

# Reading Matters

## Sacramento Third Grade Reading Campaign



© Phil Kampel Photography

# Reading Matters

## Sacramento Third Grade Reading Campaign

### Timeline

- State of City Address: January 20, 2011
- Casey Foundation National Meeting: February 27-28, 2011
- First Stakeholder Meeting: March 1, 2011
- Second Stakeholder Meeting: March 17<sup>th</sup>
- Press Conference on Launch: March 22<sup>nd</sup>
- Launch: March 23<sup>rd</sup>, 2011 at Guild Theater
- Third Stakeholder Meeting: April 29, 2011
- Fourth Stakeholder Meeting: May 23, 2011
- Fifth Stakeholder Meeting: June 28, 2011
- July, August Stakeholder Meetings: TBD
- Kickoff: August 24, 2011

**Reading Matters**  
**Sacramento Third Grade Reading Campaign**

## **Casey Foundation**

- The Campaign for Grade Level Reading
- EARLY WARNING! Why Reading by the End of Third Grade Matters Report
- Washington DC, National Context

**Reading Matters**  
**Sacramento Third Grade Reading Campaign**

# **The Urgent Need: Three Factors of the Third Grade Reading Campaign**

- Close the gap in reading achievement
- Raise the bar for reading proficiency
- Ensure all children have an equitable opportunity to reach those high standards

**Reading Matters**  
**Sacramento Third Grade Reading Campaign**

# **The Urgent Need: Why Third Grade Reading Matters**

- 3<sup>rd</sup> grade is a pivotal point in student learning
- Students transition from “learning to read” to “reading to learn”
- Falling short of this milestone has significant consequences
  - Students drop out of high school
  - Those that do graduate are not prepared for college, careers or service

# Sacramento Third Grade Reading Campaign

## READING MATTERS

### The Urgent Need: Statistics

- In the US, only **33%** of 3<sup>rd</sup> graders are reading proficiently
- In California, only **44%** of 3<sup>rd</sup> graders are reading at grade level
- **74%** of students who are behind at the end of 3<sup>rd</sup> grade never catch up

Sacramento Third Grade Reading Campaign  
**READING MATTERS**

# The Urgent Need in Sacramento



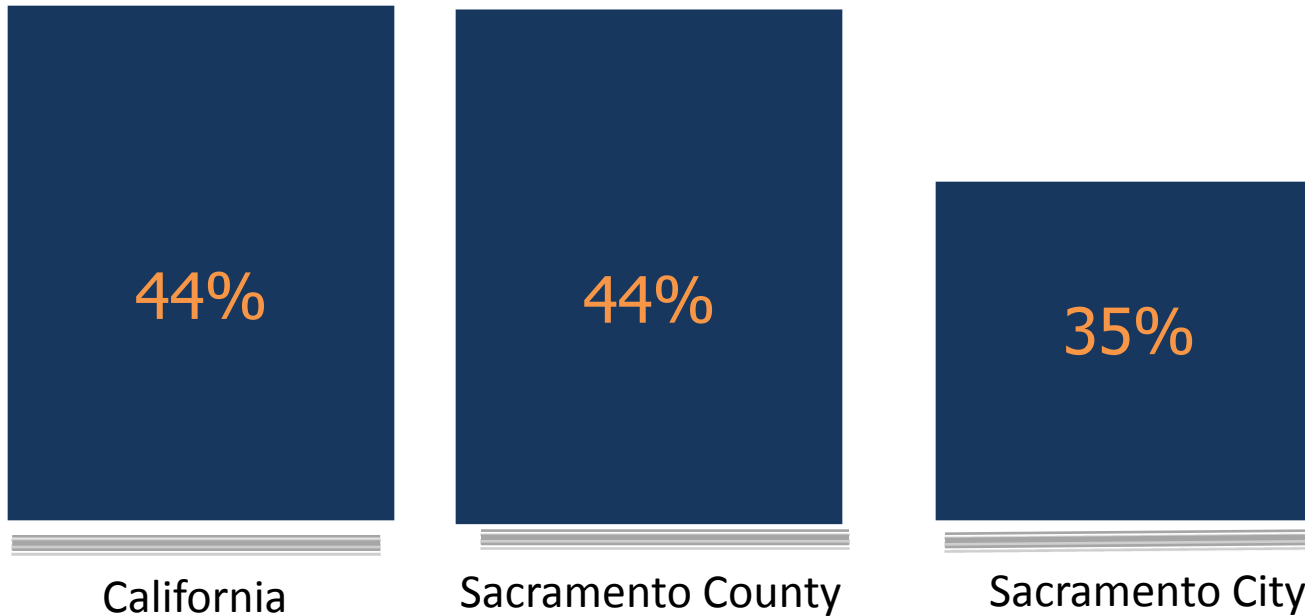
# Sacramento Third Grade Reading Campaign

## READING MATTERS

### STATE•COUNTY•DISTRICT Proficiency Rates

#### 3<sup>rd</sup> Grade Reading

- California = 44% on grade level
- Sacramento County = 44% on grade level
- Sacramento City = 35% on grade level



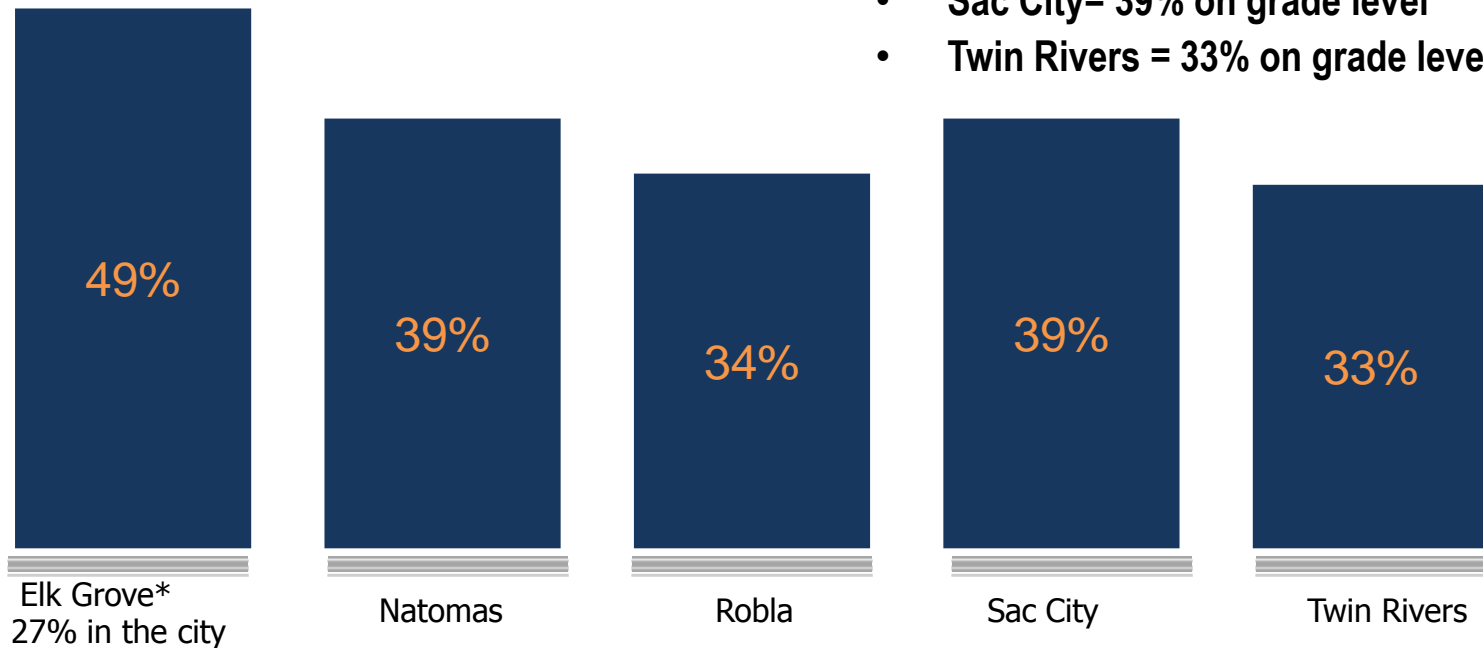
# Sacramento Third Grade Reading Campaign

## READING MATTERS

### Sacramento School Districts Proficiency Rates

#### 3rd Grade Reading

- Elk Grove = 49% on grade level
- Natomas = 39% on grade level
- Robla = 34% on grade level
- Sac City= 39% on grade level
- Twin Rivers = 33% on grade level



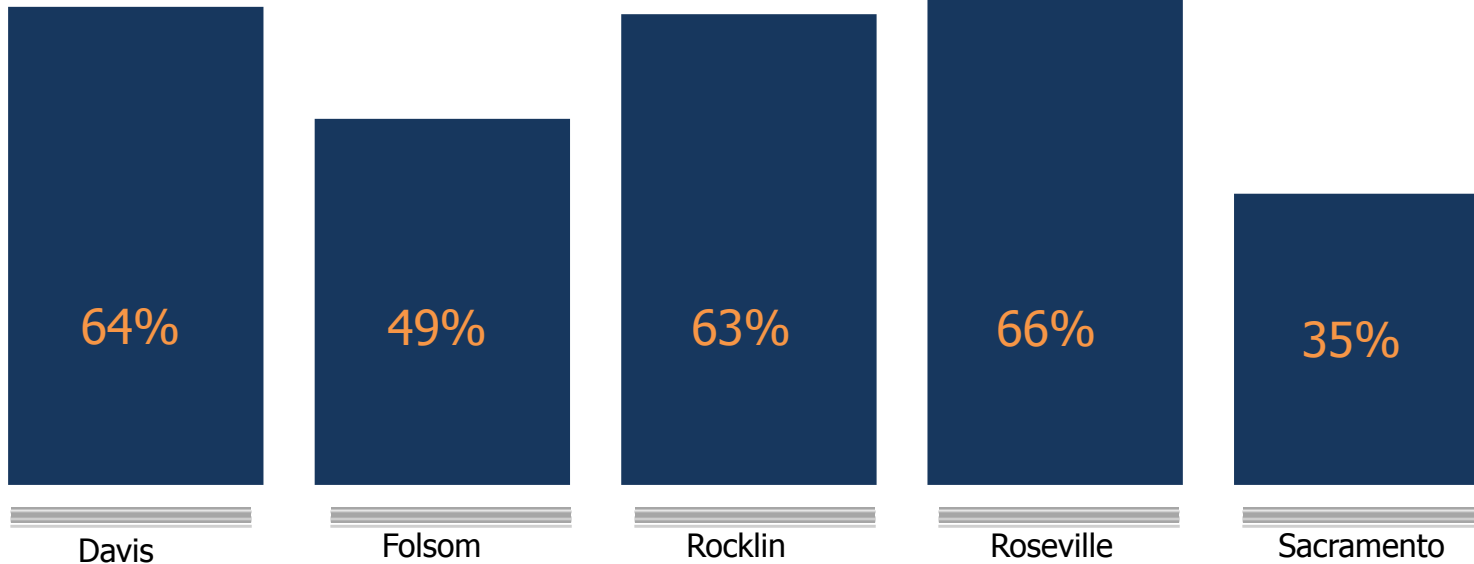
# Sacramento Third Grade Reading Campaign

## READING MATTERS

### Regional City Comparison Proficiency Rates

#### 3rd Grade Reading

- Davis = 64% on grade level
- Folsom = 49% on grade level
- Rocklin = 63% on grade level
- Roseville = 66% on grade level
- Sacramento = 35% on grade level



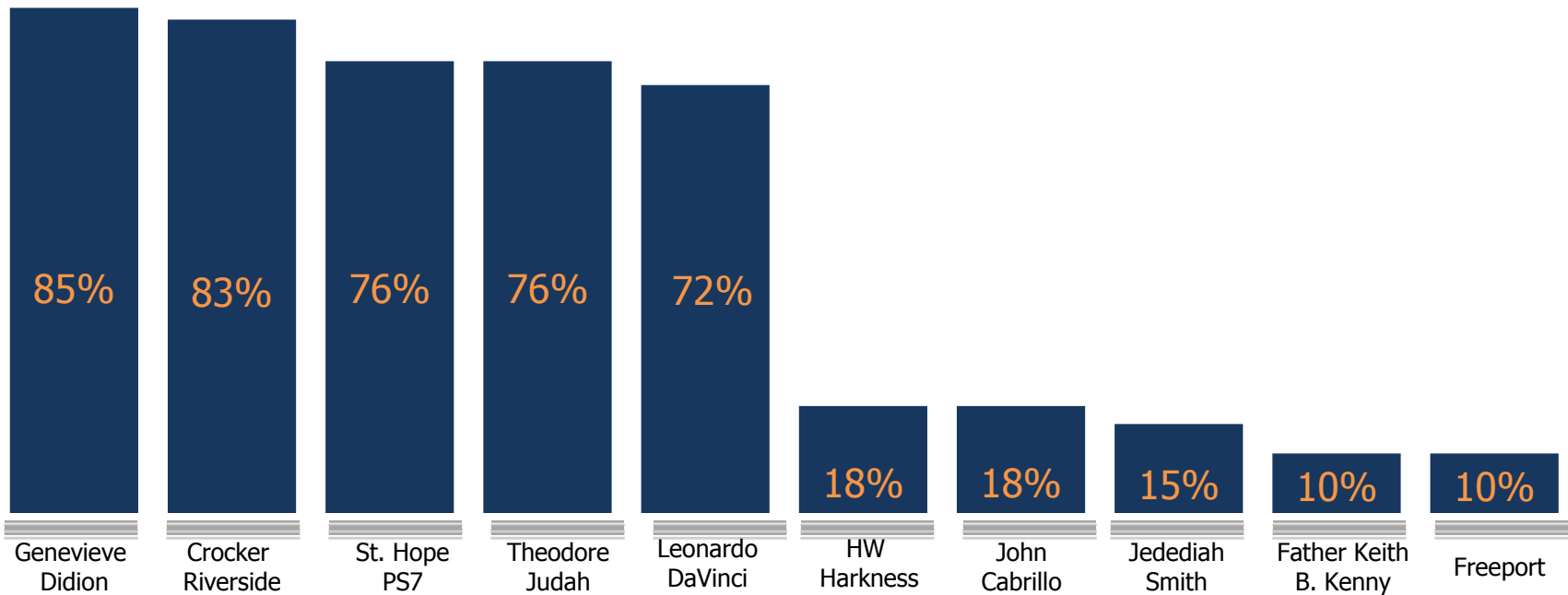
# Sacramento Third Grade Reading Campaign

## READING MATTERS

### SCUSD Schools Comparison Proficiency Rates

#### 3rd Grade Reading

- 5 Top Tier Schools
- 5 Bottom Tier Schools



# Sacramento Third Grade Reading Campaign

## READING MATTERS

### A Decade's Goals

- Grade-level reading by the end of third grade will have become an explicit priority
- Make Sacramento the first city in the country where *ALL 3<sup>rd</sup> graders* are reading at grade level
- More public, private, and philanthropic resources for children from birth through third grade.

**Sacramento Third Grade Reading Campaign**  
**READING MATTERS**

## **Two Essential Elements in Student Outcomes**

- Ensuring quality teaching in every classroom
- Strong leadership, culture and support to ensure success

# Sacramento Third Grade Reading Campaign

## READING MATTERS

### Three Challenge Areas to Address in the Short Term

- **School Readiness-** too many children are showing up for school not ready for what school has to offer
- **School Attendance-** too many children are missing too many days of school and too much instructional time
- **Summer Learning-** too many children losing too much ground academically during the summer months

Sacramento Third Grade Reading Campaign  
**READING MATTERS**

## The Time Is Right

- Opportunity to establish a birth-to-third grade continuum
- Growing sense of urgency
- Movement for reform is accelerating

# Sacramento Third Grade Reading Campaign

## READING MATTERS

### What the Campaign Will Do

- Mobilize Broad Based Support
  - Sector leading organizations
  - National/local citizen volunteers
  - Parents and schools
  - Early childhood groups
  - Reading support organizations
- Mobilize proven policy reform and sustain effective practice
- Steer more philanthropy money towards the Third Grade Reading Campaign
- Accelerate proof points
- Target highest need students and schools
- Focus on outcomes

Sacramento Third Grade Reading Campaign  
**READING MATTERS**

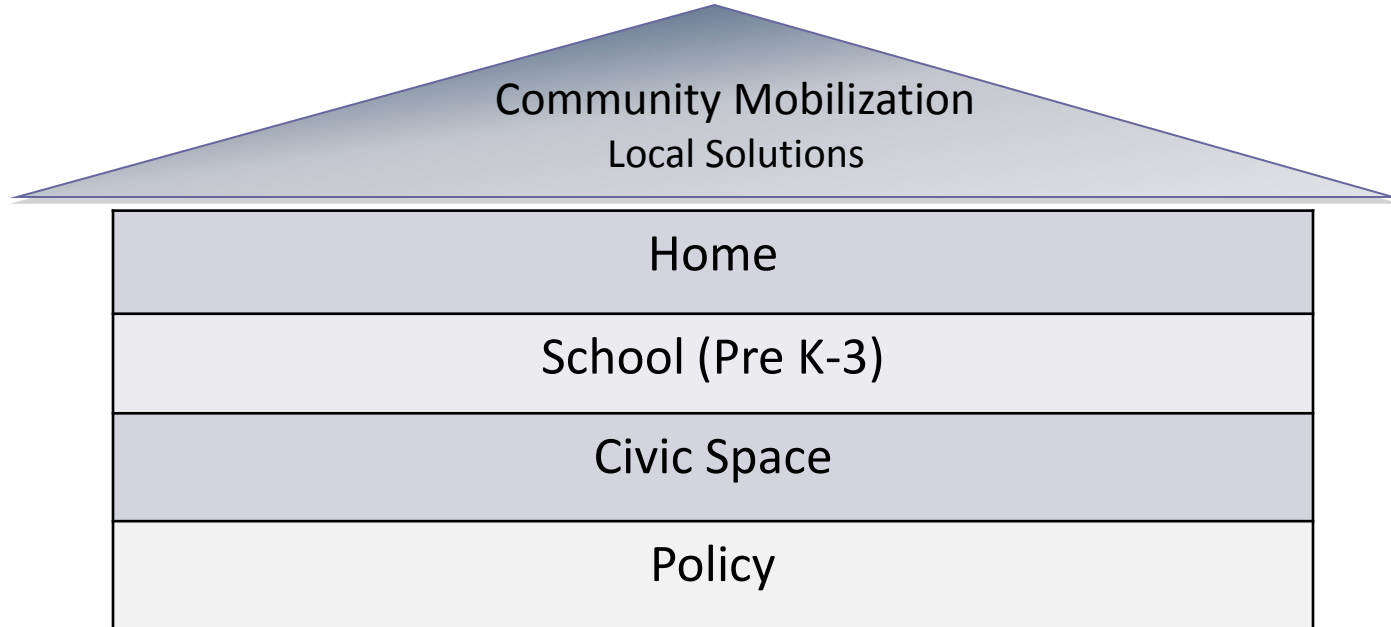
## The Four Arenas

- **Home-** safe, healthy and stimulating environment for children
- **School-** leadership, culture, climate and support for teachers
- **Civic Space** - broad based community engagement
- **Policy-** Align and integrate birth to 3<sup>rd</sup> grade system of services

# Sacramento Third Grade Reading Campaign

## READING MATTERS

### The Campaign Model



**Sacramento Third Grade Reading Campaign**  
**READING MATTERS**

# What You Can Do

## Give TIME and RESOURCES

<b>Volunteer</b>	<b>Donate</b>
Tutor	Dollars
Mentor	Proven Program
Adopt A School	Employees' Time
Children's Story Time	Books