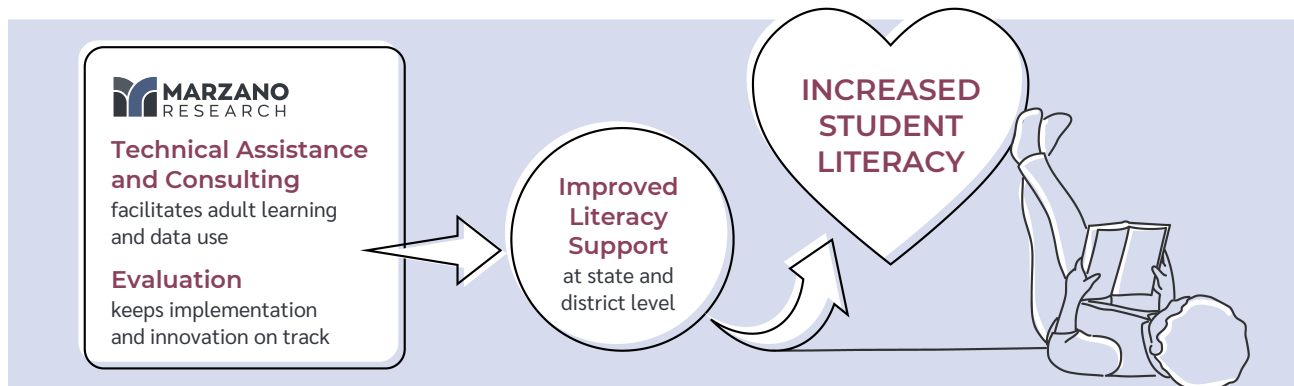# Evaluation and Technical Assistance for Literacy Initiatives: Marzano Research Tailored Services

Literacy is at the heart of student academic success, and Marzano Research puts improving state and district support for literacy at the heart of our mission. As a certified women-owned small business and certified benefit company, Marzano Research addresses challenges in preK–16 literacy through applied research and evaluation, technical assistance, and consulting.

Comprehensive Literacy State Development (CLSD) Grants, and other literacy focused funds, provide opportunities to improve student literacy, but states and districts need experienced partners. Our team brings more than two decades of experience guiding the growth of teachers, leaders, and systems by collecting and analyzing data and evidence at state and local levels to solve our nation's most important educational challenge—How can states and districts best use their literacy resources to ensure high quality education for each and every child?

Evaluation of State and District Literacy Initiatives

Marzano Research takes a systemic approach to evaluation, but also gets into the nitty gritty details in individual district initiatives. We ground our hands-on expertise in the Science of Reading and best practices in the What Works Clearinghouse literacy practice guides. The Marzano Research team has expertise in:

- Creating **logic models** (or overviews) that document the activities, outputs, and intended outcomes of an initiative;
- Reviewing and aligning **documents** (such as state literacy frameworks and district and school literacy improvement plans);
- Creating and conducting administrator, principal, educator, and family **surveys and focus groups**;
- Analyzing student **achievement data** (such as literacy screening data and state literacy test data);
- Using proven tools and processes for facilitating **data-based decisions** that help leaders use data from their evaluations to guide policies and support implementation;
- Developing clear, comprehensive **reports, briefs, and presentations** to share findings with specific audiences; and
- Making the **state and federal reporting** easy and straightforward.

We have used data and evaluation to help improve literacy efforts in Wyoming, where we evaluated Wyoming's 2020–2025 Comprehensive Literacy State Development (CLSD) Grant, and we have provided customized technical assistance in literacy and data use in states such as Alaska, Missouri, Nebraska, Oregon, and Washington.

Technical Assistance to Support State and District Literacy Initiatives

Marzano Research offers a variety of services to improve comprehensive literacy instruction and implement state and district literacy plans. Our team members have expertise in literature reviews, group facilitation, system improvement, and consensus building. We tailor all services to meet specific needs and contexts while focusing on the identified CLSD priorities:

- Collaborate with Institutions of Higher Education (IHEs)
- Address the impact of COVID-19
- Improve educational equity and access
- Support a diverse educator workforce and professional growth to strengthen student learning
- Develop and implement practices that support effective transitions and literacy growth

Marzano Research Literacy Services

Comprehensive Literacy Plans Technical Support	• Develop, refine, and implement your CLSD-required state literacy plan. • Assist in the dissemination and implementation of the state literacy plan and provide opportunities for continuous improvement throughout the process. • Develop a strategic plan for reaching the state's identified literacy goals and sustaining success.
Literacy System Review (Literacy Needs Assessment and Audit)	• Examine the current practices in your district in these seven areas: phonemic awareness, phonics, fluency, vocabulary, comprehension, oral language, and writing. • Identify strengths and areas for innovation. • Provide recommendations for your current literacy system.
Literacy MTSS Technical Assistance	**Initial Assistance** • Establish and maximize multi-tiered systems of support in reading. • Implement evidence-based literacy practices at the school and classroom levels. **In-depth Follow-up** • Build and sustain a comprehensive literacy assessment system, including a universal screener, diagnostic measure, and progress monitoring. • Develop district/school assessment decision rules. • Build the capacity of teachers to use collected data to make meaningful instructional decisions.
Literacy Curriculum Review and Adoption	• Review current literacy curricular materials and determine the need for adjustments. • Select and adopt evidence-based curricular materials.
Coaching for Literacy Leaders	• Create and sustain a district literacy leadership team. • Develop or refine the district or school's literacy mission, vision, and framework. • Develop data cycles and protocols for continuous improvement in literacy.
Literacy Data Analysis for Decision Making	• Train your literacy leadership team to use data to make literacy programming decisions, such as evaluating literacy program outcomes and determining system goals and action steps. • Build the capacity of teachers to use a systematic process to analyze data to inform instructional decisions.
Literacy Teacher as Researcher	• Train and coach teachers to evaluate how evidence-based instructional strategies for literacy and language are supporting their students. • Provide teachers with access to a database of proven teaching methods for reading and writing instruction.

For more information about how Marzano Research can support your literacy evaluation needs, reach out to Caitlin Scott, Ph.D., at caitlin.scott@marzanoresearch.com. For comprehensive technical assistance for literacy, reach out to Elise Guest, Ed.D., at elise.guest@marzanoresearch.com.