

READ! BY 4TH

READY * ENGAGED * ABLE * DETERMINED

Atomized Efforts Haven't Worked

- Tons of “good work” is happening with kids but it is not focused on one of basics all kids need to succeed – foundational literacy skills.
- There may be a shortage of resources but lots of money needs to be spent better
- Clear plans are needed to synergistically align resources
- Good Plans will Attract New Investments to fill critical gaps

The Collective Development Process

- Launch a strategic planning process to create a Philadelphia Strategy in December, 2013 with *than 100 public and private organizations*
- Engage a broad cross section of stakeholders to examine research on contributing factors and promising strategies – *22 two team meetings held with over 130 team members to develop and refine the strategy*
- *The process created a common Plan and Agreements of Roles by July 2014*

Qualities of Collective Impact Processes

- Pace matters
- Leadership that facilitates buy and regularly reminds players of the purpose and roles helps engagement
- Sharing the limelight breeds buy in
- VIP reinforcement keeps folks at the table
- Solution oriented meetings and documents generate the needed energy
- Transparency matters!

Research Focused the Work

- Chronic Absenteeism
- Summer Reading Slide
- Family Support Engagement needs
- School Readiness Gaps
- Instructional Challenges in K-3

The Goals

- **To Double the share of children in Philadelphia who are reading on grade level by the end of 3rd Grade by 2020.**
 - Grade-Level Reading: **97% of 3rd-Grade** students are reading on grade level
 - School Readiness: **68% of children are enrolled in a high-quality pre-K program**
 - Student Attendance: **97% attendance rate** in Kindergarten and 1st Grade
 - Summer Learning: **100% of children participating in literacy-rich summer programs** sustain reading proficiency over the summer

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CAMPAIGN PARTNERS

FAMILY ENGAGEMENT

AARP Experience Corps
American Reading Company
Children's Literacy Initiative
ClearChannel
Drexel University
EARTHS
Education Works
Free Library of Philadelphia
GreatPhillySchools
Learning Ally
Lenfest Center
Maternity Care Coalition
Mayor's Office of Education
Montessori
Parent Power
PCCY
Philadelphia Housing Authority
Philadelphia Writing Project
Please Touch Museum
Reach Out and Read
School District of Philadelphia
Springboard Collaborative
The Notebook
Urban Affairs Coalition
Women's Christian Alliance
YMCA

SUMMER BOOST

AARP Experience Corps
Boys & Girls Club
Children's Literacy Initiative
Department of Parks & Rec.
Diversified Community Services
Education Works
Free Library of Philadelphia
Free Library of Philadelphia
Lenfest Center
Mayor's Office of Education
Montessori
Parent Power
Philadelphia Housing Authority
Philadelphia Reads
Philadelphia Writing Project
PhillyBOOST
Please Touch Museum
Rock to the Future
School District of Philadelphia
Springboard Collaborative
Sunrise of Philadelphia
The Notebook
United Way
Urban Affairs Coalition
Women's Christian Alliance
YMCA

ATTENDANCE

Mayor's Office of Education
Parent Power
Philadelphia Youth Network
School District of Philadelphia
Springboard Collaborative
Women's Christian Alliance
YMCA

INSTRUCTION

American Reading Company
Boys and Girls Club
Children's Literacy Initiative
Free Library of Philadelphia
International Dyslexia Assoc.
Learning Ally
Mayor's Office of Education
Montessori
Mt. Airy Schools Coalition
Nancy Scharff
PCCY
Phila. Federation of Teachers
Philadelphia School Partnership
Philadelphia Writing Project
School District of Philadelphia
United Way

Number of Families Served
151,530

Total In-Kind Investment
\$5,941,962

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The Annual Metrics

Indicator	Baseline	2015	2016	2017	2018	2019	2020
Third Grade Reading							
3rd Grade PSSA, all students	48.7% (6,752)	56.8% (7,877)	64.9% (9,002)	73% (10,127)	81.2% (11,252)	89.3% (12,377)	97% (13,504)
3rd Grade PSSA, economic disadvantage	45.3% (5,412)	52.8% (6,314)	60.4% (7,216)	67.9% (8,118)	75.5% (9,020)	83% (9,922)	91% (10,824)
3rd Grade PSSA, Black or African-Am.	42.5% (3,330)	49.6% (3,886)	56.7% (4,442)	63.8% (4,998)	70.9% (5,554)	78% (6,110)	85% (6,660)
3rd Grade PSSA, English Language Learners	21.9% (156)	25.5% (182)	29.2% (208)	32.9% (234)	36.5% (260)	40.1% (286)	44% (312)

FOUNDING CORPORATE PARTNERS

- **Wells Fargo Corporation**
 - Currently reviewing options for investment
 - Including expansion of in school literacy support
 - Expanding support to camps and summer programs that address summer reading slide
 - Launching the ultimate block party
 - Recruiting celebrity talent for school poster series and prizes for school literacy contests
- **Clear Channel**
 - Using on air talent to share early literacy tips with parents
 - A special year long focus on literacy across all programming
 - Recruiting nationally recognized talent to push Read by 4th!
 - Support school based literacy contests with prizes and school posters

ROLE OF THE BACKBONE ORGANIZATION

CONVENER OF ALL PARTNERS

- * Creating spaces for partners to plan and work together
- * Supporting implementation of sub-strategies: parent engagement/early learning and Summer Boost
- * Ensuring partners are open and sharing appropriate information
- * Building and maintaining a transparent process

ROLE OF THE BACKBONE ORGANIZATION

CONTENT LEADER

- * Disseminating research
- * Developing and disseminating products for parents and partners

ASSESSMENT AND IMPROVEMENT

- * Linkage with evaluators
- * Managing internal campaign feedback loops

COMMUNICATIONS LEADER

- * Handling communications contracts and partnerships

PROJECTED BUDGET

BACKBONE ORGANIZATION = \$500,000/YEAR

\$250,000

Campaign staff/benefits and office costs

\$100,000

Free Media Campaign Support

\$100,000

Parent Engagement and Communication

\$50,000

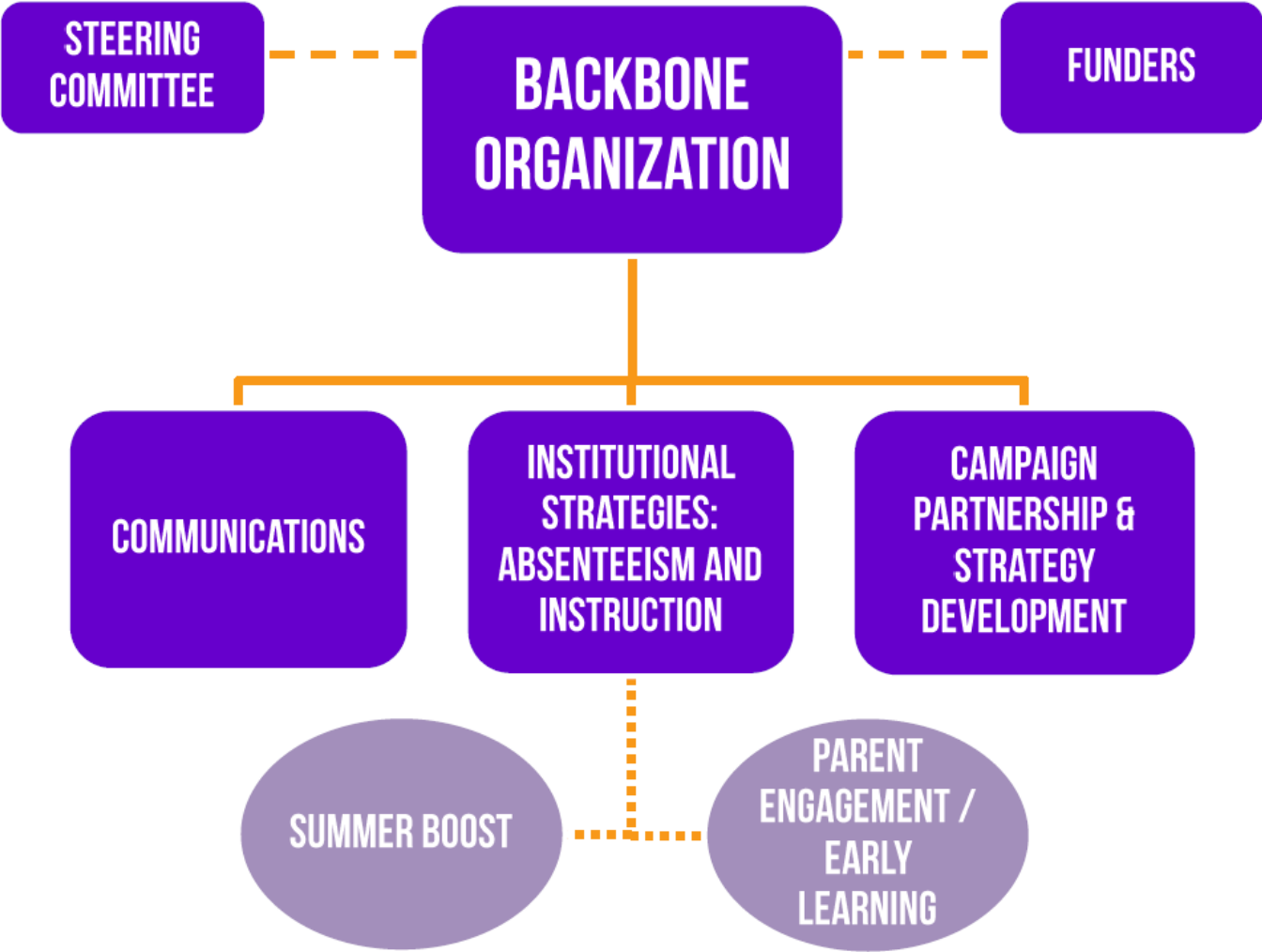
Mini-grant program

\$30,000

Subcontracts with parent engagement/early childhood and summer boost strategy leads

= \$3 MILLION OVER SIX YEARS

CAMPAIGN ORGANIZATIONAL CHART



For your reference

% of 3rd-Grade District School Students Reading on Grade Level, according to PSSA (2008-2013)					
	2008	2009	2010	2011	2012
All Students	52.8	54.8	53	58.9	45.8
White	73.3	73.6	74.1	77.5	69.2
Black	48.5	50.2	46.8	53.5	39.2
Latino	46.3	47.8	49.5	54.8	37.9
Asian	70.6	76.2	73.2	72.9	65.5
IEP	19.8	24.6	21.9	32.1	14.9
ELL	38.5	46.8	36.7	41.2	20.6
Economic Disadvantage	50.7	52.7	50.6	56.6	43

For your reference

% of 3 rd -Grade Charter School Students Reading on Grade Level, according to PSSA (2008-2012)					
	2008	2009	2010	2011	2012
All Students	63.7	63.4	61.1	64.6	58.6
White	80.6	78.9	80.4	82.8	82.6
Black	59.5	58.1	53.9	59.7	51.6
Latino	46.3	51.3	58	58.9	61.3
Asian	63.7	66.6	78.8	79.3	82.9
IEP	37.3	37	31.8	42.3	32.2
ELL	27.3	36.8	41.7	44.4	53.6
Economic Disadvantage	58.2	57.1	57	61.1	54.6