Communications Kit

Unlocking Literacy: A Community-Engaged Impact Studio on Literacy, Equity and AI

We need your help to tackle the literacy gap head-on. We've recently launched Unlocking Literacy – a new initiative that aims to understand the root causes of literacy disparities and craft collaborative solutions with those directly affected by unequal learning opportunities. Below are a set of resources to support you in getting the word out. **Can you share the opportunity with your networks and within your community?**

- Email asking organizations to share communications kit
- Email for organizations to forward
- Newsletter Option
- Social Media Posts
  - Facebook/LinkedIn
  - X (Twitter) / Threads
  - Instagram
- Graphics

Unlocking Literacy is orchestrating a nationwide series of conversations, engaging students, educators, and caregivers from all corners of the United States.

From now through December 21, we aim to diagnose the core reasons behind unequal literacy outcomes and pinpoint the most pressing issues. This free, open, anonymous online engagement in English, Spanish, Mandarin, Haitian Creole and Cape Verdean Creole is just the beginning. It kicks off a series of online and in-person dialogues in multiple languages.

This initiative presents a unique opportunity for communities to make their voices heard. Instead of merely recognizing the problem's existence through surveys, we aim to tap into your wisdom and expertise to decipher why change remains elusive.

By amplifying the voices of diverse communities, we aspire to unravel the complexities of the literacy challenge. The insights gathered will drive practical projects and actionable steps for communities, schools, policymakers, and philanthropic leaders.

Email asking organizations to share communications kit

Subject: Help close the literacy gap

Body:

Friends,

We need your help to get out the word. Invite your communities to share their wisdom: why are only 32% of American 4th graders proficient in reading? Visit unlockingliteracy.ai and help us diagnose why we are failing to teach our children to read.

This is the first in a series of online and offline engagements to address what's not working, what is and how to drive through change.

All results will be openly shared and inform practical policies, technologies, projects and actions for communities, schools, policymakers and philanthropic leaders.

Available in English, Spanish, Haitian Creole, Cape Verdean Creole, and Mandarin.

To make things easier for you, we've created some resources (below) including:

- Sample email to forward to your networks

- Sample social media language and graphics

- Promotional video explaining the engagement

Thanks so much,

Email for organizations to forward

Subject: Help close the literacy gap

Body:

Has the inability to read well impacted you or someone close to you? We want to hear from you!

The Unlocking Literacy initiative is convening conversations with students, educators, caregivers, researchers, and innovators to understand challenges and find solutions to improve literacy and equity.

Participating is easy! Visit unlockingliteracy.ai before December 21 and help us identify the challenges that lead to persistent literacy gaps. Available in English, Spanish, Haitian Creole, Cape Verdean Creole, or Mandarin. Results will inform practical projects and actions for communities, schools, policymakers and philanthropic leaders.

Can you help spread the word? We are sharing a set of resources (link) to make it easier to help get out the word. Please help to share this important project with your networks!

Unlocking Literacy is a project of the Museum of Science and the Burnes Center for Social Change, with support from the Chief of Teaching and Learning at Boston Public Schools, Innovate Public Schools, The Learning Agency, and Citizens Foundation.

Newsletter Option

🚀 Introducing "Unlocking Literacy" 🚀

Has the ability to read impacted you or someone close to you? We've partnered with The Burnes Center for Social Change at Northeastern University to launch "Unlocking Literacy," a year-long journey of discovery, change, and impact. We're bringing together

thousands of students, parents, caregivers, and educators to make a difference in our communities and across the nation.

🔐 What's Our Mission? 🔐

We're on a mission to crack the code to better literacy rates. We're starting a conversation that matters, and we want YOU to be a part of it.

📅 Before December 21st...

Visit unlockingliteracy.ai. It's easy, it's free, and it's completely anonymous. We're here to listen to your experiences and insights.

💡 Your Voice, Your Impact 💡

Your stories and perspectives matter. By participating, you're helping us identify the challenges that have led to persistent literacy gaps in our communities. Together, we'll explore the problems and later address the role AI could play, if any, in solving them.

Newsletter Option

Has the inability to read impacted you or someone close to you? We want to hear from you! Visit ["Unlocking Literacy](" before December 21 and help us identify the challenges that lead to persistent literacy gaps. This is the first in a series of public engagements hosted by the Museum of Science and the Burnes Center for Social Change with the support of the Chief of Teaching and Learning at Boston Public Schools, Innovate Public Schools, The Learning Agency, and Citizens Foundation to understand challenges and find solutions to improve literacy and equity. Results will inform practical projects and actions for communities, schools, policymakers and philanthropic leaders.

Can you help spread the word? We are sharing a set of resources (link) to make it easier to help get out the word. Please help to share this important project with your networks!

Social Media Posts

unlockingliteracy.ai

Innovate Public Schools

The Burnes Center for Social Change
Northeastern University

Museum of Science.

CENTERS for PUBLIC SCIENCE LEARNING

Facebook/LinkedIn

📚🧑 **Has the inability to read impacted you or someone close to you? We want to hear from you!**

Only 32% of American 4th graders are proficient in reading. Visit UnlockingLiteracy.AI to help us diagnose why these challenges persist. We are kicking off a year-long set of online and offline engagements to understand the causes of persistent literacy gaps and to develop community-led, implementable policies, technologies and practices aimed at improving literacy rates locally and nationally: unlockingliteracy.ai

LinkedIn:
The Burnes Center for Social Change

Museum of Science
Innovate Public Schools
Citizens Foundation
The Learning Agency
Boston Public Schools

Facebook:
Burnes Center for Social Change
Museum of Science
Innovate Public Schools
The Learning Agency
Boston Public Schools

X (Twitter) / Threads

Option 1:

📣🔵🚨Have you or someone close to you experienced difficulties reading? We can improve literacy rates! Weigh in today about what's not working.

unlockingliteracy.ai #UnlockingLiteracy📚

GRAPHIC
Tag: @burnescenter @museumofscience @bostonschools @tlearningagency, @CitizensFNDN @innovateschools

Option 2:

Would #literacy rates be different if students, educators, parents, and caregivers had more opportunities to have their voices heard? We want to hear from you! unlockingliteracy.ai #UnlockingLiteracy📚

GRAPHIC

Tag: @burnescenter @museumofscience @bostonschools @tlearningagency, @CitizensFNDN @innovateschools

Instagram

📚🧑 **Has the ability to read impacted you or someone close to you? We want to hear from you!**

Why have only 32% of fourth graders nationally achieved basic reading proficiency? Help us understand what's happening so that we can understand the causes of persistent literacy gaps and develop community-led, implementable policies, technologies, practices aimed at improving literacy rates locally and nationally. Linked in our bio, or visit UnlockingLiteracy.ai

Supported by @museumofscience @burnescenter @bostonschools, @citizensfndn, @tlearningagency @innovateschools

Graphics

unlockingliteracy.ai