



# Sound Town Evaluation

**Sound Town** (<https://mysoundtown.com/>) is a digital early literacy program that provides children in prekindergarten with instruction and practice in foundational literacy skills, using engaging, video-based activities. The 5-minute Sound Town activities are designed for teachers to easily integrate into their routine literacy instruction using existing classroom technologies.

## What did the Sound Town evaluation include?

A team at **SRI Education** completed an independent evaluation of Sound Town to learn more about:

- The impact of Sound Town on students' **phonological awareness** skills
- The impact of Sound Town on students' **letter-sound correspondence** skills
- Teachers', students', and parents' **experiences using Sound Town**

**Participants:** Nineteen prekindergarten teachers and 339 prekindergarten students from geographically and demographically diverse school districts across nine states participated in the study.

**Study design:** Participating teachers were randomly assigned to either use the Sound Town program or continue their typical literacy instruction for a 10-week period during fall 2022. Teachers selected to use Sound Town were asked to use the Sound Town activities during their literacy instruction and to share access to the Sound Town activities with parents or guardians of students in their class.

View the **full evaluation report**:



For more information, contact:

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## What did the evaluation find?

The findings indicate that Sound Town has the potential to support students in their development of foundational literacy skills and shows promise as a supplement to prekindergarten teachers' core literacy instruction.

### Sound Town had a positive impact on students' literacy skills

- Students who had access to Sound Town demonstrated greater growth than students who did not have access to Sound Town on **phonological awareness** and **letter-sound correspondence skills** for letters and sounds taught by the program.

*My students have really enjoyed Sound Town. They become excited when we are going to begin our Sound Town activities. This also helps to motivate them to complete their other activities first.*

– Prekindergarten teacher

*Sound Town fills a niche where we don't currently have a dedicated program that uses playful videos/engagement to supplement teacher instruction in phonemic awareness. It's easy to use, and the kids enjoy the activities.*

– Prekindergarten teacher

### Teachers and parents had positive experiences with Sound Town

- All participating teachers felt that Sound Town had a **positive impact** on their students learning to hear sounds in spoken words and learning letter sounds.
- Almost all parents reported that Sound Town was a **helpful resource** for their children's early reading skills and that they **wanted to continue using the activities** at home.