

## NEWS RELEASE

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### **Ms. G's Secret Recipe for Academic Success**

*Innovative Teaching Methods Yield Superior San Francisco Students*

Ms. G's was the first to pioneer what it calls the MicroSchool™ approach to education - an intimate educational environment where students learn from competent and caring teachers who use cutting-edge techniques to simplify the learning process. "We don't tutor kids. We teach concepts in a holistic fashion that builds subject matter mastery and appreciation. Our methods work because they are simple, easy to remember and ultimately empower students to teach themselves." When kids come to our center, they feel empowered. One student of ours was told she would never be able to function in a regular classroom. After three months at Ms. G's, she was pulling straight Bs." Such outcomes are typical of students who enroll with us.

#### **Superior Methods Based on Experience and Research**

Ms. G's approach to education is different from that of other learning centers because it grew directly from classroom experience. 25 years of combined classroom teaching experience coupled with extensive field research led us to discover and refine instructional methods that work the best with students. Most learning centers are run by business people who've never spent a single day teaching in a classroom. Not so at Ms. G's, a center founded by two educators who are intimately familiar with the way kids learn. "We know where kids are going to stumble, why they stumble and how to prevent it from happening. Our methods can't be found in textbooks or even in the best teachers' lesson plans. We've spent years developing "the Ms. G's Way" which, for most kids, is a surefire path to academic success."

Other centers claim they adapt their teaching methods to the student – the so-called "multi-modality" approach to teaching. However Ms. G's believes that consistency is far more important than variety. We've developed a universal set of methods that every student can use to good effect. It's the quintessential "less is more" approach to learning. "Our methods don't endlessly drill mechanics and mental shortcuts (which we believe are dangerous). We help kids master material by providing a learner-friendly structure that emphasizes deep understanding over memorization. It's the most effective form of education we know of."

#### **Unique Curriculum-Free Approach Adapts to Students' School Curriculum**

Other centers teach their corporate franchise's own set curriculum which may not correspond to what students are learning in school. We don't try to re-invent the wheel. By working directly with the child's school curriculum, we help students tackle the very same challenges they're facing in school right now. And teachers appreciate the fact that we are partnering with them to help their students succeed."

#### **Learning as a Highly Visual Process**

We subscribe to the philosophy that learning is a highly visual process. Usually, kids have to clearly see a concept demonstrated before they can truly understand it. Ms. G's instructors spare no effort in ensuring that every child is given a simple, clear visual demonstration of the concept they're learning. On any given day at the center, you might hear instructors asking students to "Underline this." "Circle numbers that are the same. Circle again." "Write it once." "Now explain why you're doing that." With a working structure at their disposal, students are free to devote their mental energies towards developing the bigger picture where true learning occurs.

### **Rigorous Selection and Training of Instruction Staff**

Training and supervision of staff is of utmost importance at Ms. G's. "We hire the Bay Area's best teachers, train them rigorously in our methods and watch them like hawks." It takes a high degree of effort and skill to become a Ms. G's tutor, and our rejection rate of applicants and trainees is necessarily high. To cut costs, other centers may hire instructors lacking skills, experience or subject matter competency, and the results are inevitable: parents become dissatisfied when their kids don't improve. All our staff members are trained expert teachers that have upheld the Ms. G's standard of excellence, and that's the number one reason our students are successful.

### **A Much Needed Supplement to Formal Schooling**

In a day and age where mass education can't keep up with the varied educational needs of its students, there has never been a greater need for a center like Ms. G's. "We provide students with educational links they may not be getting at school." Despite a school's best efforts, oftentimes kid need extra support from trained professionals who can help them approach the material in a more structured and holistic fashion. Kids get frustrated being educated in a one-size-fits-all environment and eventually they stop learning. Our streamlined approach enables students to learn more material at a deeper level and further sharpens skills they already have.

### **Harnessing the Learning Spirit**

We believe every child has an innate ability and desire to learn, what we call the "Learning Spirit". Getting them to succeed in school then is just a matter of bringing every child's learning spirit to the surface. And that's exactly what we do."