

OAKLAND LITERACY COALITION GENERAL MEETING

October 21, 2015





Guiding Question

How can the Oakland Literacy Coalition deepen opportunities for learning and support Oakland's literacy providers to achieve greater coordinated impact together?



PAIR SHARE

What does it mean to be a coalition? Why do it?



Our Mission

The mission of the Oakland Literacy Coalition is to increase the capacity of literacy providers to improve early learning outcomes in order to ensure that all Oakland children are reading at a proficient level by the end of third grade.

Milestones

- OLC launched in 2008, staffed by Rogers Family Foundation
- **Volunteer Training Series** launched in 2009
- **East Oakland Literacy Zones** pilots at Brookfield Elementary (2010-2012), Cox Academy and REACH Academy (2011-2013)
- Planning process for **Oakland Reads 2020** third grade reading campaign started October 2011 and Oakland joined national Campaign for Grade-Level Reading in March 2012
- Oakland Reads 2020 public launch in June 2013
- Oakland Reads 2020 community campaigns began in 2014-15

Combined Effort

Total number of OLC member organizations:	53
Number of students served in 2014-15:	18,639
Number of volunteers mobilized:	2,398
Hours of direct literacy support provided for students:	79,427
Nonprofit program operational budgets:	\$6,973,800



Looking Ahead

Stakeholder feedback reveals that OLC members are eager for increased opportunities to learn, collaborate, and advocate for Oakland as a literacy rich city.

OLC 2.0 offers:

- Robust continuous learning opportunities
- Member directed collaboration and partnership
- Community centered campaigns and advocacy



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Oakland Reads 2020

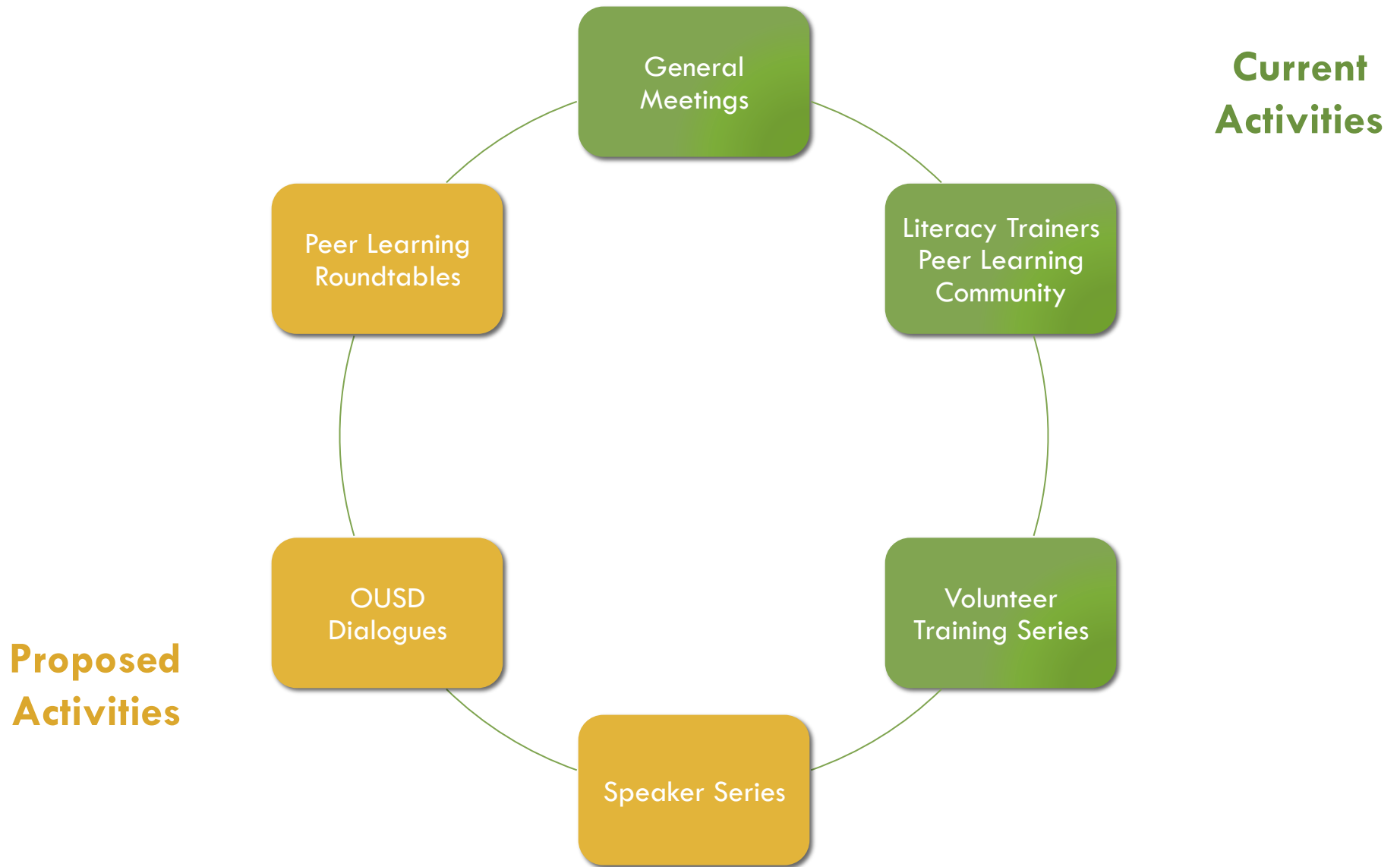
Awareness Building & Advocacy

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Continuous Learning Opportunities





New Opportunities for Continuous Learning

Speaker Series

Host talks with field/community experts and thought leaders while engaging broader audiences to learn and think critically about how our community supports literacy.

OUSD Dialogues

Facilitate conversations with OUSD leaders and leaders of literacy service providers to support two-way learning and identify opportunities for deeper alignment and coordination.

Peer Learning Roundtables:

Bring together staff in similar roles across different organizations (e.g. volunteer coordinators, site managers) to share resources, problem solve together, identify areas of shared interest and further learning.

Reflections

Focus on 1 of the 3 proposed forums for continuous learning (*Speaker Series, OUSD Dialogues, Peer Learning Roundtables*).

Consider the questions below and write your reflections on post-its and stick to chart paper on the wall.

- **Is it high or low impact/priority?**
- **What topics/issues/themes should it address?**
- **What questions would you want the group to explore?**
- **Who are the audiences it should engage?**



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Information Sharing Tools

Websites

www.oaklandliteracycoalition.org and www.oaklandreads.org

Member Directory

www.oaklandliteracycoalition.org/partners/profiles)

Maps

OLC Website: Homepage and Member Directory page

Volunteer Opportunities Database

www.oaklandliteracycoalition.org/volunteer/opportunities

Community Voices Blog

www.oaklandreads.org/blog

OLC List-Serve: Latest & Greatest From the OLC

Sign Up: www.tfaforms.com/384428



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Coalition Building

Support strong partnerships and facilitate alignment and coordination of literacy services.

- Networking
- Broadening the membership of the coalition
- Representing our shared interests and goals
- Connecting with larger systems and agencies

PAIR SHARE: Reactions? Where are the opportunities to do more?



What Will It Take?

Member ownership and leadership

Join a Committee:

- Speaker Series
- Networking

Closing Questions:

How do you want to participate?

Overall thoughts, reactions, questions?



Oakland Reads 2020

Oakland Reads 2020 is a citywide campaign to increase awareness, investment and action to support early literacy, with the goal that 85% of Oakland third grade students will read at or above grade-level by the year 2020.

INFORM

Build understanding of the importance of early literacy across the community and galvanize public will to support policy and investment for third grade reading.

ENGAGE

Create targeted opportunities for stakeholders and community members to take meaningful action to support early literacy.

CONNECT

Connect students and families with literacy resources that bridge learning across school and home and help make Oakland a literacy rich city.

Convening Survey

Over 90% agreed or strongly agreed that Community Campaigns:

- Should remain a core activity of Oakland Reads Effective way to build awareness and public support for early literacy
- Are an effective way to broaden the network and engage the community
- Are an effective way to increase access to resources and literacy rich environments for children and families

Over 90% agreed or strongly agreed that Oakland Reads should play a more active role in advocacy



Oakland Reads 2020 Strengths

- Coalition building
- Forum for networking, brainstorming, communication, and collaboration among network providers/members
- Clear focus
- Capacity building
- Awareness building
- Community campaigns

Oakland Context





Discussion

Does the strategy described here seem to serve the mission of Oakland Reads 2020?

What are additional spheres of influence for Oakland Reads 2020 to focus/engage?