

IXL Literacy Basics	IXL News and Announcements
<p><b>Company:</b> IXL Learning</p> <p><b>Product:</b> IXL English Language Arts Skills-based adaptive practice for standards mastery. Offers diagnostic, analytics, and personalized action plans</p> <p><b>Grade/Subjects:</b> PreK-12 coverage for Math, ELA, Spanish, K-8 for Science and Social Studies</p> <p><b>Price:</b> Single subject class license around \$299/year for up to 25 students; additional students or subjects are approximately \$12-\$15 per student. Custom pricing for large classes or school- and district-wide purchases; often includes BOGO for Math and ELA.</p> <p><b>Summary:</b> Strong for skill drill and test prep; weak for authentic literacy growth or differentiated instruction.</p>	<ul style="list-style-type: none"> <li>● <b>Acquisition of Evan-Moor Educational Publishers</b> IXL Learning has acquired Evan-Moor, a publisher of classroom and homeschool resources for PreK–8.</li> <li>● BTS 2025 released nationally normed data for K-8 LevelUp Diagnostic for math &amp; reading and ELA standards reports for 10+ states</li> </ul>
	IXL Literacy Market Perception
	<ul style="list-style-type: none"> <li>● <b>Administrators:</b> View it as affordable, broad coverage for practice.</li> <li>● <b>Teachers:</b> Use it to reinforce skills, not for core instruction.</li> <li>● <b>Students:</b> Enjoy short-term engagement but find it repetitive over time.</li> </ul> <p><b>Market Position:</b> Widely recognized for breadth of skills and test-prep alignment; often used for extra practice or homework rather than deep literacy instruction.</p>

### IXL Literacy At-A-Glance

Pros of Choosing IXL Literacy	Cons of Choosing IXL Literacy
<ul style="list-style-type: none"> <li>✓ Extensive skill coverage across K–12 standards.</li> <li>✓ Adaptive question sets that adjust difficulty based on performance.</li> <li>✓ Immediate feedback and progress tracking for students.</li> <li>✓ Attractive for test prep, remediation, and practice.</li> <li>✓ Easy-to-implement digital platform with gamified elements.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Focuses on discrete skill drills, not comprehensive literacy.</li> <li>✗ No published efficacy studies demonstrating growth outcomes.</li> <li>✗ Minimal authentic reading or writing experiences.</li> <li>✗ Limited differentiation — adapts item difficulty, not instructional pathways.</li> <li>✗ Low long-term engagement - students tire of repetitive formats.</li> </ul>

### Common Objections and Responses

Objections	Achieve3000 Literacy Matchup: Talk Tracks & Questions
<p><b>“We use IXL to build ELA skills.”</b></p>	<p><b>Response:</b> That’s great — our solution builds on that foundation by developing deeper comprehension, fluency, and motivation through adaptive, text-based instruction proven to accelerate learning.</p> <p><b>Ask:</b> How are students currently applying the skills they practice in IXL to real reading tasks with authentic texts? Are you seeing growth in students’ actual reading levels, not just skill mastery?</p>
<p><b>“IXL covers all grade levels.”</b></p>	<p><b>Response:</b> True, but coverage isn’t the same as <i>impact</i>. Our product delivers measurable learning gains supported by over a decade of research.</p> <p><b>Ask:</b> How do you evaluate whether the tools you use accelerate learning, not just provide content across grades? When you think about “coverage,” what outcomes matter most — skill practice volume or documented growth in reading levels?</p>
<p><b>“Students enjoy earning IXL rewards.”</b></p>	<p><b>Response:</b> Engagement should drive <i>learning</i>, not just screen time. Our approach keeps students motivated with meaningful progress tied to real literacy growth.</p> <p><b>Ask:</b> How do you currently measure whether engagement in practice is translating into actual reading improvement? What types of motivation are most effective for your struggling readers — points, or seeing themselves grow with texts they can finally access?</p>

## Achieve3000 Literacy and IXL Literacy - Competitive Battle Card

Pros IXL Literacy	Achieve3000 Literacy Matchup: Talk Track	Suggested Discovery Questions
<b>Extensive skill coverage across K–12 standards.</b>	IXL is strong for isolated skills practice — and many districts use it effectively for that purpose. A3K Literacy complements that work by building <i>true reading comprehension</i> through engaging, leveled texts. We help students apply those skills in meaningful contexts that improve fluency, vocabulary, and critical thinking.	When students perform well on IXL skills, do you see the same level of comprehension in their classroom reading? How do you ensure students can transfer isolated skills into real reading tasks?
<b>Adaptive question sets that adjust difficulty.</b>	IXL adapts question difficulty, but A3K Literacy adapts <i>the entire text</i> , vocabulary, scaffolds, and tasks to each student’s Lexile level. This ensures every learner engages with grade-level content—but at the right level of complexity—to accelerate growth.	Do your teachers need support that goes beyond question difficulty—like differentiated texts, scaffolds, and writing tasks? How important is it that students access grade-level content even when reading below grade level?
<b>Immediate feedback and progress tracking for students.</b>	Immediate feedback is valuable. A3K Literacy adds deeper diagnostic data: Lexile growth, comprehension patterns, vocabulary progress, and reporting that shows <i>why</i> students succeed or struggle, not just whether they got items right.	Do your teachers need more insight into <i>why</i> students are struggling with comprehension? How are you currently monitoring reading growth across the year—not just skill correctness?
<b>Attractive for test prep, remediation, and practice.</b>	IXL is often used for remediation and test-prep. A3K Literacy builds long-term literacy outcomes by developing comprehension, academic vocabulary, and stamina—skills that support not only test scores but real reading readiness.	Are you looking for a solution that improves performance <i>beyond</i> practice—something that drives accelerated reading growth? Where do you see gaps between practice proficiency and true comprehension?
<b>Easy-to-implement digital platform with gamified elements.</b>	Ease of use is critical. A3K Literacy is equally simple to roll out—but keeps students engaged through meaningful progress, not just badges or gaming. Students stay motivated because they see themselves growing in reading, which boosts confidence and ownership.	Are your students engaged because of the activity itself, or because they feel real success and growth? How important is it that student engagement connects directly to literacy gains?

Cons IXL Literacy	Achieve3000 Literacy Matchup: Talk Track	Suggested Discovery Questions
<b>Focuses on discrete skill drills, not comprehensive literacy</b>	Achieve3000 Literacy builds <i>true literacy growth</i> by connecting reading, writing, and vocabulary in every lesson — not isolated drills. Students apply skills in context using authentic texts that build comprehension and transfer.	Are your current tools helping students apply reading and writing skills in context, or mainly practicing isolated standards?
<b>No published efficacy studies demonstrating growth outcomes</b>	With over <b>10 years of independent efficacy research</b> , Achieve3000 Literacy is proven to accelerate learning — helping students double or triple expected gains across demographics and tiers.	How important is it for your district to see measurable, research-based growth data tied to literacy tools?
<b>Minimal authentic reading or writing experiences</b>	Our lessons are grounded in <b>authentic, content-rich texts</b> that build knowledge, comprehension, and written expression (now with support from the writing assistant) preparing students for college, career, and state assessments.	How are your students currently developing stamina and critical thinking through authentic reading and writing tasks?
<b>Limited differentiation — adapts item difficulty, not instruction</b>	Achieve3000 Literacy provides <b>true personalization</b> by adjusting text complexity, scaffolds, and tasks — ensuring every student gets what they need to grow, whether below, at, or above grade level.	When you say ‘adaptive,’ what level of personalization are you hoping for — adjusting question difficulty or tailoring full reading experiences?
<b>Low long-term engagement: students tire of repetitive formats</b>	Achieve3000 Literacy keeps motivation high with <b>relevant, high-interest content</b> that changes daily — science, history, fiction, non-fiction. Students see real progress through level-ups, not repetitive question banks.	What kind of feedback have you heard from students about their engagement with digital ELA practice tools?