

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:

I hope this message finds you well. I want to thank you for a productive Coalition Meeting last week! It was great to understand the role each of you can play in leading our strategy. We look forward to partnering to move the strategy forward so that, together, we can increase the number of Baltimore City students reading on grade level by third grade.

Please see below for a recap and next steps from our Coalition Meeting, a link to our full strategy and an update on our communication & engagement work.

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

Thank you for all your work and happy holidays.

In Partnership,



Kimberly Manns
Program Director

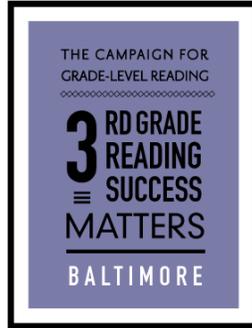
Coalition Spotlight: Conversations About Reading Blog

Over the next few months, the Campaign is on a mission to find out what Baltimore citizens think we can do as a city to help kids read. Our first conversation was with Corrine Handy, a Third Grade Literacy Instructor at George Washington Elementary School, Baltimore City Teaching Residency Alum and SummerREADS Coordinator at the Maryland Out of School Time Network. If you missed it, you can read it [here](#).

This week, we bring you a video of Mount Royal Elementary/Middle School student, Kyana, and her mother, Patrice, discussing why reading is important to them. Watch the video on our Facebook Page by clicking [here](#) or on the video below. Please help us spark discussion, by commenting on the post and by sharing and re-tweeting (link for twitter [here](#)).



Coalition Recap & Next Steps



At our last Coalition Meeting, we broke into small groups to discuss the largest opportunities around coalition collective impact for the below areas:

- *Early literacy professional development*
- *Parent engagement around daily reading*
- *Pre-k enrollment*
- *Service provider referrals*

Our Project Management Team is currently going over notes from each of the groups and will reach out individually to solidify next steps.

Grade Level Reading Strategy Document

We are pleased to share the final version of the Campaign's Strategy Document. This document will propel the Campaign forward to ensure we increase the number of third grade students reading proficiently by 100% by 2020.

Through our extensive strategy development process, we have identified a draft framework for achieving our vision. The framework identifies 4 focus areas, 4 key stakeholder groups, and 3

overarching strategies.



To read the full document and see a list of the Campaign's 18 month priorities, [click here](#).

Communication & Engagement Update



We're in the final stages of our collaboration with the MICA School of Social Design to create messaging and communications tools for the Campaign. Through workshops facilitated by the students with parents of children 0-5, parents and their children K-3rd, service providers and community leaders, the MICA School of Social Design identified key areas for the Campaign's

- *How might we connect service providers to each other, community leaders and other resources?*
- *How might we make children's reading a stress relieving activity for families?*
- *How might we change the perception of reading to show that it can be more than just books?*

Based on these opportunity areas, the students will complete the following deliverables, which they will present on December 19th:

- *Social media and design proposal*
- *Website strategy and design proposal*
- *2 to 3 additional communications tools*
- *Communications strategy for encouraging students to read daily*

We look forward to sharing the designs and to getting your feedback at our next Coalition Meeting.

National Campaign Participates in White House Summit on Early Education



On Wednesday, December 10th, Ralph Smith, Managing Director of the National Campaign, participated in a panel discussion as part of the White House Sponsored Summit on Early Education. This Summit brought together philanthropic, business, education, advocacy and elected leaders to build on the President's goal to expand access to high-quality early childhood education. President Obama announced \$1 billion in public-private spending to expand early education opportunities. Eighteen states, including Maryland, were awarded a total of \$250 million in Education Development grants to go towards the creation or expansion of high-quality preschool programs. To learn more, [click here](#).

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

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