



**Dr. Karla Loría, Superintendent**

# Footsteps2Brilliance

Providers of Bilingual Literacy Solutions for Birth – Elementary Children, Students, Families, & Communities

**Recognized by: The White House, The United Nations, The World Bank, and others**

**We're Serving 42,000+ Classrooms and Millions of Children, Students, Families, and Communities**

**\$120MM Grant Info, Free Demo Access & Executive Summary: <https://bit.ly/FootstepsDemo>**

**Dr. Gregory A. Spencer: VP - Bilingual Literacy & Equity Initiatives**

Former: School Drop-out, Gang Leader, Black Panther

Elected City Commissioner, Superintendent, School Board President, Principal, Teacher, USC & Raiders Fan ☺

**Cell: 760.390.6009 - Email: [Greg@Footsteps2Brilliance.com](mailto:Greg@Footsteps2Brilliance.com)**



footsteps<sup>2</sup>brilliance<sup>®</sup>



**Big Brains for Little People™**

# Footsteps2Brilliance Resources

Creators of the world's ONLY, **Model Innovation City Initiative**: <https://www.youtube.com/watch?v=7M2vA35KqXk>

## Footsteps2Brilliance Alignment to the Science of Reading

[https://www.footsteps2brilliance.com/wp-content/uploads/2021/04/F2B-and-the-Science-of-Reading\\_2021\\_final.pdf](https://www.footsteps2brilliance.com/wp-content/uploads/2021/04/F2B-and-the-Science-of-Reading_2021_final.pdf)

## Balanced Literacy Alignment : Effective Literacy for Linguistically Gifted/Emergent Bilingual Students

[https://www.footsteps2brilliance.com/wp-content/uploads/2022/03/F2B-and-Effective-Literacy-for-ELs\\_final.pdf](https://www.footsteps2brilliance.com/wp-content/uploads/2022/03/F2B-and-Effective-Literacy-for-ELs_final.pdf)

## 3<sup>rd</sup> Party Validated Research on the Efficacy & Fidelity of Footsteps2Brilliance

<https://www.footsteps2brilliance.com/research/>

## Rialto USD: Example of How Your Residents will Access Footsteps2Brilliance for Free, Branded for EACH Community

[https://www.myf2b.com/parent\\_wizard/get\\_started/Rialto?locale=en](https://www.myf2b.com/parent_wizard/get_started/Rialto?locale=en)

## Videos

### Superintendents & Mayors Partner with Us BECAUSE We Help Them Create an Equity-Focused & Collective Impact Approach that Supports Classrooms, Homes, and Communities

<https://www.youtube.com/watch?v=s31HdBeBgg4&t=2s>

### Serving: the San Bernardino County Office of Education, 33 School Districts, and 2,500,000+ Residents, Students, Families, Adults, and Children since 2016

<https://www.youtube.com/watch?v=s0wPewoisM>

- Innovation Zone Impact: <https://www.youtube.com/watch?v=5pZUbbuounM&t=2s>
- Impact in Pomona USD: <https://www.youtube.com/watch?v=en4Dk9Sigac&t=37s>
- Introduction Video to Parents English: <https://www.youtube.com/watch?v=ZIDOZSrTREY>
- Introduction Video in Español: <https://www.youtube.com/watch?v=F9RQQ43XIlc>
- Reading Contests: <https://benitolink.com/sbc-superintendent-of-schools-announces-2021-summer-reading-challenge-results/>

**Schedule** a Zoom or In-Person Meeting with Dr. Greg Spencer @ <https://calendly.com/GregSpencer>

# About Footsteps2Brilliance



● We are the Creator of our technology and a Publishing organization

● We are a **SOLE SOURCE PROVIDER**

● Our books, games, and activities are culturally relevant

● Children **ONLY** spend **15-minutes/day** on our platform to see results

● **Bilingual** Birth – Elementary School Solutions

● Turnkey **collective impact** model

● Serving 42,000+ Classrooms & Millions of children and families

● Scalable to **any parent's device**

● Bilingual **Parent University – Adult Literacy**

● **Social Media & Outreach** support

● **Data Analytics**

● State Standards & Scope & Sequence Aligned

● **\$120,000,000** Bilingual Literacy Equity In-Kind Grant

● **Community Schools Initiative Support**

● **Head Start – United Way – Community Organizations**

● **Community Training & Professional Development**

● **Universal** PreK, TK, Kindergarten

● Expanded **Learning Opportunity Programs** – After School

● **Executive Summaries** allow the **Superintendent & Mayor** to Report on the Impact



# Awards & Recognitions for Footsteps2Brilliance

Recognized by:

The White House  
The United Nations  
The World Bank

Governors  
Senators  
Mayors  
Police Chiefs  
City Councils  
School Boards  
Superintendents  
Community-based  
Organizations  
The United Way  
First 5  
Head Start  
Administrators  
Teachers  
Parents  
PTA  
Students

Serving 42,000+  
Classrooms



UNITED NATIONS



WHITE HOUSE INITIATIVE  
on EDUCATIONAL EXCELLENCE for HISPANICS  
*25 Years of Fulfilling America's Future*



# Historic Pandemic Challenges

## 280,000+ National Teacher Shortage

### We Provide Necessary Resources

COVID-19 and student learning in the United States:

**The hurt could last a lifetime**



Suicide/Self Harm  
Interrupted Learning  
Disengagement  
Morale  
Staffing Issues  
Vax or No Vax  
Equity Access  
Politics  
91% Job-Related Stress

**Footsteps2Brilliance Helps to Mitigate these Social-Emotional Issues**

Independent Study  
Lawsuits  
Social Media: Tik-Tok  
Data Tracking  
Universal TK  
Accelerated Retirements  
Reading by 3<sup>rd</sup> Grade  
Student & Parent Engagement  
Social-Emotional Impact on Educators, Students, & Parents

# A Solid Foundation

First starts at home and in the community...Not in School

**We help to empower parents to be their child's first and most impactful teacher**



**Sadly, a Child's Destiny is Often Determined by his or her Zip Code**

# The Cost of illiteracy

**2/3** of students that cannot read by 3<sup>rd</sup> grade may wind up in prison or on public assistance



# \$367,921

Per Year Cost to **incarcerate** a youth



## Illiteracy is a National Security Issue

It Costs \$1,008.00 Per Day to Incarcerate a Child in America

Districts license Footsteps2Brilliance for just pennies/day/per student

**The U.S. imprisons more people, per capita, than any other nation**

**The true costs impact: Mental Health, Community, Recidivism, Tax Base, Families, and Friends of the Perpetrators and Victims**

# Our Licensed Bilingual Early Learning Ecosystem

## Includes:

### Award-Winning Research-based Curriculum



### Data Dashboards for Continuous Progress Monitoring



### Learning Never Stops



### Learning Communities for Families and Educators



parent  
UNIVERSITY



The Game  
Changer is:

The Model  
Innovation City  
Initiative



# Footsteps2Brilliance is the **ONLY** Learning Platform that Impacts & Supports **ALL 8** Learning Styles

## The Footsteps2Brilliance Success Formula

When children and families **ARE** engaged, they want to come to school...daily  
We have created a unique **MULTI-SENSORY** & Neuroscience Approach to Learning

## Learning Styles

### VERBAL

Words are your strongpoint!  
You prefer to use words both in speech and in writing!

### VISUAL

You prefer to use pictures, diagrams, images and spatial understanding to help you learn

### MUSICAL / AUDITORY

You prefer using sounds or music or even rhythms to help you learn.

### PHYSICAL / KINAESTHETIC

You use your hands, body and sense of touch to help you learn. You might 'act things out'.

### LOGICAL / MATHEMATICAL

Learning is easier for you if you use logic, reasoning, systems and sequences.

### SOCIAL

You like to learn new things as a part of a group. Explaining your understanding to a group helps you to learn.

### SOLITARY

You like to work alone. You use self-study and prefer your own company when learning.

### COMBINATION

Your learning style is a combination of two or more of these styles.

## WHAT'S YOUR LEARNING STYLE?

# Ensuring Equity, Access, Fun, Accountability, & Sustainability for **ALL** of our Kids

SPED

- Multi-sensory learning
- Voice-encoded
- Research-proven

EL

- 100% bilingual design, trans-adapted
- Speaking, Listening, Reading, and Writing
- Authentic models and text

At-risk

- Engaging and motivational
- Non-threatening for parents
- Any device, no internet required

Tier 2 and 3

- Research-based curriculum
- Comprehensive and flexible
- Detailed progress monitoring

**Birth – Elementary Grade Asynchronous Plan & Covid Educational Insurance Policy**

**Anytime, Anywhere, Anyway Learning**

Internet Access is **NOT** needed – Any Device – English & Spanish – 24/7 Access – Real-Time Reporting

**Reducing Stress on Students, Parents, Educators, and Mental Health Consequences**



**small group**



**whole group**



**individualized**



**doctor's office**

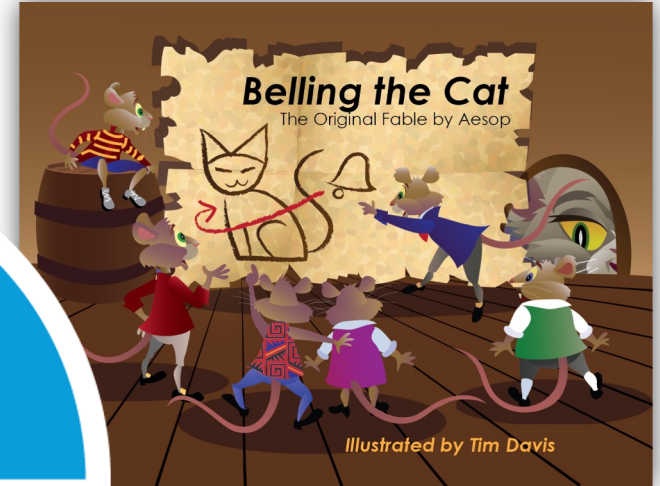


**grocery store**



**on the go**

# Biliteracy & Dual Language Development Support are Included



# We're Aligned to the 7 Strategies for Linguistically Gifted & Emergent Bilingual Student Success

1. *Integrate meaning making, language development and foundational skills.*
2. *Strengthen background knowledge.*
3. *Develop oral language.*
4. *Emphasize writing.*
5. *Connect to what students know.*
6. *Establish an assets-based orientation.*
7. *Assess and differentiate.*

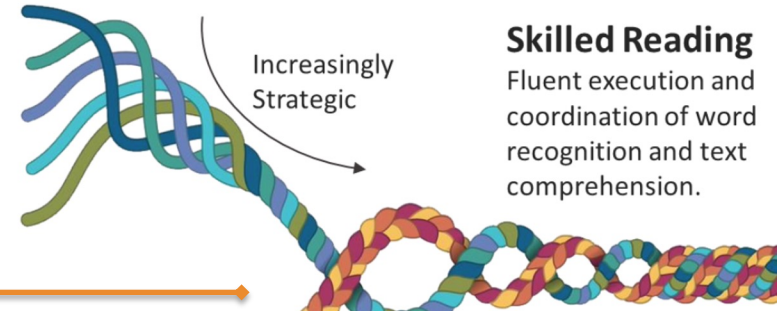
# We're Aligned to the Explicit Instruction embedded in the Science of Reading

## Book Units



## Language Comprehension

- Background Knowledge
- Vocabulary Knowledge
- Language Structures
- Verbal Reasoning
- Literacy Knowledge



**Skilled Reading**  
Fluent execution and coordination of word recognition and text comprehension.

## Skill Instruction & Practice



## Word Recognition

- Phonological Awareness
- Decoding (and Spelling)
- Sight Recognition



Scarborough, H. 2001. Connecting early language and literacy to later reading (dis)abilities: Evidence, theory, and practice. Pp. 97-110 in S. B. Neuman & D. K. Dickinson (Eds.) *Handbook of Early Literacy*. NY: Guilford Press.



Phonics

Phonemic Awareness

Vocabulary

Comprehension

Fluency

Print Concepts & Grammar

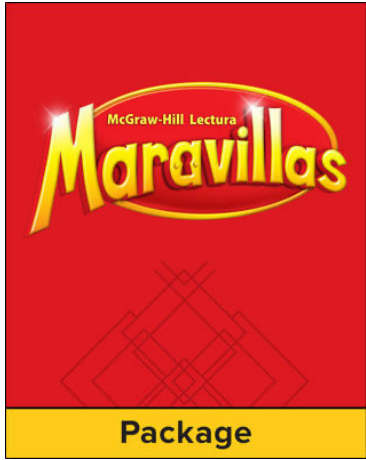
Writing

Footsteps2Brilliance is a comprehensive bilingual reading curriculum that balances systematic phonics with foundational skills, vocabulary, and reading rich natural language.



I Can Read 1

We're aligned with and complement **YOUR**  
State Standards, Curricula, Scope & Sequence, and Programs





## Holly plays



Written by Ivanna  
Dec. 14, 2019 - 9:02 PM

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Writing and Digital Portfolios are Included  
in English & Spanish so that Children and  
Students can Express Themselves



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El castor toca el piano y su  
familia le encanta la cancion.

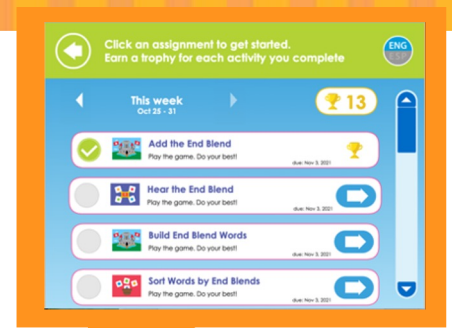
1

Holly plays with her brother at her  
house.

1

# The Footsteps2Brilliance Core-Aligned Learning Routine™

1  
Teacher presents core  
Units of Study



2  
Footsteps2Brilliance  
presents aligned  
instruction, practice, &  
assessment

3  
Footsteps2Brilliance  
provides learning insights



4  
Teachers assign  
Footsteps2Brilliance  
lessons and activities for  
remediation, review,  
intervention

5  
Teachers monitor  
progress in Data  
Dashboards and reassign  
as needed



**We include a customized approach to train  
Teachers and Coach Parents, via Webinar and/or In-Person**

3-Letter Blends (4 activities)

Order	Activity	Learning Objective
1	3-Letter Blend: This or That	Correctly identify the 3-letter blend you hear at the beginning of the word.
2	3-Letter Blend: Mighty Matches	Match pictures to the 3-letter blend at the beginning (e.g., spring to cup)
3	3-Letter Blend: Word Builder	Choose the correct 3-letter blend to make a word.
4	3-Letter Blend: Clue Connector	Match pictures to the 3-letter blend at the beginning (e.g., spring to cup)

# We're More than "just" another Literacy Program. Our Modules Include



- Comprehension
- Vocabulary
- Phonics, Fluency
- **Authentic Spanish Song Books**
- Alphabet
- Spelling
- Writing
- Reading skills: Fiction & Non-Fiction
- Early math skills
- STEM & Digital Literacy
- Social Studies
- Physical Science
- Social-Emotional Learning Support
- Technology Competency
- Character Development, Bullying, etc.
- Common Core & Standards Aligned
- Real Time Data & Instant Feedback
- New Modules are added regularly
- Formative Assessments & Reporting Tools
- **Science, Technology, Reading, Engineering, Arts, & Math**
- **Summer Climb Academy – Eliminating the summer slide**

**We Support A Whole Child  
Framework & Approach**

**We Support ELO-P  
Expanded Learning  
Opportunities Program**

**Before / After School & Summer  
Support for Students**

**Reading Contests**

# Students Enter Kindergarten with a Comprehensive Data Profile

## Student's Achievement



Hours of Literacy

48

Aug 1, 2020 - May 11, 2021



Words Read

159,278

Aug 1, 2020 - May 11, 2021



Books Read

328

Aug 1, 2020 - May 11, 2021



Games Played

1,594

Aug 1, 2020 - May 11, 2021



Books Written

121

Aug 1, 2020 - May 11, 2021

Clever Kids University: Pre-Reader

Recent Activity: Feb 17, 2021 2:58 AM



SAM'S TRAIN



TAD'S TRAIN



SID'S TRAIN



MEG'S TRAIN

WEEK

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

PROGRESS

100%

# Social Networking Platform: Teachers and Parents Create and Share Activities



## TITLE: Action Matching

(Recipe #3865)

Submitted by hmallett

Email This Recipe

Print This Recipe

Edit

**OBJECTIVE:** For students to become familiar with matching action pictures to their written words.

Step one: Print the flash cards.

Step two: Sort students into pairs.

Step three: Have students work together to match the picture cards with the action word cards.

Step Four: Check student work.

## Game Cards

peck



butt



bite



- 1 per page
- 2 per page
- 4 per page
- 8 per page

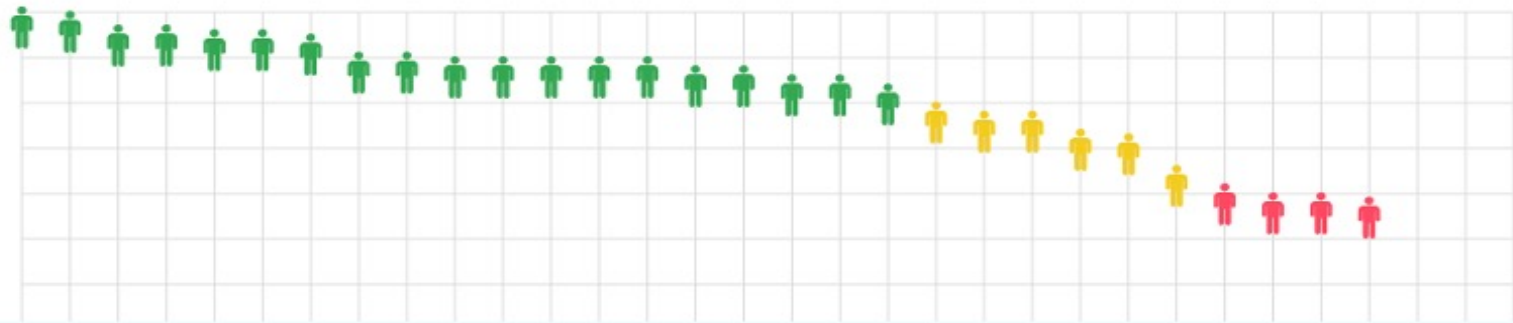
Print Game



# Data Analytics Supporting All Learners

Flexibly group students by strengths & weaknesses

Phonics Game Scores



**Proficient**

Milan Hintz   98%	Gregorio Schuppe   84%
Jennifer Friesen   88%	Cecilia Stehr   88%
Thelma Kihn   85%	Marvin Kerluke   90%
Raven Poucek   84%	Chris Blus   88%
Floy Buckridge   88%	Clommie DuBuque   98%
Luclano Gleason   89%	Carolina Koelpin   96%
Jshathan Dare   99%	Martam Veum   84%
Noemie Auer   84%	Assunta Koelpin   88%
Brannon Pascoena   86%	Marietta Turner   96%
Mella Langosh   82%	

**Developing Proficiency**

Melisa Facel   76%	Tomzy Blick   76%
Amelia Pagac   71%	Alberta Jenkins   72%
Ludwig White   78%	Deyle Hilpert   64%
Erka Jones   60%	

**Needs Help**

Grayce Lubowitz   67%	Parker Gorczany   58%
John King   58%	Desmond Heathcote   3%

**Not Enough Data**

Micah Grady   0%	Hyman Hackett   0%
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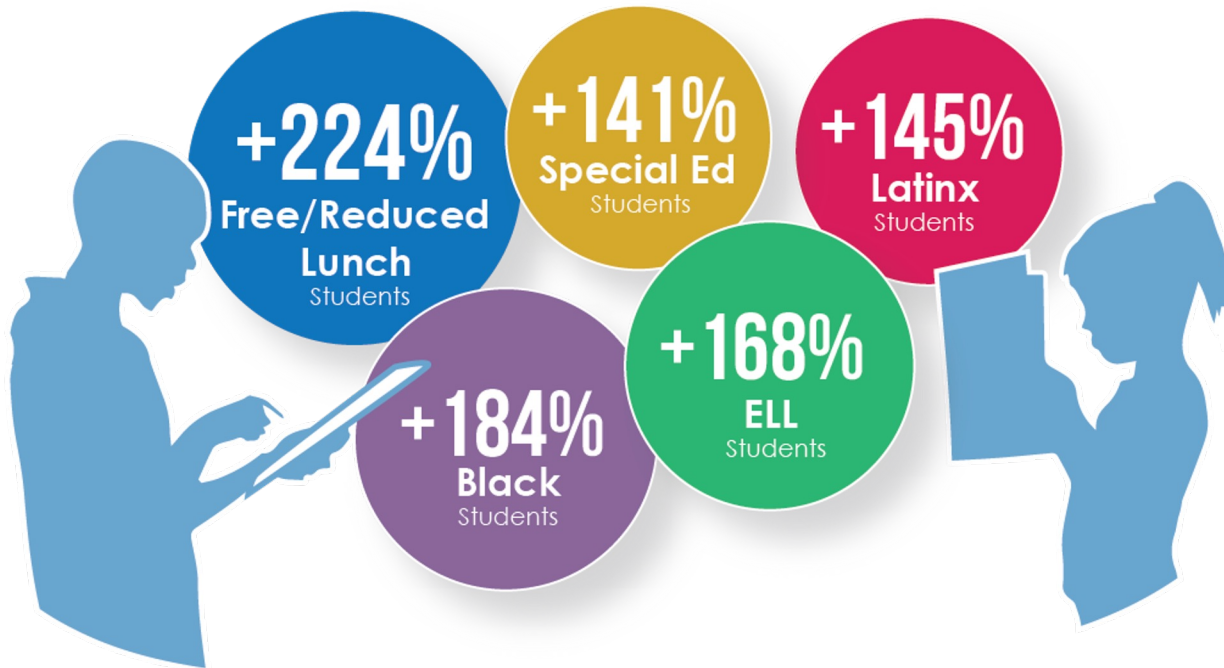


# 2020-21 Reading Increases on Historically Underserved Populations

## Everyone Wins

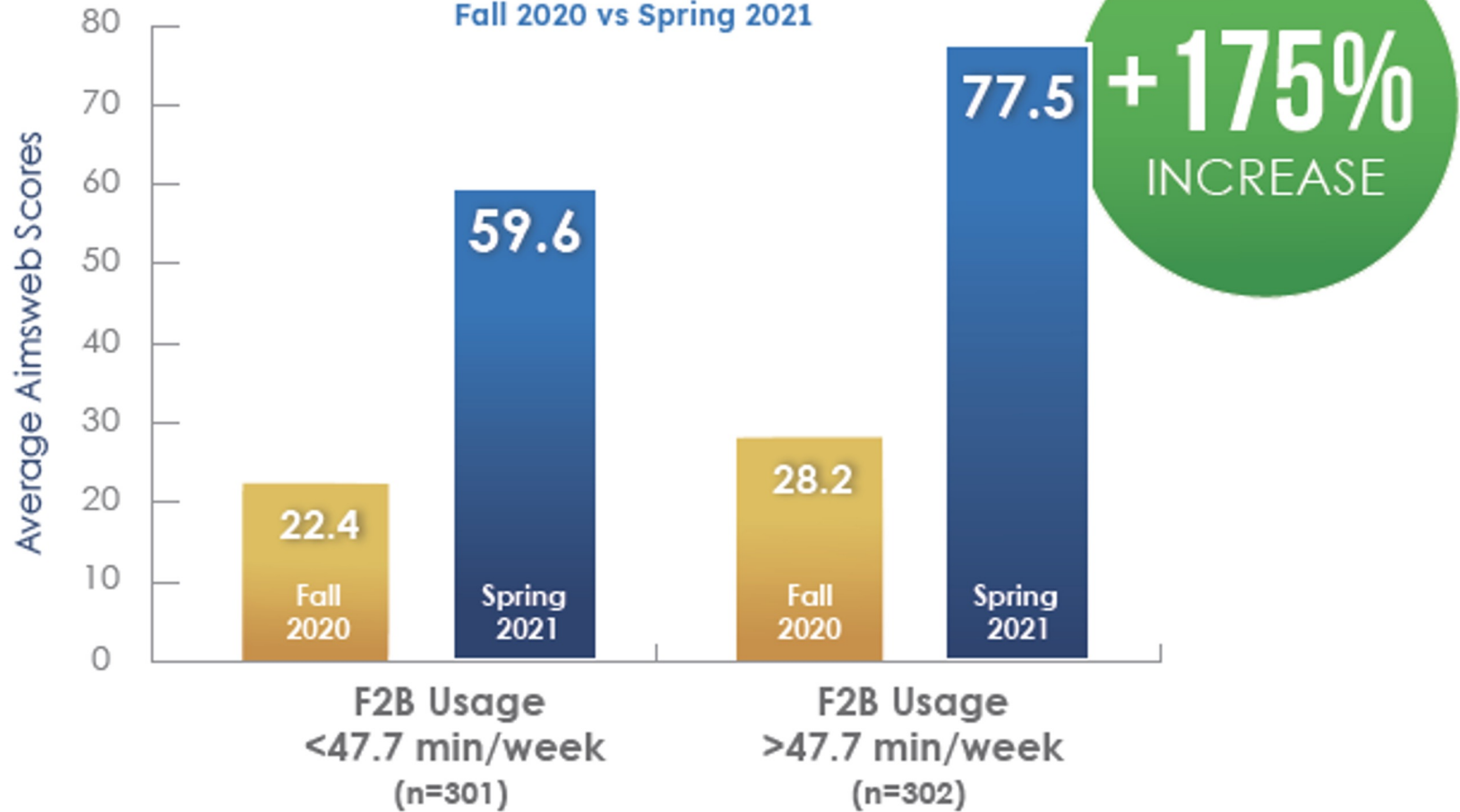
### 3<sup>rd</sup> Party Assessment Results Literacy Increases

Fall 2020 vs Spring 2021



# Literacy Increases

Fall 2020 vs Spring 2021



Results in Weeks and Months. Our kids don't have years or decades to wait for Impact.



# Return on Educational Investment



## Citywide Impact

- ✓ Kindergarten Readiness
- ✓ 3rd Grade Reading Proficiency
- ✓ Equity for All Students
- ✓ Stakeholder & Community Buy-In
- ✓ Assessing and Adjusting the System
- ✓ Eliminating the Achievement & Acceleration Gaps
- ✓ Cost Savings

## 5 YEAR SAVINGS

Based on helping  
just 1 out of 10 at-risk students

\$365K

Dropout  
Prevention

Less Chronic  
Absenteeism

\$542K

\$11.4M

Reduce  
SPED

\$12.3M

Total Savings



Improve kindergarten  
readiness and third-  
grade literacy

Enable community  
and business  
partnerships

Engage families  
BEFORE children enroll  
in school



Enable collaboration  
with other education  
providers

Create a platform for  
ongoing innovation in  
English and Spanish

# Powering State, County, & Citywide Reading Initiatives

A few of the community wide initiatives powered by Footsteps2Brilliance, Inc.



# \$120,000,000 Equity In-Kind Grant

## Model Innovation City Initiative

### A Superintendent & Community Leadership Led Partnership

#### A FEW OF OUR LEGACY INNOVATORS



**Raúl Maldonado**  
Superintendent  
Palmdale S.D., CA



**Darren Knowles**  
Superintendent  
Pomona USD CA



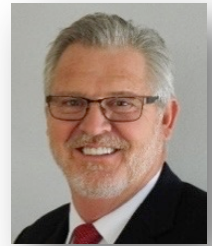
**Dr. Gary Waddell**  
Superintendent  
Santa Clara USD, CA



**Dr. Barbara Nemko**  
County Superintendent  
Napa COE, CA



**Ted Alejandre**  
County Superintendent  
San Bernardino COE, CA



**Michael P. West**  
County Superintendent  
Colusa COE, CA



**Diego Ochoa**  
Superintendent  
San Mateo-Foster City



**Dr. Cuauhtémoc Avila**  
Superintendent  
Rialto USD, CA



**Ana Applegate**  
Interim Superintendent  
San Bernardino City, CA



**Garth Lewis**  
County Superintendent  
Yolo COE, CA



**Krystal Lomanto**  
County Superintendent  
San Benito COE, CA



**Dr. Stacey Adler**  
County Superintendent  
Mono COE, CA

**Footsteps2Brilliance Serves 42,000+ Classrooms & Millions of children, students, and families around the USA and the World**

# Community Impact Outreach: Banner Across Main Street



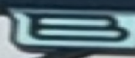
# CITY OF GOOD NEIGHBORS

CONGRATULATIONS!  
HAWTHORNE SCHOOL DISTRICT



Over **91,832,025** words read for  
the Literacy Launch Challenge!



 **BECKER  
BOARDS** INC.





## EARLY LITERACY INITIATIVE!



[My12b.com/register/rialto](http://My12b.com/register/rialto)

Download the Footsteps2Brilliance app for free on your Apple or Android smartphones, tablets, or computers!



**(909) 820-7700 ext. 2140**



rans

# Communities Desperately Need Heroes

INVESTING IN OUR CHILDREN WITH  
A CITYWIDE LITERACY SOLUTION



Superintendent  
**Dr. Karla Loría**  
Adams County S.D. 14



Mayor  
**Benjamin Huseman**  
Commerce City, CO

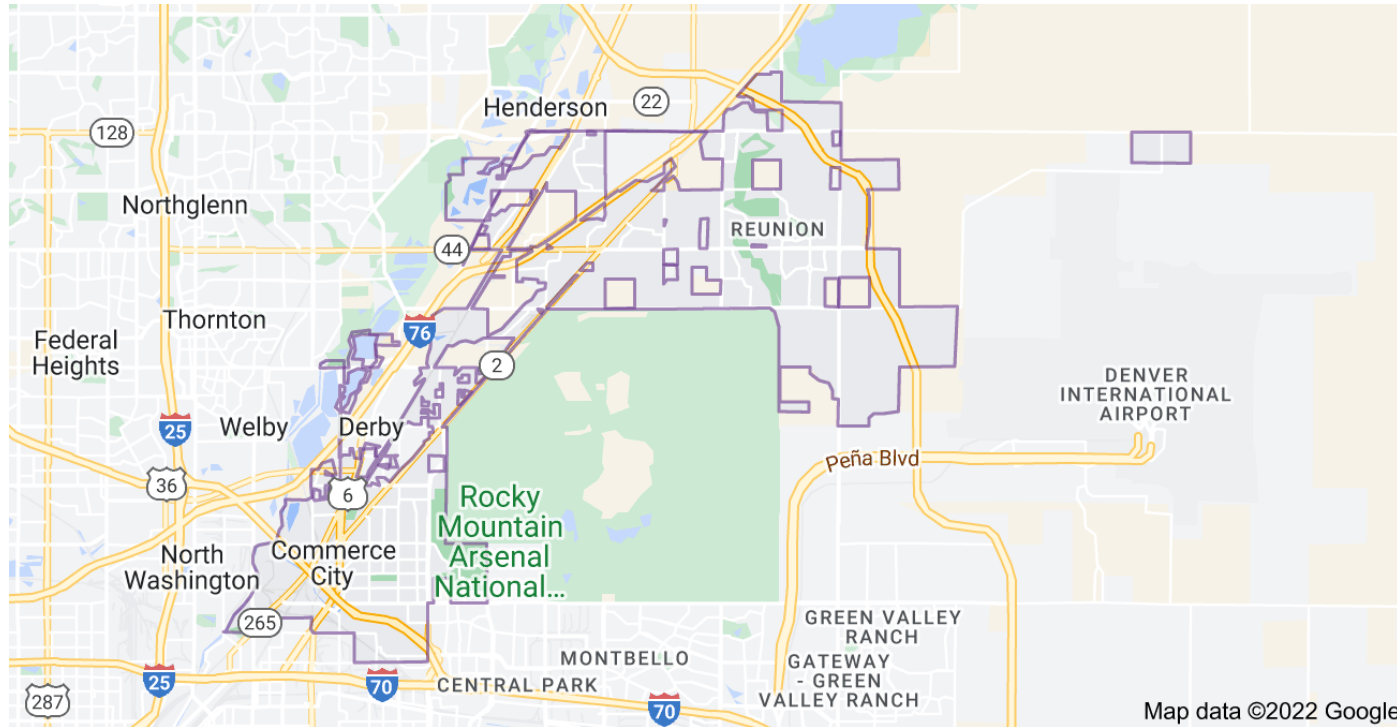
[www.myf2b.com/adams14](http://www.myf2b.com/adams14)

Our Marketing, Graphics, & Social Media Departments will Help You Craft Your Messaging



# Serving ALL Residents for **FREE**, within the Adams 14 District Boundaries

Surrounding Districts Can Also Partner to Create an Innovation Zone



Footsteps2Brilliance will provide \$\$ Millions of Dollars \$\$ of  
**FREE** services via our Equity In-Kind Grant to Create a  
**Model Innovation City Initiative:** <https://www.youtube.com/watch?v=7M2vA35KqXk>

# Model Innovation City Initiative: Licensed Partnership Benefits

## **\$120,000,000 Bilingual Literacy Equity In-Kind Grant**

A District's Investment is Just Pennies/Day/Licensed Student

1. 100% Free & **Branded** Access: Families & Residents In Participating Counties & Districts that License Our Program
2. The Complete Program. **More Than 4,000+ Bilingual Ebooks, Songs, Educational Games, And Assignable Lessons.**
3. Footsteps2Brilliance creates and **publishes** all our ebooks.
4. **100%** Bilingual - English & Spanish. Supporting Dual Language & Biliteracy
5. Impacting **Special Needs**, Multiple Learning Styles, Gate/Accelerated Learning
6. Eliminating **Adult** Illiteracy
7. **Culturally Relevant**
8. 24/7 Access: Via the Internet **AND** OFFLINE, via our 3 Apps. Wi-Fi is **NOT** needed
9. Footsteps2Brilliance School Edition (PK to Grade 3). **Remediation Support** for 4<sup>th</sup>, 5<sup>th</sup>, & 6<sup>th</sup> Graders
10. Clever Kids U: Pre-Reader (PK/TK)
11. Clever Kids U: I Can Read (K & Grade 1)
12. **Summer** Climb Bilingual Curriculum
13. **Assignment** Library: Supporting Teacher's Lesson Plans
14. Customized Educational **Playlists**
15. **Alignment** to your District's Core ELA Curriculum
16. Engaging **Data** Portal
17. County, Community, District, School, and Classroom **Aggregate Reporting**
18. **Executive Summaries** to Report to the Board & Community
19. Proficiency Reporting to Support **RTI and MTSS**
20. Proficiency-Based Assignments
21. Professional Development – Just-in-Time and **Customized PD**
22. Bilingual Parent University & **Training** for Faith-Based Community Organizations
23. Literacy Collaborative to **engage** businesses, faith-based, and literacy advocates
24. Literacy Ambassador Program to support volunteerism and **equity access**



**We create Literacy Collaboratives & Literacy Ambassador Programs to Engage Everyone**  
**Police, Fire, Faith-Based, Organizations, Community Leaders, Businesses, etc.**  
**This Type of Outreach Supports Positive Engagement with ALL Residents**



**Everybody Wins**

**A Literate Community is a Safer Community...For ALL of Us!**

## Celebrating Impact with a National Press Conference



Leaders from surrounding communities attend **YOUR** Press Conference to see what you're doing. Your community becomes a model for the nation.





**Award-Winning Equity-Focused & Collective Impact Approach...That Works**

Serving 21,000 Sq. Miles & ALL 2,200,000 Residents + 220K 0-5-Year Olds in [San Bernardino County, CA](#) for **FREE** via our In-Kind Equity Grant

**Since 2016 we've Partnered with the County Office of Ed., Head Start, First 5, 33 Cities, & 100+ Agencies**  
**Just Surpassed Over 2,263,000,000+ Words Read**

**We're working with 88 Native Languages other than English or Spanish**

**Our Culturally Relevant Gamified Modules Impact:** Literacy, Reading, Writing, Math, STEM, Social-Emotional Learning, Physical Science, Project-Based Learning, Character Development, and more

**Video Link:** <https://www.youtube.com/watch?v=EyarsnP7tGI>

# Reading Contests, Incentives, and Recognitions for States, Counties, Cities, Districts, & Schools

Citywide Reading Contests: <https://benitolink.com/sbc-superintendent-of-schools-announces-2021-summer-reading-challenge-results/>





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