



## Engage Students and Improve Writing with On-Demand Writing Assessment and Tutoring



**The Writing Roadmap 3.0 solution provides high quality,  
accurate writing evaluation for Grades 3–12.**



**CTB**

# Writing Roadmap can help build a foundation for success by promoting effective writing.

Writing is one of the most important skills taught today—and one the most difficult to teach. This is, in part, because of the class time and teacher resources involved in developing, administering, and writing essays. Writing Roadmap™ manages all of the administrative tasks, scores the essays, provides feedback to students, and makes writing essays an enjoyable experience.

Writing Roadmap 3.0 is the breakthrough writing practice program that provides immediate on-screen assistance, scoring, and feedback.

## Use Writing Roadmap 3.0 to:

- **Build your students' skills and confidence.** Easy-to-use interface and online instructional tools provide support and guidance throughout the essay-writing process.
- **Give your students more incentive to learn.** Essays are scored immediately. Before their attention shifts, students can rewrite essays—assisted by online instructional tools—to try to improve their scores.

- **Save teachers 100 hours per term.** Automatic scoring lets teachers devote more time to instruction by reducing the amount of time spent scoring essays each term.
  - *One teacher x 30 students x 5 graded writing exercises per quarter x 10 minutes per paper = 100 hours of teacher time saved per year.*
- **Incorporate rubrics and measure writing traits commonly used on state and national exams.** Helpful and supportive tools prepare students for state writing assessments as well as high school equivalency tests, SAT®, and ACT®. In addition, Writing Roadmap 3.0 complements other assessment solutions from CTB, including Acuity®, TABE®, LAS Links®, and TerraNova®, Third Edition.

## Writing Roadmap 3.0 provides immediate feedback for five traits:

- Word Choice/Grammar Usage
- Sentence Structure
- Mechanics
- Organization
- Development

Educators can assign prompts or reading passages from the included library.

Topic types, or genres, include persuasive, informative, expository, narrative, and argumentative. Teachers can also create and use their own essay prompts.

*An independent study showed that students who used Writing Roadmap measurably improved their writing scores on state assessments.*



# Writing Roadmap 3.0 makes it easier to engage and motivate students with new features including:

## Prompts

- Over twice as many engaging prompts as the previous version of Writing Roadmap
  - The Writing Roadmap library contains 111 validated and practice prompts, including new prompts with reading passages
  - More than enough prompts at each grade level to support writing instruction and evaluation
- Library contains prompts that are validated and research based
  - Validated prompts achieve 62% exact and 98% exact or adjacent agreement between humans
  - The validated prompts, calibrated in 2011, provide a valid and reliable measure of student writing proficiency



## User Interface

- Migration to .NET platform for improved response times
- Tab-based user interface with menu options driven by user rights and few click to functions
- Support for Google Chrome™, Safari® and Opera™ Browsers
- Copy and paste documents from Microsoft Word®
- Integration with your student information systems to automate student rosters
- Manage roster changes locally

## Scoring

- New generic scoring engine that produces holistic scores
- Updated scoring technology based on the CTB patented Mosaic™ automated essay-scoring (AES) high-stakes technology
- Generic engine can score all prompts at the desired grade level

## Online Reporting

- Reporting includes narrative feedback to help students improve their writing, and a growth report to track student progress over time
- Enhanced, comprehensive online reporting package that includes:
  - **Proficiency by Test:** Pie chart of student proficiency for each of the 5 measured writing traits
  - **Proficiency Summary:** Summary of proficiency across tests
  - **Proficiency by Standard:** Displays student proficiency by writing trait
  - **Standard Summary Report:** Gives summary of proficiency across tests
  - **Writing Gain Report:** Shows student improvement in writing proficiency
  - **Group Reports:** Includes a variety of proficiency reports at the student group level
  - **Student Narrative Report:** Provides students with feedback on their writing skills for each trait

## Item Types

- Writing Roadmap 3.0 introduces reading passages to the practice folder
  - Reading passages provide a link to Common Core objectives
  - Students are challenged to read and understand a topic that they are asked to write about
  - The resulting essays tend to be more deeply thought out

# The time is right to improve writing for all your students with Writing Roadmap

## Writing Roadmap 3.0

## Solutions

On-Demand Instructional Tools	Teachers have the option to turn on/off the following instructional tools for their students: Hint, Tutor, Thesaurus, and Grammar Tree.
Structured Writing Interface	Teachers can customize the writing interface by enabling students to respond either in a single response section or a structured writing interface organized by section headers (i.e., Title, Introduction, Body, and Conclusion) with corresponding sections hints.
Holistic and Analytic Scores	Completed essays are immediately provided a holistic score, as well as analytic scores on the following traits: Ideas and Content, Organization, Voice, Word Choice, Conventions, and Fluency.
Scoring Algorithms	Writing Roadmap 3.0 offers scoring on 4, 5, or 6 point rubric scale that meets psychometric standards for classroom assessments.
Teacher-Created Prompts	In addition to the extensive library of prompts available in Writing Roadmap 3.0, teachers can create their own original topics at any chosen grade level in any of the four writing styles available in the program.
Teacher Review Features	Review features are available to allow teachers to review, re-score (as appropriate), and/or re-assign essays to students with their comments. Automatic flags are available for certain essays that might benefit from teacher review.
Comprehensive Reports	A host of reporting tools are available at the student, group, school, and district level that provide valuable information on student performance. Teachers can monitor how individual classes and students are performing and progressing. Administrators can evaluate writing programs and curricular needs, demonstrate and report on program effectiveness, and compare student achievement across schools and districts.
Security	For mid- or high-stakes assessments, a Secure Student Browser option is available in both Mozilla Firefox® and Internet Explorer®, which “locks” students in a kiosk-mode and disables commonly-used keystroke commands. High-stakes assessments require custom prompts.
Support	With any Writing Roadmap subscription, schools and teachers have access to a variety of online assistance, technical, and product support. A toll-free technical support line will also be made available for subscribers.
Affordability	Writing Roadmap is one of the most affordable online writing assessments on the market. Grants and other funding opportunities may be available for Writing Roadmap customers. Visit <a href="http://CTB.com/Grants">CTB.com/Grants</a> for more information.

For more information, visit [CTB.com/WritingRoadmap](http://CTB.com/WritingRoadmap) or call 800.538.9547.