

ReadWorks®

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Annual Report 2022

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A Letter from our Executive Director

Dear Friend,

The team at ReadWorks is deeply grateful to our nation's teachers and we are honored to be a part of their work in the classroom and beyond. After yet another challenging school year for educators, families, and students, we stand committed to providing the solution to reading comprehension.

Since ReadWorks launched in 2010, we have reached nearly 5 million educators and over **30 million students nationwide**. With more than **5,500 high-quality passages** and a suite of digital supports for all learners available for FREE—we are doing our part to move the needle on reading comprehension.

I am excited to highlight a few of our projects over the last year and to announce what we have in store for the future. **All of this is made possible by our incredible community of teachers, generous supporters, and our partners in the fields of research and education.**

Reading should be a joyful and rewarding experience for every student. I'm confident that we're getting closer to this reality each day thanks to the tireless work of teachers, school administrators, and families throughout the country. With you on our team, ReadWorks will continue to be an integral part of this work.

Most of all, I want to thank *you* for helping ReadWorks to make an impact on students and teachers across America so that millions more children will have a better chance for school and life success.

Gratefully,



Terry G. Bowman
Executive Director



About ReadWorks

ReadWorks is helping to solve **America's reading comprehension crisis** — a key component of literacy — by helping to **close the opportunity gap**.

Driven by **the science of reading**, ReadWorks creates world-class **content, teacher guidance, and integrated tools** that improve teacher effectiveness, resulting in **improved student achievement**.

3 Pillars of Reading Comprehension

ReadWorks, as a supplemental resource, supports the development of successful, joyful reading comprehension in **three key ways**:

Building background knowledge



Growing vocabularies



Strengthening strategic reading



Looking Ahead

After ten years of building a **world-class technology platform** and a **robust user community**, ReadWorks is beginning a new phase by pivoting towards **two primary focuses**:

Deepening Our Impact



By actively promoting teacher practices that help students achieve improved outcomes

Supporting Educational Equity



By partnering with communities to understand how we can best support their needs

“ Our technological development

ReadWorks has an amazing amount of well-researched and curated content and curricular supports available for our users. We use our technology platform to make all of this readily accessible to all our users. We're excited to start down the path of providing more personalized and tailored content to teachers and students that more closely matches their needs and preferences.

—Cameron Swaim, Chief Technology Officer



Kathy Bloomfield

A ReadWorks Champion Retires

This fall, longtime ReadWorks leader Kathy Bloomfield will be retiring after 10+ years of working to support educators and students across the nation.

Currently serving as our Chief Operating Officer, Kathy has worn many hats at our organization, including Interim Executive Director, and was a key part of the organization's launch.

To celebrate Kathy's incredible accomplishments at ReadWorks and to thank her for her leadership, ReadWorks has created the Kabloomy Fund dedicated to supporting the creation of decodable texts, teacher guidance, and supports for early learners launching this fall.

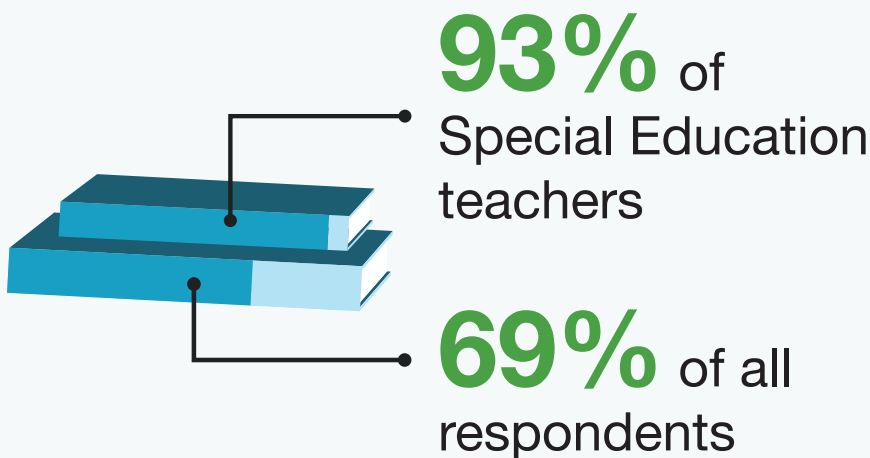
As a former second-grade teacher, this new ReadWorks project holds a special place in Kathy's heart and to our entire team.



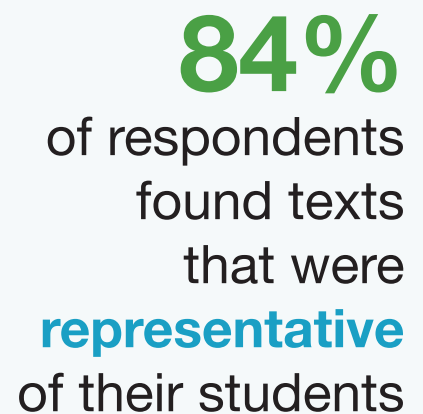
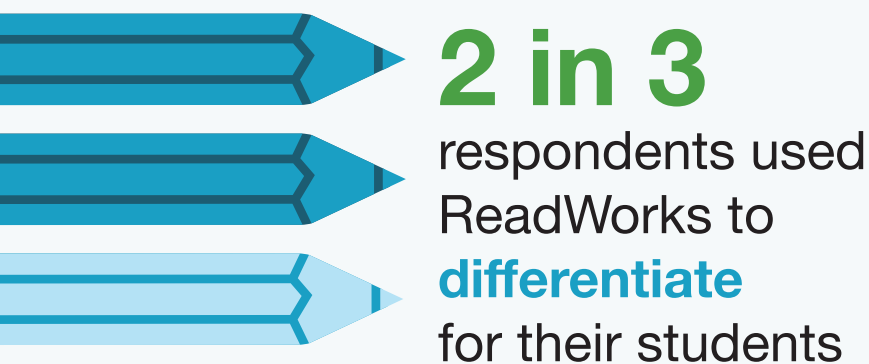
To support the Kabloomy Fund, please visit <https://about.readworks.org/kabloomy.html>

2021 National Teacher Survey Highlights

ReadWorks takes pride in maintaining an active relationship with nearly **100,000 of our educators.**



Used ReadWorks at least **1x a week**



To continue fulfilling our educators' evolving needs, we will be adding more **Book Studies** and **Decodable Texts**, and introducing **interactive how-tos** for training.

A Year in Research

Research is at the core of ReadWorks.

Everything we develop is based on the highest quality research, focusing on the science of reading.

“The Impact of Differentiated Assignments on Student Learning”

- Students benefit from regularly doing ReadWorks question sets
- Differentiation is positively associated with various student involvement and performance measures
- The impact of differentiation is larger for more low-income students



“Readability for All: The Influence of Individualized Font Formats on Reading Performance Across the Lifespan”

- There is no best (or worst) format for all readers
- Personalized formats significantly improve reading comprehension for both word and passage-level reading



I love using ReadWorks in my classroom! I am able to easily provide differentiated practice for my students. I can assign them articles at their individual levels and even make selections based on topic.



-Kara, 4th Grade Teacher, MN

“Unlocking Acceleration: How Below Grade-Level Work Is Holding Students Back in Literacy”

- Students are spending even more time on below grade-level work than they were before the pandemic
- Students in schools serving more students experiencing poverty were assigned the most below grade-level work
- In schools serving more students in poverty, students got less access to grade-level work even when they'd already shown they can master it



“Article-A-Day for Multiple Grades at an Elementary School in Trinidad and Tobago”

Internal Case Study

- Whole-school implementation of Article-A-Day
- Observed growth in background knowledge and vocabulary
- Engagement around learning in students and broader community

ReadWorks®

Research Centered at Every Level

United through the science of reading



Gina Cervetti, PhD

ReadWorks Board of Directors

Dr. Cervetti is an associate professor in the School of Education at the University of Michigan. Her research focuses on the interface of literacy and content-area learning. She is particularly interested in how curriculum materials can best support teachers' practice and teacher learning.



Joanna Williams, PhD

ReadWorks Board of Directors

Dr. Williams is a professor emerita of psychology and education at Columbia University and is internationally renowned for her research on linguistic, cognitive, and perceptual bases of reading development. She was a member of the National Reading Panel and RAND Reading Study Group.

A thank you message from our Chief Academic Officer

ReadWorks continuously studies the impact of our resources on teacher practice and student learning.

We are grateful to our top-tier research partners who have helped us understand how our resources positively impact student learning across all socioeconomic groups.

—Susanne Nobles, PhD



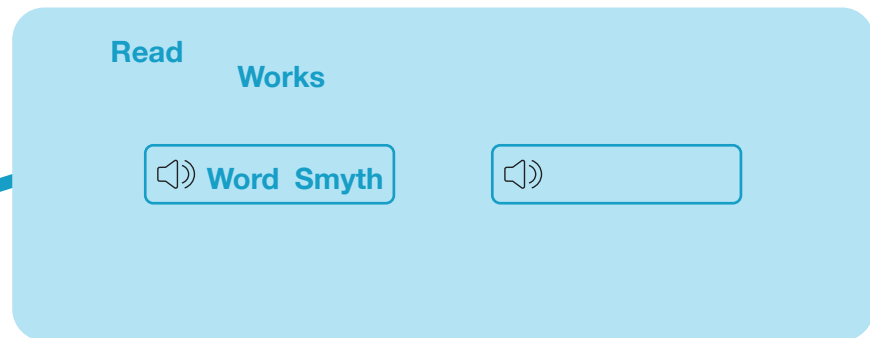
ReadWorks + WordSmyth

Wordsmyth, one of our earliest partners, continues to help us make an impact on students' vocabulary growth.

Our new vocabulary activities are playful and powerful, fueling **deep word understanding**.

Vocabulary Activities

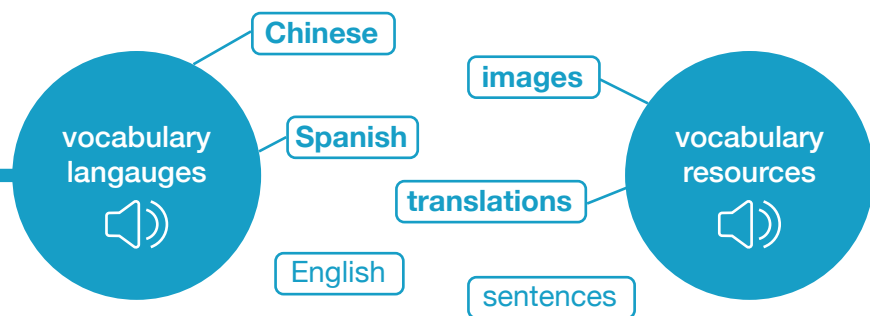
Activity 1: Word Builder!



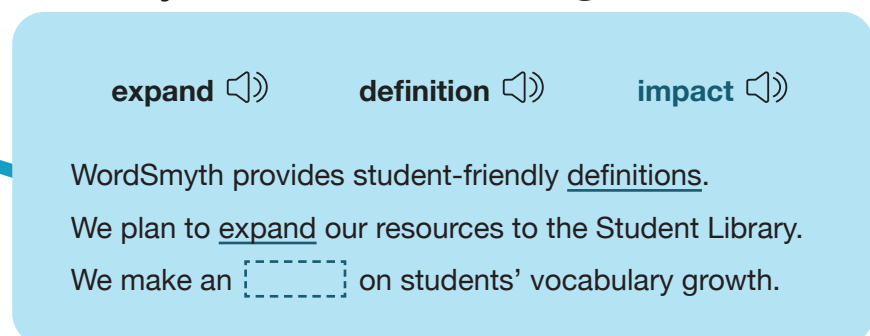
Read Works

Word Smyth

Activity 2: Word Matcher!



Activity 3: Word Changer!



expand definition impact

WordSmyth provides student-friendly definitions.
We plan to expand our resources to the Student Library.
We make an on students' vocabulary growth.

Author Spotlight:

Carolyn Edgar

ReadWorks' growing library of more than **5,500 high-quality and diverse texts** is made possible by our incredible team of authors.

We would like to recognize authors like Carolyn Edgar for driving our mission to deliver high-quality and diverse content to over **17 million students**.



Carolyn Edgar

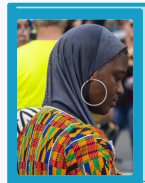
Readworks Author

- Corporate lawyer with a passion for writing
- Masters of Fine Arts in Creative Writing from City College of New York
- Published in Salon, Huffington Post, CNN.com, and Creative Nonfiction Magazine True Story, and in the essay collection *The Burden: African Americans and the Enduring Impact of Slavery*

“

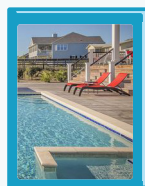
Creating pieces for young readers that feature characters from diverse backgrounds and cultures, with terrific support from ReadWorks' editorial team, has been an enriching and rewarding experience.

”



[This Fabric Means History](#)

This passage details the folklore, history, culture, and uses of colorful West African kente cloth.



[Black Girls Do Swim](#)

A young Black girl finds the inspiration to follow her swimming aspirations when a successful Black coach puts them in reach.

NEW

Fiction Passages

Stories from our growing library that explore education, empathy, and imagination



A Pick-Up Game Hiccup by Hadjii Hand

Grade 5

- Social Studies & Science themes

“Our fifth-grade teacher, Ms. Jameson, had explained that a lever works kind of like a seesaw.”



What to Say by Brinda Gupta

Grade 4

- Social & Emotional Learning theme

“People didn’t really know what to say to me, but that was okay. I just needed to know that they cared.”



The Weird Ones (Series) by Rick Coleman

Grade 7

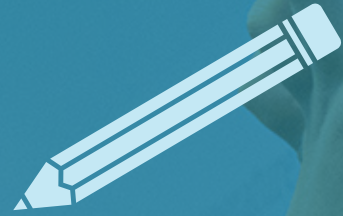
- Cliffhanger adventure story

“The book moved, all on its own. It didn’t just move, it flew off Crystal’s desk, straight up into the air.”

Fiction Funder Spotlight: Cleveland H. Dodge

Thanks to the Cleveland H. Dodge Foundation's generous grant, we are actively expanding and diversifying our fiction library. ReadWorks is excited to provide even more texts that are high quality, culturally diverse, and relevant to the real world.

We are grateful for the Cleveland H. Dodge Foundation's support and look forward to growing our fiction library even more next year.



402,773

unique assignments made with new
fiction passages



53,069

students read fiction passages
independently in the Student Library

CLEVELAND H. DODGE

FOUNDATION

NEW Additions to Our Growing Team!

I'm creating and implementing a multi-year research plan to assess the impact of ReadWorks' products on educators' teaching practices and students' reading comprehension outcomes.



Anh Hua

Quantitative Researcher

Education

- Ph.D. in Cognitive Psychology (specialization in reading comprehension), University of Denver

Passions

- Anh has a long-standing passion to conduct rigorous research to improve children's learning outcomes.

I'm focusing largely on writing question sets to complement texts. I am also working on Book Studies by developing article sets for teachers to pair with commonly-taught books.



Nathalie Karimian

Curricular Supports Specialist

Education

- Ed.D. in Educational Leadership (concentration in Educational Psychology), University of Southern California

Passions

- Nathalie is passionate about impacting the classroom through research-based approaches.

I'm focusing on developing and maintaining ReadWorks' data infrastructure, as well as ensuring data quality and flow throughout data warehouse and reporting tools.



Jack Walton

Senior Data Engineer

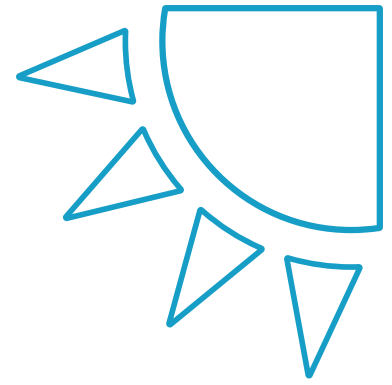
Education

- B.S. in Computer Science, Syracuse University

Passions

- Jack is excited to use his skills from his Big Data background to build Readworks' next generation.

Meet our 2022 Summer Interns



Samuel Siegel

Marketing & Development

Samuel Siegel is a sophomore at Fordham University majoring in Global Business with a concentration in Marketing and Consumer Insights.



Isabelle Torch

Marketing & Development

Isabelle Torch is a sophomore at Cornell University majoring in Economics and double minoring in Spanish and Information Science.



Paola Yuli

Content

Paola Yuli is a Ph.D. student at Howard University studying English, with research focusing on slave narratives.

What our interns learned from ReadWorks:

“ Thoughtful teamwork behind the scenes creates the most meaningful impact for our communities! ”

—Samuel Siegel

“ A supportive and collaborative workplace encourages staff to create high quality content and has a hugely positive effect on schools and children across the US. ”

—Isabelle Torch

“ A mission to improve reading comprehension, a dedicated staff, and high-quality content development positively impact K-12 learning. ”

—Paola Yuli

Partners

Content



Learning



Research



Our Team



Terry Bowman
Executive Director



Kathy Bloomfield
Chief Operating Officer



Susanne Nobles, Ph.D.
Chief Academic Officer



Cameron Swaim
Chief Technology Officer



Manjula Raman
Senior Director of
Content & Curriculum



Wendy Xiao
Director of
Teacher Practice



Anh Hua, Ph.D.
Quantitative
Researcher



Serena Bradshaw
Research
Specialist



**Nathalie Karimian,
Ed.D.**
Curricular Supports
Specialist



Annie Kiyonaga
Content
Specialist



Caitlyn Meagher
Customer Service
Specialist



Justin Moy
Content
Specialist



Paola Yuli
Content Intern



Jeffrey Fleishhacker
Senior Director of
Product Development



Jack Walton
Senior Data
Engineer



Abdul Hamid
UI Engineer



Keith Mukai
Content Management
System Engineer



Melissa Calder
Director of Marketing &
Engagement



Becca Vaughn
Director of
Development



Maha Kemal
Finance & Operations
Executive Associate



Margo Doolittle
Development
Specialist



Samuel Siegel
Marketing &
Development Intern

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Rachel Hitchcock
Science Teacher
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Edie Lewis
Literacy Specialist
Merion Elementary, PA

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District, MS*

Melanie Muroff
Gifted Teacher
*Pine Lakes Elementary
School, FL*

Cecile Palumbo
Elementary Teacher
P.S. 31 William T. Davis, NY

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*Buffalo Junior High
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Edyth Young, Ed.D.
Literacy Intervention Coordinator
*Hubert H. Humphrey Middle
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Ellevation Education

Mike Tholfsen

Microsoft Education

Cameron White

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Tami Theodore
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2nd Grade Teacher

Emmie Burns
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Kellogg School of
Management

Organizations

Generous support from our funding partners keeps ReadWorks free for the nearly **1 million educators** and over **11.5 million students** using ReadWorks each year.



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AL Mailman Family
Foundation

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See our financials at:
about.readworks.org/our-financials

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Individuals

\$100,000+

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Russell L. Carson	Christopher Linen	Howard Schiller	Daria L. Wallach

\$10,000+

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\$500+

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*In addition, thank you to the **10,400 donors** who gave between \$5 and \$500 - many of whom are ReadWorks teachers - who supported our mission of solving America's reading comprehension crisis and student achievement gap **this year alone**.*

Thank you to our generous Board of Directors who each help sustain ReadWorks' mission.