



EFFICACY STUDY SUMMARY 2022–2023

PROGRAM DESCRIPTION

The *Zaner-Bloser Handwriting* method was created to help students master manuscript (print) and cursive handwriting skills. *Zaner-Bloser Handwriting* supports teachers with a three-step lesson model designed to be incorporated into a classroom for approximately 15 minutes per day. Classroom kits are sold by grade level, K–6, with teacher editions and student workbooks.

STUDY DETAILS

Analysis Sample Sizes

Alabama state sample size:

- 53,244 grade 3 students, 674 schools

Sample size presented in key findings:

- 4,759 grade 3 students

Time Frame

- 2019–2022 Handwriting Adoption
- 2023 grade 3 Handwriting Proficiency

Methodology

- Each school reported grade 3 handwriting proficiency rates to the state in Spring 2023, then shared with LXD Research.
- Zaner-Bloser sales data by school was matched to the state-provided data. Schools that did not have a sales account with Zaner-Bloser were not included in the analysis.
- Schools that spent less than \$1 per student per year were considered non-users and excluded from the analysis.

STUDY SUMMARY

Lexi’s Law, implemented in Alabama in August of 2016, requires teaching manuscript and cursive handwriting by the end of grade 3. Each school provides the state with the number and percentage of students writing proficiently by Spring, using a multi-faceted state-provided rubric. To examine the correlation between proficiency and adoption rate of Zaner-Bloser products, the study matched the product adoption data of Zaner-Bloser by schools from the school year ending 2016 to 2022 with 2023 grade 3 handwriting proficiency data.

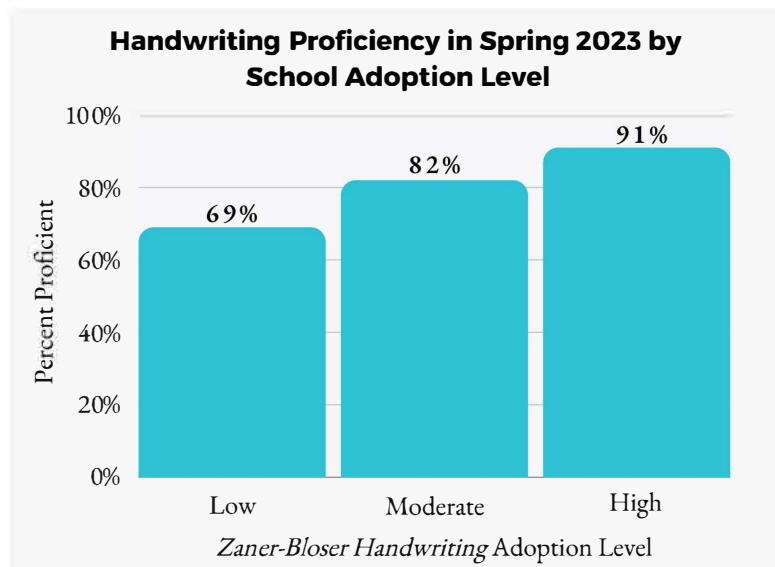
KEY FINDINGS

Student proficiency rates were positively predicted among grade 3 students in 2023 by schools that more consistently and widely adopted *Zaner-Bloser Handwriting* products from 2019 to 2022. This effect was statistically significant*.



Schools with high adoption of *Zaner-Bloser Handwriting* had an additional 22% of students meet handwriting proficiency.

The percentage of proficient grade 3 students in 2023 for each adoption level is shown below. 91% of students in schools with higher adoption rates are proficient in handwriting in grade 3. In contrast, only 69% of students are proficient in schools with lower adoption rates per year from 2019 - 2022.



Adoption Measurement Note & Statistics Citations:

- Low ZB-HW (spending \geq \$1 and $<$ \$5): $X^2(1) = 547.61, p < .001$
- Moderate ZB-HW (spending \geq \$5 and $<$ \$10): $X^2(1) = 355.81, p < .001$
- High ZB-HW (spending \geq \$10): $X^2(1) = 127.51, p < .001$

Number of students represented in each band: Low ZB_HW = 3,729; Moderate ZB_HW = 844; High ZB_HW = 186
*1.18 is the converted odds ratio from the slope coefficient 0.168; $\beta = 0.168, Z(4,757) = 10.93, p < .001$.

