



Selling ER (or anything)

How teachers can expand a(n extensive reading) program by recruiting others



Me

- ▶ from ALT to Lecturer
 - ▶ efficient learning
- ▶ mechanic/engineer mindset
 - ▶ like some people



Questions policy

- ▶ 30 second answer
- ▶ longer questions



Serial failure

- English club in junior high school
 - Learning circle for ES teachers
- Self-access centre at Tohoku U.



ER@TU

- ▶ extensive reading at Tohoku University
- ▶ in-class and out-of-class component
 - ▶ bottom-up approach

A dark grey arrow points to the right from the top left corner. Several thin, curved lines in shades of blue and grey originate from the left side and sweep across the page towards the right.

Year One (2009)

- ▶ one teacher
- ▶ minimal resources
- ▶ rough plan



Year Two (2010)

- ▶ one teacher
- ▶ better resources
- ▶ slightly improved plan
- ▶ legitimacy through grants



Year Three (2011)

- interruption and setback
 - one more teacher
- library became interested



Year Four (2012)

- five teachers
- workbook created
- large purchases by library
 - timed reading textbooks
 - classroom cabinets



Year Five (2013)

- ER@TU Manual published
- bilingual student materials
 - seven teachers
- upgraded curriculum
 - seminar for staff



Year Six (2014)

- eight teachers
- 1200 students taking ER classes
 - expansion of library materials
 - mature curriculum



Future

- ▶ problems and sustainability
- ▶ improve support for independent readers
- ▶ develop advanced curriculum



Barriers/divides

- Teachers vs. Admin
- Japanese vs. Foreign
- Language vs. Other
- Innovative vs. Conservative



Seven universals



Start

- ▶ don't wait for permission
 - ▶ minimalist entrepreneur
 - ▶ avoid overplanning
- ▶ look outside, but not too much

Take it slow





Improve

- ▶ short cycles
- ▶ get feedback
- ▶ A/B split trials



Show results

- ▶ testimonials
- ▶ feedback
 - ▶ video
- ▶ testing

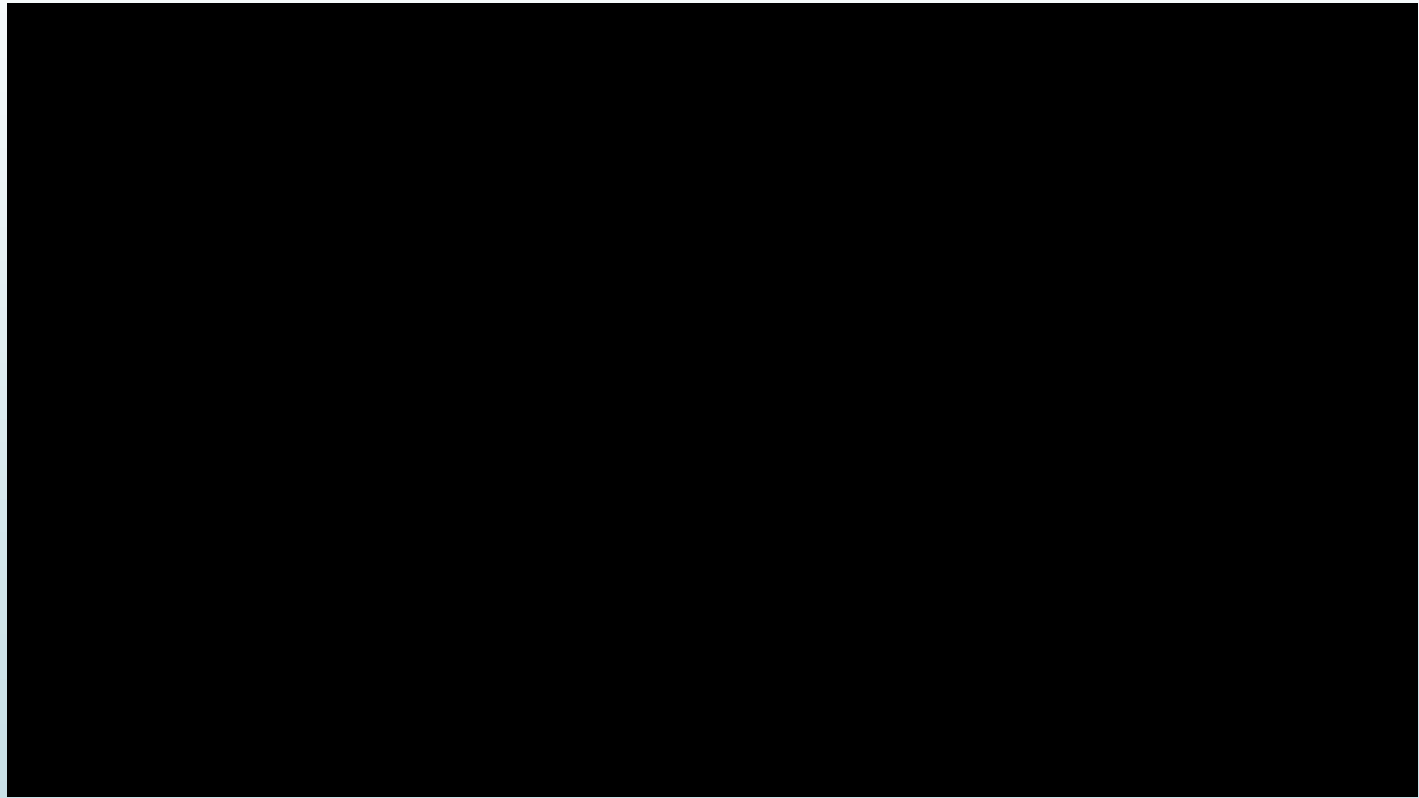


Get a team

- support
 - ideas
- specialization
- social proof

A dark grey arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of blue and grey sweep across the left side of the slide.

Derek Sivers and the 'first follower'





Make it easy

- create teacher and student materials
 - train new users
- easier than the alternative



Become necessary

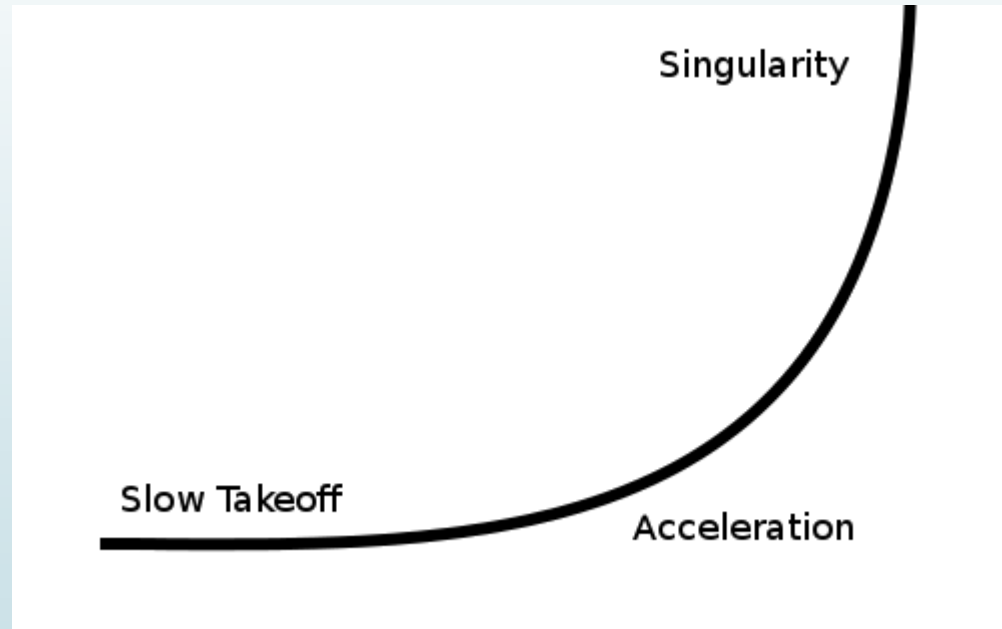
- library investment
- presenting inside and outside
- take advantage (TOEFL plan)



Bonus: use Japanese

- ▶ outside alliances
- ▶ cut out middlemen
 - ▶ more options
 - ▶ a harsh truth

Exponential growth





Questions?



Further information

➡ ertu.info

➡ sendaiben.org

➡ sendaiben@gmail.com