

This information can help secure funding.

We promote spontaneous use of everyday Spanish. Our video instruction includes typical and unusual content, drawing many connections between languages and cultures, and our Fluency Builder software zeroes in on a manageable amount of practical language. Our assessment tool encourages (1) continued involvement with the instruction and (2) a climate in which the language is used at school. We provide a new set of 100+ downloadable 10-minute video lessons annually and ask you to pay a small setup/technical fee per school. Many lessons encourage the study of other languages and cultures, and explain how to be smart travelers and participants in the world. Our instruction is characterized by both intellectual and physical interaction.

The Max and Max system makes it easy for schools to experiment with working the instruction into their supertight schedules. Within such confines, we follow the new world-language standards in designing flexible and interactive instruction that brings an experienced K-12 teacher to classrooms that usually wouldn't have one. (It is nonsense to think that more than a tiny fraction of elementary and middle schools will find time to meet all the standards.) We build from grade 1 up while providing something for all the grades. The sequence will continue into middle school. Even though we give you an additional 100+ lessons each year, but your setup/technical fee does not increase.

Motivation and Participation

Our main goal is to convey an attitude of eagerness to experience adventures and friendships around the world in a smart way. Our attitude and confidence is based on years of feedback from adults who said that our approach at the primary and secondary levels produced students who used the language in ordinary, everyday situations. Expect similar results with our videos and software when adults and kids use our assessment tool and are given friendly encouragement to use Spanish together.

To increase motivation, we leave space for at least 10 lessons to be constructed on questions, comments and other feedback.

Based on Vast Experience

Max and Max instruction is based on years in urban and suburban K-12 schools and on 1,500 distance-learning computer-interfaced lessons to diverse K-6. Our program converts this experience to a format that uses familiar applications of ordinary technology. We use your input as we evaluate and modify content and delivery.

Advantages That Really Matter

Inherent obstacles make live distance learning unfeasible for widespread instruction. Our program keeps the qualities of the instruction it's based on: (1) personal "on-air" delivery, (2) rapid response to user feedback, and (3) intellectual content and physical interaction. Interaction includes: reusable handouts with tasks to be performed during sessions; manipulating cut-outs and common classroom items; playing Simon Says; drawing or repeating what is heard; singing; and more. We'll post some lessons for viewing from home at no charge.