

# My Reading Coach

A Reading Specialist for Every Student



My Reading Coach™ is a reading software program that provides a personal reading specialist and speech pathologist for every student, producing dramatic results in the classroom.

**“My Reading Coach is a life saver in the classroom because it renews students’ faith in themselves.”**

Dr. Joe Vaughan, Professor of Education, Texas A & M



## Scientifically Valid Instruction for Struggling Readers

1. Over 90% of all students using My Reading Coach improved raw score and percentile standing.
2. My Reading Coach was effective for all students regardless of their previous performance.
3. My Reading Coach provided a cost-effective way to improve performance for students whose pre-test scores were 5<sup>th</sup> percentile or below.\*

### Results with Struggling Readers

Percentile Growth – Reading Comprehension  
Comparing the Effects of Struggling Readers  
(Texas, Illinois and Arizona)



# My Reading Coach Works



**Provides a personal reading specialist and speech pathologist for every student.**

- My Reading Coach focuses on phonemic awareness, grammar and reading comprehension using a supplemental learning technique called Read Like You Talk™ to improve reading fluency.
- Offers each student individualized, direct instruction with limitless patience and encouragement.
- Meets all critical components of scientifically established reading programs identified by the National Reading Panel (NRP): Phonemic Awareness (including sound/symbol association, correct pronunciation, and encoding), Phonics, Fluency, Vocabulary, and Comprehension.
- Narrows the gap in reading abilities within the classroom.



## Guarantees Results

- Elementary, middle, high school and adult education institutions have experienced unprecedented increases in standardized reading comprehension scores using My Reading Coach.
- MindPlay guarantees that My Reading Coach will improve your students' reading comprehension scores 10-30 percentile points after 50 hours of use or your money back.

## Scientifically Valid Success in Hours, Not Years

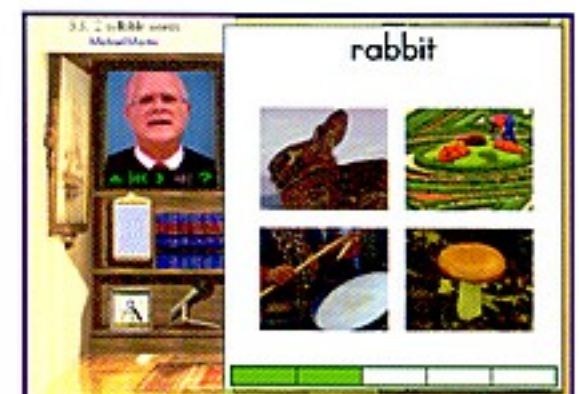
- Data from pilot sites have been consistent and objectively verified: in an average of 40-60 hours the program teaches students to read.
- Pre-testing ensures that each student receives appropriately targeted instruction.
- Teacher Infused Intelligence™ provides feedback for over 10,000 unique situations, making true one-on-one reading instruction and remediation a reality.



Grammar



Introduction



2 Syllable

# Program Overview

- Placement testing ensures that each student is automatically assigned only those lessons that are needed.
- Each lesson begins with the emulated teacher providing interactive instruction and practice.
- Students progress at their own pace through the program, repeating lessons or activities as needed.
- Each student is given unique, specific feedback based on his or her responses.
- Teachers work with small groups on oral reading using the provided library of reading sheets, lesson plans and intervention worksheets.
- Monitors reading comprehension through literal and inferential questions.

## Allows easy management and tracking, providing teachers and administrators with:

- Reports on class performance.
- Improvement statistics.
- Detailed information on each student's needs and problem areas.



Required Intervention Report: Comprehension  
Licensed to: Sample School

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My Reading Coach Platinum Professional Version

Class Name: Class One

Student Name	Story Level / Intervention	Repeats	Tier
Bauder, Odessa	3.0	4	2
	1. Observe the student during the Comprehension Activity. a. Make sure he is reading, not guessing b. Remind him to make mental pictures as he reads.		
Clymer, Eve	2.0	7	3
	1. Observe the student during the Comprehension Activity. a. Have him read each sentence and tell you his mental picture. b. Continue until he can read and make mental pictures.		

Intervention Report: Comprehension

Required Intervention Report: Phonics  
Licensed to: Sample School

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Class Name: Class One

Student Name	Time Above Average	Tier	Lesson / Intervention
Bauder, Odessa	00:18:19	1	35. 2 syllable plural words 1. Print Student Error Report for student review. 2. Challenge the student to figure out his errors. 3. Make sure he understands lesson content. a. Only add E-S if we can't hear the plural without it.
Clymer, Eve	01:22:55	3	45. friendly i iel in the middle of a word usually say "E" "ch" "t"

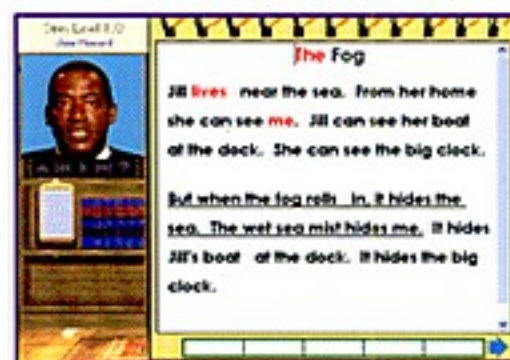
Intervention Report: Phonics

# Lessons & Activities

- Includes 61 phonemic awareness lessons in a format that is easy to understand and retain:
  - Correct sound pronunciation and letter formation.
  - Rules and easy to remember strategies that work.
  - Alternative spellings of sounds and the role of spelling in word meaning.
  - Phonics and spelling of English words, introduced at the student's pace.
- Includes 24 grammar lessons to teach reading comprehension covering all 8 parts of speech, basic sentence structure, punctuation, pause points, and inflection.
- Quickly improves spelling by teaching underlying patterns vs. memorization.
- Beginning reading comprehension is taught through the concepts of Read Like You Talk™, visualization, context clues and "pause points."
- Contains more than 200 stories at reading levels 1 to 10.5.
- Review tests throughout the course ensure mastery and long-term memory retention.



Word Building



Reading Comprehension



Writing



# My Reading Coach

A Reading Specialist for Every Student

## Who should use My Reading Coach?

- Anyone ages 6 and up who is not reading on grade level
- Students referred to reading support programs or Special Education
- English Language Learners (ELL) or those with Limited Language Proficiency (LLP)
- Dyslexia, attention deficit disorder (ADHD/ADD) students and other learning disabilities
- Schools that want to close the gap between high and low performing readers
- Adult Education students who need to develop reading comprehension, fluency, and writing skills
- Schools that want all students to meet or exceed provincial FSA (Foundation Skills Assessment) expectations

## Testimonials

*"I would highly recommend My Reading Coach for any school with struggling readers, and especially those who are English Language Learners or those enrolled in special education programs. In less than 4 months, our students showed these gains on the assessments build into the program: ESL: 57 students - 42.3% improvement with 15 hours on task; SpEd/Low Readers: 54 students - 35.4% improvement with 15 hours on task."*

**Beth Madison, Principal, recipient of the National Distinguished Principal Award, George Middle School, Portland, Oregon**

*"My Reading Coach allows my students to work at a rate that is comfortable for them. It keeps their level of frustration to a minimum. These students are accustomed to failure. They have been through tons of reading programs, books and worksheets and always ended up on the short end of the stick. For the first time they can view themselves as successful."*

**Lucy Watts, High School Teacher, Enterprise Attendance Center, Brookhaven, Mississippi**

*"Only 23 of our 238 third-graders passed the state reading test. After working on My Reading Coach for 15 days, 73% passed the re-test. These amazing results convinced me that it works for regular instruction for all students. By investing in My Reading Coach, I am investing in a model teacher for each student."*

**Melissa Mathis, K-8 Curriculum and Title One Director, Chattooga, Georgia**

*"We are learning that My Reading Coach is not only effective for struggling readers. Both high and low achievers benefit from individualized instruction. The basic strategies taught in this program allow our good readers to excel even more."*

**Lisa Garcia, Program Coordinator ESL, Ocotillo Elementary School, Tucson, Arizona**

*"Our dyslexic students are benefiting because of the program's structure. They need to focus on the instructions, the coach and the sequence of letters and production of sounds. My Reading Coach also improves their listening skills."*

**Sylvia Rendon, Reading Specialist, Special Ed., Bowie Elementary, Harlingen, Texas**

*"Nine English Language Learners were not succeeding in the regular Special Education Resource English class. Their average reading level was 3rd to 4th grade. After just 15 contact hours on My Reading Coach, they gained an average of one grade level in reading. These results convinced me! All my students could improve on My Reading Coach."*

**Gale Cunico, Robertson High School, Las Vegas, New Mexico**

*"Special Education students do very well in the program because it is self paced and regulated. It is adaptable to their individual needs. The teacher will help individual students and help them review lessons with the sheets that are provided."*

**Marty Schickling, Reading Specialist, Prince Elementary School, Tucson, Arizona**

To request more information,  
a demonstration, or free trial  
for your learning centre, please contact...



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