

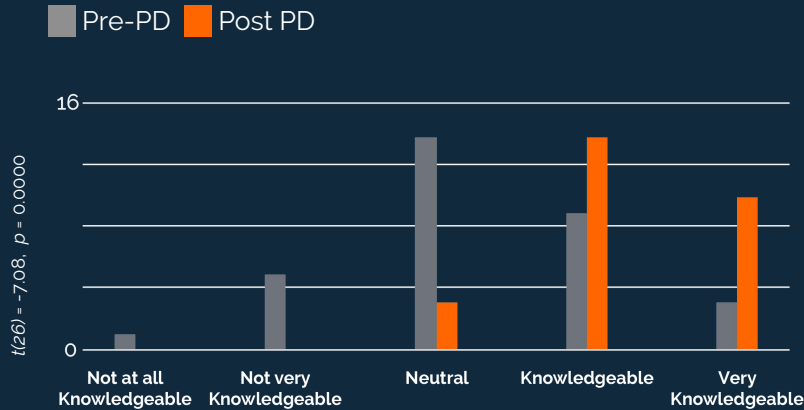


NoticeAbility Success Metrics

Last updated: June 30, 2017

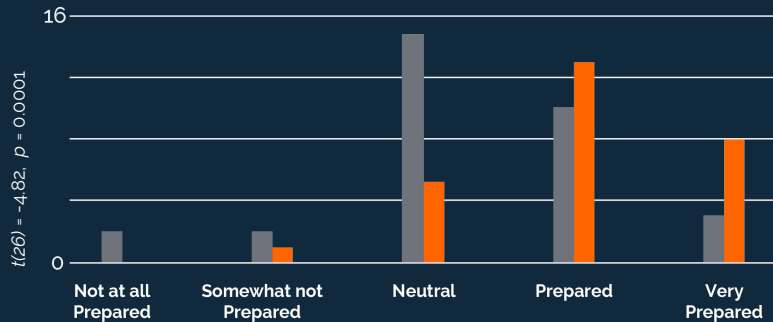
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Changes between Pre & Post PD



How knowledgeable are you about dyslexia?

- Overall, knowledge about dyslexia was significantly higher following the PD ($p = 0.0000$).
- 74% of participants increased their knowledge of dyslexia following the PD (26% stayed the same).



How well prepared do you feel to teach and engage students with dyslexia?

- Overall, preparedness to teach students with dyslexia was statistically significantly higher following the PD ($p = 0.0001$).
- 59% of participants felt more prepared to teach and engage students with dyslexia following the PD (41% stayed the same).

Increased Teacher Capacity



100%

of teachers felt more capable engaging students with dyslexia



100%

of teachers agreed that the course helped build deeper and more meaningful relationships with their students



83%

of teachers felt more confident teaching students with dyslexia

PD Participant Reactions

"Wonderful presentation. Clear, concise, entertaining, comfortable. Really looking forward to this. Thank you."

-PD participant

"I used to think dyslexia was a learning disability that was a challenge for students. But now I think that students with dyslexia are a gift and it is our jobs as educators to tap into their strengths and see what they can achieve."

-Erin, PD participant

"it was truly an enlightening, inspiring, and thought-provoking experience."

-Hannah, PD participant

"I gained an understanding of all the things a dyslexic can achieve and that it is not a bad thing to be dyslexic"

-PD participant

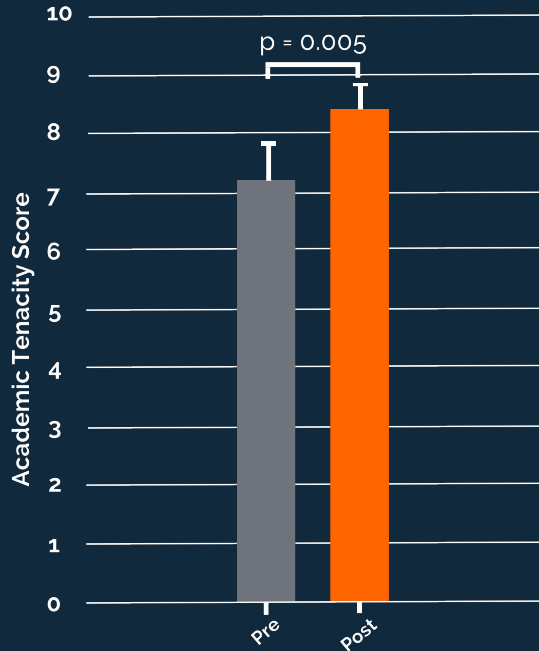
"In 25 years, parents will LOVE the diagnosis of dyslexia for their child. The greater public will be aware of the strengths of the dyslexic child and not just the challenges."

-Lisa, PD participant

The most important thing gained from the session is "being given the opportunity to start to make a positive difference in a student's life "

-PD participant

Student Outcomes



Academic tenacity

- o Following the course, students showed significant improvements in their academic tenacity--reporting that they were more likely to persist with challenging problems, plan ahead to achieve goals, be prepared for class, and feel able to solve problems creatively
- o Pre-test M=7.20 SE=0.40; post-test M=8.40 SE=0.38; $t(25)=-3.10$, $p=0.005$

Student Outcomes

Parents

reported changes in their children

82%

73%

64%

64%

Positive Delta

Self-esteem

Confidence

**Relationships with
friends or peers**

Attitudes towards school

Teachers

reported changes in their students

100%

100%

83%

50%

Student Outcomes

"[My child] has found the strength to end a friendship with a girl who has often ridiculed her and put her down publicly for years."

-Lisa, parent

"More confidence in who they are as learners. Not afraid or ashamed of being dyslexic."

-Kiely, teacher

"[My child] seems much more independent and confident about her school work"

-parent

"I've seen increased confidence with students."

Melissa, teacher

"As a father sitting in the audience, it put a lump in my throat to see my child on stage proudly acknowledging the fact that she does not "learn" by "conventional" standards."

-Scott, parent

"This is the first year that my child does not complain about going to school. He stated that Tuesday's were the best days because that was the day that he had NoticeAbility."

-Mary, parent

Perceptual Changes of Dyslexia

67%

of students see their dyslexia more positively.

83%

of teachers perceive dyslexia more positively.

83%

of teachers see potential in students with dyslexia that they did not see before.

83%

of teachers see strengths in their students with dyslexia they did not see previously.

Teacher, Parent & Student Satisfaction

100%

Of parents agreed or strongly agreed that their child enjoyed the NoticeAbility class.

91%

Of parents would encourage their child to take more classes through NoticeAbility.

75%

Of students reported enjoying the Notice Ability class.

100%

of teachers would facilitate other NoticeAbility classes.

Net Promoter Score (NPS)

What is NPS?

NPS is an index ranging from **-100 to 100** that measures how likely a customer is to recommend the product. It is a proven metric used to gauge customers' satisfaction and loyalty. Customers are asked on a scale of 0 to 10, *how likely is it you would recommend us to a friend or colleague*

$$NPS = \left(\frac{\text{promoters}}{\text{total}} - \frac{\text{detractors}}{\text{total}} \right) \times 100 = \left(\frac{15}{24} - \frac{2}{24} \right) = 54$$

NPS of our **professional development**:
Participants scored our program an NPS of **54**

NPS of our **curriculum**:
Parents scored our program an NPS of **82**
Teachers scored our program an NPS of **83**

**According to PD market research by the Bill & Melinda Gates Foundation (2014), current satisfaction with PD courses is 22. By contrast, our NPS score is 54.*