

From: Kimberly Manns [mailto:kimberlym@ffee.org]
Sent: Friday, May 09, 2014 12:02 PM
Subject: April GLR Update: Pre-K Enrollment, Read 15 and Lots More

The Baltimore Campaign for Grade-Level Reading

3rd GRADE READING SUCCESS MATTERS

“Today
a reader.
Tomorrow
a leader.”

- Margaret Fuller



What's Happening

Dear Grade Level Reading Coalition Members:

I hope all is well! It's been an exciting month here at the Baltimore Campaign for Grade Level Reading. We've made a great deal of progress in each of our work groups and are excited to launch our Read 15 initiative this summer in collaboration with our partners. We're eager to keep the Campaign moving forward over the next few months and to working with you to make this happen. We hope to see all of you at our next Coalition Meeting, which will take place on July 8th from 9:00am- 11:00am at the Family League of Baltimore. As always, feel free to contact me with any questions you may have.

In partnership,

A handwritten signature in black ink that reads "Kimberly Manns". The signature is written in a cursive style.

*Kimberly Manns
Program Director*

What We're Up To: Current Campaign Initiatives

- **Pre- K Enrollment:** *Students who enter Kindergarten from Pre-K settings are more likely to be rated as fully ready. Please help us ensure our most vulnerable children enroll in Pre-K by distributing this Pre-K registration flyer produced by Baltimore City Schools. To download the flyer [click here](#).*
- **Read 15:** *In collaboration with our partners, we proudly launch READ 15, an initiative to encourage students to read a minimum of 15 minutes a day. The Enoch Pratt Free Library has created a tracking log to use in its Summer Reading Program and we're working with other programs and organizations, like the Weinberg BCPS libraries, Recreation & Parks centers, SummerREADS (Abell Foundation book distribution program), Raising A Reader, Reading Partners, Maryland Book Bank, Mobile Meals, Read to Succeed, and Community Schools, to incorporate the logs too. We are encouraging others to spread the message of reading 15 minutes and to use this tool.*

To promote reading 15 minutes a day, City Schools will be distributing a summer packet to rising K - 5 families in early June. The packet includes the reading log, tips for reading with children (aligned to Common Core best practices), a suggested reading list, and a resource page listing library locations and other book distribution sites.

If your organization would like to be part of READ 15, please email kimberlym@ffee.org.

- **Family Literacy Coalition's Five-Parenting Practices and Literacy Kits:** *The FLC is distributing 1250 posters detailing the five parenting practices (read, write, dance, talk, and sing) to 1000+ service delivery centers of FLC coalition partners. Posters are available in both English and Spanish. Please let us know if you would like some for your location! The FLC has also created 225 literacy kits to support the language and literacy skills evaluated by the Maryland Model for School Readiness (MMSR). These kits include finger puppets, a toy microphone, a 123 Baltimore counting book and other materials that reinforce the five Parenting Practices, and are being distributed through South East Early Head Start and Baltimore City Public School early childhood home visiting programs. A program evaluation will measure changes in literacy practices over time.*
- **Read to Succeed:** *This summer the Read to Succeed program will once again provide comprehensive support to Baltimore City rising 1st through 4th graders struggling with reading. GLR is currently working with City Schools to understand the scope of Read to Succeed and resources needed.*

Where We Are:

A Progress Report On Our Core Focus Areas

School Readiness:

The school readiness work group has solidified their Year 1 priorities, including: establishing an early childhood data collaborative, promoting five parenting practices through early childhood providers and promoting Pre-K and K enrollment with a coordinated campaign.

In addition, the school readiness work group has decided upon key determinants and best practices, which include Head Start, adult literacy, well-child visits, and the five parenting practices (read, write, talk, sing and play).

In the coming weeks, they will begin work on a detailed evaluation plan and begin to pinpoint funding priorities.

A look at where the Campaign is overall in the development of our strategy:

Strategy to Implementation

	Key Deliverables	School Readiness	School	Extended Learning Opportunities
Strategy	Identified leaders	X	X	X
	Convened work group	X	X	X
	Stakeholder feedback	X	X	X
	Population analysis	X	X	In progress
	Literature Review/Qualitative	X	X	In progress
	Priority strategies	X	In progress	
Implementation	Work plan	X		
	Identify funding needed to execute work plan	In progress		
	Capacity			
	Implement			
	Evaluate			

Where We're Headed: Cross Cutting Focus Areas

Due to the progress of our core work groups (school readiness, school, and extended learning opportunities), the Campaign is starting to hone in on strategies for our cross-cutting focus areas to ensure consistency and to support the overall theory of change. These include: communication & engagement, attendance, organizational culture, research & evaluation, organizational capacity and fundraising. We will share a little about our work on our communication & engagement strategy below. Stay tuned for updates on our work in these areas.

Communication & Engagement:

IMRE Communications is providing pro bono services to the Campaign to solidify an internal and external communications and engagement strategy. Currently IMRE is conducting interviews with key stakeholders to gather qualitative information that will be essential to the drafting of our strategy. After these interviews are complete, the information gathered will be used to create a survey that will be sent to coalition members so we can gather your input. We expect this survey to hit inboxes in the next couple of months, so please be on the lookout, and be sure to fill it out. Your participation is very important to us as it is essential to the creation of a successful communications strategy.

Save the Date: Next Coalition Meeting

July 8th from 9:00am- 11:00am

The next Coalition Meeting will take place on July 8th, 2014 from 9:00am-11:00am at the Family League of Baltimore. We'll send out a calendar invite soon. We look forward to seeing you all there!

What's Going On With Coalition Members:

Exciting Updates From Our Partners

Raising A Reader



We're thrilled to report that Raising A Reader and their work in Baltimore was recognized on Homeroom, the official blog of the US Department of Education. To read the post [click here](#).

And the organization's work in Maryland was also featured on Your4State.com. We encourage you to check it out [here](#).

The Weinberg Library Project: Summer Literacy in the Library!



SummerREADS is now at Weinberg Libraries! In partnership with The Abell Foundation, Baltimore City Public Schools, the Maryland Out-of-School-Time Network (MOST), and Reading Partners, this literacy initiative will leverage Weinberg Libraries in six elementary schools and turn them into community hubs for summer learning and enrichment. Not only does the program provide 12 books for students to take home at the end of the school year (self-selected), it also gives Baltimore City students and families access to books and literacy opportunities in the renovated libraries from June 23rd through August 7th, 2014. Even the librarians/library clerks will be on site! Each space will be open Monday to Thursday, 10am – 3pm with breakfast and lunch available to students.

To learn more, email: kimberlym@fee.org or call: 410-864-1409

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