



neuhaus  
EDUCATION CENTER

# *Literacy For All*

2024 Annual Report



# Message from CEO

What an amazing year of accomplishment it has been for Neuhaus Education Center! As a supporter of our mission of *Literacy for All*, you are a part of this 45th anniversary milestone. The Neuhaus team is now in service with teacher professional development to three state departments, including our newest addition, the New Mexico State Department of Education. We are also impacting over 300 school districts across the great State of Texas and many school districts across the nation.

We have received generous funding to advance literacy in partnership with central office leadership from the Alief Independent School District and the Spring Independent School District. What a difference it makes, in a knowledge economy and an AI Age, when we have the privilege to partner with superintendents in our own backyard who are committed to pursuing literacy as the North Star for every child they serve. Our Community Programs continued to flourish in 2024. We created a new full-time position in our Family Support Office, which receives thousands of calls and emails each year from parents of struggling readers. Our Family Support Coordinator has sustained and anchored this meaningful work and will continue to be a resource for families regardless of zip code. We also partnered with Rice University to conduct a Capstone Project with our Adult Literacy students. Through this partnership, Neuhaus built a body of research through implementation science led by our Research Department. Research is a crucial component of our 3-year strategic plan to become the national go-to resource for the science of reading and structured literacy by 2026.

Community engagement went to a whole new level with participation doubling in size for our second annual Family Bingo Night. It gives me such joy to see adults and children having a blast while making a difference together. The next generations are being prepared for joyful service because of you.

Thank you for being a part of the change we want to see in the world. You are a butterfly effect whether your gift is your time, your talent, or your treasure. Let's keep our eyes on the North Star of *Literacy for All* with unwavering focus. I have faith that the best is yet to come for Neuhaus Education Center in the next 45 years!

With deepest gratitude for your part in our unfolding story,



*Tracy White Weeden*

Dr. Tracy White Weeden  
President & CEO  
Neuhaus Education Center

# Message from the Board of Trustees

In 2024, I marked my second year as Board Chair for Neuhaus Education Center. It has been amazing to be a part of this inflection point for Neuhaus. My favorite part of being Board Chair has been the opportunity to build relationships with my fellow board members. We have an incredible group of people who bring their talents and gifts to Neuhaus to support our mission. Their backgrounds and experiences are vast, but they are all focused on providing *Literacy for All*.

One of the year's highlights was the rollout of the Structured Reading and Spelling (SRS) curriculum. SRS empowers teachers to use a comprehensive curriculum to help high school students and adults master the foundational skills of reading and writing. SRS helps teachers focus on direct, explicit instruction of phonology, phonics, spelling, vocabulary, morphology, comprehension, and composition in a single lesson. This is a game changer in the literacy world as many school districts and adult literacy providers come to Neuhaus experts with the need for curriculum designed for adolescents and adults.

Another major organizational announcement in the fall of 2024, was the retirement of Neuhaus' long-time President and CEO, Dr. Tracy White Weeden. Working with Tracy has been such a remarkable experience filled with many adventures and challenges. Tracy's dedication to Neuhaus and literacy has been accentuated over and over again by her extensive speeches and messaging. We finished the year by conducting a national search seeking the next President and CEO to continue leading this organization into the next 45 years of transforming lives. We are excited to welcome the new leader in spring 2025.

We could not do this work without supporters like you. Thank you for your part in our journey that has profoundly impacted educators, children, families, and adults who have found hope and success through our mission of *Literacy for All*.



*Amy Thompson*

Amy Thompson  
Board of Trustees Chair  
Neuhaus Education Center

Educators in a Neuhaus training session



Adult Literacy class in session

For 45 years, Neuhaus Education Center (NEC) has been a trailblazer in solutions for overcoming obstacles to literacy, including dyslexia, and today is a nationally recognized leader in the implementation of the science of reading. Its professional development for educators, referral and resource services for families, and classes for adult learners unlock a brighter future of *Literacy for All*.

## Our Programs & Services



### Teacher Professional Development

Teachers know all too well what lies ahead for students who struggle with reading. The challenge is to get effective solutions into the classroom before defeating frustrations set in and precious time is lost. We coach and train teachers to be diagnostic and prescriptive in recognizing student literacy needs and how to best utilize the resources their school makes available to them.



### Family Support

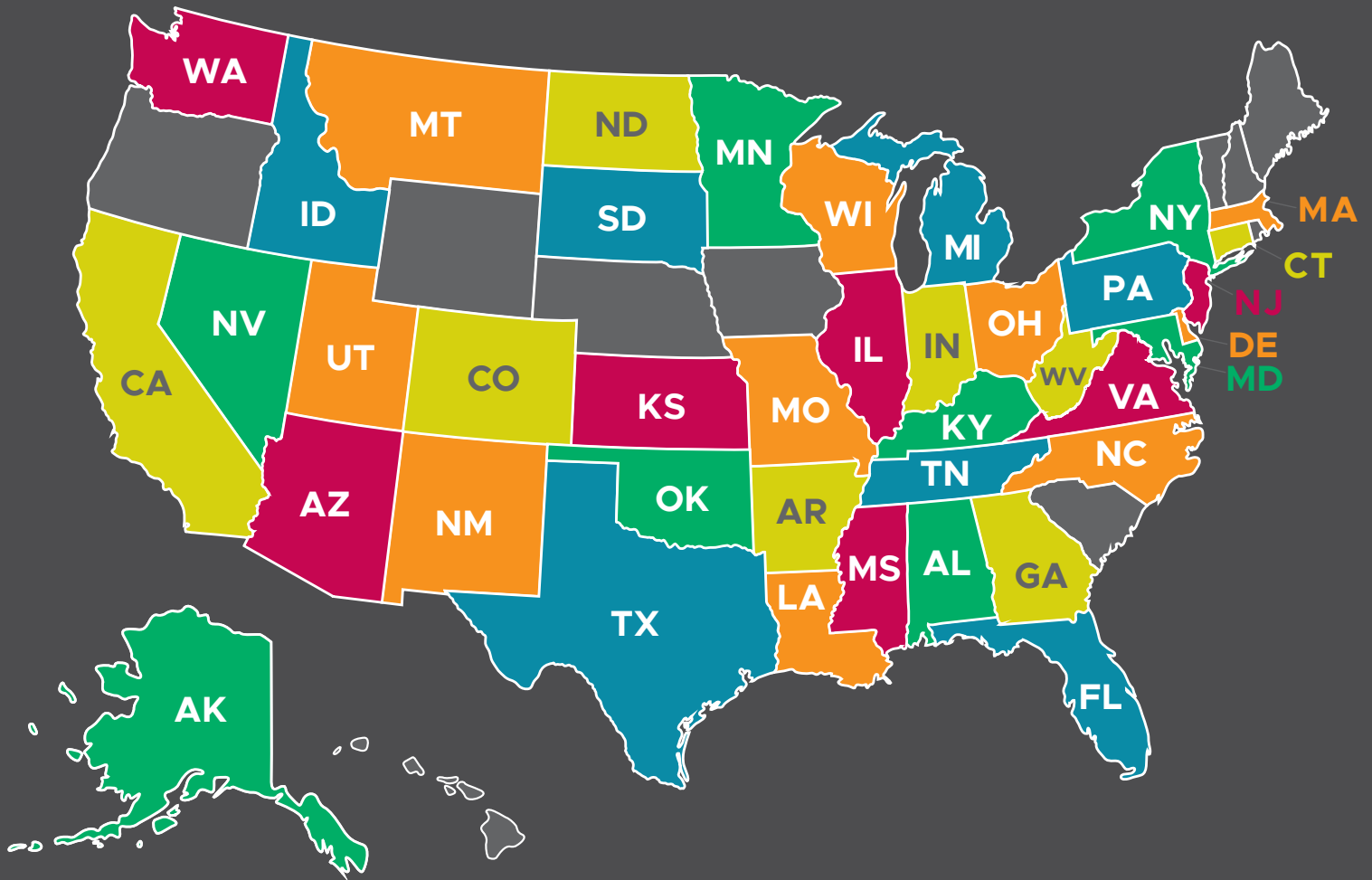
Home is where literacy takes root, and when a child struggles with reading, the search for answers and specialists trained in detecting learning differences can be difficult and intimidating. Neuhaus resources and referral services provide families with a welcome first step in unlocking a path to reading success.



### Adult Literacy

Together we can transform the family tree through literacy. Neuhaus Education Center is the only adult literacy program in Houston where classes are taught by Certified Academic Language Therapists (CALT), which is the equivalent of a dyslexia therapist, to help students reach their skilled reading goals.

# Where We Work



## Promoting Literacy Success For All

Since 1980, the primary location for networking and training teachers on the science of reading has been Houston, TX. Our mission to provide evidence-based professional development to educators continues to spread across the state and country as schools and districts seek the expertise of Neuhaus.

To help schools and districts reach their literacy goals, Neuhaus:

- Equips teachers and district leaders with the latest research-based strategies and materials to teach reading, writing, and spelling to all students, including those with dyslexia.
- Provides professional development classes for dyslexia professionals.
- Provides coaching to educators.
- Provides consultations for principals and superintendents.

*Map indicates states in which schools utilized Neuhaus materials or professional services within the 2023-2024 school year as of 12/31/24.*

# Our 2024 Impact



3,846

Educators learned to teach reading using structured literacy instruction



932

Coaching and implementation visits with classroom teachers and school leaders



5

## University Partnerships

- Rice University
- Texas A&M University College Station
- Texas A&M University Texarkana
- Texas State University
- Walsh University



222

School districts & private schools served



61

Professionals graduated from our dyslexia specialist certification programs

## Family Support Programs



5,376

Family members of struggling readers accessed free information and support



884

Family members attended informative seminars on reading



1,209

Calls and emails from family members were answered

## Adult Literacy Programs



122 Total students per year



29 Graduates



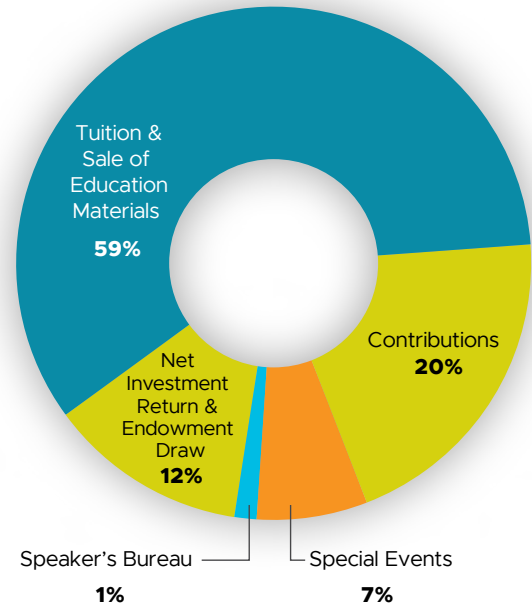
3/4 Students entered the program reading below a 4th grade level



# Facts & Figures of 2024 - Financial Report

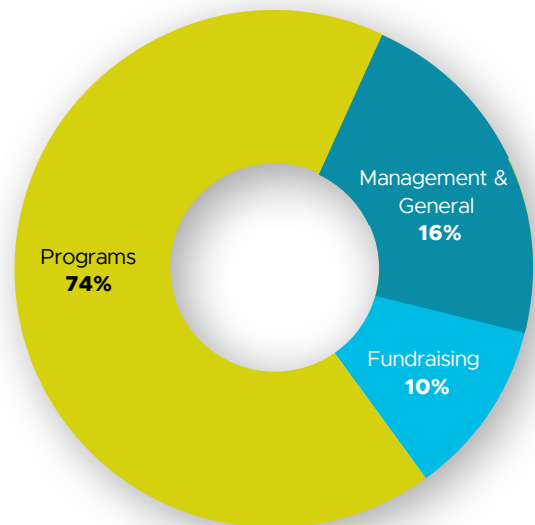
## Revenue\*

Tuition & Sale of Educational Materials	\$5,313,882
Contributions	\$1,828,924
Special Events	\$612,760
Speaker's Bureau	\$121,833
Net Investment Return & Endowment Draw	\$1,120,009
<b>TOTAL</b>	<b>\$8,997,408</b>



## Expenses\*

Programs	\$6,009,047
Management & General	\$1,269,200
Fundraising	\$796,406
<b>TOTAL</b>	<b>\$8,074,653</b>



\*Unaudited Numbers

# Community Programs - Family Support Office and Adult Literacy:

Adult Literacy students at  
workforce partnership fair



## New Dyslexia Laws Take Effect In 2024

The Texas Dyslexia Handbook was updated in 2024. The most significant change involved making dyslexia intervention services available only through an Individualized Education Plan through Special Education. The Family Support Office at Neuhaus Education Center hosted a virtual information session in May ahead of the June publication date that stakeholders across Texas attended. Family Support Coordinators fielded many calls requesting information throughout this past year as family members sought information on the changes and how to best empower their children.

## Increasing awareness in the medical field through conferences

Through the leadership of Advisory Board member, Dr. Elisa Moran, Neuhaus Education Center partnered with the Meyers Center for Developmental Pediatrics to increase awareness of dyslexia and share the importance of collaboration between the medical and literacy communities.

As a part of this advocacy work, Neuhaus staff member, Laura Speights, and Dr. Moran presented at several conferences including the International Dyslexia Association with an audience primarily made up of educators and the Society for Developmental & Behavioral Pediatrics Annual Meeting with an audience primarily made up of pediatricians. During the session with pediatricians, survey data was collected so Neuhaus can begin compiling data on pediatrician knowledge regarding dyslexia. Because of their interactions with young patients, this group will be key to increasing awareness to families about dyslexia and related reading disorders.

## A New Partnership for Adult Literacy:

In partnership with the George I. Sanchez Charter Schools, the Margaret H. Ley Adult Literacy program at Neuhaus Education Center launched a pilot young adult literacy class with a group of high school students. The students are all emerging bilinguals who are strengthening their literacy skills with the instruction of a Neuhaus-trained Licensed Dyslexia Therapist through a daily, 45-minute structured literacy class using our new Structured Reading and Spelling (SRS) curriculum. Initial monitoring of progress after five months of instruction show reading comprehension growth and support the Neuhaus mission of promoting *Literacy for All*.



Adult Literacy student at  
workforce partnership fair



# Community Programs - Family Support Office and Adult Literacy: (Cont.)



Students from the  
Margaret H. Ley Adult  
Literacy Program

## Adult Literacy Students Continue to Soar:

In May 2024, NEC celebrated the graduation of **7 students** from the **Margaret H. Ley Adult Literacy Program**. At the ceremony, each student created a poster to reflect on their time in the program. The celebration included guest speaker, Dr. Tracy Johnson-Rockmore, author of *Journey of Hope*, who spoke on her personal journey of being diagnosed with dyslexia in adulthood.

In December 2024, the **Adult Literacy Program** wrapped up an inspiring semester with a workforce partnership fair and unforgettable speeches from students, sharing their “Why” with the community. Over 80 dedicated students were honored for their hard work and connected with amazing partners like **Compudopt, Gradcafe, Houston Community College, Houston Food Bank, Houston Public Library, Per Scholas, and Wesley Community Center** to take the next step in their education and careers.

## Rice University’s Social Policy and Analysis (SOPA) Capstone project

During the 2023–24 school year, Neuhaus partnered with four students from Rice University’s Social Policy and Analysis (SOPA) Capstone project to explore literacy and workforce readiness among adult learners. Through interviews with **27 adult literacy participants**, the students conducted a qualitative study that identified key themes, including employability, digital literacy, health literacy, and financial literacy. Their findings led to recommendations on how Neuhaus can enhance its support for adult learners. Building on this collaboration, Neuhaus will continue its partnership with Rice University in 2025 for the SOPA Capstone Project in Adult Literacy.

Neuhaus Staff Members, Lara Speights, Dr. Tracy White Weeden and Carol Ciampi, with graduation speaker, Dr. Tracy Johnson-Rockmore, and several Adult Literacy students



Neuhaus Staff Members, Lara Speights and Dr. Karol Ann Moore, with Rice University students



Adult Literacy students at the  
workforce partnership fair in December

# Professional Development and Certification Highlights:

New Mexico Literacy Institute Summer Reading Intervention



## New Mexico State Department of Education

In summer 2024, Neuhaus Education Center (NEC) partnered with the New Mexico State Department of Education to deliver a specialized professional development program for educators leading reading tutorials during summer school - the *Literacy Lifts Initiative* for the **New Mexico Literacy Institute Summer Reading Intervention**. Over two weeks, Neuhaus instructors worked with more than **270 participants** from across the state, all teaching students in grades K-8. The initiative aimed to equip educators with the tools and knowledge needed to implement structured literacy lessons effectively, focusing on evidence-based reading instruction to support students at various stages of literacy development.

Neuhaus's Curriculum and Instructional Design (CID) team created 30 days of research-based literacy lessons to cover four hours of instruction per day. These uniquely crafted lessons were specifically designed to provide targeted instruction in essential areas of reading development, tailored to support students from Kindergarten through Eighth Grade. In addition to creating and providing all student materials, CID also developed a practice-based, four-day professional learning course designed to empower instructors with research-based strategies for reading instruction.

To ensure the successful application of these strategies, Neuhaus provided ongoing support beyond the initial training. Educators had access to multiple coaching sessions, offering real-time guidance and feedback to refine their instructional practices. This continued collaboration helped teachers confidently implement structured literacy lessons, ultimately enhancing reading outcomes for their students.

The entire organization worked together to serve as instructors and support staff for the **Literacy Lifts Professional Learning**. What an accomplishment!



New Mexico Literacy Institute Summer Reading Intervention

# Professional Development and Certification Highlights:

(Cont.)



Teacher in a coaching session

## Brownsville ISD

Brownsville ISD and NEC have partnered together for over 25 years. Since 2020, the partnership has included implementing a large district-wide summer training. There were **137 participants** from Brownsville ISD that completed either Language Enrichment (LE) or Language Enrichment for Older Students (LEOS) during the summer of 2024. LE and LEOS are both 30-hour evidence-based professional learning courses in which participants learn the skills needed for teaching basic and advanced decoding, spelling, and comprehension concepts.

## Houston Area Schools

Through grant funding from the Houston Livestock Show and Rodeo and the Powell Foundation, NEC began working with both Alief ISD and Spring ISD to train educators.

In summer 2024, NEC held a Literacy Leadership Institute with leaders from the central office and three campuses in Alief ISD where leaders gained an understanding of the key elements of reading instruction, how beginning skills develop, and how to enhance teachers' use of effective teaching strategies within a Structured Literacy instructional routine. After this institute, NEC's instructional staff worked with third and fourth grade educators at Best Elementary School, Landis Elementary School, and Sneed Elementary School to complete the four-day Language Enrichment course.

In Spring ISD, NEC instructional staff worked with educators from Dekaney High School, Spring High School, and Westfield High School to implement Neuhaus Academy, the online learning platform designed to increase knowledge of multisyllabic words, pronunciation and comprehension, and enriching critical and analytical reading.

By working with the district administration to implement these initiatives, each district has been able to identify their specific needs to best meet their educators and students.

Educators working with Neuhaus instructional staff





# Professional Development and Certification Highlights: (Cont.)



DSPP and OCPDS  
Graduation Celebration

## Enrollment and Graduation Continue to Increase for Certification Programs – 56 graduates:

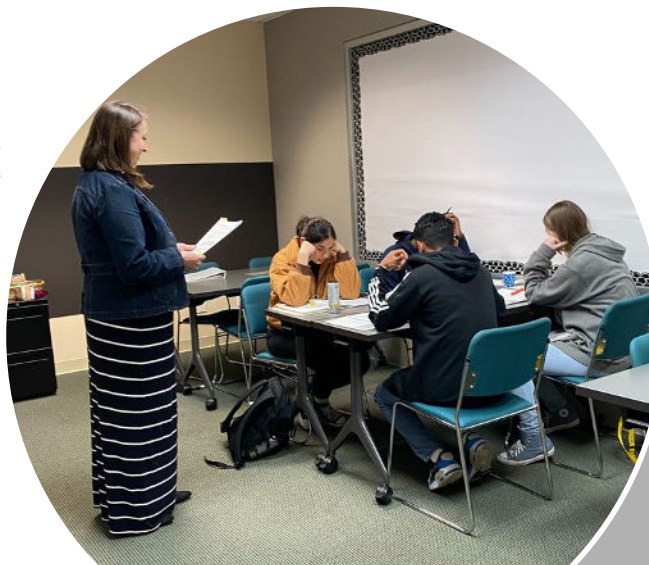
The Online Certification Program for Dyslexia Specialists (OCPDS) equips educators with the skills and expertise needed to support students diagnosed with dyslexia or those struggling with reading and spelling. This fall, Neuhaus launched our partnership with Texas State University for the Dyslexia Specialist Preparation Program (DSPP) and continued our collaboration with the state of Alaska for the OCPDS program. By the end of the fall semester, **56 participants** successfully graduated from both the DSPP and OCPDS certification programs.

## Launch of a New Curriculum - Structured Reading & Spelling

In 2024, Neuhaus Education Center's Curriculum and Instructional Design (CID) team launched Structured Reading and Spelling (SRS). Designed and developed by the experienced professionals of NEC, SRS is a research-based professional development designed to equip educators with a comprehensive curriculum that supports older students and adults struggling with literacy.

The creation of this curriculum fills a need many school districts express with High School aged students. With the assistance of the Teacher Professional Development team, two successful beta classes were held in the summer and fall of 2024. Additional training will be launched in 2025 to complete the five-volume set of teacher manuals and student materials. The SRS curriculum has also begun being utilized in Neuhaus' Adult Literacy courses.

Neuhaus Staff Member, Sarah Finely, implementing our SRS curriculum with Opportunity Youth (16–24-year-old) students



## Professional Development and Certification Highlights: (Cont.)

### Texas A&M and Neuhaus Partnership for Research - Structured Literacy Modules

Neuhaus Education Center developed the Structured Literacy Modules to enhance educators' pedagogical skills and support high-quality literacy instruction. In Spring 2024, Neuhaus partnered with Texas A&M University's College of Education and Human Development to assess the impact of select modules integrated into an undergraduate literacy course focused on Language Comprehension. Undergraduate students (n=29) completed approximately four hours of content on morphology, text comprehension, vocabulary, and written comprehension, alongside classroom instruction. A pretest and post-test measured knowledge growth. The mean pretest score was 75% (SD=3.3), increasing to 88% on the post-test. A paired sample t-test indicated a statistically significant improvement. In Fall 2024, a second cohort (n=22) completed the same modules. Their mean pretest score was 78%, rising to 91% on the post-test, with a similar statistically significant improvement. This partnership will continue in 2025, expanding the evaluation to additional modules and two undergraduate courses. Future literacy courses will integrate these modules, allowing for ongoing comparisons and analysis of impact.

Neuhaus Staff Member,  
Dr. Karol Ann Moore, Vice  
President of Research



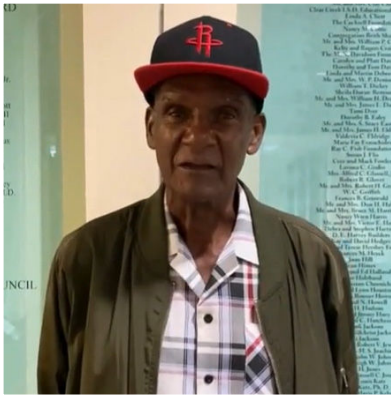
# Stories & Testimonials: Literacy for All



## Liam, Family Support Participant

“Without Neuhaus’s private therapy scholarships, Liam would not be where he is today. He has shown tremendous growth in all areas and is a more confident student because of the reading lessons. I am a single mom and without the scholarship, I would not be able to afford the lessons for my son. He really enjoys going to reading lessons and we are very happy with his teacher! He started reading on his own at home and that was a big accomplishment.”

- Sandi, Liam’s Mom



## Russell, Adult Literacy Student

“The reason why I am at Neuhaus Education Center is because they have great teachers. I’m very comfortable with the teachers and they are showing me a lot of things that I need to know. When I first came over here, I really didn’t even know what a vowel was and now I do. I appreciate the great teachers at Neuhaus, and I’m going to continue coming until I can read what I need to read.”

Neuhaus staff and board members at the 2024 Reading Circle event



Neuhaus Staff Member, Sai Pathi, talking with donors at the 2024 Reading Circle event



# Stories & Testimonials: Literacy for All



## Deanna Perdue, Educator and OCPDS Participant

“I am a second-year TESOL teacher in Akron, Ohio. I have fifteen groups in a week that I see for Emergent Bilingual intervention, and I am using Concepts in Literacy (CIL) with seven of those groups.

Five years ago, I started my journey with Structured Literacy in my first-grade classroom. I learned a great deal on my own, then my district brought in Neuhaus to train a cohort of teachers to use the CIL program. I began the Online Certification Program for Dyslexia Specialists (OCPDS) course one year ago, and I am looking forward to finishing this summer.

I cannot say enough good things about this program. It touches all the areas of literacy and communication, oral and written language, and the full Reading Rope. I can use these principles across subject areas, and I can support my students in their classrooms. It is wonderful, not only for kids with Dyslexia, but for my multilingual learners, as well.

The OCPDS program has helped me grow as a teacher in incredible ways, and I am excited to continue to learn more.”

Neuhaus Staff Members, Andrea Thomas, Dr. Catherine Hungerford Scott, Dr. Karol Ann Moore, Hailey Hunt, and Holli Hinton, presenting at the International Dyslexia Association (IDA) Annual Conference



## Literacy Lights the Way Luncheon

The **2024 Annual Benefit Luncheon** took place Thursday, April 18, 2024, at The Post Oak Hotel at Uptown Houston. A record-breaking \$515,000 was raised, thanks to the generosity of our donors and the 600 individuals and educators who attended the event.

**Bob and Betty Palmquist** were honored for their commitment and leadership to Neuhaus Education Center. Luncheon chairs **Catherine and Edward Crain** highlighted the importance of literacy as a human right and its ability to combat poverty and transform communities.

The event featured keynote speaker, **Dean Bragonier**, CEO of NoticeAbility, and an advocate for individuals with dyslexia, delivered an enlightening talk on the unique strengths and abilities of people with dyslexia, further underscoring the necessity of quality literacy instruction.

This event was made possible by hard work of luncheon host committee members: **Eddie and Chinhui Allen; Christine and Ben Andrews; Laura and Tom Bacon; Susan and Bob Boykin; Patrick Breen; Marjorie and Walker Cain; Jeannie and Tom Carter; Cathy Chapman; Kit and Carl Detering; Ellen and Frank Donnelly; Jenny Elkins; Jennifer and Tom Hensley; Ann and Johnny Johnson; Mimi and Rob Kerr; Judy and Frank Lee; Susu and Fred Meyer; Ed and Graham Neuhaus; Lenox and John Reed; Leslie and Shannon Sasser; Mary and Temple Webber; Tracy White Weeden; Sushma and Haresh Yalamanchili.**

Honorees, Betty and Bob Palmquist and their two daughters, Lizzy and Barbara



Keynote Speaker, Dean Bragonier



Caroline and Cory Bryan



2024 Luncheon Attendees



Dr. Tracy White Weeden and Lenox Reed



Luncheon Chairs, Catherine and Edward Crain



## Family Bingo Event

Over 300 attendees gathered at SPJST Lodge 88 in the Houston Heights on November 3, 2024, to attend the **second annual Family Bingo Night**, bringing together community members in support of literacy education.

The evening received a significant boost thanks to a generous surprise donation of \$50,000 from **H-E-B**, a dedicated partner of Neuhaus Education Center. With H-E-B's contribution and the enthusiastic participation of attendees, the event raised a total of \$105,000 to support the Neuhaus' general operations.

This event was made possible by the hard work of event chairs: **Deborah Duncan** and **Linda and Stephen Nunnery**, and the event committee: **Lauren and Jason Amacker, Kathleen Noel Camp, Jamie Grissom, Karen McCarthy, Susan McConn, Elisa Moran, Jill Nesloney, and Cassidy and Dan Wilkes.**

*"Neuhaus Education Center is incredibly grateful for the support from our community, our sponsors, and especially H-E-B for their surprise gift. This event showcased the power of community engagement and generosity, which is essential for advancing our mission of Literacy for All."*

- **Neuhaus President and CEO, Dr. Tracy White Weeden**

## Lenox M. Reed Seminar

Educators, friends and board members of Neuhaus Education Center gathered on Monday, April 22, 2024, at the Junior League of Houston for the annual **Lenox M. Reed Seminar** to congratulate 29 graduates of Neuhaus' two certification programs.

The annual seminar welcomed 130 educators to hear from **Dr. Tim Odegard**, Psychology faculty and Chair of Excellence in Dyslexia at Middle Tennessee State University, an industry expert on the implementation of the Science of Reading and evidence-based methods dedicated to improving classroom success in reading, writing, and spelling. Dr. Odegard discussed the intrinsic and extrinsic factors of dyslexia and how we can break through barriers to provide support for more children and adults.



Bingo Guests



Lacey Dalcour-Salas with H-E-B, Event Chair, Linda Nunnery, Dr. Tracy White Weeden, and Event Chair, Deborah Duncan



Lenox M. Reed Seminar event attendees



Dr. Tim Odegard, speaks to seminar attendees



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