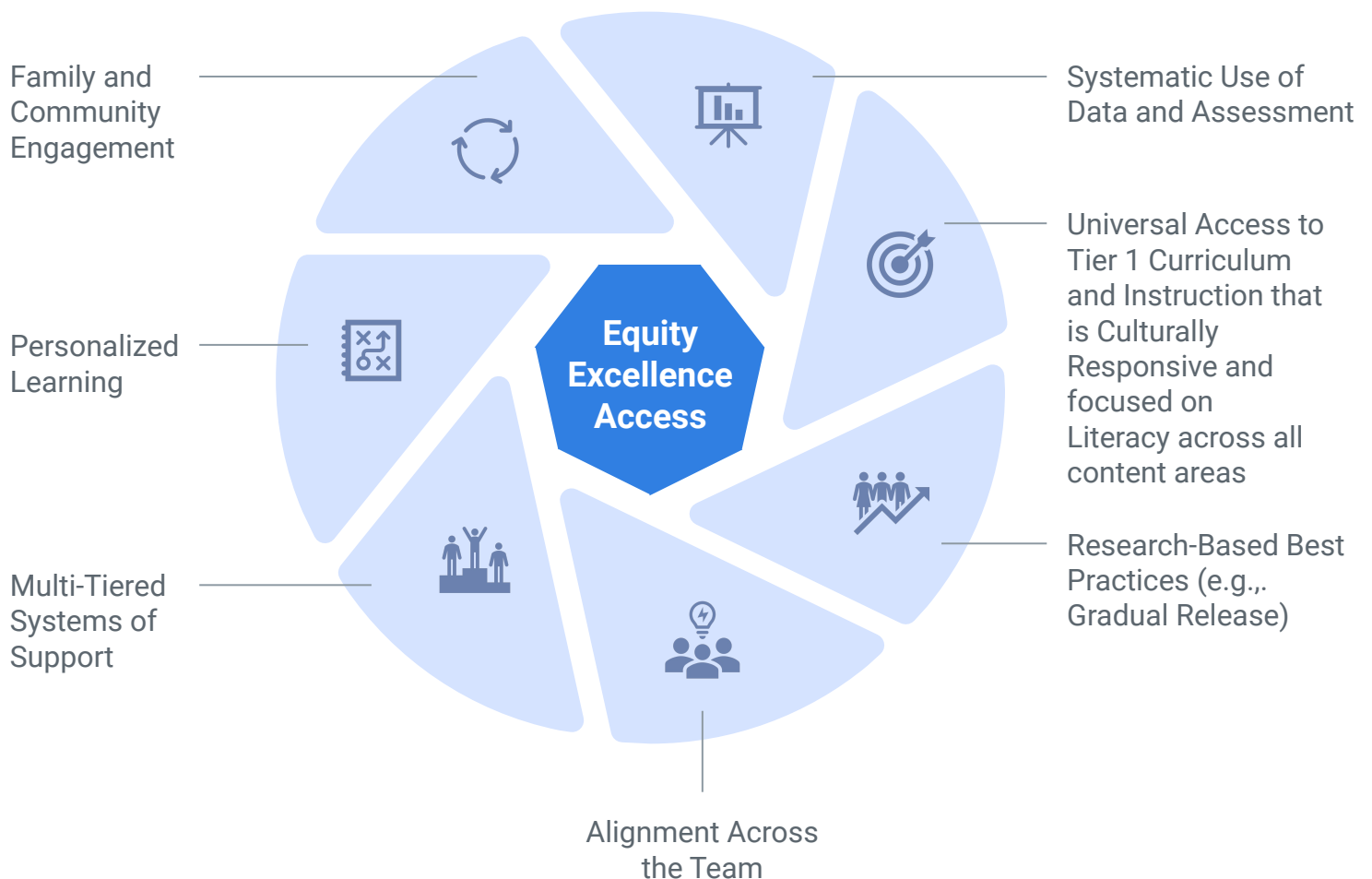DISTRICTWIDE LITERACY FRAMEWORK

ThinkCERCA: Spark Courageous Thinking!

We enable our partners to deliver great instruction every day through our platform, pedagogy, and professional learning. With ThinkCERCA, students develop the ability to consume complex information, think about it critically, and express themselves effectively in four core content areas. Research shows that we help students grow 2+ years in reading per year and 20% in writing within two months.
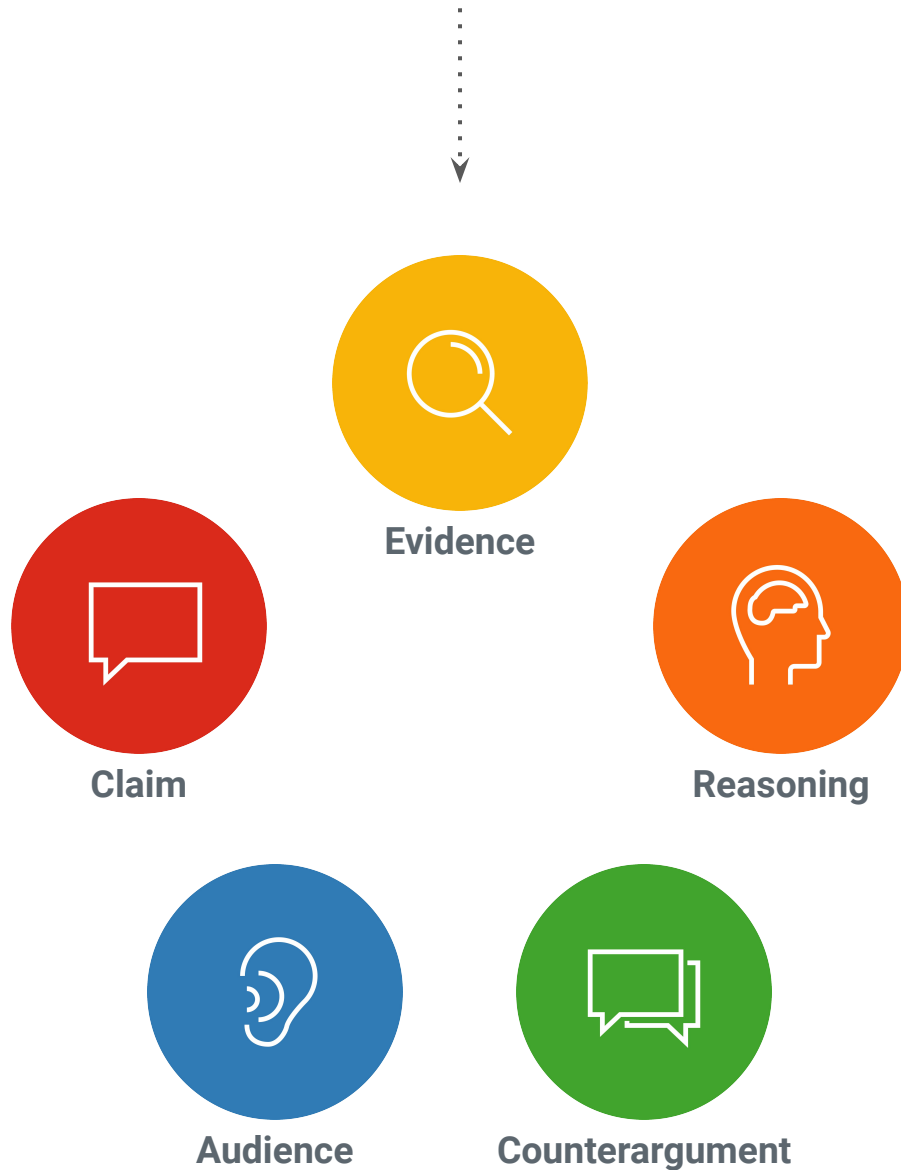
How Will Your Schools Ensure Career and College Readiness for ALL?

Through Great Instruction Every Day!

Equity Excellence Access

Family and Community Engagement

Personalized Learning

Multi-Tiered Systems of Support

Alignment Across the Team

Systematic Use of Data and Assessment

Universal Access to Tier 1 Curriculum and Instruction that is Culturally Responsive and focused on Literacy across all content areas

Research-Based Best Practices (e.g.,. Gradual Release)

The **CERCA** Framework

Evidence

Claim

Reasoning

Audience
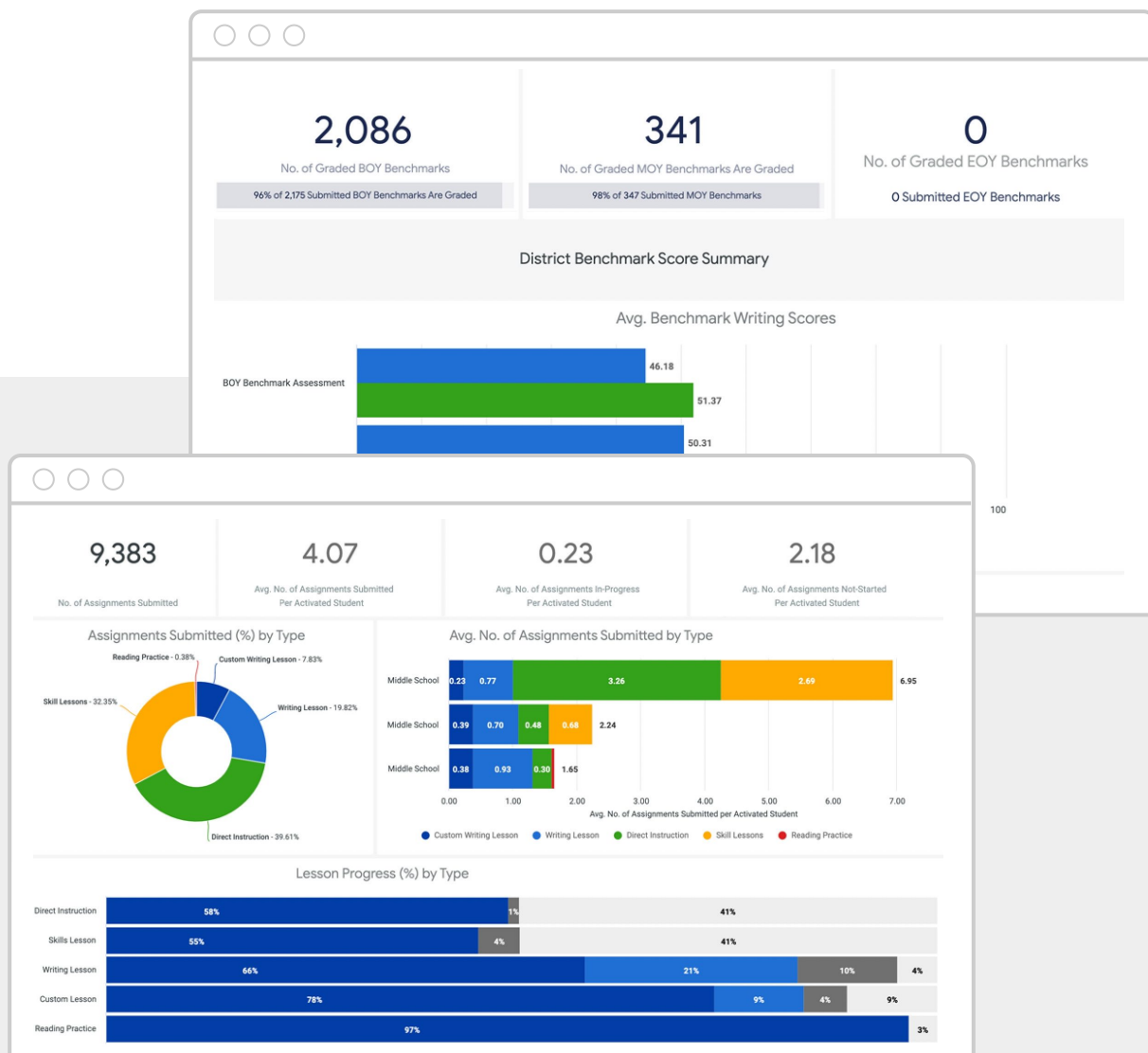
Counterargument

ThinkCERCA helps build school leadership capacity for systematic use of data and assessment.

➔ Enable student literacy data to drive school-level improvement strategies.

➔ Support school leaders in building teams focused on shared objectives and key results (OKRs), while empowering teams to own the activities and initiatives that will help them achieve those results.

➔ Support districts in implementation planning through customized literacy analytics.
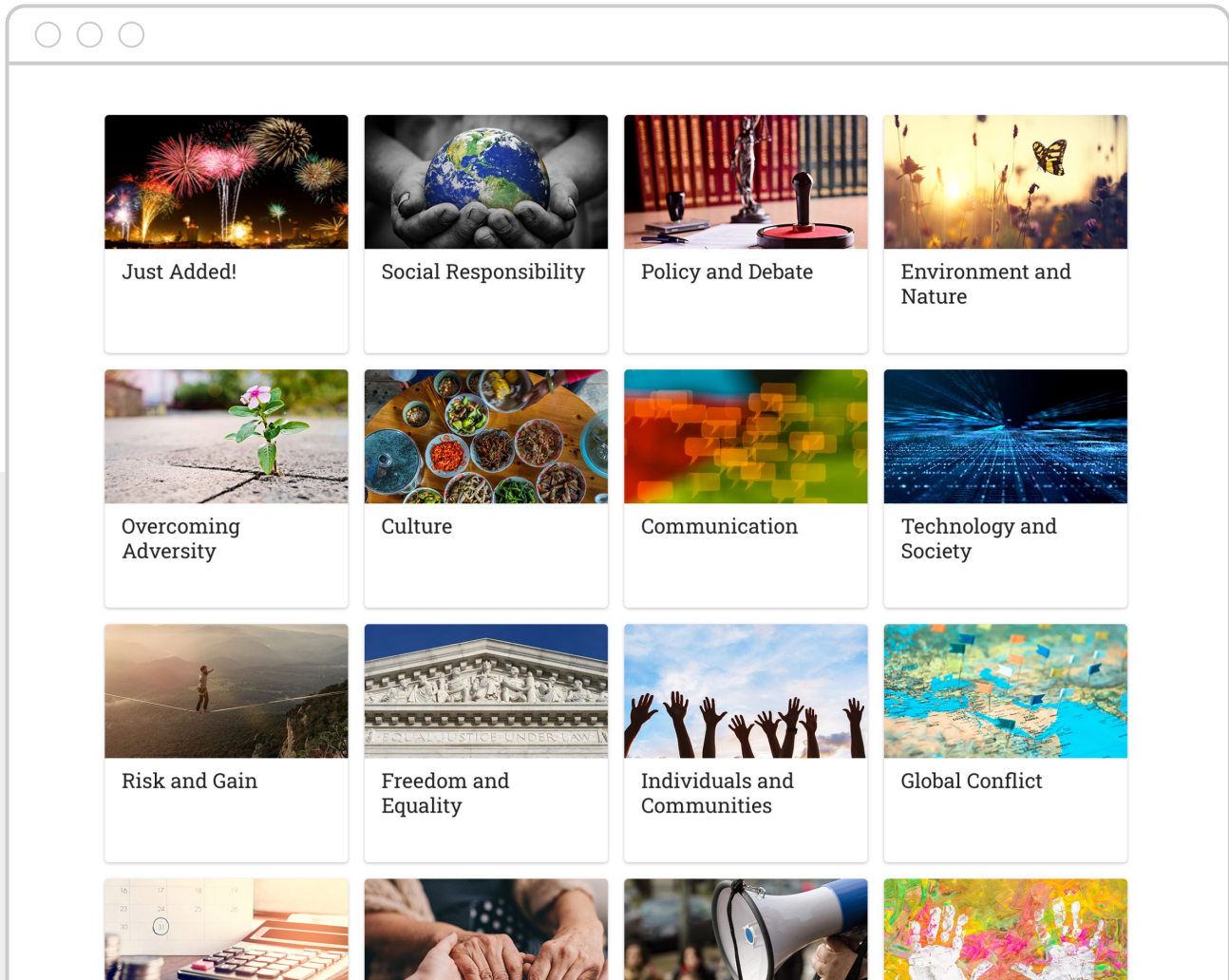
Districtwide Dashboards

ThinkCERCA's Platform provides universal access to rigorous, culturally relevant Tier 1 curriculum.

➔ Standards-aligned close reading and writing instruction for four core content areas for grades 3-12 (ELA, Social Studies, Science, Math.)

➔ Culturally relevant materials, representing the diversity of our global society.

➔ Direct instruction, skills practice, and continuous assessment in literacy.

➔ Customized lesson tools to enable teachers to create materials within our research-based framework.

Relevant and Engaging Content

Just Added!

Social Responsibility

Policy and Debate

Environment and Nature

Overcoming Adversity

Culture

Communication

Technology and Society

Risk and Gain

Freedom and Equality

Individuals and Communities

Global Conflict

ThinkCERCA helps students use writing to **improve learning**, not just prove learning.
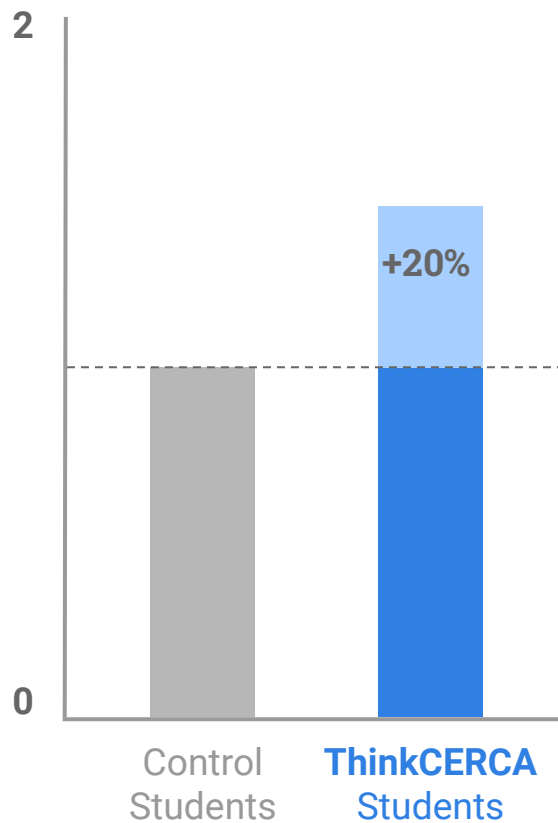
Thinkcerca's pedagogy helps teams implement research-based best practices.

→   Scaffolded, research-based pedagogy for discipline-specific close reading, critical thinking, and writing across genres (argumentative, narrative, informational, and research writing.)

→   Proven results from evidence-based resources to meet ESSA requirements.

20% Gain
in Writing Scores

(in as little as 8 weeks of ThinkCERCA usage)

Rubric Score

2

+20%

0

Control
Students

ThinkCERCA
Students

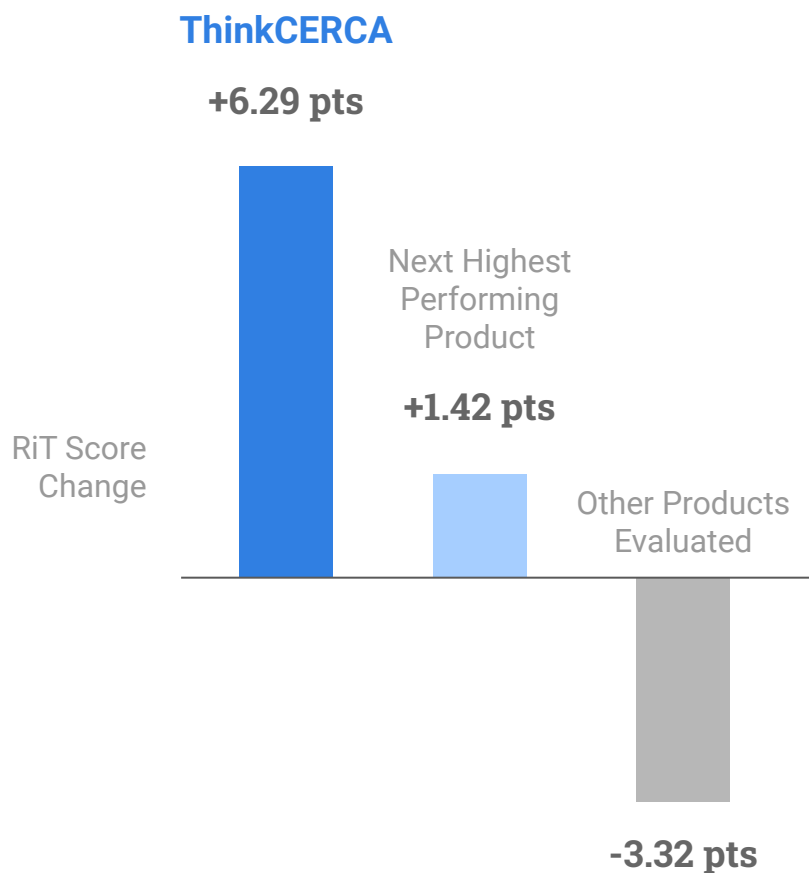**Score Increases
by Writing Aspects**

Conclusion
+24%

Relevance
+24%

Coherence
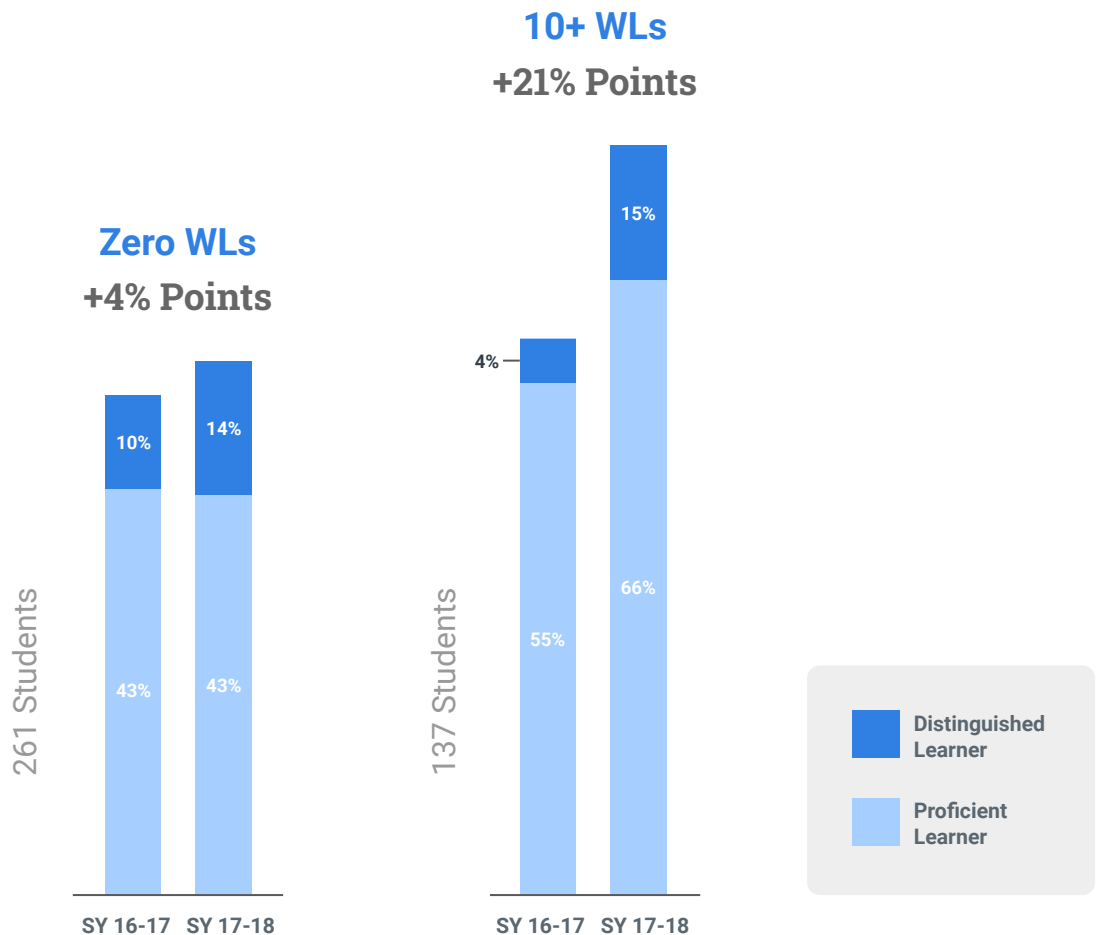+19%

Language
+24%

Conventions
+24%

4x Reading Growth

(compared to the next highest performing product on NWEA MAP)

ThinkCERCA

+6.29 pts

RiT Score Change

Next Highest Performing Product

+1.42 pts

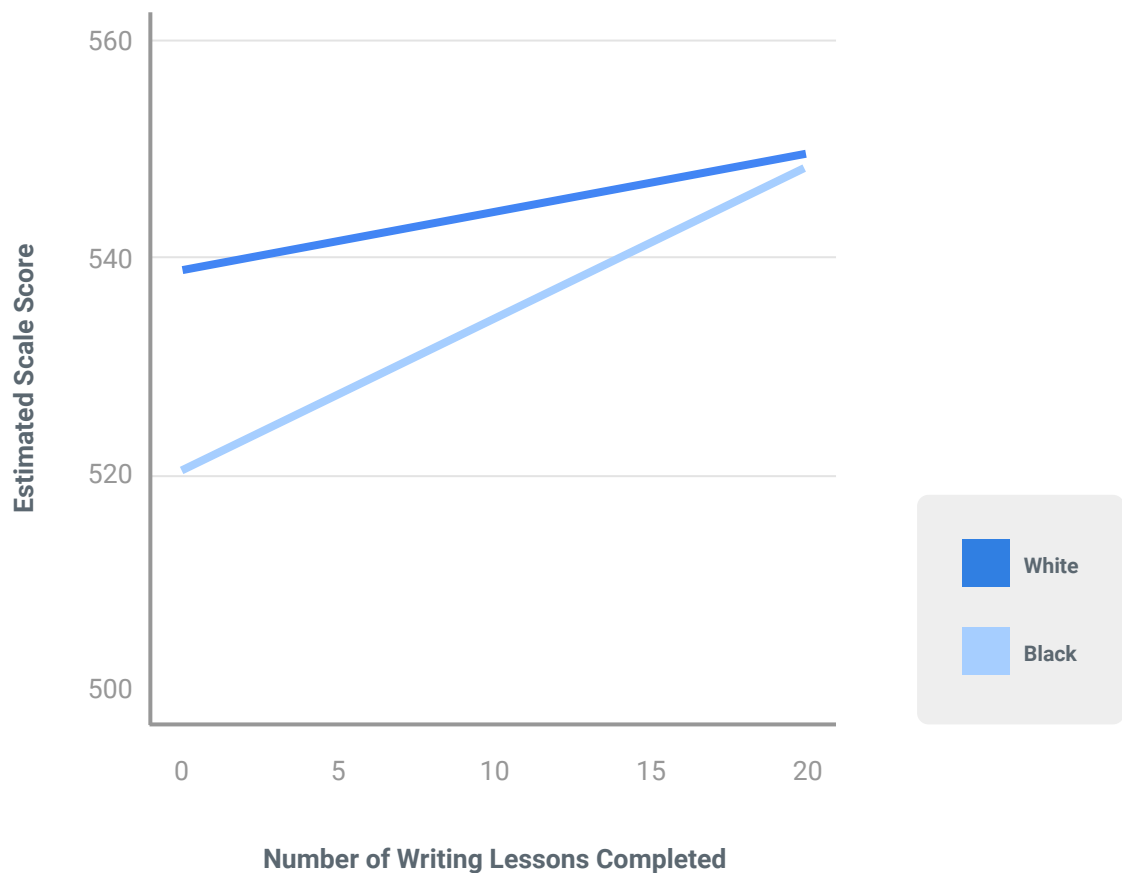Other Products Evaluated

-3.32 pts

10+ Lessons
= Largest Increase in ELA Proficiency

Students who used ThinkCERCA to fidelity saw a substantial increase in Proficient and Distinguished Learner achievement over those who didn't, in one school year.
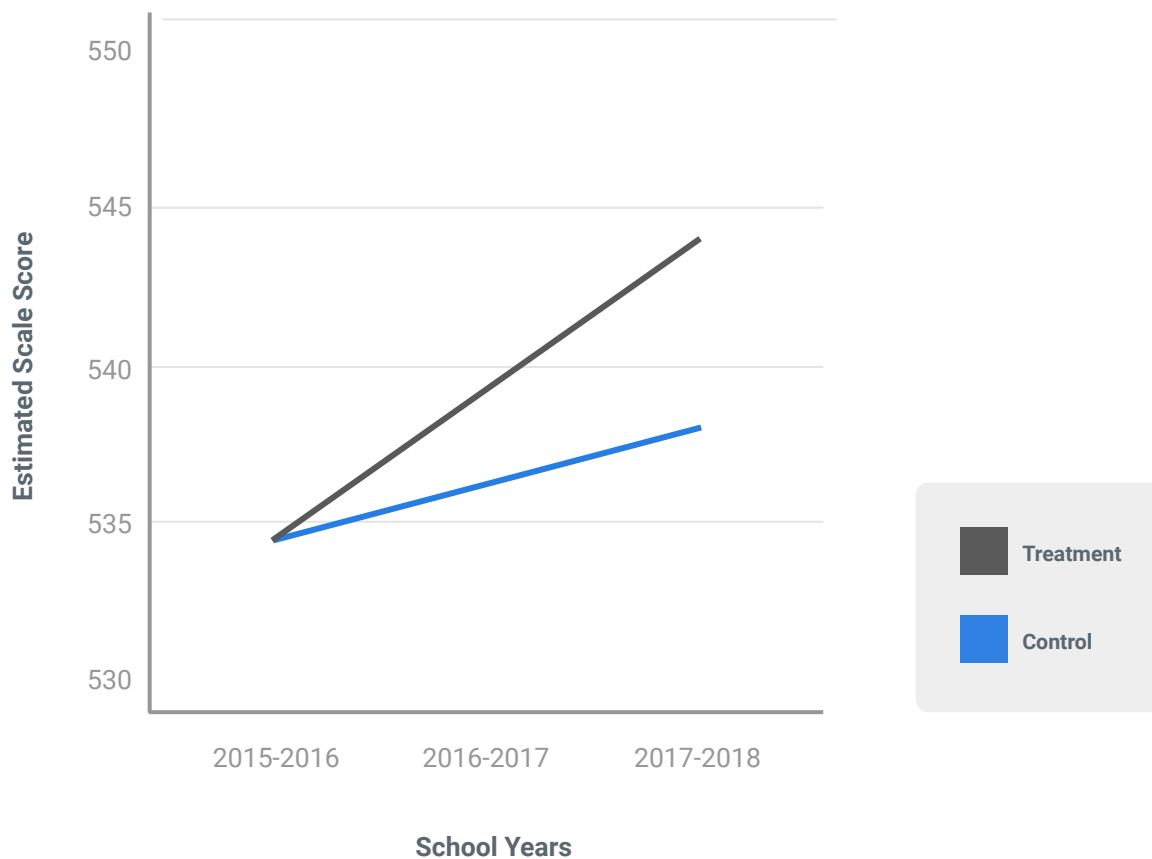
10+ WLs
+21% Points

Zero WLs
+4% Points

15%

4% —

10%   14%

66%

55%

261 Students   137 Students

43%   43%

SY 16-17   SY 17-18   SY 16-17   SY 17-18

■ **Distinguished Learner**

■ **Proficient Learner**

Think CERCA™ + Fayette County Schools

Closing Outcome Gaps
for Black Students

Rate of growth over three years on the state assessment's EOG ELA scale score per count of Writing Lessons completed.

Estimated Scale Score (y-axis: 500, 520, 540, 560)

Number of Writing Lessons Completed (x-axis: 0, 5, 10, 15, 20)

Legend:
- White
- Black

2.6x More Growth
Than Control Group

ThinkCERCA students achieved more than double the ELA growth compared to non-ThinkCERCA students in a three-year period.

Estimated Scale Score (y-axis): 530, 535, 540, 545, 550

School Years (x-axis): 2015-2016, 2016-2017, 2017-2018

Legend:
- Treatment
- Control

Think CERCA™ + Fayette County Schools

Thinkcerca's platform and pedagogy bring alignment across the team

➜ A cross-disciplinary literacy framework and shared platform and analytics allows teachers to share a common language and apples-to-apples literacy achievement data.

➜ Professional learning for teachers to implement disciplinary literacy curriculum and pedagogy easily and effectively.

➜ Customizable analytics to support school and district teams through usage and student performance insights.

Disciplinary Literacy

View CERCA Slides

Grade 7 ▾ **ELA** Social Studies Science Math

Writing Modules by Theme

Social Responsibility	Policy and Debate	Culture

Grade 7 ▾ ELA **Social Studies** Science Math

Writing Modules by Content Area

Civics	European History	Geography

Grade 7 ▾ ELA Social Studies Science **Math**

Writing Modules by Content Area

Geometry	Number Systems	Statistics and Probability

Grade 7 ▾ ELA Social Studies **Science** Math

Writing Modules by Content Area

Earth and Space Science	Life Science	Engineering

Farmington Municipal Schools established itself as one of New Mexico's top performing districts with ThinkCERCA

*"Argumentative writing is one of the hardest types of writing students are going to face," says Lambson. "Our biggest need was creating consistency in the teaching of, interacting with, and understanding of this skill. ThinkCERCA did just that! It provided a **consistent framework**, platform, and multiple opportunities for learning across our entire district."*

Key Takeaways

→   The number of Farmington middle school students considered proficient in ELA, as measured by PARCC, **increased by 13 percentage points in two years**.

→   Students who submitted six or more ThinkCERCA writing lessons saw an **increase of nearly 5 points in their PARCC scores**, while those who submitted 1 to 5 lessons saw only 2.2 points. Those who submitted no lessons saw a decline of 1.2.

→   The researchers found a statistically significant connection between students who received feedback on their writing and an **increase in PARCC writing subtest scores**.

ThinkCERCA Supports Teams in Implementing MTSS

Shared analytics and resources for addressing student needs as a team.

➜ Shared platform and co-teaching tools.

➜ BOY, MOY, and EOY writing benchmark assessments.

➜ Quarterly literacy assessments aligned to college placement exams (ACT/SAT.)

➜ Continuous embedded assessments.

➜ Alignment to CASEL framework and the Learning for Justice standards.
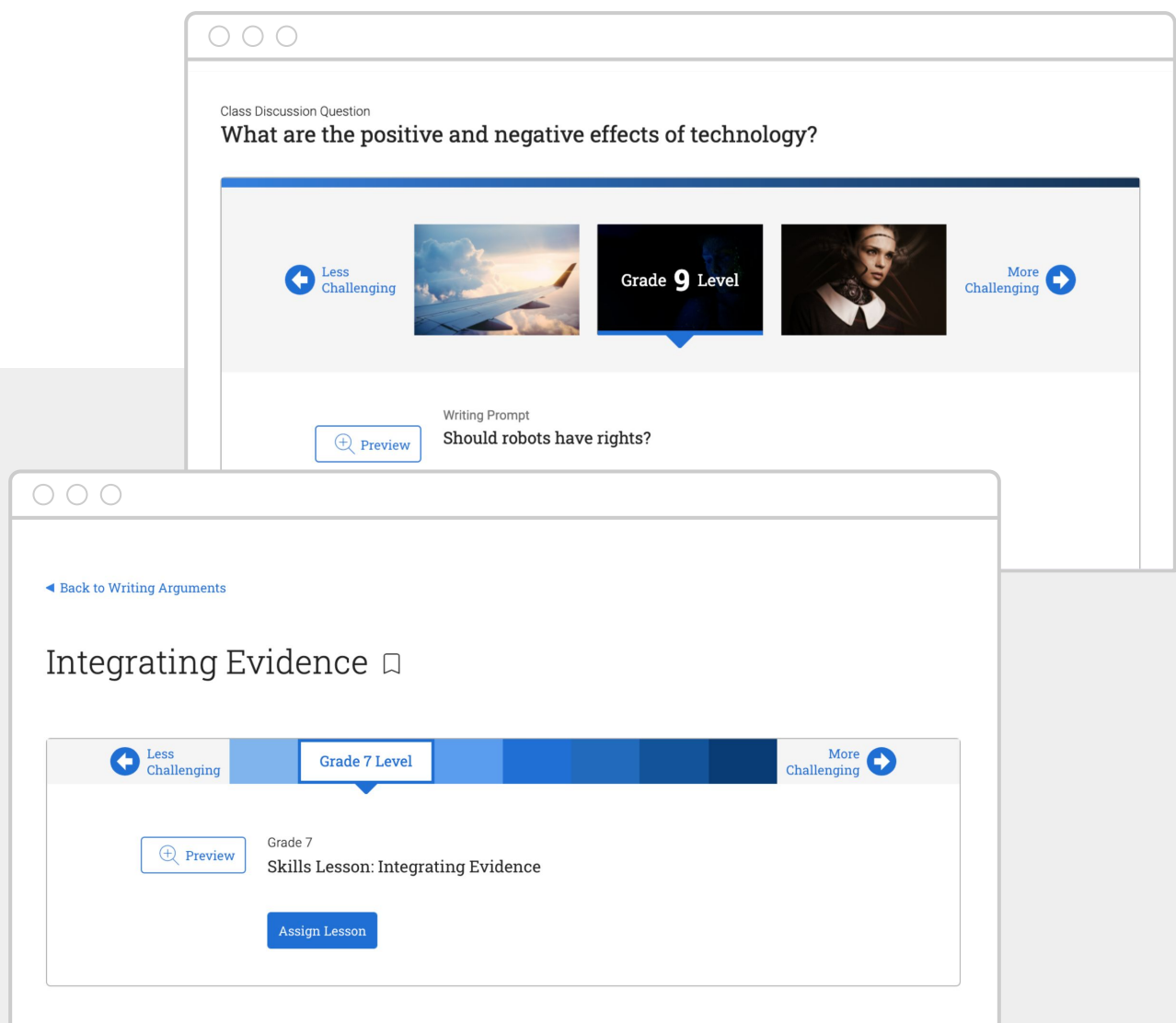
ThinkCERCA Enables Personalized learning

➔ 10 levels of differentiation for all anchor modules.

➔ Self-pacing and technology-enabled self-help.

➔ Targeted skills instruction, practice, and assessment across 10 levels.

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Differentiation In One Click

<div style="border: 1px solid blue;">View CERCA Slides</div>

Class Discussion Question
What are the positive and negative effects of technology?

Less Challenging

Grade **9** Level

More Challenging

Writing Prompt
Should robots have rights?

Preview

◄ Back to Writing Arguments

Integrating Evidence

Less Challenging

Grade 7 Level

More Challenging

Preview

Grade 7
Skills Lesson: Integrating Evidence

Assign Lesson

Family and Community Engagement

➜ A simple common language, platform, and analytics for literacy allows students and families to become part of the literacy team, enabling co-ownership of growth planning.

➜ Readings to address timely and relevant topics.

➜ Supports for discussion, mini-research, and informed community action.

"

"My son used ThinkCerca religiously to help him prepare for his NWEA Reading MAP test. He told me he felt like ThinkCerca was one of the best tools he used to prepare for his MAP tests and thought it was significantly more helpful than the popular "Test Prep" classes that are offered.

I think the one thing he found particularly beneficial is its ability to challenge kids to read and analyze reading passages more critically, especially different types of passages."

~ JoAnn Lulla, Parent

District Playbook: The Why, Where, What, When, and How

- ➜ Stakeholder understanding
- ➜ Stakeholder buy-in
- ➜ Multi-tier leadership opportunities
- ➜ Curriculum alignment
- ➜ Aligned objectives and measurable key results

- ➜ Clear expectations
- ➜ Data leadership
- ➜ Staged rollout across disciplines
- ➜ Cross school sharing
- ➜ Celebration

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Supporting Implementation
Across Schools

Thinkcerca has partnered with district leaders for nearly a decade to successfully implement best practices in literacy. Here is our recommended playbook.

District
Support, measure, and celebrate fidelity.

Schedule professional learning time
Create clear schedules and agreements among faculty for fidelity

School Leader
Create a schedule for lessons to be implemented in ELA or across multiple subjects.

Schedule roles and responsibilities to achieve fidelity
Schedule professional learning time

Literacy Coach
Provide support for collaboration between teachers and ThinkCERCA team (curriculum alignment, personalized PD, modeling of best practices, and learning walks).

Schedule time for curriculum alignment
Provide year-long calendar for ThinkCERCA collaborations, ThinkCERCA PD, and learning walks.

Teachers
Plan for hitting fidelity across teams.

Select favorite lessons, model Writing Lesson steps, develop calendar for integrating lessons through the year
Gradually release autonomy to students, without subtracting peer-to-peer discourse or teacher in-cycle support and feedback

Think CERCA™ **+** WAC Playbook

"

We adopted ThinkCERCA in order to make the implementation of our literacy model easier for teachers. The ThinkCERCA platform ensures that all of our students have the opportunity to engage in close reading with high-quality texts, academic dialogical experiences, and rigorous writing instruction. We have invested in our teacher and leader professional learning about best practices in lesson design and instructional practices in literacy, and ThinkCERCA made it easier to implement those practices to provide our students with more personalized learning experiences.

-Jenni Aberle, Jefferson County Public Schools