



Community innovation to mobilize Minnesota's social capital so every child is wired to read proficiently

Organizational structure:

Minnesota's Rally to Read is a newly incorporated IRS 501 (c) (3) certified nonprofit organization in the State of Minnesota.

Mobilize multi-sector community literacy coalitions to collaborate to accelerate impact:

Minnesota's Rally to Read is aligned and collaborates with the mission and goals of numerous early childhood brain and literacy development organizations. MN Rally to Read's Community Innovation Action Planning is designed to accelerate impact of current initiatives with a relentless focus on results and a "fierce urgency of now."

Statewide Strategy:

MN Rally to Read builds on grassroots and statewide collaborates with multi-sector partnerships, advocacy groups and organizations that have committed themselves to advancing early childhood brain development and literacy skill development such as: MN Literacy Coalition, Reach out and Read, Think Small, Little Moments Count, Doctors for Early Childhood, MNAFEE (MN Association for Family and Early Education), MN Character Council. We avoid duplication of efforts and build on existing programs that have a proven track record of delivering results that benefit children.

We map the statewide ecosystem of resource partners including: early child education programs, Early Child and Family Education and Special Education programs (ECFE), ECSE, Early Childhood Screening, medical professionals, pediatricians, doulas, public health nurses, faith communities, literacy programs, tutoring programs. Each MN Rally to Read Community creates an ecosystem map to reflect how state-wide partners are accessed in their region and to map additional unique community assets and partners.

State Supported Local Grass-Roots Solutions:

The MN Rally to Read Community Innovation Action Planning will be coordinated, resourced, and led by its board of directors and strategic partners who will:

- Champion the BHAG (Big Hairy Audacious Goal).
- Determine benchmarks for achieving the goal.
- Fund MN Rally to Read to assure adequate resources for success.
- Implement a targeted universalism strategy to emphasize the children that need it the most.
- Assure that all elements of the MN Rally to Read are grounded in empirical research informed by the science of reading, neuroscience, brain development, early childhood development, school readiness, crime patterns, juvenile detention and workplace readiness.
- Engage teachers and early childhood educators and practitioners in the community to identify effective community support for their work.
- Provide education on empirical research to inform Community Literacy Coalitions.
- Design MN Rally to Read to foster grass-roots community grown solutions.
- Allow Community Literacy Coalitions to self-establish according to criteria that matters most to them what they believe will produce the best results for their community. (*Identifying criteria could include: geography, school district boundaries, racial/ethnic/affinity criteria etc.*)



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Grass-Roots Community Literacy Coalitions:

Multi-sector community coalitions will be established to mobilize local community support and establish grassroots strategies to achieve the BHAG. Community Literacy Coalitions branded as "Rally to Read" will be guided by a facilitated Community Innovation Process that examines the need within the community, increases collective understanding of the issue, generates ideas, tests and implements solutions, and monitors progress to achieve results. Local facilitators will be trained to conduct the Community Innovation Forums so the leadership for initiatives are grounded in the grassroots of the community.

Data tracking benchmark dashboard:

A statewide dashboard of trend data to measure benchmarks of success will be created and local communities will gather the same set of data to measure their progress on achieving the goals.

Benchmarks:

- All children are wired to read by age 3, and
- Read proficiently at every grade level

Evaluation:

MN Rally to Read Community Literacy Coalitions will implement best practice strategies and will track data to evaluate the effectiveness of that strategy in contributing to the achievement of benchmark goals. Communities will monitor progress quarterly by evaluating dashboard data to determine if the strategy is providing an appropriate return on investment for achievement of benchmark success. Literacy Coalitions will adjust strategies and investments accordingly.

Sharing best practices:

Each Community Literacy Coalition will showcase best practice strategies that are demonstrating success in achieving progress in reaching benchmark goals with other Community Literacy Coalitions. Twice yearly MN Rally to Read communities will gather to share best practices.

Awards will be given to communities that are achieving the most progress in the shortest time reducing inequities.

Design and Fund the Campaign to Sustain Success:

A dedicated stream of funding will be secured from public, private and philanthropic sources to sustain the intensity needed to sustain local strategies to achieve their benchmark goals. The first year goal is to raise \$500,000.

An appropriations bill was introduced this legislative session in Minnesota's House of Representatives (HF 5349) and in Minnesota's Senate (SF 5402) requesting \$250,000 that requires matching private funds.

MN Rally to Read Community Innovation Launch Year 1 Funding Request:

Launch implementation **\$250,000**

- Statewide Community Innovation Design Facilitator and Director of Partnerships
- Staffing/Consulting/ or In-kind contributions from partner organizations to accomplish:
 - Training of local facilitators
 - Data Tracking, Benchmark Monitoring and Evaluation Director
 - Communications, marketing and promotions
 - Social Media promotion / website development
 - Revenue and Resource Capacity Enhancement Director
 - Event Planning



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- Fiscal agent fees
- The Community Reading Coalition launch fund will match the investment of a local Community Reading Coalition to cover the cost of facilitating the MN Rally to Read Community Innovation Forums and Action Plans. Community Reading Coalitions must have “skin in the game” and invest from community sources a minimum of 50% of expenses.
 - Facilitation (entails approximately 100 hours of time for the initial year of a MN Rally to Read Facilitator and depending on the local community needs 100–200 hours of local facilitators for action teams).
 - Meeting expenditures: food and beverages
 - Data tracking and benchmark dashboard monitoring
 - Evaluation
 - Action team meeting expenditures and facilitation

Estimated launch implementation infrastructure costs: \$250,000

Year 1 objectives:

Prototype MN Rally to Read Communities in a:

(Community currently launching MN Rally to Read is Monticello School District)

- Native Nation
- Suburb
- Regional metro area (e.g. St. Cloud/Rochester/Duluth)
- Urban neighborhood
- Small rural town
- New immigrant community
- English as a second language community
- Up to 5 communities that apply to participate

Compile effective, efficient and evidence based best practice models.

Develop data tracking and evaluation dashboard tracking system for community benchmarks.

Establish an evaluation plan.

Create a model for sharing and communicating best practices among MN Rally to Read Communities.

Map state ecosystems of early childhood programs and services, and literacy initiatives.

Community Innovation Incentive Fund: \$250,000

The Community Innovation Incentive Fund is available for Minnesota's Rally to Read Community Reading Coalitions to implement and launch best practice strategies. In addition to low cost/no cost strategies identified in their Community Innovation Forums this fund will serve as an incentive for investment of resources to accomplish the BHAG. This seed funding is available to launch best practice strategies that are Effective Efficient and Evidence based or have been deemed viable strategies that are worthy of prototyping. Examples of expenditures eligible for Community Innovation Funds include:



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- Books and other materials gifted to the families in support of reading in the home.
- Incorporating music and rhythm into early childhood pre-literacy programs or literacy education and interventions for children older than 3 years.
- Exploring ways to assure all children have a caring adult at the earliest age possible.
- Providing brain development education, information, training and resources to pregnant women, guardians of newborns, infants and toddlers in various interventions that parents and children have with the medical community, day care providers and other community resources.
- Establishing tutoring, mentoring, and coaching to children at any stage of development who are experiencing difficulties transitioning and adapting to educational environments such as pre-school, kindergarten, and each grade level and struggling with reading proficiency.
- Initiatives to strengthen guardian's capacity to optimize brain development and reading skills.

Total Innovation Launch Fund and Community Innovation Incentive Fund Request for Funding:
\$500,000