The Effectiveness of Squiggle Park
in raising literacy for English Language Learners in Canada

15 week pilot
11 organizations participated
1,565 player accounts were created
1,184 of which were active licenses
879 logged over an hour of play

Over five months, players in the pilot answered over 1.75 million questions.

- 55% male
- 45% female
- 56% 6-8 years old
- 84% reading below grade level
- 54% born outside of Canada
- 58% in grades 1-3

Comparing Squiggle Park to industry standards of EdTech

License Activation

- 76% Squiggle Park
- 65% industry standard

When compared to the industry standard, players using Squiggle Park were

3.6x more likely

to meet full usage goals.

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Full report available at: squigglepark.com/research
Staff Feedback

100% of organizations see value in continuing the use of Squiggle Park.

90% of teachers said their students gained literacy skills in the pilot.

Surrey School District
390 Players | Grade K-7

Grand Erie District School Board
237 Players | Grade K-3

Newcomer Centre of Peel
330 Players | Grade K-12

Immigrant Services Assoc. of Nova Scotia
60 Players | ECE

YWCA Toronto English Language Skills & Dev.
21 Players | Adult

The Learning Enrichment Foundation
15 Players | Preschool

Inter-Cultural Assoc. of Greater Victoria
65 Players | Adult

Afghan Women’s Organization
52 Players | Grade PreK-1

MOSAIC
7 Players

Niagara Folk Arts Multicultural Centre
6 Players | Grade PreK

Rexdale Women’s Centre
14 Players | Preschool
If we implement innovations like Squiggle Park that meet the individual needs of immigrants in a personalized way, then we are doing our job for Canadian immigration.

Effat Ghassemi, Executive Director
Newcomer Centre of Peel

Our childhood educators don’t come in with any experience in ELL instruction. This type of programing both removes a great burden on our staff and also gives us confidence our children are learning the most important fundamental skills.

Susan Hoo, Manager
The Centre for Newcomer Children

One student was able to learn and retain many sounds and words that he didn’t know or want to learn... Squiggle Park made this enjoyable for him on his literacy journey.

Marnie Mackenzie
Surrey Schools

Pilot Outcomes

- **English Language Learners** who play Squiggle Park for the recommended weekly play time will **master reading skills** at a pace that is comparable to their English as a Native Language peers.

- Squiggle Park can successfully **teach adult ELLs early reading skills**.

- Organizations will find Squiggle Park to be an **effective resource** for their English Language Learning programs.

- Users of Squiggle Park exhibit **higher levels of engagement** compared to average EdTech programs and products.