

**The Broward Reads Coalition - Campaign for Grade-Level Reading
Meeting Minutes
October 6, 2021**

9:30 a.m.

Meeting conducted via Zoom

I. Welcome

The meeting was called to order at 9:32 a.m. Beam Furr welcomed everyone and gave a brief thanks and well wishes to Sandra Bernard-Bastien for all her hard work for Broward Read for the Record (BRFTR). Mr. Furr then asked for a motion to approve the August minutes. Caryl Hattan gave the motion to approve, it was seconded by Lori Canning and passed with no objections.

II. Updates

a) Children's Services Council (Andrew Leone)

Broward Read for The Record 2021: The final promo video will feature the co-chairs of BRFTR and the author, Kat Zhang, reading this year's book and that should be ready by mid-October. The author will also record vignettes specifically promoting the Broward event that will be shared with the committee. The billboards are up and on October 7, 2021 around 4:30 p.m., there is an open invitation to join in the photo op taking place under the billboard on Sunrise Boulevard, just east of the Swap Shop. The spot, which is already being shared on social media and soon to be shared via broadcast outlets, was then shared with the committee. The spot is also available on the CSC website <https://www.cscbroward.org/BRFTR2021> and our YouTube channel https://www.youtube.com/watch?v=zeM45_EEuY0.

b) HandsOn Broward (Katharine Ospina)

Recruitment for BRFTR—All information has been updated on their website. Recruitment is live and most of the schools have requested in-person readers. This year there are two options; as in years past, you can enter your information and choose a school or you can pick the virtual option and a school will be assigned to you.

c) Broward County Public Schools (Lori Canning; Dan Gohl)

Dan Gohl reported that they have a number of initiatives taking place to increase the number of students that attend school, particularly the earliest learners. Either because of the controversy surrounding masks or because of the economic status of families, there has been a decrease in numbers caused by the pandemic causing families to not want to send their students, particularly their pre-k and kindergarteners, to school. There will soon be quantitative data available in regard to the actual enrollment count.

Another impact of the pandemic has been the perception of an increase in student misbehavior. This perception has not been borne out by the actual number of events; however, there has been a change in the distribution of behavior. These behavioral issues are being seen at two different extremes; however, the overall number of issues is still low.

The school district distributed new instructional materials which includes a new instrument for running records.

Mr. Gohl mentioned that there is a topic relating to the science of reading that may be worthwhile for this committee to delve into for people who want to update their understanding of what is called “the reading wars”. He offered himself and Dr. Canning to do a special session if the group is interested. The group decided to dedicate the December 1 Broward Reads meeting primarily to this topic.

- d) *Lori Canning*—In collaboration with HandsOn Broward, volunteers from came together on this past Saturday to help pack and label the boxes of books to be sent to the schools. They packed about 25,000 books in two hours. Lori advised that if there is a school that would like to participate, they can email her directly lori.canning@browardschools.com and she will assist them with getting the books. The drive through distribution will be held from October 12th to 14th and the process is the same, they just need to advise how many pre-k and kindergarten students they have. There are several partners that will also be having distribution and reading events as well. If anyone would like additional information about activities that they support through the Broward Reads Campaign or to view their resources, you can visit their web page at <https://browardschools.instructure.com/courses/449656/pages/2021-broward-reads-for-the-record>.

e) Early Learning Coalition (Renee Jaffee, Allison Metsch)

Allison Metsch—They have received additional funds through the pre-school development grant (PDG) and are continuing their trauma informed care training series. They are finishing a cohort and new cohorts will be starting soon. They will also be doing a parent webinar on October 14th in partnership with Broward Moms Collaboration, titled Parenting Pitfalls, in which they will be sharing parenting tips and tricks to helping make parenting a little easier.

Renee Jaffe—There remains a shortage of childcare center workers and the inability to find qualified staff. This is not only an issue in Broward, but it also stretches across the state and the country and has become more heightened with the pandemic. The state of Florida is slated to receive federal dollars to help assist with this issue. ELC has developed a work force initiative which is hoped will take some of the recruitment and onboarding burden off the childcare centers as well as increase the number of applicants. ELC also hopes to be able to increase the wages as a way to get qualified candidates. They will also be paying for required background screening, some of the required training, and advocating for DCF to also help pay for some of the training. They are working with CSC and M Network to come up with a campaign to assist with recruitment retainment of childcare workers. Renee can be reached at rjaffe@elcbroward.org.

f) Broward County Libraries (Kimberly White)

The 34th annual conference of Children’s Literature Embracing the Power of Story took place online with over 200 attendees throughout the day, on September 24th. The authors did a phenomenal job of inspiring and motivating the participants. The JumpStart CEO Naila Bolous had an amazing conversation with Kat Zhang, which was one of the great highlights of the day. Kat is doing some recruiting and she signed many books plates which went into hardcover books and out into the community. The book publisher provided a letter allowing all Broward Reads partners to story walks in Broward County. The date for the upcoming year will be Friday, September 22, 2022 and will hopefully be in person. The first featured author will be Carmel Wilson, who does all the bear books. Kim committed to having information available for the next Broward County Commission meeting to promote Read for Record, in collaboration with CSC and M Network.

III. Partner Update

Florida Children's Council–Jenn Faber: The Statewide Campaign for Grade Level Reading has shipped out early care text messaging brochures, co-branded with the Broward Reads logo. They are available in English and Spanish. There is a new product being released today called “Promising Literacy Practices in Out of School Time.” It is a tip sheet with about 20 concepts for afterschool, out of time school and summer school programs to consider as they develop their literacy programs for the K-5 afterschool programs. CGLR will be having a fall gathering in two weeks if anyone would like to join.

Caryl Hattan–Davie has put up three Little Libraries, with the assistance of a community member, and they are being monitored by three residents that live near them.

PBS–Penny Bernath: Through her connection with Florida Public Media, all the PBS stations throughout the state will take an hour and share Read for the Record all day long in English and Spanish on social media.

City of Parkland–Bob Mayersohn: The city of Tamarac along with the Kiwanis Club of Tamarac will be placing a story walk in Waters Edge Park. He is also working to use the Doris Davis Foreman Wildlife Preserve in Parkland as an educational component and embed it with a story walk component.

City of Hollywood–Donna Greene: They have used books (in good condition) that were collected prior to the pandemic for all different levels of readers, and they have recently delivered 300 books to Bethune Elementary.

IV. Meeting Schedule for FY 21-22:

Meetings will be conducted virtually unless otherwise stated. Next meeting is December 1 at 9:30 a.m.

V. Adjourn Meeting

Meeting adjourned at 10:38 a.m.