



# VANTAGE LEARNING

Measuring Success One Student at a Time

May 23, 2007

Dear Utah Educator:

On behalf of Vantage Learning, thank you for the opportunity to meet with you today and discuss how we can support your efforts to raise student writing achievement in the state of Utah.

We've been fortunate to work with educators in Utah for more than three and one-half years, implementing the MY Access!® instructional writing program in classrooms, schools, and districts throughout the state. We continue to evolve this proven program based upon the feedback we receive from administrators, teachers, and students; this fall we will release the 8<sup>th</sup> version of the program with exciting new capabilities.

The MY Access! instructional writing solution offers the following:

- Full alignment of over 650 writing prompts to the Utah state standards, (including an update in August of 2007) and extensive alignment to basal reading programs, which protects district investments in existing Language Arts programs.
- The ability to easily add your own writing prompts and receive instant holistic feedback on your prompts; you will also receive expert human scoring services to model these prompts at no additional charge, including cross-curricular writing assignments.
- Support of six-trait instructional strategies and resources to help teachers apply these strategies in their daily lessons.
- Advanced multi-lingual tutoring, editing, and score feedback that provide additional support for English Language Learners, including three different development levels to allow all students to receive feedback they can understand.
- IntelliMetric®, the industry's gold-standard in automated scoring, using patented technology unique to this Vantage only solution. Used to score the writing portion of the GMAT™, the MCAT, and used by ACT and The College Board, IntelliMetric provides an accurate, multi-judge scoring response that mirrors that of expert human scorers.
- Web-based program that can be used by teachers and students wherever and whenever they have access to an Internet-connected computer.
- Feature by feature, and priced competitively, MY Access! is the most advanced instructional writing program available on the market today.

We believe, based upon our experiences throughout the country and in Utah, that we can help improve writing and do so in an engaging, motivational way. We believe the use of this advanced program allows all students to be successful writers.

What are we asking you to do? Well, we have just three simple requests:

- Review this package and take advantage of special support we're offering Utah educators; details are included in the enclosed materials.
- Complete the Utah State Office of Education Standard Application for Financial Assistance and select the Vantage Learning MY Access! subscriptions and Professional Development program to help you next school year. Your state office is graciously providing funding for this and we are all appreciative of their support to help improve writing achievement. A sample completed template is included, and can also be found on the special Utah section of Vantage Learning's website, [www.vantagelearning.com/utah](http://www.vantagelearning.com/utah). Submit this application on or before the July 1 deadline to receive state funding.
- Prepare for writing success in 2007/2008 and engage Vantage Learning to support your needs as soon as possible.

Again, on behalf of our entire organization, thank you for this wonderful opportunity and we look forward to supporting you in the future. If you have any questions, please contact us at your convenience.

Sincerely,

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