

**OUR VISION** A thriving community where all children read with confidence and joy.

**OUR MISSION** Creating positive change in literacy outcomes for children by mobilizing business, education and community to care and act together with ingenuity.

## OUR GOALS

**1** Lead and influence a culture of reading and an interdependent commitment to children's literacy

**2** Enhance the joy of reading, and improve the confidence and competence of struggling young readers

**3** Achieve organizational resilience

## OUR SUCCESS

Albertans have an increased understanding of the importance of literacy and its lifelong benefit for all

More young readers have acquired skills by Grade 3 to be proficient, lifelong readers who choose to read for pleasure and purpose

Calgary Reads delivers excellent performance and effectively innovates and adapts

## OUR PRIORITIES

**1.1** Inspire passionate conversations and set in motion the "Reading Revival" movement

**1.2** Actively promote and catalyze children's literacy experiences and their success by working together with our networks and allied systems to re-imagine education in 2025

**1.3** Develop and test the Reading Place prototype to discover what constellation of programming, supports, resources, expertise and relationships inspire participation, sharing and commitment to reading

**2.1** Continue to grow access to and promotion of reading programs and supports for children 0 to 8 years of age

**2.2** Partner with school authorities and universities to provide post-secondary students with relevant and meaningful community service learning experiences in language and early literacy development

**2.3** Assist parents, caregivers, tutors and educators to prepare children to read through capacity building that fosters action, skills and confidence

**3.1** Systems, programs, communication pathways, reach and processes are enhanced in part by the use of technology

**3.2** Develop a mindset and systems that result in disciplined tracking, rigorous evaluation, informed decision making, learning and continuous improvement

**3.3** Work with our team and networks of others to stimulate and elevate opportunities for building trust, scaling impact and attracting an abundance of resources

## OUR BIG QUESTIONS

Where can Calgary Reads make the most difference?

How can we inspire others to read? What else can they do?

What is the reading experience we want every child to have?

Who needs to be involved in achieving the vision?

What does a resilient Calgary Reads look like?

What are our blind spots and untapped opportunities?