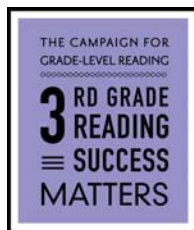


CAMPAIGN LEADERSHIP

WEBINAR #3 | CAMPAIGN LEADERSHIP | DECEMBER 19, 2012



CONSTITUENCY BUILDING

Teachers and Principals

WEBINAR #3 | CONSTITUENCY BUILDING | OCTOBER 24, 2012

**Network
Communities
Support
Center**



Susanne Sparks
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Agenda

- Looking Back
- January Webinars
- CSAP Database
- Communications
 - 2013 Reading Holidays
 - Videos
- Q&A

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Q&A

- Submit thoughts, questions, and comments into Question box as we go.
- To join the conversation, you must be connected to the audio via phone.
- Indicate you would like to make a comment on air via the Question box.
- Will integrate questions throughout and will have sufficient time allotted at the end.

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Network Communities Support Center

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

Fall 2012

- 36 Webinars across 9 strands:
 - Driving with Data
 - Finance & Sustainability
 - Campaign Leadership
 - Constituency Engagement
 - School Readiness
 - Healthy Readers
 - Summer Learning
 - Parent & Family Engagement
 - School Attendance
- Totaling 2,151 minutes

Webinar Series Conclude in January

- Wednesday, January 9 at 1 p.m. ET
Driving with Data
- Thursday, January 10 at 1 p.m. ET
Constituency Engagement: Faith-Based and Service Organizations
-
- Wednesday, January 16 at 1 p.m. ET
Summer Learning: Policy and Funding
- Thursday, January 17 at 1 p.m. ET
School Readiness: Public Engagement
-
- Thursday, January 24 at 1 p.m.
Parent and Family Engagement: Technology

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Campaign Leadership Webinars

- Will happen once a month.
- Currently working on booking high-level speakers from the public sector for the January, February, and March webinars.
- Webinar dates will be selected based on speaker availability. This means the date and time of each month's webinar will vary.

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**CSAP
Database**

- Search for communities doing work similar to yours or engaged in the types of activities you would like to learn more about.

**Network
Communities
Support
Center**



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**Holidays to
Read By**

holidays to read by

The Campaign for
**GRADE-LEVEL
READING**



- JANUARY** National Mentoring Month – January 1–31
- FEBRUARY** African American Read-In Day – February 1
Children's Authors and Illustrators Week – February 4–8
- MARCH** Read Across America on Dr. Seuss's Birthday – March 4
National Grammar Day – March 4
World Read Aloud Day – March 7
- APRIL** Library Week – April 7–13
National Drop Everything and Read Day – April 12
Reading Is Fun Week – April 21–27
- MAY** National Free Comic Book Day – May 4
National Children's Book Week – May 7
National Teacher's Day – May 8
Mother's Day – Read to Me Mommy Day – May 12
Limerick Day – May 12
- JUNE** Father's Day – Read to Me Daddy Day – June 16
National Summer Learning Day – June 21
- SEPTEMBER** National Library Card Sign-Up Month – September 1–30
International Literacy Day – September 8
Adult and Family Literacy Week – September 8–14
- OCTOBER** World Teacher Day – October 5
Dictionary Day – October 16
Black Poetry Day – October 17
- NOVEMBER** National Family Literacy Day – November 1
National Young Readers Day – November 12
American Education Week – November 13–19
- DECEMBER** National Letter Writing Day – December 7

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How to Upload to the GLR YouTube Channel

1. Go to www.youtube.com
2. Login with the username: CampaignforGradeLevelReading@gmail.com and password: Reading2014
3. Click on "Upload" at the top center of the screen
4. In the center of the screen, select "Select files to upload."
5. Choose the video files from your computer to upload.

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The screenshot shows the YouTube upload page. At the top, there is a search bar, an "Upload" button, and a user profile icon for "GradeLevelReading". Below the navigation bar, there is a blue banner with the text "Monetize your videos and grow your audience. Become a YouTube Partner today!" and a "Get started" button. The main content area is titled "Upload video files" and features a large white box with a gray upload icon and the text "Select files to upload" and "Or drag and drop video files". To the right of the main area, there are several options for creating videos: "Webcam capture" with a "Record" button, "Photo slideshow" with a "Create" button, and "Google+ hangout" with a "Broadcast" button. Below these options, there is a "Help and Suggestions" section with links for "Uploading Help", "Encoding Help", and "Direct Mobile Uploads". A "Tip" section states "You can upload multiple files at once. Learn how". At the bottom, there is an "Activity Sharing" section with "Orkut", "Twitter", and "Facebook" options, each with a "Connect" button. At the very bottom, there is a small text link: "Important: You must own the copyright or have the necessary rights for any content you upload. Learn more".


How to Download Videos from the GLR YouTube Channel

1. Go to www.youtube.com
2. Login with the username: CampaignforGradeLevelReading@gmail.com and password: Reading2014
3. In the upper right corner of the screen by the icon of the person, click the arrow to reveal a drop-down menu.
4. Click on "video manager."
5. Locate the video you would like to download. Select the arrow next to the video's "Edit" button to reveal a drop down menu.
6. Select "Download mp4" to download the video.
7. In the box or bar that pops up, select "Open" to open the video once it is downloaded, or select "Save" to save the video to your computer or a hard drive.

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The screenshot shows the YouTube Video Manager interface. The top navigation bar includes "Video Manager", "Video Editor", "Subscriptions", "Analytics", "Inbox", and "Settings". The main content area is titled "Uploads" and shows a list of videos. An "Edit" dropdown menu is open for the first video, showing options: "Info and Settings", "Enhancements", "Audio", "Annotations", "Captions", "Download MP4", and "Promote".

Video Title	Duration	Upload Date	Actions	Views	Likes	Comments
GLR Denver: Worcester, MA	4:54	November 21, 2012 2:11 PM	Download, Checkmark	3	0	0
GLR Denver: ...ounty, OR	3:38		Download, Checkmark	3	0	0
GLR Denver: Coalition, TX	7:19		Download, Checkmark	3	0	0
GLR Denver: Tahoe/Truckee, CA	5:10	November 21, 2012 1:55 PM	Download, Checkmark	3	0	0
GLR Denver: Springfield, MA	6:45	November 21, 2012 1:50 PM	Download, Checkmark	2	0	0
GLR Denver: Southern Pines, NC			Download, Checkmark	2	0	0



The screenshot shows the Vimeo website interface. At the top, there is a navigation bar with the Vimeo logo, a 'Join' button, and links for 'Log In', 'Create', 'Watch', and 'Upload'. A search bar is located on the right. The main content area features a video player with a white line-art drawing of a person pushing a bicycle on a dark background. Below the video player, the video title is 'United Way- Statistics' from the 'Campaign for Grade-Level Reading' channel, posted '1 hour ago'. The video player includes a progress bar showing '04:17' and a 'Switch to HTML5 Player' option.

**Network
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Questions & Discussion

- What techniques has your community successfully used for public outreach and engagement?
- Are there topics you would like to discuss in future Campaign Leadership webinars?
- Other comments or questions? The floor is yours.

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Next Steps

**Have a happy and restful
holiday season!**