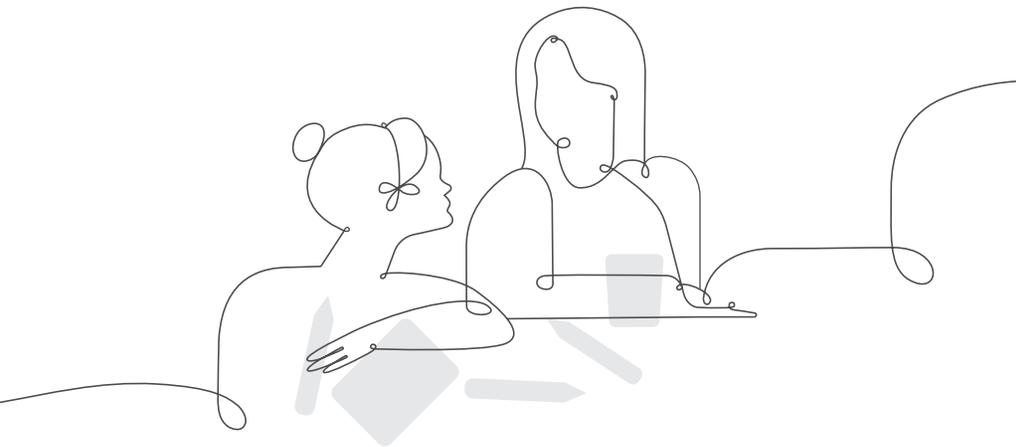
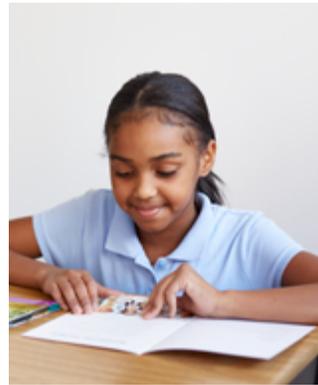


Amplify.

High-quality programs  
beloved by teachers  
and students



Our mission



Dear teachers,

You do a job that is nearly impossible and utterly essential.

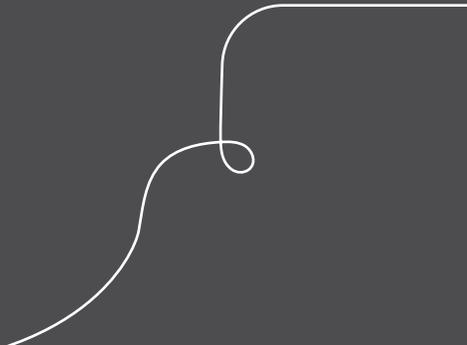
We are in your corner—extending your reach, saving you time, and enhancing your understanding of each student.

Thank you for working with us to craft rigorous and riveting learning experiences for your classroom.

We share your goal of inspiring all students to think deeply, creatively, and for themselves.

Sincerely,

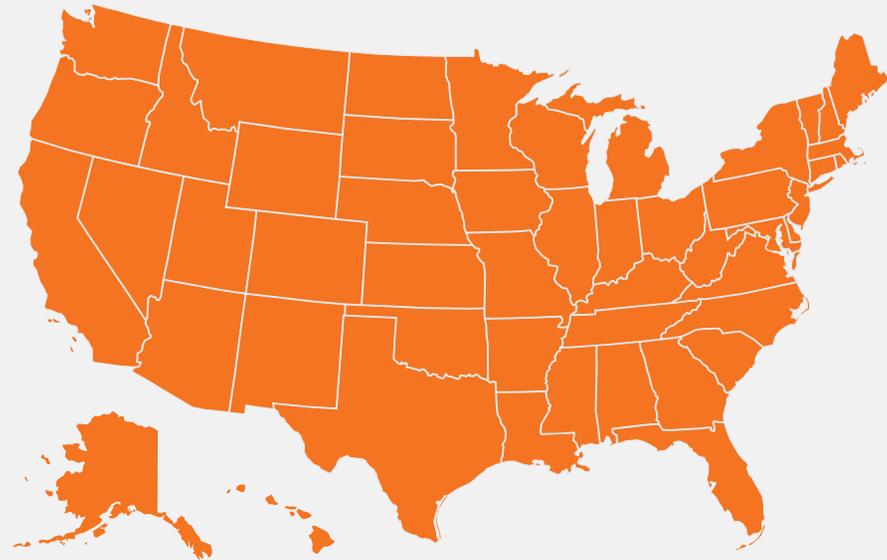
Amplify.



A pioneer in K–12 education since 2000, Amplify is leading the way in high-quality curriculum and assessment. Our captivating core and supplemental programs in ELA, math, and science engage all students in rigorous learning and inspire them to think deeply, creatively, and for themselves. Our formative assessment and intervention products turn data into practical

instructional support to help students at every skill level build a strong foundation in early reading and math. All of our programs provide teachers with powerful tools that help them understand and respond to the needs of every student. Today, Amplify **serves 10 million students in 4,000 districts** in all 50 states, with a growing international presence.

**10 million**  
students served  
in all 50 states



# Leading the way in the Science of Reading and next-generation science and math

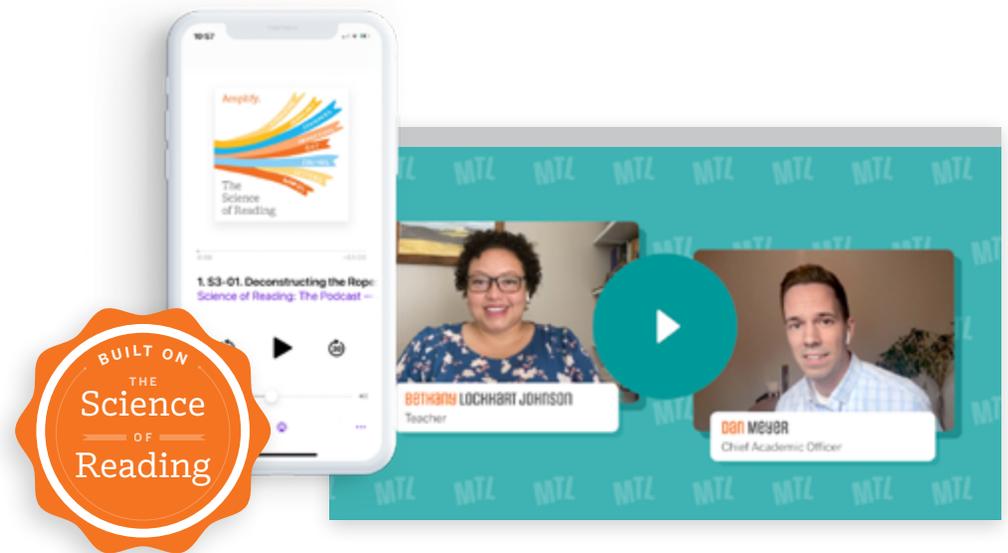
## Science of Reading: The Podcast

For the last 20 years, Amplify has developed literacy programs grounded in the Science of Reading. Our more recent Science of Reading podcast and virtual events have supported thousands of educators in making the shift to research-backed instruction.

Science of Reading: The Podcast delivers the latest insights on the Science of Reading from researchers and practitioners. In each episode, host Susan Lambert, chief academic officer of elementary humanities at Amplify, explores the increasing body of scientific research about how reading is best taught. As a former classroom teacher, administrator, and curriculum developer, Susan has a special interest in turning theory into best practices applicable immediately in the classroom, as well as in showcasing national models of excellence in this realm.

## Math Teacher Lounge

Math Teacher Lounge is a video series designed for K-12 math educators. Hosts Bethany Lockhart Johnson and Dan Meyer dig deep into educational math topics you care about and feature guests you'll want to know about. Enter the lounge to watch the latest episode, or catch up on previous episodes.





## Core curriculum

In our core curriculum programs, we strive to create *low floors and high ceilings* for students, to borrow a phrase from learning theorist and Massachusetts Institute of Technology professor Seymour Papert. In other words, we engage all students with challenging content by creating multiple entry points and different modalities for them to access the content.

We also empower teachers with tools to provide differentiated instruction and robust scaffolding (the stairs to climb up to the high ceiling), helping ensure that all of their students can fully engage with rigorous subject matter.

We are proud to be the only educational publisher to receive all-green and near-perfect scores from across K-5 literacy, 6-8 ELA, and 6-8 science—all of our core programs—from the evaluators at EdReports.org



ELA K-8  
Science 6-8

## AmplifyCKLA

### A PreK–5 print-based program with digital resources

Amplify Core Knowledge Language Arts® (CKLA) is a comprehensive curriculum that brings a proven, systematic approach to foundational skills together with knowledge-rich reading, writing, speaking, and listening. Amplify CKLA approaches reading comprehension as a two-lock box—one key is foundational skills and the other is background knowledge. This dual focus sparks students' curiosity and provides them with the comprehension skills critical to success in college, career, and life. Multimedia and digital resources make the program ideal for any classroom scenario, whether it's remote, in-person, or hybrid learning.

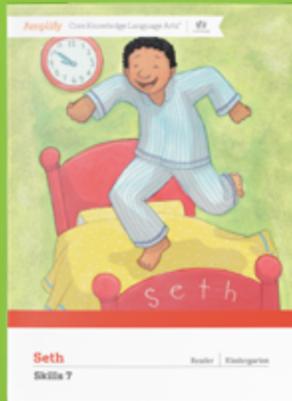
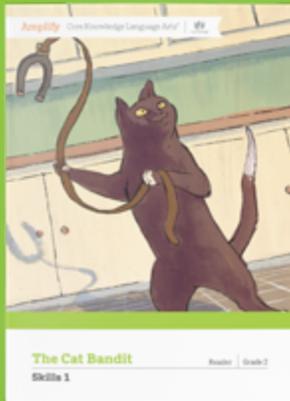
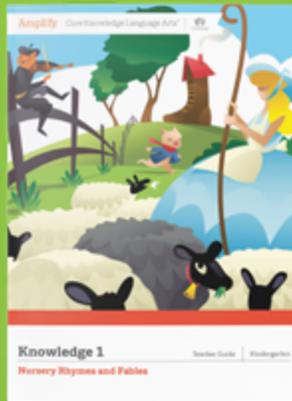
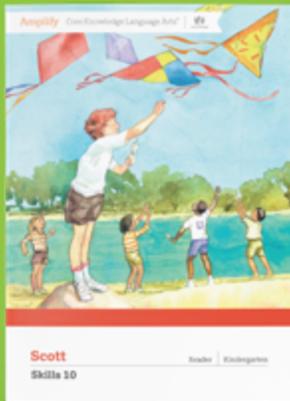
Along with our core Amplify CKLA curriculum, we offer engaging companion programs and text libraries, including:

- Language Studio (K–2), an English language development program.
- Writing Studio (K–5), a knowledge-based writing extension program.
- Amplify CKLA Trade Books (K–2), a read-aloud library with award-winning texts.



“To watch kindergartners reading and enjoying phonics as they discuss ancient civilizations before nap time—that is certainly my joy this school year, as they amaze all adults they encounter.”

—Amplify CKLA teacher in Louisiana



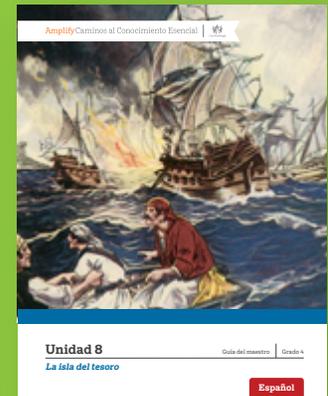
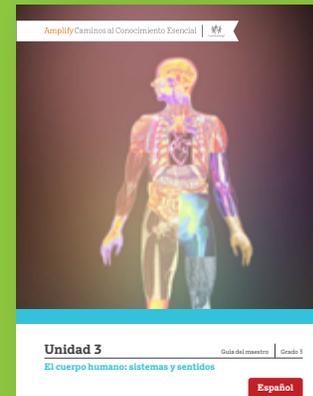
“CKLA provides rigor, relevance, and engagement. It provides students the opportunity to practice the skills they were just taught. They beg me to find out what happens next. We actually have to tell them to stop reading! And the children who are sometimes the lowest performers are the ones most engaged.”

—Amplify CKLA teacher in New York

# Amplify Caminos

A K–5 print-based Spanish language arts program with digital resources

Amplify CKLA's new Spanish language arts program—Amplify Caminos al Conocimiento Esencial—is a robust Spanish language arts program that will inspire and engage your students while meeting an essential need for educators. Amplify Caminos helps teachers build students' Spanish literacy skills through content-rich reading, writing, speaking, and listening. Amplify Caminos was developed by a bilingual team from across the Latinx diaspora with a concerted effort to create relevant connections for students with diverse backgrounds.



# Amplify<sup>ELA</sup>

## A 6–8 blended program

Amplify ELA is a standards-aligned, blended language arts curriculum designed specifically for the unique needs of middle school students and teachers. At the heart of every lesson is a focus on the text. We enable teachers to teach skills through texts and build their students' meaning-making muscles. With Amplify ELA, students learn to attack any complex text and make observations, grapple with interesting ideas, and make meaning for themselves.

Amplify ELA empowers middle school teachers with the tools and data to understand the needs of each student. With embedded assessments and robust reporting, teachers are able to quickly respond to student work and provide effective feedback to ensure each student is on track to mastering the standards.

Most importantly, Amplify ELA provides robust scaffolding and multiple entry points throughout the program, so that every student can excel at reading and responding to grade-level complex texts.

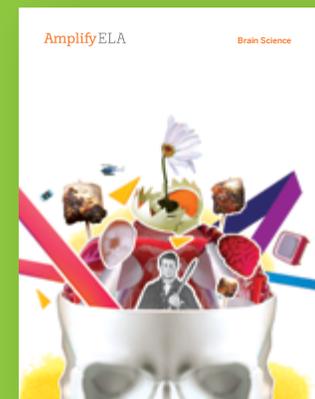
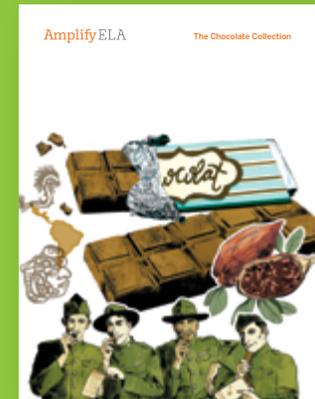


“We love that the Amplify curriculum uses high-interest texts, great quality literature, and high-level discussion questions. We also love the depth of the curriculum and the close reading activities.”

—Amplify ELA teacher in Oklahoma

“This program is amazing! Our last program was so dry. Now the kids are excited to discuss the texts. I have some students who barely speak in other classes, but I have to tell them to let others have a chance to talk in here. It is awesome.”

—Amplify ELA teacher in California



# Amplify Science

## A PreK–8 blended program

Amplify Science is the leading phenomena-based curriculum for grades PreK–8. The program blends hands-on investigations, literacy-rich activities, and interactive digital tools to empower students to think, read, write, and argue like real scientists and engineers.

Amplify Science was developed by the science education experts at UC Berkeley’s Lawrence Hall of Science and the digital learning team at Amplify. As the Hall’s first curriculum designed to address three-dimensional science standards, Amplify Science reflects state-of-the-art practices in science teaching and learning. Each unit of Amplify Science engages students in a relevant, real-world problem where they investigate scientific phenomena, engage in collaboration and discussion, and develop models or explanations in order to arrive at solutions.



Science 6–8

In a review of national programs, Amplify Science was the only middle school science curriculum that received an all-green rating from EdReports!

“Just looking through the Amplify Science curriculum, I’m wishing I could go back in time and learn these concepts with these resources! I love that Amplify is more focused on diving deeper into fewer concepts over the year, rather than grazing the surface of more topics.”

—Amplify Science teacher in Louisiana

“In using this program, I have seen that my students are completely engaged and are able to visualize models of concepts using the simulations that they otherwise would not be able to visualize. The program is not about rote memory of facts—rather, it addresses the bigger picture and assesses a deeper understanding of science concepts.”

—Amplify Science teacher in Georgia



# AmplifyMath

## Engaging grade-level math lessons for PreK–12

Amplify Math, for grades PreK–12, gets all students talking and thinking together about grade-level math. The lessons in the program are fun and dynamic, offering plenty of opportunities for students to solve interesting and relevant problems, talk through their reasoning, work with their peers, and gain new understandings. Our unique partnership with Desmos puts intuitive and collaborative digital tools in students' and teachers' hands whenever they choose to learn online.

The program helps students make the connections between math and their everyday lives to help them see and appreciate the relevance of the math they're figuring out in class.

**Activity 1: Walking Dogs Like a Pro**



Welcome to Pawston University! We've produced some of the nation's finest dog walkers. Your first challenge is to balance some leashes.

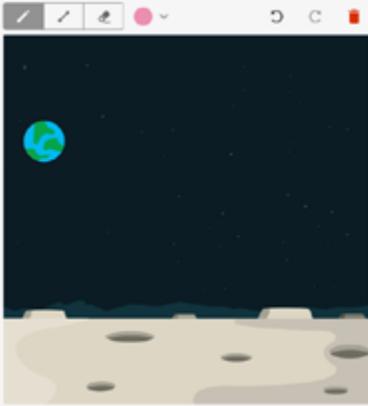
You can move the dogs by dragging the points below them. The number below each dog tells you the strength of that dog's pull.

How can you balance all five dogs on two leashes, holding one leash in each hand?

Enter your response

VE

**Activity 2: Foofoo's Space Launch**

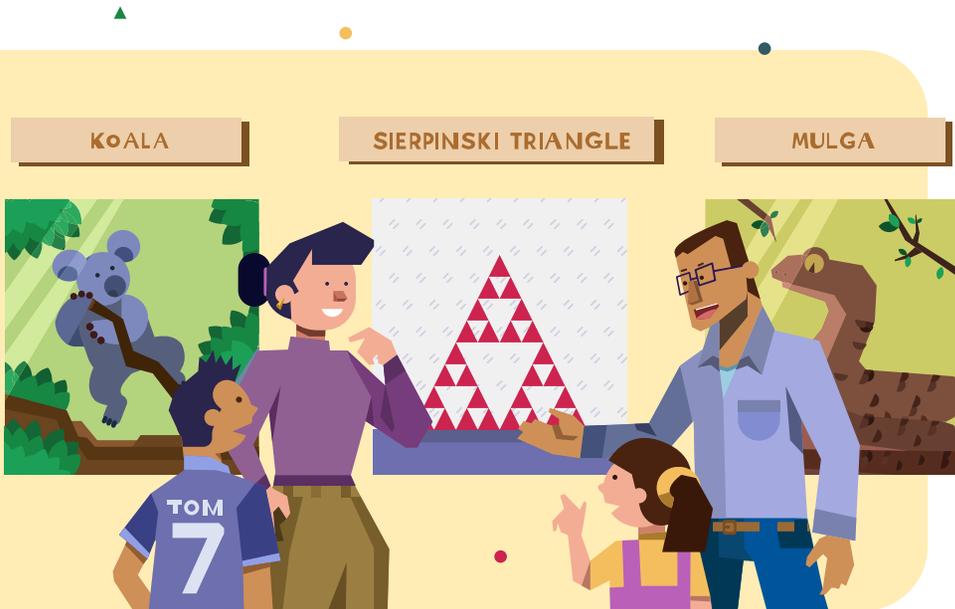


Although his act is called Foofoo's Space Launch, launching Foofoo from a cannon will not actually land him in outer space. But what if it did...? What path do you think Foofoo will take after he is launched from the moon?

Enter your response

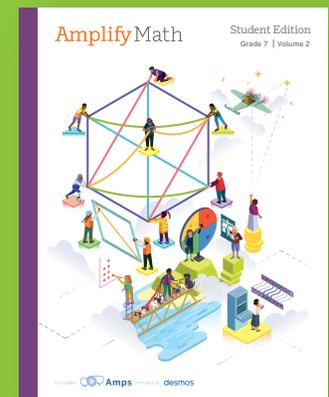
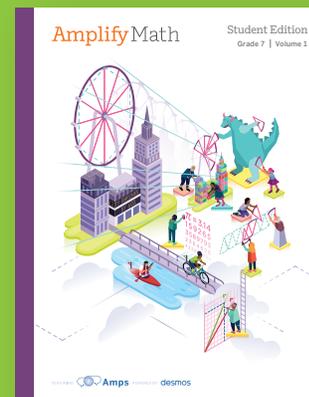
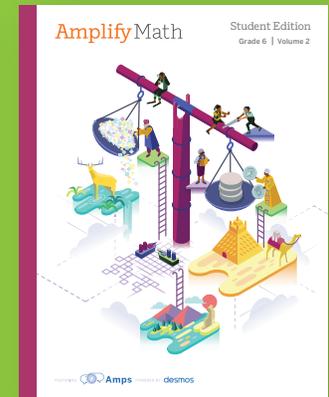
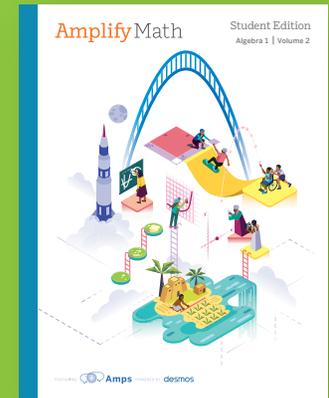
The force of gravity is stronger on Earth than it is on the moon. What effect does this force have on Foofoo? How does it change Foofoo's path?

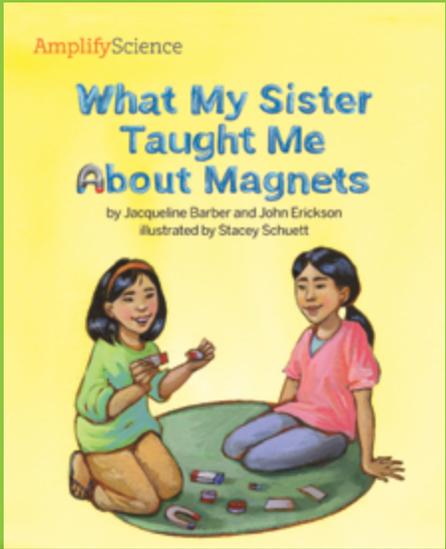
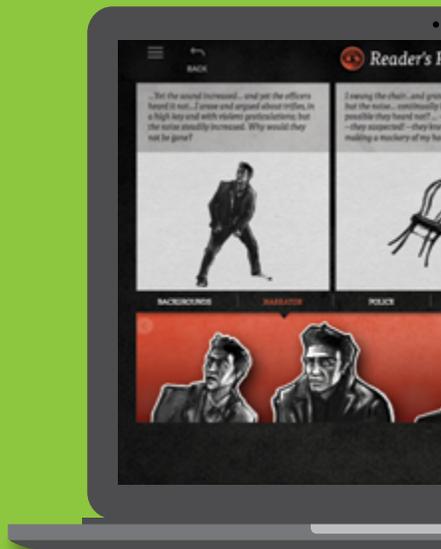
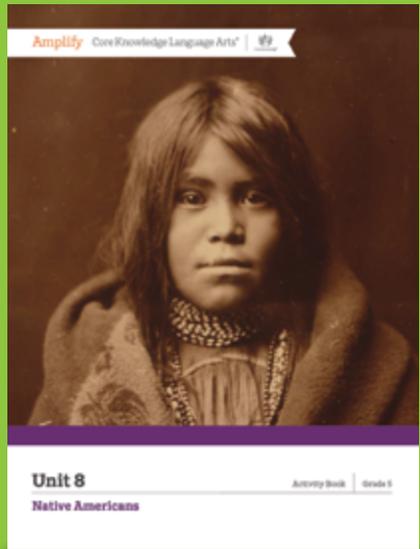
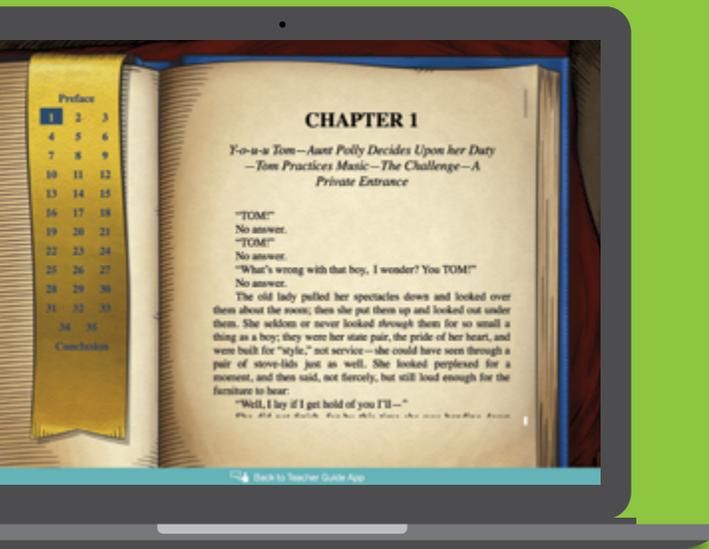
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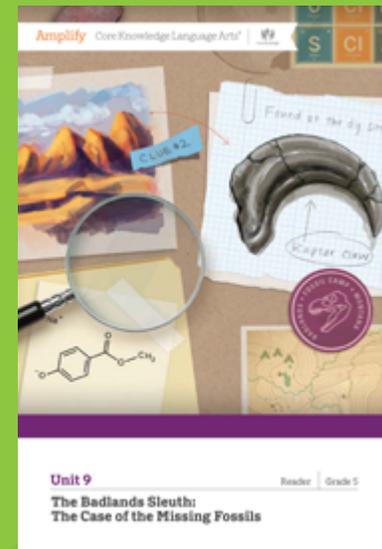
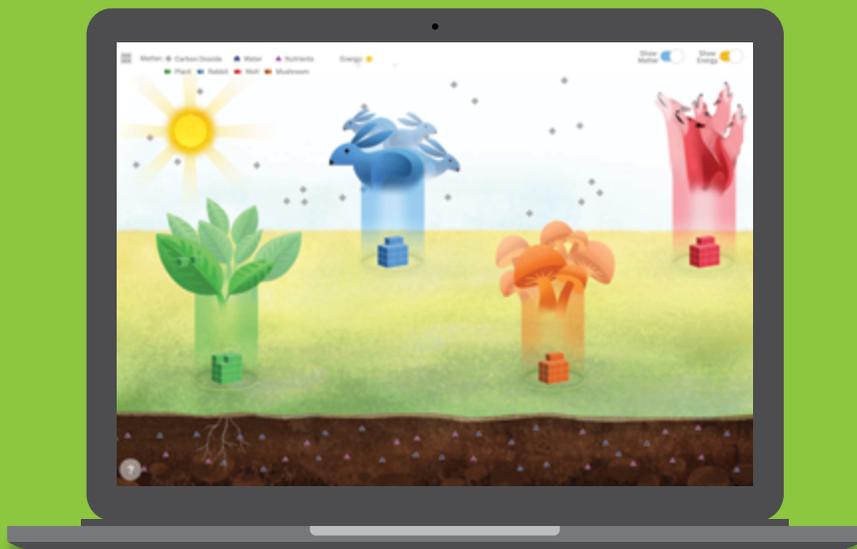
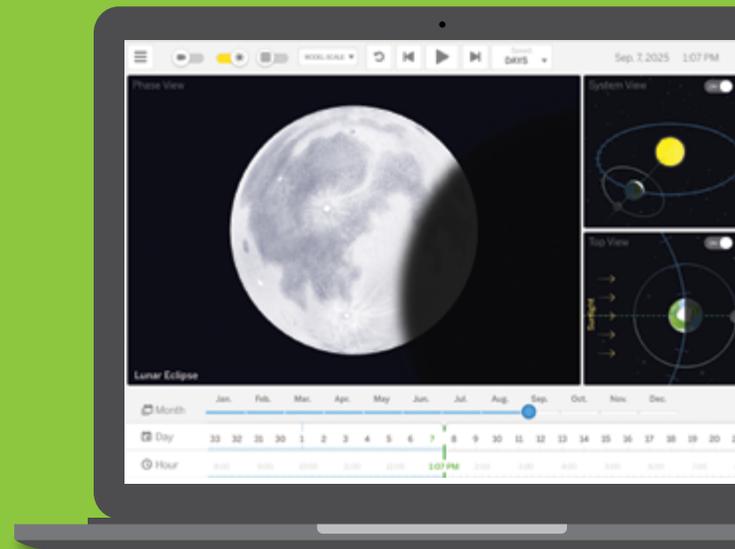
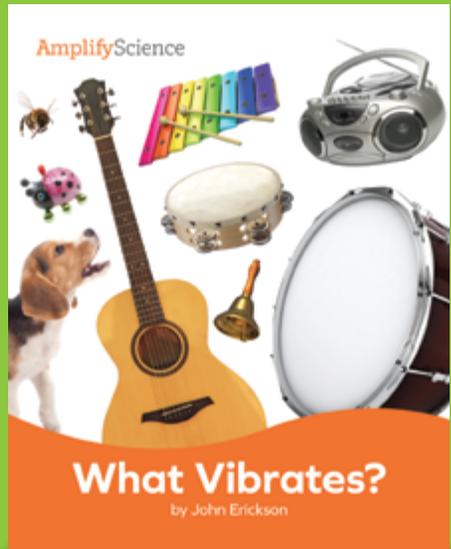
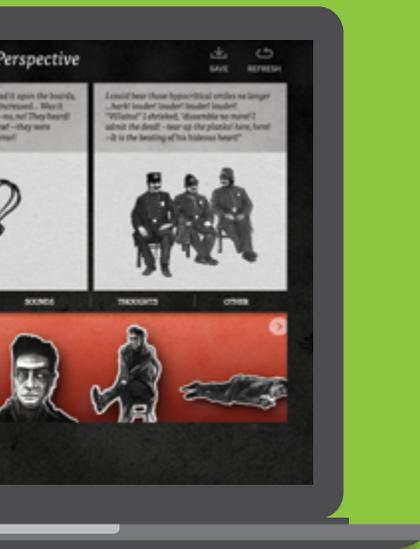


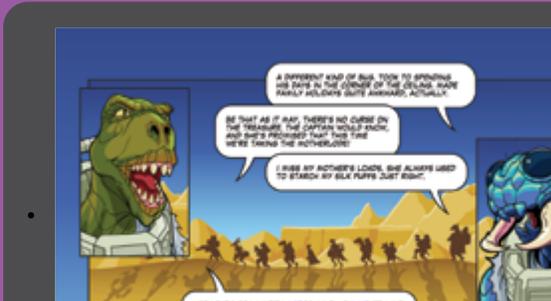
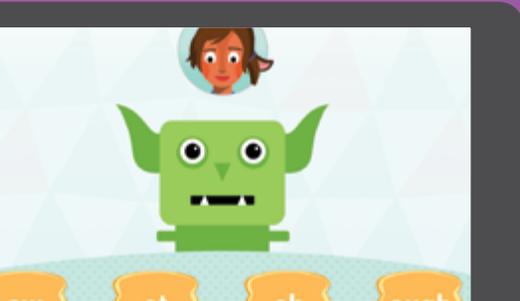
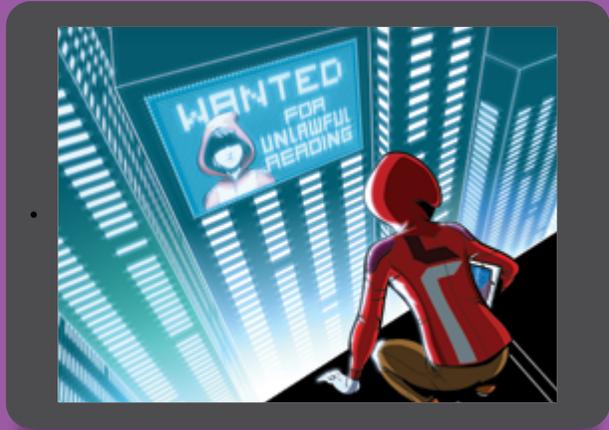
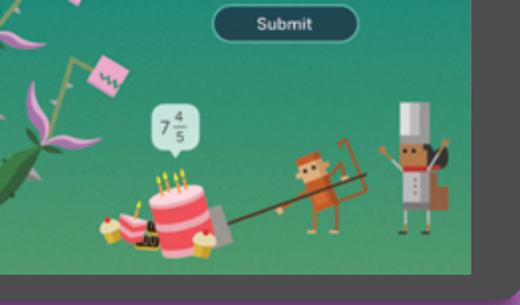
“[My students] really appreciated the frequent and varied opportunities for participation.”

—2020–2021 Amplify Math field trial teacher



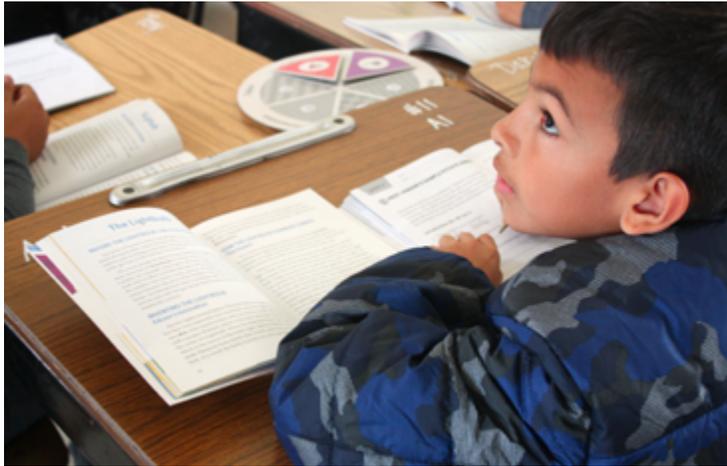






## Supplemental programs

Amplify's supplemental programs in ELA and math focus on essential concepts in these critical subjects, captivating students with compelling storylines while building skills foundational to future academic success.



## AmplifyCKLA Skills

A print-based, teacher-led program for grades K–5

Amplify CKLA Skills, the first foundational skills program to earn all-green scores from EdReports, is a research-based foundational reading program for grades K–5 built on a systematic scope and sequence. Designed for Tier 1 support, it provides teachers with clear, rigorous instructional materials; high-engagement classroom manipulatives; and decodable books written by popular award-winning writers. Built on the Science of Reading, the program solidifies the development of critical skills, including phonological awareness, phonics, alphabetic principles, grammar, and writing.



Amplify CKLA Skills is the first foundational skills program to earn an all-green rating from EdReports.

ELA Skills K–2



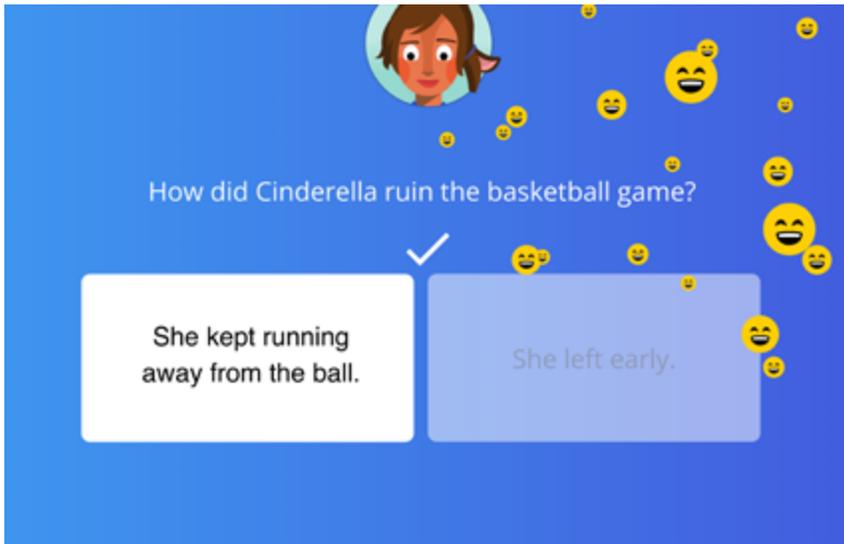
## AmplifyFractions

A digital, student-driven program for grades 3–6

Amplify Fractions is an immersive, highly engaging math program for grades 3–6 that offers a new approach to learning fractions through a blend of adaptive learning and interactive storytelling. Students learn fractions through playful storylines and real-world contexts, with lessons that adapt to each student's needs. Amplify Fractions also features personalized, real-time feedback through a first-of-its-kind digital tutor who talks to students, draws on their screen, and helps them overcome their misconceptions.

“If you have not used Amplify Fractions to expose kids to fractions, you are missing out on a gem of an online resource.”

—Amplify Fractions teacher in Arizona



## AmplifyReading

A digital, student-driven program for grades K–5

Amplify Reading is a Science of Reading-based personalized learning program for grades K–5 that leverages the power of compelling storytelling to engage students in reading instruction and practice—whether students are just learning to read or mastering comprehension of higher-level texts,

The program teaches the skills covered by ELA standards in grades K–5 and also helps students transfer their skills to the real world.

## AmplifyClose Reading

Digital supplemental instruction for grades 6–8

Amplify Close Reading is an immersive supplemental reading program that engages students through an interactive graphic novel. With high-interest storytelling and guided instruction, the program motivates middle schoolers to question what they read, think critically, and build the close reading skills that will ensure success in high school and beyond.

“My students love the program, and they don’t even realize they are learning some tough concepts. Their reading scores are improving even since the beginning of the year.”

—Amplify Reading teacher in California

# Assessment and intervention

At its core, assessment should enhance the teacher-student relationship, making it more informed and responsive. However, sifting through copious amounts of data can be tedious and time-consuming for educators. Our proven mCLASS® programs take the hassle and guesswork out of assessments with real-time, actionable plans personalized for every learner.



## mCLASS with DIBELS® 8th Edition

### **K–6 literacy assessment and targeted instruction**

Based on over 30 years of research, mCLASS is the gold-standard assessment, instruction, and intervention suite for early literacy that helps every child learn to read confidently. mCLASS is the only licensed mobile provider of DIBELS 8th Edition assessments. In addition to universal screening and progress monitoring, mCLASS provides complimentary screening for risk of dyslexia in students in grades K–3 through subtests that help identify early warning signs of reading difficulty.



## mCLASS Lectora

### **K–6 Spanish literacy assessment and targeted instruction**

Based on the science behind how students learn to read in English and Spanish, mCLASS Lectora is a universal screener for K–6 that helps educators accelerate reading growth for Spanish-speaking students by delivering complete parity between English and Spanish assessments. mCLASS Lectora allows teachers to connect with their Spanish-speaking students face-to-face, one-on-one, and in the language most comfortable to them.

## ASSESSMENT AND INTERVENTION

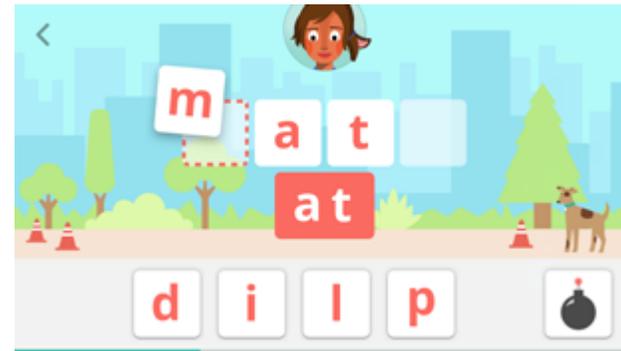


### mCLASS Express

#### A 3–6 rapid online benchmarking tool

mCLASS Express is a rapid online tool for grades 3–6 that cuts through the challenges of intervening with off-grade-level readers and accurately pinpoints foundational skills gaps for students reading in upper elementary school.

With mCLASS Express, educators get the power of observational assessment in a fully online benchmark solution, helping them understand where their students stand in both fluency and comprehension.



### mCLASS with Amplify Reading

#### A K–5 assessment and personalized learning program

mCLASS with Amplify Reading is an adaptive assessment and instructional solution that makes personalized learning built on the Science of Reading a reality for today's busy classrooms. The program helps you reach each kid and teach each kid, so you can help every single one become a confident reader.

## ASSESSMENT AND INTERVENTION



### mCLASS Intervention

#### A K–6 intervention program

mCLASS Intervention (formerly known as Burst:Reading) is a staff-led reading intervention that does the heavy lifting of data analysis and lesson sequencing, freeing up teachers to teach the reading skills each student needs. mCLASS Intervention follows a research-based skills progression and uses software to analyze results, form small groups, build engaging lessons for each group, and update skill profiles and groups every 10 days.



### mCLASS Math

#### A K–3 assessment platform

Universal screening and progress monitoring with diagnostic interviews provide a rich view of at-risk students and gauge the effectiveness of math instruction.

# Amplify services:

## Your partner every step of the way

At Amplify, we are passionate and relentless about partnering with educators to create meaningful learning experiences in schools. For this reason, we provide support and guidance at every step of your implementation, whether it's helping your team think through an appropriate professional development plan, working shoulder to shoulder in the classroom, or providing real-time support in a chat window on a teacher's laptop.

“[Amplify] deserves a medal for being one of the few companies that actually explains enrollment and access processes clearly, while providing continued support. Thanks for being organized and caring towards your customers!”

—Technology teaching and learning support specialist, Ohio



# How we're different:

## Support through implementation and beyond

### Onboarding support for all

At the start of every implementation, Amplify provides a single point of contact to ensure the onboarding process is as simple as possible. Our dedicated project managers help with order fulfillment, enrollment and licensing, purchase orders, and more.

### Powerful (and free!) pedagogical support

Amplify provides a unique kind of support you won't find from other publishers. We have developed an educational support team of former teachers and administrators who provide pedagogical support for every Amplify curriculum, assessment, and intervention program. This service is completely free for all educators who are using our programs and includes:

- Guidance for developing lesson plans and intervention plans.
- Information on where to locate standards and other planning materials.
- Recommendations and tips for day-to-day teaching with Amplify programs.
- Support with administering and interpreting assessment data, and more.

### Timely technical and program support

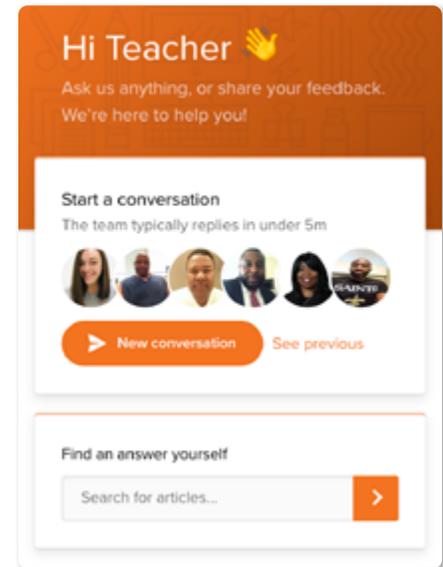
Our Customer Care and Support team is available from 7 a.m. to 7 p.m. ET, Monday through Friday, through a variety of channels, including a live chat program that enables teachers to get immediate help in the middle of a busy school day.

### Robust partner support

For large, complex implementations, we provide educational partnership management services to ensure smooth onboarding and provide educators with a deep understanding of the tools and data available to them.

### Join our communities

Tens of thousands of educators have joined our Amplify Facebook groups to share their questions, experiences, and insights about K–8 literacy, science, math, and more. Come be part of the conversations. Learn more at [amplify.com/community](https://amplify.com/community)!



Our in-program chat allows educators to get help quickly.



# Professional learning

**When educators grow, students grow.** Our goal is to support your team's professional growth, whether you're implementing a new program or want to strengthen instructional practices based on your school or district needs.

From live, in-person training and coaching to online courses and remote professional development, we use a range of modalities to fit districts' needs and educators' busy schedules.

Amplify offers a wide range of professional development offerings designed to meet the unique needs of teachers and instructional leaders across different stages of learning.





## Foundations sessions

These sessions introduce administrators and teachers to their new curriculum or assessment, including the core features and research behind its design. They also give teachers opportunities to practice in a collaborative environment.



## Coaching sessions

These sessions incorporate each school's specific needs by offering a menu of popular topics or working with an Amplify coach to customize the time spent together. They provide teachers with in-the-moment observation and feedback, grade-level planning support, and more.



## Deep dive and strengthening sessions

These sessions advance teachers' understanding of their curriculum or assessment and support them in taking their instructional practice to the next level. They offer opportunities to deepen content knowledge, planning, instruction, and data analysis practices.



## Custom packages

Amplify welcomes the opportunity to partner with schools and districts in designing custom professional learning plans. We look forward to hearing from you!

“[Our] facilitator did a fabulous job of highlighting key look-fors, as well as sharing personal experiences with implementation, which are so useful for a teacher to hear.”

—Teacher in Louisiana



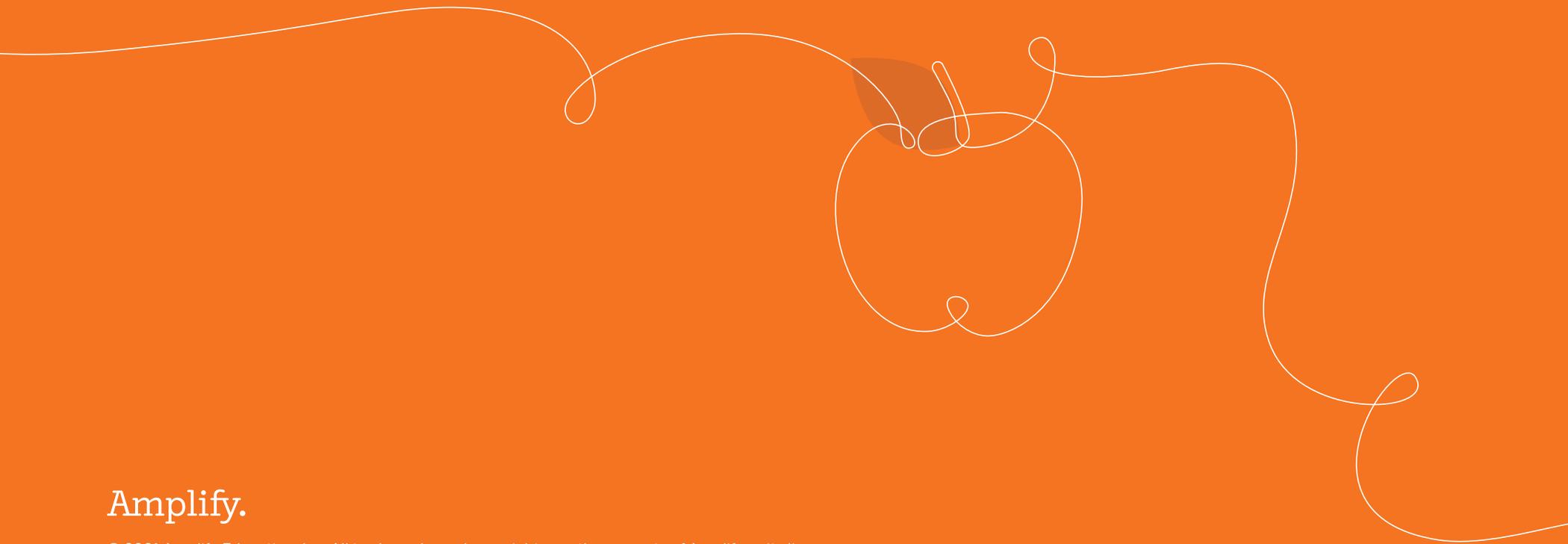
Internal Subject Matter  
Operational Outlook

100% Managed Assets - AM  
PS Assets - IT  
Various Decisions - Gensler  
Various Decisions - Johnson & Johnson  
Various Decisions - Merck  
Various Decisions - AMM  
Various Decisions - PS  
Various Decisions - JPMorgan Chase  
Various Decisions - Citigroup  
Various Decisions - Bank of America  
Various Decisions - Wells Fargo

To learn more about our programs,  
visit [amplify.com](https://amplify.com) or call (800) 823-1969.



For more information on  
Amplify, visit **amplify.com**.



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