

Unleashing Greatness Pilot Program






***A Low-Risk, High-Support Way to Spark Literacy Growth in
6–8 Weeks***

*“Where Every Reader is a
Hero”*

Muriel Waugh Educational Services LLC

- Talking Point: *“Thank you for being here. Today I’ll introduce a pilot program designed to boost literacy, identity, and family engagement — all in just 6–8 weeks. This is a low-risk, high-support way to spark measurable growth.”*
- Tip: Smile + set tone → *hopeful and confident.*

The Challenge

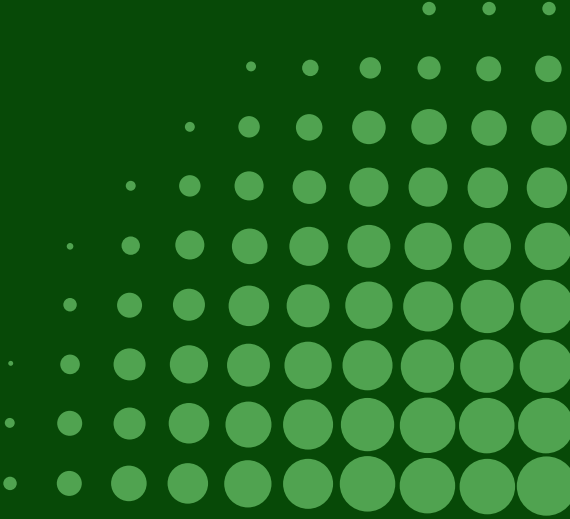
-  66% of U.S. 8th graders read below grade level (NAEP).
-  Struggling readers rarely “catch up” without intervention.
-  Literacy gaps widen by middle school → impacting graduation + equity.



- Talking Point: *“We know the stats: 66% of 8th graders nationwide read below grade level. By middle school, struggling readers rarely catch up without intervention. These literacy gaps impact graduation rates, workforce readiness, and equity.”*
- Tip: Brief pause → let data sink in.



Why This Matters Here

- Your students deserve **tools that affirm identity & build confidence.**
 - Families are asking for **support that works** without extra burden.
 - Schools need **data + engagement** to justify scaling solutions.
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- Talking Point: *“But behind every statistic is a student. Your students deserve tools that affirm their identity, build confidence, and connect with families. And your school needs solutions that deliver engagement and data without overwhelming staff.”*
- Tip: Gesture toward students in the room (if live) or emphasize “your students.”

The Opportunity

The Unleashing Greatness Pilot → short-term, low-risk program with:

- ☒ Pre/Mid/Post assessments (data you can show)
- ☒ Daily engagement (5–10 mins per day)
- ☒ Teacher coaching + pacing support
- ☒ SEL integration + culturally relevant texts

- Talking Point: *“The Unleashing Greatness Pilot is short-term and low-risk — but with big potential. You’ll have pre, mid, and post assessments for real data. Students engage daily for just 5–10 minutes. Teachers get pacing support. And every activity is built around culturally relevant stories with SEL at the core.”*



What's Included

- **Teacher onboarding + pacing tools**
- **Novel + student workbooks + teacher guide**
- **Assessments & SEL trackers**
- **Weekly coaching check-ins**
- **End-of-pilot growth report**

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- Talking Point: *“Everything you need is already packaged. Teachers get onboarding and pacing tools. Students receive novels and workbooks. We provide assessments, SEL trackers, weekly check-ins, and a final growth report — so your staff is never on their own.”*
- Tip: Highlight “all-in-one” nature.



How It Works (Timeline)

Week 0: Planning & teacher onboarding

Weeks 1–2: Launch unit + Pre-Test

Week 4: Mid-Test pulse check





Week 7–8: Capstone projects + Post-Test

Week 8: Growth Showcase + Final Report

- Talking Point: *“Here’s the flow: Week 0 is planning and onboarding. Weeks 1–2, we launch with a pre-test. At Week 4, we check in with a mid-test. Weeks 7–8 close with post-test data and capstone projects. And we finish with a Growth Showcase and final report you can share with your community.”*
- Tip: Use visual timeline to keep it clear.



Outcomes You Can Expect

-  Improved comprehension, vocab, writing
-  Increased engagement, reduced off-task behavior
-  Stronger student voice & identity
-  Data-driven insights for scaling schoolwide

- Talking Point: *“By the end, you can expect improved comprehension, vocabulary, and writing. Engagement goes up, off-task behavior goes down. Students find their voice, families feel included, and you walk away with clear data to support future decisions.”*



Student Engagement Strategy

- **Daily morning announcements celebrate student wins**
- **Token Economy rewards reading growth**
- **Capstone Showcase for parents & community**
- **Growth Certificates for every student**

- Talking Point: *“This isn’t just worksheets. Students are celebrated daily in announcements, motivated through a token economy, and showcased in a capstone event where parents and the community see their growth. Every child ends with a Growth Certificate in hand.”*
- Tip: Emphasize joy + visibility.



Pilot Growth Dashboard – Training: <https://youtu.be/qxDx8OCM2KQ>



- Real-time class & school growth data
- Easy-to-read charts: Vocabulary, Comprehension, Fluency, Writing, SEL
- Pre/Mid/Post-tests progress at a glance
- Shareable reports for staff, boards, & families



“This is the Pilot Growth Dashboard — principals can track literacy progress in real-time. Teachers enter class averages into the Google Sheet, and the Looker Dashboard updates instantly. You’ll see pre/mid/post results across vocabulary, comprehension, fluency, writing, and SEL confidence — data you can actually use in leadership meetings, community reports, and decision-making.”

Why This Pilot Is Low Risk



The Waughs

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Short-term (6–8 weeks)

Minimal teacher prep required

School provides: 1–2

classrooms + copy access

We provide: curriculum,
assessments, coaching, and
final report

- Talking Point: *“This is a pilot, not a full adoption. Just 6–8 weeks. Teachers don’t need major prep. Schools only provide 1–2 classrooms and copy access. We handle the curriculum, assessments, coaching, and reporting. The risk is low, but the upside is high.”*

Next Steps:

- Select 1–2 classrooms for pilot
- Schedule teacher onboarding call
- Launch Pilot → start unleashing greatness!

“For schools that want to go deeper into NAEP-aligned practice, we have an additional Companion Pack ready.”

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“Let’s Get Started”

- Talking Point: *“The next step is simple: select 1–2 classrooms, schedule teacher onboarding, and launch. In just a few weeks, you’ll see literacy growth in action — and you’ll be among the first schools to show how identity-centered, SEL-rich literacy can change outcomes.”*
- Tip: End with a confident invitation: *“Let’s get started.”*