Subject Line: Welcome to Membean

Dear Parent,

 Your child will soon be using Membean, an online vocabulary learning system that helps students develop an excitement to know what words mean and how to use them with nuance and precision. Membean is completely personalized with regards to your child’s current level of vocabulary expertise and learning pace. Your student will be provided with enrollment instructions and clear training expectations.

 Membean offers vocabulary instruction in a fun and engaging environment that continually presents challenges in the form of microlearning nuggets. It helps students learn words in context to make the words easier to understand and remember on a long-term basis. It provides real-world usage of words so that students understand their relevance. Word roots and prefixes help students not only

understand how words are put together, but also how their meanings are derived. In addition, Membean offers memorable video clips containing target words and visual tools like word maps to enhance memory.

 After an initial assessment of your child's current vocabulary knowledge, the Membean Memory Engine introduces appropriate new words, asking many questions about them while keeping track of daily progress. Teachers have access to a dashboard to monitor and make adjustments to your child's personalized program.

 Membean is being used by many of the finest schools across the United States and worldwide. If you'd like to try Membean for yourself, please visit <http://membean.com/products/personal/plans>. You can visit [membean.com](http://membean.com) to learn more about this unique vocabulary learning system, or contact me for more information.

Sincerely,

Teacher’s Name