

MISSION

OPERATION: R.E.A.D.

READ - EXCEL - ACHIEVE - DISCOVER

A ROLLING Command Center designed to store data,
train operatives and distribute confidential intel
needed to hone the reading skills of Top Notch
readers globally.

TOP SECRET ASSIGNMENTS INCLUDE:

Context Clue Codes
Interactive Storytelling
Vocabulary Building Ops
Independent Reading Gadgets

OUR INTELLIGENCE PERSONNEL ARE
HIGHLY TRAINED AND SKILLED TO
SERVE THE FOLLOWING CLIENTELE:

Camps	Birthday Parties
Schools	Parks & Recreations
Churches	Early Learning Centers
Libraries	



Literacy
Connection

LICENSED AND INSURED



OPERATION R.E.A.D.

DO YOU ACCEPT THIS MISSION?
For more information about
this mission, contact one of
our Highly Trained Agents at
(754) 422-7009 OR
LITERACYCONNECTIONINC@GMAIL.COM

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NEED

Why is there a need to promote reading and develop a child's vocabulary?

The data suggests that children benefit from multiple types of instruction designed to support their development which adds to the value of their learning. Exploring different ways to generate excitement about reading can increase a child's desire to read. Reading is important because it develops the mind. Understanding written word is one way the mind grows in its ability. Also, it is essential to a child's academic success.

We know that vocabulary is also a strong indicator of a child's success and the size of a child's vocabulary predicts their ability to learn to read and comprehend. There are two ways to think about word knowledge; first, how vocabulary grows and second how it deepens. Both aspects are critical to the ability to use, act on and expand children's language knowledge base. Books are the number one way to expose kids to vocabulary.

There is also powerful research that reveals the impact of reading aloud to children. One benefit is that it strengthens the part of the brain that is associated with visual imagery, story comprehension and word meaning. Another benefit is it enhances children's social, emotional, and character development. According to a recent study, reading to young children is linked to decreased levels of aggression, hyperactivity and attention difficulties (Klass 2018).

GOALS/OBJECTIVES

How does the OPERATION:R.E.A.D Literacy Bus program promote reading and build vocabulary?

We know reading has a great impact on a child's academic career. Literacy Connection identified core skills needed to increase reading mastery and infused some of those components in this program. Our mobile literacy experience integrates literature based, standards driven activities to facilitate vocabulary growth through interactive storytelling, vocabulary building activities and distribution of books to build home libraries.



The OPERATION: R.E.A.D. Literacy Bus consumes children in a way that heightens their curiosity, ignites their passion for reading and drives them to learn the meaning of new words. The following activities prove to be effective in meeting our goals.

- We promote literacy through visual stimulation, creative lesson design, integration of the Arts, and books to build home libraries.
- We engage children in interactive storytelling by using the following: Whole Book Approach, audio book presentations, buddy reading, the use of technological solutions, and a variation of other methodologies.
- We involve children in hands on word knowledge activities that reinforce key content words, increase exposure to vocabulary rich activities, and help build word consciousness in unique ways.

OUTCOMES

What impact does this experience have on children?

- Children will experience increased excitement for reading as evidenced by their reaction and interaction.
- Children will demonstrate an understanding of words as evidenced by their engagement in vocabulary building activities.
- Children will increase the number of books in their home libraries as evidenced by the number of participants registered to receive services.

TOURS

Level 1 Tour

Interactive storytelling on the bus only
(Includes wristband and a bookmark)

Level 2 Tour

Interactive storytelling on the bus only
(Includes OR Spy Kit-Thematic Coloring Activity Book, crayons, invisible pen, backpack, and a book)

Level 3 Tour

Interactive storytelling on the bus and onsite literacy boosting activity
(Includes OR Spy Kit-Thematic Coloring Activity Book, crayons, invisible pen, backpack, and a book)