

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 you had a fabulous new year! We're excited to begin this year with our strategic framework complete and look forward to defining our partnership with each of you. We've also begun planning for this summer's Read 15 Initiative to encourage children and families to read at least 15 minutes a day over the summer in an effort to fight summer learning loss. See below for an update on this important effort.

*We will share our work with you at our next Coalition Meeting on **Wednesday, March 4th from 9:00 AM - 11:00 AM** at **The Family League of Baltimore**. We hope to see you there.*

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

In Partnership,



Kimberly Manns
Program Director

Coalition Spotlight: Conversations About Reading Blog

Over the next few months, the Campaign is on a mission to highlight what Baltimore citizens think we can do as a city to help kids read. Our last conversation was with Jessica Hoptay Brown, Children Services Coordinator at the Enoch Pratt Free Library. If you missed it, you can read it [here](#).

This week, we bring you a video featuring Moses Hammett, Organizational Partnerships Liaison at the Center For Urban Families. Watch the [video](#) on our Facebook Page to learn why reading is important to him. Please help us spark discussion by commenting on the post and by sharing and re-tweeting (link for twitter [here](#)).



Read 15 Update

This summer, GLR is once again championing Read 15, an initiative which encourages families and children to read at least 15 minutes a day in an effort to fight summer learning loss. Current partners include Baltimore City Public Schools, the Enoch Pratt Free Library, Raising A Reader, The Harry and Jeanette Weinberg Foundation's School Libraries, SummerREADS, Maryland Out of School Time Network, Reading Partners, Maryland Book Bank, Village Learning Place, The Mayor's Office, Parks & People Foundation, The Family League of Baltimore, B'more For Healthy Babies, Baltimore Partnership to End Childhood Hunger, and Baltimore City Department of Recreation & Parks. The main components of this effort include:

- *Library Log: A centerpiece of Read 15 is a reading log created by the Enoch Pratt Free Library to encourage and track daily reading. This year, one universal reading log will be utilized at the Pratt Libraries, Weinberg Libraries, Recreation & Park Centers and at other summer programming throughout Baltimore City.*
- *City Schools Resource Packet: At the end of the school year, City Schools will once again send home a Summer Resource Packet to all rising K - 5th graders, which will include the reading log for children to track their reading, information about the Library program, reading tips for families, and suggested reading lists by grade level.*
- *Provider Support: In addition to partnering with the Library and City Schools, several Grade Level Reading Coalition members will partner to distribute reading logs, provide incentives for children and families, and monitor implementation.*
- *Communication & Engagement: Read 15 partners are working to complete a communications plan that will raise awareness of the importance of reading daily. They will utilize messaging designed by the MICA Center For Social Design that focuses on the importance of reading at least 15 minutes a day.*
- *Family Engagement: Read 15 partners also are working on a family and community engagement strategy to further engage parents and summer service providers to spread the word about the importance of reading during the summer.*

If you would like to participate in Read 15, please email carrief@ffee.org.

Communication & Engagement Update



Over the next month, we will continue to work with two students from the MICA Center for Social Design to create an umbrella brand for Grade Level Reading that emphasizes the importance of reading by third grade; and also to create branding for a campaign that encourages children and families to read daily.

We plan to pretest these designs in early February with key audiences including:

- *Families of children ages 0-5*
- *Families of children K-3rd*
- *Service Providers*
- *Community Leaders*

We will share these designs at our next Coalition Meeting on Wednesday, March 4th from 9:00am-11:00am at the Family League. We look forward to getting your feedback.

Pre-K Enrollment Update



The Family Literacy Coalition, which serves as the school readiness arm of the Baltimore Campaign For Grade Level Reading, is working with City Schools' Office of Enrollment, Choice and Transfer to encourage families to enroll their children into Pre-K in the Spring. Early enrollment will mean that more Priority 1 children get Pre-K seats in their neighborhood schools and are ready to have good attendance on the first day of school. The Family Literacy Coalition will:

- Widely distribute Pre-K and K registration materials through its network's channels to reach kids who are eligible for Pre-K and raise general awareness among families with children*
- Have City Schools' staff train Family Literacy Coalition partners on the Pre-K enrollment process and on why Pre-K is essential so that they are equipped to answer questions and refer clients to schools where they can enroll their child*
- Potentially connect with families around Pre-K through neighborhood outreach*

Baltimore City Schools Board of Commissioners is Hiring— Spread the Word

The Baltimore City Board of School Commissioners seeks a strategic thinker to support the Board in directing and facilitating the district's strategic direction and to manage effective and efficient operations in the areas of Board governance and oversight. The Board Executive serves as the Administrative Officer of the Board of School Commissioners. The position manages the Board Office and works with the CEO, staff as well as the Office of Internal Audits in the successful administration of the Board's affairs. For the full job description, [click here](#).

Raising A Reader Baltimore Featured In National Campaign's Bright Spots



The National Campaign for Grade Level Reading highlighted the work of Raising A Reader Baltimore in their latest bright spot. This school year in Baltimore, Raising A Reader will reach approximately 9,200 Pre-K and K students in 91 schools and 2,600 children in 37 Head Start sites giving children and their families access to books to read at home. Read the full bright spot [here](#).

To learn more, email: kimberlym@fee.org or call: 410-685-8300

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