EVERY CHILD READS AZ

STAND for children | ARIZONA
Every Child Reads Improves Literacy by:

1. **Educating and encouraging parents** to enroll their children in high-quality, full-day kindergarten programs.
   - Educate parents on what a high-quality, full-day kindergarten looks like.
   - Work with the school districts marketing department to create new recruitment materials including videos, brochures, mailers, palm cards, etc.
   - Strategize how best to create high-quality schools that are an appealing choice to the local community.

2. **Sharing critical information with parents about high-quality ELL alternative models**, their rights, and how they can provide support.
   - Advocating for a statewide solution that gives local districts the flexibility to adopt their own high-quality programs to teach children English faster.
   - Working with parents in the community to opt-out their children so the school district may have the flexibility to adopt a high quality model.

3. **Reducing chronic absenteeism** rates because if kids aren’t in school, they aren’t learning.
   - Providing interactive parent workshops about the importance of school attendance.
   - Reaching out to families of chronically absent students to provide resources and education.

4. **Improving literacy** through a simple, effective, and fun family reading program.
   - Bringing interactive technologies to host reading events that are fun and engaging for parents and children alike.
   - Giving parents helpful tips to help improve their child’s reading skills.
   - Supporting the district’s commitment to an increased focus on reading through marketing on digital platforms.
Statewide Organizing Objectives

• Partner with leading school districts to become Every Child Reads (ECR) Districts committed to improving literacy rates in their schools.

• Through our work with ECR Districts, engage families across the state to ensure that 72% of all students, up from 57% in 2017, can read within grade level expectations by 2030 – on a path to 100%.
  o Increase the number of kindergarten aged children enrolled in a high quality full day program.
  o Inspire students and parents to agree to attend school every day in order to put themselves on the best educational path forward.
  o Provide English Learners high quality English language programs to ensure future academic success.
  o Accelerate early literacy rates by ensuring fewer students are at the bottom levels of reading, and more of them have reached higher levels of proficiency, even if they haven’t yet met grade level expectations.

• Build a grassroots parent constituency to help pass prop 301 in 2020 to increase education funding and support early literacy.

• Engage this parent constituency to help defeat prop 203 in 2020 to support ELL students.

• Elect education champions in Southeast Arizona and Ahwatukee/Tempe. (Note: This is a 501c4 activity and does not apply to 501c3 funding.)
The Benefit of our Partnership

• Stand will work collaboratively with school districts to improve reading scores through our 4-pronged ECR program.

• Stand will organize workshops and interactive events for families.

• Stand will help increase family engagement using best practices to do turnout for parent nights, parent-teacher conferences, etc.

• Stand will provide fact sheets, tips, resources and other action opportunities for families.

• Stand will have online and offline engagement opportunities, including pledge commitments, text-in options for resources and tips, and advocacy action alerts.
Where We Are:

• **Expand capacity in Roosevelt ES District**
  - Existing Organized Power Base (OPB) for Roosevelt is 38 members and leaders, with teams in 3 schools.
  - By August 31, 2018, we will have Every Child Reads teams in 4 schools, with 50 active Members and 10 Leaders.
  - By January 1, 2019, 25% of the parents and families in our schools will be engaged in our Every Child Reads Campaign.

• **Expand capacity in Alhambra ES District**
  - Existing Organized Power Base OPB for Alhambra is 98 members and leaders, with teams in 4 schools.
  - By August 31, 2018, we will have Every Child Reads teams in 9 schools, with 180 active Members and 36 Leaders.
  - By January 1, 2019, 25% of the parents and families in our schools will be engaged in our Every Child Reads Campaign.
New Partner Districts: Expansion Criteria

• School District alignment.
• High percentage of children not reading within grade level expectations.
• High percentage of English Language Learners.
• Priority population centers in the state that are critical for increasing education funding via a ballot measure.
• Priority legislative districts critical to influence key policy makers at the legislature.
FY2018 Districts for Possible Expansion

- Kyrene ESD
  - 44% of children not reading on grade level by 3rd grade
- Tempe ESD
  - 58% of children not reading on grade level by 3rd grade
- Mesa USD
  - 57% of children not reading on grade level by 3rd grade
- Chandler USD
  - 43% of children not reading on grade level by 3rd grade
- Globe USD
  - 69% of children not reading on grade level by 3rd grade
- Miami USD
  - 77% of children not reading on grade level by 3rd grade
FY 2019/2020 – Expand to Pima County:

- Pima holds the second largest concentrations of voters in the state at 544k registered voters.
- Potential School Districts for Expansion:

<table>
<thead>
<tr>
<th>School District</th>
<th>AzMerit ELA % Passing</th>
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</thead>
<tbody>
<tr>
<td>Ajo USD</td>
<td>16%</td>
</tr>
<tr>
<td>Indian Oasis USD</td>
<td>25%</td>
</tr>
<tr>
<td>Marana USD</td>
<td>43%</td>
</tr>
<tr>
<td>Catalina Foothills USD</td>
<td>73%</td>
</tr>
<tr>
<td>Amphitheatre USD</td>
<td>44%</td>
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<tr>
<td>Flowing Wells USD</td>
<td>44%</td>
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<tr>
<td>Tanque USD</td>
<td>63%</td>
</tr>
<tr>
<td>Alter Valley ESD</td>
<td>23%</td>
</tr>
<tr>
<td>Sahuarita USD</td>
<td>48%</td>
</tr>
<tr>
<td>Vail USD</td>
<td>60%</td>
</tr>
<tr>
<td>Sunnyside USD</td>
<td>28%</td>
</tr>
<tr>
<td>Tucson USD</td>
<td>33%</td>
</tr>
</tbody>
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FY 2019/2020 – Expand to Yavapai/Coconino County:

- Yavapai holds the third largest concentration of voters in the state at 137k registered voters.
- Potential School Districts for Expansion:

<table>
<thead>
<tr>
<th>School District</th>
<th>AzMerit ELA % Passing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarksdale – Jerome ESD</td>
<td>54%</td>
</tr>
<tr>
<td>Prescott USD</td>
<td>55%</td>
</tr>
<tr>
<td>Humboldt USD</td>
<td>40%</td>
</tr>
<tr>
<td>Wickenburg USD</td>
<td>33%</td>
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<tr>
<td>Flagstaff USD</td>
<td>35%</td>
</tr>
</tbody>
</table>
What we will do

• **Break ground in at least two additional priority districts in 2018**
  • By August 31, 2018 we will have 4-6 Every Child Reads teams with 30 active Members.
  • By August 31, 2018, we will engage 50 families per new school in our Every Child Reads Campaign.
  • By January 1, 2019, 25% of the families in our 6 schools will be engaged in our Every Child Reads Campaign.
  • Constituency building:
    • By November 6, 2018 we will identify 9,713 voters
    • By November 6, 2019 we will have identified 19,142 voters
    • By November 3, 2020 we will identify 38,850 voters

• **Break ground in at least one additional priority district in 2019**
  • By August 31, 2019 we will have 4-6 Every Child Reads teams with 30 active Members.
  • By August 31, 2019 we will engage 120 families per school in our Every Child Reads Campaign.
  • By January 1, 2020, 25% of the families in our 6 schools will be engaged in our Every Child Reads Campaign.
  • Constituency building:
    • by November 3, 2020 we will identify 9,713 voters

• **Break ground in at least one additional priority district in 2020**
  • By August 31, 2020 we will have 4-6 Every Child Reads teams with 30 active Members.
  • By the end of the fiscal year we will engage 120 families per school in our Every Child Reads Campaign.
  • Constituency building:
    • by November 3, 2020 we will identify 9,713 voters
Our Digital Approach to Building Teams

1. **BUILD**
   - Find & target new “right people”

2. **EDUCATE & ENGAGE**
   - Provide relevant info
   - Connect with folks online
   - Create opportunities for face to face engagement

3. **ACTIVATE**
   - Participate in workshops and trainings
   - Influence decision-makers and policy
   - Win elections
   - Raise money

4. **IMPACT & ELEVATE**
   - Deliver maximum impact
   - Increase reach
   - Build clout
Our Tactics