



GRADES 4-12

# Spark Courageous Thinking

**PERSONALIZED LITERACY PLATFORM**

One solution for teaching literacy across subjects.



#### OUR PURPOSE

# Critical thinking is the catalyst for change.

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With technology driving dramatic shifts away from low- and medium-skilled jobs, now more than ever, students need critical thinking skills.

When students realize the power of 21st-century skills, everything is possible. Learners come to see that ideas are beautiful, and useful, and robust, and really fun.

Critical thinking is a powerful tool that makes them better communicators, prepares them for the real world, and gives them the confidence to do and be anything they want.

But it takes courage to express your thoughts. And that's why we're here: to spark courageous thinking in everyone. Because it's not just about individuals grasping the power of their own minds. For society to function effectively, we need everyone to think critically.



## OUR APPROACH

# Impactful instruction cannot rely on technology alone.

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But in order for students to develop the critical thinking skills needed for 21st-century success, their learning has to go beyond rote practice.

Through our platform, pedagogy, and professional learning services, ThinkCERCA helps teachers facilitate the necessary instructional shifts to quickly improve learning where it matters most.



## PLATFORM

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Robust technology for easily personalizing instruction.

## PEDAGOGY

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Research-based approach for teaching literacy across subjects.



## PROFESSIONAL LEARNING

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Professional development at all levels of the organization.

## WHAT WE PROVIDE

# Achieve 2 years of reading growth.



ThinkCERCA was designed to equip students with the critical thinking skills needed to meet today's career- and college-readiness standards.

## STANDARDS-ALIGNED CURRICULUM

Designed by master teachers and nationally recognized literacy experts, ThinkCERCA is built upon proven methods for developing students' language and literacy skills. Our standards-aligned curriculum helps students hone their 21st-century skills to meet the demands of new state standards.



## KEY LITERACY SKILLS & CONCEPTS

Through direct instruction and self-guided lessons, students are introduced to and practice the underlying skills needed to master literacy. These lessons cover key concepts and vocabulary related to oral language, reading comprehension, organizational structures, argumentation, and more.



## RIGOROUS INSTRUCTION

Our lessons—centered around engaging topics like personal identity, family and relationships, and catalysts for change—walk students through the process of analyzing content-rich texts and multimedia to construct cohesive argumentative, informational, or narrative writings across subjects.

## THE CERCA FRAMEWORK

# A research-based approach for reading, writing, and thinking.

At the heart of ThinkCERCA is a research-based framework for teaching students how to read, write, and think critically across subjects.

For students to be prepared for the world ahead, they need to be willing, ready, and able to make **Claims**, support their claims with **Evidence**, explain their **Reasoning** clearly, address **Counterarguments**, and use language appropriate for their **Audience**. We call this a CERCA.

The clarity and organization of CERCA helps teachers make the instructional shift of bringing literacy instruction into their everyday practice. When students, teachers, and administrators use the same words and framework to discuss literacy, everyone can collaborate on the process with ease.

In fact, studies show that as students strengthen their CERCA skills, they can achieve an average of two years of growth in a single school year.

### THE FRAMEWORK



#### CLAIM

What are you trying to prove in your argument?



#### EVIDENCE

What do you have from the text to support your claim?



#### REASONING

How do you link your evidence to your claim?



#### COUNTERARGUMENT

What are some opposing positions to your claim?



#### AUDIENCE

To whom are you speaking? How are they listening?



## PRODUCT FEATURES

# Amplify your team's approach to personalized literacy instruction.

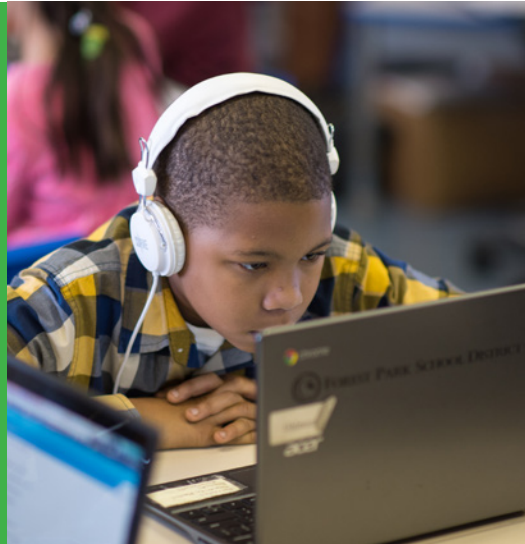


## INSTRUCTIONAL SUPPORT

- Baseline writing and leveling assessments
- Paperless grading
- Standards-aligned grading rubrics

## CLOSE READING

- Highlighting and annotating
- Audio support
- Embedded vocabulary supports



## COLLABORATION

- High-interest, engaging topics
- Debatable writing prompts
- Speaking and listening activities



## WRITING

- Argumentative, informational, and narrative essay writing
- Interactive graphic organizer
- Writing scaffolds and sentence stems



## DIFFERENTIATION

- Leveled texts for grades 3-12
- Built-in differentiation tools for auto-assigning lessons
- ELD resources and supports



“ThinkCERCA helps us to differentiate for students in the classroom on their [readiness] level, but still be working on the same standard. That’s pretty rich. I strongly feel that if we do well with our literacy skills, all our content performance will increase.”

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**DR. JOSEPH C. BARROW**

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### **Get in Touch!**

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