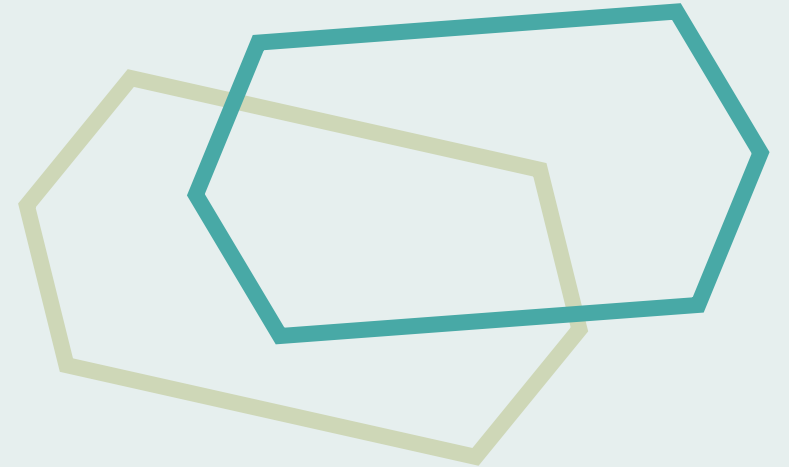




# THE ROADWAYS STORY 2014-2024



# Roadways to Reading

## What we'd like to cover today...

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What is Roadways?

Our journey

What makes us different from other Independent schools

Support for our school

# What is Roadways Literacy Academy?

- A Qualified Independent School
- Saskatchewan Curriculum
- Full-time, part-time, tutoring (Grades 1-8)
- Individualized programming
- Researched programming with a focus on literacy and math
- Catering to students with learning disabilities
- Tuition based
- Small teacher/pupil ratio
- Employ 25 people

# Our Journey

- Sheila Erickson – educator with 30+ years of experience; thought she was retiring...
- Began with one student in her basement
- Grew to 20+ students within 4 years
- Moved to first location in 2019
- Moved again in 2021 due to growth
- Applied for and received Registered Independent School status in 2021
- Received Qualified Independent School status in 2023....and 50% funding!

2014-2019  
(Sheila's Basement)



2019 – 2020  
(Northridge Drive)



2021 – present  
(Fletcher Road.)



In December our new location will be 2604 Koyl Ave!



We will be neighbors of the Saskatoon Farmers' Market!

**How do  
people in our  
community  
find out  
about us?**



## The Role Our School Plays in the Larger Community...

Grade 3 reading levels are considered a leading indicator for a student's future success\*

- Currently: about 70%
- Lower for Indigenous/Metis populations:

**15-20% of our population is affected by varying degrees of dyslexia**

13–14% of grade-school students have dyslexia to the degree that it qualifies them for special education;

Only 6-7% ever receive a diagnosis of a learning disability

\* Regina Leader Post Jan 06, 2023

# Success depends upon:

A structured classroom with explicit, direct, sequential instruction

Intensive support: small groups; extended resource time

Must include foundational areas of phonological awareness and phonics

**We offer an essential service in our community!**



How are we  
different?

We believe that  
every child can  
**READ!**

## **Our Proven Literacy Program:**

Covers 5 main areas of literacy based on the growing research base – the Science of Reading

Individualized programming

Enhanced growth in a shorter time

Many students reaching grade level

# Our data: Average Growth of Our 42 Full-Time Students 2023-24

- 2.3 grade levels in one year (2021-2022-2023)
- 2.2 grade levels in one year (2023-24)

2023-24 Students by Grade Level: 42 students

2	3	4	5	6	7	8
2	5	11	9	5	6	4

Reading Level at Entry

Grade K-1	Grade 2	Grade 3	Grade 4+
14	8	5	15

**17 students met grade level this year!**

Average Growth by Grade Level

2	3	4	5	6	7	8
1.5	3	2.3	2.1	3.4	1.5	1.7

# Average Growth of Tutoring Students

- 1.5 grade levels in one year (2021-2022-2023)
- 1.1 grade levels in one year (2023-24)

Students by Grade Level:

2	3	4	5	6	7	8
6	5	13	11	8	7	2

Reading Level at Entry

Grade K-1	Grade 2	Grade 3	Grade 4+
15	8	9	20

Average number of one-on-one sessions per week: 2

# Additional Subjects...

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- Financial Literacy:
  - Math focus is on life skills
  - Four basic number operations
  - Entrepreneurial/financial literacy
- Digital Literacy:
  - Technology is an important tool for dyslexic students
  - Research
  - Project creativity
  - Text-to-speech; speech to text



## Staff training...

Introduction to "Structured Literacy"

Specific training on proven strategies, methods, and resources beneficial to all children learning to read and specifically for struggling readers





## What makes us different from other Independent Schools?

- Literacy has been deemed a basic right
- Proven literacy method – staff specifically trained
- Lower student-teacher ratio than anywhere else – every day, all day
- Teach life skills and how to be successful with one's learning disability
- Reduced future burden to health and social care systems
- We offer a need, not an educational preference
- **We do not expect students to stay at Roadways for their entire school life. Our goal is to get them back into the school system once their reading gap allows it.**

# We gain students as the year progresses...

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- Parents seek us out as their children struggle during the year, often after report cards come out
- This does not align with the traditional funding model (September 30<sup>th</sup> cut-off)
- Having the right balance of staff on hand is challenging given the student growth we see during the year.

# What our parents have to say.....

"The academic, social and personal **growth** experienced has been amazing. It is like we have a **new person in the home**. She comes home engaged, excited and **proactively discusses what she has learned** at school each day. There is no effort required to get her ready and out the door each morning and her **confidence** continues to **grow** day by day. **Family dynamics** have improved greatly."  
-Lang McGilp

"He has **grown so much** both in his **confidence** and his **academic** accomplishments. Our son is nine years old and in grade 4 and **for the first time he can read me a book**. I cannot thank Sheila and Roadways enough for what they are doing for him. This school has been an **absolute Godsend**."  
-Crystal Buckoski

"From the **first day** he started he came out with a **very big smile** and from that day forward goes in with one and comes out with one."  
-Kari Edighoffer

"Roadways Literacy Studio has given our children the opportunity to **experience success** and **regain** some of their **confidence**. The **low** student to teacher **ratio, explicit instruction, research-based programming**, and a student body all with similar needs, has played a huge role in this **life changing experience** for our children."  
-Aimee Osmundson

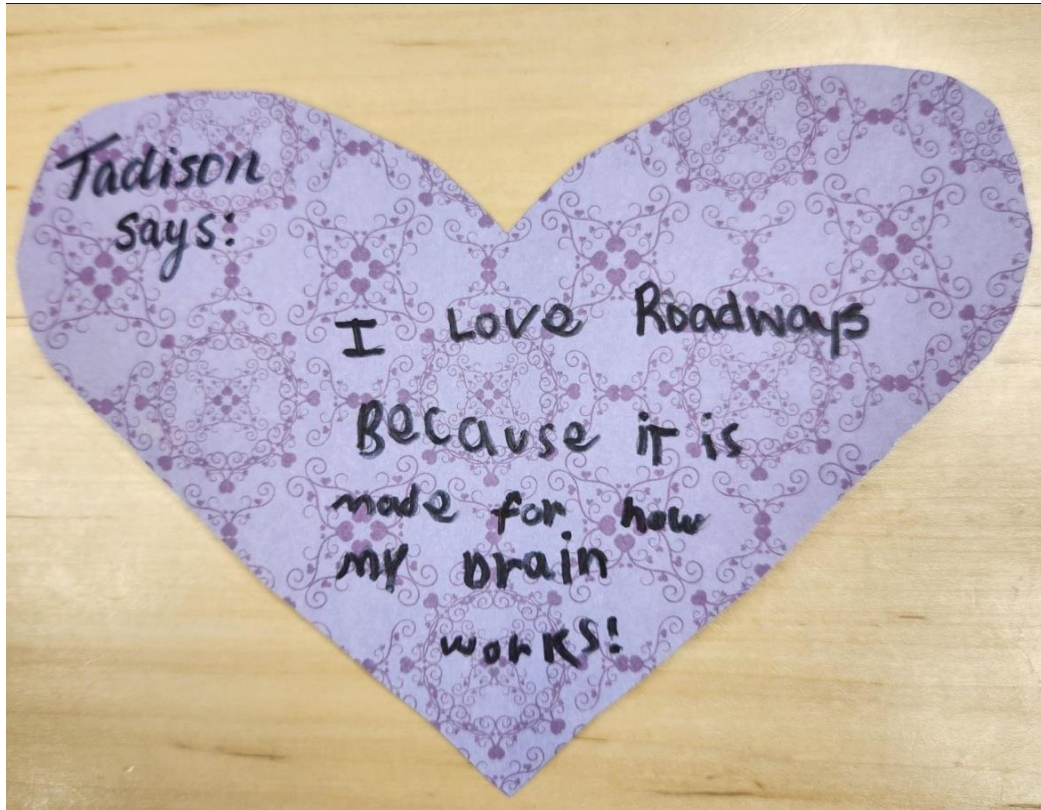
"My son, who has **multiple learning and processing disabilities** has received instruction at Roadways. The progress that he has made due to the benefit of this **highly specialized** and **professional instruction** is beyond compare."  
-Kirsten Finn

It gives me great pleasure to be able to say that Roadways Literacy Studio has had a **significant impact** on our lives, not just **our son's**, but the **lives of our entire family**. Life has become bearable, and we can be assured that he is **receiving the education he deserves** in a **format that he can understand**."  
-Crystal Hauber

"You **cannot put a price on the relief parents feel** when they finally find a safe place for their **children to learn and express themselves**. The key word in that last sentence is **LEARN**. Our beautiful son actually learns in the Roadways environment. He can read and write and **actually wants to go to school**. This is awe-inspiring for us."  
-Nicole Kozar



# What our kids have to say.....



## Why I love Roadways!

By NAOMI WALL

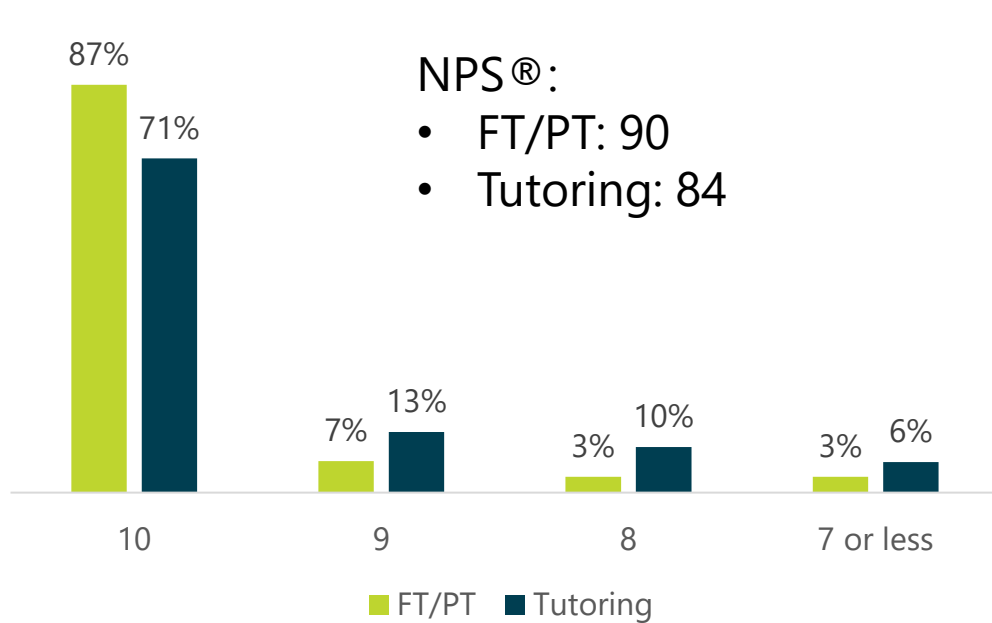
Roadways Literacy Academy is incredible. This school is unique because they pay attention to each student individually and help them meet their ambitions. The teachers welcome their students to a safe environment with a smile on their faces. The kids happily and creatively learn how to read and write. The teachers instruct their students in strategies that help them learn. The kids are invested in their learning and take the teachers' advice seriously. Roadways has helped me tremendously with my spelling and writing. This school is a wonderful place because of the people.

# Insightrix Parent Survey - Satisfaction is extraordinarily high!!

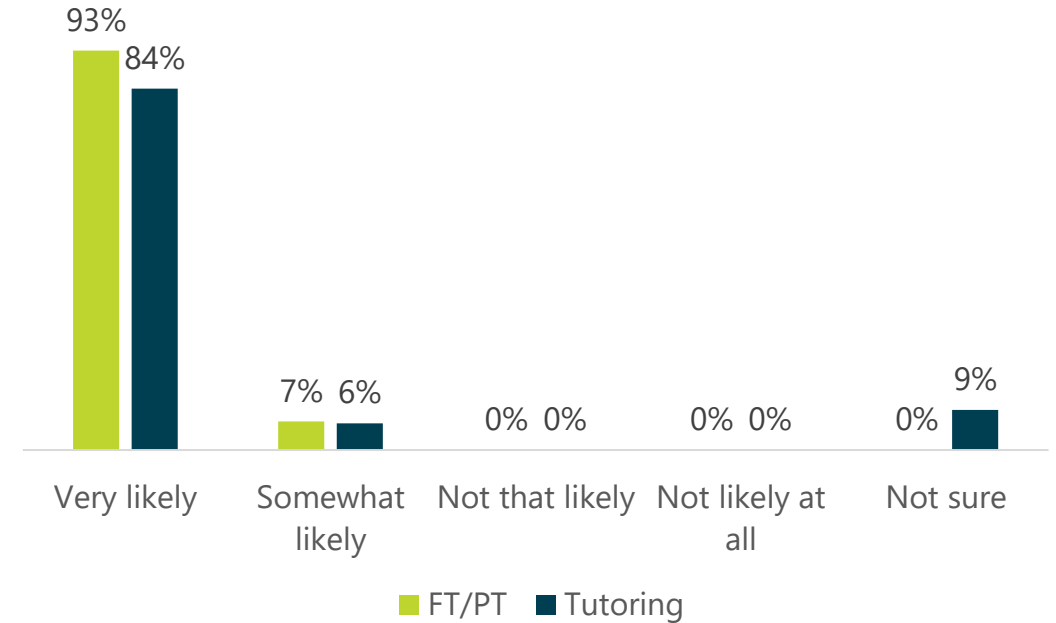
Average (10-point scale)	FT/PT	Tutoring
The level of growth your child has experienced this year at Roadways	9.3	9.2
Fostering a supportive environment for your child	9.4	9.4
Fostering an inclusive environment for your child	9.4	9.7
Safety at our school	9.3	9.3
Creating a positive social environment between the students at our school	9.1	n/a
Tailoring the learning experience to your child's individual strengths and weaknesses	9.2	9.3
Providing you with feedback on your child's progress throughout the year	9.2	9.0
The effectiveness of Roadway's teaching methods to support your child	9.4	9.3
Communication with your child's [teachers/tutor]	9.2	9.0
Responsiveness to your requests or questions	9.5	9.4
Communication about activities and events going on at the school	8.6	8.5
Scheduling flexibility for tutoring sessions	n/a	8.6
Value for the cost of [tuition / tutoring]	9.3	8.7
<b>Overall satisfaction with the quality of education provided to your child</b>	<b>9.4</b>	<b>9.3</b>

# Loyalty is best in class.

## Likelihood to Recommend



## Likelihood to Stay



50% are willing to leave a testimonial!

# Our school financials...

	2019-2020	2020-21	2021-22	2022-23
Revenue	\$237,689	\$457,138	\$533,429	\$675,182
Expenses	\$206,625	\$446,242	\$635,369*	\$757,620
Net Profit (loss)	\$31,064	\$10,896	(\$101,940)	(\$82,438)

Low student-teacher ratio means we are reliant on donations and fundraisers:

- Schooling: wages as a percentage of tuition + gov't funding: 92%
- Tutoring: wages as a percentage of session revenue: 58%
- **Projection for 2023-24:**
  - Revenue: \$1 168 740
  - Expenses: \$1 122 783
  - Net Profit: \$57 956

# Fund Raising



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**Team Rise:**

\$3488.00

\$4723.00 (Crystal K.)

**Other Donations:**

\$107 464

**Golf Tournament:**

\$48 000

**Other In-School**

**Fundraising:**

\$4000

\*\*\$80 000 dedicated to  
scholarship program



THANK YOU!

