

# HISTORY OF SCHOOLWIDE, INC.

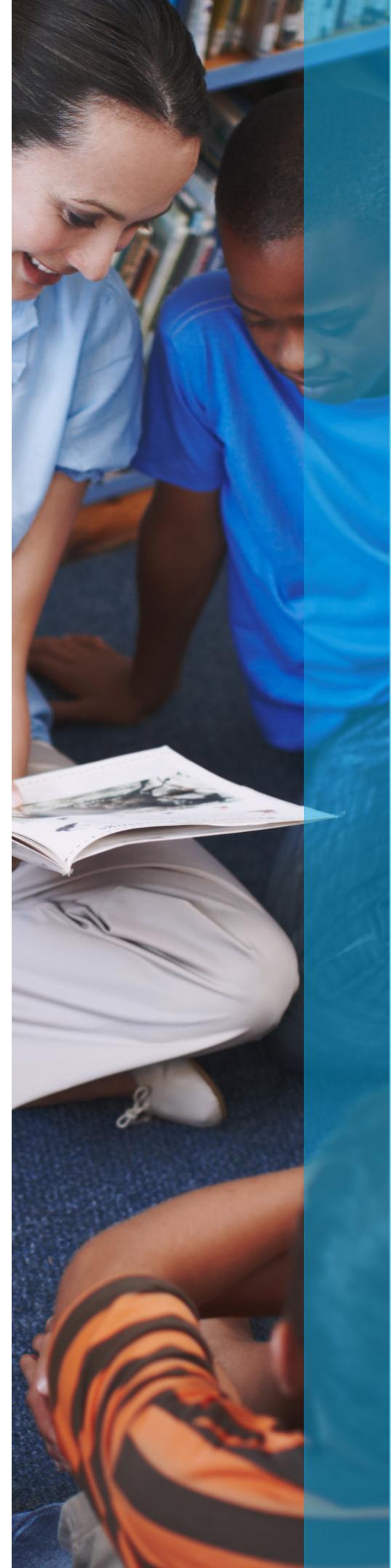
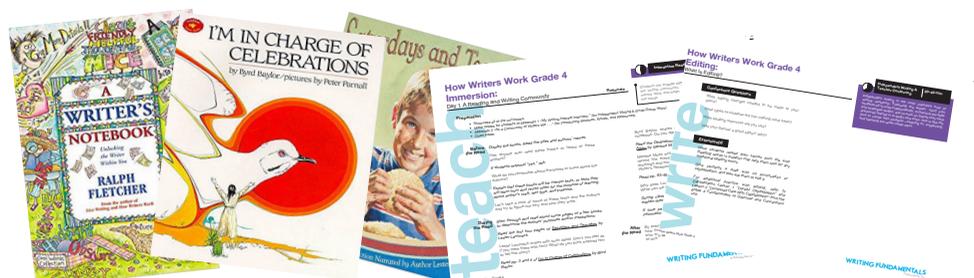
For the first five years of its existence, Schoolwide opened and supplied books to student-run bookstores, selling collections of assorted books called “bargain bundles” for an average price of \$1.00 each.

In 1999, Schoolwide developed and published its first trade book catalog. Leveraging Rory Cohen’s knowledge and expertise in balanced literacy and reading and writing workshops, as well as capitalizing on a growing trend toward the use of authentic literature in classrooms for reading and writing instruction, Schoolwide’s trade book catalog and wholesale book division grew quickly.

In 2000, Schoolwide secured a contract from the New York City Department of Education to supply \$3 million in trade books for a citywide classroom library initiative. In the same year, Schoolwide forged a partnership with the National Center for Education and the Economy, later renamed America’s Choice, Inc., to supply trade books in support of their new reading and writing curriculum for grades K–10.

As the book distribution business grew, so did the requests and inquiries for lesson plans and teaching resources. In 2006, Schoolwide assembled a team of writers, editors, and graphic designers to develop its first proprietary curriculum product, Writing Fundamentals Units of Study for Grades K–5. Released in 2007, the units were immediately adopted by numerous schools and districts, including the New York City Department of Education, Fort Worth ISD, and Omaha Public Schools.

In 2009, Schoolwide expanded its selection of Writing Fundamentals Units of Study to include grades 6–8, and further expanded in 2011 to include Spanish Writing Units of Study for Grades K–5.



Following the release of the Common Core Standards in 2010, Schoolwide continued to bolster the quality and variety of its English Language Arts curriculum products by releasing the Fundamentals of Grammar and Conventions (2011), Reading Fundamentals (2012), and second editions of its Writing Fundamentals Units of Study for Grades K–8, all aligned to the newly released CCSS. Sales of Schoolwide’s Fundamentals products grew 133% from 2012 to 2014, while total overall sales grew 24% in the same timeframe.

In 2016, Schoolwide strengthened its curriculum selection with two more new releases, Guided Reading Collections and Assessment Fundamentals. These two products incorporated robust digital components, including digital versions of texts (eBooks). Assessment Fundamentals included proprietary published leveled texts.

In the fall of 2017, Schoolwide moved into the digital space with its launch of Fundamentals Unlimited, a dynamic digital database inclusive of all of Schoolwide’s Fundamentals teaching resources. Sales of Fundamentals Unlimited have virtually tripled in under 2.5 years, and Schoolwide is planning the release of Fundamentals 2.0 in Spring 2020.

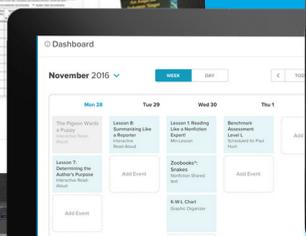
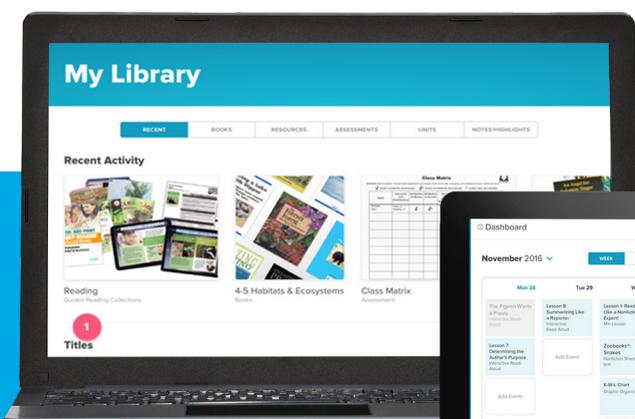
## PRODUCTS AND SERVICES SUMMARY

Schoolwide has developed a powerful suite of proprietary product lines for the K–8 market that support the effective teaching of reading, writing, and grammar.

Schoolwide, Inc. distinguishes itself with the comprehensive nature of its solutions. It offers proprietary research-based and standards-aligned curriculum product lines in both print and digital formats; an extensive trade book catalog of print titles and digital titles from 100+ different publishers; as well as literacy consulting, teacher professional development, coaching, and mentoring services.

Schoolwide’s products are grounded in research-based best practices for reading and writing instruction. Emphasis and focus are on ease of use and effectiveness. Rory Cohen, the lead architect of Schoolwide's products, studied under the tutelage of Lucy Calkins, founder of the Teacher’s College Reading and Writing Project. Schoolwide lessons are built around the Gradual Release of Responsibility Model (Duke and Pearson).

The efficacy of Schoolwide’s approach is illustrated by the attitude of its customers. The company, founded in 1993, has been in the education market for over 25 years. Its research-backed, consistent, and coherent approach to teaching reading and writing has been adopted by the majority of its customers as their core reading or writing program.



## TESTIMONIALS

*As a Bilingual/ESL Curriculum Specialist, I have purchased and used Schoolwide, Inc. products in our school district. The units are aligned to state standards and have well-designed lessons that provide not only multiple ways for teachers to deliver reading and writing instruction but also ideas on how to meet the instructional and linguistic needs of English language learners. They are perfect for Dual Language Programs where students are acquiring literacy skills in both Spanish and English. The units of study include quality mentor texts, which make Schoolwide, Inc. products among the most teacher-friendly products available in the market as they reduce the amount of time it takes to plan and deliver quality lessons. The rubrics and checklists enable teachers to assess and evaluate student progress in multiple ways, providing specific information on skills mastered and those that need re-teaching. I highly recommend Schoolwide, Inc. Reading and Writing Units of Study as part of a balanced literacy program.* ACES ELA CURRICULUM COORDINATOR, CT

*The Professional Development opportunities from Schoolwide have enriched our writing instruction and added clarity, depth, and purpose to our units of study. Pat Pollack, with her incredible knowledge of literacy, has nurtured the individual needs of our teachers as well as the needs of our district as a whole. As a result, many of our teachers have developed a love for teaching writing, and our students have blossomed into excited, eager authors!* DIRECTOR OF ELEMENTARY EDUCATION/TITLE I DIRECTOR, SC

*It is a pleasure to share my experience working with Schoolwide... Our kindergarten through fifth-grade classroom instruction includes interactive read-aloud, literature discussions, shared reading, performance reading, phonics, spelling, word study, independent reading, small-group instruction, oral communication, technological communication, and writing. Schoolwide's Reading Fundamentals was chosen as our resource to support reading workshop in our kindergarten through fifth-grade classrooms. Our school district believes in decision by committee, and after several years of research, professional learning, and a semester of piloting materials, there was a unanimous vote by our literacy committee to select Schoolwide's Reading Fundamentals.* LIBRARY MEDIA & LITERACY COORDINATOR, IL

## TRANSITION TO DIGITAL AND “CUSTOM CURRICULUM”

In Fall 2017, Schoolwide introduced Fundamentals Unlimited, a digital, mobile-friendly platform that provides access to all of Schoolwide's proprietary curriculum products for grades K–8, including over 10,000 lessons, appendices, and assessments, as well as over 1,000 eBooks and digital texts.

The response to Fundamentals Unlimited has been excellent, with sales virtually tripling. Approximately 1,000 unique districts and schools comprising over 50,000 educators are current active users.





Fundamentals Unlimited Users not only have access to Schoolwide’s expansive (and growing) database of units of study, lesson plans, appendices, professional books, and assessments but they also have the ability to customize their use of the resources to support personalized, student-centered learning and differentiated instruction.

In other words, educators can tailor their use of the digital curriculum to meet the needs of each individual class, small groups of students, and even individual students.

**EBOOK INTEGRATION:** In 2018, Schoolwide completed an integration with an eBook reseller that permits users to browse a selection of approximately 2 million eBooks and upon purchase access the eBooks in their Fundamentals Unlimited “Library.”

**ADDITION OF “MY FOLDERS” FUNCTIONALITY:** In 2019, Schoolwide also added an enhancement to Fundamentals Unlimited entitled “My Folders.” Extensive research and customer feedback showed that users wanted a more efficient way to organize and categorize their self-selected resources. The new “My Folders” functionality permits users to create an unlimited number of folders for various purposes (e.g., by subject area or by student) and organize their resources accordingly.

## CURRENT PRODUCTS AND NEW PRODUCT RELEASES

Table of Schoolwide curriculum products, organized by year of introduction:

Product Line Name	Units/Titles	Year Introduced
Writing Fundamentals	87	2007 and revised in 2013
Writing Fundamentals Spanish	23	2011
Fundamentals of Grammar and Conventions	9	2011
Reading Fundamentals	66	2012, first full year in 2013
Guided Reading	5	2016, first full year in 2017
Complete Assessment Solution K–2 and 3–5	2	Spring 2017
Fundamentals Unlimited	All	Fall 2017
What You Need to Know About . . . professional book series	5	Fall 2018
Fundamentals Unlimited 2.0		Spring 2020
Phonics and Foundational Skills		Fall 2020



# UNITS OF STUDY

Schoolwide's core curriculum products—Reading, Writing, and Grammar Fundamentals—are presented as grade-specific units of study. Customers can purchase all units of study from each grade-specific menu, but most choose to purchase between 4 and 6 units of study per classroom and implement the units as their year-long reading and/or writing curriculum. Each unit of study typically takes 4 to 6 weeks to complete. All of Schoolwide's units of study contain the following:

- 5–10 carefully selected, rich, engaging mentor texts (trade books)
- 3–13 short shared texts (e.g., articles, essays, poems, short stories, editorials, book reviews, primary source documents, etc.)
- Unit Introduction
  - ◊ Student outcomes
  - ◊ Instructional beliefs and components
  - ◊ Mentor text summaries
  - ◊ Academic and domain-specific vocabulary
  - ◊ Description of lesson structure(s)
- Unit Overview (Unit at a Glance)
  - ◊ Unit scope and sequence
  - ◊ Lesson rationales and objectives
  - ◊ Specific skills and strategies addressed in each lesson
- Interactive Read-Aloud Lessons (8–10)
  - ◊ Teacher modeling builds content understanding, genre awareness, strategy use, and structure/feature knowledge
  - ◊ Close readings of anchor/mentor texts
  - ◊ Text-dependent analysis, discussion, and questions
- Mini-Lessons (6–12)
  - ◊ Close readings of anchor/mentor texts focused on specific standards-based skills, text features, and structures
- Transition to Independent and Guided Practice
- Conference Questions
  - ◊ Differentiated instruction
  - ◊ Formative assessment
- Lesson Extensions
  - ◊ Response to reading
  - ◊ Homework or home-school connections
- Appendices
  - ◊ Sample anchor charts
  - ◊ Parent letters
  - ◊ Graphic organizers
  - ◊ Assessment tools
- Assessments
  - ◊ Kid-watching tools for formative assessment
  - ◊ Student performance checklist for formative assessment
  - ◊ Summative assessment





## PROFESSIONAL DEVELOPMENT CONSULTING SERVICES

In addition to its curriculum product lines, Schoolwide offers professional development consulting services to schools and districts implementing its curriculum resources. The professional development team is composed of literacy consultants who possess a high level of expertise, commitment, and dedication. With in-depth leadership, teacher support, and research-based strategies, Schoolwide's consultants strive to prepare educators for new literacy initiatives, support them with best practices, and design differentiated, *often multi-year*, Professional Development Plans in response to the individual needs of schools and districts.

Professional development offerings include:

- **On-Site Modeling and Coaching:** These demonstration sessions provide hands-on personal support and take place in classrooms, where consultants model lessons, student conferences, and small-group instruction.
- **On-Site Workshops:** Workshops may focus on launching a specific reading, writing, or grammar Fundamentals unit of study as well as various topics related to literacy instruction, such as guided reading or blended learning.
- **Curriculum Mapping:** Groups of teachers, administrators, and/or literacy coaches work with a consultant to identify and plan a clearly articulated standards-aligned curriculum map that includes units of study and accompanying supplemental resources.
- **Administrator Professional Development with Learning Walks**

## SCHOOLWIDE'S APPROACH TO PRODUCT DEVELOPMENT

For over a decade, Schoolwide has transformed instruction by providing literacy resources and professional development that equip teachers with the skills and confidence needed to become effective and empowered teachers of reading and writing. School districts across the country have partnered with Schoolwide to plan for and enact positive, lasting changes in literacy teaching and learning.





Schoolwide's Content Development Team comprises highly experienced educators—professors, reading specialists, literacy consultants, principals, curriculum leaders, and nationally recognized speakers. They spend time daily in K–8 classrooms throughout the country.

Schoolwide's work with district and school leaders, teachers, parents, and students includes presenting literacy workshops, demo lessons, teacher coaching, curriculum mapping and planning, and collecting and analyzing data (test scores, classroom

observations, teacher and student surveys and conversations, student writing, current curriculum materials, etc.).

Schoolwide's products reflect hands-on, practical work in schools in addition to expert knowledge of existing literacy products and educational research.

### **Developing Standards-Based and Data-Driven Resources**

Schoolwide's literacy resources are informed by, and align to, state and national standards. Schoolwide's content editors and lead writers are literacy experts with a deep understanding and awareness of current English Language Arts standards.

### **Instructional Strategies**

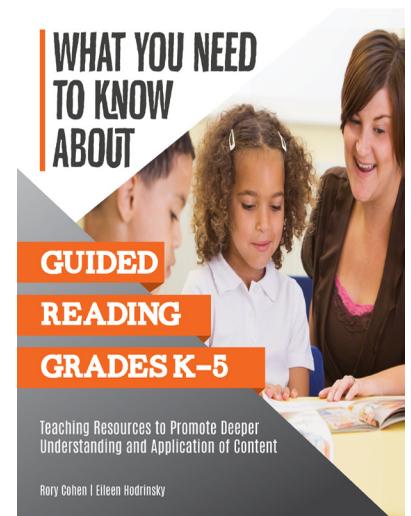
Schoolwide's lessons follow a clear and consistent architecture and models of best practice, including clear expectations, explicit modeling, engaging activities that require complex thinking, multiple exposures, student collaboration, application of knowledge, feedback, and responsive teaching.

### **Selecting Books for Units of Study and Other Resources**

Quality literature inspires and motivates teachers and students. Pairing the right text with each lesson is imperative to ensure that teacher modeling is both engaging and authentic. Schoolwide's book selection involves reviewing a multitude of texts while keeping the reader, the teaching, and the assessment goal in mind. Schoolwide searches for high-quality texts that offer just the right amount of complexity, in order to support students' reading development and build their genre and content knowledge.

### **Assessments**

Providing multiple opportunities and methods for students to demonstrate that they learned what was intended is an essential part of Schoolwide's resources. Schoolwide's team of editors and writers create ongoing formative assessment measures, which teachers use to monitor student learning and provide ongoing feedback that can be used to inform and improve teaching and learning.



## Considering Logistics: Time and Resources

Awareness of the “present reality” in most schools is vital to developing curriculum. Derived from years of experience and ongoing conversations, Schoolwide’s content developers consider such logistical factors as: How much time is typically allocated for reading and writing instruction? Do teachers have sufficient access to quality books in their classroom libraries? Do teachers have the opportunity to differentiate instruction and work with small groups of students?

## Draft-Edit-Design-Revise

Schoolwide follows a rigorous, well-defined five-stage path to creating and finalizing a product:

- Draft of content from writers - to copy editors to edit - to design to lay out
- First Page Pass: from design - to copy editors to edit - to writers for review and revision - to copy editors to edit changes - to design to apply changes
- Second Page Pass: from design - to copy editors to edit - to writers for review and revision - to copy editors to edit changes - to design to apply changes
- Third Page Pass and on: from design - to copy editors to edit - to design to apply changes
- “ALL” Pass (Entire Book): from design - to copy editors to edit - to writers for review and revision - to copy editors to edit changes - to design to apply changes

## Evaluating Effectiveness

After a product is released, Schoolwide continually uses surveys and other evaluation tools to gather feedback and data, which are analyzed and considered in revision and new product development efforts. In addition, Schoolwide’s team of literacy consultants works alongside teachers and students daily, implementing units of study, modeling lessons, and administering reading and writing assessments. Schoolwide’s content development team is in continual communication with our literacy consultants, gathering information, evaluating data and taking time to assess the effectiveness of our solutions. The continual collection of student performance data and evaluation informs a fluid learning process and enables us to make necessary changes.

