



**Criterion Online Writing Evaluation service—a valuable tool that’s easy to use.**

An online initial training session with a live certified *Criterion* trainer helps teachers understand the program and let them begin using it effectively right away.





Additional training offers educators the opportunity to further their understanding of the program and its instructional capabilities. These advanced courses include:

- An in-depth look at *Criterion* program functionality
- Developing effective topics for your students
- Using reports and feedback to drive instruction
- Using the planning and revision tools
- Special Administrator Training: Importing District Data and Exporting *Criterion* Data to Create Your Own Reports

**Criterion<sup>SM</sup>**  
**Online Writing Evaluation service**



**Finally, a writing tool built for teachers *and* students!**

- Anytime/anywhere internet access
- Writer’s Handbooks—including bilingual Spanish/English and Simplified Chinese Handbooks
- Instant scoring and annotated diagnostic feedback
- Embedded teacher comments and student/teacher dialog boxes
- Hundreds of topics from the *Criterion* library or teacher-authored prompts
- Training and support from certified *Criterion* professionals that know how to help educators and students succeed.



To learn more about the *Criterion* Online Writing Evaluation service or view an online tour, visit [www.riversidepublishing.com](http://www.riversidepublishing.com).

Call **800-323-9540** today to arrange a *Criterion* demo for your school or district!





**Recognized as an industry leader.**

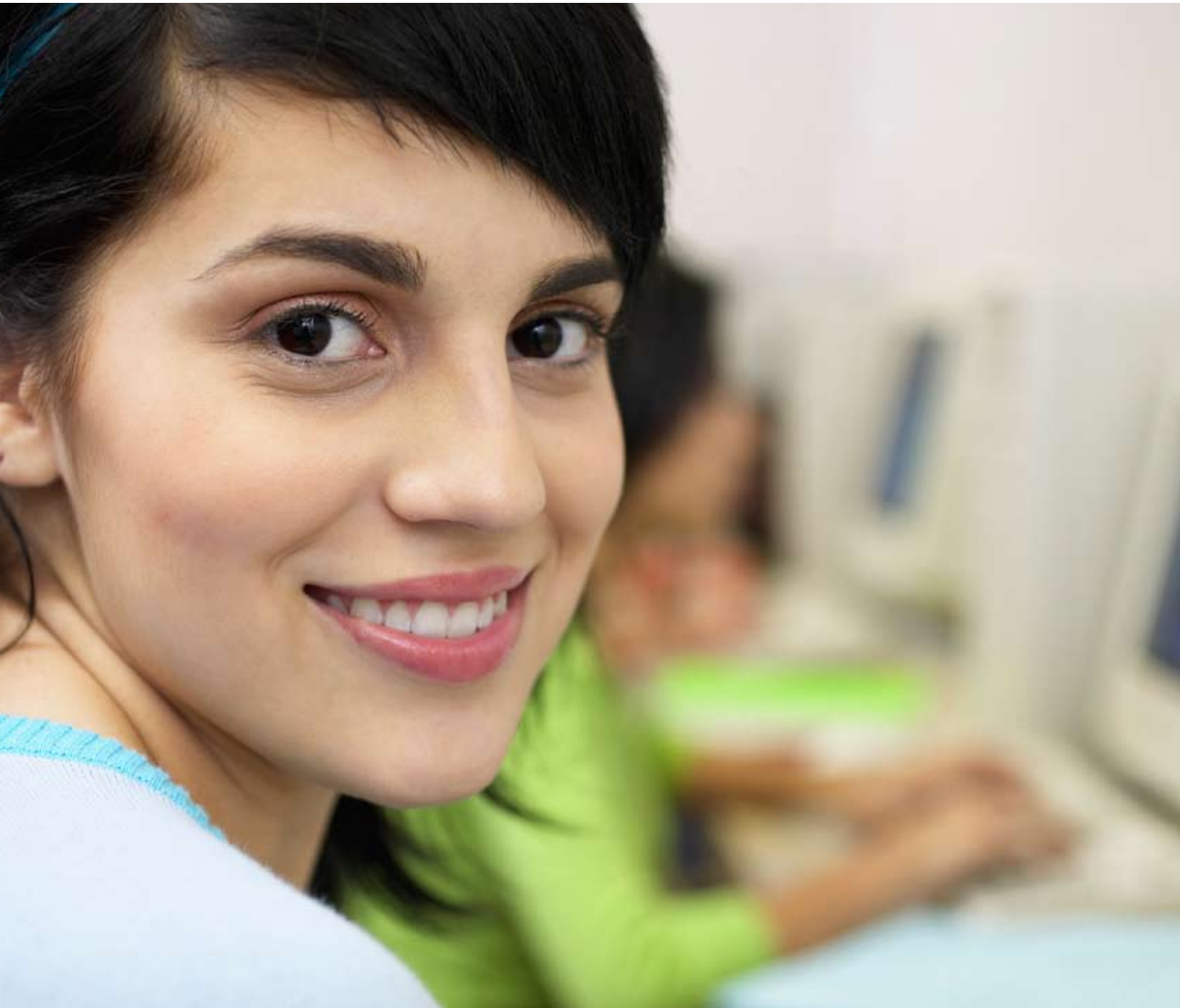


**RIVERSIDE PUBLISHING**  
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[www.riversidepublishing.com](http://www.riversidepublishing.com)  
800-323-9540

Exclusive distributor of ETS' *Criterion*® Online Writing Evaluation service to K–12 institutions in the United States, Puerto Rico and U.S. territories and dependencies.

**Criterion<sup>SM</sup>** Online Writing Evaluation service from ETS—A writing partner teachers *and* students value.





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# Criterion<sup>SM</sup>

## Eliminate students' wait for feedback Increase educators' time for instruction

Instant scoring  
and annotated  
diagnostic feedback  
enable teachers  
to focus on writing  
style and instruction  
as students use  
the web-based tool  
to plan, write, and  
revise essays.

### Benefits to Instructors

#### Increase quality of instructional interaction between instructors and students

- Maximize productivity and focus writing instruction
- Promote instructor advocacy in the writing process
- Reduce time spent on writing fundamentals;  
free up time to focus on higher-level writing skills
- Assign work, review the *Criterion* service feedback,  
offer comments, and track progress more efficiently
- Access individual student and summary reports that  
give valuable performance feedback

### Benefits to Students

#### A user-friendly, motivating environment that helps students in grades 4–12 learn to plan, write, and revise essays

- Unlimited and convenient access – log in anytime, anywhere  
there is an internet connection
- Reliable feedback to act upon immediately
- Online access to instructor comments
- Planning templates to help organize writing

### A Comprehensive Writing Solution

#### Instructor-led writing tool that facilitates practice and provides immediate feedback for every student

- Library of more than 200 essay topics, and capability for instructors  
to create their own customized topics; a choice of seven Writer's  
Handbooks—including bilingual Spanish/English and Simplified  
Chinese Handbooks
- Immediate diagnostic feedback in Grammar, Usage, Mechanics,  
Style and Organization & Development, as well as a holistic score
- Online student portfolios with instructor/student interaction  
capabilities
- Can be used across the curricula at all levels
- Online training and individualized customer support

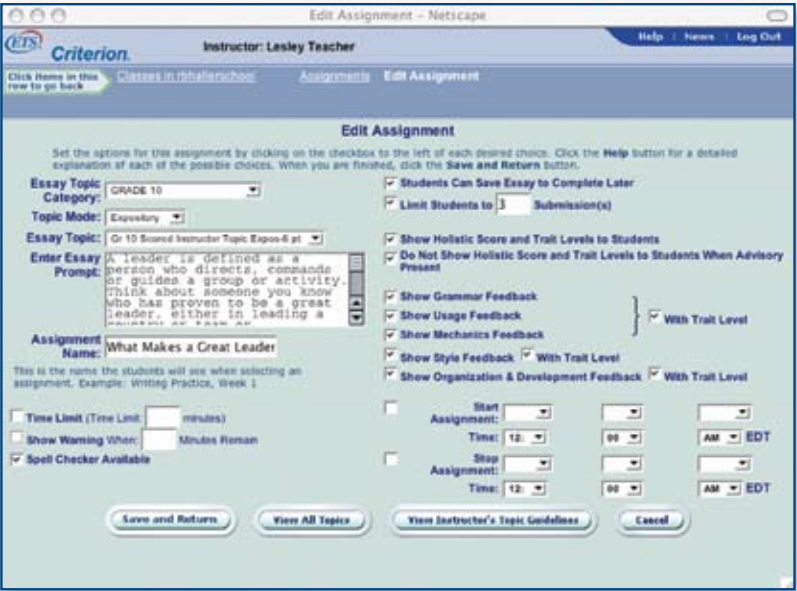


# Plan

**Teachers** use the *Criterion* Assignment mode to effortlessly choose a prompt, set assignment parameters, and activate student tools.

**Students** organize their thoughts and essays with one of eight planning templates. If students need to plan after school, template content can be saved and opened from any location with internet access.

# Write



Customize Assignments



The *Criterion* self-paced, risk-free environment allows students to expand on ideas formulated in the planning stage. Students may type directly into the *Criterion* program or they may cut and paste an essay from a word processor. Because the system is online, students may craft their essays at school, library, home or anywhere internet access is available.

# Revise

**Teachers** manage the revision process by

- Selecting level-appropriate Writer's Handbooks and feedback for their students
- Commenting on submitted essays through private message boards or notes within essays
- Developing a personal bank of remarks to respond to student essays

**Students** enhance their essays by

- Reviewing the writing advice and examples found in the Writer's Handbook
- Clarifying issues with the teacher through the message boards
- Using the Trait Analysis Feedback to edit the essay by category: Grammar, Usage, Mechanics, Style, and Organization and Development



Diagnostic Feedback

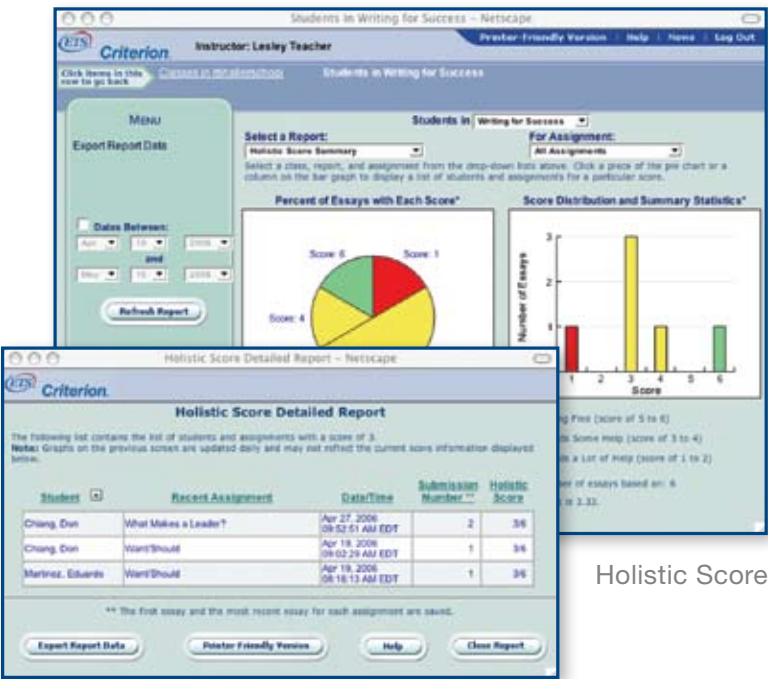
*“A teacher can mark the errors and hope/insist that students revise, but experience has taught me that revision is usually lost on kids who are of the ‘once-down-done’ school of thought. It was striking how effective revision was with this system. I found with Criterion that students begged for more time to ‘fix’ their mistakes.”*

—Marty Brewer, Tell City Jr. High, Tell City, IN

# Reports

The *Criterion* service provides a wide variety of reports allowing educators to know how their class/building/district is performing

- Holistic reports give teachers a quick look at performance by holistic score and color-coded level
- Additional summary reports track student performance and identify error patterns
- Student portfolios help track individual growth and instructional needs



Holistic Score