



# Implementation Playbook

# Welcome to the Ignite Reading Implementation Playbook

From Nicole Armstrong, Head of Customer Experience



Dear Partner,

Welcome! We are thrilled to support your district and school community this year. At Ignite Reading, we believe that every student deserves a strong foundation in reading—and we are honored to be part of your literacy journey.

This Implementation Playbook was created to help you and your team launch, manage, and sustain a successful partnership with Ignite Reading. It reflects our shared commitment to impact, and it's designed to answer your most important questions before they arise. Our partnership is grounded in three pillars:

- **Clarity** – We aim to make the “who, what, when, and how” of implementation crystal clear.
- **Confidence** – We want you to feel confident in your role, empowered with knowledge and tools.
- **Connection** – We’re here for you. Every step of the way.

If at any point you need help, the **Ignite Reading Knowledge Base** is your go-to resource: <https://knowledge.ignite-reading.com/home>. It provides a plethora of additional information and is the best way to submit a support request. Our team will be ready and eager to help.

Thank you again for trusting us. We’re excited to partner with you and look forward to a powerful year ahead.

Warmly,

**Nicole Armstrong**

Head of Customer Experience  
Ignite Reading

# **The Implementation Playbook is a practical guide designed to support the successful rollout and implementation of Ignite Reading.**

This guide ensures that each stakeholder is aligned and equipped to drive student literacy growth with fidelity and consistency. The guide covers **six key content areas**: Ignite Reading Roles and Expectations, Ignite Reading Partnership Journey, Operationalizing Ignite Reading, Ignite Reading Platform, Launch, and Partner Support.

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## **Ignite Reading Roles and Expectations**

Defined leadership, communication, training, and student support expectations

[Explore this section](#)

2

## **Ignite Reading Partnership Journey**

High level timeline, big picture milestones, and checkpoints

[Explore this section](#)

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## **Operationalizing Ignite Reading**

Student selection, session times and transitions, location selection, and technology

[Explore this section](#)

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## **Ignite Reading Platform**

Data sync and rostering

[Explore this section](#)

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## **Launch**

Preparation, launch week, and monitoring tutoring sessions

[Explore this section](#)

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## **Partner Support**

Partner Knowledge Base resources and support

[Explore this section](#)

Section 1

# Ignite Reading Roles & Expectations







### District Champion

The District Champion is critical for ensuring the program is implemented successfully in the district. **The District Champion sets the vision for how Ignite Reading will integrate into the district's literacy ecosystem** and shares their goals and expectations for the partnership at the district level. Throughout the school year, the District Champion communicates proactively with Ignite Reading and provides support to school leaders in order to reach the goals of our partnership, serving as the strategic liaison between Ignite Reading and participating schools.



### School Leader

The School Leader (Principal) is critical for ensuring the program operates with fidelity in the school building by prioritizing Ignite Reading session times in daily scheduling, maintaining strong attendance policies and outreach, and providing accountability for teachers. **A strong School Leader is the pinnacle to garnering teacher and School Champion support.** The School Leader must schedule Professional Learning Time for staff to complete the Ignite Reading School Staff Training prior to launch.



### School Champion

The School Champion is critical for ensuring the program operates smoothly in the school building through clear communication and strong partnership with the School Leader, teachers, other school staff who will interact with the program, and Ignite Reading teams. The School Champion is the liaison for the program within the building and is responsible for session supervision. **The daily success of the implementation hinges on the strength of the School Champion's engagement, communication, and leadership.** The School Champion will need a back-up champion who can step in and perform these duties in the event that the School Champion is not available.



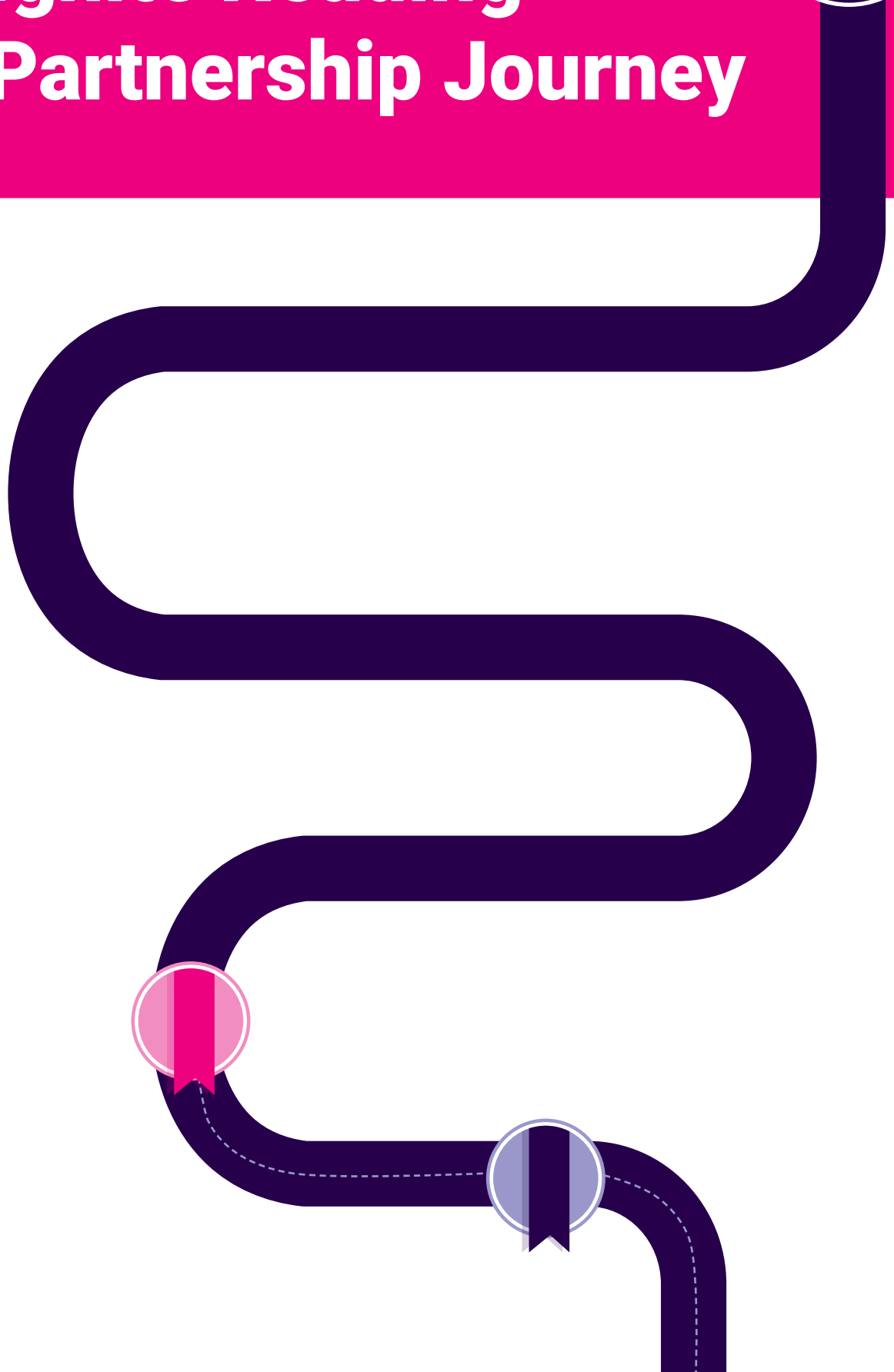
### Teachers

**Teachers play a vital role in the success of students in the Ignite Reading program.** Teachers should provide input into student selection, session times, and review Ignite Reading student progress data reports. The School Leader and School Champion should ensure that teachers are given adequate time to understand the Ignite Reading program and their responsibilities.

Expectations		District Champion	School Leader	School Champion	Teachers
Leadership & Oversight	Demonstrates strong, committed leadership that values literacy and the Science of Reading; shares values with district/school stakeholders	✓	✓	✓	
	Engages in transparent and timely two-way communication between Ignite Reading staff and district/school stakeholders	✓	✓	✓	
	Engages in transparent and timely two-way communication with the School Champion		✓		✓
Student Selection & Roster Management	Provides input on student selection based on district strategy & goals; utilizes a data-driven approach to identify at-risk students, prioritizing K-2	✓	✓	✓	✓
	Submits preferred session times			✓	
	Submits and maintains the Ignite Reading student roster, including a waitlist for quick student replacements as needed <ul style="list-style-type: none"> <li>• <b>Target: 100% seat utilization within 4 weeks post-launch</b></li> <li>• <b>Target: Fill open seats within one week of student drops</b></li> </ul>			✓	
Student Growth	Integrates Ignite Reading student impact updates into existing PLCs or grade-level meetings		✓	✓	
	Reviews data provided by Ignite Reading to help <b>inform Tier 1/2 instruction</b> and extends personalized learning into the classroom				✓
Student Attendance	Ensures students meet attendance goals, which directly tie to strong student outcomes <ul style="list-style-type: none"> <li>• <b>Target: 80% average school and individual student attendance</b></li> </ul>	✓	✓	✓	✓
Tutoring Session Design & Logistics	Provides a <b>dedicated session space with a proctor</b> that is quiet, supervised, and prepared for daily use; <b>first year implementations must use a dedicated space outside of the classroom</b> <ul style="list-style-type: none"> <li>• Plan transitions that allow students time to log in and start on time</li> </ul>		✓	✓	
Training	Supports Onboarding Training and tasks to ensure successful launch		✓	✓	
	Completes <b>Ignite Reading Onboarding Training</b>		✓	✓	
	Completes <b>Ignite Reading School Staff Training</b>		✓	✓	✓

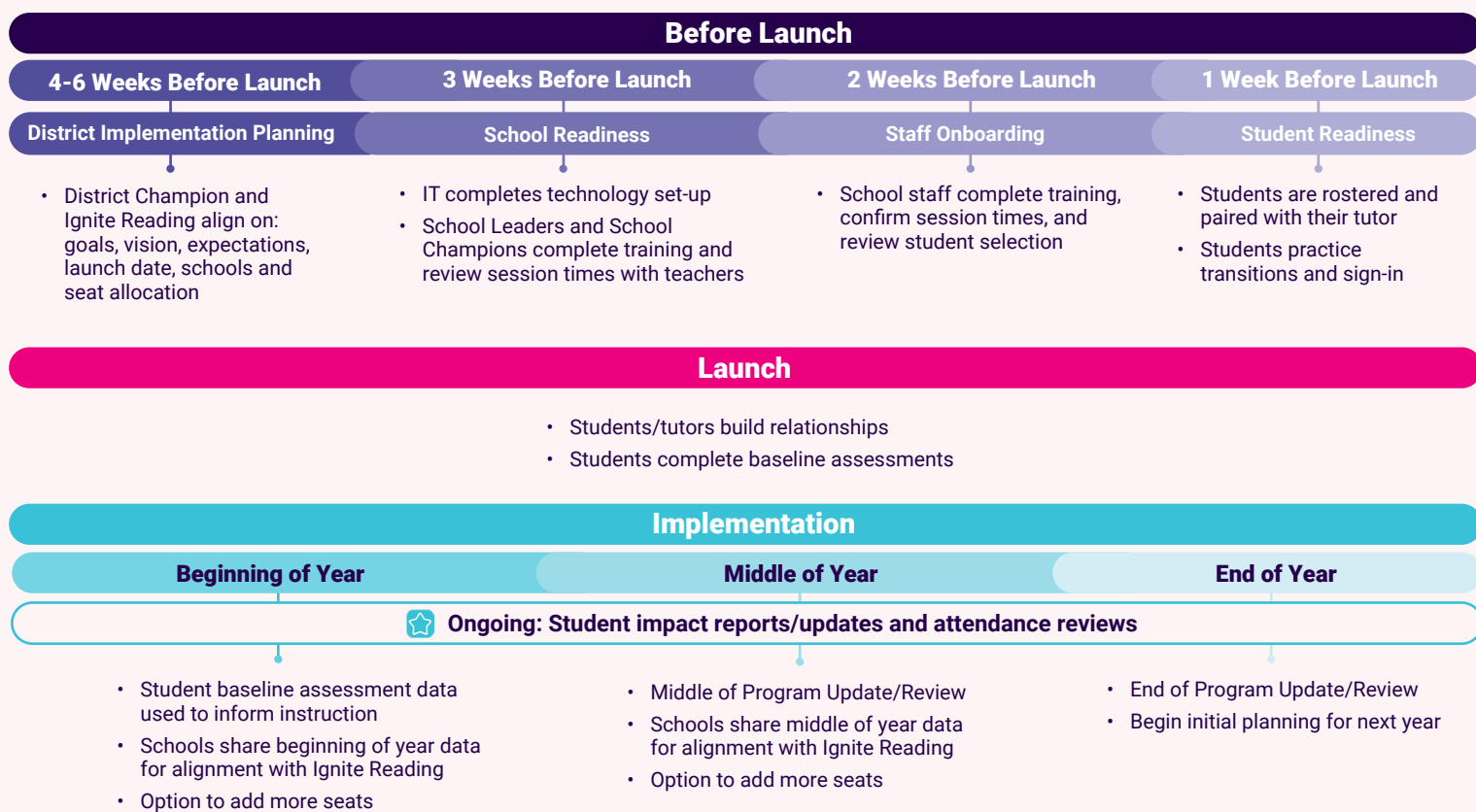
Section 2

# Ignite Reading Partnership Journey



## Overview

Ignite Reading's implementation follows a phased customer journey timeline. The process starts four to six weeks prior to launch, focusing on district alignment, followed by school readiness, staff onboarding, and student preparation. The launch itself includes initial baseline assessments and relationship-building. Throughout the year, data-sharing checkpoints occur at the beginning, middle, and end to guide instruction and program adjustments. Continuous improvement is supported by ongoing activities such as tracking student impact and reviewing attendance.



## Student Impact

Ignite Reading will regularly share student progress data with schools, providing teachers with valuable insights to support student growth in the classroom. When combined with their own classroom data, teachers can use Ignite Reading data as an additional resource to better understand each student's strengths, pinpoint areas for improvement, and make informed decisions about grouping students for targeted instruction. This intentional sharing of data helps ensure that instructional strategies are aligned with each student's needs, ultimately enhancing the learning experience and driving academic success, while maximizing the impact of the Ignite Reading program.

**A strong system must be in place in order to ensure that data is shared with teachers both intentionally and with fidelity. The following are recommended examples:**

### Data Review Meetings



Schools often schedule data review meetings where literacy coaches, instructional leaders, and teachers come together to analyze Ignite Reading data. These meetings may focus on specific student groups or grade levels. Teachers can discuss trends, progress, and/or areas for improvement. They may also surface questions or seek feedback or advice regarding their students for Ignite Reading and any instructional adjustments.

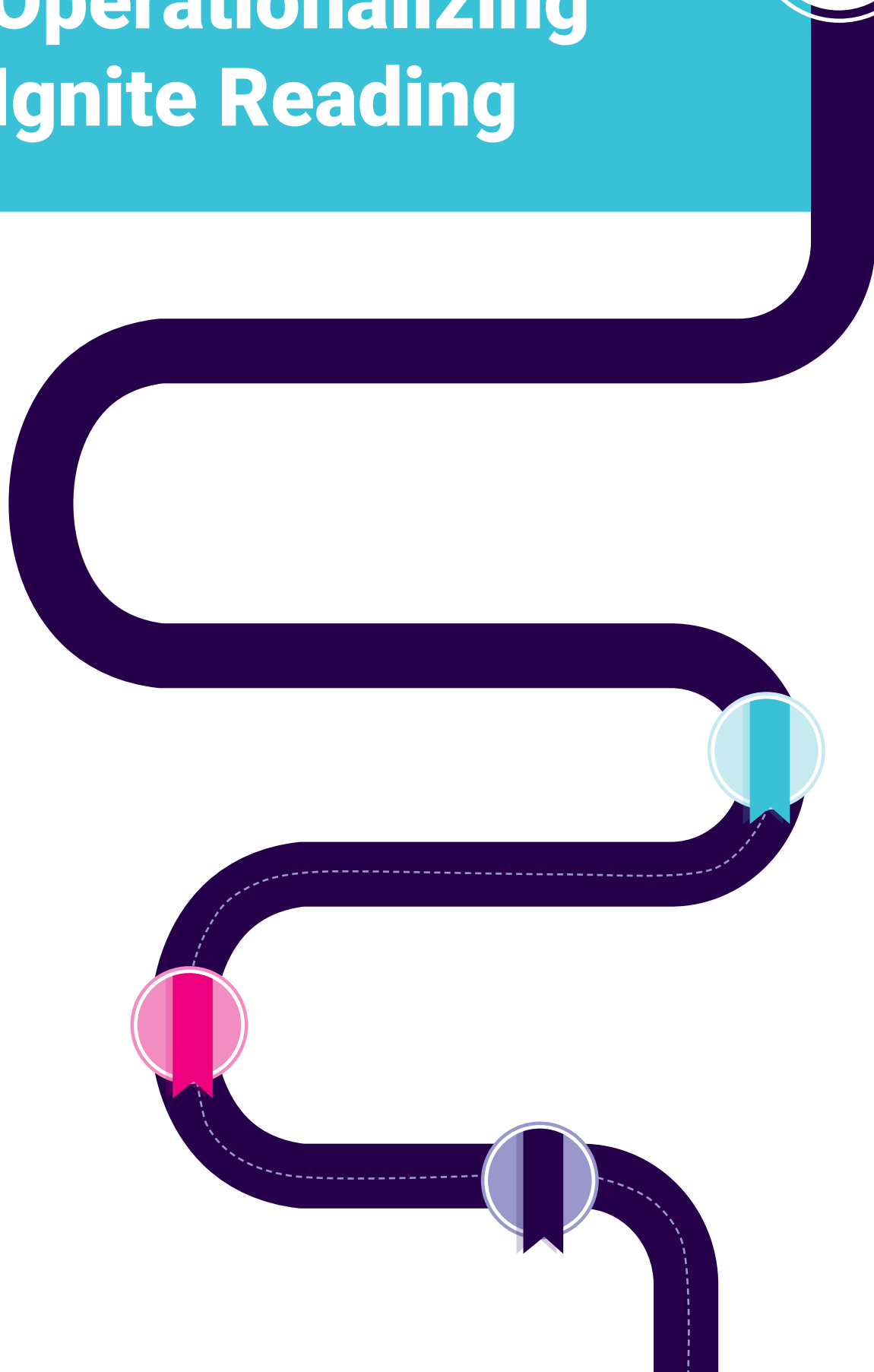
### Professional Learning Communities (PLCs)



Schools organize PLCs where teachers meet regularly to review and discuss data from external assessments. These meetings allow teachers to compare results, share strategies, and collaboratively interpret the data to improve instruction.

## Section 3

# Operationalizing Ignite Reading



## Student Selection

**Kindergarten through second grade is the optimal grade range for Ignite Reading** where impact can be measured through foundational skills and curriculum assessments. We recommend that school partners use data from these assessments to guide student selection. While the program supports multiple early grade levels, **Ignite Reading's best use case is providing a just-in-time intervention for first-grade students.**

In grades 3-5 it's recommended that universal screeners like DIBELS be used to identify students for placement. Performance that is below or well below benchmark on comprehension assessments may also be an indicator for a great candidate for Ignite Reading, as disfluency due to decoding gaps is often underpinning poor comprehension.



Grade Level Selection for Ignite Reading	Expected Outcomes	Results Will Be Seen On
<b>All 1st grade students</b> with foundational reading skills gaps (just-in-time intervention)	Increased % of 1st graders who enter 2nd grade on grade level as fluent readers	Benchmarking assessments: DIBELS, MAP Fluency, i-Ready, Star Early Literacy, etc.  Ignite Reading assessments
<b>Students in grades 2-5</b> with foundational skills gaps (RTI Model)	Students in grades 2-5 close foundational skills gaps  Students will still need classroom teacher support in fluency, vocabulary, and comprehension	Benchmarking assessments and perhaps improvement on state tests (depending upon severity of decoding gaps we are helping to close)  Ignite Reading assessments

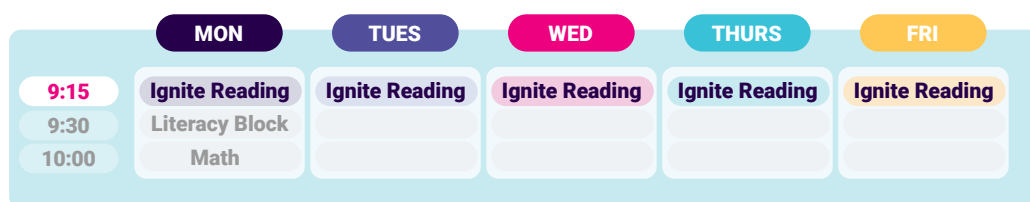
Once you have used **data to determine your initial Ignite Reading student roster**, there are some additional considerations to keep in mind, including:

- Are any additional **supports or services needed** for the student during Ignite Reading sessions?
- Is the student able to attend with **appropriate behavioral expectations**?
- Does the student have at least 90% **daily school attendance**?

As students grow and progress, they will graduate from Ignite Reading. Students may also move out of the school or district during the school year. It is a **best practice to have a waitlist of students to quickly fill any vacated seats and ensure full utilization**. This will also shorten the time between exiting current students and adding new students into the program.

## Session Times and Transitions

Ignite Reading tutoring sessions occur at the **same time Monday through Friday and are 15 minutes daily**. Each minute is critical instructional time. When choosing session times for your school, **remember that all sessions start at the 15-minute mark (:00, :15, :30, :45)**.



Ignite Reading recommends selecting as few session times as possible to ease the management of logistics and roster changes and promote program success. Schools may select **no more than one Ignite Reading session time per classroom and no more than two session times per grade**. In order to maximize instructional minutes and optimize attendance in Ignite Reading, consider the following suggestions:

- ✓ **Protect Session Time**  
Hold Ignite Reading session time sacred and **plan upcoming events that may impact attendance**, such as assemblies, field trips, celebrations, or state testing, **at times that do not conflict with Ignite Reading**.
- ✓ **Include Transition Time**  
Allocate transition time to ensure there is an **allowance for transitioning both before and after sessions**. This is especially true if the program time is adjacent to lunch, recess, or specials.
- ✓ **Avoid Early Mornings**  
Avoid early morning times when **bus schedules or student tardies will impact attendance**.
- ✓ **Align With Reading Block**  
Schedule Ignite Reading during an **existing reading block or Tier 2/3 support**.
- ✓ **Consider Supervision Duties**  
Avoid times that may be impacted by **adult supervision**, such as bus duty, etc.
- ✓ **Plan for Device Sharing**  
Avoid back-to-back sessions if students share devices, and **plan for continuity during testing windows**.
- ✓ **Skip Morning Announcements**  
Avoid scheduling sessions during morning announcements, as they are a **distraction that can cut into multiple minutes of your 15-minute Ignite Reading session**.
- ✓ **Confirm With Staff**  
School Champions must **review session times with teachers and school staff** before finalizing.
- ✓ **Ensure Full Attendance**  
Ensure session times allow for students to attend the **full 15 minutes of instructional time every day, Monday through Friday** (including minimum or early release days).

Session time preferences may be secured as soon as you have completed Ignite Reading Onboarding Training. The earlier you are able to share your session time preferences, the more likely it is that your preferred time(s) will be available. Session time availability is dependent on tutor availability.



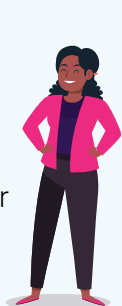
## Location Selection

### Out of the Classroom Implementation

During the first year of Ignite Reading implementation, sessions should take place **outside of the classroom** in a designated Ignite Reading space with a proctor. The session space should be quiet, supervised, and prepped for daily use. This approach minimizes disruptions to Tier 1 instruction and allows the proctor to establish consistent routines and manage students effectively.

Having students transition **out of the classroom** best sets the program up for success as:

Only **one adult** needs to proctor the space (Ignite Reading Champion, a designated paraprofessional, or other school staff member).



The space is already set up and ready for students when they walk in, which saves time and ensures students have the **full 15 minutes of learning time**.



#### Traits of a strong Ignite Reading session proctor:

- ✓ Attention to detail
- ✓ Strong classroom management
- ✓ Sweats the small stuff
- ✓ Punctual
- ✓ Consistent attendance
- ✓ Solid technology knowledge
- ✓ Supports student engagement

Teachers are able to engage in **uninterrupted differentiated instruction** with non-Ignite Reading students in their classrooms.

Ignite Reading students in another space during this time



#### Common session locations include:

- Library or Media Center
- Computer Lab
- Intervention space
- Cafeteria / Gymnasium



## In-Classroom Implementation

While Ignite Reading strongly recommends that **first-year implementations occur outside the classroom** to maintain instructional quality and minimize disruptions, we recognize that this may not always be feasible. In such cases, there are important requirements and considerations to ensure a successful in-classroom implementation.

### Key Requirements:

#### ✓ Teacher's Role As Proctor

The teacher must actively monitor Ignite Reading sessions and follow best practices as outlined in the Implementation Playbook. Since students may need support from teachers, it is recommended that they not conduct small group instruction during Ignite Reading time unless they have strong classroom management and systems in place.

#### ✓ Non-Participating Students

Other students should engage in independent activities that require little to no direct teacher involvement.

#### ✓ Alternative Supervision

If the teacher must lead instruction during this time, we recommend having an additional adult proctor support students using Ignite Reading.

#### ✓ Teacher Capacity

The teacher should be experienced with strong solid technology skills and excellent classroom management abilities.



Students should **be ready to sign in to their Ignite Reading session ~3 minutes before the start of the session** with technology already set up when possible. Specifically:

- Chromebooks/devices are open
- Headphones are plugged in
- Supplies such as whiteboards and markers or paper and pencils are placed in bins within arm's reach of students' stations
- Clever, Classlink (or other SSO) badges are next to devices or already scanned to further ease student login

## Technology

### Student Device Best Practices

Students should use **devices less than 5 years old** if they have daily usage. While Chromebooks are most often used, laptops, desktops, iOS and Android devices are all supported - including touchscreens.

District IT leaders should ensure there is adequate bandwidth to support the connection for all Ignite Reading sessions to run concurrently.

### Headphone Best Practices

Foundational skills work focuses heavily upon sounds in spoken words and correct pronunciation of phonemes. As such, **students must have stereo quality, noise-reducing headphones with microphones**. If you are interested in purchasing Ignite Reading headphones, [you may place your order here](#). Ignite Reading recommends students use **headphones that are no more than 1 year old**. Headphones should be replaced within one week if lost or damaged, as they're a crucial component of the program.

Examples of proper headphone storage options



Example of Ignite Reading Headphones





### Recommended Headphone Best Practices

#### Handling & Use

- Emphasize gentle handling and holding headphones by the headband
- Prohibit biting or pulling on cords
  - Suggest alternative stress or fidget methods
- Use visual aids for do's and don'ts of headphone care
- Train students on proper microphone adjustments without excessive force

#### Storage

- Provide a designated storage area
- Store in a hanging shoe organizer or protected bin with freezer bags
- Coil cords loosely and avoid cord bunching

#### Inspections

- Implement routine inspections for damage
- Encourage prompt reporting for repairs or replacements

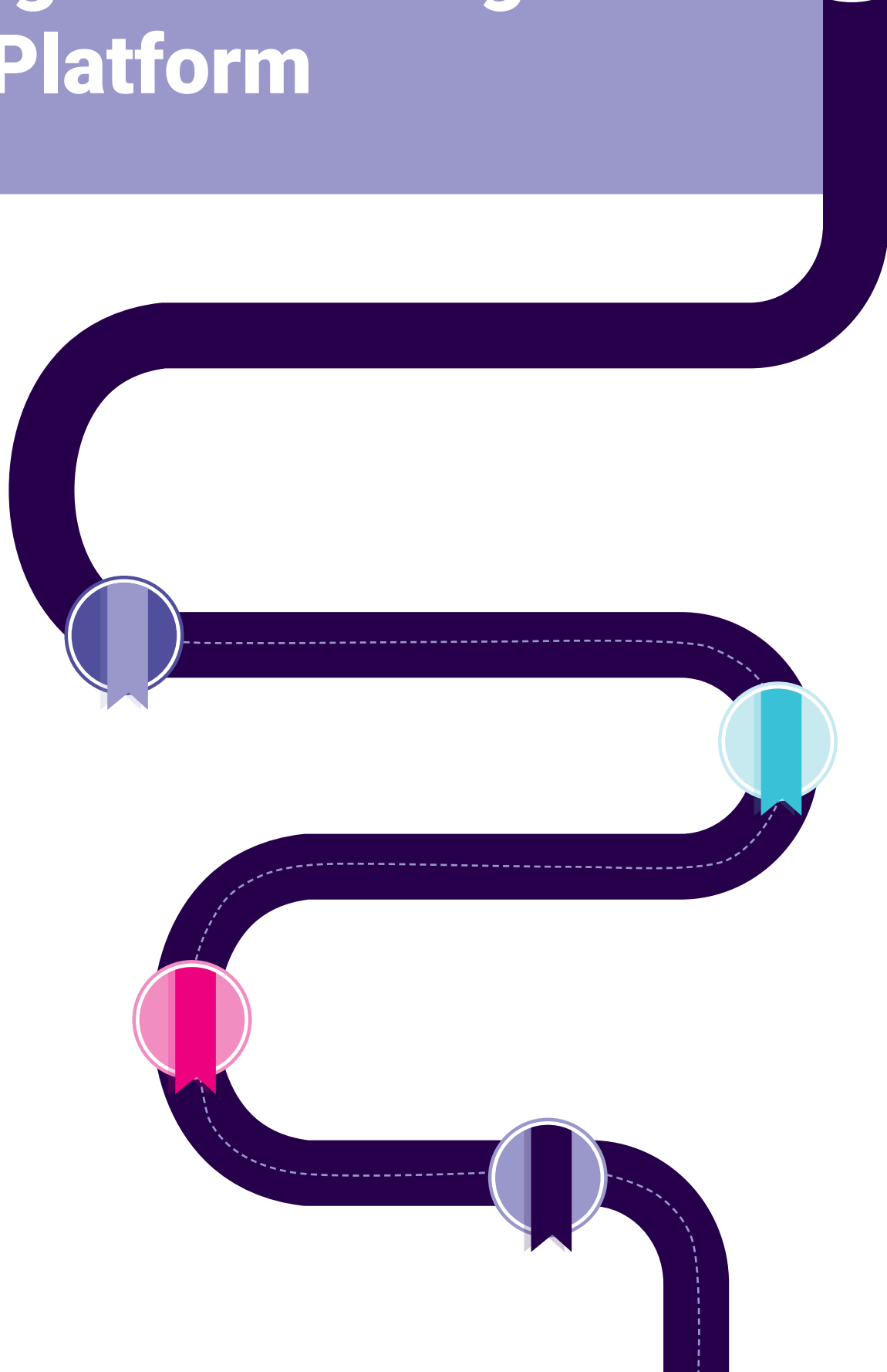
#### Responsibility & Accountability

- Assign student-specific headphones
- Regularly model proper handling and care of headphones



Section 4

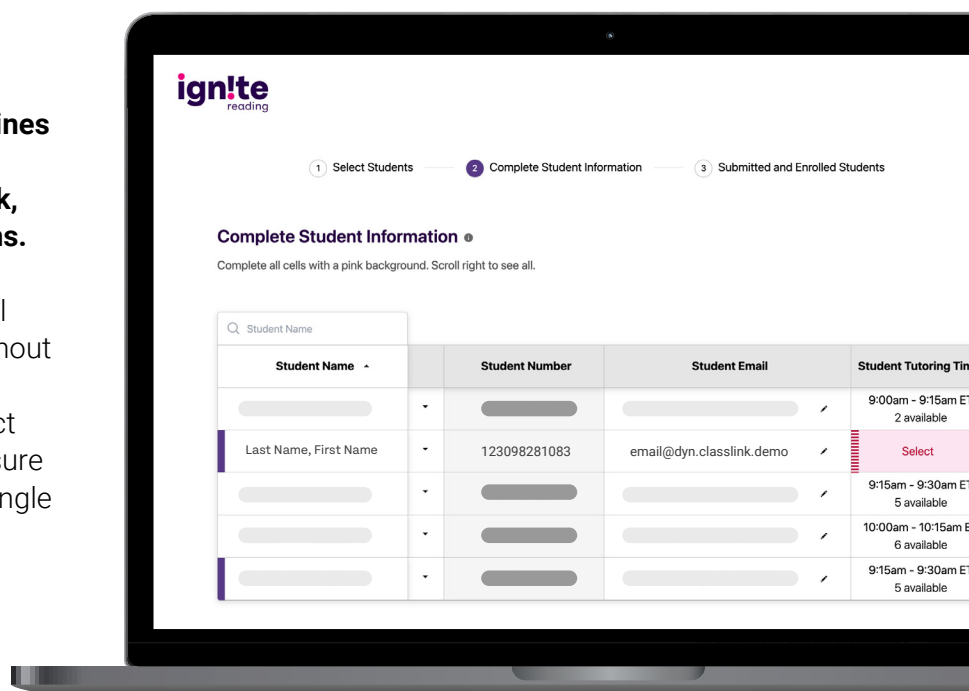
# Ignite Reading Platform



## Overview

The Ignite Reading Platform **streamlines student roster information for our partners who use Clever or Classlink, and hosts all Ignite Reading sessions.**

School Champions will have access to the Ignite Reading Platform School Portal during onboarding and throughout program implementation. The Ignite Reading team will partner with District or School Technology Leaders to ensure the application is synced with your single sign-on provider.



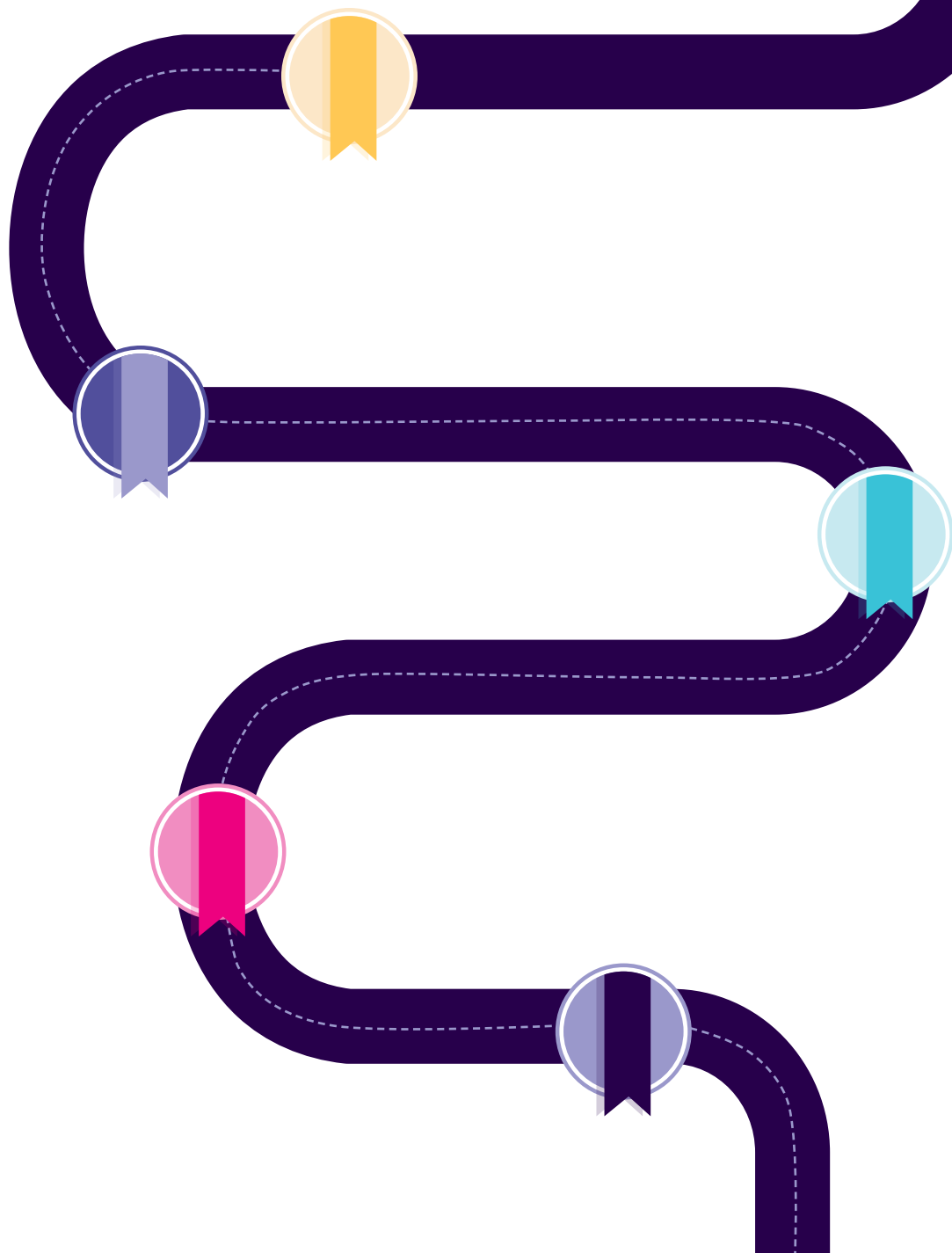
## Multilingual Learners

As part of the rostering process, you will be asked to identify the level of English proficiency and preferred language of instruction for multilingual learners.

When possible, Ignite Reading will pair students who are multilingual learners with a tutor who speaks their primary language as indicated. Please keep in mind that we have a **finite number of tutors available per language and cannot guarantee a student will be paired with a tutor who speaks their primary language.** Your ability to quickly move through our onboarding steps increases the likelihood that we can pair your students with multilingual tutors, especially during peak times like back to school.

## Section 5

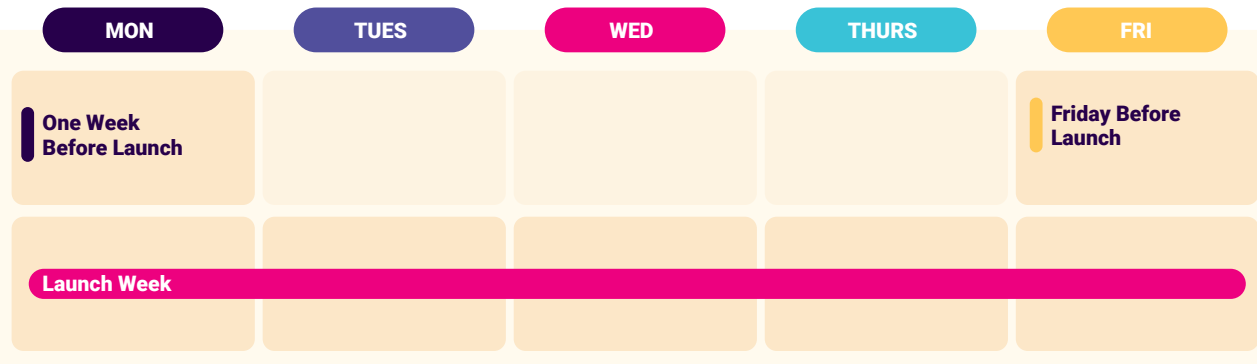
# Launch



## Preparing for Launch

Help your students build a successful routine for their Ignite Reading sessions by considering the following keys to success.

**Note: In order for all students to complete their baseline assessments during Launch Week, our Launch Day Attendance Goal is 80%.**



### One Week Before Launch

- Share roster and session times with teachers and staff who are supervising Ignite Reading
- Organize materials and workspaces - all students will need:
  - Device
  - Login credentials
  - Headphones
  - Whiteboards and markers (or paper and pencils) for certain units

### ✓ Best Practice:

Store headphones, whiteboard, and marker in a zippered plastic bag labeled with each student's name. Adhere the student's login credentials (ex. Clever Badge) to the outside of the zippered plastic bag.

### Friday Before Launch

- Learn where to go for Ignite Reading sessions and where materials are stored
- Practice logging in through the Ignite Reading App
  - If you are having any challenges logging in, notify Ignite Reading immediately
- Ensure all devices are charged

### ✓ Best Practice:

Before Monday, have a dry run of the routine (i.e., practice transitioning and logging in)

### Launch Week

- Send morning reminders to teachers and support staff
- Have materials ready, including:
  - Device
  - Login credentials
  - Headphones
  - Whiteboards and markers (as needed)
- Allocate staff to support and monitor students logging in
  - Have a few extra staff on hand for week 1
  - Once routines are built, schools can likely pull back on the additional allocated staff
- Communicate any wins and challenges with Ignite Reading!
- Visit our [Knowledge Base](#) for information on general troubleshooting, camera and microphone settings, and more

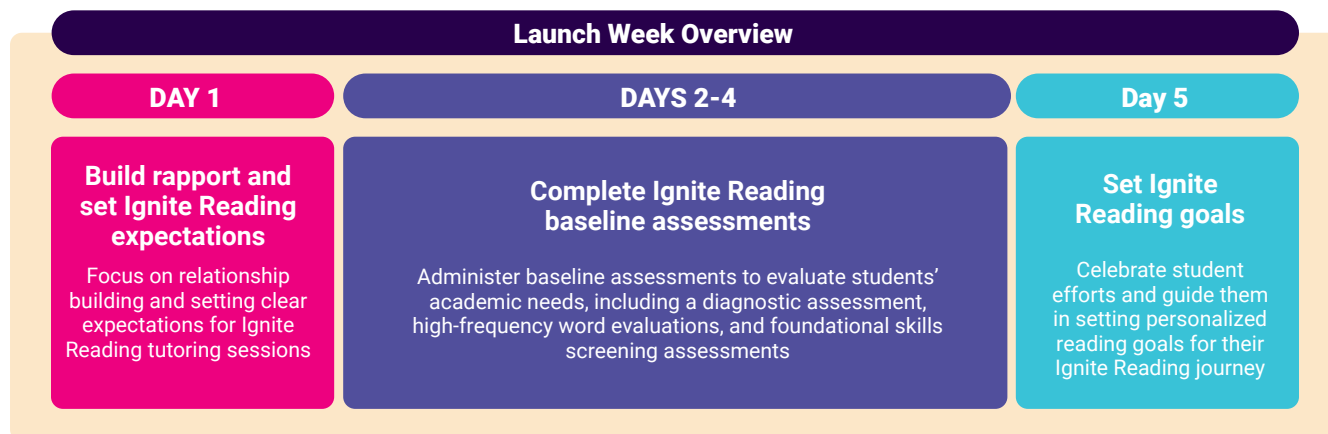
### ✓ Best Practice:

Students should arrive ~3 minutes early to account for transitions and logging in



## Launch Week

The initial week of implementation is referred to as Launch Week. During this week, tutors focus on establishing rapport with students, reviewing expectations, and collecting all baseline data. The week concludes with guiding students in setting personal goals for their reading growth.



## Monitoring Tutoring Sessions

Ignite Reading tutoring sessions are 15 minutes, so **every minute matters**. To ensure students are receiving the complete 15 minutes of instruction, some best practices to support students during tutoring sessions are outlined below:

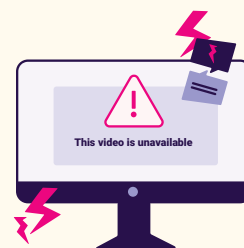
### Students Facing Screen with Headphones On

During Ignite Reading tutoring sessions, scan the classroom and walk around to ensure all students have their headphones on, laptops open, and are facing the screen. This ensures they are **present and ready to engage** with their tutor.



### Technology Issues

Establish **clear expectations** for students on what to do if they experience technology issues. Regularly review basic troubleshooting steps with students to limit session disruptions.



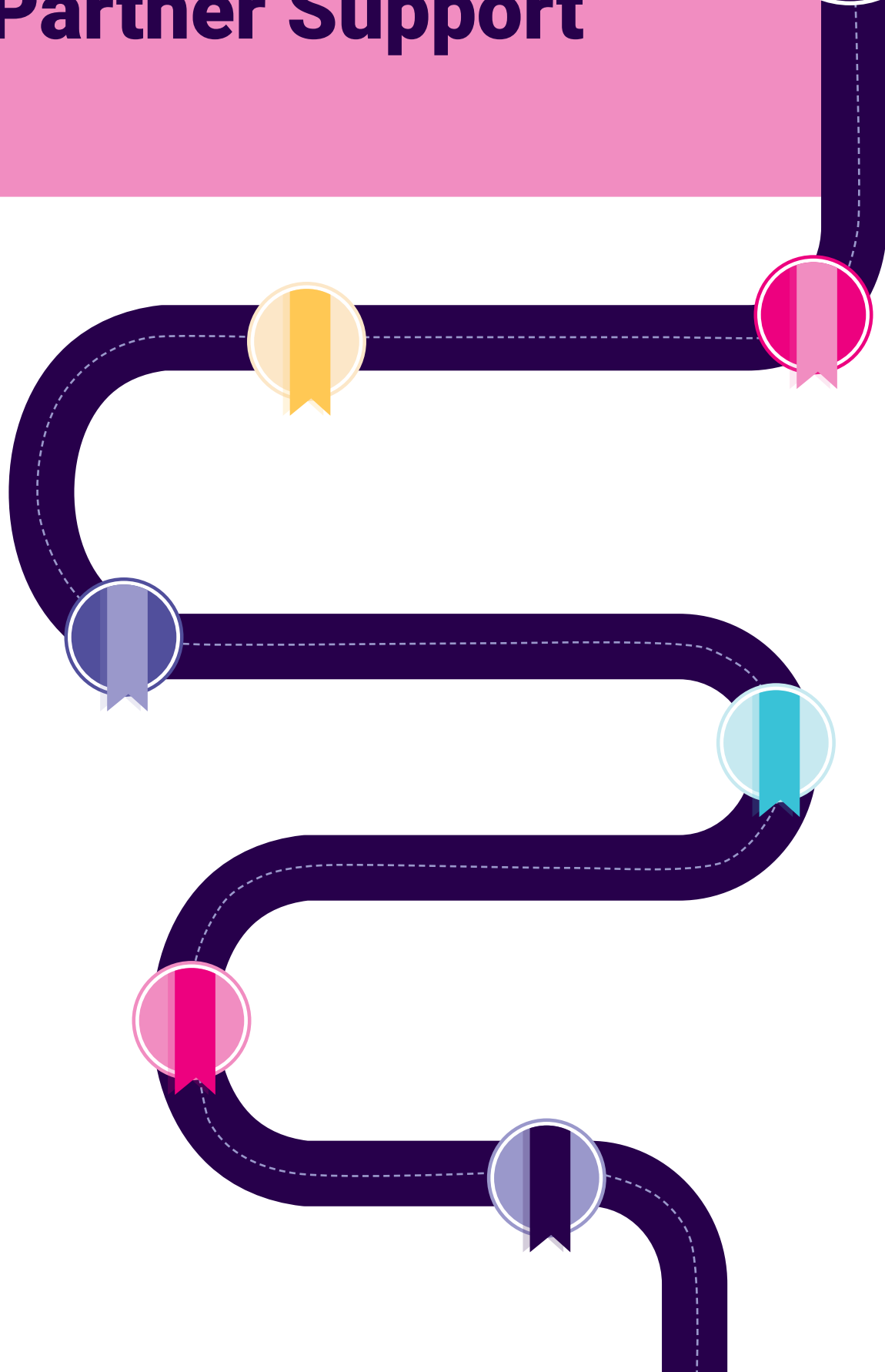
### Engagement Concerns

If a student appears disengaged, using **proximity can help re-engage** them in their learning. This approach supports the tutor's efforts to maintain student focus and participation.



## Section 6

# Partner Support



The [Ignite Reading Knowledge Base](#) is an essential resource for support and information. Please submit all support requests through the Knowledge Base to ensure concerns are addressed quickly and efficiently. Our team is always ready and eager to assist.

**In addition to support, the Knowledge Base also contains a [wide range of helpful resources](#), including:**

- Onboarding materials for district and school partners and staff
- Technology guides to assist with syncing student data, rostering, device setup, and usage
- Troubleshooting tips for common issues
- Information on headphone orders and replacements
- Details about the program's general operations
- Session cancellation policies
- Family communication letters
- Program closure dates
- Literacy resources to support student learning



# From Jessica Sliwerski, CEO of Ignite Reading

Thank you for joining our mission



Dear Partner,

Thank you for taking the time to engage with this Implementation Playbook—and more importantly, for committing to a partnership that has the power to change lives.

At Ignite Reading, we are obsessed with outcomes because we know what's at stake. When a child learns to read, the world opens up to them. When they don't, doors close—quickly and unfairly. You've made the decision to interrupt that cycle. That's bold. That's brave. And that's exactly why we are so proud to be in this work with you.

This playbook is a reflection of what we've learned from hundreds of schools and districts across the country. But it's also a living document. We expect it to evolve as we listen to you—your feedback, your wins, your challenges, your insights.

And please remember: you are not alone in this work. Our team is here to support you every step of the way. Whether it's troubleshooting a tech issue, digging into student data, or just brainstorming how to build momentum in your school, we've got you.

Together, we can make sure every student becomes a confident, fluent reader. That's not just a goal—it's a promise.

With gratitude and determination,

**Jessica Sliwerski**

Chief Executive Officer  
Ignite Reading



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