

THE COMMUNITY
FOUNDATION
FOR NORTHEAST FLORIDA

DONORS FORUM 2022

MARCH 2, 2022



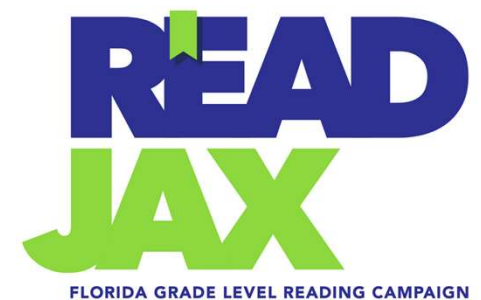
THE COMMUNITY
FOUNDATION
FOR NORTHEAST FLORIDA

Joanne E. Cohen

Vice President, Philanthropic Services

Duval Campaign for Grade-Level Reading

March 2nd



Reading Proficiency in Duval

In 60% of Duval elementary schools, less than 1/2 of the students were reading at grade level in 2020-2021.

Third grade reading proficiency is tied to several long-term outcomes including:



Why We Need A Collaborative Approach

- There are several factors that impact education and reading proficiency including: socioeconomic status, mental health, attendance, physical health.
- A multi-pronged approach is needed to address the various areas that impact literacy, and one organization cannot do it all.
- There isn't a "one size fits all" solution.

Our Solution

Campaign Goals

Awareness Raising



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Powering Potential

To raise awareness and community engagement around the importance of birth to third grade literacy pathway as foundational for each child.

Systems Building



KIDS HOPE ALLIANCE
The Jacksonville Partnership
for Children, Youth & Families

To build infrastructure that will promote comprehensive, data-driven services, programming, and practices for children and families along the B-8 pathway.

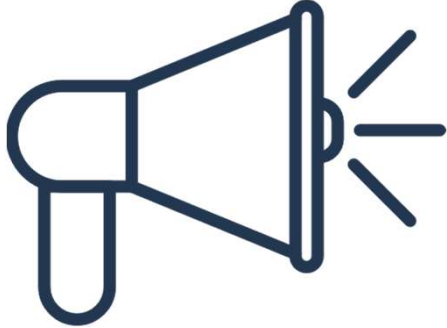
Awareness & Convening

Creating a Culture of Reading in Duval County

Overview

Our awareness and convening efforts are aimed at galvanizing the community around a common goal that will improve third grade reading proficiency for our youth.

Awareness



Convening



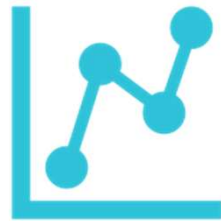
Creating a Culture of Reading in Duval County.

Convening Overview

Creating a Culture of Reading in Duval County



Actively engaged
constituents



Tracking progress
towards the goal



Aligning cross-
sector partners



Mobilize
resources

A Collaborative Approach

There are several organizations already dedicated to helping impact this work including:

- government
- higher education institutes
- business
- nonprofit
- social sector institutions
- program providers



Awareness Efforts

Creating a Culture of Reading in Duval County

We've already begun to build the foundation to create a culture of reading in Duval County including:

- Assembled awareness working group
- Submitted RFP for website build
- Announced Reading Celebration Week at The Eddy's!



20 Minutes A Day, Paves The Way!

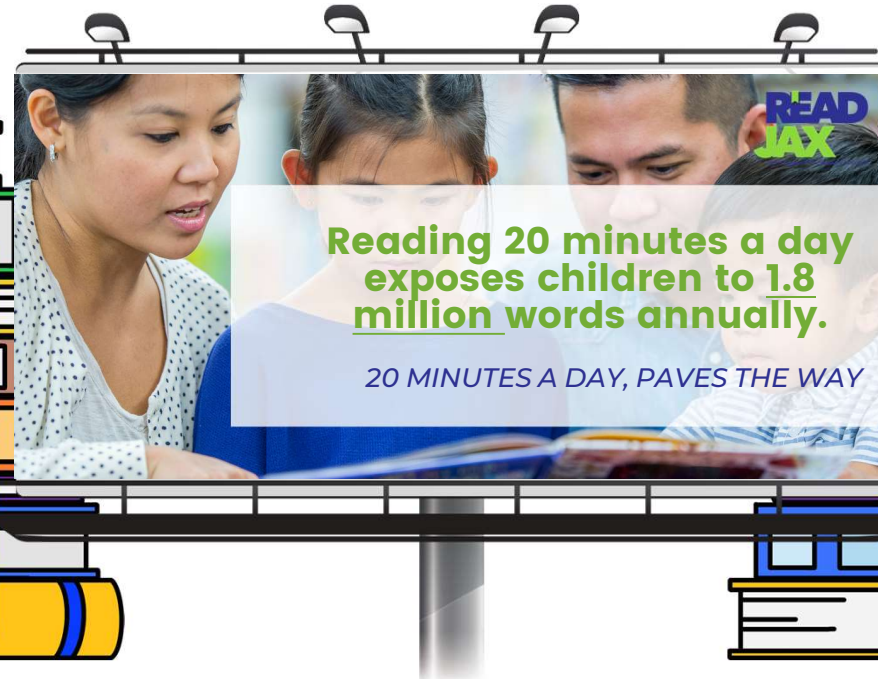
Awareness Objectives

Creating a Culture of Reading in Duval County

Social Media and Website



Billboards and Bus Wraps



Shirts, Pins, Yard Signs

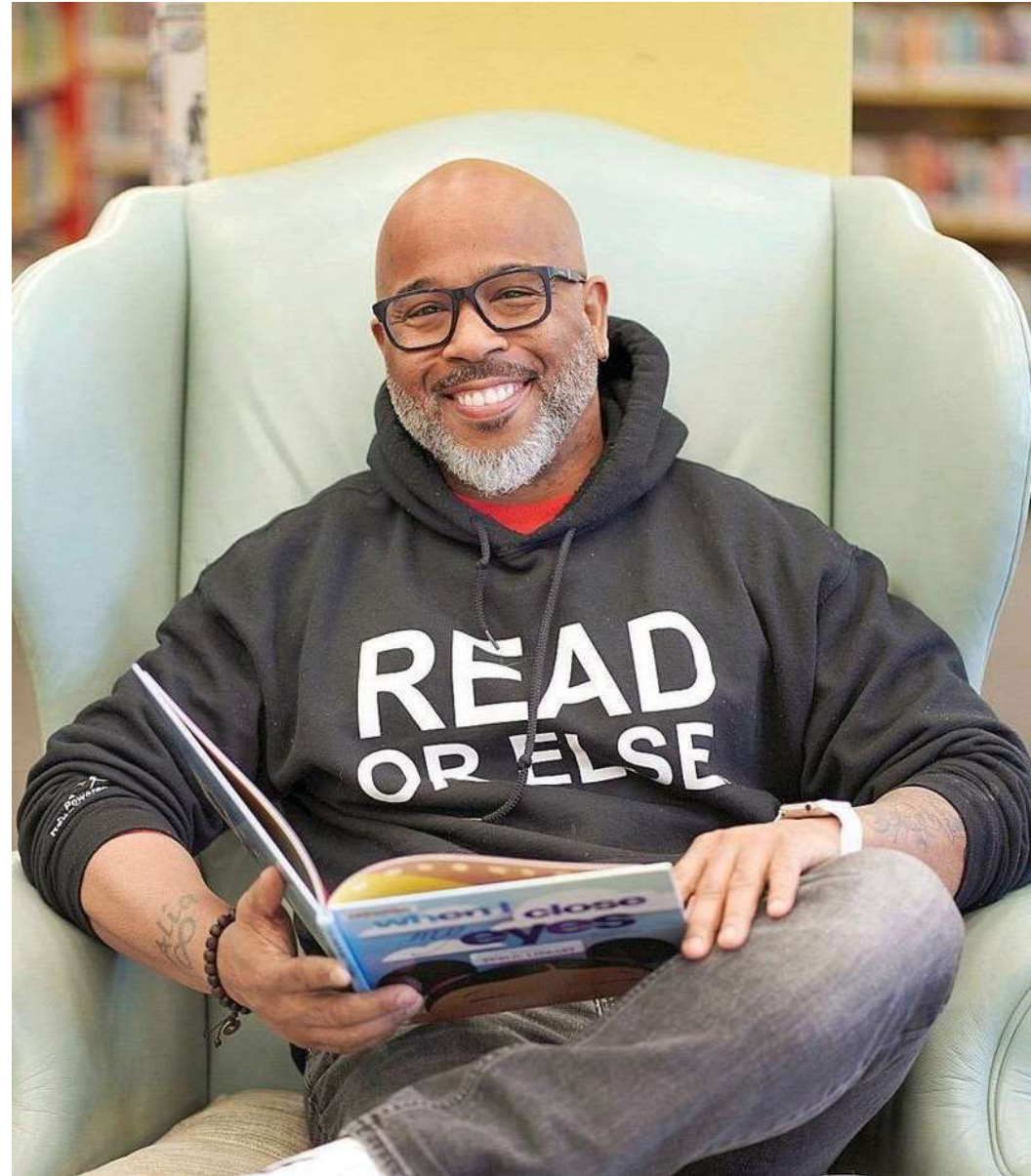


Celebrate Reading Week

Week-long celebration publicly launching awareness work with the campaign. Will feature

- Community-wide event at the TIAA Bank Stadium showcasing Ty Allan Jackson
- Spotlights on organizations impacting this work
- Opportunities for community organizations to show their support

Save-The-Date:
March 21st through March 25th



Evaluating Awareness Efforts

Have we created a culture of reading in Duval?

- Pre and post survey of target audiences to evaluate understanding of why reading is important, current reading practices implemented at home, early language development recommendations, etc.
- Examining page visits on readjax.org website, partner websites, and social media
- Tracking how clients are being referred to local programming
- Looking at how many books and resources are disseminated annually

Systems-Building

Aligning partners for greater impact

Overview

Our systems building efforts are aimed at creating a literacy-focused community-wide cross-sector system.

**Evidence-Based
Practices**



**Coordination
of Services**



Every child reading on grade level by the end of third grade

Guiding Questions

Charge: To identify and implement best practices that are needed to achieve a common goal of every child reading on grade level by the end of third grade.



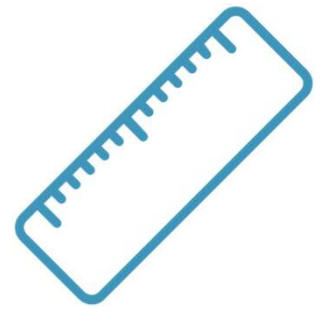
How can we improve existing programs?



How do we effectively break down silos in a community-wide system?



What innovative supports do we need to pilot?



How can we effectively measure our progress?

Jacksonville is Ready!

- In our initial survey, we found over 50 literacy-specific programs and resources available in Duval County targeted to youth.
- KHA funds after-school and summer programming in over 110 sites throughout the City of Jacksonville.
- Duval County Public Schools currently have two strategic goals tied to reading proficiency.
- Collaborative focus on literacy with other governmental entities.

Focus Area One:

Strengthen Reading and Writing Engagement Opportunities within existing Programs

- Provide a greater focus on utilizing evidence-based strategies
- Positively impact the early literacy and learning loss that occurred as a result of the pandemic
- Supplemental resources and programming to expand existing programs, such as: intensive one-to-one tutoring, professional development for after-school teachers on providing literacy interventions, and at-home activities for children and families

Focus Area Two:

Coordinate key learning success services

- Building a coordinated effort of the already existing services being provided through connections, communication, teamwork, and collaboration
- Goal of creating a “one-stop” design coupled with supports for families (e.g., food, housing, health, special needs)
- Act as the backbone to ensure that the new and existing efforts are coordinated and highly effective

Focus Area Three:

Improve access to critical and innovative literacy supports

- The development of new and innovative programs to address the literacy needs of both children and their parents
- Innovation is paramount when addressing an emerging issue
- There are numerous provider agencies that have and are in the process of creating cutting-edge strategies to increase reading levels

Focus Area Four:

Measure Progress

- Establish a set of shared progress indicators
- Implementing a strategy for seamlessly data sharing across organizational boundaries
- A robust research and evaluation component will be an integral part of the initiative and provide timely impact analysis and transparency

Panel Discussion

Rachael Tutwiler Fortune

President, Jacksonville Public Education Fund

Dr. Saralyn Grass

CAO, Kids Hope Alliance

Mike Weinstein

CEO, Kids Hope Alliance

Table Discussion

QUESTION 1

What literacy-focused organizations/ programs do you support or are you aware of that serve the populations outlined?

- Birth – Age 3
- Pre-Kindergarten/Kindergarten readiness
- Early Elementary Aged (1st - 3rd Grade)

QUESTION 2

What do you think our community can do to improve reading proficiency by 3rd grade?

QUESTION 3

What did we not ask that
you wish we had?

Opportunities to Get Involved

Fill out the engagement card at your table

- Help launch Reading Celebration Week (March 21 - 25th)
 - Host a community event
 - Attend launch celebration
 - Help spread the word!
- Serve on a committee or workgroup.
- Showing business support; creating reading nooks, providing incentives for students

Thank You!



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Powering Potential

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