

Discovery for Entering 3rd Graders

Discovery – Entering 3rd 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: Figure out strong, weak, or average reader.</p>	<p>“Tell me about ____’s experience with reading in second grade.”</p> <p>“How does ____ feel about reading right now?”</p> <p>“Would you say that ____ is a strong, weak or average reader, compared to other kids in second grade?”</p> <p>Confirm parent’s assessment by asking the skills questions in one of the following sections: Weak Reader, Average or Strong Reader.</p> <p>“OK, let me ask a couple of questions to confirm my understanding.”</p>
<p>Weak Reader Skills Questions</p> <p>Goal: Confirm weak (3A) reader</p>	<p>“Does ____ struggle to read easy one- or two-syllable words?”</p> <p>“By the beginning of third grade, kids are expected to be reading fluently. Reading fluently means reading accurately and easily, without having to sound out many words. How is ____ doing with fluency?”</p> <p>“Is ____ able to read for 20 minutes or more on ____ own without frustration?”</p> <p><i>If answers indicate a weak reader (struggles with easy words, not close to fluent, gets frustrated less than 20 min. in)</i></p> <p>“So I agree it does sound like ____ is a fairly weak reader at this point.”</p> <p>Pitch 3A (Roughly 30% of entering 3rd graders)</p> <p><i>If answers indicate an average or strong reader (doesn’t struggle with easy words, largely fluent, able to read roughly 20 min. without frustration), ask Average or Strong Reader skills questions, skipping the first one, which you have already asked.</i></p>

<p>Average or Strong Reader Skills Questions</p> <p>Goal:</p> <p>Confirm average (3B) or strong (3C) reader</p>	<p><i>[Skip this question, if you have already asked it]</i></p> <p>“By the beginning of third grade, kids are expected to be reading fluently. Reading fluently means reading accurately and easily, without having to sound out many words. How is _____ doing with fluency?”</p> <p>“At this age, some kids have started to read silently, while others are still reading out loud. Does _____ still read aloud, or has ___ transitioned to silent reading?”</p> <p>“Is ___ able to read silently for 20 – 30 minutes at a time?” (indicative of stamina)</p> <p>“Is ___ able to read longer books that may take several days or a week or more to finish?”</p> <p><i>If answers indicate an average reader (not fully fluent, still in transition to silent reading, doesn't have stamina to read for 20 – 30 min., doesn't read longer books).</i></p> <p>“So it sounds like _____ is an average reader for this age.”</p> <p>Pitch 3B. (Roughly 50% of entering 3rd graders)</p> <p><i>If answers indicate a strong reader (fluent, silent reader, stamina to read for 20 – 30 min., reads longer books)</i></p> <p>“So it sounds like _____ is a strong reader for this age.”</p> <p>Pitch 3C. (Roughly 20% of entering 3rd graders)</p>
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3A Pitch – for Weak Readers

“We offer three different programs for entering 3rd graders: one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for weak 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 get everything _____ needs to catch up and make 3rd grade a success. _____’ll learn to read long words, build comprehension and fluency, and develop the skills that will enable _____ to enjoy reading. _____’ll start 3rd grade with the reading skills and confidence _____ needs to succeed.

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 long-word decoding skills. In others, _____’ll be reading great books and developing _____ comprehension skills and fluency. 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 – 4 a week depending on _____ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help _____ log in, as needed.

Kids this age often get stuck on long words or skip over them, which interferes with comprehension and makes reading a slow and frustrating experience. Through phonics and long-word decoding instruction, _____’ll learn to read long words easily and accurately, which will help _____ read the many new multi-syllable words _____’ll encounter every day in 3rd grade. Kids enjoy this part of the program because it helps them build both skills *and* confidence. _____’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently makes reading easier, allowing _____ to devote _____ full attention to the story, which leads to stronger comprehension and greater enjoyment.

_____’ll develop _____ comprehension skills by reading and engaging with 6 wonderful chapter books at the right level of difficulty, a new book for _____ to read each week. The online reading support we provide will ensure that _____ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through *Book Club News*, a funny news report featuring Bookman and two comical newscasters. These entertaining reports will teach _____ to understand and explore story structure, plot, and character development. _____’ll also take short quizzes along the way to make sure _____ comprehension is solid. Reading 6 3rd-grade chapter books successfully will give _____ great skills practice and a big confidence boost for 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 3rd 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 caught up and ready for 3rd grade. _____’ll enjoy reading more, and _____’ll go back to school next fall with the fluency, comprehension, and confidence _____ needs to make 3rd grade a really good year.”

Check in with Customer

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

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

3A Fact Sheet Entering 3rd Graders

Program Goals

1. Learn phonics and long-word decoding skills
2. Develop fluency
3. Build comprehension
4. Become a skilled, enthusiastic reader

Instruction

- 22 lessons.
- Two types of lesson:
 - Skills lessons, featuring interactive long-word decoding instruction.
 - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books

- 6 books:
 - *Days with Frog and Toad*, by Arnold Lobel
 - *Nate the Great and the Fishy Prize*, by Marjorie Weinman Sharmat
 - *Freckle Juice*, by Judy Blume
 - *The Chalk Box Kid*, by Clyde Robert Bulla
 - *Tippy Lemmey*, by Patricia C. McKissack
 - *The Seven Treasure Hunts*, by Betsy Byars

3B Pitch – for Average Readers

“We offer three different programs for entering 3rd graders—one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for 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 become a skilled, enthusiastic reader. ____’ll learn to read long words and develop reading fluency and comprehension, which are the most important 3rd grade reading skills. ____’ll enjoy reading and want to read more, and ____’ll start 3rd grade with the skills and confidence ____ needs to succeed.

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 long-word decoding skills. In others, ____’ll be reading great books and developing ____ comprehension skills and fluency. 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 – 4 a week depending on ____ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help ____ log in, as needed.

Kids this age can get stuck on long words or skip over them, which interferes with comprehension and can make reading a slow and frustrating experience. Through long-word decoding instruction, _____ will learn to read long words easily and accurately, which will help ____ read the many new multi-syllable words ____’ll encounter every day in 3rd grade. Kids enjoy this part of the program because it helps them build both skills *and* confidence. ____’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently makes reading easier, allowing ____ to devote ____ full attention to the story, which leads to stronger comprehension and greater enjoyment.

_____ will develop ____ comprehension skills by reading and engaging with 6 wonderful chapter books at the right level of difficulty, a new book for ____ to read each week. The online reading support we provide will ensure that ____ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through *Book Club News*, a funny news report featuring Bookman and two comical newscasters. These entertaining reports will teach ____ to understand and explore story structure, plot, and character development. ____’ll also take short quizzes along the way to make sure ____ comprehension is solid. Reading 6 3rd-grade chapter books successfully will give ____ great skills practice and a big 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 3rd 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, fluent reader with good comprehension. ____’ll enjoy reading and have the reading skills and confidence that will make next year a big success.”

Check in with Customer

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

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

Program 3B Fact Sheet Entering 3rd Graders

Program Goals

1. Learn long-word decoding skills
2. Develop fluency
3. Build comprehension
4. Become a skilled, enthusiastic reader

Instruction

- 20 lessons.
- Two types of lesson:
 - Skills lessons, featuring interactive long-word decoding instruction.
 - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books

- 6 chapter books
 - *Freckle Juice*, by Judy Blume
 - *Tippy Lemmey*, by Patricia C. McKissack
 - *The Seven Treasure Hunts*, by Betsy Byars
 - *The Littles*, by John Peterson
 - *Julian, Dream Doctor*, by Ann Cameron
 - *Flat Stanley*, by Jeff Brown

3C Pitch – for Strong Readers

“We offer three different programs for entering 3rd graders: one for weak, one for average, and one for strong readers. Based on everything you’ve told me, our program for strong readers is perfect for _____.

In this fun summer program, _____ will become a skilled and enthusiastic reader, learn to read multi-syllable words easily and accurately, and develop strong comprehension skills in both fiction and non-fiction.

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

The program consists of a series of interactive, online lessons featuring Bookman, a reading superhero who loves books and reading. In many of the lessons, _____ will be reading great books and developing _____ comprehension skills and fluency, and in some lessons, _____’ll be actively learning long-word decoding skills. In others, _____’ll be learning how to read non-fiction, including textbooks. The books, materials, and instruction are tailored to _____ reading level, so _____’ll be appropriately challenged and 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 or 4 a week depending on _____ summer schedule in order to complete the program in 6 – 8 weeks. All you need to do is help _____ log in, as needed.

Kids this age sometimes get stuck on long words or skip over them. Through long-word decoding instruction, _____ will learn to read long words easily and accurately, which will help _____ read the many new multi-syllable words _____’ll encounter every day in 3rd grade. Kids love this part of the program because it helps them build both skills *and* confidence. _____’ll also learn to read more fluently, which means reading smoothly, accurately, and easily, through fluency lessons with Bookman. Reading fluently will make reading easier, allowing _____ to devote _____ full attention to the story, which leads to stronger comprehension and greater enjoyment.

_____ will develop _____ comprehension skills by reading and engaging with 4 wonderful books at the right level of difficulty. The online reading support we provide will ensure that _____ experiences success in every reading lesson. Comprehension instruction is based on these books and is provided through *Book Club News*, a funny news report featuring Bookman and two comical newscasters. These entertaining news reports will teach _____ to understand and explore story structure, plot, and character development. _____’ll also take short quizzes along the way to make sure _____ comprehension is solid. Reading 4 advanced 3rd grade books successfully will give _____ great skills practice and a big head start on next year. The gains _____ makes in comprehension and fluency will make reading effortless and allow _____ to become completely absorbed in the books _____ reads. This means _____’ll be able to read children’s novels long before other kids _____ age, which will have big payoffs in skills and school performance. _____’ll have turned _____ strong start in reading into a permanent advantage that will continue to increase over time.

_____’ll also learn how to read non-fiction. _____’ll learn skills and strategies that will help _____ identify the main idea and supporting details of a non-fiction paragraph, and _____’ll learn to comprehend and retain information in non-fiction, including textbooks. This will give _____ a real confidence boost for the non-fiction _____’ll be expected to read in 3rd grade.

During the program, a teacher will be available to answer any questions either of you may have or to discuss _____’s progress in the program. You’ll also receive our booklist that lists and describes the very best books for 3rd and 4th 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 very strong reader with excellent comprehension. _____’ll be ready to tackle 3rd grade and the more challenging reading and homework that lies ahead with skills and confidence.”

Check in with Customer

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

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

3C Fact Sheet

Entering 3rd Graders

Program Goals

1. Build comprehension and fluency
2. Learn how to read textbooks and other non-fiction
3. Learn long-word decoding skills
4. Become a skilled, enthusiastic reader

Instruction

- 25 lessons.
- Two types of lesson:
 - Skills lessons, featuring interactive textbook and non-fiction skills instruction, and interactive long-word decoding instruction.
 - Reading lessons, featuring independent reading practice, fluency training, and comprehension instruction.
- Students do 3 to 4 lessons per week, completing the program in 6-8 weeks.
- Each lesson takes about 30 minutes to complete.
- *Best Books* booklist is provided online.

Books and Materials

- 2 chapter books and 2 very easy children's novels
 - *The Littles*, by John Peterson
 - *Encyclopedia Brown*, by Donald J. Sobol
 - *Clementine*, by Sarah Pennypacker
 - *The Story of Doctor Dolittle*, by Hugh Lofting
- Textbooks and Non-fiction Reader