Classcraft

EMPOWER YOUR STUDENTS BY CONNECTING TO WHAT *THEY LOVE!*

Achieve equitable outcomes with your SEL, PBIS, MTSS and behavioral RTI initiatives.

Classcraft

Ready to learn more?

Schedule a meeting with a Classcraft representative.

meet@classcraft.com

Staying connected in any learning environment is critical to student success. Classcraft's unique approach to student engagement, behavior management, and SEL is culturally relevant for students and helps to create a supportive, wraparound community that keeps them invested in their learning throughout the entire school year. See how transforming your climate initiatives into a game-like experience that's all about celebrating wins can create a lasting impact in your student's growth and learning.

MaLissa Hogan
8th grade history teacher

Watch the Overview Video

Classcraft

Overview

How it works

Our approach

Implementations

PBIS

Behavior settings

Tiered interventions

SEL curriculum

Data analytics

Integrations

Impact
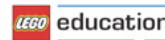
Research

Alternatives

Funding avenues

STUDENT ENGAGEMENT, MENTAL HEALTH, & SEL

CURRICULUM & INSTRUCTIONAL TOOLS

Khan Academy · CENGAGE · MINECRAFT EDUCATION EDITION · Discovery EDUCATION · nearpod

NATIONAL GEOGRAPHIC education · LEGO education · Pear Deck · Kahoot! · Quizlet

LEARNING MANAGEMENT SYSTEMS

Google · CANVAS · Microsoft · schoology

HARDWARE & CONNECTIVITY

MAKE SURE YOUR STUDENTS ARE SHOWING UP READY TO LEARN

Like many educators, you've likely been working hard this past year to establish a strong foundation with essentials like digital tools, hardware, connectivity, and curriculum. And while it may be tempting to stop there, the truth is: you shouldn't. It's also critical to ensure the learning experience is engaging for students and that their supported emotionally to ensure they really succeed and thrive. That starts by supporting teachers, school and district leaders with Classcraft.

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STUDENTS

Motivate them to be more invested in their learning and each other

By exhibiting positive behavior and completing assignments, students unlock real-life privileges and recognition to help themselves and their team. Learning becomes a way to encourage students to advocate for one another and feel empowered in the classroom and in life.

TEACHERS

Connecting with your students has never been easier

Building meaningful relationships with students is the key to great classroom management. Integrating SEL and mental health into your classroom will help them nurture critical soft skills in the school day and beyond.

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SCHOOLS

Build a thriving community of support in your school

Empower school staff, be it guidance counselors, bus drivers, or hall monitors, to be engaged in your school culture. Get the best-in-class tools to manage PBIS, MTSS, and SEL initiatives with powerful analytics to better understand how your students are actually doing and drive better outcomes around referrals, attendance, and academic success.

DISTRICTS

Manage behavior at scale across all your schools

In addition to the school benefits, ensure continuity and consistency of your mental health, climate, and culture initiatives by unifying your approach at the district level. High-fidelity data provides clear insights into what's working, what's not, and how to create informed and intentional progress to support all learners.

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TIME-TESTED PEDAGOGY. MODERN APPROACH.

Our approach aligns with well-documented and researched practices like MTSS, PBIS, and SEL, but with a twist: encouraging positive behavior through gameplay mechanics like earning experience points (XP) and leveling up. Here's an outline of the principles driving our unique and lasting framework.

Driving intrinsic motivation for better learning outcomes

Classcraft's motivational approach is firmly based on Self-Determination Theory, a well-researched psychological framework to explain what drives individuals to engage in specific activities. By fulfilling the players' needs for exercising control, developing competency, and experiencing relatedness, games are effective external systems to foster intrinsic motivation.

Cultural relevance

Games aren't just a part of youth culture, they define it. In fact, gaming leads every other cultural medium in terms of scale, be it films, TV, music, or professional sports. By creating a shared experience through games, Classcraft gives educators an authentic way to connect with students.

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Games promote equity

Inequity manifests when students don't have equal access to opportunity. Games and Classcraft are a true meritocracy. Whoever a student is, regardless of race or gender, have an equal opportunity to earn points, level up, and unlock real life privileges and digital swag. Game points are completely egalitarian and build structure towards attaining opportunities. In gaming, there is no ceiling on what any child can achieve.

Collaboration over competition

Competition and collaboration are powerful mechanisms with which to build intrinsic motivation. However, in an academic setting, competition can leave the losing students — often those who need additional support — feeling more demotivated and disengaged.

Classcraft takes a clear stance in promoting collaboration. By using a character class system, delivering classroom experiences that put collective experiences at the forefront and make 'winning' a team experience, we redefine the social dynamic in the classroom. The result? A more meaningful learning experience that supports teaching behavior or mental health competencies, such as PBIS or SEL, builds a positive culture and creates stronger relationships between students.

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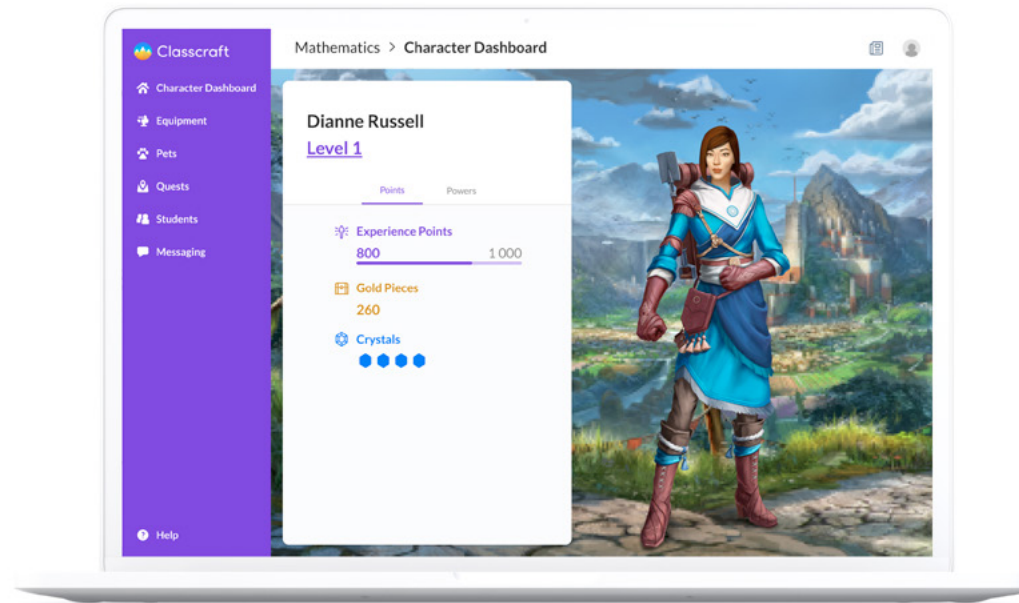
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IMPLEMENTATIONS MADE EASY

Designed to scale

We've redesigned Classcraft to adapt and progress with your teachers to meet their individual comfort levels while ensuring your students get a consistent experience all day long.

With you every step of the way

Our learning team of former veteran educators will accompany your educators virtually as they learn to use the platform.

Want to go further? Tailored PD is available to support you with SEL and soft skill development in our Classcraft Quests.

*Kinshasa Msola & Andrew Hutcheson
Classcraft's Learning Team Specialists*

Classscraft

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Classcraft's school store shopkeeper

PBIS DONE RIGHT

Research has shown that PBIS is the best framework educators have for developing the competencies students need to become better learners and for preventing an escalation of negative behaviors. But when it comes to helping educators make sustained improvements to student behavior at the system-level — in a variety of settings — traditional implementations of PBIS can often fall short given the approach is typically based in giving extrinsic rewards for good behavior.

Classscraft's takes an ' intrinsic motivation-first' approach by leveraging many of the principles that make good games engaging. It's approach is:

✓ **Designed to foster teamwork and meaningful relationships**

✓ **Rewards can all be digital saving money keeping a physical store stocked**

✓ **Sustainable long term given it's driven by instrinsic motivation**

✓ **Works effectively for in-person, hybrid, or online learning**

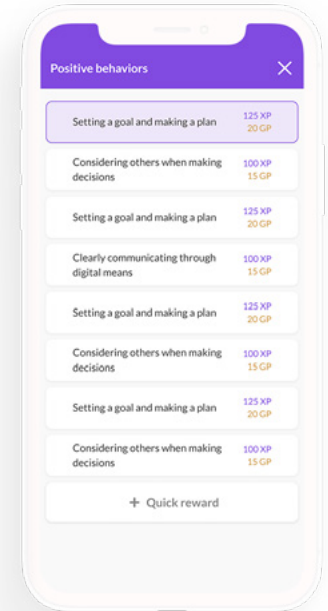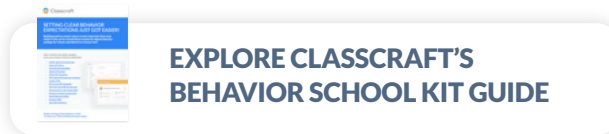**READ MORE ABOUT CLASSCRAFT'S VIRTUAL PBIS APPROACH**

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BEHAVIORAL CONSISTENCY, NO MATTER THE SETTING.
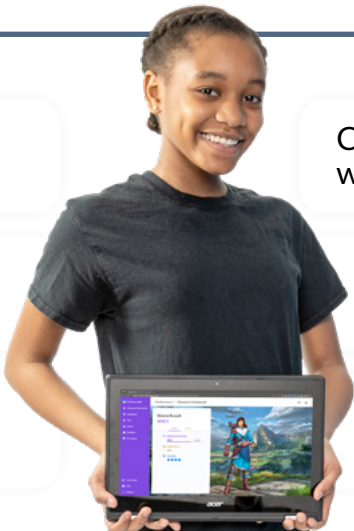
Promote positive behaviors, schoolwide

Choose a Behavior School Kit — then customize it for your needs. Once you set Tier 1 behavior expectations at the school or district level, you can sync them with your teachers.

Prepared for the unexpected

Switching from in-person instruction to remote learning, or vice versa? With one click, change your school's behavior presets and sync the new behaviors with all of your teacher accounts.

Positive behaviors   ✕

Setting a goal and making a plan	125 XP 20 GP
Considering others when making decisions	100 XP 15 GP
Setting a goal and making a plan	125 XP 20 GP
Clearly communicating through digital means	100 XP 15 GP
Setting a goal and making a plan	125 XP 20 GP
Considering others when making decisions	100 XP 15 GP
Setting a goal and making a plan	125 XP 20 GP
Considering others when making decisions	100 XP 15 GP

+ Quick reward

EXPLORE CLASSCRAFT'S BEHAVIOR SCHOOL KIT GUIDE

GET STUDENTS TO BUY INTO BEHAVIOR EXPECTATIONS EASILY

Submitting homework on time	**+150 XP**
Trying, failing, and trying again	**+100 XP**
Being on time and ready to learn	**+100 XP**

Considering others when making decisions	**+100 XP**
Respecting school property	**+200 XP**
See something say something	**+125 XP**

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Tier 3

Tier 2
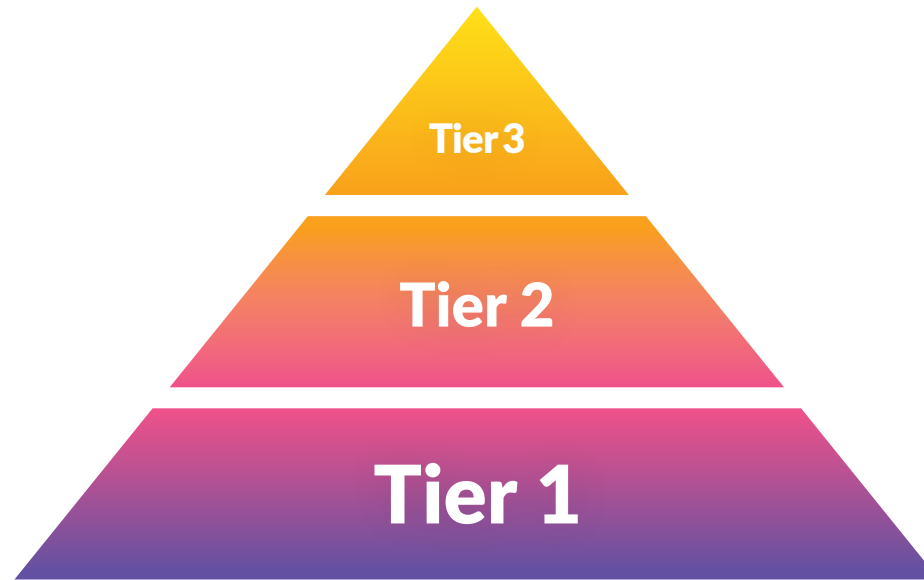
Tier 1

MULTI-TIERED SYSTEMS OF SUPPORT

TIER 1: Universal prevention

Classcraft's Tier 1 behavior presets make it easy to develop skills and competencies by promoting positive behaviors schoolwide. Its data enables educators to identify at-risk students and use targeted and individualized intervention to help them get back on track.

TIER 2: Targeted prevention

Once you've identified students with Tier 2 or Tier 3 needs, how do you help teachers consistently support them? In Classcraft, behavioral teams can support students with Tier 2 and 3 needs by identifying behaviors and strategies for their success.

TIER 3: Individualized prevention

Assign appropriate strategies and behaviors to students and automatically sync them to all teacher accounts. This allows teachers to reinforce specific behaviors for students with particular needs, while reinforcing Tier 1 expectations for their entire class.

Classcraft's curriculum engine, Quests, are completely designed around RTI best practices and differentiated instruction.
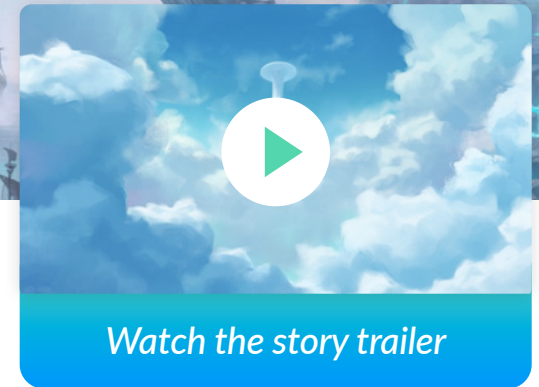
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INSPIRED SEL

Develop studen'ts emotional skills for the long term as they master their ability to navigate emotions, reactions, and relationships. From the ground up, Classcraft helps educators integrate CASEL's five core SEL competencies: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making.

Classcraft provides over 80 hours of story-driven SEL curriculum targeted specifically for higher elementary and middle school students. The lessons align with CASEL and use our proprietary Quest engine to motivate students and create opportunities for differentiated instruction. As an example, a lesson plan may involve a narrative that asks students to reflect on their personal qualities and how useful they can be during difficult times; students may be asked to participate in a class discussion; to team up with a partner for discussion; to create a drawing, story, poem, or other artistic expression, among many other practical exercises. Improve academic outcomes as students develop the ability to make constructive choices, take responsibility, and problem solve.

Watch the story trailer

Classcraft's SEL Quests

Classcraft's SEL curriculum is modeled on CASEL's SEL framework.

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UNDERSTAND HOW YOUR STUDENTS ARE *ACTUALLY* DOING

High-fidelity data

The fact that kids love Classcraft isn't just helpful for getting students and staff to buy-in. Because students drive the implementation, not teachers or parents, Classcraft generates a constant flow of high-fidelity data that provides clear insights into student behavior and school culture — at home or in the classroom.

Measure climate and engagment in real-time

Understand how things are going at a student, classroom, school or district level when you need it. Classcraft's proprietary Engagment Index gives you a clear picture of how motivated your students are by using all the points given in a class or schools.

Identify who needs support in a timely fashion

Get pre-referral data to identify at risk-students who need it the most and then use Classcraft's MTSS functionality to provide them with targeted support.

Turn-key reporting

Because Classcraft's behavior presets can be aligned to common standards like CASEL or customized for your district's priorities, reporting progress toward those objectives is easier than ever.
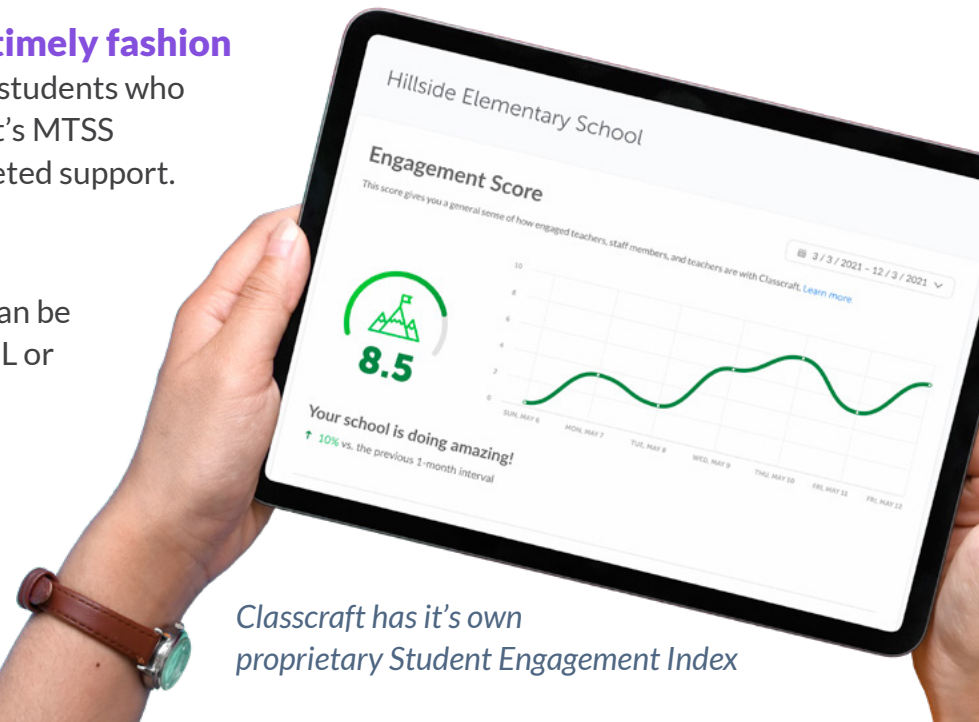
Classcraft has it's own proprietary Student Engagement Index

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WE PLAY WELL WITH OTHERS

Get the most out of the other tools you already use. Our integrations make it easy to:

- ✓ **Get up and running with plug and play rostering**
- ✓ **Boost academic engagement and performance by rewarding points automatically when students hand in assignments and get good grades**
- ✓ **Drive better adoption and engagement with your existing LMS by enhancing their learning experience**

CLASSCRAFT IS INTEGRATED WITH:

Google   CANVAS

Microsoft   Clever   ClassLink

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USED BY REAL SCHOOLS GETTING REAL RESULTS

East Paulding Middle School saw an

85%

DROP IN REFERRALS IN ONE TERM

DOWNLOAD THE CASE STUDY

Tom Alverson
Principal
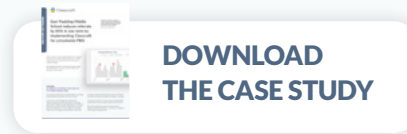
Watch case study video

Tabor City Middle School saw a

91%

DROP IN CLASSROOM DISRUPTIONS

DOWNLOAD THE CASE STUDY
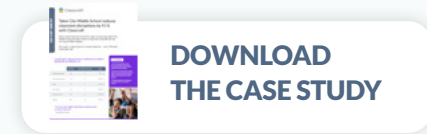
*"On the heels of improving student behavior with Classcraft, Tabor City Middle School Principal **Kelly Bullard was named Principal of the Year.**"*

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BACKED BY RESEARCH

CLASSCRAFT IS AN EVIDENCE BASED, ESSA LEVEL 2 PLATFORM

"Before using Classcraft, only 1 teacher out of the 15 in the study observed highly sought-after skills such as technical knowhow and independence from their students. After implementation, this number rose to 12 teachers, corresponding to a positive learning environment that celebrates behaviours in response to the motivational use of gamification elements." Read full article.
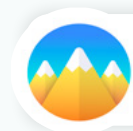
University of Roehampton London
University of Roehampton
Department of Education, 2018

"Classcraft's interpretation of PBIS and its understanding of the connection to SEL is advanced and enlightened." Read full article.

Dr. Maurice J. Elias
Professor of Psychology, Rutgers University
Director of the Rutgers Social-Emotional and Character Development Lab

600+ articles have been published globally about Classcraft since 2020.

LOYOLA UNIVERSITY CHICAGO

UNIVERSITÉ DE LYON

BILL & MELINDA GATES foundation

UNIFR UNIVERSITÉ DE FRIBOURG UNIVERSITÄT FREIBURG

National Center for Learning Disabilities

upf. Universitat Pompeu Fabra Barcelona

UNC CHARLOTTE

NATIONAL DROPOUT PREVENTION CENTER/NETWORK

UCONN SCHOOL OF ENGINEERING

LTB LYCEE TECHNIQUE DE BONNEVOIE

SEE CLASSCRAFT'S RESEARCH PAGE

READ ABOUT CLASSCRAFT ON GOOGLE SCOLAR

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A SIDE-BY-SIDE COMPARISON

When it comes to giving you everything you need to promote and measure positive behavior, Classcraft ticks all of the boxes!

	Classcraft	hero	ClassDojo	PBIS Rewards	kickboard	LiveSchool
Extrinsically motivating	✓	✓	✓	✓	✓	✓
Intrinsically motivating	✓					
Culturally relevant	✓					
Team-based structure	✓					
Suite of classroom engagement tools	✓		✓			
Centralized data reporting	✓	✓		✓	✓	✓
Parents reward positive behavior	✓		✓			
Sync Tier 2 interventions to teacher accounts	✓				✓	
Sync IEP interventions to teacher accounts	✓					
Quest-based SEL Curriculumn	✓					
School store	✓	✓		✓	✓	✓
All staff can award points	✓	✓		✓	✓	✓

Classcraft

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- How it works
- Our approach
- Implementations
- PBIS
- Behavior settings
- Tiered interventions
- SEL curriculum
- Data analytics
- Integrations
- Impact
- Research
- Alternatives
- **Funding avenues**

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FEDERAL FUNDING IS AVAILABLE FOR CLASSCRAFT

The Coronavirus Aid, Relief, and Economic Security Act (**CARES Act**) set aside $13.5 billion for the Elementary and Secondary School Emergency Relief Fund (ESSER).

- ✓ **ESSER** money goes directly to state educational agencies, which will distribute at least 90% of those funds to local education agencies to address the impact of COVID-19.

- ✓ **ESSER** is flexible and meant to get money into districts' hands as quickly as possible

- ✓ Remote learning: **ESSER** is intended in part to fund solutions that facilitate remote learning, such as Classcraft.

- ✓ The **CARES Act** allows districts to carry over as much Title I money as they want into the 2021-2022 school year.

- ✓ The Act also waives requirements for needs assessments, content-specific spending requirements, spending restrictions on technology infrastructure, and a definition of "professional development."

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ESSA

The Every Student Succeeds Act (ESSA) is the federal law that governs elementary and secondary education in the U.S. Educators using Classcraft can qualify for ESSA funding under Title I, Title II or Title IV.

	Purpose	How Classcraft helps you qualify
TITLE I	Ensure economically and socially disadvantaged students receive equal access to high-quality education	• Addresses the engagement gap by increasing motivation among disadvantaged students • Prevalence of gaming culture among underserved groups promotes inclusivity • Integrated rewards promote equity, as they can only be earned by demonstrating positive behavior
TITLE II	Foster high-quality and effective teaching and leadership	• Helps teachers apply best practices, improving academic performance, SEL development, PBIS, and technology integration • Helps educators design relevant curriculum, implement proven teaching strategies, and create richer personalized learning experiences
TITLE IV	Support the comprehensive needs of students, strengthen family engagement, and bring America's schools into the 21st century	• Non-cognitive skill development • Helps educators implement PBIS and MTSS, which meet students' comprehensive needs • Parent engagement • Provides culturally relevant learning experiences

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Additional funding streams under the CARES Act:

The $3 billion Governor's Emergency Education Relief Fund **(GEER)** requires districts to allocate funds to major COVID-19 impacts. $180 million in School Models Microgrants provides states with funding they need to ensure that families have access to the technology and educational services they require to advance learning.