



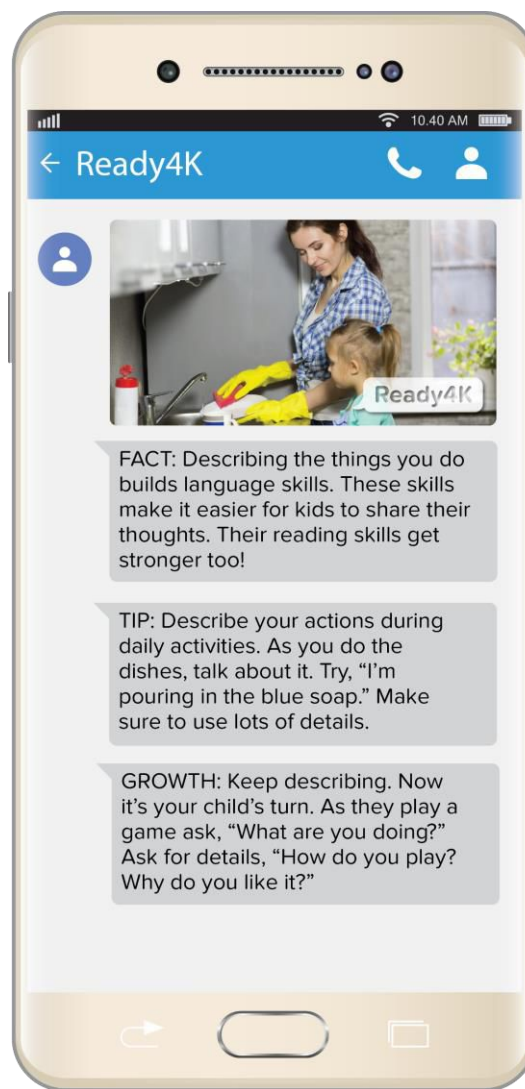
Ready4K

Messages That Motivate

Reaching and
engaging parents
WITHOUT
overwhelming
them

Ready4K

Empower Families with Actionable Early Learning Insights



www.ready4k.com/covid



Rebecca Honig

Director of
Curriculum & Content



Mary Westervelt

Director of
Marketing & Communications

*“When you
ask me for a
fork
it makes me
want to cry.”*



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GOALS

1. Manageable Messages
2. Motivating Language
3. Maximizing Access
4. Using Your Canvas
5. Get Read

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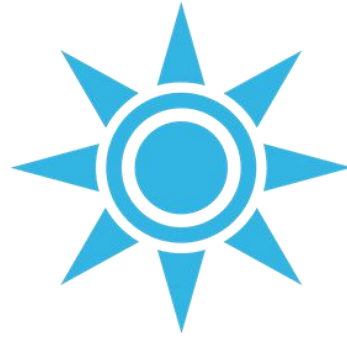
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Reaching Families: Insights from Content

My Job

Translate
curricula
into
text messages



**Ready4K
Core**



**Ready4K
Trauma-Informed**



**Ready4K
Personalized Learning**



94%

of parents do it

+2-3 Months

Student Growth over a
School Year

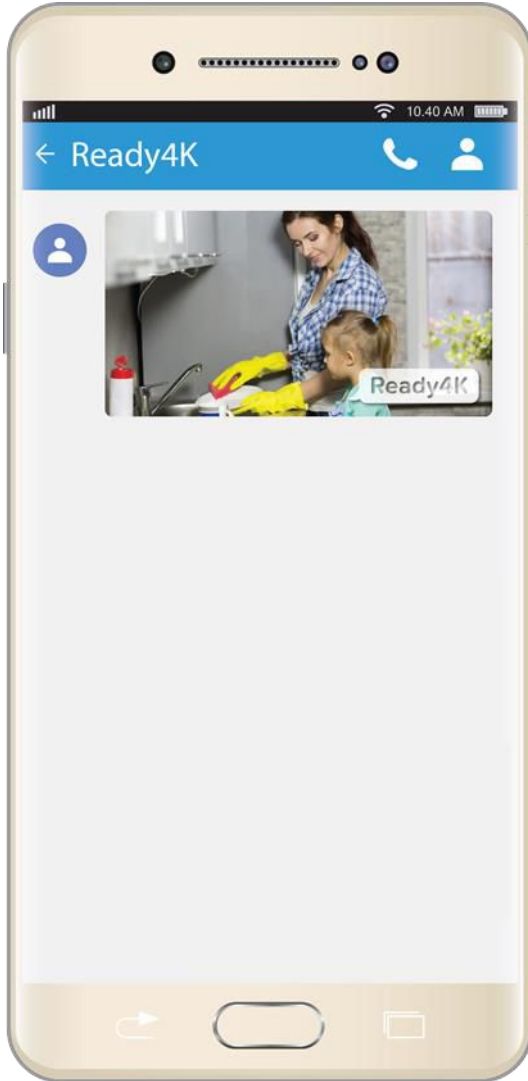
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RULE 1: Make it Manageable

WHAT

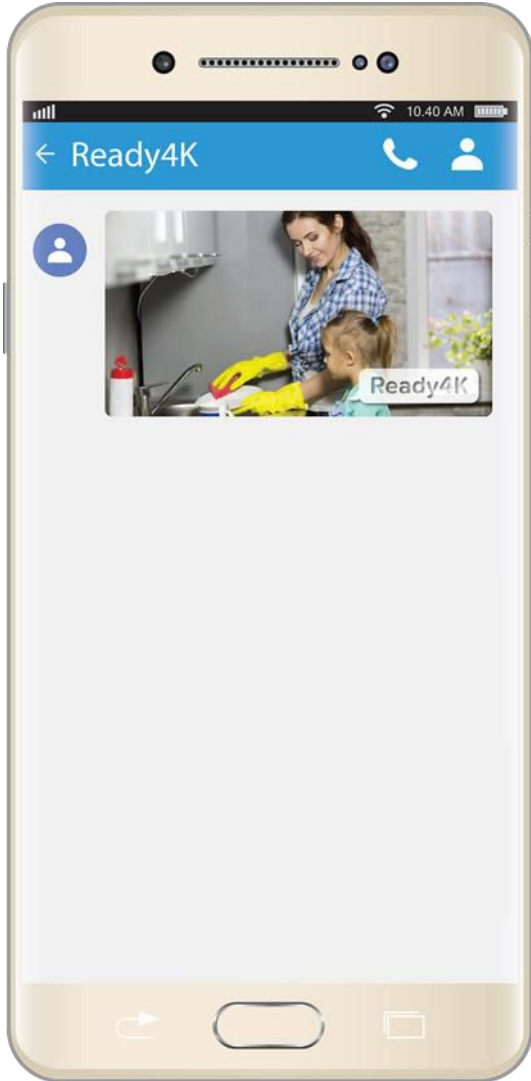


Presentation of Knowledge and Ideas:
[CCSS.ELA-LITERACY.SL.K.4](#)

Describe familiar people, places, things, and events and, with prompting and support, provide additional detail.

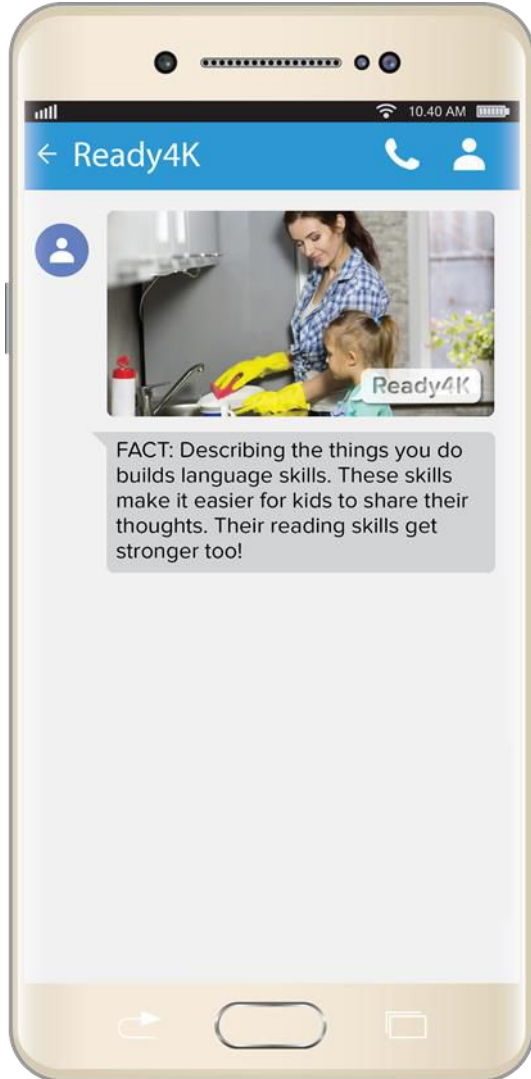
Describe the things you're doing.

WHY



- Builds language skills
- Builds listening skills
- Helps your child learn to **communicate with others**
- Helps your child learn new words. Words are the building blocks of learning.
- **Sets the stage for reading** and writing.
- Helps your child become a strong listener and a strong communicator.

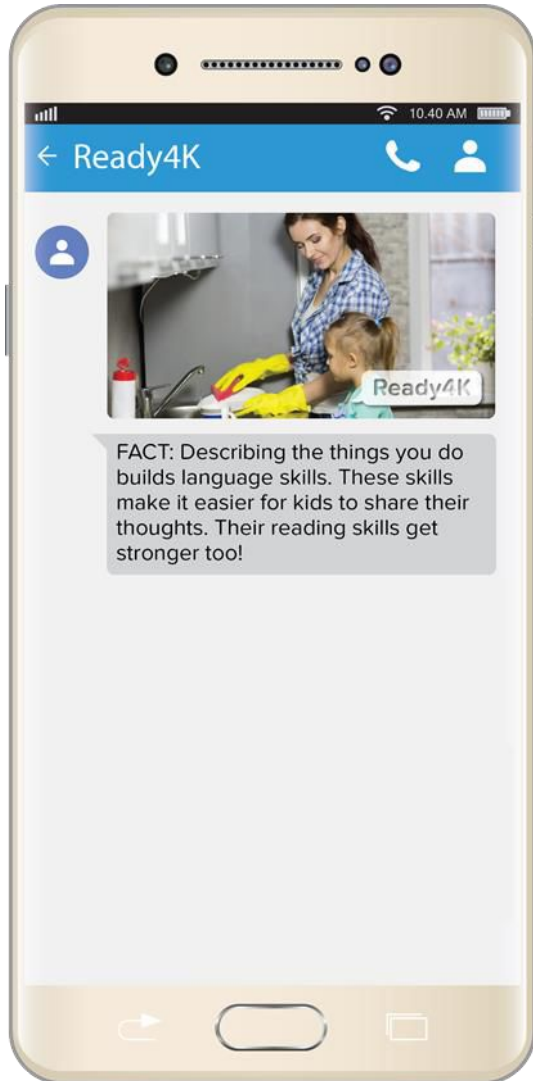
WHAT & WHY



- WHAT do they MOST need to know?
- WHY is this thing important? (i.e. How will it help)?

FACT: Describing the things you do builds language skills. These skills make it easier for kids to share their thoughts. Their reading skills get stronger, too!

Empowering HOW



Build on foundations

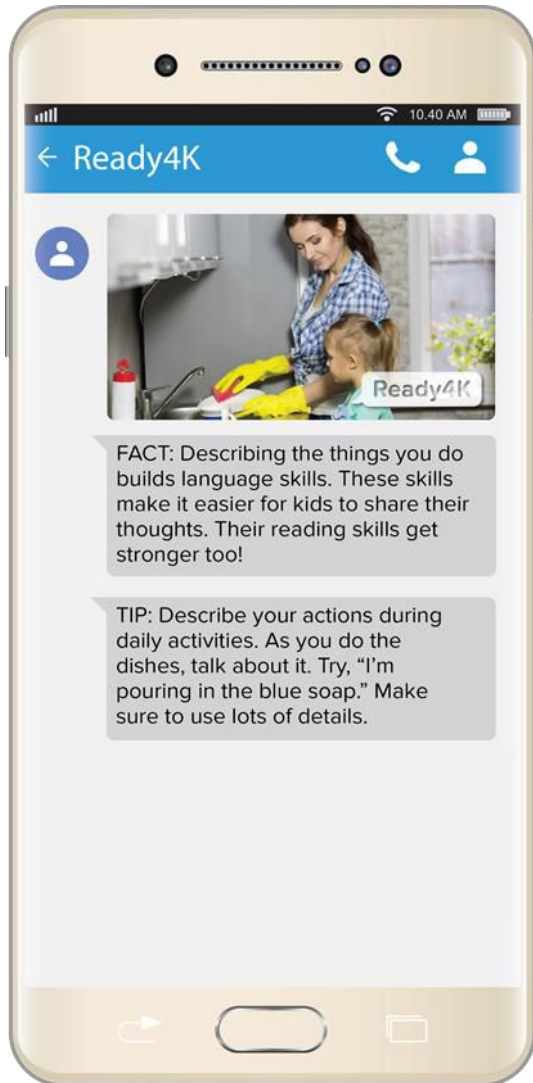
- Activities reflect things families do
- Use only supplies homes already have
- Build on strengths

Empowering HOW

Build on foundations

- Activities reflect things families do
- Use only supplies homes already have
- Build on strengths

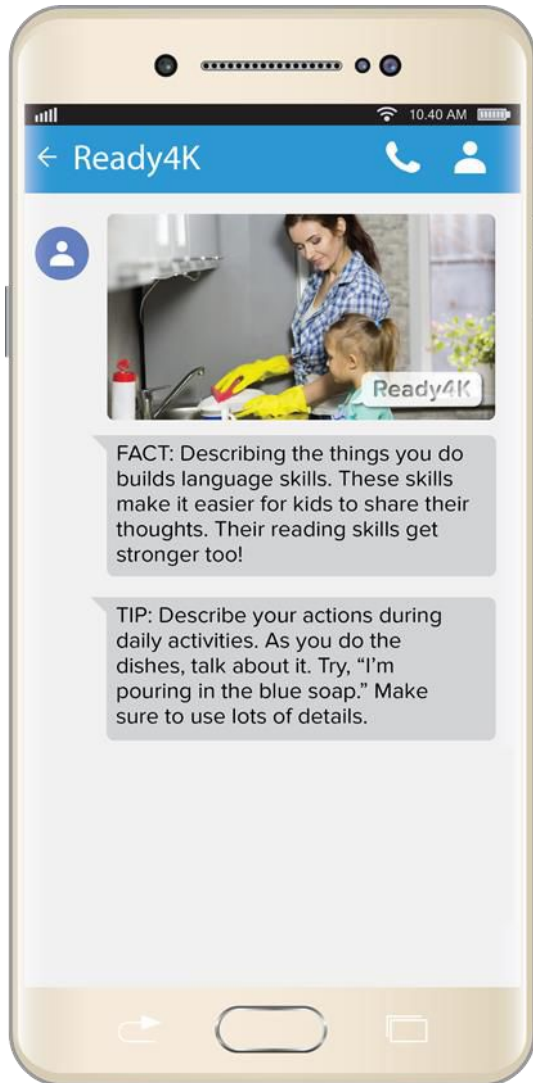
TIP: Describe your actions during daily activities. As you do the dishes, talk about it. Try, "I'm pouring in the blue soap." Make sure you use lots of details.



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Encourage and Scaffold

- Reassure!
- Offer the next small step.



GROWTH: Keep describing. Now it's your child's turn. As they play a game ask, "What are you doing?" Ask for details, "How do you play? Why do you like it?"

RULE 1: Make it Manageable

GIVE A **WHAT**, **WHY** and **HOW**



WHAT do I want families to do?

WHY is it important

HOW can they do it?

And...

HOW can they keep this learning going?

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RULE 2: Words Matter

Wording is Access

Standard: Count up to ten objects using one-to-one correspondence (one object for each number word) with increasing accuracy.

Wording is Access

Standard: Count up to ten objects using one-to-one correspondence (one object for each number word) with increasing accuracy.

When children count objects 1-by-1 they learn that we count to find out "how many."

Wording is Access

Standard: The ability to assess one's strengths and limitations, with a well-grounded sense of confidence, optimism, and a growth mindset.

Wording is Access

Standard: The ability to assess one's strengths and limitations, with a well-grounded sense of confidence, optimism, and a growth mindset.

Talking about things your child does well helps them learn about their strengths. This builds their confidence and independence.

RULE 2:

Wording Matters

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RULE 3: Level Your Text

Average reading level in USA

7th/8th grade

Quick Tips for Leveling

- Look for short sentences. Try for a period instead of a comma.
- Eliminate uncommon words/jargon
- Fewer syllables
- Fewer descriptors and more action

Sample 1 - Before

As we enter Week 3 of the school closures, we continue to expand on the services we are providing to students and families.

11th Grade Reading Level

Sample 1 - After

Our school has been closed for 3 weeks. Each day we grow our services for students and families.

2nd Grade Reading Level

Sample 2 - Before

Our partnerships are increasing and we have done a lot of work to set up a distance learning program that will offer students engaging, empowering and challenging curriculum.

15th Grade Reading Level

Sample 2 - After

We have new partners. We've also set up a program for learning at home. Students will be engaged, empowered and challenged by this new program.

4th Grade Reading Level



Bonus Rule

Visualize Your Reader

“Would my families want to read this on their worst day? Their best? Would [Randi, Elton, Jin]?”

“How will this make my families feel? How will this make [Elton] feel?”

“Could my families read this while also [doing X], [feeling Y]?”

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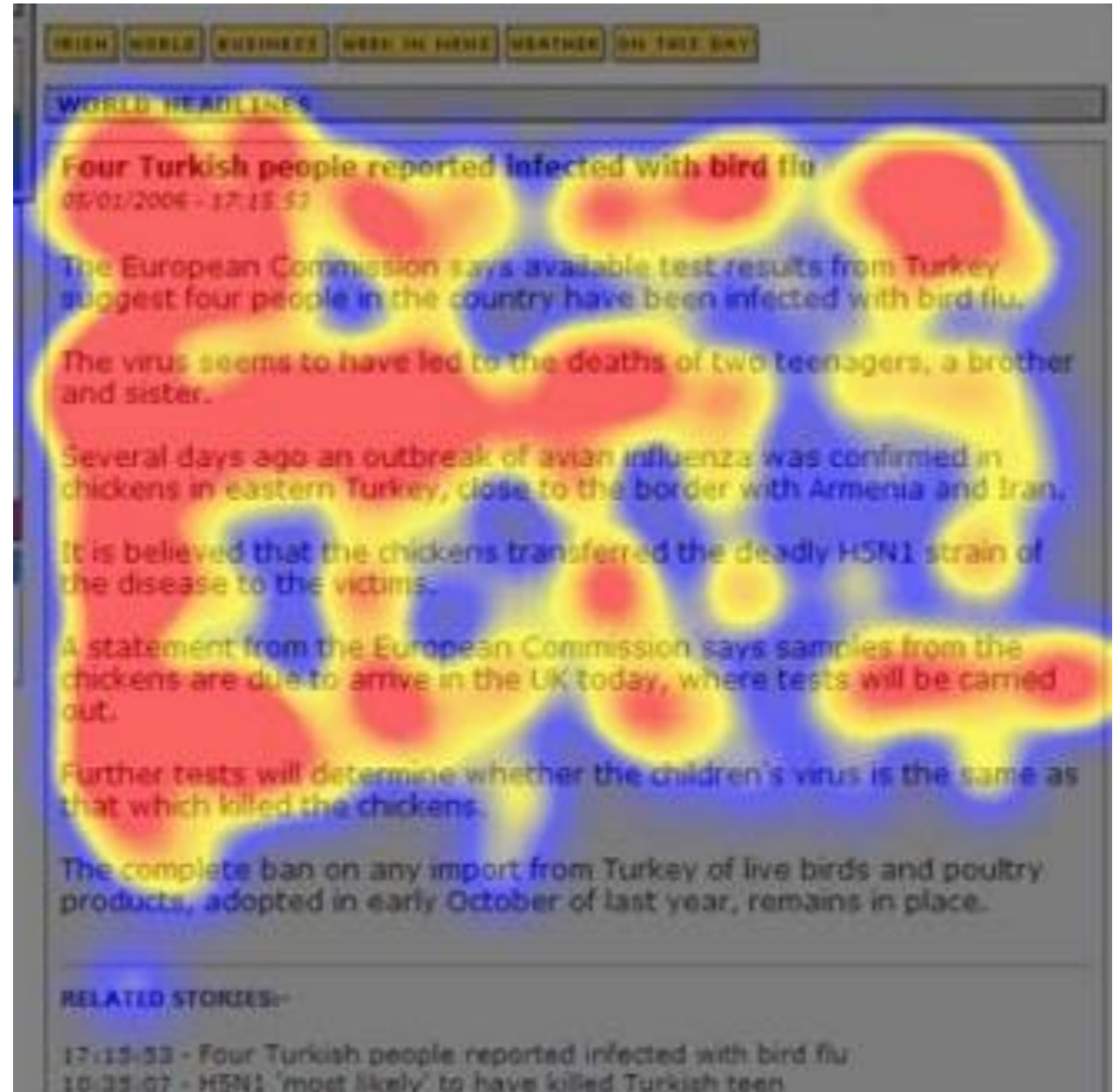
A close-up photograph of a woman with dark, wavy hair and glasses, smiling warmly at a young child. The child, wearing a blue and white striped shirt, is reaching out with their hand towards the woman's face. The background is a plain, light-colored wall.

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Reaching Families: Insights from Marketing

RULE 4: Short is Sweet

- We read this first 1 ½ lines of text
- We skip repetitive text



RULE 5:

Formatting is Your Friend

Raw Text

Ready4K complements the work of teachers by helping parents act on teachable moments.

We accomplish this by requiring no teacher hours to develop the curriculum or enroll parents; giving parents standards aligned insights targeted to their child's age or grade; and covering a whole-child curriculum that includes SEL, academic, physical development, and parental support content.

And research shows this strategy can lead to 2+ months of growth over a school year.

Formatted

Ready4K complements the work of teachers by helping parents act on **teachable moments**.

How We Support Teachers

1. **No teacher time** needed to develop the curriculum or enroll parents
2. **Standards aligned** insights targeted to their classroom's ages or grade level
3. **Whole-child curriculum** includes crucial SEL, academic, physical development, and parental support content.

And research shows this strategy can lead to **2+ months of growth** over a school year.

RULE 6: Crystal Clear Call-to-Action

Hello Mary,

View this week's mini-lesson LIVE on Tuesday!

In case you missed it, Doug is inviting students into his home for a 20-minute science show. He'll answer real kids' questions about the current situation we're all dealing with, as well as share a few fun surprises.

Mark your calendar so your kids can join:

Mystery Doug Livestream

Tuesday, April 7 at 10 am Pacific / 1 pm Eastern

mysteryscience.com/live

As usual, Doug will be talking with students in grades K-5 in mind. The video will be available for offline viewing at the [link above](#) after the event.



RULE 7:

Grab from Go



Your Subject Line is Your **Headline**

Sample District Digest

Tablets for all kids, more meal locations, and more

RULE 8: Right-Size the Context

1. Save for the closing
2. Keep it short & sweet



BONUS RULE

Digests are Digestible

School Closure Update - April 1, 2020 Info

Wed, Apr 1, 6:02 PM (3 days ago) ☆ ↵

April 1, 2020

Dear [REDACTED] Families,

Today, Governor [REDACTED] suggested that schools would remain closed for the rest of this academic year due to the COVID-19 outbreak. This is disappointing but expected news. With the number of COVID-19 cases increasing, public health experts have instituted a number of measures they hope will slow the spread of the disease. I encourage you to follow the stay-at-home orders issued by the county health officer and follow the guidelines that have been provided in order to keep yourself, your family and your community safe.

While school facilities are closed, learning will not stop. State Superintendent [REDACTED] said that [our energies need to be focused on providing distance learning opportunities](#) for the rest of the school year.

As I mentioned in [last night's messages](#), a more robust distance learning plan will be implemented beginning on April 13. More information about the plan, including more guidance for parents and students, will be coming over the next few days. In the meantime, we need to prepare for the extended school closures.

The [County Health Officer has strengthened the previous stay-at-home orders](#), limiting travel to essential businesses and services. Travel to facilitate distance learning is considered essential business, so on Friday, April 3, schools will be open from 1 p.m. to 4 p.m. for students and families to pick up the materials needed to continue instruction at home during the extended closures. Strict Social Distancing Protocols will be in place during this distribution period.

Similarly to the March 19 materials pick up, we will ask that you be mindful of the social distancing guidelines and stay at least six feet away from anyone who is not a member of your household. This is an opportunity for students in Grades TK, K or 1 to pick up paper packets or devices and students in Grades 2-12 to pick up devices, if they have not already done so. Principals will reach out to you with specific information about the materials pick up for your child's school.

Board of Education Meeting

The Board of Education is meeting tonight at 6:30 p.m. in a virtual meeting. This meeting will be virtual and meet the standards set in the [Governor's Emergency Order issued on March 12, 2020](#). Members of the public can [access the meeting via Zoom](#) or by telephone. Directions to access the meeting are [available on the agenda](#).

Additional Resources

The District has opened a one-stop shop where you can get answers or be directed to resources. The call center will be open Monday through Friday between 9 a.m. and 3 p.m. to support families and staff during the school closures. You can email [questions@dschools.org](#) or call [REDACTED] or [REDACTED] for Spanish.

Information about meals, wifi access and other resources can be found on the District website ([www.dsoschools.org](#)).

Student meal pick up will continue from 11 a.m. to 1 p.m. at [17 locations in the District](#). All children 18 and under are eligible to receive meals regardless of household income or school they attend.

For all the news about school closures, please check the District's web page at [www.dsoschools.org](#). You can also receive information through our social media platforms. Follow us on [Twitter](#), [Facebook](#) and [Instagram](#). Finally, if you are not receiving updates for the District, make sure we have your correct contact information by completing this [Google Form](#).

Thank you again for your support.

In Partnership,
[REDACTED]
Superintendent

BONUS RULE

Digests are Digestible

Tablets for all kids, more meal locations, and more 🔍 Inbox x



Mary Westervelt

to me ▾

Today's Digest

1. Get a Tablet for Each of Your Kids
2. Access Free Home Internet
3. Attendance Requirements
4. New Meals Options

1. Get a Tablet for Each of Your Kids

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Visit [CTA.org](#) to apply

2. Access Free Home Internet

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Call [800-555-5555](#) to schedule an appointment

3. Attendance Requirements

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Questions? Email us at attendance@OakValleySchools.edu

Rules for Great Content

1. What-Why-How
2. Every Word Matters
3. Leveling is Key

Bonus: Visualize Your Reader

Rules for Getting Read

4. Short is Sweet
5. Formatting is Your Friend
6. Crystal-Clear CTA
7. Grab from Go
8. Right-Size the Context

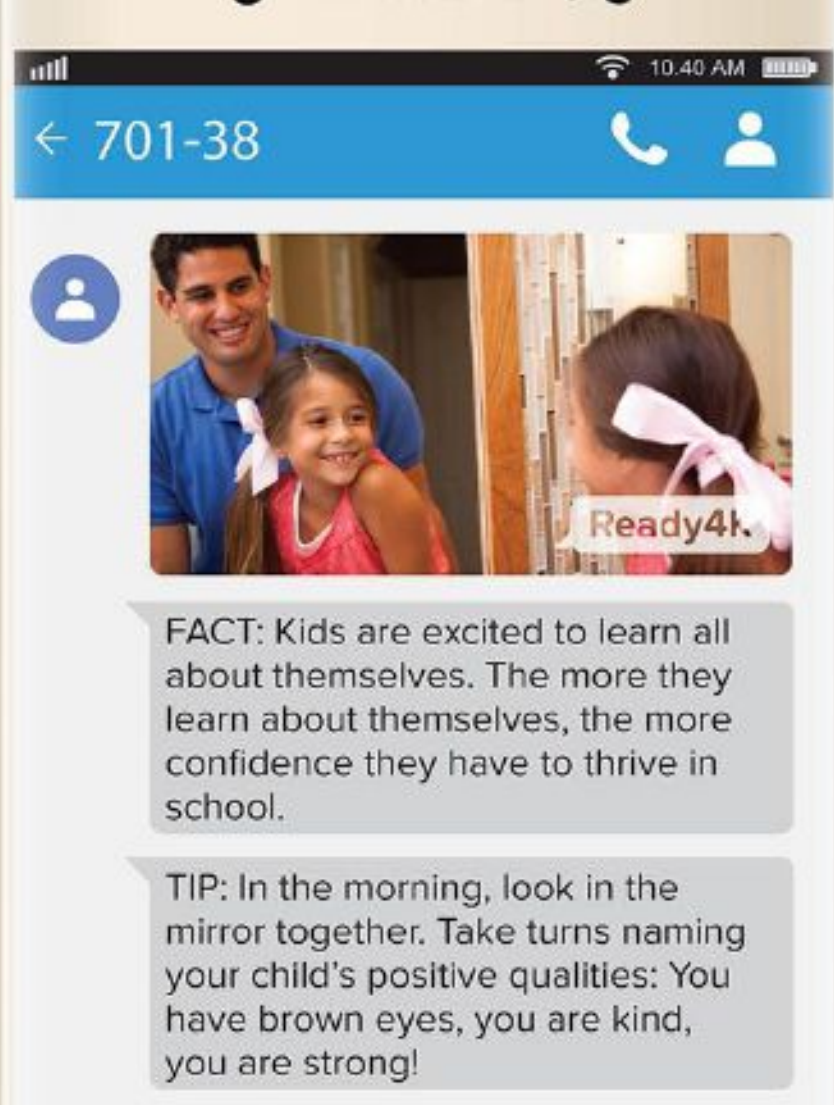
Bonus: Digests are Digestible

“Having Ready4K reminders was really life-saving.”



Free Through 2019-2020 School Year

- Hands-On Learning Curriculum
- Social-Emotional Support
- COVID-19 Responsive Messaging
- Texting Platform for You
- Engagement Data
- No Internet Required
- Enroll Families in Minutes



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www.Ready4K.com/covid