



TESTIMONIALS

THE COW HAS **COMPREHENSIVE INSTRUCTION**

- "We've replaced the textbook with the COW and have gotten more participation out of the students." **Mr. Craig Kettler, 5th Grade Science Teacher**
- "The Ignite! Learning COW has become a staple in my classroom as the primary source of supplemental materials. The way the COW incorporates reading strategies and comprehension skills has boosted test scores and, more importantly, the excitement about learning US History." **Emily Rodriguez, 7th Grade US History Teacher**
- "Texas history resources are so hard to find. [The] purple COW correlates [well] with our textbook." **Tiffany Adair, 7th Grade Texas History Teacher**
- "The COW is a teacher's best friend on wheels! My COW...captures every student's attention and gives real life examples [they] can relate to and comprehend. The lessons and handouts are [standards] aligned." **Tracy Palomarez, 7th Grade Science Teacher**
- "Ignite! Learning curriculum provides a deep library of attractive multimedia learning activities for middle school science and social studies, aligned to standards, and easily used by teachers with a minimum of professional development." **(Foshay, 2006, p.18)**
- "The COW is one of the best things that could have ever happened for my students. This has greatly increased student engagement and learning. It makes learning fun. The COW pushes students to use higher level thinking skills and aids in helping the students retain information. If you are looking to contribute to education to help students AND teachers, the COW is it." **TaShayra Shorter, 8th Grade Science Teacher**
- "The COW has completely raised the bar on resources for teachers! I absolutely love the engagement from students and hearing how much students love it. Thank you so much. You've given me such an amazing resource that excites both me and my students. I like the follow up that the unit challenges provide [and], also, the fact that it can reach so many different types of learners. They [my students] ask every day, 'Do we get to use the COW today?' They absolutely love it, especially the music videos." **Morgan Whittemore, 6th Grade Science Teacher**
- "They [The COWS] are wonderful resources. The information is very comprehensive to our content." **Darcy Hampton, Educator**
- "The purple COW has great visuals that allow my students to understand concepts that are sometimes hard to visualize." **Cindy Walker, 8th Grade Science Teacher**
- "The COW is a great reinforcement to education. My students love the COW. A very big 'thank you' for making my life better." **Allen Carter, 8th Grade Science Teacher**
- "I like the COW because it is a presence in my room that shows the students [local business] and Ignite! Learning care about the students and their futures. This gives me

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an open door to visit with the students about careers in science, technology and engineering” **Laura Barnes M. Ed, 8th Grade Science**

THE COW IS MOTIVATING

- “[We have] 100% participation every time.” **Israel Tristan, Teacher**
- “The COW is one of those tools that I have found successful in motivating our kids to learn.” **Jimmy Wiseman, Assistant Principal**
- “I have found the COW to be an exceptional technological tool that has enhanced learning in my classes. My students get very excited when I use the COW. They participate more willingly in discussions and activities when I integrate the COW into them.” **Charles L. Cook, 7th and 8th Grade Science**
- “[The COW] has provided some students with a different way to learn based on their learning style and has improved their achievement.” **Meghan Snow, 6th-8th Grade Science Teacher**
- “The COW is a blessing this year. I have students who either can’t or don’t want to read, and the COW works for both [groups].” **Susan Serrano, Educator**
- “The COW reaches even my unmotivated ‘too cool’ to learn students. These students are going up and down the halls singing the volcano song and the gravity song and also making higher s on their homework, labs and tests. It is difficult engaging all middle school students at the same time and I have the evidence in my classroom that the COW engages all students.” **Laura Barnes M. Ed, 8th Grade Science**
- “I left the COW unattend[ed], [and] the students’ curiosity got the best of them. Within two minutes they were doing lessons and taking group challenge quizzes together. For 40 minutes the students taught themselves with the COW and had to be run out of the room for their next class...thank you, thank you, thank you.” **David Woods, Teacher**
- “The COW has now become quite a popular attraction in the class. Students are requesting that we use the COW daily. This has greatly enhanced the way I teach and the way students are learning in the classroom. I now have COW karaoke singers that sing along as the words appear on the screen during the video segments.” **Sandra Bonilla, Science Teacher**
- “Having ‘the COW’ in my room has been a giant positive. My students enjoy learning with the videos and playing the games. They are learning more because they are more engaged. [The COW] shows real world examples of concepts.” **Richard Griffin, 8th Grade Science Teacher**
- “Milking the COW in science! Wow, who would have thought that being a farmer could be so exciting, informative and engaging! Got milk? Science is fun! [Students] actually clap their hands when I tell them [the COW] is being used in the lesson. Thank you so much for helping me engage my students.” **Latanza Haggerty, 8th Grade Science Teacher**
- “My students are excited and eager to participate when lessons include the COW. My kids tell me that they enjoy the COW because it is fun and they are able to learn more without being bored.” **Aiesha Odutayo 8th Grade Science Teacher**

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- “I love the COW. When my students walk into the classroom and see the COW they immediately get excited and ask what we are going to watch. Not once has the COW been running and any student not focused on the screen.” **Barbara Vasques, 8th Grade Science**
- “I have found the COW to be a pleasant change to the way I taught in the past. The students are engaged, challenged, and interested. Thank you! You have taken bold new steps toward involvement and improvement in the public education system.” **Joyce Baecker, 8th Grade Science Teacher**
- “The purple COW is great at engaging my students with the concepts I’m teaching. They are excited to learn concepts presented via the purple COW.” **J. Keith Cummings, 8th Grade Science Teacher**
- “Thank you for your contribution to creating a more engaging learning environment that motivates students to learn. I work with ESL students so the COW is a great resource to help them visualize the concepts we are learning. The visuals are the most important feature for my students. The COW’s interactive engaging components will help students to remember concepts when being tested on them.” **Fatyn Khawayn, Science Teacher**
- “I’ve noticed increased student engagement when using the COW.” **Royce Randall, 6th & 7th Grade Social Studies Teacher**
- “Thank you for giving us [this] tool for turning kids on to learning. Even those [students] who are usually NOT easily engaged will wake up for the COW. My students come to class excited about using the purple COW!” **Debra Otter Parker, 8th Grade Science Teacher**
- “Students remember the content connected to song. Students are motivated to watch and interact with the COW.” **Deborah Welborn, 7th & 8th Grade Teacher**
- “Not a day goes by that my students don’t ask if we are going to use the COW in class ... it’s as if they just woke up to the fact that they are learning American History.” **Ruth Smith, Social Studies Teacher**
- “After talking to all of the teachers who have used our COWs there is a consensus – we want more! We could actually use nine science COWs and six social studies COWs in our school. All of them would be used and the impact would be amazing on our teachers and students. Please thank Mr. Rogich for his generous donation. The teachers at Rogich MS are very, very grateful.” **Heidi Fehribach, Science department chair**
- “My students really love the songs! They walk around singing them in other classes! I wish all of science could be a song. The students have begun to know how science is used daily in their life.” **Donna Dickson-White, 7th/8th Grade Science Teacher**
- “I believe that the COW has made science more real to my students. They love the animation which helps them retain the information... [Ignite! Learning] has created an instrument that allows the students to feel as if they are ‘playing’ while they are actually learning. Any learning that takes place due to the COW will find its place in the student’s long term memory.” **Susan Collura, 6th Grade Science Teacher**
- “My students love the COW, [and] wished every teacher had one.” **Megan Keenan-Morgan, 6th Grade Science Teacher**

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- “My students have begun to improve their weeklys with the use of the COW.” **Albert Terregano, 4th Grade Science and social studies Teacher**
- “Thank you so much for the opportunity to use the Purple Cow in the model lab this semester. The students really enjoyed the activities they used from it. My favorite part is the songs - from a student level - because they stick in your head. The students, unknowingly were learning the vocabulary as songs ran through their heads throughout the day.” **Cara Buis, Teacher**
- “Thank you for the really cool technology. We need all the help we can get in [helping] maintain student interest.” **Virginia Langland, Instructional Coordinator**

THE COW IS **EASY-TO-USE**

- “[The COW] is quick and easy to use. I would like to thank BP for providing me with a tool that actually helps my students learn science concepts easier while making my job easier too!” **Charles L. Cook, 7th and 8th Grade Science**
- “Ignite! Learning is a unique series of multimedia curriculum supplements in science and social studies, designed specifically for the middle school student. With over 2300 Ignite! movie learning activities, teachers will find the resource to be modular, flexible, easy to understand and to use.” (**Foshay, 2006, p. ii**)
- “I just believe that the COW is an excellent teaching tool that all students can benefit from. I have seen increases in my students science knowledge!!! Thanks for putting out such a wonderful learning tool.” **Shellie Toby, 7th Grade Science**
- “The gift (COW) to our school system continues to have rippling effects in our Parish schools. Thank you for introducing [us] to such a phenomenal teaching tool.” **Dr. D. Rawls, Superintendent**
- “This is a wonderful educational tool!” **John Gaspard, 6th and 8th Grade Science**
- “I enjoy using IGNITE because it can be used in so many ways. I have used media clips to supplement a lesson, preview what we are going to be studying, and review what has been learned.” **Linda Gagnon, Harney Middle School**
- “I really like the possibilities of the COW and how it reinforces skills learned. It is also very visual with more repetition on topics of great importance. Now, instead of hearing me more and more, the students see and hear the COW. Thanks.” **Debra Coddington, Educator**
- “An excellent resource for teaching science.” **Vishal Khelawan, Science Teacher**
- “This system is an excellent tool for teachers who need to bring the science curriculum to life for students.” **Mr. Hogan, Teacher**
- “I’m doing everything I can to get [COWs] in every class in our district.” **Brett Schriewer, Science Coordinator**

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EVIDENCE OF ACADEMIC ACHIEVEMENT

There are currently two rigorous and comprehensive studies underway, one in Virginia and one in Texas. We believe that these new studies will further demonstrate that proper implementation of the Ignite! Learning COW produces improved results across a wide variety of student demographics.

Carrie Schreiber, the 5th science teacher at Burnet Elementary School, used the COW daily for just 3.5 months and remarkably the test scores for Burnet's economically disadvantaged population rose 20% from 67% passing rate in 2005 to 87% in 2006. According to Kellie Ebenstein, the principal at Burnet, that is 29% higher than economically disadvantaged students state wide and 33% higher than similar students in the region based on the Accountability Data Tables from The Texas Education Agency. – **Ed Zachary, Superintendent, Midland ISD, Texas**

The principal of Crockett Intermediate School attributes their 22% increase in standardized science test scores to teachers teaching with the COW regularly. – **Mark Giles, Principal, Crockett Intermediate School, Crockett ISD, Texas**

"Last semester after completing the Earth Science district assessment, my students scored an average of 71% proficiency. This semester after our Physical Science unit my students scored 76% and I think it was partly because I had use of the COW." – **Grace Nimmualrat, Teacher, San Antonio Elementary School and Magnet Center, California**

WHAT STUDENTS SAY

- "I like how Mr. Kettler plays each lesson three times. The first is for our enjoyment. The second time he stops it several times to teach. And the third time is for review." **8th Grade Social Studies Student**
- "I enjoy the COW. It makes the class pay attention. To tell the truth, I've learned more from it than anything." **8th Grade Social Studies Student**
- "What I like about the COW is that it breaks down the lessons my teacher teaches. It helps me keep focused on what she is teaching." **8th Grade Social Studies Student**
- "I love the songs. They help me remember the concepts. We sing them all day, even in our other classes!" **6th Grade Social Studies Student**
- "It makes learning Science more fun than reading from a textbook." **8th Grade Science Student**
- "I love using the COW and want to use it more. It is loud and it gets our attention through music. It helps us better review our lessons because it is more fun." **8th Grade Science Student**
- "I think every teacher should have one." **7th Grade Social Studies Student**
- "When I'm taking a Science test, I remember some of the songs from the COW and it helps me." **6th Grade Science Student**
- "I liked the movies about the Igneous, Metamorphic and Sedimentary rocks because I was having a problem understanding the rock cycle." **6th Grade Science Student**

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- “The COW lets us see the pictures as we hear what it is talking about. It makes science fun!” **6th Grade Science Student**

References

- Foshay, Wellesley, Ph.D. (2006). *The Research Base of Ignite! Learning Products*. Retrieved May 10, 2007 from the Ignite! Learning website: http://www.ignitelearning.com/suc_research.shtml.