

<<First name>> <<Last name>>  
<<Title>>  
<<University>>  
<<Street Address>>  
<<City>>, <<State>>, <<Zip Code>>

Dear <<First name>>,

Remedial math has become an insurmountable barrier for many of today's students who aspire to get a college degree.

According to ACT, 55% of high school graduates aren't ready for college level math. Many of those students are placed into a developmental math course, and more than half fail. And according to the National Center for Education Statistics, **63% of students who fail a developmental math course never go on to get a college degree.**

Digital learning solutions for developmental math programs are widely used today, but pass rates have not improved. So why hasn't this technology made significant improvements in pass rates? The reason is that students come to college with vastly different levels of preparedness, especially when it comes to math, and **the software widely used today cannot adapt to the unique needs of each individual student.**

McGraw-Hill Higher Education believes that we have a better solution. Meet **ALEKS, a truly adaptive learning system developed by mathematicians and cognitive scientists through an NSF grant.** ALEKS uses artificial intelligence to quickly and accurately determine exactly what a student knows and doesn't know, then provides each student with an individual learning path based only on concepts they are ready to learn.

The results have been impressive, such as the following in Developmental Math programs:

- Avg. **81% improvement versus MyMathLab** in same course head-to-head comparison<sup>1</sup>
- **Montana State University-Northern Students** completing ALEKS are successful in the next course over 90% of the time.
- **Georgia Gwinnett College** has realized a 68% pass rate improvement in subsequent credit bearing courses (versus Georgia state average)
- **Middlesex County College** experienced a 55% pass rate improvement (versus same course taught using online homework software solution)

We'd like to schedule a brief 30 minute call to demonstrate how ALEKS can dramatically improve student performance in math, and associated course completion rates, at <<University>>.

We will follow-up with you in the next few days, or please contact me directly. Thank you for your time and consideration, and we are hopeful you will grant our request.

Best regards,

Paul Ludwig  
Business Development Manager  
520-877-3119 (Direct)  
[pludwig@tegrity.com](mailto:pludwig@tegrity.com)

<sup>1</sup> Average percent improvement of ALEKS over MyMathLab in side-by-side comparisons in math courses at St. Phillips College (instructor: Jessica Lopez) and at Triton College (instructor: Myrna La Rosa)