

## CASE STUDY 2022

Jersey City Public Schools, the second largest school district in New Jersey, partnered with Merge for a case study that illustrates how innovative leaders can unlock the power of Augmented Reality (AR) in their districts.



## CASE STUDY

# JERSEY CITY PUBLIC SCHOOLS

Using Merge EDU, Jersey City Public Schools (JCPS) deployed an AR/VR STEM program throughout their district. The program is one of the largest rollouts of augmented reality (AR) anywhere in K-12 education. It has proven that AR delivers highly engaging educational results, and can be done cost effectively with Merge's easy-to-use solution, Merge EDU.

Because JCPS leadership understands the positive impact that hand-held curriculum-aligned AR experiences have on student learning, it was launched as a district program, rather than just a small experiment. "We wanted something with a track record that has some proof points," said Nancy Masoud, District Mathematics Supervisor. "And utilizing the Merge Cube with the Merge EDU platform was our best choice."

Because of the size of a district-wide deployment, the cost of the tools are extremely important, and a determining factor for a program's feasibility. JCPS agrees that Merge EDU is not only cost-effective for the district, it's also easy to implement for teachers, and incredibly engaging for the students, leading to positive learning outcomes.

**"We wanted something with a track record that has some proof points, and utilizing the Merge Cube with the Merge EDU platform was our best choice."**

Nancy Masoud,  
District Mathematics  
Supervisor



Scan to watch



# Key Insights

"Augmented and virtual reality can have a significant impact on learning environments. Student interest and engagement reaches a new level with the opportunity to partake in creating educational content through AR and VR. Teachers are able to create immersive educational experiences where students work individually and collaboratively."

- Dr. Fernandez, Superintendent of JCPS



"When we were looking to purchase resources and devices for an AR/VR STEM initiative, we had to obviously be mindful of the cost effectiveness of any learning tool. One thing that helped us select Merge EDU is that it didn't require us to buy expensive new devices that would only be used for AR/VR."

- Nancy Masoud, District Mathematics Supervisor



"In working with Merge, we were able to provide professional development for all teachers involved. During this PD, teachers learned about everything Merge EDU had to offer and experienced the excitement of using the Merge Cube and apps themselves."

- Kristin Mattaliano, Instructional Specialist



"I have been a firm believer that students learn well when technology is incorporated and [with Merge EDU] they get to see the water cycle and the body system in their hands. It's right in front of them. The students are engaged, there is a lot of collaboration, and the students are very happy. My students love working with the Merge Cubes."

- Ms. Kayon Wallace, Teacher at PS #25



"Using the Merge Cube and Merge EDU platform, I learned a lot. I could virtually see things and learn while having fun whenever we were on the app. I am extremely grateful that my school has this resource. Future generations would be so lucky to have this source of learning. Seeing the human anatomy was my favorite part. I learned a lot about my body and what goes on inside of it. Thank you, Merge EDU!"

- Jersey City Student

# eMerge Showcase

After using Merge EDU with their students during the school year, JCPS held its first ever eMerge Showcase in June 2022 as a culminating project. Using the “Future Builders” STEM Project from Merge EDU, students from 10 schools created eco-friendly hotels in Minecraft, which they exported as 3D objects to physically hold in their hand using the Merge Cube.

They presented their work to a panel of six judges, including school board president Gerald Lyons, who decided winners in 10 categories. The Immersive Reality Award, the Eco-Friendly Resources Award and the Innovative Award were just a few.

“The eMerge initiative has allowed students the opportunity to extend learning. Students are now demonstrating environmental awareness, and now realize the impact our actions have on the planet. Through my talks with students they have shared the pros and cons of the project, and have displayed an appreciation of the world around them!” said Dr. Brower, Principal of PS #17.

In addition to the competition portion of the showcase, students also had an opportunity to explain the lessons they learned during the school year using the AR capability of the Merge EDU platform.



To determine the effectiveness of the lessons, students involved in the initiative completed a pre-assessment and post-assessment. After completing the required lessons, students were given the same assessment as a post test. The results were analyzed, and showed that 81% of the students showed growth from the pre to the post test.

**81%**

of students  
showed growth



# About Merge EDU



Merge EDU is a hands-on digital learning platform that helps students learn science and STEM with 3D objects and simulations they can touch, hold and interact with.

Bringing AR into your school with Merge EDU will deepen student engagement in science and STEM, help students understand complex concepts more effectively, and give them first-hand experience with technology that will shape their future.

And teachers will be experts in no time with easy-to-follow guides and curriculum-aligned activities. Your teachers and students will know they are getting access to the best tools available, helping bring your school performance and culture to new heights.

- Digital Teaching Aids
- Custom 3D Objects
- Activity Plans
- STEM Projects
- Teacher Dashboards
- Help & Training Resources
- Equivalent to over \$10,000 of teaching aids for every student

**100%** as effective

Students who use our digital teaching aids perform just as well on tests as those who use physical objects to learn.

**2x** longer engagement

Students are engaged in learning activities 2x longer than when using traditional methods.

**10x** faster engagement

Student response time is almost immediate, consistently taking less than one minute for students to provide insightful and relevant feedback.

**90%** strongly agree

Teachers strongly believe that Merge EDU helps them deliver science learning activities in a more effective, engaging, and meaningful way.

## How to bring Merge EDU to your District

- **Website resources** - [mergeedu.com](https://mergeedu.com), product info, testimonials, pricing, funding ideas and the Help Center.
- **Demo video** - [mergeedu.com/demo](https://mergeedu.com/demo), overview of Merge EDU and ideas for educational programming.
- **Direct support** - reach out to your sales rep to provide hands on support throughout the process.
- **Free trial** - unlock all apps, content, the teacher dashboard and resources for a limited time.

[learnmore@mergeedu.com](mailto:learnmore@mergeedu.com)



**Merge EDU**