



# Reading Checkup

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## Community Launch Roadmap



As our implementation research has shown, schools can be greatly assisted in accomplishing and sustaining the goal of over 90% of children reading at or above grade level by connecting with and aligning with community organizations. **Reading Checkup** is the tool for community organizations to help families support children's literacy at home.

Effective implementation of Reading Checkup requires one "convener" organization that leads the planning, training, marketing, and support. Learning Oventions builds the capacity of the Lead Organization staff to sustain and scale the Reading Checkup in their communities. We are looking to support your organization if you desire to be positioned as that lead for your state or community. The goal is to strengthen you as a partner in the shared mission of all children reading at or above grade level by the end of 3rd grade.

### Prework (Lead Organization + Learning Oventions)



Establish Partnership & Define Goals



Identify Implementation Manager and Key Staff



Professional Learning on the use of the tool and Science of Reading

### Plan (Lead Organization)



Determine and define target audience



Identify and Gather intermediary organizations for training



Define Marketing Campaign

### Build (Lead Organization + Community Partners)



Build Marketing Campaigns and Build Marketing toolkit



Develop Website (see example)



Build Capacity of Check-up Champions

### Launch & Support (Lead Organization + Community Partners)



Launch campaign to drive family sign-ups



Provide assistance with marketing/sign-up resources



Use data to inform ongoing outreach efforts

\*These launch insights are based largely on the work of our partner, Read Charlotte, and their efforts launching Reading Checkup in the Charlotte-Mecklenburg area.



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Learning Oventions builds the capacity of the Lead Organization staff to sustain and scale the Reading Checkup in their communities. This image shows one framework for organizational relationship and critical roles:



### **Learning Oventions - Literacy Outcomes Specialist**

The Literacy Outcomes Specialist supports the Lead Organization and Implementation Manager in the Science of Reading, the research base of A2i, and use of the Reading Checkup tool, including questions about assessments, recommendations, and curriculum. The Literacy Outcomes Specialist does this through a gradual release of responsibility model to build the capacity of key players for Reading Checkup. Initially, The Literacy Outcomes Specialist's support is heaviest in the prework phase, transitioning support to consultation with the Implementation Manager during the Plan and Build phases, followed by regular check-ins for data reporting to the Implementation Manager.

### **Lead Organization - Implementation Manager**

This individual leads the implementation of the Reading Checkup for the lead organization. They are the primary liaison with the Learning Oventions Literacy Outcomes Specialist. They are the primary support and trainer of the Community Partner Staff.

### **Community Organizations' Staff - Checkup Champions**

These individuals engage families directly - they are the Checkup Champions. With support from the Implementation Manager, they tailor outreach efforts (sign-up and engagement) for community members in their area.