Our Mission

The UF Lastinger Center is to improve the quality of teaching, learning, and childcare. We research, develop, and scale equitable educational innovations for adults and children that put all learners on trajectories for lifelong success.
New Worlds Reading Initiative Vision

Create at-home libraries for eligible students

Establish community & statewide partnerships

Build excitement for reading through statewide promotional campaign

Develop teacher experts in the science of reading through microcredentials and create home school connections in literacy

Develop caregivers' confidence & capacity to support children's reading
Florida public and charter school students in kindergarten through fifth grade are eligible based on the following criteria:

- Any student who has been identified as not yet reading on grade level based on The Florida Assessment of Student Thinking (FAST)
- Any student who receives Tier 2 or Tier 3 reading instruction
NWRI Outreach at a Glance

NWRI Year 1 Overview

- Attended Community Outreach Events
  - Community Health Fairs
  - School Resource Fairs
  - Community Family Nights
  - School Science Fairs
- Regional Outreach Efforts
  - District Information Sessions and weekly emails
  - 700,000 NWRI Flyers Mailed to Every Elementary School Twice last Year
  - Over 500 Flyers Distributed at Outreach Events
- Pop-Up Banners
  - Piloted in schools For One Week

Gainesville Health Fair

Resilience Family Fest

Faith & Family Ag Festival

Party for the Planet
“I like that my parents don’t always have to buy me books. I can get them in the mail. It’s also kind of fun. It makes me feel like reading more because they’re mine. I like to read all kinds of books. When I get a book in the mail with my name on it on the box, I feel like I’m special.”

- NWRI Student Testimonial
Year 2 Data
(October 2022 - Present)

556,392
Eligible children across the state of Florida

125,530+
Eligible children enrolled

227,774+
Books shipped
Year 2 Literacy Resources
Literacy Resources

• Book Lists

• Interactive Reading Guides (IRGs)

• Videos
Interactive Reading Guides (IRGs)

- K-2 IRGs are printed and mailed to families
- K-5 digital IRGs available on the New Worlds Reading website
- Scope & Sequence for word work aligned with the Florida B.E.S.T ELA Standards
Student Enrollment Data
Outreach
Engagement
Updated Flyers

- Updated Flyers will be shipped to Florida Public and Charter Schools
- Please support Principals to identify students already enrolled
- Use flyers to market to eligible students who are not yet enrolled
## What You Will Find in this Toolkit

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talking Points for Parent/Caregiver Conversations</td>
<td>3</td>
</tr>
<tr>
<td>Sample Email Messaging</td>
<td>5</td>
</tr>
<tr>
<td>From Principals to Teachers</td>
<td>6</td>
</tr>
<tr>
<td>From Principals or Teachers to Parents</td>
<td>8</td>
</tr>
<tr>
<td>Class Communications Platform Messaging</td>
<td>11</td>
</tr>
<tr>
<td>Take–Home Flyer</td>
<td>12</td>
</tr>
<tr>
<td>Recorded Phone Call Script</td>
<td>13</td>
</tr>
<tr>
<td>Social Media Resources</td>
<td>14</td>
</tr>
<tr>
<td>Social Media Handles</td>
<td>15</td>
</tr>
<tr>
<td>Hashtags to Include for Social Media Posts</td>
<td>15</td>
</tr>
<tr>
<td>Sample Social Media Posts</td>
<td>15</td>
</tr>
<tr>
<td>Visual Assets</td>
<td>24</td>
</tr>
<tr>
<td>Logos</td>
<td>25</td>
</tr>
<tr>
<td>QR Code for Enrollment</td>
<td>25</td>
</tr>
<tr>
<td>Images</td>
<td>26</td>
</tr>
<tr>
<td>Social Graphics</td>
<td>31</td>
</tr>
</tbody>
</table>
Sample Messaging to Teachers

From Principals to Teachers

Dear Teachers,

As you may know, we are encouraging eligible students to enroll in a new, FREE at-home literacy and book delivery program, the New Worlds Reading Initiative, to help advance literacy and a love of reading among students who are not yet reading on-grade level. This eligibility is determined by:

- **Kindergarten - Grade 2:** Any student who is not yet reading on-grade level based on progress monitoring data and resides in Tier 2 or Tier 3 instruction.
- **Grades 4 - 5th:** Any student not yet reading on-grade level who scored either a Level 1 or Level 2 on the prior school year’s English Language Arts Florida Standards Assessment. If the student did not take the English Language Arts Florida Standards Assessment, you may use the criteria outlined for Grade 3 students to determine eligibility.

The New Worlds Reading Initiative is administered by the University of Florida Lastinger Center for Learning, in partnership with Scholastic, the world’s largest publisher and distributor of children’s books. The program provides students with the choice to receive one free book per month in English, Spanish, Haitian-Creole, or Braille during the school year, five total of nine books per year. This is an incredible opportunity to help our children build at-home libraries and foster a love for reading among students and their families.

In [School Name], we have an estimated [100] eligible students, and I’m asking for your help to get each and every one of these students enrolled. My ask to you is that we do everything in our power and work with our families to help ensure these eligible children are enrolled in the program and can take advantage of its benefits. There are a number of ways to enroll our student and parent communities, including but not limited to:

- **Smashing program flyers (available in English, Spanish, and Haitian-Creole) go home to eligible students in their folders**
- Introducing the program to families at parent-teacher conferences and other ongoing one-on-one communication check-ins.
- Sharing program details at school events such as back-to-school nights, student assemblies, and other engagement opportunities.

You can find helpful resources about the program here, which includes flyers for you to share, talking points for conversations with parents/caregivers, and invaluable social assets.

Please feel free to reach out to me with any questions. Additionally, you can email the program director at [email contact information].

Thank you,

[Your Name]
Sample Messaging to Parents

From Principals or Teachers to Parents

Note: We ask that you share the below information with eligible families and ensure that all of your eligible students are enrolled and can take advantage of the program.

Dear Parent/Guardian,

On behalf of [School Name], I'd like to inform you of the new, FREE at home literacy and book delivery program, the New Worlds Reading Initiative, to help advance literacy and the love of reading among students who are not yet reading on grade level.

The New Worlds Reading Initiative is administered by the University of Florida Lastinger Center for Learning, in partnership with Scholastic, the world's largest publisher and distributor of children's books. The program provides our students with the chance to receive one free book per month in English, Spanish, Italian, Chinese, or French during the school year, for a total of nine books per year. This is an incredible opportunity to help your child build at-home libraries and foster a love for reading in your home.

We believe this program could be beneficial to your student's literacy so that we may continue to nurture their love of reading outside of the classroom. Enroll your child today by scanning the QR code below or visiting www.newworldsreading.com/enroll.

Please feel free to reach out to me with any questions. Additionally, you can email the program directly at support@newworldsreading.com.

Thank you for continuing to foster your child's love of reading.

Class Communications Platform Messaging

Note: We encourage educators to utilize platforms like Class Dojo and Playbook to send reminders about enrolling in the program to eligible families. Feel free to personalize these for tailored one-to-one communications to parents or caregivers of eligible students.

Dear [First Name] / [Last Name],

I am writing to remind you of the FREE at-home literacy and book delivery program, the New Worlds Reading Initiative, to help advance literacy and love of reading among students who are not yet reading on grade level. This is a great opportunity to help students [fill in student's name] foster their love of reading outside of the classroom.

Children must qualify to sign up for this program with the following eligibility requirements:

[To be titled according to grade level]

- Kindergarten - Grade 2: Any student who is not yet reading on grade level based on progress monitoring data and receives Tier 2 or Tier 3 instruction.

OR

- Grades 3 – 5: Any student not yet reading on grade level who scored either a Level 1 or Level 2 on the prior school year's English Language Arts Florida Standards Assessment. If the student did not take the English Language Arts Florida Standards Assessment, you may use the criteria outlined for Grades 4–5 students to determine eligibility.

Teacher to confirm [fill in teacher's name] sent flyers home and via email, but please feel free to reach out to me with any questions. To enroll directly, go to newworldsreading.com/enroll.
Sample Social Media

Sample Post 1:
Ideal for use on Facebook. For use on Instagram, remove the New World Reading Initiative website link as it will not work.

The New Worlds Reading Initiative is about supporting families in their ability to help their children develop their literacy skills. Powered by the University of Florida Lastinger Center in partnership with Scholastic, this free, statewide book program can help build your child’s at-home library. See if your child is eligible at:
newworldsreading.com

image link

Image preview (only for visual purposes; use link above to download hi-res asset).

Sample Post 2:
Ideal for use on Facebook. For use on Instagram, remove the New World Reading Initiative website link as it will not work.

In case you missed it, the New Worlds Reading Initiative is a statewide program in Florida to advance literacy and a love of reading for students in grades K-5 by shipping free books right to their door. Find out if your child is eligible here:
newworldsreading.com

image link

Image preview (only for visual purposes; use link above to download hi-res asset).
Engagement Opportunities

2022-2023 School & Community Engagement Includes:

• Host/Co-Host Literacy Nights
• Family Academy Nights
• Academic Nights
• Foster Current Relationships to Continue Enrolling Eligible Students
• Creating Stronger Partnerships with Lower Enrolled Districts
• Creating Stronger Partnerships with School Family and Community Engagement Liaisons
• Partnering with Public Libraries
• PTA/PTO sponsored events
With access to student level enrollment data, how can we reach more eligible students to enroll?
“My daughter is a struggling reader, so to be a part of this program is awesome. The book program has encouraged [my child’s] reading, which has improved her whole life. For her now to feel comfortable enough to just pick up a book that has been sent to her has changed her. Now she says ‘Hey, Mom, I’m gonna go sit and read’. That didn’t happen before.”

- NWRI Family Testimonial
Next Steps

1. Help us get eligible students registered
   District Toolkit & School Toolkit will be shared

2. Be an ambassador for the program
   Spread the word to families, communities, & educators

3. Follow us on social media
   Learn about our events

@NewWorldsReading  @newworldsreading  @newworldsFL

www.newworldsreading.com
THANK YOU

visit: www.newworldsreading.com
or email: new.worlds@coe.ufl.edu
Books
New Worlds Reading Scholarship Accounts.

Helping struggling readers afford the support they need to succeed.
Our Mission

Step Up For Students empowers families to pursue and engage in the most appropriate learning options for their children, with an emphasis on families who lack the information and financial resources to access these options.

Step Up For Students is a state-approved nonprofit scholarship funding organization that helps administer four scholarships for Florida schoolchildren:

- **Florida Tax Credit Scholarship Program (FTC)** for lower to middle income families
- **The Family Empowerment Scholarship (FES)** for lower to middle income families and students with unique abilities (formerly Gardiner)
- **The Hope Scholarship** for public school students who are bullied or victims of violence
- **New Worlds Reading Scholarship Accounts** for K-5 public school students who struggle with reading
Who Qualifies?
Eligibility Requirements

Who Is Eligible?

Florida public and charter school students in:

- Grades 3-5 who scored below Level 3 on the statewide, standardized English Language Arts (ELA) assessment in the prior school year (2021-2022)
- Grades 3-5 who score a Level 1 or Level 2 on the Grades 3-10 FAST ELA Reading for Progress Monitoring 1 (PM1), PM2 or PM3 in 2022-2023 OR
- Grades K-2 in 2022-2023 who are identified with a substantial reading deficiency per Rule 6A-6.053 F.A.C.

Funding priority will be given to students indicated as English Language Learners who are enrolled in a program or receiving services specifically designed to meet their instructional needs.
The Scholarship
The New Worlds Reading Scholarship Program offers families access to Education Savings Accounts (ESAs) worth $500 each.
New Worlds Reading Scholarship Accounts

$500 scholarship to be used toward:
- Part-time tutoring
- Summer and after-school literacy programs
- Instructional materials (including books, desktop/laptop computers and tablets)
- Curriculum related to reading or literacy
How to Apply
How to Apply

1. Visit stepupforstudents.org/reading
   Click “Apply Now” at the top of the webpage

2. Create a Guardian Profile + Add Students
   This is quick and easy and works just like setting up an account on any website

3. Complete the Application
   Most information will be pulled in from the Guardian Profile and My Students page
Important!

• Schools/providers should NOT complete guardian profiles and applications on parents’ behalf. ESAs are like bank accounts that only parents/guardians should have access to.

• Step Up For Students will communicate important information to the email address they use when the parent/guardian creates their account.
Step Up For Students has created a platform that allows parents to manage their scholarships from application to spending the funds.

You’ll see different features of EMA throughout this presentation. First stop: Creating an account!
Demo

Let’s go through the process together!
Next Steps

Step Up For Students and the FL Department of Education work together to determine applicant eligibility. This process may take up to 45 days.

Families will receive an email when their student’s eligibility has been determined, but they can also log in to their account any time to view their application status.

If awarded a scholarship, families will receive another email notifying them when their student’s account is funded.
How to Use the Scholarship Funds
There are 3 ways to utilize the scholarship through the EMA platform:

1. **Direct Pay Providers**
   Families can shop for tutors, and after-school and summer literacy programs!

2. **MyScholarShop**
   Families can shop for pre-approved instructional materials!

3. **Reimbursements**
   Families can pay for products and services out-of-pocket and submit a receipt for reimbursement!
#1: Direct Pay Providers

Through the EMA Marketplace, families can shop for tutors and summer and after-school literacy programs. Services are paid for through EMA and parents never have to pay out-of-pocket!
Through the EMA Marketplace, families can access MyScholarShop. Think of this like an Amazon for pre-approved instructional materials. Products on MyScholarShop are paid for through EMA and the parent never has to pay out-of-pocket!
Instructional materials include laptops, tablets, online software programs, books, and more!
Not seeing a specific provider or product available through our direct-purchasing marketplace? No problem!

Families can always pay for qualifying services and products out-of-pocket and submit a receipt to be reimbursed.
How can you help?
Spread the word!

Do you know students who could benefit? Tell their parents to visit stepupforstudents.org/reading (or sufs.org/reading)!

Do you know a service provider or vendor that could help struggling readers? Send them to stepupforstudents.org to learn more about how to participate!

Would you like flyers to help spread the word? Email Melissa Jaramillo (mjaramillo@sufs.org).
Q&A

Let’s spend a few minutes working through any questions you may have!
Next Steps

Thank you for taking the time to learn about the New Worlds Reading Scholarship Program! Do you have additional questions? Shoot me an email!

Jennifer Canning
New Worlds Reading Scholarship Accounts Director
P: 727-451-9839
E: jcanning@sufs.org

877.735.7837
stepupforstudents.org