

THE EVOLUTION OF **OOKA ISLAND**™

EARLY LITERACY PROGRAMS
For Pre-K to Grade 2



READING, DISCOVERY AND ADVENTURE
www.OokaIsland.com

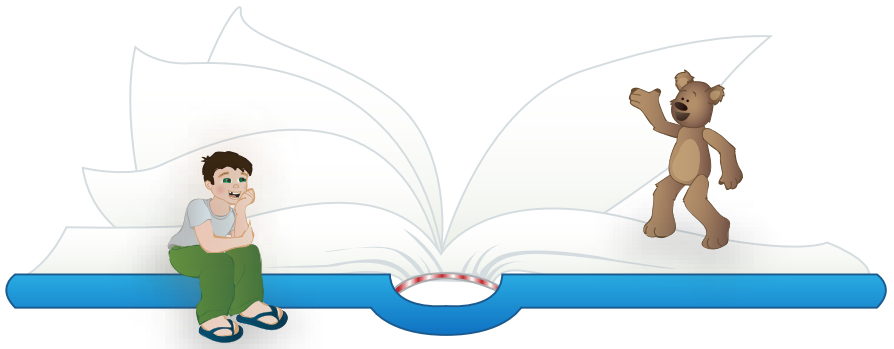


Where it all started:

The Ooka Island™ methodology is built around the discoveries of Dr. Kay MacPhee. Inspired by her son, who was born profoundly deaf, Dr. MacPhee spent 25 years learning and developing techniques to enable the hearing-impaired to develop language skills and learn how to read. At the request of a local physician, Dr. MacPhee began to work with students who were said to be learning disabled or dyslexic and found that they, similar to a hearing impaired student, could not hear the sounds of the language either.

Learning to
read before
it becomes a
problem.





“The instructional techniques we were using with hearing-impaired students were tremendously successful in helping students who were struggling readers. As a result of this discovery, I started to focus more and more of my energy refining our techniques and instruction for all readers, from kindergarten to adult.”

-Dr. Kay MacPhee

History of SpellRead

Dr. MacPhee continuously modified and advanced her approach to reading instruction over several decades and in 1994 SpellRead was officially launched. The first SpellRead clinic was opened in Charlottetown, PE with a focus on adult learners. Student progress results were studied by leading psychologists in Atlantic Canada.

Between 1998 and 2001, the National Institutes of Health, recommended that Dr. Joe Torgesen begin to investigate the effectiveness of the SpellRead program. He conducted the first formal clinical study of SpellRead, the result of which was published in *Learning Disability Quarterly* (Spring 2001).

In 2001, SpellRead began to deliver its program in US public schools. These results were again monitored by Dr. Torgesen and were ultimately published in Dr. Barbara Foorman’s book, *Preventing and*

Remediating Reading Disabilities—Bringing Science to Scale (July 2003).

In 2003 SpellRead was included in the Power4Kids clinical trial. Power4Kids is the largest clinical trial of reading programs ever undertaken in the US. SpellRead was one of only four programs selected for inclusion based on independent evidence of program effectiveness.

SpellRead was recognized as one of the top rated reading intervention programs by the US Department of Education in *What Works Clearing House* (WWC), the leading authorities in analyzing results of educational programs in the US. SpellRead obtained the highest rating for improvement in comprehension.



A Modern Approach to Reading Instruction

The History of Ooka Island™

In 2008 Jim Barber, an author and former teacher in Maryland, and Dr. MacPhee discussed ideas to create an online game that would teach 3 – 7 year old children how to read in a fun and compelling way. They joined forces to create 14 innovative instructional reading activities that focus on the 5 key areas of reading instruction. Their vision was to eradicate illiteracy at its root so that all children would learn to read and have the opportunity to be successful lifelong learners.

Barber wrote 95 leveled and sequenced early readers for the game, and an educational game design document about a magical island where the child, playing the

game, is the hero. The magical, virtual island is inhabited with kind-hearted elves, a good-natured robot, flying pigs and a literacy super hero named Auntie Kay. The company, Ooka Island™, was born.

The educational foundation of Ooka Island is the Ooka Method™, which indicates that reading is fundamentally both a linguistic and phonological activity. By combining the Ooka Method with an adaptive learning algorithm called READirect™, Dr. MacPhee and Barber created Ooka Island so that each child is on their own unique learning path.

In 2009, Barber and MacPhee, traveled North America conducting research at game conferences and

investigating game developers to build the Ooka Island online game.

A Software Requirements Specification Document of the Ooka Island game was completed through collaboration with Acadia University in 2010, and Ooka Island contracted Telos International in Prince Edward Island, Canada to build the Ooka Island Adventure™.

The National Research Council, Canada's premier organization for research, development and technology based-innovation, as well as Innovation PEI, partnered with the Ooka Island project in its prototype and production stages in 2010.

Where we are now



Today, Ooka Island™ provides educators and parents with a complete reading curriculum for children ages 3-7 through online instruction.

Upon arrival on Ooka Island, children customize their own online avatar and embark on a compelling 3D hero-mission to save the Ooka

Elves! As young learners follow the Ooka Island Adventure, they travel on their own unique path created by Ooka Island's READirect™ learning algorithm. This ensures that they are on the fastest track to reading success!

Ooka Island also offers a supplemental print program with 95 leveled and sequenced Ooka Island

Books™, accompanying story cards and instructional guides with lesson plans.

Next steps for Ooka Island include expanding the Online Adventure onto iPad, SMART Board and mobile device platforms.





Ten Reasons Why You Will Love OOKA ISLAND

For the Educator & Parent:

10. Time spent on Ooka Island™, is time spent wisely. By exploring Ooka Island, children ages 3-7 are building a solid foundation in reading, a gift that will last a lifetime
9. Ooka Island is a safe and secure online environment for children
8. The applied OokaMethod™ reading instruction is 100% aligned with the Common Core Standards for Kindergarten and Grade 1 Reading
7. Ooka's READirect™ learning algorithm ensures that every child is on their own unique and adaptive fast-track towards reading success
6. Ooka's CHEERreader™ feature allows in-game encouragement from an invited guest on another computer (e.g. teacher, relative, guardian)
5. As Ooka Adventurers progress, children will unlock a digital library of up to 85 leveled and sequenced Ooka Island Books™ to read again and again!
4. Real-time progress reports and detailed dashboards are available online in the Ooka Lighthouse™ for the individual learner, classroom, school district, county and state level

For the Kids:

3. Children can earn Ooka Island's currency, Ooka Mist™, and choose from hundreds of items for complete customization of the child's avatar, tree-house playground, pets, etc.
2. Ooka Island is a 3D hero mission with 24 levels in each of the 14 activities, making it both a challenging and highly engaging experience
1. By travelling to Ooka Island, a child takes on the noble and heroic role of rescuing the Ooka Elves™ and ultimately learning how to read!

“It’s such a natural thing to want to read...”

I can spend a long time reading Ooka Island books with my grandson.”

-Grandmother of an Ooka Island Adventurer



“This morning I decided to use the Ooka game with the little girl I’m tutoring. *Lately, she’s been very tired and not able to focus for extended periods of time but now I finally have something that keeps her interest for the entire time!! She looooooved the Ooka Island Adventure! She breezed through the 6 sounds we’ve already covered and picked up the new ones with no problem. This is a huge achievement – it usually takes us a few sessions to master a new sound.”*

- Reading Tutor
Boston, MA

“Ooka Island Inc. will have parents and educators everywhere wanting their children to spend more time online learning to read. *Taking the proven pedagogy the Ooka Island team developed and adding the limitless possibilities that software systems, artificial intelligence and virtual worlds can offer is one of the most innovative ideas we have ever seen. Ooka’s focus and passion on reading skills will knock this game out of the park!”*

- Game Developer
Charlottetown, PE

“Ooka Island is a bold educational software product that teaches young children to read *while spending time in a fun, creative, online multiplayer Virtual World. It is nothing short of a reading revolution created by one of the visionaries behind SpellRead. Capitalizing on advances in computer and distribution technologies, Ooka Island will have reach onto every desktop computer, laptop, and iPhone in the USA and Canada.*

- Game Developer,
San Francisco, CA

“After two days, I have one complaint - *my kids didn’t want to get dressed for school this morning and they were fighting over the computer to play Ooka! So really, that is a good complaint!”*

- Mother of three
Ooka Island Adventurers

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VISIT US AT
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