

# The Magellan Campaign Partnership Handbook



# The Magellan Campaign

Democratizing Access  
to Dyslexic Empowerment

## Region #1

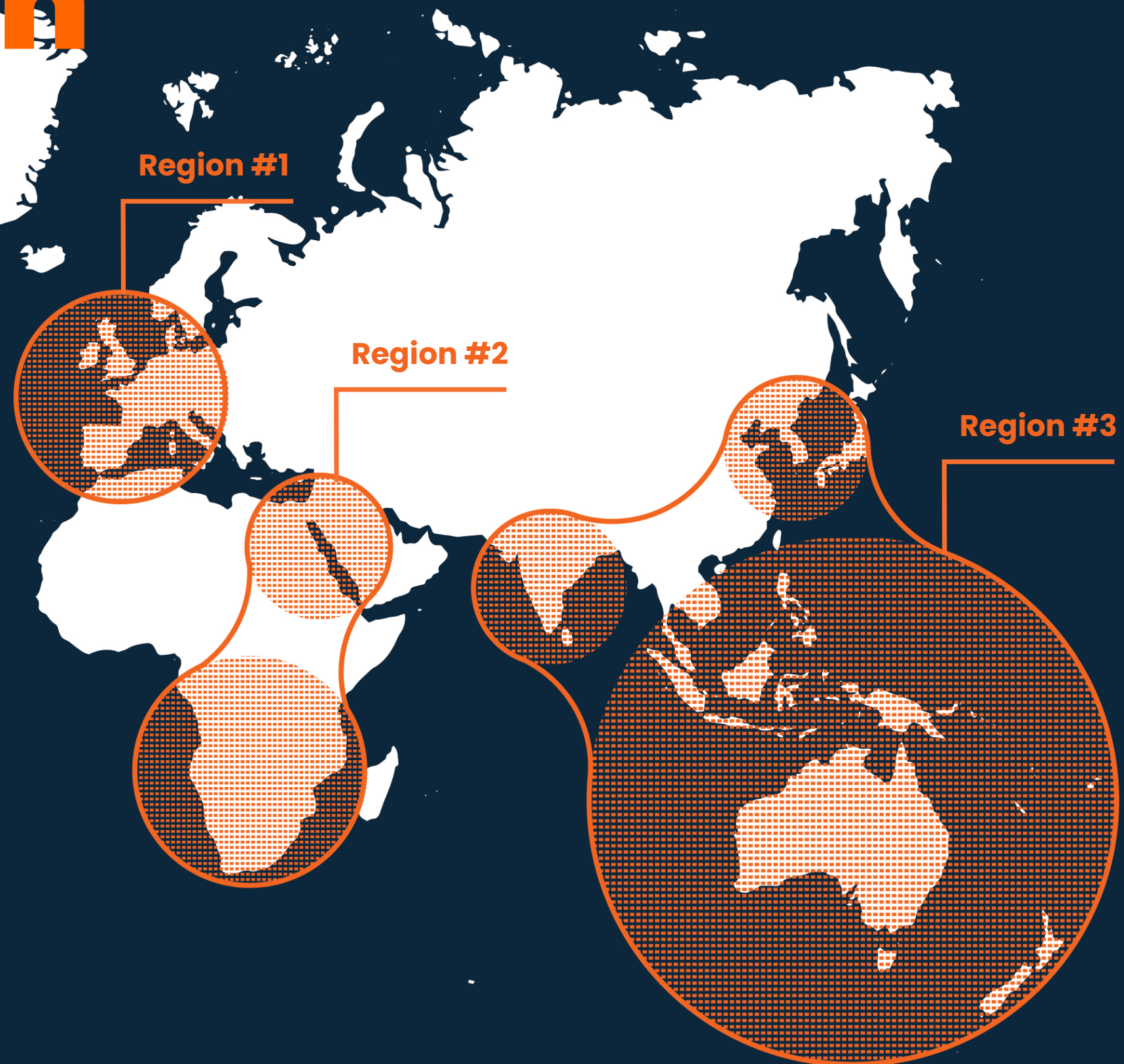
United Kingdom  
Ireland  
Scotland  
Sweden  
Netherlands  
France

## Region #2

South Africa  
Zimbabwe  
Kenya  
Zambia  
Botswana  
Seychelles  
Egypt

## Region #3

India  
Australia  
Singapore  
New Zealand  
Korea  
Thailand



**Note:** Due to COVID-19 on international travel, countries and agendas are subject to change.

**Nothing has ever  
been achieved  
by the person  
who says,  
'It can't be done.'**

**Eleanor Roosevelt (dyslexic)**



## **A new paradigm**

With the support of the Spanish monarchy, Ferdinand Magellan left Europe in 1519 in search of a western route to the Spice Islands. His arduous journey would lead to the nautical discovery of the Pacific Ocean, forever discrediting the assertion that the earth was flat.

NoticeAbility is embarking on a similar quest. As a leading voice in the positive dyslexia movement, we have plotted a course to overcome stigma and navigate the tumultuous waters of preconceived notions. What lies ahead is a paradigm of global acceptance and dyslexic empowerment. And like Magellan, our efforts require the collaboration of entities who can envision a world beyond the constraints of outdated conjecture.

## **A word on partnership**

NoticeAbility is committed to empowering students with dyslexia around the world. Collaborating with like-minded international partners is essential to our mission.

The impact of the Magellan Campaign will hinge upon the hospitality and support of our partners. While NoticeAbility has raised funds to offset our expenses and ensure that our workshops are free, logistical and organizational support from our collaborators will be critical. To that end, we have created this handbook as a blueprint for our work together. We thank you, in advance, for your assistance and cooperation.



# Organizational Overview

NoticeAbility is an American nonprofit organization dedicated to helping students with dyslexia identify their unique strengths and build self-esteem. We incorporate the neuroscience of dyslexia, the best practices of special education, and the power of EdTech to construct enrichment curricula and teacher training programs for global distribution.

NoticeAbility has created a new paradigm for educating middle school students with dyslexia. While remedial reading programs are essential to dyslexics' early education, the traditional school curriculum does a profound disservice to millions of students by failing to mine the specific and powerful capabilities of the dyslexic mind. NoticeAbility disrupts this narrative by introducing tailored enrichment curricula to students with dyslexia at the point (middle school) where the students have achieved a level of reading proficiency, but their negative self-image has not yet solidified. Once students come to recognize their strengths, they are more inclined to embrace their educational experience and fulfill their personal and professional potential.





# NoticeAbility's Personalize Learning Course Portfolio

Designed with support from Harvard University, NoticeAbility's enrichment curricula provide educators with practical tools to empower their students. Each course introduces students to professions that highlight the neurological strengths of the dyslexic mind (entrepreneurship, engineering, architecture, and art).

Delivered through blended instruction (e-learning and classroom activities), NoticeAbility's curricula enable students to access academic content through multiple modalities (video instruction, graphics, illustrated aids & audio presentations) while participate in project-based exercises that foster social-emotional learning and executive functioning skills.



## Entrepreneurs and Innovators

**"35% of entrepreneurs have dyslexia. This is the class for the problem solver, the tireless negotiator, or the relentless inventor."**

NoticeAbility's Entrepreneurs & Innovators curriculum explores the fundamental tenets of entrepreneurship through a project-based, experiential lens. Students produce a business plan and create a presentation and pitch for the business they design.



## Engineering and Architecture

**"They call dyslexia the 'MIT disease.' This is the class for the student who dabbles in machinery, writes computer code, or builds fortresses in Minecraft"**

This course explores the fundamental tenets of residential and landscape architecture, civil engineering, and 3D computer rendering through a project-based, experiential lens. Students produce a computer-generated settlement or a unique biome.



## Consenses Arts

**"Yeats, Picasso, Ansel Adams, and Agatha Christie: Artists with dyslexia are ubiquitous. This is the class for the student who excels in artistic expression."**

This course explores perspective-taking and artistic creativity. Students work on a series of prompts from each others work and explore expression through drawing, movement, poetry, sculpture, photography, and music.

# NoticeAbility's Magellan Campaign Activities

Magellan Campaign Workshops feature a condensed version of NoticeAbility's three programmatic activities.



## **Educator Capacity**

Local teachers, tutors, and paraprofessionals are invited to observe NoticeAbility's courses in action. Our workshops demonstrate how our pedagogy's social-emotional learning and executive functioning techniques impact students' self-esteem, academic tenacity, and stigma consciousness.



## **Personalized Learning**

NoticeAbility's courses re-contextualize dyslexia through a strength-based narrative. During our free workshops, local students will explore abridged versions of our semester-long courses. The educators in attendance (above) have the chance to observe how NoticeAbility has designed and delivered its courses. After attending our workshop, educators will receive free access to a NoticeAbility course that they can offer in their school or practice.



## **Family Engagement**

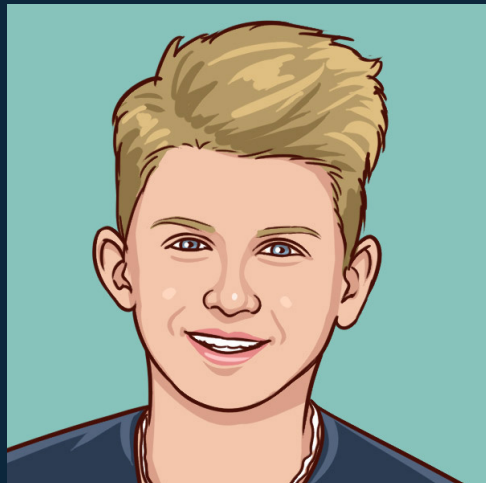
NoticeAbility offers engagement seminars to families of students with dyslexia at the end of each workshop. Participants are introduced to dyslexia as a brain-based difference that is not a function of low intelligence, bad parenting, or poor student effort. Attendees explore the detrimental impact of negative reinforcement on student development and learn, by contrast, how student performance and self-perception improve in a strength-based paradigm.

# Magellan Campaign NoticeAbility Instructors



**Dean Bragonier**  
Founder & Executive  
Dyslexic, NoticeAbility  
Board Member,  
International Dyslexia  
Association  
Entrepreneurs &  
Innovators Instructor

Shaped by the challenges associated with his dyslexia and after struggling through the traditional secondary education system, Dean became a diligent and successful college student who developed a true love of learning at Bates College. Upon graduation, Dean embraced his entrepreneurial instincts and acquired a small seasonal restaurant on Martha's Vineyard Island that he transformed into a successful full-scale enterprise. It was through this endeavor that he was able to contextualize his years of laborious academic learning and discover the true gifts of his own dyslexic mind. As a social entrepreneur, Dean has founded his own nonprofit organizations and served as board member and advisor to a number of others. NoticeAbility is the culmination of Dean's passion for education and his conviction that the advantages of dyslexia far outweigh its associated challenges.



**Bodhi Bragonier**  
Student  
NoticeAbility Youth  
Ambassador  
Engineering &  
Architecture Instructor

Bodhi was the inspiration behind the creation of NoticeAbility. At seven years old, Bodhi began the first of three businesses, prompting Dean to research the correlation between entrepreneurship and dyslexia. By the time he was 8, Bodhi had been speaking publicly about his dyslexia and its cognitive advantage. Soon after, Bodhi became a regular on the domestic and international speaking circuit, joining his father on-stage at schools, galas, and conferences. As a 14-year-old, Bodhi has navigated the reading remediation process and established himself as a successful and dedicated student of academics, sport, and travel. After contributing to NoticeAbility's Engineering & Architecture curriculum design, Bodhi began mentoring students during the course and now teaches it. When not on stage or studying, you can find Bodhi Scuba diving or goaltending in either water polo, ice hockey, or lacrosse.



**Sally Taylor**  
Founder, Consenses  
Consenses Art  
Instructor

Sally Taylor is a musician and the Founder of Consenses, a global, multidisciplinary, artistic collaboration connecting over 350 artists from around the world. Born and raised in New York City, Sally was diagnosed as dyslexic at age 10 and spent her early years learning how to communicate and decode the world using art as a language. She taught herself how to play guitar and write music and in 1998 she formed her own record company and produced and recorded three albums. In 2012, Sally founded Consenses with the mission of promoting tolerance, empathy, creativity and peace by providing art as a language and a lens through which to better understand ourselves, each other and our world more compassionately and expansively.

# Magellan Campaign NoticeAbility Instructors

Aspect	Details	Requirements
Workshop duration	4 - 12 hours	Students meet for a maximum of 4 hours/day Example: an 8 hour workshop would require 2 days to implement
Number of courses offered during each workshop	1-3	Depends on NoticeAbility staffing availability
Courses available during workshops	Entrepreneurs & Innovators, Engineering & Architecture, Consenses Arts	Entrepreneurs & Innovators will be offered during every workshop
Number of students served per workshop	Ideally 6 - 9 students/per course	Minimum of 6 students Example: If 2 courses are offered in workshop = 12, 18 students will be available
Student age	Ages 11-14 years old	Students will be grouped into teams of three. It is best if age ranges on a team are within one to two years of each other
Student diagnosis	Dyslexic or high likelihood of dyslexia	We rely upon partners to invite students with either a formal diagnosis of dyslexia or struggling readers with a high probability of being dyslexic.
Number of educator observation Opportunities	Up to 5 individuals per course in a workshop Example: 10 educators if two courses are being offered	We require a minimum of three educational observers per course. If more than one courses is offered, educators may divide their observation time among classrooms
Minimum observation time requirements	3 hours regardless of workshop duration	Educators who spend a minimum of 3 hours or more observing during a workshop, will receive free access to a NoticeAbility course for their school or tutoring practice for 1 year (\$750 value)



# Magellan Campaign NoticeAbility Instructors

Aspect	Details	Requirements
Classroom/Meeting Space	<b>1 large room (including tables and chairs for students) per course offered during workshop</b> Example: If 2 classes are being offered, 2 large rooms are required	<b>Each room must be approximately 550 square feet (ft2) or 50 square meters (m2):</b> 1. ~50 ft2/4 m2 of instructor space 2. ~400 ft2/37 m2 of student workspace 3. ~100 ft2/9 m2 of educator observation space
Workshop Technical Needs	<b>Internet connectivity and screen display</b>	<b>NoticeAbility courses require either individual or shared computers (1 computer per 3 students). Preferably, a projector with speaker with connectivity to Mac or PC that is connect to high-speed internet.</b>
Workshop Materials	<b>Printed materials and supplies</b>	<b>Each three-person, student group will require up to 25 pages of photocopied NoticeAbility worksheets. Consenses Arts course requires access to cameras (smartphones are sufficient), paints and paper, and other inexpensive art supplies</b>
Family Engagement Seminar	<b>Conference hall/large classroom/auditorium</b>	<b>Large enough to comfortably host the expected number of attendees. Spaces larger than a normal classroom will require microphone access for NoticeAbility’s Founder talk.</b>
Accommodations	<b>Each day of workshop requires NoticeAbility staff to stay in proximity to hosting venue for 3 days</b>	<b>While NoticeAbility is responsible for its own accommodations and travel expenses, local hospitality is greatly appreciated. Any recommendations on affordable housing options or discounted hotel stays would be greatly appreciated.</b>

**DYSLEXIC  
BEFORE IT  
WAS COOL™**

**Email:** [support@noticeability.org](mailto:support@noticeability.org) **Website:** [NoticeAbility.org](http://NoticeAbility.org) **WhatsApp:** +1 (508) 939-1900