i-Ready Basics	i-Ready News and Announcements
Company: Curriculum Associates **Product:** i-Ready Classroom Reading + i-Ready Personalized Instruction **Grades:** K–8 **Focus:** Standards-aligned, diagnostic-driven reading and math instruction. **Market Position:** Market leader in diagnostics; often positioned as both core and intervention. **Price range**: $30-50 per student/year based on license and bundle. Typically sold in multi-year district contracts.	• i-Ready Pro: new age-appropriate experience for 6-12 • Starting in school year 2026–2027, the name of the *i-Ready Diagnostic* will change to *i-Ready Inform* for Reading and for Mathematics. • Spanish K-6 adaptive assessment coming soon

	i-Ready Market Perception
	• **Administrators:** Value diagnostic data and progress reports. • **Teachers:** Often find lessons repetitive and rigid. • **Students:** Report low engagement and lack of challenge. • **Summary:** Strong in assessment, **weak in adaptive, accelerated instruction.**

i-Ready At-A-Glance

Pros of Choosing i-Ready	Cons of Choosing i-Ready
✓ Nationally normed, trusted, widely adopted **diagnostic** tool. ✓ Strong **data dashboards** and reporting for administrators. ✓ Typical growth and stretch growth targets for teachers and administrators ✓ Perceived ease of use ✓ Reports include "Next Steps" with links to PDF lessons and activities (with purchase of Teacher Toolbox) ✓ Adaptive lessons aligned to grade-level standards. ✓ Bundled appeal with **i-Ready Math** for unified analytics.	✗ Burnout and low engagement ✗ Limited data to diagnose WHY students are struggling ✗ Separate assessment required for standards reporting. ✗ **No solution beyond grade 8** — stops at middle school ✗ **Remedial focus**; limited capacity for acceleration. ✗ Lessons often described as **repetitive and disengaging**. ✗ **Limited authentic texts**; weak comprehension and writing focus. ✗ Rated moderate by Evidence for ESSA

Common Objections and Responses

Objections	Achieve3000 Literacy Matchup: Talk Tracks & Questions
"We already use i-Ready for diagnostics."	**Response:** Perfect — our solution complements i-Ready by connecting diagnostic data to *accelerated instruction* and real growth. **Ask: How does the assessment help teachers identify students' individual needs?**
"Teachers know i-Ready."	**Response:** Familiarity helps, but many educators report low engagement. Our program motivates students with differentiated texts and adaptive pathways that sustain interest and momentum. **Ask: How do your teachers use i-Ready data to inform instruction?**
"i-Ready gives great data."	**Response:** Our analytics link growth data directly to instructional outcomes — empowering teachers to act on insights in real time. **Ask: What data is important to your admins and PLCs? Are the reports timely and robust?**
"i-Ready covers literacy and math."	**Response**: Trying to be too many things comes at the expense of depth and quality. ALEKS paired with Achieve3000 Literacy is a robust solution. **Ask: What do teachers love about the program? Are students excited for i-Ready?**

McGraw Hill | **Achieve3000 Literacy™** | **i-Ready**

Competitive Battle Card

Cons of Choosing i-Ready	Achieve3000 Literacy Talk Track	Suggested Discovery Question
Burnout and low engagement	Achieve3000 Literacy uses differentiated, high-interest texts and adaptive scaffolds to keep students engaged with content that matches their reading level *and* age. Lessons are varied and meaningful, not repetitive drills.	"How are your teachers currently keeping students motivated when online lessons feel repetitive or disconnected?"
Limited data to diagnose *why* students are struggling	Our platform goes beyond performance scores — it delivers **diagnostic insights into comprehension skills and growth trajectories**, helping teachers understand not just *what* students missed, but *why*.	"When you review student data, do you get insight into the root cause of skill gaps, or mostly see summary scores?"
Separate assessment required for standards reporting	Achieve3000 Literacy integrates **assessment and instruction** within one system, providing continuous progress monitoring tied directly to state and national standards.	"How much time do teachers currently spend moving between diagnostic and instructional systems to report standards mastery?"
No solution beyond grade 8 — stops at middle school	Achieve3000 Literacy serves **grades 3–12**, offering a consistent adaptive literacy pathway that bridges middle and high school — ensuring continuity and growth.	"What happens now when students transition from middle to high school and no longer have access to i-Ready?"
Remedial focus; limited capacity for acceleration	Achieve3000 Literacy is designed for **acceleration**, not remediation — using adaptive pathways that adjust text complexity and tasks as students grow, helping them catch up and *move ahead*.	"Is your goal primarily to close gaps, or also to accelerate proficient students beyond grade level?"
Lessons often described as repetitive and disengaging	Achieve3000 Literacy keeps learning fresh with **authentic, differentiated texts**, and diverse genres that appeal to older students — building both motivation and literacy stamina.	"What kind of feedback do you hear from students or teachers about lesson engagement?"
Limited authentic texts; weak comprehension and writing focus	Our lessons pair **authentic texts** with comprehension, vocabulary, and writing tasks that build depth and transfer — preparing students for real-world literacy and state assessments.	"How important is it to your team that students read authentic, content-rich texts versus simplified passages?"
Rated moderate by third party efficacy studies	Achieve3000 Literacy is backed by **over a decade of efficacy studies** showing double to triple expected learning gains across demographics and tiers of instruction. Rated strong by Evidence for ESSA in grade 6-12.	"How much weight does your district place on proven efficacy when evaluating literacy partners?"

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