

# AD aesthetica

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# FROM THE CREATIVES

At Ad Aesthetica, we've embraced the Strategic Instruction Model as the foundation for this campaign, as we've blended thoughtful strategy with bold creativity. This framework has guided us in crafting meaningful messaging that inspires action on behalf of educators throughout the country while staying true to SIM's vision.

By focusing on audience insights and simplifying communication within these channels, we've created a campaign that not only inspires action, but will assist in building meaningful connections with prospective SIM users. We're honored to bring this vision to life and are excited to see how it helps SIM achieve its goals.

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**MEET THE  
TEAM**





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# EXECUTIVE SUMMARY

This campaign set out to elevate the Strategic Instruction Model (SIM) by addressing key challenges: lack of recognition for the SIM name and accessibility issues with its content. While educators are familiar with SIM's strategies, they often know them only as "Kansas Strategies." Additionally, SIM's valuable resources sometimes feel out of reach due to complex language, creating a barrier for educators and administrators.

To address these issues, we conducted in-depth research, surveyed stakeholders, and analyzed SIM's digital presence to better understand its audience and how to connect with them. From this foundation, we established goals to strengthen SIM's brand identity, drive website traffic, boost social media engagement, expand community outreach, and recruit new professional developers.

Our efforts culminated in a series of deliverables designed to enhance SIM's visibility, accessibility, and appeal. These included updated branding, website improvements, redesigned materials, strategic digital campaigns, and marketing tools to ensure SIM's strategies are recognized as its own. With a carefully crafted budget and actionable strategies, this campaign sets the stage for SIM to achieve greater recognition and impact across the education community.

By blending research, creativity, and collaboration with the SIM community, we've created a roadmap for its future. This campaign is the beginning of a new era for SIM, ensuring its rightful place in the minds of educators everywhere.

# **SITUATION ANALYSIS**

## History

In 1978, the Institute for Research in Learning Disabilities was established at the University of Kansas by Edward Meyen and Richard Schiefelbusch after winning a five-year, \$2-million grant to study learning disabilities. The first International Training Network was established in 1983 and the institute began offering “potential trainer” workshops in 1986, a term that would later be coined as “professional developer” in 2002. In 1996, the Strategies Intervention Model officially became the Strategic Instruction Model, which has remained the name of the program.

Over the years SIM has conducted research to find efficient ways to help students succeed both inside and outside of the classroom. Through their research and partnering with classroom teachers, SIM has designed several instructional tools, materials, and interventions to address the needs of students struggling with literacy and comprehension. Currently, SIM is looking to expand its reach in the education realm and bring in new members to its SIM network.

## Services Offered

The University of Kansas Strategic Instruction Model offers multiple products to guide teachers and instructors through their research-backed teaching strategies. SIM offers 24 learning strategy books and 10 SIM Content Enhancement Routines, also offered as manuals. Along with their manuals, they offer 15 “Strategic Math Series” manuals. SIM also hosts updated conferences which educators can purchase tickets for. Books are priced from \$12 to \$30. Updated conferences cost \$375. ]

When the strategies are purchased, videos, printables and a network of connections between other SIM users becomes accessible. Professional Developers and Specialists can use forums and SIMville to communicate about their work. On top of this, they are added to an email newsletter.

Within SIM, there are multiple types of content. Some include reading programs and additional school interventions called Content Literacy Continuum. There are 11 writing strategies, 9 reading strategies, 4 studying strategies, 6 performance and self-dedication strategies, 12 math strategies, 10 student collaboration strategies, 3 social skills strategies and 3 teaming techniques.

## Market Analysis

Right now, students are falling behind in education mostly due to the COVID-19 pandemic. The U.S. Government sent out \$190 billion to schools in relief money to help offset the effects, but this extra funding is no longer coming in. Schools are still struggling to catch students up, but now have less money to do so, making their budgets tighter when planning how to allocate money to these areas.

The supplemental materials market is expected to be \$4.62 billion in 2024 and grow to \$4.98 billion in 2026. Teachers are looking for ways to help their students with limited resources available to them. They are turning frequently to free online resources, AI, and more. Many states are pushing for teachers to increase the use of these materials with New Mexico being a leader in this initiative. They have found that 79% of teachers use free online videos as a resource regularly. AI is enhancing classroom instruction by creating and curating content, allowing teachers to focus more on teaching rather than lesson planning. It is also used in adaptive learning systems, engaging video content, and interactive tools like chatbots and virtual tutors to support student learning. There is controversy surrounding some supplemental materials including bias in their representation of certain topics. It is highly encouraged that teachers be cautious of the materials they are using and stick to High Quality Instructional Materials (HQIM).

Currently, there is a trend in the Adaptive Learning Market. Adaptive learning uses specific algorithms, AI and software to create individualized learning strategies for students based on where they struggle. The market is expected to grow from \$2.137 Billion in 2024 to \$7.41 Billion by 2032. The drive for these types of technologies come from the increased demand for e-learning opportunities. Larger companies like McGraw Hill and Pearson are investing in other companies to increase their capabilities for implementing these services.

## Competition

We have compiled a list of seven organizations that are competitors of SIM: Heinemann, Universal Design for Learning (UDL), the National Association for Secondary School Principals (NASSP), Better Lesson, McRel, Teaching Strategies, and the Association for Supervision and Curriculum Development (ASCD).



## Heinemann

Heinemann is a long-standing publisher of educational materials and professional development resources, supporting teachers from kindergarten to college. Focused on innovative teaching strategies in the classroom and student-led teaching, Heinemann has multitudes of resources ranging from curriculum textbooks and teacher-written strategy books to self-produced podcasts and blogs, and even author events. Heinemann has noticeably efficient multimedia on their site, ranging from authentic testimonials and success stories to informative walk-throughs of complex products. Many free resources and previews of big-purchase products are easily available on the website without needing to contact and wait for a representative. Specific interventions can require a quote, but forms on the website make it as easy for an educator to connect with Heinemann.

## UDL

Universal Design for Learning (UDL) is a framework to improve and optimize teaching and learning for all people based on scientific insights into how humans learn. This is a program through Center for Applied Special Technology (CAST) and is meant to make learning inclusive and transformative. The three guidelines of UDL are Engagement, Representation, and Action & Expression. UDL “aims to change the design of the environment rather than to situate the problem as a perceived deficit within the learner.” The program is implemented at the beginning of the year, and is aimed to work with all students rather than primarily students with learning disabilities. UDL offers opportunities for professional development from workshops, online courses and consulting services. It does not directly sell items other than their Graphic Organizers

## NASSP

The National Association for Secondary School Principals (NASSP) advocates for the needs of secondary school leaders and promotes effective educational practices. In a landscape increasingly influenced by educational reforms, technology integration, and shifting student demographics, NASSP faces the challenge of supporting principals in navigating these complexities. The association’s initiatives, such as professional development programs and policy advocacy, aim to empower school leaders to foster inclusive and innovative learning environments.

## Better Lesson

BetterLesson is an online platform that provides professional development for teachers by offering personalized coaching and tools. It focuses on making lessons more engaging and effective for students, while also supporting teachers with resources tailored to their specific needs. Their goal is to help educators create more equitable and engaging learning environments.

## McREL

McREL is a non-profit education research and professional development organization that focuses on providing customized services and learning models for teachers and administrators. It offers both free and paid resources, including professional development opportunities, instructional models for student learning, and a range of free materials like blogs and videos. While similar to SIM in offering professional development and student learning models, McREL emphasizes leadership development and advocacy, with a clean, school-focused branding approach. It also provides detailed catalogs of their products and services, making it easy for schools to understand the benefits and pricing of the services/products it offers.

## Teaching Strategies

Teaching Strategies is a leading provider in the early childhood education field. With a plethora of digital and physical resources, Teaching Strategies offers several different curriculums to help connect teachers, children, and families to engaging learning experiences, informative data, and strong partnerships. This program focuses on helping teachers build a strong educational foundation for children within the first eight years of their life. While products aim to target slightly different things with every age group, they are generally built to help teachers individualize instruction and help connect parents to what their children are doing in school. Teaching Strategies also offers professional development for teachers and teacher memberships, giving teachers access to asynchronous and synchronous courses, expert help, and certifications.

## ASCD

ASCD is a nonprofit organization dedicated to educational leadership and resources for teachers, leaders and administration. In 2023, ASCD joined ISTE to enhance knowledge on technology information and its connection to curriculum development. Together, it offers development opportunities including workshops, webinars, and conferences in many formats.

## Target Audience

The target audience we have identified for SIM is educators and administrators at K-12 schools in Kansas, Oklahoma, Missouri, Nebraska, and Colorado. Kansas has approximately 36,000 educators, Oklahoma has approximately 41,000, Missouri has approximately 67,000, Nebraska has approximately 24,000, and Colorado has approximately 55,000. Our secondary target audiences include parents who homeschool their children or have children who are suffering in school, as well as university education programs.

## Challenges Facing SIM

The most significant challenge for SIM is the need for more resources, staffing and finances. A small team with a lot of information can easily be overwhelmed and overworked. It is difficult for the SIM team to maintain a prominent social media presence, provide consistent customer service to prospective clients and communicate all of this and more in a clear, concise way.

SIM has a lot of quality research supporting it, but unless it is communicated effectively to the audience, the research is only hindering its reach. With an overload of jargon and multitudes of dense paragraphs, SIM's research is not helping it gain and retain customers.

It faces more challenges since SIM is a nonprofit associated with KU. Due to restrictions with marketing funding, external publishers and brand/website identity, SIM has been limited. Not being able to fund marketing has made it much more difficult to reach the target audience. Many resources SIM offers cannot be directly accessed through the website or online store because of KU restrictions with promoting external publishers, limiting sales and exposure.

These barriers cannot be properly examined with a team this small, holding SIM in a stationary position in the market.

An external, market-based challenge is the saturation of instructional aids in the educational market post-COVID-19. Competitors are large companies with big teams, established credibility and streamlined buying processes.

Overall, the root of SIM's challenges is in its communication and limitations.

## Why take action now?

Taking action now with the SIM is critical due to the persistent and growing educational challenges faced by students with learning disabilities. Data shows that approximately 15% of public school students in the U.S. have learning disabilities, and over 90% of those with specific learning disabilities (SLDs) are not proficient in reading or math. This gap in proficiency directly impacts their ability to succeed academically.

In addition, the COVID-19 pandemic worsened learning loss, and many students with disabilities struggled with limited access to special education services. Implementing research-based interventions like SIM now can help educators close these gaps, ensuring that students receive the structured support they need to thrive in general education environments.

Acting immediately is essential to reverse these trends and help all learners, particularly those with learning challenges, reach their full potential.

# COMPETITIVE ANALYSIS

# Heinemann

Heinemann is a publishing company that focuses on innovative teaching strategies, classroom support and professional development. The company's guiding principles say that it 1) deeply cares about teachers, 2) is wholeheartedly committed to teaching excellence, 3) is a leader in professional teacher development, and 4) they make good teaching accessible to all.



## Resources offered:

- Books written by educators for educators to support student centered learning
- Bundles and toolkits that provide curricular resources, core curriculum and instruction resources, model effective instructional strategies, ready to use in class resources, supporting daily instruction
- Professional learning instruction
- Remote learning resources that keep them connected while providing quality education
- Free teaching resources
- Blogs and podcasts by Heinemann

## What stands out:

- Use of multimedia that is professional and still approachable. They include testimonial videos from customers, authors, parents that humanize the brand.
- Clear brand image. The language and design is consistent across the website and social media, giving a clear description of who they are and their mission.
- Website is easy to navigate with clean design and a sense of hierarchy on each page
- Social media graphics are consistent, frequent posting and interaction

## Similarities to SIM:

- Same target audience
- Resources are very similar: same topics, professional development and teaching resources
- Personalized support

## Pricing:

- Books to assist with teaching \$20- \$250
- Curriculum development \$9k for entire bundle with all texts and resources
- Many free resources and samples for larger purchases
- For specific interventions can contact a rep for a quote
- All online purchases are discounted by 25%



★ Heinemann Instagram feed



# Universal Design For Learning (UDL)

UDL (Universal Design for Learning) is a framework to improve and optimize teaching and learning for all people based on scientific insights into how humans learn. This is a program through CAST (Center for Applied Special Technology) and is meant to make learning inclusive and transformative. The three guidelines of UDL are Engagement, Representation, and Action & Expression. UDL “aims to change the design of the environment rather than to situate the problem as a perceived deficit within the learner.”



(UDL parent company)

## Resources offered:

- Graphic Organizer
- Teaching Workshops
- Online courses
- Customized consulting services

## Similarities to SIM:

- Allow teachers to develop the way they teach in a way that will help students.
- Same target audience
- Research based and use evidence-based practices to improve teaching and learning
- UDL promotes multiple means of assessing understanding, while SIM teaches students specific strategies to perform better on assessments by improving their skills.
- Both programs have spaces online where users of the programs can ask questions

## Pricing:

- Professional development workshops range from \$500 to \$2,000 per teacher depending on number of days
- Online courses range between \$300 and \$2,000
- Consulting services (or school-wide implementation) ranges from \$5,000 to \$20,000
- Materials: Many are free on UDL website, some software or tools may need to be purchased for UDL to work.

## What stands out:

- Website is segmented in a way that is easy to comprehend and decipher. The navigation allows users to easily choose which information they want to dive deeper into without requiring a redundant loop of information.
- They do a great job of positioning their products as solutions for all student learning, including students with disabilities as well as mainstream and gifted students.



★ UDL graphic organizer

# ASCD

ASCD (formerly the Association for Supervision and Curriculum Development) is a nonprofit organization focused on providing educational leadership and resources to educators and school leaders. They work to improve teaching and learning through various professional development opportunities, publications, and advocacy. In 2023, ASCD merged with education nonprofit [ISTE](#).



## Resources offered:

- Professional development workshops, webinars, and conferences; In-person, virtual, and hybrid options available.
- Books, journals, and articles on education best practices.
- Online Courses and certification programs.
- Access to a community of educators. The ASCD Annual Conference features keynotes from leading educators, breakout sessions, and networking opportunities
- Research and policy resources, reports and guidance on education trends and policies.

## Pricing:

- Regular membership \$49 to \$99 annually.
- Premium memberships \$149 to \$200 annually (includes additional benefits like exclusive resources)
- Workshops and webinars ranging from \$50 to \$300.
- Publications and online courses can range from free to \$300
- Costs for certification programs typically range from \$200 to \$500
- Members receive discounts on publications, which typically cost between \$20 and \$50 per book. Journals may have a subscription fee of \$30 to \$100 annually.

## Similarity to SIM:

- Same target audience
- Focus on Professional development to improve teaching practices
- Provide a diverse range of materials and resources

## What stands out:

- ASCD is well-respected in the education community, providing trusted resources.
- A wide range of resources caters to different educational needs and interests.
- Active networking opportunities help educators connect and share best practices.
- Regularly update resources to reflect the latest in educational research and practices and focus on current trends.
- ASCD has a strong highlight on getting policy makers involved in their work
- ASCD offers a structured membership model with various tiers and benefits, while SIM's offerings are based on certification and bringing strategies to schools.

MOST POPULAR		
Basic Digital + Print	Select Digital + Print	Premium Digital + Print
<b>\$79*</b> annual	<b>\$119*</b> annual	<b>\$289*</b> annual
<a href="#">Join Now</a>	<a href="#">Join Now</a>	<a href="#">Join Now</a>
Membership includes:	Membership includes:	Membership includes:
✓ 8 print issues of EL® magazine, delivered to your door	✓ 8 print issues of EL® magazine, delivered to your door	✓ 8 print issues of EL® magazine, delivered to your door
✓ Digital-only summer issue of EL	✓ Digital-only summer issue of EL	✓ Digital-only summer issue of EL
✓ Exclusive access to premium content from EL	✓ 5 print member books—delivered to your door!	✓ 9 print member books—delivered to your door!
✓ Member discounts, and more	✓ Quarterly book discounts	✓ Quarterly book discounts
	✓ Exclusive access to premium content from EL	✓ Invite to "Member-Only" activities at Annual Conference
	✓ Member discounts, and more	

★ ASCD membership tier

# Better Lesson

Better Lesson is a personalized professional development platform dedicated to preparing and supporting teachers, through access to effective instructional practices and curriculum. Better Lesson has recruited over 130 master teachers from across the country to share both the “how” (instructional strategies, techniques, classroom management) and the “what” (full curriculum including comprehensive day-to-day lessons aligned to the common core) of innovative teaching practices. Through research-based professional development centered on student outcomes, educators gain the necessary skills to create meaningful student-centered learning experiences that meet all students’ needs.



## Resources offered:

- Instructional leadership, building skills as an instructional leader
- Building an equitable learning community
- Flexible instructional models to help find ways for all students to learn, communicate, and solve problems
- Curriculum and academic content based on creating a student-centered classroom
- L Lab is a centralized platform to monitor professional development progress
- Online and in person courses and workshops

## Pricing:

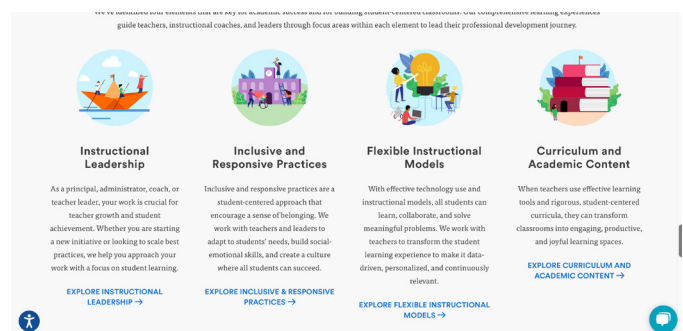
- Individual course range from \$250-\$500 depending on length of course
- Subscription-based model starts at \$10 per month.
- Professional development includes on site or online workshop followed by bi monthly coaching and access to the BetterLesson Lab \$2500

## Similarities to SIM:

- Target audience is teachers and administration
- Claim to be research based
- Incorporate a network of “Master Teachers”
- Extensive professional development offered

## What stands out:

- Modern, user-friendly interface
- Engaging images and color scheme on the website
- Website has responsive design with good content organization
- Include a lot of testimonials and success stories
- Have an interactive chatbot to assist with questions
- Offer numerous blogs and podcasts from teachers



★ Better Lesson homepage feature

# McRel

McREL is a non-profit education research and professional development organization that provides learning opportunities for teachers and administrators to better serve their students. They also provide learning models and strategies for teachers to implement in their classrooms.

# McREL INTERNATIONAL

## Resources offered:

- A team designs customized services based on an informational meeting with the school system to decide what is needed to reach goals
- Information/products designed specifically for teachers and administrators.
- Instruction/Learning Models include:
  - [Balanced Leadership®](#)
  - [Classroom Instruction That Works®](#)
  - [Curiosity Works®](#)
  - [District Leadership That Works®](#)
  - [Student Learning That Works™](#)
  - [What Matters Most®](#)
- Variety of free materials like blogs, podcasts, downloadables, etc.
- Professional development, learning, and coaching for teachers, principals, and system leaders. This includes free videos, online courses, and in-person event
- Curriculum audits
- They have an in-person event in Lawrence in February

## Pricing:

- Books \$30
- Online courses \$39 for 3-hour course
- In depth professional development training \$129 for 15 hour online course
- 4-day in person workshop -24 credit hours- \$1500 per person

## Similarities to SIM:

- Offers Professional Development
- Offers Student Learning Models
- Both in person and Online courses for Professional Development
- Non-Profit and Research Based Organization
- Caters to all types of schools

## What stands out:

- Great website organization
- Cohesive brand identity that seems modern and “screams” school
- Testimonials provide examples of how schools are implementing their individualized learning plan.
- Offer a variety of free services and supplemental materials that introduce concepts before getting into the books.
- [Catalog](#) for all books and services allows for a cohesive list of everything they offer with prices included and descriptions on what the products will help students, teachers or administrators accomplish

### SUBSCRIBE TO McREL'S FREE RESOURCES

We produce a variety of free resources and content to help educators, including downloadable papers on best practices in instruction and leadership, research reports, client success stories, excerpts from our books, and several newsletters including our monthly *Changing Schools* email. Sign up below to be among the first to know about these school improvement resources, whether it's a deep dive into a research topic, a roundup of grants that could bring big changes to your district, a success story that inspires a way forward for your own school, or the latest news from the RELs or Comprehensive Centers.

★ McRel free resources

# Teaching Strategies

Teaching Strategies is an early childhood development program with several curriculums to help connect teachers, children, and families to engaging learning experiences, informative data, and strong partnerships. This program focuses on helping teachers build a strong educational foundation for children within the first eight years of their life. While products/solutions aim to target slightly different things with every age group, products/solutions are generally built to help teachers individualize instruction and help connect parents to what their children are doing in school (when of school age).



TeachingStrategies®

## Resources offered:

- Seven different whole-child curriculums:
  - [Infant Curriculum](#)
  - [Toddler Curriculum](#)
  - [Twos Curriculum](#)
  - [Preschool Curriculum](#)
  - [Pre-K Curriculum](#)
  - [Family Child Care Curriculum](#)
  - [California TK Curriculum](#)
- They also offer social-emotional curriculums, curriculum built specifically for parents/family engagement, and professional development for teachers. Whole-child/general curriculums typically offer both physical and digital resources, with everything from weekly plans, discussion cards, teaching guides, skill cards, and more.

## Pricing:

- Curriculum packages with expanded daily resources can range from \$1,600+.

## Similarities to SIM:

- Offers professional learning & development opportunities for educators
- Target audience is the same, caters to educators and parents
- Research-based strategies and content for teachers

## What stands out:

- They have a well established brand that people trust and a strong brand identity.
- Their resources and information are laid out cleanly and all of it is very easy to find within their website or on other social platforms.



★ Teaching Strategies homepage

Individualize learning with one platform, resources of the highest quality, and connected workflows.

Through the leading early learning platform, our ecosystem brings together essential content, tools, data, and support aligned to research-based objectives, empowering teachers to easily identify and respond to each child's needs.

[Explore Our Platform →](#) [View Our 38 Objectives →](#)



Whole-child curriculum connected to assessment to individualize learning

Incorporates all essentials for transformative family engagement

Data and reporting to inform instruction and drive program efficacy

Intentional support for every professional development need, from beginner to expert

★ Teaching Strategies homepage feature



# NASSP

NASSP focuses on advocating for educational leadership, promoting best practices, and enhancing student achievement. NASSP provides resources, training, and professional development opportunities to help school leaders improve their skills and effectiveness.



## Resources offered:

- Online seminars
- Course packets
- Consultants to talk with about NASSP

## What they are doing well:

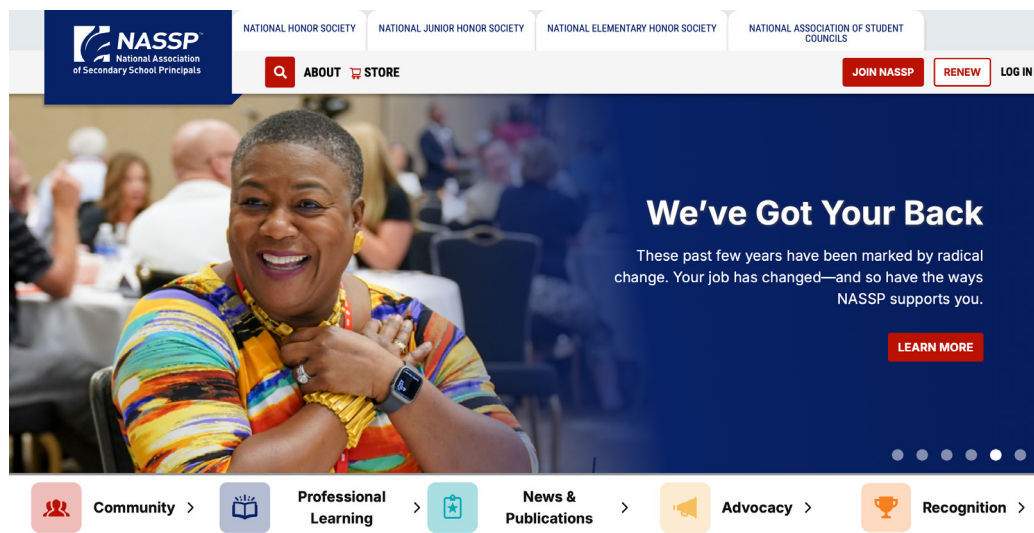
- Hold a national conference
- Website design has a modern feel with clear, concise language. Clear navigational indicators help drive people through the website
- Social media presence is cohesive with active posting
- Newsletter

## Similarities to SIM:

- Similar target audience--but more of a focus on administrative functions
- Offer comprehensive professional development
- Offer coursework materials and packets for professional development

## Pricing:

- \$100-\$300 depending on services



★ NASSP homepage

**RESEARCH**

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# Evaluation of SIM

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## Website:

In terms of strengths, the site offers a lot of valuable content, has clear navigation, features user testimonials for added credibility, and is mobile-friendly. However, the weaknesses include an outdated design, overwhelming amounts of information, a lack of interactive content, and inconsistent branding between the two connected sites. There are some opportunities for improvement, like enhancing the user experience with updated design and interactive features, consolidating the two sites for clarity, and personalizing the content to make it more engaging. On the flip side, the threats come from rapidly advancing technology, which could make the site obsolete if not regularly updated, and the potential loss of users to competitors with more modern, engaging websites.

## Branding:

Branding across SIM varies, with much room for growth. The stronger aspects of their branding are the consistent coloring throughout promotional material, strong brand story and purpose, consistent tone and voice, and a logo that gives a clear picture of the brand. However, they struggle with consistency across the board. All of their book designs look different and lack readability. Text isn't consistent throughout various promotional materials (instructional PDFs versus brochures), and font differs as well. Some opportunities to remedy these issues are to create a brand kit consisting of two to three complimenting fonts and a new color palette to separate themselves from the university. They could also simplify/modernize the book designs and make use of different designs to distinguish each set of books.

Issues that could arise from these changes are that simplifying designs too much could make the brand blend in with the competition, causing them to lose their sense of authenticity. Separating too much from the university could also cause SIM to lose credibility

## Promotional Materials:

SIM's promotional materials are very informative, but have room for improvement with a couple of tweaks. Some strengths are the inclusion of research-backed results, user testimonials, and legible fonts. The math series booklet seems to be the best model out of all of the pamphlets. As for video content, the SIM overview video is effective for seminars and outreach since it is concise and visually engaging. Weaknesses in the promotional materials include overly technical language, dense text blocks, and unappealing graphics and colors making the information hard to digest. The pamphlet materials are also hard to find online and lack a compelling hook to engage the audience. Opportunities lie in creating more accessible and targeted content for a specific audience. A concise one-pager would be a good introduction with individualized packets available if they want to learn more. Shorter, supplemental videos could be created for use on social media. Testimonials from a variety of users (ie. teachers, students, admin) could boost credibility. Threats to watch out for include jargon that may turn away busy teachers who don't have time to digest dense text, outdated graphics pulling away from visual appeal/intrigue, and the challenge of distribution, especially in out-of-state outreach efforts. Cost and impact of physical materials also pose concerns, so limiting the amount of pages per pamphlet and focusing on the one pager for physical materials may be a better bet with QR codes included to link to more in depth materials.



# Outreach/How Are We Communicating?:

The SWOT analysis for SIM's Outreach shows an understanding of its position in the educational landscape. Strengths include detailed, evidence-based research that effectively demonstrates measurable outcomes for student learning, attracting new audiences. However, the extensive detail can lead to overcrowded presentations and pamphlets, making it challenging to convey key messages, and the complex learning model can make outreach efforts ineffective. Opportunities are in the potential for collaboration with schools, universities, and corporations, as well as adapting promotional materials to cater to various educational markets. Threats include competition from other evolving learning strategies, budget constraints in educational settings, and the challenge of engaging audiences who are used to quick-consumption content.

The second most followed social media account for SIM is X, with 268 followers. Instagram and LinkedIn have less than 200 followers. One of the main weaknesses of SIM's social media is the lack of optimization for specific platforms. Many of the graphics, photos and videos are posted in the exact same way on many platforms, which leads to certain information being left out of a post. Another weakness of SIM's social media platforms is the lack of human connection through the posts. An opportunity for SIM is to post more photos of people or testimonials. This would help people feel connected to the learning strategy, making it more likely for the viewer to consider SIM as an option. A threat that affects SIM's social media is that with the inconsistent posting schedule and incorrectly sized posts, it can look like SIM doesn't know what they're doing. This can lead to people losing respect for the product, as it does not seem cohesive. Overall, posting more testimonials on SIM's social media platforms can help show the audience how and why SIM works, which would encourage teachers and administrators to try SIM.

## Audience:

SIM's biggest strength for its audience is its product proficiency. SIM has a loyal audience base because it works so well. However, almost everything else about SIM could be considered a weakness with their audience. Their lack of communication and marketing of the product is challenging for potential and current audiences to understand. Their website is hard to navigate and in turn, is hard to connect with an audience. SIM also has trouble expanding to a larger audience. Currently, they are not doing enough to broaden their reach and pull more people in. SIM has an opportunity to connect with large groups of teachers, administrators, parents and many more groups because of how effective their learning modules are. They also have research to back up their products which potential audiences will be drawn towards. The biggest threat for SIM would be the potential for competitors to release a similar product but with much better marketing and efficacy for communication in their company.

## Social Media:

SIM's social media accounts are filled out and active, including accounts for Facebook, Instagram, X (Twitter), and LinkedIn. One of SIM's most followed social media accounts is their Facebook, which has 872 followers.

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# Industry Trends

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## Marketplace Trends:

According to [MarketsandMarkets](#), a market research platform, the Learning Management System Market is expected to grow from \$22.1 billion in 2023 to \$51.9 billion by 2028. This growth is due to the rapid digitalization of the learning industry. These systems are also being used for training purposes, as they are able to personalize learning experiences. Further, the Education Software/Application market is growing significantly. In 2019, the market was at \$9.9 billion. In 2025, it is expected to reach \$11.6 billion.

The broader product industry for educational and training software is experiencing significant growth, driven by the shift to online learning and evolving learning needs. The Learning Management System (LMS) market, estimated at \$22.1 billion in 2023, is projected to more than double to \$51.9 billion by 2028, fueled by remote learning, personalized training solutions, and the integration of machine learning (ML) and artificial intelligence (AI). The education software market is also steadily expanding, expected to reach \$11.6 billion by 2025, reflecting a global shift towards digital tools. E-learning, estimated at \$217.6 billion in 2022 with an 18.6% annual growth rate, highlights the broader demand for innovative platforms. The pandemic accelerated industry revenue as companies embraced work-from-home models, emphasizing the importance of e-learning for training and connectivity. Intense competition among major companies further drives innovation in this rapidly evolving market.

half of Americans now view online education more positively, with a significant increase in its perceived reputability compared to five years ago. Younger generations, such as Gen Z and Millennials, are the most enthusiastic, with Gen Z demonstrating heightened interest despite a lack of targeted marketing. However, only 52% of Americans believe online degrees are equal to in-person credentials. Simultaneously, Education Weekly highlights a dramatic rise in the use of Learning Management Systems (LMS) during 2020–2021, spurred by the pandemic. While educators acknowledge that LMS adoption improved instruction for some, a lack of proper training and rushed implementation led to mixed experiences. The pandemic emphasized the need for standardized instructional resources, and despite initial challenges, teachers are likely to continue leveraging LMS tools in the future.

## Consumer Trends:

Consumer trends indicate a growing acceptance of online learning, particularly post-COVID, with notable shifts in perception. According to Inside Higher Ed,

# SIM User Survey

To better understand who uses SIM and why, we surveyed about 50 SIM users and gathered demographics, psychographics and behavioral data to reach our audience effectively in our campaign.

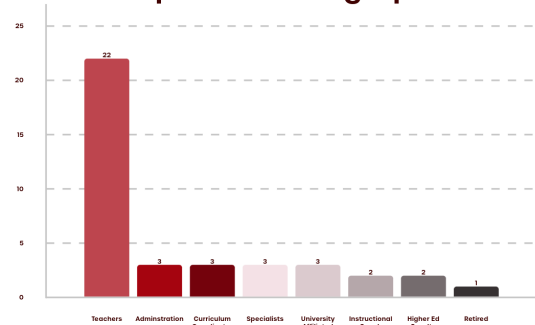
Most SIM users are reported to be teachers, making up over 50% of the survey responses. Of these teachers, most work in middle schools and teach English Language Arts. If they are not a teacher, they are administration, curriculum coordinators and other positions related to academics and education.

- A majority of users, 79%, work in public schools.
- Public schools are funded by the local and federal governments, meaning that curricula are tightly regulated. Academic performance is measured by standardized test results. These test scores are used to examine student progress and the effectiveness of the education the teacher provides.
- Public school teachers undergo more professional development and training to keep up with current standardized curricula.
- Larger class sizes are more common in public schools, making it more difficult to connect with students and address individual struggles.
- Public schools are required by law to provide appropriate special education to students with disabilities, leading to more disabled students in public schools rather than private or charter schools

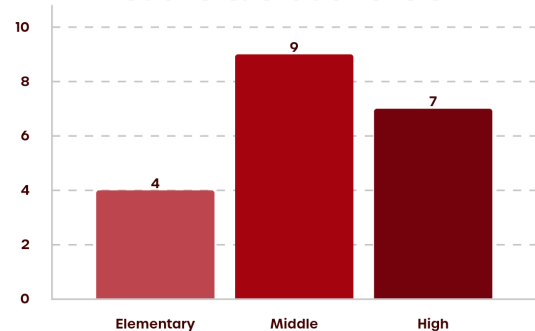
Public school teachers want to provide the most effective education possible, partly because better student performance on standardized tests reflects positively on the educator. Large class sizes and rigid curricula leave teachers wanting external support in the classroom.

From this, we know to target public school teachers in our campaign because they are much more likely to seek an academic support model like SIM.

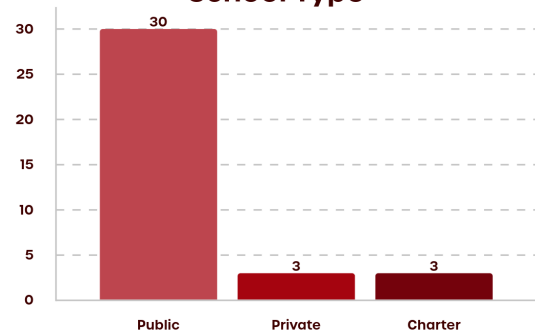
Occupation Demographics



Teachers: Grade Levels



School Type



The survey shows that 73% of the respondents have been in education for 21 years or more. Over half of the users have used SIM for over 10 years, the next majority being 20% for 6-10 years.

- SIM has stuck with users in the long term, proving the quality of the materials and strategies. This also shows that SIM is not reaching new educators. SIM has quality materials with ineffective marketing, which is the root of our campaign.

However, when asked how likely they were to recommend SIM to other educators on a scale of 1 to 10, the average came to be 4.77/10.

- When asked how they first heard about SIM, 27% of users had it recommended to them from other schools. If educators aren't enthusiastic about recommending SIM, we lose a chunk of possible future SIM users.

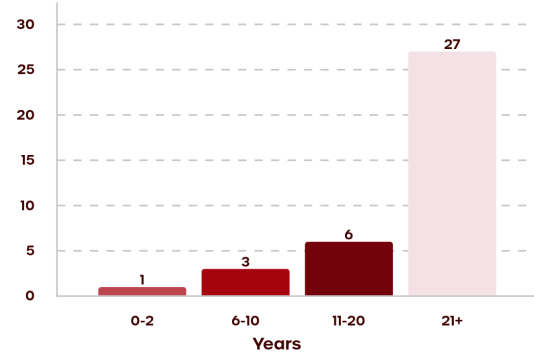
Just under half of users were introduced to SIM through professional development implemented at their school, suggesting that the administration is the decision-maker in school-wide skill training.

- We chose not to target administration in our campaign because it's the teachers who know what their classroom needs and will seek it out, rooted in their passion for education. We want teachers to learn about SIM and connect with their peers to suggest its implementation in their schools.

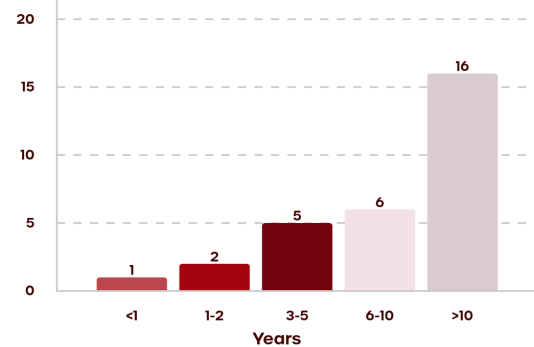
We asked for the users' perspectives on the benefits of using SIM in the classroom, allowing them to write short answers. In grouping the data, we found 4 main themes. The largest being student academic growth, like increased student assessment scores, retention of skills and knowledge, engagement and understanding one's own errors. Student personal growth is next, with users reporting on more consistency, routine, independence and structure in students. They're able to look at the big picture and understand learning expectations, all while being more efficient. Then there is improvement in the educators' teaching with overall staff development. Finally, users report lessening academic achievement gaps and increased success for students with disabilities.

- SIM is achieving its goal of increasing excellence in school. The products are effective and this proves that the reach issue is not rooted in material quality, but communication efficiency.

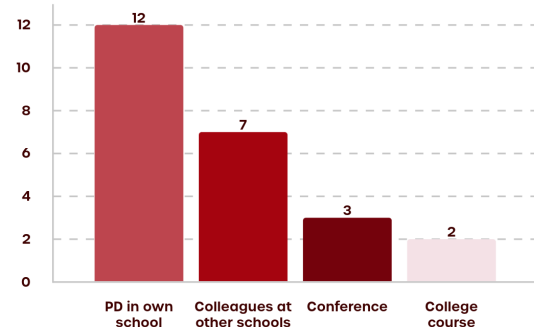
### Length of Involvement in Education



### Length of Involvement with SIM



### Introduction to SIM



We then asked which instructional models they use, and had them select all that apply. Learning strategies have the most users with 72.7% reporting use. Following are Writing Strategies at 69.7% and Content Enhancement Routines with 42.4% of users. Reported use then drops with Xtreme Reading at 21.2%, Higher Order Thinking and Reasoning at 24.2% and Fusion Reading at 6.1%.

- This helps us understand which model is most popular among users.

We asked users about their satisfaction with SIM's customer service because our secondary research showed that many competitors had easier, more streamlined processes.

The average satisfaction is 8.36/10, with the lowest rating being 5.

- SIM users are moderately satisfied with customer service, but there is room for improvement.

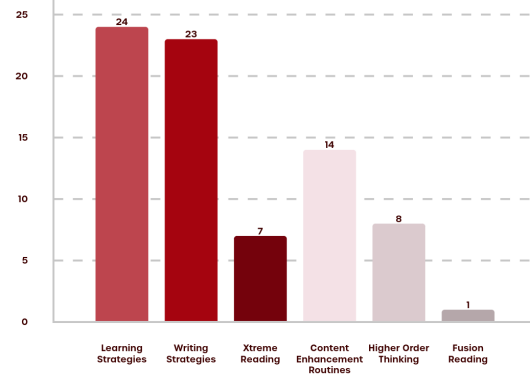
Since our campaign examines website traffic, we asked how often users visit the SIM website for updates, resources or support.

- Over half of respondents visit the site once every 3-4 months. More people visit less often, with 6 never visiting or only 2-3 times per year, and 4 visiting biweekly or weekly.
- More users could be using the Simville resources they already have access to, but they aren't. We think this could be rooted in a communication issue, in that they might not even know that they have access.
- To address this, we suggest more email communications with past customers, reminding them of available resources, to fulfill our objective of increasing website traffic and even overall satisfaction.

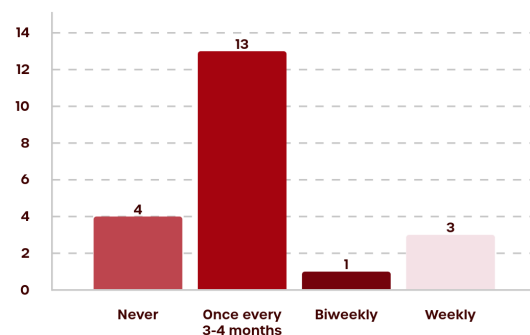
After analyzing SIM's social media presence, we asked if they have interacted with SIM-related communities on social media, like SIM accounts or related community groups.

- The majority, 65.2%, reported never interacting with SIM-related social media groups.

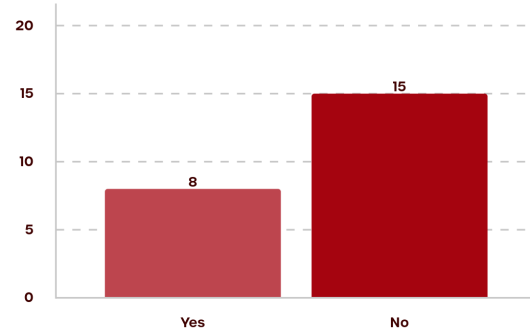
**Instructional Models Used**



**Frequency of Visiting the SIM Website**



**Interaction with SIM communities on social media**



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Finally, we asked how SIM can improve their experience with the products, allowing for a short answer response. The most popular answer recommended updating the manuals, saying that they are outdated. It's reported that some have problematic components in the current political climate, and they mention VCRs and overhead transparencies.

The next most common answer requested digital access to worksheets and manuals, as well as online training and recertification. Most, if not all competitors of SIM have easy online access to learning materials, especially post-COVID. The convenience of competitors can outshine the quality of the resources.

The rest of the answers called for more user-friendly materials for large groups of teachers and students, and also more available accommodations for those in special education like text-to-speech and larger writing space on worksheets. There were also mentions of a more organized website with easier-to-find information, such as conference details. They also requested marketing materials and promotional aids other than word of mouth. This means that people want to share their positive experiences with SIM, but it is virtually inaccessible from an external perspective.



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# Professional Developer Survey

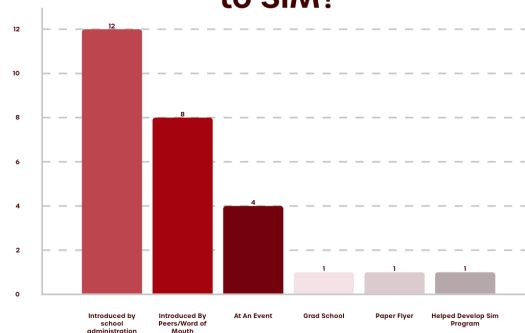
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The responses collected from SIM (Strategic Instruction Model) Professional Developer's Survey revealed a diverse and committed group of educators and consultants who are passionate about supporting student achievement, particularly for struggling learners. These professionals, many of whom balance their SIM work with full-time teaching or administrative roles, face a range of successes and challenges in promoting and implementing SIM strategies in schools.

Professional Developers were introduced to SIM through various channels, with school administration being the most common source. Many respondents mentioned being introduced to SIM by their school leaders, often in the context of broader initiatives such as literacy programs or special education interventions. Additionally, a significant number of respondents learned about SIM through peers and word of mouth, indicating the power of personal recommendation and the positive experiences of colleagues. Others encountered SIM at professional development events or conferences, where they were exposed to the strategies and routines.

In terms of what motivated these professionals to get involved in SIM, a shared theme emerged: the desire to help students. Respondents frequently mentioned the effectiveness of SIM in addressing the needs of struggling learners, particularly in improving academic achievement and fostering greater engagement in learning. Some were inspired by their own successful experiences with SIM strategies in the classroom, while others were encouraged by mentors or peers who advocated for SIM's value. This mix of personal and professional inspiration underscores the appeal of SIM's research-based approach and its potential to positively impact student outcomes.

**How did you get introduced to SIM?**



SIM Professional Developers occupy a range of positions within educational settings. The majority are part-time SIM Professional Developers, often balancing this role with their primary jobs as classroom teachers or school administrators. A smaller number of respondents hold full-time SIM Professional Developer roles or work as consultants who provide SIM-related professional development and support across schools or districts.

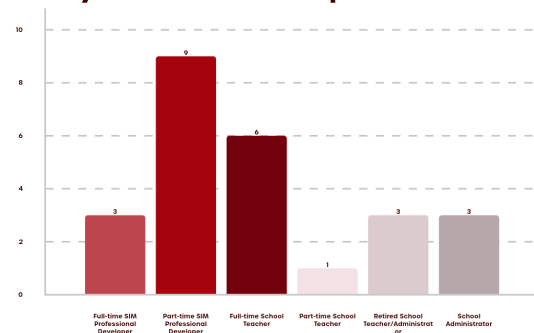
While many SIM developers are educators in schools, others come from diverse backgrounds, including researchers and specialized education professionals, such as special education administrators and neuropsychologists. This diversity in professional backgrounds highlights the versatility of SIM as a tool that can be adapted to a variety of educational contexts and needs.

Effective marketing and communication of SIM is vital to its widespread adoption. For many SIM Professional Developers, word of mouth remains the most successful strategy for sharing SIM's value. Educators who have seen the positive impact of SIM on student learning often become advocates, recommending the model to colleagues, administrators, and professional networks. Professional development events, such as workshops or conferences, are also key platforms for promoting SIM. These events allow SIM developers to directly engage with teachers, administrators, and other educational stakeholders, demonstrating the model's effectiveness in real-world educational settings.

In addition to personal recommendations and event-based outreach, digital tools like email, newsletters, and websites are frequently used to communicate SIM's benefits. Some respondents mentioned using these tools to share resources, training materials, and success stories. However, a few respondents pointed to the challenge of marketing SIM in environments where administrators are skeptical or hesitant to adopt new initiatives.

Respondents noted several factors that have contributed to successful SIM implementation in schools. One of the most consistent themes was the importance of fidelity—when SIM strategies are implemented as intended, they produce measurable improvements in student learning. Teachers who embrace SIM with fidelity often report positive results, which in turn encourages further adoption. Word of mouth continues to play a pivotal role here, as teachers share their experiences with others, reinforcing the effectiveness of SIM strategies.

### Which position best describes your relationship to SIM?



In addition, many SIM developers emphasized the support and follow-up provided to teachers after the initial training. Ongoing coaching, observation, and feedback ensure that educators remain committed to using SIM strategies and are able to refine their approach over time. This consistent support is critical in maintaining the impact of SIM.

Despite its successes, implementing SIM can be fraught with challenges. A major issue highlighted by respondents is the time commitment required to effectively implement SIM strategies. Teachers often face pressure from competing priorities, such as standardized testing, curriculum mandates, and other professional development initiatives. This time scarcity can make it difficult for educators to fully embrace and sustain SIM practices.

Another challenge is teacher resistance to new instructional strategies. Many respondents noted that teachers, particularly those who are already overwhelmed with existing responsibilities, are often hesitant to adopt SIM. Overcoming this resistance requires not only effective marketing but also a shift in mindset, where teachers recognize that SIM can help reduce their workload by providing structured routines and strategies that improve student outcomes.

Some respondents also pointed to the difficulty of maintaining fidelity when schools do not fully embrace SIM or when ongoing coaching is insufficient. Without continued reinforcement, teachers may revert to old practices, leading to inconsistent implementation and a dilution of SIM's impact.



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Additionally, outdated materials were mentioned as a barrier, with some respondents noting that certain SIM resources have not kept pace with technological advancements or current educational trends.

This makes it harder to sell SIM to administrators or teachers who are looking for more modern, technology-integrated solutions.

Despite these challenges, many respondents find teaching SIM straightforward once educators understand the model. However, certain strategies, such as the Paraphrasing Strategy, require adjustments to align with modern tools or accommodate specific classroom needs. SIMville, an online platform for SIM resources, was widely appreciated by those who used it, offering valuable materials, strategies, and videos for professional development.

Ultimately, the key to success with SIM is ensuring its strategies are used with fidelity, providing teachers with adequate support, and overcoming the initial resistance that comes with adopting new teaching methods. Professional developers emphasize the importance of helping teachers see SIM not as “another thing to do,” but as a powerful tool to streamline and enhance their teaching practices.

In conclusion, while SIM Professional Developers face several obstacles in implementing and teaching SIM strategies, their efforts are bolstered by a deep commitment to student success and the positive feedback from those who have experienced SIM's benefits firsthand. With ongoing support, effective marketing, and a focus on fidelity, SIM continues to be a powerful tool for educators striving to improve outcomes for struggling learners.

# Learning Strategies Survey

This survey provides valuable insights into the diverse roles, experiences, and challenges of educators and student support staff across multiple states and educational settings. This is a comprehensive summary based on the data collected.

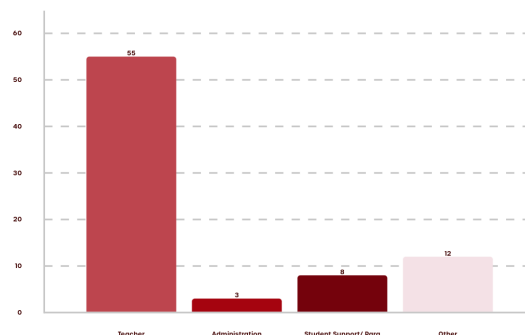
The respondents in this survey represent a wide array of roles, grade levels, and subject specialties. Many respondents are teachers in middle and elementary school, with some working in specialized roles such as special education, student support, and paraeducators. Additionally, a few administrators and school librarians participated, providing insights into decision-making processes related to learning systems.

The majority of the respondents work in public schools, with a significant number in private institutions. States represented in the survey include Minnesota, Kansas, Missouri, Arkansas, and Illinois, among others. This diversity in geography and educational settings provides a broad perspective on the state of education across different contexts.

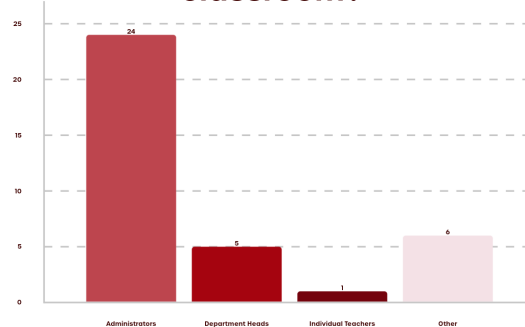
The educators surveyed are primarily teachers (across various subjects) or student support staff, with many working in middle school and elementary school settings. Subjects range widely, with a strong representation in reading, writing, math, and social studies. Some respondents teach specialized subjects like English Language Arts, Science, Family and Consumer Sciences, or work in special education roles.

Among the respondents, there are also some in administrative positions, such as school board members, district administrators, and department heads, who often play a key role in decision-making around the implementation of new learning systems.

## What is your role in your school district?



## Who makes decisions about implementing/buying new learning programs for your classroom?



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Interestingly, a significant number of respondents from various levels of teaching and administrative backgrounds indicated that they are involved in choosing or endorsing new learning programs for their classrooms or schools.

A notable portion of the respondents report using or having used supplemental learning programs to support their teaching. These programs cover a wide range of subjects, with some of the most common systems being IXL, Groves Reading Program, Kagan, Lexia, and Imagine Learning. These programs are often used to supplement core curricula and are seen as tools to address specific student needs, particularly in reading and math.

Several respondents noted the benefits of supplemental programs, such as their ability to engage students, provide interactive learning experiences, and offer useful data to help drive instruction. However, there were also some complaints, particularly about programs being too scripted, repetitive, or time-consuming, which can make it difficult for teachers to effectively integrate them into their daily lessons. Phonics First, IXL, and Read 180 were frequently mentioned, with respondents offering mixed feedback on their effectiveness.

In some cases, respondents pointed out that while these systems can be motivating for students, they often lack the personalization necessary for diverse student needs. For example, one respondent noted that a program like Groves Reading Program is easy to use but can be too repetitive. Similarly, IXL was appreciated for its efficiency but criticized for its limited ability to address diverse student needs.

Regarding the decision-making process for adopting new learning programs, administrators and school boards are often the primary decision-makers. This aligns with the widespread role of administrators in approving or rejecting supplemental programs at the district or school level. Some respondents indicated that decisions also involve department heads or are influenced by recommendations from peer teachers.

A few respondents mentioned that they find learning systems through conferences or peer recommendations, which allows them to discover programs that have already been tried and tested by colleagues.

When asked about what they liked or disliked about the learning systems they've used, respondents generally favored programs that were interactive, user-friendly, and able to provide quick feedback to students.

Data-driven programs were highlighted for the way they track student progress and assist teachers in identifying areas of improvement. For example, IXL and Google Classroom were praised for how they allow teachers to gather data on student performance and adjust instruction accordingly.

However, many respondents expressed concerns about the overuse of technology and the lack of personal connection in some programs. They noted that while programs like IXL or News2You are beneficial in keeping students engaged, they can be repetitive or overwhelming, especially for younger learners. Additionally, respondents pointed out that scripted programs can feel rigid and may not provide the flexibility required to meet the needs of diverse learners, including English language learners (ELLs) or students with special educational needs.

In seeking information about effective learning systems, most respondents rely on research, peer recommendations, or professional development opportunities like teacher conferences and school-based workshops. Department heads or administrators are often involved in making decisions about which programs to implement, with some respondents seeking out feedback from district curriculum specialists or other teachers who have experience with specific programs.

The survey also revealed a clear understanding of the specific areas where students tend to struggle most. Common areas of difficulty include reading, writing, math, and social-emotional skills. Many respondents highlighted that students often face challenges in writing fluency, reading comprehension, and mathematical problem-solving. Additionally, there were concerns about students' focus, behavior, and self-regulation, which teachers noted as hindrances to learning.

The survey results demonstrate the ongoing challenges that educators face when trying to meet the diverse needs of students. While supplemental learning systems are widely used and appreciated for their ability to engage students and provide useful data, there remains a desire for more personalized, flexible, and less repetitive programs.

Ultimately, the findings suggest that successful implementation of learning systems depends not only on the quality of the program but also on the support and training provided to educators, the alignment with students' individual needs, and the collaboration among teachers, administrators, and other stakeholders.

# SIM SEO Report

## Traffic Overview:

**Total Traffic:** Website traffic began on January 1st, 2024. From January 1st, 2024 to August 1st, 2024, there were a total of **20,486 sessions**. 5,860 of the sessions were engaged sessions, making the engagement rate during this period **28.6%**. There were **16,000 active users** during this period. There were **39,106 page views** during this period.

**Traffic Trends:** Monday, March 11th marked the **highest day for website traffic** with **257 sessions**. The day with the second highest amount of sessions was Wednesday, May 1st, with 204 sessions. The day with the third highest amount of sessions was Thursday, January 25th with 203 sessions. The data shows a sharp decline in sessions from March 24th to April 14th, with around 15-50 sessions per day during this period. It is unclear what the source behind the traffic rising and falling is.

**Traffic Sources:** The main source of sessions during this period was organic search, making up **13,894** of the sessions. Organic search sessions had a slightly higher engagement rate than the total average at a **29.08% engagement rate**. Direct search was the second-highest source of traffic acquisition, with **5,025 sessions** and a **26.67% engagement rate**. The third highest source of traffic acquisition was from referral searches, with 1,011 sessions and a 40.85% engagement rate. Although they did not bring in many sessions, the email channel had an 80% engagement rate and organic video had a 33.33% engagement rate.

**Actionable Insight:** These findings show that the email, referral, and organic video channels brought in the highest engagement rate. These channels should be leveraged to maintain good engagement, while the remaining channels should be focused on being improved to increase the engagement rate. Because organic search reflects SEO performance, it is crucial to maintain organic search as the main source of sessions.

## Organic Search Performance:

**Top Landing Pages:** The page with the most views was the SIM main landing page (**4,699 views**), followed by the SIM Learning Strategies page (**3,265 views**), followed by the Fundamentals in the Sentence Writing Strategy page (**2,362 views**). The least viewed Bounce Rate: The bounce rate for this period was **71.4%**.

**Bounce Rate:** The bounce rate for this period was 71.4%.

**Average Session Duration:** The average session duration for this period was 1 minute and 46 seconds.

**Actionable Insight:** It's important to pay attention to why a page that comes up as "page not found" had gotten 718 views over the period. It is clear that many people have been led to a page that has not given them what they were searching for, this can be frustrating to users and cause a higher bounce rate. Moreover, any time a bounce rate is over 55%, it indicates a need for improvement. Also, to be classified as "good" an average session duration should be between 2 and 4 minutes. These findings show that further investigation into the high bounce rate and low session duration needs to be done in order to make improvements in order to categorize these components as being good.

## Audience Insights:

**Demographics:** Breakdown of user age and gender is unavailable. As far as geographical breakdown, the vast majority of website visitors come from the United States, **12, 812 of the 16,190**. The second highest visitor region is the Philippines with 716 users in the period. Next is India, with 388 users in the region.

**Device Usage:** The most popular operating system among users in this period is Windows, with **7.7 thousand users**.

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The next one is Macintosh with 3.9 thousand users. This is followed by iOS with 2.4 thousand users. When it comes to specific device categories, 12 thousand users are on a web desktop in the period. Followed by 3.8 thousand users on a mobile device in the period. The least popular, with 121 users is a mobile tablet.

**Stability Overview:** The data from this period shows that 100% of users were able to have a crash-free use session.

**Actionable Insight:** The target audience for this website is users in the United States, looking at this data, the client should mainly focus on other recommendations because the audience is performing as wanted. If the client wants to make any adjustments related to these insights, the recommendation would be to ensure the website is user-friendly for mobile devices.

## Keywords & Headings

**Keywords:** There are 386 keywords on the website's main page. The most used keyword is "SIM" with 65 uses, followed by "ku" with 17 uses, and "The" with 11 uses.

**Headings:** There are 22 headings on the main page, "Strategic Instruction Model (SIM™)" is the first one that appears. Each of the remaining headings that mention SIM uses the SIM acronym rather than spelling it out.

**Actionable Insight:** When it comes to keywords on the main page, "Strategic Instruction Model" is ranked number 87, with only 3 uses. Moreover, Only one of the headings spells out the SIM acronym. While this may not be an issue for returning users, new users with little knowledge about the program might find it difficult to find SIM via an organic search. The recommendation is to make the spelled out acronym a more relevant keyword and to create headings that are more generalized and more likely to appear in an organic search.

# PERSONA





## Sarah Miller

POTENTIAL SIM  
USER

Age: 43

Location: Kansas City, KS

Job: English Teacher

## PERSONAL LIFE

- Married
- One child, age 10
- Annual salary of \$52,000
- Homeowner

## GOALS

- Expand knowledge
- Parent engagement
- Work-life balance

## PLATFORMS



## PAIN POINTS

- Time management
- Overwhelm
- Student Impact

## LIFESTYLE

- Physical fitness; strength training and jogging
- All-women's book club
- Family time

# Professional Overview:

Sarah Miller is an experienced 7th-grade teacher with over 21 years in education, having spent the past 10 years teaching within the same district in Kansas City. Throughout her career, she has worked with a wide range of students, including those with learning disabilities, and has developed a reputation for her patience, empathy, and dedication to helping every student succeed. Sarah is the head of the English department at Harmony Middle School.

Sarah's expertise spans both general education and special education, with additional certifications, including a Reading Specialist certification. She is currently working toward expanding her knowledge and developing new strategies to better support students with learning disabilities. Sarah is committed to enhancing her teaching practices and is always seeking tools and resources that will help her students without overloading them or herself.

## Professional Goals:

**Expand Knowledge:** Continue to grow her teaching expertise, particularly in supporting students with learning disabilities.

**Parent Engagement:** Strengthen communication with parents to keep them well-informed about their children's education.

**Work-Life Balance:** Strive to find a balance between professional responsibilities and her personal life.

## Challenges & Pain Points:

**Time Management:** Struggles with finding enough time for lesson planning, grading, and managing the classroom

**Overwhelm:** Often feels overwhelmed by the volume of information she needs to learn and keep track of, given the constantly evolving nature of teaching strategies.

**Student Impact:** Worries about her students' academic progress, especially in the wake of COVID-19 disruptions that have affected how students process and retain information.

## Personal Interests & Lifestyle:

Outside the classroom, Sarah values quality family time and is involved in her child's life, ensuring the child participates in after-school activities and clubs. She enjoys physical fitness, particularly jogging and strength training, and makes time for these activities in the mornings. On weekends, Sarah enjoys meeting with her all-women book club to discuss books they've read together, which also provides her with a social outlet.

Sarah primarily uses email, Facebook, and Instagram to communicate with friends and family, though she keeps her social media activity to after-school hours and weekends. She enjoys relaxing by scrolling through these platforms to catch up with others.

## Technology Preferences:

Sarah appreciates user-friendly digital tools that enhance her teaching experience without overwhelming her or her students. She values efficiency and simplicity, seeking tools that make a tangible impact on learning without requiring excessive time or effort to master. As AI continues to evolve, Sarah tries to stay up to date on how she can use it safely in her classroom.

# SWOT ANALYSIS

# S

## STRENGTHS

- Product is research-based and proven effective
- University of Kansas connection offers credibility
- Expertise and enthusiasm of the staff
- Depth and variety of instructional materials
- Professional developer program features quality training and certification
- A plethora of information
- Comprehensive user network
- Offering of online courses

# W

## WEAKNESSES

- An overwhelming amount of dense information
- Lack of resources, staffing and money
- Rules and restrictions surrounding advertising
- Poor user experience on the website and online store
- Outdated brand identity
- Limited social media presence
- Inability to link to certain products

# O

## OPPORTUNITIES

- Students are behind due to the COVID-19 pandemic
- Homeschooling is becoming more popular
- Parents are more involved in their child's learning process
- Educators are more open to using resources
- Many young teachers are searching for online tools to use in classrooms
- Technology in education is prevalent due to the COVID-19 pandemic
- Educators want online resources, now

# T

## THREATS

- Other companies offer similar products, and have a larger budget and reach
- Free online resources
- Abundance of research buries the message
- People are skeptical, not many are easily swayed to purchase
- Low funding for schools
- Teacher shortage, leading to lessened time for professional development

# PLANNING & EXECUTION



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## OBJECTIVE 1:

# Improve brand identity

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### STRATEGY 1: Create a new brand identity for SIM

**Tactic 1a:** Redesign SIM's brand by updating colors, fonts, and the brand's logo.



Current SIM

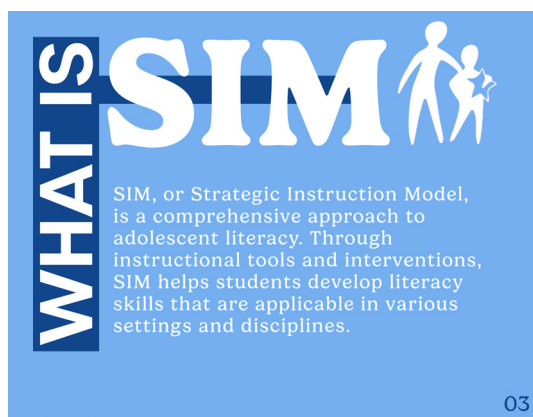


Redesigned SIM



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03	What is SIM?
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05	Logo
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10	Type
13	Icons & Elements



## LOGO

- Our logo
- Logo Usage

05

## OUR LOGO



06

## LOGO USAGE

Our logo is a testament to our mission of bringing together and guiding teachers and students. Our logo should not deviate from the colors and design types shown below.



## COLOR

- SIM Color Palette

08

## COLOR PALETTE

Our color palette is a mix of vibrant blues with a touch of orange. The color blue encourages serenity and imagination, while orange helps boost mood and stimulates the brain.

RGB 247, 247, 247 CMYK 0, 0, 0, 3 HEX #F7F7F7	RGB 117, 175, 240 CMYK 51, 27, 0, 6 HEX #75AFF0	RGB 17, 70, 140 CMYK 88, 50, 0, 45 HEX #11468C
RGB 44, 124, 222 CMYK 80, 44, 0, 13 HEX #2C7CDE	RGB 217, 237, 255 CMYK 15, 7, 0, 0 HEX #D9EDFF	RGB 255, 188, 94 CMYK 0, 26, 63, 0 HEX #FFBC5E

## TYPOGRAPHY

Our primary typefaces are Urbane and Gelica. Both serve to easily identify SIM branded content through print and web and should be used consistently.

### Urbane

Urbane Medium  
Urbane Demi Bold

Line spacing: 1.1  
Letter spacing: 0

AaBbCcDdEeFf  
AaBbCcDdEeFf

### Gelica

Gelica Regular  
Gelica Medium  
Gelica Bold

Line spacing: 1.1  
Letter spacing: 0

AaBbCcDdEeFf  
AaBbCcDdEeFf  
AaBbCcDdEeFf

11

## ICONS & ELEMENTS

→ Main design elements and icons

13

## TYPE

- Typefaces & fonts
- Hierarchy

10

## TYPOGRAPHY

Headlines/Titles are Urbane Demi Bold.

Subtitles are Gelica Medium.

Body copy is Gelica Regular.

**Gelica Bold is the logo font and is typically used for quotes or highlighting text.**

12

## ICONS/ELEMENTS



### Three stars

Stars are a key element/icon for SIM. For SIM, the three stars represent achievement, imagination, and guidance. Stars are used across all designs but should never be placed next to the SIM logo.

Other key elements/icons:



14

# Strategy 2: Redesign SIM's websites to improve user experience.

**Tactic 2a:** Redesign the official home page for SIM, using the KU Drupal design.

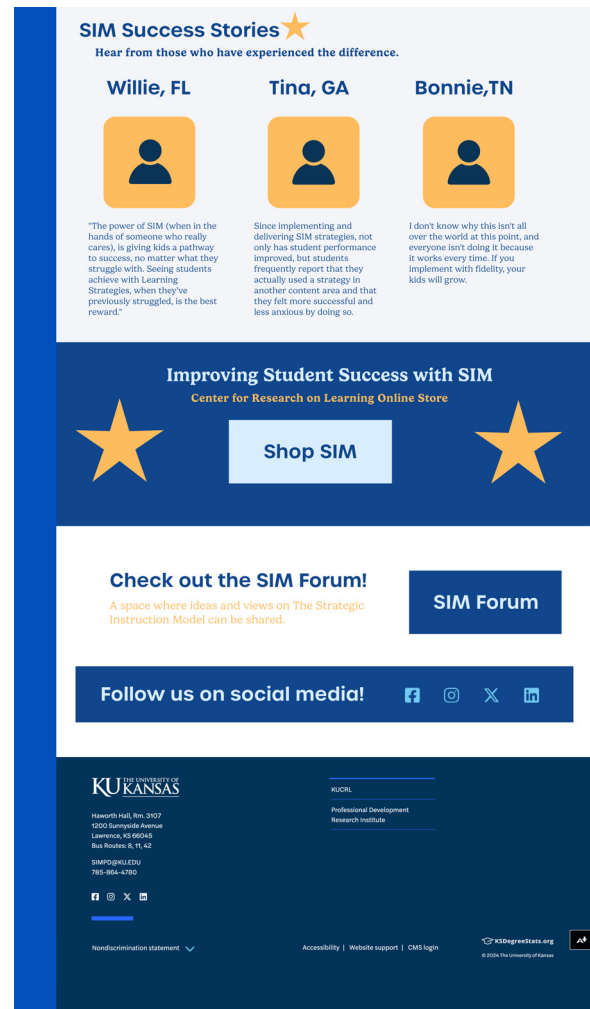
**Tactic 2b:** Redesign the SIM “What” page, which explains the different product offerings.

**Tactic 2c:** Redesign the KUCRL store website to improve the possibility of purchase of SIM's products.

## ★ New SIM homepage, using the KU Drupal design





(Top half of homepage)



(Bottom half of homepage)


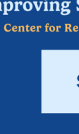


## OBJECTIVE 1



### Content Literacy Continuum (CLC™)

CLC is a coordinated, school-wide approach to improving literacy for all students in secondary schools, enabling them to meet higher standards. Based on five levels and focused on helping schools use their data to develop and sustain a comprehensive and integrated approach to literacy, CLC's goal is to ensure that schools are empowered to develop the infrastructure necessary to identify, develop, and offer the multi-tiered resources, services, and supports essential to a literate, successful school community.


### SIM Professional Development

Professional development, coaching, and infrastructure support are essential components to effective implementation of SIM instructional tools and interventions. It is highly recommended that you work with a SIM Professional Developer. Please fill out our online form to [Request SIM Professional Development](#).





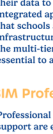

## Improving Student Success with SIM

Center for Research on Learning Online Store



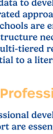

### Shop SIM



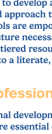




### Check out the SIM Forum!





A space where ideas and views on The Strategic Instruction Model can be shared.

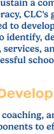





### SIM Forum



### Follow us on social media!












Research Hall, Rm. 3107  
1200 Sunnyside Avenue  
Lawrence, KS 66044  
Box Station 8, 15, 45  
SIM@KU.EDU  
785-864-4780






KUCRIL  
Professional Development  
Research Institute






Facebook  
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## ★ New KUCRL store web design

[Home](#)
[Shop](#)
[Orders](#)
[Profile](#)
[Contact Us](#)

# Shop SIM

Strategic Instruction Model

The University of Kansas Center for Research on Learning's proven and affordable products are the result of more than 35 years of research into what works for teachers and students. Our affordably priced manuals, guidebooks, and videos empower teachers to think deeply about how and what they teach. Student materials give students the tools they need to build literacy skills and to understand and solve problems.

[SIM Overview](#)

## SIM Learning Strategies

SIM Learning Strategies are teaching tools that gradually shift control from teacher to student help students effectively understand and solve problems. They offer a comprehensive scope and sequence, organized into three skill strands: acquiring information, storing and retrieving it, and demonstrating competence.

[Shop](#)

## SIM Content Enhancement Routines

SIM Content Enhancement Routines are instructional tools that help teachers organize and present content in a way that engages students and supports understanding. These routines promote active learning by using visual aids, structured guides, and interactive methods to make complex information more accessible and memorable.

[Shop](#)

## Professional Development

SIM Professional Development provides educators with training and resources to effectively implement Strategic Instruction Model (SIM) tools and strategies. It focuses on enhancing instructional practices, improving student outcomes, and fostering independence in learning through research-based methods and collaborative support.

[Shop](#)

## Strategic Math Series

The Strategic Math Series is a collection of instructional strategies designed to help students master foundational math skills. Using structured, step-by-step approaches, the series supports students in understanding, practicing, and applying math concepts effectively, building confidence and competence in mathematics.

[Shop](#)

## Xtreme Reading

SIM Xtreme Reading is a comprehensive literacy program that equips students with essential reading strategies to improve comprehension, fluency, and vocabulary. Designed for struggling readers, it focuses on developing skills for understanding complex texts and fostering independence in learning.

[Shop](#)

## Return Policy

Returns must be made within 60 days of purchase. Materials must be returned in resalable condition. Contact us at [orderkucr@ku.edu](mailto:orderkucr@ku.edu) prior to returning materials. Credit will be issued after materials are returned in good condition. No credit can be given for shipping charges.

We cannot issue refunds on PDF downloads/ebooks.

## Contact Us

**For questions about SIM Materials:**

[simpd@ku.edu](mailto:simpd@ku.edu)  
+1-785-864-0626

**For questions about your order:**

+1-785-864-4780  
[orderkucr@ku.edu](mailto:orderkucr@ku.edu)

**Our Address:**

1200 Sunnyside Avenue  
3150 Haworth Hall  
Lawrence, KS 66045

**Hours:**

9:00 a.m. - 4:00 p.m.  
Monday-Friday

The University of Kansas Center for Research on Learning

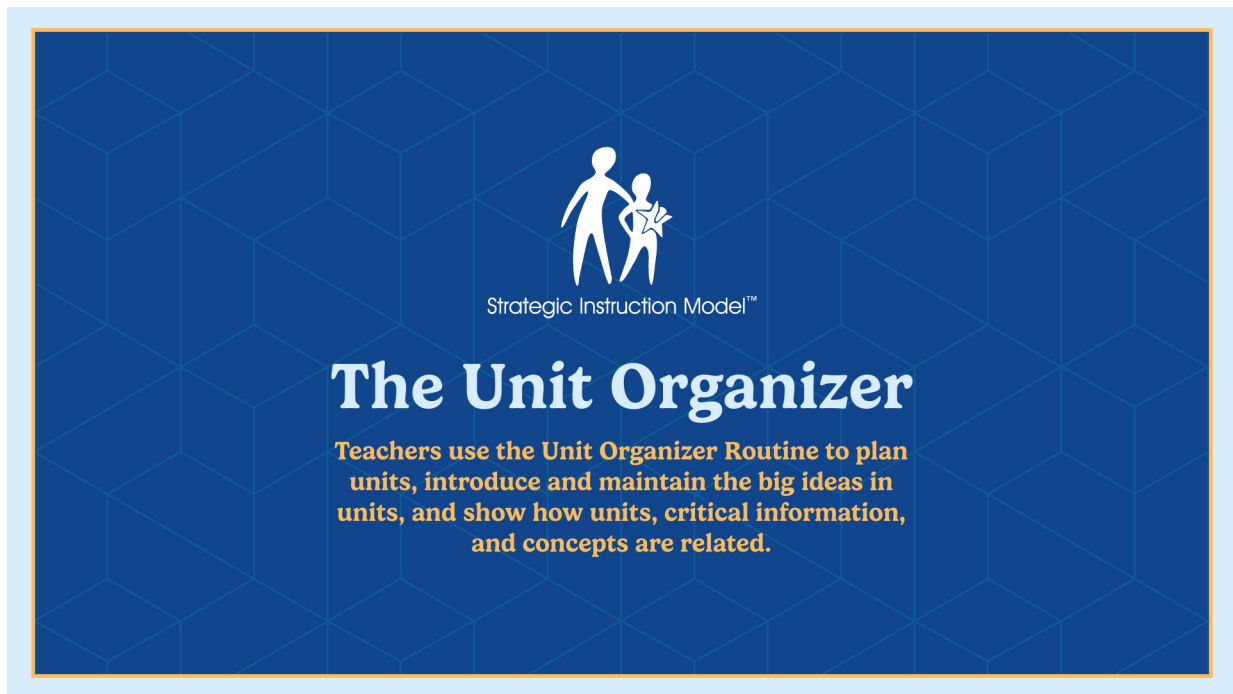


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## Strategy 3: Increase cohesiveness among SIM's product offerings.

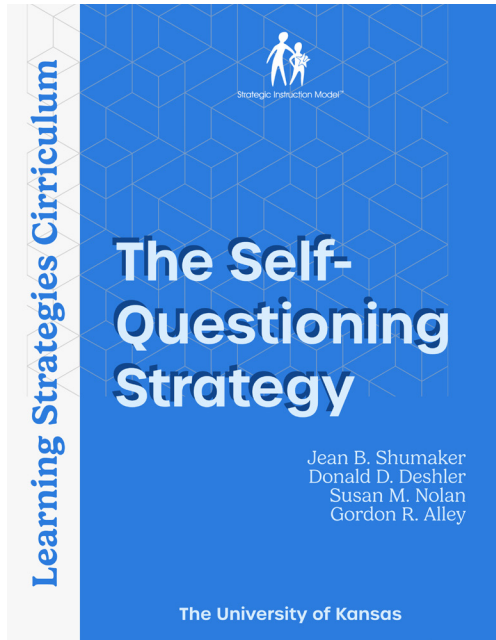
**Tactic 3a:** Redesign SIM products to have a distinct look for each category of product offerings (ex. Learning Strategies book covers, Canvas Professional Development course redesign).

**Tactic 3b:** Develop a clear brand voice to be used across all products and digital channels. Remove jargony phrases to increase the audience's understanding of what SIM does.

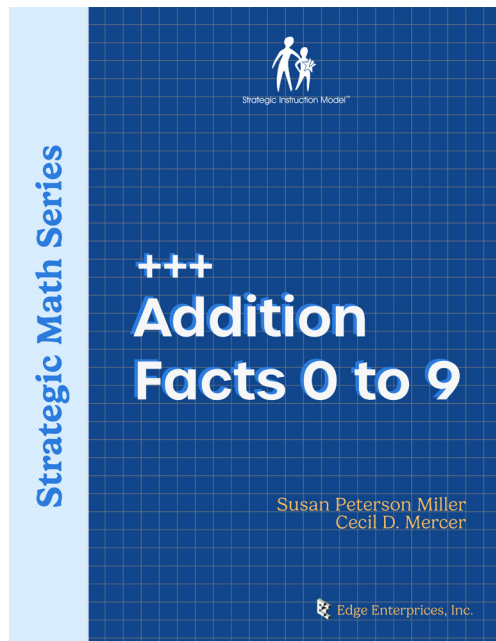


★ Canvas Professional Development course redesign

★ Learning Strategies book cover redesign



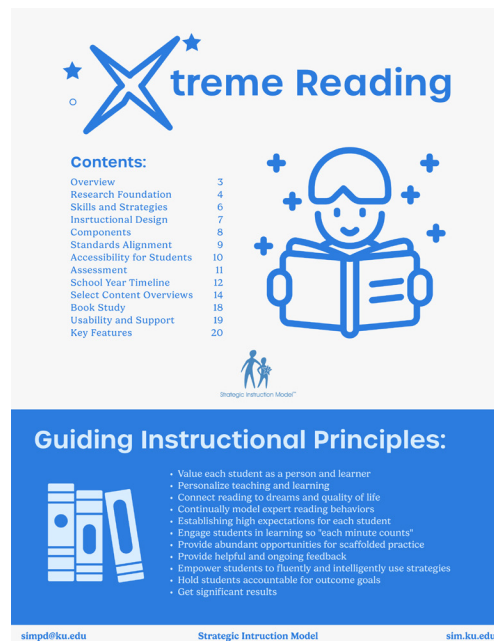
★ Strategic Math Series book cover redesign



★ Content Enhancement Routines book cover redesign



★ Xtreme Reading flyer



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## OBJECTIVE 2:

# Increase website traffic

---

### Strategy 1: Take advantage of Google Analytics

**Tactic 1a:** Use Google Analytics to identify the top three most visited pages, as well as the pages with the highest bounce rates over a two week period. Use this information to create a list of changes to be made on the websites.

**Tactic 1b:** Ensure 100% of the necessary staff understands how to use and analyze Google Analytics by requiring a [course](#) on the subject.

### Strategy 2: Improve SEO

**Tactic 2a:** Perform research on keywords on Google Analytics to find relevant terms to the target audience.

**Tactic 2b:** Make SIM a Google Business that will show up when a possible user searches “SIM Content Enhancement Routines.” Make sure this also displays contact information.

# SEO Keywords

- Strategic Instruction Model
- SIM Learning Strategies
- Content Enhancement Routines
- Adolescent Literacy Programs
- Evidence-Based Teaching Tools
- Teacher Professional Development
- KU Center for Research on Learning Strategies
- Instructional Coaching
- SIM Professional Development Network
- Reading Programs for Adolescents
- Educational Research and Development
- SIM Micro-Credentials
- SMARTER Planning Framework
- Educational Interventions
- Student Achievement

# Headline Ideas

**Home:** "Welcome to the Strategic Instruction Model (SIM™)"

**What:** Instructional Tools & Interventions: "Explore SIM's Instructional Tools and Interventions"

- **SIM Content Enhancement Routines:** "Enhance Teaching with SIM's Content Routines"
- **SIM Learning Strategies:** "Empower Students with SIM's Learning Strategies"
- **SIM Reading Programs:** "Boost Literacy through SIM's Reading Programs"

**Why:** Impact: "Discover the Impact of SIM on Education"

- **SIM Stories:** "Real-Life Success Stories with SIM"
- **SIM Projects:** "Innovative Projects Driving SIM's Success"
- **SIM Awards:** "Recognizing Excellence in SIM Implementation"

**How:** Access SIM: "Learn How to Access and Implement SIM"

- **SIM for Administrators:** "Guidance for Administrators on SIM Integration"
- **SIM for Parents:** "Resources for Parents to Support Learning with SIM"
- **SIM for Teachers:** "Tools and Strategies for Teachers Using SIM"

**SIM Credentials:** "Achieve Professional Credentials with SIM"

**SIM Events:** "Stay Updated with Upcoming SIM Events and Workshops"

**SIM Professional**

**Developer Resources & Link:** "Resources for SIM Professional Developers"

**About:** "Learn More About the Strategic Instruction Model (SIM™)"

- **SIM History:** "The Evolution and History of SIM"
- **SIM Professional Development Network History:** "Chronicle of SIM's Professional Development Network"

**Shop:** "Purchase SIM Educational Materials and Resources"



# Strategy 3: Reclaim SIM Mnemonics

**Tactic 3a:** Perform an SEO audit for SIM's acronyms, and email the companies that are shown first. Ask them to link to SIM and provide proper credit.

**Tactic 3b:** Begin a "You Know Us" campaign for social media, highlighting our mnemonic devices (ex. "Have you used \_\_\_\_ in your classroom? It's actually SIM's mnemonic!")

## ★ Mnemonic landing pages

THE UNIVERSITY OF KANSAS

KU

The University of Kansas Center for Research on Learning  
Strategic Instruction Model (SIM™)

### What are SIM Mnemonics?

Mnemonics are used to...

**Learn how to learn:** how to paraphrase critical information, picture information to aid in understanding and remembering, ask questions and make predictions while reading different kinds of texts, and identify unknown words in reading assignments.

**Prepare for tests:** develop mnemonics and other devices to help memorize facts and learn new vocabulary.

**Express ideas and demonstrate knowledge:** write sentences, paragraphs, and themes; monitor written work for errors; and confidently take tests.

THE UNIVERSITY OF KANSAS

### SLANT


Used to create a more active and positive learning environment SLANT stands for "Sit Up, Lean forward, Ask questions, Nod your head, and Track the speaker."



THE UNIVERSITY OF KANSAS

### PIRATES


PIRATES is a mnemonic device used to help students remember the steps involved in a test-taking strategy, often visualized as a pirate quickly boarding a ship, grabbing treasure, and leaving rapidly, signifying the goal of quickly and efficiently completing a test and getting the best possible score.



THE UNIVERSITY OF KANSAS

### DISSECT


Used for decoding difficult word, DISSECT stands for "Discover the context, Isolate the prefix, Say the stem, Say the suffix, Examine the word in context, Check your pronunciation, and Think of a related word."



THE UNIVERSITY OF KANSAS

### COPS


COPS stands for "Capitalization, Organization, Punctuation, and Spelling." A mnemonic used as a strategy to help students edit their writing by checking for these key elements when reviewing their work.



THE UNIVERSITY OF KANSAS

### RAP

RAP is a technique used to improve reading comprehension by focusing on identifying the key points of a text and paraphrasing them. It stands for "Read a paragraph, Ask yourself (about the main idea), Put it in your own words."



# Strategy 4: Target existing users to introduce peers to SIM

**Tactic 4a:** Use the newsletter to contact past customers. Encourage them to visit SIMville to view new, free content that can aid the classroom efficiency of SIM.

**Tactic 4b:** Send personalized emails to ask past customers about their experience with SIM. Collect information on if they like SIM, if they need anything to improve their experience, and suggest other SIM products they could benefit from.

**Tactic 4c:** Create an incentive program for existing users. Input a survey on the website where people can write who they heard about SIM from. When a previous user reaches a certain number of referrals, they will receive a prize (ex. For every three people you refer, get a free coffee on us!)

## ★ Email newsletter example



The University of Kansas  
Center for Research on Learning  
Vol. 33, No. 1 | Sept/Oct 2024

**From SIM**

### Featured Article

#### A Detailed Overview of The Teaching Decision-Making Routine

by Janis Bulgren, Ph.D. Research Professor, Emerita

The Teaching Decision-Making Routine is a guidebook of instructional methods that teachers can use to help students engage in reasoning. Although "reasoning" has many definitions, it is used here to identify an issue, options that could respond to the issue, ranking those options, considering other options, and making and explaining that decision. This routine provides teachers with ways to help students make good decisions in many different areas of life. It is part of the SIM Higher Order Thinking and Reasoning (HOTR) routines.



[Read the full article here.](#)

### SIM News

**New KUCRL Online Store is live!**  
The new store is updated with a more modern look and feel. It features a few example pages from each manual that customers can browse to get an idea of what the manual will include.

**KUCRL receiving a cooperative agreement award from U.S. Library of Congress**  
The project "Citizen Journalism for All Students: Making Journalism in Action's Library of Congress resources more accessible and relevant for students with disabilities," will be led by Suzanne Myers and Jocelyn Washburn.

**SIM offices have moved across campus**  
Our new address is:  
University of Kansas, Center for Research on Learning  
1200 Sunnyside Ave., Haworth Hall #3107  
Lawrence, KS 66045

**Xtreme Reading submitted**  
KUCRL has submitted Xtreme Reading to a handful of states that have passed *Science of Reading* Laws.  
For more information: [Which States Have Passed 'Science of Reading' Laws? What's in Them?](#)

**FREE Professional Learning Micro-credential as part of PD**  
We are now including the SIM Professional Learning (PL) Micro-credentials as part of the initial PD experience. This is for anyone who attends and completes a SIM PD Session and fills out the evidence section of their micro-credential/badge for review.

**What this means for you**  
The roster that you submit with your Post PD Reports will be the only approval requirement for the SIM Professional Learning (PL) micro-credentials. Be sure to let your teachers know during your PD that they can join the SIM PL Badges on Badgelist.



### SIM In the Field

**Children's Literacy Podcasts**  
September is National Literacy Month and the Be Podcast Network in partnership with Reading Is Fundamental (RIF) are sharing over 40 podcasts to spotlight children's literacy. Listen to the Sep 15th episode, *Making the Science of Reading Stick with SIM Director, Dr. Jocelyn Washburn*.

**New Publications from the SIM Network**  
VanUitert, Victoria & Millions, Emily & Coleman, Olivia & Kennedy, Michael. (2024). Learning by Taking: Using Multimedia to Enhance Science Explanation Development of Neurodivergent Students. *Journal of Special Education Technology*, 39, 403-418.  
<https://doi.org/10.1177/01626434241257228>  
Carreon, A., Rowland, A., Smith, S., Lowery, A., & Mosher, M. (2024). Designing for Successful Educational Experiences in Virtual Reality Environments. *Journal of Special Education Technology*, 0(0).  
<https://doi.org/10.1177/01626434241277191>

### Upcoming SIM Events

**SIM Update Conferences**

- Oct. 22, 2024 - Northeast SIM Update Conference in Virginia begins online on Sept.
- Feb. 2025 - Florida Virtual SIM Update Conference - registration coming soon
- Other tentative dates for 2025:
- March 2025 - Southeast Conference (Charlotte, NC)
- October 2025 - SIM Virtual Conference

**SIM Online PD Classes for educators**  
(self-paced courses on Canvas, with follow-up coaching time)

- Framing Routine
- Fundamentals of Paraphrasing and Summarizing Strategy
- NEW: The Paragraph Writing Strategy
- Possible Selves (1st or 2nd edition)
- Sentence Writing Strategies (Fundamentals and Proficiency)
- Unit Organizer Routine

### Resources

**Brochures:**

- SIM Overview
- Learning
- Strategies
- Writing Strategies
- Math Strategies
- Content
- Enhancement Routine
- Higher Order Thinking and Reasoning

**HLP & SIM Crosswalk, 2024**

- Assists with understanding the relationship between the *High-Leverage Practices for Students with Disabilities (HLPs)* and the elements and processes used with the *Strategic Instruction Model (SIM™)*.
- This was updated to respond to the 2024 updated and revised *HLPs (2nd edition)*.


**The SIM Overview Video**

- Please feel free to use or share.

**New Notebook LM (AI) created podcast overviews**

- SIM Overview
- Learning Strategies Overview
- Content Enhancement Routines Overview

**2024 Xtreme Reading Sampler**



### Reminders

- Update your [StrateDirectory](#) information
- Report your SIM PD work

### Connect with us!

[Facebook](#)
[Instagram](#)
[Twitter/X](#)
[LinkedIn](#)

KU Center for Research on Learning  
1200 Sunnyside Ave, Haworth 3107  
Lawrence, Kansas 66045  
simpd@ku.edu  
785-864-0626

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## OBJECTIVE 3:

# Increase social media engagement by 25% by August 1st, 2025

---

### Strategy 1: Use social media polls and question

**Tactic 1a:** Use question-based posts with an answer input box for educators to share their ideas and experiences.

**Tactic 1b:** Use polls teachers can answer about certain topics (ex. What SIM textbook

### Strategy 2: Share educational and testimonial

**Tactic 2a:** Post weekly tips on how to use SIM in the classroom.

**Tactic 2b:** Create a monthly campaign where SIM features educators on how they use SIM in the classroom. This post would be in collaboration with the educator.

**Tactic 2c:** Post testimonial videos of educators and students who use SIM.

**Tactic 2d:** Host Q&A sessions through Instagram Stories, Facebook and LinkedIn. Either live or typed replies.

Hear from **REAL** teachers,  
who've seen **REAL** results.



**Word Mapping Strategy**

**Map the word parts**  
**Attack the meaning of each part**  
**Predict the word's meaning**  
**See if you're right!**

	Prefix	Root	Suffix
<b>M STEP</b>	pre	dict	ion
<b>A STEP</b>	Meaning before	Meaning say or speak	Meaning that results or state of
<b>P STEP</b>	Prediction the act of speaking before		
<b>S STEP</b>	Definition something foretold; a prophecy		



## Strategy 3: Encourage people to post about

**Tactic 3a:** Create a graphic and hashtag that people can post to show their support of SIM..

**Tactic 3b:** Offer a small discount in exchange for a show of support online.

**Tactic 3c:** Highlight content created about SIM on SIM official accounts.

## Strategy 4: Release cohesive content across all platforms

**Tactic 4a:** Create graphics and posts about core values and goals to be released on all platforms.

**Tactic 4b:** Standardize colors, fonts, and themes across all platforms.

**Tactic 4c:** Develop a content calendar to help guide and inspire social media use.



★ Content calendar example

# 2025 January

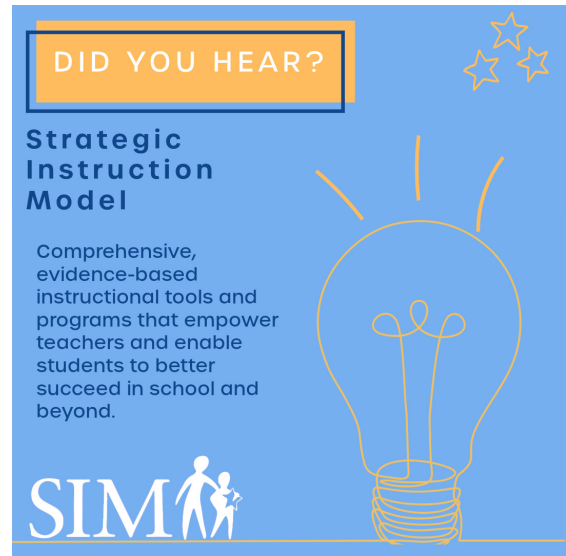
**Sun Mon Tue Wed Thu Fri Sat**

			<b>1</b> Reflection Post/Hopes for SIM in the New Year - Facebook, Instagram, LinkedIn	<b>2</b>	<b>3</b>	<b>4</b>
<b>5</b> Meet A Developer Post - Facebook, Instagram, LinkedIn	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> SIM Referral Program Promotion Post- Facebook, Instagram, LinkedIn	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b> SIM Graphic Post - Facebook, Instagram	<b>15</b>	<b>16</b>	<b>17</b> Short SIM Video - Facebook, Instagram	<b>18</b>
<b>19</b>	<b>20</b> Martin Luther King Jr. Day/Inauguration Day	<b>21</b>	<b>22</b>	<b>23</b> Meet A SIM Team Member Post - Facebook, Instagram, LinkedIn	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b> Break Down of a Mnemonic - Facebook, Instagram	<b>28</b>	<b>29</b> Lunar New Year	<b>30</b>	<b>31</b>	

The content calendar's goal is to strategically plan, organize, and schedule content to ensure consistency and engagement across all platforms. It helps streamline content creation, align messaging with key SIM themes, and ensures a balanced mix of topics.







## Strategy 5: Gain more followers on social

**Tactic 5a:** Follow other accounts that would be connected to SIM either by potential customers or competitors.

**Tactic 5b:** Promote SIM accounts to people who purchase SIM products.

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## OBJECTIVE 4:

# Increase SIM's Community Outreach

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### Strategy 1: Utilize teaching conferences in the midwest as a way to increase awareness of what SIM is.

**Tactic 1a:** Provide QR Codes on posters at tabling events that link back to specific areas of the website that people are interested in after talking with them. Have tracking links on QR codes so data can show which resources are most desired at a given event. (ex. Research, Professional Development, SIM Learning Strategies, etc.)

**Tactic 1b:** Have well-designed, concise one-pagers that detail the who, what, where, why and how of SIM. Make sure to highlight the impact on students and have a call-to-action to find more information.

**Tactic 1c:** Have an elevator pitch ready to quickly describe what SIM is and why it should be implemented in the classroom.

**Tactic 1d:** At events, provide incentives (such as fidget toys or pens) to encourage prospective SIM users to sign up for email newsletters.

# SIM

## Strategic Instruction Model

### What is SIM?

The Strategic Instruction Model (SIM) is a research-based teaching approach that helps students, especially those who struggle, become more successful learners. It provides teachers with tools to make complex subjects clearer, while teaching students strategies on how to handle school work on their own. By supporting both teachers and students, SIM helps create a classroom where everyone has the skills they need to succeed.

### What does SIM have to offer?

SIM consists of two main components: Learning Strategies (LS) and Content Enhancement Routines (CER), which work together to enhance literacy. Schools can implement either or both arms, along with two comprehensive reading programs: Fusion Reading (FR) and Xtreme Reading (XR).

**Content Enhancement Routines:** help teachers organize and present critical content in a way that is accessible and memorable for all students. These routines use teaching tools designed to make learning more effective and applicable.

**Learning Strategies:** equip students with the specific skills they need to learn content successfully, targeting areas essential for academic and career success, from late elementary to post-secondary levels.

**Fusion Reading:** a supplemental course for grades 6–12 students reading at or below the 3rd-grade level. It focuses on foundational word-level comprehension and motivation strategies taught through explicit instruction over one or two years.

**Xtreme Reading:** a one-year supplemental course for grades 6–12 students reading at or below the 4th-grade level. It similarly emphasizes foundational skills through explicit instruction to help students catch up academically.

### Our Mnemonics:

You may have heard SIM referred to as "Kansas Strategies," or maybe you've used one of the following mnemonics in your classroom already!

- DISSECT
- COPS
- PIRATES
- RAP
- SLANT

We would love to help you use these strategies to their full capacity through the inclusion of our evidence-based instructional tools and programs. To learn about how best to implement them in your classroom, visit our website: [sim.ku.edu](http://sim.ku.edu)

### Why Trust SIM?

SIM is a proven instructional model developed through decades of collaboration between teachers and researchers at The University of Kansas Center for Research on Learning to meet the real-world challenges of diverse classrooms.

Backed by a "strong" ESSA rating for its effectiveness and incorporating high-leverage practices, SIM empowers educators with actionable strategies that transform teaching and significantly enhance student learning and success.

### Connect With Us

**Visit us:** Joseph R. Pearson Hall 1122  
W Campus Rd. Rm 708  
Lawrence, KS  
**See us:** [sim.ku.edu](http://sim.ku.edu)  
**Call us:** (785) 864-0626  
**Email us:** [simpd@ku.edu](mailto:simpd@ku.edu)



**Set Your Students Up For Success With**

# SIM

**Strategic Instruction Model**

## What is SIM?

The Strategic Instruction Model (SIM) is a research-based teaching approach that helps students, especially those who struggle, become more successful learners. It provides teachers with tools to make complex subjects clearer, while teaching students strategies on how to handle school work on their own. By supporting both teachers and students, SIM helps create a classroom where everyone has the skills they need to succeed.

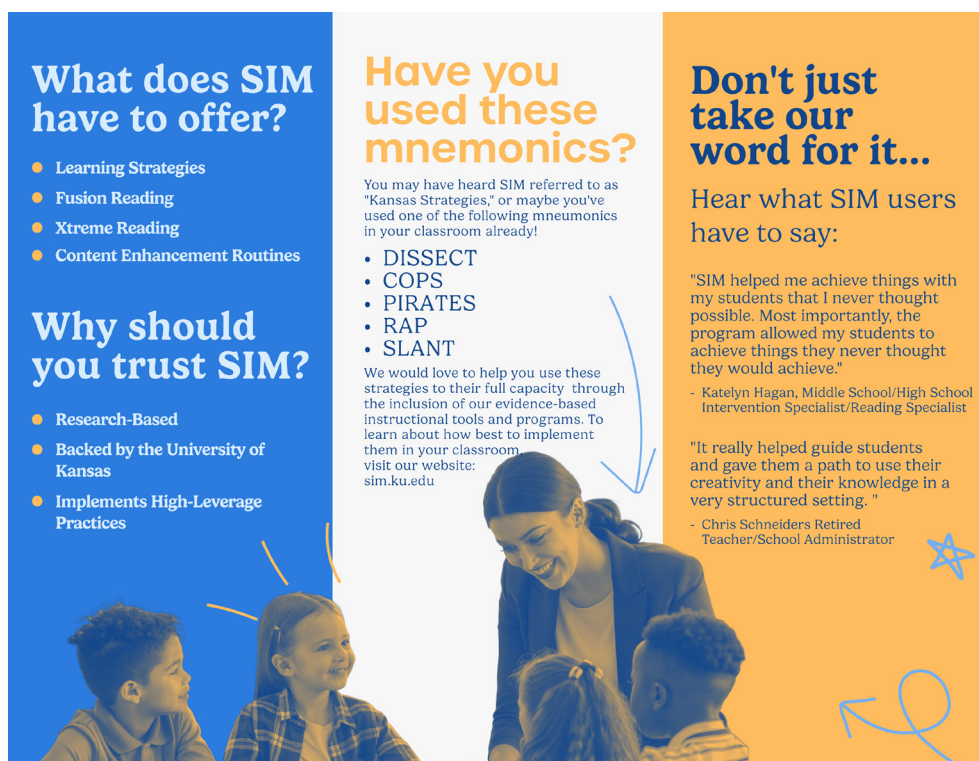
**For more information**

**Visit us:** Joseph R. Pearson Hall 1122  
W Campus Rd. Rm 708  
Lawrence, KS

**See us:** [sim.ku.edu](http://sim.ku.edu)

**Call us:** (785) 864-0626

**Email us:** [simpcd@ku.edu](mailto:simpcd@ku.edu)



## What does SIM have to offer?

- Learning Strategies
- Fusion Reading
- Xtreme Reading
- Content Enhancement Routines

## Why should you trust SIM?

- Research-Based
- Backed by the University of Kansas
- Implements High-Leverage Practices

## Have you used these mnemonics?

You may have heard SIM referred to as "Kansas Strategies," or maybe you've used one of the following mnemonics in your classroom already!

- DISSECT
- COPS
- PIRATES
- RAP
- SLANT

We would love to help you use these strategies to their full capacity through the inclusion of our evidence-based instructional tools and programs. To learn about how best to implement them in your classroom, visit our website: [sim.ku.edu](http://sim.ku.edu)

## Don't just take our word for it...

Hear what SIM users have to say:

"SIM helped me achieve things with my students that I never thought possible. Most importantly, the program allowed my students to achieve things they never thought they would achieve."

- Katelyn Hagan, Middle School/High School Intervention Specialist/Reading Specialist

"It really helped guide students and gave them a path to use their creativity and their knowledge in a very structured setting."

- Chris Schneiders Retired Teacher/School Administrator

# Elevator Pitch

The Strategic Instruction Model (SIM) is a research-based teaching approach that helps students, especially those who struggle, become more successful learners. Through explicit, evidence-based instruction, our Learning Strategies provide students with step-by-step tools to overcome learning challenges effectively. Our adolescent Reading Programs are grounded in the science of reading, while our Content Enhancement Routines equip teachers with strategies to engage students in mastering key concepts and skills across all subjects. We also prioritize the growth of educators. Our experienced Professional Developers collaborate directly with teachers to integrate new practices, build supportive networks, and foster teamwork among colleagues.

Strategic, empowered teachers create strategic, empowered learners.

With SIM, it's never too late for students to succeed—and we're here to help.

★ [Elevator pitch video](#) screen grab





# KU SIM Merchandise Mockups

Champion Powerblend Midweight Crewneck Sweatshirt



32 oz. Polycarbonate Water Bottle



Comfort Colors 100% Cotton T-shirt



Medium Midweight 100% Cotton Canvas Tote Bag



11 oz. Ceramic Mug



Full Color 3 in. Circle Vinyl Sticker



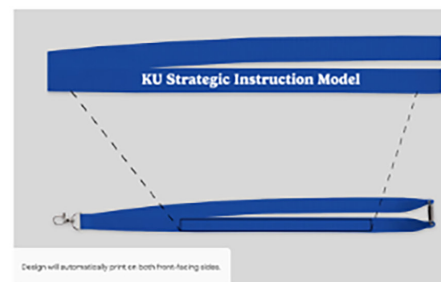
Star Super Squish Stress Reliever



Roslin Incline Stylus Pen



Breakaway Lanyard with Lobster Clip





## Strategy 2: Strengthen SIM's outreach through

**Tactic 2a:** Create a SIM social media plan for the goal period aimed at educators and administrators that includes two platforms, scheduling 3 posts per week starting one month after the goal initiation. Measure success through a 15% increase in social media engagement.

**Tactic 2b:** Build partnerships for free among content creators in the education space by having relevant creators talk about SIM in exchange for product/strategy resources for their classroom; “Teacher Tok.” Give the teachers lesson plans examples/tactics to help teachers tie SIM into their routines.

**Tactic 2c:** Distribute an introductory newsletter including the elevator pitch to a list of administrators of key districts in each state within one month of the goals initiation. Measure its effectiveness by aiming for a 15% increase in click-through rates and a 10% increase in inquiries about SIM resources over the following 3 months.

\* When looking for content creators, we suggest choosing those who promote and talk about other educational tools they use. Not only are they more likely to want to talk about SIM, but their audience is likely to be responsive, creating another opportunity to gain new customers. Starting out, we recommend looking for smaller creators, under 100k followers, and building up accounts with larger followings. Smaller creators are more likely to want to collaborate. Creators often expect or prefer payment for these types of promotions. However, this doesn't always have to be monetary. Sending a care package with SIM products and merchandise or giving out a free SIM resource could also work as payment methods.

### ★ Short email draft

“Hi [Influencer's Name],

I'm [Your Name] from SIM, an educational resource dedicated to empowering learners worldwide. We love how you inspire your audience through your education journey and we'd love to partner with you to promote our Content Enhancement Routines!

This could include [brief example, e.g., “a sponsored post or giveaway”], and we're happy to tailor the collaboration to align with your style and audience.

Let me know if you're interested—I'd love to chat further!

# SIM Influencers

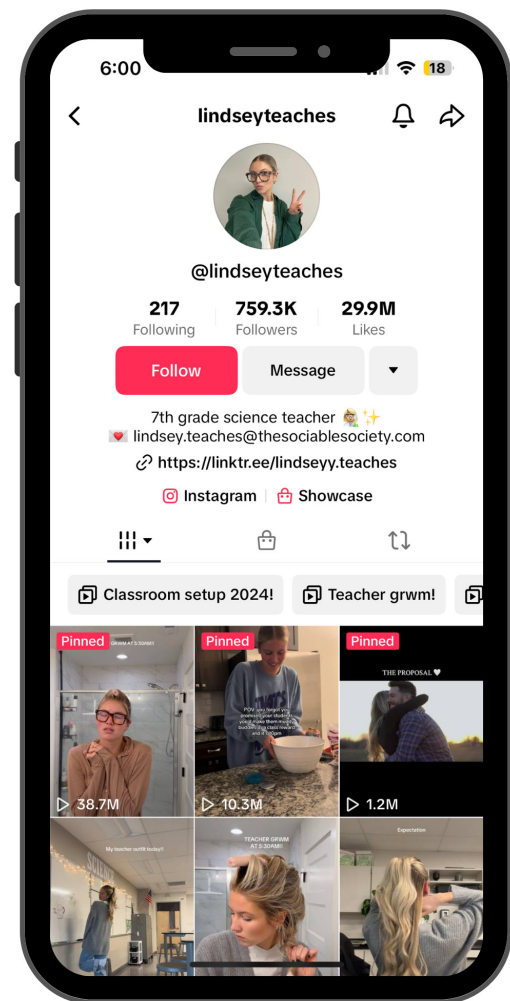
We suggest that SIM connects with influencers to tap into their established audience and boost brand awareness. Influencers have the ability to reach specific target demographics through their social media platforms. Below are three teachers whose branding is authentic and relatable to SIM's target market. A partnership with a teacher would feel more personal than traditional ads. These women are trusted by their followers and have a history of sharing teaching tips that they love.

By collaborating with influencers, SIM can have content that feels less like a sales pitch and more like a recommendation from a fellow teacher. In today's digital landscape, influencer partnerships can help SIM drive website traffic, improve brand awareness, and ultimately increase sales through the trust they built with their audiences.

## Lindseyteaches

@lindseyteaches

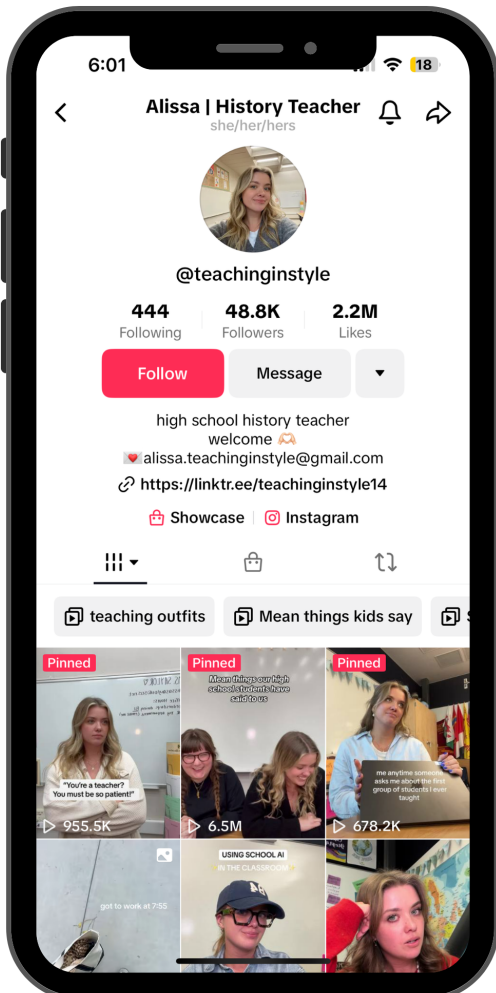
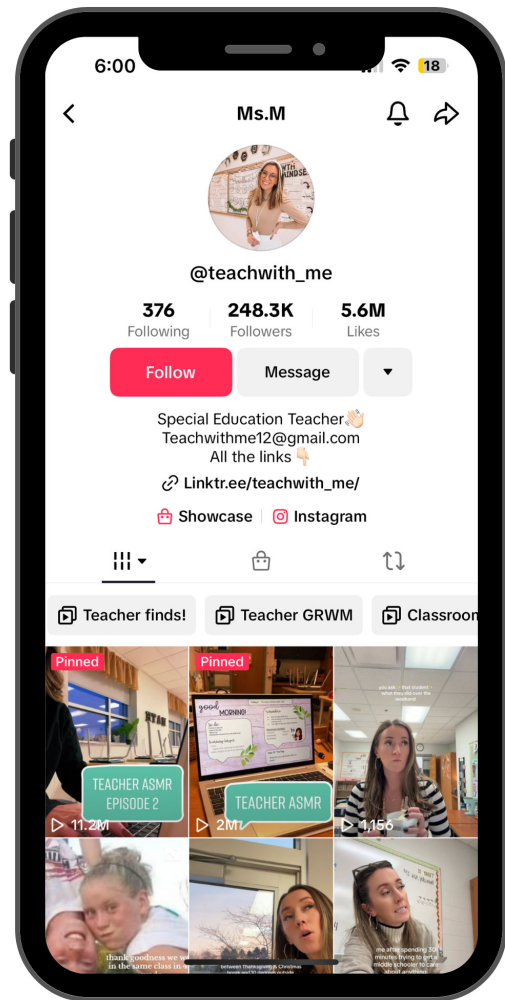
Lindsey is a seventh grade science teacher with over 700 thousand followers on tiktok. Her content engages students, parents and teachers. She posts content that relates to her life specifically as a teacher like a day in her life before school starts, school approved outfit checks and much more. Lindsey has high engagement and a history of promoting charities and other educational tips.



# Ms. M

## @teachwith\_me

Samantha is a special education teacher with over 35 thousand followers on Instagram and 250 thousand on TikTok. She has high engagement and her speciality is posting content about her life as a special needs teacher. Many of her followers are teachers and parents that work with children who need extra help in school. She has an ideal number of followers. She is definitely an obtainable influencer with lots of reach.



# Alissa

## @teachinginstyle

Alissa is a high school history teacher with over 55 thousand followers on tiktok. She is a smaller influencer so she might be more reachable as far as a partnership. Alissa has great engagement from fellow teachers and adults. And with 2.2 million likes on her page she definitely makes content that will be seen. Like Lindsey and Samantha, Alissa's content surrounds her life before, during and after school hours.

OBJECTIVE 4

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## OBJECTIVE 5:

# Gain 25 new professional developers by August 2026

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### Strategy 1: Get the next generation of teachers

**Tactic 1a:** Talk with the KU School of Education about implementing SIM strategies into their curriculum to increase word-of-mouth awareness. This will also equip future educators with background information on SIM at the beginning of their career.

**Tactic 1b:** Incentivise education students with the ability to become a Certified SIM Ambassador/Developer upon graduation or completion of a course.

**Tactic 1c:** Attend education career fairs to get the word out about the SIM PD

### Strategy 2: Reward them for becoming a part of the SIM PD family

**Tactic 2a:** Have a care package for incoming SIM Developers so they have a clean, recognizable look (ex. A name badge, branded shirt/polo, stickers, framed certificate, and branded pen).

**Tactic 2b:** Have levels of certification for learning more strategies (ex. After being a developer for X amount of years, you can become further certified).

## Strategy 3: Target current SIM users to become developers

**Tactic 3a:** Spread the word about a summer training that teachers could take to easily become a SIM developer.

**Tactic 3b:** Highlight rewards and special opportunities available to SIM developers in SIM newsletter and emails.

### ★ SIM Rewards Program flyer



The flyer is titled "SIM Referral Program Promotion" in large white text on a blue background. It features a photo of three people smiling and working together. Below the title, it says "Get attractive prizes by joining our Referral Program! Invite your friends to join and enjoy exclusive benefits together." There is an illustration of three stars with motion lines. A list titled "How does it work?" includes three bullet points: "Invite your colleagues", "Get them to register", and "You get rewarded". At the bottom, there is a yellow button that says "Become an official SIM ambassador". The footer contains social media links for Instagram (@simpdku) and Facebook (@KUCRL.SIM).

**SIM Referral Program Promotion**

Get attractive prizes by joining our Referral Program! Invite your friends to join and enjoy exclusive benefits together.

**How does it work?**

- ◆ Invite your colleagues
- ◆ Get them to register
- ◆ You get rewarded

**Become an official SIM ambassador**

Follow Us @simpdku

Follow Us @KUCRL.SIM



# **COST ANALYSIS**



# PRINTING

## BROCHURES

Vista Print tri-fold 8.5"x11"  
standard thickness, glossy paper

COUNT	\$ PER ITEM	TOTAL
100	\$1.13	\$112.99
250	\$0.74	\$183.99
500	\$0.48	\$237.99

## ONE-PAGERS

Vista Print 5pt Uncoated (No Finish)

COUNT	\$ PER ITEM	TOTAL
25	\$1.32	\$32.99
50	\$1.02	\$50.99
100	\$0.79	\$78.99
250	\$0.50	\$124.99
500	\$0.34	\$166.99

# SEO ANALYSIS

## ANALYTICS & SEO

Google Analytics course &  
SEO Scout Starter subscription

SERVICE	COST PER MONTH	COST PER YEAR
Google Analytics	\$0	\$0
SEO Scout	\$49	\$490

### FEATURES:

- Optimize 10 articles for better rankings
- Explore 100s of keyword ideas
- Spy on your competitor's rankings
- Track unlimited keywords

# MERCH MOCKUPS

## SWEATSHIRTS

Champion Powerblend Midweight Crewneck  
Sweatshirt S-XL (1 color front, 2 color back)

COUNT	\$ PER ITEM	TOTAL
25	\$23.02	\$575
50	\$19.39	\$969.50
100	\$17.16	\$1,716

+\$2.50 per 2XL, +\$3.50 per 3XL, +\$4.50 per 4XL

## TOTE BAG

Medium Midweight 100% Cotton  
Canvas Tote Bag (2 color front)

COUNT	\$ PER ITEM	TOTAL
25	\$13.51	\$337.75
50	\$10.68	\$534
100	\$8.89	\$889

## WATER BOTTLE

32 oz. Polycarbonate Water Bottle  
(1 color front) (72 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
72	\$9.17	\$660.24
100	\$8.95	\$895

## COFFEE MUG

11 oz. Ceramic Mug  
(1 color front, 1 color back) (72 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
72	\$8.47	\$609.84
100	\$8.14	\$814

## STICKER

Full Color 3 in. Circle Vinyl Sticker  
(2 color front) (125 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
125	\$3	\$375
300	\$1.52	\$456
500	\$0.93	\$465

## SQUISH TOY

Star Super Squish Stress Reliever  
(1 color front) (75 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
75	\$4.04	\$303
200	\$3.51	\$702

## STYLUS PEN

Roslin Incline Stylus Pen (black ink)  
(1 color front) (125 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
125	\$1.43	\$178.75
300	\$1.19	\$357
500	\$1.13	\$565

## LANYARD

Breakaway Lanyard with Lobster Clip (1  
color front) (150 pc order minimum)

COUNT	\$ PER ITEM	TOTAL
150	\$2.26	\$339



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# A HEARTFELT THANK YOU

We would like to extend our deepest gratitude to everyone who contributed to the success of this campaign and helped ensure its smooth execution.

First and foremost, we are incredibly thankful to **Lisa Loewen** for her guidance and mentorship. Lisa has not only helped us excel in public relations and communications throughout this course but has also played a pivotal role in shaping our academic careers at the University of Kansas. Her dedication and expertise have pushed us to reach our highest potential.

A special thanks to **Chris Schniders** and **John Sills** for generously lending their time and creativity to our content creation efforts. Your involvement was instrumental in bringing our ideas to life.

We are also deeply appreciative of everyone who participated in our surveys and helped us collect the data we needed. Your feedback was essential to the success of this project.

Thank you, **Heather Lawrenz**, for your expert guidance in utilizing Adobe products, including Adobe Express. Your technical support empowered us to bring our vision to fruition with precision and creativity.

Finally, we would like to express our sincere thanks to **Jocelyn Washburn**, **Mona Tipton**, and **Peony Allen** for entrusting us with your products and for giving us the opportunity to grow the Strategic Instructional Models campaign and its outreach. Your trust has allowed us to push our boundaries and expand our skills in meaningful ways.

This project has been a rewarding journey, and we hope you enjoy the results as much as we have enjoyed bringing it to life.

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