

Request for Proposal

Prepared For:

Avoyelles Parish School Board

221 Tunica Drive West

Marksville, LA 71351

Customizable Take-Home Decodable Reader Books

Due: May 24, 2024

Submitted By:

Just Right Reader, Inc.

Certified Women-Owned Business

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Dear Avoyelles Parish School Board,

5/21/2024

Julianne DeMartino,
Senior Vice President of Strategic Growth and Innovation
Just Right Reader, Inc.
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Dear Avoyelles Parish School Board,

I am thrilled to introduce Just Right Reader Take-Home Decodables, a program tailored to enhance family engagement and personalized learning for students in Avoyelles Parish. Our approach uses student reading assessment data to curate customized packs of decodables, meeting each student's unique learning needs and ensuring their success.

Our methodology bridges the gap between classroom and home learning. The embedded Just Right Reader Phonics Videos in each book guide caregivers to support accurate phonics practice at home, mirroring classroom instruction. This alignment fosters cohesive learning experiences and enhances family engagement, making learning a collaborative effort.

Founded in 2019, Just Right Reader is headquartered in Fort Worth, Texas, with approximately 50 full-time employees, fulfillment centers, and remote offices across the U.S. We are proud to be recognized as the leading provider of decodable readers aligned with the Science of Reading.

Our high-quality decodables enrich students' educational experiences, supporting them as they progress through their academic careers. With a vast library of titles, our decodables accommodate all reading levels, helping thousands of schools and districts, like those in Avoyelles Parish, improve reading scores, promote literacy, and foster family engagement in reading.

Since our inception, we have established strong partnerships with school districts and literacy experts nationwide. Our decodables, each featuring a QR code linked to engaging phonics videos in English and Spanish, provide explicit demonstrations, story explanations, and practice reminders. These features make our decodables more effective, accessible, and engaging for students.

Our approach is grounded in scientific research on how children learn to read, incorporating concepts such as the "Scarborough Reading Rope," "The Active View of Reading," "Mirrors, Windows, Sliding Glass Doors," and "The Science of Reading." This research informs the structure and design of our decodables, which emphasize repetition and engagement to support foundational phonics skills and literacy.

Just Right Reader Decodables empower students through culturally relevant, engaging texts that foster a love of reading and a sense of belonging in a global society. With over 300 titles in our

Letter Sound Cards

English library, we offer inclusive learning opportunities through both fictional and informational texts. Literacy experts Dr. Ray Reutzel and Dr. Heidi Anne Mesmer have endorsed our decodables and contributed to the development of classroom routines to support student success in reading.

We invite you to watch our short video to learn more about the Just Right Reader methodology and product line:

[Proposal Video](#)

Sincerely,



Julianne DeMartino

Senior Vice President of Strategic Growth and Innovation
Just Right Reader, Inc.
rfp@justrightreader.com
(877) 415-READ

PROGRAM DESIGN, METHODOLOGY, AND RESEARCH

Just Right Reader Take-Home Decodables are engaging, high-quality materials that elevate students' reading success while fostering strong family involvement. Our evidence-based approach curates customized packs of decodables using student reading assessment data, ensuring each child's unique learning needs are met, driving their achievement higher.

Engaging and Effective Materials

At Just Right Reader, we understand that students who find joy and success in reading are more likely to engage with texts for longer periods, thereby building essential reading stamina. Our decodables are crafted with this in mind, providing fun, engaging content that students are excited to read.

Enhancing Family Engagement

Our Take-Home Decodables add an invaluable layer of family engagement. Students can bring these decodables home, ensuring learning continues beyond the classroom. This approach is particularly effective during breaks—fall, winter, spring, and summer—preventing learning loss and maintaining the skills learned in school. With Just Right Reader books, students have a constant companion in their reading journey, making the experience both educational and comforting.

Supportive and Accessible Learning

Each decodable book includes a QR code linking to phonics videos available in English and Spanish. These videos provide explicit instruction, making it easier for caregivers to accurately support their child's phonics practice. The activities at the end of each book are designed to be fun and easy to understand, enhancing the home learning experience.

Comprehensive and Customizable Literacy Resources

Our program, grounded in the Science of Reading, offers a wealth of titles to support structured literacy and phonics instruction. The extensive library ensures students can practice and reinforce their skills through varied and engaging content, promoting active learning and retention. The diverse and inclusive materials also foster a sense of belonging and cultural relevance, which is essential for a well-rounded educational experience.

Spanish Decodables for Biliteracy

Our Spanish Decodables align seamlessly with bilingual and dual-language programs. Authored by bilingual teachers and Latin American writers, these original works cover various topics and cultural narratives, making them relatable and engaging for students. The structured progression from foundational skills to more complex concepts ensures comprehensive learning.

Evidence-Based Approach and Expert Endorsements

Just Right Reader's methodology is supported by rigorous scientific research, incorporating principles like the "Scarborough Reading Rope" and "The Science of Reading." Our materials are

designed to provide systematic phonics and explicit instruction, ensuring that students build strong, foundational reading skills.

Lesson Plans and Digital Support

Our meticulously crafted lesson plans align with the Science of Reading, supporting teachers in delivering comprehensive phonics instruction. The digital QR phonics video lessons in multiple languages, including Hmong, Urdu, Arabic, Mandarin, and Vietnamese, further support learning by offering clear, explicit instruction on sounds and skills.

Elevating Literacy

Just Right Reader Decodables empower students, engage families, and transform the reading experience into a shared, enriching adventure. We invite the Avoyelles Parish School Board to partner with us and make literacy an exciting and effective journey for every learner in your district.

Science of Reading Decodables

Just Right Reader knows that English is systematic, and given proper phonics and phonemic instruction, students can learn to read almost any word presented to them (Duke, 2021). Students who struggle with phonemic awareness and phonics early on are more likely to have reading difficulties later (Melby-Lervag, Lyster, Hulme, 2012). Dr. Heidi Mesmer explains that accurate reading comprises two types of words: high-frequency and decodable. Our books focus on highly decodable words while including the much-needed high-frequency words to help students become more accurate readers as they learn to distinguish between the two types of words. The Just Right Reader phonics progression starts with letter books that have been expertly written to help students recognize alphabet letters as well as write them with ease, part of a multi-componential alphabet instruction that has been backed by Dr. Ray Reutzel and continued research (Piasta & Wagnert, 2010).

Research and Evidence

- [ESSA Level IV](#)
- [Case Studies](#)

Impact on Learning: [Our Data and Case Studies](#)

Just Right Reader supports students around the country with high-quality instructional materials that demonstrably improve their reading abilities. Our Take-Home Decodable Packs support students reading at, above, and below grade level with decodables that are “just right” for each student, and our spiraled scope and sequence ensure students engage in [interleaved practice](#) for optimum learning.

Diving Deeper: Our Research and Methodology

We focus on helping students develop foundational reading skills that set them up for success, and **our mission is to make reading fun while helping all students learn to read with engaging**

Decodable Materials

decodables. We use research-informed materials and strategies to preventatively address potential barriers to reading success. Researchers estimate that 95 percent of children can learn to read if they receive explicit, systematic instruction in word recognition and language comprehension skills (Moats, 2020). We're committed to playing our role in making best-practice instructional materials available to all students.

Our program is evidence-informed and [aligns with Core ELA Programs](#) and ELA standards for Foundational Skills. Because of our commitment to developing high-quality materials that support best practices in reading instruction, we work closely with reading researchers and experienced educators to create our Scope and Sequence, decodables, Lesson Plans, and video phonics lessons. As a result, Just Right Reader's decodables and lessons feature strong lesson-to-text match and other text features that enhance decodability (Mesmer, 2022).

Just Right Reader's robust Scope and Sequence support the development of phonemic awareness, phonics, fluency, vocabulary, and comprehension skills. The high volume of titles in the Just Right Reader Library gives students ample opportunity to practice decoding new and previously taught sound-spelling patterns in context, which research demonstrates promotes orthographic mapping and reading comprehension.

We know the importance of teacher knowledge and practice. To that end, Just Right Reader frequently hosts virtual and in-person Symposiums to connect educators with top reading researchers, including Dr. Heidi Mesmer, Dr. Lucy Paulson, and Dr. Ray Reutzel.

Although we focus on phonics, we don't stop there. Activities in our decodables, caregiver, and teacher-facing materials support the five pillars of reading instruction identified by the National Reading Panel.

Phonemic awareness: Phonemic awareness instruction and practice activities (Pre-Emergent Library: Sets 1-5 and Sets 6-50: Phonics Reviews)

Target Phonics Skill Letter Recognition Letter Phonemic Awareness	Fun with Sounds <ul style="list-style-type: none"> Familiar games like "I Spy" can provide great practice for your reader by adding one simple step! For example, "I spy something that starts with the sound /s/." "I spy something that ends with the sound /d/." Later, move on to rhymes. For example, "I spy something you are wearing that rhymes with boat."
Phonics Fun <ul style="list-style-type: none"> Play the Silly Song Lyric Game with your reader! Change one word's beginning sound in a song. For example, "Pop Goes the Weasel" turns into "Hop Goes the Weasel." Sing and dance to your favorite silly songs! 	

Phonemic Awareness
(5 minutes)

1. Use picture cards to sort

Say: Today we will sort pictures by beginning sound. Some will begin with the sound /i/ and some will begin with the sound /n/.

Make a t-chart with "I" on one side and "N" on the other. Choose 3-5 picture cards that begin with /i/ and 3-5 that begin with /n/. (Possible pictures: igloo, insect, inch, iguana, nail, nut, noodles, nest)

Hold up a card, say the name of the picture, and have students repeat it.

Say: Does this begin with /i/ or /n/?

Place the card under the corresponding column on your t-chart. Students take turns until all pictures have been sorted.

Phonics Review
(5 minutes)

1. Review the letter Ii

Say: Remember that the letter I makes the /i/ sound. (Show the letter Ii card.) The uppercase I has a big line down, little line top, little line bottom. The lowercase i starts with a little line down, then has a dot.

2. Match letters to a letter/sound chart

Give each student a bag of letters. Students pull one letter at a time and match it to the corresponding letter on the letter/sound chart. Ask students to say the name of the letter and its sound as they put the letter on the chart.

Pre-Emergent Library: *I is for Igloo*, pg. 15; Pre-Emergent Lesson Plans: *I is for Igloo*, pg. 2

Phonics: Explicit, systematic instruction in new sound-spelling patterns and syllable types; strong lesson-to-text match and highly decodable practice materials; opportunities to practice decoding and encoding using new and previously learned phonics skills (Video phonics lessons, Lesson Plans, Decodable stories and informational texts)

Phonics Review:
Digraph ch/tch
(5 minutes)

1. Introduction

Say: Ch is a **consonant digraph**. When c and h come together they make one sound /ch/. There is a second way to make the /ch/ sound. (Show tch on a card.) We can use **digraph tch**. A **digraph** is when three letters come together to make one sound. Tch says /ch/. Tch is always at the end of a word or syllable. Usually tch is used if the vowel is **short a** or **short e**. If you hear the /ch/ at the beginning of a word it is spelled **ch**.

2. Use word cards to read words

Say: I am going to show you a word card. I want you to silently decode the word. When I say go, you say the word.

batch, chin, much, chat, chip, rich, check, chop, such

2. Use Elkonin boxes to make words

Say: We are going to use our Elkonin boxes and letter tiles. Push the tiles to make the word rich. Rich has four letters but only three sounds because the ch makes one sound. The ch goes in one box. Choose 2-3 words for students to make with the Elkonin boxes.

chop, chip, chin, chat, such, batch

"Rich, can you check on the chickens?"

Rich nods, "Yes," as he has his fish and chips. He will check on the chickens in the pen.

1

First Grade Library: *Check on the Chickens*, inside title page, pg. 1-2; First Grade Lesson Plans: *Chips*, pg. 2

Vocabulary development: Introduction of new vocabulary words before students read decodable texts

Kindergarten Library



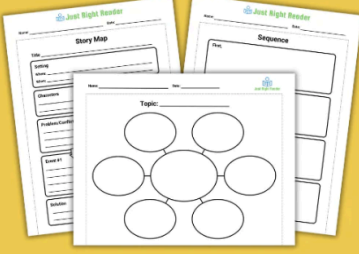
Kindergarten Library: *The Big Sip*, Title page

Reading fluency: Explicit instruction in blending sounds; explicit introduction of new sound-symbol correspondences; opportunities to practice decoding with support and independently; opportunities for repeated exposure to new and previously learned high-frequency words and sound-spelling patterns; opportunities for repeated reading and wide reading



Reading comprehension: Teacher-directed reading comprehension activities, scaffolding tools (e.g., high-interest graphic organizers), and opportunities for written response

Customizable Take-Home Decodable Reader Books



**High Interest
Graphic Organizers**


Reading Review
(5 minutes)

1. Group discussion

How is the country different from the city?
How does Mr. Pickle's attitude change throughout the book?

2. Find words in the book that have C-le syllables

Students find a word and put their finger on it. When everyone has found a word, students share the word they found out loud or with a partner.



Customer Resources Library; Second Grade Lesson Plans: *Mr. Pickle*, pg. 3

Intentional Design

We leverage decades of reading research to inform our methods and materials. Our methodology is deeply rooted in the science of reading, and we prioritize foundational skills essential for early literacy development. Our [Logic Model](#) outlines Just Right Reader's approach to equipping students for short and long term reading success and the research citations that underpin what we do (See pages 13-14).

Phonemic awareness is pivotal in the early stages of reading development. Just Right Reader Decodables are designed to enhance this skill, enabling students to decode words effortlessly. Our books are designed to have text in a large font and the remaining blank space so that students can easily focus on the words. Twenty percent of the words on each page are the focus skill words. The left page of each book spread includes the focus skill words, previously taught skills, and high-frequency words. The right page contains the art to help students gain meaning.



Intentional Coding

I Can Help

Phonics Skill
Previous HFW
Vocabulary or
Nondecodable Max 2

New HFW
Previous Skill

Mom was folding clothes. "I can help," I yelp.

Mom told me how to hold my pants so I could fold them.

Fold my pants?
I will fold my socks.
Mom just gulped.

Total Words: 33
Skill Words - 9/33 = 27%
Decodable Words + 32/33 = 97%

Every layer of our design process works to eliminate experience disparities that affect students' access to equitable educational materials free from bias. From the authors and illustrators to our team of editors, our decodable books go through rigorous editing stages to ensure equity in literacy. Imagine the number of books students practice weekly in school or at home. Imagine the power of students seeing themselves represented in all those books daily. Just Right Reader is committed to creating this reality for students.

Sequential Scope and Sequence

Our phonics progression guides students from basic alphabet recognition and early decoding skills through complex sound-spelling patterns and multisyllabic word reading. Whether students are ready to decode CVC words, vowel teams, or multisyllabic words with affixes, we can meet them with "just right" instruction and practice. Just Right Reader provides multiple decodables for each critical phonics skill (e.g., vowel sound-spelling patterns) to give students the repeated exposure they need to orthographically map known words.

With more than 700 available decodable titles, Just Right Reader's program allows students to practice previously learned words and sound-spelling patterns to automaticity at every grade level. Each Set of decodables includes multiple titles focused on the target skill, and previously learned skills are incorporated into future decodables to provide additional opportunities to practice. For example, Set 37 in our Second Grade library focuses on the digraphs *-ea* and *-igh*. Six titles are dedicated to this target skill, and the digraphs *-ea* and *-igh* appear in decodables in Sets 38-58.

	Set 36	Set 37	Set 38	Set 39	Set 40
Vowel Teams, Diphthongs, and Trigraphs	-ee and -oa	-ea, -igh	-ai, -ay	-oe	-ew, -aw
	New HFW: been, laugh, new, night, through, would; Sounds of wr- and kn- in write, know, knee, knew Complex syllables including open syllables are introduced at this level.				

Phonics Sets

Set 37 -ea, -igh	A Feast with Kat Candy	Kat and Flamingo at the Beach Olivia and the Sunflower Seeds	Mighty Jean Sharks, Sharks, Sharks
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Just Right Reader’s program is cumulative. After an explicit introduction, each phonics pattern is spiraled through our instructional progression to provide interleaved practice of new and previously learned skills.

Decodables Grounded in Research

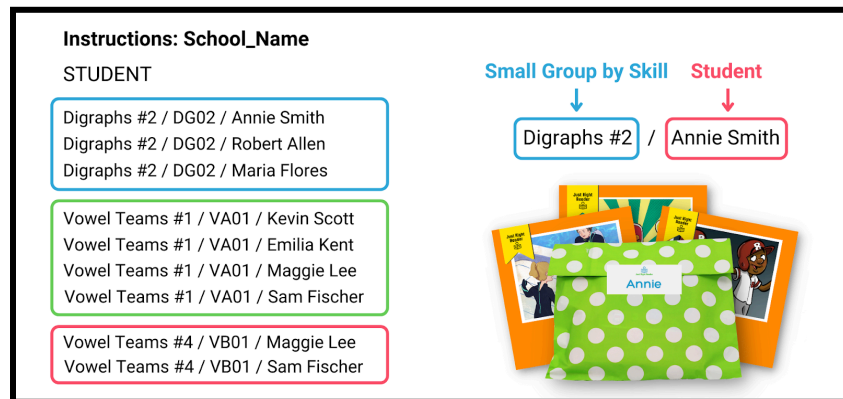
Research reveals that decodable text significantly affects beginning reading skills. The positive impact of this teaching method is measurable through standardized assessments, such as the Woodcock Reading Mastery Test, as well as more informal phonics, spelling, and reading aptitude instruments. In addition to reading practice with decodable text, phonics instruction also positively impacts spelling ability, demonstrated in students’ independent writing. Using controlled text as an alternative to traditional trade literature for phonics lesson follow-up is preferable for getting young children off to the best start in learning to read. Furthermore, the results indicate that children gain self-confidence, leading to reading enjoyment. Thus, decodable texts can be engaging and motivating for students. Most importantly, the evidence suggests they make a significant difference in teaching young children to read. (Sadlier School Professional Development Series, A Research Study on the Effects of Using Decodable Texts with Systematic Phonics Instruction. Blevins, 2019.)

Our decodables provide an authentic and rigorous learning experience that engages the reader to relate to the content and become motivated to read. With books progressing across a phonics continuum, students read within a challenging and engaging range. Our fiction books have interesting stories students relate to, and our non-fiction books break down abstract concepts while providing real-life, everyday examples.

Take-Home Decodables for Personalized Learning

Take-Home Decodable Packs can be [tailored to each student’s independent reading level](#) using [district-provided assessment data](#). Our proprietary assessment matching algorithm currently supports more than 15 commonly used ELA assessments and phonics inventories, including 95% Group Phonics Screener for Intervention (PSI), Acadience (Dibels Next), Dibels 8th Edition, iReady, NWEA MAP, PALS, Renaissance STAR Reading, and others!

After receiving student reading data, we send each student a gift-wrapped pack of **10 engaging decodables** focused on the target phonics skill or skills the student needs to practice. Each Pack also includes writing pages and research-based reading activities that encourage repeated reading, and we give schools using customized Take-Home Decodable Packs information about which students are working on the same skills.



With more than 400 titles in our English Decodables collection, we enable schools to provide summer practice that matches each student's needs, and most of our titles are **more than 90% decodable** using previously learned sound-spelling patterns. Our Take-Home Decodables give students opportunities to read stories with previously learned phonics patterns, which supports the process of orthographic mapping and allows students to experience reading success. Success is motivating!

With Just Right Reader Take-Home Decodables, students and families receive:

- **Skill-based decodable stories**
 - Just Right Reader's books enable students to use text to decode words with known sound-spelling patterns.
- **Options for data-informed custom learning**
 - We help districts meet students where they are with Take-Home Decodable Packs.
- **Easy-to-access video phonics lessons in English and Spanish**
 - With multilingual, multimodal support and explicit modeling, it's like having a teacher at home.
- **Colorful, culturally relevant stories**
 - We want students to see themselves when they read, and our decodables make students feel seen.
- **Playful packaging and quality materials**
 - Gift wrap and cloth backpacks make distribution fun and effortless.
- **Research and Relationships**
 - We build relationships with top reading researchers and district leaders to ensure our products follow best practices and meet the needs of educators, students, and families.

Family Engagement

QR Phonics Video Lessons: Just Right Reader video lessons in English and Spanish are a core element of our decodables. These lessons are fun, engaging, and informative. They help students with explicit instruction to practice skills and sounds in each of our decodable books. These videos build a deeper understanding of how to sound out words, spell, and build comprehension related to the stories they read. We've even heard from parents who have begun learning to read from our QR phonics video lessons! We also offer these videos in various other

languages as part of our commitment to customization. Additional languages include Hmong, Urdu, Arabic, Mandarin, and Vietnamese.

Just Right Reader videos can also be customized to a district's logo to add a layer of customization and community. Additionally, superintendents or school leaders who wish to have a quick introduction clip of themselves can work with our project management team to make this happen. These videos are distributed to families during the implementation of Just Right Reader English and Spanish Decodables. The impact of hearing directly from their superintendent or principal is meaningful, as it foregrounds active learning strategies and promotes better educational outcomes. These customized videos have fostered personal connections among our students, their families, and the surrounding community. These interactive and engaging reading lessons are a powerful tool that can strengthen caregiver engagement and small-group instruction.

In addition to customized phonics videos, districts can also opt into a superintendent video with a special message for students and families about Just Right Reader English and Spanish Decodables being implemented in their schools. These videos are a reinforcement directly from the superintendent to families about the power of reading with your children. These powerful messages about supporting children as readers and developing reading habits are one of the defining features of Just Right Reader English and Spanish Decodables. These videos create a sense of community and family engagement.



[Cincinnati Public Schools](#)

Teacher Guides and Support Materials

- In addition to decodable books, Just Right Reader provides comprehensive teacher guides and support materials to accompany the books. Each book has an accompanying lesson plan designed to incorporate activities that promote building foundational skills in the core content areas of reading.
- These guides include lesson plans, instructional strategies, and differentiated activities to support educators in effectively implementing the decodable books in the classroom.

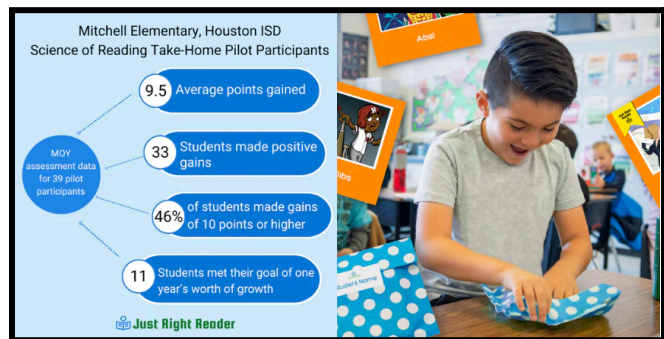
- The materials incorporate best practices in literacy instruction and are designed to meet the needs of diverse learners, including English language learners and students with special needs.
- Just Right Reader's teacher guides have been praised for their clarity, practicality, and expectations for literacy education.

Our Experience and Evidence of Impact

Just Right Reader's team includes educators with decades of experience teaching elementary reading. Our founder, Sara Rich, is an award-winning former Elementary principal with more than 20 years of education experience. Sara has worked for some of the largest school districts in the nation and has built relationships with educators and top reading researchers.

Other key members of our Product Team include a former Literacy Facilitator and Curriculum Writer for Mesquite ISD, a National LETRS Facilitator, and several educators with experience developing curricula and instructional materials for leading education publishers. Our teammates deeply understand what students and teachers need, and **educators in more than 500 districts around the U.S.** use our products to help students become stronger readers. Because of our dedication to advancing early literacy through high-quality instructional materials, in 2023, Just Right Reader established the [Science of Reading Take-Home Pilot](#), an initiative to provide [Take-Home Decodable Packs](#) to districts we had yet to partner with. Over four short months, Just Right Reader delivered over **1.5 Million books** to students nationwide!

We regularly solicit feedback from our clients, and our case studies demonstrate the effectiveness of our materials and methods. During the 2021-22 and 2022-23 school years, [Fulton County Schools](#) reduced the number of turnaround schools from 11 to 4 and increased the percentage of grade 3-5 students in turnaround schools reading at or above grade level by 2.3% using our Classroom Libraries and Take-Home Decodable Packs.



Similarly, during our Take-Home Pilot Program, [Mitchell Elementary](#) in Houston, TX used our Take-Home Decodable Packs to provide daily intervention to 40 students reading two or more years below grade level. The results are exciting! More than 75% of students in the pilot made positive gains, and more than 25% met their goal of one-year's worth of growth before their mid-year assessments.

Our Vision and Philosophy

Just Right Reader believes reading is the cornerstone of education, and we understand the stakes are high. Sixteen percent of children who are not reading proficiently by the end of third grade fail to graduate from high school, and nearly a fourth of students reading at below-basic levels fail or drop out

Our Mission

(Hernandez, 2011).

At Just Right Reader, we focus on helping students develop foundational reading skills that set them up for success, and **our mission is to make reading fun while helping all students learn to read with engaging decodables**. We use research-informed materials and strategies to preventatively address potential barriers to reading success. Researchers estimate that 95 percent of children can learn to read if they receive explicit, systematic instruction in word recognition and language comprehension skills (Moats, 2020). **We're committed to playing our role in making best-practice instructional materials available to all students.**

Our supplemental phonics program is **research-based, culturally and linguistically inclusive**, and **built for strong family engagement**. The unique QR Phonics Videos can be made available in a variety of other languages to ensure students and families receive the most equitable learning experience.

Our materials equip teachers to provide **explicit, systematic instruction**, and we make it **easy to differentiate** reading instruction and practice with “just right” lessons and decodables.