

# Headsprout to Showcase the Impact of Scientific Assessment on Educational Productivity

## Executives to Speak at the 'Scientific Basis of Educational Productivity Conference'

**Seattle, WA, May 13, 2004** - Headsprout, producers of Headsprout Early Reading™, is presenting their report, "Scientific Formative Evaluation: The Role of Individual Learners in Generating and Predicting Successful Educational Outcomes" to key policy makers, researchers and educators at the 'Scientific Basis of Educational Productivity Conference,' in Arlington, VA, May 13-14, 2004. The conference goal is to present new, well-researched ideas that will initiate discussions and formulate the next steps for policy and practice. As a result of Headsprout's rigorous scientific development, the company has produced the only online reading program to offer schools a money-back guarantee based on producing grade-level reading outcomes.

Headsprout's report outlines the approach the company took in developing Headsprout Early Reading and the value extensive testing and revision during program development can have in achieving learning outcomes. It examines the role scientific assessment can play in enhancing educational productivity as a whole through the application of rigorous scientific evaluation during development of instructional programs as well as in their post-development validation. Additionally, the report states that the extensive research and testing Headsprout devoted to the Headsprout Early Reading program may provide a new model and standard for the application of scientific methods in the design and evaluation of future instructional practices.

"As a company founded on learning science, Headsprout is very proud to be the sole private-sector representative at this key, invitation-only conference geared toward the examination of the role science plays in developing educational programs," said Greg Stikeleather, CEO of Headsprout. "Our scientific research is the main reason why Headsprout is able to provide the only performance guarantee in the industry. We've spent many years researching and testing the role scientific formative evaluation plays in improving educational productivity and it is critical we recognize that this form of rigorous testing is needed to guarantee that future educational practices succeed across a wide range of students."

Headsprout's report, along with other conference presentations, will be published in a book aimed at scholars and decision and policymakers from national education groups, state departments of education and local school districts. The conference is co-sponsored by the American Psychological Association and the Laboratory for Student Success, the Mid-Atlantic Regional Educational Laboratory at Temple University Center for Research in Human Development and Education.

### About Headsprout

Headsprout was founded in 1999 by a team who has spent the last 20 years improving education for young children. Headsprout's Generative Learning Technology provides a low-cost, easy-to-use instructional solution for reliably teaching fundamental academic skills. Headsprout's mission is to be a major force in helping eliminate illiteracy in young children in this country in this decade, by making its Generative Learning Technology available for children everywhere through the Internet. Every hour of every day, in schools and homes across the country and around the world, children are learning to read with Headsprout. Headsprout is a privately-held company based in Seattle, WA. For more information about Headsprout, please visit their website at [www.headsprout.com](http://www.headsprout.com).

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### Contact:

[mediarelations@headsprout.com](mailto:mediarelations@headsprout.com)