



Engage Readers.  
Achieve Common Core Success.



# Scholastic: Why Are We Here?

## Market leader in nonfiction content:

- 22 print magazines across the curriculum
- Avidly read by 25 million subscribers

## Experienced digital publishers:

- Launched Scholastic News Interactive for web and IWB in 2010
- Offer 21 web sites with rich interactive content in addition to time-honored print versions

## Uniquely positioned to meet the needs of the Common Core:

- Highest-quality, curriculum-aligned informational text and fiction
- Titles have been fully Common Core-aligned for two years
- Scholastic has 92 years of expertise in designing instructional materials for extracting meaning from text



# Today's Need: Common Core Demands are Creating Instructional Shifts in the Classroom



To meet the demands of the Common Core State Standards, teachers are being required to teach:

- More informational text (50 percent)
- Increasingly complex text; students need to be able to navigate texts of varying complexity successfully
- Deeper, more evidence-based mastery of those texts using close-reading skills



Teachers need resources to successfully implement these instructional shifts, such as

- Access to a wide range of high-quality informational texts
- Support in creating assignments and lesson plans aligned to the Common Core
- Professional development in teaching nonfiction reading in the rigorous way demanded by the Common Core



# Scholastic's Solution: Core Clicks

Engaging Content Students Love to Read.  
Custom Built for the Common Core.



# What Is Core Clicks?

An engaging multimedia K - 5 reading program to build close reading skills for Common Core success

**Core Clicks provides the robust support teachers need to achieve CCSS and ELA objectives:**

- High-quality **informational texts** at varying levels of complexity
- Models **best practices** for teaching close reading and analysis of informational texts
- **Easy to implement** and requires **no training**
- Works on **any web-enabled device**: interactive whiteboards, tablets, and computers
- An **elementary ELA solution**, Core Clicks complements **any** ELA curriculum



# Core Clicks - Custom Built for the Common Core

- Multimedia instructional units provide quality informational texts along the “staircase of complexity” that the Common Core demands
- Multiple encounters with each text build close reading and analysis skills that are central to the Common Core
- “Spotlight Skills” help all readers reach proficiency in key skills
- Text-dependent questions prepare students for the types of questions they will encounter on PARCC and Smarter Balanced assessments.
- Lesson plans support teachers in reaching diverse learners



# Why Teachers Love Core Clicks

1

**Content kids will want to read.** Core Clicks' exclusive content is developed by the expert nonfiction team that creates *Scholastic News* and *Weekly Reader*— exciting, relevant classroom magazines avidly read by 25 million students

2

**Pedagogy teachers can trust.** Scholastic's editorial team worked with experts including Nell K. Duke, Ed.D., a nationally recognized expert in literacy development

3

**Skill building for the new assessments.** Core Clicks lessons provide practice on the kinds of questions and tasks students will encounter on the PARC and Smarter Balanced assessments

4

**A wealth of content, appropriate for diverse learners.** Teachers have access to instructional units in all K - 5 grade levels

5

**Easy to use, plug-and-play on any device.** Teachers will spend time teaching content, not learning a new technology



# Why Students Love Core Clicks

1

**Exciting content** that students will want to read

2

**High-quality videos** that draw students into the text

3

**Robust interactivity** that keeps kids engaged while building skills





# Core Clicks in Your Classroom

## Use Core Clicks to:

- + Supplement and enrich your ELA curriculum
- + Extend or review science or social studies topics

## Core Clicks is designed for:

- + Whole group instruction
- + Small group instruction
- + Independent use

## Use Core Clicks on any web-enabled device:

- + Interactive whiteboard
- + Desktop or laptop computer
- + Digital tablet or other handheld device



# Core Clicks Overview

Program Features and Pedagogy



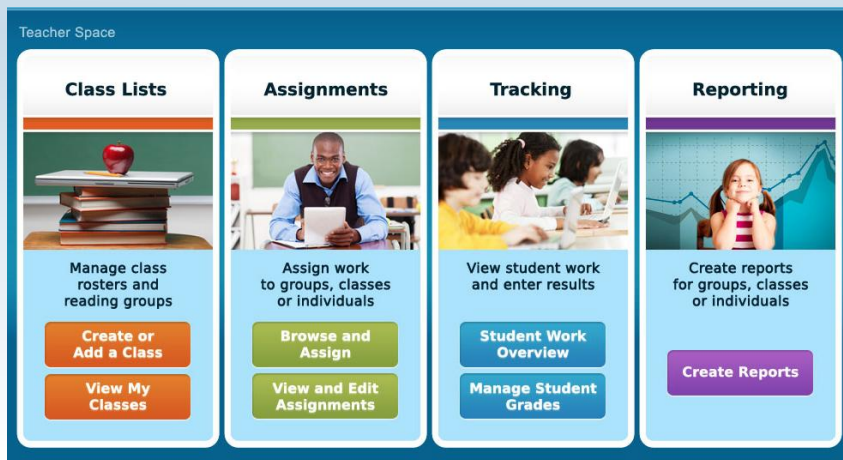
# What You Get When Your School Buys Core Clicks



**108 Text Studies**  
(18 per grade level):  
multimedia instructional  
units, each based on a  
high-interest  
informational text, that  
take about 4 class periods  
to complete

**20 Skill Videos**  
(10 for grades K-2,  
10 for grades 3-5):  
Direct instruction on  
“Spotlight Skills,” key skills  
tied to the Common Core

**33 Reading Checkpoints**  
(3 for K-2, 6 per grade level for  
grades 3-5): Students apply the  
skills they’ve developed on new  
texts for performance-based  
assessment



+ **Implementation and Teaching Support:** Online implementation guide and lesson plans

+ **Tracking and Reporting:** Digital locker technology supports reporting on individual and group performance



# Text Studies: The Heart of the Program

- + Robust instructional units are built around multiple encounters with one high-interest, curriculum-connected text
- + Three interactive reads each have a different learning objective, and guide students to deeper comprehension with each pass
- + Fun multimedia and interactive elements engage and sustain reader interest



Grade 1:  
A Reason to Be Red



# Integrating Core Clicks into Your ELA Instruction

- + **Recommended implementation:** completion of one text study every two weeks during time devoted to literacy, science, or social studies
- + One text study takes approximately four class periods to complete



## First Read: Read It

### Class Period 1

- + **Objective:** Build engagement and introduce the text with vocabulary support



## Second Read: Analyze It

### Class Period 2

- + **Objective:** Build the text-dependent analysis skills students need to meet CCSS assessment goals



## Third Read: Discuss It

### Class Period 3

- + **Objective:** Encourage students to think deeply and critically about the text



## Wrap Up & Review: Skill Workout & Question Quest

### Class Period 4

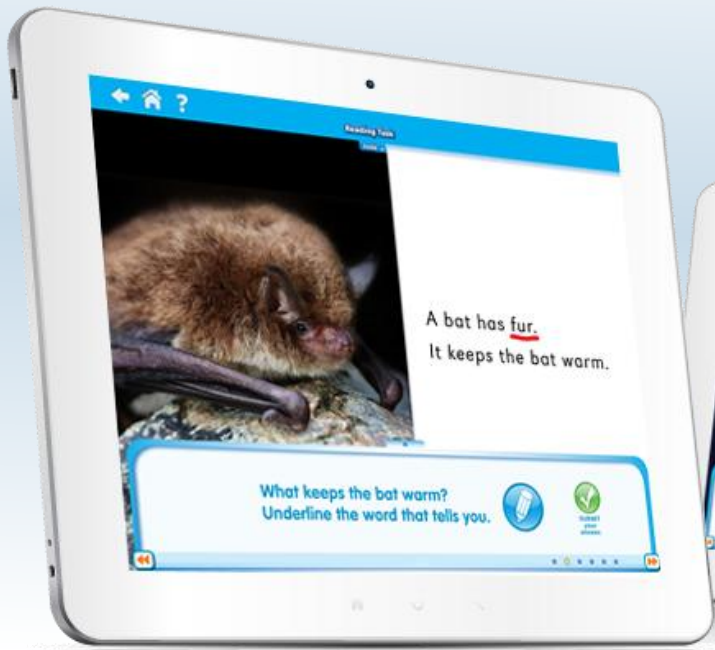
- + **Skill Workout** A deep dive into the Spotlight Skill highlighted in the text study
- + **Question Quest:** A light assessment consisting of five multiple-choice questions

# First Read: Read It



**Learning Objective:** Introduce the text and provide vocabulary support to lay the foundation for comprehension

- + Students read the text with the teacher in a whole or small group with or without audio support
- + Multimedia elements engage students and build excitement about reading
- + “Word Workouts” provide thoughtful contextually-based vocabulary support



Grade 1:  
Is That a Bat?

# Second Read: Analyze It



**Learning Objective:** Build the text-dependent analysis skills students need to meet Common Core assessment goals

- + Students re-read the text and answer text-dependent questions that for mastery of concepts and content
- + Skill-building interactive tasks on every slide include text marking, multiple choice, and fill-in



Grade 3:  
Invader Alert!



# Third Read: Discuss It



**Learning Objective:** Encourage students to think deeply and critically about the text

- + Students use this read to focus on higher-level thinking questions that will lead to true ownership of the text
- + “Did you discuss” pop-ups summarize key discussion points

The image shows a computer monitor displaying an interactive reading interface. The main content area features a background image of a scarlet macaw and three smaller inset images of other red animals: a chameleon, a toucan, and a frog. A text prompt reads: "Look at these animals. They are all red. Each one has a different reason to be red!". A "Did You Discuss?" pop-up window is overlaid on the screen, containing the following text: "Click the boxes next to the points you discussed." followed by two checkboxes: " It's about red animals." and " It tells you why each animal is red." The interface also includes a navigation bar at the bottom with the text "Right Skill Main Idea & Key Details", "Discuss It", and "What is this article mostly about?". A "Did You Discuss?" button is visible in the bottom right corner of the interface.

**Did You Discuss?**

Click the boxes next to the points you discussed.

- It's about red animals.
- It tells you why each animal is red.

Grade 1:  
A Reason to Be Red!



# Wrap Up & Review: Skills Workout and Question Quest

- + **Spotlight Skill Workout:** A deep dive into a key skill includes a video, activity, and printable worksheet
- + **Question Quest:** A light assessment consisting of five multiple-choice questions



# Special Features: Spotlight Skills

- + 13 “Spotlight Skills” are key skills for reading comprehension tied to Common Core ELA standards
- + Each Text Study focuses on one Spotlight Skill and includes a corresponding Skill Workout
- + Each Spotlight Skill has a grade-appropriate Skill Video for direct instruction
- + Core Clicks content is searchable by Spotlight Skill, as well as by reading level, text complexity, and standard

**COMMON CORE SPOTLIGHT SKILL**

- Main Idea & Key Details
- Sequence
- Cause & Effect
- Compare & Contrast
- Text Features
- Use Visuals
- Cite Text Evidence
- Sentence Features
- Author's Purpose
- Point of View
- Inferences
- Cite Reasons & Evidence

**COMING SOON!**

# Special Features: Skill Videos

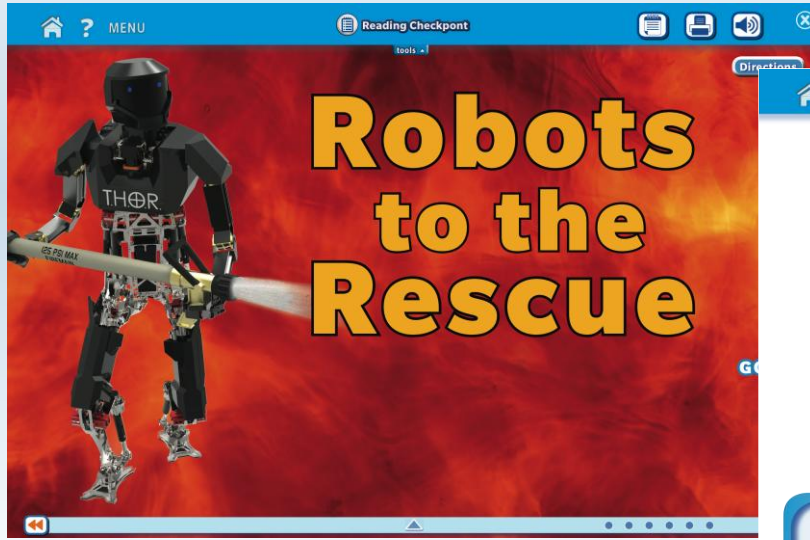
A bank of entertaining videos provides direct instruction on Common Core “Spotlight Skills”



Grade 3-5:  
Cause & Effect

# Special Features: Reading Checkpoints

- New texts give students an opportunity to apply the skills they've developed during the Text Studies
- Six reading checkpoints per grade level for grades 3-5 and three for K-2 offer periodic performance-based assessment or skills practice
- Embedded, interactive and trackable tasks provide individual practice with the types of questions students will encounter on PARCC and Smarter Balanced assessments
- Reading Checkpoints for younger students are completed with teacher support



A screenshot of a digital reading checkpoint interface. The top navigation bar is blue and contains a home icon, a question mark, the word 'MENU', a 'Reading Checkpoint' icon, and several utility icons (print, share, close). Below the navigation bar is a text passage titled 'Saved by a Snake'. The text discusses robot heroes used for rescue. A snake robot is shown in a video player on the right. A reading task is displayed at the bottom of the page.

**Saved by a Snake**

Robot heroes are not just for the military. They can also be used to help find people after natural disasters strike. In Pennsylvania, experts are building a robot that looks and moves like a snake. **It can slither into spots that are hard to reach, like the rubble left by an earthquake.** It has a camera "eye" to help rescue workers find people who are hurt. Firefighters, soldiers, and rescue workers have tough jobs. But thanks to new robots, these human heroes will soon get a helping hand.

**Why is the robot's snakelike shape important? Highlight the sentence that tells you.**

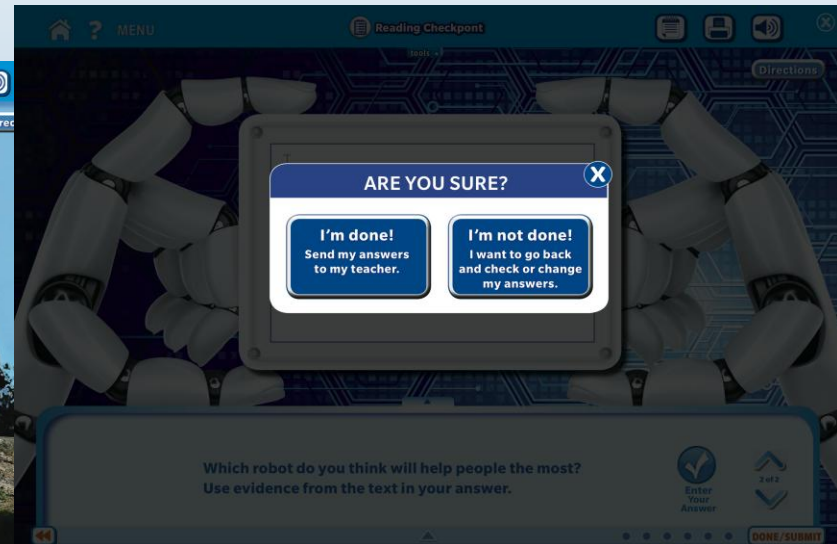
Enter Your Answer 1 of 2



# Special Features: Password-Protected Student View

## Teachers can assign any component of Core Clicks to individual students

- + Students log in to complete assignments through a password-protected student view
- + Digital locker technology provides tracking and reporting tools
- + Question Quests (quizzes) and Reading Checkpoints (assessments) are trackable
- + For all other components (any “Read” of a Text Study, Skills Workouts, Skill Videos), the application records completion of assignments only



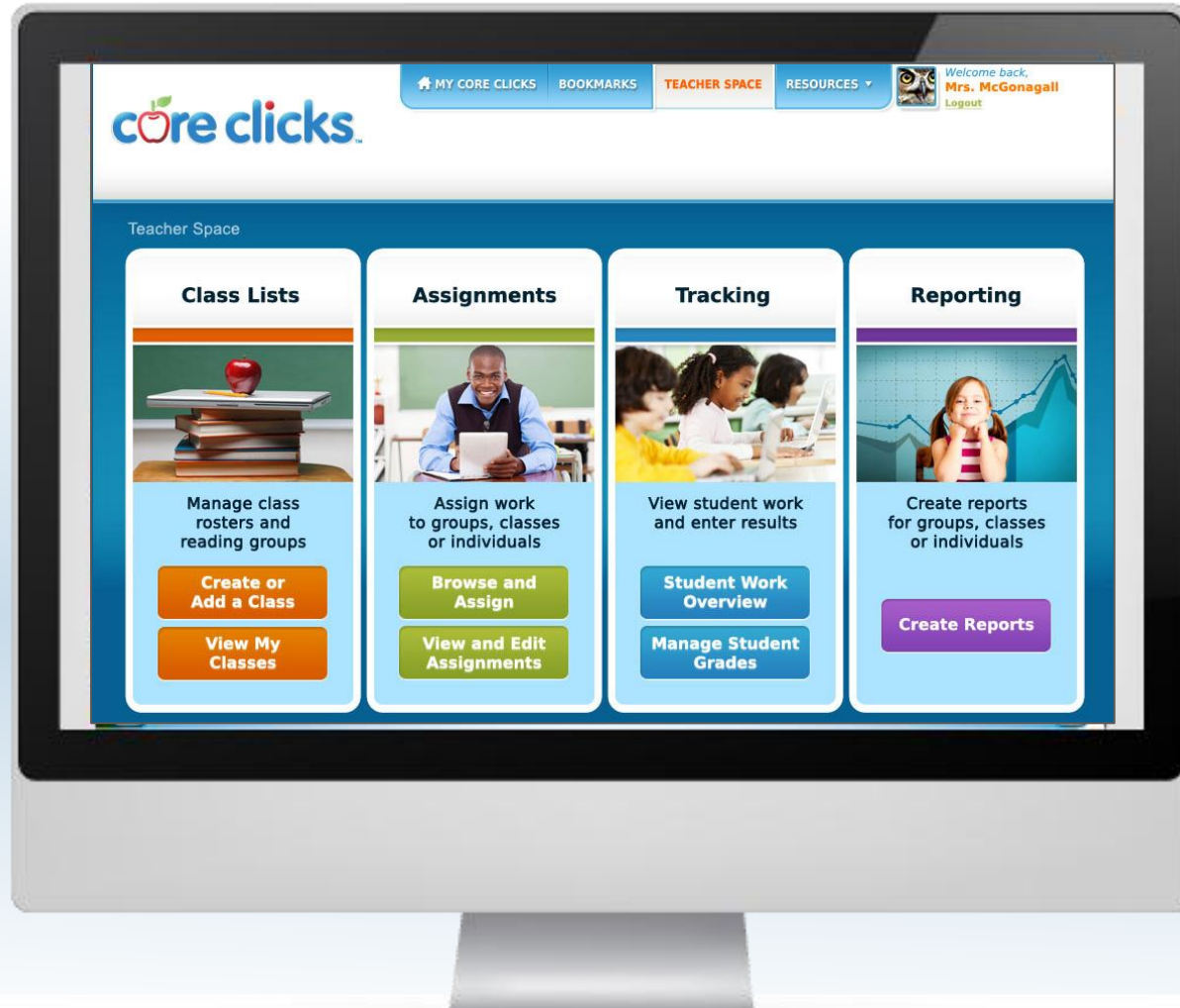
# Online Teaching Support

- + Online implementation guide
- + Online lesson plans feature standards correlations, writing prompts, and extension activities
- + Lesson plans support struggling, advanced, and ELL readers



# Teacher Website – Teacher Space

- + Easy-to-use tools simplify program management
- + Teachers effectively manage class reading groups, assign and view student work, manage student grades, and create reports



# Just Log in to Get Started!

1

No technology implementation is required, simply log in and begin using

2

It's an intuitive platform that's easy to use for both students and teachers

3

Core Clicks can be used on any interactive whiteboard or web-enabled device





# 2013-2014 – Pilot Year

## October

- 24 Text Studies (4 per grade level)

## November

- Student view
- 12 more Text Studies (2 per grade level)

## December

- Reporting & search functionality
- 12 more Text Studies (2 per grade level)

## January – May

- Remaining Text Studies released on a monthly basis (108 total)



# Pricing

**Core Clicks is a school year subscription: August – July**

**Annual price: \$3000**

Includes:

- All components for grades K-5 for all teachers
- New content will be added every year



**Pilot Year Price: \$1499 (50% savings!)**

Valid through December 31, 2013.

# Questions?

**For more information, please contact  
your local Scholastic Sales Rep  
or call 1-800-387-1437, x6747**