

Proposal

Oxford Reading Buddy

OXFORD UNIVERSITY PRESS

Table of Contents

1. Introduction

1.1 About Oxford University Press 3

1.2 About Oxford Reading Buddy 3

1.3 Key Features 4

2. Programme Components

2.1 Coaching eBooks 4

2.2 eBook library 6

2.3 Quizzes 7

2.4 Automatic progression and Oxford Levels 8

2.5 Reporting and data 9

2.6 Rewards and motivation 11

2.7 Offline reading app 12

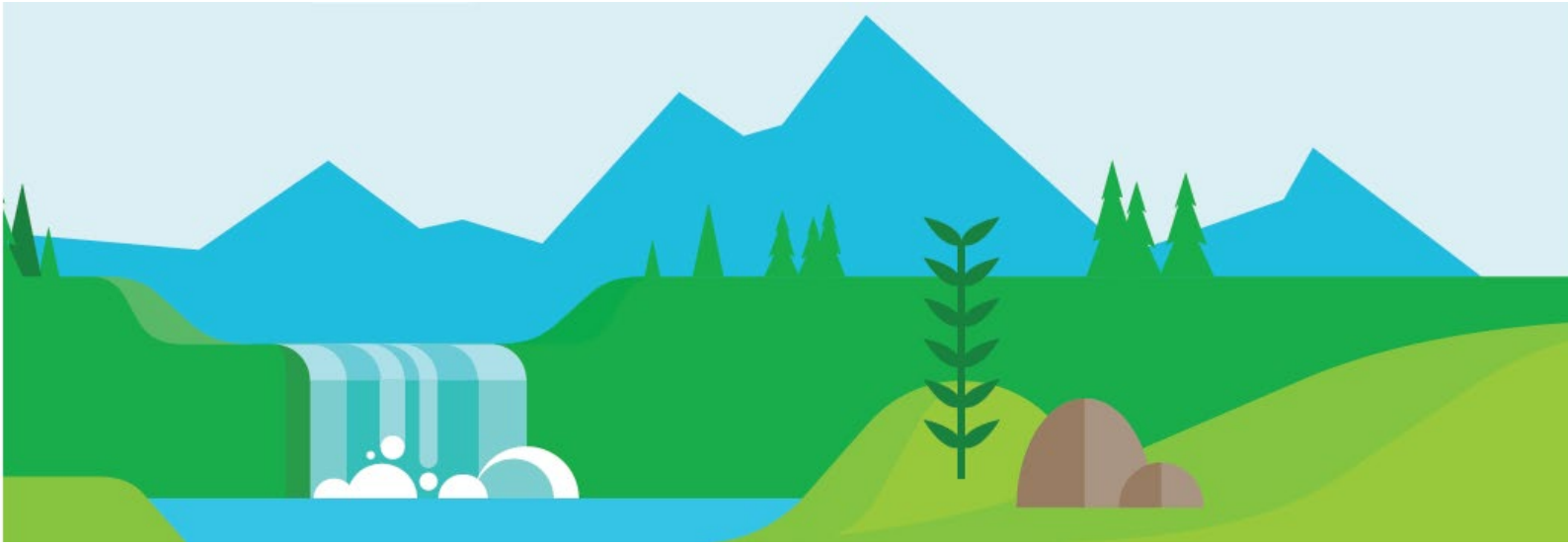
3. Number of Coaching books and eBooks available per level (*Oxford Levels 1+ - 18*) 13

4. Impact study 14

5. How to onboard your school for the programme? 15

6. Access period 15

7. Additional support links 16



About Oxford University Press

Oxford University Press (OUP) is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

Being the world's largest university press with the widest global presence, OUP products cover an extremely broad academic and educational spectrum and aim to make content available in a variety of formats suitable for users – print and digital.

In fulfilling the Press's objective to further research, scholarship and education, OUP India today develops path-breaking digital solutions, while continuing to publish over 400 new books and revised editions every year. OUP India's publishing programme covers school courses, higher education texts, academic and reference works, titles of general interest, bilingual dictionaries, atlases, adult ELT materials, and digital and assessment products.

About Oxford Reading Buddy

Developing reading skills is a core component of literacy education. Oxford University Press brings to you **Oxford Reading Buddy**, a digital service that supports each child's personal reading journey and helps motivate them to read. As we know, learning to read well promotes many traits that help to empower students later in life, which is why **Oxford Reading Buddy** is designed to aid in the development of good reading habits, reading comprehension skills, and intrinsic motivation. Plus, the service provides teachers with valuable insights into students' levels of achievement and development with class, school; and individual student reporting features. It is an easy to use and fully optimised digital platform that can be embedded into literacy lessons in order to seamlessly support independent or group reading.



Key Features

1 Coaching eBooks...
offer a digital reading 'buddy' to coach reading comprehension skills.



2 eBook library...
for practice and consolidation – all automatically fed to children by Oxford Level.



3 Quizzes...
across the coaching eBooks, eBook library and printed books. The results prompt progress and performance feedback.



4 Automatic progression...
through Oxford Levels based on quiz performance so children have constant and immediate access to appropriately levelled books.

5 Performance reporting...
shows achievement against expectations, progress and engagement.



6 Rewards and motivation...
through good books, friendly reading buddies and collectable badges.

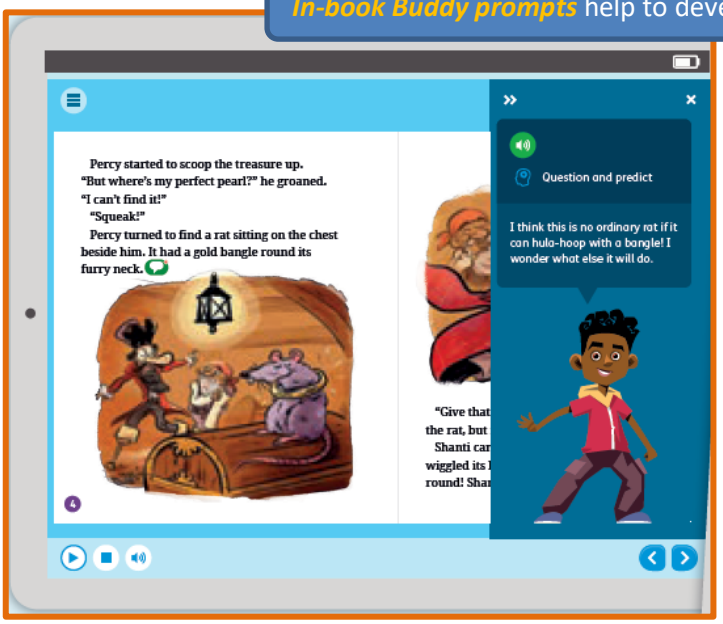


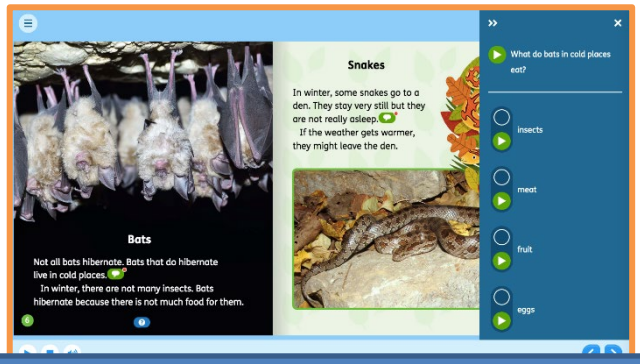
Designed to work on any mobile device, so it's perfect for use in school and at home.

Coaching eBooks

With the unique **Coaching eBooks**, children can choose a reading buddy to coach them in key comprehension strategies. The reading buddies will ask children questions to probe understanding and give them tailored feedback to extend their learning.

In-book Buddy prompts help to develop comprehension strategies and skills.

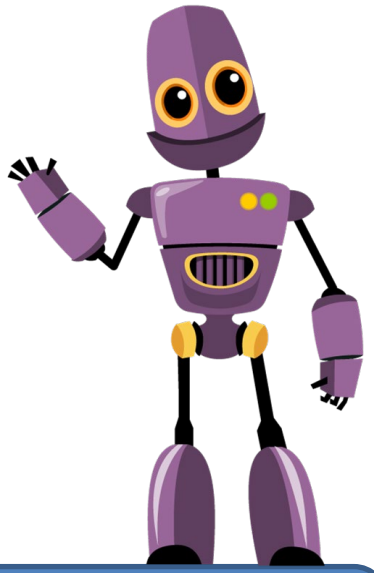




In-book Buddy questions help check for understanding.

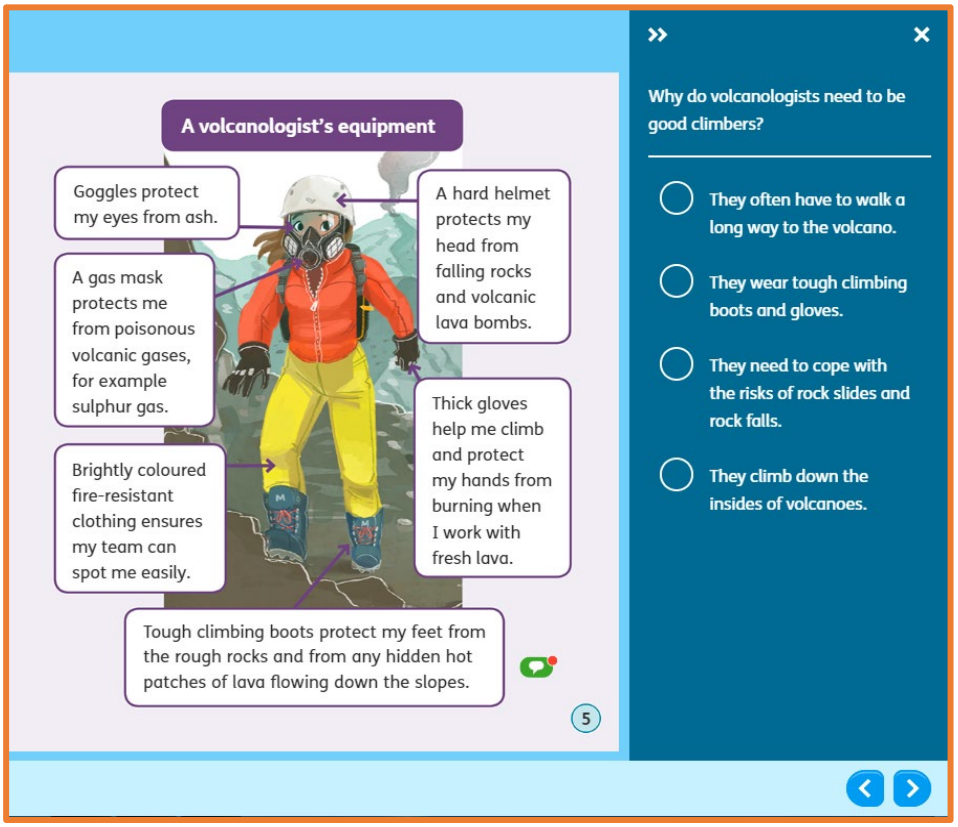
- *Each Buddy prompt is linked to one of the 7 key comprehension strategies.*
- *Buddy prompts ask open questions to encourage reflection.*

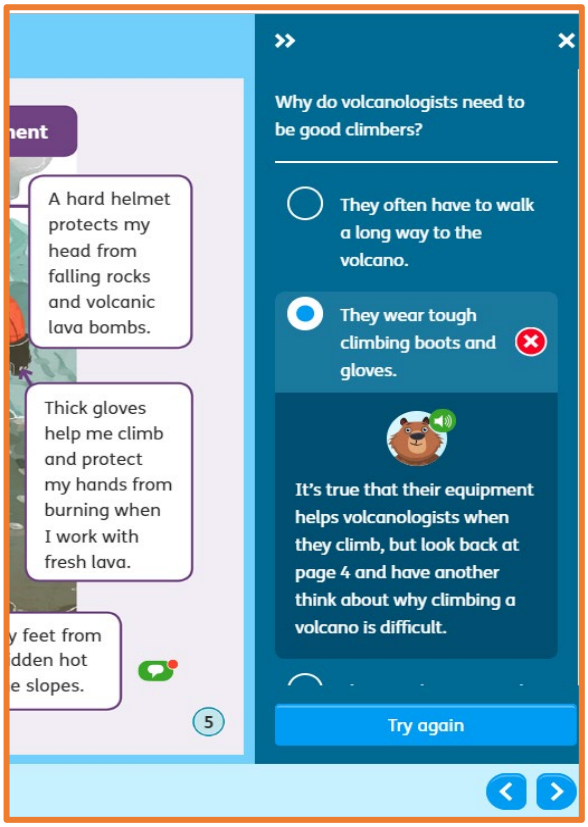




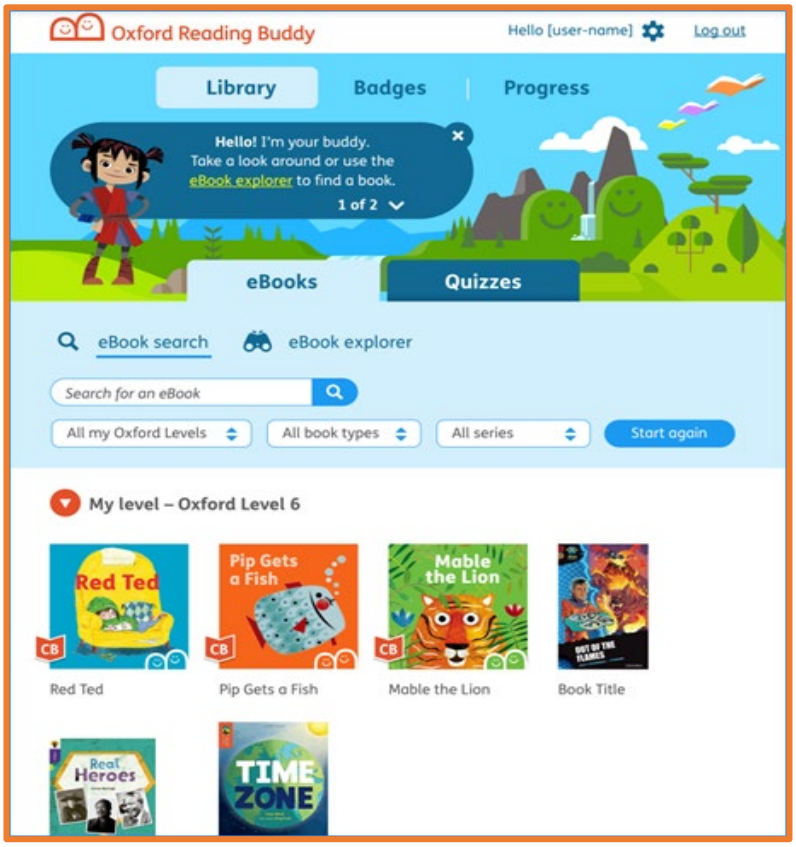
- *Buddy questions check understanding and support further learning. They give customized feedback to wrong answers and a second chance to answer.*
- *Questions often relate to Buddy prompts, so students will do better if they listen to the prompts.*

Buddy question → **Buddy feedback**





eBook library

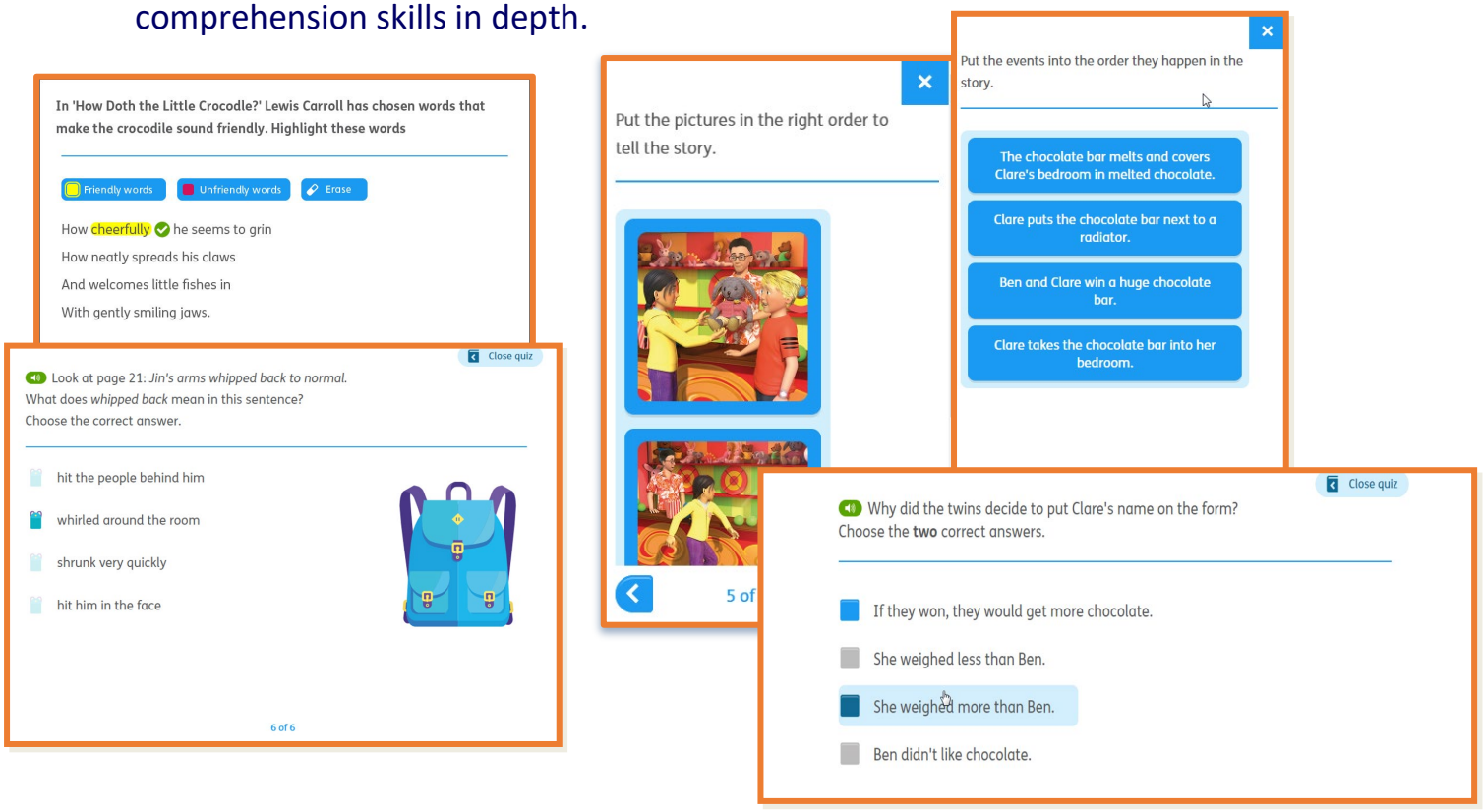


eBooks from the loved and trusted ***Oxford Reading Tree***, ***Treetops*****,** and ***Project X*** series provide practice and consolidation. The eBooks are automatically allocated to children based on their Oxford Level, and quizzes at the end of each eBook assess comprehension skills and send feedback to the teacher.

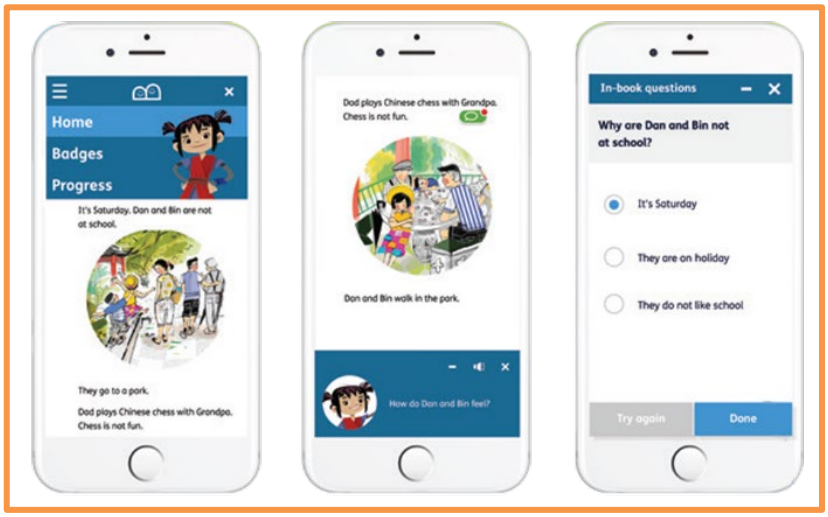


Quizzes

The quiz scores prompt a child's progression and provide performance feedback. The quizzes are carefully designed by experts to probe comprehension skills in depth.

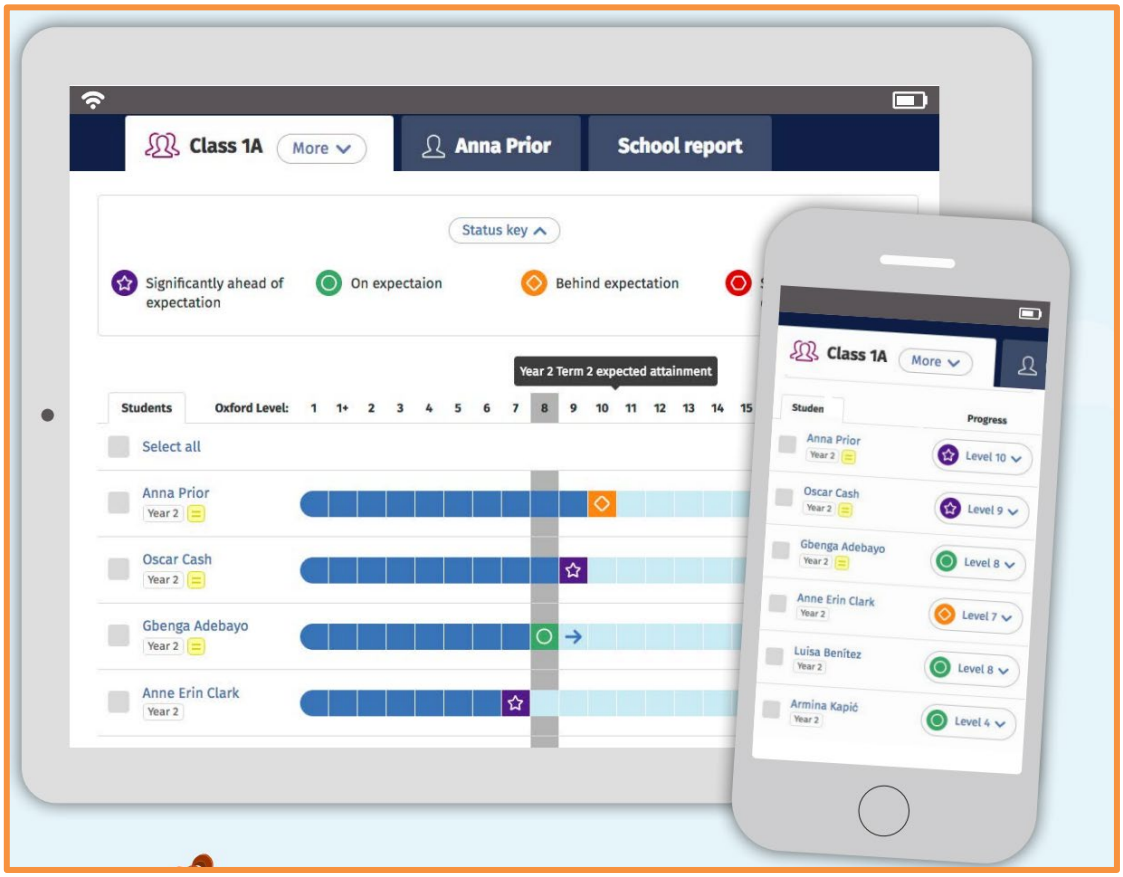


- ✓ Varied and interesting question types for every eBook keep children engaged
- ✓ Based on a **Comprehension Skills** framework
- ✓ Automatically marked, with reporting by performance and individual skill
- ✓ Finely levelled to ensure appropriate level of challenge
- ✓ Work on mobile devices



Automatic progression and Oxford Levels

Using Oxford Levels to provide a reliable progression structure, ***Oxford Reading Buddy*** automatically moves children through their reading journey, ensuring they have a constant supply of books at the right level.



Students are automatically assigned a default Oxford Level, based on their school year. Teachers can move a student manually or wait for the system to move them automatically based on their performance.

Quicker to enroll students at the start

+

No child left waiting for books

+

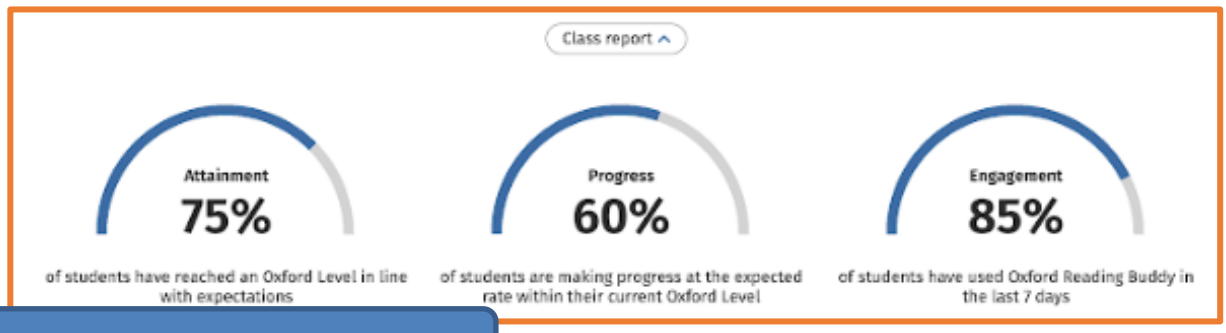
Teachers don't need to assign books

=

Saves you time

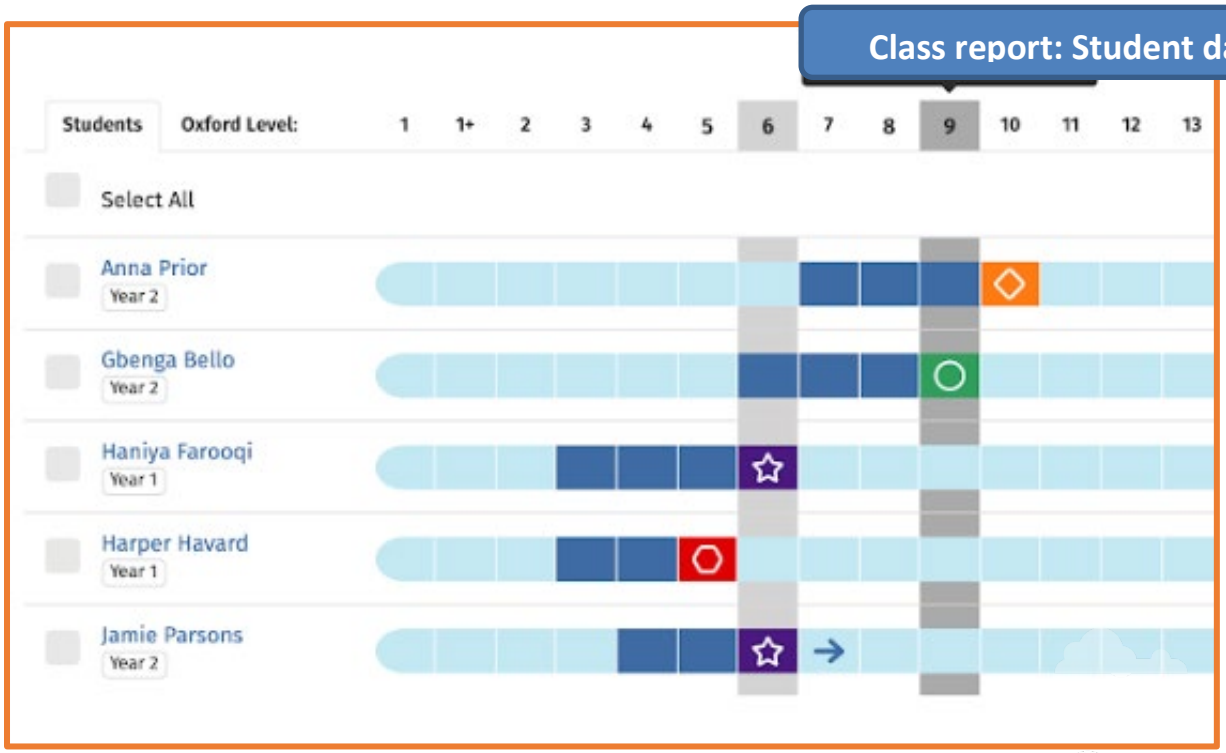
Reporting and data

Oxford Reading Buddy shows attainment (against national expectations), progress and engagement, plus performance against core comprehension skills.



Performance reporting

Class report: Student dashboard





Oxford Reading Buddy

OXFORD UNIVERSITY PRESS

Student report: Record of reading

Record of reading

Today



Oxford Level 7

Cinderella
by Julia Jarman

Quiz result 100%
Quiz date Today
Attempt 1st
Enjoyment

Go to quiz



Oxford Level 7

Survival in the Arctic
by Roderick Hunt

Quiz result 83%
Quiz date Today
Attempt 1st
Enjoyment

Go to quiz



Oxford Level 7

The Silver Box
by Tony Bradman

Quiz result 100%
Quiz date Today
Attempt 1st
Enjoyment

Go to quiz



Oxford Level 7

A Sea Mystery
by David Hunt

Quiz result 50%
Quiz date Today
Attempt 1st
Enjoyment

Go to quiz

2 days ago



Oxford Level 7

Brilliant Bananas
by Teresa Heapy

Quiz result 83%
Quiz date 2 days ago
Attempt 1st
Enjoyment

Go to quiz



Oxford Level 5

Beast Feasts
by Anita Ganeri

Quiz result 90%
Quiz date 2 days ago
Attempt 1st
Enjoyment

Go to quiz

6 days ago

Move Up

Moved up to Oxford Level 7
Date: 6 days ago



Student report: Overview

Attainment

Above expected attainment

Current Oxford Level
Oxford Level 9
(Year 2/P3 expected attainment: Oxford Level 9)

Badges earned	Date	Number of badges
1st Quiz	14/02/2019	1
Listening Legend	14/02/2019	1

Progress

Behind expected rate of progress

Days at Oxford Level
28
(Total expected: 84)

Quiz scores ≥ 80%
0
(Total expected: 9)

Average score
70%
(Quizzes completed: 5)

Comprehension skill (Quiz)	Buddy question performance	Questions answered
Using structure and organization to make meaning	61%	9
Understanding vocabulary	77%	6
Finding information	65%	5
Making connections and inferences	81%	7
Understanding and appreciating author's toolkit	59%	3

Engagement

At expected engagement

Last Login
2 days ago

Books read at this level
5

Books read this year
32

Coaching eBooks (Read: 2 of 7)

Buddy prompts clicked on
95%

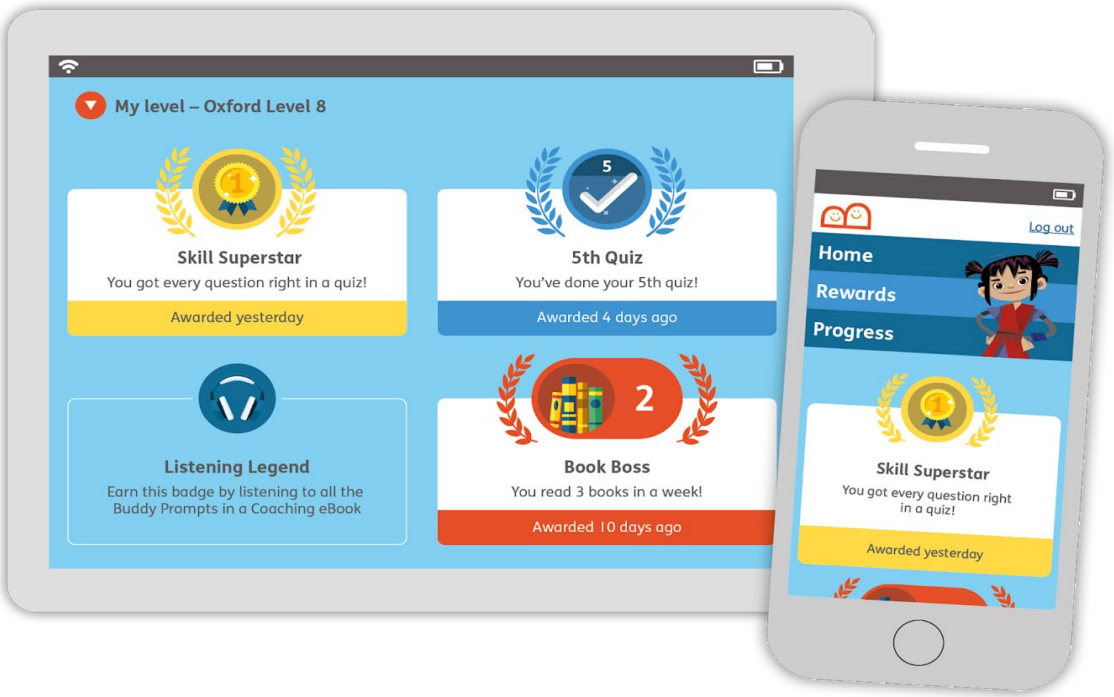
Buddy questions score
83%

Comprehension skill (Buddy questions)	Buddy question performance	Questions answered
Making connections and inferences	79%	5
Understanding vocabulary	77%	3
Using structure and organization to make meaning	75%	4
Finding information	81%	4
Understanding and appreciating author's toolkit	91%	2

User-friendly teacher reporting shows individual student progress, providing teachers with powerful insights that enable them to provide extra support where it's needed most.

Rewards and motivation

A research-based approach weaves in motivation at every step, including brilliant books; friendly, fun reading buddies; and collectable badges to direct good reading behaviours.

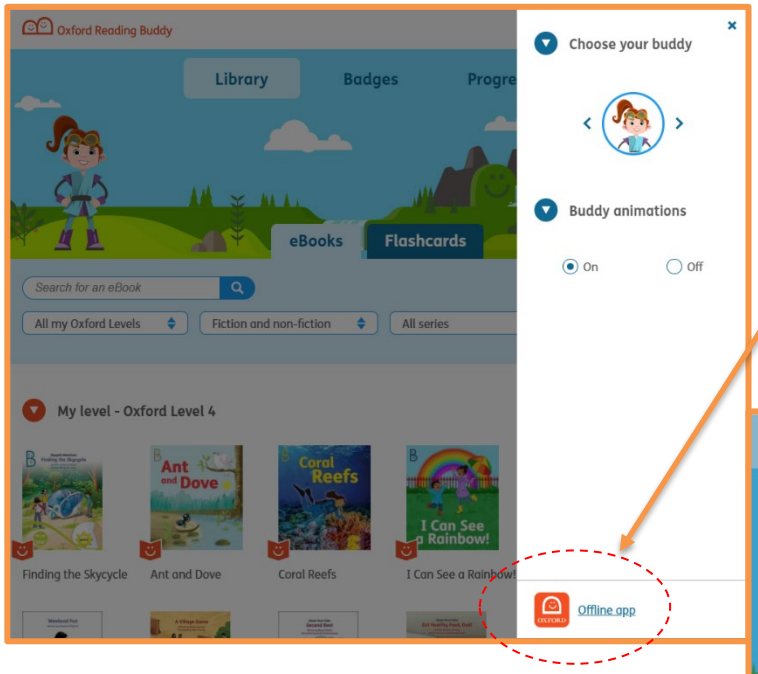


The following badges are available:

Skill Superstar (Oxford Levels 1-18) for scoring 100% in a quiz
Great Thinker (Oxford Levels 1-18) for scoring 100% in the Buddy Questions
1st Quiz (Oxford Levels 1-18) for completing 1 quiz
5th Quiz (Oxford Levels 1-18) for completing 5 quizzes
10th Quiz (Oxford Levels 1-18) for completing 10 quizzes
15th Quiz (Oxford Levels 1-18) for completing 15 quizzes
20th Quiz (Oxford Levels 1-18) for completing 20 quizzes
Non-fiction Master (Oxford Levels 1-18) for reading a non-fiction book
Excellent Listener (Oxford Levels 1-18) for clicking on all Buddy Prompts
Speedy Reader (Oxford Levels 1-13) for reading 2 books in 1 week at Oxford Levels 1-6, and 2 books in 1 week for Oxford Levels 7-13
Marathon Reader (Oxford Levels 13-14) for reading for 20 minutes or more 3 times (over 2 weeks), 30 minutes or more 3 times (over 2 weeks) for Oxford Levels 15-16, 40 or more 3 times (over 2 weeks) for Oxford Levels 17-18
Reading Rockstar (Oxford Levels 1-18) for reading 3 days over 7 days

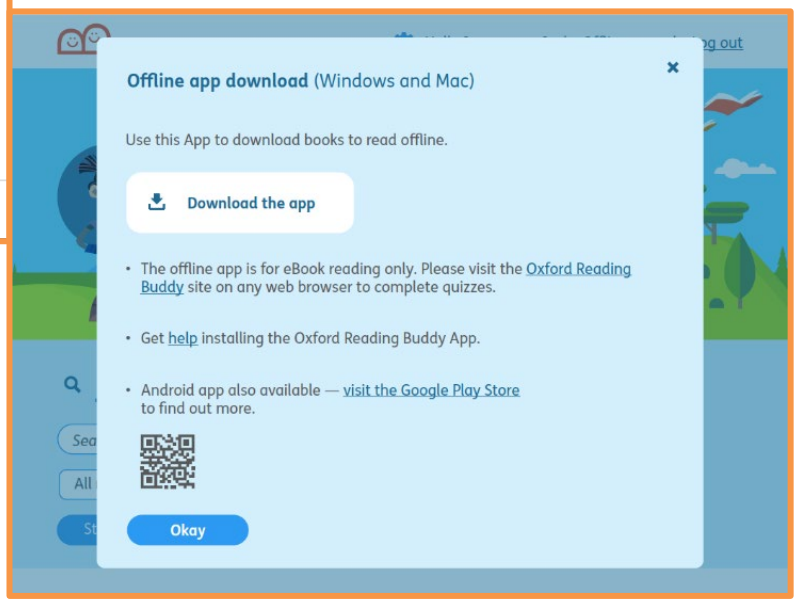
Offline reading app

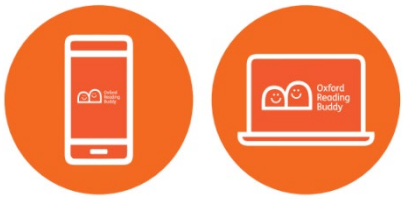
App available with both online and offline reading capabilities.



Available for

1. **Windows/ MAC**
   - Download from platform
2. **Android tablet and phone**
   - Visit the Google Play Store
3. **IOS tablet and phone**
   - Visit the App Store

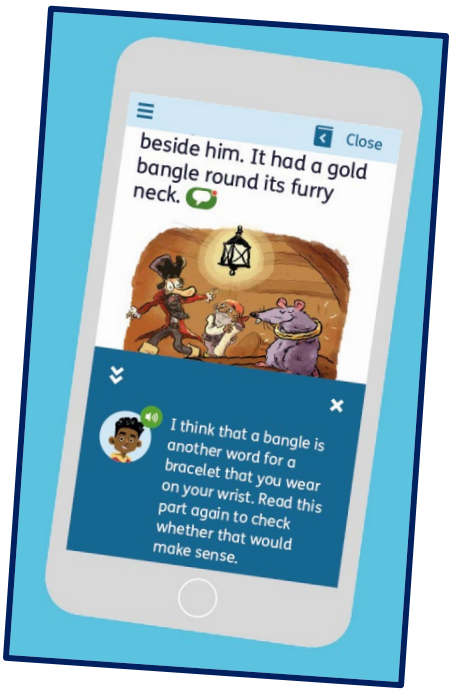




A digital friend for every reader

Oxford Reading Buddy is perfect for use in school and at home, and adds a new dimension to nurturing a love of reading.





Number of Coaching books and eBooks available per level

(Oxford Levels 1+ - 18)

Oxford Reading Levels	Class	Coaching Books	Standard Books	Total books per level
1+	UKG	3	21	24
2		3	26	29
3	1	3	24	27
4		5	26	31
5	2	5	28	33
6		5	24	29
7	3	5	24	29
8		4	22	26
9	4	5	14	19
10		4	8	12
11	5	5	8	13
12		4	8	12
13	6	5	9	14
14		6	8	14
15	7	4	6	10
16		7	4	11
17	8	7	8	15
18		6	9	15
Total		**86**	**277**	**363**

Number of books to increase

Evidence of impact

Oxford University Press wanted to find out the impact of using trial versions of the Coaching eBooks in order to inform the development of *Oxford Reading Buddy*. An impact study was undertaken by researchers from Southampton Education School, University of Southampton, using a Randomized Controlled Trial that followed 322 Year 1 and Year 5 pupils for a term.
The results showed us that attitudes to reading were significantly improved in pupils whose classes had used the Coaching eBooks. This was particularly evident in Year 5.

Reading attitudes were significantly better in the Coaching eBook classes, particularly in Year 5.



Teachers who took part in the impact study also told us that:

- the trial versions of the Coaching eBooks helped to engage pupils by integrating reading with ICT, helping to foster a love of reading,
- the reading buddy questions helped pupils reflect upon their reading and to engage in higher order thinking skills,
- the trial Coaching eBooks can engage pupils in reading while communicating with the teacher whether a pupil has met the learning objective,
- the Coaching eBooks have the potential to further bridge reading at school with reading at home.

To read the full report please visit: **www.oxfordprimary.co.uk/readingbuddy**

How to onboard your school for the programme?

- If your school is interested in the programme, request you to kindly contact OUP sales colleagues for the financials.

- Once order is confirmed and payments processed, collect students' and teachers' details for the creation of login IDs. Use the following template:

Student name	Class	Teacher name	Teacher email

- Login credentials to access the platform will be shared by OUP after receiving details from you (*student names, class, teacher name and email*) within a week.

- You have to onboard students on the platform within a week of getting login credentials. Enroll one entire class within one week of getting access.

- Ensure that teachers follow up with students who have to log in to the platform at least once a week.

- Ensure that at least one teacher has been thoroughly familiarized with the reporting area who will log in to check the progress of students once a week.

- Motivate students to use the platform to generate report at the backend.

- Teachers to track reports of students onboarded on a weekly basis.

Access period and subscription:

Time	Subscription
Limited, 1-Year Access	**₹ 708** Inclusive of GST

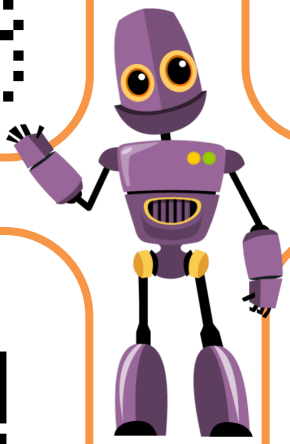
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For any additional support, scan the following.

Teacher support

Parent support



Student support

Technical support

You can also visit https://india.oup.com/campaign/oxfordreadingbuddy, or scan

Oxford Reading Buddy

A coach for children and a friend to teachers

