

Tarmac

Serving Educational Technology Since 1957

Special points of interest:

Tarmac Educational Services, Inc.

Our Mission

During our fiftieth year, we will continue to promote only the best educational technology available.

Our Motto

Serving Educational Technology Since 1957.

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The Report Card

Published Since 1957

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If All Reading Programs Work, What's the Problem ?

All reading programs don't meet the needs of every student. Students are individuals with unique needs and unique skill levels. Reading Plus can help diagnose and correct unmet student needs for levels K-Adult. What's the problem with reading instruction ?

Expected student benefits when using Reading Plus.

- Students will report greater ease, comfort and enjoyment in reading.
• Improved self-esteem and confidence .



Learning to Read Vs.

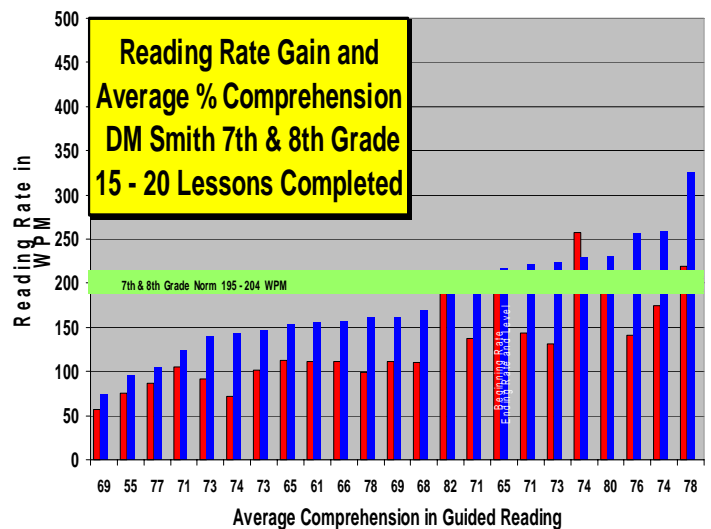
Reading to Learn

You have always heard that we learn to read then we read to learn. We teach reading up until the 5th grade at which time we expect the student to read and learn from the text.

The Disconnect

Our students are not making this transition. They do worse in middle school than in elementary and even worse in high school than middle school. We now know that we should continue to teach reading throughout all of a student's schooling.

Reading Plus Report Example



Question, Answers & Comments

Q. What makes Reading Plus different from all the other reading programs ?

A. Reading Plus addresses each students' needs in each skill area at any level. It can give a visual presentation of each student's eye movement while reading and compares them to national norms. Gains can be measured after just a few lessons. Most

don't believe that there is 70 years of research behind Reading Plus. Even Reading Plus teachers may claim "over 40 years research" since this seems more believable.

Q. Is it scientific research?

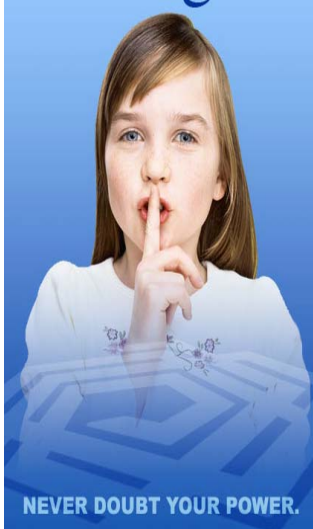
A. When you compare research, you will find that Reading Plus has more scientific re-

search than any other reading program. We suggest you check out the research for yourself and compare it to any other program you have under consideration.

Q. Can you prove your claims of results?

A. We provide a free trial to allow you to see results that

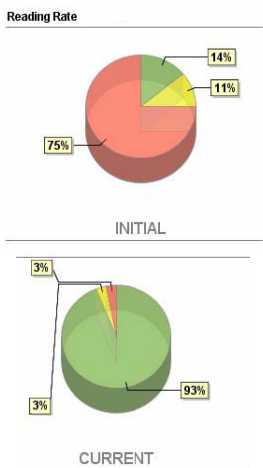
Reading Plus



“I hate Reading Plus since I have become a good reader, you expect a lot more of me.”

-4th grader when asked by the principal why he hated Reading Plus.

Reading Plus Report Example



Questions, Answers & Comments continued...

include reading rates, vocabulary development level, grade level skills reports and reports using bar graphs, line graphs and circle graphs.

Q. Why do you say that fluency is so important ?

A. Comprehension remains low as students call words without developing the ability to fluently read silently. They will not easily read without fluency. Their self-esteem and confidence will not rise and they will not enjoy reading. All timed tests are a test of a student's ability to silently read fluently.

Q. Why should we choose Reading Plus over another program ?

A. Educators with PhDs in reading are usually our most vocal supporters. Ask your advisor the following questions.

1. Give a definition of Fluency and explain why it is important.
2. What is the national norm reading rate for US High School Students ?
3. Explain what the word "Automaticity" means.
4. Give a simple definition of "Visual Perception".
5. Will you be addressing the above key skills, especially fluency ? Show Me.

6. How can you teach the sounds of words when they haven't learned them in other phonics programs ?

Q. Why is your program on the computer ?

A. Time on task is very important when correcting student's reading problems. The computer using reading plus software can quickly find each student's need in perceptual memory, visual memory, phonics, basic sight words, fluency, vocabulary and comprehension beginning at the appropriate level in the needed skill area. The computer software automates the instructional flow though the various Reading Plus programs and levels. It ensures students receive optimal instruction based on their individual needs. The multimedia program introduction and award system assists teachers and administrators in building site-wide motivational systems based on student and class achievement. The software also determines what comprehension skill reinforcement is needed. It allows the printing of take home sheets for each student's needs. Silent Fluency development involves high speed eye movement and the computer can keep track of each student's development and adjust rates according to success.

Q. Why doesn't giving a poor reader more reading help ?

A. Asking a poor reader to read is the same as asking a student to solve long division problems without being taught to add or subtract.

Q. What do students and educators say about Reading Plus?

“ Reading Plus has helped me learn to read more books. Reading Plus made me think about doing more with my life. Thank you, Reading Plus” **L.C. (7th grade special needs.)**

“Reading Plus is a great program for students. The good thing about it is it has all different types of stories . It will suit anyone. There are history stories, science stories, and many more. But, best and most important, it will help you improve your reading rate and level.-**J.T. 7th grade.**

“My athletes have passed their reading competency” -**HS Principal**

“We are not getting low level readers from ... a...feeder school, but are still getting them from ...b... We understand you had something to do with ...a.. Can't you do something about ...b... ? —**HS administrator**

Reading Plus version 3.6 Available August 2007

Additional features have been added to Reading Plus to address more needs for struggling readers, including special needs of younger readers, English Language Learners and Special Education Students. The instructional flow through the programs has been automated even further providing a scaffolding approach to building student attention, Fluency and comprehension by automati-

cally varying the length of reading segments presented within Guided Reading based on student performance. It also provides the most reluctant readers with new multi-media program introductions and individualized goal and award system that assists teachers and administrators in building site-wide motivational systems based on progress and overall class achievement. Student's

comprehension scores and reading rates are assessed after each lesson and the program assigns the necessary intervention that will assist students in overcoming any challenge they encounter.

Comment: We have test scores before Reading Plus, after Reading Plus and after new administrators changed programs. We are happy to share them with you.