



---

# Professional learning: Empowering educators to unlock literacy for every student

Ongoing professional learning is key for  
knowledge, skill, and practice.



# Professional learning matters

Professional learning empowers teachers to take the critical step of translating theory into practice in the classroom. It also ensures school leaders are implementing high-quality instructional practices with accountability to safeguard their literacy investments. Above all, meaningful and ongoing professional learning and sustained, strategic coaching for teachers result in the most effective learning experiences for students. Pairing explicit learning and clearly defined goals with coaching creates a continuous feedback loop that allows for real-time problem-solving and ongoing improvement of practice. In this way, educators and their students thrive.

“

Without an implementation team using clearly defined implementation methods, it takes **17 years** to move 14 percent of an intended new initiative into routine practice.”

THE ACTIVE IMPLEMENTATION HUB AT  
THE NATIONAL IMPLEMENTATION  
RESEARCH NETWORK  
*Perspectives on Language and Literacy, 2017*

## NO IMPLEMENTATION TEAM

From “Letting it Happen”



## IMPLEMENTATION TEAM

To “Making it Happen”



Drastic improvement in intervention outcomes with an implementation program



---

# 95 Percent Group professional learning

Bring research to practice—and bridge what you *know* with what you *do*. Learn with 95 Percent Group™ and develop the knowledge and practices you need to implement our trusted methods and build upon the science of reading in your classroom.

## **Schoolwide and districtwide learning, tailored just for you**

Ongoing, embedded coaching and hybrid formats are hallmarks of professional learning that makes a difference. We create a curated, professional learning services plan that uniquely meets the specific needs of each of our school customers. Collaborate with us to bring the best learning, training, and coaching opportunities to your school and classrooms, and get ready to improve student reading outcomes.



# Courses to build your knowledge

Keeping up with and mastering the best practices of effective literacy instruction require robust professional learning. Since teacher knowledge has the strongest impact on instruction and student achievement, 95 Percent Group's courses offer the solid training and foundational knowledge you need in the science of reading.

Some of our courses include:



## A comprehensive course: Top 10 Tools

Top 10 Tools™ by 95 Percent Group is the comprehensive course you need to begin or continue your journey toward building your science of reading instructional knowledge base.

Created by Deborah Glaser, EdD, this course is designed for administrators, coaches, teachers, and interventionists. It includes 10 units or tools that combine knowledge with practice to best prepare those invested in teaching children to read.



### Course format and benefits include:

- 45 hours of virtual material and support, making the course self-paced, flexible, and easily accessible
- Deliberate classroom connections through videos to make the training immediately applicable for practicing teachers
- Continuously updated training materials aligned with the latest reading research and best practices for the classroom
- Earning your Top 10 Tools microcredential

# Foundational courses

## Understanding the Science of Reading

Understanding the Science of Reading is your first course on your science of reading journey. Build your knowledge by digging into the research surrounding how the brain processes text. Choose between taking this course online or bringing it to your school or district in person.

### Benefits include foundational knowledge on:



- Where in the brain reading occurs
- The differences between skilled and struggling readers
- The three theoretical models of reading
- The processes to develop fluency and automaticity
- So much more!

## 95 Percent Group offers additional six-hour foundational courses such as:

- It All Begins with Language
- Phonological Processing
- The Depth and Breadth of Phonics
- Advanced Word Study
- Morphology
- And more.



For more information on our courses, please visit our professional learning offerings online.

# Implementation support: Product launches and training

Designed for all educators—from administrators and school leaders to coaches and teachers—95 Percent Group’s product launches help build your knowledge of the One95™ Literacy Ecosystem™ and provide understanding of evidence-based instructional strategies. Our experienced education consultants help guide you every step of the way.

Choose from **personalized product launches** as you begin using specific products in your school, or opt for our **three-day Virtual Product Trainings**.

## Virtual Product Trainings

Three-day sample schedule  
8 am – 3:30 pm

### DAY ONE

95 Phonemic Awareness Screener for Intervention™ (PASI™), 95 Phonemic Awareness Suite™, 95 Teaching Blending®, 95 Phonics Screener for Intervention™ (PSI™), and 95 Phonics Chip Kits™ Basic and Advanced

### DAY TWO

95 Phonics Chip Kit™, 95 Phonics Lesson Library™, and Multisyllable Routine Cards™ Package

### DAY THREE

95 Vocabulary Surge™: Level A and Level B, and 95 Comprehension, Grades 3–6

## Science of reading + CORE training

Our science of reading + CORE workshops give 95 Phonics Core Program® educators an engaging opportunity to improve their instructional practices and learn about current reading science by training virtually with our product experts.

Give your teachers grade-level expertise with best implementation practices for using the Tier 1 resource you love. Each training day focuses on science that supports critical elements of each grade level.



View more information on our customizable product training onsite.

# Coaching: Implementation with fidelity

Just using a new resource does not often impact student achievement. 95 Percent Group offers an implementation plan that includes steady support with both intention and attention for ongoing learning, practice, and feedback. The research is clear that ongoing support and guidance is key to transferring knowledge to practice.

PROFESSIONAL DEVELOPMENT ELEMENTS	KNOWLEDGE LEVEL	SKILL ATTAINMENT	TRANSFER TO PRACTICE
Theory (presenter explains context)	10%	5%	0%
Demonstration (presenter models instructional practices)	30%	20%	0%
Practice (participants implement instructional practices during the session)	60%	60%	5%
Coaching (participants receive ongoing support and guidance when they return to the classroom)	95%	95%	95%

Joyce & Showers (2002)

**Expert coaching...**

- Maximizes implementation outcomes
- Protects the literacy investment
- Helps implement materials with fidelity to get lasting results
- Moves the focus to data-based decision-making
- Supports instructional leaders
- Supports establishing an improvement cycle: instruct, assess, and adjust as needed

**Expert consultants spend time in the classroom to...**

- Help teachers look at data and select the next best instructional step, including instructional planning
- Highly individualize their coaching to the trends and needs of school, to the data, and by grade level and classroom
- Provide ongoing coaching so teachers can operate within the improvement cycle while knowing they will receive feedback to move towards greater success



# Strategic coaching: Onsite or virtual

Designed for site-level administrators, principals, coaches, and interventionists, and for special education and general education.

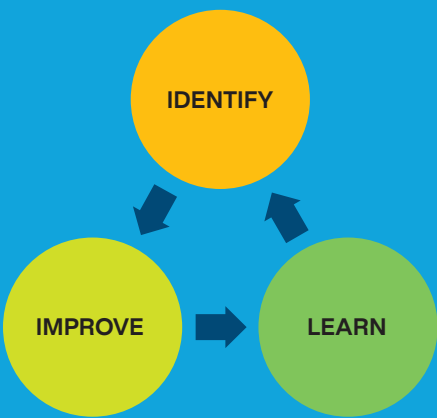
The coaching cycle guides teachers in successfully building their skills and revising their practice.

There are many benefits of the coaching cycle:

- Support through building the routines and confidence your team needs to implement a new system with fidelity
- Expert eyes to see where students are engaged and where more support is needed during lesson delivery
- Dedicated time to reflect on systems and instructional practices
- Evaluations of student data to inform decisions

## What you get:

- Coaching three times a year, as part of our trusted improvement cycle
- Walk-through rounds with support to identify trends and opportunities for growth
- Support to elevate teachers with pacing and data analysis to continually refine instructional practice
- Coaches who create space for teachers to reflect on their knowledge and instruction; this is where learning happens



**Coaches help teachers stay in a productive cycle**—looking at where you are now, where you are going (the next right steps), the results of those next steps, and your new point of arrival. This cycle is ongoing since learning has no linear start and finish.



For more information on our courses, please visit our professional learning offerings online.

# The journey is ongoing: Improvement cycling

Systemwide literacy change calls for layered support. When you sign on with 95 Percent Group’s multiyear coaching engagements, our professional learning experts will be by your side to ensure instructional fidelity and to help gradually make improvement cycles routine for teachers and students.

Effective implementation, defined as “a specified set of activities designed to put into practice an activity or program” (Fixen et al., 2005), takes intentional, continual support to ensure that educators feel confident in their delivery of each component of the lessons. This effective implementation is how we unlock literacy for every child.



---

## YEAR ONE

### Implementation with full support

*For administrators and coaches, teachers, interventionists, specialists, special education teachers*

Establish grade-level performance, group students, and set goals for student growth. Coaching is focused around lesson delivery and fidelity.

---

## YEAR TWO

### Celebrate and evaluate

*For administrators and coaches, teachers, interventionists, specialists, special education teachers*

Reflect on lesson fidelity: What worked? What needs further support? How are students progressing? Are there improvements to be made?

---

## YEAR THREE

### Reflect, refine, repeat

Fully prepare teachers to be independent in their instruction and to lean on all available resources in lesson delivery. Full implementation, adoption, and ongoing reflection in order to achieve instructional sustainability is the ideal outcome.

# Sample of professional learning product packages



## 95 Phonics Core Program + Intervention

This offering allows a streamlined approach that takes the cognitive lift off the students to ensure efficient, effective use of supports to make impacts on student learning

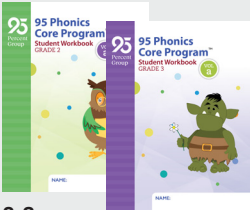
- Day 1: full day grade-level science of reading + Core
- Day 2: full day grade-level training
- Administration/coach training
- Three coaching sessions

## Science of Reading Academy

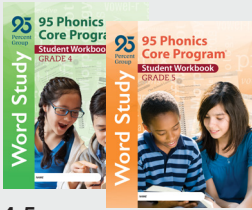
Science of Reading Academies are curated professional learning plans designed to meld foundational courses to support the why, product launch sessions to support the instruction, and coaching support to refine practice.



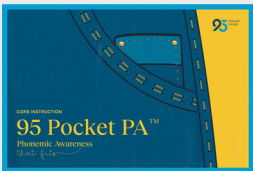
K-1



2-3



4-5



## 95 Phonemic Awareness Suite

- Covers grades K-1
- Includes Pocket Phonemic Awareness, One95™ Platform™, and PASI™
- Provides three coaching sessions over two days



## 95 RAP™ virtual coaching

Our new technology-based, teacher-directed intervention solution for students who show persistent struggles in learning to read is supported by 95 Percent Group's trusted professional learning resource. Here's what you get:

- Virtual coaching three times a year
- Detailed feedback including timestamp comments and narratives
- Review of data to refine and target instruction
- Goal setting and reflection embedded in coaching sessions to support teachers in refining their practice



## Launching Intervention Groups (LIG) Academies

Our literacy experts with LIG Academies help to coach school leaders in creating a walk-to-reading intervention model for students in need of Tier 2 intervention.

- K-1
- 2+
- One95™ Literacy Platform™, 95 PASI™, 95 PSI™, 95 Phonics Chip Kit™, Multisyllable Routine Cards™



# Convenings & events

The most impactful learning often happens in community with others; this offers the opportunity to test out thinking, offer and receive perspective, and share in the wisdom and experience of those who are walking the walk.

## 95 Percent Group offers several ways to gather and learn from one another

---

### Symposia

Join 95 Percent Group and guest experts at our in-person gatherings on the cutting edge of literacy research. Our regional events bring the latest topics in the science of reading to you, help you to expand your network, and offer valuable insights. Please visit the website for more information and to register for an event near you.

---

### Webinars

Whether you join live or dive in to one of our recorded sessions, you will be joining our experts to gain insight on current literacy topics, build your knowledge, and bolster your capacity for impactful leadership.

---

### Sessions at regional and national conferences

We host sessions at national conferences, such as The Reading League and Plain Talk, and at regional conferences throughout the country. Look out for our discussions and posts for more information!



For more information on our courses, please visit our professional learning offerings online.

# Reflections on the journey

“

The great thing about 95 Percent Group is that they really started out as a vendor, but we've grown to be partners in this work. 95 Percent Group is so supportive and responsive to what we need as a district. I know that I can partner with them in professional learning.”

JENNIFER BURTON  
Director of Literacy  
Fulton County, Georgia

60%

of elementary teachers have never been trained in strategies for teaching phonemic awareness, phonics, vocabulary, fluency, and comprehension (EAB Report on Literacy).

95%

or more of students can learn to read with high-quality, evidence-based instruction.



---

# Take action now

Unlock the power of literacy for your students with professional learning services from 95 Percent Group. Learn more about our comprehensive suite of professional learning offerings. We are here to support you, so you can support your students better!



95 Percent Group is an education company whose mission is to build on science to empower teachers—supplying the knowledge, resources, and support they need—to develop strong readers. Using an approach that is based in structured literacy, the company's One95 Literacy Ecosystem integrates professional learning and evidence-based literacy products into one cohesive system that supports consistent instructional routines across tiers and is proven and trusted to help students close skill gaps and read fluently. 95 Percent Group is also committed to advancing research, best practices, and thought leadership on the science of reading more broadly.

For additional information on 95 Percent Group, visit:

[www.95percentgroup.com](http://www.95percentgroup.com).





Trusted, proven  
literacy solutions

[sales@95percentgroup.com](mailto:sales@95percentgroup.com) | 847.499.8200

© 2024 95 Percent Group LLC. All rights reserved.