

FOR IMMEDIATE RELEASE

Truenorthlogic Builds Largest K-12 Talent Management Solution

Truenorthlogic purchases human resources product Avatar from Generation Ready

AUSTIN, Texas – October 27, 2014 – [Truenorthlogic](#) today announced the purchase of Avatar TMS (Training Management System) from professional learning services provider [Generation Ready](#). The Avatar system assists human resources departments in K-12 schools by automating course registration, management, and certification tracking for educators.

The announcement follows a special demonstration of the system last week at Avatar's 9th annual user conference in Austin, Texas.

With the addition of the Avatar product, Truenorthlogic now offers the largest K-12 talent management solution in the country, bringing educator effectiveness programs to life by streamlining activities and information, integrating disparate district systems and data, and delivering true transparency and accountability. The combination of Truenorthlogic's talent management solution and Generation Ready's Avatar product will now be used by more than 1 million educators in 31 states.

"We welcome Avatar clients to the Truenorthlogic family," said Jeanette Haren, President and CEO of Truenorthlogic. "We're looking forward to supporting their professional learning management needs and welcome the opportunity to accelerate their complete educator effectiveness vision to life."

The 55 school districts and education organizations currently using Avatar will now have access to enhanced technical support and security. Avatar customers will have the option to transition to Truenorthlogic's state-of-the-art Professional Learning Management Suite, which provides a comprehensive approach to the management of all professional learning processes specifically addressing the personalized professional growth needs of educators.

For the past 20 years, Generation Ready's primary focus has been helping educators to improve instruction through embedded classroom professional development and support tools such as Avatar.

"We're seeing a shift in the education industry toward more personalized professional growth," said Justin Serrano, CEO of Generation Ready. "Educators can embrace this initiative with guidance from Truenorthlogic. Organizations transitioning to Truenorthlogic will benefit from its software platform and be able to take full advantage of high-quality learning opportunities for educators and staff, as well as ease of tracking and reporting for administrators."

Truenorthlogic clients also will benefit from increased access to, and collaboration with the 55 Avatar districts across the country that are facing similar human resources challenges.

“Professional growth for each educator is a continuous process guiding individual improvement based upon evaluated needs, district requirements and completion of targeted learning,” Haren said. “Truenorthlogic’s K-12 Talent Management Solution is the only complete educator effectiveness solution supporting educators at all stages of their career.”

ABOUT TRUENORTHLOGIC

Truenorthlogic is the K-12 expert in implementing actionable, web-based software solutions to support an educator’s entire professional growth cycle. The Truenorthlogic K-12 Talent Management Platform consists of a suite of modules to help with the management of induction, licensure and certification tracking, career management, growth plans, coaching and mentoring, observation and evaluation, professional learning, and differentiated pay. Built in collaboration with leading education agencies across the nation, Truenorthlogic is the only platform that brings the processes, workflows and data for all aspects of educator effectiveness together in a unified system. For more information, visit www.truenorthlogic.com.

ABOUT GENERATION READY

Generation Ready is the only national provider of leader and teacher professional learning services that uniquely combines deep instructional job-embedded expertise, innovative technology tools, and a targeted digital content library that ensures sustained professional growth and improved student learning. For the past 20 years, our primary focus has been improving instructional practice in the classroom. Our professional learning services are experienced, evidence-based, collaborative and customized. Created through acquisition by Weld North Holdings LLC in September of 2012, Generation Ready combines the deep expertise and resources of two long-renowned education organizations – Editure/AUSSIE Professional Development and JBHM Education Group. Our mission is to support teachers and school leaders in order to educate a stronger, more vibrant generation of students prepared to meet life’s challenges. For more information, visit www.generationready.com.

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