

**COMMON CORE KINGDOM CASE STUDY**

Lexile Measures Increase Value Proposition for Resources on Popular Teacher Resource Site, Common Core Kingdom

Nearly 10 years ago, when the Common Core State Standards were first being introduced in schools around the country, Julie Bochese, a second grade teacher at Florida's Duval County Public Schools, faced dilemmas shared by her colleagues around the country: there simply weren't learning resources for her students that aligned to the new standards and what was available wasn't engaging and didn't reach every student in the classroom. Julie took matters into her own hands and began to create resources for use with her students and to share with her colleagues.

Then she discovered Teachers Pay Teachers (TPT), a popular online marketplace where teachers sell their original classroom resources to others from around the country. Today with hundreds of her resources available on the site, she and her husband, Jonathan, have a family business – Common Core Kingdom. “We believe that teacher created resources can revolutionize education by empowering educators and inspiring student success,” Julie said.

Common Core Kingdom creates resources that challenge students to think critically, engage students through diversity and differentiation and provide comprehensive skill-based learning.



commoncorekingdom.com



Julie Bochese
*Founder & President /
Former Teacher*



Jonathan Bochese
Chief Executive Officer

“We develop resources that target the skills & strategies beneath each standard, so they are perfect for teaching, developing, or refining important concepts regardless of whether you follow Common Core or state-specific standards.”

— Julie Bochese, Common Core Kingdom Founder & President

While Common Core Kingdom features a wide range of teaching resources, Julie said the most popular are the standards-based reading comprehension products. She has developed hundreds of reading comprehension resources that use passages and questions so students can learn the skills embedded in the standard.

TAKING DIFFERENTIATION TO THE NEXT LEVEL WITH LEXILE MEASURES

Julie was very familiar with the *Lexile Framework® for Reading* from her years as a Florida teacher. She said, that when the Common Core State Standards were introduced, Lexile measures became even more important because they supported the rigor required by the Common Core.

In early 2019, Julie and Jonathan made the decision to add Lexile measures to their reading passages to further support their goal of providing teachers with quality resources that allow them to differentiate learning for their students.

Jonathan said, “We knew that licensing the Lexile Analyzer and having MetaMetrics (the Lexile developers) provide us with certified Lexile measures for our reading passages would be a financial investment for us, but we really believed that the quality of our resources would be much higher if they had the measures because it would empower teachers to easily scaffold and differentiate.”

In less than nine months, most of Common Core Kingdom's resources now have Lexile measures – almost 900 passages and they continue to add more every week.

They quickly spread the word about the addition of Lexile measures to their resources with their customers around the country. Julie said, “When I update a product on TPT, I notify teachers that Lexile measures are now available. We have also spread the word with social media and a blog post. Our Pinterest pins now feature the Lexile logo to remind teachers that the resources have Lexile measures.”

Teachers around the country who use Common Core Kingdom's resources have responded enthusiastically to the addition of Lexile measures. Julie said, “Teachers are excited about having access to engaging materials that empower them to differentiate and scaffold to reach all students. They are able to use passages on each student's reading level while teaching the same core reading skills. Teachers say the resources are helping students stay engaged, develop confidence, and achieve better test results.”

Jonathan added, “The addition of Lexile measures has really helped to build our value proposition which will help our resources reach more educators. When a teacher goes on TPT and looks for resources to purchase, they will find a lot of reading passage products available. We work hard to make our resources highly engaging so they can be effective in the classroom, but now we are able to say they have certified Lexile measures that give every teacher the power to differentiate.”

Continuing he said, “Our resources continue to be popular on TPT which means we are putting better products in the classroom and teachers and students are benefiting.”

Julie concluded, “The best thing is that we are providing teachers with resources that get kids excited about learning. I love it when teachers tell me that their students are asking to do our reading passages, that they are engaged and that it is making a big difference in their learning.”

Learn More About

METAMETRICS:
MetaMetricsInc.com

LEXILE MEASURES:
Lexile.com