

Amplify.

We wish to thank the team at EdReports for a thorough and insightful review of our Amplify ELA program. For Amplify, it has been a labor of love to create and continuously improve our program, so it was gratifying to see such careful attention to, and appreciation for, what we have created. We find such rigorous feedback useful for making our program better because, unlike a printed textbook, we make improvements and adjustments every day.

Five years ago, our team saw the crisis in getting today's middle school students to make reading and writing central to their lives. We knew that we needed to develop new approaches to teaching the ELA standards, new technologies for supporting teachers and students, and new modes of engaging in texts and discourse. We grounded these innovations in a quite traditional sense that middle school is a time to help students learn to concentrate deeply, to think for themselves, to get in touch with their creativity.

Our team comprises experienced teachers, leading scholars of literature and researchers of learning, actors and actresses familiar to students, technical innovators, Academy Award-winning animators, playwrights, and the very game designers who have been luring kids' attention away from reading and writing (who rose to the challenge we set for them of luring students' attention back to reading and writing).

We will not make any of our own comments on the review, except to say that we agree with the one "partially meets expectations" rating we received for our differentiation strategy. This was indeed a shortcoming of the edition that was available for the EdReports review. We are happy to report, however, that the past eight months and the coming year are focused on improving this element of our program. We have upgraded our platform so that it helps teachers offer different scaffolds and supports to different students depending on their needs, can recommend texts for independent reading that are at the right reading level, and can give teachers help in providing differentiated feedback to students with different needs.

Thank you, EdReports, for the important work you do in helping educators discover high-quality programs and for the feedback you have given us. We will add your insights to the comments we receive from teachers and students using our program every day, providing the foundation for how we will keep improving Amplify ELA.