



One Platform, One Team: Measure, Manage, and Improve Literacy Growth Across Disciplines

ThinkCERCA's Core English Language Arts and Reading ELAR Curriculum

ThinkCERCA's Core ELAR for grades 6-12 enables students and teachers through the best of both print and online experiences. Available for low-tech, blended, and personalized learning environments, ThinkCERCA's curriculum provides 7 research-based units with engaging instruction and robust support for reading, writing, listening and speaking, vocabulary, grammar, and language instruction for all learners.

ThinkCERCA's award-winning platform and research-based pedagogy have been driving industry-leading student outcomes since 2013. Since 2022, ThinkCERCA has also been recognized in global competitions for its AI-enabled personalized feedback for writing.

With student engagement and teacher ease of use at the center, ThinkCERCA's curriculum is designed to help students develop the skills to consume complex information, think about it critically, and express their own points of view effectively.

The integrated approach to literacy instruction is embedded in relevant and engaging texts from the highest quality publishers representing a diverse range of classic and contemporary authors across genres and mediums. Each unit offers unique opportunities to explore essential questions and demonstrate learning, providing support for the needs of diverse learners, striving readers, multilingual English language learners, and gifted and talented students. Throughout the curriculum, students have many opportunities to collaborate with peers and use writing to improve their learning, not just prove their learning.

ThinkCERCA's Approach to Design

Rooted in [cognitive science](#) and decades of research and practice, we continuously optimize our proven pedagogy and validate our work with impact data. By prototyping everything to ensure the user experience of the platform is easy, engaging, and aligned with our design principles:

- **We design for humanity** because every classroom has a diverse group of learners.
- **We amplify the instructional core** by motivating active student engagement with an ambitious curriculum and by increasing the knowledge and skills teachers bring to facilitate learning.
- **We enable access** by promoting pre-teaching, scaffolding, and technology-enablement over reteaching so all students can engage in the best, first instruction.



- **We create coherent, human-centered experiences** focused on rigorous, critical thinking, deeper learning, and chatty, happy classrooms.

ThinkCERCA Overview

→ Core Curriculum (7 Units)

- Designed around an essential question
- Integrated student goal-setting and theme exploration in the unit opening
- Direct instruction and anchor text selections with integrated literacy skills practice (reading comprehension, analysis, evidence-based writing, listening and speaking, grammar, and vocabulary)
- A gradual release to independent reading across multimodal text sets (multimedia and mixed genre text sets)
- Integrated formative assessment
- Formal listening and speaking instruction and assessment
- Portfolio-based culminating writing tasks
- Unit reading assessments
- Volume reading recommendations and protocols

→ Comprehensive Teacher Guidance

- Request samples of ThinkCERCA's print materials. (<https://info.thinkcerca.com/core>)

→ Award-winning Lesson Design

- Request a demo account for your district. (<https://info.thinkcerca.com/core>)

→ ThinkCERCA's pedagogy and curriculum consistently deliver results across 6-12 in reading and writing, providing both Tier 2 and Tier 3 levels of ESSA evidence (Visit <http://thinkcerca.com/results>)

- In a study of 100+ schools, researchers at Atlantic Research Partners concluded that students outperformed their peers nationally on the NWEA MAP test. Middle schoolers who used ThinkCERCA achieved 2 to 2.5 grade levels of reading growth for the academic year 2014-15. [Read the Study](#)
- In a controlled study by SRI, researchers found a statistically significant impact on writing seen as early as 8 weeks of implementation. [Read the Study](#)



- An independent study of 26 ed-tech products showed ThinkCERCA helped students achieve an extra year's worth of growth in one school year, representing 4X more growth than the second-highest-performing product. [Read the Study](#)
- In a study conducted by the College Board on ThinkCERCA's AP Language and Composition courseware, researchers found meaningful and significant results. On the EBRW section of the PSAT, students in the ThinkCERCA condition achieved an AP Potential score of 52% (i.e., the probability of scoring ≥ 3 on the AP Exam) versus 32% probability. The pilot user group had a 95.5% net promoter score of the ThinkCERCA product. (Data provided by the College Board and presented at the 2024 APAC)
- Additional [Case Studies](#) are also available.

→ **Comprehensive Literacy Platform (included in Core Curriculum offering)**

- A common language, approach, platform, and analytics to enable collaboration
- Core ELAR Curriculum 6-12
- Literacy curriculum from grades 3-12 across English, Social Studies, Science, and Math with a strong focus on deeper learning and writing
- AI-enabled reading accessibility for diverse learners including leveled support for multilingual/English language learners
- Secondary Foundational Reading and Linguistics courseware
- Tier 2 and Tier 3 interventions
- AP curriculum developed with the College Board
- Custom Lesson creation and sharing tools
- Benchmark Writing Assessments (with professional scoring available)
- ACT and SAT Quarterly Practice Assessments
- A growing library of longer works and micro courses developed upon request by our partners

→ **AI-Enabled Platform to Manage, Measure, and Improve literacy outcomes as a team.**

- Research-based and proven close reading and writing process
- Robust, teamwide analytics and reporting capabilities



- Adjustable text display (font, color, size, spacing)
- Part of speech and syllabication
- All texts, including those added to the platform, are available in 122 languages
- Audio support and translanguaging
- Focus mode for students with diverse learning needs, including dyslexia and ADHD
- Glossary and picture dictionary
- AI-enabled formative and summative writing feedback
- Custom lesson creation and sharing