



## Introduction

### Turnitin Company Overview

Thank you for the opportunity to submit this proposal for El Camino Real Charter High School's three-year renewal of Turnitin's Feedback Studio and Revision Assistant. Turnitin's writing tools support the collaborative instruction of modern ELA curriculum, focused on supporting and improving original student writing and the evaluation of student work.

Turnitin and El Camino Real Charter High School have continuously partnered since 2013. In 2016 we introduced Revision Assistant, which is currently being used school-wide. We look forward to further impacting student growth through increased writing opportunities across the curriculum.

Turnitin is used by  
more than 30 million  
students at 15,000  
institutions in 140  
countries

Turnitin, LLC has over 19 years of experience in developing and administering educational software products. We are headquartered in Oakland, CA, with offices in Pittsburgh, PA, Austin, TX, Newcastle, U.K., Utrecht, Netherlands, and Melbourne, Australia. Turnitin is used by more than 30 million students at 15,000 institutions in 140 countries. More information on Turnitin's company history, products, and services can be found on our website: [www.turnitin.com](http://www.turnitin.com).

Our products support the delivery of rich feedback on student writing, including feedback on student use of source material. Our formative feedback and originality checking services promote critical thinking, ensure academic integrity, encourage students to revise, and help students improve their writing. Turnitin provides instructors with the tools to engage students in the writing process, provide personalized feedback, and assess student progress over time.

### Proposed Solutions

- Revision Assistant
- Feedback Studio
- Canvas LTI Integration

## Revision Assistant Product Description & Usage

**Revision Assistant is actively being used by ECRCHS teachers to help students become better writers by providing them with immediate, actionable feedback throughout the writing process.**

Revision Assistant provides a library of standard-aligned writing prompts and curriculum documents to support curriculum in grades 6-12, and AP courses. The prompts may be assigned as in-class writing practice, homework assignments, or used as a formative

Provides a summative  
look of student strengths  
and weaknesses, which  
the teacher can use to  
differentiate instruction

assessment. The prompts cover a wide range of genres and are both source-based and open-ended.

### ***Signal Check Assignments***

Provides instruction and feedback to the student. Students can get formative feedback on demand. As they respond to a prompt they can see how their writing improves with each draft. Teachers will have access to student prewriting, drafts, and feedback, and rubric-aligned scoring.

### ***Spot Check Assignments***

Revision Assistant's assessment tool provides moment-in-time measure of student strengths and weaknesses. Students respond to a Spot Check prompt, and do not receive the scaffolded feedback as they do in the Signal Check assignments. Once students submit their work, teachers immediately receive student scores across a Common Core aligned rubric.

### ***Expansion Pack Assignment***

In the Expansion Pack module, students practice their skills and get to write to our newest prompts. Though students won't receive feedback, the Expansion Pack provides high-quality content for engaging writing instruction and independent practice. The most popular prompts are then calibrated and added to our Signal Check library, where students can write and receive feedback.

### ***Teacher Assistance with Scope and Sequence***

The Scope and Sequence page on the Turnitin website helps teachers determine the best way to fit our prompts into their lesson plans and units by listing the deeper questions and overarching ideas each prompt explores. This page also helps districts organize vertical articulation across grade bands. Check out our updated [Scope and Sequence](#) page in the Curriculum Resources section, or click on the Scope and Sequence link on the Prompt Library page in Revision Assistant itself.

### ***Automated Assignment and Class Reports***

Automated **Assignment Reports** and **Class Reports**, generated by automated scoring technology, summarize student's strengths and weaknesses. The reports can be downloaded to Microsoft Excel, allowing for additional customization.

- **Assignment Report:** provides feedback on students' strengths and weaknesses for one assignment
- **Class Report:** provides feedback for all assignments in a class
- Instructors have the options of assigning final grades using the assignment report rating, or using their own scoring procedure

## Overall Impact of Revision Assistant

	Avg Increase in Word Count	Avg Growth in Rubric Score	Active Teachers / Students
Revision Assistant Baseline Pilot, 20 Schools (2015-16)	160	0.73	164 / 3,439
El Camino Real Charter High School Pilot (2016-17)	148	0.37	15 / 722
El Camino Real Charter High School Year 1 (Aug. '17- Feb. '18)	199	0.49	28/3,187

## Feedback Studio Product Description & Usage

**Feedback Studio is actively being used by ECRCHS teachers as a teaching, scoring, and grading tool.** Your teachers are currently setting up student assignments in Feedback Studio and using it to not only check for their unoriginal work but, just as importantly, they are using it to score student work on rubrics, and providing in-text and voice comments as feedback to students' writing.

**Figure 1: Student essay with source matching and instructor feedback**

The screenshot displays the Feedback Studio interface for a student essay titled "The Goliath of the Sea". The interface includes a top navigation bar with the Feedback Studio logo, the essay title "My Essay", a score of 76 / 100, and a progress indicator "18 of 28". The essay text is shown with several annotations and feedback elements:

- Title:** "The Goliath of the Sea" with a speech bubble icon.
- Paragraph 1:** "The majestic blue whale, the certainly stands alone within for its adaptations beyond its". A red box highlights "At 30 metres (98 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest". A red box highlights "sting animal and the heaviest that has ever existed.".
- Paragraph 2:** "Despite their incomparable mass, aggressive hunting in the 1900s by whalers seeking whale oil drove them to the brink of extinction. But there are other reasons for why they are now so endangered." A red box highlights "aggressive hunting in the 1900s by whalers seeking whale oil drove them to the brink of extinction.".
- Paragraph 3:** "The blue whale's common name derives from bluish-hue that covers the upper side of it body, while its Latin designation is *Balaenoptera musculus*. The blue whale belongs to the Mysticeti suborder of cetaceans, also known as baleen whales, which means they have fringed plates of fingernail-like material, called baleen, attached to their upper jaws. Blue whales feed almost exclusively on krill, though they also take small numbers of copepods. And up to 40 million krill in a day." A red box highlights "baleen whales, which means they have fringed plates of fingernail-like material, called baleen, attached to their upper jaws.".
- Annotations:**
  - A red box highlights "At 30 metres (98 ft) in length and 190 tonnes (210 short tons) or more in weight, it is the largest".
  - A red box highlights "sting animal and the heaviest that has ever existed.".
  - A red box highlights "aggressive hunting in the 1900s by whalers seeking whale oil drove them to the brink of extinction.".
  - A red box highlights "baleen whales, which means they have fringed plates of fingernail-like material, called baleen, attached to their upper jaws.".
  - A red box highlights "up to 40 million krill in a day.".
- Feedback:**
  - A blue box says "Nice allusion! Looks like you really took to Chapter 10 in our text book." with a "Convert to QuickMark" button.
  - A blue box says "Good transition!".
  - A blue box says "Citation Needed" with a speech bubble icon.
- Image:** A photograph of a blue whale breaching the ocean surface.
- Right Sidebar:** Contains icons for various tools and a red box with the number "43".
- Bottom Bar:** Shows "Page: 1 of 2" and "Word count: 325".

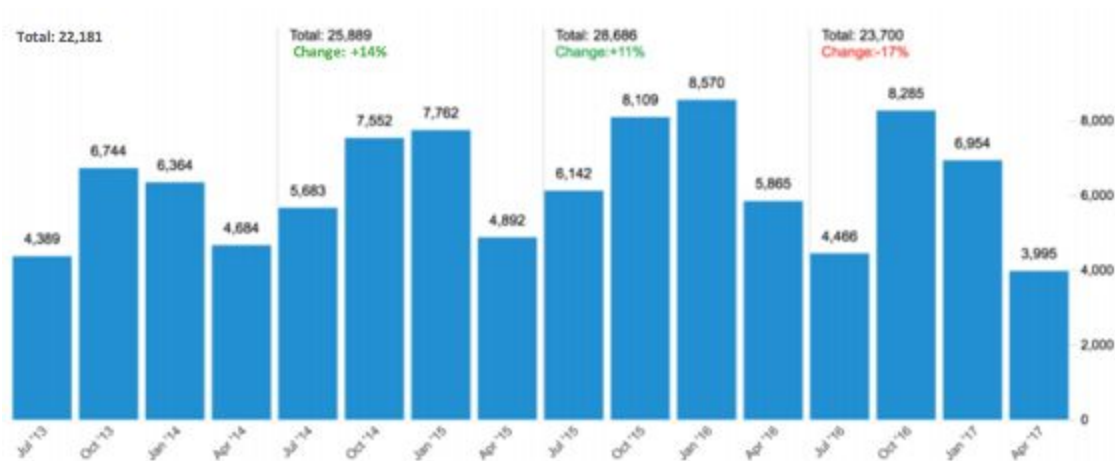
## Feedback Studio Usage Over Time

### From Aug 2017-February 2018:

- 30 Active Teachers
- 16,704 Similarity Reports
- 564 Highly Unoriginal > 50% Matching
- 9,428 Submissions with Feedback
- 1,243 Submissions with Rubric
- 103,410 Total Feedback Marks (QuickMarks, Custom Comments, Inline Text, ETS-Rater Grammar and Mechanics Checker)

### From July 2013-February 2018

Submissions Volume Over Time: the chart below shows the quarterly totals of submissions to Turnitin Feedback Studio from ECRHS.



## Direct Access and Integration with Canvas LTI

**ECRHS is currently piloting Canvas LTI integration through June 30, 2018.** Revision Assistant and Feedback Studio are Learning Tools Interoperability (LTI) v1.1 certified. This allows for seamless integration with learning management systems (LMS) such as Canvas LTI. LTI integration ensures that teachers can create assignments and students can access assignments within their existing LMS courses without leaving the LMS environment.

LTI integration facilitates user account creation in communication with your SIS. Benefits of LTI integration with Turnitin include:

- **Feedback Studio:** Full access to feedback tools, PeerMark, rubrics, and grade passback
- **Revision Assistant:** Assignment set up and access, grade passback
- **Overall:** *Turnitin usage tends to increase with Canvas LTI integration, as integration creates ease of access, eliminates need for user password entry, and sends grades directly to SpeedGrader*

This proposal includes one live webinar training session to support your full Canvas LTI adoption.

## Implementation Plan

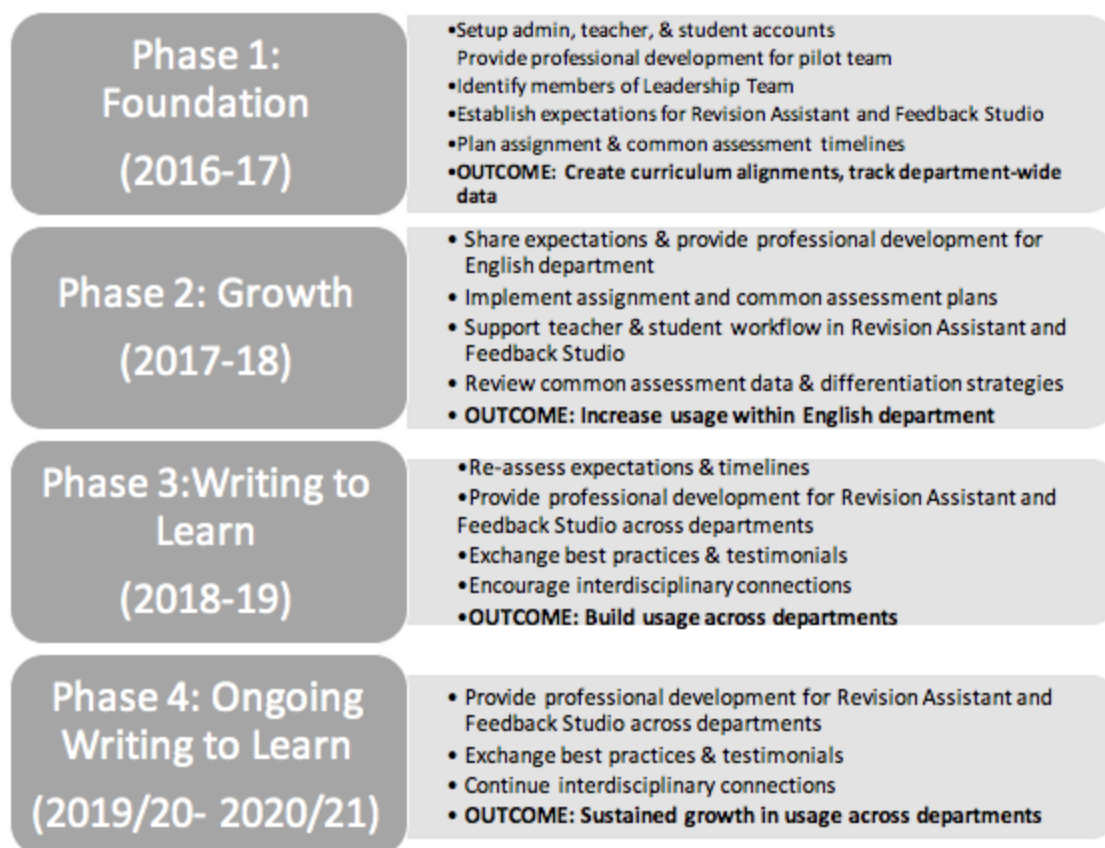
### Training

Training is typically a separate purchase, but with this multi-year proposal we have included one complimentary training package, valued at \$2,700, for school year 2018-19.

Package	What's Included	Price
Custom Live Webinar Package	<ul style="list-style-type: none"> <li>• Administrator walk-through and curriculum alignment (1-hour)</li> <li>• (2) live webinar training sessions (90 minutes- 2-hours, each)</li> <li>• (4) Office hours</li> <li>• Curated support materials</li> <li>• Ongoing support</li> </ul>	\$2,700

### Suggested Implementation Timeline

Turnitin will continue to coordinate with ECRCHS in support of our proposed rollout plan, which includes technical support and training. Below, we've provided a suggested three-year plan and timeline, and the actual timeline will be adjusted to best suit ECRCHS schedule and needs.



## Sample Timeline for Canvas LTI Roll-Out

<b>Review training goals and schedule live webinar training:</b> Preparing teachers to access Revision Assistant and Feedback Studio through Canvas LTI (no more logging into Turnitin.com)	Spring- Summer 2018
Deliver leadership team training and finalize curriculum alignments	Summer-Fall 2018
Schedule turnkey training for remaining faculty	Summer-Fall 2018
30 Day Check In	30 days after start of LTI classroom usage
60 Day Check In	60 days after start of LTI classroom usage
90 Day Check In	90 days after start of LTI classroom usage
Continued monitoring	Ongoing

## Licensing and Price

Turnitin products are available to institutions on a subscription basis. Pricing is based on an annual full time enrollment, per-student and per-campus licensing fee. A single student account is defined by a unique user ID or email.

ECRHS is currently on an annual subscription, however, we are able to offer **discounting for upfront payment of multi-year renewals**.

## Proposed Pricing for 2018-21

- Revision Assistant and Feedback Studio
- Canvas LTI integration
- (1) Customized Live Webinar Training Package and Professional Development to Teachers, Coaches, and Administrators, Cost Free, for Year 1
- Discounted Live Webinars in Years 2 and 3
- **0% Year-Over Year Increase in Years 2 and 3**

This pricing is valid for purchase on or before **June 30, 2018**, and reflects 3 years of service, July 1, 2018- June 30, 2021.

Multi-Year Formative Writing Bundle Pricing					
Product	Quantity	List Price	% Discount	Unit Price	Total
FWB: Revision Assistant and Feedback Studio *Annual	3,600	\$12	%17.16	\$9.94	\$35,784
Integration *Annual	3,600	\$0.50	---	\$0.50	\$1,800
Campus Fee *Annual	1	\$695	---	\$695	\$695
Custom Training Package for 2018-19 *One-Time	1 Package Includes: 1 Admin Training, 2 Live Webinars, Office Hours, Support Materials	\$2,700	100%	\$0	\$0
Refresher Webinar for 2019-20 *One-Time	(2) Live Webinars	\$650	23.07%	\$500	\$1,000
Refresher Webinar for 2020-21 *One-Time	(2) Live Webinars	\$650	23.07%	\$500	\$1,000
<b>Total Annual Price</b>	---	---	---	---	<b>2018: \$38,279</b> <b>2019-2021: \$39,279</b>

<b>Total cost for 2018 - 2020:</b>	<b>\$116,837.00</b>
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## In Comparison: Pricing for *Annual* Renewals

Year	Price x FTE	Integration x FTE	Campus Fee	Training	Total Annual Cost
2017 (Current License)	<b>\$9.64</b> x 3,600	\$0.00 *Currently evaluating LTI integration at 100% discount (\$1,800 value)	\$695	\$1,300	\$36,699.00
2018	<b>\$10.13</b> x 3,600	\$0.50 x 3,600	\$695	\$2,700 *Custom Package for full campus adoption with TFS/RA and Integration	\$41,663
2019	<b>\$10.67</b> x 3,600	\$0.50 x 3,600	\$695	\$1,300 *ECRCHS's average annual training cost	\$42,207
2020	<b>\$11.23</b> x 3,600	\$0.50 x 3,600	\$695	\$1,300 *ECRCHS's average annual training cost	\$44,223

**Estimated Total Cost for 2018- 2020:**

**\$128,093**

**Total Savings with Multi Year Renewal:**

**\$11,256**

Thank you for this opportunity to further our partnership with El Camino Real Charter High School. Please contact me with any questions about this proposal or our products and services.

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