

## Hallsville Independent School District

### For the Consideration of the Board of Trustees

**Date of Board Meeting:** Jul 28, 2025

**Agenda Item#:** \_\_\_\_\_

**Topic:** Approval of over \$50000 Vendor - The Writing Academy

**Background and Rationale:**

TVAH has been engaged in work with The Writing Academy throughout the past school year. We are making plans to continue our work with The Writing Academy and, as evidenced by our Campus Improvement Plan (G1, PO1, S2) have a need to facilitate effective remediation. This is especially necessary with regards to phonics foundations. Our teachers and content leaders have received the foundations training, and we are planning to send the phonics manipulatives created by The Writing Academy to our students in order to augment our curriculum. Teachers will require the teacher created resources in order to help them facilitate the use of the student manipulatives.

**Relationship to Strategic Plan:** Goal 1, Performance Objective 1, Strategy 2

**Personnel Affected:** Reading/Language Arts Content Personnel

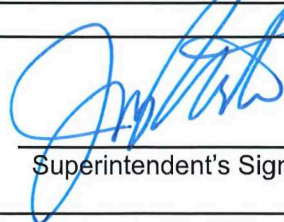
**Budget Implications:**

- ☒ Include in this year's budget
- ☐ Amendment of this year's budget required
- ☐ Increase in this year's budget required
- ☐ Expenditures required for next year's budget
- ☐ N/A

**Recommendation:** HISD Administration recommends the approval of the purchase of The Writing Academy phonics and TEKS resource books and Professional Learning courses at a total cost of \$307,033.62.



Signature  
(Person Bringing Information to the Board)



Superintendent's Signature

INVOICE

The Writing Academy and Tap & Think Reading: Teac

3502 Columbia Memorial Pkwy

Kemah, TX 77565-1702

info@twa.net

+5494466

www.twa.net

Bill to

Texas Virtual Academy at Hallsville  
Attn: Accounts Payable  
1825 Lakeway Dr Suite 400  
Lewisville, TX 75057

Ship to

Texas Virtual Academy at Hallsville  
Attn: Accounts Payable  
1825 Lakeway Dr Suite 400  
Lewisville, TX 75057

Shipping info

Ship via: UPS  
Ship date: 08/01/2025

Invoice details

Invoice no.: 12680  
Terms: Due on receipt  
Invoice date: 07/08/2025  
Due date: 07/08/2025

TWA Rep: KW

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		20001 - Phonics Blocks Set		Phonics Blocks Boxed Set for Grades 6-8 * Representing 26 letters, 44 sounds, & 75 graphemes * Full color BLOCKS cards. * Storage box with full color Sound BLOCKS Mat. * Labor for cutting, assembly, and organizing BLOCKS making them turn-key, ready to use	550	\$34.00	\$18,700.00
2.		Shipping and Handling		Shipping and handling to 550 students via UPS Ground, addresses provided by TVAH	550	\$10.87	\$5,978.50

Total

\$24,678.50

Ways to pay



View and pay

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Shipping info

Ship via: UPS  
Ship date: 08/01/2025

Invoice details

Invoice no.: 12681  
Terms: Due on receipt  
Invoice date: 07/08/2025  
Due date: 07/08/2025

TWA Rep: KW

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		20001 - Phonics Blocks Set		Phonics Blocks Boxed Set for Teachers * Representing 26 letters, 44 sounds, & 75 graphemes * Full color BLOCKS cards. * Storage box with full color Sound BLOCKS Mat. * Labor for cutting, assembly, and organizing BLOCKS making them turn-key, ready to use	110	\$34.00	\$3,740.00
2.		Shipping and Handling		Shipping and handling to 110 teachers via UPS Ground, addresses provided by TVA	110	\$10.78	\$1,185.80

Total

\$4,925.80

Ways to pay



View and pay

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Lewisville, TX 75057

### Shipping info

Ship via: UPS  
Ship date: 08/01/2025

### Invoice details

Invoice no.: 12679  
Terms: Due on receipt  
Invoice date: 07/08/2025  
Due date: 07/08/2025

TWA Rep: KW

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		20001 - Phonics Blocks Set		Phonics Blocks Boxed Set for Grades 3-5 * Representing 26 letters, 44 sounds, & 75 graphemes * Full color BLOCKS cards. * Storage box with full color Sound BLOCKS Mat. * Labor for cutting, assembly, and organizing BLOCKS making them turn-key, ready to use	1100	\$34.00	\$37,400.00
2.		Shipping and Handling		Shipping and handling to 1100 students via UPS Ground, addresses provided by TVAH	1100	\$10.87	\$11,957.00

Total

**\$49,357.00**

### Ways to pay



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## Blast Foundations Student Kit

The Blast Student Kit provides letter tiles and SyllaBoards. It is designed for grades K-2 to work with the Blast Foundations lessons, a phonics and phonemic awareness supplemental program.

The Blast Student Kit contains:

- Blast holding board (size: 11.5" x 10.5")
- 55 magnetic letter tiles (black)
- 5 red vowel magnetic letter tiles
- 4 magnetic color tiles (blue, yellow, green, and red).
- Syllaboards x 3 pieces
- Blast half working board (14cm x 10cm)
- Dry erase marker
- Mini Eraser

SKU: BLASTKIT-C

\$60.00

- 1 +

Add to Cart





Home / Instructional Tools / Phonics Kit

Instructional Tools

## Phonics Kit

★★★★★ (36 customer reviews)

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Patent Pending

Availability: In stock

1

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1825 Lakeway Dr Suite 400  
Lewisville, TX 75057

### Shipping info

Ship via: UPS  
Ship date: 08/01/2025

### Invoice details

Invoice no.: 12678  
Terms: Due on receipt  
Invoice date: 07/07/2025  
Due date: 07/07/2025

TWA Rep: KW

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		19001 - An In-Depth Study of the Texas TEKS (Teach BIG!)		An In-Depth Study of the Texas TEKS (Teach BIG!)	157	\$35.00	\$5,495.00
2.		19011 - Reading for Retrieval		Reading for Retrieval	157	\$35.00	\$5,495.00
3.		19012 - Writing with Purpose		Writing with Purpose: An In-depth Study into the 4 Dimensions of Comprehension & Written Constructed Response	157	\$35.00	\$5,495.00
4.		19013 - Fluency Fundamentals		Fluency Fundamentals: Empowering Teachers to Build Confident, Expressive Readers	157	\$35.00	\$5,495.00
5.		19014 - Lexicon Mysteries Solved		Lexicon Mysteries Solved: How to Teach Vocabulary in Every Tier to Every Student	157	\$35.00	\$5,495.00
6.		19015 - Grammar School		Grammar School: BEST Practices in Editing and Revising for All Curriculum Types	157	\$35.00	\$5,495.00
7.		19017 - Phonics Forever		Phonics Forever	157	\$35.00	\$5,495.00
8.		Shipping and Handling		Shipping and handling to 157 addresses provided by TVAH via UPS Ground Saver	157	\$22.43	\$3,521.51

Ways to pay



Total

\$41,986.51

View and pay



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## Shipping info

Ship via: UPS  
Ship date: 08/01/2025

## Invoice details

Invoice no.: 12677  
Terms: Due on receipt  
Invoice date: 07/07/2025  
Due date: 07/07/2025

TWA Rep: KW

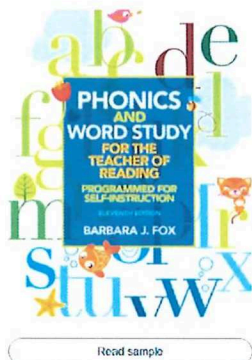
#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		19001 - An In-Depth Study of the Texas TEKS (Teach BIG!)		An In-Depth Study of the Texas TEKS (Teach BIG!)	813	\$35.00	\$28,455.00
2.		Shipping and Handling		Shipping and handling to 813 addresses provided by TVAH via UPS Ground Saver	813	\$10.37	\$8,430.81
3.				Tax Exempt Form to be sent with Purchase Order			

Total **\$36,885.81**

## Ways to pay



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## Phonics and Word Study for the Teacher of Reading: Programmed for Self-Instruction 11th Edition

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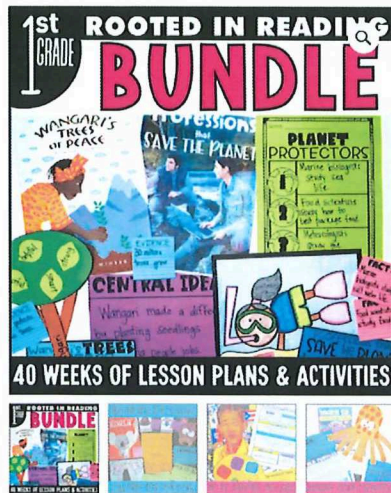
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### Estimate details

Estimate no.: 1889

Estimate date: 07/09/2025

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		Training - ELAR TEKS Training (Virtual)	1171	Training - ELAR TEKS half-day Training (Virtual) 3 hours in the AM on August 11 by Randi Whitney	1	\$3,750.00	\$3,750.00
2.		Training - ELAR TEKS Training (Virtual)	1171	Training - ELAR TEKS half-day Training (Virtual) 3 hours in the PM on August 11 by Randi Whitney	1	\$3,750.00	\$3,750.00
3.		Training - ELAR TEKS Training (Virtual)	1171	Training - ELAR TEKS half-day Training (Virtual) 3 hours in the AM on August 12 by Randi Whitney	1	\$3,750.00	\$3,750.00
4.		Training - ELAR TEKS Training (Virtual)	1171	Training - ELAR TEKS half-day Training (Virtual) 3 hours in the PM on August 12 by Randi Whitney	1	\$3,750.00	\$3,750.00
5.		Training - ELAR TEKS Training (Virtual)	1171	TEKS Follow-Up Review & Motivational (Virtual) 1 hour	1	\$3,000.00	\$3,000.00
Total						\$18,000.00	

Accepted date

Accepted by

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TWA Rep: KW

Estimate no.: 1891

Estimate date: 07/09/2025

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		<b>Virtual Online Course - Grammar</b>	1200	Virtual Online Course - Grammar (Includes downloadable training handout)	157	\$100.00	\$15,700.00
2.		<b>Virtual Online Course - Vocabulary</b>	1201	Virtual Online Course - Vocabulary (Includes downloadable training handout)	157	\$100.00	\$15,700.00
3.		<b>Virtual Online Course - Fluency</b>	1202	Virtual Online Course - Fluency (Includes downloadable training handout)	157	\$100.00	\$15,700.00
4.		<b>Virtual Online Course - Reading</b>	1203	Virtual Online Course - Reading (Includes downloadable training handout)	157	\$100.00	\$15,700.00
5.		<b>Virtual Online Course - Writing</b>	1204	Virtual Online Course - Writing (Includes downloadable training handout)	157	\$100.00	\$15,700.00
6.		<b>Virtual Online Course - Phonics</b>	1205	Virtual Online Course - Phonics (Includes downloadable training handout)	157	\$100.00	\$15,700.00

7.      \*\* These courses are  
approximately 3-4 hours each and  
will utilize the Full Circle Books and  
ARC (Active Response Cards). If  
not purchasing ALL 6 Full Circle  
Virtual courses the price is \$125  
per teacher per course.



Total

\$94,200.00

Accepted date

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Estimate details

TWA Rep: KW

Estimate no.: 1890

Estimate date: 07/09/2025

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Grammar Session (up to 100 teachers) - (each additional 50 participants is an additional \$500)	1	\$5,000.00	\$5,000.00
2.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Vocabulary Session (up to 100 teachers) - (each additional 50 participants is an additional \$500)	1	\$5,000.00	\$5,000.00
3.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Fluency Session (up to 100 teachers) - (each additional 50 participants is an additional \$500)	1	\$5,000.00	\$5,000.00
4.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Reading Session (up to 100 teachers) - (each additional 50 participants is an additional \$500)	1	\$5,000.00	\$5,000.00
5.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Writing Session (up to 100 teachers) - (each additional 50 participants is an additional \$500)	1	\$5,000.00	\$5,000.00
Total						\$25,000.00	

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### Estimate details

TWA Rep: KW

Estimate no.: 1893

Estimate date: 07/09/2025

#	Date	Product or service	SKU	Description	Qty	Rate	Amount
1.		Training - Ride the WAVE (Virtual)	1176	Training - Ride the WAVE (Virtual) - Phonics (up to 100 teachers)	12	\$1,000.00	\$12,000.00
2.				** Includes handouts, training, follow-up, Q&A, and lesson plans (each additional 50 participants is an additional \$500 per session)			
Total							\$12,000.00

Accepted date

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