

CAMPAIGN LEADERSHIP

Pivoting from Planning to Performing

WEBINAR #1 | OCTOBER 2012

2013: Two Big Challenges

- **Fulfillment** – Living up to high hopes and expectations (yours and ours)
- **Execution** – Pivoting from planning to performing

**Webinar
Agenda**

- How is the Network Communities Support Center responding to the “fulfillment” challenge for all 124 Network members?
- What tools can we share and/or develop to help your community respond to the “execution” challenge?

3



Goal of the Campaign

By 2020, a dozen states or more will increase by at least 100 percent the number of children from low-income families reading proficiently at the end of third grade.

5

The Campaign for Grade-Level Reading

The Campaign for Grade-Level Reading focuses on the most important predictor of school success and high school graduation—grade-level reading by the end of third grade.

Schools cannot succeed alone. The academic success of children from low-income families will require engaged communities mobilized to remove barriers, expand opportunities, and assist parents to serve as full partners in the success of their children.

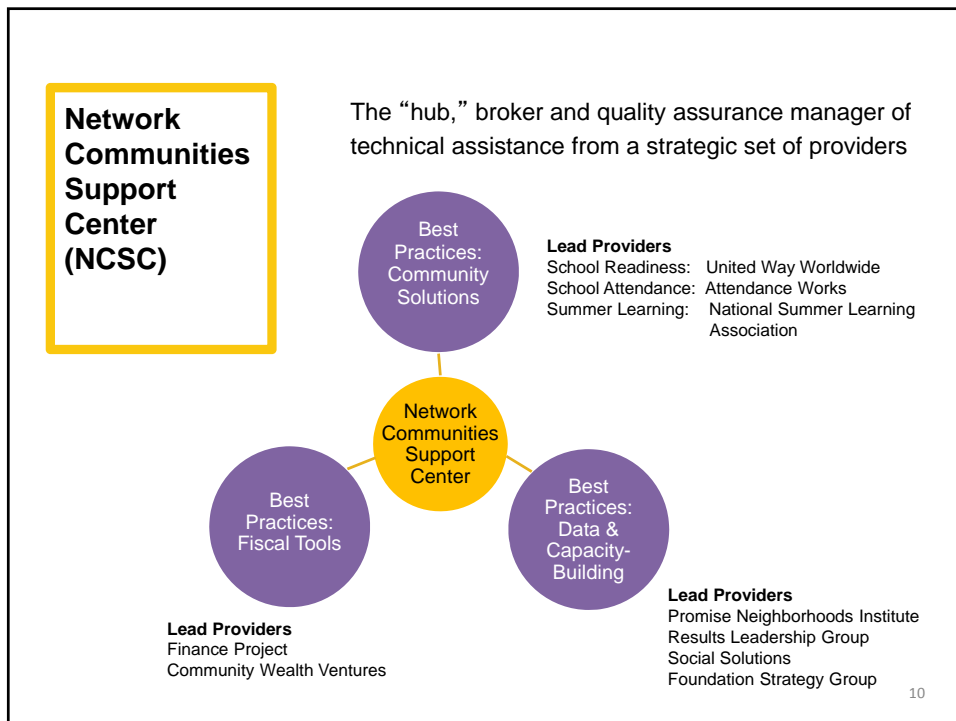
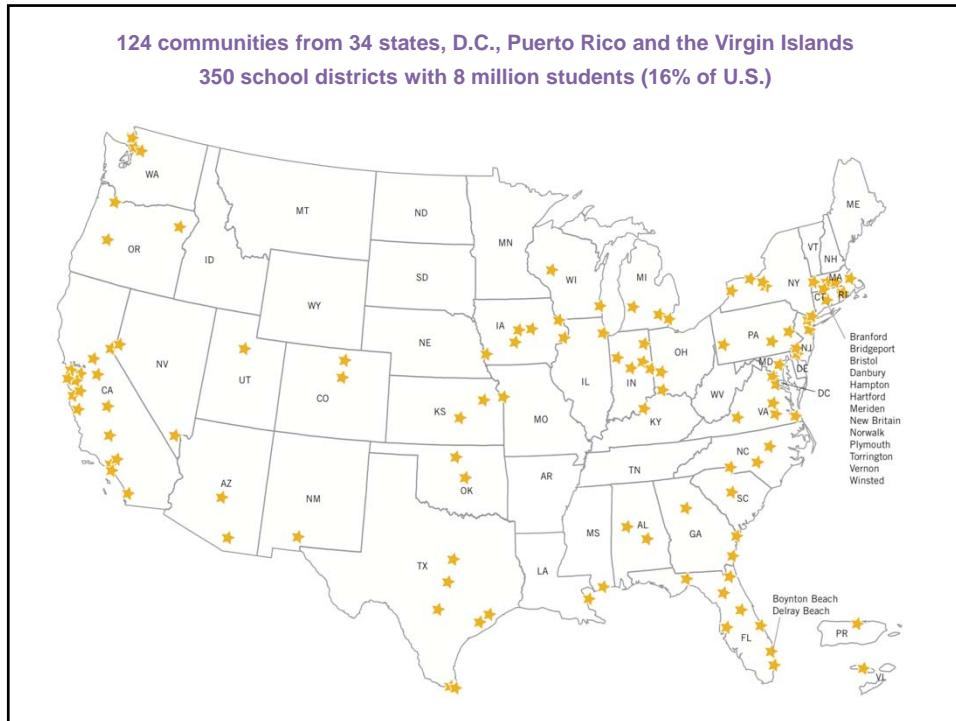
The Campaign for Grade-Level Reading

The Campaign for Grade-Level Reading initially is focusing on three challenges to reading success that are amenable to community solutions:

- **The Readiness Gap:** Too many children from low-income families begin school already far behind.
- **The Attendance Gap (Chronic Absence):** Too many children from low-income families miss too many days of school.
- **The Summer Slide (Summer Learning Loss):** Too many children lose ground over the summer months.

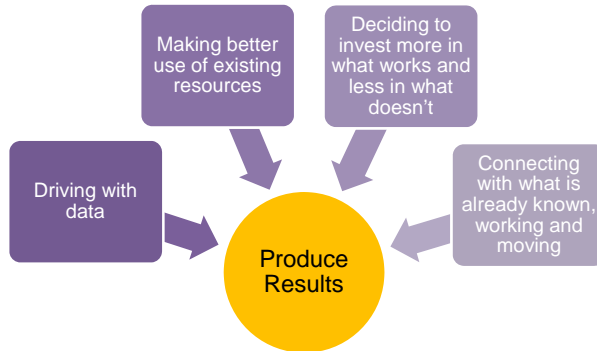
Network Communities Support Center

The arm of the Campaign organized to help GLR communities develop, implement and sustain solutions



Network Communities Support Center (NCSC)

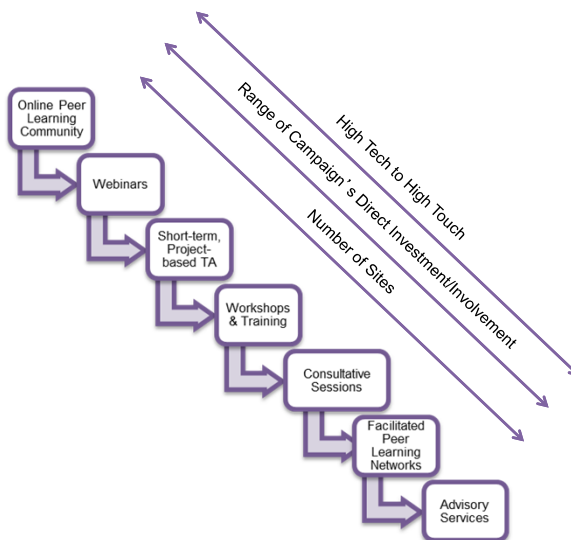
The "hub," broker and quality assurance manager of technical assistance that supports communities in producing results



11

Network Communities Support Center (NCSC)

Continuum of Technical Assistance & Support



12



Questions & Discussion

- How should we prioritize and respond to specific opportunities offered by the Campaign?
- Why and when should we engage in revising our CSAP?
- What is the status of the Replicating and Scaling Success Initiative of 2013 and FunderList?
- How should we measure progress and success by 2014 and 2016?
- Others



**Self-
Assessment
Tool**

- Aligned with the six CSAP assurances
- Designed to re-engage your sponsoring coalitions
- Informed by initial data gathering and analysis of CSAPs
- Created collaboratively by the Network

Next Steps

Upcoming Campaign Leadership webinars:

- Wed, Nov 28, 2012 3:00 PM - 4:00 PM ET
- Wed, Dec 19, 2012 1:00 PM - 2:00 PM ET