

School is Easy,

Unique Selling Proposition (USP)

1. At School is Easy, we personalize learning

2. At School is Easy, we are here to meet our students’ needs & goals

3. At School is Easy, we work together to make a difference

4. At School is Easy, we embrace diversity

**How do we do what we do?**

**1.** At School is Easy, we personalize learning

In North America, each state and province has their own Ministry of Education. In Canada, it's all governed at the provincial level.

Learning outcomes by grade are determined at the provincial level and they're all online

*Tip: For your jurisdiction, Search on line for Ministry guidelines and then bookmark the site - that you can pop into it whenever you need to. It may be helpful to glance at when you're talking to a family*

At School is Easy we do not have our own curriculum. **Everything we do is personalized and here's why:** Generally speaking teachers have prescribed learning outcomes there are to meet for each course or program they teach. However, they do not have to accomplish them in any certain order or timeline. Which means that teachers go through their curriculum at their own pace, whether it's fast or slow. They might introduce new concepts, they might follow the textbook, they might use a different textbook. ……………..

At School is Easy, we take what is happening in the classroom, to the point where we'll actually communicate with the teacher, we’ll go to the teacher, we'll exchange notes and emails with the teacher - I would go stand in her classroom (because mom and dad have signed the Teacher Permission Card and given me permission to do so) and say, talk to me about Johnny. So we know what our timelines are till the next big exam I’d like to understanding what he’s currently working on, what is coming up in the next chapter and what your (the teacher’s) observations are.

Then, we customize what we teach based on where they're at, with the school curriculum. Very important.

So we're helping Johnny with the homework that he comes home with not only just to do homework help, that's part of what we do, homework. But then using that homework to identify,

where is he weak?

Why is he struggling?

 Is it his mental math is not very good?

Does he even know his times tables?

example: I have met with grade 9, grade 10 students who can't do multiplication - if I said eight times seven, they'd pull out your phone trying work out what is 8X7, they don't remember. You can imagine when you're in a timed exam, how stressful that is if your mental math is poor.

So we personalize our learning, not based on a small group, but based on that individual learner. And that is why we provide one to one tutoring. Everything we do is customized specifically for the needs of that student. That is absolutely key.

2. At School is Easy, we are here to meet our students’ needs & goals

The goal might be to get into university or get into nursing or to earn a scholarship. So that might be their goal. Now, we need to know how to get them there and working with them to get them there.

It might be organizational skills. Or what in the academic world is called executive skills. Kids are not taught executive skills, how to organize themselves in order to get things done on time.

And that might be the need – they might be a smart enough student, if only they could organize themselves. But they don't know how.

So there's all kinds of things **that we need to do to help the students meet their goals.**

3. At School is Easy, we work together to make a difference

It’s important to understand is School is Easy is not the solution - we are PART of the solution. AND we are not the only thing that matters here. There are others involved.

The Parent: parent is going to make sure that the children are there, they're going to make sure that they're going to bed on time that they're not running on empty all the time.

Some parents have their children on the go all the time with clubs and or sports etc, that the kids are just exhausted all the time and that impacts their learning. So the parents obviously have a role in making sure the child is on time and prepared for the tutoring session.

The Student: are they going to come prepared and open to engage or are they angry and indifferent – maybe they don’t even want to be there.

Story: I actually talked to kids about that (above) and I'm talking about when I was able to meet in their home, but even if you're able to meet them on zoom and say, “Hey, you know, there's two parts of this, my job is to get you a tutor that you really, really like. And if I do that, if I get you a tutor that you really, really like, I want to know that you're going to do your part.”

And then I’d say,  *‘Do you know what your part is? ……… Your job is to try. So I want to make sure you work with someone you like, but you have to try and are you prepared to do that?’*

Do that upfront. Because it’s key the student knows they have a part to play. Also, they have to bring home their books so we have that as a resource.

The Teacher: the teacher, that's a huge part of it. They are the ones who know what's happening in the classroom.

School is Easy: You and the tutor – “Us” – we breakdown what the teacher can only do with a class of 30 students. We can customize and individualize for that student.

4. At School is Easy, we embrace diversity

Whether it's background diversity, home situation, learning styles, etc. – all children are different: they behave differently, learn differently, cope differently etc.

At School is Easy, our doors are open to the all children who may be struggling at school.