

# Pflugerville

TEXAS



## TeachTown & Pflugerville Independent School District

### *A Customer Success Story*

#### BACKGROUND

Pflugerville ISD (PfISD) is a public school district located in the northeastern part of the Austin metropolitan area in Texas.

At PfISD, TeachTown curricula is currently used by ~50 teachers and 50 classrooms between:

22

22 Elementary Schools

6

6 Middle Schools

4

All 4 High Schools

#### OBJECTIVES

In this customer success story, we will explore how Pflugerville Independent School District (PfISD) implemented TeachTown's K-12+ adapted core curriculum, enCORE, by prioritizing training, support, and change management for its educators.

Students using TeachTown curricula experienced an average growth of nearly 67% between pre- and post-test scores across enCORE Elementary, Middle School, High School, and TeachTown Basics.

# Introduction

Change in education isn't easy. It means giving up what's familiar and putting in the effort to try something new—which is exactly what we ask of students every day. For Pflugerville ISD, change became necessary to better serve their students with disabilities.

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*“We needed to narrow down some of our choices,” explained Somer Niemann, Executive Director of Special Education. “We had a lot of different curriculums being used across campuses and we needed to provide consistency.”*

In addition to consistency—they needed a curriculum that would support student success and ease the burden on teachers. That's when they turned to TeachTown.

**The challenges of change in a school setting can be alleviated when teachers are properly trained, supported, and encouraged.**





# Change That Matters:

## WHY TEACHTOWN

PfISD's student population is rich in culture, representing over 100 cultures and languages. To meet the complex needs of their students receiving special education services, PfISD takes a comprehensive approach to their instruction by implementing:



**enCORE:** A K-12+ standards-first, adapted core curriculum that provides students with moderate to severe disabilities access to the general education curriculum.



**TeachTown Basics:** This intervention offers a blend of computer-delivered and teacher-led ABA instruction proven to increase a student's vocabulary, listening skills, social-emotional development, independence, functional academics, and adaptive and cognitive skills.

When comparing curricula options, Tammi Walker, Low Incidence Specialist, found TeachTown far more aligned with their goals than competitors.

"We did not like that the competitor was a spiral curriculum with no introductory lessons on how to introduce a concept to a student, whereas TeachTown lessons had that introductory lesson to where you could build upon concepts for students to master... Ultimately, TeachTown just checked more boxes."

David Avalos, Special Education LID Specialist, echoed the sentiment:

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*“TeachTown is way more robust than the competitor...the curriculum, the stories, the math, everything is just more applicable. It makes it easier to differentiate up and down.”*



# Support Every Step of the Way

Whether a K-12 student or a professional adult, similar theories of learning apply. At TeachTown, we understand that tasking teachers with learning a curriculum is no small ask—which is why as enCORE implementation began in PfISD, their staff received a variety of training formats within the enCORE Learning Path (from in-person sessions to webinars) helping them feel confident and ready to teach.

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*“The training was more applicable,” said David Avalos. “The TeachTown team was able to provide some schema behind the training, along with some of the nuances of data collection and ensuring that the reports reflect accurate usage.”*

Training also helped ease teacher concerns. For example, Meredith Rebecsek, Special Education LID Specialist, saw firsthand how onboarding changed perceptions:

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*“We know that change can be overwhelming and there were teachers who were initially hesitant to jump on board. After the training, more of the teachers that I support now use the curricula regularly. Once those hesitant teachers participated in the onboarding and training of the curricula, they recognized that TeachTown provides the classroom resources necessary for effective instruction.”*





# Growing Pains Turned Gains

By staying focused on patience and growth, PflSD saw early wins following TeachTown's structured implementation plan—the enCORE Learning Path.

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*“Perception of value drives your return on investment. Once your teachers see the value in the product, whether that is through the training and implementation process, or use of the curricula, the return on investment will grow.”*

- David Avalos

And that's exactly what has happened in PflSD.

Step one, he says, is being clear about why the change is happening:

“While, yes, implementing a new curriculum requires a little bit more front load work, you'll be getting a lot more out of this... It'll make your day easier overall if we can just take the time and make it through the prep.”

That effort is paying off. Ms. Rebecsek shared how teachers are already looking ahead. >>>

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*“I was just talking to a teacher who mentioned how great the next school year will be. She took the time to print and laminate her materials this year and now they'll be ready for immediate use next year.”*

# The Result? MEASURABLE STUDENT GROWTH

Prior to implementing enCORE in PflSD, student growth data was inconsistent. Administrators in the district were unable to see benchmark assessment data, so teachers would have to take student data and then submit it to their administrator to track growth. With enCORE, student data is automatically recorded so it takes that extra step away from the teachers, saving everyone time, according to Tammi Walker.

Over the 8-month period (August 2024-April 2025) following the completion of TeachTown's structured **enCORE Learning Path**, PflSD is experiencing measurable student growth:

## 65.3% Student Growth Rate

Students using **enCORE Elementary** had an average pretest score of **27.1%** and an average posttest score of **92.4%**, demonstrating a **65.3%** growth.

## 64.9% Student Growth Rate

Students using **enCORE Middle School** had an average pretest score of **27.8%** and an average posttest score of **92.7%**, demonstrating a **64.9%** growth.

## 67% Student Growth Rate

Students using **enCORE High School** had an average pretest score of **26.9%** and an average posttest score of **93.9%**, demonstrating a **67%** growth.

## 68.7% Student Growth Rate

Students using **Basics** had an average pretest score of **21.8%** and an average posttest score of **90.5%**, demonstrating a **68.7%** growth.





# Teacher & Student Wins

Beyond student growth data, the educators in PflSD have seen significant benefits following TeachTown implementation:



For Ms. Walker, **TeachTown Benchmark Assessments** have been a major plus: “I personally really like the Benchmark Assessments in enCORE—they are amazing. This feature is incredibly helpful for teachers to break down student growth. With the competitor, teachers were never sure what level students were at.”



The ability to **set up rotating centers** for Ms. Rebeck has been a game-changer: “I’ve seen a lot more stations set up around the room and teachers now have teaching assistants implementing either a teacher- or student-led lesson up on the board. Students are now at their desktop doing TeachTown while the teacher is at the table reading the story or going over one of the lessons with them.”



She also shares that the **structure and scaffolding of TeachTown units** have created more independence: “The students have really gotten into the routine of using TeachTown. I have a couple of classrooms where as soon as a transition timer goes off, the students know what to do and where to go in the room—and they’ll do it independently which has been great to see!”



Mr. Avalos has observed that the **discrete trial method of the student-led lessons** has improved engagement and overall learning outcomes: “I like the discrete trial training portion that is included with student-led lessons. This allows instruction to be independent or semi-monitored. Students who are typically less engaged are able to participate more and that’s an incredibly important piece. TeachTown is really helping to build students’ vocabulary and repertoire. It gave a tool to the teachers that they didn’t have before.”



When it comes to the **Daily Implementation Guides** (DIGs) in enCORE, Ms. Walker shares: “The DIGs are super helpful for newer special educators. Oftentimes, newer teachers can feel overwhelmed and the DIGs help them to easily get started.”

## Learn More

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*“With TeachTown, we have the tools we need to run against the challenges that we come across.”*

**- David Avalos**

As special educators, we all have the same goal in mind: providing our students with comprehensive learning opportunities that pave the way for educational and personal success.

Our award-winning adapted core curriculum solutions and supporting interventions deliver a whole child approach. We help you measurably improve the academic, behavioral, language, and adaptive skills of your students—from Pre-K through the transition years. Our entire curriculum has been founded upon what works for students with moderate to severe disabilities.



**Scan the QR code to learn more about how  
TeachTown can work in your district.**

*Leading provider of K-12 standards-based, adapted core curriculum.*

Our suite of special education solutions offers students with moderate to severe disabilities equitable and inclusive access to the general education curriculum and the individualized interventions that support their success.



**[www.TeachTown.com](http://www.TeachTown.com)**