



# NEW WORLDS READING

*Launching students into new worlds, one page at a time.*

# About the UF Lastinger Center

We aim to create **equitable education systems** where every child and educator experiences **high-quality learning every day** to support the achievement of **critical educational milestones**.



**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  
for K-3 Educators



**FLAMINGO  
MATHEMATICS**

Mathematics Professional  
Development for Secondary  
Teachers

# New Worlds Reading Initiative Vision

## Create at-home libraries for eligible students

- Launch monthly book delivery program for eligible students by December 2021
- Advertise initiative to families of eligible students
- Offer easy-to-use enrollment system

## Establish community & statewide partnerships

- Develop partnerships with school districts
- Create network of community partners
- Support schools with enrollment and implementation



## Develop caregivers' confidence & capacity to support children's reading

- Develop book-specific reading guides
- Create 2-minute training videos for families
- Disseminate reading tips and best practices

## Build excitement for reading through statewide promotional campaign

- Launch public relations awareness campaign
- Host events in partnership with schools and local organizations
- Promote tax-credit opportunities to corporations

## New Worlds Reading Initiative



**\$200M in state and federal appropriations**

**545,000 estimated K-5 students eligible**

**Up to 5 million books delivered per year**

# Book Selection

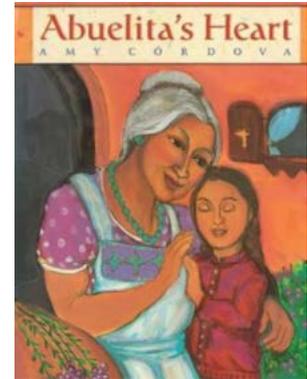
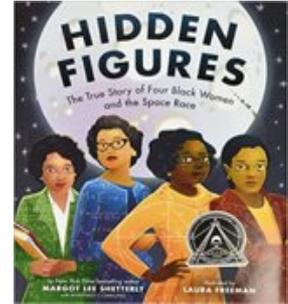
In **consultation with the Department of Education**, the UF Lastinger Center is utilizing market research and stakeholder feedback to develop the book list.

**Fiction and nonfiction** texts covering a wide variety of genres and topics to appeal to students' interests will be included.

Books will be **high-quality, age-appropriate** and organized by grade and reading levels.

Students **may select the genres and topics of books they prefer** to receive but cannot request a specific book title at this time.

Books in **Spanish and Haitian-Creole** will be offered as available. Additional languages and formats (e.g., Braille) are planned for inclusion beyond Year 1.



## Enrollment

Enrollment for NWRI officially launched on October 12<sup>th</sup> on [newworldsreading.com](https://newworldsreading.com), with applications available in both English and Spanish. Haitian Creole and Portuguese applications are in development.

- Over 30,000 students already enrolled
- NWRI team is preparing the enrollment dashboard for handoff to Scholastic in the coming weeks

**Paper-based enrollment** is being considered for implementation beyond Year 1.



# Opportunities to Support Enrollment

Districts have received a **digital marketing toolkit** and **printed flyers** to disseminate information to eligible families. **Over 700,000 flyers** printed and distributed to schools to date.

**QR code** shared through digital and print marketing materials for easy access.

We plan to soon extend our marketing and communications efforts to include marketing toolkits for **legislators, community partners, and non-profit organizations** who are important pieces of the overall support network for the initiative.

This tailored recruitment toolkit will be created with careful consideration to **focus messaging for eligible families**, and will include items such as:

- Digital messaging for use on websites, in emails and newsletters
- Social media assets to use on multiple platforms
- Digital recruitment flyers in multiple languages



**Your child is eligible\* for a FREE book delivery program!**

**Students enrolled in the New Worlds Reading Initiative will receive:**

- A free book in the mail each month = 9 books per school year
- The option to choose their own book topics to build a personalized library
- A collection of reading activities for families to use together to encourage a love for reading

Scan the QR code or visit  
[newworldsreading.com/enroll](http://newworldsreading.com/enroll)  
to enroll and choose your  
favorite book topics today.



\*Students in kindergarten through fifth grade are eligible for the New Worlds Reading Initiative if they are currently not reading on grade level. Schools and districts will determine student eligibility.

**Discover more about the New Worlds Reading Initiative at [www.newworldsreading.com](http://www.newworldsreading.com).**  
*Launching students into new worlds, one page at a time.*

  
NEW WORLDS READING

 Lastinger Center for Learning  
UNIVERSITY of FLORIDA

# Book Delivery

Book delivery will **begin in December 2021** for students enrolled in late October/early November. Students who enroll later will receive books in early 2022 (approximately 6-8 weeks after initial enrollment).

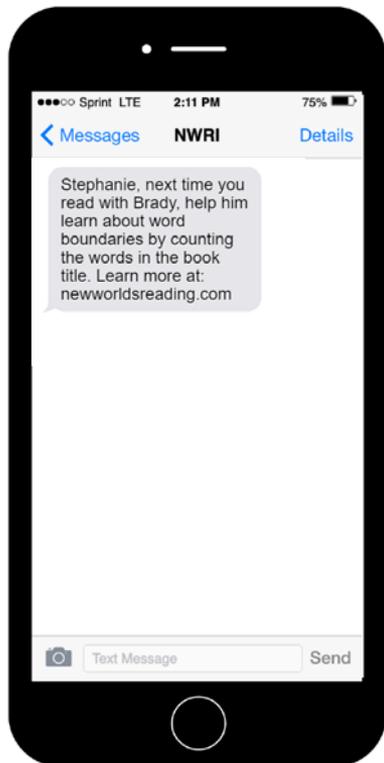
Books will be **mailed to home addresses** each month unless circumstances require alternative delivery methods.

Additional materials to **encourage family engagement**, such as tip sheets, reading guides, and activities, will be included in deliveries.



Customized NWR mailer addressed to the student

# Family Engagement Strategies



## NEW WORLDS READING INITIATIVE

### FAMILY READING TIP:

#### COUNT THE NUMBER OF WORDS IN A BOOK TITLE



#### WHY?

Young children don't automatically understand where one word ends and another begins. When children begin to understand there are spaces between words, it helps them notice the connection between each word on the page and the ones you read.

#### WHAT?

Although it may seem obvious to us, children need to learn about **word boundaries**, or that individual words are separated by spaces. This is a small but important element of **print awareness**.

#### HOW?

Before you read to your child, take just a minute or two to **read the title and count the words**. This is an easy way to support your child in developing an understanding of word boundaries. As you count the words, be sure to **point under each word**. Explain that the spaces let you know where one word ends and another one begins.

#### TAKE IT ONE STEP FURTHER

- After you count the words in the title, ask your child to count out loud with you.
- Challenge your child to find the longest or shortest words in the title
- Read the title backwards, pointing at each word. Laugh with your child about reading in the opposite direction.

With practice, your child will begin to notice the separation of words, or the word boundaries, on their own. This is an important skill that helps them get ready to read!

FIND A VIDEO EXAMPLE OF THIS TIP AND MORE RESOURCES AT [WWW.READFL.ORG](http://WWW.READFL.ORG)

# Opportunities for Future Collaboration

The UF Lastinger Center understands that partnership with school districts, schools, associations, and community organizations throughout the state is **critical to the success of this program.**

We envision **numerous opportunities** to partner with education and non-profit organizations **both at a state level and within individual communities.** These ideas will develop through ongoing collaboration and discussion but may include:

- Partnering to provide books to students who are not currently eligible for the NWRI
- Supporting distribution of books to students who may require alternate delivery pathways (homeless, migrant, transient students)
- Collaboration with schools to host literacy-themed family engagement events





# 90-Day Implementation Plan

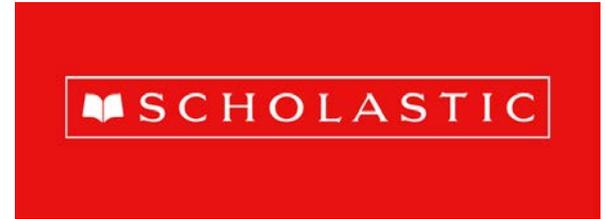
- September 3rd ● Districts notified of Lastinger Center as designated administrator by DOE
- September 10th ● New Worlds Reading Initiative website launched
- Week of September 27th ● Informational sessions held Wednesday (9/29) and Thursday (9/30) at 9-10 AM and 3-4 PM
- October 5th ● Student eligibility lists compiled by districts and shared with schools to be used for recruitment and enrollment verification purposes
- October 8th ● Digital marketing toolkits and instructions sent to district points of contact
- October 12th ● Initiative enrollment portal launched
- October 12th ● District points of contact distribute enrollment and recruitment messaging materials with distribution instructions electronically to school and district-level leadership
- October 13th ● Printed recruitment and enrollment flyers for eligible students delivered to schools
- October 14th ● School leaders distribute print and electronic promotional materials to teachers for eligible students
- October 11 - December 15th ● Open family enrollment and book genre selection period
- December 15th ● Book delivery begins

## Project Partners

Starting in July 2021, the UF Lastinger Center has partnered with **Public Consulting Group, Inc. (PCG)** for strategic development and planning for the NWRI launch. PCG has utilized industry expertise, best practices research, and statewide stakeholder engagement to inform the development of NWRI management and implementation plans.

Through a competitive procurement process, the UF Lastinger Center has recently selected **Scholastic** as the book vendor for NWRI based on demonstrated previous experience and capacity.

- Building on their decades-long work together, Scholastic has partnered with **Edelman** as a subcontractor to support the development and execution of strategic communications, marketing, and public relations
- Additional vendors have been named as backup resources in the event that they are needed



# NWRI Staffing

Public Consulting Group recommends hiring for 20 - 25 NWRI-focused positions within the first year of the initiative. These new positions are organized into six major workstreams:

## 1. Operations

- Vendor management
- Quality assurance
- Internal project management

## 2. Outreach

- Driving enrollment
- Primary contact and resource for school districts, community organizations, and state associations

## 3. Business Services

- Contract and fiscal management

## 4. Data and Technology

- Reporting
- Data systems and management

## 5. Strategy

- Development
- Communications

## 6. Literacy

- Content development
- Implementation support

**Thank you!**

**We look forward to partnering with you as we embark on this initiative together to make a lasting impact on Florida.**



Contact us at [new.worlds@coe.ufl.edu](mailto:new.worlds@coe.ufl.edu) with any questions or suggestions you may have.

And visit the newly launched website at <https://newworldsreading.com/>