

Online Tutoring *by* Read Right®

Read Right Online
Tutoring combines
**Best Practices
& Innovation**



The reading field continues to dance around a continuing problem: Reading intervention programs produce inconsistent results, which means parents and adults seeking relief are left to try many different reading programs in search of one that works. This has left far too many children, teens, and adults in America struggling with reading—the core skill that makes academic success possible.



You are not alone.

Many people are dealing with this monumental problem. TODAY, you have a choice: Use the same old instructional strategies that are producing inconsistent results OR try something that combines best practices with innovative strategies that are based in brain science and are new to the reading field.

People of all ages--children, teens, and adults--who have used our methods want you to know

THEY WORK:

“Our son had a significant reading problem. For nearly three years his mother, a teacher, and I assumed that hard work and long hours of practice would solve his reading problem. We were wrong. Finally, we tried Read Right. Matt solved his reading problem and has become an excellent and exuberant reader.” —**Richard Hoss, Washington State parent**

“Before Read Right my son was failing in school and I was at a loss for what to do. Six months later he’s getting straight A’s and carries a book with him everywhere. Read Right has transformed two lives, his and mine! Thank you!” —**Bonnie Spinek, Arizona parent**

“The Read Right program has made an amazing difference in [Brian’s] reading abilities. Discovering the program was truly a God-send to our family.”

—**Janice and Brian Mercer, Regina, Saskatchewan, Canada parents**

Read **Right**®
Empowering the mind

To enroll or for more info.,
contact **Dee Tadlock:**
deet@readright.com
360-427-9440

How Is Read Right® Online Tutoring Significantly Different?



Webcam image: Schuetze family

The Read Right Online Tutoring program is appropriate for struggling readers of all ages—children, teens, and adults. Few if any other reading programs have demonstrated effectiveness with *all* age levels. We have demonstrated this effectiveness for over 25 years.

ANOTHER FAMILY'S JOURNEY:

Specialists suggested Sheri Schuetze's son might have dyslexia. After trying many things to help Ethan, his parents contemplated holding him back a grade. Before taking that step, Sheri enrolled Ethan in Read Right Online Tutoring. Participation in Read Right *fixed* Ethan's reading problem.

"I wish I could find any parent out there that is struggling with the same issue and show them the way. Read Right works. I knew there had to be something else."

—Sheri Schuetze

Watch the Schuetze video at www.tutoringforreading.com

The Goal for any reading intervention program is to remove the barriers that poor readers confront in their attempts to acquire information (or entertainment) through reading. Constructing meaning from print should be as comfortable and natural as getting meaning through listening, observing, or experiencing. The core question: *Why is it so difficult for some readers?*

Reading Problems Are Caused when an individual constructs a flawed neural network to guide the process of reading. Because the network has errors encoded in, it performs the process poorly when it is accessed to read. The result is less than efficient, effective reading.

The Only Way to Eliminate a Reading Problem is to compel the brain to remodel the network to perform the highly complex process *correctly*. The Read Right tutoring methodology compels the brain to do this remodeling work in every respect, resulting in comfortable, natural reading and understanding of the author's message. Brains are "plastic," meaning they *can* change how they perform processes. To be successful, the tutoring environment must be *precise* to facilitate the remodeling work. Read Right tutors provide just such an environment.

For more information, contact **Dee Tadlock:**

deet@readright.com

360-427-9440

Money-Back Guarantee

If after the first eight tutoring sessions, the student has not demonstrated progress as defined by a reduction in the symptoms that emerge during an oral read, the program can be discontinued and the client can return all the materials for a full refund of tutoring and materials charges (minus a wear & tear charge if applicable and a \$60 restocking fee). Only the \$85 reading consultation charge is non-refundable.

Examples of Our Best Practices

- Students are assessed at program entry to determine an appropriate starting reading level.
- Tutoring is 100% individualized.
- Tutors use formative assessment actively: students are assessed during every tutoring session and provided with immediate feedback based on their performance.
- Each student progresses steadily to higher-level reading material.

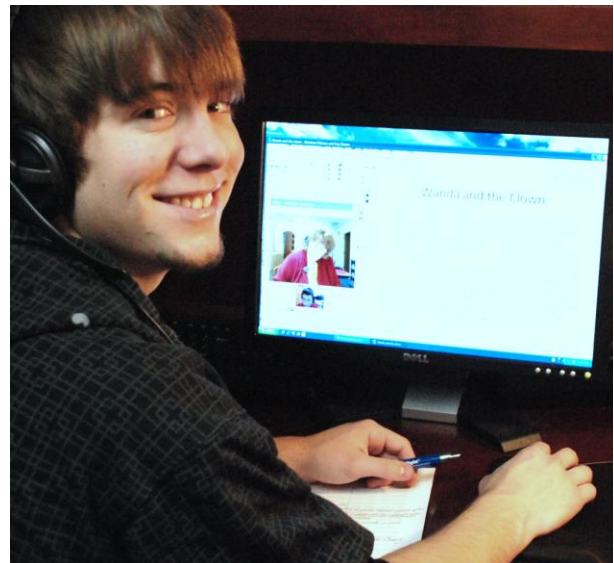
Examples of Our Innovations

- From day one, comprehension drives the reading process—*not* decoding or word-by-word reading.
- Read Right tutors help students focus on the right thing: *achieving excellent reading* each and every time students read.
- Read Right tutors are trained to use our patented system of cycling and a highly structured application of implicit procedural learning—what top athletes use to develop superior performance in sports—to *totally eliminate* the reading problem.

What Does Read Right Online Tutoring Look Like?

The Read Right Online Tutoring Service Package Provides:

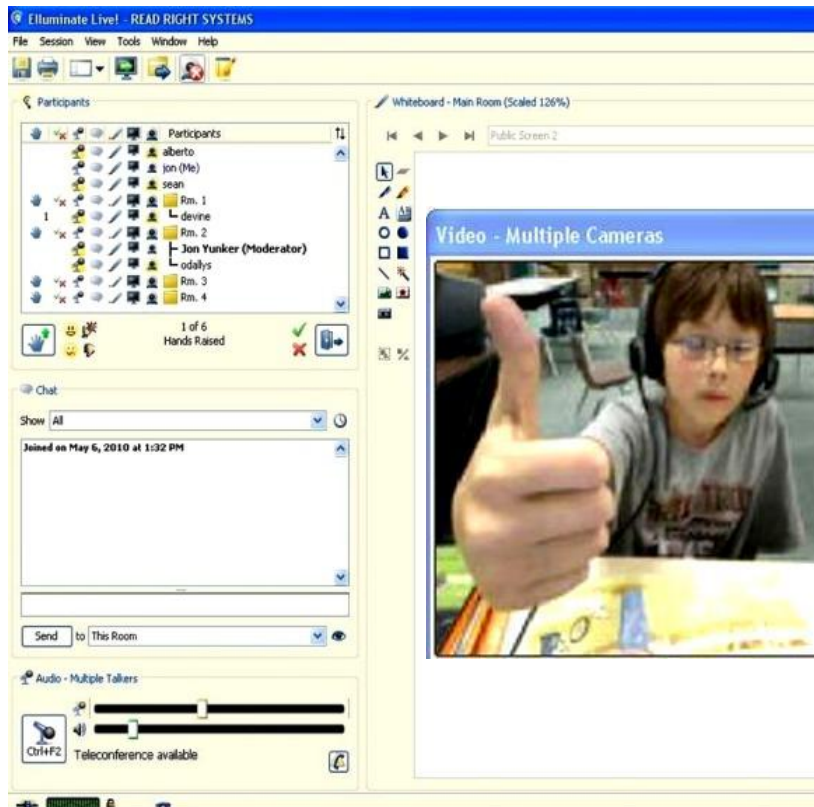
- Online tutoring by a highly-trained, certified Read Right Tutor
- A library of 30 or more books
- Continuous support as needed to answer questions and mutually problem solve
- Monthly reports that focus on participation and ability to read familiar and unfamiliar text
- A report every three months that details the student's symptom reduction
- A money-back guarantee after the first *eight sessions!*



Students & tutor see and hear each other throughout the tutoring session.

The Client Provides:

- One computer station per student per session equipped with:
 - High speed internet access
 - A headset with attached microphone
 - A built-in (or external) webcam



This is an example of what our tutor sees when she is working with your student. Students see the tutor just as clearly.

If you've never worked with video-conferencing technology, no worries! Our staff is always available to guide you through the online tutoring system.

Three great things about Read Right online tutoring:

- It is convenient—tutor at home or on the road, as long as you have the equipment.
- It is private—because it is done at home!
- It is guaranteed!

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Visit our website: www.tutoringforreading.com .

Evidence of Effectiveness

Read Right® Out-Performs other Intervention Programs

The Read Right Online Tutoring Service employs the same innovative methodologies used in schools and colleges across the country. We have much evidence of effectiveness for these site-based programs:

- Gold-Standard, third-party research conducted by Education Northwest, a non-profit research organization.
 - Their research attests to the effectiveness of Read Right intervention in improving reading comprehension in struggling readers.
 - An evaluation of Education Northwest's research was conducted by the Technical Committee of the National Center on Response to Intervention. The National Center gave high marks to the study for scientific rigor and, validating Read Right's effectiveness for intervention.
- Extensive pre- and post-Read Right tutoring evaluation data using a norm-referenced, standardized reading test
 - The data includes thousands of elementary-, middle-, high-school, and college students.

Researcher's View of the Results of the Study:

"This is the most exciting research I have been involved in in my entire career."

Caitlin Scott, PhD
Evaluation Associate
Education Northwest

Details on any of this data are available upon request. Contact:
Dee Tadlock: deet@readright.com 360-427-9440

Read Right® Out-Performs All Other Schools in the Federally-Funded Striving Readers Project

In a 2010 study completed (referenced above) by the independent, non-profit research organization *Education Northwest* and funded by the Sherwood Foundation, Read Right tutoring was found to produce "significant positive effect" in reading ability *after just one semester of tutoring*. The study design was rigorous: assignment to the control or experimental group was randomized.

Also in 2010, the federal government released a report examining the effectiveness of 20 reading improvement projects studied through the federally-funded Striving Readers Project. These studies, like the Read Right study, were held to a rigorous standard of randomization and were conducted by third-party researchers. The students participated in the reading intervention for one school year.

The Effect Size statistical analysis tool was chosen to analyze data from the Read Right study and the Striving Readers Project results because it can be used across studies; it is not constrained by a requirement that the same measurement instrument be used in each compared study. The reading test used by each school is indicated along with the result for that school on the following page where Read Right results are compared to the results for the top ten schools in the Striving Readers Project.

Read Right® Results Compared to Results for the Striving Readers Project Schools

After just **one semester** of tutoring, two Read Right project sites in Omaha out-performed all 10 of the top reading improvement program sites studied as part of the federally-funded Striving Readers project. This was true even though the other students received their school's intervention for **one full school year**. The result is particularly significant because of the short duration of Read Right tutoring. A third Omaha Read Right project site out-performed seven of the top 10 Striving Readers project sites, even though Read Right students were provided *half* as much intervention time.

The top-performing Read Right school showed *twice the results in half the time* as compared to the top-performing Striving Readers Project school.

1 SEMESTER of Read Right tutoring (Gates-MacGinitie) in Omaha, NE School #2 **(EFFECT SIZE: .58)**
Average hours of Read Right tutoring: 21

1 SEMESTER of Read Right tutoring (Gates-MacGinitie) in Omaha, NE School #1 **(EFFECT SIZE: .42)**
Average hours of Read Right tutoring: 22

1 Year of Xtreme Reading Strategic Instruction (GRADE) in Portland, OR middle schools **(EFFECT SIZE: .29)**

1 Year of Read 180 (CAT) in an Ohio Corrections program for high school students **(EFFECT SIZE: .26)**

1 Year of Read 180 in Ohio Youth Corrections high school facilities **(EFFECT SIZE: .22)**

1 SEMESTER of Read Right tutoring (Gates-MacGinitie) in Omaha, NE School #3 **(EFFECT SIZE: .21)**
Average hours of Read Right tutoring: 14

1 Year of Striving Readers English/LA in a Chicago, IL middle school **(EFFECT SIZE: .17)**

1 Year of Learning Strategies Curriculum in Danville, KY high schools **(EFFECT SIZE: .12)**

1 Year of DRP/Strategies for Literacy Independence across the Curriculum in San Diego, CA middle schools **(EFFECT SIZE: .12)**

1 Year. Xtreme Reading Strategic Instruction (OAKS), Portland, OR middle schools **(EFFECT SIZE: .12)**

1 Year of Xtreme Reading (GRADE) in a Portland, OR high school **(EFFECT SIZE: .12)**

1 Year of Read 180 (SDRT-4) in a Springfield/Chicopee high school **(EFFECT SIZE: .11)**

1 Year of Learning Strategies Curriculum in Danville, KY middle schools **(EFFECT SIZE: .08)**

SOURCES:

Abt Associates (2010; updated 2011): *Summary of 2006 Striving Readers Projects: Implementation and Evaluation of Targeted Interventions for Struggling Readers and Whole School Interventions for All Readers: Years 1-3.*

Scott, Nelsestuen, Autio, Deussen, and Hanita (2010): *Evaluation of Read Right in Omaha Middle and High Schools, Education Northwest, Portland, OR., Education Northwest, funded by the Sherwood Foundation of Omaha.*

What Parents Say. . .

Below are two testimonials from parents whose children participated in Read Right Online Tutoring:

“You have given Jay something that I thought was lost. HOPE. I know that as a mother you can understand how heartbreaking it is to see someone you love so much struggle so hard and still get no results. Jay and I both know that all of that has changed and I could never thank you enough for relighting the end of that long, dark tunnel he was following.”

Excerpt from a letter sent by Donna, Alabama

“Before Read Right my son was failing in school and I was at a loss for what to do. Six months later he’s getting straight A’s and carries a book with him everywhere. Read Right has transformed two lives, his and mine! Thank you!”

Bonnie Spinek, Arizona parent

What Educators Say. . .

In addition to offering Online tutoring to individuals, Read Right personnel train teachers and instructional aides to implement Read Right with their students. They receive the exact tutoring that our online students do. Below are some testimonials from educators:

“The program is unbelievable. My son has very limited language ability. He doesn’t speak a lot. He has read silently for a long time, but he doesn’t like to verbalize it. Now that he’s in Read Right, he willingly reads out loud. Read Right has improved his speech ability, his reading ability and his socialization. I have kids coming up to me and telling me that they see him in their class and they like him and he is doing well. This is something I have never experienced in his whole school career. It’s changed his life. He’s a part of Dillingham [elementary school] because of this program.”

Jayna Hearn, 5th grade social studies teacher
speaking of her autistic son

“For eight years, I have witnessed this reading program transform the lives of my students and their families. Establishing Read Right in our ten districts is the most important thing I have accomplished in my 24 years as an educator.”

Dr. Pat Harper, Executive Director, Ten-District
Special Education Cooperative

“Read Right is the most powerful thing I have seen in 28 years of education in its impact on student achievement.”

Melinda Reeves, Principal, Decatur High School
Texas High School Principal of the Year, 2004

Read Right® Online Tutoring

Read Right is appropriate for all struggling readers, regardless of age, and is highly effective. It will:

- Significantly improve all reading skills, including comprehension.
- Increase enjoyment and interest in reading
- Improve academic achievement
- Contribute to positive self-esteem

Client References for Read Right® Online Tutoring

The Read Right Online Tutoring Service delivers the same kind of highly-structured, systemic, real time tutoring as that delivered in site-based projects. Up to four students and one tutor work together online via audio and video conferencing technology. Each student can see and hear the tutor, but the students cannot see or hear each other.



Rick & Danielle Goddard

12 year old son is a Read Right
Online Tutoring student
229-698-0008

Heather Stewart

15 year old son is a Read Right
Online Tutoring student
chosun2hs@gmail.com

Sheri Schuetze

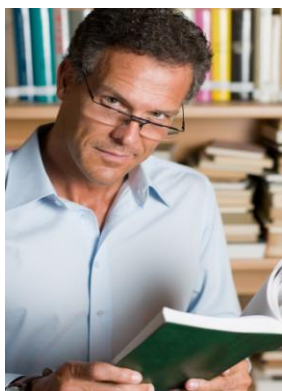
8-year-old son is a Read Right
Online Tutoring student
402-960-5500
sheandce@cox.net

Janice Rolfi

8 year old son is a Read Right
Online Tutoring student
314-882-7537
janice.rolfi@gmail.com

Laurie Romanstine

12-year-old son is a Read Right
Online Tutoring student
803-600-7682
lromanstine@sc.rr.com



Michael & Kelly McQueen

7 year old son is a Read Right
Online Tutoring student
501-580-3260
bikefitm2@yahoo.com (Michael)
kmcque1@entergy.com (Kelly)

Hope Brown

18-year-old son is a Read Right
Online Tutoring student
252-227-1074
hopenanebrown@gmail.com

The Investment Required for Read Right® Online Tutoring

Initial Consultation and Assessment

Determines entry reading level, introduces the student to his or her role in the tutoring process, and gives parents or sponsors the opportunity to decide whether to proceed. Parents receive an immediate debrief plus a written report.

\$ 100.00

Library Materials & Registration

Option #1 A collection of 30-40 hard-copy books to be used during tutoring sessions; also includes registration fee, file set-up, scheduling, and access to Read Right staff outside of tutoring hours to answer questions and problem-solve. It also includes tri-monthly reports summarizing the student's progress.

300.00

Note: If more than one member of the household is enrolled as a student, we charge this \$300 fee only once.

Option #2 Access to e-books to be used during tutoring sessions; also includes, file set-up, scheduling, and access to Read Right staff outside of tutoring hours to answer questions and problem-solve. It also includes tri-monthly reports summarizing the student's progress.

17.99/per month

\$7.99 for joining epic, which gives access to books for Independent reading 24/7 plus \$10 to Read Right (students placed in lime-range or purple-range do not need to access epic for independent reading; for them, the charge will be \$10 per month)

Note: If more than one member of the household is enrolled as a student, we charge the \$10 fee only once.

Cost Per 55-Minute Session

There is a direct correlation between the amount of time the student is tutored and the speed of improvement: the more sessions per week, the faster the growth and the fewer months required to transform the struggling reader to an excellent reader. You can schedule up to five sessions per week. We would like to see at least three sessions per week, and we strongly urge at least two per week.

**35 .00
per session**

Note: If the student's stamina precludes a 55-minute session, we offer 30-minute sessions. In that case, we strongly urge at least four sessions per week. The cost will be two sessions for \$35.00.

Money-Back Guarantee

If, after the first eight tutoring sessions, the student has not demonstrated progress as defined by a reduction of the symptoms that emerge during an oral read, the program can be discontinued and the client can return all the materials for a full refund of tutoring and materials charges (minus a wear & tear charge if applicable and a \$60 restocking fee for the hard-copy library). Only the \$100 reading consultation charge is non-refundable.

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