Adoption**
K–8 Science programs approved in Idaho for alignment to Science and Engineering Practices, Disciplinary Core Ideas, and Crosscutting Concepts.

Coming Soon in 2026

- ***Social Studies Alive! New York and Its People***
Launching in 2026, this new program will bring New York's rich history, diverse cultures, and evolving civic landscape to life with state-specific stories, activities, and inquiry-based learning experiences.

Professional Development: Empowering Teachers

When educators attend TCI's professional development sessions, they don't just leave with strategies—they leave with confidence. One teacher shared, "The Summit always helps me to better manage my classroom planning. It is almost like a pep rally to prepare for the coming school year." From effectively using classroom technology to facilitating inquiry-based learning, TCI's ongoing support ensures every educator feels prepared to create active, engaging lessons.



24/7

online training tools,
providing professional
growth on your schedule.



260+
(+75% YOY)

TCI Coaches trained,
creating a ripple effect of
leadership and excellence
across districts.



3500+

teachers in the TCI
Facebook community
shared best practices,
supported one another, and
sustained the impact of TCI
beyond formal trainings.



1960+
(+31% YOY)

educators attended the Back
to School Summit where they
received hands-on strategies
to ignite learning.

Experience the Summit! Save the date for TCI's 2026 Back to School Summit. Join us on Thursday, July 23, for hands-on professional development and team builders to kick off the new school year. Learn more at teachtci.com/back-to-school-summit/



Want to Experience TCI?

Step into an interactive classroom where students think critically, explore actively, and engage deeply with social studies and science. Explore our lessons to see how *TCI Brings Learning Alive!*

teachtci.com/tci-sampling-hub/

Contact Us

Ready to learn more? Reach out today to schedule a personalized demonstration, ask questions, or explore how TCI can meet your district's needs: info@teachtci.com

Stay Connected

Follow us on social media for the latest updates, educator success stories, and tips for using TCI in your classroom.

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***TCI* Brings Learning Alive!®**