packback

Enrollment to Excellence

Getting High School Students To and Through Advanced Coursework with Packback

A growing body of research suggests that access to advanced high school coursework can improve student engagement and graduation rates and reduce absences and suspensions. As a result, district leaders are increasingly focused on boosting enrollment and diversity of accelerated learning programs, including Advanced Placement, International Baccalaureate, Cambridge International, and Dual Enrollment programs. It's critical for students to perform well in these programs so they can get a head start on college — and so districts can meet the accountability standards often tied to these programs.

When it comes to access and success in accelerated learning programs, what often stands in students' way is their writing skills.

What is Packback?

Since 2015, Packback has worked with school districts and colleges across the country to help millions of students become better critical thinkers, researchers, and writers. Our proprietary platform, integrated with district learning management systems, acts as a digital writing tutor for every student and a grading assistant for every teacher that creates a complete interdisciplinary workflow for assigning, completing, and grading writing assignments across the curriculum. We empower every student to be fearlessly curious and find their unique voice.

The Stakes are High. Packback Can Help.

Accelerated programs require high school students to express complex thoughts in a clear, concise and cogent manner. No matter how well they can write, all students require more opportunities to improve — along with ongoing support to maximize their potential as writers.

Unfortunately, many students enter these courses while still trying to master the basic conventions of writing. Many writing technologies tailored for English Language Arts fall short of providing feedback that helps students achieve critical thinking, research and content-related learning objectives. Unprepared students place added demands on already overburdened teachers. Educators can be overwhelmed by trying to give students the writing support they require — or they simply stop assigning writing altogether, which can widen achievement gaps. Either way, school districts face disheartening and expensive outcomes: They must either replace burned-out teachers or lose funding due to declining student performance.

School districts across the country are using Packback in their accelerated programs to both empower educators and support student success. Our platform helps students build the communication skills and confidence these challenging courses demand by providing real-time feedback and coaching, and streamlining the grading process so teachers can focus on more substantive feedback.

How It Works

DIGITAL WRITING TUTOR

Packback's **digital writing tutor** offers students 24-7 writing support in all of their courses. Packback is powered not by generative AI that creates content for the user but by **instructional AI** that coaches students to become better researchers, writers, and editors. We believe AI should act like a great teacher: one who asks you questions, builds your confidence and shows you how to improve, but never gives you the answer.

DIGITAL GRADING ASSISTANT

Packback's **digital grading assistant** helps educators maintain a baseline quality of student writing that ensures every learner gets personalized feedback aligned with a teacher's specific rubric. With direct and scalable grading support that employs suggested scoring, this tool allows educators to spend more time teaching at grade level and less time acting as a "red pen" for grammar and punctuation. Educators who use Packback say it makes grading significantly more manageable and improves the quality of student writing, which allows them to give even more writing assignments that will further enhance their students' skills.

Proven Results

A recent research study suggests that students in classes that use Packback received more A, B and C grades (and fewer D, F and W grades) than a control group, and that teachers who used Packback reduced their grading time by 30%.

Packback works closely with districts that are making meaningful investments to accelerate enrollment and performance in their advanced academics programs. Our partners have reported results including:

Expanding College and Career Opportunity

Hillsborough School District in Florida boosted its College and Career Acceleration by 3.5 percentage points from 2022 to 2023. Marion County School District saw a 4.3 percentage point increase during the same time frame.

34% Boosted Pass Rate

Marion County's Lake Weir High School boosted its exam pass rate in one popular advanced writing course by 34 percent from 2022 to 2023. Forest High School in the same county saw an 11 percent boost in AP pass rate during that time frame.

Building A Partnership

1. **Planning:** Meet with the Packback team to assess your district's unique needs. Most districts opt to start in advanced academics in 8th-12th grades, then expand across 6-12.

2. **Setup:** Our support team will work with your tech and curriculum teams to get a DPA signed, set up LTI integration, and build a training plan. Packback offers Learning Tools Interoperability with all district learning management and single-sign-on systems. Our platform is also accessible (WCAG 2.1. Audited) and secure (FERPA/GDPR/PIPEDA/CCDPA aligned).

3. **Training and Implementation:** Our team will join you on-the-ground to provide in-depth professional development for your teachers, as well as ongoing support and regular administrative data reports to keep you informed on our progress.

> Packback does not usurp the teachers' ability to give feedback at all," Ingram said. "It gives instructors the time to deal with the substance of their students' written work — and means they don't have to spend all their time on rote feedback."

Mark Ingram
Marion County Public Schools

To learn more about how Packback is being used in your state or in other school districts like yours, please email **K12info@packback.co**.