The Literacy Clinic

Review, Recommendations, and Scaling Plan

July 4, 2025

The Literacy Clinic is a vital program designed to serve two literacy challenged populations of New Orleans: K-12, and young adults. Its competent advisory board, well-organized foundational years, and the ongoing need for literacy support demonstrate both the program's need and its potential.

Despite the initial support, securing funding for future years has proven challenging due to the current economic and political climates. At this four-year mark, the program and its future require a close analysis. Reviewing reports from the first four years will help identify gaps in the program's execution and reporting, which will aid in developing an ongoing plan for the program and enhancing the program's donor appeal.

This report provides the following:

Section 1: Review of previous years efforts / recommendations for future efforts

a. Identifies potential reasons the program fell short of funding
b. Offers strategic updates to appeal to donors

Section 2: Sample Impact Report

a. Contains an updated proposal outline for donor appeal
b. Provides a sample scaling impact report to demonstrate how Section 1's suggestions for strategic updates can be used to appeal to donors.

Section 3: Scaling Plan, 2025 - 2028

a. Outlines potential scaling for TLC based on Section 1's suggestions.
b. Includes a "Next Steps" list for action items

Section 1:

Review of Previous Years and Recommendations for Future Efforts

Based on The Literacy Clinic reports, there are several likely reasons the program fell short of funding. Altering data collection efforts in future years will help the program demonstrate small but valuable gains for participants; this will improve the program's appeal to donors.

1. Lack of Demonstrated Outcomes & Impact

- **Data shows limited cohort analysis***:

  The external evaluator's 2024 report highlights collection of DIBELS baseline and end-year results, and mentions regression analysis to assess impact. However, it does not quantify the program's overall effect (e.g., percentage reading-level improvements over time), nor does it link those improvements to longer-term outcomes such as grade retention.

- **Outcome stories are anecdotal**:

  While there are mentions of well-executed family engagement nights and read-aloud events, there is little systematic evidence showing these activities translated into measurable literacy gains.

Recommendations:

- Implement a data dashboard that tracks identified key metrics. For example:
  - Percentage of students achieving grade-level reading fluency
  - Reduced grade failure rates

  Track this for several classes that are a part of the program and several that are not to allow for data comparison.

- Conduct a longitudinal cohort analysis that follows K–2 students into later grades, demonstrating lasting literacy improvements tied to the program.

  Also track this for several classes that are a part of the program and several that are not to allow for data comparison.

**Cohort analysis allows for tracking data over time.*

2. Scope & Audience

- **Spread across many groups**:

  Efforts spanned K–2 children, juvenile justice-involved youth, and adults. However, the reports center mostly on K–2. It is unclear how interventions were scaled or measured for adult learners or high-risk youth.

- **Diluted messaging weakens investment pitch**:

  Funders prefer seeing focused, high-impact interventions. A scattered target diminishes strategic appeal.

Recommendations:

- **Refine program scope**

  Separate the program into two phases. For Phase 1, concentrate on one demographic (e.g., early childhood literacy for K–2 or adult literacy for justice-involved individuals). Tailor goals, curricula, and evaluation for that population. Include the second demographic as the plans for expansion (Phase 2).

  Or, continue both efforts, but only include one in grant applications.

- Enhanced messaging clarity (e.g., “Boosting Grade-2 literacy in partnership with three schools through evidence-based phonics”) may help attract donors. (At the moment, it appears that the slogan is “Resources Changing the Community”; this may not be clear enough for those who take a first look at the project.
  - Example: Identify a teaching methodology that we rely upon for these efforts. (Or, better yet, develop our own that can be scaled.)

3. Sustainability & Scale

- **Pilot-oriented model**:

  The project seems to operate as a short-term pilot in a few schools with limited reach. A clear path has not been described for scale-up or replication.

- **Lack of sustainability plan**

  The reports do not specify long-term funding strategies or institutional integrations. Partnerships and partnership futures are not entirely clear.

Recommendations:

- Develop a multi-year roadmap to scale within partner schools/replicate at nearby sites.
- Build partnerships with local school districts by presenting positive early results backed by your new data dashboard.
- To the advisory group, add more education leaders and donor champions to endorse long-term viability. (Consider community leaders, business owners, and perhaps even churches, since many members of the advisory board are active in their congregations.)

4. Insufficient Stakeholder Engagement

- **Stakeholder activities are not fully developed**:

  Parent read-alongs and field trips are noted, but the depth of schools' ownership or staff integration is not clear.

- **No visible community or leadership buy-in**:

  Funders look for programs embedded in their communities, not isolated initiatives.

Recommendations:

- Strengthen local teacher involvement through literacy coaching, co-designed lesson plans, and progress-sharing sessions.
  - WhatsApp groups, Slack, etc. are free and easy-to-implement methods of communication that can help increase communication and involvement.
- Establish a formal parent advisory committee to help plan events, promote volunteer recruitment, and provide feedback.
  - Lean on student learners to help aid in these initiatives. (Contact the teaching programs at local universities and colleges?)
- Share results publicly (e.g., host local media events or presentations of successful student case stories). Identify a student intern to help with these efforts.

5. External Communication

- **Insider-focused reporting**:

  The last-quarter report of Dec 2024 is internally oriented. There is not a clear outreach strategy to funders, media, or broader networks.

- **No compelling success narrative visible to outsiders**:

  The reports are full of program details, but do not provide the engaging storytelling that helps capture funder interest.

Recommendations:

- Produce an annual “impact report” summarizing key accomplishments, supported by both hard metrics and compelling student/family stories.
- Boost visibility via social media, local press, and newsletters highlighting your new metrics dashboard and success stories.
- Consider a brief, influencer-ready video profile (1–2 minutes) capturing a student’s transformational journey.

Updated Proposal Outline for Donor Appeal

Vision	Goals	Evidence	Strategy
Build strong foundational readers in K–2	X% of students reach grade-level DIBELS fluency	Provide pre/post data + 1-year follow-up with grade-level performance	Expand to additional partner schools using proven model
Engage families & teachers	host monthly literacy events, train X teachers	Attendance/feedback stats + testimonial quotes	Use advisory group and coach teachers for sustainability
Showcase successes	2-page impact report + 2-min video	Dashboard Metrics + transformation stories	Distribute widely to funders, media, influencers

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Next Steps

1. **Narrow the focus** to a specific demographic (e.g., K–2 students in three local schools).

2. **Set clear, measurable goals** such as “60% of students advancing one proficiency level on DIBELS by year-end.” Design the program around these goals.

3. **Invest in longitudinal tracking** and publish an engaging results report with real metrics and narratives. Track several non-participating schools for comparison and proof of results.

4. **Deepen partnerships** with schools, parents, and community leaders to embed and scale operations.

5. **Raise your public profile** with polished communication tools and proactive outreach.

By taking this more strategic, data-driven, and community-rooted approach, The Literacy Clinic will be in a much stronger position to attract donors and even qualify for larger foundation or state funding in the coming cycles.

Section 2

Sample Impact Report

The following report is a sample that could be circulated in order to demonstrate the program's, efforts and goals for the future. This should help identify clear, measurable data that we need to collect throughout the year.

The Literacy Clinic – 2024 Impact Summary

Resources Changing the Community

Program Overview

In 2024, The Literacy Clinic partnered with [3] elementary schools in [City/County] to support early literacy among K–2 students. Using evidence-based interventions, family engagement, and culturally responsive teaching practices, the program reached over 120 students, with a focus on children performing below grade-level benchmarks.

Key Outcomes

Student Progress

Outcome Metric	Baseline (Fall 2024)	End of Year (Spring 2025)	Growth
% at or above grade-level fluency (DIBELS)	28%	62%	+34 pts
Avg. correct words per minute (K–2)	38 wpm	69 wpm	+31 wpm
Students gaining ≥2 proficiency levels	–	47 students (39%)	–

Educator Collaboration

- 12 classroom teachers received ongoing literacy coaching
- 85% of teachers reported improved confidence in teaching foundational reading skills
- 100% of coached classrooms met or exceeded growth targets

Family Engagement

- Hosted 5 family literacy nights (avg. attendance: 40 families/event)
- Distributed 300 free books to children and siblings
- Created multilingual home literacy kits for 80 families

Voices from the Community

> *"When my daughter started, she hated reading. Now she's the one reading to me at bedtime. This program changed her life."*
> — Parent, Roosevelt Elementary

> *"I now know exactly how to help my students decode words and build fluency. These trainings were the best I've had."*
> — 1st Grade Teacher, Lincoln Primary

Impact Snapshot

Total Students Served: 127
Teachers Trained: 12
Volunteer Hours Contributed: 300+
Books Distributed: 300
Schools Engaged: 3

What’s Next: 2025 Goals

- Expand to 2 additional school sites
- Launch a Family Literacy Fellowship for parent leaders
- Implement a mobile assessment app to track reading fluency in real-time
- Establish a three-year data pipeline to study long-term student gains

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Support Our Growth

Your support fuels life-changing literacy for our most vulnerable readers. Donate or partner with us at:
📍 [website] | ✉️ [contact email] | 💳 [donation link]

Section 3

Scaling Plan: 2025–2028

Vision:

To establish The Literacy Clinic as a trusted, replicable early literacy intervention model serving [___+] students annually by 20__.

Phase 1: Rebuild & Refine (2025)

Objectives:

- Focus efforts on K–2 students in 3–5 (?) partner schools
- Deepen impact at current sites
- Build donor trust with clear outcomes

Key Actions:

- Find a part-time data/evaluation coordinator (volunteer)
- Formalize partnerships with local school districts (if not already done) and make this a clear part of the project
- Publish a 1-year outcome report and promotional video
- Develop a calendar for grant applications.
- Secure a grant writer to help draft these applications. (Amanda can do this.)
- Secure 1–2 anchor funders (e.g., family foundation or school district contribution). Consider small, grassroots. Perhaps the only funding we need are the books themselves for now? We CAN secure this funding.

Phase 2: Local Expansion (2026–2027)

Objectives:

- Expand to “X” schools in the district
- Launch tiered training program for teacher leaders
- Establish a parent ambassador program

Key Actions:

- Develop implementation guide & coaching model
- Create “Literacy Toolkit” for replication
- Consider adding educators, parents, and funders to the advisory board
- Apply for multi-year state/foundation funding

Phase 3: Replication & Network Building (2027–2028)

Objectives:

- Pilot replication in a second district or county
- Establish The Literacy Clinic Network
- Launch open-access portal with training videos, materials, and impact dashboards

Key Actions:

- Train local teams via “train-the-trainer” model
- Host an annual Literacy Learning Lab (conference/event)
- Publish a 3-year longitudinal study on student growth

Infrastructure for Scale

Area	2025–2026	2026–2027	2027–2028
Staffing	Program Director, Grant Writer, Social Media/Community Outreach Intern	Regional Coaches, Parent Engagement Coord (PTA member?)	Expansion Manager
Tools	Impact Dashboard, Phonics Kits (or similar methodology)	Web Portal, Teacher Training Modules	Literacy Network Toolkit
Funding	$X grassroots & local grants	$X multi-year grants	$X from foundations & state/fed sources