

# Sparking Literacy



TOPLINE NEWS FROM READ TO ME PROJECT

MARCH 2022

## MESSAGE FROM THE BOARD OF DIRECTORS

The search for a new executive director is well underway. A task force of volunteers is considering applications from the most viable candidates and is conducting initial interviews. The team includes a community leader and long-time RtMP funder, two board members, and a strategic planning consultant with vast experience creating organizational value in various business arenas including education.

Please share this job opportunity with anyone you know with the required experience, a passion for literacy, and who may be interested in leading the Read to Me Project to an expansive future.

Go to [We are Hiring](#) to find details and the job description. Send cover letter and resume to: [recruitment@readtomeproject.org](mailto:recruitment@readtomeproject.org)

## TURNING THE CORNER ON THE SCHOOL YEAR

Mid-year update

### Core Program

Children are back in their classrooms and RtMP staff has permission from schools to return to pre-pandemic program implementation. This means coaching sessions with students are once again taking place in person. However, if health safety protocols change, staff will return to online logistics at a moment's notice.



This year:

- 2,904 students and little ones are participating in the program.
- 5 program coordinators are working with 84 classes and up to 500 students each!
- 889 little ones ages 6 months to 5-years-old are being read to at home by their older sibling.
- 6,720 books are in use by the students.
- 3,000 books were given to the students as gifts during the 2021 Holiday Book Drive.



*My little sister wants me to read the book a lot of times and then when I say I don't want to anymore, she gives the book to my mom for her to read it. My mom is learning new English words just like my sister.*

Parent Education

An exciting aspect of this year's program expansion is regarding Proyecto Léeme, "La Clave de Oportunidades Infinitas", (Read to Me Project, "The Key to Infinite Opportunities) which is taking place through a new collaboration with King City Union School District and continued collaborations with Greenfield Unified School District, Door to Hope, Parents as Teachers, and the South Monterey County Joint Union High School District.

Parents are learning that they are their baby's first teacher and that they hold the key for building language and vocabulary knowledge during the most important first 5 years of their child's life. The program explains the easy ways to develop early literacy skills during day-to-day family interactions. Also, Monterey County Free Libraries' Librarian II, Literacy and Volunteer Services Manager is co-presenting RtMP's parent education segment on the safe, accessible, and easy use of a library. Attendees are encouraged to take advantage of the free library services available to their families.

### Goal Updates

- 50% of student participants will read to their little ones 80 or more days during the school year. Measured by student reading log records. UPDATE: While over 50% of our classrooms are checking out books on a near weekly basis, we would like to improve that rate to at least 70%. Students are reading to the little ones on average, 3 days a week. We are working to bring that up to 4 days a week per student. Final reporting will become available in July.
- Scale Proyecto Léeme, "La Clave de Oportunidades Infinitas" adult and teen parent education programs by 100% over 2020/21. Measured by year-over-year attendance comparisons, last year attendance totaled 431. To-date that total is 214. This represents 25% of the goal. Additional adult parent education sessions are scheduled through spring in King City and Greenfield. The teen parent education classes are continuing in the South Monterey County Joint Union High School District.
- 80% of all parents attending a Proyecto Léeme parent education session will rate the content as useful or very useful. Measured by exit surveys. UPDATE: This goal has been exceeded. To-date, 100% of parent attendees have rated the content as very useful.

## MORE NEWS

**Outstanding! \$63,096.91** is the total raised and matched through the 2021 Monterey County Gives! Campaign. **Thank you donors.** You are true advocates of children in low-literate families.

Of special note to the MC Gives! Campaign partners: Monterey County Weekly, Community Foundation for Monterey County, Monterey Peninsula Foundation, the David & Lucille Packard Foundation, Neumeier Poma, Cannery Row Company, Colburn and Alana Jones Foundation at the CFMC, and Posey Family Foundation. **Thank you all for bringing the community together for the greatest good of so many in need and for your extraordinary generosity.**

**We couldn't be more honored by Maezy and Ruby Browning** who selected Read to Me Project to be their special bat mitzvah project. They have organized and are managing a drive to collect books to give to Read to Me Project students. **Thank you girls and congratulations!**

**Expanding the Board of Directors.** The Read to Me Project Board of Directors is seeking an individual who is passionate about the importance of early literacy with expertise in fundraising and marketing to join them on the board. A volunteer opportunity. For information or to express interest please email: [recruitment@readtomeproject.org](mailto:recruitment@readtomeproject.org)

Yes, I support early literacy



Website

