



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

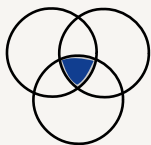
COMPETENCY
LEVELS



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 2nd
simulation, substantial
by the 4th 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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