



A program of the Atlanta Speech School and its Rollins Center for Language & Literacy



Literacy and Justice for All: Marietta

The advancing scope of the Cox Campus has helped to trigger a greater and *deeper* good at the local community level. Through the support of the Joseph B. Whitehead Foundation, the United Way of Greater Atlanta has invested \$2,546,000 in *Literacy and Justice for All* (LJFA). That effort seeks to consolidate the Joseph B. Whitehead Foundation’s three decades of literacy work by ensuring that *every* child in the city of Marietta reads at or above grade level by fourth grade. Cross-sector leadership, as well as family and community involvement, will aim to create a literacy ecosystem -- across the entire continuum in children’s lives, prenatal through third grade. Adults will foster the environments, culture and teaching to consolidate the application of the Science of Reading.

Literacy and Justice for All could not have commenced without the powerful educational, family-facing and public health asset which the Cox Campus has become. And this is not just a local vision. Whitehead wants the citywide effort to position Marietta and the Cox Campus to help to define a new national standard of care for children and to scale reform in language and literacy more deeply -- to the second power -- through intensive community and leadership engagement. The Cox Campus will serve as the singular online site for the reading brain construction continuum. It will also make possible the much wider dissemination of “second power” community reform, based on one persuasive citywide example.

Cox Campus’ Role in Marietta

The Cox Campus will make *Literacy and Justice for All* experiences and coursework accessible to:

- Perinatal and pediatric care providers, through an emerging partnership with Wellstar Kennestone Hospital
- Early care providers, by joining with the Emily Lembeck Early Learning Center and caregivers at 25 birth-5 centers with which Lembeck already has partnered
- Teachers, by enthusiastic engagement from the superintendent of the Marietta City Schools, and principals and staff at all eight elementary schools -- and the 8,900 students they serve.
- By doing all of that, the Campus will be able to provide a framework for access to the science which lets all communities in the U.S. go forth and do likewise – intensely at the local level.

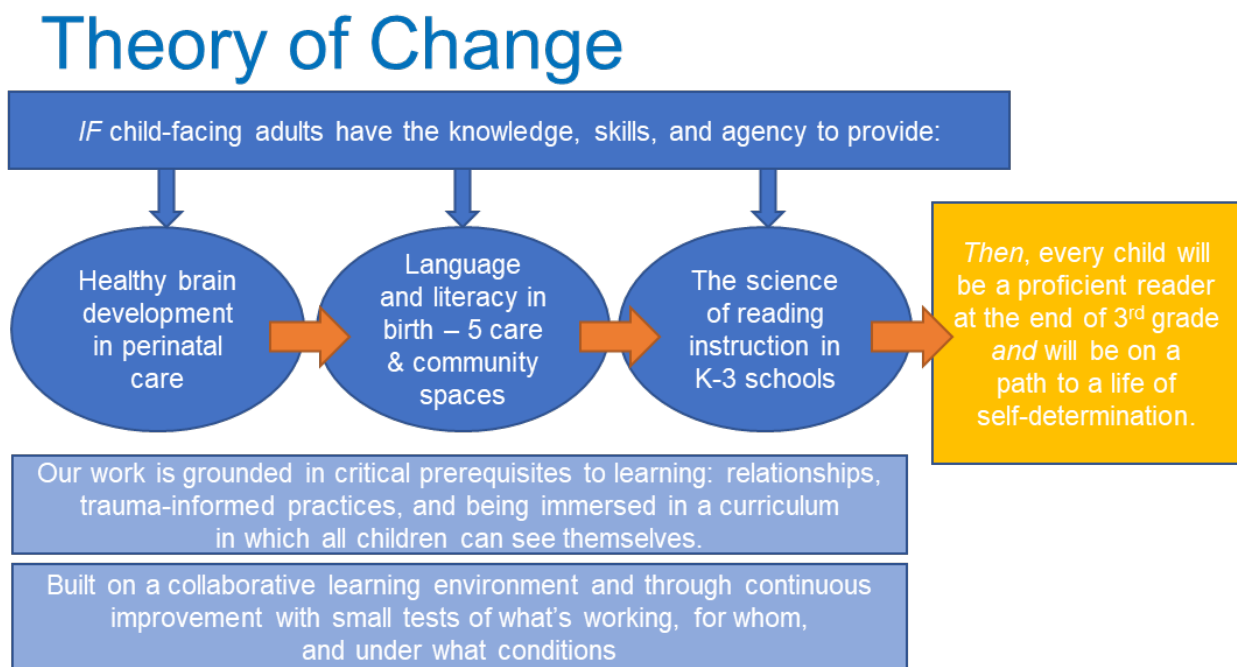
Compounding the Investment

The Whitehead grant's \$1.296M investment in the Rollins Center for Language & Literacy is strengthened by the intellectual capital of the Literacy and Justice for All Advisory Committee, ten of the world's preeminent experts and opinion leaders in child development and reading science who have advised the Speech School on Cox Campus content and who now have joined together to inform and bolster the Marietta effort. Whitehead's grant to Rollins:

- Supports key personnel, newly hired to lead this work
- Funds Rollins/Cox Campus to provide training and professional development in a singular effort to meet, reach and teach every child in Marietta through a coordinated approach to healthy brain development, language and literacy and the Science of Reading

Theory of Change through the Cox Campus

The Rollins Center is dedicated to building ecosystems that are conducive to literacy-- where connection is valued over compliance, children feel safe and supported, and deep reading is made possible.



Measurement

In partnership with Learn4Life and key evaluation partners, Literacy and Justice for All will be measured across the early learning and K-3 continuum through progress monitoring, end-of-the-year outcomes, changes in adult practice and child/student improvements resulting from Cox Campus coursework and coaching. The Cox Campus already has become the educational equivalent of a national public utility, whose networks and pipelines are constantly expanding their reach. With success, the Marietta example will become a new and enriched generator station for deeper and wider application of Cox Campus content.