

Traits Writing Works to Create Great Writing  
Teachers and Prepare Students for  
**College, Career, and Beyond**



[scholastic.com/traitswriting](http://scholastic.com/traitswriting)

# WELCOME TO THE TRAITS WRITING REVOLUTION!

## Dear Educators,

Results from the 2011 NAEP report show that over 70% of 8th and 12th graders lack writing proficiency. Clearly there is work to do.

But how do you reverse that trend in an environment that is more demanding than ever? Teachers need to enrich their skills so they can prepare students for the new generation of assessments — and beyond.

**Traits Writing** is designed for today's academic world. This curriculum's innovative approach optimizes every teaching moment. Teachers enhance their skills along the way with built-in professional development tools. At the same time, students build confidence, becoming authentic writers who are ready for college and careers.

See all the ways **Traits Writing** prepares teachers and students for writing success with:

- Built-in professional learning tools and supports
- Spiraling scope and sequence across grades
- Project-based learning for college and career readiness
- Mentor texts & author videos that use reading to teach writing
- Differentiated instruction and contextual teaching
- And so much more!

**We invite you to join the  
thousands of teachers  
who are leading the  
Traits Writing Revolution.**

*Ruth Culham*



### Ruth Culham

is President of The Culham Writing Company and the recognized expert in the Traits of Writing. She is the author of multiple Traits of Writing books and professional resources.



# IT WORKS!

**4** ways that **Traits Writing** works to create great writers — and great writing teachers.

**1**

**IT'S EASY** to implement, with research-based techniques and professional support inspired by 25 years of study.

**2**

**IT MEETS** the demands of NAEP and the Common Core.

**3**

**IT FEATURES** a scope and sequence that spirals throughout the year and across all grades.

**4**

**IT PREPARES** students for next generation assessments, college, and careers.



## What are The Traits of Writing?

The Trait Model is a well-established and accurate formative assessment tool. It is also a simple, logical, and, most importantly, effective tool for planning and carrying out writing instruction. Let's take a closer look at each trait.



**Ideas:** the writing piece's content—its central message and details that support that message.



**Organization:** the internal structure of the writing piece—the thread of logic, the pattern of meaning.



**Voice:** the tone and tenor of the piece—the personal stamp of the writer, which is achieved through a strong understanding of purpose and audience.



**Word Choice:** the vocabulary the writer uses to convey meaning and enlighten the reader.



**Sentence Fluency:** the way words and phrases flow through the piece. We call sentence fluency the auditory trait because it's "read" with the ear as much as the eye.



**Conventions:** the mechanical correctness of the piece. Correct use of conventions (spelling, capitalization, punctuation, and basic grammar) guides the reader through the text easily.



**Presentation:** the physical appearance of the piece. A visually appealing text provides a welcome mat. It invites the reader in.

For more  
information, visit  
[scholastic.com/traitswriting](http://scholastic.com/traitswriting)



# New demands require **new solutions.**

**Traits Writing** is designed to help you meet a wide range of standards — including State, NAEP, and Common Core. See how the program breaks it all down.

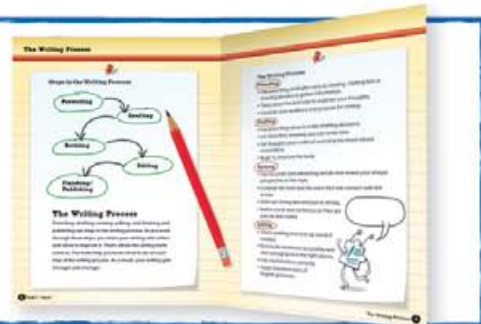
## Text Types and Purposes

Concentrating on the modes of writing and requiring students to support their arguments or explanations with facts, these standards are met in every single unit with numerous exercises in each mode: Argument/Opinion, Informative/Explanatory, and Narrative.



## Production and Distribution of Writing

These standards focus on revising, editing, and publishing work using technology- all seven of the traits: ideas, organization, word choice, voice, sentence fluency, conventions, and presentation speak to these standards.



## Research to Build and Present Knowledge

Requiring students to participate in shared research and writing projects, these standards are met through short research papers and assignments which ask students to support their arguments with textual evidence.



## Range of Writing

This standard focuses on short and long term writing projects, worked on routinely over extended time frames for research, reflection, and revision. Each week students write smaller pieces as well as work on their mode-specific unit project, while direct and intense instruction engages students in writing across an extensive range of topics, formats, purposes, and audiences.



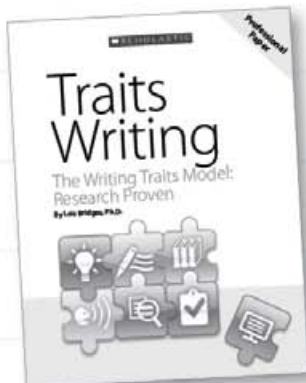
# Create college and career-ready writers.

**Traits Writing** teaches students to read, write, speak, listen, and use language effectively in a variety of content areas through a series of reading and writing based-projects that prepare them for next generation assessments. For each core unit in **Traits Writing**, students complete several writing projects in one of the three modes: **narrative, informative/explanatory, or argument/opinion.**

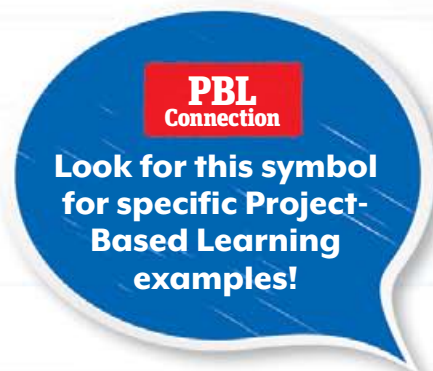


## Create Authentic Writers Who Are College and Career Ready!

These projects provide students with multiple opportunities to choose topics that matter to them, apply the traits in a meaningful way, and take their work through all steps of the writing process: **prewriting, drafting, revising, editing, and publishing.** Get your K-8 students ready for the demands of next generation assessments and create authentic writers that are prepared for college and career with the innovative tools in **Traits Writing**.



Professional  
Paper



To download the professional paper, visit  
**[scholastic.com/traitswriting](https://scholastic.com/traitswriting)**

# The big-picture plan.

**Spiraled sequencing** builds student confidence all year long.

## The Key Qualities of the Traits

Each trait is broken down into **4** key qualities—or characteristics—that precisely target assessment and instruction. Key qualities not only help to define the traits in detail and offer concrete concepts to teach, they are also the structural system of the program that allows for learning to **build from one year to the next**.





## A Spiraled Sequence of the Traits

The program is structured to cover the “revision traits” (Ideas, Organization, Voice, Word Choice, and Sentence Fluency) systematically and throughout the year, “spiraling” the traits and their key qualities. The “editing traits” (Conventions and Presentation) are taught on an ongoing basis, ensuring students receive comprehensive, well-rounded writing instruction.

**The program is made up of nine multi-week units:**

**1** Getting Started unit

**7** Spiraled Core units

**1** Wrapping Up the Year unit

### PBL Connection\*

Students work on their **mode-specific** writing project during independent writing time on days 1, 3, 4, & 5, while teachers conduct one-on-one conferencing for flexibility with students. A five-day **Reality Check Week** appears between core units, allowing time to wrap up the current unit and prepare for more mode-specific writing projects.

\* Project-Based Learning

## Core Units | Sample from Grade 3



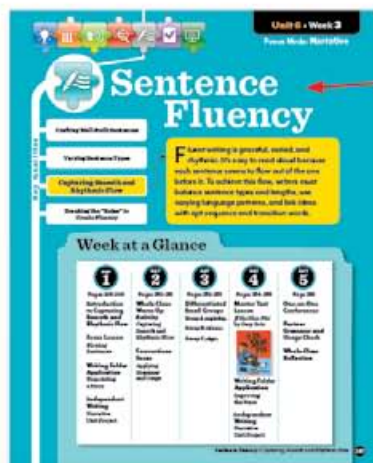
# Daily best practices provide a weeklong plan of action.

## Overview of a Core Week

**Traits Writing** provides abundant opportunities to work with the whole class, small groups, and individual students. It also contains **mode-specific, project-based** reading and writing activities.

The program's **professional learning tools** enrich the teacher's skills for effectively teaching and implementing writing and prepares students for next generation assessments, college, and career.

### Sample from Grade 3



OPENER

- Week-at-a-Glance Overview
- Mode, Trait, and Key Quality for the Week's Lesson



DAY 1

- Introductory Lesson on the Key Quality
- Writing Folder Activities
- Independent Writing

**PBL**  
Connection\*

On Day 1, students complete a writing project in one of the three modes of writing:

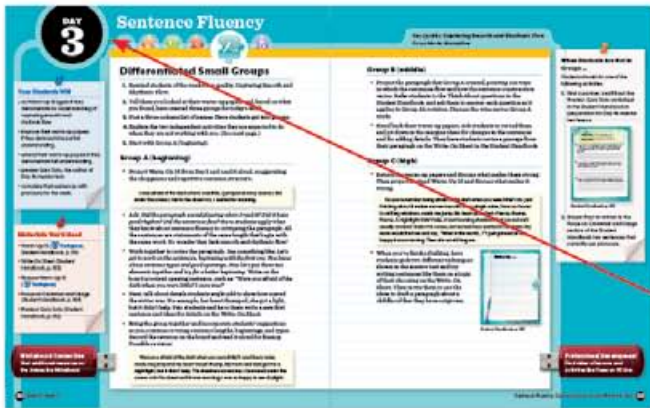
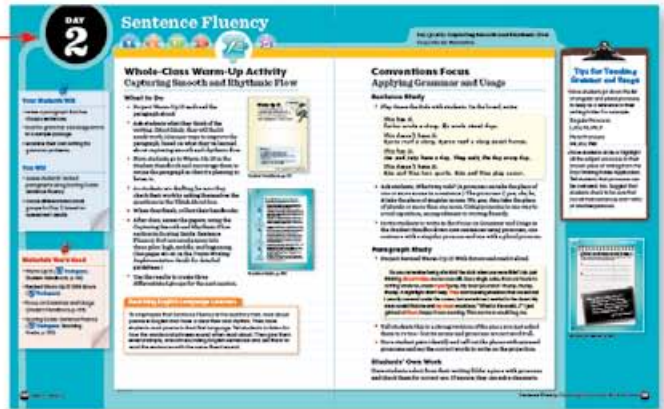
- Argument/Opinion
- Informative/Explanatory
- Narrative

\* Project-Based Learning



**DAY 2**

- Whole-Class Warm-Up Activities on Key Quality
- Focus on Conventions
- Assessment and Grouping



**DAY 3**

- Differentiated Small Groups
- Independent Writing

**DAY 4**

- Mentor Text Lesson on Key Quality
- Writing Folder Activities
- Independent Writing

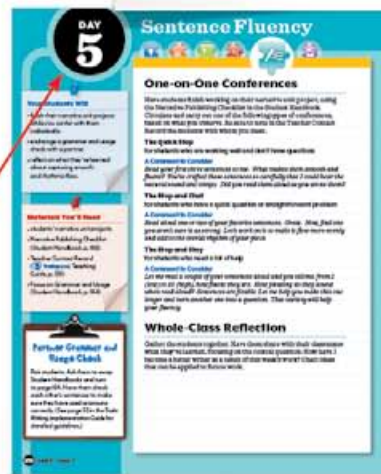


**PBL Connection\***

On Days 3, 4, and 5, students are given opportunities to choose topics which interest them, apply what they have learned, and cultivate their work in a Project-Based writing environment.

**DAY 5**

- One-on-One Conferences
- Partner Conventions Check
- Whole-Class Reflection on Key Quality
- Independent Writing

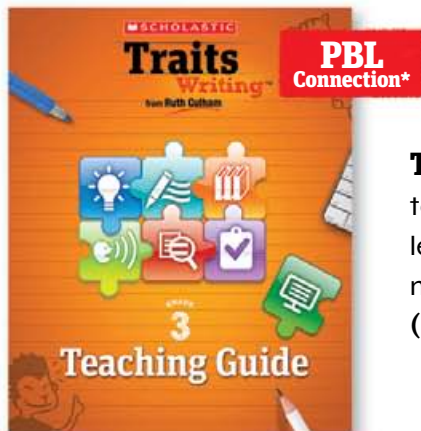


\* Project-Based Learning

# All-Inclusive Components:

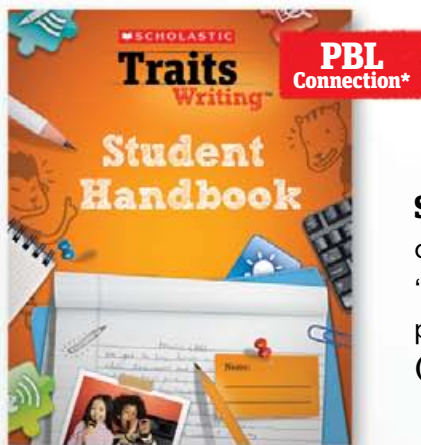
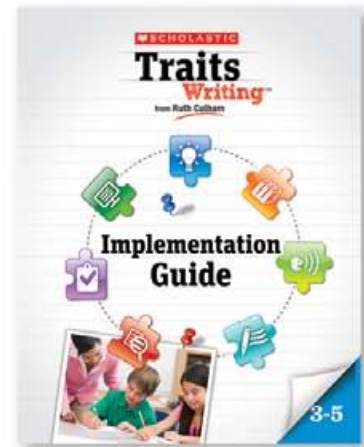
Explicit **teacher support** & engaging **student materials**.

**Traits Writing's** all-inclusive components provide everything teachers and students need for building a creative and inspiring learning environment for effective and efficient writing instruction. Teacher materials support and inform assessment and instruction each day, while student materials keep students engaged and organized.



**Teaching Guide:** Contains a comprehensive support system for teachers every single day, and includes focus lessons, mentor text lessons, activities, differentiated [small-group] activities, tips for managing independent writing, and much more.  
**(1 copy per grade)**

**Implementation Guide:** Explains the instructional model, the research behind it, and ideas for scheduling instruction and managing the classroom. It provides detailed guidelines for assessing writing using the trait scoring guides, converting scores to grades, keeping records, and reporting progress to parents.  
**(1 copy per grade)**



**Student Handbook:** Includes definitions of the traits and key qualities, worksheets, write-on pages, warm-up activities, "Think Abouts," author previews, graphic organizers, tip sheets, publishing checklists, and other tools that support instruction.  
**(25 copies per grade)**

**Grade 3 Student Handbook**

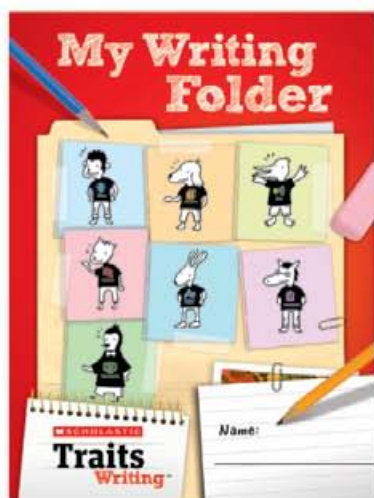
\* Project-Based Learning

Grade 3 Mentor Texts



Everyday Text Posters

**26 Mentor Texts:** A collection of fiction and nonfiction books and “Everyday Texts” serve as models for teaching the key qualities of the Traits. Books and Everyday Texts align to a lesson in the Teaching Guide and most are accompanied by a video of the writer who created it. **(26 mentor texts per grade)**



**25 Writing Folders:** A convenient place for students to stash works in progress. Pockets inside prevent papers from sliding out and the Editing Marks chart on the back provides a handy reference. **(Grades 3–8)**



To Order Now, call **1-800-387-1437** or visit **[scholastic.com/traitswriting](http://scholastic.com/traitswriting)** today!



# All-Inclusive Components:

Exclusive **web-based** tools & **print** resources.

## TraitSpace™

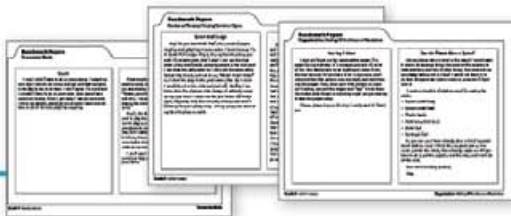
**Web Resources:** Every program comes with access to Traitspace™, a password protected, easy-to-navigate website that includes:

- Video interviews with authors of Mentor Text
- Student materials including warm-up activities, “Think Abouts”, checklists and graphic organizers!
- Benchmark Papers & Assessment Tools
- Record-Keeping Forms and much more!



### Benchmark Papers

- High and low student-written grade-level papers for each key quality
- High and low benchmark papers for each mode of writing (argument/opinion, informative/explanatory, and narrative)



### Student Materials

- Warm-up activities, Think Abouts, checklists, graphic organizers, tip sheets, and other tools that support instruction in the Teaching Guide
- Print-out materials for distribution to individual students or to project on a whiteboard for use in whole-class lessons



### Record-Keeping Forms

- Resources to keep track of students when conferencing
- Resources to document scores on projects for the whole class and individual students



### Assessment Tools

- Mode-specific scoring guides for each trait to pinpoint students' strengths and weaknesses
- Teacher- and student-friendly Scoring Guide for each trait which enables students to assess their own work and reflect on themselves as writers



\* Project-Based Learning



**7 Trait Posters:** Cool and colorful grade-appropriate posters, one for each trait, that remind students of key qualities to think about as they draft, revise, and edit their work. Each one showcases a “Trait Mate” from the Student Handbook.

**(Grades 3–5)**



**Comments Book:** Contains 100 “just-right” comments, correlated to the trait scoring guides. Write the comments on papers or use them in one-on-one conferences, small groups, and whole class lessons to inspire students!

**(1 copy per grade)**



**Music CD:** Includes lively, trait-specific songs to share with your students—two songs for each trait, a vocal version and an instrumental version—with lyrics included in the Student Handbook and on Traitspace.

**(Grades K–2)**



The program’s K-5 student materials contain the “Trait Mates,” a team of cartoon coaches that provides students with witty words of wisdom and encouragement as they complete assignments.







## Looking for more **Traits** resources from Ruth Culham?

From Professional Books and DVD's to the best-selling Trait Crates, go to:

**[scholastic.com/teacherstore](http://scholastic.com/teacherstore)**

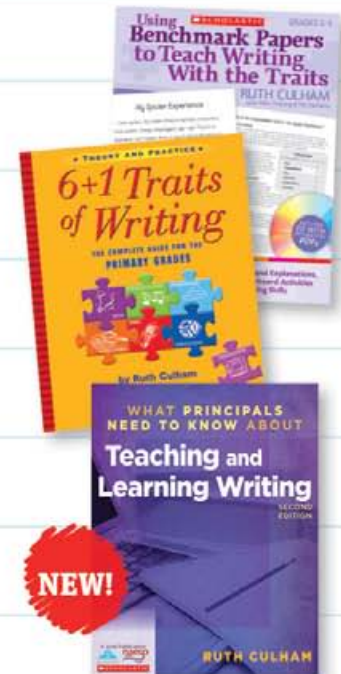
keyword: **Traits of Writing**



**Professional Development DVDs**



**Trait Crates**



**Professional Books**

See what real schools and districts from across the country are saying about Traits Writing!

Visit **[scholastic.com/traitswriting](http://scholastic.com/traitswriting)** to view success stories today!

**“Love how supportive and complete it is!”**

—Fourth-grade teacher, Pine Lake Prep





# ORDER FORM

ITEM #	TITLE	QTY	LIST PRICE	YOUR PRICE	AMOUNT
UMD56666	Traits Writing Grade K		\$1,326.65	\$995.00	
UMD566670	Traits Writing Grade 1		\$1,326.65	\$995.00	
UMD566671	Traits Writing Grade 2		\$1,326.65	\$995.00	
UMD566673	Traits Writing Grade 3		\$1,412.00	\$1,059.00	
UMD566674	Traits Writing Grade 4		\$1,412.00	\$1,059.00	
UMD566676	Traits Writing Grade 5		\$1,412.00	\$1,059.00	
UMD566677	Traits Writing Grade 6		\$1,465.35	\$1,099.00	
UMD566678	Traits Writing Grade 7		\$1,465.35	\$1,099.00	
UMD566679	Traits Writing Grade 8		\$1,465.35	\$1,099.00	
<b>BEST VALUE!</b>					
UMD569028	Traits Writing Grades K-5 Set		\$10,803.45	\$4,799.00	
UMD569029	Traits Writing Grades 6-8 Set		\$4,396.05	\$1,995.00	
UMD569027	Traits Writing Grades K-8 Set		\$15,199.50	\$5,995.00	

**Each Grade Level Set includes** 25 Student Handbooks, Teaching Guide, Implementation Guide, 26 Mentor Texts, 7 Traits Posters, a Comments Book and access to Traitspace, a website with additional Traits Writing resources.

\*\*State law requires that sales tax be added to your order unless we have a sales tax exemption certificate on file. If tax has been added to your order and you are exempt from sales tax, please fax your sales tax exemption certificate to Scholastic Inc. 1-800-560-6815 or mail to Scholastic Inc. 2931 E. McCarty St., Jefferson City, MO 65101.

<b>SUBTOTAL</b>	
<b>Shipping/Handling 9%; \$2.25 minimum</b>	
<b>** Sales Tax</b>	
<b>TOTAL</b>	

**Place Your Order**

**ONLINE**

**scholastic.com/teacherstore**  
keyword: Traits Writing

**PHONE**

**1-800-387-1437**

**FAX**

**1-877-242-5865**

**MAIL**

Send to: Scholastic Inc.  
P.O. Box 7502  
Jefferson City, MO 65102

**SHIP TO:**

NAME \_\_\_\_\_

EMAIL ADDRESS\* \_\_\_\_\_

SCHOOL \_\_\_\_\_

SCHOOL ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TITLE \_\_\_\_\_ GRADE(S) \_\_\_\_\_ TEACHING SINCE \_\_\_\_\_

\* By providing your email address, you are permitting Scholastic Inc. to send you information via electronic mail

**BILL TO (if different):**

NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**PAYMENT METHOD**

☐ Check or Money order enclosed

☐ Charge my:

☐ Mastercard ☐ VISA

☐ Discover ☐ American Express

CREDIT CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

☐ Bill me  
(Applied only to orders \$25 or more. School address only.) If you are being billed, please provide the following information:

ORDER AUTHORIZED BY \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PURCHASE ORDER # \_\_\_\_\_

Unless otherwise noted on your purchase order, Scholastic's terms are FOB shipping point.

**Prices Subject to Change**

**The Scholastic Guarantee:**

Every Scholastic product is unconditionally guaranteed. If for any reason you are not completely satisfied, contact us within 30 days, and we will credit your account, no questions asked.

# Visit [scholastic.com/traitswriting](http://scholastic.com/traitswriting)

 SCHOLASTIC

## Traits Writing™

- View sample lessons and activities.
- Download research paper and efficacy results.
- Request a free sampler!
- Watch videos!
- And more!



Traits Writing  
prepares teachers  
and students for  
writing success!

## We're Ready to Help You!

Contact the national office to learn more  
about pricing and purchasing information

Phone: **1-800-387-1437 ext. 6747**

Fax: **1-877-242-5865**

Email: **[SCCG@scholastic.com](mailto:SCCG@scholastic.com)**

