



McCann
Associates

Writing Solutions





MY Access!® Instructional Writing Programs

MY Access!® is an instructional writing and assessment platform for academic and professional use. It transforms writing instruction by applying artificial intelligence and linguistic technologies to the recursive writing process.

As users reinforce their writing skills, they focus on the process of writing itself: planning, organizing, drafting, revising, and editing. They will learn to clearly form ideas, link them together in meaningful ways, and express them concisely, all while obeying the rules or conventions of writing. Understanding the writing process quickly becomes a way to reach collegiate and professional goals. As writing improves, it becomes easier to organize, clarify, and communicate messages—and inspire action.

MY Access!® ultimately helps users improve and enhance their ability to write clear, concise, and compelling communications in professional and collegiate environments.

Enhanced User Learning Experience

MY Access!® provides users with writing prompts connected to specific business writing situations or educational subjects. When users log in, they immediately see their current prompts and their progress. Users are also presented with a selection of prewriting tools that include graphic organizers and printable resources to assist them in planning and building successful responses.

Upon submitting their writing, MY Access!® instantly presents users with a holistic score as well as scores in each of the standard domains of writing:

- Focus and Meaning
- Content and Development
- Organization
- Language Use, Voice, and Style
- Mechanics and Conventions

By using IntelliMetric®, the same award-winning automated essay scoring system used to score the GMAT® and MCAT® exams, professors can be sure that the assessment results their students receive are accurate, consistent, and comprehensive.

Also, and perhaps more importantly, users receive immediate, detailed, and developmentally appropriate prescriptive feedback:

- MY Tutor™ provides revision plans with examples to help users focus revision activities based on their strengths and weaknesses.
- MY Editor™ assists in identifying possible errors in grammar, style, mechanics, and usage and then provides recommendations for improvement.

Multi-lingual support in both MY Tutor™ and MY Editor™ gives nonnative users, whose first language is not English, the opportunity to improve their English writing proficiency by receiving feedback in their native language.

MY Access!® College Edition

Writing proficiency is a required skill for success in college, regardless of major. While high-school-level writing primarily focuses on the who, what, when, and where of a given subject, college writing necessitates a greater emphasis on the how and the why. College professors expect students to analyze and interpret facts in great detail and depth.

Developed specifically for higher education, MY Access!® College Edition helps students improve their critical and analytical writing skills. MY Access!® walks students through the writing process and provides them with instant essay scoring and detailed feedback.

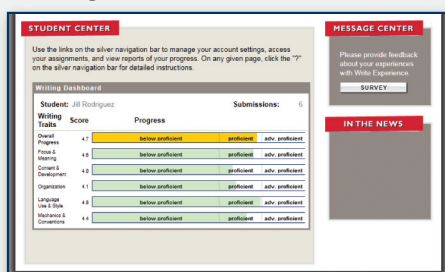
MY Access!® College Edition allows professors to assign more writing to students without increasing their own workload.

MY Access!® Professional Edition

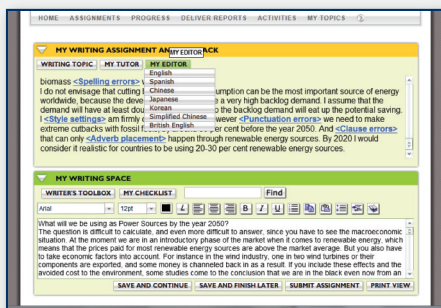
Writing is the key differentiators between a polite nod and enthusiastic project approval. MY Access!® Professional Edition is designed specifically to guide professionals through the process of learning to write purposefully, powerfully, and persuasively. The lessons and writing activities offer “MBA-specific” prompts to help bring users’ written business communication up to the executive level.

This product is endorsed and supported by the Graduate Management Admission Council® (GMAC®), the owner of the GMAT® exam and advocate for graduate business education around the world.

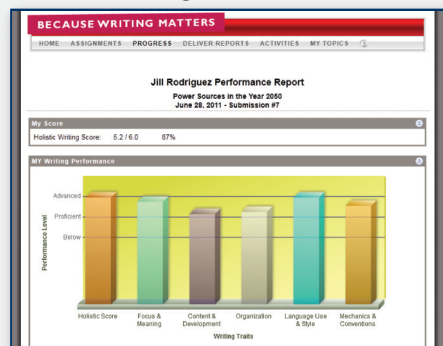
Writing Dashboard



MY Editor™



Instant Scoring and Feedback



*GMAC® and GMAT® are registered trademarks of the Graduate Management Admissions Council.



More Than Just a Word Processor

CorrectEnglish® Web goes beyond the simple spell-check as the industry-standard solution for independent, instant, and accurate writing feedback. Whether the writing style is analytical, critical, or informative, all feedback is instant and actionable, allowing users to easily prevent common grammar mistakes. The application gives users authoritative guidance for:

- Mechanics
- Organization
- Focus
- Content
- Word choice
- Style

CorrectEnglish® is designed to provide academic and professional writers with guided feedback relevant to the exact style of writing they are trying to achieve. Powerful research and revision tools are embedded within the application to provide instant access to helpful resources, including:

- iSEEK™ reference search
- Lexipedia™ vocabulary assistance
- Citation guide support for APA, CBE, MLA, and *The Chicago Manual of Style*

Access Documents Anywhere

CorrectEnglish® Web frees documents from the desktop and saves them to the cloud. There is no flash drive to remember and no fear of misplacing files. All work is securely backed up online and accessible on any compatible device. When revisions are completed, the writing can be downloaded, printed, or e-mailed from within the application; there is no proprietary lock on data.

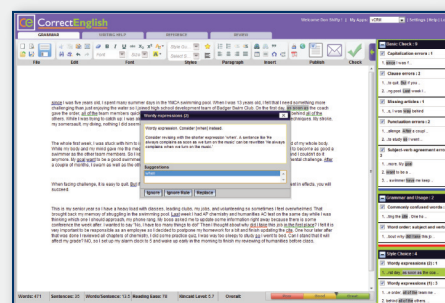
Proficiency in Any Language

CorrectEnglish® Web displays menu items and revision tools in Spanish, French, German, Japanese, Korean, and Chinese. The program remains accessible to nonnative English writers without sacrificing functionality, giving them the tools they need to excel.

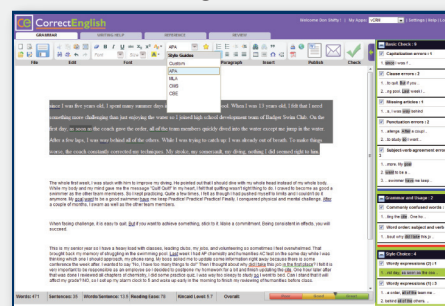
Features

CorrectEnglish® uses the Internet to deliver features that are powerful yet convenient to use. It offers support for blog posting, revision histories, document sharing, and collaboration. New features are added regularly and will appear automatically when logging on. No downloads or reinstallations are needed to get the latest version of CorrectEnglish®.

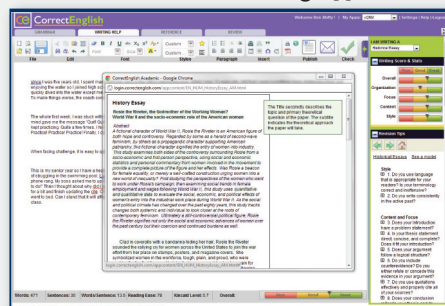
Instant Feedback



Style Formatting



Assistance on All Writing Types





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