



Rotary Club of Kalamazoo

July 19, 2021

Editorian: Denny Stults

Today's meeting was called to order by President Sid Ellis at 12:15 p.m.

National Anthem: Substituted the Pledge of Allegiance led by Sid

Invocation: Sid Ellis lead the invocation and asked for blessings for city, state and nation for understanding hearts and positive actions

Arts News: Alisa Carrel: Jazz at the Crawl Space, Beats on Bates (Wed), State on the Street (Friday at the State Theater), Sunday Concerts in the Park, 3 venues...See Kalamazoo Arts Council Website for times and locations <https://www.kalamazooarts.org/event/>

Announcements: 19 members have left the club. We are searching for a face-to-face venue for September. Amy Remmert is leading the search and welcomes suggestions. Amelia Remmert aremmer@sbcglobal.net

Happy Bucks: Amy Remmert...Happy Something or Other for a fabulous weekend wedding celebration: Deb Harris Happy Fin for a weekend of riding with family, Sid Ellis, Happy Fin Douglas Community Association and KDPS for a PAL 3 on 3 league!

The Program: Amy Remmert introduced Jen Stroven (get info from Amy). Jen Stroven is the Campaign Manager for the Kalamazoo County Talking is Teaching Early Literacy Campaign, an initiative of the Great Start Collaborative at Kalamazoo RESA. She also provides leadership development and strategic planning consultation to area non-profits. As the director of Great Lakes PeaceJam for ten years, Jen developed a love of working alongside young people to address injustice and create equity. Jen and her husband Chris have two daughters, and recently added a "pandemic puppy" to their at-home menagerie.

Jen.stroven@kresa.org

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Great Start Collaborative

KalamazooGSC.org

Talking is Teaching...talk read sing (KRESA Kalamazoo County Early Childhood Literacy Program)

Funding provided by KRESA, KPL, Stryker/Johnston Foundation and others

Focus on 0-3 age range is where talking is teaching is directed

- Trusted messengers...community based
- Strengths focused...what is working
- Innate and natural

The Message:

- From 0-3 age range is an explosion of brain development
- Conversational, loving engagement....brain development boost
- Tune in, talk more, take turns
- Find the small moments and make them BIG
- Simply talking , reading and singing can make the difference

Campaign Components:

- High quality materials
- Public Messaging
- Trusted Messengers
- Saturation is Key to get the messages to families

Research and Rational

- Word gap...number of words and the back-and-forth interactions
- Conversations
- The obstacles:
 - o Family Stress
 - o Distractions
 - o Not knowing it is important.

Impact:

- In Kazoo, 55% of third graders are not at expected reading levels
- Pandemic Impact
- Creating equity
 - o Educates parents
 - o Empowers parents

Initiatives:

- Monthly themed Literacy Toolkits
- Literacy bag giveaways...public events, service providers
- All babies receive a letter from their future school about how to use this program to prepare during the 0-3 years of age.

We do not have a guest to announce for next week:

Sid led us in the Four Way Test to finish the meeting

Adjourned at 12:53pm