



LEARNING UPGRADE[®]
CHALLENGE

COABE

A COMPETITION
TO TRANSFORM
1 MILLION LIVES

What is The Learning Upgrade Challenge?



LEARNING UPGRADE®
CHALLENGE

The Learning Upgrade Challenge
is a competition that will transform
the lives of 1 million adult learners.



LEARNING UPGRADE®
CHALLENGE

THE CHALLENGE

The Learning Upgrade Challenge is a competition that will transform the lives of 1 million adult learners.

36M

LOW LIT ADULTS

There are more than 36 million adults in the United States that lack basic English literacy skills and basic numeracy skills

5%

IN ADULT ED

Only five percent of these adults have access to the education services needed to improve. Low literacy and numeracy skills greatly impact the well-being of these individuals, their families, and their communities.

72%

NEXT GEN ILLITERACY

Low levels of literacy and numeracy are also passed on from one generation to the next. Children of low literate parents have a 72 percent chance of being low literate themselves.

2X

UNEMPLOYMENT

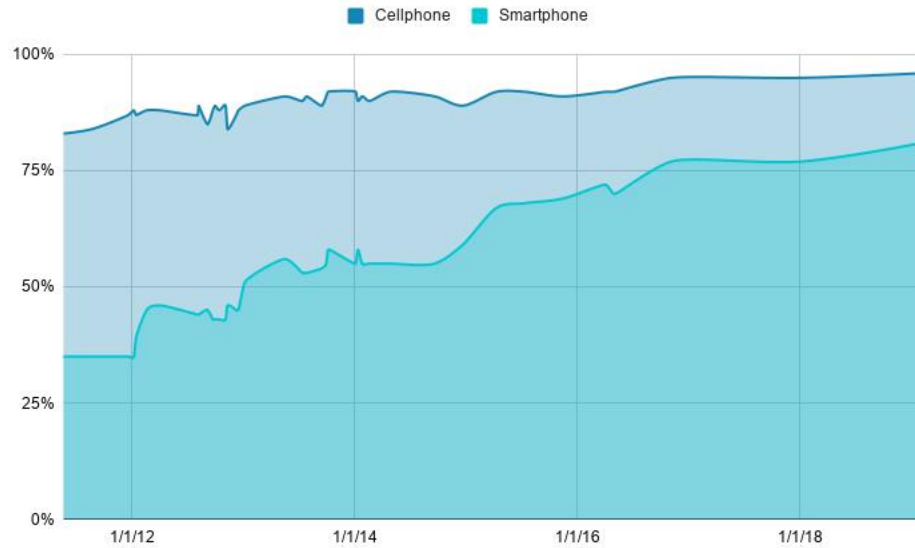
These adults are twice as likely to be unemployed, more likely to be incarcerated, and much more likely to struggle with basic life skills like reading a prescription or credit card



**LEARNING UPGRADE®
CHALLENGE**

THE SOLUTION? SMARTPHONES

Adults need a scalable solution that addresses their specific academic needs and is accessible whenever and wherever a learning opportunity arises.



01 Smartphone Growth

Eight years ago, 35% of people in the United States owned a smartphone. Today, that number is at 81% and growing.

02 Low Income Dependence

Reliance on smartphones for online access is highest among low-literate and lower-income adults in the US who often have no broadband access or computers at home.

How does **The Challenge** work?



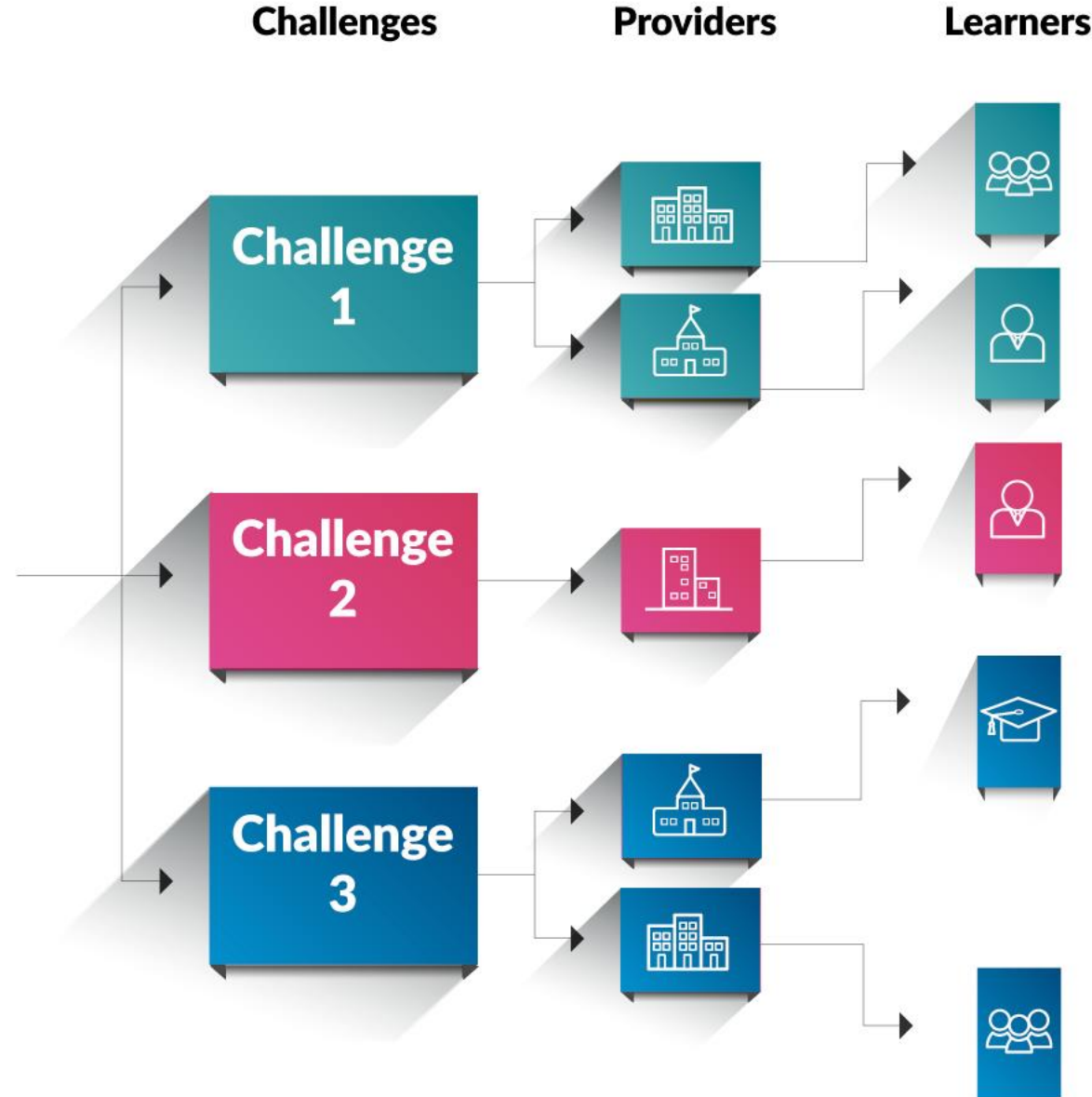
LEARNING UPGRADE®
CHALLENGE

THE **LEARNING UPGRADE** CHALLENGE

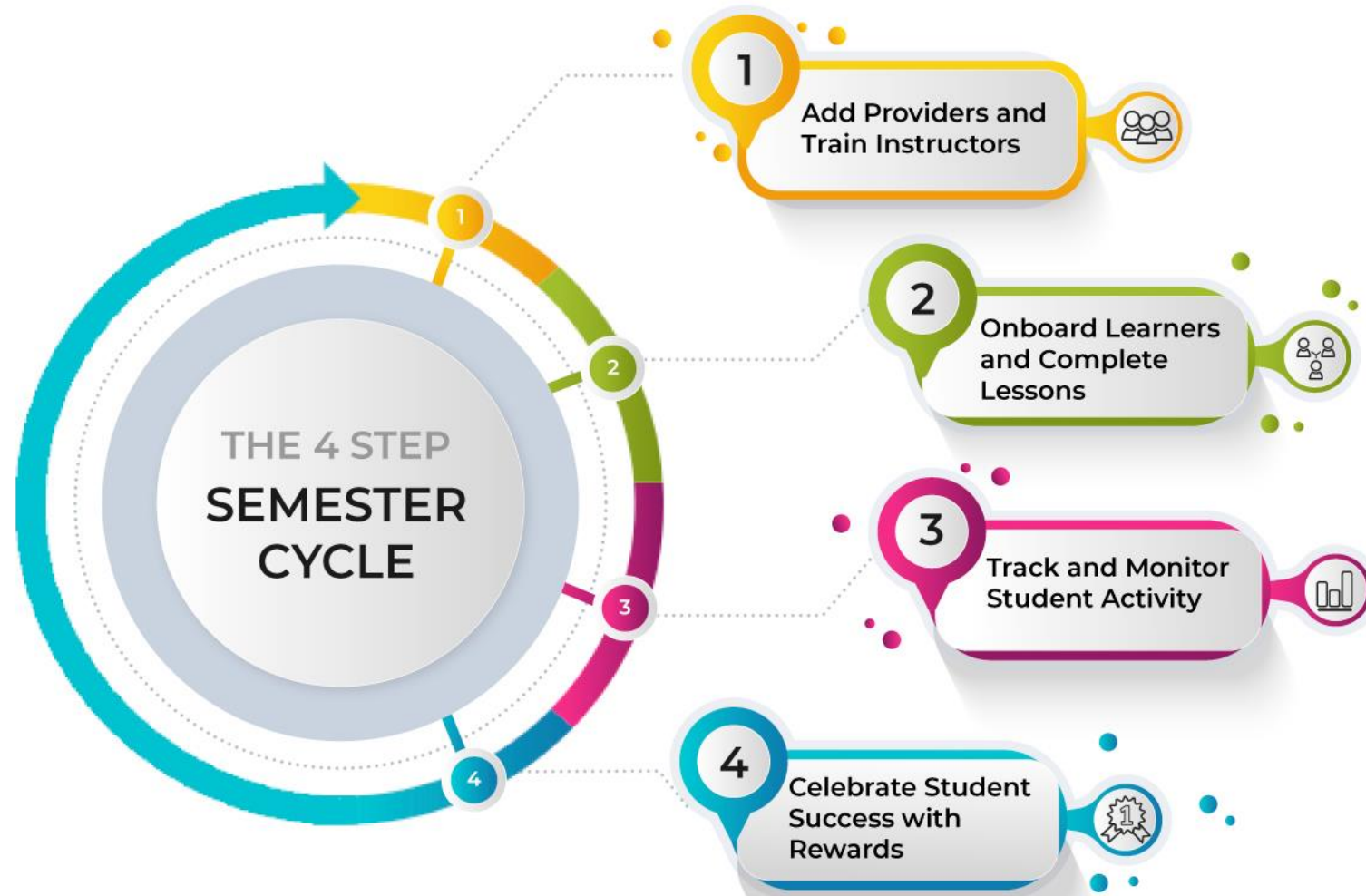
CONTINUING TO BUILD ON **THE XPRIZE**

- To reach 36 million adults we need an ongoing competition
- The Learning Upgrade Challenge will bring education providers together in semester competitions
- Providers can join challenges through their associations
- Providers, instructors, and learners compete for rewards
- The Learning Upgrade Challenge will provide a platform for states, regions, organizations, districts, and more to motivate and encourage education providers within their ranks to enroll as many adult learners as possible.

THE LEARNING UPGRADE CHALLENGE



HOW THE CHALLENGE WORKS



Challenge Prizes and the MLF

Prize Categories:

- Top Program
- Top Instructor
- Student(s) who completed the most
 - Hours
 - Lessons
 - Certificates
- Prize for best personal impact story
- Top programs qualify for mobile learning funds



Join the Challenge Today

www.learningupgrade.com



What is Learning Upgrade?



LEARNING UPGRADE®
CHALLENGE

THE LEARNING UPGRADE APP

The Learning Upgrade App is a proven and validated education solution with over 1000 musical lessons that are engaging, fun, and effective.



A PROVEN AND VALIDATED **SOLUTION**

- 21 total courses from Kinder to Adult Ed
- 1000+ lessons with songs, video, and games
- Available on the web, smartphones, and tablets
- Earn certificates to celebrate progress
- Lessons aligned to CCRS, CASAS, and TABE

THE ADULT LITERACY XPRIZE GRAND PRIZE WINNERS

The Learning Upgrade App is a grand prize winner of the Barbara Bush Foundation Adult Literacy XPRIZE.



PROVEN AND **VALIDATED**

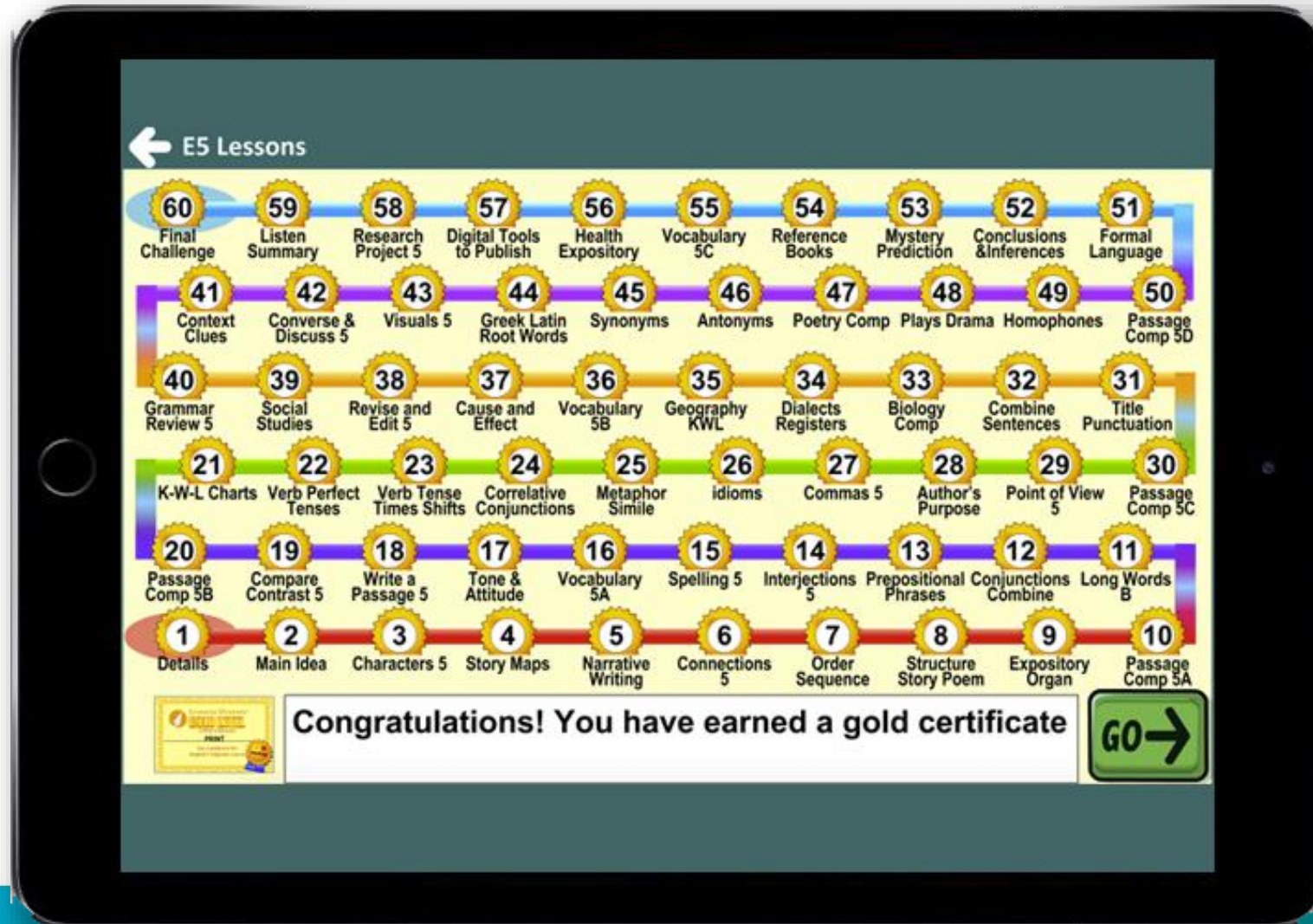
- 16 month field test with 12,000 learners
- Learners pre-tested at a 3rd grade reading level
- Greatest gains pre to post test 12 months apart
- Gains greater than 1 year of classroom study
- We have now partnered with hundreds of adult education providers



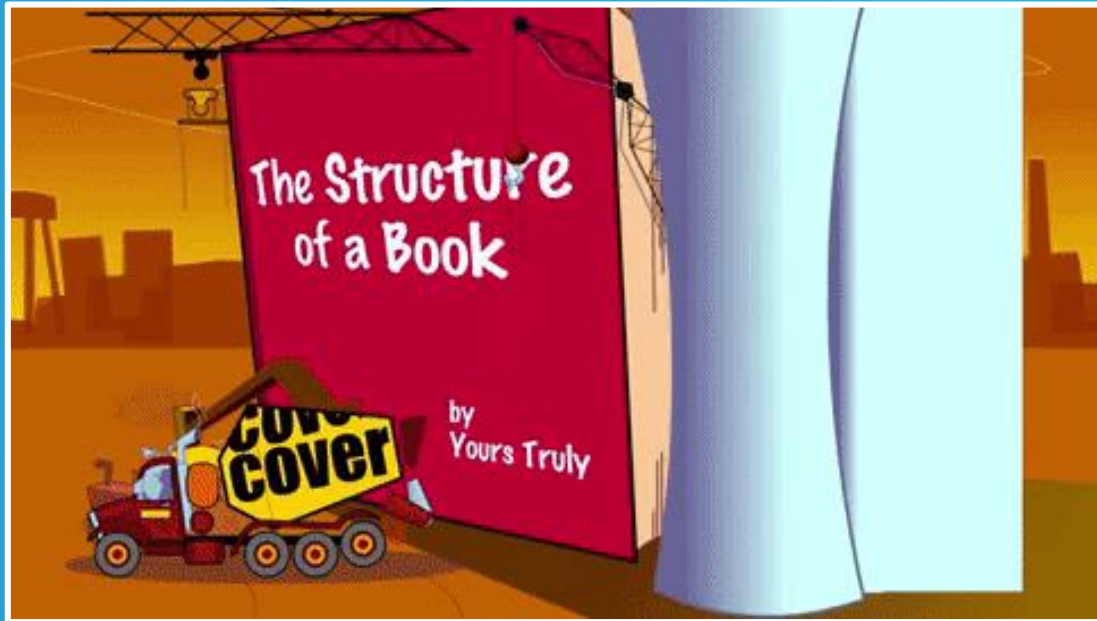
App Design: Keeping Learners Moving! 'Binge Learning'



App Design: Small Chunks of Learning



Learner Engagement



Mu5 MATH UPGRADE 5 54 0 REVIEW EXIT

Teacher Edition Volume Prism 5 POINTS + 5 Demo

What is the length, width, height, and volume of this right rectangular prism?

4 x x = Unit Cubes

length width height volume

Drag in the length, width, height and volume then press GO.

GO

1	2	3
4	5	6
7	8	9
12	14	16
20	24	30
40	50	60

in³ cm³
ft³ m³

Add Cubes



Learning Upgrade
is available everywhere.



THE **LEARNING UPGRADE** LMS

Teachers have a real-time view of every student's progress on every lesson and standard. Teachers and admins can view web-based reports for individual students, classes, and entire sites with interactive features to monitor progress in real time.



TRACK REAL-TIME **PROGRESS**

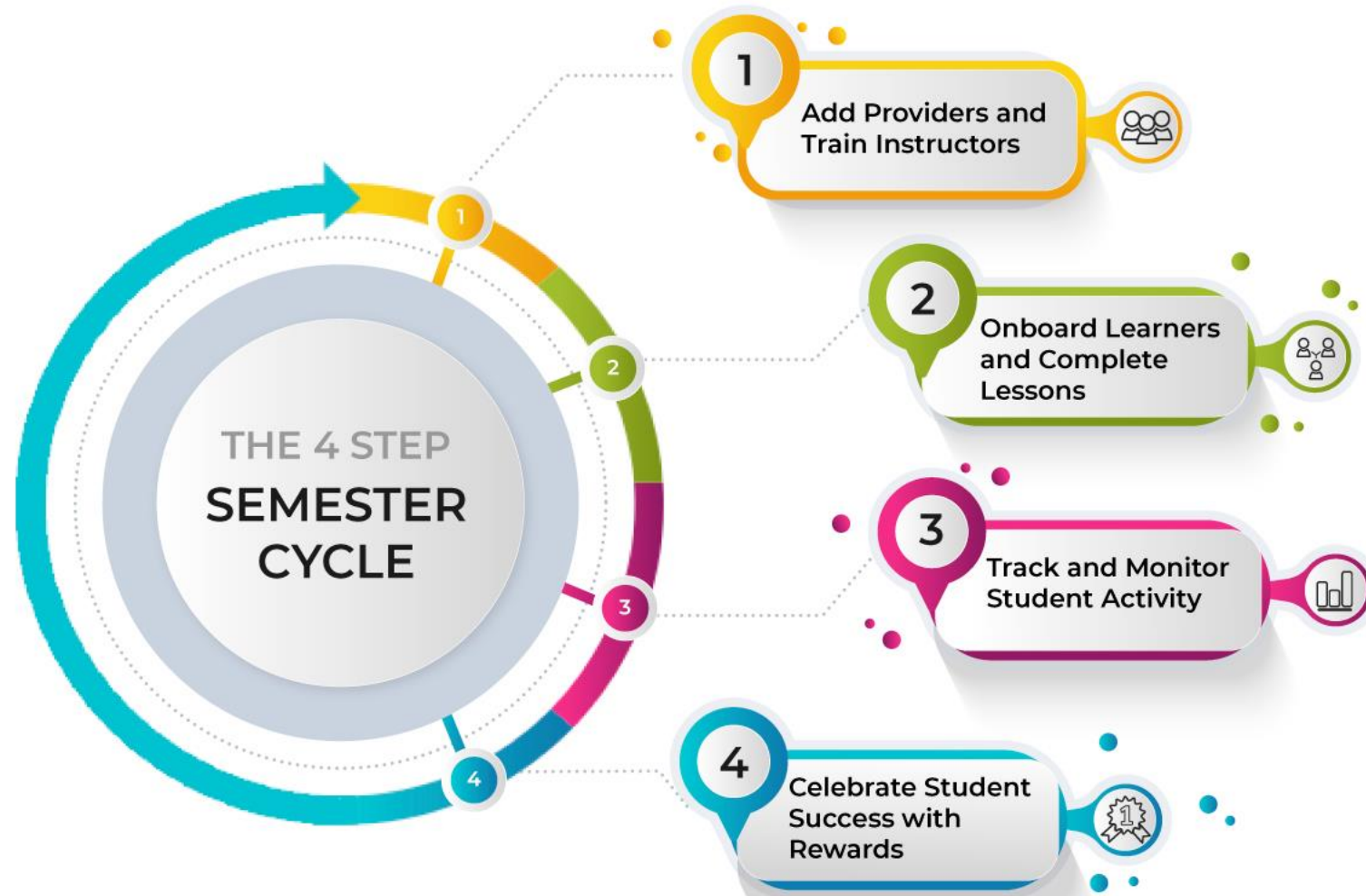
- **Enroll learners or have them self-enroll**
- **Monitor your site in real-time**
- **Admin can track multiple sites**
- **All learners have individualized course reports**
- **Track sessions, device, progress, and more.**

Getting started as a Challenge Provider



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HOW THE CHALLENGE WORKS



Step 1: Teacher Training

Join the Challenge Today

www.learningupgrade.com



Challenge License Email

Student Self Enrollment

Students can self enroll into your Learning Upgrade class license using class code '9999123'.

Students need to download and launch the Learning Upgrade App, click 'Get Started', select a course, enter their name, and then enter your class code.

You can print your class code with student instructions here: [PDF Class Code Sheet](#)

To begin tracking students, [login](#) to your teacher account and click the 'STUDENT MONITOR' button.

Username: alxpusername

Password: alxppassword

School ID: 10



Step 2: Student Onboarding Self Enrollment

Class Code Self Enroll



**LEARNING
UPGRADE®**

Learning Upgrade Self Enroll Guide
Student Self Enrollment Using a Class Code

Class Code: **1234567**

Learning Upgrade Drew Robinson

Step 1: Download the Learning Upgrade App on your smartphone or tablet



Step 2: Launch the app, click 'Get Started', and choose math or English courses

- You can pick a grade level, take a placement test, or start from the beginning



**LEARNING UPGRADE®
CHALLENGE**



[Get Started](#)

[Demo](#)

[Log In](#)





Start Learning

English
Reading

Math

Do you want to learn English Reading or Math first?





English Start

Beginning

Placement

Grade:



Review:

Reading

Comprehension

Beginning, Pretest or select starting level?



Direct Enrollment Using Placement Tables

Instructors can place learners into courses either by enrolling the learner in our placement tests or by selecting a course using the guides below.

Reading, Writing, Language

CCRS Level	NRS EFL ABE	NRS EFL ESL	TABE 11/12 Read/Lang	CASAS Reading	Learning Upgrade Course
A		1	L	A 180 below	English K
A	1	2,3	L	A 181-200	English 1
B	2	4	E	B 201-210	English 2
B	3	5	E	B 211-220	English 3
C	4	6	M	C 221-235	English 4
D	5		D	D 236-245	English 5



Direct Enrollment Using Lesson Lists/Alignments



English Upgrade Lesson List

Learning Upgrade® Version: August 2018

#	EU Grade K	EU Grade 1	EU Grade 2	EU Grade 3	EU Grade 4	EU Grade 5
1	Book Covers	Alphabet Parade	Details 2 Who What	Main Idea 3	Details 4	Details 5
2	Print Concepts	Letter Sounds	Main Idea 2	Who What 3	Main Idea Theme 4	Main Idea Theme 5
3	Alphabet Basics	Letters A to I	Characters Response	Characters Responses	Characters Setting 4	Characters 5
4	Letters ABC	Words A to I CVC	Short Vowels	Sight Words 3A	Story Maps	Story Maps
5	Letters DEF	Sentences A to I	Ending Cons Blends	Connections 3	Narrative Writing	Narrative Writing
6	Letters GHI	Letters J to R	Ending Blend Sent	Text Features 3	Connections 4	Connections 5
7	Letters JKL	Words J to R CVC	Long Vowels	Nouns 2 Irregular	Order Sequence	Order Sequence
8	Letters MNO	Sentences J to R	Long Vowel Sent	Verbs 2 Irregular	Structure Story Play	Structure Story Play
9	Letters PQR	Letters S to Z	Begin Blends A	Pronouns 2 Reflexive	Expository Organizers	Expository Organizers
10	Letters STU	Words S to Z CVC	Begin Blends B	Passage Comp 3A	Passage Comp 4A	Passage Comp 5A
11	Letters VWX	Sentences S to Z	Sight Words 2A	Commas 2	Multi-Syllable Words	Multi-Syllable Words
12	Letters YZ	Sight Words 1A	Connections 2	Spelling 3A	Relative Pronouns	Conjunctions Coord
13	Alphabet Parade	Types of Books 1	Text Features 2	Vocabulary 3A	Progressive Tenses	Prepositional Phrases
14	Letter Sounds	Main Idea Details 1	Nouns 2 Irregular	Write A Paragraph 3	Modal Auxiliaries	Interjections
15	Letters A to I	Segment Phonemic	Verbs 2 Irregular	Idioms Non Literal	Spelling 4	Spelling 5
16	Words A to I CVC	Short Vowels	Pronouns 2 Reflexive	Structure 3	Vocabulary 4A	Vocabulary 5A
17	Sentences A to I	Vocabulary 1A	Commas 2 Greetings	Compare Contrast 2	Tone & Attitude	Tone & Attitude
18	Letters J to R	Capitalize 1	Spelling 2A	Abstract Nouns	Write A Passage 4	Write A Passage 5
19	Words J to R CVC	End Punctuation	Vocabulary 2A	Cause Effect	Compare Contrast 4	Compare Contrast 5
20	Sentences J to R	Write A Sentence	Write A Paragraph	Passage Comp 3B	Passage Comp4B	Passage Comp 5B
21	Letters S to Z	Add Subst Sounds	Rhythm Rhyme	Verb Tenses 3	K-W-L Charts	K-W-L Charts
22	Words S to Z CVC	Ending Cons Blends	Structure 2	Pronoun Antecedent	Order Adjectives	Verb Perfect Tenses
23	Sentences S to Z	Ending Blend Sent	Vowel Blends A	Comparative Super	Prepositional Phrases	Verb Tense Time
24	Sight Words KA	Long Vowel Final E	Vowel A Sent	Conjunctions Coord	Fragments Run-ons	Correlative Conjunct
25	Short Vowels	Long Vowel Sent	Vowel Blends B	Directions	Metaphor Simile	Metaphor Simile



Alignments



English Upgrade 4 CCRS Level C Alignment College & Career Readiness Standards Version: April 2017

Standard	Topic	English Upgrade 4 Level Numbers & Names
Reading Standards		
Anchor 1	Key Details	1 Details 4
Anchor 2	Central Message, Theme	2 Main Idea Theme 4, 9 Expository Organizers 10 Passage Comp 4A, 20 Passage Comp 4B 30 Passage Comp 4C, 50 Passage Comp 4D
Anchor 3	Connections Events Ideas Procedures	6 Connections 4, 37 Cause Effect, 52 Conclusions Inferences
Anchor 4	Meaning of Words	16 Vocabulary 4A, 36 Vocabulary 4B, 41 Context Clues, 55 Vocab 4C Reference
Anchor 5	Compare Structure Order Sequence	7 Order Sequence
Anchor 6	Compare Contrast Multiple Accounts	19 Compare Contrast 4
Anchor 7	Visuals Multiple Sources	43 Visuals 4
Anchor 8	Reasons Supporting	6 Connections 4, 37 Cause Effect, 52 Conclusions Inferences
Anchor 9	Integrate Two Texts	19 Compare Contrast 4
Anchor 10	Read Proficiently at Level	10 Passage Comp 4A, 20 Passage Comp 4B, 21 K-W-L Charts 30 Passage Comp 4C, 33 Follow Directions, 35 History K-W-L 39 Art Exp Org, 49 Dance Comp, 50 Passage Comp 4D, 53 Earth Science K-W-L
Writing Standards		
Anchor 1, 2, 3	Write Opinion, Inform, Nar	18 Write a Passage 4, 28 Authors Purpose
Anchor 5	Revise Edit	38 Revise Edit 3, 40 Grammar Review
Anchor 6	Digital Tools Produce Publish	57 Digital Tools
Anchor 7	Research Project	58 Research Project 4
Anchor 8	Gather Information	58 Research Project 4
Anchor 9	Analyze Literature Information	
Speaking Listening Standards		
Anchor 1	Conversations	42 Conversations Discussions
Anchor 2, 3	Listen Key Ideas, Reasons	59 Listen Summary Reasons 4





Parent or adult: Enter student name

*First Name *nombre de pila*

Vowel

*Last Name *apellido*

Owl

Student ID#, Email or Phone

Class Code, Promo Code

1234567



Enter your first - last name and email then press GO



User Name *nombre de usuario*

vowl

Password *contraseña*

m34

School ID *ID de la escuela*

1



Write down your username, password, and school ID.

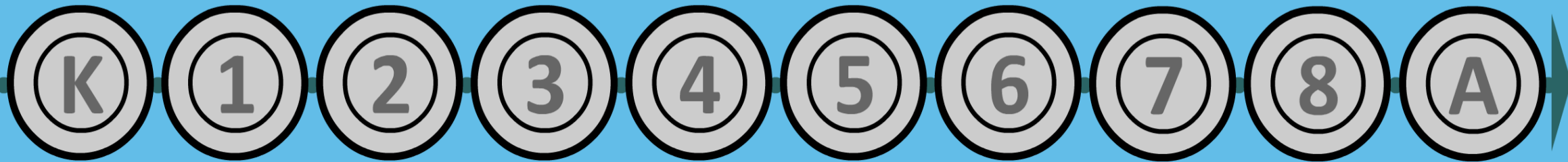


English

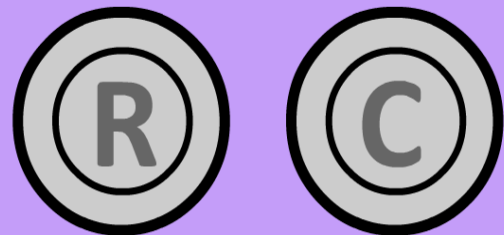


Math

Algebra



Reading Comprehension



Pre-Algebra



GED[®] Math



HiSET[®] Math



Step 3: Motivating and Tracking Learners

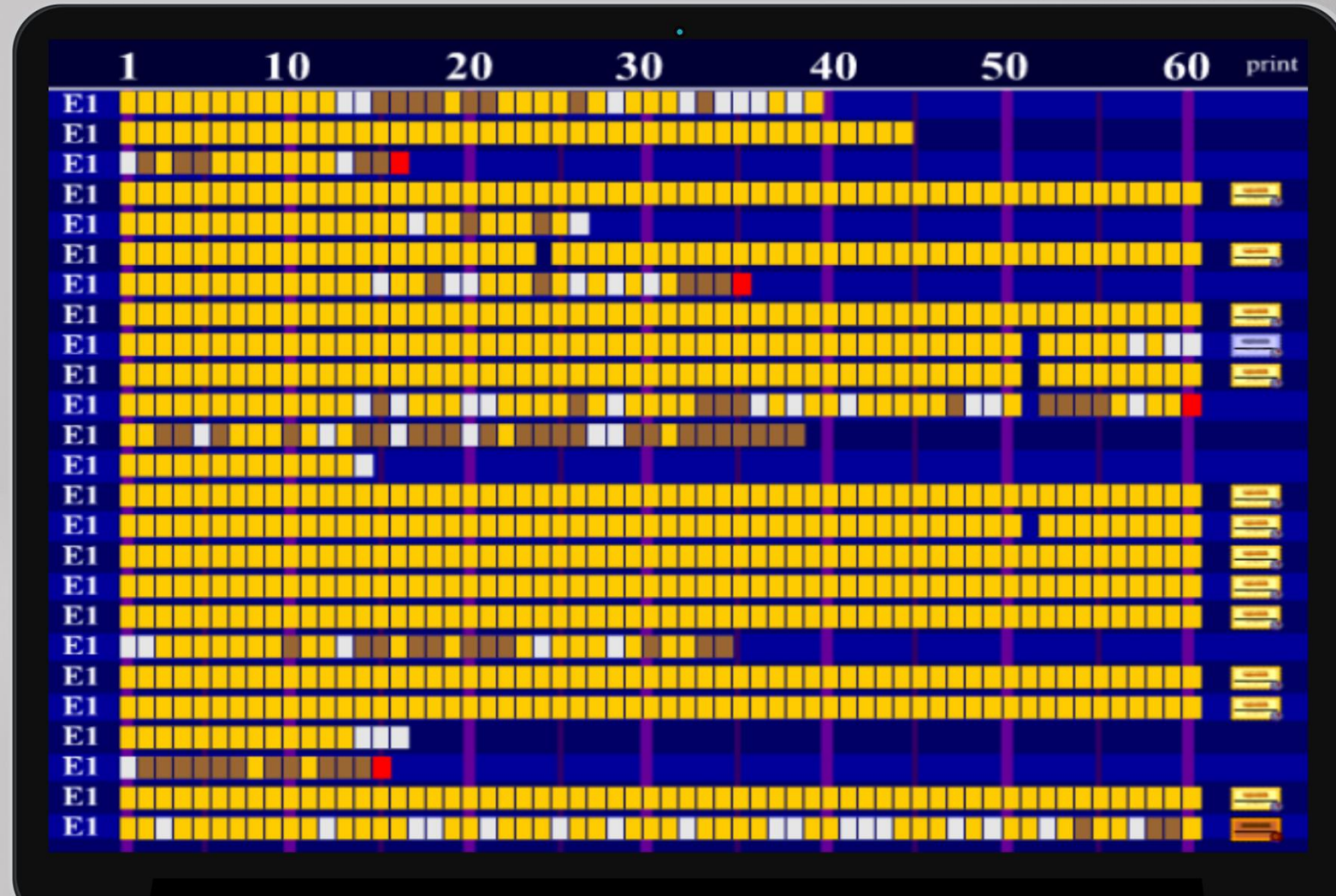
Step 3: Motivating and Tracking Learners

- **Goal: Earn a certificate (60 lessons)**
- **Track learners through web-based monitor**
- **Rewards: printed certificates, acknowledgement**
- **Learners falling behind: ways to encourage**
- **Learners without smartphones: in class lessons**
- **New learners: other learners encourage to start**



Tracking Progress

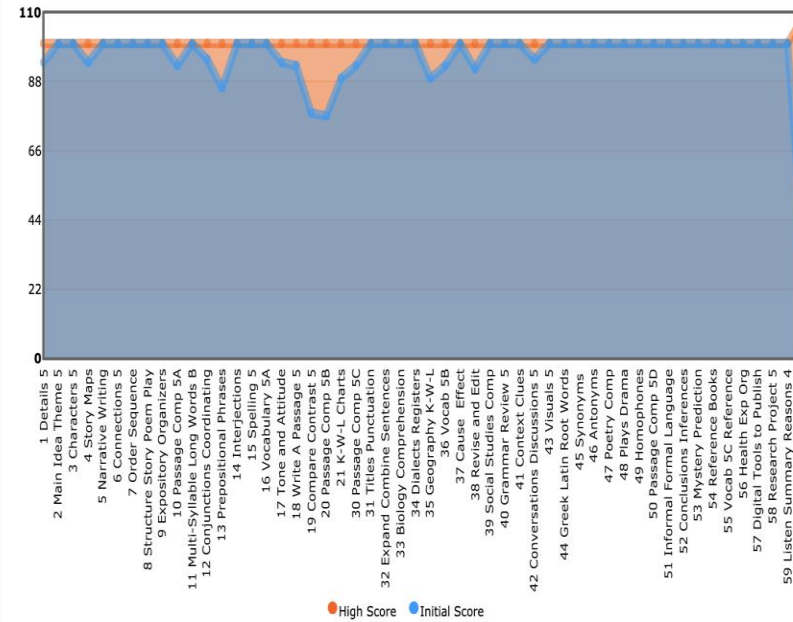
Reporting: Student Monitor



Individualized Course Reports

Language Grammar	100	97
Vocabulary spelling	100	99

Student Level Scores



Level	High Score	Initial Score	Times Played	Date (PST)	Minutes Played
1 Details 5	100	94	2	Jan 6 2019 1:31PM	15

Individualized Course Reports

Level	High Score	Initial Score	Times Played	Date (PST)	Minutes Played
1 Place Value	100	100	1	Sep 29 2014 12:27PM	16
2 Negative Numbers	100	90	2	Oct 3 2014 12:46PM	27
3 Rational Numbers	100	100	1	Oct 3 2014 12:06PM	9
4 Number Line	100	95	2	Oct 3 2014 12:36PM	31
5 Fractions Number Line	100	95	2	Oct 21 2014 12:40PM	30
6 Coordinate Graphs	100	100	1	Oct 21 2014 12:26PM	7
7 Compound Inequalities	100	95	2	Oct 24 2014 12:16PM	38
8 Absolute Value	100	73	7	Apr 30 2015 12:24PM	117
9 Add Sub Negative	100	80	5	May 14 2015 11:55AM	99
10 Mult Divide Negative	100	95	4	May 15 2015 1:00PM	59
11 Long Division	100	90	2	May 20 2015 12:35PM	22
12 Factors Multiples	100	100	1	Oct 30 2014 5:52PM	8
13 Reduce Fractions	100	95	2	May 22 2015 1:55PM	20
14 Add Fractions Diff Denom	95	95	1	Nov 2 2014 7:10PM	13
15 Multiply Fractions	100	95	4	May 8 2015 6:40AM	110
16 Divide Fractions Problems	83	83	1	Nov 11 2014 8:28PM	31
17 Decimal Place Value	96	96	1	Nov 12 2014 5:00PM	16

Reporting: Tracking and Pacing

Start Date: 01 Aug 2014 End Date: 01 Aug 2019 Start Time: All Day End Time: All Day Time Zone: EST Search Last:

Last	First	Student ID	Grade	Course	Last Played	Hours Played	Avg. Percent	Certs	Current Level	Total Levels	Bronze Levels	Silver Levels	Gold Levels
Altamirano	Isaac	509881	4	E1	07/19/16	39.6	91	1	Bronze	60	26	10	24
			4	E3		0.0	0	0	60	0	0	0	0
			4	M1	07/19/16	38.8	101	1	Gold	60	0	0	60
Alva	Lily	523578	4	E1	07/20/16	10.8	91	0	26	26	9	4	12
			4	M1	07/20/16	11.6	88	0	30	30	14	6	9
Amanonce	Zamira	538895	4	E1	07/11/16	22.4	83	0	20	20	14	2	3
			4	E2	02/09/17	0.7	67	0	2	2	1	0	0
			4	M1	07/11/16	10.2	85	0	24	22	10	8	3
			4	M2	02/23/17	0.8	88	0	4	3	1	2	0
Amavisca Salazar Paloma		440298	4	E1	07/19/16	15.1	92	0	18	18	4	2	11
			4	M1	07/18/16	14.1	88	0	30	30	15	3	11
			4	RU	07/17/15	3.2	91	0	12	11	4	2	5
Araux Zuniga	Yael	603138	4	E1	07/19/16	27.2	95	1	Bronze	60	13	12	35
			4	E2	04/11/17	2.0	94	0	13	12	4	2	6
			4	M1	07/19/16	25.1	95	1	Bronze	60	11	10	39
			4	M2	05/15/17	6.0	97	0	32	31	3	7	21

Reporting: Student Session Time Report

Spell	Jul 5 2019 12:38AM	Jul 5 2019 12:39AM	1	0	E5	7 Order Sequence	AND
	Jul 5 2019 12:38AM	Jul 5 2019 12:39AM	1	100	E5	6 Connections 5	AND
	Jul 5 2019 12:37AM	Jul 5 2019 12:38AM	1	100	E5	5 Narrative Writing	AND
	Jul 5 2019 12:35AM	Jul 5 2019 12:36AM	1	100	E5	4 Story Maps	AND
	Jul 5 2019 12:33AM	Jul 5 2019 12:35AM	2	50	E5	4 Story Maps	AND
	Jul 5 2019 12:33AM	Jul 5 2019 12:34AM	1	100	E5	3 Characters 5	AND
	Jul 5 2019 12:32AM	Jul 5 2019 12:33AM	1	100	E5	2 Main Idea Theme 5	AND
	Jul 5 2019 12:31AM	Jul 5 2019 12:32AM	1	100	E5	1 Details 5	AND
		Subtotal:	9				
XPRIZE	Jun 25 2019 2:37PM	Jun 25 2019 2:38PM	1	0	E5	2 Main Idea Theme 5	AND
	Jun 25 2019 2:37PM	Jun 25 2019 2:38PM	1	100	E5	1 Details 5	AND
		Subtotal:	2				
XPRIZE	Jun 25 2019 12:22AM	Jun 25 2019 12:24AM	2	0	E5	2 Main Idea Theme 5	AND
	Jun 25 2019 12:22AM	Jun 25 2019 12:23AM	1	100	E5	1 Details 5	AND
		Subtotal:	3				
XPRIZE	Jun 25 2019 12:17AM	Jun 25 2019 12:18AM	1	0	E5	9 Expository Organizers	AND
	Jun 25 2019 12:16AM	Jun 25 2019 12:17AM	1	100	E5	8 Structure Story Poem Play	AND
	Jun 25 2019 12:16AM	Jun 25 2019 12:17AM	1	100	E5	7 Order Sequence	AND
	Jun 25 2019 12:09AM	Jun 25 2019 12:11AM	2	0	E5	7 Order Sequence	AND
	Jun 25 2019 12:07AM	Jun 25 2019 12:08AM	1	100	E5	6 Connections 5	AND
	Jun 25 2019 12:06AM	Jun 25 2019 12:07AM	1	100	E5	5 Narrative Writing	AND
	Jun 25 2019 12:03AM	Jun 25 2019 12:04AM	1	100	E5	4 Story Maps	AND

Reporting: In-Class vs. Out-of-Class

Start Date: 06 May 2019 End Date: 13 Aug 2019 Start Time: All Day End Time: All Day Time Zone: PST

Last	First	Student ID	Grade	Course	Hours Out	Hours In	Hours Total
XLobo	XSheryin	75438	A	All	2.9	1.8	5.4
Drew	Drew		A	All	0.0	0.0	0.6
Ahmed	Tawanna		A	All	0.0	0.0	0.0
Aronson	Delmar		A	All	0.0	0.0	0.0
Auclair	Juan		A	All	0.0	0.0	0.0
Bail	Annalisa		A	All	0.0	0.0	0.0
Baptista	Zack			All	0.0	0.0	0.0
Beverage	Tawna		A	All	0.0	0.0	0.0
Bischof	Hertha			All	0.0	0.0	0.0

Step 4: Celebrate Student Success

Challenge Prizes and the MLF

Prize Categories:

- Top Program
- Top Instructor
- Student(s) who completed the most
 - Hours
 - Lessons
 - Certificates
- Prize for best personal impact story
- Top programs qualify for the Mobile Learning Fund



Literacy Deployment Models



LEARNING UPGRADE®
CHALLENGE

Fast Deployments in Literacy Programs Nationwide

XPRIZE onboarding LA, Philadelphia, Dallas

Field test with 12,000 self enrolling adults

Adult School Community College Blended Classes

Blended learning, whole class lessons, in-class and at home

Library Literacy Programs Tutor-Based Models

Learners use app while waiting, tutors use reports in help instruction

Family Learning Model for Parents and Children

Enroll parents and children together, set family goals

Non-Traditional Programs and Workforce

Refugee centers, housing, YMCA, workforce, churches, and more



Blended Classroom Settings

Sweetwater Adult Education Breakdown

4 Campuses

20 Off-Site Locations
(including one Tyson Chicken plant)

More than **25,000** Adult Learners

Largest population of adult learners at
Sweetwater are **English Language Learners**
(ELLs)

High Usage At Home Accelerates Learning

Average time to earn a course certificate
(60 lessons): **24 hours**

Two students completed all 5 courses
(300 lessons) within **4 months!**

Average time/week using mobile app: **4 hours**

Average CASAS Gain 10 Weeks*: **+7.8 points**

Highest CASAS Gain 10 Weeks: **+16 points**

**Learners pre-tested at or below 210 points*



Community Centers



One-on-One Tutoring and Mentors



Workforce and Job Training



Join the Challenge Today

www.learningupgrade.com



Thank you!

Contact Info:

Drew Robinson
Learning Upgrade
(800) 998-8864
drew@learningupgrade.com



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