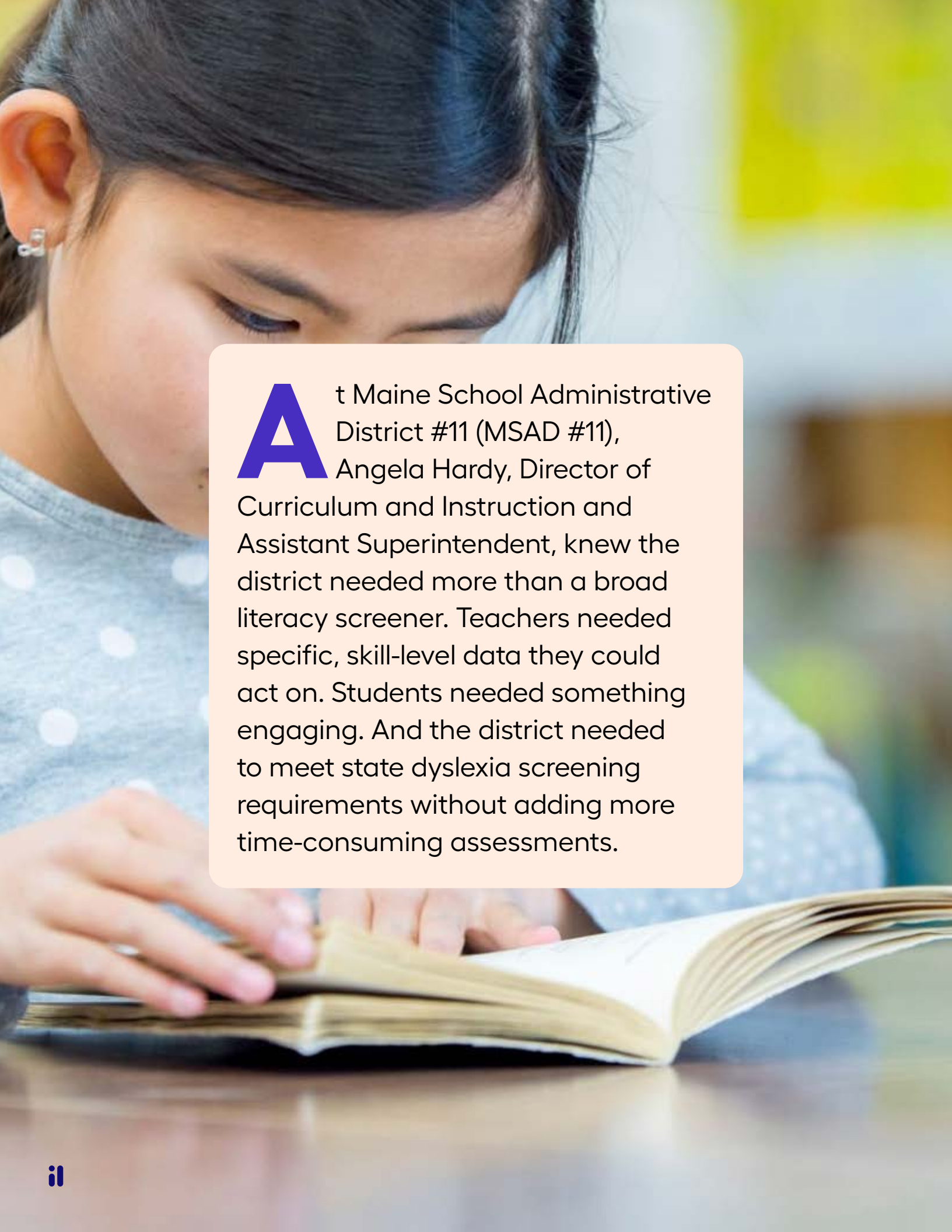


Bringing Joy and Precision to Early Literacy Assessment

To replace time-consuming, incomplete assessments, MSAD #11 turned to EarlyBird — a research-based screener that gives educators the precise data they need to catch reading challenges early and act fast.





At Maine School Administrative District #11 (MSAD #11), Angela Hardy, Director of Curriculum and Instruction and Assistant Superintendent, knew the district needed more than a broad literacy screener. Teachers needed specific, skill-level data they could act on. Students needed something engaging. And the district needed to meet state dyslexia screening requirements without adding more time-consuming assessments.

Actionable data that drives real results

That's why MSAD #11 adopted EarlyBird* — a comprehensive, game-based screener that flags dyslexia risk and helps teachers deliver classroom-level intervention during the critical early window when support makes the biggest difference.

Assessment that kids and teachers love

MSAD #11 administers EarlyBird three times a year to all Pre-K through first grade students. Built on research from Boston Children's Hospital, the screener assesses a full range of foundational literacy skills and delivers immediate, detailed results. Teachers can zoom out to see class trends or zoom in to understand a single student's strengths and gaps.

And students love it.



It's the only assessment we do that the students talk about.

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KRYSTY WOODCOCK, FIRST GRADE TEACHER

Unlike traditional assessments that can feel boring or stressful, EarlyBird's interactive format turns screening into an adventure. As students move through the auto-scoring game, they stay engaged — and feel proud of their progress. Teachers, meanwhile, get real-time data that's ready to use.

Data that drives targeted instruction

Once assessments are complete, Literacy Instructional Coach Karen Collin partners with teachers to make meaning of the data. Together, they review results, spot instructional opportunities, and plan next steps.

- "It's actionable. I can look at the trends across each subtest with teachers, then access research-informed lesson plans and materials in the EarlyBird dashboard. Having aligned resources right there at our fingertips saves our teachers and literacy specialists a lot of time," says Karen.

For first grade teacher Krysty Woodcock, EarlyBird has become a reliable guide. When the data showed students struggling with deletion skills, she pulled lessons from the platform's Next Steps Resources and worked in six-week blocks with small groups.



It gives us more confidence in our interventions because we know we have the resources and the knowledge behind it.

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KRYSTY WOODCOCK, FIRST GRADE TEACHER

Angela Hardy adds that knowing the resources are evidence-based gives her confidence that instruction across the district is consistent, aligned, and effective.

A more cohesive system — and stronger readers

Since implementing EarlyBird in 2021, MSAD #11 has built a more unified approach to early literacy.

Teachers are equipped with skill-specific data and time-saving resources. Intervention is more strategic. And students who need support don't slip through the cracks — especially those who mask their struggles during group instruction.

- “With EarlyBird, kids are engaged. By the end of the assessment, they're feeling accomplished and actually excited to talk about their adventure with Pip! It brings the joy of learning back into assessment while giving our instructors important data,” says Angela Hardy, Director of Curriculum and Instruction & Assistant Superintendent.

The district's MTSS process has grown more efficient too. Having detailed subtest scores allows teams to better target interventions, align progress monitoring tools, and preserve more intensive supports for students who need them most.

- “Our system at all levels, from the classroom to the district, is now more aligned, cohesive, and focused on these high risk factors with supported, research-based integrated practice.”

And the outcome? Measurable growth.



After completing 6–8 weeks of intervention using some of the instructional routines and progress monitoring tools in EarlyBird, the end of year data shows significant growth for most of these students.

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KAREN COLLIN, LITERACY INSTRUCTIONAL COACH

**After this story was written, EarlyBird joined the Imagine Learning family of products as Imagine+ Screener.*



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