



**SCHOLASTIC  
OFFICE OF  
EDUCATIONAL  
ASSISTANCE**


# Zip Zoom English


With professional development from Scholastic Red™


## Aligns to Enhancing Education Through Technology Criteria


According to the federal *Guidance on the Enhancing Education Through Technology (Ed Tech) Program*, March 11, 2002, a Local Education Agency's (LEA) technology plan must address 13 specific components in order to qualify for formula or competitive funding. The following chart details how **Zip Zoom English** helps meet 12 of these requirements.


Required <i>Ed Tech</i> Components	📖 <i>Zip Zoom English</i>
<p>1. <u>Strategies for improving academic achievement and teacher effectiveness:</u></p> <p>A description of how the applicant will use <i>Ed Tech</i> funds to improve the academic achievement, including technology literacy, of all students attending schools served by the LEA and to improve the capacity of all teachers in schools served by the LEA to integrate technology effectively into curriculum and instruction</p>	<p><b>Zip Zoom English</b>, an interactive, multiple media program for English-language learners, combines text and teacher-led instruction with technology to supplement a core reading or ESL curriculum. The program has been proven highly effective in raising the academic achievement of ELL students in grades K-3. Moreover, it maximizes teacher effectiveness and helps students develop computer skills.</p> <p>Zip Zoom English consists of the following components:</p> <ul style="list-style-type: none"> <li>▪ <b>Software</b> that engages students in critical language and reading practice with interactive visual and auditory supports that scaffold learning and motivate students.</li> <li>▪ <b>Professional Guide</b> that scaffolds learning with systematic and explicit direct instruction and skills practice.</li> <li>▪ <b>Teacher Resources CD</b> that contains printable resources for instruction, differentiated practice, and assessment, as well as video workshops for professional development.</li> <li>▪ <b>Read-aloud books</b> in multiple genres that develop vocabulary, language, and content knowledge.</li> <li>▪ <b>Word and Picture Books</b> that teach content vocabulary and language structures, as well as reinforce content knowledge</li> <li>▪ <b>Critical-Word Readers and Audio Book CDs</b> that focus on high-imagery, high-frequency, and phonetically regular word, with extensive repetition, to develop comprehension and fluency.</li> <li>▪ <b>Zip Zoom Song and Chant Poster Book and Audio CD</b> that helps children learn specific sound and sound placement in words, as well as key phonological and phonemic awareness tasks.</li> <li>▪ <b>Phonemic Awareness Songs and Chants</b> that help develop phonological and phonemic awareness skills.</li> <li>▪ <b>Scholastic RED “Reading Success for English Language Learners”</b> that provides online professional development to educators of ELLs.</li> </ul> <p style="text-align: right;"><i>(Continued)</i></p>


Required Ed Tech Components	 Zip Zoom English
<p>1. <u>Strategies for improving academic achievement and teacher effectiveness:</u></p> <p style="text-align: right;"><i>Continued</i></p>	<p>The <b>Zip Zoom English</b> software also contains a management system for teachers. The Teacher Manager is a computer-based management system that stores student data, tracks progress, and generates reports based on software performance. With the Teacher Manager, teachers can:</p> <ul style="list-style-type: none"> <li>▪ Enroll students in the program</li> <li>▪ Customize program settings for each student</li> <li>▪ Review and print Ongoing Progress Monitoring Reports for each student</li> <li>▪ Print customized letters to families in English and Spanish</li> <li>▪ Review messages about student’s progress and performance in the Message Center</li> </ul>
<p>2. <u>Goals:</u></p> <p>A description of the applicant’s specific goals, aligned with challenging state standards, for using advanced technology to improve student academic achievement</p>	<p>The <b>Zip Zoom English</b> reading instruction and content-area topics align to state and national standards in English Language Arts, Science, and Social Studies. In addition, the program is aligned to the TESOL standards. Research informs the vocabulary sequence and comprehension instruction. Based on periodic assessment, the software provides personalized skills instruction in oral vocabulary, phonemic awareness/phonics, and reading comprehension that addresses a student’s specific needs. This assessment data also informs teacher-directed, differentiated instruction.</p> <p><b>Zip Zoom English</b> provides these features for students’ optimal learning and academic achievement aligned to state standards:</p> <ul style="list-style-type: none"> <li>▪ Direct instruction in high-meaning, high-frequency, and phonetically regular words, as well as content-area vocabulary, that offers students multiple exposure to words</li> <li>▪ Direct instruction of comprehension skills and strategies</li> <li>▪ Varied opportunities to build background and content area knowledge</li> <li>▪ Scaffolded, instructional support through leveled text, software features, and differentiated lessons</li> <li>▪ Exposure to different text types</li> <li>▪ Teacher-led independent and response writing</li> </ul>
<p>3. <u>Steps to increase accessibility:</u></p> <p>A description of the steps the applicant will take to ensure that all students and teachers have increased access to technology</p>	<p>The <b>Zip Zoom English</b> software environment allows students of varying abilities and needs to participate in the program. All students benefit from embedded decoding tips, point-of-use vocabulary representations, and leveled reading passages. Anchor Videos help students build background knowledge and develop mental models prior to reading.</p> <p style="text-align: right;"><i>(continued)</i></p>


Required Ed Tech Components	 Zip Zoom English
<p>3. <u>Steps to increase accessibility:</u> <i>Continued</i></p>	<p>Teachers receive the training they need to effectively use the <b>Zip Zoom English</b> technology to improve student achievement. Professional development includes:</p> <ul style="list-style-type: none"> <li>▪ One-day, in-person Implementation Training, included with the School Package purchase, or it can be purchased separately</li> <li>▪ Scholastic Red facilitated online course, <i>Reading Success for English Language Learners, Grades K-3</i></li> <li>▪ 15 professional-development videos that model best practices in English-language learner classrooms</li> <li>▪ Software Guide</li> <li>▪ Teacher Manager Software</li> <li>▪ Professional Guide</li> <li>▪ Teacher Resources CD</li> </ul>
<p>4. <u>Promotion of curricula and teaching strategies that integrate technology:</u></p> <p>A description of how the applicant will identify and promote curricula and teaching strategies that integrate technology effectively into curricula and instruction, based on a review of relevant research and leading to improvements in student academic achievement</p>	<p><b>Zip Zoom English</b> is a research-based program that combines technology with texts designed for English-language learners in kindergarten through third grade.</p> <p>The <b>Zip Zoom</b> software has been independently evaluated by WestEd. Their research indicated students using the <b>Zip Zoom</b> software achieved increased scores than a comparison group on the Gates-MacGinitie Letter-Sound Subtest, Fry’s Sight Word Recognition Test, the Ohio State Letter Identification Test, and the Potter Alphabet Recognition Test.</p> <p>In addition, the <b>Zip Zoom</b> software has been classroom tested by more than 3,000 students in the U.S. to ensure that the software sufficiently addresses the English-language acquisition and early literacy needs of young ELLs.</p> <p>The text in <b>Zip Zoom English</b> is highly effective for students with limited English. The <b>Zip Zoom Critical-Word Readers</b> were developed according to Dr. Elfrieda Hiebert’s groundbreaking Critical Word Factor (CWF) research, which examined the word recognition demands of beginning reading texts. Dr. Hiebert’s 2001-2002 research proved that texts that expose children to a limited number of new words and repeat these words sufficiently, positively impacted the reading speed, accuracy and comprehension of first-grade readers (Hiebert-AERA Presentation, 2004).</p>
<p>5. <u>Professional development:</u></p> <p>A description of how the applicant will provide ongoing, sustained professional development for teachers, principals, administrators, and school library media personnel to further the effective use of technology in the classroom or library media center</p>	<p>The <b>Zip Zoom English</b> program includes Video Workshops for each of the five elements of reading:</p> <ul style="list-style-type: none"> <li>▪ Phonemic Awareness</li> <li>▪ Phonics and Decoding</li> <li>▪ Vocabulary</li> <li>▪ Comprehension</li> <li>▪ Reading Fluency</li> </ul> <p style="text-align: right;"><i>(Continued)</i></p>

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<p>5. <u>Professional development:</u> (Continued)</p>	<p><b>Zip Zoom English</b> also includes enrollment in the <i>Scholastic Red</i> facilitated online course, <i>Reading Success for English Language Learners</i>. The seven online sessions focus on developing key knowledge and literacy skills that most benefit ELLs.</p> <ul style="list-style-type: none"> <li>▪ Session 1: The Context for Teaching English-Language Learners to Read</li> <li>▪ Session 2: Phonemic Awareness, Phonics, and Spelling Instructions</li> <li>▪ Session 3: Fluency Instruction and Practice</li> <li>▪ Session 4: Vocabulary Is Critical to Success in Comprehension</li> <li>▪ Session 5: Teaching Students to Comprehend a Wide Variety of Texts</li> <li>▪ Session 6: Writing with English-Language Learners</li> <li>▪ Session 7: Content-Area Instruction for English Language Learners</li> </ul>
<p>6. <u>Technology type and costs</u></p> <p>A description of the type and costs of technology to be acquired with education technology funds, including provisions for interoperability of components</p>	<p><b>Zip Zoom English</b> runs on Windows® and Macintosh® platforms. The following system requirements are recommended for the best performance of the program:</p> <p><b>Client Workstations (e.g. Student or Teacher Computers)</b></p> <p><u>System Requirements – Windows</u></p> <ul style="list-style-type: none"> <li>▪ Operating System: Win 98SE, Win 2000, Windows XP Pro with latest service pack</li> <li>▪ Processor: Pentium IV or faster</li> <li>▪ Processor Speed: 1.4 GHz</li> <li>▪ Memory: 256MB</li> <li>▪ Free Hard Disk Space: 350MB</li> <li>▪ CD-ROM: Yes (for server install)</li> <li>▪ DVD: No</li> <li>▪ Other: 16 Bit Sound Card, Headphones, Access to Printer</li> <li>▪ Internet Access: No</li> </ul> <p><u>System Requirements – Macintosh</u></p> <ul style="list-style-type: none"> <li>▪ Operating System: OS X 10.2.8 or greater</li> <li>▪ Processor: G4</li> <li>▪ Processor Speed: 1.25 GHz</li> <li>▪ Memory: 256MB</li> <li>▪ Free Hard Disk Space: 350MB</li> <li>▪ CD-ROM: Yes (for server install only)</li> <li>▪ DVD: No</li> <li>▪ Other: 16 Bit Sound Card, Headphones, Access to Printer</li> <li>▪ Internet Access: No</li> </ul> <p style="text-align: right;">(Continued)</p>

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<p>6. <u>Technology type and costs:</u> (Continued)</p>	<p><b>File Server</b></p> <p><u>System Requirements – Windows</u></p> <ul style="list-style-type: none"> <li>▪ Operating System: Windows 2000/2003 Server</li> <li>▪ Processor: Pentium IV</li> <li>▪ Processor Speed: 1.5 GHz or better</li> <li>▪ Memory: 512MB</li> <li>▪ Free Hard Disk Space: 500MB plus 50 to 100MB for student performance records</li> <li>▪ CD-ROM: Yes (for server install only)</li> <li>▪ DVD: No</li> <li>▪ Other: 16 Bit Sound Card, Acrobat Reader, Headphones, Access to Printer</li> <li>▪ All users must have read/write access to the “databases” folder installed on the network</li> <li>▪ Internet Access: No</li> </ul> <p><u>System Requirements – Macintosh</u></p> <ul style="list-style-type: none"> <li>▪ Operating System:</li> <li>▪ Mac OS X 10.2 (Jaguar) Server</li> <li>▪ Mac OS X 10.3 (Panther) Server</li> <li>▪ Mac OS X 10.4 (Tiger) Server</li> <li>▪ Processor: G4</li> <li>▪ Processor Speed: 1.25 GHz</li> <li>▪ Memory: 512MB</li> <li>▪ Free Hard Disk Space: 500MB plus 50 to 100MB for student performance records</li> <li>▪ CD-ROM Yes (for server install only)</li> <li>▪ DVD: No</li> <li>▪ Other: 16 Bit Sound Card, Acrobat Reader, Headphones, Access to Printer</li> <li>▪ All users must have read/write access to the databases folder installed on the network.</li> <li>▪ Internet Access: No</li> </ul>
<p>7. <u>Coordination with other resources:</u></p> <p>A description of how the applicant will coordinate activities funded through the education technology program with technology-related activities supported with funds from other sources</p>	<p><b>Zip Zoom English</b> can be integrated with specific technology-related school activities using <i>Ed Tech</i> funds and money from state, local, foundation, and other sources. The federal funding programs for which it qualifies include:</p> <ul style="list-style-type: none"> <li>▪ Title I, Part A – Improving Basic Programs</li> <li>▪ Title I, Part C – Migratory Education</li> <li>▪ Title IID, Ed Tech (Formula)</li> <li>▪ Title III – English Language Acquisition</li> <li>▪ Title V, Part A – Innovative Programs</li> <li>▪ 21<sup>st</sup> Century Community Learning Centers</li> <li>▪ Reading First</li> </ul>

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<p>8. <u>Integration of technology with curricula and instruction:</u></p> <p>A description of how the applicant will integrate technology (including software and electronically delivered learning materials) into curricula and instruction, and a timeline for this integration</p>	<p><b>Zip Zoom English</b> supplements a core ESL or reading program and fits into a variety of learning environments as a:</p> <ul style="list-style-type: none"> <li>▪ Push-in program.</li> <li>▪ Pull-out program.</li> <li>▪ After-school and/or summer-school program.</li> </ul> <p>The flexible implementation model provides a simple way to organize instruction and activities into three 15-minute rotations. The recommended minimum usage is 15 minutes of Teacher-Led Instruction every day, 15 minutes of Differentiated Practice every day for each student, and 15 minutes of Technology using the software at least three times a week.</p>
<p>9. <u>Innovative delivery strategies:</u></p> <p>A description of how the applicant will encourage the development and use of innovative strategies for the delivery of specialized or rigorous courses and curricula through the use of technology, including distance-learning technologies, particularly in areas that would not otherwise have access to such courses or curricula due to geographical distances or insufficient resources</p>	<p><b>Zip Zoom English</b> is a unique program that raises student achievement through innovative uses of technology. The program delivers:</p> <ul style="list-style-type: none"> <li>▪ Individualized, self-paced Software that moves students through a series of engaging learning experiences to deepen language, literacy and content development.</li> <li>▪ Interactive instruction and practice in research-based reading skills, such as, phonological and phonemic awareness, phonics and decoding, vocabulary, comprehension, and reading fluency</li> <li>▪ Motivating Anchor Videos that help students build background knowledge and form mental models</li> <li>▪ Periodic assessment of students' progress in oral vocabulary, phonics/phonemic awareness, and reading comprehension.</li> <li>▪ Actionable computer-generated reports that provide ongoing information on student performance, class performance and grouping, and software usage.</li> <li>▪ Facilitated, online professional development in research-based instructional strategies and best practices</li> <li>▪ Audio CDs to reinforce reading fluency and develop phonemic/phonics skills.</li> </ul>

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<p>10. <u>Parental involvement:</u></p> <p>A description of how the applicant will use technology effectively to promote parental involvement and increase communication with parents, including a description of how parents will be informed of the technology used</p>	<p><b>Zip Zoom English</b> provides tools to help initiate ongoing communication with families. Each lesson includes tips for engaging families and includes resources, such as Family Letters and Take-Home Books.</p> <ul style="list-style-type: none"> <li>▪ The Software generates letters and reports, available in English and Spanish, which inform parents of their children’s reading progress and ways they can be supportive at home.</li> <li>▪ The <i>Teacher Resources CD</i> includes letters that will update parents on upcoming topics and activities before beginning each lesson.</li> <li>▪ Teachers can share test results and progress reports with parents during conference times.</li> <li>▪ Students concluding the software lesson can create a printable book to share with their families.</li> <li>▪ Students can bring home the Critical-Word Readers and share them with their families.</li> </ul>
<p>11. <u>Accountability measures:</u></p> <p>A description of the process and accountability measures that the applicant will use to evaluate the extent to which activities funded under the program are effective in integrating technology into curricula and instruction, increasing the ability of teachers to teach, and enabling students to reach challenging state academic standards</p>	<p><b>Zip Zoom English</b> contains evaluation tools that provide instructors and staff with information they can use to determine student achievement gains.</p> <p>Through the software management system, the teacher can review and print Ongoing Progress Monitoring Reports for each student. The software also contains a Message Center where messages and alerts guide teachers and keep them informed of student progress. Alerts include:</p> <ul style="list-style-type: none"> <li>▪ <b>Progress-Monitoring Alert</b> – Messages will alert teachers to a student’s assessment status and the last lesson a student has completed.</li> <li>▪ <b>Advancement-Status Alert</b> – Messages alert teachers to when a teacher has manually moved a student to a new level and when a student has completed the last activity in the current level.</li> <li>▪ <b>Exceeding Recommended Time Alert</b> – This alert happens if the student has remained in Choice Time for more than 60 consecutive seconds.</li> </ul> <p>Additional Assessment tools include:</p> <ul style="list-style-type: none"> <li>▪ A placement assessment to determine the appropriate level for the student</li> <li>▪ Progress Monitoring Assessments which provide formal, periodic checks on phonology, oral vocabulary, and critical words. The Teacher Manager provides data-driven reports about student assessment scores. The reports, together with informal progress monitoring, are designed to help tailor instruction and practice to meet students’ individual needs.</li> </ul> <p style="text-align: right;"><i>(Continued)</i></p>

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<p>11. <u>Accountability measures:</u></p> <p>A description of the process and accountability measures that the applicant will use to evaluate the extent to which activities funded under the program are effective in integrating technology into curricula and instruction, increasing the ability of teachers to teach, and enabling students to reach challenging state academic standards</p> <p style="text-align: right;"><i>(Continued)</i></p>	<p><u>Additional Assessments—Cont’d</u></p> <ul style="list-style-type: none"> <li>▪ During session instruction, there are many opportunities for the teacher to informally assess the student’s understanding of language and literacy skills taught and to make instructional decisions.</li> <li>▪ Outcomes Assessments provide mid- and end-of-level learning snapshot of English language learners beginning the transition to English.</li> </ul>
<p>12. <u>Supporting resources:</u></p> <p>A description of the supporting resources, such as services, software, other electronically delivered learning materials, and print resources, that will be acquired to ensure successful and effective uses of technology</p>	<p><b>Zip Zoom English</b> contains technology, print and professional resources to ensure that students and teachers will be successful and effective in implementing the program.</p> <p><u>Technology Resources:</u></p> <ul style="list-style-type: none"> <li>▪ Zip Zoom English software and Teacher Manager</li> <li>▪ Zip Zoom Song &amp; Chant Audio CD</li> <li>▪ Teacher Resources CD (one for each level)</li> </ul> <p><u>Print Resources:</u></p> <ul style="list-style-type: none"> <li>▪ Professional Guide (one per level)</li> <li>▪ Critical-Word Readers with Audio CD (60 titles, 20 per level, 6 copies each)</li> <li>▪ Zip Zoom Song &amp; Chant Poster Book</li> <li>▪ Read-Aloud Library (10 books per level)</li> <li>▪ Word and Picture Book (one per level)</li> <li>▪ Software Guide (with installation information and instructions on using the software)</li> </ul> <p><u>Professional Development:</u></p> <ul style="list-style-type: none"> <li>▪ <i>Reading Success for English Language Learners, Grades K-3</i>, a facilitated, online <i>Scholastic Red</i> course</li> <li>▪ Video Workshops on Phonological and Phonemic Awareness, Phonics and Decoding, Vocabulary, Comprehension, and Reading Fluency (5 per level)</li> <li>▪ <i>Scholastic Red</i> Teacher Handbook</li> <li>▪ One-day implementation training and Implementation Guide</li> </ul>