Arbordale Publishing

Science and Math Through Literature

Why Choose Arbordale?

Here at Arbordale it is about getting children excited about what they're learning, and then, as we like to say: *strike while the learning iron is hot!* We are a young company on a serious mission to create picture books that excite children's imaginations, are artistically spectacular, and have educational value.

All 99 of our books start with fun, warm stories, generally fiction with math, science, or nature themes and are brought to life by art. We have 95 wonderful authors and illustrators on our team. We add a 3-6 page "For Creative Minds" section that includes fun facts, crafts, vocabulary and games to reinforce the educational value and to support National Science and Math Standards. Finally, each book is carefully vetted by experts in the field including scientists and educators from NASA, NOAA, SeaWorld, Houston Zoo and various nature centers and aviaries.

Our Roots and Mission

A Shared Mission with STEM (Science, Technology, Engineering and Mathematics Education Coalition)

How do we improve science, technology, engineering, and math knowledge in our children? Great teachers, solid text books, and science field trips are all good things, but there are also three powerful fundamentals at work that may play a lion's share:

- A child's reading and comprehension skills
- Timing, frequency, and depth of exposure to science and math concepts
- A child's perception of learning … is it fun or is it work?

A child's reading and comprehension skills. It's old news, but study after study has shown the connection of reading skill to a child's overall learning ability, and STEM is a big component. If we want improved science and math knowledge levels, we would do well to also focus on reading fundamentals. Children embrace reading because they are taught from the crib that it is a valued skill and one that brings family attention and fun. If they are joyfully read to each night, they develop an early love of reading that carries them through life. Later, climbing into the bed on weekend mornings with mom and dad quietly reading reinforces the notion that reading is important. As they get older, teachers and reading coaches can build on the skills, but it is hard to engender a love of reading if it is not first taught and continually reinforced at home. To help teachers and families encourage reading, we offer these Reading and Literacy Tips.

Timing, frequency and depth of exposure to science and math concepts. We think children need to be exposed to advanced science and math concepts at an earlier age than is the general practice, but always in conjunction with teachable moments. Four-year-old children don't need to understand plate tectonics, but when an earthquake occurs and it is being discussed on the news, that is an opportunity to talk about earthquakes, say the words 'plate tectonics,' and show your children on a map where the earthquake occurred. Introduce children to the fact that the Earth is a thin crust floating on a molten core. Simple, easy things, but the earlier and more often STEM concepts are introduced casually by parents and teachers, the more familiar the concepts are as they get older. Seeing birds flying overhead through the classroom window in the fall is a perfect time for a teacher to discuss migration or at least use the words. And, plan a class outing, with parents, on a clear night to watch the International Space Station cross the sky. The number of STEM conversations that can flow from that one teachable

moment is huge… gravity, acceleration, friction, vacuum, and on and on. We do not advocate torturing children with STEM knowledge, but we do think parents and teachers should take advantage of these natural teaching moments.

A child's perception of learning … fun or work? When I retired from the U.S. Navy, our family took a four-month sabbatical traveling around the U.S. with our kids. We used a U.S. National Park map to plot our course and visit about 70 parks, monuments and national historic sites. It was an amazing family learning period. At each stop, our kids leaped out of the car armed with their National Park "Passports" to be stamped, and a clipboard for the Junior Ranger program. After completing 30 or so Junior Ranger programs, we had to stop and buy the girls green Girl Scout sashes to affix all their earned badges and pins. They were so proud of themselves and what they remember now, looking back, is what fun they had but also how much knowledge they acquired while having fun. As a family, we read the original Tarzan series aloud while driving, each child and parent taking their turn reading a chapter. We listened to the park rangers explain the science of carbon dating at Dinosaur National Park, and erosion at the Grand Canyon. Basically, along the way, we tricked our girls into learning. And that is the challenge. Make learning science, math, and geography fun.

These educational experiences and observations are the genesis of Arbordale and our mission of bringing *Science and Math to Children Through Literature*. We strongly believe in the connection between reading skill and STEM learning. For either to be embraced by children, it has to be fun and exciting. If you take fun out of the equation, they will not read and they will not learn. With this in mind, we have developed the Arbordale Math and Science program that seamlessly integrates reading and language learning with Science, Math, and Geography and high-end eBook technology.

-Publisher Lee German

Three Pillars of Our Program

With budgets crunched and everyone looking for more cost effective, high-quality reading and educational programs, we here at Arbordale may have just the answer: **a powerful literacy and bi-lingual learning program that seamlessly integrates Science, Math, and Geography with high-end technology**.

Over 8,500 schools nationally have used our program and the feedback from teachers, parents, and children is just heartwarming. Our program and trial offer have been seen in Learning Magazine, BookLinks / Booklist, School Library Journal, Library Media Connection, Publishers Weekly, National Association of Elementary School Principals, NAAEE, Christian School Products, NSTA, ALA, THE Journal, The Core, LibraryWorks and ForeWord magazines.

The three pillars of our program are:

- our **99 science, math, and nature themed picture books** (we add 10 each year) that create the teaching moment and the excitement about which cross-curriculum learning occurs.
- **online supplemental resources** in support of each title (**more than any other US publisher!**)
    - 3-6 pg eduational section (in back of book) called For Creative Minds
    - 20-40 pg cross-curricular Teaching Activities
    - 3 interactive quizzes: Reading / FCM / Math
- our **eBook Site License** featuring some of most technologically advanced eBooks in the US, each with **Auto-Read, Auto-Flip, 3D Page Curling and selectable English *and* Spanish text *and* audio!**

More Info on: Site License / Personal eLibrary

If you have not seen these eBooks and have just a moment to test one, please try the Test Drive button above. We think you'll understand why parents and teachers who have used these are excited at the potential for actually improving literacy and scores across the curriculum. Please make sure you test both manual and auto modes and click back and forth between English and Spanish on the fly. You'll note that the pages remain fixed during language selection, which allows children to study a single page in both languages. Then go to the book's homepage and access the online resources!

We encourage schools to share the site license with their families so that children and parents have unlimited access from home. It is all online, so no special software or hardware is needed—just broadband Internet access. We like the idea that we offer families a high tech, fun alternative to video games that encourages family reading and learning. With or without adult supervision, children can spend hours on our site license going from book to book. For teachers using our books, eBooks, and online resources, having the site license accessible from home also offers an opportunity to involve parents and reinforce classroom learning.

To help educators and parents assess our books, they are:

- Aligned to all State Curriculum Standards
- Reading levels measured: Accelerated Reader, Reading Counts, Lexile, and Fountas & Pinnell
- Awards Shelf / Reviews and Distinctions

We realize there are a lot of technology and educational resources out there and a lot of established companies vying for your business. We may not be the silver bullet for education in this country, but we have a truly amazing product that will make a difference. We are focused on our mission of bringing science and math to children through literature and technology and we hope you'll join us in this mission. Please to call or email if you have any questions.

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