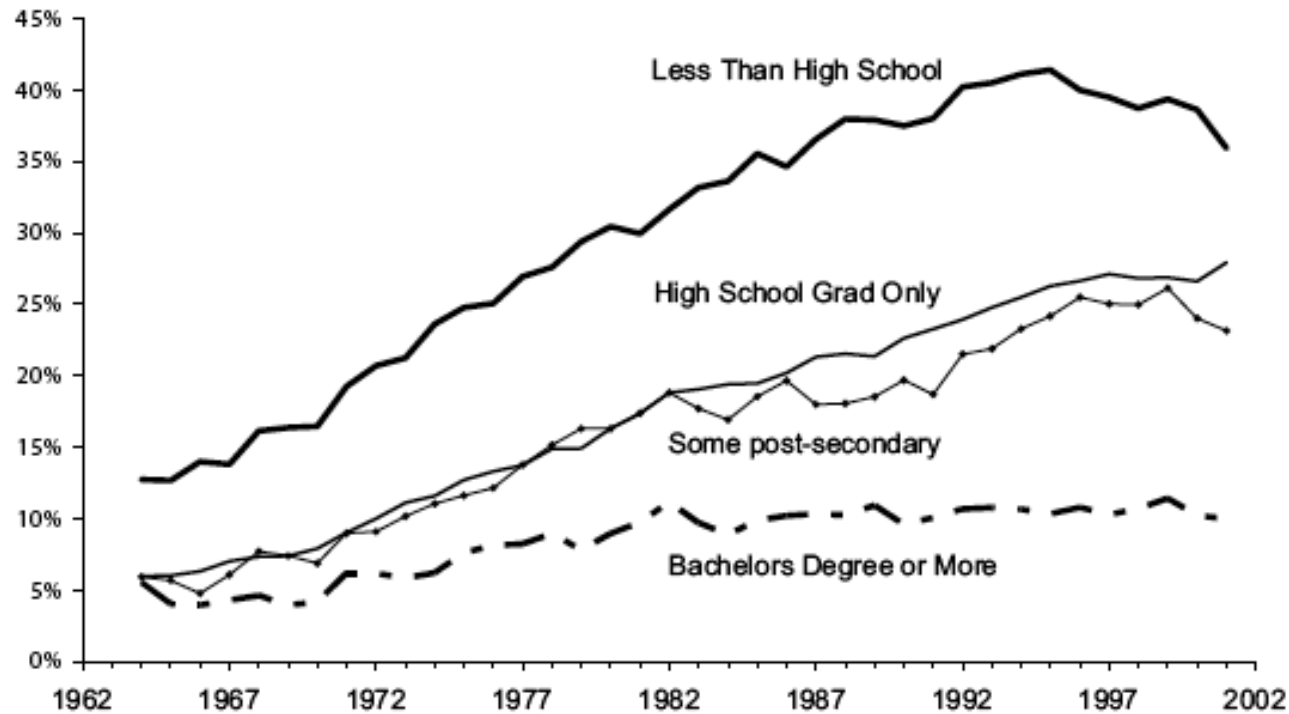


Other Justifications for TARA

- Detailed review of the world's demographics
- Traditional parenting is being supplanted by a new vision that
 - embraces the lone individual
 - the networked single
 - the childless couple
- Thus, more of the child's education will necessarily take place outside the home and in preschools.
- Kotkin, J. (2012). *The rise of post-familialism : humanity's future?* Singapore : Civil Service College.

Percent of children in single mother homes by education of the mother



Source: Jencks and Ellwood (2004), using March Current Population Survey.

Benefits of Early Reading

- Universal Literacy
 - Equivalent to Spoken Language
- Brain Guided Resources
 - Sensitive Period in Early Development
- Reduce Cost of Reading Instruction
 - 5% of Current Cost
- Advantages of Written Language
 - Richer Language and Content

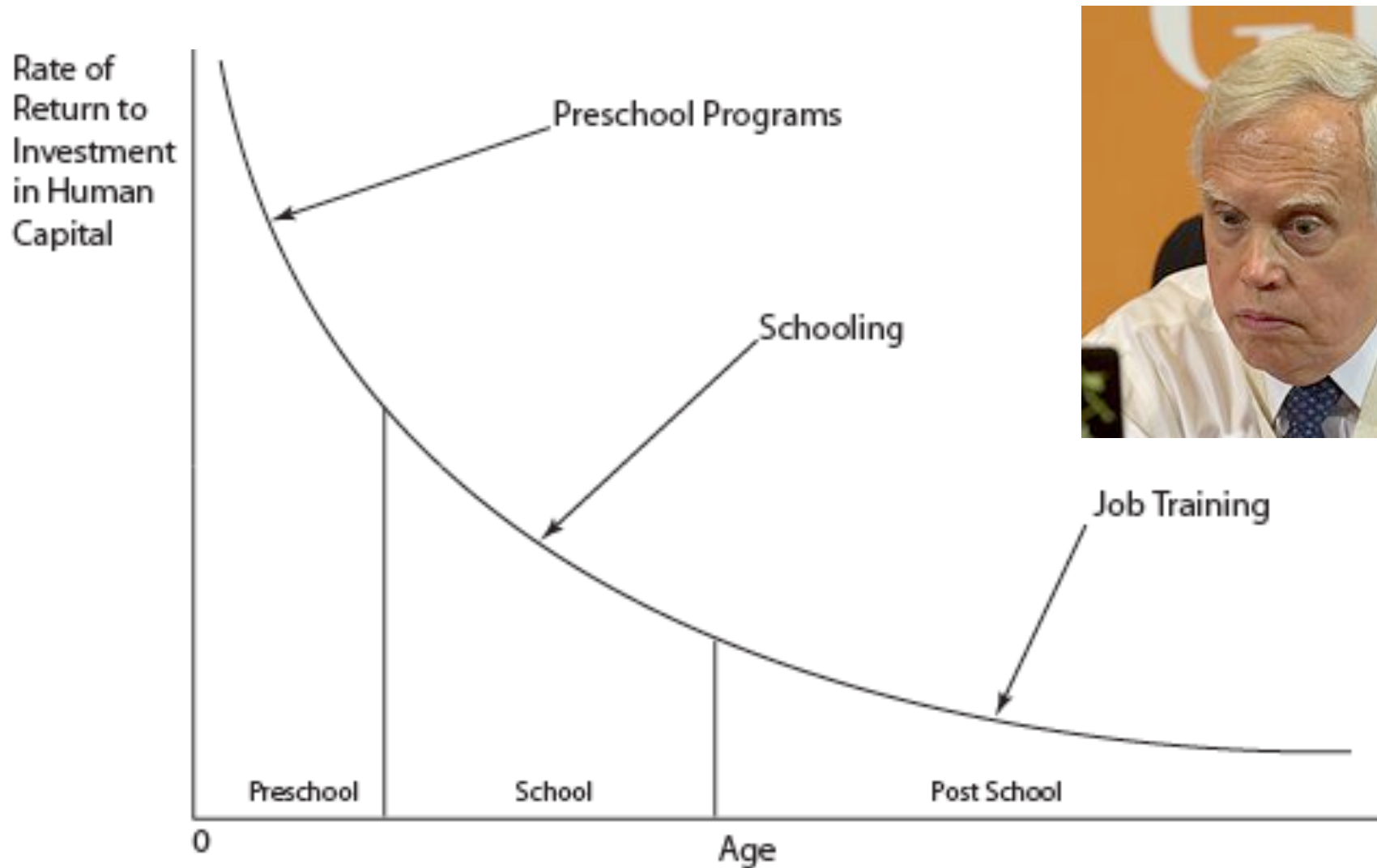
Success of Proposal

- **Economic: Return on Investment**
- Hearing Loss and Deafness
- Increase Time Spent Reading
- Rethinking Schooling

Economic Consideration

- The United States spends 2.4 times as much on the elderly as on children, measured on a per capita basis
- the ratio rising to 7 to 1 if looking just at the federal budget.
- <http://www.brookings.edu/research/reports/2009/11/05-spending-children-isaacs>

Figure 12. Rates of return to human capital investment in disadvantaged children



Rates of Return: Heckman and Masterov, The Productivity Argument for Investing in Young Children, October 2004.

Nobel Prize winner James Heckman

Economic Reasons for Early Intervention



Abilities are important for a productive workforce

Gaps that emerge early are difficult to change

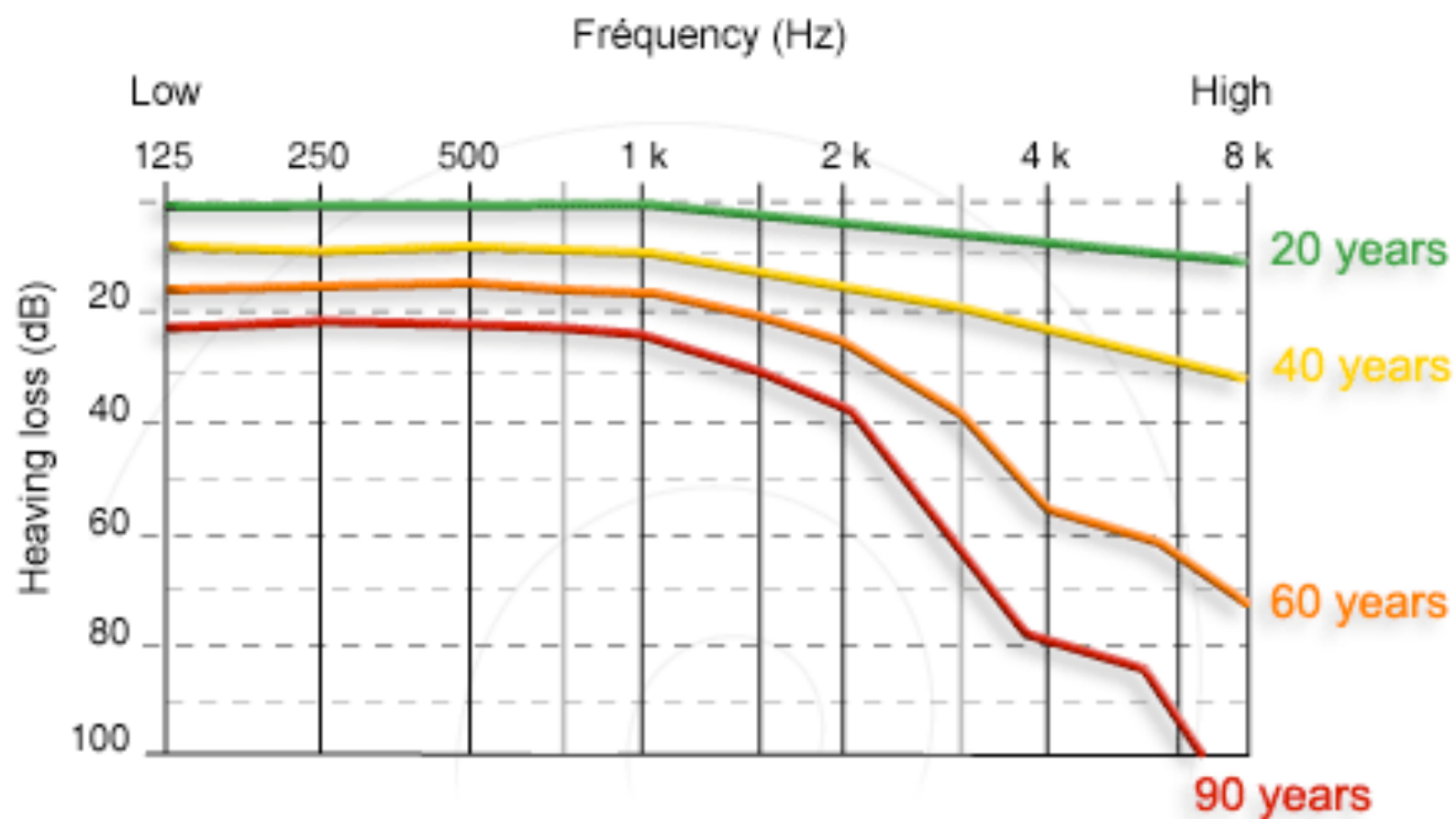
Skill begets skill and learning begets more learning

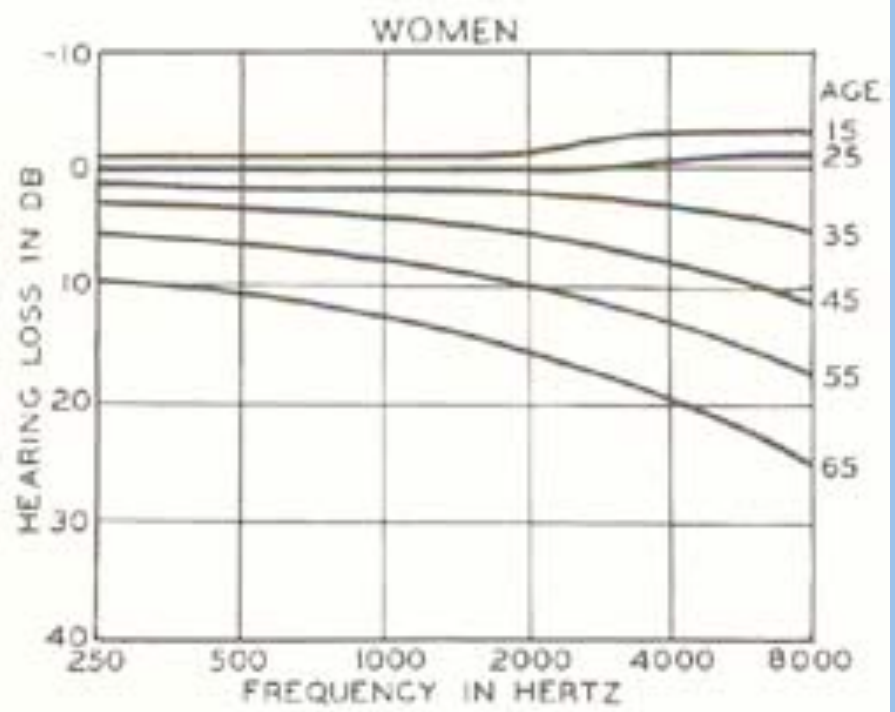
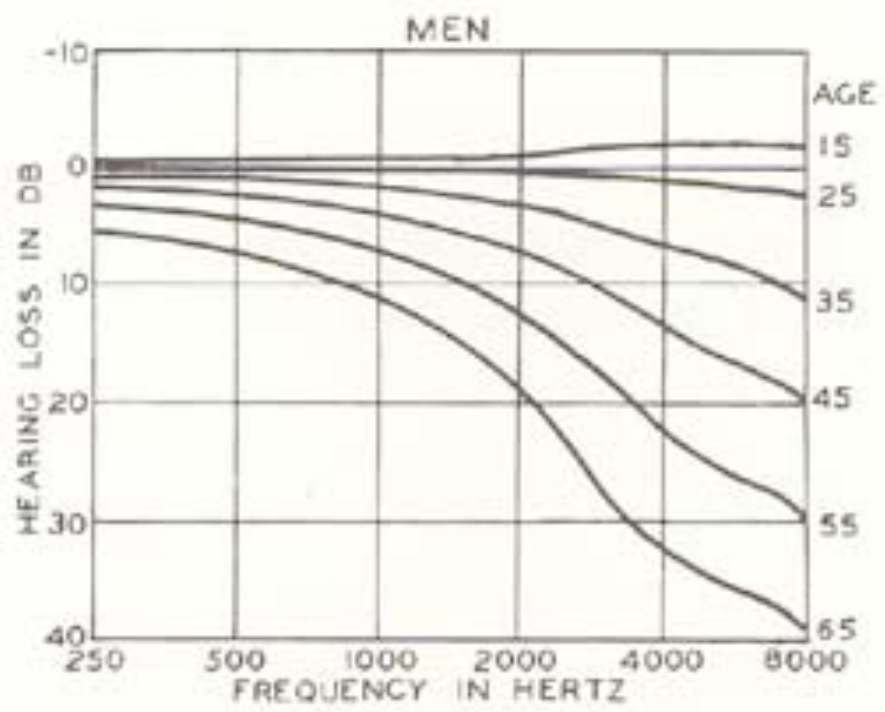
Early education can mitigate poor family environments.

K-12 schooling comes too late

Success of Proposal

- Economic: Return on Investment
- **Hearing Loss and Deafness**
- Increase Time Spent Reading
- Rethinking Schooling
- Brain Guided Resources





Increasing Hearing Loss in Teens



Slight Loss increased 30% in the last 15 years Mild or worse hearing loss increased 77%

Journal of the American Medical Association

Pete Townsend The Who

The Deaf Child

- High School Graduates
 - Read at 4th Grade Level
- 95% of Parents Talk
- Bootstrap with Written Language
 - Advantages of Bilingualism
 - Access to World's Knowledge
 - Opens Communication to the Hearing Community

Success of Proposal

- Economic: Return on Investment
- Hearing Loss and Deafness
- **Increase Time Spent Reading**
- Rethinking Schooling

Average Time Spent Reading in 2006

	Hours/minutes spent reading	
	Weekdays	Weekends and holidays
Total, 15 years and over	:20	:26
15 to 24 years	:07	:10
25 to 34 years	:09	:11
35 to 44 years	:12	:16
45 to 54 years	:17	:24
55 to 64 years	:30	:39
65 years and over	:50	1:07

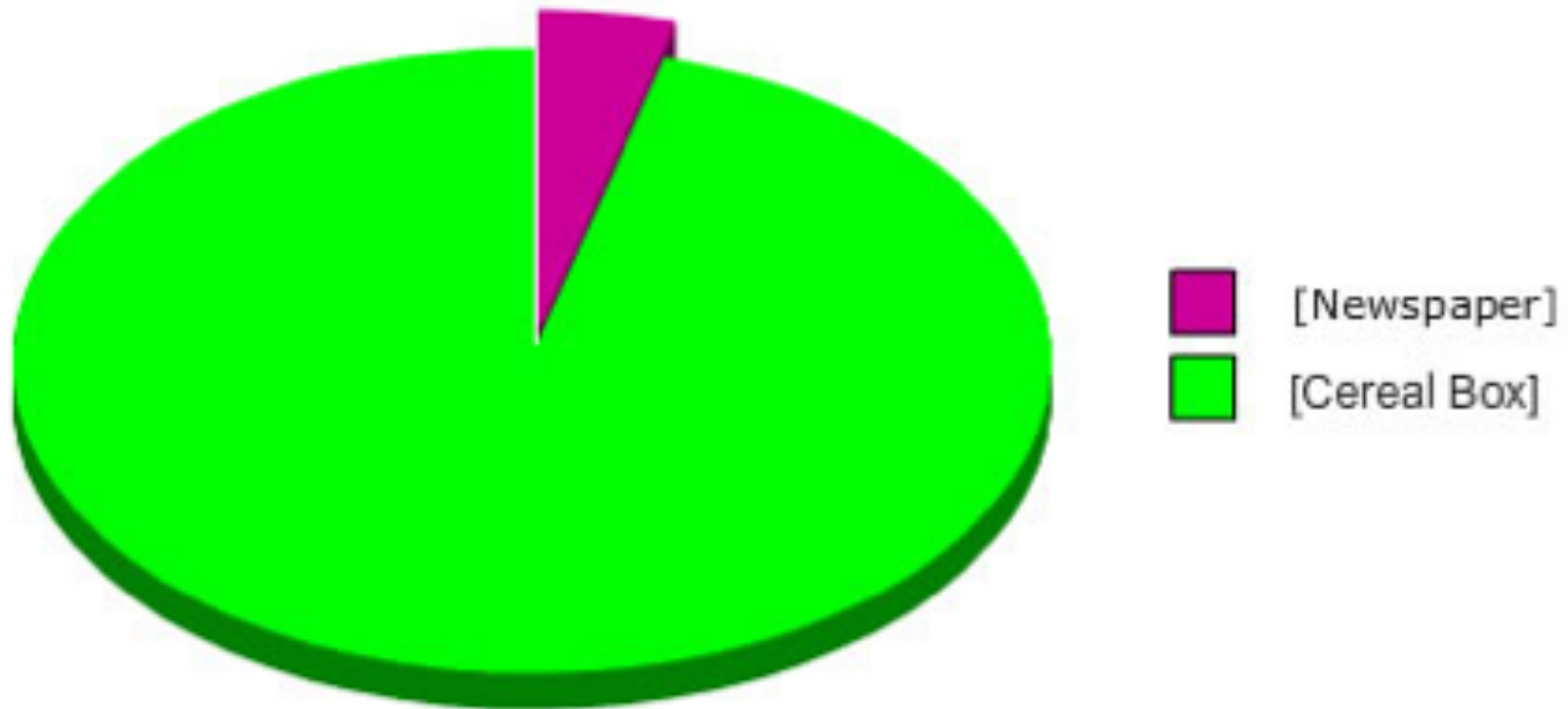
Source: National Endowment for the Arts, *To Read or Not To Read: A Question of National Consequence*, November 2007.

Time Spent Reading

- 18-24 year-olds don't read for pleasure
- 2 of 3 college grads read voluntarily
- Today's 17 year-olds read less well
- Reading is boring, but talking isn't

What are we reading?

Time Spent Reading in the Morning



Success of Proposal

- Economic: Return on Investment
- Hearing Loss and Deafness
- Increase Time Spent Reading
- **Rethinking Schooling**



Medieval university class (1350s)