

Family Literacy Event

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Note: The family literacy event developed by our team is both a hypothetical description of such an event as well as an actual event scheduled for December 6, 2011. Because budgets differ between the theoretical and the actual, the actual event will not include an author visit. Therefore, some sections of the paper will delineate aspects of both the actual event and the fictitious event.

Part I: Proposal Items

School Description

The school chosen for this assignment is North Syracuse Early Education Program at Main Street School, a public preschool administered by the North Syracuse Central School District. The school building was erected in 1923. It was first a high school, then an elementary school and for the past 30 years has housed the North Syracuse Early Education Program. Facilities are aged but well-maintained with many adjustments made to accommodate smaller children.

Demographics: 262 students (3 and 4 year olds) Grade: Pre-K

Between 10 and 20% of students come from families receiving public assistance

The school is 9% African-American, 3% Hispanic, and 2% of students are English-language learners

Class size: 16 students with 1 teacher and 2 - 3 teaching assistants

Class demographics: 8 students designated disabled by Committee for Preschool Education with an IEP and 8 typically-developing children whose parents pay tuition.

Classrooms: Total of 12 classrooms: 7 half-day, 5 full-day

Teaching Staff: 12 NYS certified special education teachers, 30-40 teaching assistants and 13 therapists (occupational, physical and speech)

Curriculum: High Scope and NYSED standards for preschool education

Title

The title for our event is “Reading is a Winter Wonderland,” and the theme is books featuring snow. We will employ the theme in the selection of read-aloud books chosen for the event, the promotional items, posters and bookmarks, and activities conducted with the preschoolers. The visiting author will read from a new release that is a children’s picture book about winter.

Target Group

All parents and children of the North Syracuse Early Education Program. Approximately half of the students are designated disabled, with diagnoses including speech delays, autism, apraxia, etc., to multiply-handicapped children with cerebral palsy. Due to the ages and abilities of the students, it is essential to involve parents in literacy promotion.

Committee Description

The committee is comprised of four MSLIS students in the school media program at Syracuse University, together with current and former staff of the school. Titles and duties are as follows:

MSLIS Student Carmel Ann Madsen – developing concepts and promotional materials, collaborating on event planning

MSLIS Student Merrilee Witherell – developing concepts, compiling report, collaborating on event planning

MSLIS Student Jacquie Owens – communicating with school, scheduling, collaborating on event planning

MSLIS Student Kate Taddeo – planning sequence of events, coordinating duties during event, collaborating on event planning

Retired Special Education Teacher Mardie Ninno – conducting read-aloud at the event

Teaching Assistant Shari Doherty – leading a hands-on activity with students

Speech Therapist Wendy Tracy - event photographer

Outline

Event Date: December 6, 2011 at 6:00pm

Location: School Gymnasium

North Syracuse Early Education Program at Main Street School

205 South Main Street, North Syracuse, NY 13212

Timeline

Date	Actual Event at the Early Education Program	Fictitious Event
June	-	<ul style="list-style-type: none">- Attend final PTO meeting of the school year and propose a Family Literacy Event for the following December.- Decide on a tentative date for the Literacy event.- Request support from both the District Administration and the PTO- Write and submit grant proposal to the Community Foundation- Contact and book an author to be a guest reader at the event.
10-15		<ul style="list-style-type: none">- Meet with PTO and teachers to collaborate on the potential schedule of events for the event
11-3	<ul style="list-style-type: none">- Finalize date and time of the event with the school- Choose a theme for the event	<ul style="list-style-type: none">- Finalize a theme for the event
11-7	<ul style="list-style-type: none">- Put out a call for volunteers to work the event and help with putting together incentives, help students with their activity and with set up/take down.	<ul style="list-style-type: none">- Put out a call for volunteers to work the event
11-9	<ul style="list-style-type: none">- Finalize activity schedule for the event- Finalize designs on promotional materials- Make final selections of read aloud choices- Make final decisions on what	<ul style="list-style-type: none">- Finalize activity schedule for the event- Finalize designs on promotional materials- Make final selections of read aloud choices- Make final decisions on what

	handouts and brochures to use as part of the event	handouts and brochures to use as part of the event
11-10	- Create reminder stickers to go home with kids on the day of the event.	- Create reminder stickers to go home with kids on the day of the event.
11-12	- Order bookmarks and posters	- Order book marks, posters, board books and tote bags
11-14	- Add announcement to the school website	- Add announcement to the school website
11-15	- Print out flyers announcing the event	- Print out flyers announcing the event
11-16	- Send flyers home with students	- Send flyers home with students
11-28	- Purchase materials for student book mark activity including light blue paper, snow themed stickers and ribbon - Purchase roll of raffle tickets for the giveaway at the event.	- Purchase materials for student book mark activity including light blue paper, snow themed stickers and ribbon - Purchase roll of raffle tickets for the giveaway at the event.
12-2	- Print out handouts, brochures and bookmark templates - Pick up read aloud books from the library	- Print out handouts, brochures and bookmark templates. - Pick up read aloud books from the library - Check in with guest author to arrange any directions, rides and/or special requirements that he/she might need.
12-5	-	- Meet with volunteer and put together tote bags which will include bookmarks and board books.
12-6	- DAY OF EVENT- - 8:00 am: Distribute reminder stickers to teachers - 3:30: Send reminder stickers home with students - 4:00: Meet with Volunteers in the Gym and set up tables, activity areas and microphones - 5:00: Set up food/beverage area - 5:45: Begin welcoming event participants - 6:00: Event begins	- DAY OF EVENT- - 8:00 am: Distribute reminder stickers to teachers - 3:30: Send reminder stickers home with students - 4:00: Meet with Volunteers in the Gym and set up tables, activity areas and microphones - 5:00: Set up food/beverage area - 5:15: Author arrival - 5:45: Begin welcoming event participants 6:00: Event begins

Event Activities

Time	Real Event Activities	Fictitious Even Activities
5:45	Doors Open Snack table set and ready for participants	Doors Open Snack table ready for participants
6:00	Welcome speech by the teacher who will introduce the theme of the night (Reading is a Winter Wonderland) as well as the readers and books.	Welcome speech by teacher who will introduce the theme for the night (Reading is a Winter Wonderland) as well as the guest author and his/her books.
6:10	Read aloud book #1: The Snowy Day by Jack Ezra Keats	Read aloud book #1 read by the guest author.
6:25	Break out groups <ol style="list-style-type: none"> Parents meet with teachers and go over tricks and tips for reading aloud to their children. Children will go to the activity tables to create their own winter-themed bookmarks with the event volunteers. 	Break out groups <ol style="list-style-type: none"> Parents meet with teachers and go over tricks and tips for reading aloud to their children. Children will go to the activity tables to create their own winter-themed bookmarks with the event volunteers.
6:45	<ul style="list-style-type: none"> Read aloud book #2: Frosty the Snowman by Steve Nelson and Jack Rollins Parent will be able to listen and watch for the tips and tricks they learned during their breakout sessions 	<ul style="list-style-type: none"> Read aloud book by the guest author Parent will be able to listen and watch for the tips and tricks they learned during their breakout sessions
6:55	Event wrap up by the teacher. Giveaway ticket drawing with 2 winners receiving an event poster.	Event wrap up by the teacher Giveaway ticket drawing with 2 winners receiving autographed posters by the guest author As participants leave each child will receive a tote bag with a board book and bookmark.

Attendance Incentives

Both events:

- Light snacks will be served to event participants.
- Three brochures from Jim Trelease: *Thirty Do's to Remember When Reading Aloud*, *A Dozen Don'ts to Remember When Reading Aloud* and *Questions Parents Always Ask about Reading Aloud*.
- Hand-made winter-themed bookmarks made by each student participant.

- *The Snowy Day* book marks.
- 2 posters given out to two randomly-drawn participants.

Fictitious event only:

- The two posters will be signed by the guest author to the two randomly drawn participants.
- Each child will receive a tote bag that will include a board book and *The Snowy Day* bookmark.

Attendance Estimate

Based on discussions with school staff regarding previous events, we estimate that approximately $\frac{1}{4}$ of the students, or 65, will attend. This will result in total attendance, including parents, staff and committee members, of approximately 125. We estimated 1.5 parents per child, based on the school's experience of having two parents accompany half of the children, while others are typically escorted by one parent.

Publicity

- Flyers will be sent home to all parents describing the reading event
- Reminder stickers will be placed on students' coats when they leave school on the day of the event
- Brochures will be created and displayed in the library, for patrons to take
- A general email will be mailed out to all the teachers describing the reading event
- The family reading event will be promoted at faculty meetings and board meetings
- The event will be introduced on the morning announcements, encouraging students and staff to attend
- The family reading event will be posted on the school webpage in the Upcoming Events section along with a brief summary

- A bulletin board display will contain highlights of the family reading event
- Posters related to the book *Snow Day* will be hung in the school to generate awareness of the reading event

Evaluation method

Evaluation of the event will involve both parents and teachers. For parents, we will ask them to complete surveys while they are at the event. Surveys of parents will ask questions regarding whether they felt the instruction was helpful, whether they learned any new tips, whether they would recommend the event to other parents, whether they are more likely to seek assistance with literacy reinforcement at home, and whether they are likely to increase the amount of time at home spent reading with their child or children.

For teachers, we will conduct follow-up at one-month and three-month intervals to determine whether it appears that students are benefiting from additional at-home literacy reinforcement, as evidenced by improvements they see in the classroom.

Budget

Family Literacy Night Budget			
Income			
District Administration		\$1200.00	
PTA grant		\$ 300.00	
Community Foundation grant		\$1500.00	
Total Income			\$3000.00
Expenses			
	Per Item	Total	
Author speaking fee		\$1100.00	
Author travel		\$ 861.25	
Posters	3 @ \$12 each	36.00	
Bookmarks	100 @ 0.85 ea.	8.50	
Literacy Brochures (3 different brochures)	3 packs of 100 @ 61.25 ea.	\$183.75	
Books for attendees	100 @ 4.10 ea.	\$410.00	

Paper for bookmark activity	1 ream @ \$10	10.00	
Stickers for bookmark activity	10 packs @ \$3/pack	30.00	
Snacks – apple slices	6@\$4.00/bag	24.00	
Drinks – juice and milk	100@0.25 each	25.00	
Donut holes	300 @ 0.20	60.00	
Coffee	2 pots @ \$10.00	20.00	
Paper plates, cups	6 @\$3.00/package	18.00	
Custodian for three hours	3 @ 18.17	\$54.50	
Tote bags	100 @ \$1.50 ea.	150.00	
Thank you notes	Pack of 12	10.00	
Total Expenses		\$3000.00	\$3000.00

References

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Norton, D. (2007). *Through the eyes of a child: An introduction to children's literature 7th ed.* New Jersey: Person Education Inc.

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Rollins, J. & Nelson, S. (2003) *Frosty the Snowman*. New York: Grosset & Dunlap.

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