



onyourmarkeducation.org

IMMEDIATE IMPACT LASTING RESULTS

HOW SCHOOL DISTRICTS CAN BUILD
THE ULTIMATE HIGH IMPACT TUTORING
EXPERIENCE





CONTEXT

Alarming statistics and the significant consequences of low literacy rates highlight the urgent need for effective literacy interventions. According to the 2022 National Assessment of Education Progress (NAEP), only 33% of fourth-grade students in the United States performed at or above proficiency in reading. Low literacy rates have far-reaching consequences across various aspects of life. Low literacy rates lead to low academic achievement and increased dropout rates. Later in life, low literacy rates affect employability and overall earning potential, limiting opportunities for individuals and contributing to broader economic challenges.

Addressing literacy gaps early is crucial. Students who struggle with reading proficiency in the early grades often fall further behind as the curriculum becomes more challenging, resulting in widening achievement gaps. Through early literacy intervention, students can develop the foundational literacy skills necessary for long-term academic success.

THE BEST CHANCE FOR INTERVENTION SUCCESS

Evidence-based policies advocate for informed reading instructional interventions, as effective teaching can significantly mitigate the impacts of reading challenges, particularly among high-risk populations such as multilingual learners and learners with exceptionalities (Blachman et al., 2004; Denton, Foorman, & Mathes, 2003; Foorman et al., 2006; Vellutino et al., 1996).

The Science of Reading is the literacy approach with the most compelling evidence. **The Science of Reading** encompasses a body of research aimed at understanding how individuals learn to read, the cognitive processes involved, and effective methods for teaching reading (Petscher et al., 2020). Key components of this research emphasize the importance of phonemic awareness, phonics, fluency, vocabulary, and comprehension (NRP, 2000). It also highlights the cognitive, linguistic, sociocultural, and instructional factors crucial for literacy development.

Advocates of the Science of Reading tend to focus, specifically, on both phonemic awareness and phonics (Grote-Garcia & Ortlieb, 2023), as these elements are foundational for learning to read (Ehri, L. C., 2022; Rehfeld et al., 2022). Phonemic awareness is a strong predictor of reading skills, providing insight into a student's ability to learn sounds that can then be used for decoding (Boyer & Ehri, 2011; Kilpatrick, 2015; Share et al., 1984). Furthermore, difficulties in decoding and spelling are often linked to gaps in phonemic awareness (Liberman et al., 1974; Scarborough, 2001; Spear-Swerling, 2016). Explicit instruction in foundational literacy skills for early elementary students and struggling readers offers a significant opportunity

for students to learn to read proficiently (Hudson et al., 2021; Blachman, Tangel, Ball, Black, & McGraw, 1999; D'Angiulli, Siegel, & Maggi, 2004; Torgesen et al., 2001).

The evidence is clear: to ensure all learners succeed, literacy instruction must be grounded in the Science of Reading. This approach is crucial for effective reading development, emphasizing that reading instruction should be systematically implemented rather than left to chance.

HIGH-IMPACT TUTORING IS PROVEN TO WORK

According to the National Student Support Accelerator, high-impact tutoring programs have either demonstrated improvements in student learning or include characteristics that are proven to accelerate student learning (2020). Many districts and schools recognize the benefits of high-dosage tutoring for students but face significant challenges in its effective in-person implementation (Shoemaker DeMio, 2024). Key issues include building instructional capacity in schools, adequately training tutors, scheduling tutoring sessions for both students and tutors, and securing funding for high-quality tutors.

Despite these challenges, the potential benefits of high-impact tutoring, such as targeted intervention, tailored instruction, and academic improvements, make it an effective solution for schools seeking to bridge literacy gaps and improve student achievement. High-impact tutoring is a simple yet powerful method for improving student outcomes, consisting of several essential components.



THE "MUST-HAVES" FOR HIGH-IMPACT LITERACY TUTORING SOLUTIONS

When reviewing high-impact literacy tutoring solutions, be sure your chosen solution includes:



Evidence-Based Practices: Tutors use evidence-based methods to enhance literacy.



Data-Driven Approach: Frequent assessments drive instructional decisions.



Individualized Instruction: Personalized learning plans cater to student's unique strengths and needs.



Highly-Qualified and Experienced Tutors: Tutors are highly trained and deeply passionate about literacy.



School-Time Availability: Work within the existing schedules that schools, teachers, and students have come to rely on.



Focus on Relationships: Strong tutor-student bonds foster engagement and success.



Comprehensive Support: Partner Success Managers offer tailored support and resources.



MEET ONYOURMARK

As a non-profit education organization, OnYourMark takes the mission of improving literacy outcomes very seriously. From a steadfast commitment to the Science of Reading to ensuring that each tutor forms personal relationships with their students and teacher partners, OnYourMark stands apart as the leading non-profit structured specifically to fulfill its core mission.

OnYourMark is a fully virtual high-dosage tutoring program focused on early literacy in grades K-5, offering exceptional convenience and accessibility, seamlessly integrating into existing school schedules. Students meet with highly qualified tutors for just 20 minutes a day, four days a week.

OnYourMark's online platform allows for flexible scheduling within that framework, ensuring that students receive targeted instruction without disrupting their regular classroom activities. The virtual approach to high-dosage tutoring **eliminates many of the obstacles that education stakeholders face**, such as building instructional capacity in schools, adequately training tutors, scheduling conflicts, and securing funding. In short, OnYourMark's virtual tutoring platform provides a practical solution for schools seeking to implement high-dosage tutoring while maximizing efficiency and quality of literacy intervention.



EVIDENCE-BASED PRACTICES

OnYourMark embraces this systematic implementation by being rooted in an evidence-based approach that is meticulously aligned with the latest research in literacy instruction. By integrating insights from high-dosage tutoring studies and the Science of Reading, OnYourMark offers a structured and personalized approach to literacy instruction. This approach effectively addresses foundational literacy skills, including phonemic awareness, phonics, fluency, vocabulary, and comprehension.

THE SCIENCE OF READING AND CURRICULUM ALIGNMENT

OnYourMark Education implements **Amplify's mCLASS**, a research-based program fully aligned with state standards, to ensure that all content taught meets the required learning objectives. mCLASS Intervention covers the five big ideas of reading—phonological awareness, phonics, fluency, vocabulary, and comprehension. This program follows a research-based scope and sequence focused on skill progression and utilizes software to analyze results from both formative assessments (frequent progress monitoring) and summative assessments (DIBELS offered three times a year) to create engaging and targeted lessons for tutoring sessions.

According to a study completed by the Institute of Education Sciences (IES), K-2 students receiving mCLASS Intervention improved by up to 8 student growth percentile points more in foundational literacy skills than similarly performing peers not receiving mCLASS Intervention.

TUTORING PROGRAM DESIGN

OnYourMark uses evidence-based practices in its tutoring solution design by incorporating strategies and principles that have been proven effective through research in reading education. A key element of their approach is high-dosage tutoring, which provides focused and personalized instruction on foundational literacy skills through a well-organized scope and sequence. This method, known for its efficacy in mitigating learning loss and accelerating academic progress (Shoemaker DeMio, 2024), aligns with the National Student Support Accelerator (NSSA) criteria for high-impact tutoring. According to NSSA, effective high-impact tutoring is characterized by consistent tutoring relationships, data-driven instruction, a clear focus on academic acceleration, and a minimum of three tutoring sessions per week with accessibility for all eligible students.

OnYourMark meets all these criteria, positioning it as an effective and seamless solution for achieving school literacy goals. By providing comprehensive, high-dosage virtual tutoring that aligns with the Science of Reading, OnYourMark offers an effective solution for improving literacy outcomes and closing the literacy gap.



A DATA-DRIVEN APPROACH SUPPORTS INDIVIDUALIZED INSTRUCTION

Monitoring student progress and assessing skill mastery is crucial to supporting students' developing literacy skills. OnYourMark ensures personalized learning and targeted support by tailoring tutoring plans to each student's specific needs systematically.

Schools first identify students requiring Tier 2 and Tier 3 interventions and support. In addition to their own in-take assessment of students, tutors work with the assessment data provided by schools, such as the Dynamic Indicators of Basic Literacy Skills (DIBELS) assessment.

This assessment consists of various subtests that evaluate key literacy skills, including letter sounds, decoding, and reading fluency (Loeb et al., 2023).

After analyzing assessment results, tutors develop scripted, research-based curricula to meet individual needs, providing targeted instruction that addresses learning gaps. They implement frequent

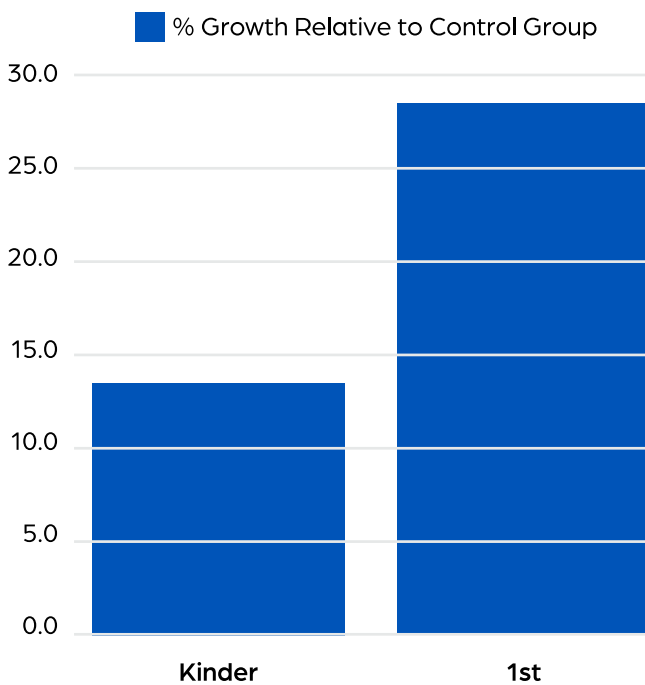
formative assessments to track progress and adapt instruction accordingly. Biweekly progress monitoring ensures continuous assessment and lesson adjustments as students improve their reading proficiency. Regular progress monitoring allows tutors to refine teaching strategies and materials as needed. OnYourMark augments its evidence-based approach by using mCLASS, the award-winning assessment and instructional support platform from Amplify.

OnYourMark prepares detailed reports to share with classroom teachers, including data from DIBELS assessments, progress checks, and observations. These reports detail student growth, highlight areas of concern, and provide recommendations for future instruction. Then, OnYourMark regularly meets with school partners to discuss student progress and ensure interventions are effective. This data-driven, personalized approach supports each student's learning journey and promotes reading proficiency.



MORE THAN EVIDENCE-BASED: A PROVEN APPROACH TO LITERACY LEARNING

In October 2023, the National Student Support Accelerator (NSSA) at Stanford University conducted the first randomized controlled trial (RCT) of a virtual early literacy tutoring program, yielding significant results for students who participated in OnYourMark's tutoring program.



Kindergartner's improvements in **letter sound mastery** were **13.4% higher** than the control group, amounting to **24 additional days of school**.

First graders' improvements in **decoding** were **28.4% higher** than the control groups, amounting to **51 additional days of school**.

To review the findings from the study, [click here](#).



HIGHLY-QUALIFIED AND EXPERIENCED TUTORS

OnYourMark tutors are dedicated educators with a wealth of qualifications, expertise, and a passion to transform literacy instruction for K-5 students. Each student meets with the same tutor for a recommended 20-week program, ensuring consistency and the development of a strong, supportive rapport. OnYourMark tutors undergo rigorous initial training and continuous coaching to further develop and refine their literacy instructional skills. This training is firmly rooted in the Science of Reading, guaranteeing that tutors are implementing the most up-to-date and evidence-based approaches for teaching literacy.

Training topics include

- Progress Monitoring
- Ongoing Relationship Building
- Student Engagement
- Encoding in Early Literacy (Connecting Reading and Writing Instruction)
- Responding to Student Needs

These sessions encourage active participation and engagement, utilizing active learning strategies that promote reflection, sharing, and collaboration. Tutors interact with research-based articles and approaches, integrating these insights throughout the training. The sessions feature examples and simulations, requiring tutors to think as if they were in a real tutoring session. Opportunities for feedback, questions, and sharing further enrich the learning experience.

Additionally, OnYourMark provides a selection of asynchronous and previously recorded professional development sessions relevant to their role as a literacy instructor.

Literacy topics Include

- Literacy & Equity
- Science of Reading Implementation
- Dyslexia
- Multilingual Learners

This approach highlights OnYourMark's commitment to fostering a love of learning and encouraging tutors to continuously refine their skill sets.





FOCUS ON RELATIONSHIPS

OnYourMark distinguishes itself from other virtual tutoring solutions by emphasizing the importance of relationships at all levels of its organization. To that end, every school partner engagement uses a partnership-model, starting with a dedicated Partner Success Manager and continuing through to the student – tutor partnership. From the first planning meeting with leadership to ongoing check-ins with teachers, the OnYourMark team centers its work on relationships. All in service of forming the most important relationships of all, those with students.

TUTOR-TO-STUDENT

Tutors invest time to understand each student personally, tapping into their motivations. Tutors are trained to assess and address each student's unique needs, strengths, and areas for improvement. Students consistently work with the same tutor, fostering trust and building strong rapport. Tutors monitor students' progress and adjust lessons as needed to help students move toward reading proficiency.

TUTOR-TO-TUTOR MENTOR

Tutors are paired with experienced early literacy coaches who provide regular feedback, coaching, and support, ensuring the ongoing implementation of evidence-based instructional strategies. Mentors and tutors collaborate to share best practices and resources, enhancing the overall tutoring experience.

TEACHER-TO-TUTOR

Partner Success Managers collaborate closely with classroom teachers to align their support with the school's curriculum and learning outcomes. OnYourMark Partner Success Managers keep teachers informed about students' progress, strengths, and areas for improvement. Frequent communication ensures that teachers are aware of what students are learning and how they are progressing.

ONYOURMARK-TO-TEACHER

The Partner Success Team is dedicated to supporting literacy instruction for classroom teachers. In addition to regular meetings with campus coordinators and literacy instructors, OnYourMark regularly updates its resource web page with materials teachers can implement in their classrooms the next day, updates blogs with best practices, and sends out a monthly newsletter to OnYourMark school partners.

ONYOURMARK-TO-SCHOOLS & DISTRICTS

OnYourMark tutors build strong relationships with school partners, collaborating closely to identify specific needs and customize tutoring programs to effectively meet the needs identified. OnYourMark provides tutoring services across all tiers of intervention, with a primary focus on Tier 2 and Tier 3 students. OnYourMark collaborates with school and district personnel to understand their specific needs and tailor tutoring programs accordingly. Tutors continuously assess student progress to ensure appropriate growth and regularly share detailed reports with classroom teachers to maintain consistency in student support.

ONYOURMARK-TO-CAREGIVERS

OnYourMark actively involves caregivers in the tutoring process, promoting communication and collaboration to enhance student success. With ongoing reporting available to school leaders, OnYourMark ensures that caregivers are aware of their child's progress and can effectively support their learning journey at home. Easily accessible progress updates for both teachers and caregivers make it simple to track and celebrate student achievements.



COMPREHENSIVE SUPPORT

Case studies from school partners including school administrators and teachers highlight OnYourMark's positive impact. Their experiences emphasize OnYourMark's effectiveness and the satisfaction experienced by all participants.



CASE STUDY: LINCOLN PARISH SCHOOLS

DANA TALLEY, CHIEF ACADEMIC OFFICER



The amount of professional development and the time that they put into their tutors is something that matters to me. A lot of folks will get tutors who are coming in and doing things that aren't necessarily best practice now, and are certainly not aligned with our curriculum and how we're teaching. The 90 minutes of professional development and the 30 minutes of coaching a week really stood out."

When people say, 'Well, it's virtual, you can't really do that.' I would challenge them. I'd say 'Try it! Do a pilot and see if you still believe that afterward. You might think that it's harder to connect virtually, but for OnYourMark, it's not. They're just so mindful of the engagement and the relationships with students.'

It's important that teachers notice when these kids are getting these interventions they're better able to engage, they have more confidence, they're answering questions... They're excited about the content. Those are some of the things that we've seen teachers say about the kids who are supported by OnYourMark."





CASE STUDY: UPLIFT EDUCATION

NICK ERBER, FORMER DIRECTOR OF LEARNING ACCELERATION,
UPLIFT EDUCATION. IMANI THOMAS, PRIMARY DEAN & IB PYP
COORDINATOR, UPLIFT LUNA PREPARATORY

“

We did a randomized controlled trial with OnYourMark and saw significant growth. For [other literacy programs], we did not get the best measurements for what we wanted to get out of it. And so OnYourMark is probably the single unqualified success of all of our tutoring programs,” says Mr. Erber.

”

“

Parents love the improvement in literacy skills, but most importantly, they love the gains in academic confidence. ‘She used to quit if she was struggling but now, she will actually sound out her words and she is reading her sight words. She is just more excited about reading.

[OnYourMark] has definitely helped her in second grade with her scores. But I still keep going back to the confidence she has built, because without the confidence you can’t do anything else,” says one Uplift parent.

”

“

I would genuinely be upset if we stopped using OnYourMark. The data speaks for itself. I think the successes and the relationships speak for themselves. I hope we can continue to partner with OnYourMark,” says Ms. Thomas.

”



CASE STUDY: FREEDOM PREPARATORY ACADEMY CHARTER SCHOOLS

DR. HOPE WALKER, FORMER REGIONAL DIRECTOR OF ACADEMIC ACCELERATION



I really appreciate the **constant communication**, the very clear communication... they're a very transparent organization. They will immediately reach out if there are any questions or challenges or concerns. They follow up **and** follow through, and I really appreciate that."

We had **so many kids moving up different levels** because now they're able to sound out the words, they're able to read the words... **And that's why we're using OnYourMark with our K-2 students: because of the quick turnarounds and the quick wins that you see.**

These are fourth graders who can't read. And now, since working with OnYourMark, they're able to read. They're stopping to annotate their reading, they're understanding what they're reading, they're sounding out unknown words, things of that nature. I'm seeing the growth. Particularly with the lowest performing class in fourth grade, **they're showing a lot of growth because of the confidence that they're getting in tutoring. So it's working. It really is.**





CONCLUSION

WHY ONYOURMARK FOR HIGH-IMPACT LITERACY TUTORING?

Partnering with OnYourMark offers numerous key benefits for K-5 students:

- OnYourMark provides a **targeted, data-driven tutoring** solution tailored to the specific needs of each school partner.
- OnYourMark's **highly qualified tutors** work with students for 20 minutes a day, 4 days a week, over 20 weeks.
- OnYourMark **tutors receive ongoing training and coaching** to ensure the implementation of the most effective literacy strategies.
- Designed to **integrate seamlessly into existing school schedules**, OnYourMark makes the transition easy for classroom teachers, reducing their workload.
- OnYourMark tutors offer valuable feedback to both teachers and caregivers, ensuring **transparency, continuous support, and engagement**.
- Each school partner is assigned a **dedicated Partner Success Manager to address unique needs**, ensuring the program runs smoothly and meets the school's literacy goals.



WHY ONYOURMARK WORKS

| REQUIREMENT | PROOF |
|--|--|
| <p>Evidence-Based Practices: Tutors use evidence-based methods to enhance literacy.</p> | <p>✓ OnYourMark tutors use the Science of Reading as the basis for literacy instruction. Tutors focus on key components such as systematic and explicit instruction tailored to meet students' individual literacy needs.</p> |
| <p>Data-Driven Approach: Frequent assessments drive instructional decisions.</p> | <p>✓ OnYourMark tutors administer DIBELS assessments at the beginning, middle, and end of the school year to identify students' strengths and areas for improvement.</p> |
| <p>Individualized Instruction: Personalized learning plans cater to student's unique strengths and needs.</p> | <p>✓ Tutors use DIBELS, Amplify's mCLASS curriculum, and other formative assessments to design personalized lessons tailored to each student's needs, preventing redundancy and bridging learning gaps.</p> |
| <p>Highly Qualified and Experienced Tutors: Tutors are highly trained and deeply passionate about literacy.</p> | <p>✓ OnYourMark tutors are highly qualified and deeply passionate about improving literacy outcomes. They receive extensive training in the Science of Reading and are proficient at implementing evidence-based resources. Ongoing support and professional development opportunities further enhance tutor's expertise, ensuring they continue to provide high-quality instruction.</p> |
| <p>Focus on Relationships: Strong tutor-student bonds foster engagement and success.</p> | <p>✓ OnYourMark emphasizes the importance of tutor-student relationships by ensuring that students work with the same tutor consistently. This encourages students to build rapport with their tutor, simultaneously allowing tutors to develop a deep understanding of students' specific strengths, needs, and areas for improvement.</p> |
| <p>Comprehensive Support: Partner Success Managers offer tailored support and resources.</p> | <p>✓ OnYourMark offers comprehensive training and resources for both educators and tutors. Partner Success Managers work closely with schools to provide personalized support and frequent progress updates. Tutors track student progress through DIBELS assessments and frequent progress monitoring assessments, ensuring classroom teachers can make timely and data-driven instructional adjustments. Frequent and clear communication with classroom teachers, school personnel, and caregivers ensures effective collaboration to support each student's learning journey.</p> |



IMMEDIATE IMPACT. LASTING RESULTS.

Schools don't simply need more, they need precise. That's why terms like high-dosage tutoring are missing the point. It isn't about delivering more instruction to students, it's about delivering evidence-based, Science of Reading-aligned instruction that is focused on the exact skillset they need to see quick improvement. That builds confidence, reenergizes a love of literacy—and learning—and leads to lasting improvement for students.

OnYourMark is committed to closing literacy gaps and ensuring that all students are reading by third grade. Together with school partners, this goal is best realized by tackling the challenges of early literacy skills and supporting teachers and schools through additional, supplemental support for students. OnYourMark recognizes the critical need to invest in K-2 foundational reading skills to pave the way for future literacy success. Schools value OnYourMark's partnership for the customized tutoring solutions they provide, which seamlessly integrate into their schools.

Want to learn more about how OnYourMark can help your students reach grade-level reading?

Contact us to schedule a discovery call and find out how OnYourMark's tailored solution can support your school's literacy goals.



partners@onyourmarkeducation.org



<https://onyourmarkeducation.org>

