



# The Beacon

Western New York Educational Service Council

Fall 2014

## WNYESC Officers and Board of Directors

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Amherst CSD

*Term expires 2016*

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University at Buffalo  
Graduate School of Education

**WNYESC:**

222 Baldy Hall, SUNY at Buffalo,  
Buffalo, NY 14260-1000

716-645-2932 Fax: 716-645-3840

## SUNY Buffalo Support

### ***New Service To Member District Superintendents***

The Western New York Educational Service Council is close to reaching an agreement with the SUNY Buffalo Graduate School of Education for a new service soon to be offered to member district superintendents.

It is anticipated that superintendents will be given online access to all of the extensive services currently used in the University at Buffalo's Lockwood Library. Research reports, publications and many other forms of information will be accessible from your home and/or office. In addition, each superintendent will be given their own "FACULTY/STAFF" parking permit which will be very useful for any purpose you may need to be on campus.



Only one other SUNY higher education institution makes even some of these services available to local superintendents. While the services may not seem to be highly important, we can state for certain that to make it this far with any university bureaucracy represents a major success for the WNYESC.

Details will be announced shortly on how member superintendents can access this service. The WNYESC is not certain at this point if these initial privileges will be for one or three years, but we are told that there will be a renewal process.

## Interim Administrators

The WNYESC frequently receives requests from superintendents regarding possible candidates for interim administrative vacancies. We try to maintain an updated personnel listing for all levels of positions. If you know of a retired administrator from your district who might be interested in serving as an interim, please forward that individual's name and contact information to our office. Typically, when we receive a district request for assistance in selecting an interim, the superintendent wishes to move fairly quickly. Having a pool of candidates readily available is a big help to those superintendents seeking temporary administrative assistance.

# Western New York Educational Service Council

## Superintendent Searches

Under the skilled dedication of 16 year search consultant, Dr. Vincent Coppola, the WNYESC continues to be selected to assist boards of education in arguably its most important function, that being the selection of a new superintendent. In recent months, Dr. Coppola has served as the lead consultant in the following school districts: Enterprise Charter School, Cornwall, Greenwood Lake, Hamburg and Warwick Valley.

Recently, the WNYESC conducted a search process in the Baldwinsville and Altmar-Parish-Williamstown school districts.

WNYESC Executive Director, Robert W. Christmann, is in the final stage of a superintendent search in the Rockland County area, just outside New York City. The South Orange-town Board expects to appoint a new superintendent in September, 2014.

Dr. Coppola's work is considered by boards of education to be extremely thorough, carefully planned, well communicated internally and externally able to produce high satisfactory outcomes for their selection process. With hundreds of searches successfully completed, Dr. Coppola stands out as a highly professional search consultant.

The well-deserved reputation of Dr. Coppola and the seriousness to which he takes his responsibilities has enhanced the importance of the WNYESC to boards across the entire state of New York.

## Organizational Study Leads to Superintendent Search Process

The Altmar-Parish-Williamstown Central School District Board of Education in Oswego County had asked the WNYESC to complete two unrelated projects in its district.

Last fall, the board reviewed proposals via the RFP process to complete a study of their administrative staff and how its personnel are organized to meet student and staff needs. The final report was very highly regarded by the board. They were impressed by the insights of WNY consultant, Dr. Timothy O'Neill, former superintendent of Amherst, Carthage, Elmira City and Tomkins-Seneca-Tioga BOCES.

Because of Tim's exceptional work, he was asked by the APW Board of Education to continue to provide a new service to the district in the form of a superintendent search. As a former district superintendent, Tim conducted numerous prior searches. He worked with Dr. Vincent Coppola to complete this search for a new chief executive leader.

## Study Council Alliance of NYS (SCANYS)

The Western New York Educational Service Council is a member of a statewide organization of service councils, all of which perform similar functions as part of their professional mission. In addition, these organizations are part of a national group of 35 service councils from across the United States - the National School Development Council with its office in Boston, MA. In addition to the WNYESC, the Study Council Alliance of New York State members are as follows:

- ◆ CASDA Capital Area School Development Association, SUNY Albany
- ◆ SCSU Study Council at Syracuse University
- ◆ MHSSC Mid-Hudson School Study Council, Mt. St. Mary College – Newburgh
- ◆ SCOPE Scope Education Services, Dowling College/CW Post/St. Johns, Long Island
- ◆ CASSC Catskill Area School Study Council, SUNY Oneonta

The executive directors meet twice per year, usually at the site of the NYSCOSS conferences, and there is a national conference annually with the 2014 site set for Boston.

## National Election



As part of its annual meeting in Chicago, the WNYESC Executive Director, Robert W. Christmann, was elected as the National School Development Council's Vice President. He will serve in this capacity through 2014. The NSDC represents individual educational service councils affiliated with universities throughout the United States.

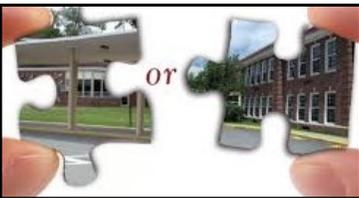
# Western New York Educational Service Council

## NYS Rural Schools Affiliation

One of the most important professional organizations in New York State providing services to boards of education and school districts is the New York State Rural Schools Association. It is a strong advocate for its members in many areas, most particularly in the inequity in funding for rural school districts. They have focused their purpose as an organization to being the voice of the rural school in school finance.

From time to time, they have been asked by their members to provide outside services, including studies. In a collaborative agreement, the Rural Schools organization will refer to the WNYESC the opportunity to provide those services as requested by districts throughout New York State. This partnership will allow the members of both groups to be more efficient and responsive to students and communities. The WNYESC is most appreciative of the strong leadership provided to the New York State Rural Schools Association by its retiring Executive Director, Bruce Fraser, and looks forward to an ongoing, mutually beneficial, professional relationship with his successor at NYS Rural Schools.

## Merger Studies



The WNYESC has been one of the statewide leaders in conducting merger/consolidation studies across our state. A study must be completed according to SED standards before two or more boards consider scheduling a community vote. We recently completed a study requested by the Canton and Potsdam Central School District. Team leader, Tom Coseo, retired Clarence Central School District Superintendent, did a great job with this difficult task.

We have also been selected, after a competitive selection process, to complete a merger study with the Horseheads-Elmira Heights Boards of Education. Tom will head up this study as well. Initial work in the two districts begins in September, 2014. We anticipate that more schools may look into the benefits of a school merger as financial support for school districts as they continue to decline, resulting in the reduction of staff and student programs.

## Mentoring Services

Among the many professional development opportunities available through the WNYESC is a confidential mentoring service for building administrators and district office leaders, including new superintendents. Typically conducted for a one to three year period, experienced retired administrators, mostly superintendents, are able to provide support and advice to those appointed to new positions. This is a service that includes on-site visits and telephone access in a very cost effective manner. Boards of Education and superintendents should consider this as a low cost option should their district situation include new administration at all levels of responsibility. This service to districts has grown significantly over recent years across New York State.

## Survey Requested

At a recent Board of Directors meeting, there was a discussion about the format and content for our 2014-15 professional development programs.

- ⇒ Do the programs continue to be a viable service for our members?
- ⇒ If so, are there times of the day/year that are more beneficial for member attendance?
- ⇒ Is there a different format that would encourage greater member participation?
- ⇒ Is the content of our programs meeting member needs?
- ⇒ What topics should be considered in the next school year?

The WNYESC has a desire to provide professional development opportunities that are timely and meaningful to all members. The Board has decided to create a membership survey to learn more about what you'd like to see. Look for the survey soon. Your participation will be greatly appreciated.

*Programs will continue to be available for WNYESC members only.*

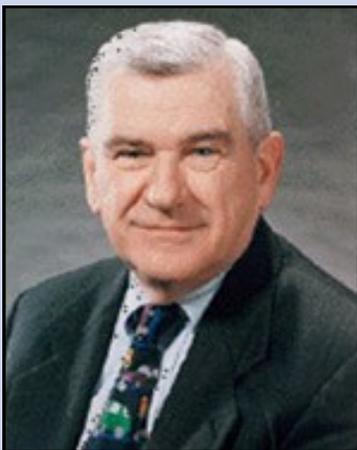


# Western New York Educational Service Council

## Friends of the WNYESC Annual Award

An award has been created for individuals not directly employed as an educator but whose actions reflect the ideals of all educators to serve the best interests of students. To be eligible for this honor, the individual must have demonstrated a high level of commitment to students, the courage to make difficult decisions in support of students, strength of character and the recognition of others of their leadership abilities.

For 2014, the Board of Directors has selected Robert M. Bennett, Chancellor Emeritus of the New York State Board of Regents to receive this honor. No regent commands a greater level of respect than does Robert Bennett. He received his award as part of the April 30, 2014 Awards of Excellence dinner at Salvatore's Italian Gardens.



*Robert M. Bennett,  
Chancellor Emeritus of the  
New York State Board of Regents*

## Awards for Excellence

The 10th annual Awards for Excellence dinner will be held on Wednesday, April 30, 2015. Member districts will be asked to nominate outstanding individuals who serve their districts in the capacity of teachers, support staff, administrators and superintendents. The WNYESC Board of Directors last year voted to create a new category of recognition, that of school board members. Nomination forms for all five categories will be distributed in January/February. A selection committee will review all nominations and select recipients from among what is always an outstanding group of possible honorees.

## Building Administrators Law Conference



A committee of current building principals worked with WNYESC staff to plan a law conference to meet the needs of building administrators. A wide variety of important topics were suggested for this workshop. A team of school attorneys from our corporate sponsor, Hodgson Russ, LLP, will be the presenters. This should prove to be a very pragmatic, valuable forum of legal advice for building level staff. The date is October 9, 2014 at the Millennium Hotel,

2040 Walden Avenue, Cheektowaga, NY. We thank Karl Kristoff, Jeff Swiatek and our school principals for their advice and time in planning this project. It is anticipated that the specific topics will be of great benefit to those currently serving as building level administrators.

## Member Service

Each member district receives a complimentary copy of the publication, "Long Island Education Review." While based on Long Island, there is a strong desire on the part of the publisher/editor to include articles written by Western New York school leaders. We encourage your consideration of this great opportunity to share your expertise on topics of interest to your fellow school leaders across New York.

Articles may be submitted to Dr. Richard Swanby at [swanby@scopeonline.us](mailto:swanby@scopeonline.us) any time. Articles must be double spaced in 12 point characters and accompanied by a disc in word or sent by email as a word document. APA guidelines should be followed.

## Programs

Each school year the WNYESC provides workshop opportunities of importance to school leaders in a casual, collegial setting. A recent decision by the WNYESC Board of Directors limited access to these workshops to members only. While we continue to expand and improve upon our professional development workshops, it was felt that our priority focus should be on meeting member district needs.

# Western New York Educational Service Council

## 2014-2015 Corporate Sponsor Directory

Many years ago the WNYESC Board of Directors made a decision to include corporate sponsors as organizational members. Without their financial support, the work of the WNYESC will not be able to continue at the high level that it currently enjoys. In making this decision, the Board also chose to limit the sponsors to no more than one per category. It was felt that in so doing, school districts would have a ready source of service providers available to them as needed.

Despite requests to join our organization, we have held to one corporate sponsor per category in an effort to better represent our member districts. We believe in the quality of the work provided by each of these companies and we would never accept a sponsor if we had any reservations about their product and service level.

Please consider them for your districts.

### **Architects: Cannon Design**

2170 Whitehaven Road, Grand Island, NY 14072

Contact: Kimberly Williams (716) 774-3208

kwilliams@cannondesign.com

### **Athletic Fields: Great Lakes Athletic Fields**

2910 Main Street, Buffalo, NY 14214

Contact: Alan Dungey (866) 898-5529

adungey@greatathleticfields.com

### **Business Office Services: Toshiba Business Solutions**

6000 N. Bailey Ave., Suite 1F, Amherst, NY 14226

Contact: Eric Fiebelkorn (716) 319-7292

eric.fielbelkorn@tbs.toshiba.com

### **Construction Management: Campus Construction Management Group**

100 Corporate Parkway, Suite 224, Amherst, NY 14226

Contact: John Ticco (716) 432-6005

jtico@campuscmg.com

### **Curriculum/Instruction/Professional Development: PLS 3<sup>rd</sup> Learning**

678 Main Street, Buffalo, NY 14202

Contact: Michael Horning, Jr. (888) 855-2250

mhorning@pls3rdlearning.com

### **Legal Services: Hodgson Russ LLP**

140 Pearl Street, Suite 100, Buffalo, NY 14202

Contact: Karl Kristoff (716) 848-1413

kkristof@hodgsonruss.com

### **Organ/Blood Donation: UNYTS**

110 Broadway, Buffalo, NY 14203

Contact: Mark Simon (716) 853-6667

msimon@unyts.org

### **Personal Financial Planning for Professionals: L & M Financial**

3820 Sheridan Drive, Amherst, NY 14226

Contact: Jeffrey Grossberg (716) 839-1234

grossberg@lmfs.net

### **Photographers: Lifetouch National School Studios**

495 Aero Drive, Cheektowaga, NY 14225

Contact: Timothy Healy (716) 633-4466

thealy@lifetouch.com

### **Reading Company: Rowland Reading Foundation**

6120 University Avenue, Middleton, WI 53562

Contact: Tracy Didio (518) 466-3497

tracy.didio@rowlandreading.com

### **Student Online Management Services: Infinite Campus**

70 Suffolk Court, Hauppauge, NY 11788

Contact: Bill Dwyer (631) 761-1431

wdwyer@customonline.com

## Hodgson Russ, LLP

Presented by Hodgson Russ, LLP, SchoolNET provides topical information, analysis, commentary and resources on the latest developments in education and special education law to help school districts meet their legal challenges. SchoolNET is written by a team of education law and public sector employment law attorneys dedicated to helping school districts establish the best possible educational and work environments for their students and staff.



## CannonDesign

CannonDesign is a leading design firm with integrated, in-house architecture and engineering professionals. With over 60 years of PreK-12 experience, our services range from comprehensive facility assessments and emergency/crisis planning, to district-wide master plans, capital improvements and technology upgrade programs, renovation/expansion of existing facilities, as well as the development of new schools.

## Infinite Campus

Custom Computer Specialists, Inc. is the exclusive channel partner for Infinite Campus. As the largest American-owned student information system provider, Infinite Campus manages 6.5 million students in 43 states. In New York, there are over 115 districts and 375,000 students using Infinite Campus. For more than 18 years, Infinite Campus has successfully implemented its solutions for customers of all sizes. Customers range from those with fewer than 100 students to those with more than 600,000 students, and include school districts, regional consortia, state department of education and the federal government.



## Lifetouch

As school photographers, and also, as members of the schools and communities we serve every day, student safety is always Lifetouch's top priority. We work hard to ensure every child is protected with:

- ◆ The best image, data and privacy practices in the industry.
- ◆ Background checks on all employees who work in your schools.
- ◆ PCI compliance with secure credit card payment methods.
- ◆ Our SmileSafe program in partnership with the National Center for Missing and Exploited Children. To date we've helped bring 49 lost children home to their families through this program.

Lifetouch wants every child to be safe, and every day we're expanding what we do to make sure our goal is a reality.



## Campus Construction Management Group, Inc.

### Our Mission:

- ◆ To be the obvious choice for professional construction services through continued client satisfaction.
- ◆ To provide an environment that promotes opportunity, encourages professional growth, and creates value for our employee-owners.
- ◆ To bring knowledge and leadership to the project team while representing our clients and their interests.

### Professional Construction Services

Over the past two decades, members of Campus CMG have completed over \$3 billion in construction management projects. All of this work entailed construction phase services of one type or another, and was accomplished utilizing a team approach. Our personnel therefore understands construction and exceeds our client's requirements time and time again. In addition, they recognize each team member's field of expertise and the importance each has on the success of the projects. Our "owner level" involvement in every one of our projects assures our clients that their facilities will be completed according to their expectations...on time and within budget.

### Campus CMG offers a wide range of professional services including:

- Construction management
- Pre-referendum planning
- Pre-construction
- Estimating
- Scheduling
- Enhanced clerk of the works
- Five-year capital facilities planning



### WNYESC Member District K-12

#### Projects thru Campus CMG:

- Allegany-Limestone CSD
- Grand Island CSD
- Kenmore-Tonawanda UFSD
- Olean City SD
- Randolph CSD
- Wellsville CSD
- Williamsville CSD

## UNYTS

The Donate Life Club is a character development, as well as leadership, program which assists students in high schools across WNY in the planning, development and implementation of a campaign to increase awareness about organ, tissue and blood donation among their peers. Students involved in the group at their school have an opportunity to develop leadership and communication skills and acquire a working knowledge of multiple aspects of establishing and managing an organization. In addition, the Donate Life Clubs are involved in the recruitment and volunteering at a blood drive within their school, or at a blood drive their school sponsors at Unyts donation center. Involvement in a Donate Life Club provides students with skills they can apply in future academic and work-related activities. Ten years ago, five schools participated in the Donate Life - we currently run this club in 68 schools across WNY.



## PLS 3<sup>rd</sup> Learning

PLS 3<sup>rd</sup> Learning co-creates projects and initiatives with partnering organizations to support teaching and learning. The custom technology projects, combined with unique professional learning opportunities, allow PLS 3<sup>rd</sup> Learning to assist educators and advance their continued professional growth. Across NY State, PLS 3<sup>rd</sup> Learning's curriculum management and standards-based system, NYLearns.org, provides educators with the educational resources and tools necessary to achieve their curricular and instructional goals.

For more information, visit <http://www.PLS3rdLearning.com>

Established in 2006, the Leadership for Educational Achievement Foundation, Inc. (LEAF, Inc.) is a 501 (c) 3 organization that serves as the professional development arm of The New York State Council of School Superintendents (The Council). LEAF, Inc. provides high quality professional learning to support the development of superintendents and school district leadership team members. In partnership with The Council, LEAF's programs are research-based, aligned to the needs of the field, responsive to changing expectations for school leaders and cost effective.

Learn more at [http://www.nyscoss.org/leaf\\_inc/](http://www.nyscoss.org/leaf_inc/)

PLS 3<sup>rd</sup> Learning, in partnership with LEAF, Inc., is proud to announce a unique online professional development program for educators across New York State. The LEAF Institute for Blended and Online Learning is designed to prepare and support district leaders and teachers in the successful delivery of new online learning modalities in K-12 settings.

"We believe that providing effective and ongoing professional learning opportunities for educators is critical to driving transformational and systemic change," said Donald Jacobs, Ph.D., CEO of PLS 3<sup>rd</sup> Learning. "Partnering with LEAF allows us to support school leaders and teachers as they plan for and implement new online and blended initiatives."

The Institute offers online courses specifically targeted to district leaders, school administrators and teachers. Fully facilitated and highly interactive, the courses allow educators to connect with experienced online instructors and colleagues across the state. Through pragmatic application of knowledge and skills, participants will choose a model that best fits their district's needs, create an implementation plan to introduce online and blended learning opportunities and integrate best practices for online instruction.

"The LEAF Institute will equip New York State's educators to revolutionize what is taking place in K-12 classrooms," said Kelly Masline, Director, LEAF, Inc. "This program serves as a catalyst for progress, preparing students for career and college readiness as they enter into the 21<sup>st</sup> century marketplace."



**PLS 3<sup>rd</sup> Learning**  
*Educators elevated.*

The LEAF Institute courses are aligned to iNACOL's Standards for Quality Online Courses and Standards for Quality Online Teaching. iNACOL is the premier organization supporting high-quality blended and online learning initiatives.

To Learn More About The LEAF Institute for Blended and Online Learning, visit [LEAFInstitute.org](http://LEAFInstitute.org)

## Toshiba

At Toshiba, we're moving far beyond the box. Our people bring innovative, real-world solutions to all your print management needs. We'll help you cut costs, secure your documents and reduce your environmental footprint. And if there's one thing every business and our planet can use right now, it's managing to do more with less.

### ***Toshiba Provides Solutions For The Document Management Challenges Facing Education Professionals***

Educational Institutions such as universities, school systems, and libraries face some unique challenges. Among other priorities, they must cut operating costs, improve their IT efficiency, and explore new revenue sources. Administrators are usually working within tight budgets with little room for discretionary expenses. Managing the costs associated with document production and distribution is a large part of their challenge.

Toshiba Document Solutions combine Toshiba e-studio systems with powerful software applications and targeted process improvements that enable educators and administrators to more effectively distribute and organize their documents and manage their devices. Toshiba Document Solutions are a family of systems, software, and services that help decrease document-related expenses and increase productivity within educational organizations, freeing time and resources so that they can focus on the task of educating.

Printing the enormous volume of reports and forms that are needed each day is a big challenge to administrators in education at all levels. A variety of materials - from report cards to registration packages to budget documents - must be printed and distributed to multiple recipients in a timely manner. Unfortunately, many educational institutions print their documents at a central facility and use expensive labor or couriers to deliver them to the right people (for example, teacher in-boxes). Toshiba offers solutions that improve an organization's document distribution, making the print cycle easier and ensuring that documents reach the recipients in the most efficient way possible.

Toshiba Document Solutions also address a very common problem faced by educational administrators: managing hundreds of preprinted forms. We can help you eliminate large inventories of preprinted forms by allowing on-demand printing from your host system to our e-studio devices using cut-sheet paper. In addition to saving money, this provides a variety of enhancements to your forms, including the use of color, graphics, and one-to-one messaging, as well as finishing services like stapling and duplexing.

The sheer volume of paper documents that must be managed can leave a school system vulnerable to a number of problems, including lost documents, an ever-increasing demand for physical storage space to accommodate hundreds of filing cabinets, and the inability to quickly access specific documents.

Locating any document is fast and easy. For example, a student's records can be transferred to another district by simply typing in the student's name to instantly retrieve their files, which can then be printed, faxed, or e-mailed directly to the new district. Transcript requests can be retrieved and routed in seconds. You can even search through many years of school board meeting minutes for references to a particular word or phrase, and locate related documents in seconds. Wasted time and frustration are reduced and efficiency increases.



The security benefits offered by Toshiba Document Solutions meet all privacy protection requirements of the Family Educational Rights and Privacy Act (FERPA) by restricting access to personnel with keycodes, faxing secure documents directly by e-mail to users and tracking copier usage.



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OR RENOVATION OF  
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**or call Alan R. Dungey, CSFM  
866.898.5529**

## L&M Financial



L&M Financial representatives have been providing benefit programs and financial services to individuals, families, and small businesses since 1972, and through their affiliation with Securities America, Inc. since 2007. But we're not simply a team of financial planners managing money. We are trusted advisors, life coaches and loyal partners. We truly care about our clients' well-being and we strive to build long-term relationships with each and every one of them. In other words, "we show up." By showing up, we help our clients make smart financial decisions – so they can enjoy life and focus on what matters most.

With our offices in Buffalo and Rochester, our nearly 100 employees and representatives, and the latest in technology, we offer our clients the guidance they need to help build a more secure financial future. For more information contact us at 716-839-1234 or 800-326-8410 or visit us online at [www.lmfs.net](http://www.lmfs.net).

Jeffrey Grossberg has been affiliated with L&M since 1986 and brings more than 35 years of experience with him in his role as a Registered Representative with Securities America, Inc., and as an Investment Advisor Representative with Securities America Advisors, Inc. He also holds FINRA Series 7 and Series 63 licenses. As an advisor, Jeffrey provides investment, retirement and financial planning services to clients, with a particular focus on educators and physicians. His professional goal is to help clients preserve what they have and to live a lifestyle that they would enjoy. "I love interacting with clients. In fact, next to my family, my business and my clients are my life 24/7."

Jeffrey can be reached at 716-839-1234 or [jgrossberg@lmfs.net](mailto:jgrossberg@lmfs.net)

## Rowland Reading Foundation

Rowland Reading Foundation is a nonprofit organization dedicated to improving reading instruction in the primary grades. Superkids Reading Program is the Foundation's reading and language arts curriculum designed just for K-2. Superkids is a phonics-based curriculum that integrates reading, spelling, comprehension, handwriting, grammar, and written expression into one program. It looks like no other program and works like no other. The Foundation provides complimentary in-service training and one-on-one in-classroom coaching to schools when they adopt Superkids K-2.

Independent studies of Superkids have shown that the program is effective for all children, including English language learners and closes the achievement gap for minority and at-risk students. In a nationwide study of 3,200 kindergarteners, students moved from the 54<sup>th</sup> to the 79<sup>th</sup> percentile after just one year of Superkids, with English language learners moving from the 26<sup>th</sup> to the 63<sup>rd</sup> percentile and low-income students moving from the 29<sup>th</sup> to the 66<sup>th</sup> percentile. In fact, all demographic groups analyzed showed percentile gains with Superkids such that reading scores for all children, including disadvantaged children, were higher than the national norm at the end of the year. There was no achievement gap in reading at the end of kindergarten.



ROWLAND READING FOUNDATION