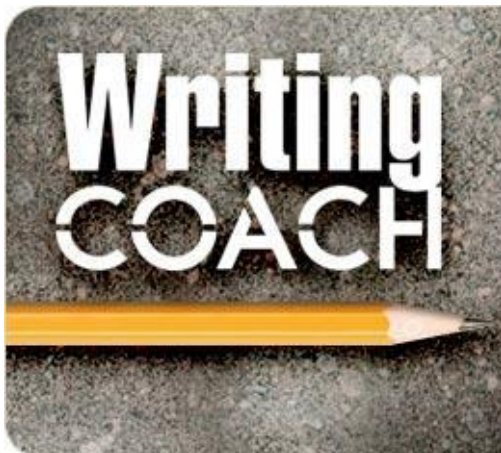


Efficacy Study of *Writing Coach: A Writing Curriculum by Pearson* Information for Interested Schools

Study Description

Cobblestone Applied Research & Evaluation, Inc. will conduct an intervention study to examine the Pearson *Writing Coach* program in selected middle schools in grades 7 and 8 during the 2011-12 school year.

The program will be tested in pull-out intervention classes. Students will be *randomly assigned* to the “treatment” group (using the Pearson *Writing Coach* program) or the “control” group (continuing to conduct business as usual).



Writing Coach is a digitally-driven grammar and writing program that uses students’ writing samples to diagnose strengths and weaknesses in their grammar and writing skills. The online program supports them with personalized feedback, grammar instruction, and remediation.

Incentives

The incentives to participating schools and teachers include:

- **Training:** Free training and product orientation for all intervention instructors selected to use the Pearson *Writing Coach* program
- **Program materials:** Free Pearson *Writing Coach* materials, including Teacher Edition books and *Writing Coach* student site licenses, valid for six years
- **Teacher stipends:** All participating intervention teachers will receive a \$100 cash stipend

School Site Characteristics

In order to be considered for participation in the study, schools must meet the following criteria:

- Schools should have at least one intervention instructor (e.g., reading coach or paraprofessional) that can deliver the Pearson *Writing Coach* intervention program.
 - The interventionist(s) must work with the intervention students outside of the primary classroom. In addition, he/she must have a minimum of two years of instructional experience.
 - The interventionist must work with students three times a week for thirty minutes (for a minimum of ninety minutes per week).
- Each student must have access to a computer with internet access during the intervention session.
- Schools must obtain district approval to participate in the study.
- Schools must agree to the random assignment of students to either the treatment group (using Pearson *Writing Coach*) or control group (continuing to conduct business as usual).

Data Collection

The study will require that students and intervention instructors participate in a combination of pre/post surveys, assessments, and program implementation monitoring, including the following:

- Student and teacher surveys
- Diagnostic and reading assessments
- Teacher logs
- Teacher focus groups/ interviews
- Classroom observations

As an independent research company we conduct scientifically rigorous studies while still working closely with schools to meet the unique educational needs of their students.

We are excited to work with schools interested in improving literacy of struggling students!



For more information about the study or eligibility requirements, please contact:

Rebecca M. Eddy, Ph.D.

Cobblestone Applied Research & Evaluation, Inc.

Phone: (800) 971-3891

Email: pearson.study@cobblestoneeval.com

Website: www.cobblestoneeval.com