Creating a Literacy Foundation through Community Engagement

Literacy Foundation
Creating and Nurturing an early love of reading.

Strategic Marketing & Business Plan

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Read. Imagine. Soar! Strategic Plan 2016

I. Our Vision
   Developing a love of reading that promotes success for a lifetime

II. Missions
   A. Pre K Readiness
   B. Family Engagement
   C. Reading at Grade Level
   D. Pass Standardized tests
   E. Graduate

III. Our Mission Statement
   Read. Imagine. Soar! is dedicated to creating lifelong learners by putting books into the hands of children from birth through elementary school while encouraging further engagement in school and school sponsored activities.

IV. Our Strategic Initiatives
   A. Marketing/Saturate Community
   B. Parent Engagement/Community Education
   C. Finances/Grants
   D. Resource Procurement
   E. Volunteers
   F. Communication

V. Data Collection for Plan
   A. Internal data collection of student/family information 2015-2016
   B. 3rd Grade Achievement test scores & state report card cata
   C. Achievement levels
   D. Title 1 data
   E. Local and State current condition information
   F. Birth data (if possible for our area)

VI. Goals & Objectives: (2-3 year goals)
   Goal 1: To Promote Early Childhood Literacy
   1. Book procurement and distribution through DPIL
   2. Register families
   3. Facilitate increased reading hours
   4. Partner with GES on reading focused activities and events
   5. Kindergarten readiness
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**Goal 2: Educate parents/families about research on early literacy and its impact on childhood and educational success**

1. Teach parents reading skills
2. Provide mentoring opportunities for families
3. Provide access to wraparound supports for families
4. Seek input from community parents about assistance needs, educational topics

**Goal 3: To Create Meaningful, Sustained Community Partnerships**

1. Develop partnerships with area agencies, industries, businesses and schools etc.
2. Coordinated opportunities and activities around literacy and reading
3. Recruit volunteers
4. Plan for renewal; sustain efforts

**Goal 4: Saturate the Read. Imagine. Soar! information/message in Region**

1. Provide resources for teachers/daycare centers/ churches etc.
2. Recognize students reading on/above grade level
3. Coordinated community literacy efforts and activities

**VII. Marketing Strategy**

Focusing on methodologies to inspire adults to read to their children from birth through elementary school and focusing on parental/child engagement in school and school sponsored activities.

A. Target Audience
   1. Parents
   2. Children
   3. Other significant adults in child’s life
   4. Older siblings
   5. Volunteers
   6. Mentors

B. Marketing-Program Title: “Read. Imagine. Soar!”

C. Branding efforts:
   - Events:
     - Logos: Dolly Parton Imagination Library logos
   - Tag Lines:
     - Slogan: Success Today, Prepared for Tomorrow

D. Promotional & Public Relation Methodologies:
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Print Media
- Newspapers
- School newsletters
- Posters
- Stickers
- Bookmarks
- Flyers

News Media
- Newspaper Advertising
- Newspaper features
- Cross community newsletters/advertising

Social Media
- Internet
- Facebook
- Twitter
- Blogs

Community/School Event Opportunities
- School Events - Launch event, literacy nights & programs
- Community Events
- Pony Wagon Days Festival/Parade
- United Way Events
- Chamber Events
- Reading Clubs
- St. Paris Library events
- YMCA events
- Summer programs - library, YMCA
- Community Calendars

Face to Face - Parent/Family Engagement
- Parents; Grandparents
- Older Siblings
- Significant Others
- Older Classmates
- Volunteers
- Mentors
- Story times
- School Programs
- Community Programs/Partnerships
- School/Community Events

VIII. Describing Assumptions; (SWOT Analysis)
SWOT Analysis completed with partner group

A. Strengths
B. Weaknesses
C. Opportunities
D. Threats
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E. Key Stakeholders who will help support plan: influential people/organizations who will need to support Plan and action steps, if it is to be successful.

*Parents & children
*Superintendent, Admins at Graham
*United Way Clark, Madison & Champaign Counties
*Mentors, teachers
*Chamber of Commerce
*PTA and other parent groups
*St. Paris Public Library
*Family and Children First Council
*YMCA

F. Key partnerships necessary for positive outcomes:

*St. Paris Public Library
*Graham Local Schools
*Champaign County Chamber of Commerce
*Urbana Daily Citizen/Springfield News-Sun
*FCFC: WIC/Help Me Grow
*United Way
*YMCA
*Social Service agencies
*Service Clubs
*Parents & children-parent engagement

G. Measures/Evaluation: tracking measures and outcomes that are available and impacted directly or indirectly by this plan

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Intended Results/Target Outcomes</th>
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<tbody>
<tr>
<td># of children who enter K ready</td>
<td></td>
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<tr>
<td># or % of children who are reading on grade level and proficient in 4th grade</td>
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<tr>
<td># or % transitioning into and out of middle school successfully</td>
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<tr>
<td>Decreased retention; increased graduation rates</td>
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IX. Outcomes & Measures
- Measure everything, specifically annual KRA; 3rd grade reading achievement scores, graduation rates.
- Data-driven: Baseline Data to future desired target outcomes
- Use analytics as much as possible to track progress and outcomes

Primary Focus: (Short-term)
1. Saturate community with Read. Imagine. Soar! Branding and message
2. Parent engagement-getting parents involved in student’s school activities and successes
3. Sign up as many pre-school aged children for DPIIL to get books into the homes of birth-age 5

Secondary Focus: (long-term)
1. The percentage of students who enter kindergarten “NOT” ready with kindergarten assessment scores below the cut off associated with academic readiness for kindergarten.
2. The percentage of students scoring at or below the readiness/proficient level on reading assessment covering 3rd grade English literacy.
3. The percentage of students who start and finish high school with a diploma in 4 years.

X. Funding:
1. Community Connector 2nd year; Straight A; Federal vehicles first priority
2. Dollar General Literacy Grants (applications available Jan 2017) - multiple grants to apply
3. Wish You Well Foundation - apply for donations/funding
4. Community donations
5. Future of the Foundation: Wish List
   Read. Imagine. Soar! Literacy Bus for summer program - partner with St. Paris Library for book mobile and activities traveling to townships around community