Why Innovative Superintendents Are Creating Model Innovation Cities™
To Solve the Third Grade Reading Dilemma

This case study highlights 3 award-winning superintendents who have created Model Innovation Cities™ to reach the children in their respective districts even before they enter school and continue their trajectory to 3rd grade reading proficiency.

21st Century Challenges
- 58% of 4th grade students read below grade level
- 11.5 million children live in or near poverty
- 61% of impoverished children have no books at home
- At-risk children hear 30 million fewer words by age 4

21st Century Opportunity
80% of parents own a smart phone today.

What is a Model Innovation City™? A Model Innovation City™ is a turn-key, citywide literacy solution that addresses the third grade reading dilemma by utilizing the Footsteps2Brilliance® Mobile Technology Platform to cost-effectively scale pre-K through 3rd grade literacy apps to every family within a school district’s jurisdiction.

Dr. Mark Edwards: Leveraging Parents’ Mobile Devices To Scale Pre-K through 3rd Grade Curriculum Citywide

Mooresville, NC Results after 8 weeks of usage

By making Mooresville a Model Innovation City™, Dr. Mark Edwards, a pioneer in 1-to-1 technology, was able to cost-effectively expand his 4th through 12th grade digital ecosystem to the early grades. Dr. Edwards provided early learning curriculum apps to his elementary school parents’ mobile devices. This technology solution gave parents the tools they needed to become their children’s first teachers and dramatically increase time spent on literacy. The results are impressive.

“Footsteps2Brilliance creates a community partnership by fusing relationships between city officials, schools, parents, and students.”

The Boston Globe

Learn how you can apply to become a Model Innovation City!
Contact Ilene Rosenthal, CEO, at 202-338-1223 or Ilene@Footsteps2Brilliance.com
Dr. Barbara Nemko oversees a county where ELL children frequently transition in and out of the school system. Dr. Nemko created an intervention strategy using Footsteps2Brilliance® that begins in pre-K and continues throughout the elementary school years. The Footsteps2Brilliance® unique English/Spanish toggle switch makes it easy for parents who do not speak English to be successful teachers to their children. Pre-and-Post Peabody Picture Vocabulary Tests show significant gains.

Dr. Paul Dakin oversees a district where funding and building space limitations only allow him to accommodate 40% of his district’s preschool age children. Dr. Dakin leveraged the power of the Footsteps2Brilliance® Mobile Platform to reach parents of children not enrolled in his highly desired pre-K programs. Without expending resources to build additional infrastructure, Dr. Dakin was able to expand his pre-K capacity quickly, changing the literacy environment so that underserved children entered kindergarten with the pre-requisite skills needed for academic success.

**WHAT BECOMING A MODEL INNOVATION CITY™ WOULD DO FOR YOUR DISTRICT**

<table>
<thead>
<tr>
<th>Instant Scale</th>
<th>PARENTAL INVOLVEMENT</th>
<th>MEASURABLE RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our turn-key solution cost effectively scales engaging early learning apps designed to increase vocabulary and literacy to your entire community within 30 days.</td>
<td>Our mobile platform will provide every pre-K through 3rd grade parent in your district with the bilingual tools they need to become fully engaged with their children’s learning.</td>
<td>Our solution tracks real-time data and doubles the amount of time spent on vocabulary acquisition and literacy.</td>
</tr>
</tbody>
</table>

**LEARN HOW YOU CAN APPLY TO BECOME A MODEL INNOVATION CITY!**

CONTACT ILENE ROSENTHAL, CEO, AT 202-338-1223 OR ILENE@FOOTSTEPS2BRILLIANCE.COM