

Teach BIG™ Writing Academy

ECR TRIFECTA

Relieving stress. Raising scores.

Your supplementary companion to your existing RLA curriculum.

MEASURABLE RESULTS ARE SEEN IN YEAR ONE!

A PROVEN FRAMEWORK

Clear instruction that
improves student writing
and scores.

A PROFESSIONAL JOURNEY

Ongoing support and
growth for teachers at
every level.

A POWERFUL PLATFORM

TBASE ECR Grading
Platform saves time and
drives data.

The Complete ECR Writing System *for Individual Teachers*

Training + Tools + Technology for Teachers Who Want Their Students to Become Stronger Writers

You became a teacher because you wanted to make a difference.

You wanted to help students grow.

You wanted to see the moment when a struggling learner finally understands.

You know what strong writing looks like. You know students need to cite evidence, explain their thinking, organize their ideas, and communicate clearly.

The Extended Constructed Response (ECR) Essay

The challenge is having a proven system that helps students consistently move from a prompt to a complete, organized, evidence-based essay.

That's where Teach BIG™ comes in.

PROVEN INSTRUCTIONAL SYSTEM

A clear framework that teaches students how to write strong ECR essays.

PROFESSIONAL DEVELOPMENT

Ongoing training and coaching to strengthen your confidence and skills.

POWERFUL TOOLS & RESOURCES

Classroom-ready materials that save time and drive student growth.

TECHNOLOGY THAT WORKS FOR YOU

TBASE ECR Grading Platform saves time, ensures consistency, and delivers meaningful data.

WHY TRADITIONAL SOLUTIONS FALL SHORT

Relieving stress. Raising scores.

Many teachers have been told the answer is **more**.
More curriculum isn't the answer.
More testing isn't the answer.
More paperwork isn't the answer.

The answer isn't more. The answer is a better system.

ECR WRITING

- ✓State your claim
- ✓Use evidence
- ✓Explain your thinking
- ✓Organize clearly
- ✓Write completely

THE DIFFERENCE IS FOCUS

Teach BIG™ specializes in one area: **Extended Constructed Response Writing**.

It is our primary focus. It is our deepest expertise. It is where teachers consistently experience some of their greatest student growth.

Because when teachers have a clear roadmap for writing instruction, students are far more likely to experience success.

IMAGINE WHAT'S POSSIBLE

- ✓Walking into your classroom feeling confident about teaching writing.
- ✓Knowing exactly what to teach each day.
- ✓Spending less time wondering what to do and more time watching students succeed.
- ✓Having a framework that supports your existing curriculum instead of replacing it.
- ✓Seeing measurable growth in student writing during Year ONE.

THE GUIDE TO THE SOLUTION

The Teach BIG™ ECR Trifecta combines:

Professional Training + Practical Tools + Purposeful Technology

Together, these three components create a complete writing system that helps teachers deliver stronger instruction, provide meaningful feedback, and achieve measurable results.

MEASURABLE RESULTS ARE SEEN IN YEAR ONE. Teach BIG™ is your supplementary companion to your existing RLA curriculum.

Introducing the

Teach BIG™ ECR Trifecta™

Relieving stress. Raising scores.

1 TRAINING

Builds Your Expertise

Training options include:

- ECR Training (required)
- Reading
- Writing
- Phonics for Beginners & Struggling Readers
- Vocabulary & Etymology
- Editing & Revising
- Coaching Sessions
- PLC Sessions
- Classroom Demonstration Lessons
- TBASE Scoring Like a Computer™
- Anatomy of the TEKS
- Student Camps

The more training days selected, the lower the cost of tools and technology.

2 TOOLS

Support Daily Instruction

- ✓ Teacher Lesson Plans
- ✓ GRADUATE Infinite Learning Cycle™
- ✓ Distributive Learning Process™
- ✓ Full-Color Student Interactive Workbooks
- ✓ Explicit ECR Instruction
- ✓ Cut, Fold, Build Learning Activities
- ✓ Daily Writing Practice with Purpose
- ✓ Aligned to Lesson Plans and Standards

3 TECHNOLOGY

Provides Practice, Feedback, Grading & Accountability

ECR Daily Decks™

Slide decks aligned directly to Teacher lesson plans and Student workbooks

TBASE™

Instant grading. Instant feedback. Consistent scoring. Actionable data.

SHINE ECR Videos™

25 videos taught by Randi Whitney. From Prompt to Product.

OnSTAGE™

Assessment platform providing Instant grading, TEKS feedback, Growth monitoring, Data reporting.

The Instructional Framework

Component 1: TRAINING

Build Your Expertise in ECR Writing

The most powerful factor in improving student writing is teacher knowledge.

The Teach BIG™ Training Component focuses on:

- The science of writing
- High-scoring ECR structures
- Prompt analysis
- Evidence selection
- Student engagement strategies
- Effective writing instruction
- Classroom implementation

What's Included in Every TRAINING Experience?

- ✓Lodging
- ✓All Meals
- ✓Snacks
- ✓Training Materials
- ✓ECR Resources
- ✓Collaboration with Other Teachers
- ✓Direct Instruction from Teach BIG™ Experts

Two-Day TRAINING Format at the Teach BIG Ranch Teacher TRAINING

Each training experience consists of two consecutive days of immersive learning designed to help teachers confidently move students from prompt to product.

DAY 1

Learn. Practice. Collaborate.

DAY 2

Apply. Master. Leave Confident.

Daily Classroom Resources That Support ECR Success

Component 2: TOOLS

Teacher Tools: Daily Lesson Plan Guide

The Teacher Tools component includes a comprehensive Daily Lesson Plan Guide designed specifically for ECR instruction.

Each guide includes:

- ✓ A full year of daily lesson plans
- ✓ TEKS-aligned reading and writing instruction
- ✓ Prompt-to-product ECR lessons
- ✓ Modeling and think-alouds
- ✓ Student practice activities
- ✓ Rubrics and scoring guidance
- ✓ Direct alignment to Slide Decks, SHINE Videos, TBASE, and ONSTAGE
- ✓ Integration with existing RLA curriculum

The Daily Lesson Plan Guide serves as the instructional backbone of the Teach BIG™ ECR Trifecta and helps teachers confidently deliver effective writing instruction every day.

Student Tools: Interactive Student Resources

Interactive student resources include:

- ✓ Full-year instructional workbook
- ✓ TEKS-aligned activities
- ✓ Graphic organizers
- ✓ Writing practice
- ✓ Rubrics
- ✓ Guided note pages
- ✓ Formal and informal ECR writing opportunities

Students systematically move from prompt to product throughout the school year.

The Grading and Feedback System

Component 3: TECHNOLOGY

Technology That Supports Great Teaching

The Teach BIG™ Technology Suite is not designed to replace great teaching. **It is designed to support it.**

TBASE™

TBASE™ is the AI-powered ECR grading platform that provides instant grading, instant feedback, and actionable data so you can focus on teaching and student growth.

ECR SLIDE DECKS

Full-Year ECR Instructional Slide Sets

The ECR Slide Decks provide teachers with ready-to-teach daily instructional support that pairs directly with the Teach BIG™ Teacher Lesson Plan Guides and Student Workbooks.

Each ECR Slide Deck set includes:

- ✓ A full year of ECR instructional slides
- ✓ TEKS-aligned daily writing instruction
- ✓ Ready-to-teach lessons that support prompt-to-product writing
- ✓ Slides that correlate directly to the Teacher Lesson Plan Guides
- ✓ Slides that correlate directly to the Student Writing Resources
- ✓ Enduring passage sets in PDF format
- ✓ Twelve recurring passage clusters for each grade level
- ✓ Reading comprehension assessments based on the passages
- ✓ Social studies assessments based on the passages
- ✓ Social studies short constructed response prompts
- ✓ Student-scored exemplars
- ✓ Vocabulary practice activities using context clues
- ✓ DECADES passage connections included in the lesson plans and workbooks
- ✓ Social studies enrichment practice

Special Note: ECR Slide Deck sets are only available when purchased with the Teach BIG™ Teacher Lesson Plan Guides. This ensures that teachers have both the instructional roadmap and the visual teaching support needed to implement the ECR system with consistency and confidence.

TBASE™ ECR Grading Platform

The Fastest Way to Score, Analyze, and Improve Student Writing

You became a teacher to develop writers, not spend evenings grading papers. TBASE™ was designed to help teachers spend less time grading and more time teaching. Using advanced scoring technology, TBASE™ evaluates student essays in approximately 20 to 30 seconds per paper, providing immediate data, feedback, intervention guidance, and instructional next steps.

TBASE™ PROVIDES:

- ✓ Instant ECR scoring for up to 50 ECR essays per teacher annually (ability to add available)
- ✓ Reduced grading burden with individual student reports and class-wide data reports
- ✓ Bulk upload capabilities with classroom, benchmark, and interim assessment support

COMPREHENSIVE SCORING REPORTS

Each essay receives: **Raw Scores** and **Holistic Scores**

Criterion	Score (1 to 5)
Ideas & Content	4
Organization	4
Evidence	4
Conventions	3
Word Choice	4
Holistic Score	4.2

SAVE TIME WHILE IMPROVING RESULTS

- ✓ Know exactly what the state is looking for and reduce grading time dramatically
- ✓ Score essays consistently and monitor student growth
- ✓ Identify instructional gaps quickly and deliver targeted intervention
- ✓ Make data-driven decisions with confidence

FLEXIBLE ASSESSMENT USES

- Classroom assessments and practice essays
- Benchmark and interim assessments
- Writing intervention and progress monitoring

The goal isn't faster grading. The goal is stronger writers. TBASE™ simply removes the guesswork so you can spend less time analyzing papers and more time helping students achieve their full writing potential.

Inside SHINE™ ECR Videos: SHINE Video Lesson Library

Your Team Teacher for ECR Success

Teaching students how to write strong Extended Constructed Responses can feel overwhelming, especially when students enter your classroom with varying levels of readiness, confidence, and writing ability.

The SHINE™ ECR Video Lesson Library was designed to help. Think of SHINE™ as a team teacher working alongside you, providing consistent instruction, modeling, reinforcement, and guided practice while allowing you to focus on coaching, conferencing, monitoring, and supporting student growth.

What's Included?

25 ECR Video Lessons Taught by Randi Whitney

- ✓ Analyze prompts
- ✓ Organize ideas
- ✓ Select evidence
- ✓ Explain evidence effectively
- ✓ Write complete ECR essays
- ✓ Revise and strengthen writing

Built for Retention, Not Just Exposure

- Every SHINE™ lesson incorporates the GRADUATE™ Full Infinity Learning Cycle:
- ✓ Retrieval practice
 - ✓ Repetition with purpose
 - ✓ Guided application
 - ✓ Independent practice
 - ✓ Reflection and reinforcement

Student-Friendly Learning Supports

- ✓ Exemplars at multiple scoring levels
- ✓ Color-coded instructional supports
- ✓ Visual learning cues
- ✓ Chants that reinforce key concepts
- ✓ Kinesthetic movements that improve retention
- ✓ Guided and independent writing practice

Benefits for Teachers

- ✓ Save instructional planning time
- ✓ Reinforce key ECR concepts consistently
- ✓ Support students with different learning styles
- ✓ Strengthen independent student learning
- ✓ Provide reteaching opportunities
- ✓ Increase student engagement
- ✓ Build confidence in ECR instruction

You don't have to carry the entire weight of ECR instruction alone. SHINE™ serves as a trusted instructional partner, helping you create confident writers, stronger thinkers, and more successful student outcomes.

Inside the OnSTAGE™ Grading Platform

Every assessment should provide a clear path forward.

OnSTAGE™ helps teachers save time, gain immediate insight, and deliver targeted instruction through instant grading, TEKS-specific reports, and ready-to-use intervention resources.

OnSTAGE™ PROVIDES:

- ✓Reading Assessments (4 per month)
- ✓Paired Passage Selections (2 pairings per month)
- ✓Editing Assessments (1 per month)
- ✓Revising Assessments (1 per month)
- ✓SCR Practice (10 per month)
- ✓ECR Practice (5 per month)
- ✓Instant Grading
- ✓TEKS Breakout-Level Reports
- ✓Intervention & Tutorial Activities
- ✓Data-Driven Enrichment Activities
- ✓Parent Letters for Commonly Missed TEKS Concepts
- ✓Passage Analysis Sheets for Every Passage

Teachers receive instant scoring and detailed reports broken down to the individual TEKS breakout level. This makes intervention deliberate, efficient, and highly targeted.

Based on results, OnSTAGE™ provides intervention and tutorial activities for students who need reteaching, as well as enrichment activities for students who are ready to extend their learning. Parent letters are also included for commonly missed TEKS concepts so families can understand how to support learning at home.

Passage analysis sheets are included with every passage to help students strengthen comprehension, analyze text more deeply, and develop the habits of successful readers.

When teachers have immediate data and clear instructional next steps, every assessment becomes an opportunity for growth. OnSTAGE™ helps transform valuable classroom time into purposeful instruction, targeted intervention, and stronger student achievement.

The Teacher Professional Journey Tracts

Your Teach BIG™ Professional Journey

ECR Explorer

Learning the path.
Build a strong foundation in ECR instruction and begin implementing proven writing strategies.

ECR Practitioner

Walking the path.
Develop consistency and confidence while seeing measurable student growth.

ECR Master

MOST POPULAR

Leading the path.
Maximize instructional effectiveness and student performance through deeper implementation.

ECR Luminary

Lighting the path for others.
Become an ECR expert and model excellence for students and fellow educators.

Teach BIG™ ECR Trifecta Teacher Implementation Matrix

Training + Tools + Technology for Individual Teachers

Professional Journey	Training at Teach BIG Ranch	Teacher	Student	ECR Slide Decks	TBASE ECR Grading	SHINE ECR Videos	ONSTAGE Assessment	Total Investment
Tract 1: ECR Explorer	1 Two-Day Training @ \$400 = \$400	\$189	\$500	\$100	\$100	\$100	\$100	\$1,489
Tract 2: ECR Practitioner	2 Two-Day Trainings @ \$375 = \$750	\$179	\$475	\$90	\$90	\$90	\$90	\$1,764
Tract 3: ECR Master MOST POPULAR	3 Two-Day Trainings @ \$350 = \$1,050	\$169	\$450	\$80	\$80	\$80	\$80	\$1,989
Tract 4: ECR Luminary	4 Two-Day Trainings @ \$325 = \$1,300	\$159	\$425	\$70	\$70	\$70	\$70	\$2,164

ECR Slide Decks only available with Teacher Lesson Plan purchase. TBASE includes up to 50 ECR essays (*ability to add more packs for same price). SHINE includes 25 ECR Videos from Prompt to Product taught by Randi Whitney. ONSTAGE includes 1 teacher license (*student bundles can be added).

Investment & Cost Analysis

Focus on ROI. Time savings. Score improvements. Teacher retention.

Why Teachers Invest in the ECR Trifecta

Great teachers invest in solutions that create greater opportunities for student success.

Many teachers choose the Teach BIG™ ECR Trifecta because it provides a complete system for teaching one of the most challenging areas of instruction: Extended Constructed Response writing. Instead of spending countless hours searching for resources, creating lessons, grading essays, and determining next instructional steps, teachers receive:

- ✓Professional Learning
- ✓Daily Lesson Plans
- ✓Student Writing Resources
- ✓ECR Slide Decks
- ✓Instant Essay Grading
- ✓Video Lesson Support
- ✓Assessment & Intervention Tools

The result is greater instructional consistency, increased teacher confidence, and measurable student growth.

An Investment in Results

Many teachers view the Teach BIG™ ECR Trifecta as an investment in both their students and their professional future. Stronger writing instruction often leads to stronger student growth, improved assessment performance, increased leadership opportunities, and greater professional recognition. For Texas teachers, significant student growth may also contribute to opportunities through the **Teacher Incentive Allotment (TIA)** depending on district participation and evaluation systems. Because ECR writing is one of the most heavily weighted and challenging areas of assessment, many teachers see the potential for the investment to pay for itself through improved student outcomes and professional growth opportunities.

The most valuable investments create lasting results. The Teach BIG™ ECR Trifecta equips teachers with the knowledge, tools, and support needed to help students achieve more while growing professionally themselves.

Investment & Cost Analysis: Cost Analysis

Cost Per Student

Based on approximately 25 students served over a 180-day school year.

Professional Journey	Total Investment	Cost Per Student Per Year	Cost Per Student Per School Day
ECR Explorer	\$1,489	\$59.56	\$0.33/day
ECR Practitioner	\$1,764	\$70.56	\$0.39/day
ECR Master MOST POPULAR	\$1,989	\$79.56	\$0.44/day
ECR Luminary	\$2,164	\$86.56	\$0.48/day

Monthly Investment

Professional Journey	Annual Investment	Monthly Equivalent
ECR Explorer	\$1,489	\$124.08
ECR Practitioner	\$1,764	\$147.00
ECR Master MOST POPULAR	\$1,989	\$165.75
ECR Luminary	\$2,164	\$180.33

Why Most Teachers Choose ECR Master

The ECR Master journey provides the strongest balance between professional learning, classroom implementation, and technology support.

For approximately 44 cents per student per school day, teachers receive:

- ✓Six days of immersive ECR training
- ✓Full-year Daily Lesson Plan Guide
- ✓Student writing resources
- ✓Daily instructional slide decks
- ✓Instant essay grading
- ✓Twenty-five SHINE video lessons
- ✓OnSTAGE assessment access
- ✓Significant package savings
- ✓A proven roadmap toward ECR expertise

Flexible Payment Options

Affirm Financing Available

You do not have to wait until next year to become the writing teacher you want to be. Qualified applicants may spread payments over time through Affirm financing options. Many teachers choose financing because it allows them to begin implementing the Teach BIG™ ECR Trifecta immediately while managing the investment comfortably over time.

The Teach BIG™ Difference

Teach BIG™ is not trying to be everything. **We are specialists.**

Our expertise is the Extended Constructed Response Essay.

While other companies focus broadly on literacy, Teach BIG™ has spent years studying, teaching, analyzing, and improving student writing performance.

The result is a system that helps teachers confidently teach writing and helps students confidently produce high-quality essays.

When Training, Tools, and Technology work together:

- ✓Teachers gain clarity.
- ✓Students gain confidence.
- ✓Teachers gain consistency.
- ✓Students gain measurable growth.

That is the power of the Teach BIG™ ECR Trifecta™.

The Teach BIG™ Promise

You do not become an ECR expert overnight.

You become one lesson, one essay, one student, and one success story at a time.

The Teach BIG™ ECR Trifecta provides the roadmap. Your journey begins with exploration, grows through practice, develops into mastery, and ultimately allows you to become a luminary who lights the path for others.

The question is not whether your students can become stronger writers.
The question is: **Are you ready to become their hero who helps them get there?**

Why Teach BIG™ is a Trusted Education Powerhouse

Experience. Compliance. Credentials. Results. Accountability.

For more than 25 years, Teach BIG™ has partnered with Texas schools to provide professional learning, instructional materials, student resources, and technology solutions designed to improve student achievement. As a widely used supplemental support system for Extended Constructed Response (ECR) writing in Texas, Teach BIG™ is committed to helping schools create measurable growth through Training, Tools, and Technology.

Company Experience

- ✓ Serving Texas schools since 1998
- ✓ Texas-based educational company
- ✓ Developed and operated by experienced Texas public school educators
- ✓ Leadership team includes certified teachers, principals, mid-management professionals, and superintendent-level educators
- ✓ Extensive experience supporting campuses, districts, ESCs, and state initiatives
- ✓ Familiar with grant writing processes at the campus, district, regional, and state levels
- ✓ Staff members have participated in district-level and state-level committees involved in the development and refinement of the Texas Essential Knowledge and Skills (TEKS)

State Certifications & Approvals

- ✓ TEA Approved Supplemental Certification Provider
- ✓ TEA Approved Continuing Professional Education (CPE) Provider
- ✓ Authorized to issue teacher professional development hours
- ✓ Sole Source Provider status available for qualifying Teach BIG™ instructional materials and resources
- ✓ Texas Health and Human Services Provider Certification
- ✓ Women-Owned Business Certification
- ✓ SAM.gov Registered Vendor

Compliance & District Readiness

- ✓ Experienced with district purchasing processes
- ✓ Experienced with TEA bidding requirements and RFP processes
- ✓ Experienced with district data-sharing agreements where applicable
- ✓ Statewide employee background checks maintained and current
- ✓ IRS compliant and in good standing
- ✓ Professional Liability Insurance Coverage
- ✓ Member of major Texas educational purchasing cooperatives
- ✓ W-9 and vendor documentation available upon request

Intellectual Property & Content Development

- ✓ Owner of multiple federally registered trademarks
- ✓ Owner of more than 150 Library of Congress ISBN registrations
- ✓ Owner of hundreds of registered copyrights
- ✓ Proprietary instructional frameworks, assessments, curriculum resources, and technology platforms
- ✓ Original content developed specifically for Texas educators and students

Educational Credibility & Impact

- ✓ Approximately 5,000 educators trained annually
- ✓ Served approximately one-half of all Texas school districts
- ✓ Impacted more than 100,000 students during 2026 alone
- ✓ One of Texas' most widely implemented supplemental ECR writing support systems
- ✓ Resources used in classrooms across elementary, middle, and high school grade levels
- ✓ Trusted by teachers, principals, curriculum directors, and district leaders throughout Texas

Leadership & Professional Recognition

Randi Whitney, Founder & CEO

- ✓ Published author of more than 100 educational and literary titles
- ✓ Nationally recognized educational consultant, trainer, and presenter
- ✓ Featured presenter at: TEPSA, TASA, TASB, NAEYC, Numerous ESC literacy conferences throughout Texas
- ✓ Member, Writers Guild of America
- ✓ Member, Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA)
- ✓ Creator of the Teach BIG™ Framework
- ✓ Creator of the Full Circle Literacy™ System
- ✓ Creator of the Teach BIG™ ECR Trifecta™

Our Commitment: Teach BIG™ is committed to providing schools with research-informed training, high-quality instructional resources, and practical solutions that help teachers teach with confidence and help students achieve measurable growth.

When Experience Matters, Schools Choose Teach BIG™. When Results Matter, Schools Stay with Teach BIG™.