

Retention Education, Inc.

Bridging the Language Gap

Retention Education, Inc. was founded in 2003 with our flagship language product, Sed de Saber®: a mobile learning platform designed to teach English to Limited English Proficient (LEP) Hispanic adults. The Sed de Saber learning system was launched to the foodservice industry in 2004.

Bill Groux Founder & CEO

Generation Gap

The service industries in the United States face an impending workforce crisis. 75 million baby boomers will retire over the next 20 years, with only 35 million qualified workers to fill their jobs. These industries are filling vacancies with hard working Hispanic immigrants. The language gap among this largely LEP labor pool impacts safety, operations, customer service, retention, and promotion.

K-12 Gap

A convergence of negative trends in our K-12 education system is crippling our ability to compete in a global economy. Nationally, more than 50 percent of Hispanic high school students are dropping out, in many cases due to their parents' inability to speak English and interact with teachers. Tragically, this population makes up a significant portion of America's future workforce.

Adult Education Gap

English language acquisition in the adult education system is also in peril. Classrooms are overcrowded and the system is underfunded. A recent Migration Policy Institute study, Adult English Language Instruction in the United States: Determining Need and Investing Wisely, asserts that sizeable funding and substantial administrative reform are required to meet the needs of lawful permanent residents.

Leadership

There is hope. Several progressive national employers like Marriott International, Jack in the Box, and Sodexo understand the impact the language barrier has on their businesses. These employers offer English language programs as a workplace benefit, and they are seeing results with a more highly trained and committed LEP workforce.

Commitment

The No Child Left Behind Act requires that most school districts that receive Title 1 funds implement programs, activities and procedures for the involvement of parents. While hundreds of schools are investing in language programs for Hispanic parents, much progress is needed. Our national leaders need to increase funding for this underserved population in order to ensure that the children of immigrants have a fair shot at the American dream.

An investment in bridging the language gap is an investment in the future of our workforce and in the growth of our economy.

Family Literacy Programs

Our Family Literacy programs improve communication between parent, child and school. Parents are educated on how to support their child's education while working together with their child to build emergent literacy skills.



Family Literacy: Elementary 1 & 2

Two 12-week courses to give parents of elementary students the tools to become active participants in their child's education. Parents improve their English language skills while learning how to build a strong educational foundation to help their children succeed.

Family Connection Program: Middle School

A 12-week course that focuses on the changes that take place in the life of a preadolescent and how parents can adapt to communicate with their child and the school. Parents improve their English language skills while learning how to build a strong educational foundation to help their children succeed.



"Now I put my children to bed at 8PM instead of 9PM and they are more rested. It is easier to get them up in the morning and my son, who never ate breakfast, is having a smoothie or cereal and has so much more energy."

Martina, parent Gilbert USD



All family literacy programs consist of a 3-part curriculum

Parents Learn English

Parents study Sed de Saber®'s interactive, English for Everyone language books independently and receive instructional support and practice opportunities.

Parents and Children Learn Together

Parents and children work at home on literacy and vocabulary activities. Multiple activities are provided each week that incorporate themes from the parent involvement skills sessions. Parents and children work together with:

- English for Everyone & Picture Dictionary: books to develop vocabulary and communicative phrases using real-life scenarios. Role play, read aloud and interactive games accompany the voice record and compare feature.
- Family Workbook: home activities for parents and children to facilitate emergent literacy skills and vocabulary development.
- Fridge Words: child's educational tool to learn letter names and sounds to build over 325 three-letter words.

Parent Involvement Skills

Parents participate in weekly parent involvement classes (guided sessions) to help develop the foundation to support their child's education at home and at school. The sessions focus on three core concepts:

- Learning Strategies
- Educational Opportunities
- Life Skills

Parent Involvement Skills

	Elementary 1	Elementary 2	Middle School
Learning Strategies	 Establish a Routine Establish a Learning Environment Establish Good Homework Habits Reading with Your Child Talking to Your Child's Teacher 	 Homework Strategies Reading Strategies Math Strategies Partner with Your Child's Teacher 	 Establish a Routine Establish a Learning Environment and Strong Study Skills Communicating with Teachers, Counselors, and Staff
Educational Opportunities	 Understanding School Communication School Resources Standardized Tests Getting Involved 	 Benefits of Parental Involvement Understanding the School System School Programs Planning for Your Child's Educational Success 	 Introduction to Middle School Standardized Tests Getting Involved in School Transitioning to High School and Beyond
Life Skills	 Give Praise and Reinforcement Family Time 	 Clear Rules and Expectations Healthy Lifestyle Living and Learning as a Bicultural Family 	 Glimpse into the Pre-Adolescent Mind Communicating with Your Pre-Adolescent Healthy Lifestyles Living and Learning as a Bicultural Family

Program Implementation

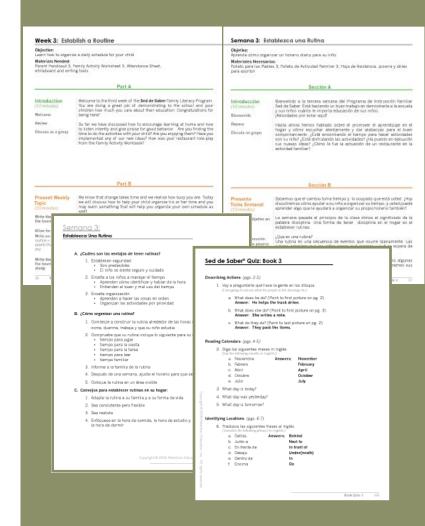
Parents are brought into a classroom setting to receive instruction on parent involvement skills.

A modular, fully scripted Facilitator Guide is provided to aide the program leader during classroom instruction. Facilitator Guide includes:

- Lesson Plans and handouts for 12 weeks of instruction.
- Language Development Tools including language and vocabulary practice activities and quizzes.

A professional development session prepares facilitators to deliver the program and helps them to understand the Sed de Saber instructional approach to family literacy and parental involvement.

- Includes one set of facilitator materials.
- A six hour, on-site professional development session.





Family Literacy

Case Study:Gilbert Unified School District

Gilbert Unified School District distributed 13 Sed de Saber® Family Literacy programs using the home study method. The parents studied the Sed de Saber language books, participated in conference calls related to improving parent involvement skills, received language tutoring calls from an ESL professional and worked on family activities with their child.

"Our parents are more self-reliant and more involved. They understand the importance of participating in their child's education and due to the increased language understanding, they feel more comfortable being in the classroom with the teacher, so now they are volunteering more," says Carol K., ELL teacher.

In addition to increased parent involvement and confidence in communication, the children showed an improvement in their schooling.

Nine of the thirteen parents saw an improvement in their child's AZELLA (Arizona English Language Learner Assessments) score:

- ▶ 3 improved by 60-70 points
- ▶ 4 improved by 50-60 points
- **2** improved by 30-40 points



"This was the first week that I helped my daughter with her homework. The first time that I was aware of and asked about her homework. She wanted to keep going so we looked up words we didn't know in the Sed de Saber books."

Pricing

Sed de Saber® Family Literacy Elementary 1 - Classroom Version \$19,995

20 Elementary 1 Family Kits

- English for Everyone System
 - 3 program books and cartridges (Books 1-3)
 - LeapFrog® Quantum LeapPad®
 - Program accessories (AC adapter, headset)
 - Carrying case
- Picture Dictionary (Books 1 & 2)
- Fridge Words
- Family Workbook w/ DVD (Elem. 1)

1 Facilitator Kit

- English for Everyone System
 - 3 program books and cartridges (Books 1-3)
 - LeapFrog Quantum LeapPad
 - Program accessories (AC adapter, headset)
 - Carrying case
- Picture Dictionary (Books 1 & 2)
- Fridge Words
- Family Workbook w/ DVD (Elem. 1)
- Facilitator Guide w/ CD Toolkit (Elem. 1)

<u>Professional Development Session</u> (on-site with program facilitator)

<u>Tutoring Support (per family)</u> (Six, 45-minute tutoring sessions over 12-weeks)

Sed de Saber Family Literacy Elementary 2 Supplement Classroom Version \$13,995

20 Elementary 2 Family Supplement

- English for Everyone Curriculum (Books 4-6)
- Family Workbook w/ DVD (Elem. 2)

1 Facilitator Supplement

- English for Everyone Curriculum (Books 4-6)
- Family Workbook w/ DVD (Elem. 2)
- Facilitator Guide w/ CD Toolkit (Elem. 2)

<u>Professional Development Session</u> (on-site with program facilitator)

<u>Tutoring Support (per family)</u> (Six, 45-minute tutoring sessions over 12-weeks)

Sed de Saber Family Connection Program Middle School - Classroom Version \$19,995

20 Middle School Family Kits

- English for Everyone System
 - 3 program books and cartridges (Books 1-3)
 - LeapFrog Quantum LeapPad
 - Program accessories (AC adapter, headset)
 - Carrying case
- Picture Dictionary (Books 1 & 2)
- Family Workbook w/ DVD (Mid.)

1 Facilitator Kit

- English for Everyone System
 - 3 program books and cartridges (Books 1-3)
 - LeapFrog Quantum LeapPad
 - Program accessories (AC adapter, headset)
 - Carrying case
- Picture Dictionary (Books 1 & 2)
- Family Workbook w/ DVD (Mid.)
- Facilitator Guide w/ CD Toolkit (Mid.)

<u>Professional Development Session</u> (on-site with program facilitator)

<u>Tutoring Support (per family)</u> (Six, 45-minute tutoring sessions over 12-weeks)

Language Learning Programs

4 unique programs that teach work and life skills phrases and vocabulary. Pronunciation and cultural tips are applied for additional learning within the context of real-life scenarios.

English for Everyone

A community based ESL program that focuses on the vocabulary and scenarios of daily life. Participants learn how to talk to a child's teacher, ask for directions, apply for a job, shop for groceries, ask for time off and to navigate other personal and community activities. This program is frequently used by the U.S. education system to help limited English proficient parents learn English and participate more fully in their child's education. English for Everyone is also used with English language learners in the healthcare, hospitality, manufacturing, and landscaping industries.

English for Hospitality

A vocational ESL program that focuses on vocabulary and scenarios in the foodservice and hospitality environments. Participants learn how to apply for a job, take orders, handle customer needs and complaints, practice safety, talk to their manager, and participate in the community.

English for Construction

A vocational ESL program that focuses on vocabulary and scenarios in the construction industry. Participants learn how to apply for a job, work with materials and tools, talk to their supervisors, and communicate outside of work. The program includes a custom book dedicated entirely to job site safety.

Spanish for Everyone

A community based program that focuses on teaching English speakers basic Spanish to communicate within the workplace and the community. Participants learn how to hire an employee, discuss compensation, meet with a parent, communicate rules and expectations, and express general ideas. With this program, employers and educators are able to communicate with the Hispanic community more efficiently and effectively.



Sed de Saber® Support Services

Individualized Phone-Based Tutoring

Up to eight 30-minute phone study sessions with a professional ESL instructor to enhance learning and complement program content. The personal tutoring sessions offer the flexibility to modify the lesson to fit the learner's needs and level of understanding.

Skills Assessment

Pre and post assessments are administered by phone to measure the learner's base level knowledge and final progress. These assessments serve as a benchmark for learning gains in listening comprehension, translation and speaking.

English for Everyone

Case Study: Miami Sunset Adult Center

Miami Sunset Adult Center launched Sed de Saber® with 31 Spanish-speaking adults throughout the community. The program included the Sed de Saber language learning system, complete with one-on-one tutoring.

The program concluded with a 100% completion rate and learning gains of 94% (for 29 of 31 learners).

"The program has helped me improve my understanding and my confidence. I am going to put what I have learned into practice and go vote for the first time," says Alina P., participant.

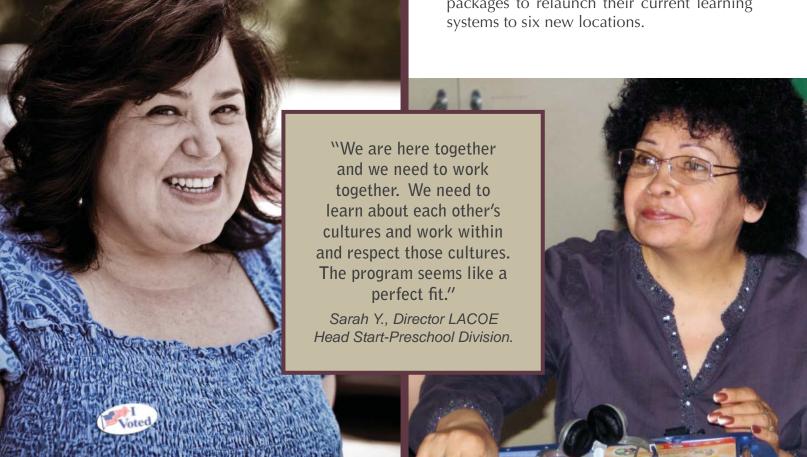
Case Study:

Los Angeles County Office of Education (LACOE)

Los Angeles County Office of Education piloted Sed de Saber in January 2008 at the LACOE Head Start-State Preschool. Five staff members studied Sed de Saber Spanish for Everyone to learn Spanish and five parents studied English for Everyone to learn English.

The program reached such great success that it was expanded to 5 locations and 51 staff members learned Spanish and 53 parents learned English. The program finished with a 60% completion rate and an average learning score increase of 34%.

LACOE continues to expand their program with the purchase of 125 more tutoring packages to relaunch their current learning systems to six new locations.



"English-At-Home Program Aims to Increase Adults' Skills" The Orange County Register



"If I could, I would have this program at all of my school sites. It's great because it helps the whole family. Everyone studies, the grandmother who is at home, the father who has just arrived from work... everyone learns English. It is amazing that we can help so many in this way."

Yvette H., Miami Sunset Adult Center - ESOL Department Chair

Pricing

Sed de Saber® English for Everyone Learning System

Item: EFE 91920

Includes:

- 6 program books and cartridges
- LeapFrog® Quantum LeapPad®
- Program accessories (AC adapter, headset)
- Carrying case

Sed de Saber English for Everyone Program Bundle

Item: EFE 91920 grp1

Includes:

- 6 program books and cartridges
- LeapFrog Quantum LeapPad
- Program accessories (AC adapter, headset)
- Carrying case
- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

Services Renewal Package

Item: Add-on grp1

Includes:

- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

\$350

\$595

\$375

5% shipping and handling charges apply. Sales tax not included.

English for Hospitality

Case Study: Carl's Jr.

Carl's Jr. first began using Sed de Saber® English for Hospitality in 2007. They continue to expand the program and now have Sed de Saber in 34 locations. They have completed 3 rounds of programming that have improved the English language skills of over 115 employees.

Marlene O., District Manager says, "The employees that used the Sed de Saber program are more confident and knowledgeable. They told me how they loved the program and how it was so easy and fun to use. I already have other employees asking when they can get started!"

Case Study: Marriott

In February of 2007 Marriott launched Sed de Saber nationally. They have since expanded to locations throughout the United States and Latin America with a total of 415 locations participating.

Marriott's commitment to diversity continues to support the expansion of the Sed de Saber program throughout all their locations. To date, they have **deployed 1,540 Sed de Saber learning systems** and they improved the English language skills of over **2,500 associates**.

"Sed de Saber is the best opportunity to open doors to our non-english speaking employees," said Denisse R., Training Manager. "Associates working in the heart of the house feel more confident and able to provide better service to our customers. Furthermore, being in the program gave them the opportunity to better help their children with school work."



"Sed de Saber has helped me so much. It has given me confidence in my work. It has also taught me how to handle conversations with customers, something that you have to be able to do to become General Manager."

Ricardo G., promoted to General Manager

"We are thrilled with the results," said David Rodriguez, executive vice president, global human resources, Marriott International, Inc. "Our feedback shows stronger associate-manager relationships, improved self-confidence on the job and enthusiasm to learn more. We are also pleased at how this is helping our associates outside the workplace as well. In our eyes, that's a huge success."

David Rodriguez, Executive Vice President, Global Human Resources, Marriott International, Inc.

"Hot New Gadget Helps Teach Employees English Using Recording and Playback"

Wall Street Journal



Pricing

Sed de Saber® English for Hospitality Learning System

Item: F&H 91920

Sed de Saber English for Hospitality Program Bundle

Item: F&H 91920 grp1

Includes:

- 6 program books and cartridges
- LeapFrog® Quantum LeapPad®
- Program accessories (AC adapter, headset)
- Carrying case

Includes:

- 6 program books and cartridges
- LeapFrog Quantum LeapPad
- Program accessories (AC adapter, headset)
- Carrying case
- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

Services Renewal Package

Item: Add-on grp1

Includes:

- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

5% shipping and handling charges apply. Sales tax not included.

\$350

\$595

\$375

English for Construction

Case Study: Tecta America

As one of the first companies to pilot Sed de Saber[®]'s English for Construction, Tecta America saw the immediate value in teaching it's employees on-the-job English.

After piloting the program with a small group, Tecta immediately bought additional language systems to distribute to more employees.

Today, Tecta America has put more than 130 employees through the program at 24 sites. Results have shown an improvement of nearly 25% in English language comprehension and communication.



"I didn't know much English at the beginning of the program. Since completing the program I am no longer afraid to speak in English. It has helped me so much. Even if I make some mistakes, I have more confidence to keep trying."

Ruben H., participant

"Workers need to be able to communicate in English to advance in the workplace and in their careers. This program will help develop a pipeline of skilled workers who overcame language barriers and are prepared to meet the needs of area businesses."

Emily DeRocco, Former Assistant Secretary of Labor for Employment and Training, U.S. Department of Labor



"Leap Frog-Based System Offers Spanish-Speaking Workers a Way to Learn Industry-Specific Words, Expressions"

Chicago Tribune



Pricing

Sed de Saber[®] English for Construction Learning System

Item: CNST 91920

Sed de Saber English for Construction Program Bundle

Item: CNST 91920 grp1

Includes:

- 7 program books and cartridges
- LeapFrog® Quantum LeapPad®
- Program accessories (AC adapter, headset)
- Carrying case

Includes:

- 7 program books and cartridges
- LeapFrog Quantum LeapPad
- Program accessories (AC adapter, headset)
- Carrying case
- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

Services Renewal Package

Item: Add-on grp1

Includes:

- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

\$450

\$695

\$375

5% shipping and handling charges apply. Sales tax not included.

Spanish for Everyone

Case Study: Providence Holy Cross Medical Center

Providence Holy Cross Medical Center purchased Sed de Saber®'s Spanish for Everyone program to teach English-speaking administrators Spanish to better work with Spanish-speaking patients and staff.

They have recently completed their second round of the program with individualized tutoring and an average language score increase of 95%.

"I am shocked, now I am able to have conversations in Spanish," says Meri C., HR Assistant. "Towards the end of the program I was able to understand the tutor more easily. I have the opportunity to use my Spanish at work a lot with applicants and employees. I am trying to use it as much as I can."

"I have been able to gain trust with co-workers and this helps give respectability. I am able to communicate with more people. For most of the employees at Providence English is not their first language and, therefore, by those of us learning another language it shows that we are trying to be inclusive. The tutor has been instrumental in the success we have had. I hope that other people at this hospital can participate in the program and that it will expand," says Greg T., Manager of Human Resources.



"When I call potential applicants back for an interview, often a Spanish-speaking family member answers. Last week this happened twice and I was able to say who I am and leave a message, all in Spanish! I like the program a lot, I wish I didn't have to stop!"

Amy K., Employment Representative





Pricing

Sed de Saber® Spanish for Everyone Learning System

Item: SFE 91920

Includes:

- 6 program books and cartridges
- LeapFrog® Quantum LeapPad®
- Program accessories (AC adapter, headset)
- Carrying case

Sed de Saber Spanish for Everyone Program Bundle

Item: SFE 91920 grp1

Includes:

- 6 program books and cartridges
- LeapFrog Quantum LeapPad
- Program accessories (AC adapter, headset)
- Carrying case
- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

Services Renewal Package

Item: Add-on grp1

Includes:

- Individualized phone-based tutoring (Eight, 30-minute tutoring sessions)
- Skills Assessment (Pre/Post English language skill measurements)

\$375

\$350

\$595

5% shipping and handling charges apply. Sales tax not included.

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How to Order

Order Online: www.seddesaber.com

Contact Us: 866-631-6663 orders@seddesaber.com

Contact Your Representative: