



immersionED

Students don't just learn.  
They become  
stronger thinkers.

Measured growth across academics,  
SEL and future-ready competencies

One platform. Three kinds of growth.

AP US HISTORY  
RUBRIC

**+7.0**

RUBRIC SCORE  
POINTS

SOCIAL-EMOTIONAL  
LEARNING

**+0.31**

RUBRIC  
LEVELS

FUTURE-READY  
COMPETENCIES

**+0.35**

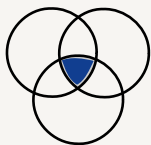
COMPETENCY  
LEVELS



All three improved significantly ( $p < .001$ )

If you can measure thinking, you can improve it.

We make both possible.



**Growth across  
domains**

Students improved in  
content, social-  
emotional learning and  
competencies.



**Visible in a few  
sessions**

Growth becomes  
detectable by the 2<sup>nd</sup>  
simulation, substantial  
by the 4<sup>th</sup> simulation.



**Built for skills  
that matter**

Strongest gains appear  
in Contextualization,  
Argumentation and  
Making Connections.



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# Why the Research Matters

1

## AI-DRIVEN MEASUREMENT IS RELIABLE

AI scoring reaches human-level reliability for complex competencies.

2

## KNOWLEDGE & SKILLS GROW TOGETHER

Students show measurable gains through the same simulations.

3

## THE MODEL IS SCALABLE FOR SCHOOLS

Measures complex student growth without adding assessment burden.

## What This Means For You

- Measure deeper learning, not just completion.
- See growth across academics and competencies.
- Support future-ready skills without sacrificing content mastery.

## Study Snapshot

**2,227**  
students

**5,586**  
simulations analyzed

**5**  
academic courses

**10**  
SEL outcomes evaluated

**17**  
competency sub-skills

**AI Validated**  
against expert teachers

AP rubric-based scoring by immersionED's AI, not AP exam results. AP is a College Board trademark. Not endorsed by the College Board.

*immersionED is a real game-changer. Simulations change dynamically and keep measurements very reliable — that's quite an achievement. Unlike many other AI companies, immersionED is grounded in real psychometrics and research. This is the future.*

**Marten Roorda, Former CEO of ACT and Senior Advisor of Measurement at immersionED**



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