

# Constructing a Deep Reading Brain: An Emerging GLR Opportunity

December 1, 2020



# Moderator



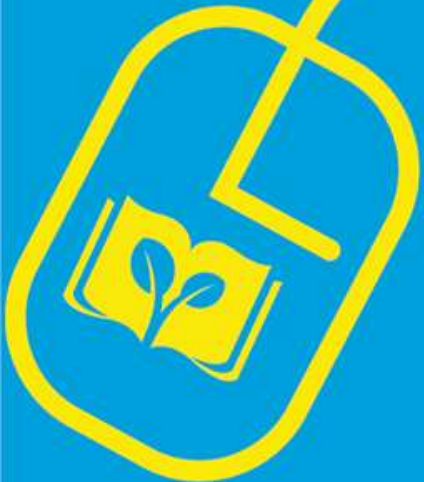
**Ryan Lee-James, Ph.D., CCC-SLP**

Director

Rollins Center for Language & Literacy

Atlanta Speech School

# GLR Learning Tuesdays: Cox Campus Scale Out



# Welcome



**Dr. Ryan Lee-James**

*Director  
Rollins Center for Language & Literacy  
Atlanta Speech School*



# COX Campus

Read Right from the Start

Cox Campus synthesizes the science of reading so that all child-facing professionals of children prenatal-3rd grade and their families have and can share access to educational opportunity, regardless of race, ethnicity or ZIP code.



**133,000+ MEMBERS**

*As of 11/30/2020*

In Georgia, more than **90%** of **B-5 teachers**  
All **50 States** and **55 Countries**

# Rollins Center

*for Language & Literacy*

---

A Program of the Atlanta Speech School



The Cox Campus is rooted in Rollins Center for Language & Literacy which holds the eradication of illiteracy as its primary goal. Rollins pursues this end through coaching and supporting the creation of the language and literacy ecosystem needed for every child to thrive.

NAEP 2019 Reading Outcomes: Trial Urban District Snapshot Report from <a href="https://naep.com">NAEP.com</a> : Nation's Report Card					
City / District	4th Grade Children Reading at or Above Proficiency (as % of total):				
	White	African American	Hispanic	Eligible for Free or Reduced Lunch	Not Eligible for Free or Reduced Lunch
National	45	18	23	21	51
Atlanta	76	16	23	15	70
Baltimore	41	9	14	7	20
Boston	58	18	17	19	47
Chicago	56	15	21	18	51
Cleveland	30	8	11	13	NA
Detroit	NA	5	11	5	13
Washington DC	81	17	28	17	69
Houston	51	10	16	12	50
Los Angeles	41	10	16	15	31
Miami-Dade	55	21	40	30	58
New York City	41	17	18	20	47
Philadelphia	42	11	9	12	35
San Diego	54	19	25	24	58

## LITERACY IS A RIGHT.

Literacy outcomes should never be determined by race, ethnicity or ZIP code.  
We have the science, and we know what to do.





**Our children deserve change.  
Our children deserve their future.  
We have the power to give it to them.**

*Dignity is created in relationships...at the end of the day, to tap into the profound potential children have, we have to care for the individual child in a holistic and comprehensive way.*



Renée Boynton-Jarrett, MD, ScD  
Shine Your Light Town Hall  
June, 2020  
Cox Campus

# What does this look like?

From birth, we will engage adults in children's lives - with teachers and families at the center.



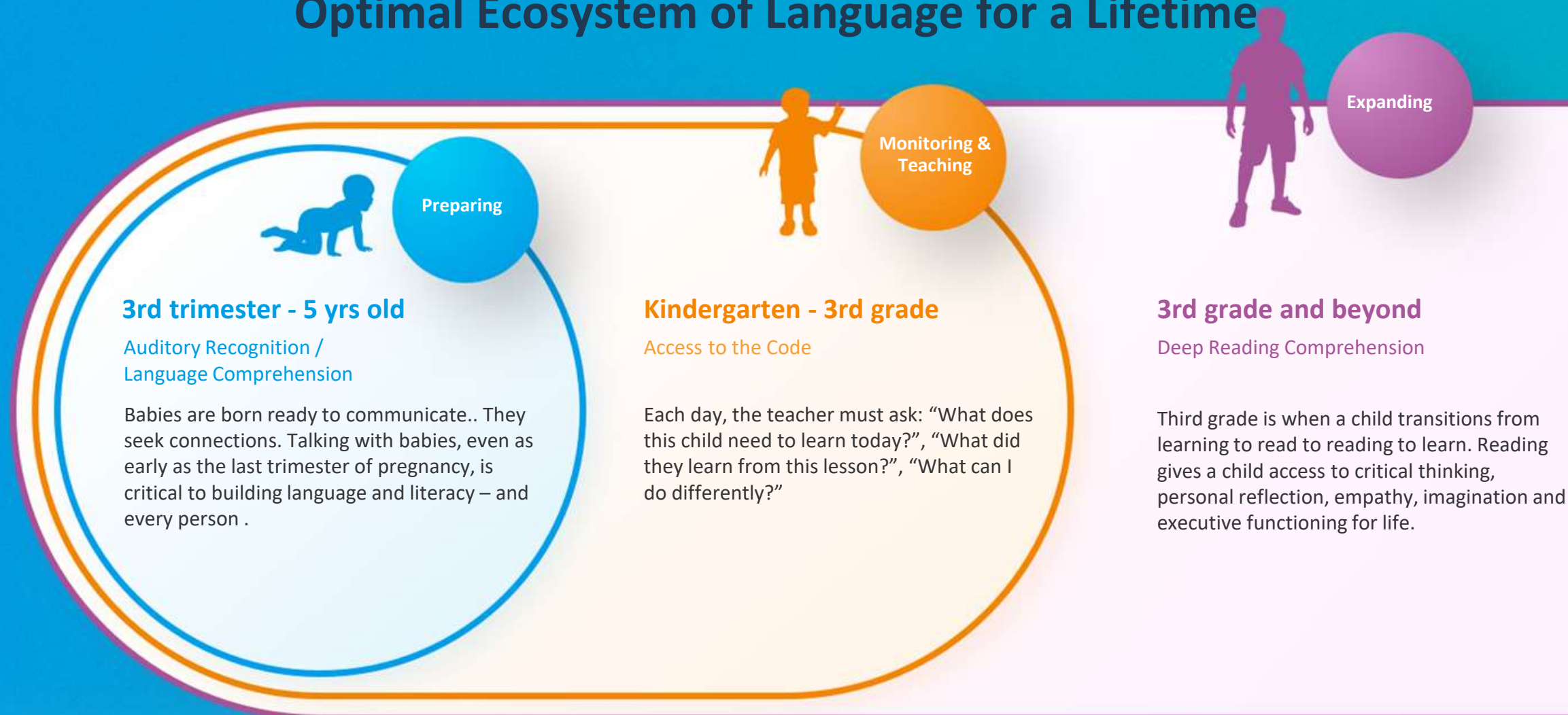
We will give every family and teacher the support they need to ensure every child has the foundation and scaffolding to achieve literacy.

Cox Campus will be the catalyst for this promise to every child.



# Cox Campus Works to Construct the Deep Reading Brain

## Optimal Ecosystem of Language for a Lifetime



**Preparing**

### 3rd trimester - 5 yrs old

Auditory Recognition /  
Language Comprehension

Babies are born ready to communicate.. They seek connections. Talking with babies, even as early as the last trimester of pregnancy, is critical to building language and literacy – and every person .



**Monitoring & Teaching**

### Kindergarten - 3rd grade

Access to the Code

Each day, the teacher must ask: “What does this child need to learn today?”, “What did they learn from this lesson?”, “What can I do differently?”



**Expanding**

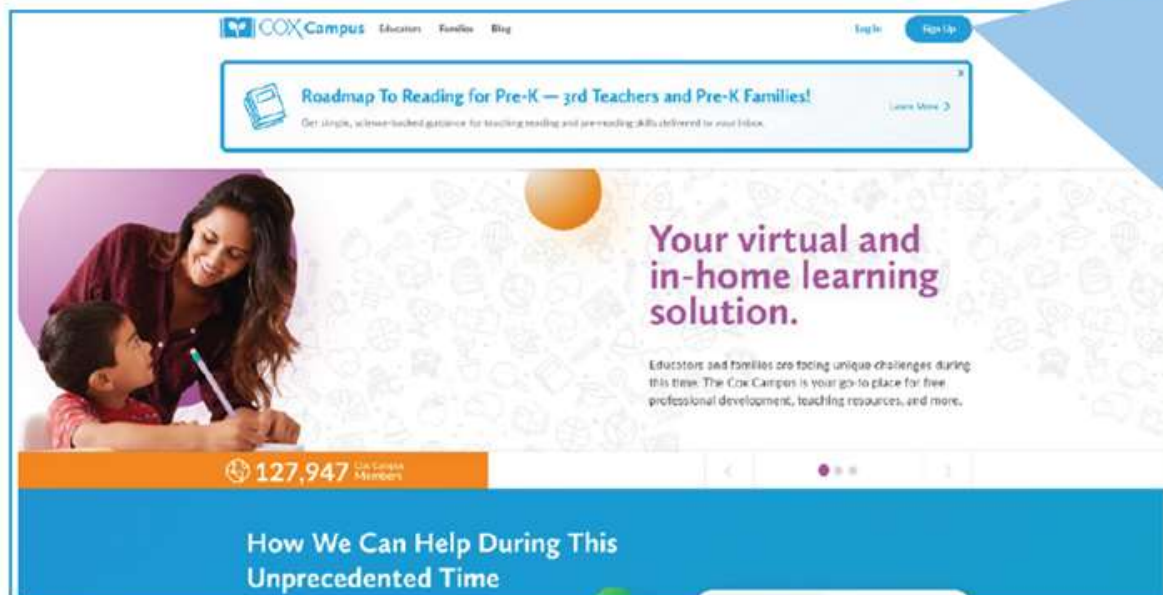
### 3rd grade and beyond

Deep Reading Comprehension

Third grade is when a child transitions from learning to read to reading to learn. Reading gives a child access to critical thinking, personal reflection, empathy, imagination and executive functioning for life.

# How do I become a member of the Cox Campus?

Visit the site and click the Sign Up button to get started.



# A G E N D A

- Prenatal Through Infant Supports
- Toddler Through PreK Supports
- K Through 3<sup>rd</sup> Supports
- Scale Out Project

# Presenters



**Cori Cain**  
Director of Partnerships  
Rollins Center for Language &  
Literacy  
Atlanta Speech School



**Makini Coleman**  
Project Manager, E-Learning  
and Special Projects  
Rollins Center for Language &  
Literacy  
Atlanta Speech School



**Jenn Connor**  
Director  
Center for Afterschool and  
Expanded Learning  
Foundations, Inc.

# Presenters



**Denise Mayhan, Ph.D.**  
Project Director  
Talk With Me Baby  
Grady Hospital



**Christa Payne, Ph.D.**  
Director of Public Health  
Rollins Center for Language  
& Literacy  
Atlanta Speech School

# Prenatal Through Infant Supports: Prepare



**Dr. Christa Payne**

*Director of Public Health  
Rollins Center for Language & Literacy*



**Dr. Denise Mayhan**

*Project Director, Talk With Me Baby  
Grady Hospital*

# Essentials For Early Brain Development:

*A Public Health Approach to  
Building Brains, Language and Loving Relationships*



IN COLLABORATION

WITH

**Rollins Center**  
*for Language & Literacy*

A Program of the Atlanta Speech School



atlanta can't **live** without grady

## Health & Education



*are intimately intertwined*

# The Path to Literacy, Lifelong Learning & Health



# Language Nutrition

## LITTLE BRAINS NEED LOTS OF WORDS TO GROW AND THRIVE

Just like a child needs an adequate amount of food for physical growth, a child also needs adequate language for his or her brain development.

In the same way that the quality and nutritious value of the food differs and matters for a child's growth, the quality of language is important.

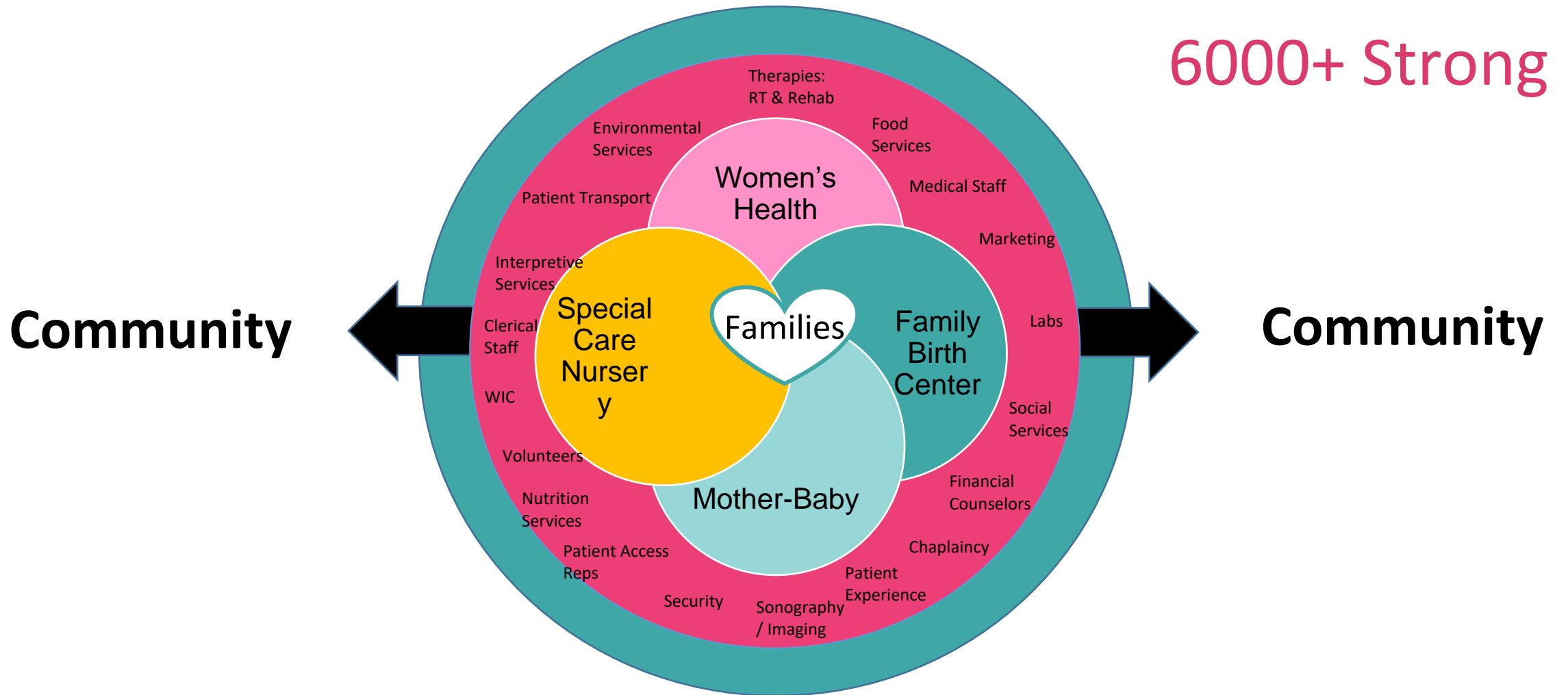


# TALK WITH ME BABY

Empowering families & workforces to build brains through language



# The People of Grady's Perinatal Ecosystem



# Grady's Impact

Metric	2017 2018	2019	2020	Grand Total
<i>Trained Staff: Hospital-Wide</i>	2529	1446	1019	<b>4994</b>
<i>Trained Family Coaches: Perinatal Services</i>	610	168	38	<b>816</b>
<i>Families Touched</i>	2227	1957	615	<b>4799</b>

# Coming Soon to Cox Campus



## Language Nutrition Facts for Every Learner

Your video-based Cox Campus guide to becoming every baby's conversational partner

## Becoming a Talk With Me Baby Perinatal Coach

Your video-based Cox Campus guide to coaching families on how to nourish their baby with language

# Toddler Through PreK Supports: Prepare



**Cori Cain**

*Director of Strategic Partnerships  
Rollins Center for Language & Literacy*

# TEACHERS/ PROFESSIONALS

3 Training Hours

13 Lessons



## TALK with Me

Children learn language through their conversations with the meaningful adults in their lives. Every word makes a difference. Every word...



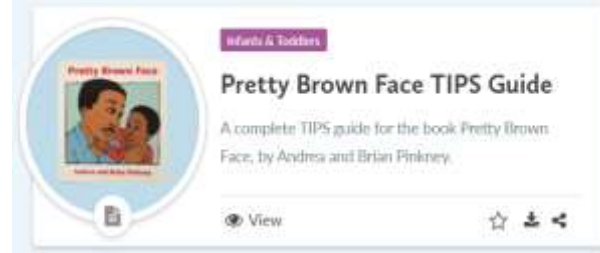
Review | Retake



## RESOURCES



## COURSES



## COMMUNITY

# FAMILIES



## Birth to 5 Families

Learn critical skills to help support a child's healthy brain and socio-emotional growth, language development and construction of emergent literacy skills.

[View More >](#)



## Birth-5: Talk, Read, Play LIVE

Learn critical skills to support healthy brain and socio-emotional growth, language development and construction of emergent literacy skills.

[Learn More >](#)



## Roadmap to Reading Pre-K

Make sure your child is on-track for reading through weekly interactive story reads and easy-to-follow tips.

[View More >](#)

# Benefits of Integrating COX CAMPUS into your work

- Free quality professional development
- Builds on skill and knowledge
- Helps to “curriculum-proof” teachers and instructional leaders
- Continuing education credits in Georgia and Alabama
  - Adding more states soon!



# COX CAMPUS WALKTHROUGH

# K Through 3<sup>rd</sup> grade: Teach & Monitor



**Makini Coleman**

*Content Development Specialist  
Rollins Center for Language & Literacy*

# FOCUS ON PILLARS OF READING INSTRUCTION

## K-3<sup>rd</sup> COURSES



### Leadership for Literacy

As a leader, you impact every student in your school. You also have the unique opportunity to change outcomes for children and put an end...

0%



### Classroom Ecosystem

Did you know that a classroom can be likened to an ecosystem - a community of learning where teachers, students, materials, curriculum,...

0%



### Assessing Our Students

For a child to be able to read proficiently, they must master five key components: phonemic awareness, phonics, fluency, vocabulary, and...

0%

1.5 Training Hours

4 Lessons



### Targeted Small Group Instruction

Once you have student assessment data, you can use this data to inform your planning and tailor your teaching methods to individual...

1 Training Hour

2 Lessons



### Literacy Workstations

Can classroom organization and setup make a difference in how children learn? Yes! In this micro-course, we'll show you how to set up your...

2 Training Hours

4 Lessons



### Meaningful Read Alouds for Vocabulary and Comprehension

During effective read-alouds, teachers model their thinking for students, define new vocabulary words and facilitate meaningful discourse...

STORY GUIDES,  
ASSESSMENTS,  
TEACHING AIDS,  
PLANNING  
TEMPLATES....

# RESOURCES



## Education

Explore By Category ▾

Filters: Age Groups ▾ Strategies ▾ Topics ▾ Themes ▾ Courses ▾ Resource Types ▾

**Preschool & Pre-K**



### Owl Moon DLL Visual Set

Within this set, you will find visuals that align with the focus words for the book, Owl Moon in Spanish.

[View](#) ☆ ⬇️ ➦

**Preschool & Pre-K**



### Let's TALK!

The TALK Strategy is reviewed.

[View](#) ☆ ⬇️ ➦

**Infants & Toddlers**



### Pretty Brown Face TIPS Guide

A complete TIPS guide for the book Pretty Brown Face, by Andrea and Brian Pinkney.

[View](#) ☆ ⬇️ ➦

**K-3rd**



### Tips for Building Your Classroom Community Virtually

Download these useful tips for building your classroom community virtually.

[View](#) ☆ ⬇️ ➦

**Infants & Toddlers**




### Get Everyone Involved

Watch everyone in the family serve-and-return with Kingston!

[View](#) ☆ ⬇️ ➦

**Preschool & Pre-K**



### Butterflies REAL Time Guide

Complete REAL Time guide for the information book Butterflies by Gail Saunders-Smith.

[View](#) ☆ ⬇️ ➦

JOIN A COMMUNITY OF  
EDUCATORS  
REAL QUESTIONS  
REAL SOLUTIONS  
REAL PEERS  
REAL EXPERTS

## Community Discussion

Search discussions...



General Course Discussion Family

Filters: Age Groups Topics

Write a Post



What would you like to discuss with the community?

B I U List Bulleted List Numbered List Link



Photo



PDF



GIF



Ask for Advice



Age Group/Topic

Post



Cheryl Booth

Posted: 7 months ago · Last Activity: 5 hours ago

Family

What happened when you tried extending your child's sentences? What went well? What questions do you still have?



5 people liked this

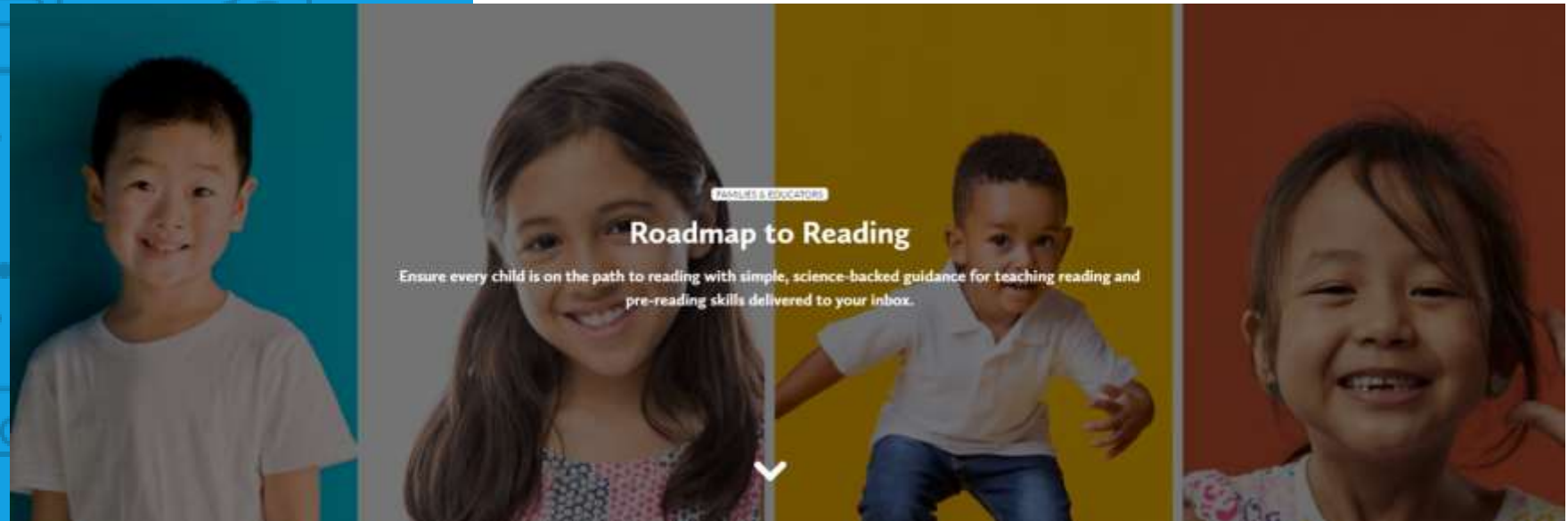


Like Comment

112 Comments

# GUIDANCE FOR APPLYING ALL PRACTICES IN VIRTUAL SETTINGS

## ROADMAP TO READING





### Roadmap to Reading Pre-K

Lead every child to reading with simple, science-backed guidance for teaching pre-reading skills, delivered to your inbox every Wednesday for the upcoming week.

[Learn More >](#)



### Birth-5: Talk, Read, Play LIVE

Learn critical skills to support healthy brain and socio-emotional growth, language development and construction of emergent literacy skills.

[Learn More >](#)



### K-3rd: Roadmap to Reading

Get helpful resources and best practices for reading assessments, targeted small group instruction, and creating a “classroom” culture and environment wherever learning takes place.

[Learn More >](#)

**Cox Campus Supports  
Deep Reading  
Brain Construction on a Continuum**



# COX CAMPUS WALKTHROUGH

# Cox Campus Scale Out



**Jenn Conner**

*Foundations*

*Director, Center for Afterschool and  
Expanded Learning*



# Broadening Awareness

Maryland



North Carolina



Arizona



Colorado

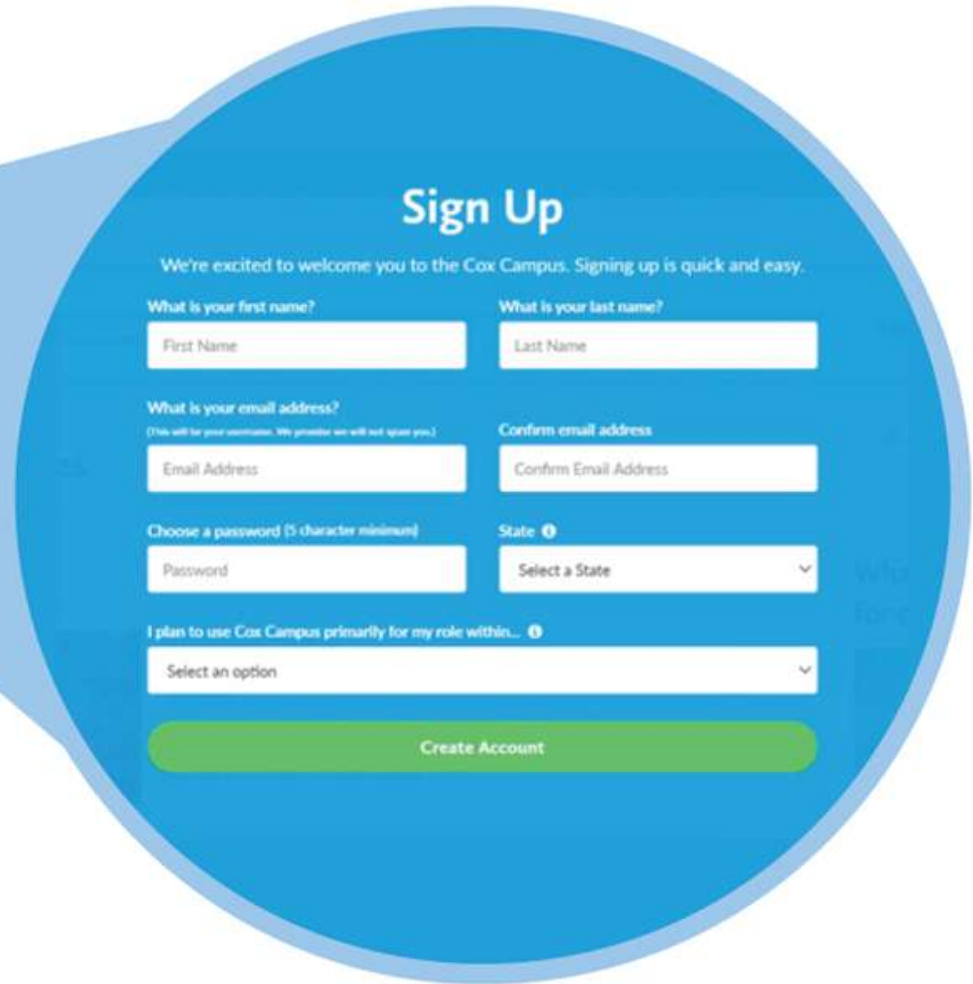


Targeted  
States



# How do I become a member of the Cox Campus?

Visit the site and click the Sign Up button to get started.





# Cox Campus Membership



# PLM



# Cox Campus Scale Out

<https://links-foundationsinc.org/coxcampus>



# Enter Snapshot of PLM 1<sup>st</sup> Page

# Questions & Discussion

# Upcoming GLR Learning Tuesdays Webinars:

## CRUCIBLE OF PRACTICE WEBINAR

Change Happens at the Speed of Trust: Building A Regional Movement  
Tuesday, December 8, 12:30 p.m. ET/9:30 a.m. PT

## LEARNING LOSS RECOVERY CHALLENGE WEBINAR

Lessons from TULSA SEED: Supporting Learning and Well-Being During COVID  
Tuesday, December 8, 3 p.m. ET/12 p.m. PT

## FUNDER TO FUNDER CONVERSATION

Advancing Policy Solutions to Reduce Child Poverty: The William T. Grant Foundation  
Tuesday, December 15, 12:30 p.m. ET/9:30 a.m. PT

## LEARNING LOSS RECOVERY CHALLENGE WEBINAR

Scaling Playful Learning: How Civic Infrastructure Can Support Our Youngest Learners  
Tuesday, December 15, 3 p.m. ET/12 p.m. PT

Please Join Us!

[gradelevelreading.net](https://gradelevelreading.net) @readingby3rd #GLReading #LearningTuesdays

