



**“U R E A D . . . U L E A D”**

***UNIQUE LITERACY AND EDUCATIONAL CONSULTANTS  
USHERS IN A RENAISSANCE ERA OF  
READING FOR ALL***



URReadULead

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UReadULead

# I. The formation of Unique Literacy and Educational Consultants (ULEC, LLC)

Unique Literacy and Educational Consultants (ULEC) is a reservoir for highly sought after reading selections for children, teenagers, young adults, parents, grandparents, business partners, and all other entities committed to improving literacy.

ULEC's mission, with its premier branding "**UReadULead**", is to lead in providing specialized literary products and services that promote reading consciousness, instructional standards-based comprehension, parent/business educational engagement, and ultimately – personal and professional growth and awareness at the youngest age possible for the reader.

ULEC has studied and been a part of literacy research, and with over 28 years of professional expertise in working in public education in large urban school districts (grades K-12), our organizational leaders have actually designed new wave reading strategies that will afford children and adults of all backgrounds, an advantage in becoming excellent comprehensive readers.

ULEC's overarching aim is to help all persons become avid readers and leaders, and our products explore standards-based learning in the areas of Reading, English Language Arts, Math, Science, Social Studies, and Technology, while reinforcing the importance of education, entrepreneurship, and economic awareness.



# UReadULead

## II. The education of the **UReadULead** book series and services

ULEC's company brand, "**UReadULead**", is self-explanatory. *Our vision is what we envision – a world of children and adults dedicated to becoming avid readers and leaders.* Our organization understands that if you want a person to read, read more, or read at all, then two factors are paramount. A book or literature work must: 1) Be of interest to the person; and 2) Be readable.

"**UReadULead**" books strategically employ (4) research-based R's: 1) Relevance; 2) Relationship; 3) Rhythm; and 4) Rhyme.

Our books are Lexile leveled for grades K+, and are perfect for **struggling and emerging** readers, but are just as appropriate for proficient and advanced readers, or even adults. Aligned with national reading/common core standards, the books are designed to:

- Ignite interest in reading (fun, yet very informative and character ed. building)
- Inspire college and career path aspirations (introduce reader to career paths through past, present and possible future events, persons, places, or things – invoke prior knowledge or build for transfer)
- Enhance knowledge, vocabulary, creativity, and standards-based comprehension
- Increase parental engagement and school partnerships (products contain the necessary standards-based content to allow parents/instructors to teach and help children improve their academic performance through thought provoking literature)



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### III. The justification of ULEC

Six empirical statistics form the basis for the necessity of ULEC and the “UReadULead” books and services, as supported by Reading is Fundamental – Literacy Facts and Stats, <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#>

1. Children’s early vocabulary skills are linked to their socio-economic background
  - By age 3, a 30 million word gap exists between wealthy and poor children
2. The first three years of schooling are a critical time to learn the basic skills needed to tackle a more advanced curriculum in later years
  - 65% of fourth graders read at or below the basic reading level
3. There are significant gaps in reading achievement by race and income
  - 47% of fourth graders from low-income families read below the basic reading level
  - 50% of Black fourth graders scored below the basic reading level, as to 47% of Hispanic and 49% of American Indian fourth graders.
4. Summer is a critical time when students either leap ahead or fall behind
5. A lack of academic achievement is a key reason for student to drop out of high school
6. 66% of children who cannot read proficiently by the end of the 4<sup>th</sup> grade will end up in jail or on welfare

To change the above narrative, reading is imperative. But in order to get a child, teenager, or adult to actively engage in meaningful reading, there must be a renaissance in book literature writing that virtually compels the person to want to read and learn more and more.

## IV. The innovation of ULEC

Products and Services offered by ULEC include (Education/Entertainment):

- Literary Books and Poetry
- Read Along Books
- Reading and Social Awareness Videos and Movies
- Reading and Literacy Consultation
- Public Education Federal Programs Consultation

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### Growth Strategy

- To grow the for-profit company, ULEC will utilize personal network / technology marketing with a website and multimedia content, and publications advertisement.
- ULEC will network with school systems, public/private venues, social media (Twitter/Facebook/YouTube/LinkedIn/Other), and use its professional company website.
- ULEC will internally finance its products, projects, and services for distribution.
- ULEC exponential growth is immeasurable, as the target audience is inclusive of readers worldwide, and particularly, struggling and emerging readers.

### Company Advantages

- Organization leaders have over 28 years of public school system educational experience relative to improving reading skills for emerging and developing readers.
- Our unique products and services are premium quality and can be delivered fast and efficiently.



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## V. The location of ULEC

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ULEC is a sole proprietor LLC for-profit, originally formed in 2010, by Dr. Cleophas O. Jones (Author/Artist/Entertainer/Owner/CEO).

ULEC is registered as a corporate entity in the state of Georgia.



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