

Company: Top Score Writing

Company Description: Top Score Writing is a national writing curriculum company. It is the one and only program specifically designed to prepare students for the state writing assessments. Top Score Writing provides curriculum for students in 2nd through 12th grade through print books and digital products.

Nomination Category: Company/Organization Awards Categories

Nomination Sub Category: Company of the Year – Consumer Products – 10 or Less Employees

Nomination Title: Top Score Writing Curriculum



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 183 words used.

Top Score Writing, founded by Lisa Collum in 2011, is a nationwide curriculum company dedicated to helping students master writing skills through a simple, structured, and effective approach. Lisa, a former teacher, developed the program while working at a low-performing Title I school, where her step-by-step method increased student proficiency rates from 38% to 95% in one year and 100% for the next two years. Word of her success quickly spread, and she began selling her curriculum from home with just \$100 and no business experience.

Since then, Top Score Writing has grown into a multimillion-dollar company, serving thousands of schools across all 50 states and four countries. The program provides daily writing lessons, explicit instruction, student activities, assessments, and progress monitoring tools for grades 1–12. Designed to build teacher confidence and ensure student success, the curriculum is praised for its simplicity and proven results, particularly with struggling, ESE, and ELL students. Over the past decade, Top Score Writing has helped tens of thousands of teachers and students achieve significant gains in writing proficiency, demonstrating its effectiveness and lasting impact in classrooms nationwide.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 220 words used.

Since July 1, 2023, Top Score Writing has achieved several significant milestones that demonstrate its growth, impact, and continued commitment to supporting teachers and students:

- **Expanded Reach:** Top Score Writing now serves thousands of schools in all 50 states and four countries, with a notable increase in district-wide adoptions over the past year.
- **New Digital Platform:** Launched a free, no-login-required digital platform allowing students to upload passages, write essays, and submit them to teachers, removing barriers and making writing instruction even more accessible.
- **Kindergarten Program Pilot:** Began development and pilot testing of a Kindergarten writing curriculum, expanding the program to reach even younger students with foundational skills.
- **Professional Development:** Delivered impactful professional development sessions, both in-person and virtual, to thousands of teachers, equipping them with strategies to confidently teach writing, especially for struggling, ESE, and ELL students.
- **Teacher Support Initiatives:** Continued to provide free resources, webinars, and mini-units to help teachers feel prepared and supported, including a popular summer series and training on updated state writing assessments.
- **Recognition & Growth:** Strengthened its reputation as the simplest and most effective writing program available, while quadrupling its reach over the past 18 months and maintaining high customer satisfaction.

These achievements highlight Top Score Writing's dedication to empowering teachers, improving student outcomes, and continually innovating to meet the evolving needs of schools nationwide.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 17 words used.

www.topscorewriting.com

<https://www.cnbc.com/2024/11/06/top-score-writing-how-teacher-side-hustle-became-lucrative-business.html>

<https://www.youtube.com/watch?v=t3S3bU4HA2k>

<https://www.instagram.com/lisacollumceo/>

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 206 words used.

Top Score Writing's achievements are unique and significant because they reflect innovation, measurable impact, and a deep understanding of educators' and students' needs, setting it apart in the industry.

While many core ELA programs offer limited writing support, Top Score Writing delivers a comprehensive daily curriculum with explicit step-by-step lessons any teacher can confidently implement. This approach has driven exceptional results, with schools reporting proficiency gains of 50 to 70 percentage points, far exceeding typical outcomes from competing programs.

The launch of a free no login required digital platform is particularly groundbreaking. Unlike competitors that require paid subscriptions and complicated access, this platform gives teachers and students immediate barrier free access to writing tools and progress tracking, something no other program currently offers at no cost.

Additionally, the development of a Kindergarten curriculum addresses a critical gap in the market, providing structured writing instruction to early learners where most programs do not.

Compared to its own past performance, Top Score Writing has quadrupled its reach in just 18 months, expanded internationally, and introduced new offerings, all while maintaining its mission of simplicity and effectiveness.

These achievements showcase the organization's unmatched ability to innovate, grow, and deliver meaningful results for teachers and students far surpassing industry norms.

Attachments/Videos/Links:

[Top Score Writing Curriculum](#)



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