



Classcraft

CASE STUDY: TABOR CITY

Tabor City Middle School reduces classroom disruptions by 91% with Classcraft

When student behavior showed no signs of improving, Tabor City Middle School Principal turned to Classcraft to breathe life into her school’s PBIS initiative.

The result: a major impact on student behavior – and a “Principal of the Year” win.

CLASSCRAFT DRAMATICALLY IMPROVES STUDENT BEHAVIOR IN GRADES 6-8

	2018-2019	2019-2020 with Classcraft	Results
Classroom disruptions	59	5	91% ↓
Not following directions	31	3	90.3% ↓
Fights	14	2	85.7% ↓
Bus incidents	21	5	76.19% ↓
Disrespect to staff	36	5	86.11% ↓
Referrals	257	49	80.9% ↓

“I’ve never seen middle-school kids as excited as they are about Classcraft.”

– Kelly Bullard, Principal

KEY TAKEAWAYS

1. By choosing behavior as the focus for its school improvement plan, Tabor City was able to impact outcomes across the board.
2. Classcraft resonated with students because of the motivational power of games, and because of their natural desire to be rewarded for positive behavior.
3. Making Classcraft a requirement was a key driver of the school's success.



CHALLENGE

Their “F” rating made behavior the focus of their school improvement plan

When Kelly Bullard became principal of Tabor City Middle School, she knew she needed to make a change. Poring over the school’s results, she saw an “F” rating and behavioral data that hadn’t moved much in years. “I had to find the root cause of the issues. After a year, I decided that we needed to narrow our focus and really start to concentrate on behavior.”

Following a county-wide mandate, the school had nominally implemented PBIS (positive behavioral interventions and supports). “We had a PBIS matrix hanging on the wall, but it was neither used, nor taught.”

“Students weren’t buying in, but there wasn’t much to buy into. We needed a framework for what we were trying to do.”

Tabor City Middle School: Fact sheet

- Grades 6-8
- 155+ students
- Using Classcraft for: Schoolwide PBIS

SOLUTION

Improve student behavior with Classcraft’s framework for PBIS

“Middle-school kids are at an odd age. They’re going through weird times in their lives; they’re trying to figure out a lot of things,” says Bullard. She hoped she’s found something they could get excited about in Classcraft.

The first thing that appealed to her was the relevance of gaming with her middle-school students. The second was Classcraft’s rewards system. “Kids want to be rewarded. Classcraft gave us a way to reward students in a way that mattered to them,” Bullard says.

When implementing Classcraft, Bullard and her team “started at zero” by thinking carefully about the behaviors they wanted to promote in their school. They started the school year with two weeks of teaching behavior – academic instruction came later.

The key to the school’s implementation? Making Classcraft a requirement for teachers. “We knew that if we were going to reap the benefits, *everyone* had to buy in. Then, we planned to take a look at the data and see how we were doing.”

“Everything went off without a hitch. I’m telling you, I couldn’t believe it!”

– Kelly Bullard, Principal

RESULTS

By using Classcraft for PBIS, they saw dramatic reductions in behavior outcomes like:

- 91% drop in classroom disruptions
- 81% drop in overall referrals

While the numbers speak for themselves, Tabor City’s teachers weren’t shy about embracing Classcraft, either. “Once the data started coming in... [our teachers] were *into it*. During staff meetings, the teachers who were more comfortable with Classcraft started to teach the ones who were still feeling their way through,” says Bullard.

“On the heels of improving student behavior with Classcraft, Tabor City Middle School Principal Kelly Bullard was named Principal of the Year.”

Bullard also suspects that Classcraft contributed to academic gains. “The pandemic prevented us from testing to see the results, but I believe we would’ve seen a huge jump in test scores because our kids were finally engaged.”

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potential with Classcraft

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