



WritingCity[®]

Grow Proficient K-5 Writers

Part of the LearningCity[®] Family of Education Technology Products

Empower Students and Teachers with WritingCity

WritingCity® is a K-5 writing and grammar curriculum that seamlessly aligns with national and state standards and supports highly-respected best practices. Our evidence-based program leads students to success through engaging and effective lessons. With WritingCity, students as early as kindergarten build foundational skills that help them grow into confident and capable writers.

WritingCity curriculum creators know what works for developing proficient writers. Designed by teachers for teachers, WritingCity weaves together renowned instructional models to create teacher-friendly daily lessons. Our award-winning curriculum combines the most effective elements of:

- The 6 Traits Model
- Writer's Workshop
- Bloom's Taxonomy
- Multiple Intelligences
- Marzano's Instructional Strategies
- Cooperative Learning

The complete WritingCity framework includes ready-to-use digital lessons that spiral within and throughout grade levels. Lessons are accompanied by daily instructional videos that can be used with interactive whiteboards, visual projectors, computers, tablets, and more. The quick 5-7 minute clips shorten instructional time so that students get more practice writing, and teachers can conference with students.

Teachers can easily implement WritingCity to help students confidently craft their writing.



Grow Proficient Writers

At WritingCity, we believe every student can become a confident and capable writer. Our program provides you with the right resources to meet the needs of all students in an engaging and effective way.

Motivate Student Writers

WritingCity's writing resources motivate all learners alike.

- Authentic student writing samples inspire even the most reluctant writers.
- With our blended learning Captivator videos, students watch the lesson and then progress through the exercises at their own pace and skill level.
- CaptivationStation, our interactive, online platform, allows students to write and publish their work for teacher feedback.
- Diverse writing prompts challenge students, while freewriting exercises encourage meaningful writing experiences.

Differentiate Student Learning

WritingCity supplies teachers with the tools to differentiate instruction.

- Daily conferencing time is built into lesson plans to help individualize instruction.
- With spiraled lessons, students gradually improve skills and master them when they are developmentally ready.
- Graphic organizers and writing checklists can be customized based on individual student needs.
- Detailed lesson plans include differentiation strategies that make it easy to meet the needs of all students in a mainstream classroom.

Engage English Language Learners (ELLs)

ELLs greatly benefit from WritingCity's resources.

- Visual aids, anchor charts, and the Writer's Workshop model all help set ELL students on a path to becoming successful, confident writers.
- Frequent collaborative learning opportunities, like peer revision and "turn and talk," allow ELL students to learn from native English speakers.
- Daily instructional videos allow 2nd-5th grade students the option to rewatch lessons.

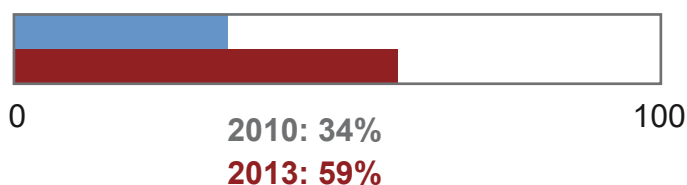


Achieve Strong Writing Results

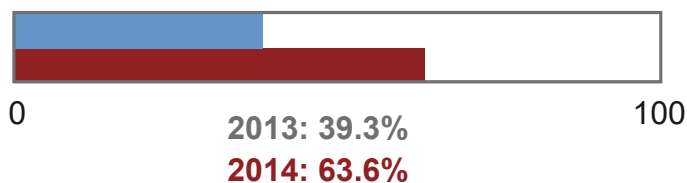
WritingCity equips students with the skills needed to succeed on standardized writing assessments. In fact, K-5 schools using WritingCity have seen a dramatic increase in standardized test scores.

- The percentage of Ostego Public Schools' fourth grade students meeting or exceeding grade level standards increased from 34% in 2010 to 59% in 2013.
- 63.6% of fourth grade students at Chauncey Davis Elementary met standards on their state writing assessment, a 24% growth from the previous year.
- Washington Elementary School saw writing scores double.

Ostego Public Schools, 4th grade

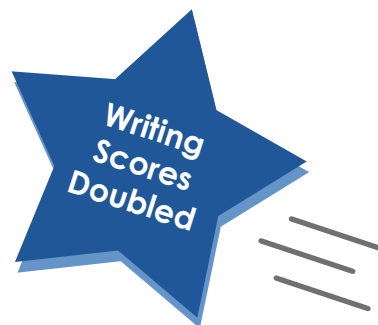


Chauncey Davis Elementary, 4th grade



Strengthen foundational writing skills in all grades to prepare students for writing assessments.

- **Standards-Aligned Curriculum** - Provide students with a writing and grammar curriculum that is aligned to state standards and best practices, like the 6 Traits Model and Writer's Workshop.
- **Formal Writing Assessments** - Measure students' level of success at the end of each instructional unit.
- **Formative Assessments** - Monitor student progress within each unit.
- **Printable Writing Resources** - Download printable graphic organizers and rubrics to guide students through the writing process.
- **Sample Writing Responses** - Use authentic student writing samples to engage students in a revising and editing lesson.
- **Response Writing Lessons** - Give students practice crafting written responses using an organizational structure that is appropriate to the audience and task.
- **Digital Writing Platform** - Engage students in digital writing to prepare them for online writing assessments with CaptivationStation.



Discover Our Digital Resources

With WritingCity, you gain access to digital teaching resources that will revolutionize your writing and grammar instruction.

Engagers

Engagers are interactive whiteboard lessons that meet the demand for quality writing and grammar lessons presented in a way students enjoy. Interactive whiteboard files are available for every K-5 WritingCity lesson. Engagers keep students focused on the lesson, promoting retention and skill mastery. Teacher instructions are embedded into each Engager lesson, ensuring educators have all the support they need when it's time to teach.



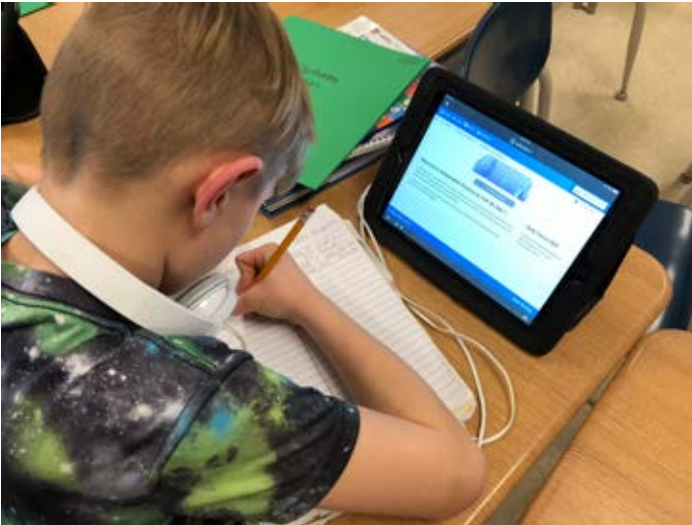
Captivators

Captivators are daily instructional videos for 2nd-5th grade students. These short 5-7 minute videos cover every 2nd-5th grade lesson plan. Captivators significantly shorten instructional time so students can spend more time practicing and teachers can spend more time conferencing with individual students.



Captivate with CaptivationStation

Our online student platform, CaptivationStation, helps classrooms harness the power of blended learning.

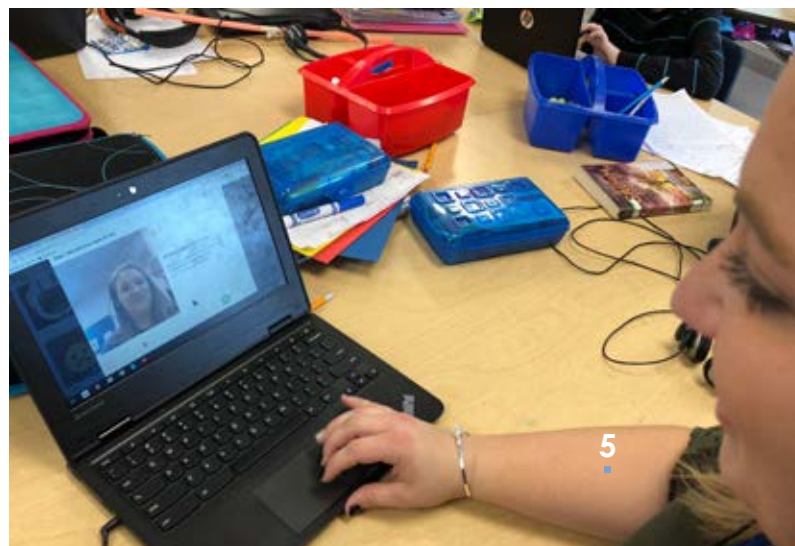


The standards-based writing and grammar platform provides 3rd-5th grade students with everything they need to become stronger writers. With CaptivationStation, **students** can:

- Read and listen to their daily instruction, a multisensory experience that helps all learners.
- View teacher feedback and use it to improve their writing skills.
- Access visual aids for each lesson.
- Practice writing with easy-to-use digital tools, preparing them for online writing assessments.
- Watch daily, standards-based instructional videos called Captivators.
- Control their own pace by accessing Captivators and writing prompts at any time.

CaptivationStation also provides teachers with the tools to build confident and capable writers. With CaptivationStation, **teachers** can:

- Decide whether Captivators are viewed in whole group, small group, or individually.
- Use our online lessons with whatever technology they have available in their classroom.
- Spend more time in individual and small group conferences, while students independently receive their instruction through the Captivator videos and engage in online writing practice.
- Monitor student progress and data through a single dashboard, which offers an easier way for teachers to personalize and differentiate instruction.
- Collect and share student writing and progress data with administrators and parents, making it easy to measure and evaluate outcomes.
- Flip their classroom by assigning Captivators as homework so students come ready to write.
- Create assignments that facilitate cross-curricular writing.



Print Your Resources

Along with technological teaching tools, WritingCity provides printable resources to enhance your writing and grammar lessons.

All online WritingCity lesson plans are available for printing, as well as other teacher materials, such as:

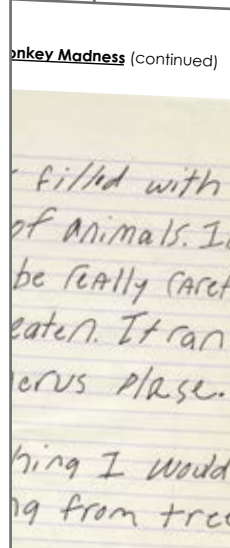
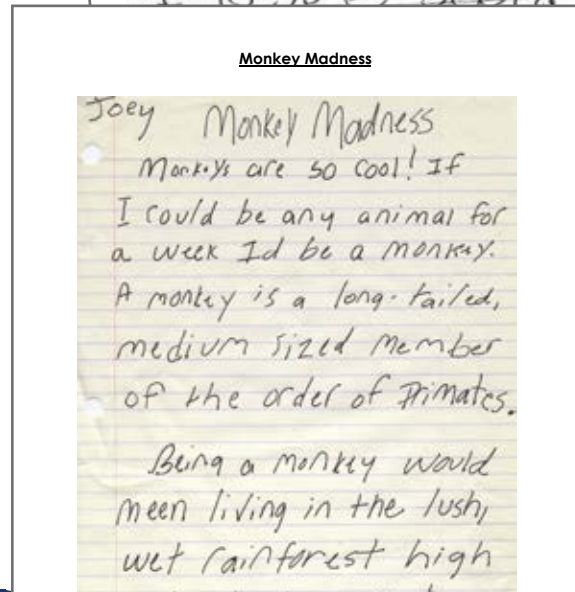
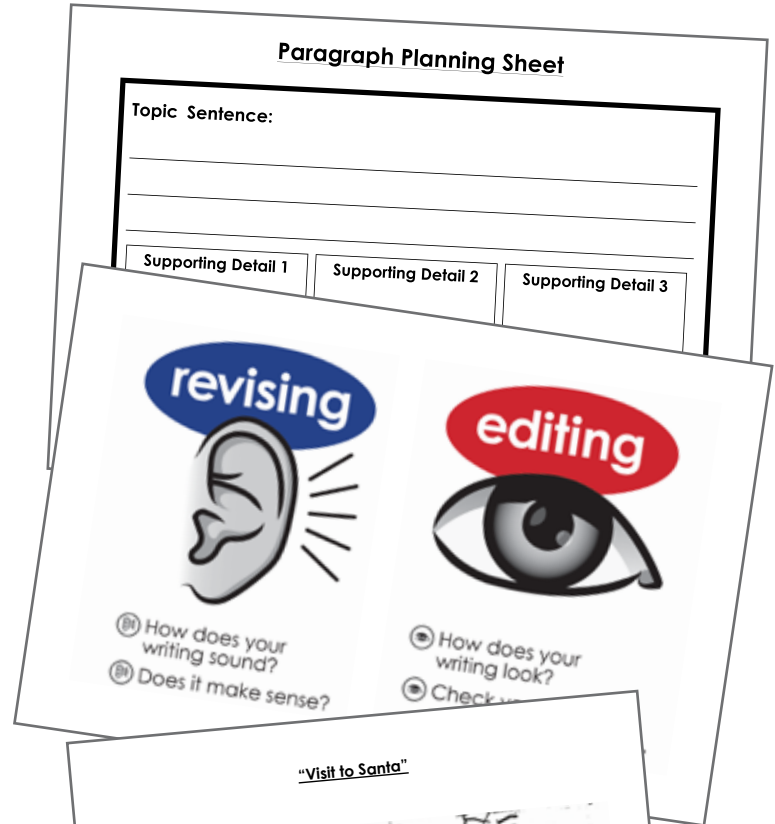
- Curriculum Pacing Guides
- Conferencing Documents
- Standards Correlation Charts
- Grammar Guides

WritingCity also offers printable student resources like:

- **Student-friendly writing rubrics** that set students up for success on their writing assignments.
- **Graphic organizers** that help students collect their ideas when writing narrative, informative, or persuasive pieces.
- **Student writing checklists** that allow students to revise and edit independently.
- **Authentic student samples** that demonstrate varying writing levels and inspire students to improve.

All teacher and student resources are not only printable, but projectable.

As an add-on purchase, WritingCity organizes printed materials into traditional print binders.



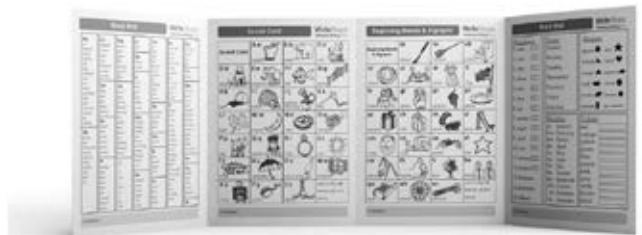
Teach with Our Success Kit

The WritingCity Classroom Success Kit includes instructional materials that complement our writing and grammar curriculum. A main component of the kit is the Privacy Folder™, a tri-fold study carrel that decreases distractions and includes resources to help students work independently.

Success kits are available as an add-on purchase either as a lower elementary grade-level kit or upper elementary grade-level kit.

The **Lower Elementary Kit** contains:

- **Grade Level Posters** - Posters display writing concepts in a student-friendly way, with vibrant visuals and grade-appropriate language.
- **Student Privacy Folders** - Folders feature high-frequency words, beginning blends, digraphs, and number and color words to help with spelling.
- **Sound Cards** - Cards help students identify letters and sounds. Only available for Kindergarten.



The **Upper Elementary Kit** contains:

- **Grade Level Posters** - Posters display writing concepts in a student-friendly way, with vibrant visuals and grade-appropriate language.
- **Student Privacy Folders** - Folders feature high-frequency words, transitional words and phrases, and a 5 senses word bank to strengthen word choice.



Access Professional Development

At WritingCity, we believe that a well-supported teacher is more likely to develop new practices and sustain them over time. That's why we make professional development (PD) a top priority. We offer a variety of PD options including:

- Grade level coaching
- Large group, topic-specific PD
- Virtual PD
- PD On-Demand videos

Our Educational Leadership Specialists are here to familiarize you with the ins and outs of WritingCity. We offer PD sessions including *Getting Started with WritingCity*, *WritingCity and Writer's Workshop*, and *Conferencing: Strategies and Success*.



Meet Karly Foster, M.Ed., one of our Educational Leadership Specialists. Like all members of our team, Karly is a veteran teacher, who knows how to deliver the training your teachers need.

Get PD On-Demand

PD On-Demand is a set of videos that you can view individually, during a PLC, staff meeting, or PD Day. Once purchased, the videos are yours to keep forever. PD On-Demand video topics include:

- Lesson Plan Walk Through
- Formative Assessment
- Blending the Writer's Workshop

Customize Your PD

In addition to the PD topics listed, we are always willing to "custom build" a PD session that fits your exact needs. We can design opportunities for in-depth, on-site professional learning experiences that:

- Address specific needs
- Provide an opportunity for teachers to interact with our Educational Leadership Specialists at length and over time
- Allow our specialists to observe, provide feedback, and create a plan for continued professional learning



**Request a
free trial for your
school or district.**

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