

Cultivate Articulate, Adept, Analytical Writers

EVERY GRADE EVERY CLASSROOM EVERY DAY

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Are you a strong
WRITER?



What struggles do writers
encounter?

Hi, my name is Amber and I'm
going to tell you about...

And that's all I
have to say about...

and then I...
and then I...
and then I...

THE END.



WRITING TRUTH #1

Writing must become an integral aspect of every classroom, every day.

A high-angle, wide shot of a massive crowd of people, likely at a festival or sporting event. The crowd is dense and fills the entire frame, with individuals of various ages and ethnicities visible. The background is a light, hazy sky.

1,260,000

A YEAR



**IF STUDENTS ARE TO
LEARN, THEY MUST
WRITE.”**

—National Commission on Writing

writing

skills

≠

reading

skills

Just how many
writing types are
there?

OPINION
ARGUMENTATIVE
CAUSE OR EFFECT
PERSUASIVE
PROBLEM-SOLUTION
ANALYTICAL
COMPARATIVE
EVALUATIVE
TEXTUAL-RHETORICAL
ANALYSIS

IT MUST BE
worth their time
TO COMPOSE IT


AND WORTH THE
teacher's time
TO READ IT





WRITING TRUTH #2

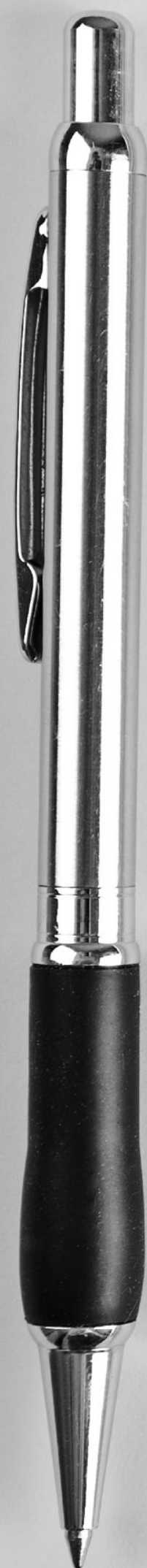
**Writing requires explicit instruction,
modeling, and practice.**



Just math for
20 minutes.



It's time to
science.



**Nothing is more intimidating than a
blank sheet of paper and the directions,**

“WRITE.”

STUDENTS MUST

see strong
writing skills

MODELED

by teachers

be given
opportunities to be

COACHED

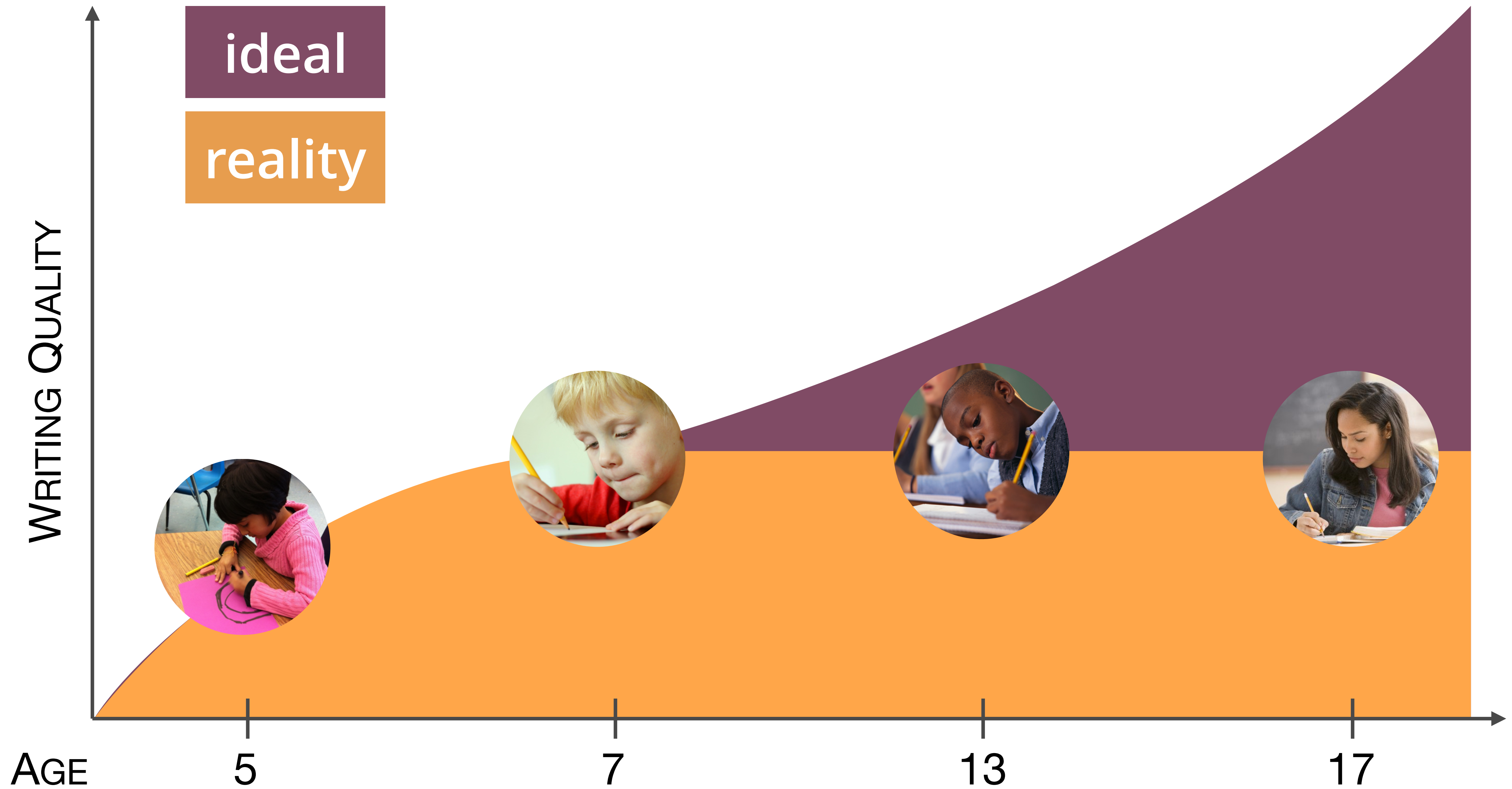
as they grow their
own skills

be provided
opportunities to

APPLY

their writing skills

SO THAT THEIR WRITING HABITS CAN BE HONED.



**What is the number one
question students ask about
writing assignments?**

LENGTH ≠ quality

essays

paragraphs

paragraphs

sentences

sentences

sentences

phrases

phrases

phrases

phrases

words

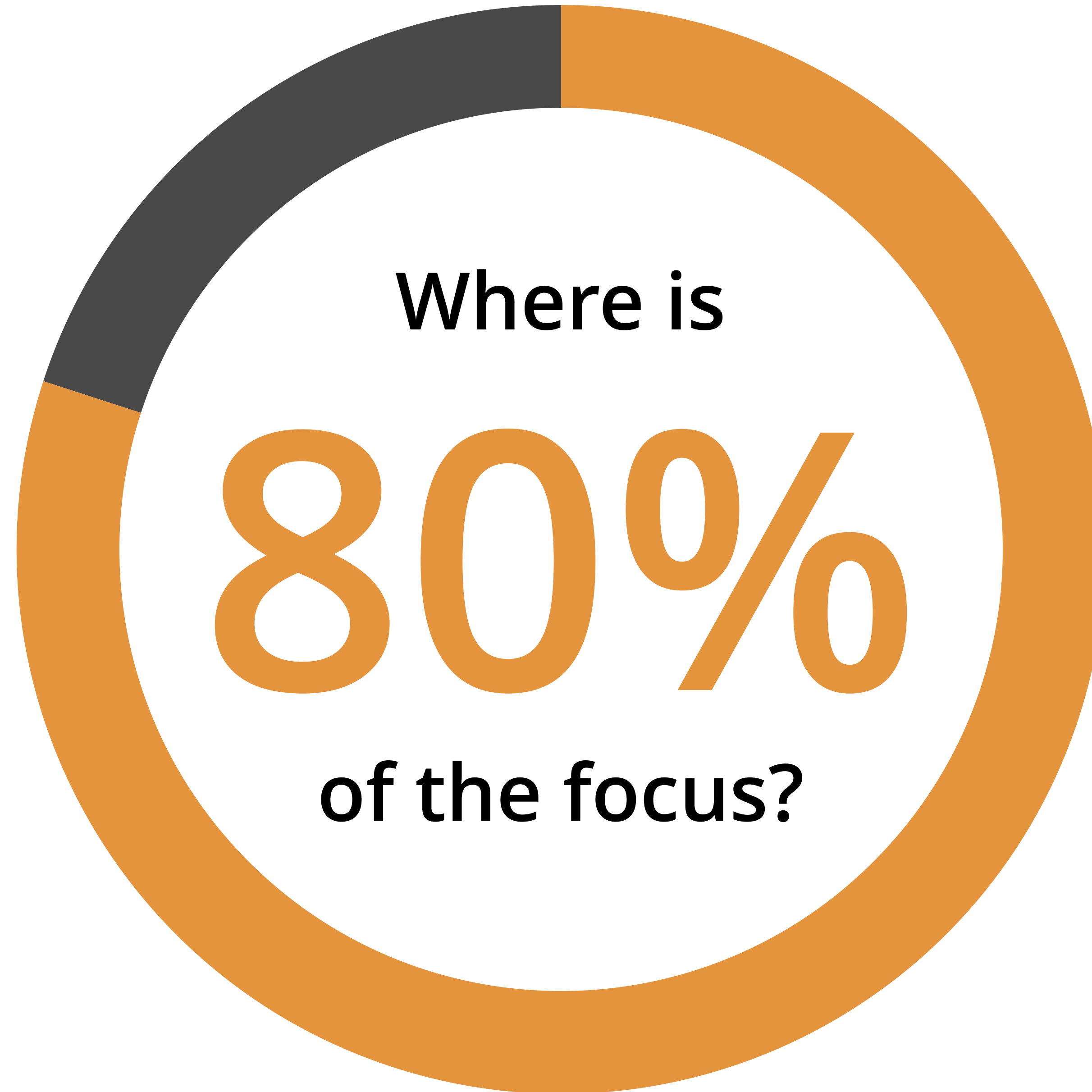
words

words

words

words

words

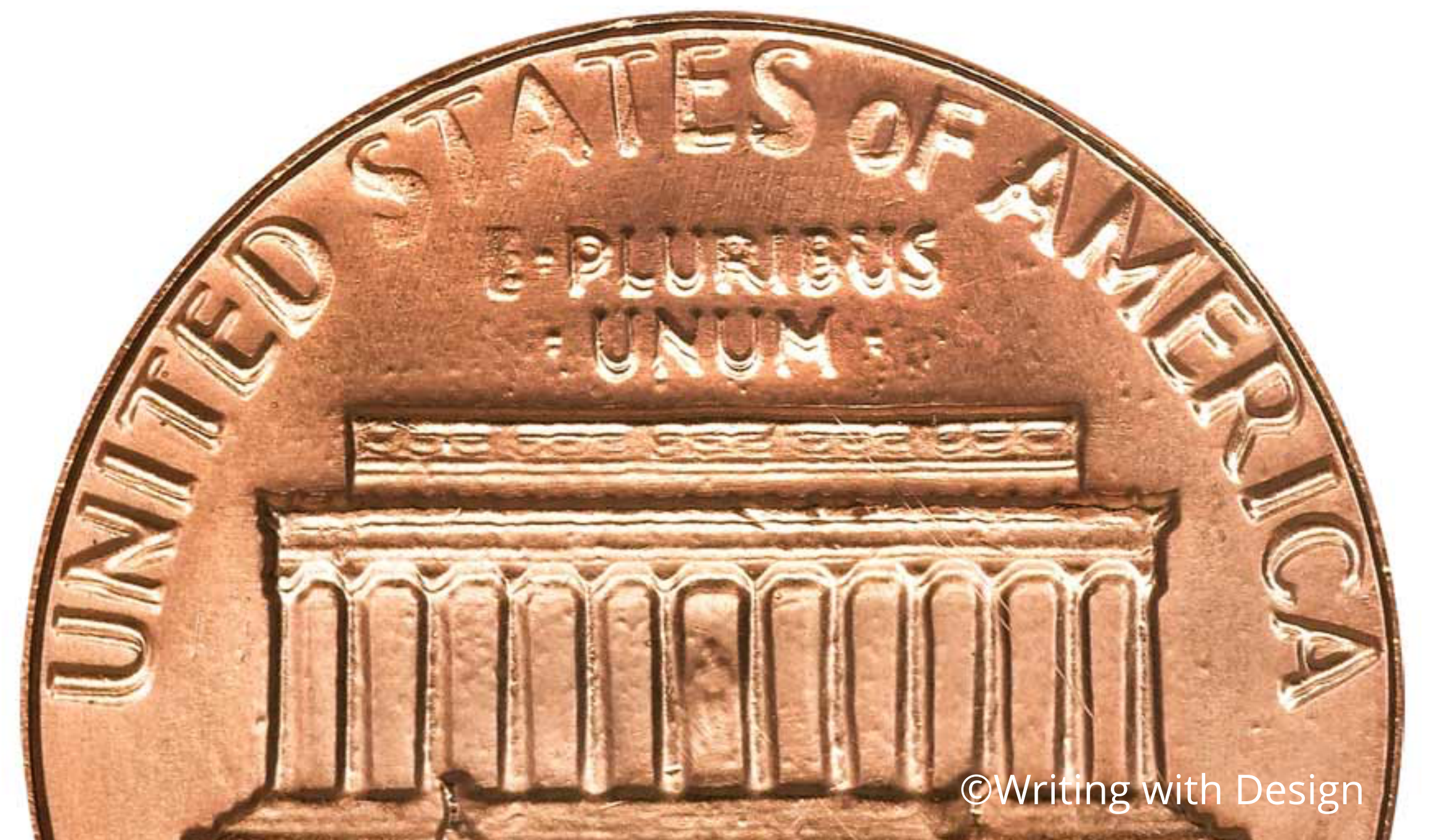




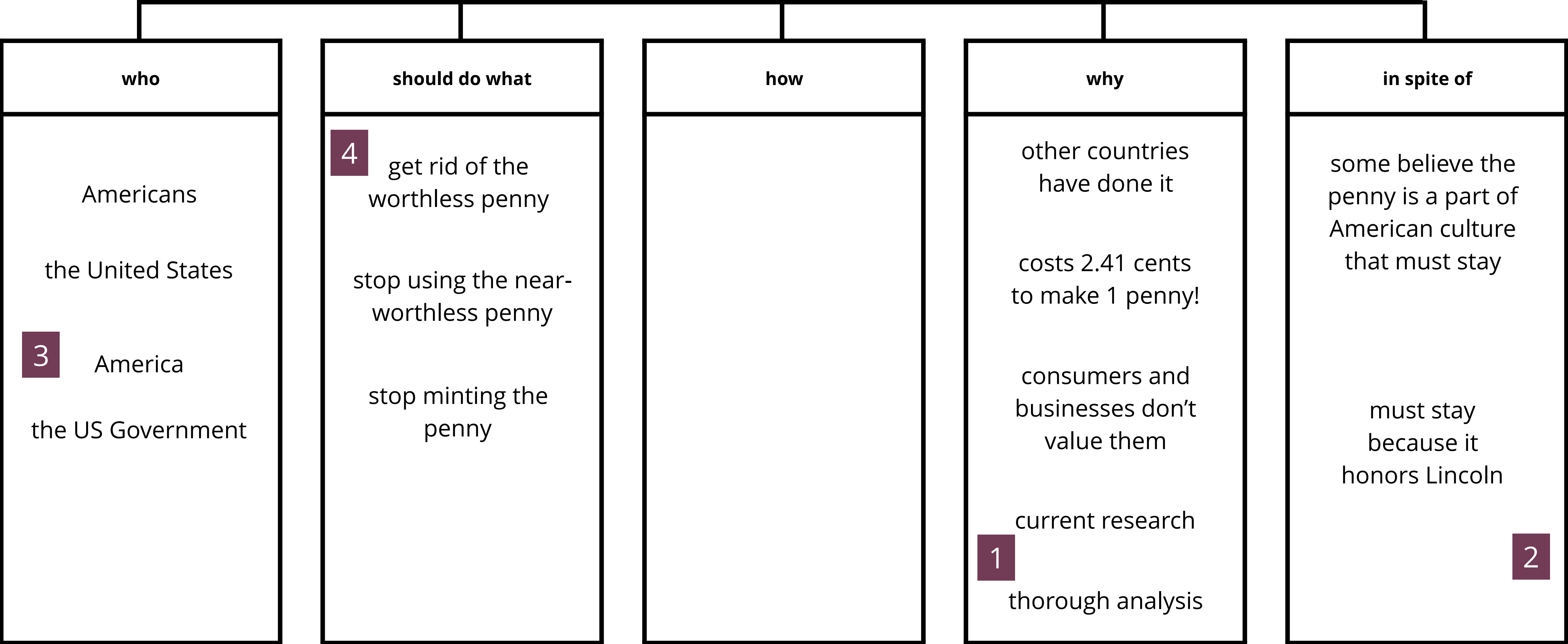
WRITING TRUTH #3

**Powerful tips and techniques make
all the difference.**

Even though some strongly believe the penny honors President Lincoln, based on thorough analysis of the latest research, it is time for the United States to stop using this near-worthless coin.



Let's Craft a Working Thesis

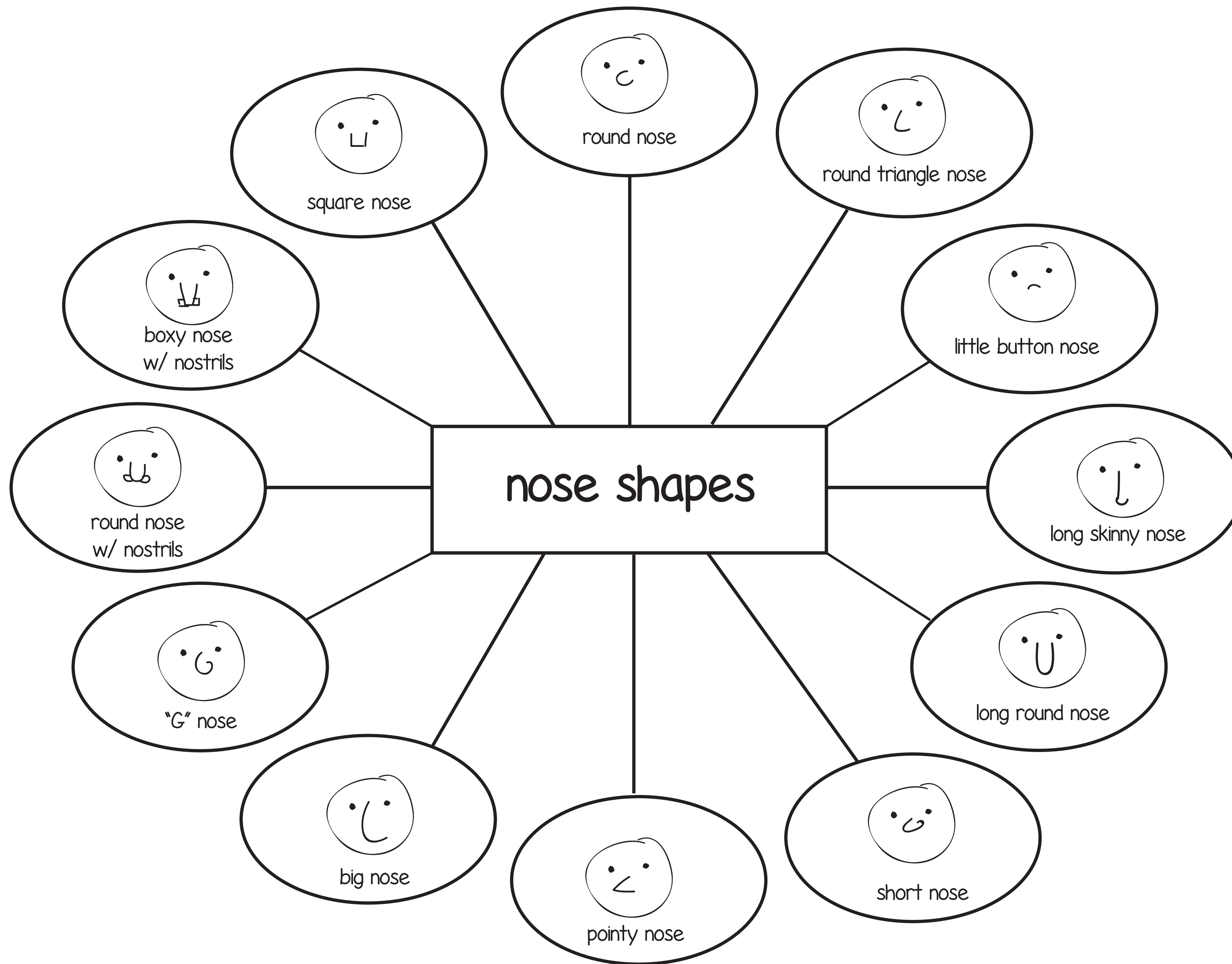


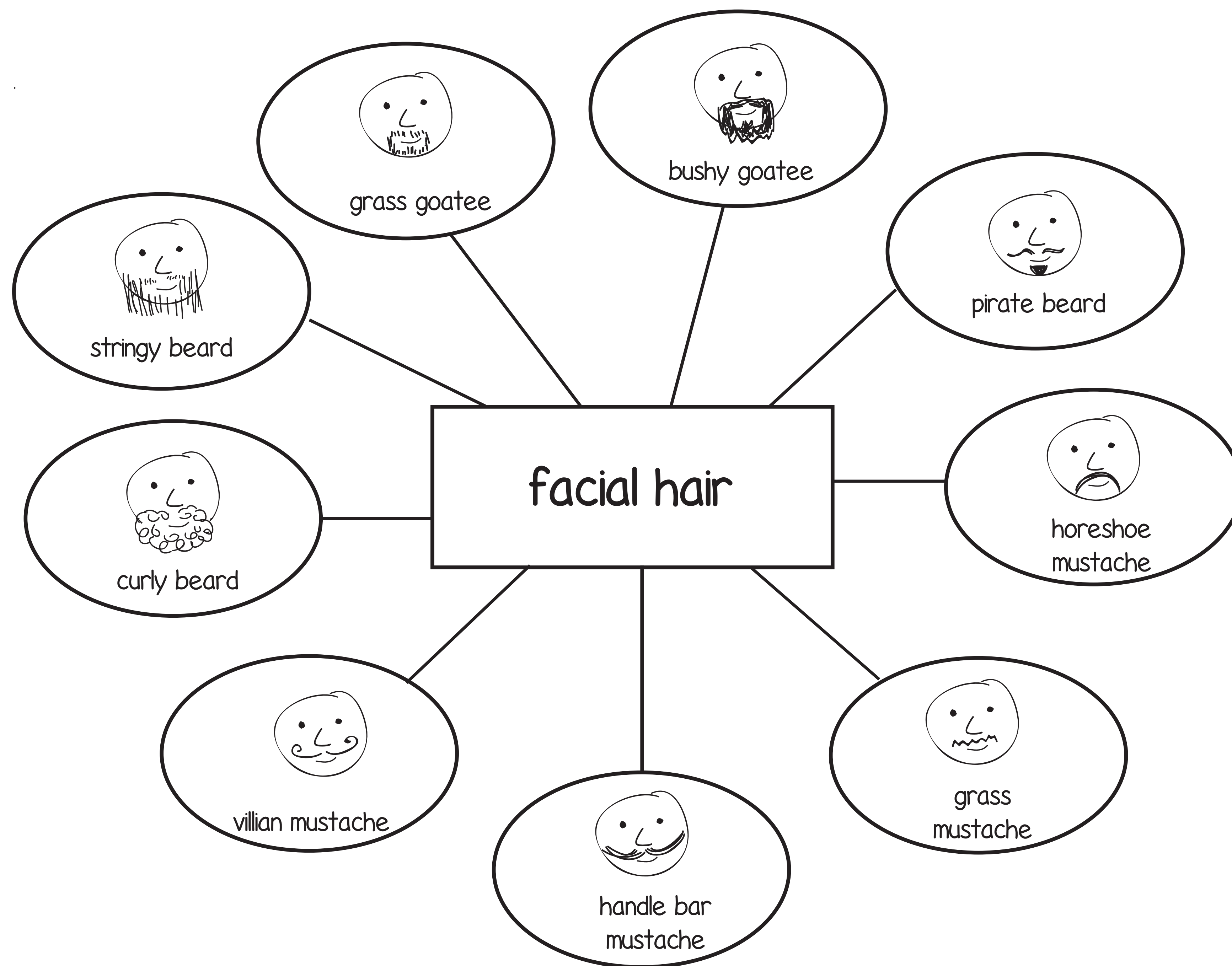
Put it all together:

RESOURCES CULTIVATE INDEPENDENCE



Even in our youngest writers.

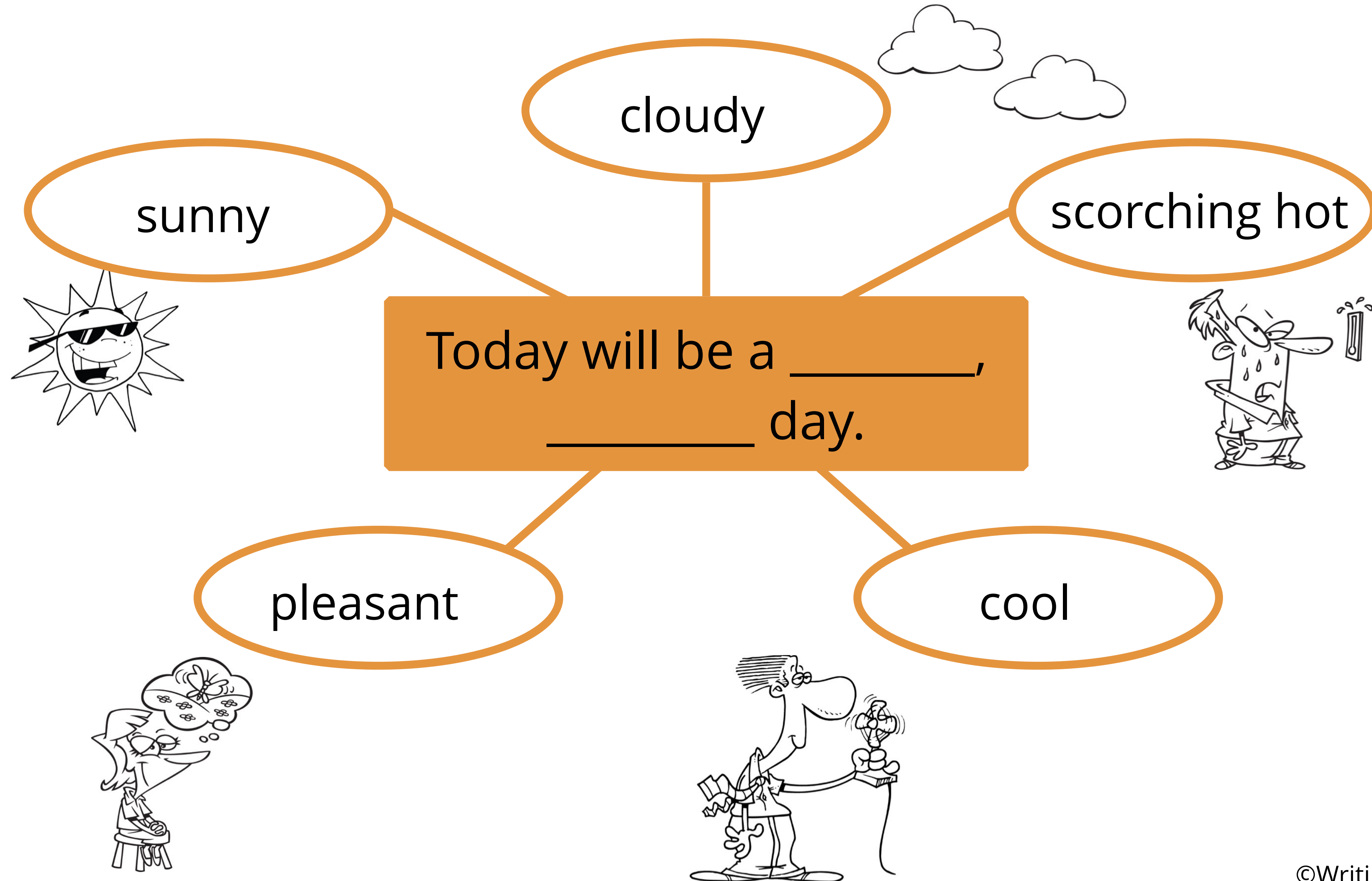


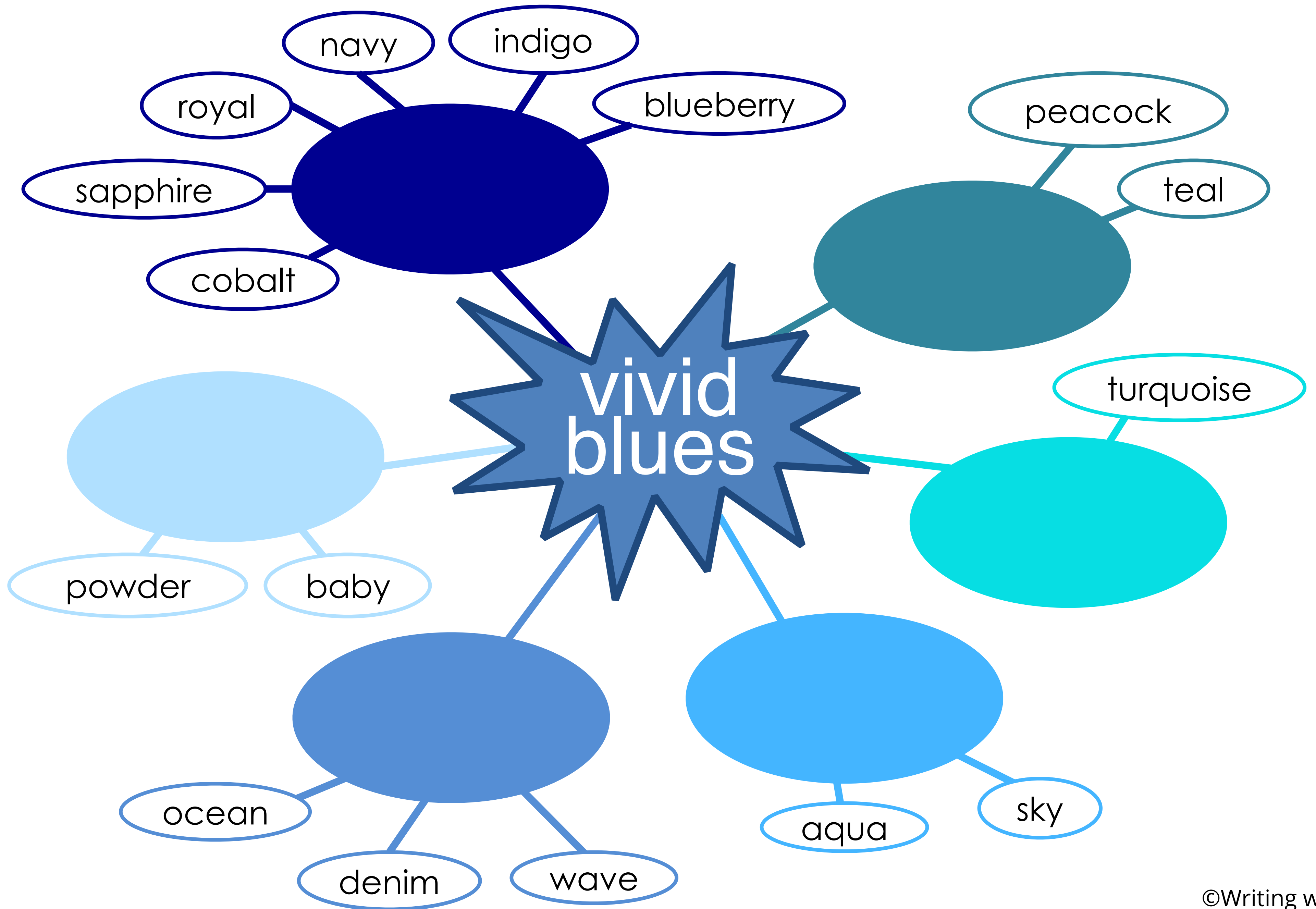




Supporting Strong **WORD CHOICE**

Vivid Weather Forecasting





What's weak about these sentences?
What can be added to make them
stronger?



A dolphin can jump.

3



A penguin can jump.

5

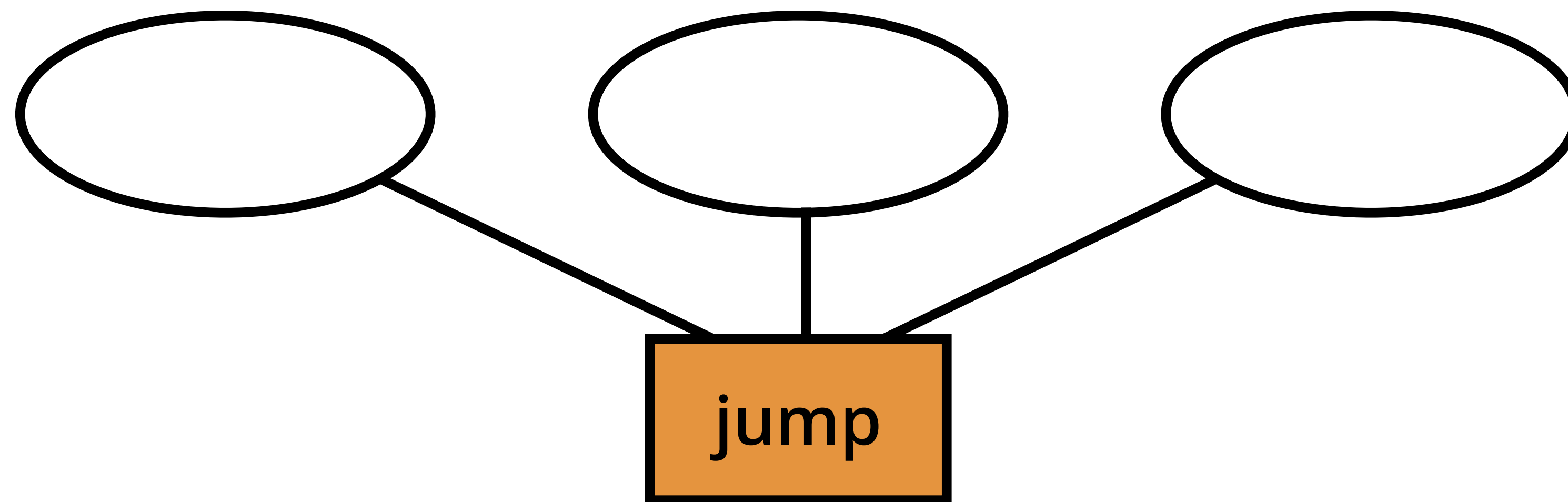
Vivid Verbs

On a sheet of paper,
write “jump” in a
rectangle in the
center of the page.

You have one minute to
brainstorm as many
synonyms for “jump” as
you can think with
colleagues around you.

Make sure
everyone is
making a
brainstorm.

GO!



Strong Adjectives and Descriptive Phrases

waddling

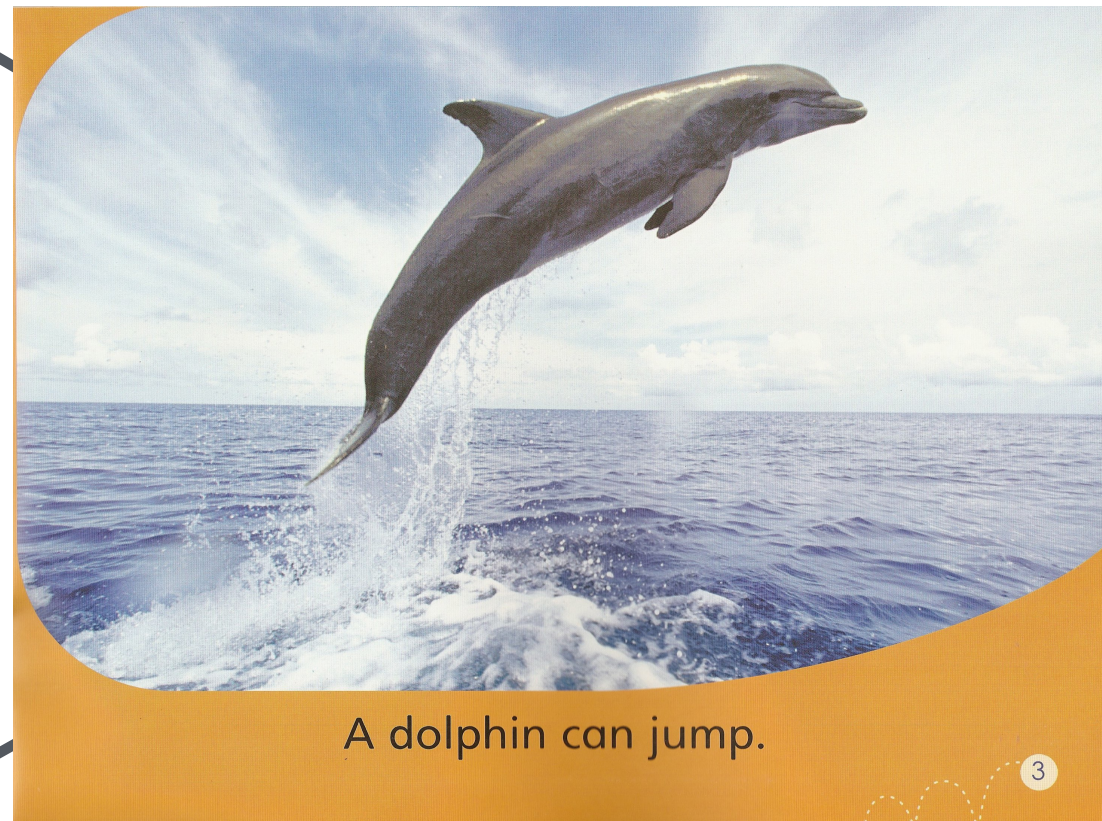
black
and
white



hungry

Take a minute to jot
down descriptions
of the animals.

plays in
the water



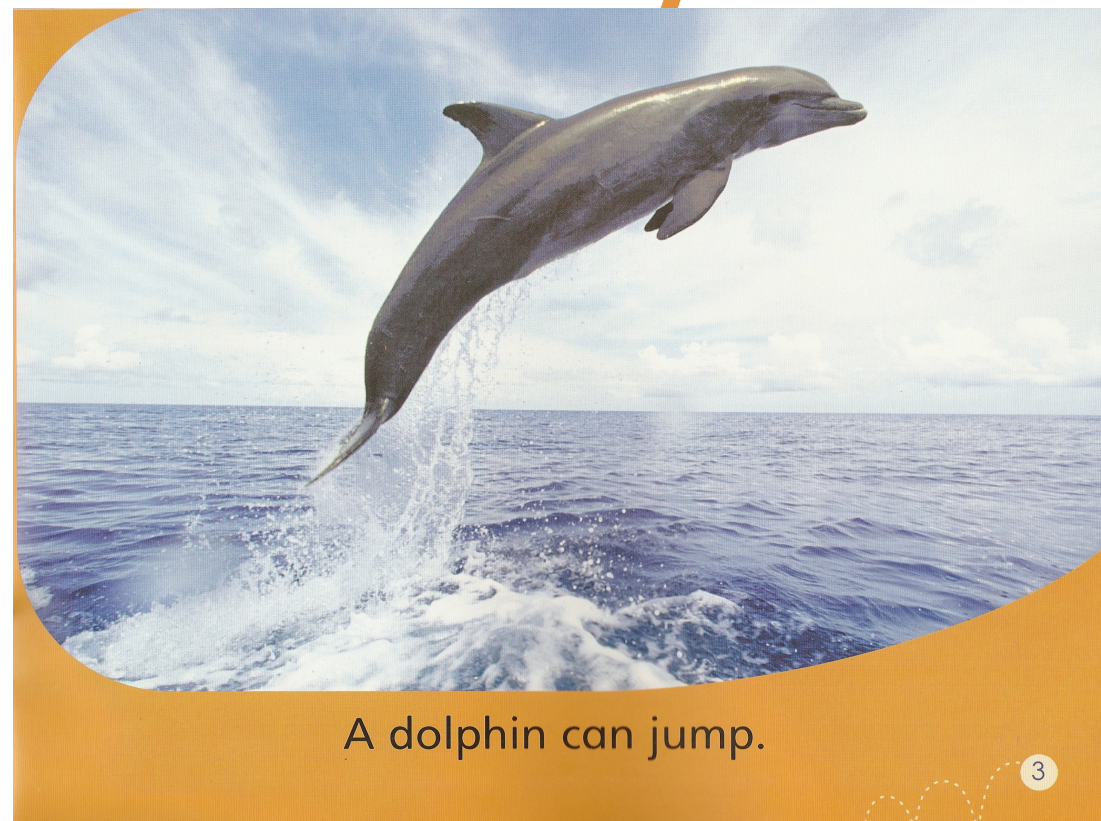
energetic

gray

young

Sentence Extenders

where?



how?

where?



how?

Activity

**CHOOSE ONE OF THE
SENTENCES ON THE RIGHT,
THEN TURN IT INTO AN
IMPRESSIVE SENTENCE BY:**

- adding in strong adjectives in front of the noun,
- replacing the verb with a more vivid one, and
- adding where and how.



A penguin can jump.

5



A dolphin can jump.

3



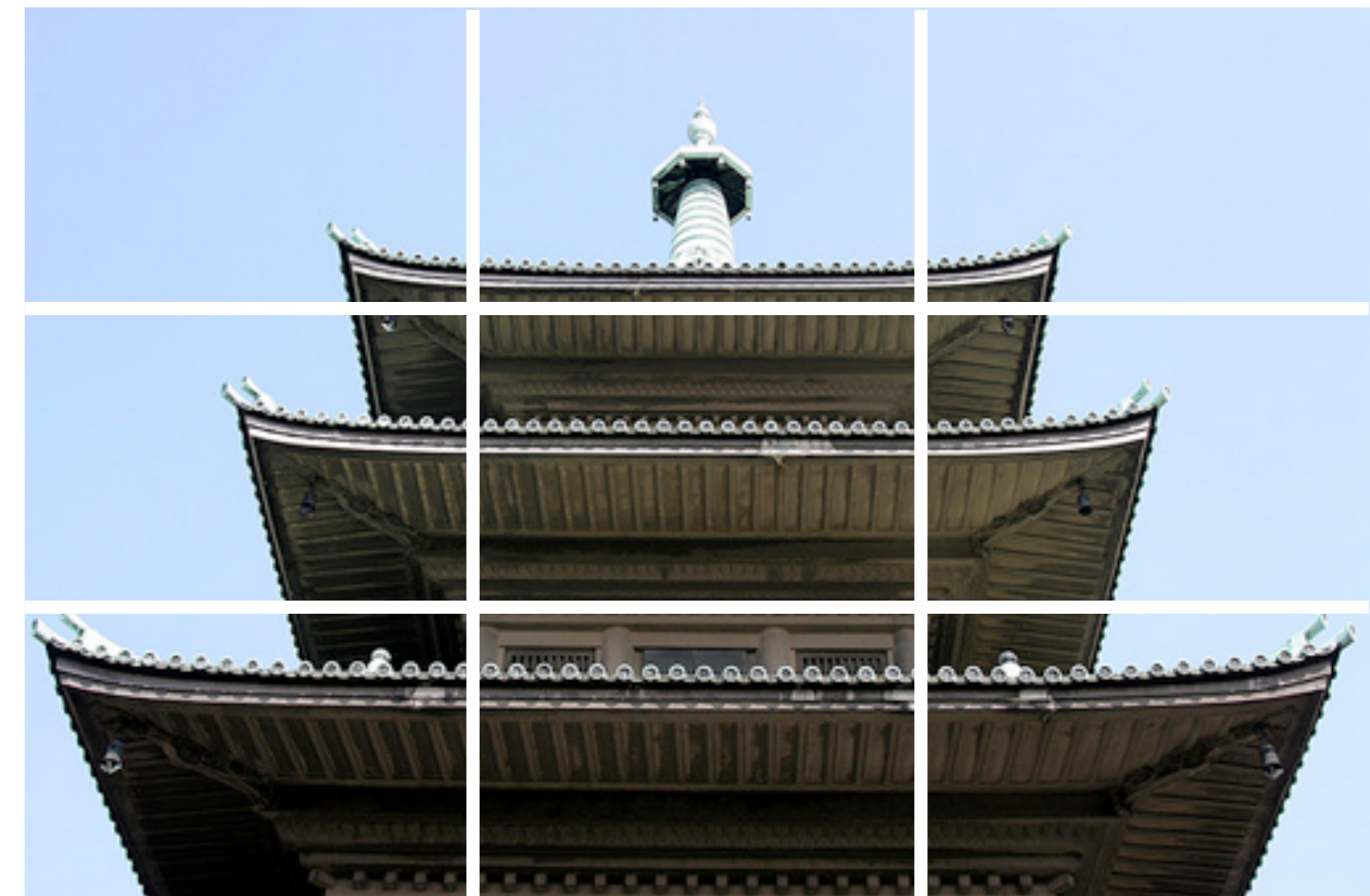


The Power of

THREE

THE POWER OF THREE IS ALL AROUND US.

Whether in art, photography, or architecture, the power of thirds is appealing.



What makes the power of three powerful?

all three words, phrases, or sentences are about the same length and have a similar structure (i.e. all begin with an adjective, maintain the same verb tense)

the longest word or phrase typically goes at the end of the series

there's a rhythm when it's read (rearrange and read aloud to find the best rhythm to the three)



bonus points for alliteration

The Power of 3

Puddles are _____, _____, and _____.

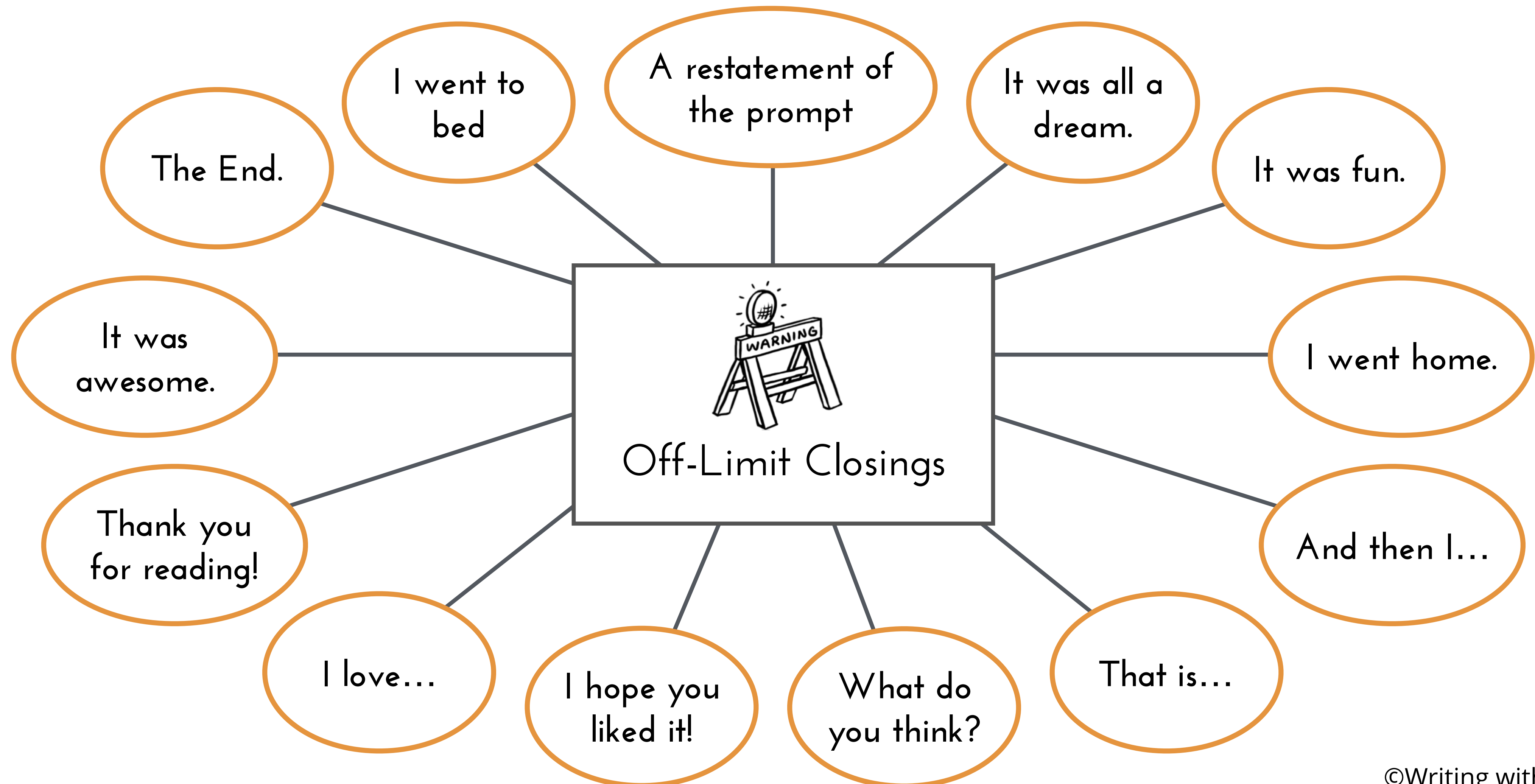




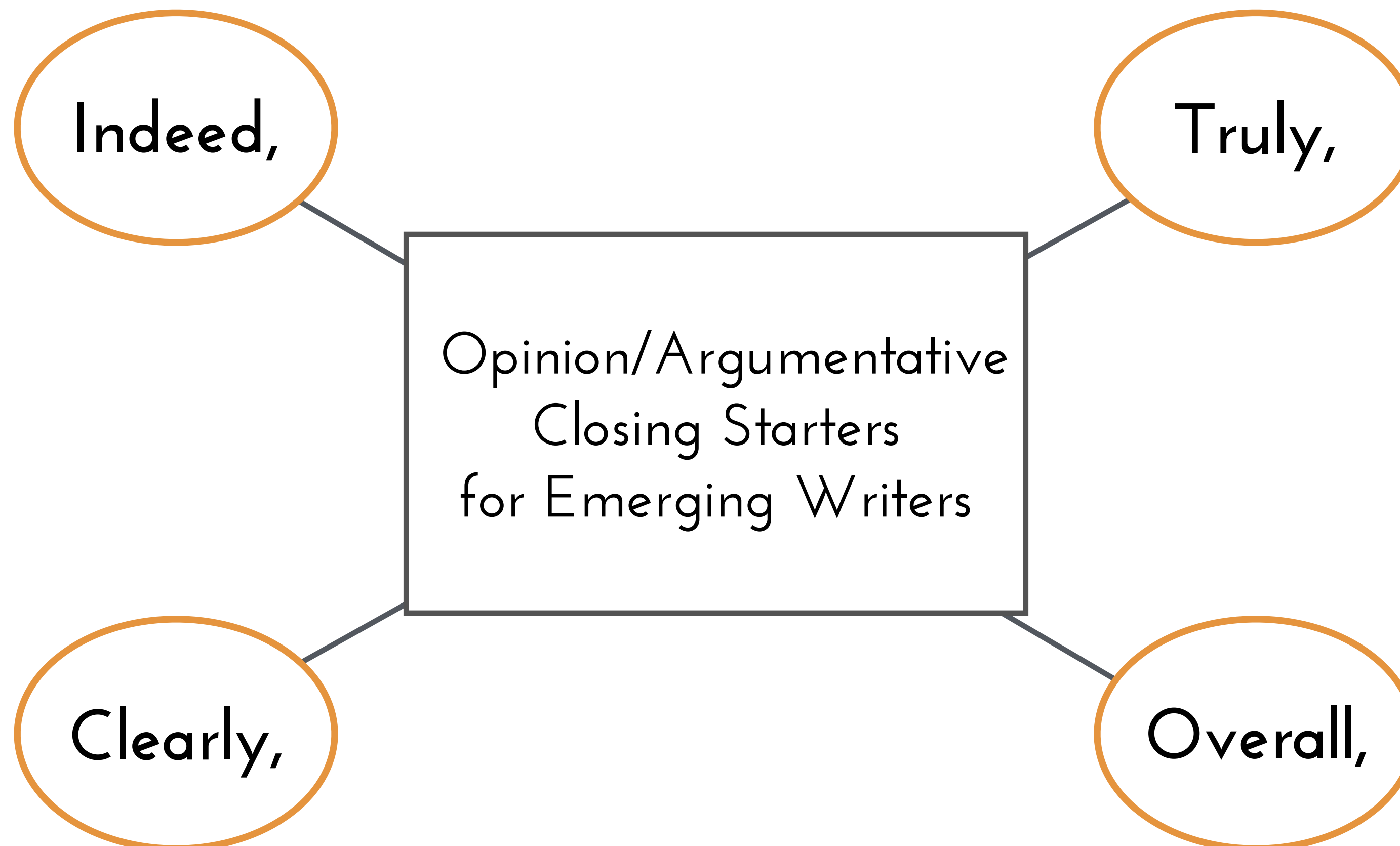
Replace Habits

WITH RESOURCES

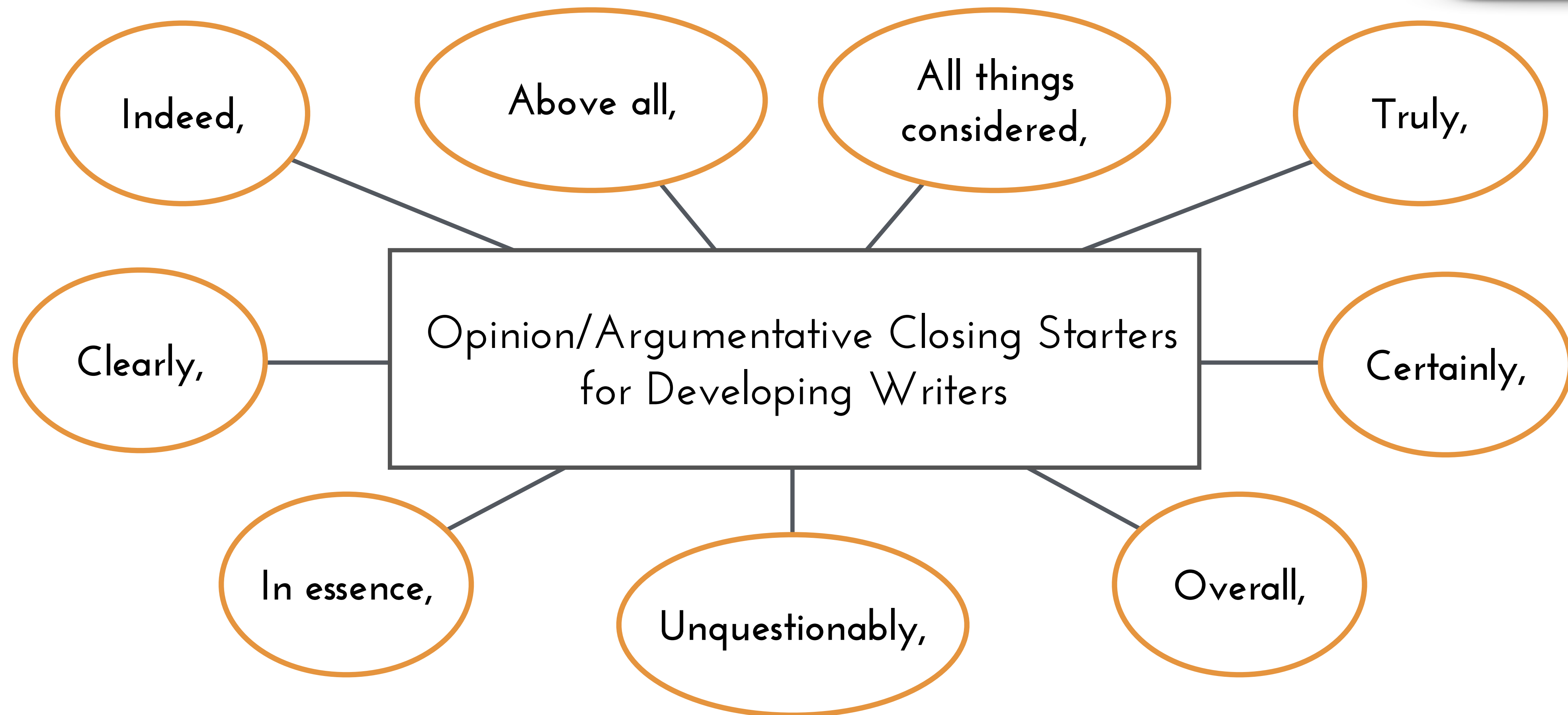
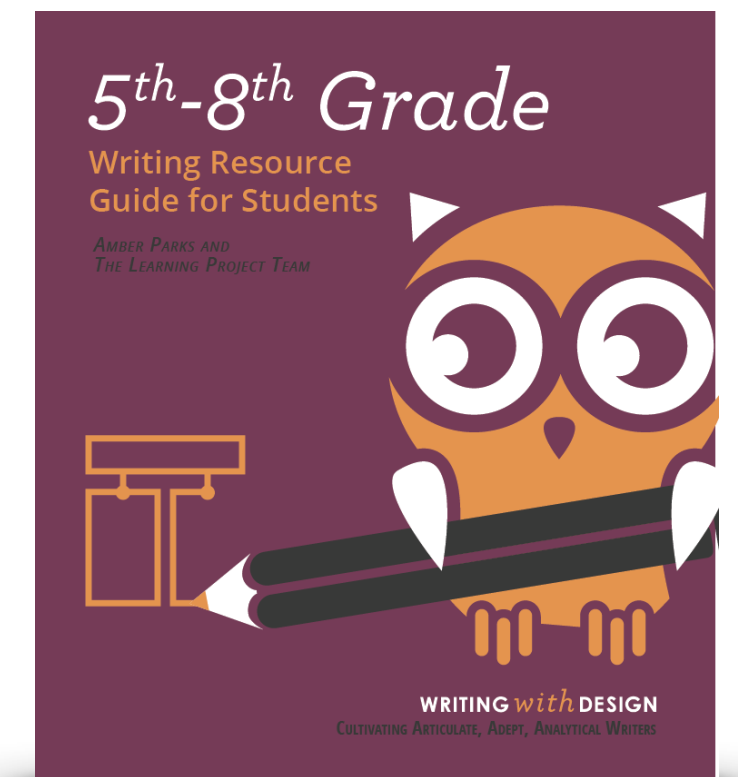
Focus on writing features that **elevate the quality of writing**



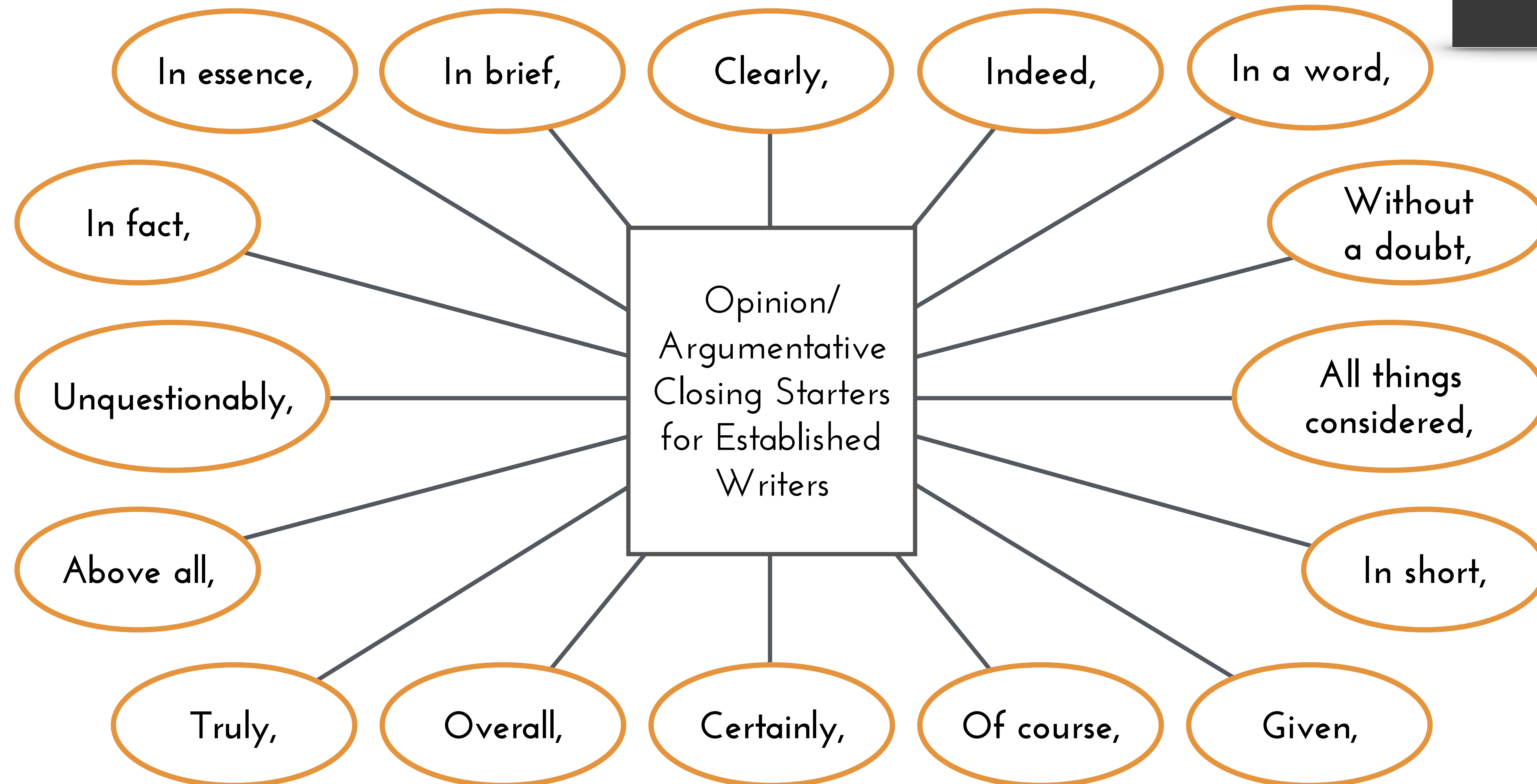
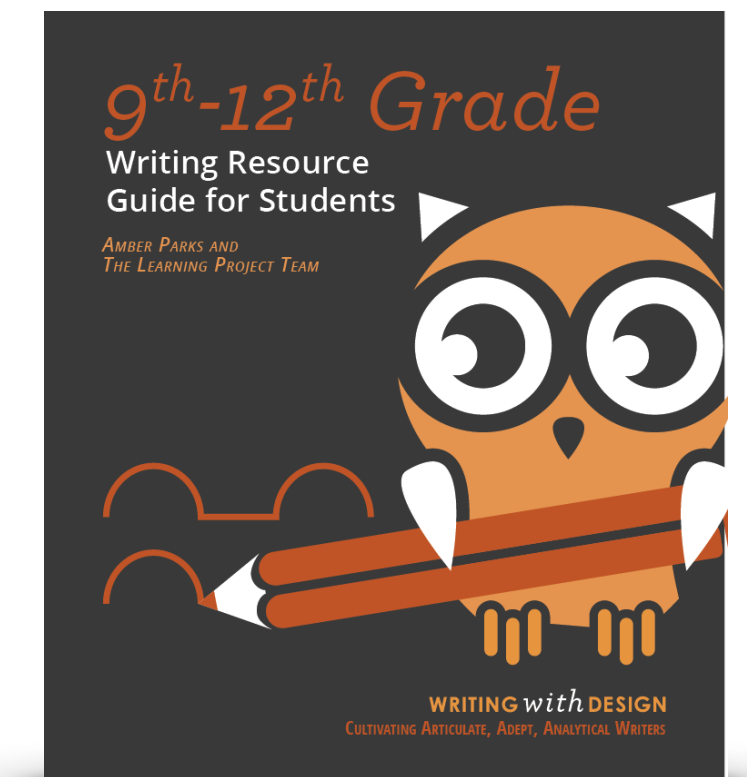
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Focus on writing features that **elevate the quality of writing**



Focus on writing features that **elevate the quality of writing**





IMAGINING WHAT'S POSSIBLE

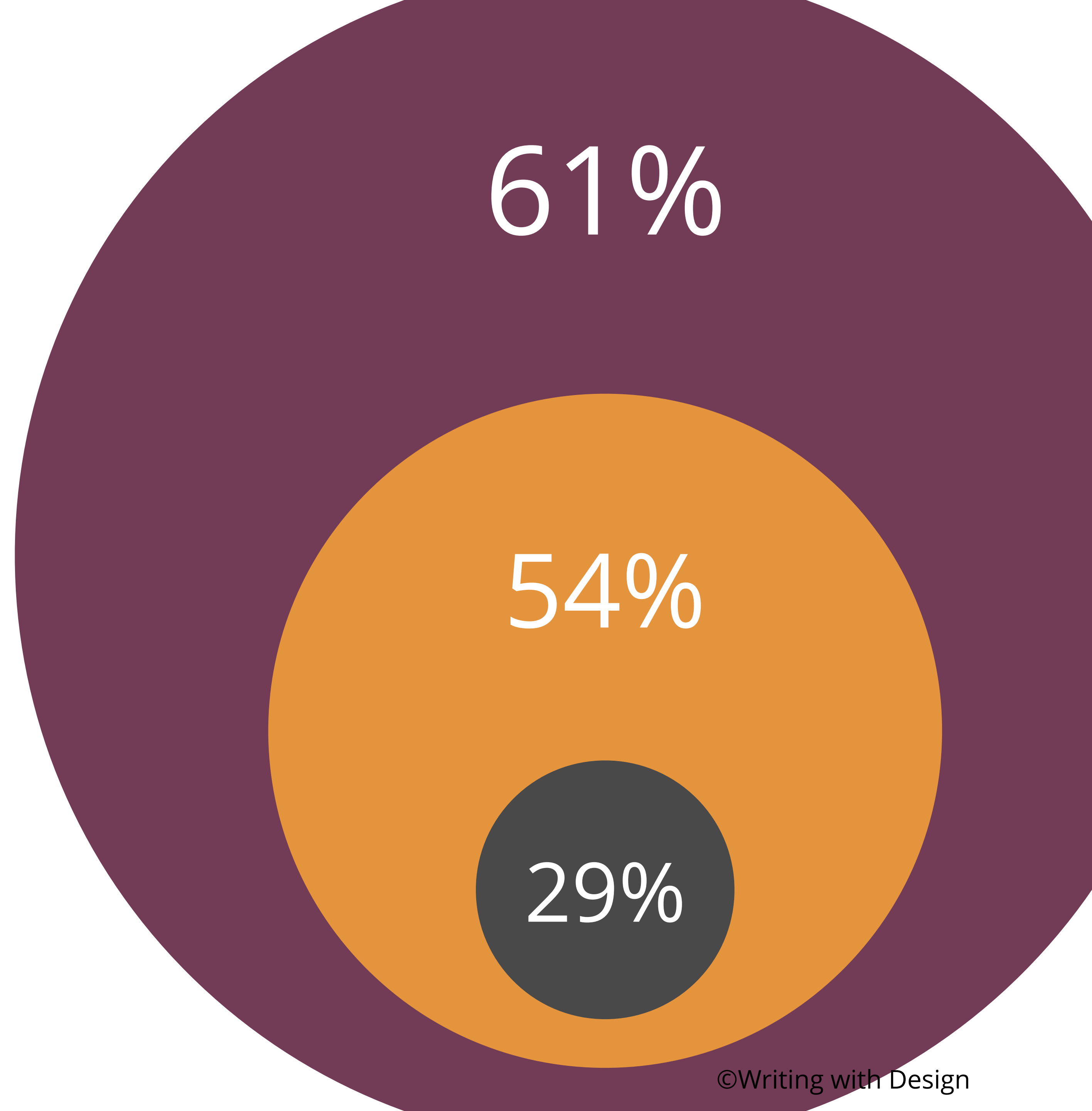
Success Stories and Data



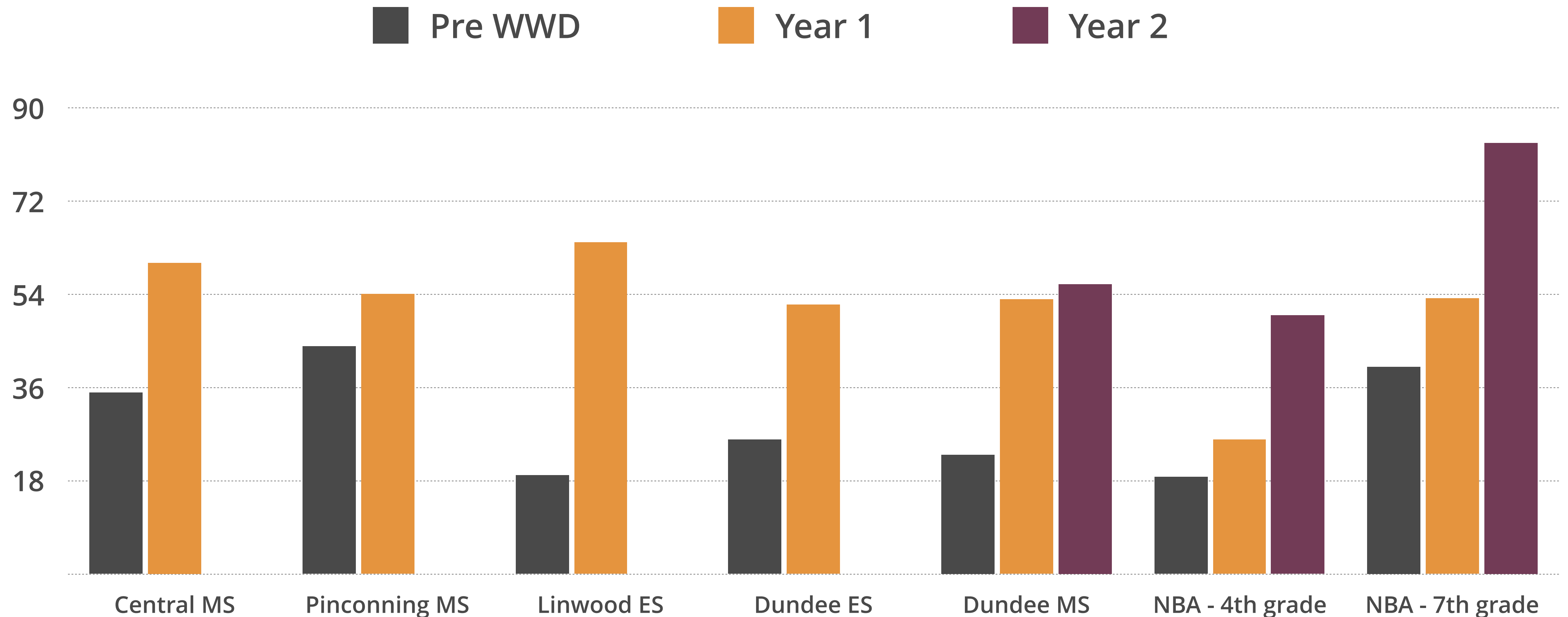
**WHEN A SCHOOL-WIDE WRITING
FOCUS IS EMBRACED, THE RESULTS ARE**

TREMENDOUS

Average Annual Increase at Writing with Design Schools



Unprecedented Gains at Writing with Design Schools



State and National Assessment Data from 2012-2015



makes students

THINK

about what they write



and

WRITE

about what they think



It is obvious that if today's youngsters cannot **read** with understanding, **think** about and analyze what they've read, and then **write** clearly and effectively about what they've learned and what they think, then they may never be able to do **justice** to their talents and their potential.

— Vartan Gregorian
President, Carnegie Corporation of New York



OUR PHILOSOPHY IS SIMPLE

WE BELIEVE





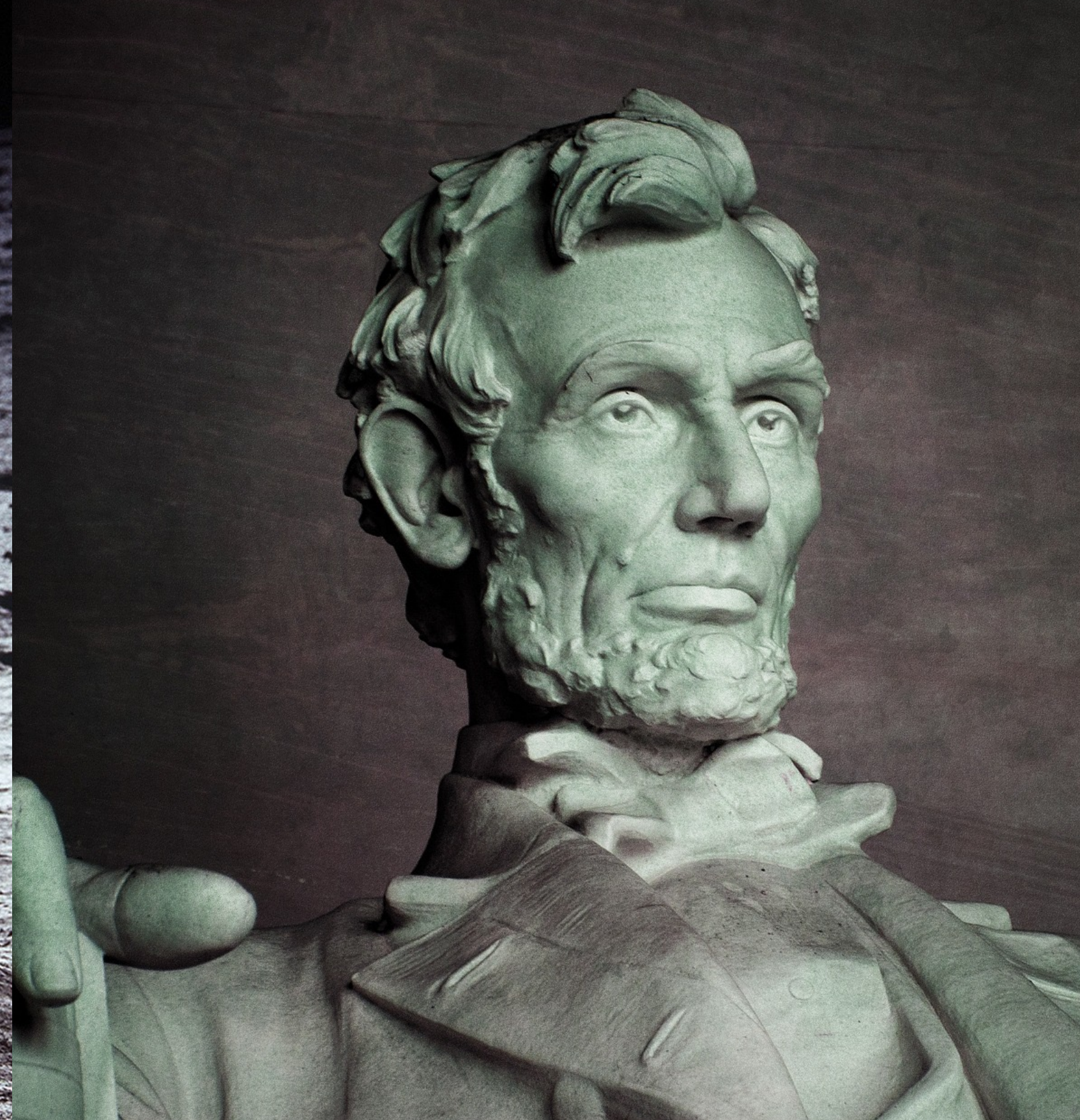
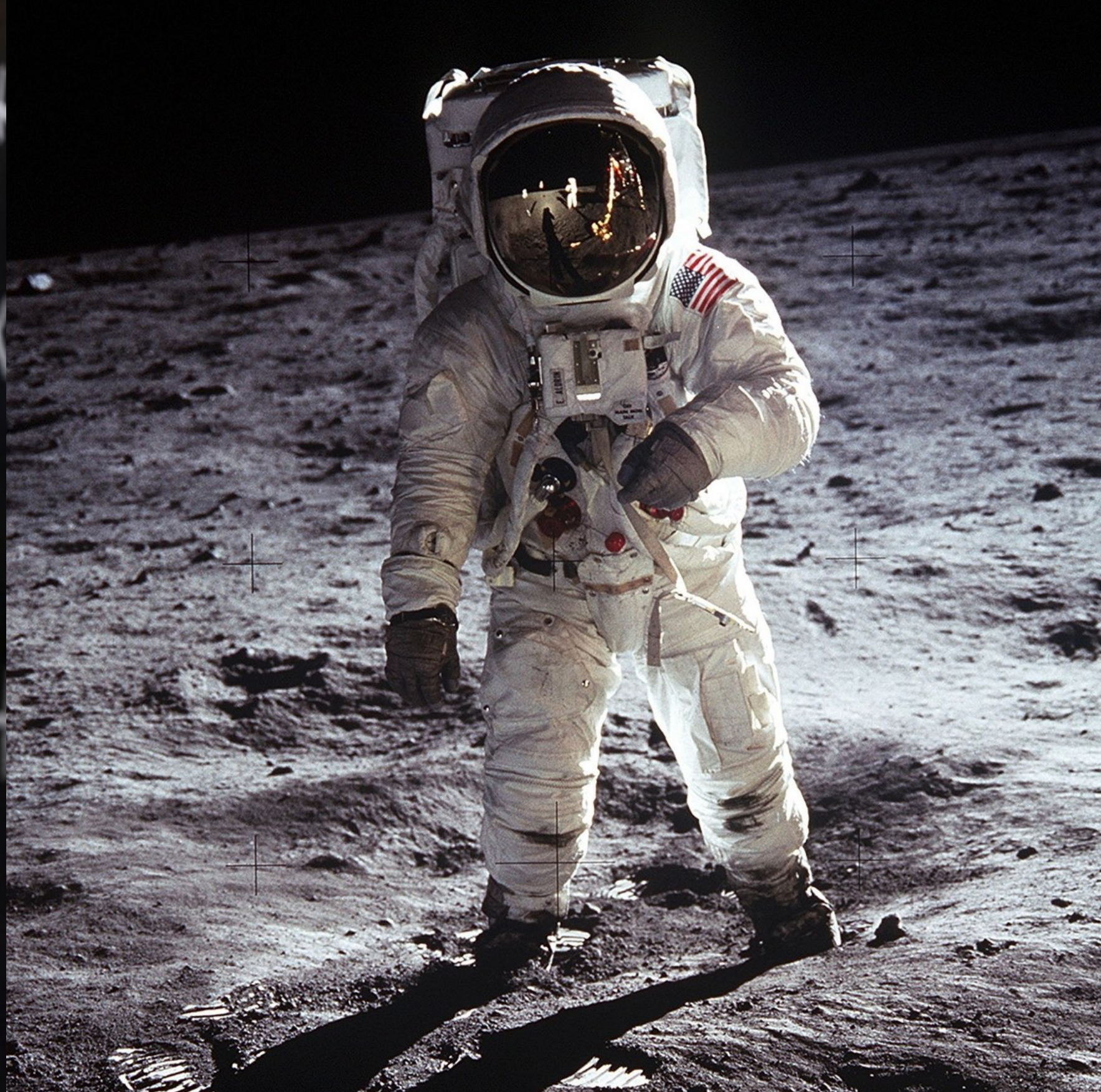
**No skill is more complex or important
than learning how to write critically,
creatively, and confidently.**



Every student is a writer.



**Every teacher can integrate relevant writing
into their curriculum.**



Meaningful writing can happen
any day in any subject.



**The instructional focus must be on
quality before quantity.**

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