

Lectio Institute Report

Campaign Overview

The Florida Grade-Level Reading Campaign is a statewide movement partnered with a national effort of maximizing the efforts of communities and organizations working to ensure that Florida's children are reading on grade-level by the end of third grade.

In communities nationwide, the campaign works within three solution areas proven to move the needle on third grade reading proficiency.

The Alachua County Campaign for Grade Level Reading is led by United Way of North Central Florida and convenes agencies, organizations, practitioners, community members and stakeholders once per month to organize, strategize and enhance literacy efforts in Alachua County. Currently, there are 38 members of this campaign.



United Way
of North Central Florida

About Lectio Institute

Lectio offers stakeholders a comprehensive analysis of collective strategy and literacy programs and services with a focus on goals, design, desired outcome and resource allocation. This institute combines early learning expertise, with program design and implementation science to equip participants with the tools they need to approach collective work and obtain measurable impact.

Participation in Lectio Institute is offered to campaigns statewide, on behalf of the Florida Campaign for Grade Level Reading. The Alachua County Campaign had 7 members representing various agencies participate in this institute in 2020.

Lectio Institute offered tools and strategies to evaluate literacy efforts on both a campaign and program level. Lectio walks participants through a 5-dimension lens of evaluation and rating system that provides a clear indication of the awareness building strength and behavior changing strength of a literacy program. A strong campaign will consist of a balanced spread of both strong awareness building efforts and strong behavior changing literacy programs.

Campaign Meetings

The CGLR meets via ZOOM on the first Thursday of the month from 9am-10am. Contact Rahkiah Brown, Manager of Educational Partnerships at United Way of North Central Florida for a zoom link. Email: rbrown@unitedwayncfl.org.

Lectio Partners

United Way of North Central Florida
Alachua County Public Schools
Gainesville Housing Authority
UF Anita Zucker Center for Excellence in Early Childhood Students
Early Learning Coalition of Alachua County

Campaign Goals

- Build community and inclusive collaboration aimed at measurable impact.
- Support programs through a process of analysis and alignment with intended outcomes.
- Implement a framework that evaluates programs and assists with enhancement of their intended outcomes.