



FSBA Launches Purchasing Platform

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FLORIDA SCHOOL BOARDS ASSOCIATION TO PROVIDE STATEWIDE REVIEW PLATFORM TO DRIVE TRANSPARENCY IN K12 PURCHASING

The Florida School Boards Association (FSBA) announced today that it is taking aim at bringing transparency to the purchasing process of their members through a new Transparency in Purchasing Platform tool called EdCred. Powered by EdCredible®, EdCred is a K12 focused rating and review platform that empowers decision makers across Florida to fully vet K12 products and services providing invaluable data to save them time, money and resources.

For Florida educators, EdCred capitalizes on what is already habit for most of the population and creates transparency in an industry that has had little of it. Whether it's booking a hotel or deciding where to eat, reading reviews on sites such as Yelp and Trip Advisor is common-place for most consumers. Those reviews report the experiences of consumers in the real world so that future consumers can effectively evaluate their options and make the best decision. If you read reviews before purchasing a \$150 hotel room, you certainly should read reviews from validated educators before deciding on a \$1 million textbook adoption. In fact, according to a recent survey by BrightLocal, 88% of consumers trust online reviews as much as a personal recommendation. FSBA

Executive Director, Angela Messina said, "Reading reviews before purchasing a product has become second nature. It's a natural evolution for that capability to find its way into K12 education. All too often decision makers at the school and district level rely solely on brief demonstrations and vendor provided references. FSBA is excited about this product because it levels the playing field for our school board members and for educators, giving them a very real picture of the quality and value of a product or service before they make a final decision."

District Administrators across Florida are excited about the value of EdCred Martin County's Chief Academic Officer Tracey Miller said, "This is a powerful tool and the comprehensive product report has already helped us identify other school districts that were using a product that we were evaluating. It would have been extremely difficult for us to identify non-vendor provided district references or to solicit this type of relevant information about the product from educators in other districts without using EdCred."

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According to a recent Weber Shandwick Study, 77% trust third-party consumer based reviews versus vendor-led, professional or editorial reviews. EdCredible Founder, Kurt Fichtman says, “There’s no doubt that in today’s day and age, consumer reviews play a critical role in the buying cycle across all industries. We’re excited about FSBA’s vision to leverage that capability across the state of Florida.”

About Florida School Boards Association – www.fsba.org

The Florida School Boards Association, Inc. (FSBA) is a nonprofit corporation representing the elected school boards in Florida. FSBA has been the collective voice for Florida school districts since 1930 and is closely allied with other educational and community agencies to work toward improvement of education in Florida.

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About EdCredible

EdCredible is the breakthrough professional educator crowdsourced review platform providing objective, statistically accurate information about all products and services used in education. This is important because it effectively addresses the efficacy of the products educators purchase, reduces wasteful spending, and relieves constrained resources. EdCredible is the “big data” platform that empowers educators, vendors and other key stakeholders to make better decisions and reduce overall cost.

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