

Professional Coaching Services designed for writing instruction excellence.

Research shows that teacher practice is a critical factor in the success of classroom writing instruction—and a key component of literacy achievement overall. By providing a complete platform of teaching support, our customized Coaching Services help ensure the fidelity of writing instruction and promote best practices in the classroom. Included are:

Curriculum Alignment. A roadmap for language consistency and best practices will be developed according to specific district's literacy goals and requirements and applied to existing curriculum documents.

Modeled Lessons. An Empowering Writers (EW) coach plans and delivers a live modeled lesson in the classroom for the purposes of observation, followed by a debriefing, Q&A and “next steps” action plan for participating teachers.

Observation & Feedback. Participating teachers will be observed by an EW coach in a live classroom setting and provided with annotated feedback and recommendations.

Student Samples. Student-generated samples are analyzed through the application of EW rubrics, followed by verbal and written feedback and “next step” recommendations for future classroom instruction.

Test Prep. Teachers are guided in their preparation for state assessments. Analyzing student exemplars through the lens of EW strategies offers a new ability to achieve top scores and pinpoint powerful lessons that support student learning.

Implementation Support. Ongoing conversations and classroom visits with EW coaches and administrators help ensure instructional consistency, support accountability and highlight student achievement.



Workshops that show teachers exactly *how* to teach writing.

A Powerful Partnership That Helps You Meet Student Literacy Goals.

The Empowering Writers approach to writing instruction emphasizes the essential connection between effective writing skills and literacy achievement as a whole.

What Our Workshops Offer

Our full-day interactive workshops maximize teacher engagement and deliver valuable, pragmatic takeaways unique to the EW system. Our knowledgeable presenters are experienced K-8 classroom teachers who know how to make the most of your time – experts who will leave you with a new ability to apply what you’ve learned in your own classroom setting.

Join Us for a Full Day of Actionable Learning

EW workshops offer more than practical information; you’ll have time to process and apply new learning, discuss novel teaching concepts with colleagues and experience a variety of multisensory activities designed to engage and inform. You’ll take away classroom lessons you can implement right away, and forge an ongoing connection to resources that help you master expert K-8 writing instruction.

EW Workshops:

- Getting Ready to Write for K-1
- A Sentence A Day for K-2

Grades 2-8:

- Launching into Literacy: Diving into Informational Skills
- Launching into Literacy: Diving into Narrative Skills
- Launching into Literacy: Diving into Informational & Narrative Skills
- Constructed Response: A Step-by-Step Approach



Professional Development/Coaching

Professional Development

Our proven methodology and lesson design provide teachers with an instructional edge. Specifically, teachers will understand the impact of a common language, assured experiences, skill development, and strong vertical alignment.

Grades K-1: Getting Ready to Write

Cost: \$4,000*

Format: 6 hours – In-Person or Live Virtual

Build foundational writing skills in narrative, informational, and opinion writing using age-appropriate instructional tools.

Optional Add-On: 3-hour on-demand *A Sentence A Day* PD – \$500

Grades 2–8: Literacy Launch & Foundational Skills

Cost: \$4,000*

Format: 6 hours – In-Person or Live Virtual

This initial training will establish the reading/writing connection while providing support for both generative and responsive writing, with a focus on informational and/or narrative writing.

Grades 2–8: Constructed Response – A Step-by-Step Approach

Cost: \$4,000*

Format: 6 hours – In-Person or Live Virtual

This training is the next step to help students analyze and respond to source texts using a structured writing process.

Includes:

- Tools to analyze and annotate text
- Strategies to paraphrase and cite evidence
- Step-by-step modeling of written responses

Workshop Pricing Summary (Grades 2–8)

• **One Workshop:** \$4,000*

• **Two Workshops:** \$7,900*

**Up to 40 participants. Travel not included.*

Coaching Edge (Grades K–8)

Ensure fidelity in writing instruction with customized in-school coaching that supports long-term teacher success. Coaching focuses on modeling, classroom observations, student work review, planning, and more. See sample schedule below.

3-Day In-School Coaching Package – \$12,000*

Includes:

- Day 1: Model lessons + teacher debriefs
- Day 2: Classroom observations + feedback
- Day 3: Student work review + next steps

Additional days can be added based on school needs.

2-Day Coaching Package – \$8,000*

Includes:

- Day 1: Model lessons + teacher debriefs
- Day 2: Classroom observations + feedback

1-Day Coaching Package – \$4,000*

Includes:

- Day 1: Model lessons + teacher debriefs

**Travel not included*

Additional Coaching Topics:

- Test Prep
- Curriculum Alignment
- Implementation Support
- Your needs addressed!

On-Demand Professional Development

Provide opportunities for Professional Development throughout the year! This on-demand option allows teachers to view the sessions at their own pace, rewind, take notes and review any section again as they apply the learning to their classroom instruction.

Each course is broken up into easily digestible chapters. These chapters can be viewed one at a time or chunked for longer learning sessions, making them highly customizable to the time constraints of districts and to PD needs. Great for Professional Learning Communities, grade level meetings, new teachers, and on-demand instructional support. This flexible format makes learning easy!

Implementation On-Demand Packages:

On-Demand for Grades K-8 \$3,950 (1-year school license)*

- K-1 Getting Ready to Write Training (6 hours)
- Gr. 2-8 Informational and Narrative Writing Training
 - Literacy Launch (2 hours)
 - Informational Writing Skills (4 hours)
 - Narrative Writing Skills (4 hours)

On-Demand for Grades 2-8 Only \$3,000 (1-year school license)*

- Informational and Narrative Writing Training
 - Literacy Launch (2 hours)
 - Informational Writing Skills (4 hours)
 - Narrative Writing Skills (4 hours)

On-Demand for K-1 Only \$1,500 (1-year school license)*

- K-1 Training
 - Getting Ready to Write (6 hours)
 - A Sentence A Day (3 hours)

Digital guidebooks and reflection sheets for each chapter are included with all On-Demand licenses.

*school-wide license for up to 40 participants

Additional On-Demand courses available for Constructed Response and Editing & Revising.
See our website for complete descriptions of each course and our latest offerings.

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