It Only Takes a Minute

RRCNA Executive Director Jady Johnson

If you had to describe Reading Recovery to an influential school decision maker in just 1 minute, what would you say? How would you take best advantage of the opportunity?

RRCNA provides a variety of materials in the Members Only Resource Center to help you with messaging and increasing the visibility of Reading Recovery in your school, district, and community. So, I referenced the resources for outreach and came up with this:

“Reading Recovery is a short-term early intervention for first-grade students having difficulty with reading and writing. Students work one-to-one with a specially trained teacher in daily 30-minute lessons for only 12 to 20 weeks.

Reading Recovery works! Student achievement is accelerated, with measurable results in just weeks, not years.

Reading Recovery is a thoroughly researched and proven early literacy intervention. Data is collected on every student and our results have been consistent for decades. More than 70% of Reading Recovery students read at grade level after a full series of lessons.

We all know that the best investment for struggling students is knowledgeable teachers. Reading Recovery’s trademarked standards assure high-level teacher expertise for schools.

And, because of their deep understanding of literacy theory and practice, Reading Recovery-trained teachers become experts for their schools. By consulting with teacher and administrator colleagues and sharing their professional knowledge, the whole school benefits!”

Okay, I’ll be honest. It takes me a minute and 10 seconds to say that! But, you get the point.

What if you had the chance to do a presentation at a community meeting – Rotary, Kiwanis, your chamber of commerce? Or, maybe you have the opportunity to speak to your school board or a parent group. We have PowerPoint templates and tech notes just for you! You can use them as they are, or drop in information of your own.

You can download 4-page overview brochures on Reading Recovery, Descubriendo la Lectura, and Literacy Lessons; fact sheets that cover common questions, What Works Clearinghouse rankings, basic facts and figures; and case studies on successful implementations.

You’ll also find:

• “Dear Principal” letters on topics identified in the i3 final report
• Formatted enewsletters for administrators on a variety of topics
• Customizable note card, introduction letter, trifold brochure
• Professional photos for websites and print materials
• Short streaming videos on professional learning, RTI, and lesson progress; and interviews with administrators

How about reaching out to your state legislator or a member of Congress? View or download the 30-page Advocacy Guide with information and suggestions.

These messages and resources were developed in concert with school decision makers, Reading Recovery professionals, and marketing experts to help you tell YOUR Reading Recovery story. In the coming weeks, we’ll be adding more administrator videos both here and on the Reading Recovery Works site.

As always, we would love your ideas and suggestions for additional resources that would be useful. Let us know — we are here to support your work!