Celebrating Summer Learning Day in Your Grade-Level Reading Community
Webinar Flow

- Welcome & Introductions
- Overview of Summer Learning Day (SLD)
- How to Get Involved with SLD
- SLD Toolkit for Grade-Level Reading
- Examples of SLD in Action
- Questions & Discussion
Today’s Presenters

**Katie Willse**, Vice President of Strategic Initiatives
National Summer Learning Association

**Lauren Wells**, CoFounder
211 Community Impact

**Catherine Wilson**, Director - Community Impact
United Way of Essex and West Hudson
NSLA seeks to:

- Improve the quality of summer learning opportunities
- Expand access to summer learning
- Increase demand for summer learning
Tell us about you...

- Which GLR Community do you represent?
- What type of organization do you represent?
  - Community Lead
  - Campaign Liaison
  - School / School district
  - City Agency
  - Non-profit provider
  - Library
  - Community intermediary
  - Funder
  - Other
Summer Learning Day is a national advocacy platform that can help the Campaign for Grade-Level Reading build awareness and inspire action for summer learning and reading across the network of Campaign communities.

JOIN THE MOVEMENT ON
Friday, June 21, 2013

http://gradelevelreading.net/our-work/summer-learning-loss/2013-summer-learning-day-toolkit
Engaging GLR Communities

- **Strategy 1:** Enlist and engage mayors to be advocates and ambassadors for quality summer learning

- **Strategy 2:** Leverage U.S. Conference of Mayors Annual Conference

- **Strategy 3:** Engage GLR Communities in Celebrating Summer Learning Day
  - Host an SLD Event
  - Support Advocacy and Outreach Activities
  - Participate in Virtual Events
Host a Summer Learning Day Event

Events can be held anytime during the summer!

- Organize a community-wide celebration event
- Hold a parent workshop about how to support summer reading
- Partner with a local library to host a celebrity reader
- Hold a book drive and invite local business and community members to donate books to your school’s library
Ideas for Advocacy & Outreach

- Schedule an interview with a local radio station that features a program and parents talking about the importance of summer reading.
- Ask your City to issue a Summer Learning Day Proclamation.
- Organize a site visit to a model program or plan a kickoff event for your summer programming.
- Connect with the United Way Day of Action.
Virtual Event Ideas

- Host your very own Twitter chat or join NSLA on Twitter on Summer Learning Day from 3 PM to 4 PM for a Twitter Chat on summer reading.
- Share NSLA’s infographic or pictures of your program through social media.
- Post a Blog on your favorite childhood book or best summer experience and incorporate Summer Learning Day and Grade-Level Reading “Key Messages”
Put Your Event On the Map!

summerlearningdaymap.org
Click on “Add Your Event”

Fill out form completely. Make sure to hit Preview Address!
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Share your event directly from the map to your Facebook page.
Summer Learning Day Toolkit

http://gradelevelreading.net/our-work/summer-learning-loss/2013-summer-learning-day-toolkit

- Summer Learning Day Flier
- Summer Learning Day event ideas
- Summer Learning Day key messages
- Tip sheets for families on summer reading and healthy summers for kids
- An infographic on the achievement gap
- Social media on summer learning and summer reading for sharing on Facebook and Twitter
- Engaging your city leadership
- Media outreach tips
- Summer Learning Day logos, banners, and buttons for print and online
Campaign for Grade-Level Reading

Community Examples
GLR Communities Celebrate SLD

- Summer Lunch at the Library Kick-off Event (Sacramento, CA)
- Family Literacy Parties (Stockton, CA)
- Library Summer Reading Program Kick-off (Southern Pines, NC)
- SLD and Horizons at Harley 2013 Kick-off Picnic (Rochester, NY)
- Summer Learning – Indy Style (Indianapolis, IN)
- Celebrating Online Reading Resources (Tampa, FL)
- United Way Day of Action
  - Hartford, CT
  - Orlando, FL
  - Atlanta, GA
Reading is for Life
Founded October, 2013

Founders: Dr. Lauren Wells, Dupre` Kelly, & Eion Haynes

Bring together: policy, education, entertainment, graphic design, and community engagement

Saw a need to engage residents in community problems
Mission: to build residents’ knowledge of and interest in community issues by providing innovative community education programs, accessible public policy resources, and forums for inclusive dialogue.

Approach: high quality programs and community engagement driven by best practices and targeted at the root causes of problem affecting the lives, interests, and well-being of Newark residents.
“Reading is for Life”

- **“Reading is for Life” Coalition**
  - Establish a city-wide community driven focus on literacy

- **Core Parent, Core Community**
  - Build parent and community understanding of the Common Core Content Standards

- **Community and/or School-Based Literacy Events**
  - Engage, inform, and empower with a literacy message
“Reading is for Life” Coalition
Core Parent, Core Community

- Easily accessible interpretations of the Reading Standards for Literature from the Common Core Content Standards

- Explanations of the Reading Standards for Literature that describe what children should know and be able to do at each grade level
Examples

CCCS K: With prompting and support, ask and answer questions about key details in a text.

- With your help, your kindergartner answers and asks questions about what is happening in a story.
Examples

CCCS 2: Acknowledge differences in the points of view of characters, including by speaking in a different voice for each character when reading dialogue aloud.

- When reading aloud, your second grader shows that characters in stories have different thoughts, feelings, and experiences by giving each character a different sounding voice.
Summer Reading Campaign

- Summer Reading Block Party
  - Literacy Activities
  - Book Give-Aways
  - Core Parent, Core Community Resources

- Summer Reading Corners
  - Neighborhood based
  - Portable “Reading Nooks”
  - Reading, games, & healthy snacks

- Back to School Event
Shared resources, relationships, and opportunities

Work at multiple levels: deep grassroots, policy, institutional

Increased Capacity

Synergy of Initiatives
  • Reading by Grade 3
  • Reading is for Life
  • Roles
What action are you inspired to take for Summer Learning Day?
Questions?
Contact Information

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