McGraw Hill Introduces Sharpen Advantage, Expanding Its Popular Sharpen Study App into a Responsible, AI-Powered Enterprise Solution for Higher Ed

2025-09-30

New institutional offering features AI capabilities for faculty and administrators to create personalized, mobile-native learning experiences for all students

COLUMBUS, Ohio--(BUSINESS WIRE)-- **McGraw Hill** (NYSE: MH), a leading global provider of education solutions for preK-12, higher education and professional learning, announced today the launch of **Sharpen Advantage**, a new AI-powered enterprise offering that expands the company's popular Sharpen study app into a custom solution built for higher education institutions.

Sharpen Advantage is a new AI-powered enterprise offering that expands McGraw Hill's popular Sharpen study app into a custom solution built for higher education institutions.

Sharpen Advantage is bolstered by new AI capabilities that allow faculty and administrators to measure, curate and create in-app learning experiences, while bringing the highly rated Sharpen experience to scale. This ensures all students have access to a responsible AI solution that provides personalized, engaging and trusted study support that is underpinned by vetted content from McGraw Hill and the adopting institution.

For the first time, faculty and administrators can use Sharpen Advantage to upload or create custom content and then send it directly to students' mobile devices. To further personalize the learning experience, Sharpen Advantage provides institutions with actionable analytics to identify learning gaps of individual students, enable early intervention and ultimately improve learning outcomes.

"While we know artificial intelligence has changed how students access information, the challenge for higher education institutions is ensuring this technology is being used in a way that drives improved educational outcomes," said David Cortese, Chief Digital Information Officer at McGraw Hill. "Sharpen Advantage provides faculty and administrators with the ability to create custom learning experiences to support their students while ensuring they are using AI that is academically tailored and curated by learning experts – making it a safe and relevant resource that facilitates real learning."

Delivered through a user-friendly app that reflects how students engage online, Sharpen offers learning activities such as bite-sized videos, custom quizzes and flash cards to help students improve their knowledge and understanding of subject areas. Sharpen leverages AI to personalize these activities and predict performance based on how students have previously interacted with the app.

Sharpen's new GenAI feature, Ask Sharpen, will allow students to ask questions or upload notes to generate personalized, trustworthy study support. Ask Sharpen is designed with academic-specific safety guardrails, primarily drawing from Sharpen's content library or materials that have been uploaded by the student or institution. In some cases, responses may be generated based on public sources, but will be clearly labeled as such to ensure responsible AI use.

In addition to the new GenAI-powered Ask Sharpen feature, Sharpen Advantage also includes:

- Radar: This AI-enabled dashboard provides real-time, actionable insights into student learning. Faculty, department chairs, deans and campus administrators can track engagement, monitor progress, identify common learning gaps and predict and measure the performance of individual students, courses, programs or custom cohorts.
- Creator: Institutions can create or upload custom content and learning activities to their own Sharpen library. This includes videos, summary slides, interactive quizzes, flashcards, guided practice problems and more – all of which are delivered to students in Sharpen's unique, engaging mobile-native format. Proactive insights from Radar guide faculty and administrators on the content to create or add to help students close learning gaps.
- Playlists: Instructors and administrators can curate content from the institution's Sharpen library to build custom playlists of learning activities to help students improve academic performance. These playlists can be

instantly shared to students' mobile devices.

"Many higher education institutions struggle with more than just student engagement and preparedness – they sometimes lack real-time insights into progress and outcomes as well," said Dr. Dave Duke, Chief Product Officer for Higher Education at McGraw Hill. "Sharpen Advantage delivers a responsible AI framework that empowers faculty and administrators with the tools and insights needed to confidently support their students. By providing visibility into performance and engagement, this solution can drive improved retention and academic success."

McGraw Hill is hosting a webinar to provide deeper insights into responsible AI use in higher education and how institutions can leverage Sharpen Advantage as a campus-wide solution. To register, visit: **mheducation.com/highered/events/live/2025/responsible-ai-for-higher-ed-discover-the-power-of-sharpen-advantage.html**

Introduced in 2022, the Sharpen study app has been downloaded by more than 1 million learners. The Sharpen Advantage enterprise solution is now available for higher education institutions. For more information, visit **mheducation.com/highered/campuswide-solutions/sharpen-advantage** or **click here** to schedule a personalized demo.

McGraw Hill

McGraw Hill (NYSE: MH) is a leading global provider of education solutions for preK-12, higher education and professional learning, supporting the evolving needs of millions of educators and students around the world. We provide trusted, high-quality content and personalized learning experiences that use data, technology and learning science to help students progress towards their goals. Through our commitment to fostering a culture of innovation and belonging, we are dedicated to improving outcomes and access to education for all. We have over 30 offices across North America, Asia, Australia, Europe, the Middle East and South America, and make our learning solutions available in more than 80 languages. Visit us at **mheducation.com** or find us on **Facebook**, **Instagram**, **LinkedIn** or **X**.

Ben Roselieb
McGraw Hill
614-673-3454
ben.roselieb@mheducation.com

Source: McGraw Hill