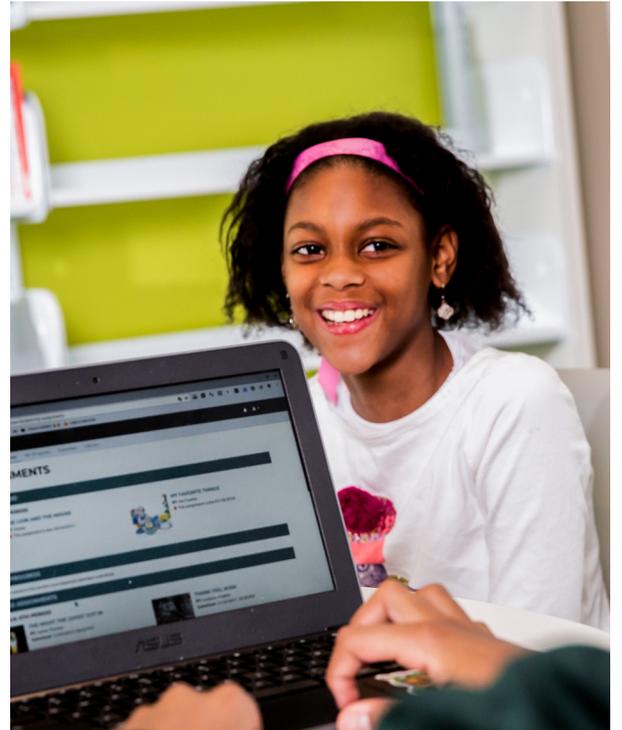




# IMPACT REPORT: 2017



# COMMONLIT

*Ensuring all students develop advanced reading and writing skills*

# FROM THE FOUNDER

One generation ago, the economy was a lot more forgiving of people who couldn't read and write at a high level. Today, it's almost impossible to access a decent job without at least a 2-year college degree.

Unfortunately, every year, our schools are churning out students who can't read critically, write proficiently, or communicate effectively. This is troubling considering a student's 8th grade literacy score is one of the best predictors of life outcomes. What's more, economists predict that the jobs of tomorrow will require even more advanced problem-solving skills. How are these students going to succeed?

Through our free and interactive literacy platform, CommonLit is on a mission to develop a scalable solution to this urgent problem. In 2017, we made tremendous progress toward this goal:

- **Nearly 3 million students are now learning advanced reading and writing skills on CommonLit.org.**
- **We now serve over 40,000 schools, of which 21% are in urban communities and 24% are in rural communities.**
- **66% of the schools we serve are high-poverty and low-income.**
- **Our content library has grown by 400 texts, 15 units, and 70 sets.**
- **We added partnerships with *Highlights* and *The New York Times*.**

CommonLit is experiencing a tremendous growth period — gaining half a million new registered users each month. Our goal is to serve 20 million students by 2020.

In 2017, CommonLit strengthened workforce development skills for over 2.9 million students. Thank you for your continued support as we work to ensure that every child develops the reading, writing, technology, and critical thinking skills that are essential for success in our fast-changing economy.

Sincerely,  
Michelle Brown



**Michelle Brown**  
Founder & CEO

*Over 2,900,000  
registered students*

*41% of America's  
public schools*

*Over 176,000  
registered teachers*



# COMMONLIT

# THE GLOBAL LITERACY CRISIS:

63%

of high school seniors are not prepared for college-level reading

65%

of jobs will require college-level reading skills by 2020

5M

jobs will be vacant in 2020 because of unqualified workers

*Statistics from U.S. News and Georgetown Public Policy Institute*

## COMMONLIT'S VISION:

*Every student graduates high school with the reading and writing skills they need to be successful in college and career.*

# COMMONLIT: FOR FREE. FOREVER.



## Relevant Reading Passages Students Love

- Over 1,000 engaging reading lessons
- Audio and video support for each lesson
- Questions that inspire deeper thinking

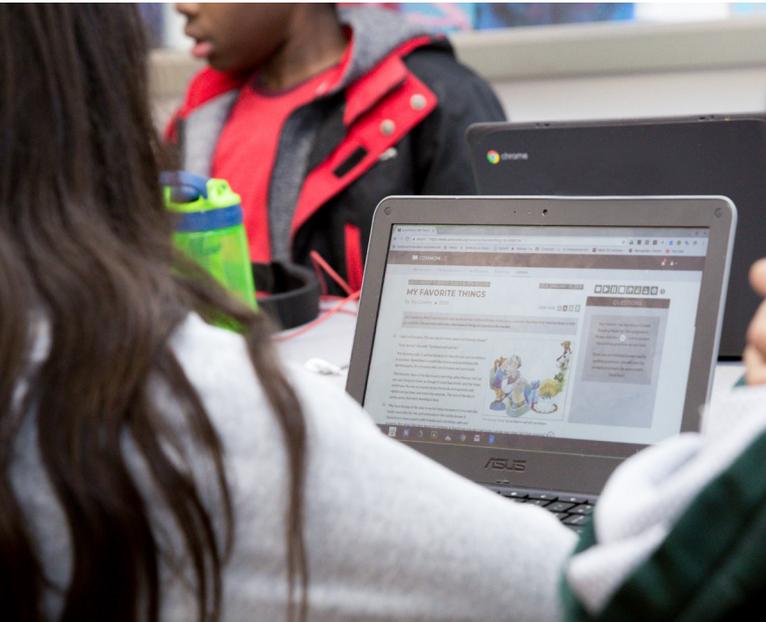
## Interactive Digital Platform

- Guided Reading Mode
- Real-time feedback
- Assessment data



## Supports Struggling Readers and English Language Learners

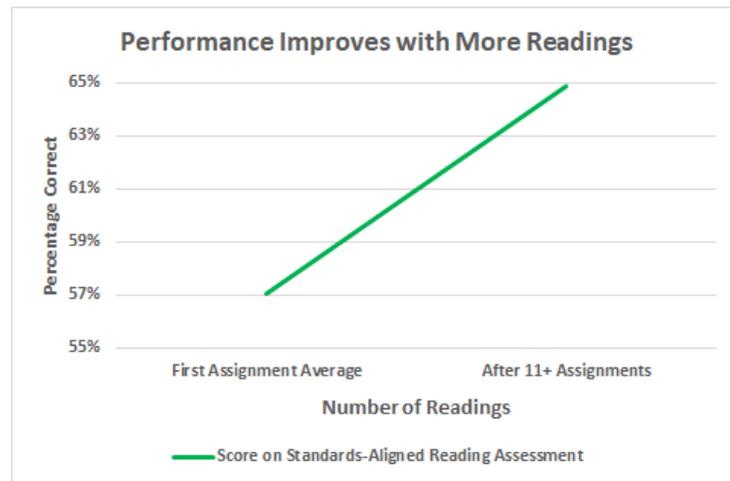
- Vocabulary support
- Translation tools
- Digital differentiation



# EFFECTIVE, SCALABLE READING INSTRUCTION

## From January 2017 to December 2017:

- 6 million assignments created with Guided Reading Mode enabled
- 43.3 million questions answered
- Students who participated in more CommonLit assignments performed better on grade-level assessments



 Ad Hoc Analytics  
EXPERT ANALYSIS • TIMELY RESULTS



“ A brilliant, teacher-led innovation to make rigorous curricular material available for free.”

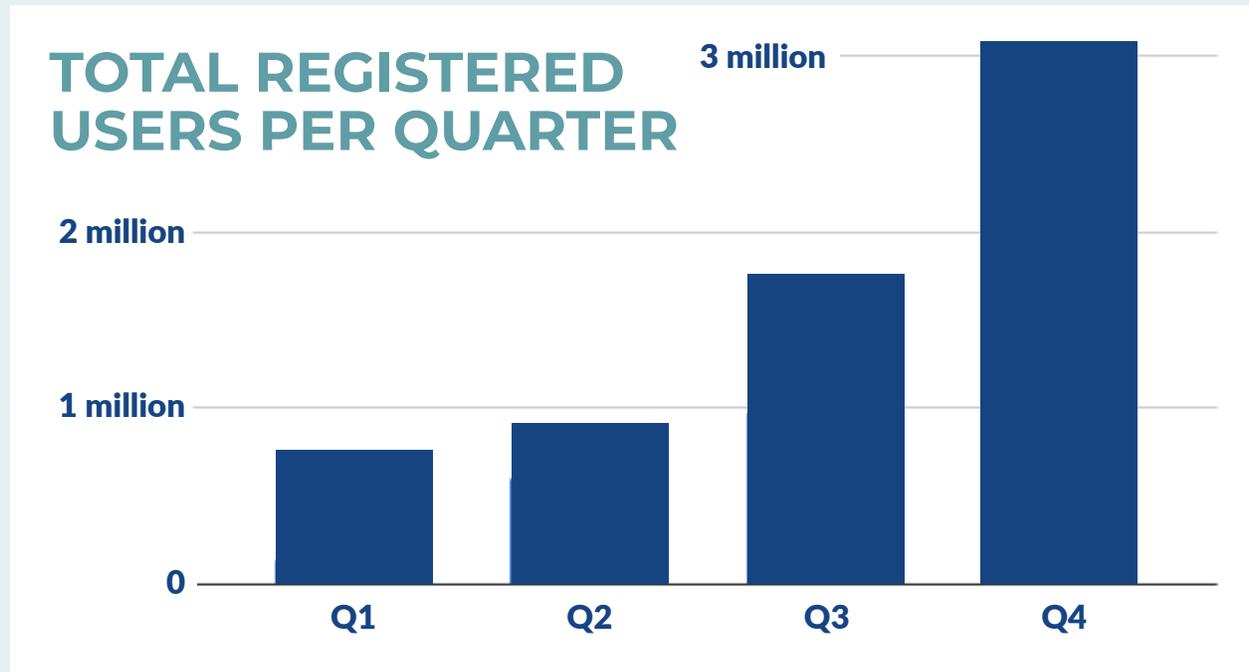
- Wendy Kopp,  
CEO and Co-Founder of Teach for All,  
Founder of Teacher for America



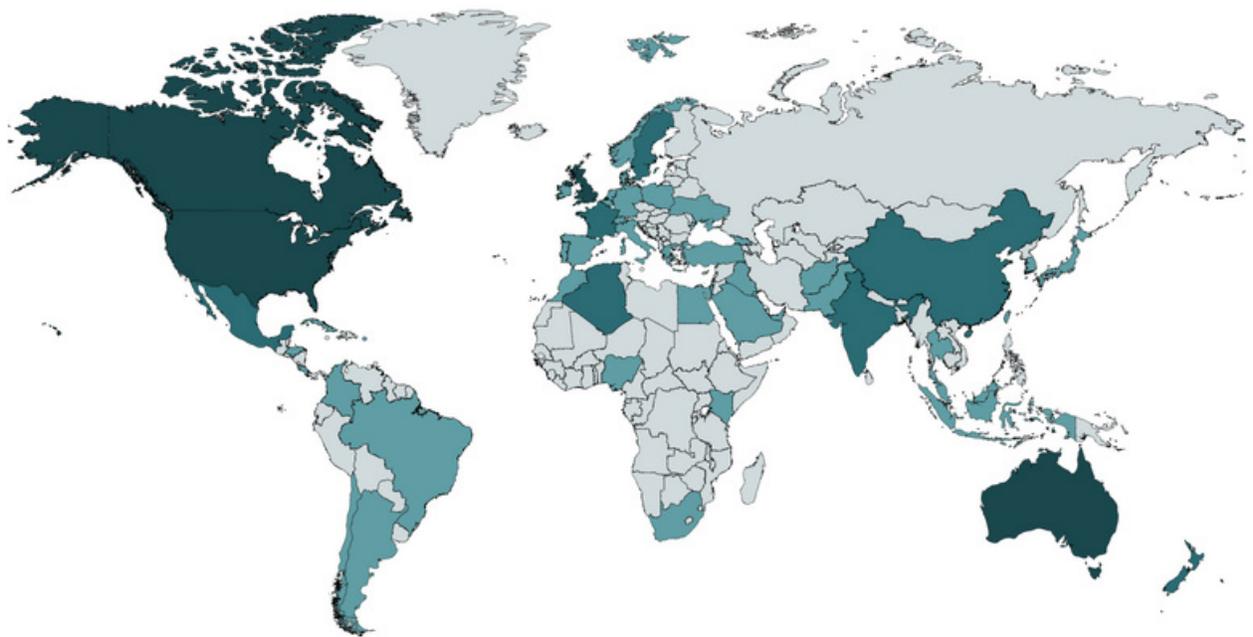
“ I have used CommonLit for six months now and am consistently impressed with its ability to empower students to reach their highest level of literacy success.”

- Toni Rose,  
6th grade teacher in Washington, D.C.

# HIGH GROWTH 2017



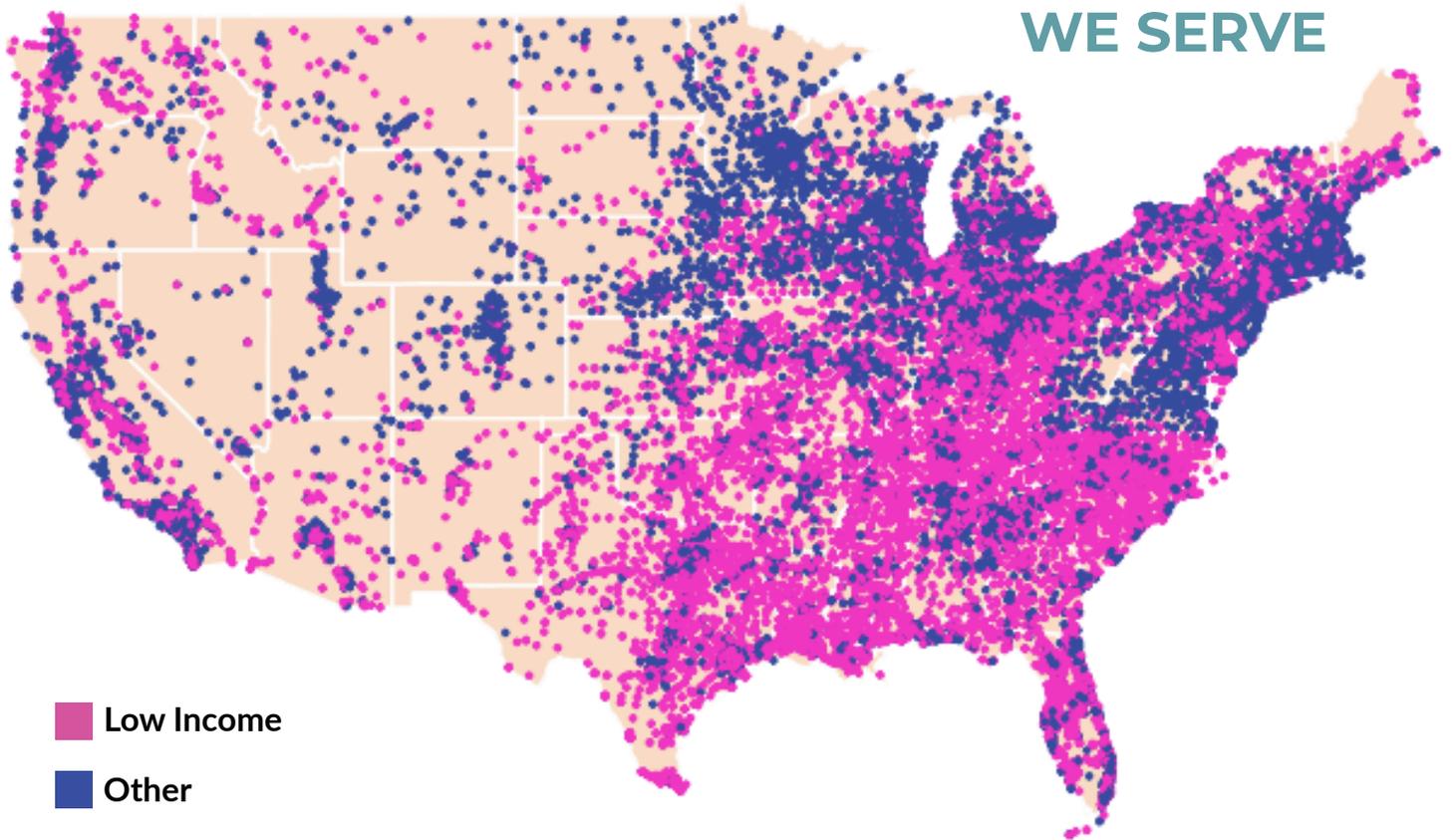
## GOING GLOBAL



*Over 3 million learners use CommonLit globally*

# OUR NATIONAL REACH

## PUBLIC SCHOOLS WE SERVE



41%

of public schools in the United States  
rely on CommonLit

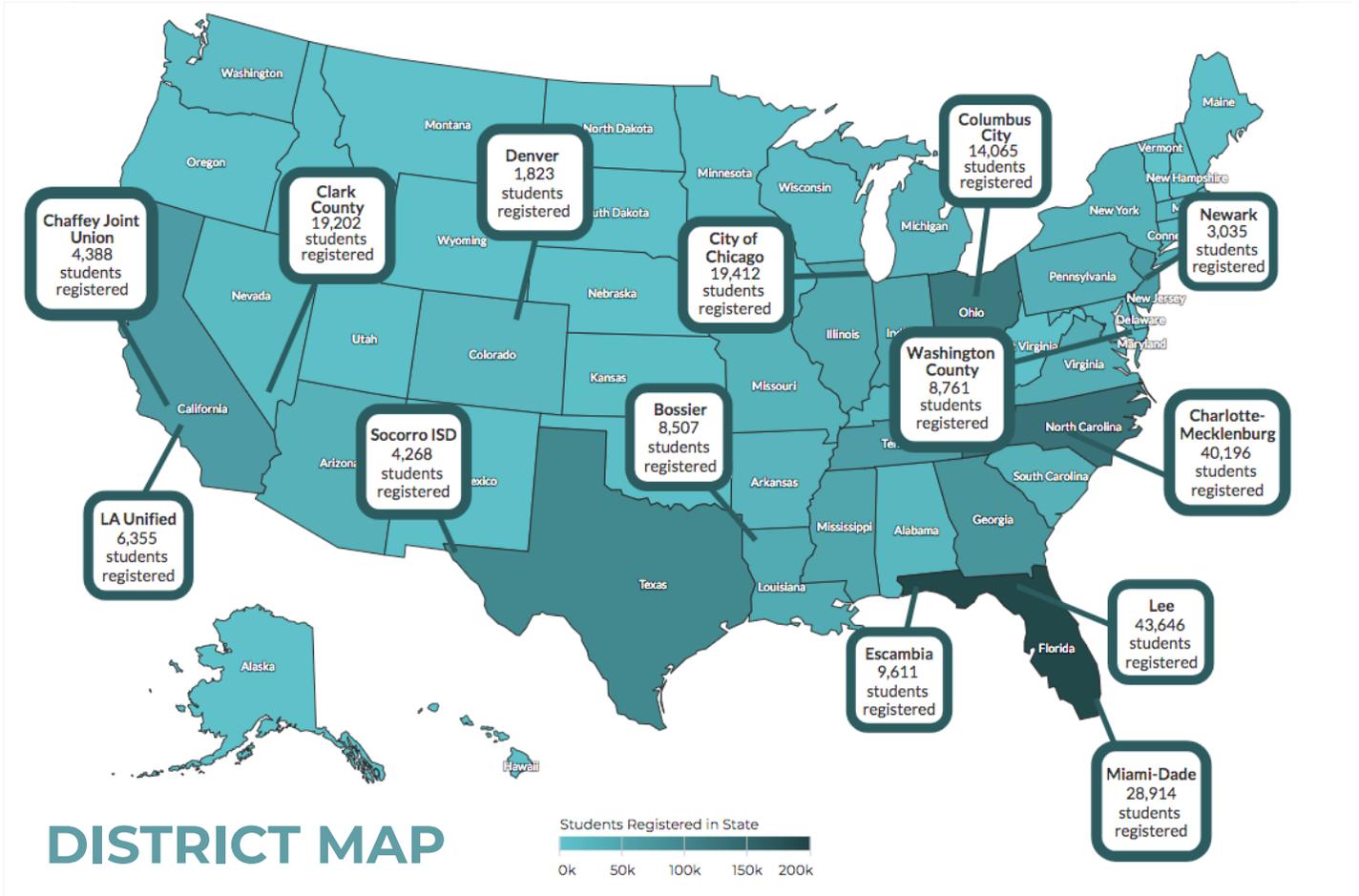
2.9

million students are registered

66%

of schools we serve are high-poverty  
and low-income

# OUR NETWORK



**Rob Fleisher**

Director of School Partnerships

**1,201 teachers and 40,196 students from CMS use CommonLit**

**In 2017, over 500 CMS teachers received training from CommonLit Literacy Specialists**

Charlotte-Mecklenburg Schools (CMS) is the 18th largest school district in the nation, serving over 80,000 low-income students. This district was deeply affected by the recession in 2011 and was forced to make deep cuts from its textbook budget. The repercussions of these cuts hit the most vulnerable children.

CommonLit formed a partnership at an opportune time for CMS. We provided intensive trainings to support literacy instruction in classrooms with limited resources for over 500 teachers. The leadership and instructional team at CMS is so grateful for CommonLit's open educational resources. Roxanne Breland, English Curriculum Specialist said, "Our teachers love CommonLit because it develops the skills students need to succeed in literacy."

# IMPACT SPOTLIGHT: ALBERTIA'S STORY

For the past 10 years, Albertia has been enthusiastically helping some of the most at-risk students in North Carolina. She supports the lowest-performing students in the Charlotte-Mecklenburg school district and gets them back on track. Her students have an array of learning needs.



Albertia is a powerful teacher, and her work has had a life-changing impact on her students, particularly for one girl. After attending different schools, the girl's performance was well below grade level, and she was so disheartened she was skipping school.

Albertia was able to help this student because she had access to thousands of free and rigorous reading passages on CommonLit. They worked together intensely, and the girl caught up on months of work within a few short weeks.



“It matters! It matters that I have a resource like CommonLit and can meet the needs of all my students, especially those who are behind.”

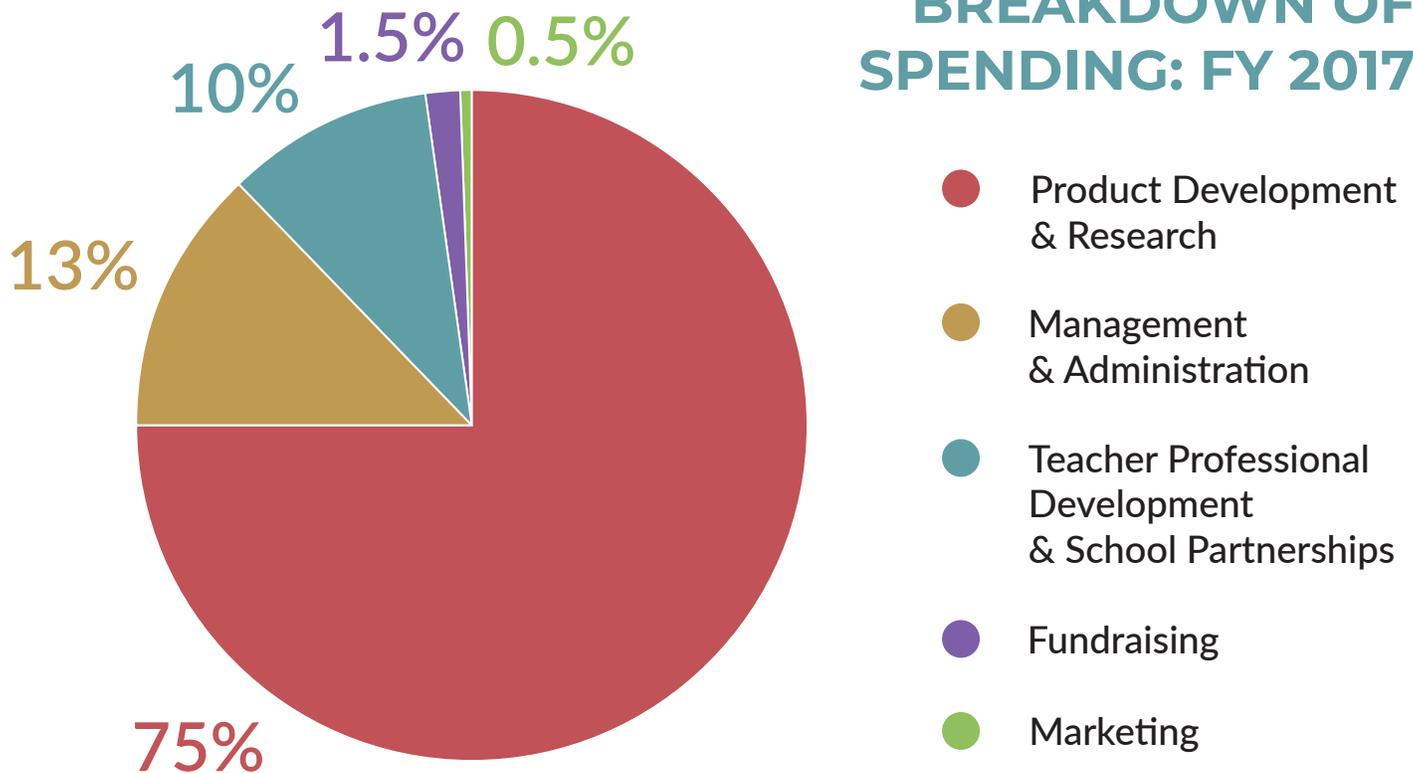
Albertia attributes much of her students' success to the resources and tools that CommonLit provides for free.

With CommonLit as her main resource, Albertia has seen over 20% growth in her students' performance at the mid-year point. Now, most of her students are on pace to perform with proficiency on grade-level work before the end of the year. “I even started challenging them with honors level work!”

CommonLit has been a game-changer for Albertia, for her students, and for so many other teachers at low-income, Title I schools who need access to quality literacy resources.

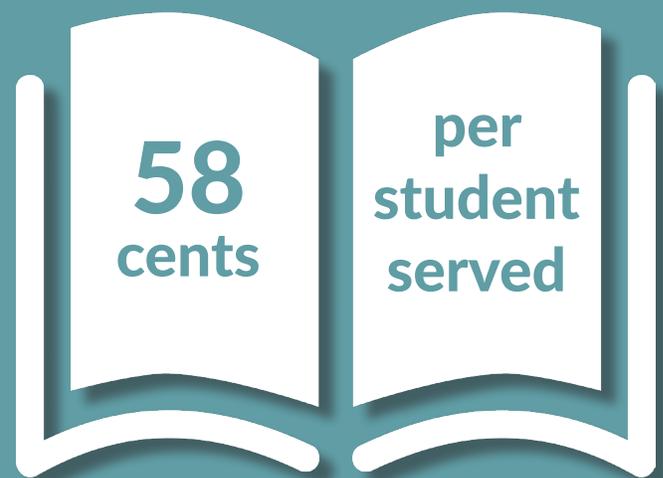
# FINANCIAL IMPACT

## BREAKDOWN OF SPENDING: FY 2017



*85 cents of every dollar directly supports our program, which serves low-income children with high-quality literacy education*

CommonLit is the scalable cost-effective solution to deliver better reading instruction to millions



# MADE POSSIBLE BY OUR FUNDING PARTNERS



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**fast forward**  
accelerate good



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# MEET THE TEAM



*Back Row (left to right): Koye Oyedeji, Matt Stephens, Devin Morgenstern, Peter Cho; Middle Row: Aubrey Walsh, Mia Hodorovich, Beth Figuera, Pamela Huber, Michelle Brown, Cara Popecki, Anna Hodges, Leigh Dekle; Front Row: Edward Dong, Aaron Jacobowitz, Bryn Bogan, Rob Fleisher, Josh Ard; Not Pictured: Sarah Robertson*

# MEET THE BOARD OF DIRECTORS



**Jeanne Allen**



**John Coyne**



**Mary Grace Tighe**



**Kodjo Wilder**



**Ben Zhang**



**COMMONLIT**

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*Great readers. Great thinkers.*