

# Plant a Seed...READ!

## Strategic Plan

(2016-2019)

*“Where every child becomes a reader on the lap of a caring adult.”*

**Vision:** To plant the seed in families with young children to foster early literacy and language skills that will prepare them for school success and lifelong learning.

### Mission

Plant a Seed...READ! will promote early literacy strategies by:

- Providing families with evidenced-based strategies to be active participants in their child’s literacy and language development that will prepare them for school settings.
- Partnering with community programs to enhance the awareness of early literacy and language outcomes by bringing people, resources and organizations together.
- Promoting the connection of strong literacy and language skills to support positive cognitive and social/emotional development.
- Advocating the importance of reading aloud to preschool children.

### INITIATIVES:

#### **Initiative 1 - Promote the Importance of Early Literacy**

To maximize family involvement in early literacy experiences for children from birth to age five to prepare children for early success in school, we will:

- Increase the number of children enrolled in the Imagination Library from the Dollywood Foundation.
- Train facilitators in the READY! For Kindergarten program.
- Provide families and caregivers engaging workshops to support language and literacy development at home through play, and its connections to positive cognitive and social/emotional development.

#### **Initiative 2 - Promote Community Involvement**

To enhance community awareness and involvement in promoting early literacy and language strategies, we will:

- Enhance awareness the importance of reading aloud from birth through the use of social media.
- Explore community sponsorships and or grants for family workshop kits and Imagination Library subscriptions
- Provide presentations to service organizations, businesses, and surrounding communities to promote awareness of the critical issues around a child’s early literacy and language skills and its connections to shaping future thriving community members.
- Explore endowments and the Adopt-A-Reader program for long-term sustainability.

#### **Initiative 3 - Utilize Data-driven Strategies to Promote Early Literacy**

To provide training that uses research-based curricula built on best educational practices, we will:

- Utilize trained facilitators to provide workshops for parents, and caregivers in the 3-part workshop in the READY! For Kindergarten program.
- Obtain sponsors and grants to purchase the materials needed for the parent workshops;
- Develop a measurement/evaluation tool for future development of needs and risk factors.