

Discovery for Entering 1st Graders

Discovery – Entering 1st Graders

“Tell me why you called about a reading program for _____.”

Respond with curiosity and appropriate follow-up questions before moving on.

Understand Student’s Needs and Select a Program

<p>Goal:</p> <p>Figure out if weak/average, or strong reader.</p>	<p>“Tell me about _____’s experience with learning to read in kindergarten.”</p> <p>“How does ___ feel about learning to read?”</p> <p>“Would you say that _____ is a strong, weak, or average reader, compared to other kids in kindergarten?”</p> <p>Confirm parent’s assessment by asking the skills questions in one of the following two sections: Weak/Average Reader, or Strong Reader.</p> <p>“OK, let me ask a couple of questions to confirm my understanding.”</p>
<p>Weak/Average Reader Skills Questions</p>	<p>“How is _____ doing with sounding out words by blending the letter sounds?” (Some struggle indicates weak/average; little or no struggle indicates strong.)</p> <p>“How is ___ doing with reading books on ___ own, that is, actually reading the words?” (Some struggle indicates weak/average; little or no struggle indicates strong.)</p> <p><i>If answers indicate child is a weak or average reader:</i> “So it sounds like _____’s reading skills are in the weak to average range for this age.”</p> <p>Pitch 1A. (Roughly 75% of entering 1st graders)</p> <p><i>If answers indicate strong reading skills (little or no struggle either sounding out words or reading books on his or her own), ask the strong reader skills questions.</i></p>

<p>Strong Reader Skills Questions</p> <p>Goal:</p> <p>Confirm strong reader (1B).</p>	<p>“Can ___ read quite a few common sight words, like “was” or “that?” (Some struggle indicates weak/average; little or no struggle indicates strong.)</p> <p>“When ___ reads books on ___ own, can ___ do so without too much help?” (Needing a fair amount of help indicates average; needing little help indicates strong.)</p> <p><i>If confirmed as a strong reader:</i></p> <p>“So it sounds like _____ is a strong reader for this age.”</p> <p>Pitch 1B. (Roughly 25% of entering 1st graders)</p> <p><i>If the answers indicate the child struggles with these skills:</i></p> <p>“Based on what you’ve told me, it sounds like _____ is more of an average reader for this age. Would you agree?”</p> <p>Pitch 1A.</p>
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1A Pitch – for Weak/Average Readers

“We offer two programs for entering 1st graders: one for weak and average readers and one for strong readers. Based on everything you’ve told me, our program for weak and average readers is perfect for _____.”

Summer is your key opportunity to make a big difference in _____’s reading development. A child who doesn’t read much over the summer will lose several months of progress, whereas kids who develop their reading skills and read a lot gain several months. That’s a huge difference.

In this program, _____ will learn to read independently. _____’ll learn phonics and sight words, which are the most important first grade reading skills, and also build fluency and comprehension. _____’ll get excited about learning to read and get off to a great start in first grade.

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In some of the lessons, _____ will be actively learning phonics and sight words through fun phonics activities and sight word games. In others, _____’ll be reading independently and building _____ comprehension skills. The books, materials, and instruction are tailored to _____ reading level, so _____’ll experience success at every step. The overwhelming feedback from parents is that their kids absolutely love the online lessons. Each lesson is about 30 minutes, and _____ should do 3 a week depending on _____ summer schedule in order to complete the program in 6 weeks. All you need to do is help _____ log in.

Through phonics instruction, _____ will learn to blend letter sounds together to read words. Because the instruction is designed for _____ reading level, learning phonics will be easy and fun. By the end of the program, _____’ll have a solid foundation in 1st grade phonics. _____’ll also learn to automatically recognize common sight words at _____ reading level. As _____ learns them _____’ll practice them in some fun interactive games. By the end of the program, _____’ll be able to instantly recognize more than a third of the words found in 1st grade books without having to sound them out. This will make learning to read much easier. As part of each lesson, _____ will read a short, illustrated story in our *Online Phonics Reader*, using the phonics skills and sight words _____ has learned in the program.

_____ will develop _____ comprehension skills by reading and engaging with great books. You’ll receive 6 wonderful easy reader books at the right level of difficulty, a new book for _____ to read each week, with reading and comprehension support from Bookman. The support will ensure that _____ experiences success in every reading lesson. Reading 6 1st-grade books successfully will give _____ great practice with 1st-grade phonics and sight words and a huge head start on next year.

During the program, a teacher will be available to discuss _____’s progress with you and answer any questions you may have about the program. You’ll also receive our booklist that lists and describes the very best books for 1st graders, organized by level of difficulty. Choosing books for _____ at the right level of difficulty will help _____ continue to build skills, confidence, and a love of reading throughout the school year.

By the end of the program, _____ will be reading independently. _____’ll have the strong phonics skills, sight word vocabulary, and comprehension that will make 1st grade a big success. _____’ll have a lot of confidence and be excited and eager to read.”

Check in with Customer

“Does that sound like what you want for _____?”

- *Proceed to capture, course selection, and close*

1A Fact Sheet Entering 1st Graders

Program Goals

1. Learn phonics and sight words
2. Build comprehension
3. Learn to read independently
4. Develop a love of books and reading

Instruction

- 18 lessons
- Lessons include:
 - Interactive phonics and sight word instruction and activities.
 - Independent reading practice, including reading and comprehension support.
- Students do 3 lessons per week, completing the program in 6 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books

- 6 Easy Reader books:
 - *Loose Tooth*, by Lola M. Schaefer
 - *Splish, Splash*, by Sarah Weeks
 - *Oliver*, by Syd Hoff
 - *Morris the Moose*, by B. Wiseman
 - *The Fat Cat Sat on the Mat*, by Nurit Karlin
 - *Crocodile and Hen*, by Joan M. Lexau

1B Pitch – for Strong Readers

“We offer two programs for entering 1st graders: one for weak and average readers and one for strong readers. Based on everything you’ve told me, our program for strong readers is perfect for _____.

Summer is your key opportunity to make a big difference in _____’s reading development. A child who doesn’t read much over the summer will lose several months of progress, whereas kids who develop their reading skills and read a lot gain several months. That’s a huge difference.

In this program, _____ will become a confident independent reader. _____’ll develop excellent phonics and sight word skills, which are the most important 1st grade reading skills, and also build fluency and comprehension. Strong skills and independent reading will make 1st grade a big success.

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In some of the lessons, _____ will be actively learning phonics and sight words through fun phonics activities and sight word games. In others, _____’ll be reading independently and building _____ comprehension skills. The books, materials, and instruction are tailored to _____ reading level, so _____’ll experience success at every step. The overwhelming feedback from parents is that their kids absolutely love the online lessons. Each lesson is about 30 minutes, and _____ should do 3 a week depending on _____ summer schedule in order to complete the program in 6 weeks. All you need to do is help _____ log in.

_____ will become better at blending letters together to read words. Because _____’s a strong reader for _____ age, _____’ll receive advanced phonics instruction, which will make learning fun and productive. By the end of the program, _____’ll have learned the phonics skills that will give _____ a big head start on 1st grade. _____’ll also learn key sight words at the right level of challenge. As _____ learns them _____’ll practice them in some fun interactive games. By the end of the program, _____ will be able to instantly recognize more than half of the words found in 1st grade books, without having to sound them out. This will make learning to read much easier. As a part of each lesson, _____’ll read a simple, illustrated story in our *Online Phonics Reader*, using the decoding and sight word skills _____’s learned in the program.

_____ will develop _____ comprehension skills by reading and engaging with great books. You’ll receive 6 wonderful easy reader books at the right level of difficulty, a new book for _____ to read each week, with reading and comprehension support from Bookman. The support will ensure that _____ experiences success in every reading lesson. Reading 6 1st grade books successfully will give _____ great practice with 1st grade phonics and sight words and a huge head start on next year. The gains _____ makes in fluency and comprehension will enable _____ to achieve fluency many months before other kids _____ age. These gains will turn _____ strong start in reading into a permanent advantage that will continue to increase over time.

During the program, a teacher will be available to discuss _____’s progress with you and answer any questions you may have about the program. You’ll also receive our booklist that lists and describes the very best books for 1st graders, organized by level of difficulty. Choosing books for _____ at the right level of difficulty will help _____ continue to build skills, confidence, and a love of reading throughout the school year.

By the end of the program, _____ will be a strong independent reader. _____’ll have the excellent phonics skills, sight word vocabulary, fluency, and comprehension that will make 1st grade a big success. _____’ll have a lot of confidence and be excited and eager to read.”

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- Lessons include:
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 - Independent reading practice with comprehension support.
- Students do 3 lessons per week, completing the program in 6 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books

- 6 Easy Reader books:
 - *The Fat Cat Sat on the Mat*, by Nurit Karlin
 - *Crocodile and Hen*, by Joan M. Lexau
 - *Three Up a Tree*, by James Marshall
 - *Morris Goes to School*, by B. Wiseman
 - *Danny and the Dinosaur*, by Syd Hoff
 - *Little Bear*, by Else Holmelund Minarik