



THE WRITING ACADEMY, LLC

Teach BIG

DISTRICT OVERVIEW AND PROPOSAL

The Teach BIG Writing Academy

ECR Trifecta: Lesson Plans, Student Workbooks, and Slide Decks

TBASE: Instant Access Grading Platform

OnSTAGE: Editing and Revising and Reading Assessment Platform



RANDI WHITNEY, FOUNDER

October 2026

A Letter from Our Founder

Dear District Curriculum and Instruction Leaders,

Thank you for considering Teach BIG, home of The Writing Academy, for your writing classrooms. For more than two decades my work has centered on one question: how do we help every student think deeply and write about that thinking with confidence? The Teach BIG Writing Academy is our answer, built by Texas teachers for Texas teachers: the ECR Trifecta, TBASE, and OnSTAGE.

The ECR Trifecta gives your teachers a complete daily plan for constructed response writing: a Teacher Daily Lesson Plan Guide, a matching Student Workbook, and the Slide Decks that bring each lesson to the board. TBASE then scores the writing students produce against TEKS aligned rubrics and shows teachers the thinking behind every score, so the next lesson is planned before the stack of papers would have been graded. OnSTAGE adds reading, editing, and revising assessment: students read passages and answer STAAR/SST style questions, and teachers see results by TEKS with small groups ready to teach.

Districts most often ask three questions: how sign on works, how our platforms differ from tools they may already license, and how we meet accessibility requirements. This proposal answers each one directly in its own section. Where something is scheduled rather than finished, we say so plainly, along with the date you can expect it.

We would be honored to partner with your district, and I would welcome the chance to walk your team through the platform in person or by screen share.

With gratitude,

Randi Whitney

Founder, The Writing Academy, LLC | Teach BIG

Executive Summary

This proposal presents The Teach BIG Writing Academy for your district: the ECR Trifecta (Teacher Daily Lesson Plan Guides, Student Workbooks, and lesson Slide Decks), TBASE, the instant access grading platform, and OnSTAGE, the editing and revising and reading assessment platform. Together they connect what teachers teach on Monday with what students write on Friday and what the teacher plans next, and OnSTAGE shows how students read, edit, and revise.

2 to 10

Grades scored by TBASE

Same day

Order processed when the PO arrives

2 to HS

Grades for the ECR Trifecta

- **Practice for every part of STAAR/SST.** Teachers build their own practice in both TBASE and OnSTAGE, choosing from a bank of 3,500+ writing prompts, 100+ reading passages, and 590+ questions, by specific TEKS, so every assessment fits the district's core RLA curriculum. Every practice test mirrors the STAAR/SST: the same item types, passage formats, and ECR/SCR rubric scoring. In OnSTAGE, teachers can link passages into one test to build stamina and endurance.
- **Curriculum that teaches the writing.** Printed daily lesson plan guides and student workbooks, plus digital slide decks, for Grade 2 through high school, organized by writing cluster and built around the TEKS and the STAAR/SST constructed response expectations.
- **Scoring that explains the thinking.** TBASE scores short and extended constructed responses for Grades 2 to 10, reports a holistic level beside the TEA STAAR/SST rubric scores, and gives five criterion scores with the exact sentence behind each one.
- **Reading, editing, and revising assessment.** OnSTAGE gives students passages with STAAR/SST style questions, with read aloud and an English and Spanish toggle, and reports results by TEKS, including Answer Choice Analysis and TEKS Teams small groups.
- **Sign on of the district's choice.** Single sign on through Clever, ClassLink, Google, or Microsoft is configured during onboarding, within 30 days of the agreement.
- **Accessibility you can verify.** Accessibility Conformance Reports (VPAT 2.5 format, WCAG 2.1 A and AA) for TBASE and OnSTAGE are attached as appendices, and we welcome a live screen share with accessibility tools.
- **Student privacy by design.** Students appear by a self-chosen identifier, data is hosted in the United States, and essay scoring runs only on US or EU hosted AI providers. TBASE and OnSTAGE data is stored in the United States.

TEACH BIG STRENGTH

TBASE does more than store scores. It produces the score, explains it criterion by criterion, and turns a whole class set into small groups and a next teaching move, so it complements the data and writing practice tools districts already use.

What Is Included

The proposal covers five components that work as one system.

Component	What it is	Grades	How teachers use it
Teacher Daily Lesson Plan Guides	Day by day lesson plans for each writing cluster, with scripted teacher language (SAY and DO), TEKS and ELPS for each day, checks for understanding, and supports for all learners. Delivered printed.	2 to HS	Plan and deliver each day's writing lesson.
Student Workbooks	Student pages that match each lesson in the teacher guide: organizers, practice, and constructed response writing. Delivered printed.	2 to HS	Students practice and write during the lesson.
Lesson Slide Decks	Daily slide decks that bring each lesson to the board, aligned to the guide and workbook. Delivered digitally upon purchase through an access code redeemed on the Teach BIG website.	2 to HS	Redeem the access code, then project during instruction.
TBASE essay scoring	TEKS aligned scoring of short and extended constructed responses with holistic and TEA rubric scores, five criterion profiles, class reports, small groups, and student feedback. Includes Thesis Time and Writing Workouts.	2 to 10	Upload a class set or have students type in; review reports and plan the next lesson.
OnSTAGE assessment	Reading, editing, and revising assessment: passages with STAAR/SST style multiple choice questions, read aloud, highlight and notes tools, and teacher reports by TEKS, including Answer Choice Analysis and TEKS Teams small group cards.	2 to 10	Assign a passage test; review class results by TEKS and teach the TEKS Teams groups.

How the pieces connect

A teacher opens the day's lesson plan guide, projects the matching slide deck, and students complete the lesson in the workbook. When students write a constructed response, the teacher scores the class set in TBASE, while OnSTAGE checks reading, editing, and revising on STAAR/SST style passages. The class reports name the shared next needs and group students for mini lessons, which point the teacher back to the right lesson in the guide.

Professional learning

TBASE platform training and an ECR Trifecta launch session for teachers and campus leaders are scheduled at the district's convenience. Extended options include constructed response writing workshops, WAVE virtual coaching aligned to the writing clusters, and Student CAMPs held on the district's own campuses when Teach BIG visits.

Pricing. Pricing is not final and is not included in this proposal. A formal quote will follow.

Practice for Every Part of STAAR/SST

Practice is the heart of The Teach BIG Writing Academy. Teachers do not wait for a benchmark to see how students will do. They build their own practice, in both TBASE and OnSTAGE, for reading, editing, revising, short constructed response, and extended constructed response. Every practice mirrors the STAAR/SST: the same item types, passage formats, and ECR/SCR rubric scoring.

3,500+

Writing prompts in our prompt banks

100+

Reading passages in our passage banks

590+

Questions in our question banks

Teachers build their own practice

- **In TBASE (writing):** choose a passage and prompt from the library, or bring your own, tag the TEKS, and assign or upload a class set. Prompt Builder turns a Teach BIG passage into prompts for class.
- **In OnSTAGE (reading, editing, and revising):** the Test Builder walks the teacher through path, grade, and passage, then assigns or prints a numbered passage test with designated supports.
- **By specific TEKS:** teachers choose the TEKS their district scope calls for, so each assessment fits the district's core RLA curriculum. Teach by TEKS builds a complete GRADUATE week from the chosen TEKS.
- **From real banks:** 3,500+ writing prompts, 100+ reading passages, and 590+ questions, with passages organized by reading level, cluster, and four stamina levels from Low to Very High.

STAMINA AND ENDURANCE

Teachers can link passages together into one OnSTAGE test, up to seven passages for high endurance, so students build stamina and endurance as well as skill, the way the state test asks them to.

Practice every day, not only on test day

Practice tool	What students practice
Daily Decks Triplets	One thinking leveled slide a day (Notice, Choose, Show, Own, Defend) with a teacher script and a student tracking sheet; 95 TEKS Triplets warm up decks
Reading games	Prove It!, Paraphrase It!, Figure It Out!, Prosody Marks, Truth or True, Clue Me In!, and Word Wisdom
Writing games and tools	Thesis Time!, WHY or HOW?, Sentence Weather Forecast, Check MATE, Expanded I-Write Plan, and Essay Expert
Writing Workouts	OnRAMP (main idea and theme), Evidence Detective (CSI evidence), and Explanation Station (DEEP FACTS), climbing five thinking levels
Inside essay scoring	Check my answer on the first five sentences, revise and rescore up to 3 times, and Sort It! and WHY or HOW? while the essay scores

Why Teach BIG

Teach BIG, home of The Writing Academy, has served Texas schools since 1998. It is developed and operated by experienced Texas public school educators and is one of Texas' most widely implemented supplemental ECR writing support systems, used across elementary, middle, and high school.

28

Years serving Texas teachers

1.5 million+

Texas children reached

5,000

Educators trained each year (approx.)

95

TEKS Triplets warm up slide decks

200+

Published documents with ISBN numbers

23

Original learning songs

Credentials and reach

- TEA Approved Supplemental Certification Provider and TEA Approved CPE Provider, authorized to issue teacher professional development hours
- Sole Source Provider status available for qualifying Teach BIG instructional materials and resources
- Women Owned Business Certification; SAM.gov Registered Vendor; Texas Health and Human Services Provider Certification
- Served approximately one half of all Texas school districts; more than 100,000 students impacted during 2026 alone
- Leadership includes certified teachers, principals, mid management professionals, and superintendent level educators; staff have served on district and state committees that developed and refined the TEKS
- Owner of multiple federally registered trademarks, hundreds of registered copyrights, and 200+ published documents with ISBN numbers
- A 430 acre teacher training facility (Buffalo Nickel Ranch) for ranch conferences, plus Student CAMPS held on the district's own campuses when Teach BIG visits

Randi Whitney's instructional frameworks

Framework	What it gives students and teachers
TRACKS	Six evidence types students use to prove an idea.
DEEP FACTS	Explanation styles that show how evidence proves the thesis.
CSI	Evidence that Connects, Supports, and lets us Infer.
Five thinking levels	Foundational through Reflective, used in TBASE, the games, and the decks.
RPLD thinking levels	Notice, Choose, Show, Own, Defend: one slide a day in the Daily Decks.
TREES	Color coded parts of a written response, used in the side by side editor.
HABITS	Habitual Actions Build Independent Thinkers.
GRADUATE week	A complete Teach by TEKS week: deck, script, lesson plan, and tracking pages.

TBASE Report Features: The Complete Checklist

Every scored essay produces a full teacher report. Here is every section, in order.

✓	Report section	What it breaks down
✓	1. Student and Assignment Information	The prompt, grade, and the essay itself, numbered by paragraph and sentence so every quote can be found.
✓	2. Holistic Score and Five Criterion Profile	The TBASE level from 0 to 5 with the TEA Development and Organization and Conventions points beside it.
✓	3. Prompt Alignment and Thesis Analysis	Checks that the essay answers the prompt and reproduces the thesis exactly, with a suggested upgrade.
✓	4. Essay at a Glance	A quick snapshot of how the essay is built before the deeper sections begin.
✓	5. Reasons or Ways Analysis	Finds each reason (WHY) or way (HOW) the writer gave and how well it answers the prompt.
✓	6. Evidence Inventory and TRACKS Analysis	Lists every piece of evidence by TRACKS type, quoted with its location.
✓	7. Explanation Analysis: DEEP FACTS	Shows how the writer explains the evidence and which DEEP FACTS moves appear.
✓	8. Higher Level and Reflective Thinking Map	Maps thinking levels sentence by sentence, including reflective thinking and theme.
✓	9. Expected Lexical Overlap	Compares the vocabulary the passage and prompt call for with the words the student used.
✓	10. Patterns Observed	Names repeated habits in the writing, with examples, effect, and a recommendation.
✓	11. Effective Collocations	Highlights word partners that work well together in the student's writing.
✓	12. The Big Moment and The One BIG Movement	The strongest moment to celebrate and the single change that will help most, with a teacher script.
✓	13. The Next Best Step	The current level, the target level, and how the student will know they got there.
✓	14. Suggested Spelling List	Words this student misspelled, ready for a personal spelling list.
✓	15. Repeated Grammatical Errors	Grammar errors that show up more than once, so the teacher can teach the pattern.
✓	16. Transition Analysis	Every transition found, repeats, missing ones, and a sophistication level.
✓	17. Sentence Level Analysis	Labels each sentence by its job and shows the percentage breakdown as a bar chart.
✓	18. Pattern Mining	Looks across the whole essay for structural patterns in how ideas are built.
✓	19. N Grams and Repeated Language	Repeated word combinations and what that repeated language shows.
✓	20. Original Language vs Passage Language	Separates the student's own words from language borrowed from the passage.
✓	21. Summary vs Analysis	Shows how much of the essay retells and how much explains.
✓	22. Overall Teacher Response	A ready to share teacher response that ties the findings together.
✓	23. Level 5 Exemplar	An annotated model response for the same prompt, clearly marked as a model.

Plus, in every essay report

✓ Feature	What it does
✓ Revise This One Spot	The single sentence to revise first.
✓ Comprehension check with a conference question	A question for the teacher and student conference.
✓ Success criteria	What success looks like for this writer.
✓ Growth comparison	This essay compared with earlier essays.
✓ Grouping tag	The small group this student belongs in.
✓ Teacher review flags	Points the teacher may want to check.
✓ My Writing Plan	A student page with My Big Moment, My One BIG Movement, My Next Step, and space to revise.

Class, student, family, and campus reports

✓ Report	What it shows
✓ Class Report	The class's next best step, small groups for mini lessons, holistic level distribution, every student's next step, common spelling words, repeated grammar patterns, and the class model paragraph.
✓ Class Model Paragraph	An anonymous strong paragraph from the class, color coded Answer, Evidence, and Explanation, with what makes it strong.
✓ Class Roster and Heat Map	Every student by identifier with holistic, TEA, and criterion scores and The One BIG Movement.
✓ Student Report	Written to the student: how you answered, your strong moment in your own words, and one or two Try this steps with a sentence starter.
✓ Family Writing Report	In English or Spanish (Informe de escritura para la familia), with a personal note from the teacher.
✓ STAAR/SST Score Points	ECR points (Development and Organization of 3, Conventions of 2) shown next to each TBASE level.
✓ Student TEKS Tracker	Joins OnSTAGE reading results with essay scores in one picture per student, by TEKS.
✓ Campus Dashboard	Every class by TEKS, with growth over time, for principals.
✓ Growth chart and time saved	Follow each student's growth and see the hours saved.
✓ File exports for Eduphoria Aware, DMAC, and lead4ward	Export files formatted for the data tools many Texas districts already use (file exports, not official integrations).

OnSTAGE Report Features: The Complete Checklist

OnSTAGE grades every test the moment a student submits it. No manual scoring or data entry is needed, and the reports below are ready right away.

✓	Report	What it shows
✓	Class at a Glance	Overall class performance, TEKS needing attention, and the top wrong answer pattern.
✓	Scores	Every student's score on every test, graded instantly on submission.
✓	Class TEKS Overview and TEKS Breakdown	Per TEKS mastery: fully correct versus missed at least one item.
✓	Most Missed TEKS	The TEKS the class missed most, ready to reteach.
✓	TEKS Mastery Map	Mastery, Approaching, or Needs Support for each TEKS, with item counts.
✓	Student Progress Profile	Individual growth, personal strength and gap, and wrong answer pattern.
✓	Answer Choice Analysis	Per question distractor analysis with trap types (such as partial match, off topic, reversal) and a teacher rationale for every choice.
✓	TEKS Teams	Small groups by TEKS with editable objectives, instructional routines, discussion stems, quick checks, and ELPS connections.
✓	Reading Stamina Tracker	Accuracy by question position and passage length demand.
✓	Resource Connections	Each TEKS matched to reteach and enrichment materials from the Teach BIG library.
✓	My Next Best Step	A spoken script for each student with a strength quote, next step, routine, and stems.
✓	Passage Information	Stamina level, word count, TEKS, summary, and preteach vocabulary for each passage.
✓	Accommodations and supports	Which designated supports each student has, such as read aloud, speech to text, and dictionary.
✓	Campus report with PDF and CSV export	Campus results by class and TEKS, downloadable as PDF or CSV.

TEACH BIG STRENGTH

OnSTAGE combines reading, editing, and revising in one TEKS aligned experience. Answer Choice Analysis shows why students chose each wrong answer, and TEKS Teams turn the results into small groups the teacher can teach tomorrow.

Single Sign On and Staff Access

Districts often ask: "What single sign on options are available, and how will staff access their accounts and materials?"

Single sign on: available for your district at implementation

Single sign on through the district's choice of Clever, ClassLink, Google, or Microsoft is configured during onboarding, within 30 days of the agreement, for both TBASE and OnSTAGE. The district chooses the identity provider it already uses; staff and students then reach Teach BIG from the same launchpad or sign in button they use for other district tools.

Sign on option	Status for your district	What it means for staff
Clever	Available at implementation	Staff and students launch Teach BIG from the Clever portal.
ClassLink	Available at implementation	Staff and students launch Teach BIG from the ClassLink LaunchPad.
Google	Available at implementation	Staff sign in with their district Google account.
Microsoft	Available at implementation	Staff sign in with their district Microsoft account.
Roster sync (OneRoster)	Available at implementation	District, campus, teacher, and class records are loaded from the district's roster source, previewed before import.
Bulk upload (any time)	Available today	Campus leaders can load teachers and student identifiers from a CSV file, with a preview and error check before anything is saved.

Where we are today: ClassLink, Clever, and OneRoster are built on OnSTAGE and completing partner activation; we will confirm the go live date during onboarding. TBASE uses teacher accounts and student class codes. Sign on never delays the start: staff sign in with a school email and password from day one, then move to single sign on.

How staff sign in and find their materials

Step	What happens
1. Sign in	The teacher selects Teach BIG in the district's launchpad (or the district sign in button). No separate password is needed once sign on is configured.
2. Teacher page	The teacher lands on the TBASE teacher page: Essay scoring (upload a class set or score one essay), Bulk upload, Prompt builder, Student TEKS Tracker, Thesis Time, Writing and Reading games, and the Daily Decks library.
3. Lesson materials	Teacher Daily Lesson Plan Guides and Student Workbooks arrive printed. Lesson Slide Decks are delivered digitally upon purchase: the teacher redeems the emailed access code on the Teach BIG website and opens the decks right away.
4. Classes and rostering	Classes arrive through roster sync, or the teacher adds students by identifier. Students sign in through the same launchpad or join with a class code.
5. OnSTAGE	From the OnSTAGE teacher dashboard, teachers assign passage tests and open the class reports by TEKS. Students see their own dashboard, passages, and tests.
6. Campus and district views	Campus leaders see a campus dashboard and district leaders a district dashboard with license seats, usage, and bulk import tools.

How TBASE Differs from HMH Writable and Eduphoria Aware

Districts often ask: "Many districts already license HMH Writable or Eduphoria Aware. How does Teach BIG differ from those tools?"

Each of these tools does a different job well. Eduphoria Aware is a strong home for district assessment data. HMH Writable is a writing practice platform with AI feedback. TBASE is a scoring engine built around TEKS and the STAAR/SST constructed response rubrics, and the ECR Trifecta is the curriculum that teaches the writing. The full comparison is in the companion report, TBASE vs HMH Writable vs Eduphoria Aware.

	TBASE + ECR Trifecta	HMH Writable	Eduphoria Aware
Main job	Scores constructed responses and plans the next lesson; curriculum included	Writing practice with AI feedback and AI-generated preliminary scores	Assessment creation, testing, and data analysis
Mirrors the STAAR/SST	Same item types, passage formats, and ECR/SCR rubric scoring	Practice assignments that mirror state assessments	Closely mirrors the state testing experience (district quote)
Constructed response scoring	Automatic, TEKS aligned, Grades 2 to 10	AI-generated preliminary scores the teacher adjusts	Scored by hand by teachers
Texas rubric fit	TEA STAAR/SST RLA rubric scores beside a TBASE level	State aligned rubrics (states not named)	Hosts teacher scored rubrics
Next teaching move	Small groups and a mini lesson focus per group	Recommendations and differentiated assignments	Reteach groups by mastery and DOK
Daily lessons and decks	Lesson plan guides, workbooks, and slide decks (Grade 2 through high school)	Prompts, assignments, and rubrics library	Item banks for assessments

Where TBASE goes further

- **It scores, then explains.** Five criteria (central idea, organization, evidence, expression of ideas, conventions), each with a level, a reason, the next level change, and the exact sentence quoted from the student's paper.
- **It shows the thinking.** Five thinking levels and a summary versus analysis view show whether a student is retelling or explaining.
- **It names the evidence.** TRACKS identifies the evidence type and DEEP FACTS the explanation style, Randi Whitney's instructional frameworks used across the curriculum.
- **It plans the reteach.** The class report builds small groups from shared next needs, with a heat map and teacher review flags.
- **It protects students.** Self-chosen identifiers, US hosted data, and US or EU hosted AI providers only.

TEACH BIG STRENGTH

Districts that use Aware for benchmark and STAAR/SST data, and Writable for writing practice, can use TBASE and the ECR Trifecta for the writing instruction itself: the lesson, the scoring, the thinking, and the next teaching move.

Accessibility

Districts often ask: "Can you share your accessibility conformance reports, or a screen share of the platform with accessibility tools?"

Accessibility Conformance Reports (attached)

Accessibility Conformance Reports (VPAT 2.5 format) for TBASE and OnSTAGE are attached as one appendix: Teach BIG Accessibility Conformance Reports (TBASE and OnSTAGE).pdf. Both are dated October 2, 2026 and are based on hands on testing of the live products against WCAG 2.1 Level A and AA.

0	40 of 50	320 px
Automated violations on 11 TBASE page loads	WCAG 2.1 A and AA criteria Supported	Reflow with no sideways scrolling

What was tested	TBASE result
Automated scan (axe-core, WCAG 2.0 and 2.1 A and AA)	0 violations on all 11 page loads
Keyboard walk	A 25 stop Tab walk on every page reached every control with a visible focus ring and no keyboard traps; every page has a working skip link
Reflow	No horizontal scrolling at 320 CSS pixels on any tested page
Overall	Supports 40, Does Not Support 3, Not Applicable 4, Not Evaluated 3
Planned next	Captions and transcripts for overview videos (1.2.2, 1.2.3, 1.2.5); testing of signed in teacher and student screens

OnSTAGE results

What was tested	OnSTAGE result
Screens tested	11 screens of the new OnSTAGE platform, including the student test screen, teacher dashboard, and both reports
Automated scan	7 of 11 screens had 0 violations; remaining items are low contrast on sign in pages and unnamed answer choice buttons on the test screen
Keyboard walk	All controls reachable with a visible focus indicator and no keyboard traps
Overall	Supports 26, Partially Supports 13, Not Applicable 7, Not Evaluated 4
Planned next	Name answer choice buttons (critical); add a skip link, main landmark, and page titles; raise sign in contrast; fix sideways scrolling on signed in pages; mark Spanish text as Spanish

Accessibility built into the classroom experience

- **Read aloud in English and Spanish** on passages, prompts, and feedback, with speed control, following the TEA Choose Settings order.
- **OnSTAGE testing supports.** Read aloud that starts only when the student selects it, speech to text and dictionary supports the school can turn on, an English and Spanish toggle, highlight, cross out, and notes tools, and no test time limit.
- **Teacher designated accommodations** including text to speech, content and language supports, and extra time.
- **Autosave with a spoken status.** The essay editor saves work in progress and announces save status through a polite live region.
- **Screen reader structure.** Header, main, and footer landmarks, labeled fields, ARIA labels, and live regions for status messages.
- **Accessible print materials.** Curriculum PDFs use real selectable text, and about 290 low contrast text spans were corrected to meet WCAG 1.4.3. Color is always paired with a word or shape cue.

Live screen share

We welcome a screen share of TBASE and OnSTAGE with the district's accessibility tools, such as a screen reader, keyboard only navigation, and browser zoom, at a time that suits your team. We will be candid about what is finished and what is scheduled. A third party accessibility audit is planned and not yet complete.

Immediate Start

Everything starts right away. When a district purchases, or Teach BIG receives the purchase order, the order is processed immediately, for the ECR Trifecta for TBASE, and for OnSTAGE.

Step	What happens
PO received	The order is processed the same day.
Printed materials ship	Printed Teacher Daily Lesson Plan Guides and Student Workbooks ship to the campuses.
Slide deck access codes	Access codes for the Lesson Slide Decks are emailed for immediate use, redeemed on the Teach BIG website.
TBASE accounts open	TBASE accounts open immediately. Teachers can start scoring with email sign in and class codes the same day.
OnSTAGE accounts open	OnSTAGE accounts open immediately. Teachers and students sign in with email and password, or are loaded from a bulk upload file, and can start testing the same day.
Single sign on	For TBASE and OnSTAGE, configured with the district's technology team during onboarding, within 30 days, through Clever, ClassLink, Google, or Microsoft, with OneRoster roster sync. It never delays the start: teachers begin right away with email sign in.
Professional learning	ECR Trifecta launch and TBASE platform training, scheduled at the district's convenience, in person or virtual. WAVE virtual coaching and help desk support continue through the year.

Upload

Excel or CSV

Choose File sample-50.csv

ZIP of essay files (optional)

Choose File No file chosen

The spreadsheet columns are Student name, Class code, Grade, Prompt, and Essay text. If the essays are .docx, .pdf, or .txt files, put those in a ZIP and add a File name column that matches each file.

Preview rows

Confirm and score

46 ready, 4 with errors, 50 rows.

Row	Student	Class code	Prompt	Status
2	Student 1	ABC123	GARDEN-1	Missing essay.
3	Student 2	NOPE	GARDEN-1	Unknown class.
4	Student 3	ABC123	NOT-A-PROMPT	Prompt not found.
5	Student 4	ABC123	GARDEN-1	Essay is too long.
6	Dolphin	ABC123	GARDEN-1	Matched: Dolphin
7	Dolphn	ABC123	GARDEN-1	Close match: Dolphin
8	Student 7	ABC123	GARDEN-1	New student, created when you confirm
9	Student 8	ABC123	GARDEN-1	New student, created when you confirm
10	Student 9	ABC123	GARDEN-1	New student, created when you confirm
11	Student 10	ABC123	GARDEN-1	New student, created when you confirm
12	Student 11	ABC123	GARDEN-1	New student, created when you confirm

TBASE bulk upload: every row is checked and previewed before a class set is scored. Students appear by identifier.

Data Privacy and Security Summary

Area	Practice
Student identity	TBASE: students appear by a self-chosen identifier (for example, Dolphin or Starfish); no student email, address, phone, birthdate, or ID number is collected. OnSTAGE: student accounts carry only the roster fields needed to sign in and connect to the right teacher (name, email, school, and grade); with ClassLink or Clever these come from the district roster.
Hosting	TBASE and OnSTAGE data is stored in a managed PostgreSQL database (Supabase) hosted by Amazon Web Services in the United States, with access limited to each account's own district, school, and role. Data is encrypted in transit (HTTPS) and at rest.
AI scoring	Essays are sent only to AI providers hosted in the United States or the European Union. Student data is stored in the United States.
Access control	Role based permissions are enforced in the database (row level security). Teachers see only their own classes or assigned students; students see only their own work.
Use of data	We never sell student information, never use it for advertising, and never build student profiles for non school purposes.
Laws	Designed to support FERPA, COPPA, and Texas Education Code Chapter 32, Subchapter D. We will work with the district on its data privacy agreement, including the Texas Student Privacy Alliance agreement.
Deletion	A district may ask at any time to delete or return its student data; we confirm completion in writing.

TBASE and OnSTAGE Student Data Privacy Statements are available on request. They are plain language statements and do not replace a signed data privacy agreement.

Next Steps and Contacts

- Schedule a live walkthrough and accessibility screen share with the district team.
- Confirm the district's sign on provider and roster source.
- Begin data privacy agreement review.
- Receive the formal quote, which will follow this proposal.

Contact

Name	Kelley Kratky, Executive Director
Office	Office (281) 549-4466
Email	kelley@twa.net
Company	The Writing Academy, LLC Teach BIG, 3502 Columbia Memorial Parkway, Kemah, TX 77565

Appendices

- Appendix A: TBASE vs HMH Writable vs Eduphoria Aware (comparison report)
- Appendix B: Teach BIG Accessibility Conformance Reports (TBASE and OnSTAGE).pdf

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Master Comparison Chart

Every row below is a Teach BIG feature or report. The gold check shows Teach BIG provides it; the other columns show what HMH Writable and Eduphoria Aware list on their product pages. "Not shown on their product page" does not confirm a feature is absent. Sources are listed in the companion comparison report.

What Teach BIG Offers	Teach BIG	HMH Writable	Eduphoria Aware
PRACTICE FOR EVERY PART OF STAAR/SST			
Teachers build their own writing practice in TBASE: Pick a library passage and prompt (or your own), tag the TEKS, assign or upload a class set	✓	AI built assignments the teacher can edit	Teachers create assessments
Teachers build their own reading, editing, and revising practice in OnSTAGE: Test Builder: choose path, grade, and passages; assign online or print a numbered test	✓	Practice assignments that mirror state assessments	Assessment creation tools and item banks
Mirrors the STAAR/SST: same item types, passage formats, and ECR/SCR rubric scoring	✓	Practice assignments that mirror state assessments	Closely mirrors the state testing experience (district quote)
Bank of writing prompts: 3,500+ writing prompts	✓	1,000+ prompts, assignments, and rubrics	<i>Not shown on their product page</i>
Bank of reading passages: 100+ reading passages by level, cluster, and stamina	✓	Lexiled readings	<i>Not shown on their product page</i>
Bank of questions: 590+ questions across OnSTAGE and the TBASE games	✓	<i>Not shown on their product page</i>	Item banks with about fifteen item types
Choose specific TEKS so practice fits the district's core RLA curriculum: Pick the exact TEKS for every test, prompt, and GRADUATE week	✓	State aligned rubrics (states not named)	Target learning domains and depth of knowledge
Link passages into one test for stamina and endurance: Link up to 7 passages in one OnSTAGE test	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Passage stamina levels: Four levels, Low to Very High	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Reading, editing, and revising in one assessment: All three in one TEKS aligned OnSTAGE test	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
SCR and ECR writing practice, scored: Scored automatically on the TEA rubric, about one to three minutes per essay	✓	AI-generated preliminary scores the teacher adjusts	Constructed responses scored by hand
Prompt Builder: Upload a Teach BIG passage and get classroom prompts	✓	AI built assignments	<i>Not shown on their product page</i>
Teach by TEKS: A full GRADUATE week: deck, script, lesson plan, tracking pages	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Daily Decks Triplets: Class deck, teacher script, and student tracking sheet, one slide a day	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Standards specific RLA practice games and tools: 17 games and tools, from Prove It! to Explanation Station	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Guided essay writing: Essay Expert with the Essay Progress Tracker, then send to TBASE	✓	Organizers and sentence starters	<i>Not shown on their product page</i>
Check my answer before scoring: Reads the first five sentences and tells the student if the prompt is answered	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Revision support: Revise flagged sentences and rescore up to 3 times, with revision history	✓	On demand RevisionAid feedback	<i>Not shown on their product page</i>
While you wait games: Sort It! and WHY or HOW? while the essay scores	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>

What Teach BIG Offers	Teach BIG	HMH Writable	Eduphoria Aware
TBASE ESSAY REPORT: EVERY SECTION			
1. Student and Assignment Information: The prompt, grade, and the essay itself, numbered by paragraph and sentence so every quote can be found.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
2. Holistic Score and Five Criterion Profile: The TBASE level from 0 to 5 with the TEA Development and Organization and Conventions points beside it.	✓	AI-generated preliminary scores and rubric aligned comments	Rubric scores entered by the teacher
3. Prompt Alignment and Thesis Analysis: Checks that the essay answers the prompt and reproduces the thesis exactly, with a suggested upgrade.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
4. Essay at a Glance: A quick snapshot of how the essay is built before the deeper sections begin.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
5. Reasons or Ways Analysis: Finds each reason (WHY) or way (HOW) the writer gave and how well it answers the prompt.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
6. Evidence Inventory and TRACKS Analysis: Lists every piece of evidence by TRACKS type, quoted with its location.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
7. Explanation Analysis: DEEP FACTS: Shows how the writer explains the evidence and which DEEP FACTS moves appear.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
8. Higher Level and Reflective Thinking Map: Maps thinking levels sentence by sentence, including reflective thinking and theme.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
9. Expected Lexical Overlap: Compares the vocabulary the passage and prompt call for with the words the student used.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
10. Patterns Observed: Names repeated habits in the writing, with examples, effect, and a recommendation.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
11. Effective Collocations: Highlights word partners that work well together in the student's writing.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
12. The Big Moment and The One BIG Movement: The strongest moment to celebrate and the single change that will help most, with a teacher script.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
13. The Next Best Step: The current level, the target level, and how the student will know they got there.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
14. Suggested Spelling List: Words this student misspelled, ready for a personal spelling list.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
15. Repeated Grammatical Errors: Grammar errors that show up more than once, so the teacher can teach the pattern.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
16. Transition Analysis: Every transition found, repeats, missing ones, and a sophistication level.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
17. Sentence Level Analysis: Labels each sentence by its job and shows the percentage breakdown as a bar chart.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
18. Pattern Mining: Looks across the whole essay for structural patterns in how ideas are built.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
19. N Grams and Repeated Language: Repeated word combinations and what that repeated language shows.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>

What Teach BIG Offers	Teach BIG	HMH Writable	Eduphoria Aware
20. Original Language vs Passage Language: Separates the student's own words from language borrowed from the passage.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
21. Summary vs Analysis: Shows how much of the essay retells and how much explains.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
22. Overall Teacher Response: A ready to share teacher response that ties the findings together.	✓	Editable AI comments	<i>Not shown on their product page</i>
23. Level 5 Exemplar: An annotated model response for the same prompt, clearly marked as a model.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Revise This One Spot: The single sentence to revise first.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Comprehension check with a conference question: A question for the teacher and student conference.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Success criteria: What success looks like for this writer.	✓	Recommendations	<i>Not shown on their product page</i>
Growth comparison: This essay compared with earlier essays.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Grouping tag: The small group this student belongs in.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Teacher review flags: Points the teacher may want to check.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
My Writing Plan: A student page with My Big Moment, My One BIG Movement, My Next Step, and space to revise.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
TBASE CLASS, STUDENT, FAMILY, AND CAMPUS REPORTS			
Class Report: The class's next best step, level distribution, and every student's next step	✓	Assignment dashboard with insights and recommendations	Single and multi test analysis
Small groups for reteaching: Automatic groups from shared next needs, each with a mini lesson	✓	Recommendations and differentiated assignments	Reteach groups by mastery and DOK
Class Model Paragraph: Anonymous strong paragraph from the class, color coded	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Class roster with heat map: Every student by identifier with criterion scores A to E	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Student Report: Written to the student: strong moment and Try this steps	✓	AI and teacher comments	Scores and reflection activities
Family report: Family Writing Report in English or Spanish with a teacher note	✓	Comments in English or Spanish	<i>Not shown on their product page</i>
State score points: STAAR/SST ECR points beside each TBASE level	✓	<i>Not shown on their product page</i>	Imports state results and converts to achievement levels
Student TEKS Tracker: Reading and writing results joined by TEKS for each student	✓	<i>Not shown on their product page</i>	Mastery Trackers for test items
Campus dashboard: Every class by TEKS with growth over time	✓	<i>Not shown on their product page</i>	District data warehouse
Growth and time saved: Growth chart per student and hours saved	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Score exports: File exports formatted for Eduphoria Aware, DMAC, and lead4ward	✓	<i>Not shown on their product page</i>	Not applicable

What Teach BIG Offers	Teach BIG	HMH Writable	Eduphoria Aware
ONSTAGE REPORTS: EVERY REPORT			
Class at a Glance: Overall class performance, TEKS needing attention, and the top wrong answer pattern.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Scores: Every student's score on every test, graded instantly on submission.	✓	<i>Not shown on their product page</i>	Single test analysis
Class TEKS Overview and TEKS Breakdown: Per TEKS mastery: fully correct versus missed at least one item.	✓	<i>Not shown on their product page</i>	Standard and item analysis
Most Missed TEKS: The TEKS the class missed most, ready to reteach.	✓	<i>Not shown on their product page</i>	Item analysis
TEKS Mastery Map: Mastery, Approaching, or Needs Support for each TEKS, with item counts.	✓	<i>Not shown on their product page</i>	Mastery Trackers
Student Progress Profile: Individual growth, personal strength and gap, and wrong answer pattern.	✓	<i>Not shown on their product page</i>	Multi test analysis
Answer Choice Analysis: Per question distractor analysis with trap types (such as partial match, off topic, reversal) and a teacher rationale for every choice.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
TEKS Teams: Small groups by TEKS with editable objectives, instructional routines, discussion stems, quick checks, and ELPS connections.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Reading Stamina Tracker: Accuracy by question position and passage length demand.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Resource Connections: Each TEKS matched to reteach and enrichment materials from the Teach BIG library.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
My Next Best Step: A spoken script for each student with a strength quote, next step, routine, and stems.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Passage Information: Stamina level, word count, TEKS, summary, and preteach vocabulary for each passage.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Accommodations and supports: Which designated supports each student has, such as read aloud, speech to text, and dictionary.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Campus report with PDF and CSV export: Campus results by class and TEKS, downloadable as PDF or CSV.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
RANDI WHITNEY'S INSTRUCTIONAL FRAMEWORKS			
TRACKS: Six evidence types students use to prove an idea.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
DEEP FACTS: Explanation styles that show how evidence proves the thesis.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
CSI: Evidence that Connects, Supports, and lets us Infer.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Five thinking levels: Foundational through Reflective, used in TBASE, the games, and the decks.	✓	<i>Not shown on their product page</i>	Groups by depth of knowledge (DOK)
RPLD thinking levels: Notice, Choose, Show, Own, Defend: one slide a day in the Daily Decks.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
TREES: Color coded parts of a written response, used in the side by side editor.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
HABITS: Habitual Actions Build Independent Thinkers.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>

What Teach BIG Offers	Teach BIG	HMH Writable	Eduphoria Aware
GRADUATE week: A complete Teach by TEKS week: deck, script, lesson plan, and tracking pages.	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
ACCESSIBILITY, LANGUAGE, AND PRIVACY			
Read aloud: English and Spanish, with pause, stop, and speed controls	✓	<i>Not shown on their product page</i>	Read aloud accommodation
Spanish language support: Spanish side by side with English; Spanish family report	✓	Spanish assignments, readings, and rubrics	Translation accommodation
Designated accommodations: Teacher assigned text to speech, content and language supports, extra time, dictionary	✓	<i>Not shown on their product page</i>	Testing supports toggled per assessment
Accessibility Conformance Reports: VPAT 2.5 reports for TBASE and OnSTAGE, attached	✓	General HMH accessibility page	<i>Not shown on their product page</i>
Student identity in TBASE: Self-chosen identifiers such as Dolphin; no student names	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Data hosting: Student data stored in the United States	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
AI scoring providers: US or EU hosted providers	✓	<i>Not shown on their product page</i>	AI not described on the product page
Single sign on: Clever, ClassLink, Google, or Microsoft, configured within 30 days	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Start date: Order processed the same day the PO arrives	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
CURRICULUM AND PROFESSIONAL LEARNING			
Teacher Daily Lesson Plan Guides: Printed, Grade 2 through high school, scripted SAY and DO	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Student Workbooks: Printed pages that match every lesson	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Lesson Slide Decks: Digital, by access code redeemed on the Teach BIG website	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
ECR Trifecta Implementation Guide: Plans the rollout for campuses and districts	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Professional learning: TEA approved CPE provider; training scheduled at the district's convenience	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Coaching and Student CAMPs: WAVE virtual coaching; Student CAMPs on the district's own campuses when Teach BIG visits	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
Songs and magazines: 23 original learning songs and 23 Teach BIG magazines	✓	<i>Not shown on their product page</i>	<i>Not shown on their product page</i>
FEATURES SHOWN	98 of 98	19 of 98	23 of 98