

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:

It's been an exciting month here at the Baltimore Campaign. We want to thank everyone who attended our last Coalition Meeting. Your participation helped drive many of our priority projects forward. Coalition Members have come together to spread the word in their communities about Pre-K Enrollment, Back to School and Read 15. We'll share some of your hard work on these projects below.

The Campaign is now on Facebook, Twitter and Instagram. Stay connected to us by liking us on Facebook at <https://www.facebook.com/readby3rd> and by following [@BaltGLR](#) on Twitter and Instagram. We'll use this space to update you on our progress, get Coalition feedback, highlight local and national best practices and resources, and share Coalition Member news. Also be sure to let us know about any resources or information you would like us to share with the Coalition and please encourage others in your network to follow us. We appreciate your help and look forward to continuing our conversation online.

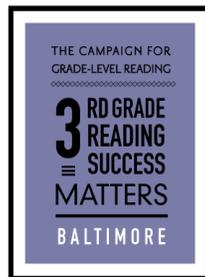
As always, please feel free to reach out to me with any questions you may have.

In partnership,



*Kimberly Manns
Program Director*

What's Going on at The Campaign: A Capacity Update



The Campaign has added capacity to support the work groups and their strategy development and implementation process. Jarrod Bolte will be joining us as our School/Content Lead, while continuing to serve as the Executive Director of Reading Partners. Michelle Geiss will continue her work with the Campaign in the new position of Strategy/Program Design Consultant. We have also added capacity to our Extended Learning Opportunities Work Group, which Holly Gonzales, from the Family League of Baltimore, and Ellie Mitchell, from the Maryland Out of School Time Network, will chair. We are excited for the plethora of experience and knowledge each of these additions will bring to the Campaign.

Back to School: How We're Spreading the Word and How You Can Help



Thanks to our partnership with United Way and Baltimore's Promise the above image will be featured on 11 billboards in Baltimore City that will be dedicated to raising awareness of the first day of school.

*In addition, City Schools is working on other efforts to ensure all Baltimore City students and families are ready for the first day of school on **August 25th**. Below are some ways you can help spread the word:*

- *Download and distribute the [back to school flyer](#), featuring the Ravens mascot and City Schools students.*
- *Watch and share the [back to school PSA](#).*
- *Download the [back to school checklist](#).*
- *Take a look at the [website banner](#), and let City Schools know if you would like a banner for your website.*
- *Share the [PSA](#), [flyer](#) and [weblink](#) on your organization's social media platforms.*

- *Include these messages in any newsletters or e-blasts that you will be sending out:*
Parents/Students/Families: *Back to School, Baltimore! The first day of school is August 25, 2014. Find out what you need to [be ready, be there and stay there](#).*
Community partners/City residents: *Back to School, Baltimore! The first day of school is August 25, 2014. Help Baltimore City's students get ready for the first day of school by spreading the word, running a school supply drive or donating to the [uniform fund](#).*

If there are additional materials you would like, please contact Arezo Rahmani at arahmani@bcps.k12.md.us.

Back to School Festival in Cherry Hill on August 16th

The Cherry Hill Community Coalition is serious about its neighborhood's students! They are hosting a Back to School Festival on Saturday, August 16th from 10:00am- 1:00pm at the Cherry Hill Town Center to get their students excited about the beginning of the new school year. They want to send children home with school supplies so they can start school on a positive note and are asking for monetary donations or donations of school supplies. Donations will be accepted through August 13th. The Cherry Hill Community Coalition is also looking for volunteers to staff the event. To donate or volunteer, please contact Malika Jones at majones@abilitiesnetwork.org.

What We're Up To: A Look at the Coalition's Pre-K Enrollment Work

Coalition Members have been working hard to ensure our most vulnerable children enroll in Pre-K. Thanks to all your support, we've made great strides in getting the word out.

We're so happy to share all the impactful work our Coalition Members have been doing to raise awareness:

- **The Maryland Family Network** distributed 100 flyers at their Family Support Centers.
- **The Mayor's Office of Human Services** ensured Pre-K enrollment flyers are available at each of their 5 Community Action Partnership Centers and that multiple mailings concerning Pre-K enrollment went out to their Head Start and Early Head Start Families.
- **The Cherry Hill Early Action Association** is handing out information on Pre-K enrollment at their upcoming Back to School Festival.
- **The Child and Adult Care Food Program at the Family League** sent the Pre-K enrollment flyer to 249 Child Care Providers in Baltimore City and encouraged them to share this information with their networks.
- **The Baltimore City Department of Recreation and Parks** helped centers in areas with low Pre-K enrollment distribute information.
- **The Langston Hughes Community Action Association** is distributing flyers with specific information about their school's enrollment.
- **The Enoch Pratt Free Library** distributed 1,000 flyers at their sites across Baltimore City.
- **B'more for Healthy Babies** is working with all of their home visiting partners to disseminate flyers and information to all of their families with eligible children.
- **WIC** shared Pre-K materials at all of their sites.
- **Baltimore Infants and Toddlers** included information about Pre-K enrollment in their newsletter.
- **U2Can and the ACLU** have also provided information about Pre-K enrollment to their networks.

Thank so much to everyone for their support of this initiative! If you or your organization has been working to support Pre-K Enrollment, we'd love to hear from you. Email kimberlym@ffee.org to share what you've been up to.

Read 15 in the Media

This month there has been some great coverage of Read 15, including an editorial that aired on WBAL. We encourage you to watch it by clicking on the picture below. Thanks again to WBAL for their coverage.



We'd also like to thank FOX 45 for their [support](#).

In addition, Read 15 partners have continued to appear on The Anthony McCarthy Show on WEEA to discuss the importance of summer reading and the City Schools PSA is still airing on Channel 77, Channel 25 and Comcast.

We're continuing to work with Read 15 partners to spread the word about the importance of reading at least 15 minutes a day over the summer. Partners are promoting the initiative through their newsletters, social media platforms and by distributing a Read 15 flyer.

The Harry and Jeanette Weinberg Foundation has also created some fabulous Read 15 stickers that are being distributed at their libraries.

What's Happening on Facebook

The Baltimore Campaign's Facebook Page is full of exciting news and updates on how organizations across the country are working to move the needle on literacy. Right now if you visit [our page](#), you'll find information on:

- Why reading on grade level by third grade is an important part of the [My Brother's Keeper Initiative](#).
- Why low-income kids lag behind in early reading and [what we can do about it](#).
- How Springboard Collaborative's summer programming in Philadelphia is helping their students experience an average [reading gain of 3 months](#).
- Why absenteeism in the first month of school can predict poor attendance patterns [throughout the year](#).

We'd love to share what you and your organization have been up to with the GLR community. Please email carrief@fee.org with exciting updates and news.

Highlights from the National Campaign



- In this week's Bright Spot, Providence, Rhode Island, enlists City Year/AmeriCorps members to combat chronic absence. [Click here to read more](#).
- This week the National Campaign welcomes 10 new communities to the Grade-Level Reading Network, which deepens the work going on in three states in the network. They include seven Arizona communities: Buckeye, Chandler, Cochise County, Globe-Miami, North Gila County, Scottsdale and Tempe; two in Connecticut: Colchester and Waterbury; and New Bedford, Massachusetts.

- *Why September Matters: Improving Student Attendance, a new study from the Baltimore Education Research Consortium, shows that absenteeism in the first month of school can predict poor attendance patterns throughout the year, providing an early warning sign for parents and educators to intervene and put students back on track. Read more [here](#).*

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

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