



## Community Literacy Team Kick-Off Meeting



## Agenda

| Time        | Activities                                       |
|-------------|--|
| 8:15–9:00   | Registration and Networking                      |
| 9:00–9:15   | Welcome  |
| 9:15–10:00  | Overview of <i>Literacy for ME</i>               |
| 10:00–10:30 | Connecting to the Plan                           |
| 10:30–10:45 | Break  |
| 10:45–12:00 | Conducting a Community Literacy Needs Assessment |
| 12:00–1:00  | Lunch and Team Work Time                         |
| 1:00–2:00   | Comprehensive Community Literacy Planning        |
| 2:00–2:40   | Team Work Time                                   |
| 2:40–3:00   | Feedback and Next Steps                          |





## Think About This

What does literacy mean to *you*?

What does literacy mean for your *community*?

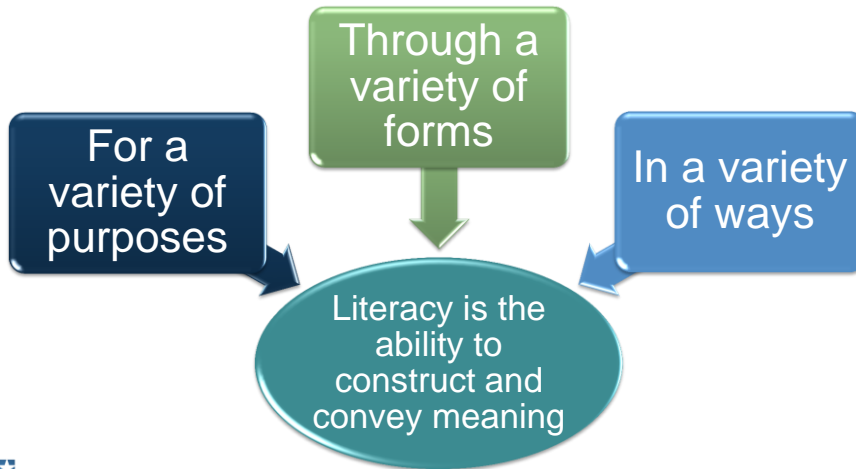
What does literacy mean for *Maine*?



## OVERVIEW OF *LITERACY* *FOR ME*



## Maine's Definition of Literacy



## Why Do We Need *Literacy for ME*

- Literacy is critical to Maine's culture and economy
- Building a literate citizenry requires everyone
- Literacy begins before children enter school and continues into adulthood





## The Goals of *Literacy for ME*

- Prepare all Maine citizens to participate in college, careers, and civic life
- Establish a system of support for research-based literacy learning practices
- Inform state-level literacy education efforts
- Help local communities to develop and implement literacy plans
- Foster cross-agency collaboration



## Who Does *Literacy for ME* Include?

- Parents
- Educators and Administrators
- Early Childhood Educators and Providers
- School and Public Librarians
- Business Owners and Managers
- Employees
- Children
- Community Organizations



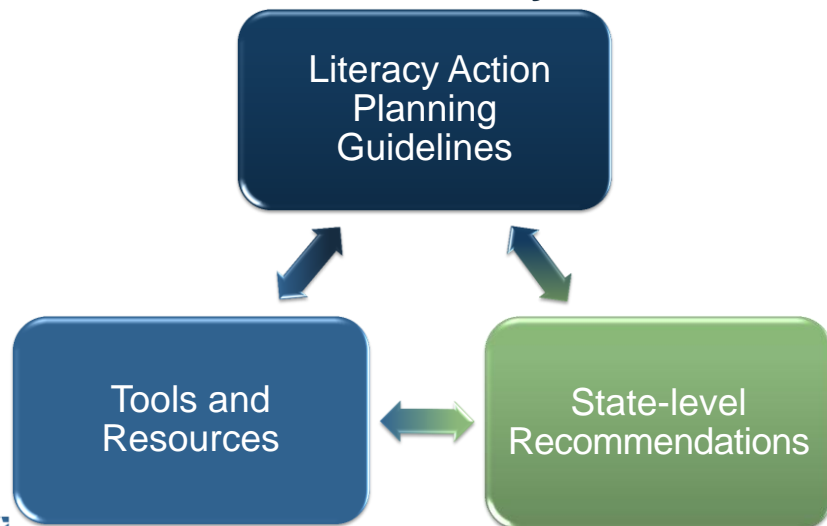


## Discuss This!

- Think about the roles listed on the previous slide. At your table, talk about which roles you occupy.
- How many different roles are represented here?
- What types of literacy skills do you use in these roles?



## Structure of Literacy for ME

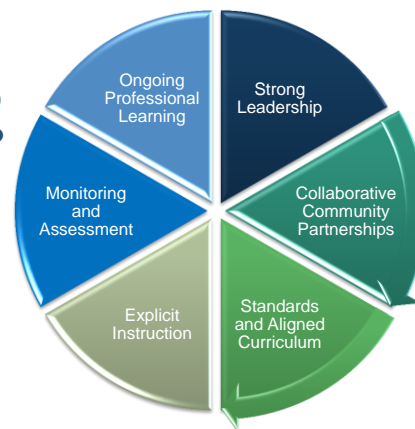


## Components of a Literacy Action Plan



## Discuss This!

- Which component of literacy action planning do you know the most about?
- Which one would you like to learn more about?



## CONNECTING TO THE PLAN



### The Importance of the Literacy Team

- The catalyst for change
- Must broadly represent the community
- Must ensure everyone is heard
- Always keep asking:

***“Who else needs to be at the table and  
how can we get them there?”***





## Activity: Connecting to *Literacy for ME*

### CONNECTING TO THE PLAN: SPHERES OF INFLUENCE PROTOCOL

|              |  |
|--------------|--|
| Introduction | <p>The purpose of this activity is to</p> <ul style="list-style-type: none"> <li>• Identify the significance of <i>Literacy for ME</i> for individual sphere members and the sphere as a whole.</li> <li>• Identify ways in which individuals and the sphere can support plan implementation.</li> <li>• Identify challenges that are likely to be encountered during plan implementation.</li> <li>• Determine what experience and expertise each participant brings to bear on the development of a literacy plan.</li> <li>• Identify areas of need for developing a community literacy leadership team.</li> </ul> |
| Time         | 20 minutes   |



# BREAK





## CONDUCTING A COMMUNITY LITERACY NEEDS ASSESSMENT



### Purpose of a Community Needs Assessment

- Determine the gap between a community's current literacy capacity and its goals
- Identify resources
- Identify unmet literacy needs
- Provide several types of information
  - social
  - economic
  - demographic
  - educational



## Components of a Literacy Action Plan



## Maine's Community Literacy Needs Assessment Tool





## Determine What You Need to Know

- What literacy resources does your community have that are working well?
- What are your community's strengths related to literacy?
- What literacy challenges does your community experience?
- What questions can you develop about those challenges?



## Identify Where to Get the Information

- Early Childhood
- K-12 Education
- Adult Education
- Community Members
- Local Government
- Others?





## Collect The Data

- Surveys
- Focus Groups
- Questionnaires
- Interviews



## Analyze the Data

- Put it in a useable form
  - Organize by sphere of influence or
  - Organize by area of plan
- Make observations relative to your questions





## Report the Findings

- Determine the form the findings should take.
- Discuss a way to disseminate the information widely and with fidelity.
  - Press release
  - Town meeting
  - Mailings



## Use the Data

- Answer your questions
- Determine priority areas
- Use the data to plan





## Activity: Conducting a Needs Assessment

### CONDUCTING A COMMUNITY LITERACY NEEDS ASSESSMENT: PLANNING FOR SUCCESS

#### Introduction

The purpose of this activity is to

- Examine the Community Literacy Needs Assessment tool.
- Discuss as a team how you might conduct a needs assessment in your community.
- Identify 3 steps your team can take immediately to begin .

#### Time

30 minutes



## LUNCH





## Activity 4: Envisioning Literacy Excellence

- What would it look like in your community if literacy was going really well?
  - What would parents be doing?
  - What would teachers be doing?
  - What would businesses be doing?
  - What would principals be doing?
  - What would community organizations be doing?



[http://www.youtube.com/watch?v=VGbsA\\_y5cgM](http://www.youtube.com/watch?v=VGbsA_y5cgM)

## COMMUNITY LITERACY PLANNING



## Components of a Literacy Action Plan



### Strong Leadership

- Critical to literacy plan success
- Includes creating a community literacy leadership team
  - Will vary in size and composition
  - Should include representation from a variety of stakeholders including school and community members.
- Responsible for spearheading plan development and implementation







## Commitment and Partnerships

- Partnerships support literacy learning across the birth-adult learning continuum
- Can connect community efforts
- Ultimately should coordinate efforts among multiple partnerships to create a community-wide network of literacy support



## Standards and Aligned Curriculum

- Standards support learning by
  - Setting uniform expectations
  - Providing learning targets
  - Supporting transitions between grade levels
  - Determine assessment content
- Maine curriculum should align to appropriate standards for each developmental level





## Instruction and Intervention

- Linked to standards
- Explicit/direct
- Systematic
- Well sequenced
- Tied to research
- Engaging
- Connected to Technology



## Assessment

- Based on standards
- Helps determine what students know, and what students need
- Includes both formative and summative assessments
- Should support the implementation of Response to Intervention (RtI).





## Professional Learning

- Encompasses all educators
  - Teachers
  - Parents
  - Community members
- Job embedded and ongoing
- Involve multiple stakeholders
- Use of evidence to determine content



## Implementation Matrices

- Address each component of the plan
- Include activities and benchmarks for several levels of implementation
  - Beginning to Plan
  - Beginning to Implement
  - Expanding Emphasis
  - Sustaining the Plan



## Sample Implementation Matrix

| Beginning to Plan  | Beginning to Implement   | Expanding Emphasis  | Sustaining the Plan  |
|--|--|---|--|
| Establish a Literacy Leadership Team that includes cross-agency and/or Community partners, to work with staff to develop a... literacy plan. | Guide implementation and refinement of the comprehensive literacy plan. Include Birth-Adult stakeholders in the process. | Review and refine comprehensive literacy plan goals and objectives, according to the results of learner achievement, and continue Implementation. | Systematically measure the progress of implementation of the comprehensive literacy plan goals. Identify and commit adequate fiscal and other resources to ensure sustainability |



## Tools and Resources on *Literacy for ME* Website

<http://www.maine.gov/doe/literacy-for-me/index.html>

- Plan and Matrices
- Needs Assessment
- Literacy toolkit
- Other resources
  - brochures
  - literacy learning targets
  - resource guide, etc.





## Activity: Literacy Action Planning

### LITERACY ACTION PLANNING: MOVING FORWARD AS A TEAM

#### Introduction

The purpose of this activity is to

- Identify structures that need to be put in place to support your community literacy action planning efforts.
- Describe potential challenges that may arise and plan for how the team can address those challenges.
- Identify 3 concrete steps your team can take immediately to begin the action planning process.
- Share the results of your discussion with another team .

#### Time

30 minutes



## WRAP UP AND NEXT STEPS





## What Happens Next?

- State Level Support
- Establishing Meetings
- Session Feedback



**QUESTIONS?**





## To Get More Information:

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Community Literacy Team  
Kick-Off Meeting

