



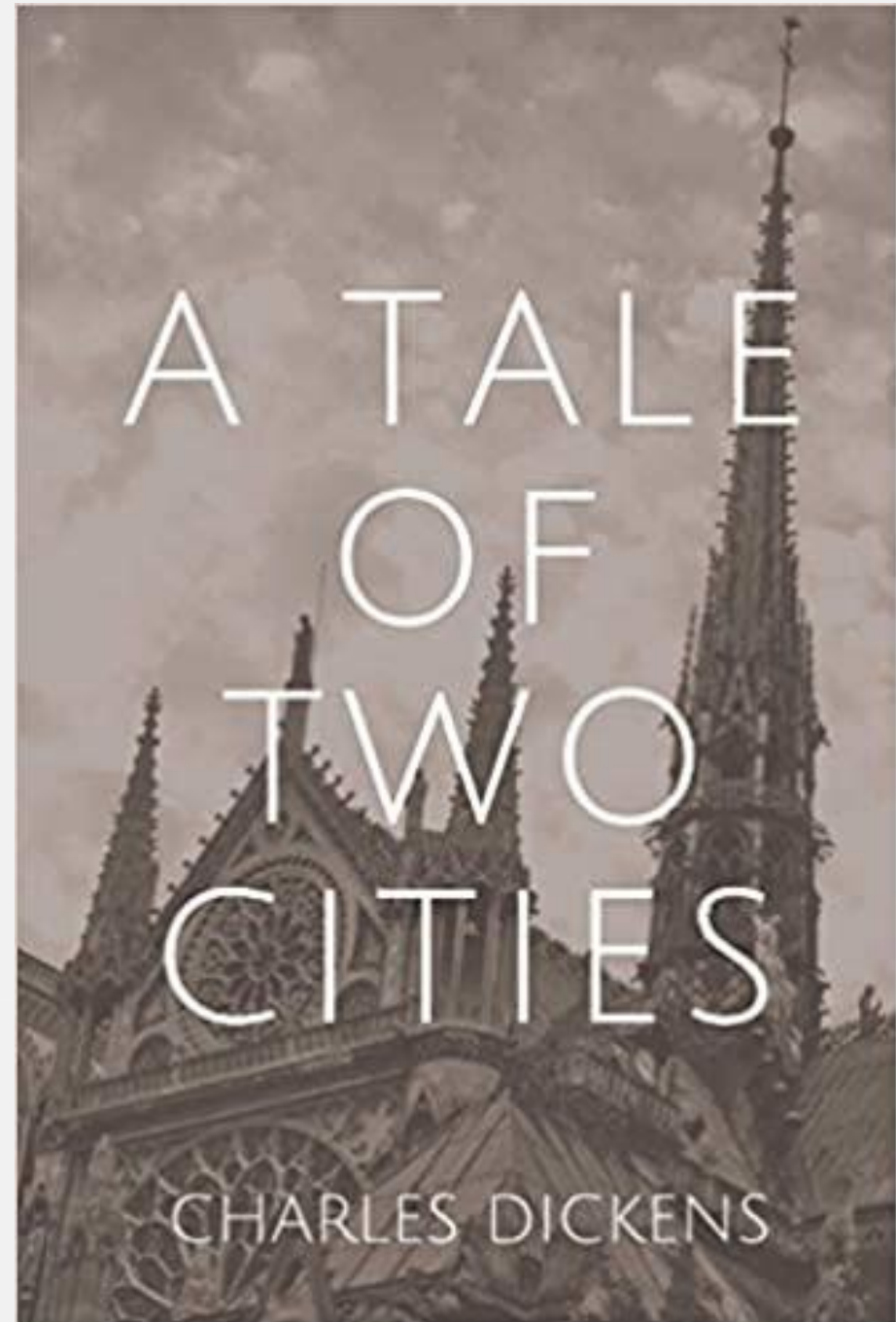
neuhaus
EDUCATION CENTER

Literacy, Family Engagement, and a New Social Contract with Parents

Dr. Tracy White Weeden
President & CEO, Neuhaus Education Center

*“It was the best of times.
It was the worst of times....”*

Charles Dickens
A Tale of Two Cities



Is Your Word Your Bond?

- How can your system move beyond **compulsory attendance** to a compelling **new social contract with parents** that produces **skilled readers**? Earn the **trust** of **parents as partners**, while accelerating **sustainable change**. Position **literacy** as a **human right**, and crucial **form of exchange** in a **knowledge economy** through **evidence-based best practices** for family engagement.



Acknowledging the “Internal Tug of War”



Anti-Literacy Laws



Helen Arnold CLC & Neuhaus Education Center: An Impactful Partnership



Helen Arnold CLC

We created design teams, then what?

Implementation of Neuhaus

- Plan the work and work the plan
- Stay true to the work of early literacy
- Prepare the system
- Remove barriers
- Kick it off...don't wait for perfection
- Implementation, Fidelity & Coaching

(Dr. Arturo Cavazos- Harlingen ISD)

Aligning New Work to Our Current Literacy Plan



Today's Lens: Think of Systems

What is already
in place?

What is can be
leveraged?

What
adjustments may
be needed?

What kind of growth do you want?



ADDITIVE?



OR TRANSFORMATIVE?

Data Trends for Gap Closure for Helen E. Arnold CLC

District 2017-2018	Helen Arnold 2017-2018	District 2018-2019	Helen Arnold 2018-2019	District 2021-2022	Helen Arnold 2021-2022	District 2022-2023	Helen Arnold 2022-2023
85.30%	12.5%	72.90%	83.00%	35.40%	45.80%	27.10%	54.20%

Unfortunately, due to the global pandemic years 2019-2020 and 2020-2021 were listed NR

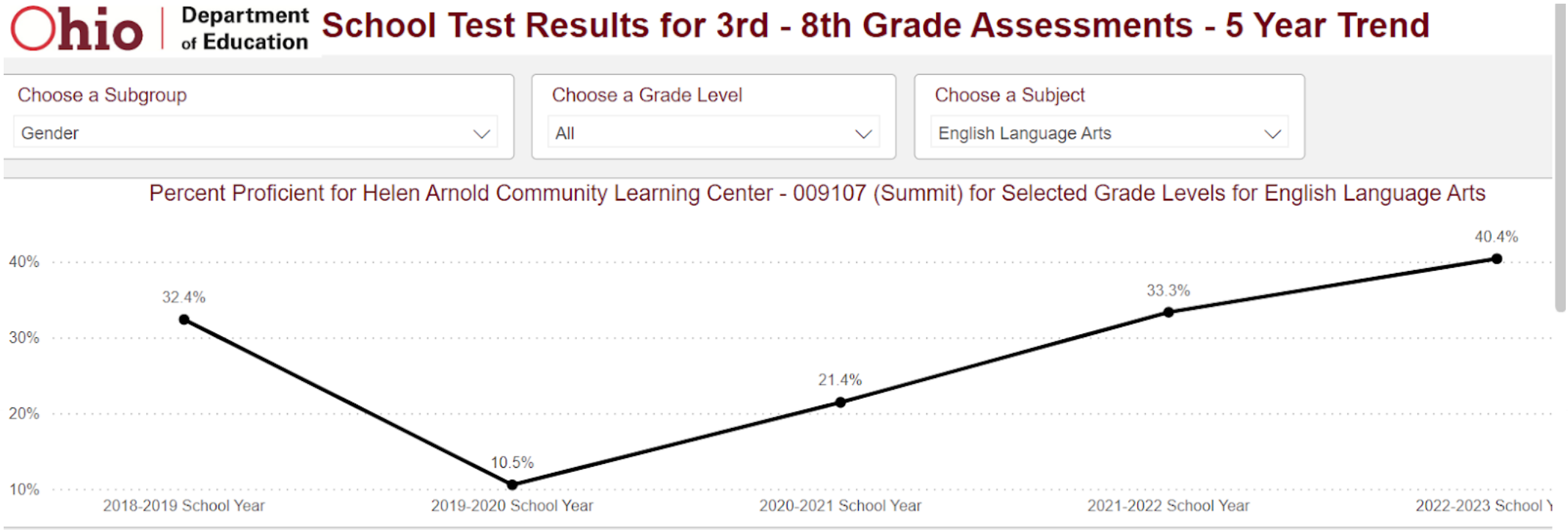
State Test Results

**Important Data
to Review**

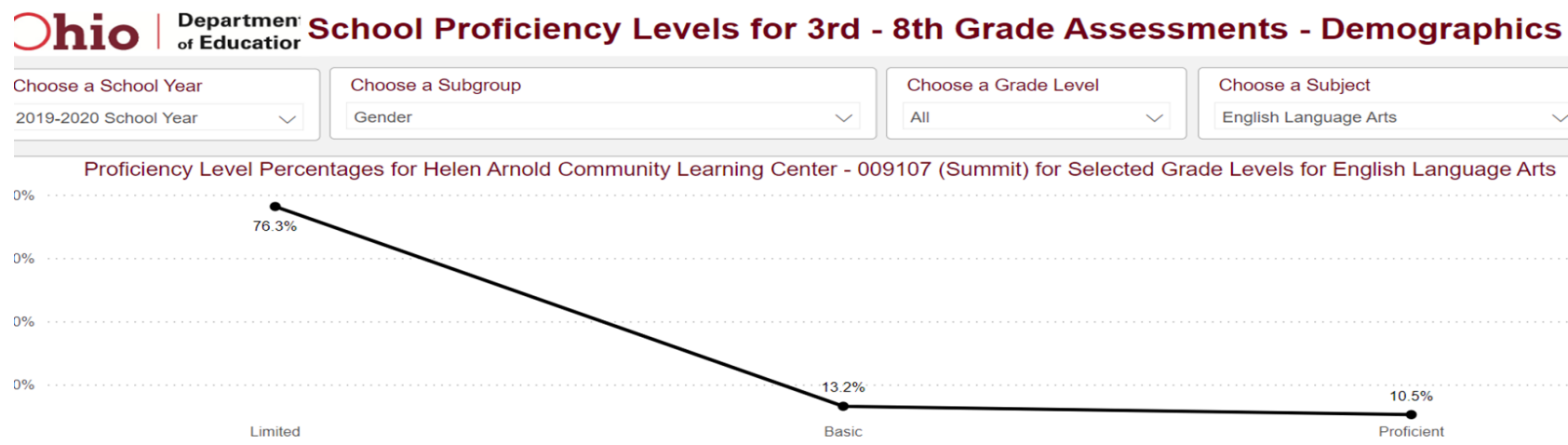
**"Know Better,
Do Better"**

2019	2023
Limited 76.3%	Limited 34.3%
Basic 13.2%	Basic 25.3%
Proficient 10.5%	Proficient 19.2%
Accomplished 0%	Accomplished 15.2%
Advanced 0%	Advanced 6.1%

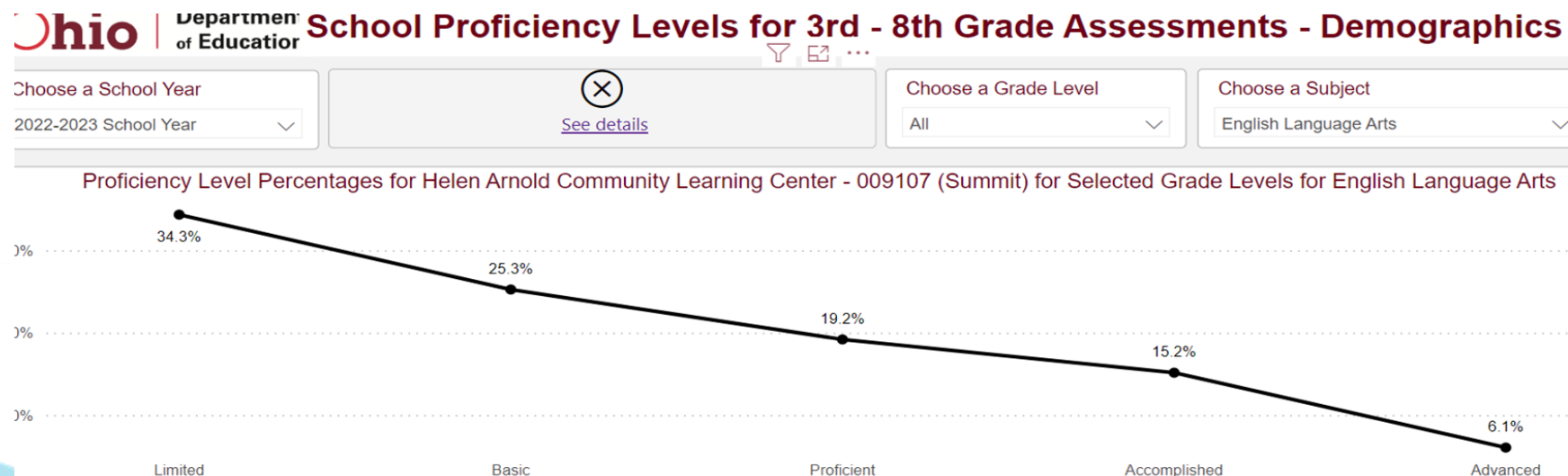
5 Year Trend Data for ELA-Neuhaus Support



2019-2020 ELA Proficiency



2022-2023 ELA Proficiency



This is OUR WHY!!!



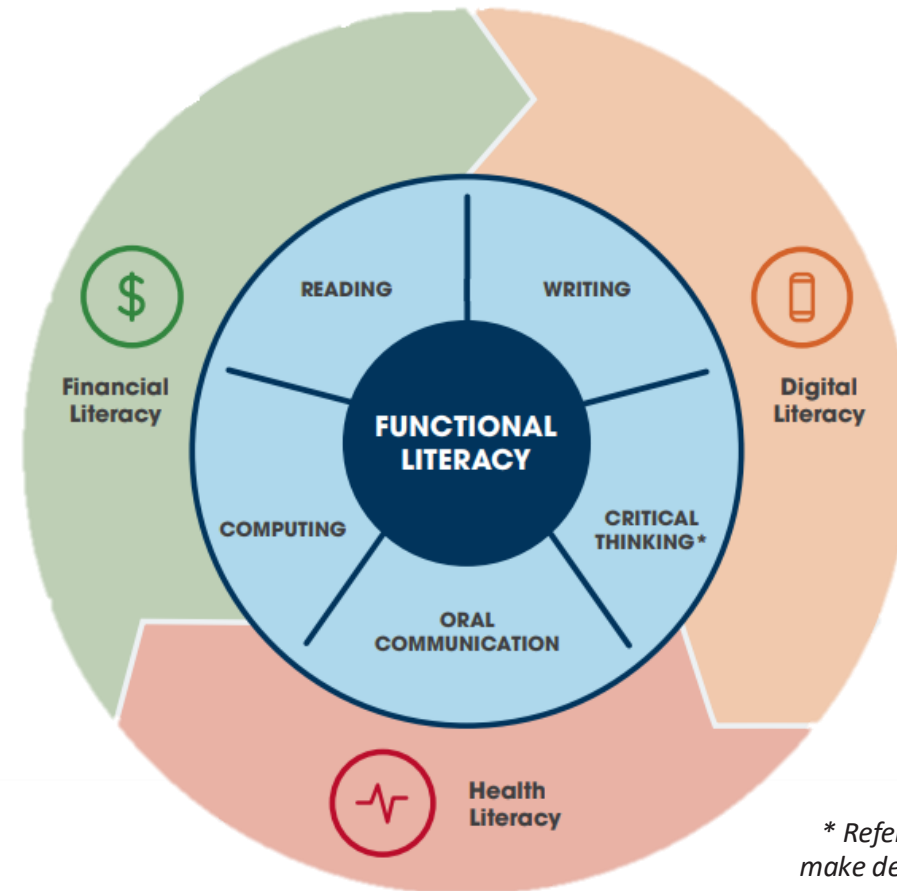
Parent Buy-In



- Parent Education & Involvement Literacy Online for Parents during COVID and in person since 2021.
- Parent visits to school for parent informational meetings to learn how to work with their children at home

What Is Functional Literacy?

Functional literacy includes reading, writing, computing, critical thinking and communicating orally at levels of proficiency necessary to function on the job, in the family, and across society.¹



** Refers to the ability to make decision, synthesize information, and solve problems.*

¹ Vágvölgyi, R., Coldea, A., Dresler, T., Schrader, J., & Nuerk, C. (2015). A Review about Functional Illiteracy: Definition, Cognitive, Linguistic, and Numerical Aspects. *Frontiers in Psychology*, 7. <https://doi.org/10.3389/fpsyg.2016.01617>

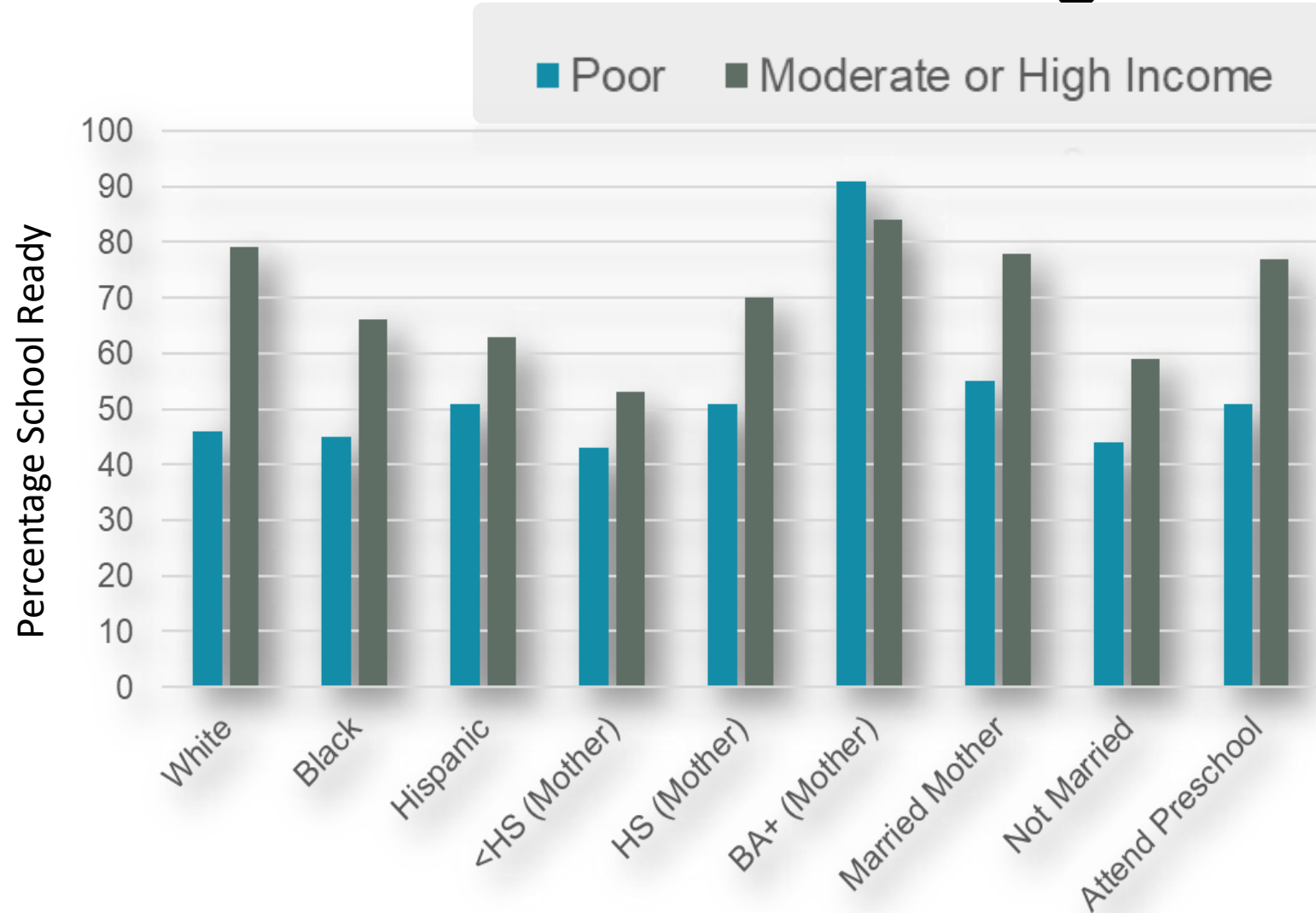
It is estimated that **low literacy and unemployment costs the U.S. \$255 billion a year from lost workforce productivity, crime, and loss of tax revenue.**¹ Additionally, it is estimated between **\$106-\$238 billion in healthcare costs a year are linked to low health literacy skills.**²



¹ "Presidential Survey Info," National Coalition for Literacy, 2016
<https://national-coalition-literacy.org/wp-content/uploads/2016/01/2016-01_PresidentialSurvey_Info.pdf>.

² Vernon, J.A., et al., Low health literacy: Implications for National Health Policy, (Washington, DC: Department of Health Policy, School of Public Health and Health Services, The George Washington University, 2007)
<https://hsrc.himmelfarb.gwu.edu/sphhs_policy_facpubs>.

Likelihood of School Readiness at Age Five



Source and Notes: Brookings tabulations of data from the Early Childhood Longitudinal Study-Birth Cohort (ECLS-B). Poor at birth is defined as household income less than 100 percent of poverty and moderate or high income is defined as household income at or above 185 percent of poverty. School readiness of near-poor children (incomes 100-185 percent) is not shown but generally lies between the two other groups.

The Results of the Positive Success

- 95% of student daily attendance
- 75% decrease in office referrals
- 85% increase in attendance at Parent Programs

Student Achievement Through Staff Development

Training Components	Knowledge % of teachers who understand concept	Skill Implementation % of teachers who apply concept	Classroom Application % of teachers who adopt concept
Theory: presenter explains concept	10%	5%	0%
Plus Demonstration: presenter models the concept	30%	20%	0%
Plus Practice: participants practice the concept during the training	60%	60%	5%
Plus Peer Coaching: participants receive ongoing feedback about their practices of the concept in a real setting	95%	95%	95%

Windows of Opportunity

PreK-1 st Grade Prevention	2 nd -3 rd Grade Diagnosis & Treatment
Universal Screening High Quality Tier I Instruction Progress Monitoring MTSS Instruction to Match Needs	Assessment & Evaluation Special Education Intensive Intervention
Fewer Negative Consequences Less Early Reading Failure More Cost Effective	More Negative Consequences Delayed Reading Success Less Cost-Effective

Low Literacy Rates Impact **Economy**

If all adults in U.S. were functioning at the equivalence of a 6th grade reading level, the national economic benefit is estimated to be:

\$2.2 Trillion Annually



Gallup, Assessing the Economic Gains of Eradicating Illiteracy Nationally and Regionally in the United States. September 8, 2020

This is a
Knowledge Economy
and
Information Age



The Prophetic City

By 2050, all of America will look like Houston does today...

It is a safe statement to make that if Houston's Latino and Black young people are unprepared to succeed in the global knowledge economy of the 21st century, it is difficult, if not impossible to envision a prosperous vision for Houston..."



Photo Credit: Mario Figueroa

Dr. Stephen Klineberg. *Prophetic City: Houston on the Cusp of a Changing America*. United Way of Greater Houston, August 12, 2020.

Neuhaus Education Center



Family Support

Support for families
with struggling readers



Adult Learners

Literacy classes for
adult learners



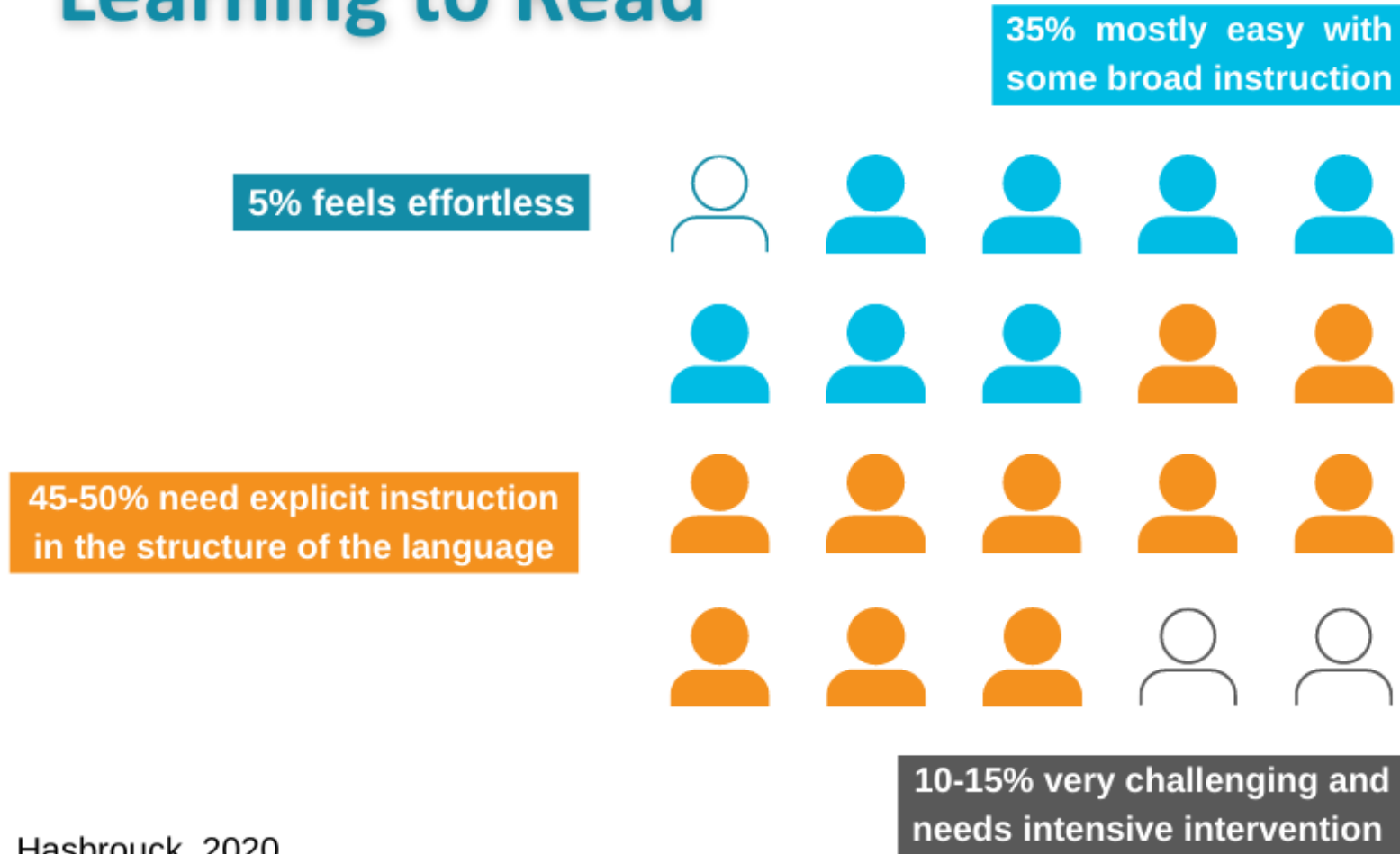
Educators

Professional
development and
certification pathways
aligned with the
Science of Reading



What Are We Going to Do?

Learning to Read



Hasbrouck, 2020

Literacy is a Generational Blessing!



A new social contract...

“All schools have an unwritten, unspoken, but agreed upon social contract, or set of expectations for parents and for the school. But in poor schools with marginalized populations, no one seems to be aware of it.

What’s more, in these schools, the expectations of the “contract” are not shared among the different parties in the “contract.”

“When schools are held accountable to students (instead of to test scores), education is made valuable to the student. No teacher should help a student cheat on a test, rather than ensure the student knows the information.

The Educational Contract – Dr. Sharon Washington



Dr. Karen Mapp



- Connect family engagement to learning and development
- Engage families as co-creators
- Honor family funds of knowledge
- Create welcoming cultures

Dual Capacity Framework – Version 2

Reasons for the Literacy Gap

Environmental

- Language variety
- Home environment

Instructional

- Inadequate instruction
- Inadequate knowledge on the part of university instructors training pre-service teachers
- Inequities when identifying students with dyslexia or other learning difficulties

Binks-Cantrell et al., 2012; Joshi & Aaron, 2008; Moats, 2004; Washington & Seidenberg, 2021

Economic Impact of Dyslexia

An open book is shown from a top-down perspective, with its pages slightly curved. Above the book, a large number of white numbers and mathematical symbols (including 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, %, \$, and #) are scattered across the blue background, appearing to float or fall. A small white arrow points from the left page of the book towards the floating numbers.

**“An estimated 15-20% of people
in the world are dyslexic.”**

The Economic Impact of Dyslexia White Paper

“Neglecting dyslexic learning has a huge financial cost to society.

Dyslexia will cost the State of California **\$12 billion this year.**”



(Boston Consulting Group, 2020)

Let's pick the right fights and get into good trouble!



Non-Structured Literacy Approaches

APMreports.

Sold a Story: How Teaching Kids to Read Went So Wrong



There's an idea about how children learn to read that's held sway in schools for more than a generation — even though it was proven wrong by cognitive scientists decades ago. Teaching methods based on this idea can make it harder for children to learn how to read.

In our new podcast, host Emily Hanford and reporter Christopher Peak investigate the influential authors who promote this idea and the company that sells their work. It's an exposé of how educators came to believe in something that isn't true and are now reckoning with the consequences — children harmed, money wasted, an education system upended.

Guided Reading (Burkins & Croft, 2010)

Reader's Workshop (Calkins, 2000)

Balanced Literacy, Four Blocs Literacy (Cunningham, Hall, & Sigmon, 1999)

Reading Recovery (Clay, 1994)

Leveled Literacy Intervention (Fountas & Pinnell, 2009)

Structure Literacy

SCARBOROUGH'S READING ROPE

Culturally Responsive Implications for Instruction

LANGUAGE COMPREHENSION

Background Knowledge

Vocabulary Knowledge

Language Structures

Verbal Reasoning

Literacy Knowledge

WORD RECOGNITION

Phonological Awareness

Decoding (and Spelling)

Sight Recognition

increasingly
strategic

increasingly
automatic

SKILLED READING:
Fluent execution and
coordination of word
recognition and text
comprehension

Ready for Rigor Framework Awareness

- Understand the 3 levels of culture
- Recognize cultural archetypes of individualism and collectivism
- Understand how the brain learns
- Acknowledge the socio-political context around race and language
- Know and own your cultural lens
- Recognize your brain's triggers around race and culture
- Broaden your interpretation of culturally and linguistically diverse student's learning and behavior.

Culturally Responsive Teaching & The Brain, Zaretta Hammond

Ready for Rigor Framework

- Awareness
- Learning Partnerships
- Information Processing
- Community of Learning and Learning Environment

The stakes are incredibly high!

Admiring the problem is unacceptable.

Compulsory attendance without the commitment offered through a new social contract? Not on our watch!



The Stakes are
Incredibly High!



District Takeovers



López Turley, R.N. and Baumgartner, E. (2023, March 5). State takeovers of school districts do not work. But there is something else that might. Kinder Institute for Urban Research. Retrieved from <https://kinder.rice.edu/urbanedge/state-takeover-school-districts>

**Be The
Light...**



“The source of wealth for Houston in the 21st century will have to do with attracting the best and brightest people in America, working on the cutting edge of knowledge.

The resource of the knowledge economy is housed between the ears of the best and brightest people in America who can live anywhere.”

- Dr. Stephen Klineberg

The Butterfly Effect





Literacy is a Human Right

- Regardless of zip code
- Regardless of student group
- Regardless of gender



Neuhaus Education Center



www.neuhaus.org



info@neuhaus.org

Connect With Us!



[@weedentracy](https://twitter.com/weedentracy)



[@Tracy-L-Weeden](https://www.linkedin.com/in/Tracy-L-Weeden)