



**2020 Education Innovation and Research (EIR) Project Directors
and Evaluators Technical Assistance Meeting**

Virtual Meeting | October 21-23, 2020

Seed to Scale

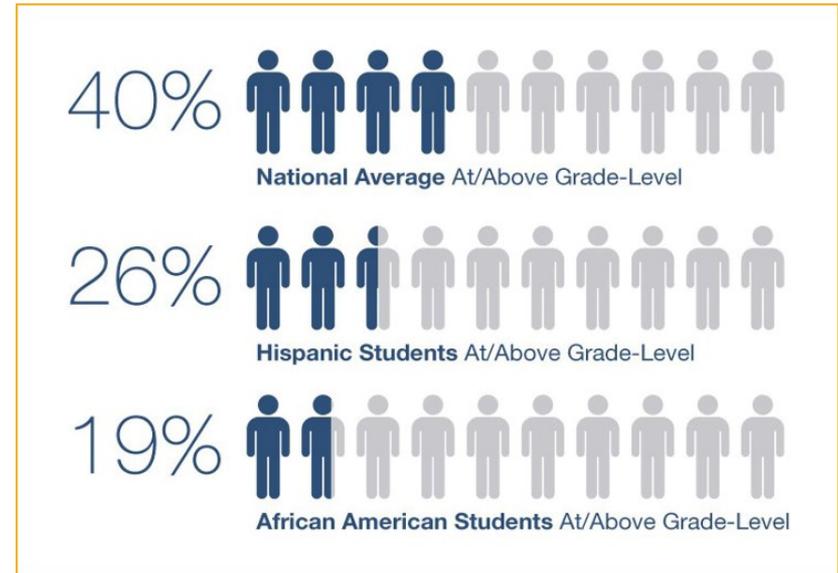
Joel Zarrow, CEO

Children's Literacy Initiative

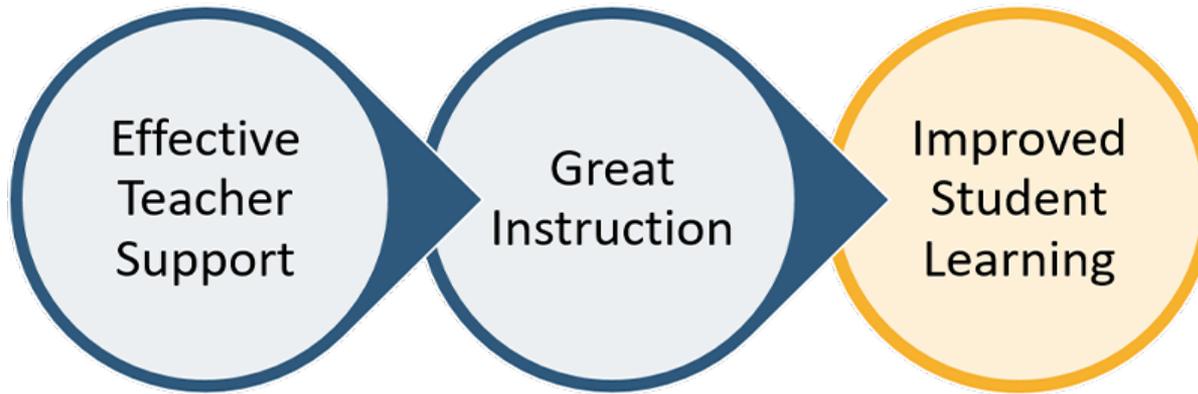


The Literacy Crisis in the United States

- A child who cannot read proficiently by third grade is four times as likely to leave high school without a diploma.
- "U.S. companies are experiencing a very real "skills gap"... More than 90% of Business Roundtable CEOs report that current skills shortages present a problem for their company or industry... A focus on improving third grade reading proficiency offers a uniquely powerful lever to address many aspects of the skills gap over the long term."
- Read the Full Report [Why Reading Matters, and What To Do About It: A CEO Action Plan To Support Improved U.S. Literacy Rates](#)



Our Approach



Coaching & Embedded Professional Development



Workshops & Institutes



Books & Materials

Our Scope

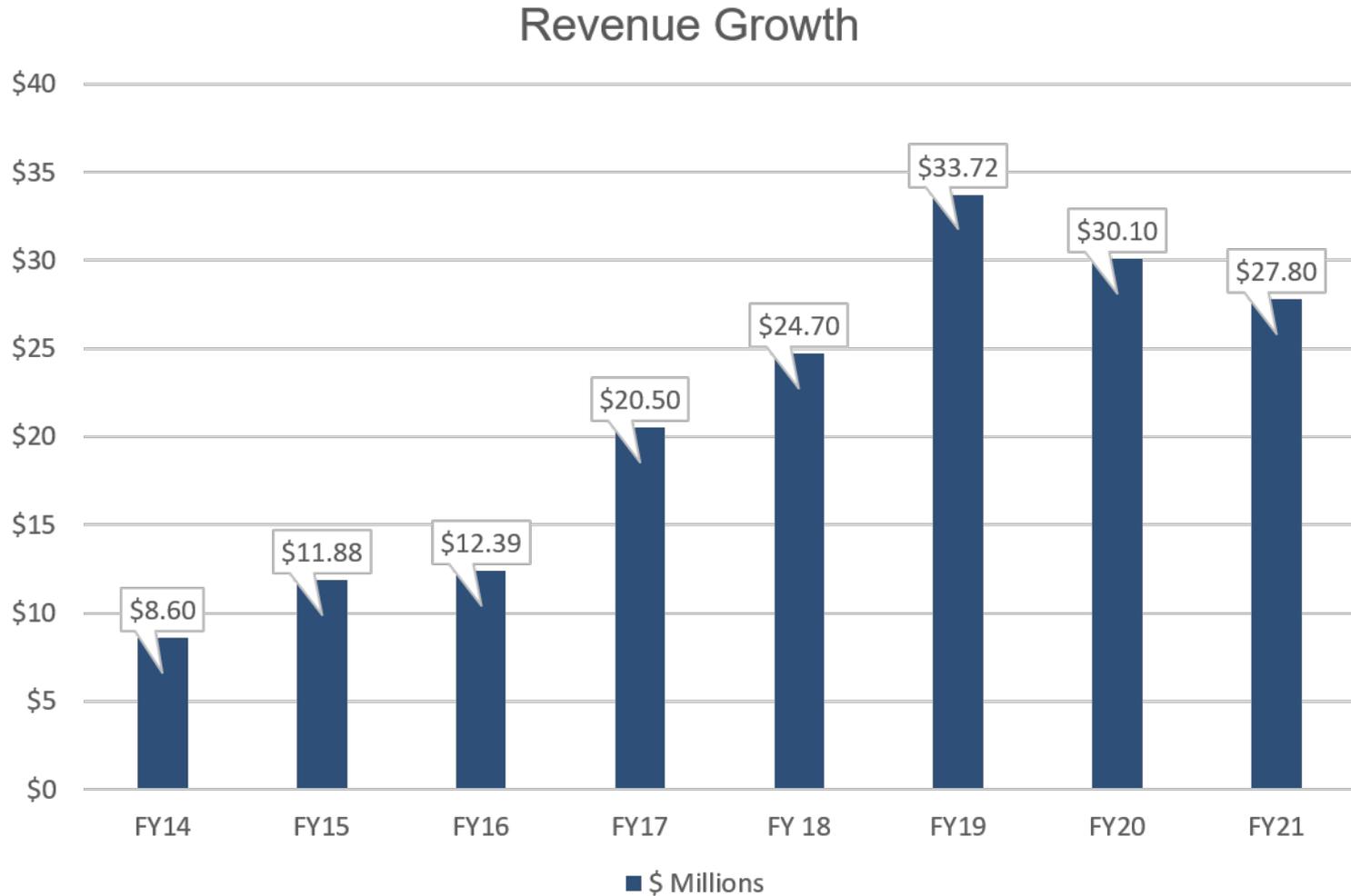
- 6 States
- 250 Schools
- 100,000 Children
- 5,000 Educators

Pandemic Pivot

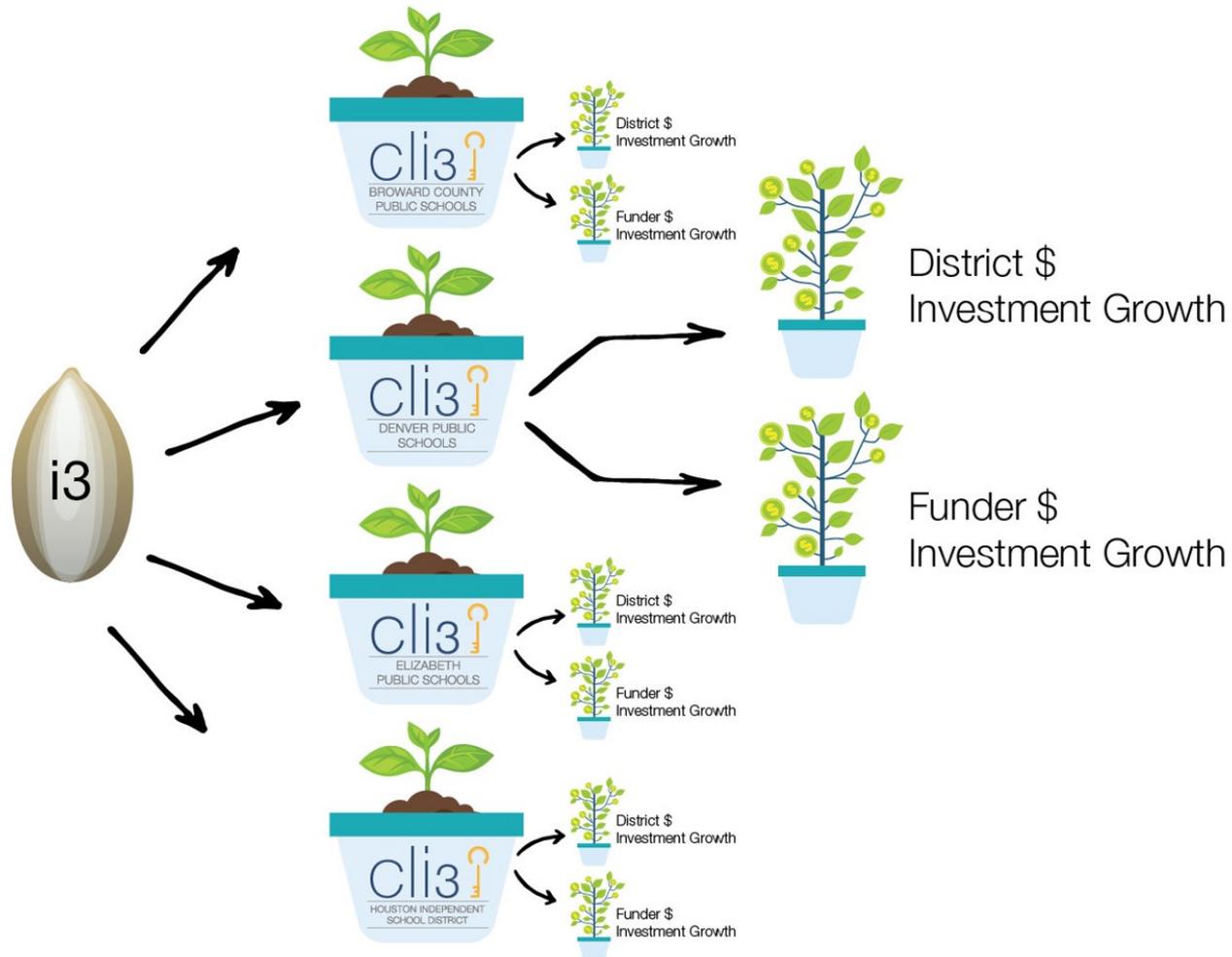
- Lesson planning for virtual instruction
 - Nearly 1,300 Lesson
- Virtual coaching to improve online instruction
 - 42,000 hours of virtual coaching
- Online instructional videos and materials for children and teachers

www.learn.cli.org

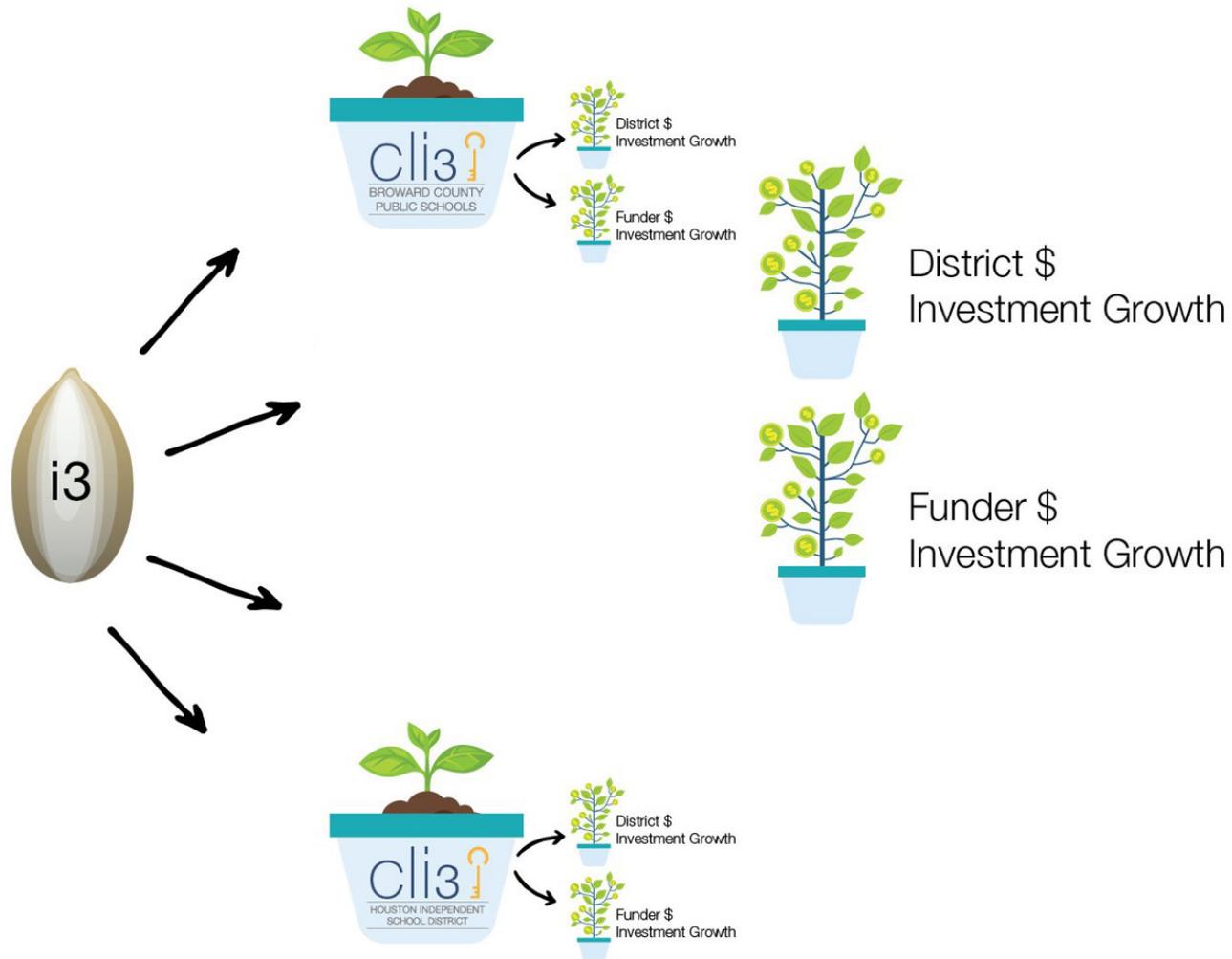
The Growth of CLI



Seed to Scale: A Local Sport



Seed to Scale: Modified



Four Lessons for Scaling

- District funding approach matters – due diligence!
- Politics matter. Politics happen.
- Distribute responsibility for implementation, partnership development and philanthropy (decentralize or specialize).
- Seed funding is a promising strategy.