# Scholar Engagement Credit™

Institutional Program Guide & Measurement Framework

**When your students engage, your institution saves.**

Scholar institutions can earn up to a 10% credit toward their next annual Scholar renewal based on meaningful student engagement during the current subscription term. The program aligns Scholar's success with the institution's success: adoption matters, not simply license purchase.

| Below 85% | 85–89.9% | 90–94.9% | 95%+ |
|---|---|---|---|
| No credit | 5% renewal credit | 7.5% renewal credit | 10% renewal credit |

## We measure learning - not logins.

Meaningful engagement is based on sustained academic activity in Scholar, not account creation, dashboard visits, profile edits, or passive page views.

Program eligibility
Qualifying paid institutional Scholar subscriptions. Sponsored or free pilots, consumer subscriptions, CEO Passes, and complimentary seats may be measured for engagement but do not earn a monetary renewal credit.

Scholar Engagement Credit™ is designed as an institutional adoption incentive - not an individual referral commission.

# 1. How Meaningful Engagement Works

A student becomes an Engaged Scholar for the contract year after demonstrating sustained, substantive academic use of Scholar. The initial program standard is:

| 3+ | 2+ | 1 |
|---|---|---|
| separate active days | separate calendar weeks | or more qualifying academic activities on each active day |

### Qualifying academic activity may include:

- Completing practice questions, a diagnostic, or an assessment.
- Participating in a substantive AI Coach learning session.
- Submitting, reviewing, or revising academic work through Writing Coach.
- Using Presentation Review to analyze or improve a presentation.
- Completing a substantive assignment or learning workflow in My Work.
- Completing other Scholar academic activities that Scholar designates as qualifying as the platform evolves.

### Activity that does not qualify:

- Logging in, creating an account, or merely opening the dashboard.
- Changing profile, settings, preferences, or account information.
- Passive page views, repeated refreshes, or duplicate system events.
- Parent, educator, administrator, or automated/system activity.
- Activity identified as artificial, manipulated, or otherwise inconsistent with genuine academic use.

Scholar may refine the technical event definitions behind these categories as features evolve, while preserving the core principle that qualifying activity must represent genuine academic use.

# 2. Engagement Rate

Meaningful Engagement Rate = Engaged Scholars ÷ Eligible Contracted Student Seats

The denominator is based on eligible contracted student seats, not only students who activate accounts. This prevents unclaimed licenses from artificially increasing the institution's engagement rate.

# 3. Earning & Locking the Credit

The institution earns the highest validated tier achieved during the eligible contract year. Once a tier is earned, it is locked for that contract year and will not be reduced merely because the live engagement percentage later changes.

- 85%–89.9% meaningful engagement earns a 5% renewal credit.
- 90%–94.9% meaningful engagement earns a 7.5% renewal credit.
- 95%+ meaningful engagement earns a 10% renewal credit.
- Scholar may validate qualifying activity before finalizing a tier.
- Fraudulent or manipulated activity may be excluded from the calculation.

# 4. 30-Day Deployment Period

Institutions receive an initial 30-day deployment period to distribute access, onboard students, and begin adoption. Scholar may display early adoption progress during this period, but the experience should avoid characterizing the institution as behind before deployment is reasonably underway.

# 5. Seat Changes During the Contract

- Seats added with more than 90 days remaining: become eligible for the engagement denominator after a 30-day deployment period.
- Seats added during the final 90 days: do not affect that contract year's Engagement Credit calculation; they may be measured for adoption separately.
- Removed or unassigned seats: do not automatically disappear from the denominator when they remain part of the paid contracted seat commitment.
- Contract amendments: Scholar may use the eligible paid seat commitment in effect under the applicable order form or amendment.

# 6. Credit Value & Application

Credit Value = Eligible Subscription Fees Paid for the Current Contract × Earned Credit Percentage

The earned dollar amount is applied to the institution's next qualifying Scholar renewal. It is not recalculated as a percentage of a larger future contract.

# 7. Program Terms

- The Scholar Engagement Credit™ is a non-cash institutional renewal credit.
- It cannot be redeemed for cash, transferred, assigned, sold, or paid to an individual.
- It may not be paid to or personally benefit an employee, administrator, educator, PTA member, nonprofit representative, procurement official, or other individual decision-maker.
- The credit applies only to the participating institution's next qualifying Scholar subscription renewal.
- The credit applies to eligible Scholar subscription fees and excludes taxes and unrelated professional, implementation, consulting, or custom-service fees unless Scholar expressly states otherwise.
- The credit expires if the institution does not enter a qualifying renewal within 90 days after the applicable subscription term ends.
- Scholar may correct measurement errors and exclude invalid, duplicated, automated, fraudulent, or manipulated activity.
- If institutional procurement rules, law, contract terms, grant restrictions, or other requirements prohibit or limit the credit, Scholar may modify or omit the credit for that institution.

# 8. Sponsored & Complimentary Cohorts

Scholar may display the same engagement measurement experience for sponsored, complimentary, or free pilot cohorts so that institutions and Scholar can evaluate adoption. Those cohorts do not earn a monetary renewal credit unless they later enter a qualifying paid institutional agreement that expressly provides otherwise.

# 9. Privacy & Responsible Measurement

The Engagement Credit dashboard should be designed around aggregate adoption and operational insight. The program does not require Scholar to expose student answers, transcripts, AI Coach conversations, paper content, or other private academic content merely to prove engagement.

- Use authenticated activity and aggregate counts to calculate engagement.
- Show administrators how many students are meaningfully engaged and how close the institution is to the next tier.
- Do not turn the credit program into a student-surveillance feature.
- Apply Scholar's existing role-based access, privacy, security, and data-governance controls to underlying activity data.

## 10. Institutional Dashboard Experience

The dashboard should make the program understandable at a glance and actionable throughout the year.

87.4% Meaningful Engagement | 5% renewal credit earned ✓
437 of 500 contracted students are Engaged Scholars. 13 more students → 7.5%

Current credit: $1,475    Next tier: $2,212.50    Maximum: $2,950

85% ✓ ——— 90% ——— 95%

Based on meaningful academic activity - not account creation or login.

## 11. Recommended Website Version

Scholar Engagement Credit™

When your students engage, your institution saves.

Institutions purchasing Scholar can earn up to a 10% credit toward their next annual Scholar renewal based on meaningful student engagement.

We measure learning - not logins.
Meaningful engagement reflects sustained academic activity across Scholar. Your institutional dashboard shows your current engagement rate, credit earned, progress toward the next level, and projected renewal savings.

Download the Scholar Engagement Credit™ Program Guide →

## 12. Implementation Requirements for Scholar

The public website can remain concise. The product and data layer should carry the rigor.

| Area | Requirement |
|---|---|
| **Data model** | Institutional contract/term, eligible seat count, deployment date, qualifying activity events, Engaged Scholar status, current engagement rate, highest earned tier, earned dollar value, validation status, and expiration/redemption status. |
| **Measurement engine** | Evaluate qualifying student activity, enforce separate-day and separate-week rules, exclude non-qualifying events, calculate the denominator and live rate, and preserve the highest validated tier. |
| **Institution dashboard** | Show live engagement, earned tier, students needed for the next tier, current/next/maximum renewal savings, methodology, and appropriate aggregate adoption signals. |
| **Admin controls** | Allow authorized Scholar administrators to review eligibility, contract dates, seat amendments, calculation exceptions, validation state, and final credit value without manually editing raw student activity. |
| **Auditability** | Retain enough event-level evidence to explain how aggregate engagement was calculated while limiting unnecessary exposure of student academic content. |
| **Program states** | Deployment period, measuring, tier earned, higher tier in progress, term complete, pending validation, finalized, redeemed, expired, and ineligible. |

## 13. Program Philosophy

**Scholar succeeds when your students use it. We think your institution should share in that success.**

Traditional software economics can separate vendor success from customer adoption: the vendor is paid once licenses are purchased. Scholar Engagement Credit™ deliberately creates a different relationship. Scholar has an economic reason to help the institution achieve meaningful student adoption, while the institution has a clear, measurable reason to encourage students to use the academic tools it purchased.

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