



And pre-K & Adult Ed!

## K-12 NARRATIVE, CREATIVE, & EXPOSITORY WRITING CURRICULA

ALL STUDENTS

ALL GRADES

ALL LEARNING LEVELS

Robust & Flexible, Project-Based, Literacy-Building, and SEL Programs including the inspiring & Academic Art of Storybook Authoring

- RESEARCH-BASED
- STANDARDS-ALIGNED
- SUPPLEMENTAL OR SOLE CURRICULA
- ENGLISH LANGUAGE ARTS FOR ALL
- ENGLISH LEARNERS AT ALL LEVELS
- ENGLISH LANGUAGE DEVELOPMENT
- ACCELERATED LANGUAGE ACQUISITION
- DUAL LANGUAGE IMMERSION
- HIGH-QUALITY MATERIALS & RESOURCES
- SCRIPTED, PRINTED & DIGITAL TEACHER GUIDES
- INNOVATIVE LITERACY APPROACHES
- GRAPHIC ORGANIZERS & WORD BANKS
- SOCIAL-EMOTIONAL LEARNING
- ASSESSMENT RUBRICS
- PROFESSIONAL DEVELOPMENT

Exceptional Programs For Multilingual Learners

NEWCOMER      EMERGING  
EXPANDING      BRIDGING

\*\*From Writing To Reclassification\*\*

(SEE SAMPLE DATA on Page 5)

"EVERY PICTURE TELLS THEIR STORIES!"

Every student becomes A "Published" Author



# OUR FOUNDER & CEO



Meredith Scott Lynn  
Founder & CEO

With WRiTE BRAiN, every student, whether a preschooler or high schooler, discovers their own voice by developing their “writer’s voice.” Through a series of inspiring academic activities designed to lower the affective filter and build literacy and social-emotional skills, students breathe life into characters within dynamic, self-created worlds, experiencing and critically analyzing artwork that conveys a purely visual narrative.

The “top down” text book and screen-staring digital approaches to writing and reading education have mostly failed. They do offer benefits, but lack flexibility and fun, and frequently aren’t implemented faithfully enough. Educators deserve to find richness and value in curricula as much as students do. And more than ever, they need to.

What we do at WRiTE BRAiN is develop and provide a curriculum that is always both, while also igniting an instant and authentic sense of purpose in every student offered the opportunity to write content that is meaningful to their audience of readers...and themselves. Without a personal connection to their schoolwork, students of all ages and learning styles will lower their expectations and find ways to justify doing so.

The WRiTE BRAiN team is on a joyous and gravely serious mission to help our youth become more like the people who read this page to the bottom.

WRITE BRAIN Professional Development Day!



WRITE BRAIN published authors events!

# WRITE BRAIN™

## CHECKS ALL THE BOXES

### RUBRICS AND RESOURCES

- ✓ Narrative & Creative Writing
- ✓ Expository Writing
- ✓ in-Depth Lesson Plans & Activities
- ✓ Educator Curriculum Guides
- ✓ Graphic Organizers, Word Banks, & Worksheets
- ✓ School-to-Home Assignments
- ✓ Assessment Rubrics
- ✓ Teacher & Student Resources
- ✓ Digital/Projectable ELA+ELD+SEL Program

### ACADEMIC SKILLS

- ✓ increased Reading Comprehension
- ✓ EL Vocabulary Development
- ✓ STEM Supporting Processes
- ✓ Public Presentation Skills
- ✓ increased Test Readiness
- ✓ Elevated Early Literacy
- ✓ Literary Critique & Analysis
- ✓ Handwriting & Keyboarding
- ✓ Proofreading & Peer Editing
- ✓ Grammar & Punctuation
- ✓ increased Verbal Skills

### PROGRAM FOCUS

- ✓ Supplemental or Core
- ✓ Project-Based Learning
- ✓ Research-Based
- ✓ 21st Century Skills-Building
- ✓ Social-Emotional Development
- ✓ Disguised Learning
- ✓ innovative implementation
- ✓ English Learner Development
- ✓ Student Self-Esteem
- ✓ Student Agency
- ✓ College & Career
- ✓ Professional Development

### WHOLE PERSON SKILLS

- ✓ Critical & Higher-Order Thinking
- ✓ Communication & Comprehension
- ✓ Accomplishment & Accountability
- ✓ ignites Self-Expression
- ✓ Boosts Self-Esteem
- ✓ increases Academic Confidence
- ✓ Mentorship & Service Learning

### UNIQUE FEATURES

- ✓ Collaborative Authorship
- ✓ independent Authorship
- ✓ Family Engagement
- ✓ Publishing in Any Language
- ✓ High-Quality Materials
- ✓ Digital & Hardcover Publishing

### ELA STANDARDS - ALIGNED IN ALL STATES

- ✓ CCSS
- ✓ CA ELA/ELD FRAMEWORK
- ✓ ELPAC
- ✓ TEKS
- ✓ ELPS & ALL!

### WRITE BRAIN IS



### ACCORDION ACADEMICS™

We call WB curricula Accordion Academics because our programs expand to challenge more advanced students while flexibly contracting to support learners working at a different pace. It harmonizes the educational needs of all students, embracing the diverse notes and tones found in the spoken and written expressions of students across various learning levels, creating an inclusive and supportive environment. And THAT is music to an educator's ears!

school/district  
initiative



- ✓ Student-Authored Donated Books
- ✓ Mentorship & Community Service

# LITERACY BUILDING

## IN-SCHOOL CURRICULA

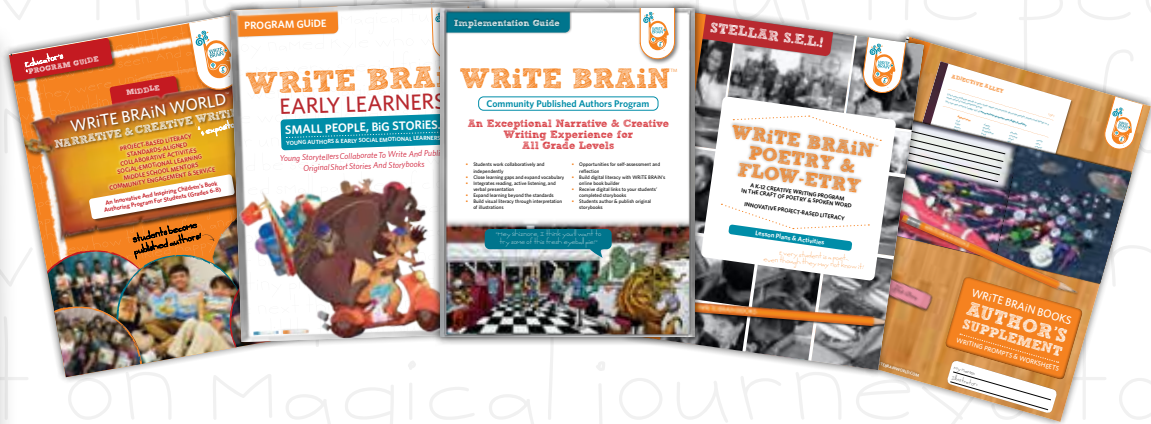
CURRICULUM GUIDES

PRIMARY

ELEMENTARY

MIDDLE

HIGH

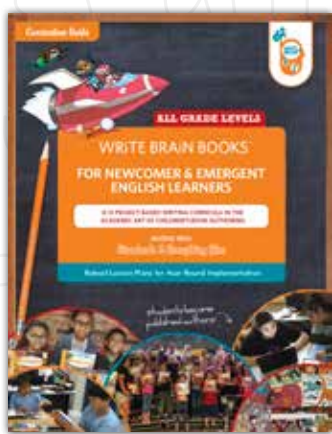


Guides available for Primary, Elementary, Middle & High School Grade Levels

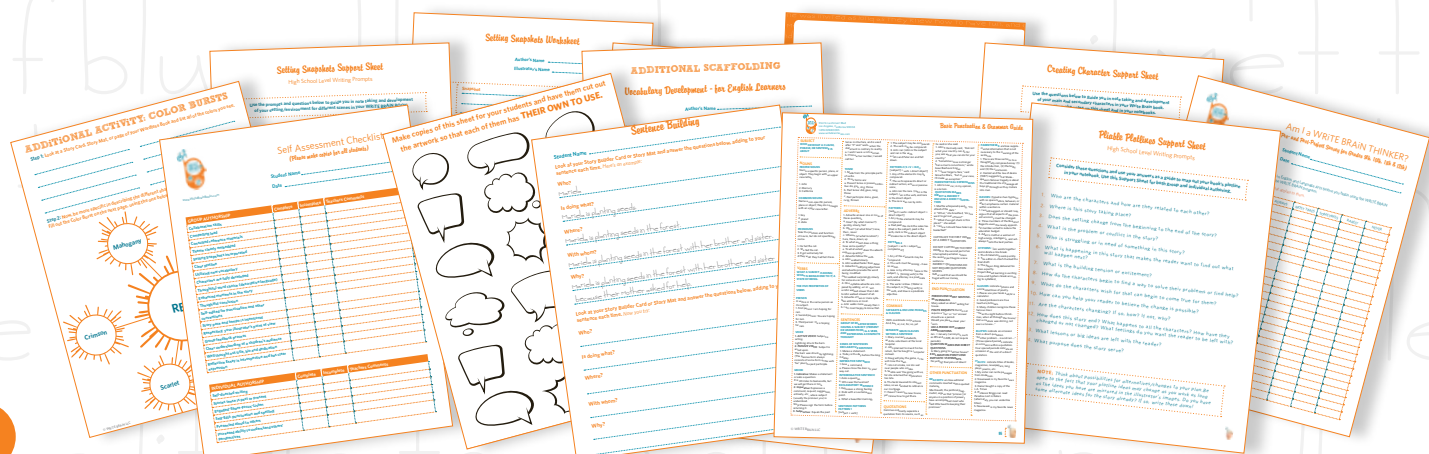
Contact Us To Request Curriculum Excerpts

## MULTILINGUAL/ENGLISH/BILINGUAL/MIGRANT LEARNERS

scan to watch just one of our videos!



## GRAPHIC ORGANIZERS, WORKSHEETS, & WORD BANKS



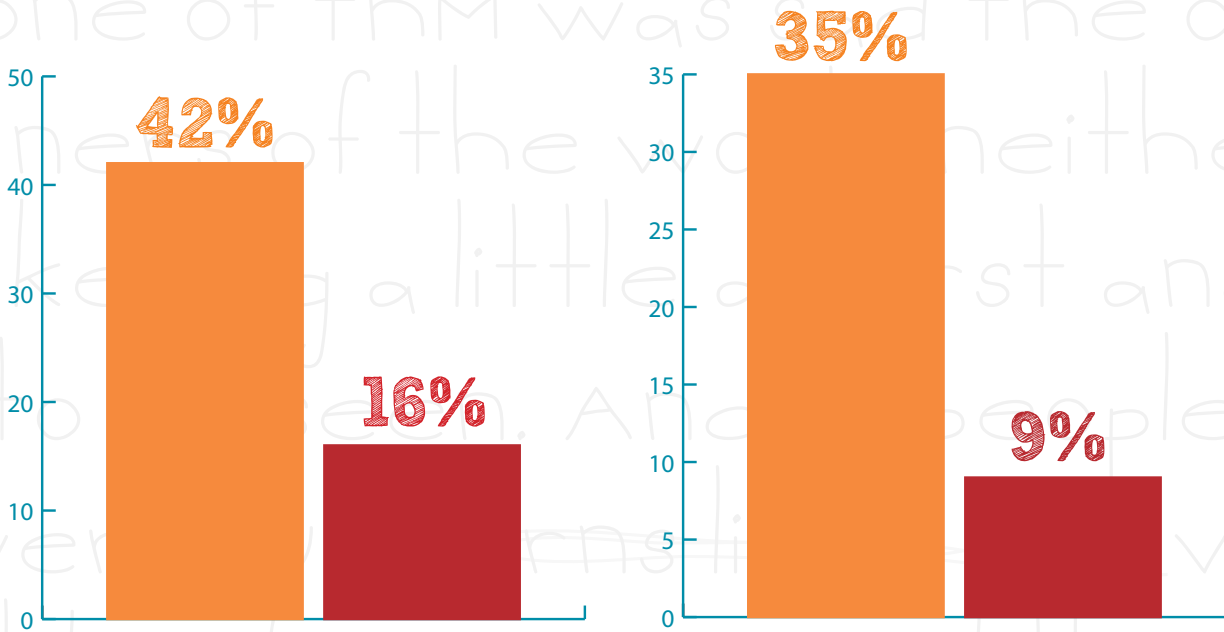
# WRiTE BRAiN RESULTS

Data is reflective of only those students "who had access to WRiTE BRAiN in grades 7-12. implementation over 2023 - 2024 school year".

## All Students

**42% of All Students Who Participated Fully Scored Level 4 ELPAC - Proficient Level Compared To 16% Who Did Not Participate**

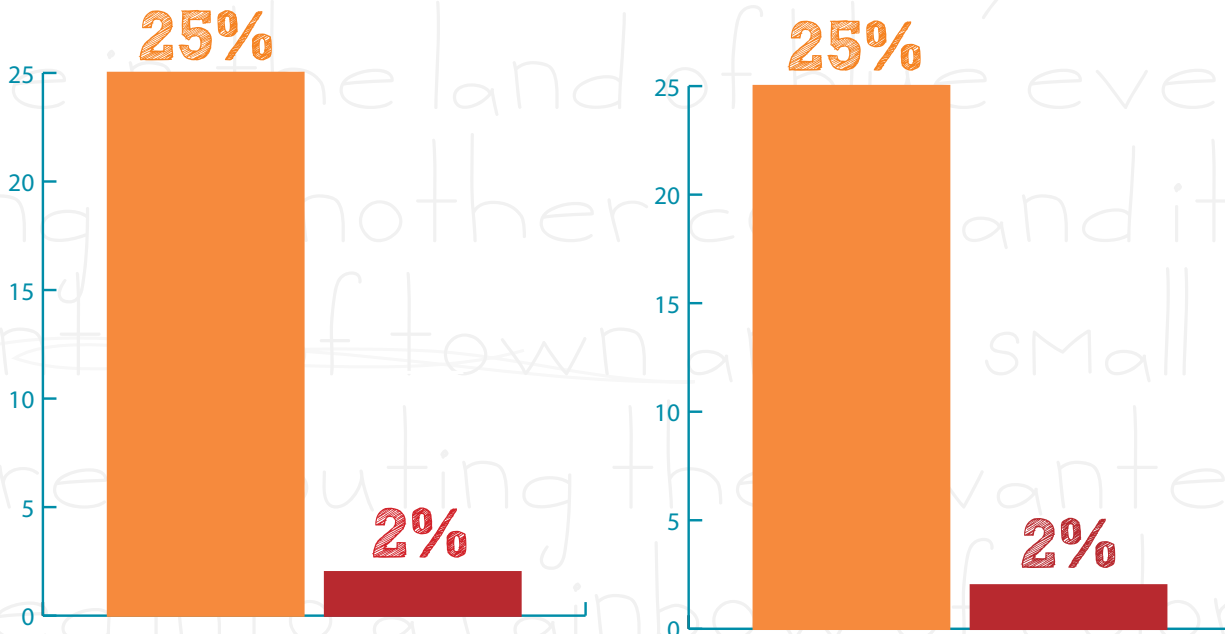
**35% Met All Reclassification Criteria And Were Reclassified Compared To 9% Who Did Not Participate**



## immigrant Students

**25% of immigrant Students Who Participated Fully Scored Level 4 ELPAC - Proficient Level Compared To 2% Who Did Not Participate**

**25% Met All Reclassification Criteria And Were Reclassified Compared To 2% Who Did Not Participate**

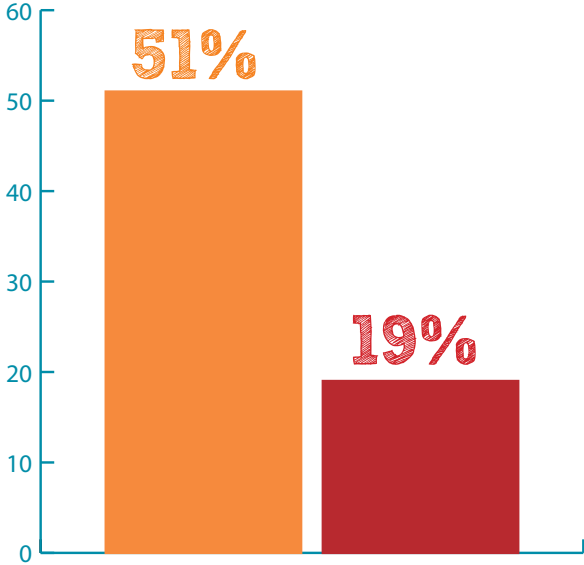


# PROGRAM DATA

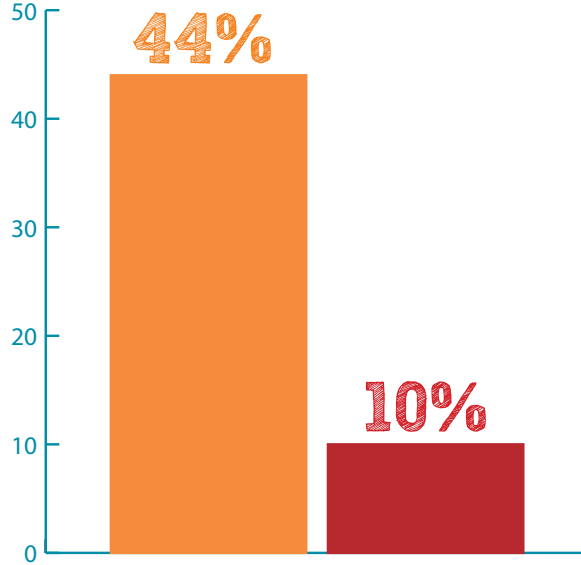
PORTERVILLE UNIFIED SCHOOL DISTRICT, CA

## LTEL Students

**51% Of LTEL Students Who Participated Fully Scored Level 4 ELPAC - Proficient Level Compared To 19% Who Did Not Participate**

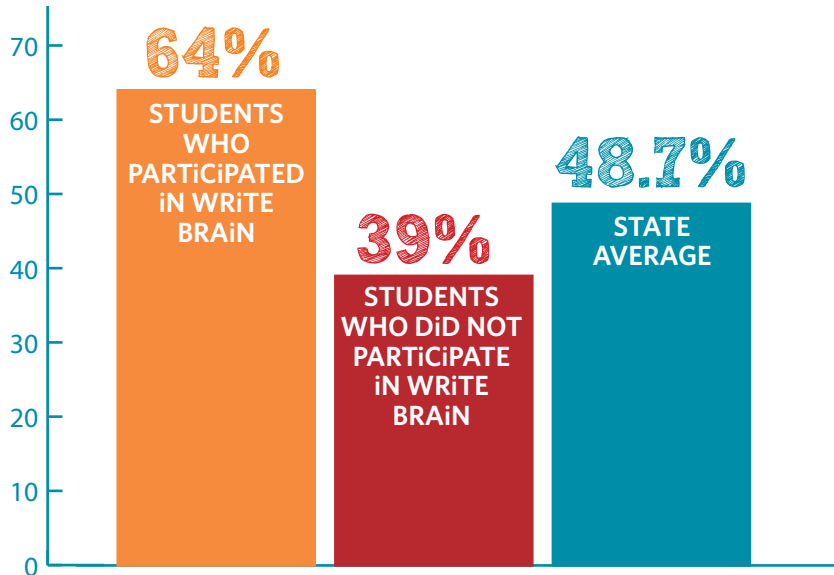


**44% Met All Reclassification Criteria And Were Reclassified Compared To 10% Who Did Not Participate**



## All Students Who Participated Fully

**64% Of ALL students who participated fully grew one or more ELPi levels on Summative ELPAC Compared with 39% who grew one or more ELPi levels and did not participate fully.**



**Most Districts Are Pleased if They Can Approach 48.7% Which is The State Average.**

# STUDENTS AS AUTHORS



## TESTIMONIALS

"The WRITE BRAIN BOOKS program is all-inclusive and allows students from all backgrounds and ability levels the chance to feel successful. WRITE BRAIN gives me tools and lessons that allow me to disguise the learning process for my students. They are actively involved in a rigorous, standards-aligned program in the art of authoring a children's book, and they don't even know how much they're learning...."

**Johanna Mancia**  
Middle School Lead Teacher, CA

"Write Brain has been a game-changer for 6-12 (ELs) in Miami-Dade. From an academic paradigm, WRITE BRAIN provides authenticity to State Literature Standards. Through the authoring process, ELs understand these standards as they create the story elements, as well as develop the characters, plot lines and dialogue over the course of their original narrative. ....These students engage in productive language struggles that bring meaning to their world."

**Dona DePriest**  
Dept of Bilingual Education & World Languages, Miami Dade County, FL

"The enthusiasm among educators regarding the impact of WRITE BRAIN on students has been as remarkable as the data which show very high levels of proficiency levels and reclassification. Teachers are thrilled with the results they're witnessing in their students. The transformation from passive learners to active producers has been a game-changer for our district. Initially reluctant students are fully on board, actively participating, sharing their progress daily, and reaching proficiency levels."

**Gina Wise**  
District Bilingual ELL Resource Coordinator, Porterville Unified School District, CA

"EVERY PICTURE TELLS THEIR STORIES!"

Students work collaboratively and independently to develop written narratives. Each student writes a unique biography and dedication, then uploads their photo to our Book Builder. Every student receives a custom, professionally printed and perfect bound book!

*"I dedicate this book to my teacher Ms. Martinez and to kids everywhere, because we have so many stories to share with the world."*

- Carlos Thompson (Age 9)

"As an educator, I appreciate how easy it is to use the High School Curriculum guide. I am able to modify class learning sessions to fit the needs of my students and our school. I appreciate the "step-by-step" approach of WRITE BRAIN. It takes a huge project: 'Write a book! Become a published author!' and breaks it up into small, manageable "mini projects" for students. Students love the freedom that exists within WRITE BRAIN."

**Shannon McPhedron**  
English Language Arts Teacher



# STUDENT AUTHORS CREATE A LIBRARY LEGACY

Students everywhere are filling school and home bookshelves with stories born of each of their priceless imaginations!

## CULMINATING EVENTS

RECOGNIZE & CELEBRATE YOUR STUDENT AUTHORS!

1. Plan a Published Authors Night (big or small).
2. Notify the local press about covering it for an article or local news segment.
3. Have a Q&A panel with student writers.
4. invite students, educators, families, board members, and community leaders.
5. Create a Story Gallery, hanging students' WRiTE BRAiN Story Mat Art Posters for all to see and read.

Published Authors Family Engagement Event

Published Authors Library Event







# HERE'S HOW WRITE BRAIN MEETS YOUR ENTITLEMENT GRANT REQUIREMENTS!



All students need WRiTE BRAiN's all-inclusive (Pre-K, **K-12**) curricula & program packages as their supplemental or core ELA & ELD program (SEL embedded of course).

**BETWEEN THE BELLS** during the school day & **BEYOND THE BELLS** in after school hours & **SUMMER** — **that's the cupcake.**

We Call The Alignment



Our "Cupcake Components"



**TiTLE I**  
is the frosting

ESSER



**TiTLE II**  
is the recipe & baking instructions

21st Century



**TiTLE III**  
is the sprinkles

ELO-P



**TiTLE IV**  
is the sharing of their nutritional cupcakes in service to others, then they write, sing, and dance about them!

MIGRANT

ACES/  
ASES

Contact us to connect and request a package of excerpts and sample resources.

For more information and to set a time to zoom or call! [EduProgram@WriteBrainWorld.com](mailto:EduProgram@WriteBrainWorld.com) 855.WB.WORLD or 855.929.6753

# English/Bilingual/Multilingual Learners

Over 80% of students using WRiTE BRAiN nationwide are English Learners. WRiTE BRAiN's curricula allow for scaffolding to support students (Pre K-Adult) at every ELD proficiency level.

NEWCOMER

EMERGiNG

EXPANDiNG

BRiDGiNG

WRiTE BRAiN's standards-aligned curriculum for English Learners of all ages is highly scaffolded and designed to meet EL students exactly where they are in their language development. The teacher's guide is packed with resources to help EL students progress by leaps and bounds.

## PROCESS ATTRiBUTES & RESULTS

- Non-threatening pace
- individualized scaffolding
- Wordless prompts
- Native language drafting
- Required verbal presentation
- Enhanced oral fluency
- Consistent review & revision
- improved handwriting
- increased reading comprehension
- Both integrated & Designated ELD
- increased vocabulary retention
- Authentic vocabulary translation
- Universally accessible
- Diverse characters
- increased test readiness
- Boosted academic confidence
- Elevated self-expression
- increased self-esteem

EMAIL OR CALL  
TO REQUEST  
MULTILINGUAL/  
MiGRANT/  
BiLINGUAL  
PAMPHLET!

## RECLASSiFiCATION OF ENGLiSH LEARNERS

State tests nationwide require that students show proficiency across four measurements:

WRITiNG

READiNG

LiSTENiNG

SPEAKiNG

### ELPAC TEST ALiGNMENTS

CALiFORNiA

Grades K-2: **Write a Story Together with Scaffolding:** The student collaborates with the Test Examiner to jointly compose a short literary text.

Primary, Part 1, Lesson #2 "Arts & Drafts"  
Primary, Part 1, Lesson #3 "Sketching Sequential Stories"  
Primary, Part 1, Lesson #10 "Writing Our Story"  
Primary, Part 2, Lesson #8 "Ready, Set, Write"  
Primary, Part 2, Lesson #9 "Ready, Set, Write (Take Two)"  
Primary, Part 2, Lesson #10 "Stretching Sentences, Making More of Moments"

Elementary, Part 1, Lesson #1 "Every Picture Tells Your Story"  
Elementary, Part 1, Lesson #2 "The Deeper Draft"  
Elementary, Part 1, Lesson #15 "Ready, Set, Write"

Grades 1-2: **Describe a Picture:** The student looks at a picture and writes a brief description about what is happening.

Primary, Part 2, Lesson #6 "Setting Snapshots"  
Primary, Part 2, Lesson #7 "Beginnings and Endings"  
Primary, Part 2, Lesson #8 "Ready, Set, Write"  
Primary, Part 2, Lesson #9 "Ready, Set, Write (Take Two)"

Elementary, Part 1, Lesson #1 "Every Picture Tells Your Story"  
Elementary, Part 1, Lesson #2 "The Deeper Draft"  
Elementary, Part 1, Lesson #3 "Picking Your Perspective"  
Elementary, Part 1, Lesson #12 "Setting Snapshots"  
Elementary, Part 1, Lesson #15 "Ready, Set, Write"

### ELPS TEST ALiGNMENTS

TEXAS

| ELPS K-12: Learning Strategies   | ELPS addressed by Write Brain in: The first number denotes the lesson. The second number denotes the step in the lesson. I=Intro   |  |
|--|--|--|
|  | Group Lessons  | Personal Lessons   |
| (1) Cross-curricular second language acquisition/learning strategies. The ELL uses language learning strategies to develop an awareness of his or her own learning processes in all content areas. In order for the ELL to meet grade-level learning expectations across the foundation and enrichment curriculum, all instruction delivered in English must be linguistically accommodated (communicated, sequenced, and scaffolded) commensurate with the student's level of English language proficiency. The student is expected to: |  |  |
| (A) use prior knowledge and experiences to understand meanings in English;   | 12, 13: 2, 2; 3, 6, 3, 7, 3, 8; 7, 8; 8, 6; 9, 1, 9, 4; 11, 5; 12, 2; 13, 1; 13, 4, 13, 5; 13, 7; 14, 1; 14, 2; 15, 1; 16, 1; 19, 2; 24, 4; 26, 1;   | 1, 3, 1, 5; 3, 3, 3, 4, 3, 6; 4, 1, 4, 2, 4, 3; 5, 1, 5, 2, 5, 3; 8, 1, 8, 3, 8, 4, 8, 5, 8, 6; 9, 2, 9, 4; 11, 1, 11, 2;  |
| (B) monitor oral and written language production and employ self-corrective techniques or other resources;   | 1, 6; 11, 8; 13, 4, 13, 5, 13, 9; 13, 11; 16, 3; 17, 2; 18, 3; 19, 2; 20, 4; 20, 5; 24, 4;   | 1, 5; 3, 10; 4, 2, 4, 5; 6, 5, 6, 6; 6, 7; 7, 1, 7, 8; 8, 1, 8, 3, 8, 4; 10, 1, 10, 4;   |
| (C) use strategic learning techniques such as concept mapping, drawing, memorizing, comparing, contrasting, and reviewing to acquire basic and grade-level vocabulary.   | 12, 13, 14; 1, 1, 1, 2, 1, 8; 2, 2, 2, 4, 2, 5; 3, 4; 4, 7; 6, 4; 7, 8; 8, 7; 8, 8; 8, 10; 8, 12; 8, 14; 9, 1, 9, 2, 9, 4, 9, 5; 10, 4, 10, 6; 11, 1; 11, 4, 11, 6, 11, 7, 11, 8; 12, 3, 12, 7; 13, 1, 13, 7, 13, 11; 14, 7; 15, 2; 16, 1; 17, 2; 18, 3; 20, 1, 20, 5; 22, 5; 24, 4, 24, 7; 26, 1; | 1, 3, 1, 5; 3, 1, 3, 4, 3, 6; 3, 7, 3, 8, 3, 10; 3, 11; 4, 1, 4, 2, 4, 3, 4, 4, 4, 5; 5, 1, 5, 2, 5, 3, 5, 4, 6, 5, 6, 6, 6, 7; 7, 1, 7, 8; 8, 1, 8, 3, 8, 4, 8, 5; 9, 2, 9, 4; 11, 1; |
| (D) speak using learning strategies such as requesting assistance, employing non-verbal cues, and using synonyms and circumlocution (conveying ideas by defining or describing when exact English words are not known);  |  |  |

# WRiTE BRAiN Meets the Needs & Requirements for Multilingual Students & Educators



WRiTE BRAiN Recommends, Customizes, and Curates curricula/materials/resources per grade & EL Level.



WRiTE BRAiN adapts to student skill and language levels.



Students can "level up" at their own pace.



WRiTE BRAiN supports educators in teaching to the Zone of Proximal Development, which is vital in classrooms with students at varying ELD levels.



WRiTE BRAiN does not *teach to the middle* - the curriculum expands to include everyone. We call this "ACCORDiON ACADEMiCS™."



Turnkey, ease of implementation for 1st and 2nd year teachers, as well as veteran teachers NEW TO ELD.



Students are meeting ELD standards with student-generated content.



BOTTOM-UP approach ignites student agency.



Multilingual Learners need academic freedom and a sense of autonomy to feel confident.



Scripted lesson plans support multiple-subject teachers in feeling expert in the field of ELD.



With WRiTE BRAiN, students are encouraged and inspired to create short form original content in their native language first, before translating their ideas into English words.



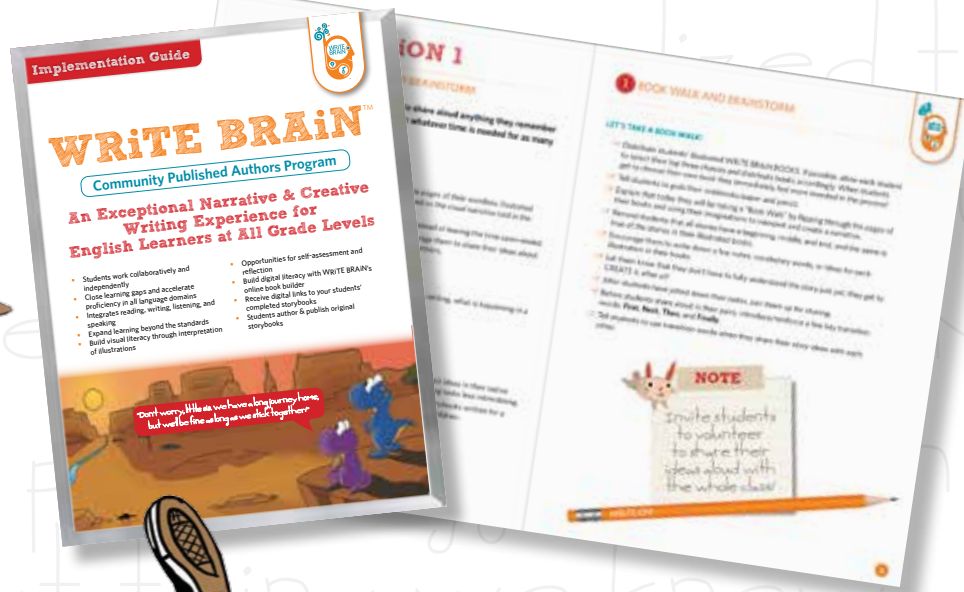
THEY EVEN DONATE A COPY OF THEIR BOOK TO A SCHOOL OR PUBLIC LIBRARY!

# WRITE BRAIN™

## Community Published Authors Program

### A Robust & Rewarding After School Narrative & Creative Writing Experience for Elementary and Secondary English Learners

- Students Work Collaboratively And independently
- Closes Learning Gaps And Accelerates Proficiency in All Language Domains
- integrates Reading, Writing, Listening, And Speaking
- Expands Learning Beyond The Standards
- Builds Visual Literacy Through interpretation Of illustrations
- High Quality & Tangible Student Materials
- Builds Digital Literacy With WRiTE BRAiN's Online Book Builder
- Students Author & Publish Original Storybooks
- Receive Digital Links To Your Students' Completed Storybooks
- Turnkey implementation
- includes Author's Workbook



Reach out to get a customized quote!  
855.WB.WORLD or 855.922.6657  
EduProgram@WriteBrainWorld.com

# WRITE BRAIN™

## SENSATIONAL STORYBUILDERS

*Your students will ignite their creativity, expand their vocabulary, and engage in SEL activities using colorful illustrations and worksheets.*

- CHARACTER DEVELOPMENT
- SETTING DESCRIPTORS
- BEFORE + NOW + AFTER
- CLOSE LOOKING
- IDENTIFICATION
- VISUAL CONTEXT CLUES
- SAY IT - BUILD IT - WRITE IT
- ONE-TO-ONE CORRESPONDENCE
- ACCELERATED LITERACY
- SENTENCE BUILDING
- PUNCTUATION
- FACTS + OPINIONS
- IGNITED IMAGINATION
- VERBAL STORYTELLING



WRITING · SPEAKING · READING · LISTENING

NEWCOMER

EMERGENT

EXPANDING

BRIDGING

### PRINTED PROGRAM GUIDE FOR EDUCATORS

inspire & ignite your English Learners with **COLORFUL TANGIBLE RESOURCES!**



# A Literacy & S.E.L. Solution for K-2 Early Learners

WRITING

READING

SPEAKING

LISTENING

## SMALL PEOPLE, BIG STORIES!

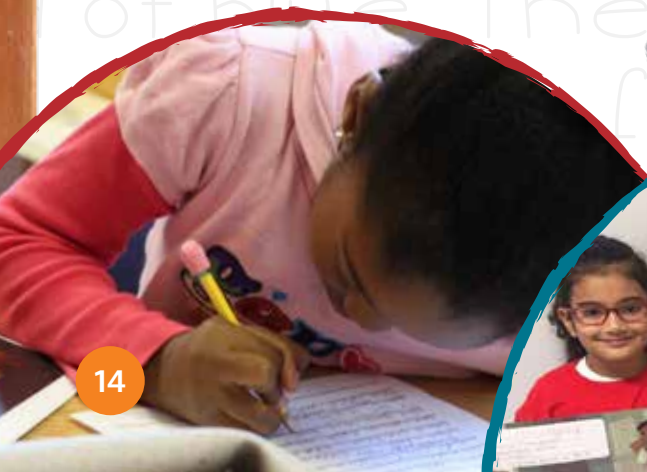
YOUNG AUTHORS & EARLY SOCIAL-EMOTIONAL LEARNERS

- CHARACTER DEVELOPMENT
- SETTING DESCRIPTORS
- BEFORE + NOW + AFTER
- CLOSE IDENTIFICATION
- SAY IT - BUILD IT - WRITE IT
- ONE-TO-ONE CORRESPONDENCE
- ACCELERATED LITERACY
- SENTENCE BUILDING
- PUNCTUATION
- FACTS + OPINIONS
- IGNITED IMAGINATION
- VERBAL STORYTELLING

AND MORE



Early Authors  
are Published!

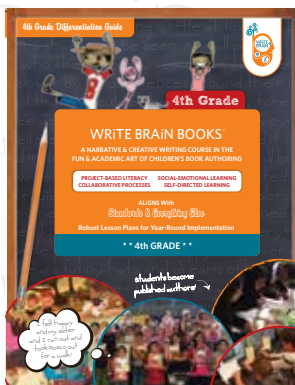
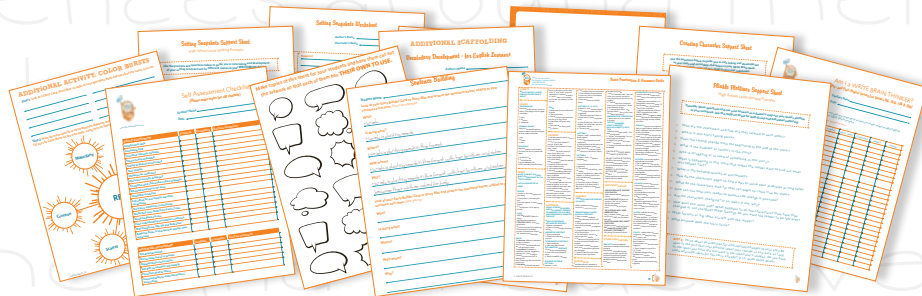


# WRITE BRAIN Upper Elementary 3rd-5th/6th

A variety of ELA, ELD, PBL & SEL programs are offered for Upper Elementary students. Featured below are elements of the standards-aligned All-inclusive Published Authors Program.



INCLUDES  
GRAPHIC  
ORGANIZERS &  
WORKSHEETS



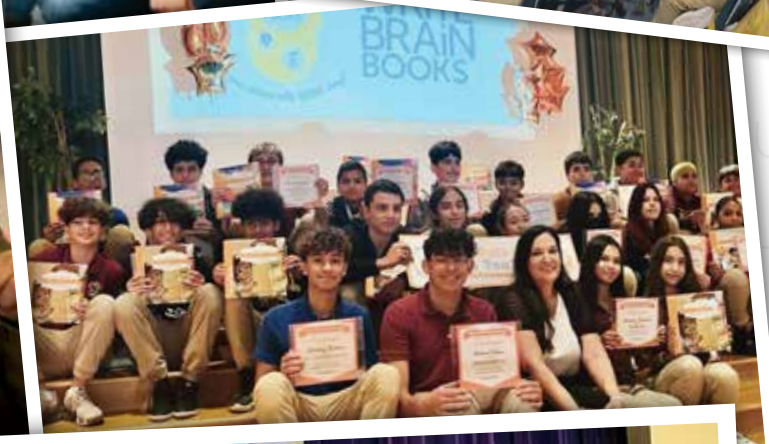
4TH & 5TH GRADE  
DIFFERENTIATOR  
SUPPLEMENTAL  
GUIDES PROVIDED AS  
STUDENTS PROGRESS.

# WRITE BRAIN Middle School 6th-8th

Middle school students need opportunities to care about and connect to their academic writing experience if they are to engage fully and without resistance, stress, fear, and a sense of probable failure.

An astounding and alarming percentage of students enter high school reading and writing at elementary grade levels. A variety of ELA, ELD, PBL & SEL programs are offered for middle school students who can become published authors, reclassified learners, poets, mentors, and community service learners.

Data on page 5 & 6 reflects 7th - 12th grade students





# WRITE BRAIN High School 9th-12th

Data on page 5 & 6 reflects 7th - 12th grade students

High school students need writing curriculum that not only supports core academic writing programs implemented at their grade levels, but also gives them a sense of purpose and pride, which is proven to lead to success and increased test scores. A disturbing percentage of high school students enter the 9th grade with reading and writing scores on par with students at much lower grade levels.

Studies show "diminished empathy" in High School students across all ages and demographics. A variety of ELA, ELD, PBL & SEL programs are offered for high school students who can become published authors, reclassified learners, college and/or career seekers, poets, mentors, and community builders.



HIGH SCHOOL STUDENTS AUTHOR BOOKS FOR YOUNG READERS!

SUCCESS WITH ALL ELA/ELD DOMAINS

+ SOCIAL - EMOTIONAL LEARNING

+ COLLEGE & CAREER

+ AUTHENTIC VOICE

+ STUDENT AGENCY

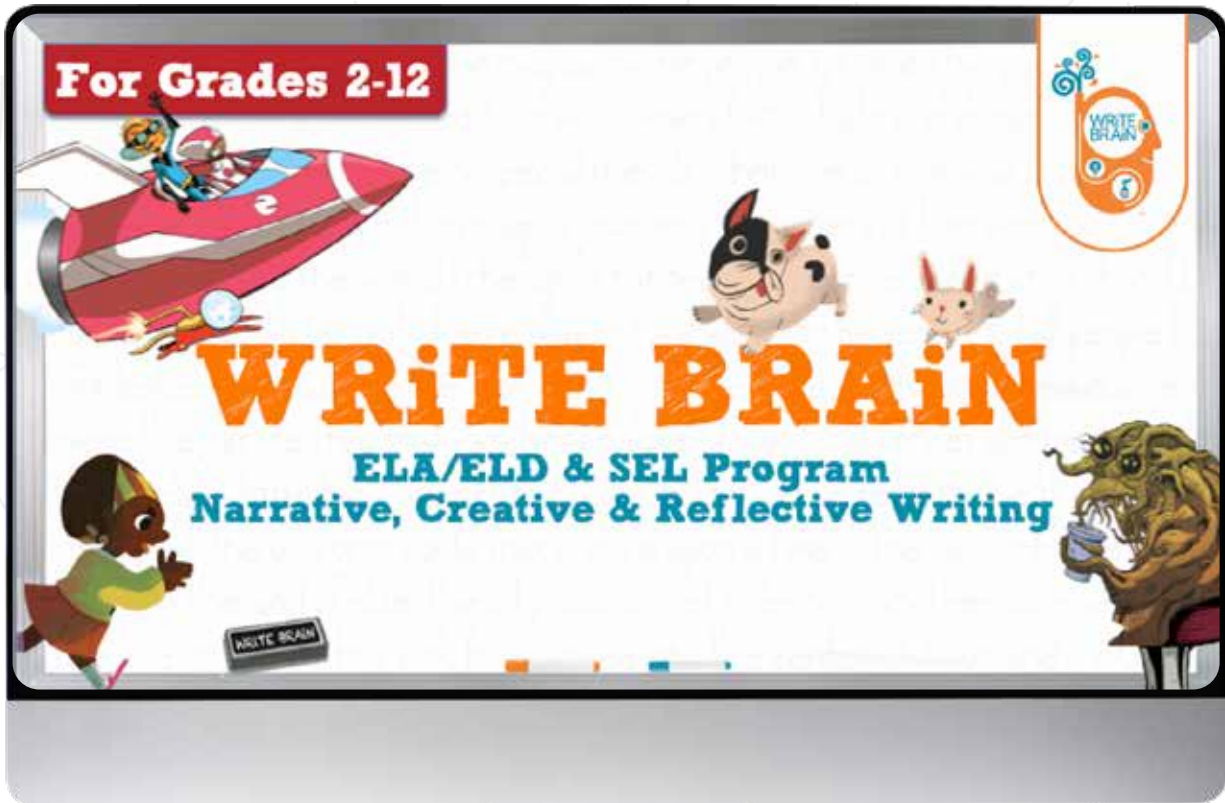
+ COMMUNITY SERVICE & ENGAGEMENT

+ RECLASSIFICATION OF ENGLISH LEARNERS



# FLEXIBLE DIGITAL PROGRAM

interactive &  
Engaging!



Program comprises  
40 - 50 hours of  
creative writing, poetry,  
and SEL activities.

Each educator receives a  
printed curriculum guide  
with additional optional  
extension activities.

## CAN BE PROJECTED ON ANY SCREEN OR SMARTBOARD

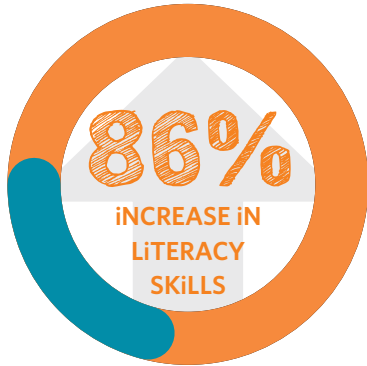
- ✓ Easy & Flexible implementation
- ✓ 40-50 Hours of Programming
- ✓ Story Sequencing
- ✓ Character Development
- ✓ Vocabulary Building
- ✓ EL Development
- ✓ Verbal & Written Storytelling
- ✓ Journaling and Reflective Writing
- ✓ Poetry Activities
- ✓ Letter Writing
- ✓ Active Listening
- ✓ Descriptive Writing
- ✓ Speaking/Sharing & Presenting
- ✓ Self-Reflection
- ✓ Scripted Educator's Expansion Guide

ONE UNLIMITED ALL-ACCESS CODE PER FACILITATOR FOR FULL SCHOOL YEAR. ANNUAL UPDATE AVAILABLE.

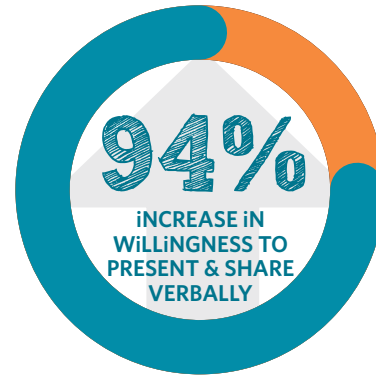
## WRITE BRAIN DIGITAL IMPACT - SANTA ANA, CALIFORNIA

### WRITE BRAIN ALL- DIGITAL PROGRAM

After implementation of our Supplemental & Enrichment ELA/ELD + SEL Digital Program in Santa Ana, California in 2020, the following results were observed by 130 educators:



Educators saw an 86% increase in students' literacy skills.



Educators saw a 94% increase in students' willingness to present and share verbally.



Most literacy initiatives focus exclusively on reading, while writing is overlooked. Research shows and educators know that there is a crucial connection between these literacy practices and their combined link to thinking and learning.

WRITE BRAIN's innovative and inspiring, supplemental project-based programs complement and bolster core instruction by increasing students' skills in all literacy domains in fun and accelerating ways.

**READING GIVES STUDENTS KNOWLEDGE.  
WRITING GIVES STUDENTS POWER.**

**STUDENTS DESERVE BOTH.**

"There would be nothing to read if nothing had been written."

# AFTER SCHOOL

# STUDENTS BECOME PUBLISHED AUTHORS IN EXTENDED LEARNING HOURS

# A

AUTHORSHIP

# L

LITERACY

# I

INSPIRATION

# V

VALIDATION

# E

EMPOWERMENT

FUN & ENGAGING

PROJECT-BASED LITERACY

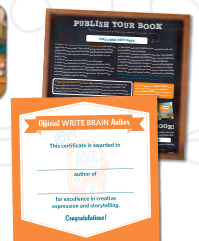
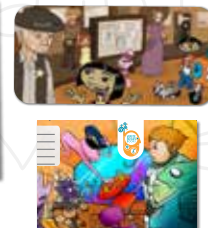
SOCIAL EMOTIONAL LEARNING

EVERY STUDENT IS PUBLISHED!

- Customized Program Packages to Meet Any Budget
- Easy to implement
- Flexible Program Timeline
- Structured/Scripted Facilitator Guides
- 45 Minute - 1 Hour Activity Plans
- 21st Century Skills-Building
- English Learner Development
- Multi-Language Publishing
- increased Student Engagement
- Community Connections
- Culminating Events
- **Published Books for Every Student Author**
- Link to interactive Digital Book
- Tangible Evidence of Student Success

EMAIL OR CALL TO REQUEST PRINTED AFTERSCHOOL BROCHURE OR PDF LINK

Scan For NC 21st CCLC Research/Survey/Data



# SUMMER LEARNiNG

# LEAP

LITERACY      ENGAGEMENT      AUTHORSHIP      PRiDE

students LEAP over loss!

## SUMMER PROGRAMS

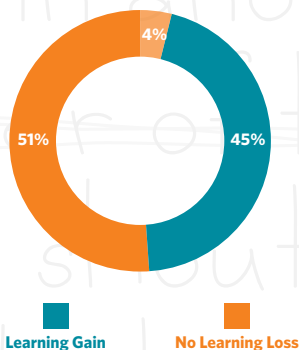
- Customized Programs & Packages for Any Number of Weeks
- Fun & Fundamental
- Prevents Learning Loss
- High Student Engagement
- High Retention
- Family Engagement
- Published Authors Camp
- Service Learning
- Rubrics / Assessment Tools

## iNCREASED LEARNiNG LEVELS: CASE STUDY

English Learner students in Santa Ana, California participated in the WRiTE BRAiN authoring program during their 10-week summer session aimed at preventing summer learning loss. Administrative Staff reported that the level of **student engagement** and **attendance** for summer programming was at its highest during the WRiTE BRAiN implementation.

Of the **2,561 students**, who had both a pre- and post-writing assessment score:

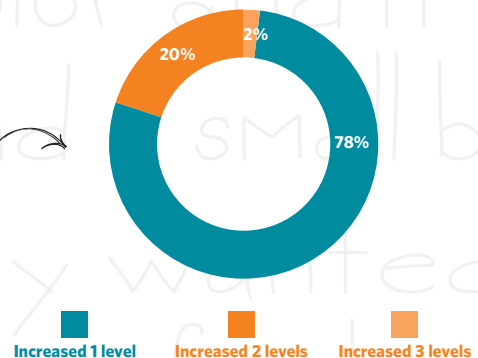
- 96% experienced **NO LEARNiNG LOSS**
- 45% experienced a **LEARNiNG GAIN**



← huge gains! →

Of the **1,145 students** who experienced a learning gain: (rubric is 1 to 4 measurement)

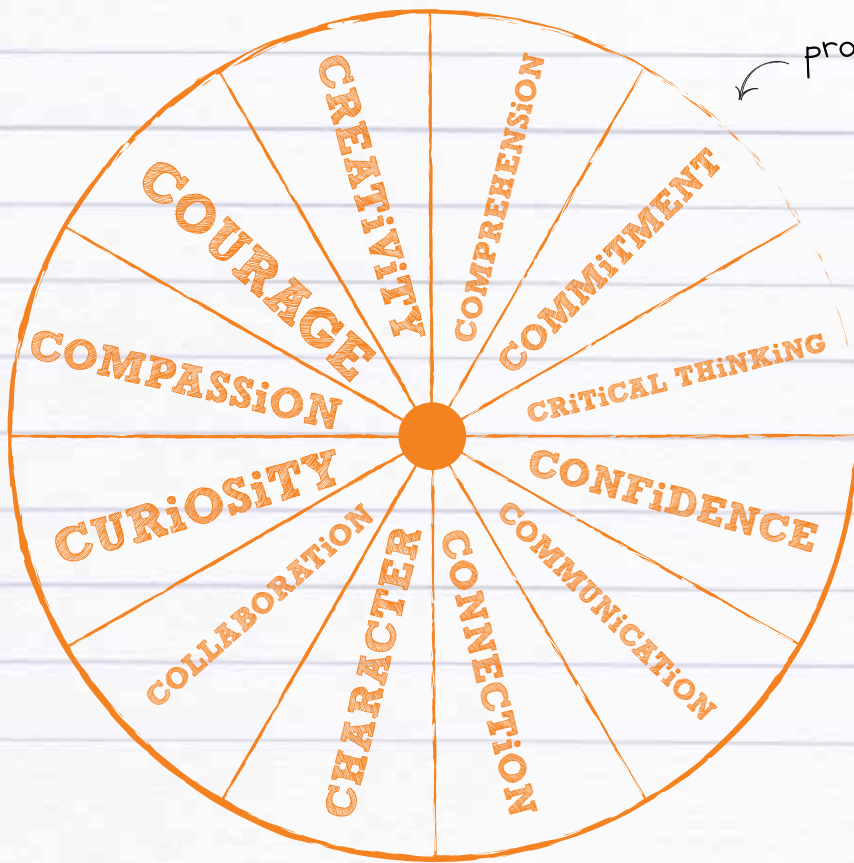
- 78% increased by 1 level
- 20% increased by 2 levels
- 2% increased by 3 levels



# WRITE BRAIN C12 WHEEL WORKS

A COMPLETE GUIDE TO TEACHING SOCIAL-EMOTIONAL  
LEARNING THROUGH CREATIVE PROJECTS, WRITING ACTIVITIES,  
PRESENTATIONS, AND VIBRANT VISUALS

program package includes guide &  
colorful student materials!



- Creative Journaling
- Project-based group activities
- Community-centered learning
- Goal setting and commitment
- Creative self-expression
- Relationship building
- Self-esteem building
- Presentation skills
- Teamwork

A FLEXIBLE  
YEAR-ROUND  
PROGRAM  
FOR STUDENTS  
GRADES 4 - 12



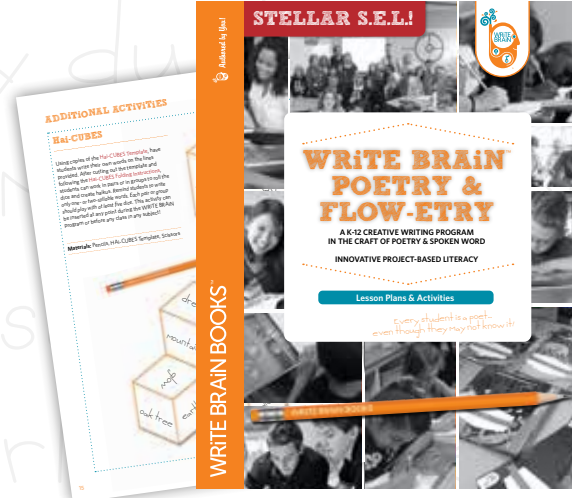
**CASEL  
FRAMEWORK  
ALIGNED!**

# POETRY & FLOW-ETRY

*playful, cultural, self-expressive, critical thinking, kinesthetic, educational, performance, cross-curricular, fun, creative*

The program is the perfect tool to build upon your students' literacy skills through disguised, project-based learning. With over 15 hours of lessons and activities, the WRITE BRAIN POETRY & FLOW-ETRY program encourages students to play with language. Poetry is a lost art to be rediscovered. Spoken word is an evolving one. Elevate & inspire your students!

FROM \$15-20 per student OR Applied as Free Add-On with Wide implementation of Writing Program

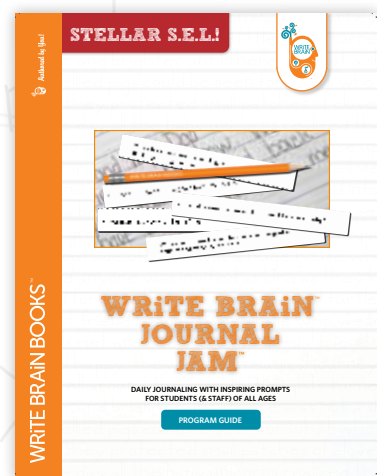


# JOURNAL JAM

*creativity, reflection, self-expression, fun, processing, handwriting, social-emotional, self-esteem boosting, memory-making*

This program offers approaches and ideas for facilitating engaging and organic daily reflection through short-form writing bursts that explode onto the pages of journals your students will keep for a lifetime. With fun and inspired prompts, students identify their feelings and thoughts in a non-threatening process that helps them make connections to their life experience.

FROM \$15-20 per student OR Applied as Free Add-On with Wide implementation of Writing Program



Handwriting in a daily journal is a meaningful, skills-building activity that is "uncorrected," helping students to feel brave and worry-free. The journals your students create will live on as time capsules - tangible records of their lives and memories RIGHT NOW.

# SEL Playbook

Each colorful printed Playbook comprises fun and exciting poetry activities as well as 50 journal prompts for inspiring social-emotional learning (SEL) and literacy-building experiences.... right now, when kids need them most!



A STELLAR SUPPLEMENT to any curriculum, core or otherwise!



# CHARACTERS, COLORS, CONNECT!

ELEMENTARY

MIDDLE

HIGH



- Research-Based
- All Students (3rd-12th)
- All Levels & Learning Styles
- Vocabulary Development
- Language Acquisition
- Literacy and Presentation Skills-Building

Richly saturated illustrations serve as visual prompts for students who give voice and vibrancy to a chorus of colorful carriages and characters. Students collaborate to communicate connections in a disguised, skills-building experience that makes them **STUPENDOUS STORYTELLERS!**

Students develop dynamic dialogue as they create a cast of characters comprising seriously silly circus stars, then expand into authentic letter writing and flyer design.

- ✓ Whole Brain Activation
- ✓ Speaking & Listening
- ✓ Character Development
- ✓ Narrative & Creative Writing

- ✓ Deliberate Dialogue
- ✓ Visual Learning
- ✓ Stories & Synapses
- ✓ Descriptive Language



# PROGRAM DATA

## THE SCHOOL DISTRICT OF PALM BEACH COUNTY, FLORIDA

### FY18 (2017-2018) VS FY19 (2018-2019)

#### 50 Students Tracked - After 1 full year of WRiTE BRAiN Curriculum implementation

This student sample participated during both the FY18 and FY19 school year. During this time, the students successfully completed the standards-aligned WRiTE BRAiN BOOKS in-school curriculum during after school hours with certified teachers facilitating the learning. This data summary shows that the WRiTE BRAiN Curriculum had a positive impact on student achievement, proving to be a true extension of school day learning during after school hours.

#### Baseline Data:

4th Grade FSA (Florida Standard Assessment) ELA (English Language Arts) Scores 2018

#### Comparative Data Analysis:

5th Grade FSA (Florida Standards Assessment) ELA (English Language Arts) Scores 2019

| Total Students | Maintained Achievement Level | increased Achievement Level | increased More than 1 Achievement Levels |
|----------------|------------------------------|-----------------------------|--|
| 100 students   | 26                           | 49                          | 25                                       |

#### Findings:

#### 100% of students maintained or increased achievement levels

- 26% of students, maintained achievement levels
- 49% of students, increased by 1 achievement level
- 25% of students, increased 1 or more achievement levels

#### 4 School Sites Tracked - After 1 full year of WRiTE BRAiN Curriculum implementation

#### Baseline Data:

FY18 (2017-2018) ELA (English Language Arts) School Proficiency & Learning Gain Scores 2018

#### Comparative Data Analysis:

FY19 (2018-2019) ELA (English Language Arts) School Proficiency & Learning Gain Scores 2019

| School | Proficiency Scores |      |     | Learning Gain Scores |      |     |
|--------|--------------------|------|-----|----------------------|------|-----|
|        | 2018               | 2019 | +/- | 2018                 | 2019 | +/- |
| Site 1 | 42%                | 45%  | +3  | 44%                  | 57%  | +13 |
| Site 2 | 32%                | 39%  | +7  | 52%                  | 64%  | +12 |
| Site 3 | 29%                | 35%  | +6  | 45%                  | 48%  | +3  |
| Site 4 | 41%                | 45%  | +4  | 60%                  | 68%  | +8  |

#### Findings:

- 100% of School Sites increased in ELA overall Proficiency school-wide
  - 75% of School Sites increased in ELA Learning Gains school-wide
- 75% of School Sites increased in ELA Proficiency and Learning Gains school-wide

# PUBLISHED AUTHORS EVENTS

Gather the community! Parents, educators, principals, your superintendent, curriculum directors. invite the local news and paper... invite your mayor! Celebrate your student authors and their purpose-driven accomplishment.



*WRITE BRAiN engages students!  
Here, students dress as Pirates for their  
High School Published Authors Event  
celebrating their pirate themed books!*



# ONGOING PROFESSIONAL DEVELOPMENT AND COACHING FOR PARTNERS

- FULL DAY, HALF DAY & VIRTUAL TRAININGS in all programs
- Ongoing PD options with site visits & virtual support calls with recap report
- interactive and engaging activities that are hands-on and too much fun!
- Energizing SEL PD DAY option for team-building with take-away tools & resources!

"California loves WRiTE BRAiN! Years ago, when we began implementing WRiTE BRAiN, the engaging teacher-training session and interactive implementation approaches were key to our success. The professional development WB provided gave my educators real world strategies to support narrative and creative writing in their classrooms."

*Jennifer Davis • Coordinator of intervention and Supplemental Programs • Fairfax SD, CA*

"WRiTE BRAiN professional development days are highly problematic for our district, because they make every other PD days seem loooooong, teeeeedious, and booooooring."

*Anonymous • Director of Federal Programs • Texas*



# PUBLISHED AUTHOR'S KIT PROGRAM PACKAGE

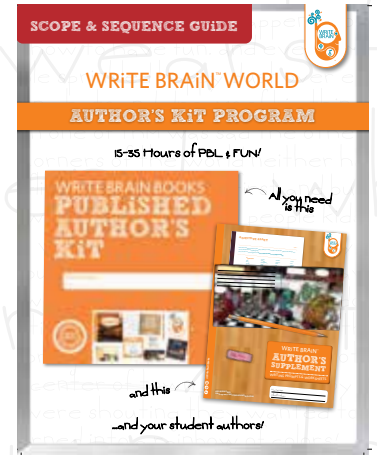
project-based, engaging, literacy-building, EL vocabulary development, disguised learning, creative, collaborative, social-emotional, storytelling, public speaking, confidence-building



**includes:** Carrying Case, Workbook, Author's Guide, Official WRITE BRAIN Author Certificate, Story Card, Story Mat, Publishing Code, idea Pad, Note from "Diary of a Wimpy Kid" author Jeff Kinney, & Pencil

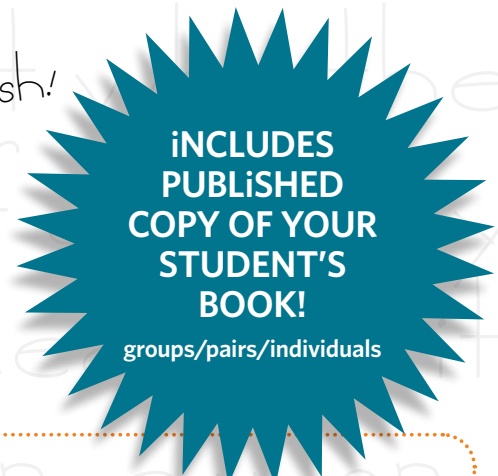


Each student's development process lives forever on the pages of a colorful, handwritten Author's Supplement.



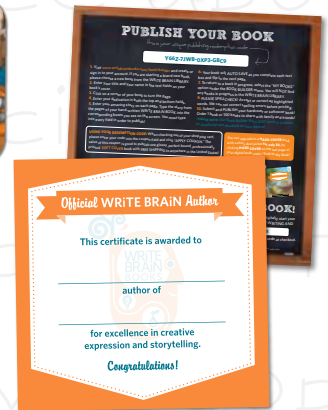
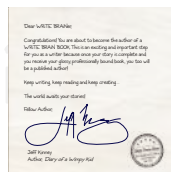
The Scope & Sequence Guide for each facilitator comprises 15 - 27 hours of engaging activities and games.

Also in Spanish!



## PERFECT FOR ANY IMPLEMENTATION TIMELINE.

what's inside!



# WRITE BRAIN™

Poetry Games & Activities  
For Students, Grades 2-12



READY. SET. WRITE!



cards now  
available in  
Spanish &  
English!

CLASS SET  
\$299  
ORDER NOW  
AND RECEIVE  
20% OFF!

## Poets Play is:

- ✓ Countless hours of gamified poetry activities
- ✓ Flexible and fun for any timeline
- ✓ Embedded SEL
- ✓ Create, connect, and share
- ✓ Build literacy skills and expand vocabulary
- ✓ One-time purchase, lifetime license

## EACH SET INCLUDES:

- ✓ One full-color Program Guide for the facilitator
- ✓ 20 Student Poetry Journals
- ✓ 300 Poets Play Cards with prompts and definitions

each student  
gets their own  
poetry journal!

## CONTACT US

WRITE BRAIN WORLD  
EduProgram@WriteBrainWorld.com  
[www.WriteBrainWorld.com](http://www.WriteBrainWorld.com)  
855-WB-WORLD  
(855.929.6753)



## REAL NICE THINGS ABOUT WRiTE BRAiN FROM REAL NiCE EDUCATORS

"While journeying through all the most important narrative writing skills, my wide-eyed, engaged 4th graders took hold of their learning, crafting strong and unique narrative stories. Simultaneously, they interacted with one another, fostering the ever-important 21st century skills, such as communicating, collaborating, compromising, and critiquing. The WRiTE BRAiN BOOKS experience pulled students away from devices, allowing them to be face-to-face, making eye contact. They developed empathy for the characters they created, as well as for their peers. The process takes students on an authentic writing adventure, while also helping them grow and develop socially. This is the perfect supplement to our writing curriculum!"

*Devon Almeida* • 12th-year Educator • Data Coach, Plainville, MA

"With WRiTE BRAiN, my newcomer EL students were able to write in the language of their choice, which made them feel valued. The program allowed me to adapt to all students' needs because it scaffolded the work and provided so many options for differentiation. Student confidence was raised and their reading comprehension improved. This program motivated the students to come to class. They were even more engaged because they could see the value in what they were making."

*Maritza Olguin* • Educator • EL Coordinator • Santa Maria Joint Union High School District, CA

"As a former NJ State Teacher of the Year, i take my role in elevating students' education very seriously. i am a tough critic of curricula and instructional strategies implemented in our classrooms. i am not inspired by most of what educators are required to teach these days. i think it's quite possible that the WRiTE BRAiN BOOKS K-12 curricula is a perfect supplement to literally any literacy program, and an excellent stand-alone program where one is needed. When implemented with fidelity, WRiTE BRAiN is the vehicle to ensure student engagement, ownership, and academic achievement. i believe that this curriculum is the missing link in education as a whole."

*Mark Mautone* • NJ State Teacher of the Year • Lead Teacher • Hoboken Public School District

"i have always had the philosophy that if you can get your students to love what they are doing, they will learn more and will instill habits that will last their entire life. WRiTE BRAiN doesn't just teach a lesson, it creates writers. When you love what you are learning, you put more passion and effort into it. WRiTE BRAiN learners love the curriculum. They are motivated to write their books, proud of their accomplishments, confident in their ability and eager to continue writing. i believe the secret to the program is the creativity factor. There isn't a right answer, there are infinite amounts of right answers. That truly is the key to WRiTE BRAiN. The possibilities are endless."

*Brynne Baruch M.Ed.* • EL instructional Coach • Christina School District, Delaware

"The WRiTE BRAiN BOOKS program is all-inclusive and allows students from all backgrounds and ability levels the chance to feel successful. WRiTE BRAiN gives me tools and lessons that allow me to disguise the learning process for my students. They are actively involved in a rigorous, standards-aligned program in the art of authoring a children's book, and they don't even know how much they're learning. The different components allow my students to share their work in a safe environment, receive feedback, and improve their reading, writing, speaking, and listening skills."

*Johanna Mancia* • Middle School Lead Teacher, CA

"We are currently using WRiTE BRAiN as a foundational piece of our Expanded Learning Program. One of the things that makes WRiTE BRAiN wonderful, is that it can be implemented across the day. Rigorous enough for the regular day, engaging enough to keep after-school students focused. Collaborative in nature, WRiTE BRAiN supports SEL, ELD, STEM, and ELA standards, and best practices. Simply said, it's plain FUN! The best part? Our students feel capable, empowered, and proud...priceless."

**Jennifer Davis** • *Coordinator of intervention and Supplemental Programs* • *Fairfax SD*

"Fullerton School District is committed to personalized learning and providing resources for students to identify their passion and pathways to achieve their goals. The Writers Guild program is designed to foster our students' passion by offering an enrichment opportunity for young authors. We have been able to align the Writers Guild program with the WRiTE BRAiN curriculum to offer a unique experience for our students. Our teachers are able to either integrate WRiTE BRAiN into their current curriculum or offer it as a stand-alone program, both of which have proven to be very successful for meeting the objectives of the Writers Guild and the needs of our students."

**Pam Matsuoka Chow** • *Project Liaison* • *Office of the Superintendent* • *Fullerton School District, CA*

"The WRiTE BRAiN curriculum not only engages our students, but also our teachers, to think out of the box and to make learning fun. The lesson plans and activities are offered at their fingertips to ensure that lessons are accessible and engaging. Our educators are able to see the vision and buy into it, therefore offering our students a remarkable experience."

**Minerva Hernandez** • *Educator* • *Northside iSD* • *San Antonio, TX*

"My colleague and i were so excited to help facilitate our first WRiTE BRAiN class this past semester. Right away, i fell in love with the colorful and engaging course materials! We were able to complete two lessons from the curriculum guide per class period. The curriculum is so comprehensive and clear that it allowed me to focus my energy on the students, rather than on structuring the class. The flexibility of the program also allowed us to add a few additional activities as needed. At the end of the semester, we held an event for our Young Authors, where we projected digital versions of their beautiful, finished WRiTE BRAiN BOOKS for them to read aloud to an audience that included our Vice Principal, school counselor, teachers, parents, and fellow students. i'm already looking forward to doing WRiTE BRAiN again next year!"

**Coleen Castro** • *SAVA Elk Grove Charter School* • *Sacramento, CA*

"After using WRiTE BRAiN BOOKS, my students were transformed. They would ask me if we could have extra classes, stay after school, or take their writing home. i watched reluctant writers shed their fears as they each focused on telling their story. The rigor of the WRiTE BRAiN curriculum consistently and precisely addressed standards and content my students needed to know. Watching students read their published books to their peers was one of the highlights of the year! Even better was when students entered class the next day and asked if we could start a new book. i knew WRiTE BRAiN was innovative and revolutionary when i first encountered it. Now, after implementing WRiTE BRAiN, the transformation i saw in my students proves it."

**Lesley Morgan** • *Teacher* • *Harrison County Schools* • *West Virginia*

"Because each author viewed the illustrations through his or her own lens, the students' stories were completely unique, even when the images were exactly the same. The children walk away understanding perspective and how to be flexible thinkers. That is invaluable."

**Monique Marshall** • *Wildwood School* • *Co-Developer of the WRiTE BRAiN BOOKS Curricula, CA*

# SCAN THE QR CODES TO WATCH OUR VIDEOS!



**WRiTE BRAiN for  
Secondary ELs**  
(extended w/ testimonials)



**WRiTE BRAiN  
for English  
Learners**



**WRiTE BRAiN in  
Kindergarten at  
Warner Public  
School**



**WRiTE BRAiN  
in the 2nd Grade  
Classroom**



**6TH GRADERS  
WRiTiNG &  
THRiViNG**



**WRiTE BRAiN at  
TEACH Academy  
Middle School**



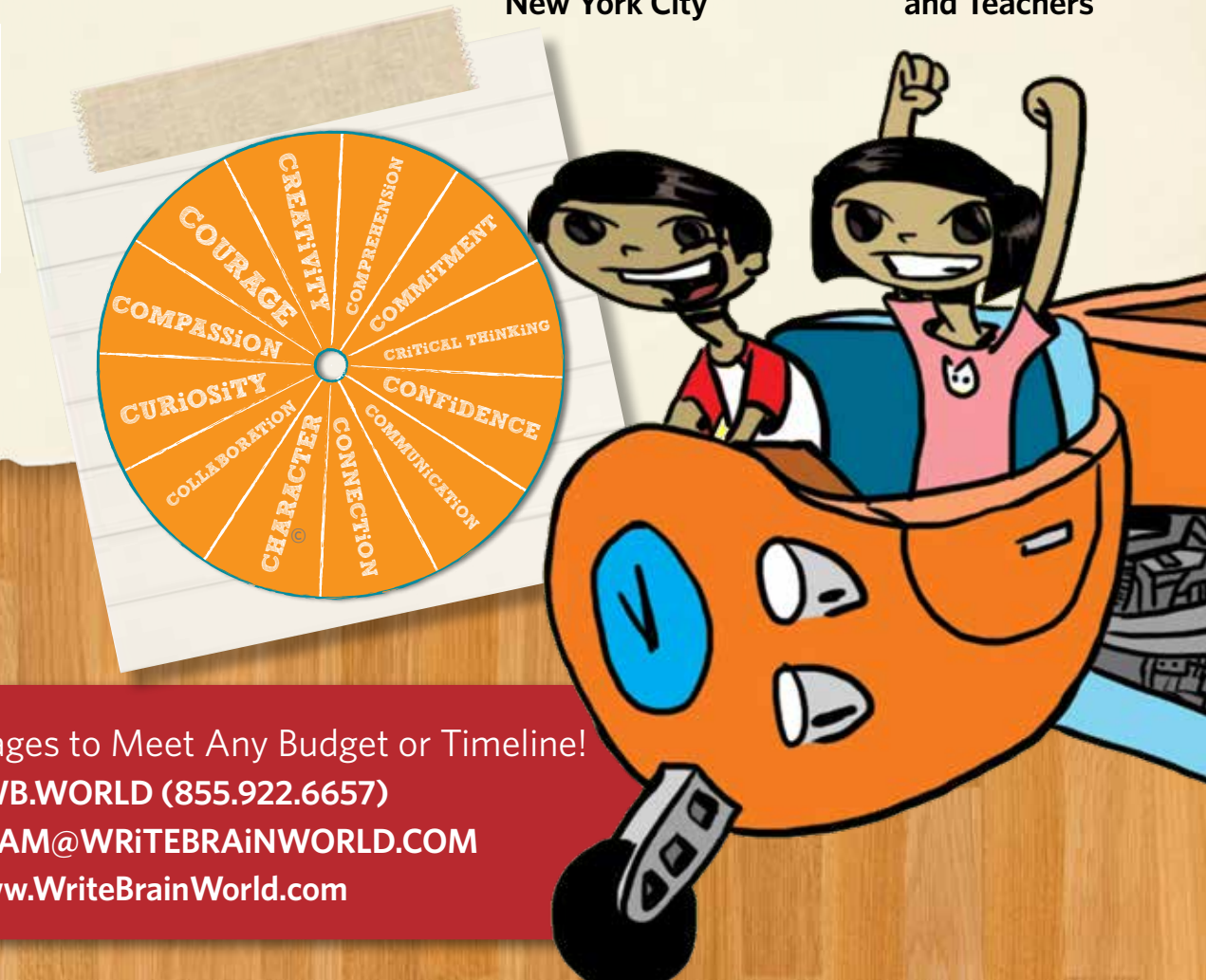
**HiGH SCHOOL  
Students &  
WRiTE BRAiN in  
New York City**



**Miami-Dade  
SECONDARY  
ESOL Students  
and Teachers**



**WRiTE BRAiN  
& ELO-P**



Customized Packages to Meet Any Budget or Timeline!

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