

Advocacy Prodigy Email Template

Subject: Concerns Regarding Prodigy Math/Reading Platform

Dear [School Administrator Name],

I am writing to express my concerns regarding the use of the Prodigy Math and Reading platform within [School Name/District]. While initially presented as a free educational tool, my recent investigation reveals significant issues that impact students and families.

Key Concerns:

- **Misleading "Free" Model:** Prodigy heavily restricts core gameplay features behind a paywall, effectively transforming it into a subscription-based service. This creates a deceptive experience for students and parents.
- **Prioritization of Monetization:** Evidence suggests a shift towards maximizing revenue, with educational content taking a secondary role. This is reflected in numerous parent and student reviews.
- **Predatory Marketing Tactics:** The platform employs manipulative strategies, such as initially granting access to in-game rewards and then restricting them, leading to constant pressure for paid memberships. This is especially concerning for younger students.
- **Subpar Educational Value:** My observations and student feedback indicate that the platform's educational content is often superficial and not aligned with rigorous academic standards.
- **Student Data Privacy:** There are concerns regarding Prodigy's data collection and potential sale of student and parent information.

Specific Examples:

- The game repeatedly prompts students with membership advertisements, even during gameplay.
- Core gameplay elements, such as evolving pets and accessing in-game items, are largely restricted to paying members.
- The platform presents a misleading impression of "free" gameplay, only to introduce limitations after students become engaged.

Recommendations:

- Please conduct a thorough review of the Prodigy platform and its impact on students.
- Please discontinue the use of Prodigy as a teaching tool.
- Evaluate alternative educational platforms that offer genuinely free and high-quality content.

I understand the importance of providing engaging educational tools, but I believe Prodigy's current model is detrimental to our students. I urge you to take immediate action to address these concerns.

Thank you for your attention to this matter.

Sincerely,

[Your Name] [Your Contact Information]