



# MOONSHOT MOMENT

From Learners to Earners  
Fueling our Economic Vitality



**Moonshot Community  
Action Network Meeting  
August 28, 2019**



# MCAN Agenda

8:30 - 8:45	Coffee/Networking
8:45 - 9:15	Welcome Back / Huddle (Community Building: Favorite teacher)
9:15 - 9:25	Celebrate: Scorecard, Pacesetter Awards
9:25 - 9:35	Where We've Been: MCAN History
9:35 - 9:50	Where We Are Going: Orientation
9:50 - 10:45	and Bold Idea Work Groups
10:45 - 11:00	Exit Ticket and Reflection Pop Out



# Celebrate Moonshot Success

Scorecard - We have system level improvements!

Award - Campaign for Grade Level Reading Recognition as a 2018 Pacesetter (32 of 420 organizations in the country)





# Celebrate Moonshot Success - Rise in Scores

Moonshot Moment Literacy Movement Collective Impact Scorecard				
Reading Proficiency Indicators	2015/2016	2016/2017	2017/2018	2018/2019
3rd Grade FSA Proficiency (SDIRC)	53%	56%	56%	60%
3rd Grade FSA Proficiency (State)	N/A	53%	57%	58%
K Readiness (SDIRC)	N/A	50%	54%	TBD
K Readiness (State)	N/A	54%	53%	TBD
Infant Mortality per 1000- (SDIRC)	8	7.1	1.5	N/A
Infant Mortality per 1000- (State)	6.1	6.1	6.0	N/A
iReady District Indicators				
1st Grade Reading Proficiency	N/A	51%	55%	TBD
2nd Grade Reading Proficiency	N/A	52%	57%	TBD
Economic Indicators				
3rd Grade Economically Disadvantaged (SDIRC)	71%	68%	65%	70%
3rd Grade Economically Disadvantaged (State)	63%	63%	62%	60%
Adult Literacy Support in IRC		In 2018/2019:	383 adults tutored	167 reading levels advanced
			36 more engaged	In child's education
			105 improved job situation	



# Celebrate Moonshot Success - Pacesetter Honors

**Moonshot Moment**  
Literacy Movement is a  
5-Time Pacesetter  
Award Recipient!



The Campaign for **GRADE-LEVEL READING**

3rd Grade Reading Success Matters

About Us | Our Work | Resources | Our Network | Newsroom | Bright Spots

**PACESETTER HONORS**

This year, **32 communities** are Pacesetters for their work during 2018 to support early school success.

Recognizing Pacesetters is our way of applauding and thanking the civic leaders, organizations and agencies that have joined forces to build brighter futures for children in their communities," said Ralph Smith, managing director of CGLR. "We are learning with them and from them what it takes to move the needle and close the gap. Mobilized communities — like these Pacesetters — are essential to ensuring school success."

Each year, CGLR uses its Pacesetter Honors to highlight communities that report making measurable progress on key indicators of early school success. These communities serve as proof points and represent the "leading edge" of innovation, impact and improvement within the GLR Network, currently comprised of more than 300 communities, representing 44 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Alberta, Canada.

Recognizing Pacesetters is our way of applauding and thanking the civic leaders, organizations and agencies that have joined forces to build brighter futures for children in their communities," said Ralph Smith, managing director of CGLR.



# MCAN Framing Question (Brooke Flood)

*What does it take for IRC's community leaders to operate as a high performing team such that we lead the way, are stronger together, inspired and unstoppable in taking a stand for our children and thereby fueling our community's economic vitality?*



# Purpose of MCAN - What are we really doing? (Dr. Nivea Torres)

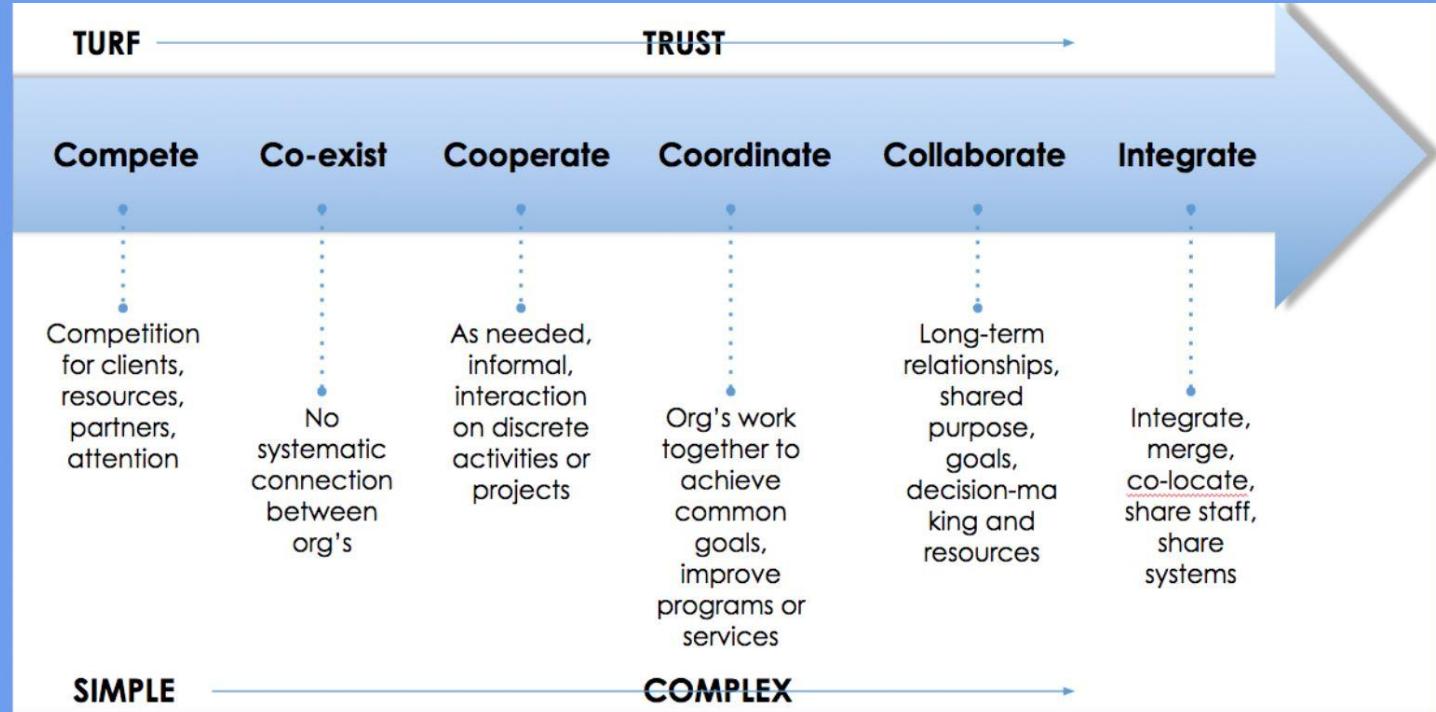


*MCAN is a professional learning community  
creating collective impact  
by moving the needle on key reading metrics,  
from birth through third grade.*



# Collective Impact Requires Moving from Competitive Silos to Integrated Action

(Barbara Hammond)





# MCAN Culture - Moonshot Mindset

(Jessica Schmitt)

*“A Moonshot Mindset is the commitment of a group of people to turn breakdowns into breakthroughs.” -- MCAN 2019*

*“Fear kills creativity, and humor is our most powerful tool to drive fear out of the system.” - Hiroki Asai, head of Marketing at Apple*





# Conditions for Collective Impact

(based on FSG Research + Emergent Learning) - Shannon Bowman



Our Success is  
guided by Emergent  
Learning Tools

-Breakdowns lead to  
Breakthroughs

-Common Language  
and Structure with  
Framing Questions,  
Hypothesis, BAR and  
AAR, E.L. Tables

-Leaders HOLD THE  
VISION



# MCAN Orientation Process - Judi Miller

**Framing Question:**  
**What does it take to create an Orientation process to bring MCAN members up to speed more quickly, so they feel connected and are able to contribute**



# MCAN Orientation Process - 10 min

**Materials:** Trifold Brochure. How to get involved. Intake Form. Pledge. Calendar of Events.

**Team Exercise: (8 minutes)**

**What are the benefits of MCAN?**

**What do YOU want from MCAN?**

**Talk and turn to share. (6 minutes)**

**Pop Out. (What did your partner say?)**

**(Your answers will drive the Orientation message.)**

**Review Benefits of MCAN**



# Orientation MCAN Lunch and Learn

(State of the Art Leadership Development)

**September 5 - MCAN Orientation Ambassadors Training**

**October 10 - Lunch and Learn: Framing Questions to Guide our Work**

**October 17 - Lunch and Learn: Effective Planning with BAR and AARs**



# MCAN Five Bold Ideas (Stacey Klim)

M  
C  
A  
N  
5BI

**#1: All Community members understand that **literacy is the gateway** to success, and are **engaged in and promoting literacy** activities.**

Bold Idea Team 1: Parent Engagement      Bold Idea Team 1: Community

**#2: Families make **school attendance a monthly goal** because every day counts, start to finish.**

**#3: All Educators are **prepared in the science of teaching reading**, and are proficient in using these skills in the classroom.**

**#4: All children in need from Pre-K through Grade 3, will be provided **impactful academic extended learning opportunities** (in school, afterschool, summer.)**

**#5: Our Moonshot Community is united in **advocating for making birth through 3rd grade education as an essential service and top priority with sustainable funding and local and state advocacy.****



# Where are we going? Bold Idea Work Groups

## REVIEW: (5 min)

- Where are we with our bold idea presentation and plan?
  - . What did we learn in our practice presentation?
    - How do we take it to completion?
    - What do you need to finish your plan?
    - How do we aggregate these into smaller presentations?



# Bold Idea Work Group Exercise

## WORK PLAN EXERCISE: (45 min)

- Write down the top three things you can do to move the work forward?
- What is in place?
- What is not in place? (Rank)
- How will we do it? (Actions)
- Who will do it?
- S.M.A.R.T. Goals Worksheet

- Create a schedule / calendar.
- Set a meeting to continue the work.

S.M.A.R.T. GOALS WORKSHEET	
INITIAL GOAL	Write the goal you have in mind
S	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?
M	How can you measure progress and know if you've successfully met your goal?
A	Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?
R	Why am I setting this goal now? Is it aligned with overall objectives?
T	What's the deadline and is it realistic?
SMART GOAL	Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed