



Reading Success by 4th Grade

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Reading Success by 4th Grade
Springfield, Massachusetts' Community Campaign
For Grade-Level Reading Proficiency
Community Progress Report

Campaign for Grade-Level Reading
2012, 2013, 2014 and 2015 Community Pacesetter

Irene E. & George A. Davis Foundation
Sally Fuller – Project Director
sfuller@davisfdn.org



#413Reads



BASELINE DATA <i>Metrics and Progress</i>							
SCHOOL ATTENDANCE/ CHRONIC ABSENTEEISM <i>K-4</i>		SCHOOL READINESS			SUMMER LEARNING		THIRD GRADE READING PROFICIENCY <i>MCAS</i>
School year	School Attendance	Chronic Absenteeism	% 3 – 4 year olds enrolled in ECE	Spfld. K Reading Assessment <i>(Fall and Spring, respectively)</i>		% K-4 youth slots with specific literacy focus	% K-4 youth slots assessing literacy growth*
2010-11	90.5%	N/A	33.4%	n/a		n/a	
2011-12	90.8%	Public PreK: 42.1% K-4: 19.5%	55.6%	n/a		n/a	
2012-13	92.2%	Public PreK: 41.3% K-4: 17.4%	41.7%	11%	84%	91.1% <i>Summer 2013</i>	69.2%
2013-14	92.7%	Public PreK: 40.2% K-4: 16.5%	49.5%	11%	84%	95.3% <i>Summer 2014</i>	13.8%
2014-15	93.0%	Public PreK: 36.0% K-4: 14.6%	47.9% <i>(Census data: +/- 11.3% margin of error)</i>	13%	80%	97.8% <i>Summer 2015</i>	22.0%
2015-16	N/A	Public PreK: 26.8% K-4: 14.8%	n/a	12%	n/a	n/a	

*Springfield Public Schools program data not available for 2014 or 2015.

PLANNED IMPACT <i>2016 Goals</i>				
	SCHOOL ATTENDANCE	SCHOOL READINESS	SUMMER LEARNING	THIRD GRADE READING PROFICIENCY
2016	<ul style="list-style-type: none"> ✓ Ensure preschool attendance is an integral part of Stay in School Campaign; currently it is K-12 focused • Support efforts to expand/replicate Walking School Bus and 100 Mile Club in more elementary schools • Increase #schooleveryday messaging and participation in Attendance Awareness Month (September) 	<ul style="list-style-type: none"> • Promote/strengthen alignment across private and public early education system through involvement in Springfield Bto3rd initiative, including use of MA Kindergarten Entry Assessment, shared curriculum, and professional development • Provide recommendations to improve the Kindergarten Transition program in development by Springfield B-3rd initiative • Implement campaign with Springfield B-3rd initiative to help parents understand/use School Readiness definition and Birth to 5 early literacy materials ✓ Expand impact of Ready! for Kindergarten program by targeting faith-based community (3 churches to implement in 2015-16) ✓ Reopen early childhood center using a model reflective of the mixed delivery system and public/private collaboration 	<ul style="list-style-type: none"> ✓ Support sharing of data among summer learning providers • Share inventory of summer learning opportunities with community • Support coaching/professional development among summer learning providers 	<p>Determine a realistic third grade reading proficiency target based on prior school system data</p>

✓ Goal has been achieved

IMPACT <i>Milestones Achieved, 2015</i>	
SCHOOL ATTENDANCE	<ul style="list-style-type: none"> • Continued to lower both the public preK and K-4 chronic absenteeism rate* <ul style="list-style-type: none"> ○ Public preK: 15% decrease since 2011 ○ K – 4: ~5% decrease since 2011 • Partnered with the Springfield Public Schools and the United Way of Pioneer Valley in the StayInSchool (SiS) school attendance campaign, resulting in the <ul style="list-style-type: none"> ○ Unprecedented inclusion and recognition of public preschools within attendance awards, messaging and documentation <ul style="list-style-type: none"> ▪ Included preK within the Attendance Cup Award process (Most Improved and Best Overall Attendance) ○ First-time use of video communications/messaging to highlight the importance of parents sending their children to #SchoolEveryDay beginning in preschool. ○ A critical awareness and recognition of attendance’s critical importance starting in preschool and a commitment to documenting early attendance patterns. <p>*Due to the majority of Springfield’s children qualifying as low-income (90%), data is not disaggregated to show this population subgroup.</p>
SUMMER LEARNING	<ul style="list-style-type: none"> • Summer Learning RBS workgroup now includes: <ul style="list-style-type: none"> ○ Participation from the Springfield Public Schools, and an unprecedented provision for data-sharing between SPS summer learning programs and the RBS workgroup • The Hasbro Summer Learning Initiative, which guides programs throughout Western Massachusetts, collected compelling data for its Springfield programs, including <ul style="list-style-type: none"> ○ The data analysis of a sampled 171 students who completed pre- and post- reading assessments within the 6-week summer program ○ Results demonstrating statistically significant improvements in all 5 reading competencies measures <ul style="list-style-type: none"> ▪ 82% of children in reading comprehension; ▪ 87% of children in reading fluency expression; 71% of children in word recognition accuracy, and ▪ 58% of children in reading rate assessment scores.
SCHOOL READINESS	<ul style="list-style-type: none"> • Expansion of the Massachusetts Reading Corps in Springfield Public School, Head Start and private early ed center classrooms <ul style="list-style-type: none"> ○ 20 Literacy Tutors serving 450 children in 14 sites • Targeting parents of children from birth-age 5, a partnership between Ready! For Kindergarten with St. John’s Church and a local African-American sorority led to the offering of parent education sessions at St. John’s.

IMPACT (con't) <i>Milestones Achieved, 2015</i>	
DATA SHARING	<p>The Community Data Warehouse was launched by the Springfield Public Schools</p> <ul style="list-style-type: none"> ○ Provides Springfield programs access to child-level data for those served in their respective programs ○ Main goal: Using student data to drive instruction and address children’s individual needs
LITERACY/ THIRD GRADE READING PROFICIENCY	<ul style="list-style-type: none"> • 7% increase in 3rd grade reading proficiency from 2009 (33% to 40% in 2015)
COMMUNICATIONS	<ul style="list-style-type: none"> ▪ Implemented extensive social media campaign <ul style="list-style-type: none"> ○ #413reads campaign has solidified strong partnership with Pride Stores <ul style="list-style-type: none"> ▪ Awarded monthly \$50 Pride Stores gas cards for one year; ▪ Posted store signs for the #413reads campaign; ▪ Distributed #413reads bookmarks through store personnel at checkout counters • 2000 likes on the Facebook Reading Success by 4th Grade page
PARENT OUTREACH	<ul style="list-style-type: none"> • Created the Parent Advisory Group (PAG) involving 10 -15 parents participating in quarterly meetings <ul style="list-style-type: none"> ○ PAG members have started representing RS4G at community events ○ PAG members have committed to focus on #GiveBooksNotToys promotions in community for 2016 holiday season; <ul style="list-style-type: none"> ▪ Planned outreach focus to toy drives and encourage organizations either to include books or request only books
OVERALL SUCCESSES	<ul style="list-style-type: none"> • Springfield School Committee engaged in the RS4G communications campaign by: <ul style="list-style-type: none"> ○ Participating in videos promoting reading and showing them reading to groups of community children <ul style="list-style-type: none"> ▪ Videos are now showing on Focus Springfield Community TV (public access channel) before and after School Committee meetings ○ Promoting the message of early literacy’s importance several videos are already running on (CON’T)

IMPACT (con't) <i>Milestones Achieved, 2015</i>	
OVERALL SUCCESSES con't	<ul style="list-style-type: none"> • Springfield Public Schools (SPS) has committed significant resources – human and financial – to increased collaboration with community-wide RS4G initiative. This has included: <ul style="list-style-type: none"> ○ The Leadership team joining the RS4G Leadership Advisory Committee ○ Purchasing and reopening an early childhood center in partnership with Square One, YMCA Early Learning Centers and Head Start. SPS is also: <ul style="list-style-type: none"> ▪ Providing coaches for early childhood center to improve quality of instruction for all partners ○ Sharing data with out-of-school programs through the SPS Community Data Warehouse to enhance and inform instruction in out-of-school settings ○ Adding funding in its Preschool Expansion Grant (PEG) Application to enable the Massachusetts Reading Corps to provide literacy tutors in all 11 PEG early ed classrooms • The Leadership Advisory Committee has strengthened with the addition of several key members: <ul style="list-style-type: none"> ○ SPS leadership team as members, including <ul style="list-style-type: none"> ▪ Superintendent ▪ Chief Technology/Information Officer ▪ Chief Curriculum Officer ▪ Director of English Language Arts K – 12, and ▪ Supervisor of PreK Curriculum, Assessment and Instruction ○ Executive Director of the Economic Development Council of Western Massachusetts ○ Executive Director of DevelopSpringfield ○ Attending pediatrician at Baystate Medical Center ○ School physician, Springfield Public Schools

IMPACT <i>Milestones Achieved, 2012-2014</i>	
SCHOOL ATTENDANCE	<ul style="list-style-type: none"> • Lowered the both the public preK and K-4 chronic absenteeism rate • Unprecedented convening and commitment of community partners to work in an ongoing RBS attendance focused workgroup • Results-Based Scorecard (RBS) School Attendance workgroup has joined the Stay in School Campaign - a partnership of the Springfield Public Schools and the community facilitated by the United Way of the Pioneer Valley - to honor and assert the early childhood community's voice within the attendance/chronic absenteeism campaign messaging
SCHOOL READINESS	<ul style="list-style-type: none"> • Convening and commitment of community partners to work in an ongoing RBS school readiness focused workgroup • Results-Based Scorecard (RBS) workgroup has: <ul style="list-style-type: none"> ○ Developed school readiness definition and indicators; ○ Adopted "On Track for Literacy" indicators for parents (a collaboration with Holyoke Early Literacy Initiative); ○ Developed a dissemination plan for "On Track for Literacy" indicators with Springfield Bto3rd initiative
SUMMER LEARNING	<ul style="list-style-type: none"> • Unprecedented convening and commitment of summer learning program providers from all community sectors: public schools, City Parks Department and community-based providers to work in an ongoing RBS workgroup • RBS workgroup accomplishments include: <ul style="list-style-type: none"> ○ Gathering unique data. It has designed/issued and completed a survey of the summer learning providers – community-wide – to quantify the summer learning opportunities available for children PreK–4th grade in the community, determine which programs have a measure of quality AND which programs have an intentional early literacy component, exactly what that component entails and how it is measured (as shown in the data table); ○ Data-sharing conversations. Also unprecedented, the Summer Learning providers meet to discuss data-sharing and how it can be done easily and effectively to measure the results for participating children ○ Supporting team and working with leadership to replicate Walking School Bus (WSB) in several elementary schools
LITERACY/ THIRD GRADE READING PROFICIENCY	<ul style="list-style-type: none"> • Heightened the messaging and ensured community prioritization of third grade reading proficiency as a critical child development issue/milestone (resulting from The Reading Success by 4th Grade communications campaign) • Strengthened reading proficiency campaign advocacy efforts and community ownership of grade level reading proficiency issue (resulting from the convening of a high level Leadership Advisory Council now including SPS) • Increased statewide awareness of third grade reading proficiency and policies to impact children in each community (resulting from Springfield's and other CGLR communities in statewide MA Reading Proficiency Network)

IMPACT (con't) Milestones Achieved, 2012-2014	
SCHOOL- COMMUNITY PARTNERSHIPS	<ul style="list-style-type: none"> • Fostered relationships throughout the following opportunities/initiatives: <ul style="list-style-type: none"> ○ <i>Early Childhood Education Facility</i>: unprecedented collaboration between SPS and community-based early education providers to develop mixed delivery model for center operation ○ <i>Talk/Read/Succeed!</i>: Partnership among over a dozen community entities, coordinated by the Regional Employment Board of Hampden County and the Springfield Housing Authority; The mission/goal is to empower parents to support their children’s early literacy development ○ <i>Springfield Birth – 3rd grade alignment initiative</i>: Partnership among early childhood education public and private providers working to align the birth-five and K-12 systems to teach children in a seamless, developmentally appropriate way ○ <i>Massachusetts Reading Corps</i>: Partnership led by Springfield College AmeriCorps to implement Minnesota Reading Corps model in Head Start, Square One and SPS preK classrooms ○ <i>Early Literacy Coalition</i>: Partnership led by the Springfield City Library and the Department of Early Education and Care’s Coordinated Community and Family Engagement entity, it represents a collaboration of public and private, profit and not-for-profit organizations all who work to support various aspects of children’s early literacy development
OVERALL SUCCESSSES	<ul style="list-style-type: none"> • Trained community partners to use the Program Design Evaluation Tool (PDET), a tool and process that has enabled community leaders and partners to analyze current community programming and determine whether these programs are designed to effectively impact and change adult behaviors that will result in changed outcomes for children • Connected the PDET findings with RBS work to make consistent adjustments of desired outcomes and impact to ensure more effective strategies and initiatives • Increased widespread knowledge of the grade-level reading proficiency data and problems • Diversified communications campaign to include electronic, print and social media • Developed RS4G Leadership Advisory Council • Secured state funding for Talk/Read/Succeed! Program operation in Springfield Housing Authority sites • Collaborated in development of growth plan for Massachusetts Reading Corps
CHALLENGES	<ul style="list-style-type: none"> • Disaggregating of data to clearly understand the achieved impact and to guide our campaign strategies • Reaching parents to encourage them to support children’s early literacy development, beginning at birth • Gaining leadership support from City of Springfield • Prioritizing and articulating the third grade reading milestone in SPS strategic plan; there is currently no concrete strategy or articulation of this milestone and only “embedding” the benchmark in the strategic plan limits public’s understanding of system commitment to grade level reading proficiency as foundational goal

STRATEGY		
<i>Integrated and Intertwined Initiatives</i>		
	Strategies	Key Partners
SCHOOL ATTENDANCE	<ul style="list-style-type: none"> Stay in School Campaign: involve Head Start and community-based providers more deeply to make preschool attendance message integral to campaign Compile data from preK community to strengthen messaging Support Baystate Health Safe Routes to School initiative to expand Walking School Bus and 100 Mile Club Utilize RSB data and determined indicators to determine collective strategies and action steps to target needs and advance school attendance 	<ul style="list-style-type: none"> United Way of Pioneer Valley Springfield Public School Stay in School Campaign members
SCHOOL READINESS	<ul style="list-style-type: none"> Support broader Implementation of Ready! for Kindergarten Support advocacy efforts for Talk / Read/ Succeed! to facilitate program expansion Support expansion of Massachusetts Reading Corps Continue focus on communications campaign through social and other media vehicles to increase parent’s understanding and role in developing children’s early literacy skills, beginning at birth Utilize RSB data and determined indicators to determine collective strategies and action steps to target needs and advance school readiness 	<ul style="list-style-type: none"> HomeCityFamilies Faith-based community T/R/S! partners Legislators Springfield College AmeriCorps Massachusetts Service Alliance Springfield Public Schools HCS Head Start Square One YMCA of Grtr. Springfield
SUMMER LEARNING	<ul style="list-style-type: none"> Review initial summer learning survey data Utilize survey and RSB data to determine collective strategies and action steps to target needs and ensure more effective summer programming for literacy development Commit to surveying providers again and compiling a second year of data Support data-sharing processes as a critical strategy to ensuring program effectiveness 	<ul style="list-style-type: none"> City of Springfield Parks Department Hasbro Summer Learning Initiative YMCA of Grtr. Springfield New North Citizens Council Springfield City Library Springfield Public Schools

STRATEGY con't <i>Integrated and Intertwined Initiatives</i>		
	Strategies	Key Partners
LITERACY/ THIRD GRADE READING PROFICIENCY	<ul style="list-style-type: none"> • Support and develop support for programs including: <ul style="list-style-type: none"> ○ Massachusetts Reading Corps ○ Reach Out and Read ○ Ready! for Kindergarten ○ Link to Libraries ○ Raising a Reader ○ Talk/Read/Succeed! 	<ul style="list-style-type: none"> • RS4G • Funder Collaborative for Reading Success • State funding • Other funding partners
FAMILY ENGAGEMENT	<ul style="list-style-type: none"> • Support and develop support for programs including: <ul style="list-style-type: none"> ○ Ready! for Kindergarten ○ Stand for Children ○ Raising a Reader ○ Walking School Bus ○ Talk/Read/Succeed! 	<ul style="list-style-type: none"> • RS4G • Funder Collaborative for Reading Success • State funding • Other funding partners
HEALTH	<ul style="list-style-type: none"> • Align with and support programs that improve health outcomes for young children, beginning at birth: <ul style="list-style-type: none"> ○ EyeSEE vision screening ○ Developmental screenings ○ Oral health screening • Bring Dr. Dayna Long to do Pediatric Grand Rounds at Baystate Children’s Hospital in spring 2016 • Plan/implement provider convening to understand health components of Campaign for Grade Level Reading 	<ul style="list-style-type: none"> • Reach Out and Read • BEST Oral Health • LiveWell Springfield • Pediatricians
COMMUNICATIONS	<ul style="list-style-type: none"> • Continue campaign strategy including electronic, print and social media 	<ul style="list-style-type: none"> • WGGBabc40/Fox News/CBS3 • Republican • El Pueblo Latino • WACM and WSPR (Spanish radio stations) • WGBY • RS4G LAC

STRATEGY con't <i>Integrated and Intertwined Initiatives</i>	
SUCSESSES	<ul style="list-style-type: none"> • Continually identifying/aligning new partners • Identified and affiliated with other change initiatives including Promise Neighborhoods, United Way/SPS Stay in School Campaign, Springfield Bto3rd, PreK Expansion Grant, Early Literacy Coalition, Hasbro Summer Learning Initiative, Springfield Business Leaders for Education • Convened Parent Advisory Group to strengthen parent engagement in RS4G
CHALLENGES	<ul style="list-style-type: none"> • Parent engagement in messaging around importance of reading to their children beginning at birth • Parent engagement in programs offered through RS4G • Continuing/institutionalizing Springfield Bto3rd alignment initiative • Creating shared culture in Springfield Bto3rd continuum, beginning in SPS Early Childhood Center • Alignment of initiatives: <ul style="list-style-type: none"> ○ Across community partners, and ○ Between the community partners and SPS, especially significant in summer learning area • Community-based programs’ understanding of program design for impact – must build capacity of programs to impact changes in adults’ behavior that will result in changed outcomes for children

CAMPAIGN SUSTAINABILITY		
<i>Organizational Commitment and Institutional and Financial Resources</i>		
	Strengths	Weaknesses
DIVERSE PARTNERSHIP <i>Synthesis</i>	<ul style="list-style-type: none"> • Business community • City/County Agency • Community Foundation • Community Program Provider • Faith-Based Organization • Foundation • Higher Education • Library • Literacy Coalition • Mayor’s Office • Media • Museum • Neighborhood Center • Philanthropy • Public/Private Health Partners • School District • United Way • Public television 	<ul style="list-style-type: none"> • Chamber of Commerce • Intermediary Organization • Local Education Fund • Municipal Leadership or Agency
FINANCIAL SUPPORT	<ul style="list-style-type: none"> • Secured funding to support the campaign’s infrastructure and management • Funder Collaborative for Reading Success consistently convened 13 funders, resulting in <ul style="list-style-type: none"> ○ Contributions totaling close to \$2 million ○ Grants totaling nearly \$1 million to support RS4G campaign strategies ○ A commitment to the second phase of the Collaborative’s efforts, including <ul style="list-style-type: none"> ▪ Raising an additional \$1 million, and ▪ Continuing to engage in RS4G for a minimum of three years 	<ul style="list-style-type: none"> • Lack of state and/or regional funder coalition to support campaign
CIVIC ENGAGEMENT	<ul style="list-style-type: none"> • Mayor supports and champions Reading Success by 4th Grade (RS4G) • City Council member serves on RS4G Leadership Advisory Council • Close collaboration with Department of Early Education and Care (Springfield Bto3rd and Preschool Expansion Grant) • Western Mass legislative delegation knows <u>something</u> about RS4G 	Support from: <ul style="list-style-type: none"> • School Committee • Neighborhood Councils • WM legislative delegation (needs to know <u>more</u> in depth)

CAMPAIGN SUSTAINABILITY (con't) <i>Organizational Commitment and Institutional and Financial Resources</i>	
OVERALL SUCCESSES	<ul style="list-style-type: none"> Sponsoring coalition prioritizes campaign and ensures leadership capacities Solid core of partners who lead the managing of strategy implementation and perform effectively SPS' commitment. The district is at the <i>initial</i> stages of supporting and engaging in this community-wide reading campaign
CHALLENGES	<ul style="list-style-type: none"> Aligning resources to scale up successful programs Commitment of CBOs to work effectively toward shared goal of every child reading proficiently by end of 3rd grade (thinking differently about program delivery – “nice to do vs. need to do”)
NEXT STEPS FOR THE CAMPAIGN	<p>Determined Steps by Leadership Advisory Council:</p> <ul style="list-style-type: none"> Prioritize scaling MA Reading Corps Encourage (and urge) the broad/community-wide use of Results Based scorecard to ensure all efforts are data driven Ensure strong advocacy effort supporting: <ul style="list-style-type: none"> TRS line item Full-day PreK SPS PreK for all – state level Expand communications efforts, specifically targeting local awareness – neighborhood council and community organizations
	<p>Other Priorities:</p> <ul style="list-style-type: none"> Continue driving the Results Based Scorecard work to define and deepen impactful strategies reflective of the determined indicators Continue ensuring ongoing commitment by the RBS workgroups to meet regularly Convene <i>all three</i> RBS workgroups to share progress and individualized work plan, understand determined goals, and consider alignment and coordination opportunities to move the collective birth to third grade agenda forward Introduce RSB indicators to the community ensuring a collective movement on grade level reading proficiency goal Continue supporting the development of RS4G Leadership Advisory Council Continue involvement with model/implementation development for early childhood center Continue to support development of Springfield Bto3rd initiative Continue focusing and creating community-wide strategies for parent engagement, specifically in their child’s early literacy development Continue to work with community-based organizations in using and applying the PDET Continue to learn from/seek support from the Campaign for Grade Level Reading
SUPPORT NEEDED	<ul style="list-style-type: none"> City commitment Springfield Business Leaders for Education – stronger commitment WM legislative delegation