

Partnership for Early Adopters



Let Learning Take Flight



Based on over 20 years of research from the pioneers of adaptive learning at Stanford University.



REDBIRD
LANGUAGE ARTS & WRITING

Redbird Language Arts & Writing is an adaptive solution to personalize instruction, accelerate learning, and empower every student to soar.

Developed by Stanford University and supported by an on-going collaboration with Stanford researchers, Redbird Language Arts & Writing combines a proven blend of instruction, interactive practice, and innovative writing analysis technology that allows students to work towards mastery of language arts concepts, and to build strong foundational writing skills.

Leveraging Adaptive and Personalized Technology



Complements core ELA instruction



Meets each learner at their specific point in the learning continuum



Provides error-specific feedback on sentence and paragraph compositions



Empowers educators with data-driven insights into student understanding

Why Redbird Language Arts & Writing Works

Instruction is Personalized

- Initial Course Placement Activity starts each student at the level of content they are ready to learn.
- Instruction incorporates multiple modalities of learning and varied ways to interact with the content, enriching and deepening learning for students.
- Practice question and composition sets expand or contract based on demonstrated proficiency.
- Learning pathways adjust automatically to offer instant remediation or advancement ensuring students are challenged with the right level of material and working in their zone of proximal development.

Learning is Accelerated

- Immediate, error-specific feedback on sentence and paragraph compositions keeps students actively engaged, writing more, and continuously improving.
- With more than 17,000 language arts practice questions and composition opportunities, *Redbird* delivers precisely what each individual student needs to achieve proficiency—no more, no less.
- Writing Projects with a real-world focus help students synthesize what they've learned into rich writing experiences.
- Skill-building games strengthen understanding and encourage learning.

Students and Teachers Are Empowered

The adaptive motion and personalization within *Redbird Language Arts & Writing* will

- Empower teachers to engage in the art of teaching with support from data-driven insights into student understanding.
- Create student agency, empowering students to see their progress and be in charge of their own learning.
- Allow every student the opportunity to accelerate learning, no matter what point of the learning continuum they are on.



UNDERSTAND

Concise, powerful instruction on Language Arts concepts



APPLY

Adaptive, rigorous practice of Language Arts concepts.

Application of Language Arts concepts through original sentence and paragraph composition, including instant analysis and error-specific feedback.



CREATE

Showcase student writing abilities through individual writing projects that follow the writing process and focus on real-world topics that will help draw connections to what students read and experience.

The *Redbird Language Arts & Writing* Partnership for Early Adopters

McGraw-Hill Education desires to establish a partnership for early adopters of *Redbird Language Arts & Writing*.

This personalized learning program will:

- Engage all students in opportunities to learn and master the mechanics of written language.
- Narrow the language arts and writing achievement gap.
- Provide students necessary writing and language arts skills they need to be successful in high school.



BENEFITS TO OUR PARTNERS FOR ADOPTING EARLY

- Special introductory pricing includes student licenses, teacher licenses, and professional development
- The opportunity to contribute your perspective and insight on product development, design and updates
- A Customized Implementation Plan to support your implementation and usage

Limited Time Offer

We value this occasion to enrich our relationships with our partners by offering a unique opportunity for early adopters of this new and innovative program. The *Redbird Language Arts & Writing Partnership for Early Adopters* will only be available for customers purchasing during the 2017-2018 school year.

