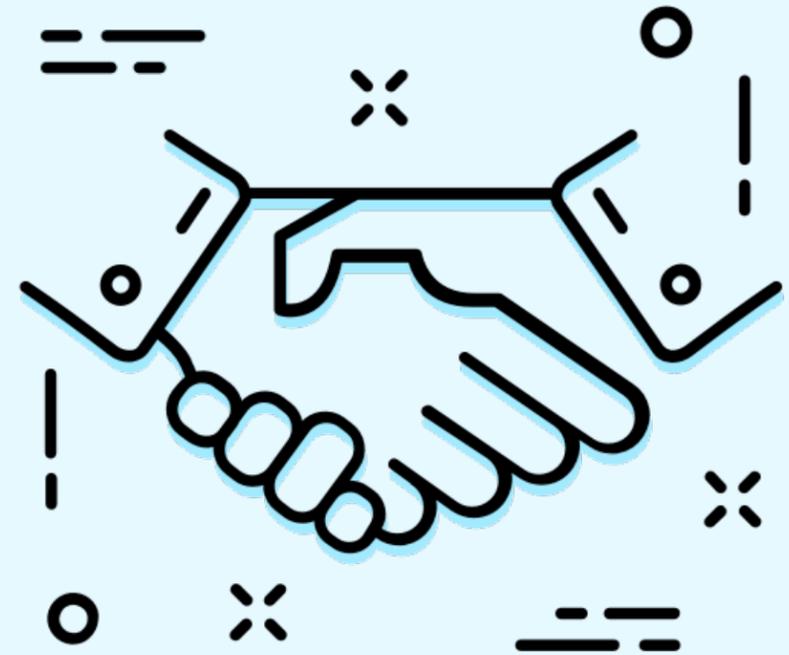


**ESA Launch Kit**  
A Newsela Starter Guide



# Welcome

This partnership launch kit is designed to give you a few simple tools to help kick off our partnership, and easily find resources to best support your member districts and schools.



## Contents

### **Step 1** Partnership Announcement

- Sample Newsletter Announcement and Press Release
- Tweet about our partnership

### **Step 2** Promoting Our Partnership

- Creating a Newsela partner webpage
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- Logos and tips for using
- Newsela Collateral for your team

### **Step 3** Staying Connected

- Links to Newsela social channels
- Sign up for the Newsela Blog
- Sign up for Newsela free account
- Newsela email contact

Step 1

# partnership announcement

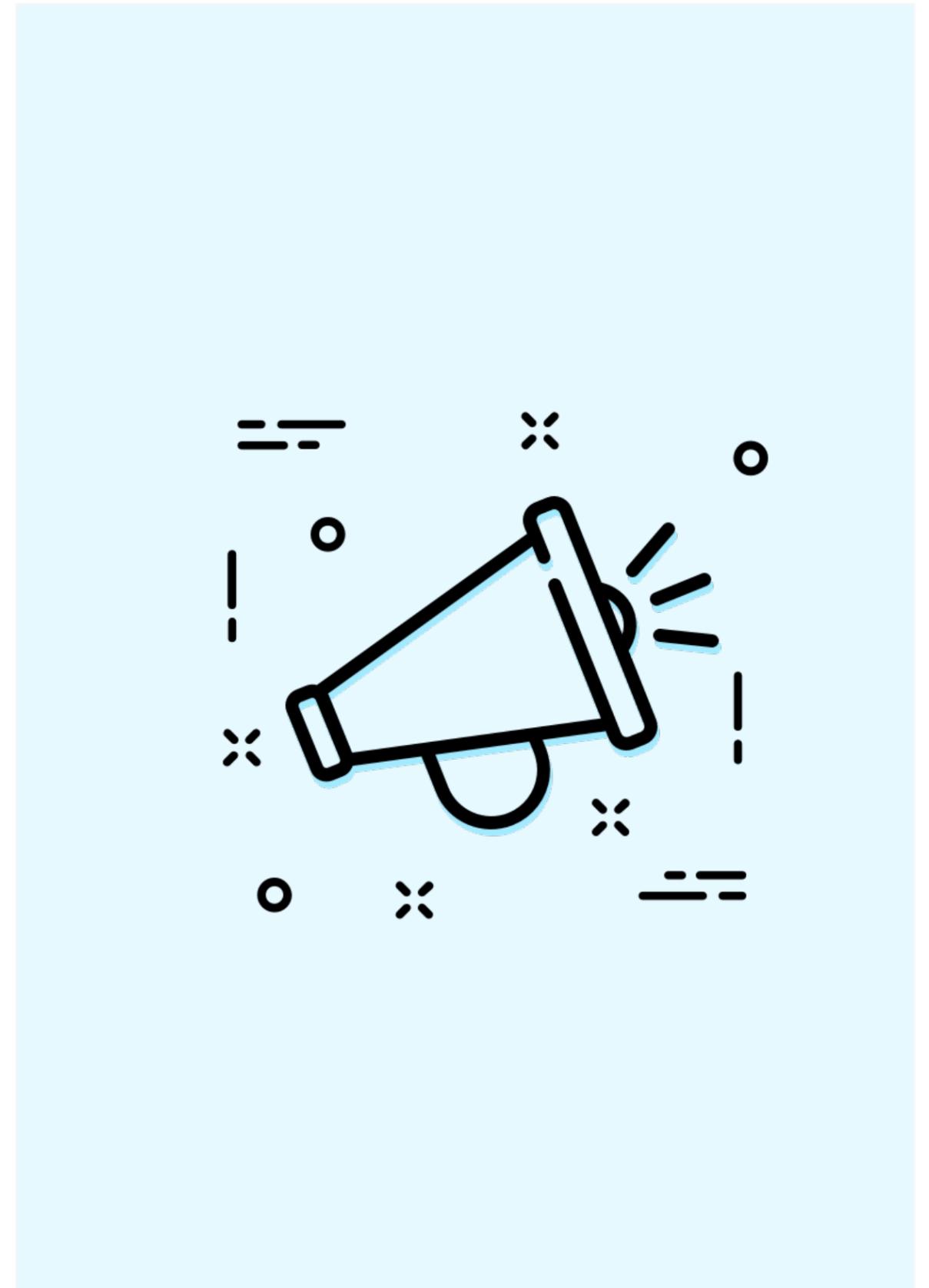
## Sample Press Release or Newsletter Announcement ✓

We have provided this sample press release if you decide to formally announce our partnership.

[Link to Press Release Google Doc](#)

## Tweet about our partnership ✓

Social media is a powerful tool, as well. Please tweet about our new partnership and let your followers know you are aligned with Newsela!



## Step 2

# promoting our partnership

Create a Partner Webpage using our promotional content ✓

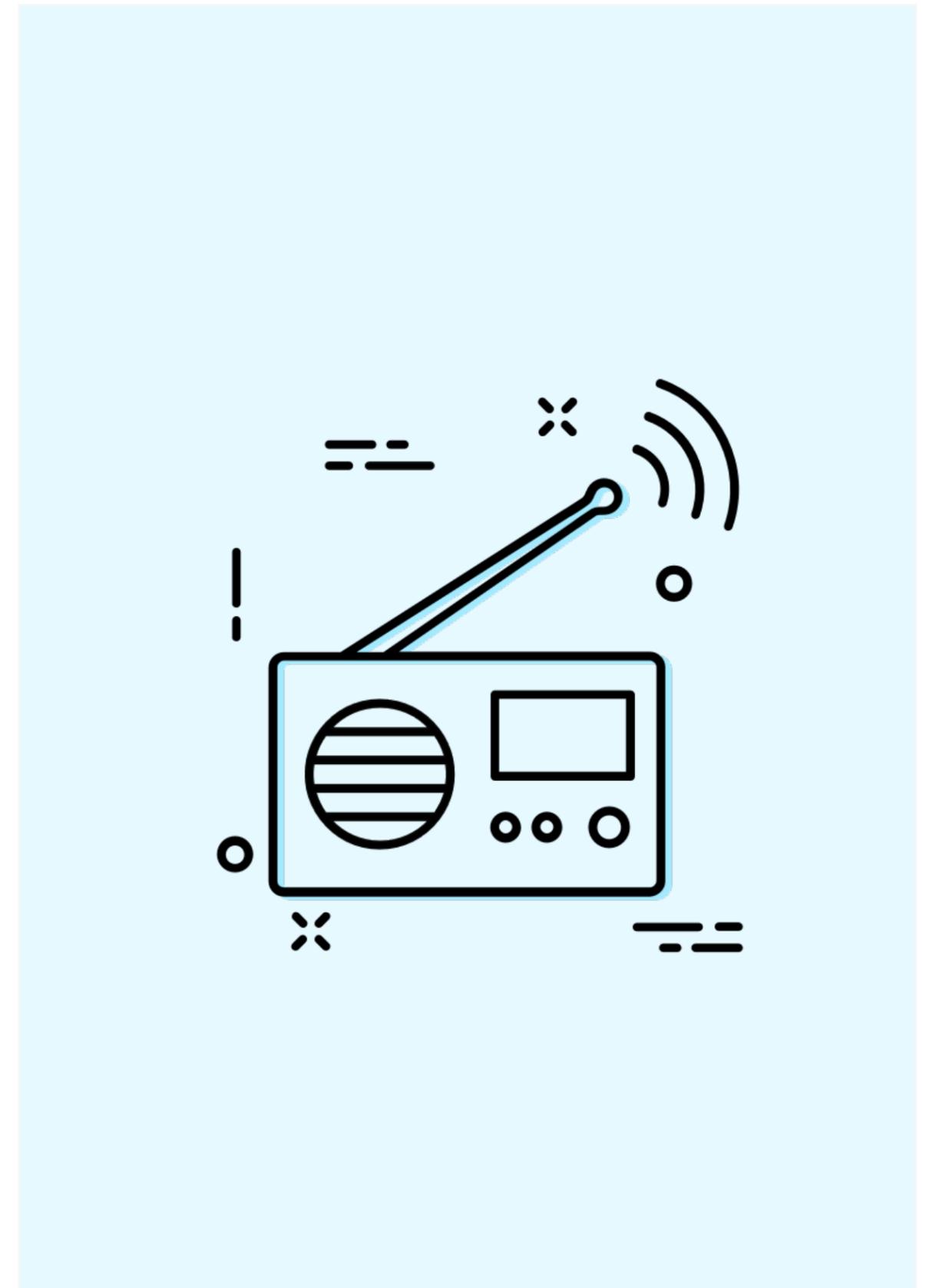
The link below provides the following:



Webpage content in format that is easy to copy and paste.



A link to our promotional video.



## Testimonials ✓

On this page are additional data points and quotes for you to use on your website or other marketing materials.

### ALIGNMENT

**92%**

of teachers said Newsela PRO offers content that is well-aligned with their teaching goals.

### READING SKILLS

**93%**

of teachers said Newsela PRO helps their students improve their reading skills.

### KNOWLEDGE

**97%**

of teachers said Newsela helps their students improve general knowledge on topics they read.

### INCLUSIVITY

**95%**

of teachers said Newsela PRO's leveled content empowers them to include all students in the same discussion.

### RELEVANCE

**94%**

of teachers said Newsela's content helps them connect classroom instruction to the students' lives and lived experiences.

### ENGAGEMENT

**92%**

of teachers said their students find the content they read on Newsela highly engaging.

## Case Studies ✓



A WestEd study found that using Newsela twice a week leads to 2x reading gains in achievement scores and 3x gains when used daily.

[Read the full study here.](#)



An Empirical Education study found that Newsela increases reading scores for students of all demographic subgroups.

[Learn more.](#)

"I already knew from our classroom pilots that Newsela PRO offered world-class content and instructional tools. What I didn't know what was an absolute pleasure they'd be to partner with. The Newsela PRO team has provided us with excellent treatment throughout our partnership. The high-quality training sessions, responsiveness to feedback and inquiries, and proactive notifications regarding new content and features have all been first rate."

**Eric, ELA and Social Studies Curriculum Specialist**  
Buncombe County, NC

"Students were getting much more out of using Newsela PRO than similar products. So when I came to Middletown, I knew that Newsela PRO was one of the first things I really wanted to look into and purchase."

**Natalie, Elementary Supervisor of Curriculum and Instruction**  
Middletown, NJ

"Newsela is the only [program] we're required to use. We don't have time to worry about the other stuff."

**Virginia Kump, Teacher**  
Irwinton, NJ

## Logos and Tips for Using ✓

Our logo may be scaled to suit any application. However, the smallest recommended size for our primary, large case logo is 36px tall.\*

For the secondary lockup of the logo, the smallest size should be 96px tall. When reducing and enlarging logo assets, it is important that proportions stay consistent.\*

\*Height values here are indicated for non-retina displays—match equivalents for retina display

[Link to Primary Logo](#)

[Link to Secondary Logo](#)

Primary Lockup Logo



Secondary Lockup Logo



## Customer Tweets ✓

Social media is a powerful tool, as well. Please tweet about our new partnership and let your followers know you are aligned with Newsela!



When you realize you only have until March 15 to sign up for our extra @Newsela PRO discount. <https://newsela.com/ESApilot> #differentiation #bcpartners

**Butler County ESC**  
@ButlerCountyESC



Immediate feedback using #Newsela focusing on strong women. Using devices, #teachers can differentiate AND offer #EduTyping practice, AND search for women's colleges, AND self-check their progress on BCPSONE in one lesson. #DEVICESMatter #keepmovingforwardBCPS

**Harvey Chambers**  
@harveychambers1



I also love @Newsela bc it gives the ability adjust the reading level of a text. Digital texts are also great for ELL students to use a translator to leverage their first language to understand the text in their second language.

**Kristen Davison**  
@kdavisty



Readers are busy exploring informational texts through @Newsela and celebrating success in vocabulary acquisition through its Power Words feature! Students have the opportunity to create personalized word walls and practice challenging vocabulary!

**Beth Gallagher**  
@BGallagherMSS



We are learning about people's stories so we can write our own. I love pairing our books with articles from @Newsela so students can gather information from multiple resources! @KenwoodElementa #JCPSESL #kunslearn

**Christina Hamric**  
@ChristinaHamric



Thank you @Newsela for supporting a rich conversation regarding Culturally Relevant Curriculum. We need more of these opportunities to wrestle w/ the irrelevance of current curriculum for all students.

**Highlander Institute**  
@HighlanderInst

# Newsela Collateral for your team to use ✓

 newsela & [ADD PARTNER LOGO]

**Unlocking the written word for everyone.**

Newsela is an instructional content platform that makes publisher content more accessible and dynamic, covering a wide range of nontraditional sources and diverse perspectives on topics that students care about in elementary, middle, and high school. Students are immersed in an interactive, digital reading experience where content adapts to each student's reading level through five Lexile Levels. Content is fresh, engaging, flexible, differentiated, standards-aligned, and personalized. Teachers have access to embedded resources, activities, low-stakes quizzes, and insights to monitor student reading to support, inform, and enhance instructional decisions.

The result is more engaged readers—and engaged readers are better learners.

**Newsela makes classrooms more engaging, inclusive, and relevant**  
By nurturing a love of reading, students see measurable reading gains

- 2.1x** Reading gains when students used Newsela twice per week for 12 weeks<sup>1</sup>  
*"Newsela is a fantastic way to differentiate for my classroom and to engage my students in real, meaningful learning about the world around them."*
- 2.6x** Reading gains when students used Newsela daily for 12 weeks<sup>1</sup>  
*"It is really so hard to put into words how Newsela has changed my teaching. It has created numerous authentic discussions that engage and encourage my kids to participate no matter their reading level"*
- 24** Equivalent extra days of reading instruction per year<sup>2</sup>  
*"That would be like having every student attend summer school!"*

<sup>1</sup> Research group: WestEd; Study measures: STAR Reading Assessment and MRP; Study sample: Schools across 2 diverse states - CA & FL  
<sup>2</sup> Research group: Empirical Education; Study measures: SBAC Score; Study sample: 2500 schools across California

[Partnership One-Pager](#)

 newsela

## Professional Learning with Newsela

Teach the way you've always wanted to.

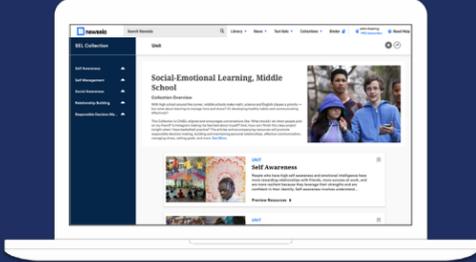
Newsela was built to reinvent the ways schools and districts implement reading across the curriculum. Our professional learning options allow you to align your Newsela training to your goals and objectives for student learning.

- All Access PD Pass**  
to the Teacher Learning Hub
  - Give teachers unlimited learning — on demand.** Unlimited access to hundreds of hours of professional learning resources that are rooted in research and earn teachers PD credit.
  - Convenient.** Busy teachers can access self-serve resources on their own schedules.
  - Diverse.** No more one-size-fits-all PD. Teachers can browse resources that are the perfect fit for the subject and grade they teach.
  - Ongoing.** With over 30 hours of live sessions and new resources added every month, the Hub will always have something now and useful for teachers.
- Custom PRO Learning Packages**  
built just for your school or district
  - Choose your own learning model.** Our team of former classroom educators turned expert trainers will partner with you every step of the way — from curating resources that meet your unique needs to creating activities that engage and challenge all of your learners.
  - In-person.** A professional learning manager will work with your teachers on site. This allows for maximum interaction and one-on-one support.
  - Blended.** A professional learning manager will spend one day with teachers on site. The remaining workshops will be delivered virtually.
  - Virtual.** A professional learning manager delivers your sessions virtually. Teachers join from their computers and apply strategies on Newsela during the session.

 newsela newsela.com/about-pro 1

[Pro Learning PDF](#)

 **Social-Emotional Learning Collection**  
Weave SEL concepts into everyday instruction



Engaging and age-appropriate articles that explain and illustrate SEL concepts in the real world.

**Embedded classroom strategies to spark meaningful conversations and learning.**

Standards aligned quizzes and writing prompts to help students simultaneously develop reading and social-emotional skills.

**Ongoing SEL training to drive teacher learning.**

Flexibility to enhance and extend existing SEL programs.

**Rooted in research and informed by many leading SEL frameworks**



**Interested in purchasing this Collection?**  
Visit [www.newsela.com/collections/#sel-form](http://www.newsela.com/collections/#sel-form) and our team will reach out with more information on the Social-Emotional Learning Collection.

 newsela newsela.com/collections/#sel 1

[SEL Collection](#)

## Step 3

# staying connected

### Useful Links ✓

- Sign up for [Newsela blog](#).
- Sign up for a [free Newsela account](#) and stay connected.

### Newsela Social Channels ✓

 [www.facebook.com/Newsela/](https://www.facebook.com/Newsela/)

 [@Newsela](https://twitter.com/Newsela)

 [www.linkedin.com/company/newsela](https://www.linkedin.com/company/newsela)

 [@Newsela](https://www.instagram.com/Newsela)

 [www.youtube.com/user/Newsela](https://www.youtube.com/user/Newsela)

