Accelerator - Landing Page

In the next 90 seconds, you'll learn exactly how to make your curriculum more engaging.

Ever ask yourself, what is the root cause you're seeing your school suffering from:

- Lack of student achievement
- Low graduation rates
- High teacher turnover
- Too many discipline issues
- Ever-extending grace periods and extensions
- Low ratings overall?

The answer is **student apathy.**

It's this student apathy that is making you feel like you're one step away from anxiety meds or having a heart attack at work.

But don't take my word for it.

Just look at what your teachers and other admins have to say about it:

{Proof dump via screenshots of teachers fed up with student apathy and behavior - we can pull these from the r/teachers and r/principals subReddits.}

Here's the truth about student apathy:

Your students are **BORED**. And bored students will act out, not care about their future, drive away the good teachers who'd rather teach students that want to learn, and tank your school's reputation beyond salvation.

So how do you grab and retain your students' interest when you're competing with TikTok, Netflix, Instagram, and a thousand other mind-numbing apps on their phone?
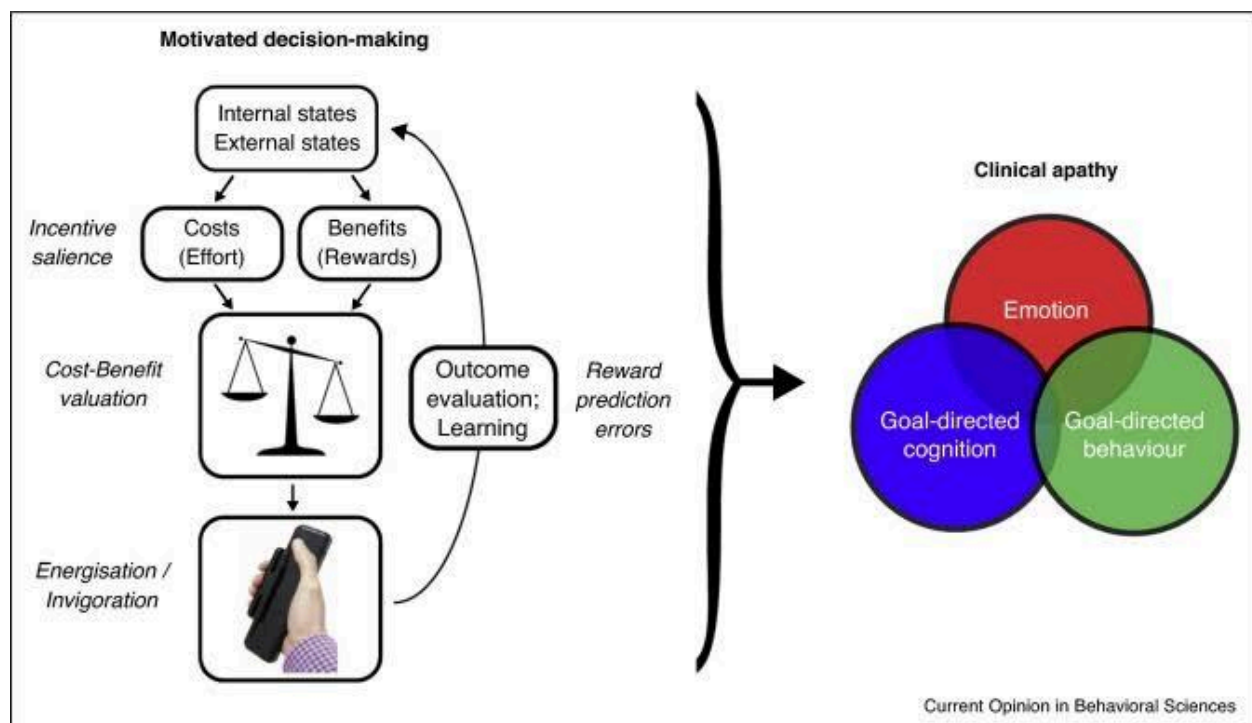
1. Getting them to yield their phone?

2. Setting consequences that never stick and parents couldn't care less about?
3. Incentive programs like PBIS?

If these strategies were at all effective, your school would already be a happy, positive environment for your students, teachers, and parents, you'd be tap dancing to work, and you wouldn't be reading this.

The real reason you can't see results with these methods is that **human biology is working against you with all these methods.**

Now, I'm going to give you the absolute best method to engage your students.

Your students' brains are wired to need the same dopamine release from your classroom that they get from their phones to actually be interested in learning. And you cannot negotiate or discipline that through "consequences" and negative reinforcement. That's like bringing a sponge to a flood.

Source ScienceDirect

They think there's no point in attending school and learning. They know there's no point to video games and TikTok either, but it feels good in the moment.

And that is the definitive answer to student apathy.

If you can get your curriculum to stimulate that same feel-good dopamine rush, you'll keep their attention.

Remember, the same type of dopamine rush, not level. It's impossible to elicit that level of dopamine via anything productive. But the level of dopamine is irrelevant because:

On a long enough timeframe, productively spending their time, even if it's only because they feel good in the moment, will make them start feeling good about themselves and hopeful for the future. This in turn, will make them attend school and classes with a sense of positivity and a smile on their face instead of dreading another school day, which will trigger an upward spiral of:

- High student achievement and test scores
- Students graduating early
- Fewer students in need of disciplining
- Fewer disgruntled parents
- Happy teachers
- High school ratings on every website

And you'll be feeling the smiles on you from your students and teachers while you walk down the hallway, simply because you made the curriculum fun, instead of boring.

But, what's the quickest way to a dopamine stimulating curriculum?

Arts Integration.

Think about it. The reason video games, TikTok, Netflix, etc. hook your students is because they emulate real world accomplishment with bold bright colors and visuals that grip the brain.

Arts do the exact same thing for your curriculum, except you're not emulating real world achievement. Your curriculum IS real world accomplishment. Which is a much more nourishing form of dopamine release that your students will feel internally. So why not hook them to your curriculum instead of their phone?

Integrating Arts will:

- Give your hardworking educators the tools they need to battle phone-induced apathy. Fight fire with fire.

- Let you elicit the genius and joy from all your students and subsequently increase their test scores.
- Help your students. Not hurt them.
- Meet the individual needs of students in a large system.
- Change families lives just by watching their child graduate.
- Develop your students' confidence in math and reading.

And most of all, keep you from being a verbal punching bag for parents. Being the bad guy gets tiresome..

Integrating Arts really doesn't have to be complicated.

At The Institute of Arts Integration and STEAM, we've pioneered arts integration in school curriculums. As a result our accelerator is the leading curriculum platform in Arts Integration.

Since it allows you to:

- Use NLP to make your students' brains want to keep learning and digging deeper into concepts and connections. It is the same psychological principle used by social media to keep your students hooked.
- Not only engages your students but helps them continue building their learning capacity. Ergo, the more they use it, the more they want to learn.
- Has a faster turnaround than any other curriculum creativity initiative. With most schools seeing up to 20% higher student achievement in 6 - 12 months.
- Is aligned to all state and national standards.
- Is EXTREMELY teacher-friendly. This increases teacher retention significantly
- Has the best AI tool to help you craft any arts integration or STEAM lesson, activity, or assessment your teachers could imagine.
- Is compatible with any LMS, Google Classroom, SeeSaw, Schoology, Canvas, Blackboard, and more.

Demolish student apathy from your school forever.

[Get A Quote]

Note: Following the CTA, there will be a small display of the product at work, a social proof/testimonial dump, and two more CTAs. One after the product at work and the second after the social proof dump.