

Bringing the Just Take 20 Family Literacy Campaign to Your School

1. Millennial Families= New Tools for You

- Fifty years of research links the various roles that families play in a child's education with indicators of student achievement.
- b. Our Millennial Florida Families are B.E.S.T.
 - i. B- Busy family lifestyles
 - ii. E- in Every way diverse
 - iii. S-Socially networked
 - iv. T- Technologically plugged in

2. Dual Capacity-Building Framework

- a. The Dual Capacity-Building framework term for this is "collective capacity". Collective capacity is the ability to successfully implement and sustain relationships between home and school.
- b. Components of JT20 Built Around Framework
 - i. Linked to Learning
 - ii. Relational
 - iii. Developmental
 - iv. Collective-Collaborative
 - v. Interactive

3. Just Take 20 (JT20) Overview

- a. Statewide Family Literacy Campaign
- b. Mission: Promote and establish the value of lifelong literacy for Florida families
- c. Goals:
 - i. ASK: Increase awareness, skills, and knowledge about literacy
 - ii. LIFE: Literacy interaction time increased through family engagement
 - iii. S3: Showcase the mutual benefits for student, school, and state

4. Campaign Key Components

- a. Online Resources
 - i. Parents visit JustTake20.org to access literacy activities that can be customized to fit their family's needs

- ii. Activities by grade band for multiple literacy topics
- iii. All six components of reading represented
- iv. Activities focus on reading every day using everyday materials
- v. English and Spanish
- vi. Teachers and families connect to support student learning
- b. School Toolkits for Family Literacy
- c. Face-to-Face Family Events

5. JT20 School Toolkits

- a. Planning & Implementation, Promotion, and Partnerships
- b. Includes
 - i. School Planning Guide
 - ii. Research Guide
 - iii. Faculty Meeting Digital Presentation
 - iv. Call-Out Phone Script
 - v. Flyers in English and Spanish
 - vi. Media Kit
 - vii. K-12 Monthly Newsletters
 - viii. Partnership Tools
 - ix. REaD Carpet Ready Event Materials

6. JT20 Planning Guide

- a. Elementary, middle, and high school sections
- b. Aligned to academic calendar year

7. Next Steps to Get Started

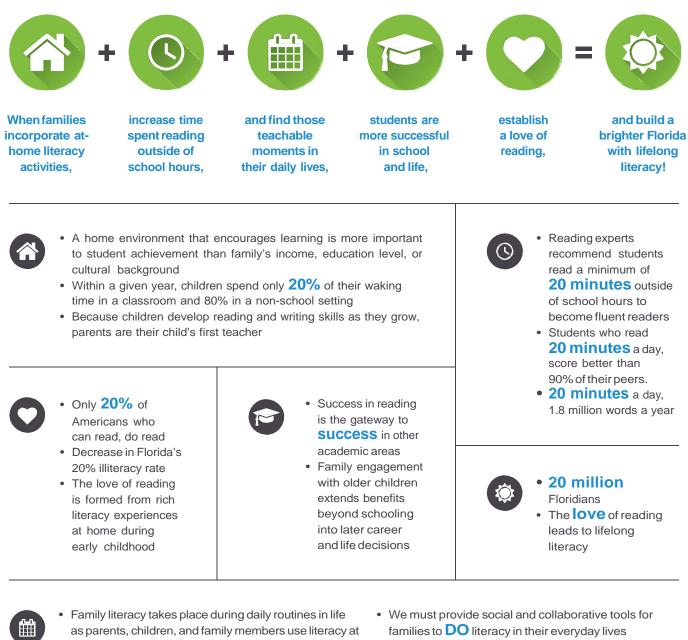
- a. Visit JustTake20.org
- b. Review the JT20 Toolkits
- c. Form a JT20 team at your school
- d. Review JT20 Planning Guide
- e. Create your unique school plan
- f. Promote parent participation
- g. Follow your plan across academic year
- h. Ask for FDOE support when needed

Just Take 20 Activity Topics

- 1. A Brighter Florida (Florida's Family Literacy Goals to Improve Student Achievement, Schools, and State)
- 2. Literacy For The Real World (English Language Arts Florida Standards)
- 3. Practice Makes Perfect (Effects of Parent Involvement and Time on Task on Literacy Growth and Development)
- 4. If You Build It, They Will Read! (Creating a Print-Rich Environment)
- 5. From The Classroom To Your Living Room (At-Home Literacy Supporting School Learning)
- 6. I, We, And You Read Aloud (Effective Read Alouds)
- 7. Reading On-The-Run (Everyday Real-World Reading Practice Opportunities)
- 8. Talk It Up (Oral Language)
- 9. I'm All Ears (Sounds of Language)
- 10. At The Root Of It All (Phonics, Word Recognition and Analysis)
- 11. Vivid Vocabulary (Vocabulary Development)
- 12. Reading Like A Pro (Fluency)
- 13. What's It All Mean? (Comprehension)
- 14. The Write Stuff (Writing)
- 15. Know-It-All (Building Background Knowledge Needed for Reading and Writing)
- 16. Techno-Mania (Digital Literacy)
- 17. Savvy Social Media Use (Communication via Social Media)
- 18. Outsmarting The Tv (TV Behaviors that Support Literacy Development)
- 19. Hassle-Free Homework (Parent Role in Helping with Homework)
- 20. Do Your Best On The Test (Classroom and Statewide Testing)

Just Take :20

A Campaign to Establish Lifelong Literacy for Florida Families



- Family participation in education is **2x** as predictive of academic learning as family socioeconomic status
- · The family culture is fluid, ever-changing, and adaptable

home and in their communities

Learn More!

For more information, please email Info@JustTake20.org or visit JustTake20.org

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