



## Let's Talk:

# Ending the Shameful Epidemic: Advancing Nationwide Equity Through Reformed Language and Literacy Ecosystems

October 15, 2019

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# Session Sparks



**Comer Yates**

Executive Director  
Atlanta Speech School



**Melissa Cole**

Executive Director  
Child Care Resource and Referral  
Savannah Technical College



**Cori Cain**

Director of Partnerships  
Rollins Center for Language & Literacy



**Jennifer Wolford**

Director of Strategy and Operations  
Rollins Center for Language & Literacy



Rollins Center  
*for Language & Literacy*  
A Program of the Atlanta Speech School

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# THE PROBLEM: THIS IS AMERICA



**ONLY 37% of our Nation's 4<sup>th</sup> graders read at or above proficiency**





# THIS IS ATLANTA

Who are proficient readers in fourth grade?

- 73% of Atlanta's white children
- 17% of African American children
- 19% of Hispanic children
- 15% of those eligible for free or reduced lunch

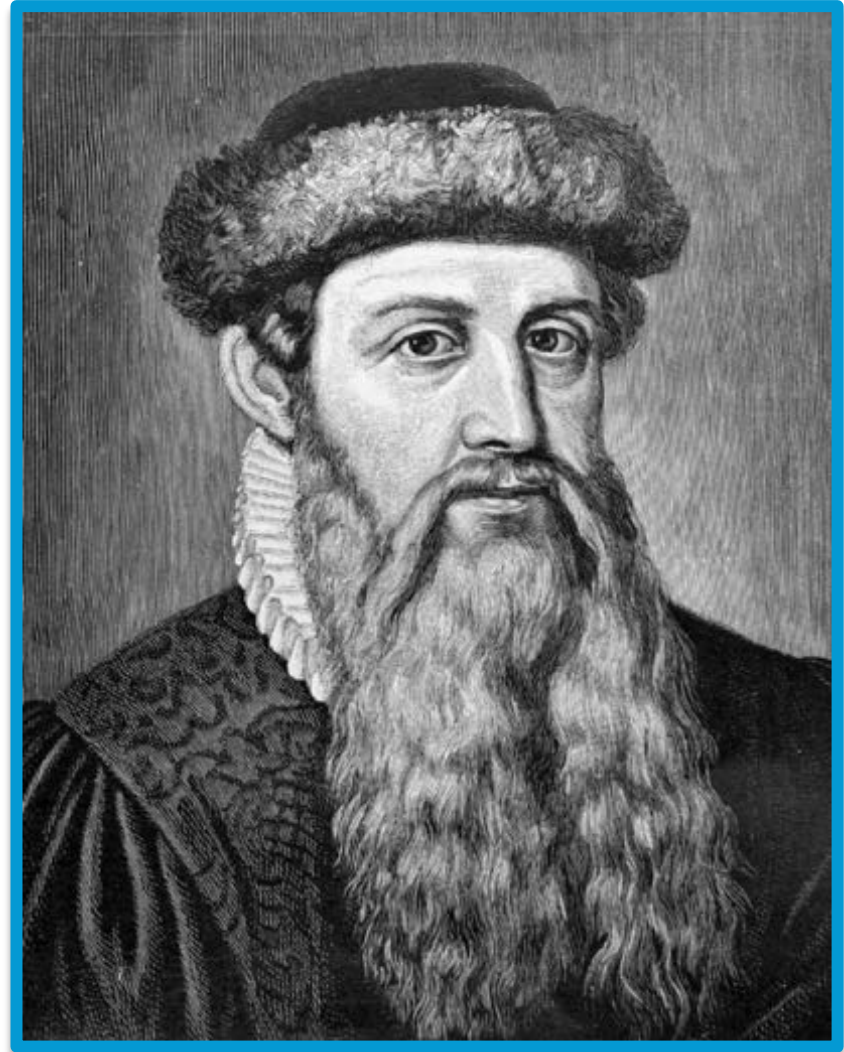
A child who cannot read is more likely to become an adult who cannot read and  
is not eligible for knowledge-based jobs  
is more likely to be unemployed  
is more likely to be incarcerated.

Illiteracy is a dangerous epidemic. And it affects some of our children disproportionately.

NAEP 2017 Reading Trial Urban District Snapshot Report

City / District	4th Grade Reading Proficiency				
	White	African American	Hispanic	Eligible for Free or Reduced Lunch	Not Eligible for Free or Reduced Lunch
Albuquerque	46	4	17	16	48
<b>Atlanta</b>	<b>73</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>69</b>
Austin	67	17	19	15	62
Baltimore	35	11	11	9	23
Boston	57	17	23	22	48
Charlotte- Mecklenburg	69	27	24	20	54
Chicago	58	16	24	19	61
Clark Co. (NV)	43	18	21	21	52
Cleveland	24	8	9	10	4
Dallas	4	10	15	13	4
Denver	59	16	15	14	54
Detroit	4	4	5	4	7
DC	78	18	20	16	68
Duval County	52	23	36	26	49
Fort Worth	49	13	15	14	40
Fresno	38	11	15	15	36
Guilford	58	23	28	22	52
Hillsborough	52	19	31	24	57
Houston	58	10	16	13	45
Jefferson	51	16	27	25	58
Los Angeles	51	13	16	17	35
Miami-Dade	64	29	43	34	63
Milwaukee	33	9	14	11	41
New York City	49	17	20	23	43
Philadelphia	44	9	9	10	37
San Diego	62	21	22	25	64
Shelby	45	11	21	11	26

BLAME ME.



# READING BRAIN CONSTRUCTION

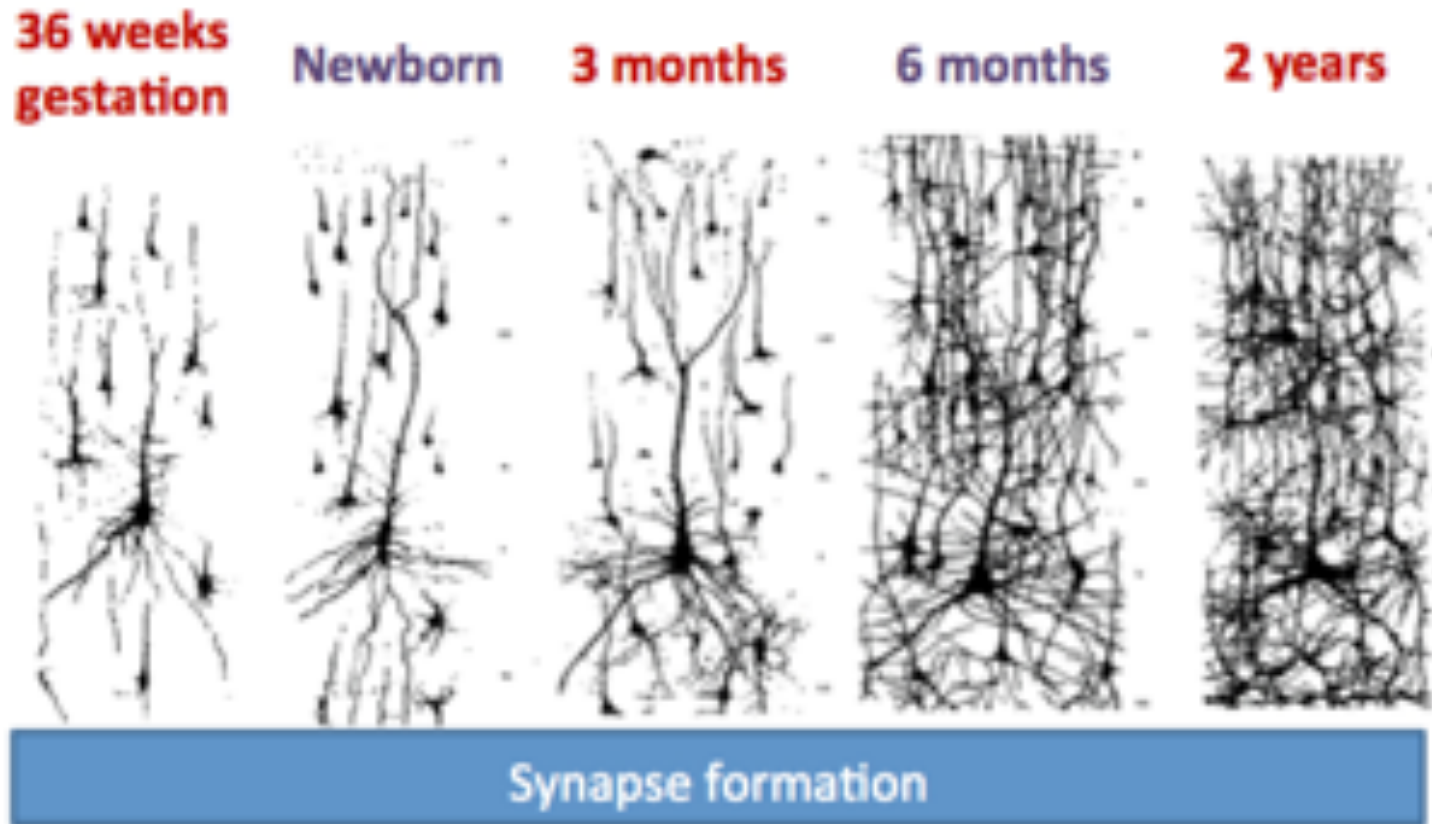
Reading is not a natural or automatic function of the brain.

Thanks to decades of neurological and biological research, we now know **circuits specific to reading must be built** in order for a child to read proficiently.



# READING BRAIN CONSTRUCTION: THE BEGINNING

“...circuits specific to reading must be built before a child can learn to read.” What does that look like?



At birth, an infant has 100 billion neurons, ready to form connections.

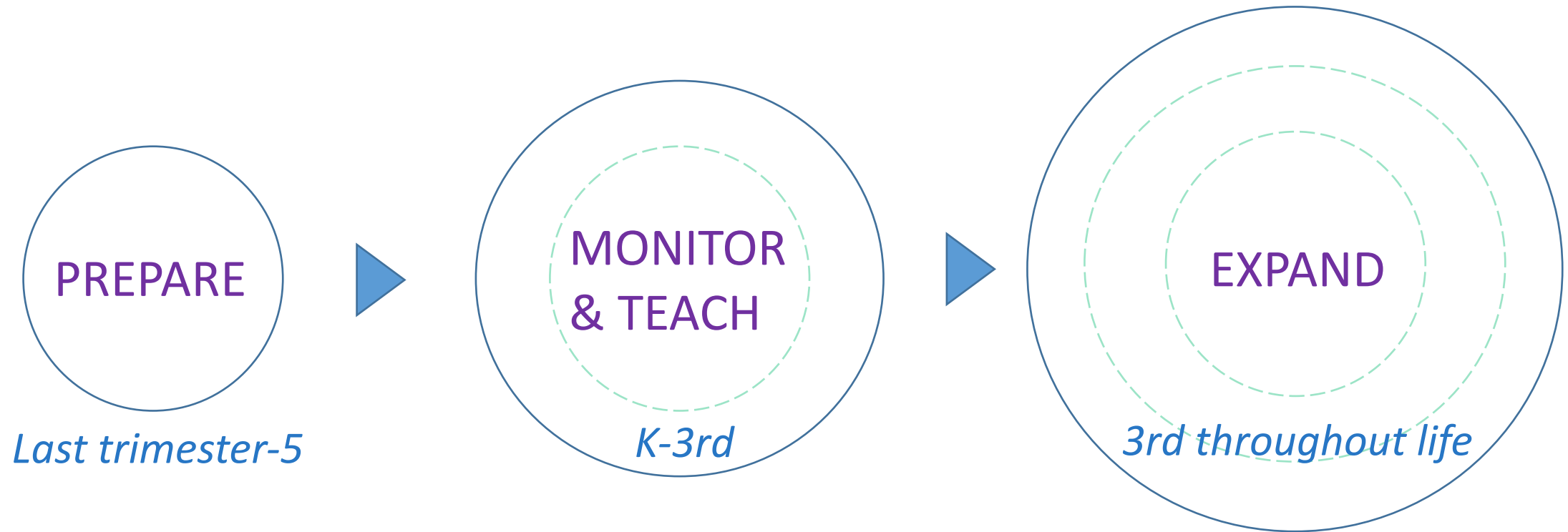
By 8 months old, there are 1000 trillion connections, or circuits.

An infant's interactions with responsive adults in his life give shape to these neural networks.

Throughout life, the brain remains plastic, pruning connections that are not used and making new connections.



# READING BRAIN CONSTRUCTION: A CONTINUUM



Science tells us that constructing reading brains requires the child follow a **specific developmental sequence**. Then, once the child learns to read, everything else they learn builds on that ability.

# READING BRAIN CONSTRUCTION: A CONTINUUM

During the PREPARATION phase, a child learns language, executive functions, critical thinking and empathy.

If one of these is missing, the child arrives at kindergarten already behind.

Our best teachers know how to fill in the gaps from within **ecosystems** where the whole school is committed to support the whole child.

The leaders' responsibilities in the education of each child begin with supporting an ecosystem that fuels the construction of the reading brain.

To eradicate illiteracy, leaders must provide teachers this capacity – in every ZIP code, for children of every race and every ethnicity.



*Last trimester-5*

# THE SOLUTION



**COX Campus**  
Read Right from the Start



**COX Campus**  
Read Right from the Start

**Cox Campus** is the prenatal through 3<sup>rd</sup> grade destination for educators, healthcare professionals, child facing agency staff and families everywhere to learn how to create and foster an ecosystem for constructing the brain for reading and learning as they serve children and their families.

Cox Campus supports, provides resources and gives a place for community while modeling practices so teachers can scale change while also doing what they know.

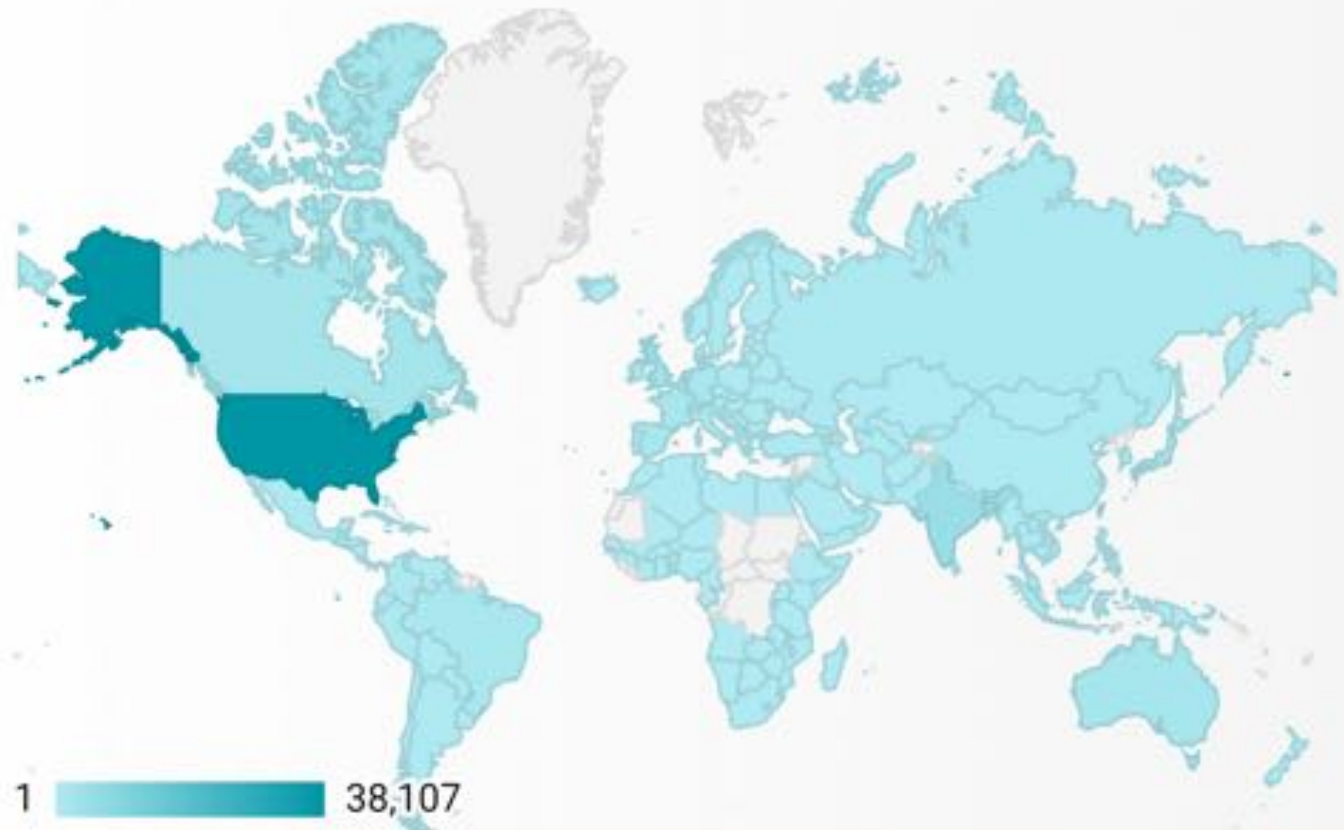


# 75,000+ Strong

More than 75,000 members in all 50 states and 42 countries.

In this digital age... nothing is stopping our reach from spreading even further across the globe.

What are the top countries by sessions?



# DEMONSTRATION



**COX Campus**  
Read Right from the Start

# Questions? Comments? Let's Talk!

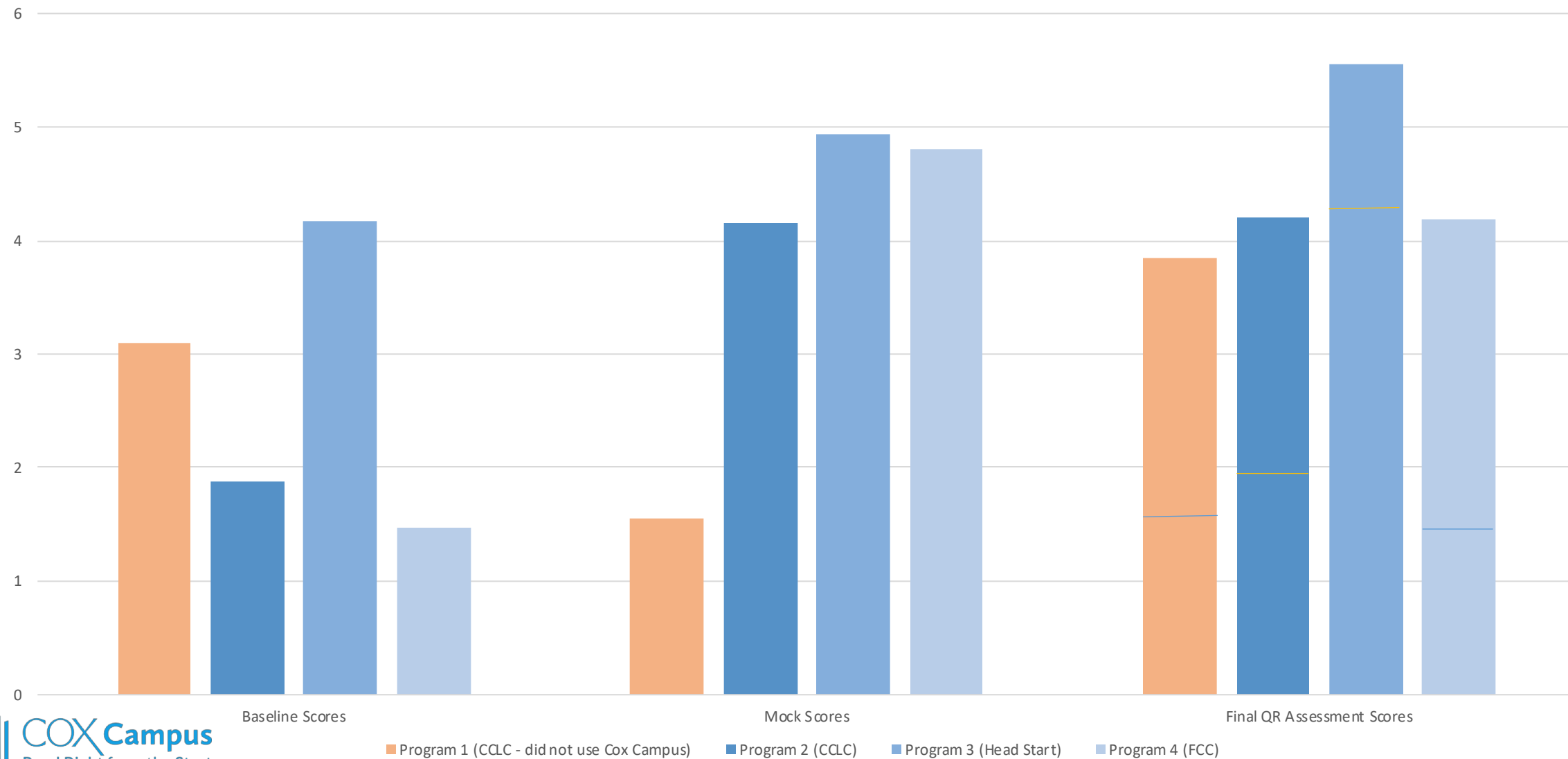


# Savannah's Resolute Determination to Improve Quality



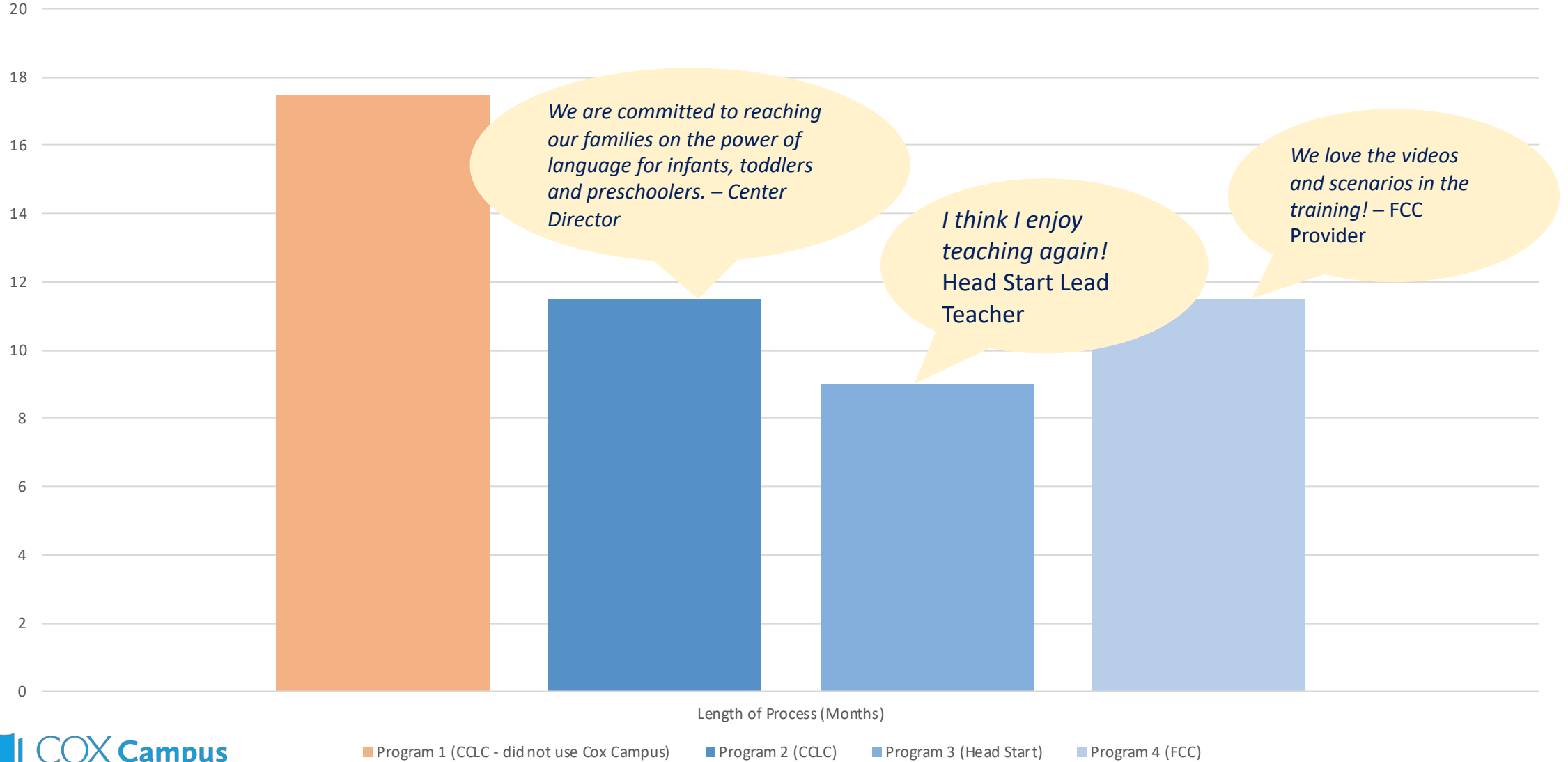
**COX Campus**  
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## Improving Quality of Teaching through Cox Campus





## Improving Quality of Teaching through Cox Campus



# FOR MORE INFORMATION

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# Questions? Comments? Let's Talk!



# For More Information

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BUILD Initiative

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