



Create better readers and writers with the Membean Vocabulary Engine

Productivity in the classroom

Students can't understand text without knowing what most of the words mean. Membean provides a systematic way to develop mastery of and excitement for words in limited class time. Membean teaches and tracks thousands of words while tailoring instruction to each student – it's wonderfully effective and efficient.

Teachers save hours of prep time each week. Easy rostering and simple goal-setting make it easy to get started. A single click auto-generates and grades assessments for the entire class. Instant access to student performance dashboards ensures that no student slips through the cracks.

Economy of Learning

[ih-KON-uh-mee uhv LUR-ning]

1. More word learning in less time: Membean is designed to ensure that time spent learning (cost) is allocated in a way that maximizes long-term word retention (gain).
 2. Efficient allocation of resources: teachers can spend more time on developing other skills, such as writing.
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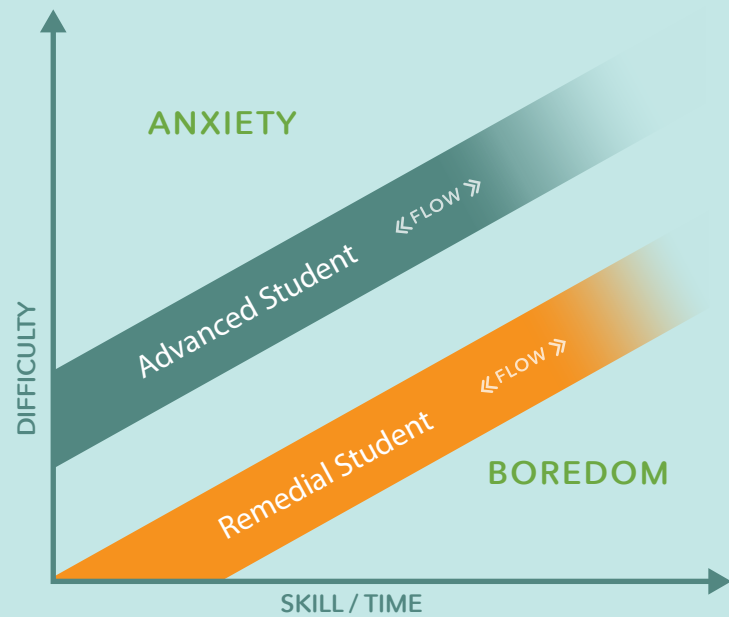


What is Membean?

Membean is an online vocabulary learning system that helps students develop word consciousness – an appreciation for and an excitement to know what words mean and how they are used. It's personalized and multimodal. It incorporates research validated by best practices for learning words that master teachers regularly employ. Membean's Adaptive Reinforcement Engine (MARE) possesses the "horsepower" to ensure that students never forget the words they learn.

- ✓ Grades 6-12
- ✓ Web-based, works on all devices
- ✓ Works with students of varying abilities
- ✓ Saves valuable class time

Membean helps students develop an educated vocabulary so they always use the right word—not its second cousin.

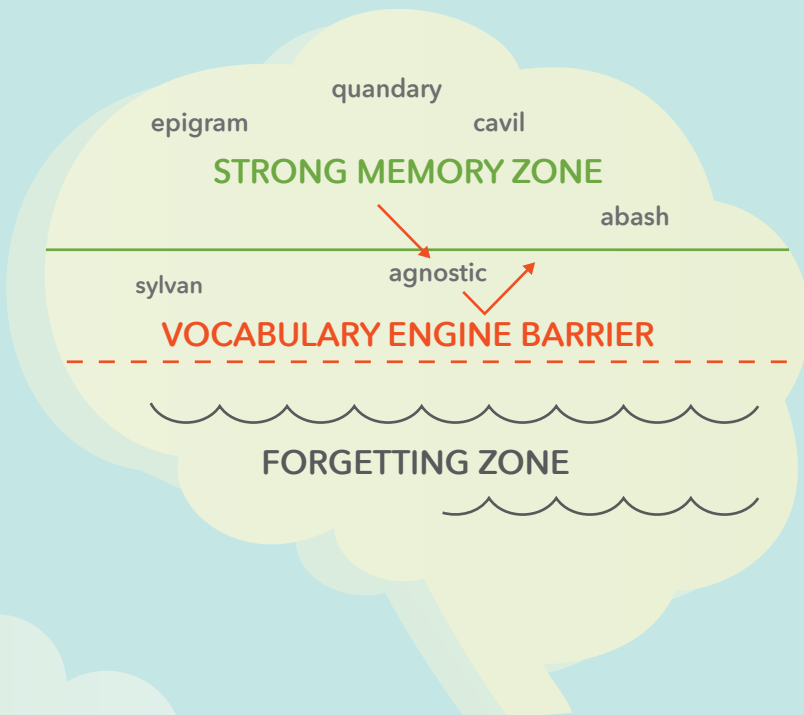


Personalized for Each Student

- STUDENT** Every student works in their "productive struggle" zone.
- TEACHER** Improvements across the class. Both remedial and advanced students benefit.

Smart Reinforcement Through Continual Testing

- STUDENT** Words aren't forgotten after they've been learned. They're permanently stored in long-term memory.
- TEACHER** Teachers have confidence that vocabulary has been retained from the prior grade.



Intuitive, Engaging, Easy-to-Use Online Learning Environment

- STUDENT** Serious but engaging. Fights boredom so students do their weekly work.
- TEACHER** It's easy to get started for both tech experts and novices. Unlike books, content is continually updated.

Practical, Actionable Insights

- STUDENT** Real-time reports allow students to get feedback from teachers and apply corrective action.
- TEACHER** Teachers can easily monitor every student and intervene when required. No student slips through the gaps.



Instant Auto-Graded Assessments

- STUDENT** Personalized checkpoints to self-monitor progress.
- TEACHER** Assessments can be scheduled or delivered instantly, saving grading and prep time.



Learn Word Nuances Through Rich Word Pages

STUDENT

Students develop "word consciousness" – an appreciation for the richness and wonder of words.

TEACHER

Improved comprehension and writing. Students respond in class with "That's a Membean word!"

Meet a Membean Word Page



CONTEXT

Before a simple definition is revealed, students are encouraged to decipher meaning with a carefully crafted context paragraph that uses the word multiple times. Inferred meaning is immediately validated by answering an interesting question.

MEMORY HOOK

Linguistic puns and interesting mnemonics make it easier to understand and remember the word. Students can construct their own memory hooks and share them with other students.

EXAMPLES

Examples establish relevancy. Students need to know that they will use these words in the real world. Examples curated from newspapers and magazines show the student how each word is used.

The screenshot shows the Membean interface for the word "sagacious". At the top, it displays the word "sagacious" with its phonetic transcription "suh-GAY-shuhs". The page is divided into several sections:

- Context:** A paragraph about a therapist named Anna Weid, followed by a question: "When is someone considered *sagacious*?" with three multiple-choice options: a. When that person serves others kindly, b. When that person sees things that others cannot, c. When that person possesses great wisdom.
- Word Ingredients:** Shows the morphemes "sag" (perceive keenly) and "-ious" (of the nature of), with a definition: "One who is *sagacious* is able to 'perceive' things 'keenly.'"
- Word Theater:** A video clip titled "The Empire Strikes Back" showing Yoda, with a description: "A *sagacious* Yoda imparts much wisdom to Luke during his training to be a Jedi Knight."
- Word Constellation:** A word map with "sagacious" in the center, connected to related words: "wise", "sapient", "perspicacious", and "politic".
- Examples:** Four quotes from various sources using the word "sagacious".
- Memory Hook:** A mnemonic: "Gracious Sage. Our village *sage* was so *gracious* in sharing her wisdom that we all felt comfortable around our *sagacious*, *gracious sage*."
- Related Words:** A section at the bottom for related terms.

WORD INGREDIENTS

Word morphology is explained by showing how every word is built from its parts. The parts are then put together to show how a word's morphemes contribute to its meaning. By understanding how roots and affixes make words, students are able to decipher unknown words.

WORD THEATER

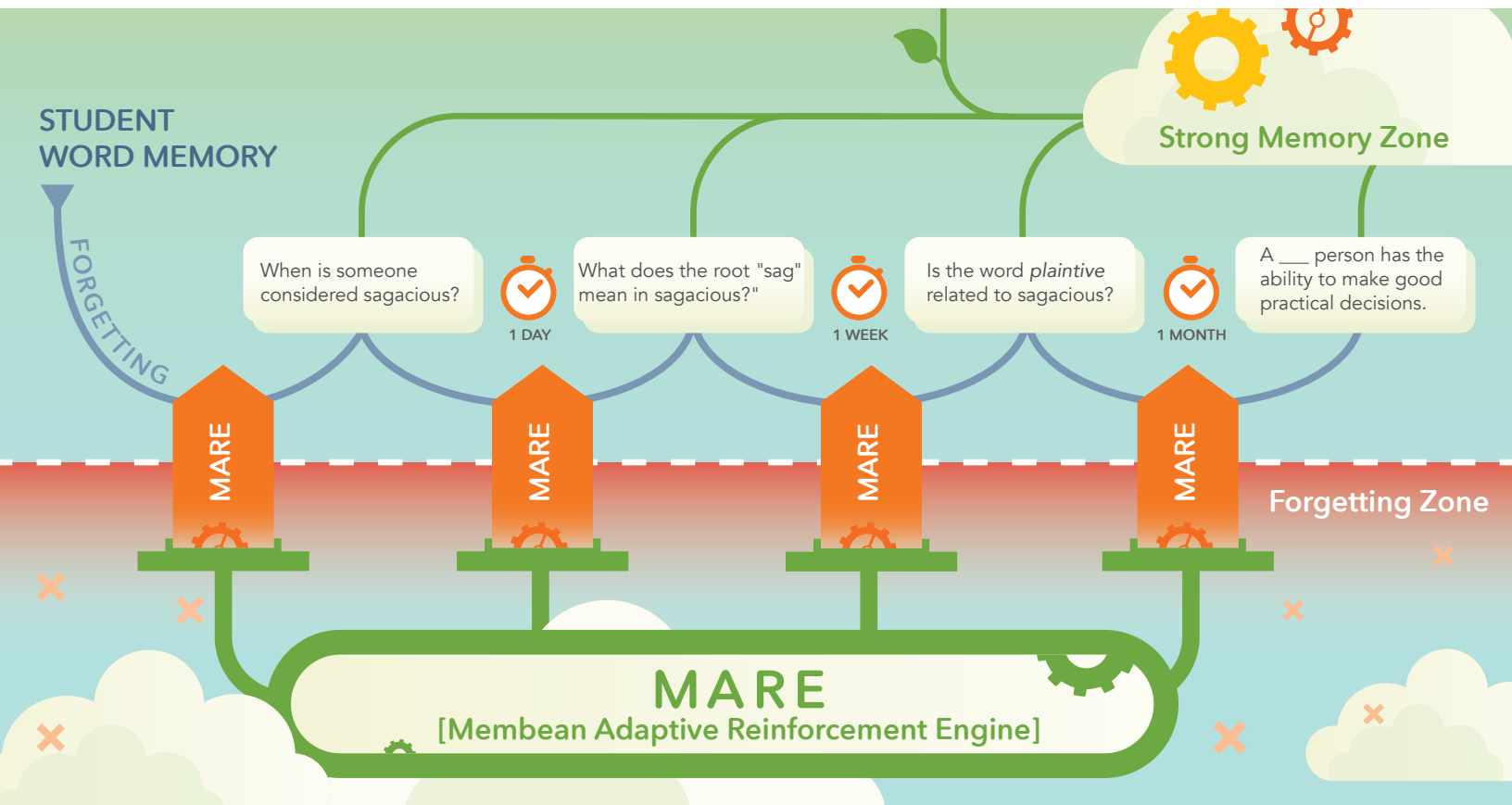
Memorable video clips present a scenario in which the target word is used. This engages students while also giving them usage and collocation examples. In this clip, Yoda is described as *sagacious*.

CONSTELLATION

Word maps help students relate one word with other words that they might already know. These go beyond regular synonyms or antonyms and incorporate parent-child relationships such as: "azure" is a color and "azure" is a special kind of "blue."

* Every Membean word page has a unique image that illustrates the word. Who would argue that Benjamin Franklin wasn't *sagacious*?

Engaging and Rigorous Word Instruction



Typically, words learned are quickly forgotten again. And summer break might as well be a word memory eraser. The Membean Adaptive Reinforcement Engine (MARE) uses adaptive questions over time to reinforce memory.

Students enjoy the fun, game-like environment that continually presents challenges in the form of **microlearning nuggets**. Membean works seamlessly in blended learning environments and the flipped classroom.

"My class rocked the State Assessments. We averaged over 20% higher test scores across the board than the other classes in our district, and an even greater percent over the state averages."

– Chris Davidson, *Manzanita Elementary*

"It's by far the best online vocabulary learning system I have encountered in my 20 years of middle school education."

– Kristine O'Neil, *Windham Middle School*

An Advanced Methodology

Deep Processing

Membean's deep processing approach employs advanced methodologies to positively affect learning and long-term retention. Not only are students encouraged to analyze every word carefully, but they also develop confidence in using the word through Membean's periodic "just-in-time" reinforcement. Students are not allowed to forget a word.

Vocabulary learned via Membean's techniques is easily retrieved, retained longer, and utilized by students in class.

"We actually often have #membeanislife scrawled across the board. I could not be happier with it."

– Shayna Bauman, *Trinity Catholic High School*

