

# The Baltimore Campaign for Grade-Level Reading

3<sup>rd</sup> GRADE READING SUCCESS MATTERS

“Today  
a reader.  
Tomorrow  
a leader.”

- Margaret Fuller



## What's Happening

Dear Grade Level Reading Coalition:

*I hope you are having a great start to the school year. As many of you know, September is Attendance Awareness Month. The start of the new school year is an essential time to raise awareness of the importance of regular attendance to ensure students are at school every day, on-time and ready to learn. Below you'll see what GLR is doing to help decrease chronic absenteeism in our city as well as learn about some tools you can use to promote Attendance Awareness Month. We'll be discussing the Campaign's attendance goals at our next Coalition Meeting on **Thursday, October 2nd from 9:00 AM - 11:00 AM at the Family League of Baltimore**. I hope to see you there.*

*As always, please do not hesitate to reach out to me if you have any questions.*

*In Partnership,*

Kimberly Manns  
Program Director

## *Attendance Awareness Month: How We're Spreading the Word and How You Can Help*



*This month the Baltimore Campaign for Grade Level Reading is working to raise awareness of the importance of attendance. In partnership with Baltimore's Promise and United Way, 10 billboards in Baltimore City, displaying the above image, were dedicated to raising awareness of the first day of school to encourage students to be prepared and ready to learn on the first day.*

*But attendance is not just about being at school, it's also about ensuring children are at school on-time, all day and arrive ready to learn. It is with this in mind that we held a special meeting about attendance for our Steering Committee to review attendance data in Baltimore, examine local and national best practices, discuss what has been done so far to reduce chronic absence in our city, and determine what we can do to support children at risk of being chronically absent. We have many actively involved individuals, who are passionate about this issue, and we will align to actionable next steps around attendance over the next few weeks. We will continue to share our work and ask for your partnership on this crucial issue.*

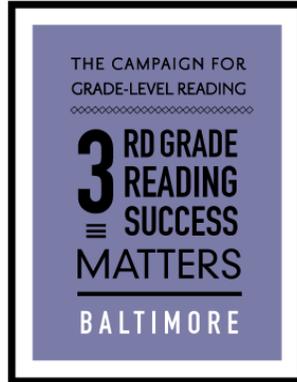
*For more information about attendance in Baltimore and to learn how you can help promote Attendance Awareness Month:*

- Check out the Baltimore Education Research Consortium's study, entitled "[Why September Matters: Improving Attendance](#)," which found that September absences predicted later chronic absence. **In fact, students who missed 2 or more days of school in September were significantly more likely to be chronically absent for the year.** Read more [here](#).
- Read this [press release](#) from City Schools to learn how they're making attendance a priority this year.
- Check out this [op-ed](#) by Family League CEO, Jonathon Rondeau, to learn about chronic absence in Baltimore and find out what the Family League is doing to encourage regular attendance.
- Read Attendance Works' newly released report entitled, "[Absences Add Up](#)," which describes the relationship between attendance and NAEP scores and includes specific information about Baltimore. The report found that, nationally, students who missed more school than their peers scored lower on the NAEP. Read more [here](#).
- Join Attendance Works for their free webinar on **Tuesday, September 30th from 2:00 PM - 3:30 PM** as they introduce the new Attendance Works toolkit, **The Power of Positive Connections: Reducing Chronic Absence Through PEOPLE** and discuss the impact of positive connections on attendance. Register [here](#).
- Visit the [Attendance Works website](#) for tools you can use to promote Attendance Awareness Month, including badges, sample tweets, posters, infographics and more.

If you or your organization has been working to support attendance, we'd love to hear from you. Email [kimberlym@fee.org](mailto:kimberlym@fee.org) to share what you've been up to.

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## ***Grade Level Reading in the Media***



*We've had some great coverage this month. The Baltimore Sun featured an op-ed written by Program Director, Kimberly Manns, and Fund For Educational Excellence President and CEO, Roger Schulman, detailing the Campaign's promise to this year's incoming kindergarteners. If you missed it, you can read it [here](#).*

*In addition, Kimberly Manns was featured on Straight Talk with Mike Gimbel along with the Maryland Family Network and the Baltimore Office of Promotion and the Arts in an episode dedicated to back to school. The show aired last Sunday, September 7th on The CW Baltimore and My TV Baltimore. Make sure to catch it the next time it airs on September 21st at 5:30 AM on The CW Baltimore and at 12:30 PM on My TV Baltimore.*

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## ***Join Us in Welcoming the Family Literacy Coalition's New Program Director, Liz Tung***

*We're excited to announce that Liz Tung will serve as the new Family Literacy Program Director and Family Literacy Coalition Lead for B'more for Healthy Babies. Liz has a BA in History from Yale University and an MPH from the Johns Hopkins Bloomberg School of Public Health. She most recently served as Special Assistant to the Commissioner of Health at the Baltimore City Health Department,*

where she worked on strategic planning, community health assessments, and accreditation efforts, among other projects. She also has a great deal of international experience, having served as a Program Officer for The Global Fund to Fight AIDS, TB and Malaria in Geneva, Switzerland and as a Peace Corps volunteer in Togo.

Liz brings terrific skills in planning, implementation, coalition building, and evaluation to B'more for Healthy Babies and to the Campaign for Grade Level Reading, and we are delighted to have her on board!

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## *Highlights from the National Campaign*



- A Bright Spot tells us how **Sacramento, California** successfully launched an effort to reduce chronic absenteeism. Read more [here](#).
- A Bright Spot tell us about the launch of **Georgia's** new statewide reading campaign, which helped coordinate and provide free meals and literacy activities in local libraries to children in 22 counties this summer. Read more [here](#).
- A Bright Spot from **Oakland, California** tells us how they used data from three school years to construct the Oakland Reads Baseline Report that looks at the solution areas and parent engagement to define local challenges and develop effective strategies. Read more [here](#).

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## *Stay Connected to the Campaign on Facebook and Twitter*

The Campaign's [Facebook](#) and [Twitter](#) pages are where we'll update you on our progress, get Coalition feedback, highlight local and national best practices and resources, and share Coalition Member news. So follow us today.

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

## ***Volunteer for B'more for Healthy Babies' Annual Rattle & Roll Event***



B'more for Healthy Babies is looking for volunteers for their Rattle & Roll event on Wednesday, September 17th from 8:30 AM - 12:00 PM. This is an annual event to deliver print and video materials to more than 120 service sites. These materials promote BHB services and programs, and educate families on key health topics. Help them spread the word. If you have questions or would like to volunteer, please email Sadiya Muqueeth at [Sadiya.Muqueeth@baltimorecity.gov](mailto:Sadiya.Muqueeth@baltimorecity.gov).

## ***The Maryland Breakfast Challenge is Now Open for Enrollment—Spread the Word***



*The No Kid Hungry Campaign, along with sponsors like the Maryland State Department of Education, is launching a statewide **SCHOOL BREAKFAST CHALLENGE** to make sure all kids who need a healthy school breakfast get one.*

*In each county across Maryland, Pre-K-12 public schools that show the highest increase in breakfast participation will be eligible to win:*

- *Cash prizes*
- *In-school celebration events*
- *Special visits and honors from national celebrities and state officials*
- *Technical assistance provided by members of the Maryland Partnership to End Childhood Hunger*

*The Maryland Breakfast Challenge is now open for enrollment for all schools in Baltimore City. Principals can visit this [website](#) to enroll. For a one-pager to share with principals [click here](#).*

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To learn more, email: [kimberlym@fee.org](mailto:kimberlym@fee.org) or call: 410-864-1409

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