

new worlds reading



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New Worlds Reading Commercial



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.



Largest Home Book Distribution Program in the USA



FLAMINGO LITERACY
READING APP

Interactive Online Reading Instruction Tool



Online Mathematics Teaching and Learning Platform

Kindergarten Readiness

Third Grade Reading Proficiency

Ninth Grade Algebra Proficiency



FLAMINGO EARLY LEARNING

Professional Development System for Early Childhood Educators



FLAMINGO LITERACY

Science of Reading Professional Development



FLAMINGO MATHEMATICS

Mathematics Professional Development for Secondary Teachers

STUDENTS
EDUCATORS

New Worlds Reading Initiative Vision Year 2

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

*Current Eligibility

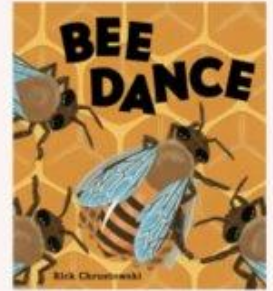
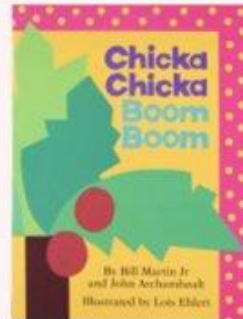
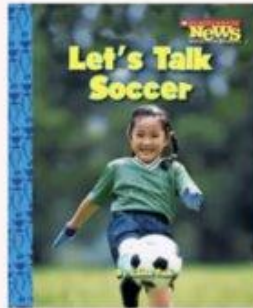
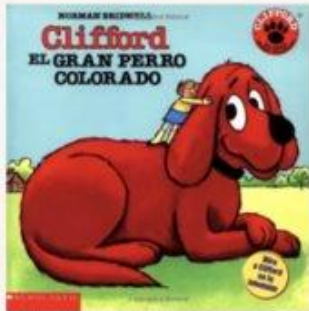
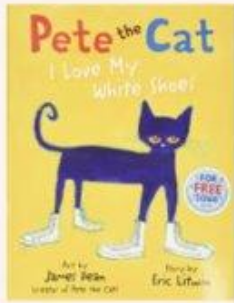
Public and charter school students in kindergarten through fifth grade are eligible based on the following criteria:

- Kindergarten - Grade 3: Any student who has been identified as not yet reading on grade level and receiving tier 2 or tier 3 reading instruction.
- Grades 4 - 5: Any student who scored either a Level 1 or Level 2 on the prior school year's English Language Arts Florida Standards Assessment or meets the criteria outlined above.



Titles Include:

- Clifford the Big Red Dog
- The Magic School Bus® Lost in the Solar System
- Let's Talk Soccer
- Ugly Cat & Pablo
- Feucho y Pablo (Ugly Cat & Pablo)
- How Do Dinosaurs Learn to Read?
- WHO WOULD WIN?: WHALE VS. GIANT SQUID
- El autobús mágico® se recicla (The Magic School Bus® Gets Recycled)
- Jounen Mwen / My Day With You
- Ti Baxter Ble / Tiny Blue Baxter
- Pye Bwadchèn Nou An / Our Oak Tree
- Yon Legim Trè Espesyal / A Very Special Vegetable





Year 1 Data Overview (October 2021 – June 2022)

486,902

Eligible children
across the state
of Florida

125,000+

Children
enrolled

745,435

Total books
shipped since
December 2021

[my child] is really excited that a new book comes in. He also gets really excited that he gets mail in his name. I love the books! Especially since it's what he wants to read and has an interest in. The books are expanding his vocabulary and giving him insight on things he already enjoys. I hope this program is one that continues because more students need this program. The program does need something for parents to help them better engage so their student really understands the book, engage with them as they read, ask their student questions, and get their student excited.

– NWRI Family Testimonial

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 this 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

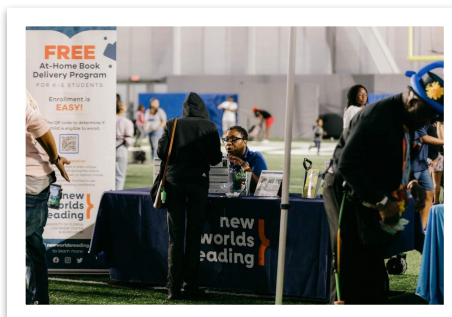


Party for the Planet

NWRI Outreach at a Glance

NWRI Year 1 Overview

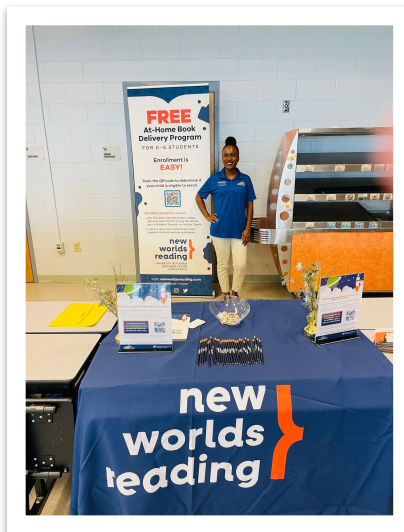
- Collaboration Meetings
- Engagement & Outreach within schools & community organizations across several school districts
- FASA webinars
- NWRI Ambassadors June 2022!



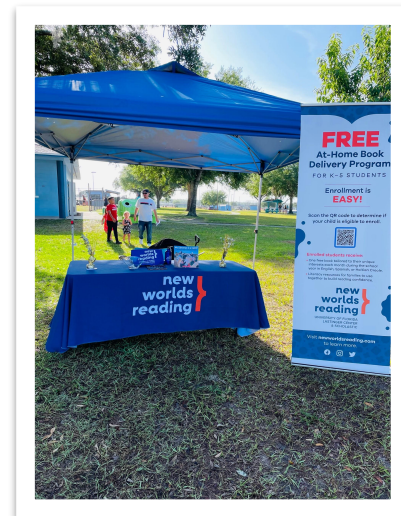
First Coast YMCA Friday Night Lights



Caring & Sharing Learning School Science Night



Campbell Park Elementary Resource Fair



Suncoast YMCA Healthy Kids Day

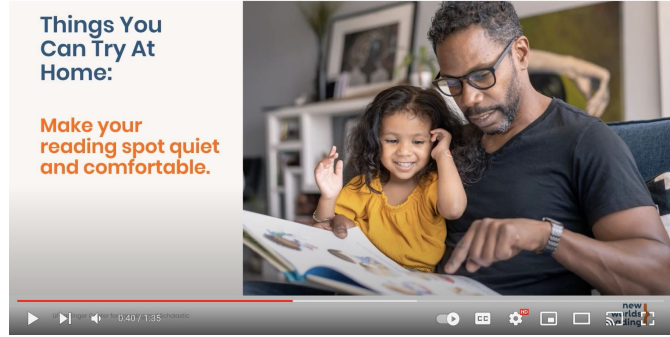
Small Group Discussion

How can we enroll more eligible 4th + 5th grade students?

Year 2 Literacy Resources

Literacy Resources

- Book Lists
- Interactive Reading Guides (IRGs)
- Videos



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INTERACTIVE READING GUIDE

The Word Collector

by Peter H. Reynolds

Jerome collects something very special and it isn't bottle caps, stamps, or baseball cards. He collects words—big words, small words, and all the words he finds fun and interesting. What new words will you collect today?

One great way to motivate your child to read often is to keep books everywhere! Easy access to books means that kids are more likely to read. You can even take books with you when you leave home! Have your child pick out a book or two to bring along. Whenever your child gets bored, encourage them to read their book! Your child can read out loud to you or other family members to help pass time!

Keep books available in places such as these:

- kitchen
- bedrooms
- bathrooms
- living areas
- backpacks
- purses
- vehicles

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MY STINKY SOUP RECIPE

1 cup of _____

2 spoons of _____

1/2 cup of _____

3 steaming _____

A pinch of _____

1 chopped _____

A sprinkle of _____

Directions: Mix all the ingredients into a pot, and cook for _____ minutes. Serve in a soup bowl and enjoy!

When you taste your stinky soup, what face will you make? Draw it here.

In Super Fly Guy, Roz the lunch lady makes Fly Guy stinky garbage soup. Place the smelly stickers in the bowl to create your own stinky soup. Write down your recipe, and draw a face to show how it will taste!

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Interactive Reading Guides (IRGs)

•K-2 IRGs are printed and mailed to families

•K-5 digital IRGs available on the NWRI website

•Scope & Sequence for word work aligned with the Florida B.E.S.T ELA Standards

BE A WORD COLLECTOR

I AM A WORD COLLECTOR!



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Keep books available in places such as these:

- kitchen
- bedrooms
- bathrooms
- living areas
- backpacks
- purses
- vehicles

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SING WORD PARTS

The author of this story says that Jerome likes to collect multi-syllable words that sound like little songs. **Multi-syllable words** are words that have more than one word part, like cat-let or Jerome. When your child practices breaking longer words apart into their word parts, or syllables, they will feel more confident reading them.

Say a word out loud, and ask your child to repeat it. Talk about what the word means. Then break the words apart into smaller parts by singing them. Each word part will be its own note. Sing high-pitched, very low, quickly, or slowly! Hold up one finger for each note you sing to count the word parts. You can also clap or dance while you sing each syllable! Then look for more multi-syllable words in this story that you can sing together.

| | |
|--|--|
| guacamole (p. 9) gua / ca / mo / le | geometry (p. 8) ge / om / et / try |
| marvelous (p. 10) mar / vel / ous | kaleidoscope (p. 9) ka / lei / do / scope |
| torrential (p. 11) tor / ren / tial | tyrannosaurus (p. 11) ty / ran / no / saur / us |

ASK QUESTIONS AND MAKE CONNECTIONS

When you read this book with your child, it is important to pause after reading a few pages to help them understand what they have read. Here are some prompts to help your child reflect before, during, and after reading:

- ? Why does Jerome like to collect words?
- ? Where does Jerome find new words to collect?
- ? Where does Jerome put his new words when he collects them?
- ? What happens when Jerome trips and spills all of his words on the ground? How does he solve his problem?
- ? When something is powerful, it has a lot of meaning or strength. What words were Jerome's most powerful?
- ? Why do you think they were powerful words?
- ? What are other words that you could use that would be powerful?
- ? What are some of your favorite words in this story? Why do you like them?

TALK ABOUT NEW AND INTERESTING WORDS

This story is full of new words to learn and say! Some are written in the text and others are written in the illustrations. When you come across a new word with your child, ask them what they think the word might mean, help them understand the new word by giving them a simple definition. Check out the child-friendly definitions for some of the words in this book listed below. Use an online children's dictionary to look up more words together!

scurrying (p. 33)

If you **scurry**, you run with quick, short steps. When Jerome empties his collection of words into the wind, the children **scurry** to collect them. Show me how you can **scurry** across the room.

delighted (p. 33)

When someone is **delighted**, they feel very happy. Jerome is so happy from the poems he writes and **delights** his friends when he sings them. What makes you feel **delighted**?

eagerly (p. 34)

If someone is **eager**, they are very excited to do something. Jerome **eagerly** collects more and more of his favorite words. What are things you are **eager** to do? What are you not **eager** to do?

jumbled (p. 35)

If you **jumble** things, you mix them out of order. Jerome accidentally **jumbles** his words. What else can be **jumbled**?

BE A WORD COLLECTOR

DIRECTIONS

Help your child collect their favorite words inside the jar on the back page. These words could be their name, words they learned in the story, or any word that makes them happy. Encourage them to write their words in big letters, tiny letters, bubble letters, or colorful letters! Keep adding more words to the jar as your child collects them.

“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



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



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LASTINGER CENTER
& SCHOLASTIC

Reading shapes who we are.

Florida's K-5 students may be eligible for a FREE at-home reading program.

- Kids who qualify* can receive free books and literacy resources to help them read on grade level.
- Get a new book with literacy resources in the mail each month during the school year.
- Books are available in English, Spanish, Haitian Creole, and braille.

*Not sure if your child is reading on grade level yet? Contact your child's teacher for guidance and/or visit newworldsreading.com to see eligibility requirements.

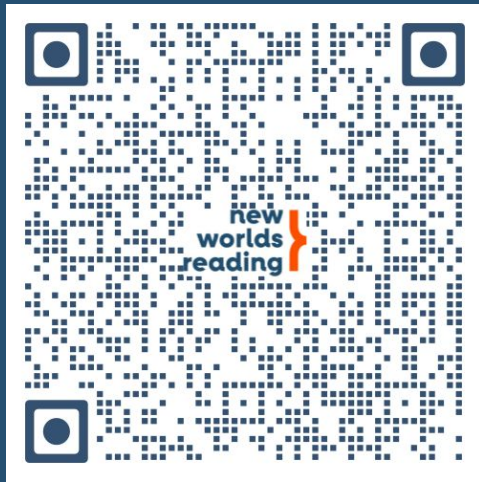
Families can apply today:
newworldsreading.com/enroll



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New Worlds Reading


School Toolkit



What You Will Find in this Toolkit

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

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 3:** Any student who is not yet reading on grade level based on progress monitoring data and receives tier 2 or tier 3 instruction.
- **Grades 4 – 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 K-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 our students with the chance to receive one free book per month in English, Spanish, Haitian-Creole or Braille during the school year, for a 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 [xx] 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:

- Ensuring program flyers (available in [English](#), [Spanish](#), and [Haitian-Creole](#)) go home to eligible students in their folders

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- Introducing the program to families at parent-teacher conferences and other ongoing, one-on-one communication checkpoints
- 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 shareable social assets.

Please feel free to reach out to me with any questions. Additionally, you can email the program directly at newworlds@coe.ufl.edu.

Thank you,
[xx]

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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 a 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, Haitian-Creole or Braille 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 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!

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Class Communications Platform Messaging

Note: We encourage educators to utilize programs 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 Parents / Guardians,

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 a love of reading among students who are not yet reading on grade level. This is a great opportunity to help students [OR insert 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 tailored according to grade level]

- **Kindergarten - Grade 3:** 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 4 - 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 K-3 students to determine eligibility.

[Teacher to confirm] I've 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.

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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:

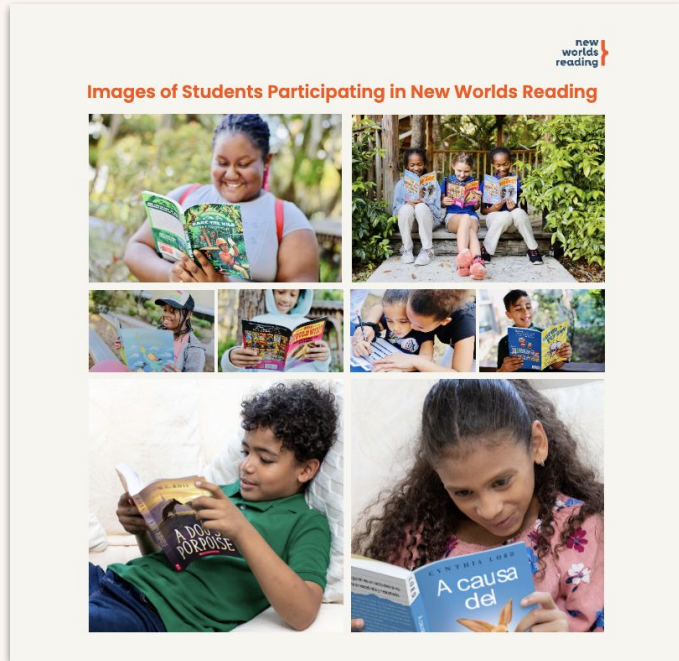
newworldsreading.com

[Image link](#)

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



Visual Assets



Logos

[Link to download](#)



QR Code

[Link to enrollment webpage](#)

[Link to download](#)



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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**



Small Group Discussion

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



Help us get eligible students registered

District Toolkit & School Toolkit will be shared



Be an ambassador for the program

Spread the word to families, communities, & educators



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



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@newworldsFL