**Title:** Visible Learning for Literacy, Grades K-12

**Subtitle:** Implementing the Practices That Work Best to Accelerate Student Learning

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**ISBN:** 978-1-5063-3235-2

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**Subject Line:** Make literacy visible for students

**Teaser Line:** Every student deserves a great teacher not by chance, but by design

**Headline:** A message from Douglas Frey, Nancy Frey, and John Hattie

**Body Copy:** (Book cover image right-side of copy)

Dear [first name]

In *Visible Learning for Literacy, Grades K-12,* we have joined forces with John Hattie to apply his 15 years of research, identifying instructional routines that have the biggest impact on student learning, to literacy practices. Through dozens of classroom scenarios, learn how to use the right approach at the right time for surface, deep, and transfer learning and which routines are most effective at each phase of learning.

**Learning is a process, not an event.** What and when are equally important when it comes to instruction that has an impact on learning. Although surface learning is not always valued, it should be. You have to know something to be able to do something with it. We’ve never met a student who could synthesize information from multiple sources who didn’t have an understanding of each of the texts. With appropriate instruction about how to relate and extend ideas, surface learning becomes deep understanding. Deep understanding is important if students are going to set their own expectations and monitor their own achievement. **But schooling should not stop there.** Learning demands that students be able to apply—transfer—their knowledge, skills, and strategies to new tasks and new situations. **The goal is to make learning visible to students, and we do so by making our teaching visible to ourselves.**

Teachers, it’s time we embrace the evidence, update our classrooms, and impact student learning in wildly positive ways. So let’s see *Visible Learning for Literacy* for what it is: the book that renews our teaching and reminds us of our influence, just in time.

Sincerely,

Douglas Fisher, Nancy Frey, and John Hattie