



**Raising A Reader Town Hall**  
**July 30, 2021**



# Welcome!

Using the Chat box, tell us your name and where you are from!

The Chat Box is at the bottom right of the Go To Meeting screen :)

Hi everyone! Rebecca  
from RAR National in  
Pasadena, MD.

# Agenda for Today's Town Hall

- Welcome!
- Raising A Reader Partner Resources
  - Common Sense Media
  - Ready4K
  - Share the Magic Foundation w/ **Malcolm Mitchell**
- RAR Resources & Announcements

# Raising A Reader Partners

# Why Partnerships?

- Increase RAR's Reach
- Strengthen Outcomes
- Comprehensive Literacy Outcomes
- Alignment with RAR's mission and values
- Ability to implement RAR with fidelity



# Common Sense Media

Rocio Lopez



Ready4K







## Ready4K

An evidence-based family engagement curriculum  
via text message

Ages 3-5

Available in English, Spanish  
3<sup>rd</sup> grade reading level

Interested in learning more? Join us on Aug 12

Ready4K



## The role of technology

- Complement and reinforce – not replace – more intensive parenting supports like workshops, classes, clinic visits, and home visits
- Break down the complexity of positive parenting into bite-sized pieces that are easy to achieve
- Provide helpful information, encouragement, and support to parents continuously over prolonged periods of time
- Leverage the most ubiquitous technologies to reach as many parents as possible

## Text messaging is currently the ideal technology (see Pew Research)

- 97% of American adults under 50 have cell phones
- 98% of cell phone owners send and receive texts
- Texts have a 98% open rate
  - By comparison, the e-mail open rate in education is only 26% and push notification open rates are generally even lower
- Traditionally under-served adults text with the highest frequency
- Texting is easy to implement and scale
- In contrast, there is emerging evidence that technologies that require parents to “pull” information might actually increase achievement gaps (Bergman, 2018)

# Ready4K

- Text messaging curriculum for parents/caregivers of young children
  - Support parents' default home engagement behaviors
  - Exploit everyday learning opportunities in fun and easy ways
  - Draws on research in child development, positive parenting, and the behavioral sciences
  - Well-established curriculum design principles, such as “shaping” and “spiraling”
  - Aligned to state and national early learning standards
  - Addresses the whole child from birth to 3<sup>rd</sup> grade
  - Translated in English, Spanish & Arabic

## 3 texts per week

Monday:  
FACT

Inform and  
motivate  
parents

Wednesday:  
TIP

Activities that  
build on family  
routines

Friday:  
GROWTH

Reinforce,  
encourage  
and extend

# Ready4K Today



- Ready4K serves over 150,000 parents through partnerships with 100+ organizations
- Nearly 2/3<sup>rd</sup> of the families we serve in the U.S. are economically disadvantaged
- The Ready4K platform enables organizations to:
  - Upload all parent phone numbers with one click
  - Choose date-of-birth or cohort-based messaging (based on your pedagogical philosophy)
  - Send your own messages (e.g., with links to local resources)
  - Survey parents to gain insights into how families are responding
  - Access data and analytics on demand
  - Newsletters loop teachers into the conversation

# Ready4K Grant Opportunity



- Requirements
  - Attend program overview (Aug 12)
  - Enroll between 50-250 families
  - Ages 3-5
  - Commit for SY21-22



# Share the Magic Foundation

Malcolm Mitchell and John Zoccola





# **Materials to Support Program Implementation**

# Replacement Sets



## Replenishing Lost Materials

### Replace Lost Materials with Low Cost Replacement Sets

Designed to mitigate loss at a low cost.

For details, visit our shop site:  
<https://shop.raisingareader.org>.

For questions, to place an order or get  
a quote, contact us at 650-489-0550  
or [rarinquiry@raisingareader.org](mailto:rarinquiry@raisingareader.org).

### Available Now! For

- AGES 0-2
- AGES 3-4/PREK
- SCHOOL AGE



- Foundation Sets: 30-40 Books and 10 Red Book Bags w/Tags.
- Supplemental Sets: 15-20 Books and 5 Red Book Bags w/Tags.  
For Ages 3-4/Prek and School Age, Core A, B or C available.
- Board Books for Ages 0-2. Kapco-Covered Paperback Books  
for Ages 3-4/PreK and School Age.
- The sets contain some title overlap with our standard  
Foundation Sets and Supplemental Building Blocks.

# Plastic Bags for Book Rotation

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- Set of 10- \$15.00





# Super Summer Learning Adventures

Activate summer learning. Build home libraries. Connect families with community.



## Super Summer Learning Adventure Pack

- Bilingual family guide with six weeks of daily learning activities aligned to Common Core Standards
- Bilingual books
- Highlights Hive Five Bilingue Magazine
- Reading journal
- Worldreader Digital Book Library
- Letters, crayons and counting manipulatives
- I Feel, I Can Poster
- Read with Malcolm's READCamp
- Special Access to RAR's Family Webpage
- Drawstring Backpack

- Infant/Toddler
- PreK-K
- 1<sup>st</sup> grade





# Super Summer Learning Adventures

Activate summer learning. Build home libraries. Connect families with community.



## Super Summer Learning Adventure Pack

- Educator Pack
  - Components of Family Pack
  - Puppet & whiteboard set
  - Downloadable Educator Manual
  - Special access to download RAR Storyguides, online training and turnkey resources
  - RAR Family Learning Circles App, powered by Guardians Collective



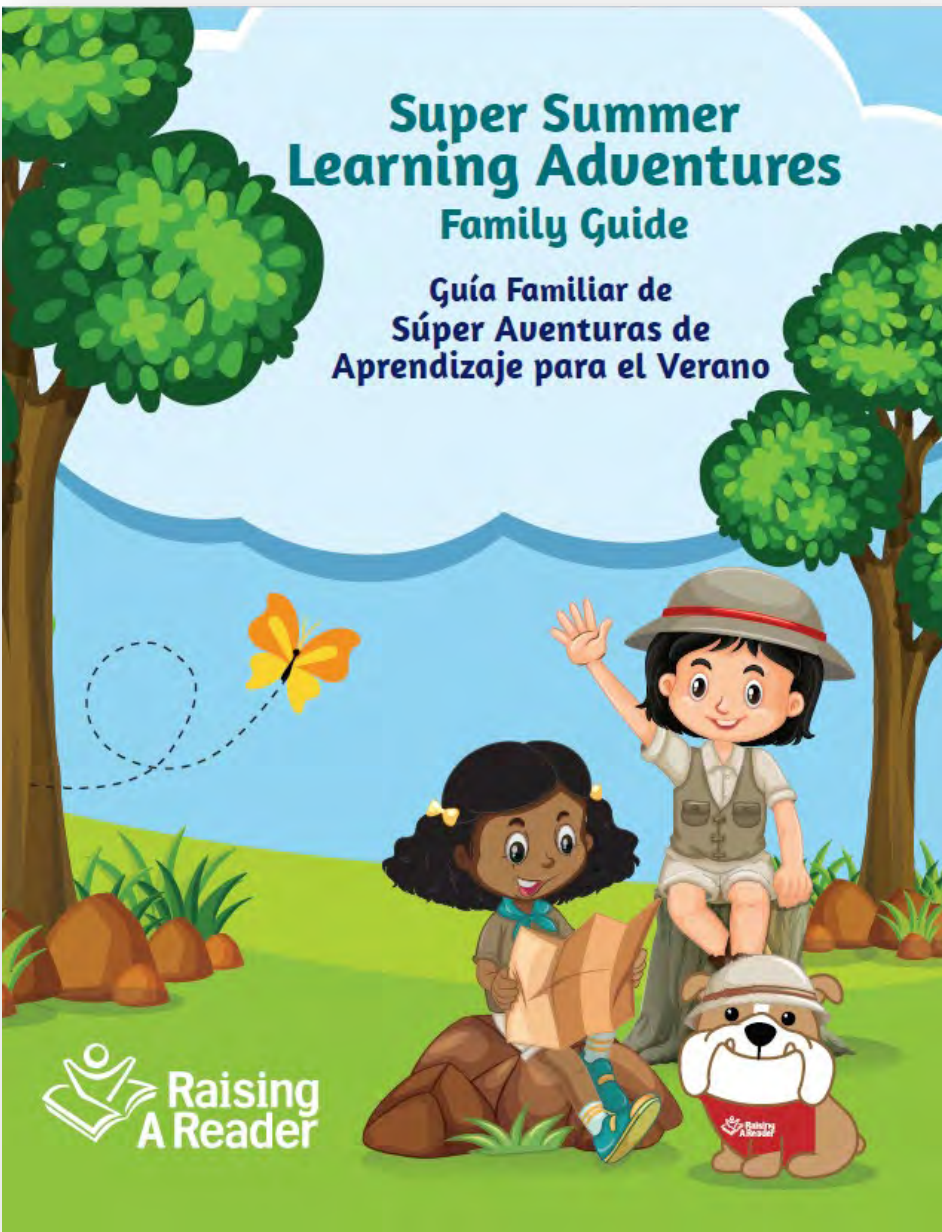
### Online Training and Resources

Check out our website for lesson outlines for each title in the Family Shared Reading Program. Raising A Reader provides live and on-demand training for Implementers and teachers. The training includes an overview of this program, how to engage families through storytimes, and more!

# Super Summer Learning Adventures

## Family Guide

Guía Familiar de  
Súper Aventuras de  
Aprendizaje para el Verano



### Whack-A-Letter / Golpea-Una-Letra



Put letters from your pack onto a table. Give your child a spatula or other object that can point to the letters. Say the name of a letter and invite your child to point to the letter. Try this multiple times. Now, say a sound and invite your child to point to the letter.

**BONUS:** Try this activity saying a word that begins with each letter on the table. See if your child can identify the first sound of each word.

Coloque las letras en una mesa. Dele a su hijo/a una espátula u otro objeto que apunte a las letras. Diga el nombre de una letra y pida a su hijo/a que golpee o apunte a esa letra. Trate de hacerlo varias veces. Ahora, diga un sonido y pida a su hijo/a que golpee o apunte a la letra.

**EXTRA:** Intente esta actividad diciendo una palabra que comience con cada letra en la mesa y vea si su hijo/a puede identificar el primer sonido de cada palabra.

### Build-A-Word / Construye-una-Palabra

Using the letters, encourage your child to create sight words. You can find sight words in the back of this family guide.

Usando las letras, anime a su hijo/a a construir palabras que ve a su alrededor. Puede usted encontrar palabras o sílabas en su guía familia.



*Make time for a little self-care each day by going on a walk, enjoying a cup of tea, or doing something you enjoy.*

*Reserve un tiempo para tomar un descanso todos los días, ya sea para dar un paseo o para tomar una taza de té.*



9/8/2021  
ADD A FOOTER



## I Feel, I Can / Me Siento, Yo Puedo



Take a moment to look at the "I Feel, I Can" poster with your child. Talk about what your child can do if feeling mad, sad, or scared. Hang the poster at eye level of your child. This is a tool you can come back to again and again.

Tome un momento para revisar con su hijo/a el póster de "Me Siento, Yo Puedo." Converse acerca de lo que su hijo/a puede hacer si se siente enojado/a, triste o asustado/a. Cuelgue el poster al mismo nivel de los ojos de su hijo/a. Esta es una herramienta que puede usar las veces que necesite.

## Summer Sweets! / ¡Las Golosinas de Verano!

TREAT/ LAS GOLOSINAS	TALLY/ MARCAS DE CONTEO	NUMBER/ NÚMERO
		
		
		
		

Summer sweets are tasty treats! Ask your friends and family which treat they like best. When someone picks a treat, make a tally mark. After you have written in your tally marks, write the number of people who selected each treat.

*Which treat do most people like best?*

*Which treat is the least liked?*

¡Las golosinas del verano son deliciosas! Pregunte a tus amigos/as y a tu familia cuál golosina les gusta más. Cuando escojan una, haz una marca de conteo. Después de haber terminado, escribe el número de personas que escogió cada golosina.

*¿Cuál golosina le gusta más a la mayoría de las personas?*

*¿Cuál golosina es la que menos les gusta?*

## Super Summer Learning Adventures



# Congratulations!

CHILD'S NAME(S)

GROWN UPS NAME(S)

have successfully completed Raising A Reader's  
Super Summer Learning Adventure!

DATE



 **Raising  
A Reader**



# Order NOW in time for Summer Fun!

- Summer School
- Summer Camp/Program
- Meal & Supply Distribution
- Bridge to Prek/K
- Community Events
- Back to School Events
- School Orientation
- Library Pick Up



9/8/2021





# Grant Funding Available

- Family Child Care Homes, Home Daycare and Family, Friend and Neighbor Care: Nationwide Grants Available
- Select regions in California
- Contact: Kristen Anderson  
[kanderson@raisingareader.org](mailto:kanderson@raisingareader.org)

9/8/2021

# **Resources for Coordinators and Partners**



# Virtual Coordinator Training

- August 2-26: Register [here](#).  
**Registration closes Monday, August 2 at 5 pm PT.**
- October 18-November 11: Register [here](#).  
**Registration closes Monday, October 18 at 5 pm PT.**

## 4-Week Course

- Weekly Recorded Modules
- Weekly  
"Live" Sessions, including networking, peer learning and  
best practice sharing

# ***Helping Schools and Libraries Close the Homework Gap***



## **Emergency Connectivity Fund**

For eligible schools and libraries, the ECF Program will cover reasonable costs of laptop and tablet computers; Wi-Fi hotspots; modems; routers; and broadband connectivity purchases for off-campus use by students, school staff, and library patrons.

**Learn more here:** <https://www.fcc.gov/emergency-connectivity-fund>

**Apply here:** <https://www.emergencyconnectivityfund.org/>

Application period opens on Tuesday, June 29 and closes Friday, August 13. They are hosting an information session now which you can watch later at: [https://youtu.be/\\_oPWVhVSe08](https://youtu.be/_oPWVhVSe08)

# Follow Us on Social Media!

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- Book Recommendations
- Facebook Live Interviews with Industry Leaders, Authors and more
- Affiliate Spotlights!
- Social Media Handles:
  - Facebook: [Raising A Reader National](#)
  - Twitter: [RARNational](#)
  - Instagram: [raising\\_a\\_reader](#)
  - LinkedIn: [RaisingAReaderNational](#)



## Sharing Session/Discussion

