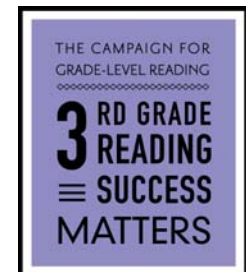


All-America City Award & Early Grade Reading: Local Perspectives

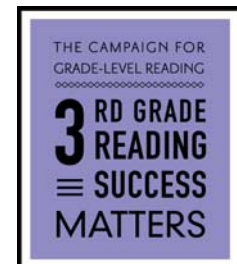
**Campaign for Grade-Level Reading
National Civic League
National League of Cities
United Way**

September 6, 2011



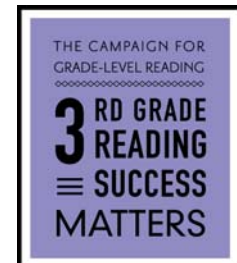
Agenda for Today

- Context – Why Grade-Level Reading Matters
- The Basics – What Is the All-America City Grade-Level Reading Award?
- Voice of Experience –The AACCA Experience
- Looking Ahead – One Community’s Focus on Early Grade Reading
- More Basics – How to Apply, Tips for Success
- Questions & Answers



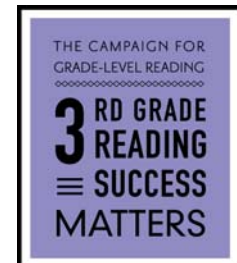
Presenters

- Ron Fairchild, Campaign for Grade-Level Reading
- Gloria Rubio-Cortes, President, National Civic League
- Hon. Sharon Metz
Director of Carrollton, Missouri Area Chamber of Commerce
- Danielle Mezera, Ph.D., Director, Mayor's Office of Children & Youth
Nashville TN
- Erica Mitchell, Senior Manager, Education Initiatives
United Way Metro Nashville



What is the Problem?

- Third grade is a critical juncture on the road to high school graduation. It is the pivot point.
- Approximately 83% of disadvantaged children (~6.6 million kids) miss this critical milestone and don't read well by the end of 3rd grade.
- One in 6 children who are not reading well in 3rd grade do not graduate from high school on time, a rate four times greater than that for proficient readers.

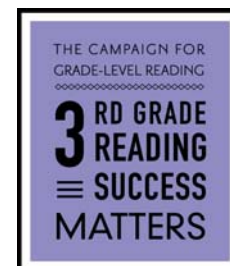


National Grade-Level Reading Campaign

National effort, supported by broad coalition, to elevate issue and accelerate action to boost reading by 3rd grade – closing the gap, raising the bar, ensuring all kids have opportunity to clear the bar

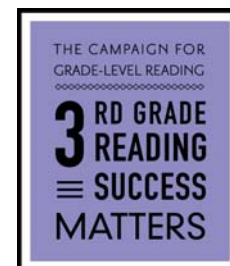
The Campaign's goals:

- By 2020, **increase by 50%** in 12+ states the number of low-income children reading at grade level by end of 3rd grade
- By 2015, significant progress on the leading indicators in at least **24 key cities and school districts**
- **Enroll the nation – individuals, communities, leaders, institutions – in our effort**



Three Priorities of the Grade-Level Reading Campaign

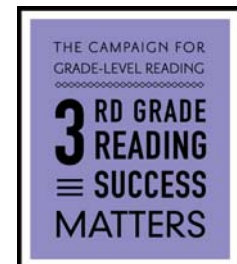
- **Community solutions** for improving school readiness, attendance, and summer learning.
- **Quality teaching** of the whole child for every child in every setting every day.
- A more **seamless and accountable system** of care, services, and family supports for children during the early years and the early grades.



Who's Involved in Grade-Level Reading Campaign

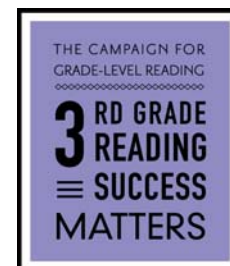
- More than 50 sector-leading organizations and programs
- Founding partners include:
 - National Civic League
 - National League of Cities
 - United Way Worldwide

Details at www.gradelevelreading.net



The Immediate Call to Action

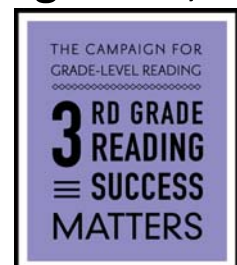
- In 2012, the All America City Awards will recognize communities that mobilize and develop the best plans to address the Grade-Level Reading Challenge.
- The Award will focus on plans to 1) improve **school readiness**, 2) reduce **chronic absenteeism**, and 3) prevent **summer learning loss**.
- Winners must demonstrate capacity to use data, deploy effective interventions, build strong cross-sector partnerships, and mobilize public will to improve reading proficiency in the early grades.
- Letters of intent due by **October 14, 2011**.



Benefits of Submitting Letter of Intent

Access to GLR Campaign network of experts, partners, foundations, and peers from other cities

- Experts in school readiness, chronic absence, and summer learning loss
- Funders with an interest in supporting local campaigns
- Policymakers at the federal and state level in Campaign convenings
- Models of programs and practices with proven impact
- Peers in other cities facing similar challenges
- Media products that can be localized to help you spread the word
- Opportunities to publicize and promote your work
- Resources on the Campaign website: samples and materials you can adapt for your community, background papers, meeting agendas, press releases, and implementation plans



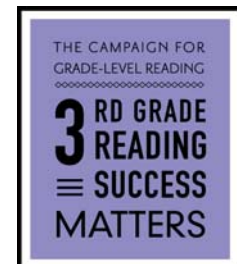
All-America City Grade-Level Reading Award

Who can apply?

What it takes to win:

- Strong community team (city, nonprofit, grassroots, business leaders)
- By 2012 - comprehensive, realistic & sustainable plans to increase grade-level reading proficiency by the end of 3rd grade.
- By 2015 - impact
- Clear, measurable community-wide strategies:
 - school readiness
 - school attendance
 - summer learning

Details at www.allamericacityaward.com



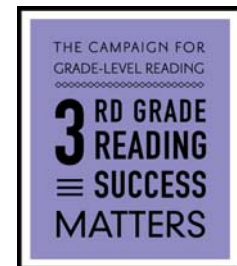
All-America City Grade-Level Reading Award

Criteria:

- Baseline data
- Strategies - comprehensive, innovative, evidence-based
- Broad public engagement
- Cross-sector leadership and support
- Emphasis on children (ages 0-8), most at risk
- Ability to implement, sustain, track results

Key dates:

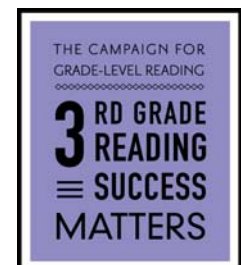
- Letter of intent due Oct. 14, 2011
- Award applications due March 12, 2012
- Award announced July 2
- Award event/workshop June 30-July 2 in Denver



Why Apply for the AAC Grade-Level Reading Award?

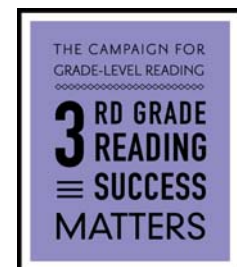
Community benefits:

- Economic development advantage
 - Bond ratings, grants, new businesses, new residents
- Galvanizes individuals & institutions
- People across the community are inspired
 - Better knowledge of successes & challenges
 - Opportunity to do more
 - Live up to a higher standard



How 2012 AAC Grade-Level Reading Award Can Help Communities Tackle Grade-Level Reading Challenges

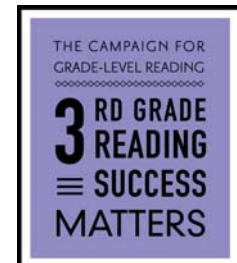
- AAC award can pave way for communities to become part of the national campaign
- By submitting Letter of Intent, communities can access national technical assistance, connections to experts and funders, and other benefits
- National League of Cities, United Way, National Civic League and Grade-Level Reading Campaign will help local leaders in developing letters of intent, creating action and implementation plans, and providing other assistance in campaign activities
- Award process can bring together stakeholders and jumpstart a campaign



The Experience of An All-America City

Hon. Sharon Metz, Director of Carrollton, Missouri Area Chamber of Commerce

- Why Carrollton applied for the award
- Economic and civic benefits of the award
- Lessons learned: How to get your community collaborating around grade-level reading & the award



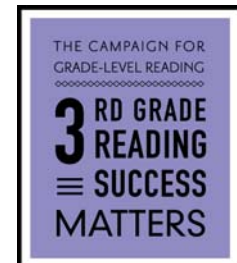
A View from Nashville:

Danielle Mezera, Ph.D., Director

Nashville Mayor's Office of Children & Youth

Mayor Karl Dean's education vision:

- Early Childhood Development & Education
 - Nashville After Zone Alliance
 - Project for Student Success
 - Children & Youth Master Plan
- How early education & grade-level reading fit into vision
 - Collaborating locally



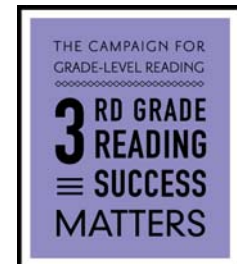
A View from Nashville:

Erica Mitchell, Senior Manager, Education Initiatives

United Way Metro Nashville

United Way education priorities:

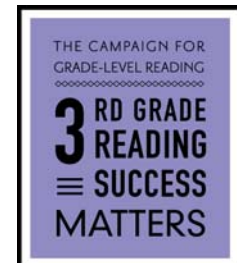
- **Getting Ready for School** – Helping 1,400 pre-school children enter school ready to learn through parent outreach programs, and Read to Succeed, United Way’s early literacy initiative.
 - **Succeeding in School** – Building success for 4,300 middle school children in 11 low-performing with quality after-school activities, mentors, tutors and life skills training
-
- Why early grade reading is on United Way’s radar
 - Collaborating with the city, business leaders & other partners on a community-wide plan to boost reading



Getting Granular: The Letter of Intent

- Why submit Letter of Intent?
 - To be part of national early-grade reading network
 - To access free, national technical assistance, online & in-person training
 - Not part of award judging

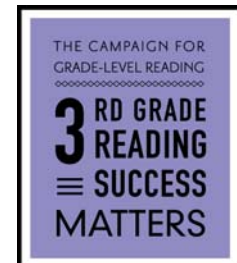
The Campaign partners encourage you to work with your grantees, members, or colleagues to get the AAC effort going in your community



Letter of Intent Details

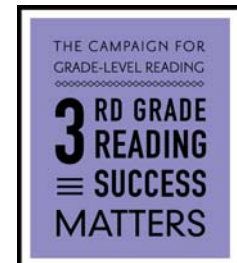
- 3 pages
- Contact information of leader(s)
 - reachable
 - include local government, not necessarily Mayor
- Evidence of collaboration
- Description of mobilization framework
- Data – plan to get it/provide what you have

Due Friday, Oct. 14



Letter of Intent Details

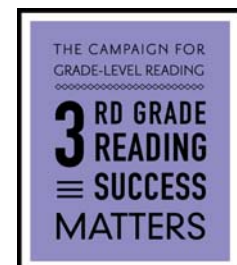
- Submit by Oct. 14
 - email - gloriarc@ncl.org
 - fax - 888-314-6053
 - mail - NCL, 1889 York Street, Denver, CO 80206
- More info
 - www.gradelevelreading.net
 - www.allamericacityaward.com



Now What? 3 Action Steps

1. **Collaborate** – With current partners identify others who must be at table (local government, united ways, community foundation, chamber of commerce, nonprofits, schools, libraries, residents)
2. **Assess** – Look at your community's situation
 - what do we know about our issue/problem?
 - do we know what programs/services are serving kids in this area now?
3. **Data Determination** – Decide what info & data you have and might need (Letter of Intent doesn't require data, but plan does)

United Ways & city leaders: check with UWW & NLC for existing resources



Resources

- [Frequently Asked Questions](#)
- [Campaign for Grade-Level Reading backgrounder](#)
- [Letter of Intent backgrounder](#)
- [Sample Letter of Intent](#)
- [Guidelines for Mayors](#)
- [Guidelines for Community-Based Organizations](#)
- [Guidelines for Business Leaders](#)
- [Campaign for Grade-Level Reading Video](#)

All on www.gradelevelreading.net and www.allamericacityaward.com



Need More Help?

National Civic League – Gloria Rubio-Cortes, President

gloriarc@ncl.org (303) 571-4343

United Way – Rachel Perry, Director of Education Strategy & Engagement

Rachel.Perry@unitedway.org (828) 254-5503

Elizabeth Groginsky, Director of Early Childhood (defined as 0-8)

Elizabeth.Groginsky@unitedway.org (703) 836-7112, ext. 295

National League of Cities

Heidi Goldberg, Program Director

Early Childhood & Family Economic Success

goldberg@nlc.org (202) 626-3069

Tonja Rucker, Principal Associate for Early Childhood

rucker@nlc.org (202) 626-3004

Campaign for Grade-level Reading

Ron Fairchild ron@smarterlearninggroup.com (443) 986-1275

