CENGN

CHALK INNOVATION HIGHLIGHT

chalk

COMPANY OVERVIEW

Seeing the lack of educational data provided to teachers and school boards, Chalk has developed a SaaS platform, providing teachers and schoolboards with centralized workflow tools that help address academic processes. Chalk has been deployed in over 100 school districts and over 400,000 teachers are currently using the tools.

LOCATION: KITCHENER, ON

TECHNOLOGY

Data Centre and Cloud

William Zhou, CEO, Chalk
william@chalk.com
https://www.chalk.com/

Rick Penwarden, Marketing Manager
rick.penwarden@cengn.ca
cengn.ca/projects

A LACK OF DATA

Today, schools have difficulty understanding why their students are performing the way they do. Teachers and school boards often have to use their intuition to provide an answer leaving major gaps in identifying any underlying or systemic issues. A question like, "Why did Grade 7 English scores go down?" becomes difficult to resolve because there are so many details that could affect the answer. Without accurate answers, teachers and school districts are unable to educate to the best of their ability leaving students with a sub-par approach to learning.

IMPROVING THE EDUCATIONAL SYSTEM WITH DATA

Chalk provides data insights for K-12 school boards so they can see the effectiveness of their curriculums, deliver instructions to teachers, and accurately assess the success of newly implemented strategies. Chalk provides data such as how the curriculum affects lesson planning, how lesson plans affect student scores, how parent/teacher engagement affects student outcomes and more. Chalk also has productivity tools for teachers that streamline academic processes like lesson planning, curriculum mapping, and standards-based assessment. Data gathered from these tools is very valuable to the administration for understanding what's actually happening in the classroom and to help drive more informed decision making.

AUTOSCALING THEIR SAAS

With over 400,000 teachers using the platform, Chalk is already dealing with a lot of user traffic. Making matters more difficult, not all schools across North America start at the same time of year, making user traffic unpredictable. Provisioning compute resources manually was costing Chalk in unnecessary expenditures and staff hours. Chalk leveraged CENGN's commercial grade infrastructure and technical expertise to validate their platform's new autoscaling feature giving chalk the ability to draw compute resources automatically to meet the real-time need of its users. At CENGN, they were able to confirm that their solution can successfully support expected demand in the upcoming year and beyond.

> "CENGN not only provided guidance but was able to help setup much of the testing infrastructure, allowing Chalk to focus on getting the results that it needed."
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> **William Zhou**
> **CEO, Chalk**