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StoryBox English

INSTRUCTIONAL DESIGN REVIEW

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STORYBOX ENGLISH CURRICULUM

INTRODUCTION

StoryBox English curriculum for grades K–6 is a distinctly personalized, multimedia learning approach to delivering engaging instruction to English Language Learners (ELLs). The curriculum is rooted in a foundation of pedagogical theories and frameworks aimed at advancing the proficiency of English language learning through hands-on, innovative educational methodologies. Yet, the curriculum is not merely theoretical; it is the product of decades of practical teaching experience within its content team, individuals who have dedicated their professional careers to teaching English to non-native speakers. StoryBox English is built on the Science of Reading, ensuring a strong literacy foundation through phonemic awareness, phonics, vocabulary, fluency, and comprehension but uses the Whole Language Approach, which emphasizes language acquisition through a natural combination of listening, speaking, reading, and writing, rather than acquiring individual and disconnected reading skills.

StoryBox English utilizes its proprietary patented technologies to deliver personalized learning that adapts to the learner's own cognitive development using spiral learning theory, which posits that revisiting topics over time leads to better long-term retention of information. Using constructivist principles, learners build on their knowledge through customized, adaptive content. In addition, the interactive design of the print workbooks and companion app demonstrate a commitment to scientifically informed, multisensory learning. Specifically, StoryBox English embraces the principles of the Orton-Gillingham approach and VAKT learning styles, ensuring a multisensory instructional method that activates visual, auditory, and tactile learning techniques. By applying these well-established educational frameworks, StoryBox English provides a sensory-rich learning experience that acknowledges the varied sensory preferences of ELLs, promoting a deeper and more enduring grasp of the English language. The curriculum employs an array of digital tools and mediums— ranging from interactive apps to AI-enhanced activities—each designed to meet the diverse learning needs of the 21st-century student. The integrated use of technology, narratives, and multisensory learning promotes active engagement with digital content, which contributes to the development of essential digital and media literacy skills, preparing them for

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success in a technology-driven world.

At the heart of StoryBox English lies a commitment to continual evolution and excellence in ELL education, ensuring that learners receive the most effective and engaging instruction possible.

The design review that follows is not limited to one specific aspect of the StoryBox English curriculum, but instead, evaluates the product from an instructional design perspective that includes the program design framework, content selection, design, and development, evaluation, and interface.

DESIGN REVIEW

The Design Review rubric includes thirteen evaluative criteria organized into four broad categories. For each criterion, a rating of Limited, Moderate, or Strong, is indicated by one, two, or three stars.

Program Design Framework & Process

Specific ToA or Logic Model	★★★
Systematic Design Process	★★★

Program Content Selection & Design

Specific Instructional Needs	★★★
Comprehensive Design Plan	★★★
Addresses Individual Learners	★★★
Instructional Objectives	★★★
Instructional Sequencing	★★★

Program Evaluation

Formative Evaluation	★★★
Summative Evaluation	★★★

Materials Interface / Design

Costs/Resources are Specified	★★★
Support for Users	★★★
Student Feedback	★★★
Teacher Assessment Data	★★★

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PROGRAM DESIGN & FRAMEWORK

The program design clearly specifies a systemic Theory of Action (or Logic Model).

The StoryBox English curriculum has established a comprehensive Logic Model that clearly articulates a problem statement, the inputs (activities), and the outputs (short- intermediate- and long-term outcomes) that align with the program framework. For this reason, this criterion was assigned a rating of "Strong". For further reference, the StoryBox English Curriculum logic model has been included in the appendix of this report.

A systematic design process was used to develop, evaluate, and refine materials.

Curriculum developers gathered data from a needs analysis that sought input from educators, language and education experts, and learners. Using this insight, the objectives were revised using an iterative process that continuously evaluated their relevance and effectiveness. The systematic design process for developing the StoryBox English curriculum was careful and

procedural. A content team continues to evaluate and refine materials for improvement. A rating of "Strong" has been assigned to this criterion.

PROGRAM CONTENT SELECTION & DESIGN

The program design addresses specified instructional/ curriculum needs.

StoryBox English curriculum is aligned with the Common Core State Standards (CCSS) and with international English learning standards. In addition, the content satisfies test preparation for nation-wide standardized tests including the ACCESS for ELLs (Assessing Comprehension and Communication in English State-to-State for English Language Learners), the English Language Proficiency Assessments for California (ELPAC), and the Texas English Language Proficiency Assessment System (TELPAS). The curriculum uses practical sentences and authentic expressions that reflect Piaget's stages of cognitive development, which posits that revisiting topics over time leads to better long-term retention of information. This criterion has been given a rating of "Strong".

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A comprehensive design plan was employed in developing the program.

A comprehensive design plan uses a needs analysis to identify and articulate instructional objectives, strategies, and methods to meet specific curricular needs. StoryBox English has conducted a needs analysis that informed the development of materials, and formative and summative evaluations continue to be administered to refine program development. This criterion has been given a rating of "Strong".

The program design addresses individual learner needs for high achievement.

StoryBox English curriculum addresses individual learner needs in ELL programs by combining initial assessments of learners, adaptive learning technologies, a diverse range of instructional materials, and additional support features, all enhanced by continuous feedback. Learners complete an initial assessment of prior knowledge upon entering the program; the results then determine the personalized learning path that are aligned with learner needs. Using differentiated instructional strategies, StoryBox English caters to a wide range of learner abilities and preferences. This criterion has been given a rating of "Strong".

Instructional objectives are systematically developed and clearly specified.

Initial instructional objectives were revisited and then revised as the design progress progressed. These revisions stemmed from the results of the formative evaluations that were conducted. To ensure that the objectives are aligned with the evolving needs of learners, they are continuously monitored and evaluated for refinement. This criterion has been given a rating of "Strong".

Instructional sequencing is aligned with objectives and adaptive to learner needs.

StoryBox English curriculum uses adaptive, personalized learning approach to instruction and is responsive to individual learner needs. This approach is exemplified in the print and digital formats, where the Whole Language Approach is used to emphasize the importance of integrating listening, speaking, reading, and writing skills in a natural and meaningful way. This workflow is stressed during reading activities and is practiced until it becomes routine for the learner, but the possibility for both small group and individualized learning formats ensure that flexibility remains. This criterion has been given a rating of "Strong".

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PROGRAM EVALUATION

Formative evaluation was used to develop and refine the program.

StoryBox English regularly collects learner feedback about their experiences and makes necessary adjustments to the program. This includes modifying learning materials, offering additional support in certain areas, and providing more advanced resources for high-achieving learners looking for additional challenges. Formative evaluations are implemented cyclically and involve small-scale testing sessions that observe, survey, and interview learners and teachers. This feedback focused on various aspects of the materials, such as cultural relevance, language appropriateness, engagement levels, and educational effectiveness. For instance, if a certain folktale was not resonating well with students from a specific cultural background, developers would either modify the tale or replace it with a more suitable one. This criterion has been given a rating of "Strong".

Summative evaluation was used to obtain evidence on program effectiveness.

The internal assessment team in collaboration with an external educational research organization has conducted a comprehensive summarize evaluation to ensure objectivity and rigor. The evaluation was designed to measure the effectiveness, impact, and overall quality of the program materials. Areas of special focus included improvements in language skills among learners, material suitability for different learning levels, and the cultural appropriateness of the content. This criterion has been given a rating of "Strong".

MATERIALS / INTERFACE DESIGN

Costs and resources needed for using the program are clearly specified.

Detailed pricing information is disclosed once a demonstration has been given. This approach allows StoryBox English sales development specialists to provide customized information based on the specific needs of each client. Pricing models typically are structured on a per-student basis and discounted rates are given to early adopter clients, especially those who provide testimonials or participate in research projects. This criterion is rated "Strong".

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Support for users is timely and effective.

The support for users is readily available, and the program content supports eight different languages. For administrators, detailed implementation guides and planning resources are provided; for students, user-friendly materials and interactive learning tools assist them in their language learning. These resources are available in multiple languages and are designed to be inclusive and sensitive to the diverse backgrounds of our learners. A rating of "Strong" is assigned to this criterion.

Students receive clear and relevant feedback about their performance.

·StoryBox English curriculum and the associated materials provide engaging content and activities, but feedback is limited in areas. Learners might receive immediate, individualized feedback when using the print materials, but this relies on the teacher, specifically. The companion app does provide tests in which the learner answers questions related to the content. This feedback is in the form of a knowledge of correct responses (KCR) and then supplemented with personalized and constructive feedback. This criterion is rated as "Strong".

Teachers receive assessment data for tracking students' progress.

StoryBox English provides a comprehensive teacher dashboard that tracks the progress of each student and overall class. The dashboard tool includes detailed analytics on student performance on specific skills. Teachers and administrators can export summarized reports to help understand learner progress and the effectiveness of the program. In addition, parents may access user-friendly "Learning Outcome" reports that display their child's progress and include summaries of assessment results, progress in various language skills, and recommendations for areas of improvement. This criterion has been given a rating of "Strong".

TIER 4 EVIDENCE

According to the Every Student Succeeds Act (ESSA), Tier 4 evidence must demonstrate both of the following:

1. a rationale in the form of a clearly articulated logic model
2. current or future plans to study the effects of an intervention.

As indicated by this review, StoryBox English Curriculum has achieved Tier 4 evidence, set forth by ESSA.

Appendix: Logic Model

Problem Statement: Educational equity for ELL students hinges on specialized instruction, yet there is a national deficit in qualified educators and in curricula that deliver personalized, engaging ELL experiences.

Outcomes

Inputs	Participants	Activities	Outputs	Short-term	Intermediate	Long-term

Inputs

Hybrid ELL Curriculum with Digital Integration (incorporating interactive educator-led strategies)

Customized Educational Trajectories (Whole Language Approach tailoring to individual needs)

Engaging Multimedia Instructional Content (video lessons and interactive stories for skill-building)

Storytelling for Language and Cultural Intelligence (global folktales fostering communication and understanding)

Comprehensive Educator Support and Resources (including detailed guides and specialized training)

Data-Driven Management Dashboards (for tracking student progress and program effectiveness)

Standards-Aligned Instructional Framework (adhering to CCSS and CEFR for educational excellence)

Participants

Administrators:
- School Leadership
- Local Education Agencies (LEAs)
- State Education Agencies (SEAs)

Educators:
- ELL-certified teachers
- Non-ELL trained certified teachers
- ELL Coaches

Students:
- K-6 ELL Students (including new comers and long-term ELLs)

Activities

Administrators employ diagnostics for strategic student placement, tailoring to individual learning needs.

Educators use StoryBox English tools for customized instruction across learning environments, enhanced by consistent progress tracking and coaching.

Students engage with educational apps that serve as flexible learning enhancers, suiting various educational approaches.

Embedded progress assessments in the curriculum allow educators to offer timely feedback for solidifying understanding.

Educators receive in-depth initial training through webinars, focusing on effective curriculum use and incorporating diverse student experiences.

Outputs

Engagement Tracking: Total hours on the platform by educators and students, including app usage and session engagement.

Assessment Monitoring: Analysis of placement and progress assessments to gauge student language development.

Curriculum Completion Rates: Review of lesson/module completion and app usage to measure curriculum engagement.

Professional Development Metrics: Hours spent on educator training and implementation rates of new teaching methods.

Progress in Language Skills: Measurement of students' language improvements across core competencies by grade.

Feedback Review: Collection and analysis of feedback from program participants to inform continuous improvement.

Short-term

Administrators will see reduced workloads and streamlined curriculum and staff management.

Educators will experience streamlined lesson planning.

Educators will integrate new, effective ELL teaching methods.

Educators, including non-ELL certified, easily get ready to instruct ELL students.

Students will engage more actively in learning through interactive, multimedia content.

Students will show marked progress in grade-level English language fundamentals.

Intermediate

Administrators will report enhanced program implementation and refined oversight capabilities.

Educators will grow more adept at deploying the StoryBox curriculum.

Educators will tailor teaching to diverse student needs effectively.

Students will progressively sharpen their English communication skills.

Enhanced language abilities will lead to greater confidence in English usage.

As English proficiency grows, students will exhibit improved ELL classroom performance.

Long-term

Administrators will observe district-wide advancements in ELL outcomes.

Improved test scores and program engagement signal broader instructional success.

Enhanced program effectiveness will lead to increased staff proficiency and retention.

Students will attain advanced English proficiency.

This mastery will elevate their academic performance and class participation.

Enhanced language skills will boost their results on standardized assessments.