

Just Right Reader's Theory of Action

What We Do

Just Right Reader Science of Reading Instructional Materials and Resources accelerate reading achievement while creating joyful reading experiences for students, teachers, and families.

We collaborate with leading literacy experts and researchers to develop high-quality literacy resources grounded in the Science of Reading, inclusive for all learners, and thoughtfully designed to inspire and engage students in becoming stronger, more confident readers.



Just Right Reader values strong partnerships with states, districts, and schools, ensuring our high-quality instructional materials and resources and family engagement initiatives are legislatively appropriate and suitable and align with the unique goals of each partner.

Our approach promotes effective literacy instruction and personalized learning, strengthens school-to-home partnerships, and fosters a lifelong love of reading.

Why It is Important



Research shows that when students are motivated to read and feel successful, they become more proficient readers. That is why every component of our literacy program is grounded in research and intentionally designed to engage students while building their confidence as readers. From evidence-based decodables with captivating illustrations and relatable stories to interactive video lessons in multiple languages, our full offering of Science of Reading literacy resources creates joyful reading experiences that accelerate reading achievement.

Learning extends far beyond the pages of our literacy resources. Our library of 850+ decodable books in English and Spanish is designed to build foundational skills like decoding and word recognition while fostering deeper connections between students, teachers, and families. We create a collaborative learning environment by equipping educators with research-based resources, like comprehensive lesson plans, and empowering families with multilingual videos to support literacy at home.

Guiding Principles

1. **Joyful Literacy Experiences Grounded in the Science of Reading:** Our literacy resources are built on evidence-based practices that ensure explicit, systematic, and effective literacy instruction—all while making reading a joyful and engaging experience.
2. **Customization:** We are true Science of Reading partners who adapt and customize our high-quality instructional materials and resources to meet the unique needs of states, districts, and schools to ensure student success.
3. **Personalized Learning:** Every student’s reading journey is unique, and our Science of Reading *Take-Everywhere Literacy Packs™* are data-driven and carefully curated using our reading assessment algorithm to address each student’s specific phonics needs.
4. **Equity and Accessibility:** Just Right Reader is committed to making education accessible to all learners! We develop literacy resources that reflect students' diverse identities and experiences while supporting the unique needs of multilingual students and learners with varying learning needs. We aim to ensure every student feels valued and supported in their reading journey.
5. **Family Engagement:** We collaborate with educators, families, and schools to build a unified approach to literacy achievement by providing multilingual videos, family-friendly Science of Reading training, and accessible resources to confidently support reading at home.

The Research Behind Just Right Reader Science of Reading Instructional Materials and Resources

Why Decodables?

Decodable books are a key component of our program.

These high-quality resources are carefully designed to include only the phonetic code and high-frequency words students have already learned, ensuring they are fully decodable for beginning readers.

When learning a new skill, practice is essential. **Students need guided practice in reading words not only in isolation but in connected text.** Dr. Wiley Blevins, Ed.M., adds that the key to successful phonics instruction is providing multiple opportunities to read decodable words (n.d.). If students read texts containing a high percentage of decodable words, they are more likely to “surpass the reading abilities of their peers who have been taught with implicit phonics instruction,” which relies on using clues for



sound-spelling relationships (Blevins, n.d., par.8).

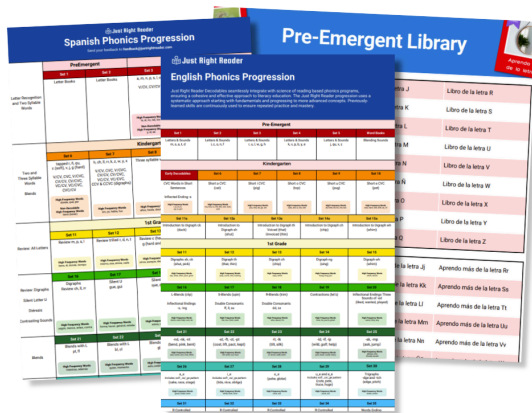
Dr. Heidi Anne Mesmer, Professor of Literacy Education at Virginia Tech, explains that when “beginners read decodable books, they apply their knowledge of...grapheme [and] phoneme correspondences and demonstrate robust year-end decoding” (2022, par.2). Reading decodables helps children become more accurate readers, rely less on the teacher, and apply phonics more frequently (Lindsey, 2022).

With decodable books, students practice newly learned skills in an authentic and meaningful way. **Just Right Reader decodables are designed with over 90% decodable words, and 20% of each page specifically targets the book's focused phonics skill**, ensuring students get the practice they need to build confidence and mastery. **Each phonics skill comes with multiple titles to provide students with numerous opportunities for structured practice.**

Research in Action

Just Right Reader integrates the latest research into our literacy resources by applying Science of Reading principles, incorporating the National Reading Panel's findings on the 5 Pillars of Reading—phonemic awareness, phonics, fluency, vocabulary, and comprehension—and collaborating closely with leading literacy experts and researchers.

Rigorous Phonics Progression Aligned to All Core Phonics Curriculum



Effective structured literacy instruction and interventions involve **explicit** and **systematic teaching** of foundational skills like decoding and spelling and other crucial literacy components such as vocabulary, comprehension, and writing (International Dyslexia Association, 2019).

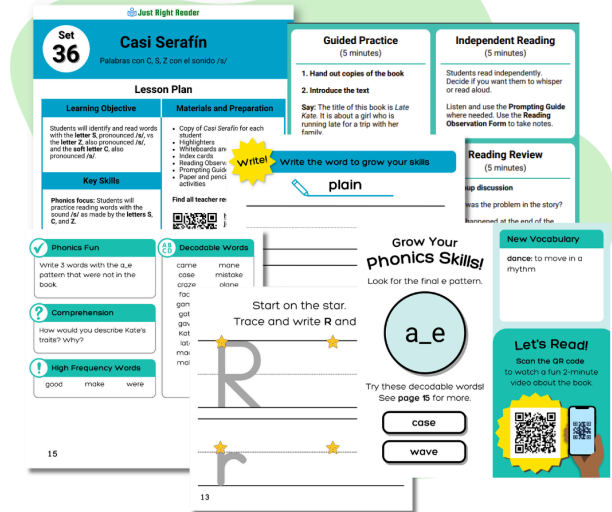
Just Right Reader literacy resources seamlessly align with Science of Reading-based phonics programs and are easy to implement into literacy instruction.

Our English and Spanish progressions use a systematic approach, starting with fundamentals and progressing to more advanced concepts. Previously learned skills are continuously used to ensure repeated practice and mastery.

5 Pillars of Reading + Writing

Our literacy resources offer targeted opportunities to develop phonemic awareness, phonics, vocabulary, fluency, comprehension, and writing—essential skills for becoming a proficient reader.

Recognizing the importance of connecting reading and writing, Just Right Reader partnered with literacy expert Dr. D. Ray Reutzel to create Pre-Emergent books with dry-erase pages. These books enable young readers to practice letter formation and strengthen decoding skills. Backed by research from Piasta and Wagner (2010), this design ensures effective outcomes in letter recognition, sounds, and writing (Reutzel, 2022).



Inspired by this partnership, writing practice is now a key component of all our literacy resources.

Our literacy resources also feature research-based activities to make reading enjoyable and motivate students to read and reread. For example, the back cover of each decodable includes a fun high-five coloring activity to promote repeated reading.

Characters and Stories Representative of America's Schools



Research shows that stories that are authentic to students' lives motivate them to read (Lindsey, 2022). Just Right Reader's approach to crafting high-quality Science of Reading decodable books goes beyond teaching foundational reading skills; it celebrates diversity by featuring characters and storylines that reflect students' lives and experiences.

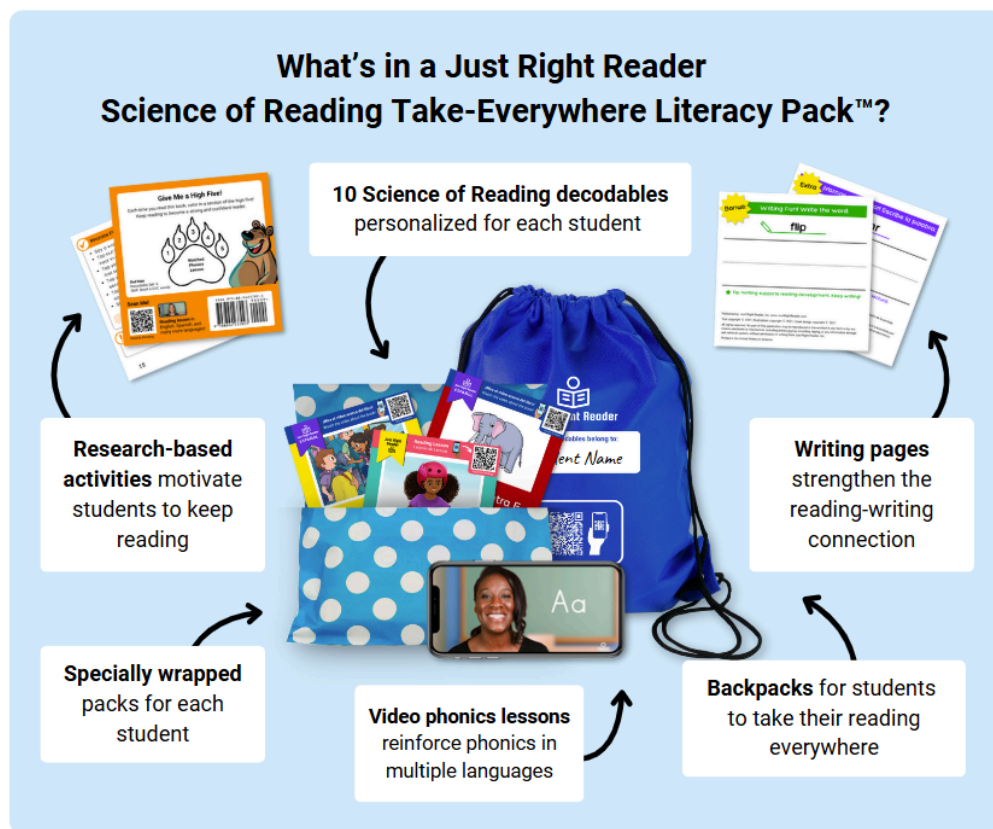
Just Right Reader draws inspiration from Rudine Sims Bishop's concept of "mirrors, windows, and sliding glass doors." Our books act as mirrors, reflecting students' identities; windows, offering insights into diverse experiences; and sliding glass doors, sparking imagination and exploration.

Personalized Learning

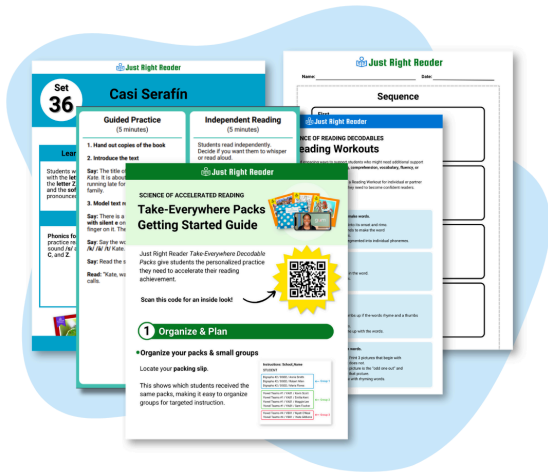
Just Right Reader believes extending personalized learning beyond the classroom is essential for accelerated reading achievement. That is why we created Science of Reading *Take-Everywhere Literacy Packs™*, designed to provide personalized learning experiences anytime, anywhere. Using our reading assessment data algorithm, we curate decodable packs tailored to each student's specific phonics needs, ensuring they receive the targeted practice that is JUST RIGHT for them!

These packs are for students to keep! With engaging stories and interactive video lessons, students bring the joy of reading home to share with family and caregivers.

To strengthen partnerships between schools and families, *Take-Everywhere Literacy Packs™* combines personalized learning for differentiated small-group instruction with accessible resources that enable families to confidently support reading at home.



Comprehensive Support for Educators



Our instructional materials and resources are designed to provide comprehensive support for educators. **They enable them to deliver explicit, systematic literacy instruction that aligns with proven research and ensures students receive the most effective learning experience.**

Educators can access resources needed for effective small-group instruction, including complete lesson plans for each title, Getting Started Guides, research-based activities for differentiated instruction, and more.

Family Engagement

Family involvement in children's learning at home can significantly influence lifelong health, developmental, and academic outcomes (U.S. Department of Health & Human Services, 2020). However, many caregivers lack an understanding of child development and effective practices, leaving them uncertain about how best to support their children (Kirkwood, 2016).

To address this, Just Right Reader strengthens school-to-home partnerships by providing families with accessible resources to support their children's reading journey. Our family engagement platform offers multilingual video lessons, in-person events, literacy training, and family-friendly Science of Reading resources.



Our video phonics lessons are a core component of our decodable books. By scanning the QR code on each book, students, families, and caregivers can access engaging phonics lessons in English, Spanish, and other languages. These short, interactive videos introduce the target phonics skill in a fun and accessible way, sparking students' excitement about the book. They also help families better understand what their child is learning and how to help them practice.

Just Right Reader's Commitment to Accessibility and Inclusion

Many educational resources lack accessibility, but Just Right Reader is dedicated to ensuring education is accessible and inclusive for all learners! We comply with WCAG 2.1 AA and NIMAS standards, incorporating features such as closed captions, audio descriptions, transcripts, and accessible media players into our phonics video lessons.



Professional Development

Educators play an essential role in accelerating reading achievement, and Just Right Reader Professional Development™ is designed to support them every step of the way. Our program offers flexible training with Science of Reading strategies and resources and empowers educators to deliver effective literacy instruction using our literacy resources.

Just Right Reader's professional development team is led by experienced educators committed to equipping teachers with the tools and support they need to make a lasting impact in their classrooms.

Commitment to Customization

Just Right Reader prioritizes our commitment to customization. As trusted Science of Reading partners, we tailor our high-quality instructional materials and resources to meet the needs of districts, schools, and families nationwide.

We deliver legislatively appropriate and suitable materials through personalized, engaging, and accessible learning experiences for every community we serve. These customized literacy resources help schools and districts enhance literacy instruction, which accelerates students' reading achievement.

States, districts, and schools have benefited from a range of customizations, including:

- Family literacy nights tailored to the specific needs of the community
- Texting platform to support families with at-home reading strategies
- Multilingual video phonics lessons adapted to the needs of specific states, regions, or districts
- Family letters and resources designed to foster engagement around literacy
- State-specific online literacy hubs for easy access to tools and materials
- Personalized decodable book packs and literacy paths using assessment data

- District leader videos to introduce *Take-Everywhere Literacy Packs™* to the community accessible via QR codes
- Comprehensive professional development for educators tailored to the goals of the school or district
- Welcome boxes to kickstart literacy achievement
- State-specific backpacks to create student excitement and ownership of learning

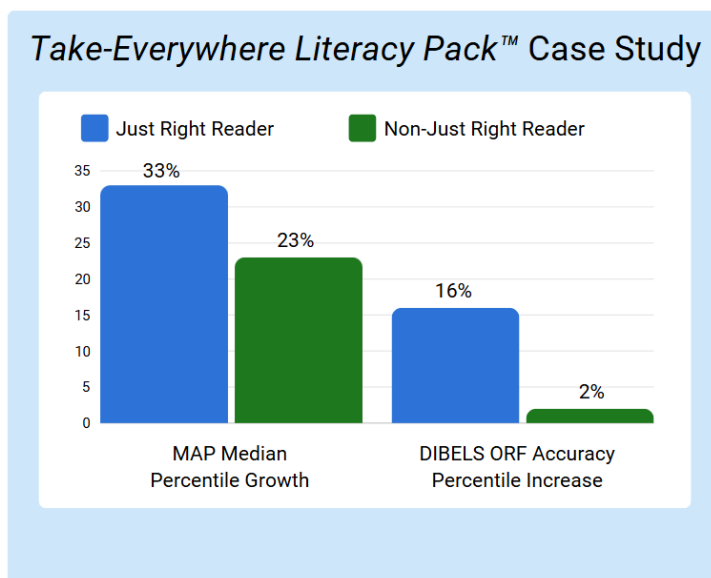
Districts Nationwide are Experiencing Accelerated Reading Achievement

Just Right Reader Science of Reading *Take-Everywhere Literacy Packs™* Case Study - ESSA Level 3

In our most recent case study, Spring 2024, Just Right Reader partnered with Houston ISD to examine the effectiveness of delivering data-driven, high-quality decodable books for targeted phonics practice through meaningful at-home reading. The case study highlighted the impact of the Spring 2024 Just Right Reader *Take-Everywhere Literacy Packs™* Pilot on student literacy development.

In just six weeks, students participating in the pilot demonstrated accelerated growth in reading proficiency, outperforming peers who did not receive the personalized packs of decodables.

LXD Research rigorously evaluated *Take-Everywhere Literacy Packs™* and acknowledged them for meeting the education impact criteria of the Every Student Succeeds Act (ESSA), warranting a Level 3 for "Promising Evidence."



[Read the full report by LXD Research.](#)

[Read more case studies.](#)

Advancing Literacy Through Collaboration and Innovation

As Just Right Reader's partnerships with literacy experts, states, districts, and schools have grown, we have continually refined our products while developing new ones to ensure we integrate the latest research and prioritize what is best for students.

Below are some of our newest products developed to support the diverse learning needs of students:

1. To support multilingual and dual-language programs, **Science of Reading Spanish Decodables™** are written by bilingual educators and mapped to a rigorous progression specific to the Spanish language. They provide an authentic reading experience while increasing language acquisition.

2. Older newcomer students often don't have access to engaging, age-appropriate books. Just Right Reader **Newcomer Libraries™** feature relatable storylines, engaging graphics, and formats specially designed for upper-grade students, making them feel valued and excited to learn English.

3. Phonics instruction doesn't end in primary grades. **High-Interest Chapter Books** for grades 3–5 are designed to engage upper-grade readers, enhance multisyllabic decoding skills, increase reading stamina, build background knowledge through engaging topics, and help students meet grade-level standards.

4. Many families lack access to engaging, research-backed resources to support their children's early literacy and developmental skills. **Just Right Reader Board Books™** addresses this need with research-based stories, baby sign language, and interactive videos that nurture language, cognitive, social, and emotional growth in children under three.

5. We developed **Just Right Reader Phonics Toolkits™** to engage students with personalized, hands-on activities that strengthen phonemic awareness and phonics skills through fun, interactive learning experiences - perfect for differentiated small-group instruction.



Conclusion

Just Right Reader is committed to doing whatever it takes to accelerate reading achievement and create joyful reading experiences for students, teachers, and families.

We pave the way for a reading achievement that extends beyond the classroom through customized, evidence-based materials, family engagement, and personalized learning experiences.

By creating strong partnerships with states, districts, schools, and families, we are bringing joy to literacy and empowering students to become stronger, more confident readers!

We can't wait to partner with you to accelerate reading achievement and create joyful reading experiences for your students! www.justrighthereader.com

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