



ReadyGEN Co-Author
CEO of TextProject;
University of California, Santa Cruz

Elfrieda “Freddy” Hiebert, Ph.D

Elfrieda “Freddy” Hiebert, is President and CEO of TextProject, a nonprofit that provides resources to support higher reading levels. She is also a research associate at the University of California, Santa Cruz. Dr. Hiebert received her Ph.D. in Educational Psychology from the University of Wisconsin-Madison. She has worked in the field of early reading acquisition for 45 years, first as a teacher’s aide and teacher of primary-level students in California and, subsequently, as a teacher educator and researcher at the universities of Kentucky, Colorado-Boulder, Michigan, and California-Berkeley. Her research addresses how fluency, vocabulary, and knowledge can be fostered through appropriate texts. Professor Hiebert’s research has been published in numerous scholarly journals, and she has authored or edited nine books.

Dr. Hiebert is a nationally recognized and respected literacy educator and researcher whose work has influenced instructional practices across the country. Her voice and passion for advocating quality, research-based literacy education has been integral to the development of many Savvas programs such as *ReadyGEN*[™], a Grades K–6 integrated literacy program.

Professor Hiebert’s model of accessible texts for beginning and struggling readers—TEXT—has been used to develop numerous reading programs that are widely used in schools. Her research on generative vocabulary, the ability to apply knowledge of how words work when encountering new words, is an integral foundation to the pedagogical underpinning in *ReadyGEN*. Generative instruction aims to make visible to students critical features and functions of words and connections among words.

Dr. Hiebert is the 2015 Oscar S. Causey Award recipient, awarded by Literacy Research Association; the 2008 recipient of the William S. Gray Citation of Merit, awarded by the International Reading Association; is a member of the Reading Hall of Fame; and has chaired a group of experts on early childhood literacy who served in an advisory capacity to the CCSS writers.

