

# RAISE YOUR HAND, VIRGINIA

THE E3 ACTION PLAN:  
THE FIRST EIGHT YEARS MATTER



# THE RESEARCH: WHY ACCESS TO QUALITY EDUCATION + THE FIRST EIGHT YEARS MATTER

- Evidence from the Chicago Longitudinal Study (CLS) and other projects show that the scale up of comprehensive approaches that begin early and continue through most of the first decade make a bigger impact than existing strategies to reduce achievement and opportunity gaps (CLS).
- The achievement and opportunity gaps by family income, race and ethnicity begin early and persist for decades. Neighborhoods and zip codes are stronger predictors of a person's health than genetics (The Harlem Children's Zone).
- High quality early education increases all children's readiness and narrows achievement gaps by half. Access is not enough (Pianta, 2021).
- Access alone will not sow the benefits of high-quality early education programs and set children on trajectories that will enable them to thrive (Brookings, 2021).
- Sustained high quality can have lasting impacts for low, middle and high-income children (Society of Research in Child Development, 2021).
- The positive impacts of quality early education on cognitive and academic skills diminish after preschool if the continuity to quality isn't strong in K-3 (MDRC, A New Approach to Sustaining Pre-K Impacts, 2022).
- A comprehensive preschool to third grade model can close achievement gaps and strengthen learning gains (Sustaining Early Childhood Learning Gains, 2019).
- The alignment of standards, curricula, and assessment that build from one year to the next result in learning gains over time (MDRC, April 2022).



- Half of American children are not on track in one area of school readiness (Organisation of Economic Cooperation & Development, Study of Five-Year Olds, 2020).
- Money matters in education. Student scores on the National Assessment of Educational Progress (NAEP) correlate with per pupil spending (NAEP Scores).
- States that passed more equitable school finance reforms saw decreased gaps in NAEP scores between low-income and wealthier districts (Northwestern Policy Research, 2018).

## VISION

All children deserve the opportunity to access a high-quality continuum of learning. They will learn, grow and thrive to their fullest potential regardless of their zip code or neighborhood.

## MISSION

E3: Elevate Early Education + The New E3 School raise awareness, advocate and create innovative initiatives to give children equitable access to a high-quality education for the **first eight years** of their lives.

## WHAT E3 DOES

- Identify Problems + Solve with Innovative Data-Driven Solutions
- Partner with Philanthropy + Policymakers
- Raise Awareness, Educate + Move Constituents to Action
- Advocate for Policy Change + Investment
- Arm Parents + Families with Tips + Tools
- Measure Impact





# THE ACTION PLAN



## 1 RAISE AWARENESS

**Goal: Increase awareness on the importance of the first eight years of a child's life.**

- Increase brand awareness and name recognition across Virginia.
- Connect E3 and The New E3 School brands.
- Retire the Early Learning Now campaign and website.
- Redesign and improve functionality of e3va.org to include the Raise Your Hand, VA campaign.
- Develop campaign messaging, creative and campaign materials.
- Launch Raise Your Hand, VA public awareness campaign with alarming data.
- Drive constituents to e3va.org to take action and move policy + state investment forward.
- Provide parent-building tips and tools.

## 3 INCREASE EQUITABLE ACCESS

**Goal: Improve equitable access to high quality for more children + families during the first eight years.**

- Convene school superintendents to discuss problems and solutions.
- Work with school division leaders, education experts, the Youngkin administration, policymakers, superintendent groups, philanthropists, foundations, PTA, parent groups and strategic partners to rethink and reimagine the first eight years of a child's educational experience.
- Explore the concept of curriculum, professional development, coaching and assessment that builds from year to year.
- Expand access to quality early education opportunities through third grade.
- Plant New E3 Schools through a careful vetting process, willingness to be innovative and demonstration of the strong public-private partnerships needed to launch, build and sustain a school.
- Create an innovative mixed-income model for the first eight years that can be replicated and scaled.

## 2 EDUCATE + INNOVATE

**Goal: Advocate for policy change + increase state investment in early learning through third grade.**

- Work with Governor Youngkin, Secretary of Education, the administration and legislators to create legislation that develops a seamless continuum of quality and learning for children.
- Protect and preserve dedicated funding for at-risk three and four-year olds.
- Develop a policy agenda that is rooted in eliminating opportunity gaps and ensuring every child has access to a "quality seat" and increase opportunities for every child to have access to quality regardless of their zip code.
- Improve the funding formula and per pupil spending from early learning through third grade.



## 4 BUILD CAPACITY & ADVANCEMENT

**Goal: E3 will have the funding, staffing and resources to support its work.**

- Refresh case statement, sponsorship packet and collateral.
- Secure 25 sponsorships for the public awareness campaign.
- Launch the Innovation and Impact Fund with unrestricted gifts from philanthropists and foundations.
- Identify a board champion to lead fundraising.
- Leverage board connections.
- Ask every board member to identify three to five prospects.
- Host eight cultivation events to engage donors, expand donor pool and prospects across Virginia to raise more private funds.
- Hire consultant or staff to build fundraising capacity and raise funds for E3 across Virginia.
- Invest in software to manage donor relations and gifts.
- Develop a fundraising plan to secure multi-year commitments for three years.
- Establish a major gift structure, planned giving and an endowment.
- Determine organizational structure and staffing required to execute plan.

## 5 INNOVATION, IMPACT, & RESULTS

**Goal: The data will improve and investment will increase from early learning to third grade.**

- 41% of children **not ready** for kindergarten will **decrease**. (Virginia Kindergarten Readiness Program, VKRP)
- VKRP data from state funded preschool programs will inform policy.
- 42% **not meeting the literacy benchmark** in K-2 will **improve**. (Phonological Awareness Literacy Screening Tool, PALS)
- Classroom quality data will **improve**. (Classroom Assessment Scoring System, CLASS)
- Virginia Kindergarten Readiness Program (VKRP+) pilot from first through third grade will provide longitudinal data to inform policy.
- Inform policy with qualitative and quantitative data on student and parent experiences.
- **Increase** state investment in early learning up to third grade.
- **Improve** the funding formula in early learning through third grade.
- Leverage and increase public-private dollars to improve equitable access.





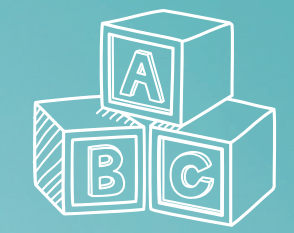
# THE FIRST 8 YEARS MATTER FOR EVERY CHILD!



Every child deserves the opportunity to learn, grow, and thrive. The reading and math gaps are widening.



The first eight years matter and build a foundation for learning.



Third grade is a critical benchmark. Children through third grade are learning to read, then they are reading to learn.

# 41%

Of children are **NOT READY** for kindergarten in literacy, math, social skills, and self-regulation.



More Black, Hispanic, economically-disadvantaged + English learners are at a higher risk of not being ready for Kindergarten.



**EARLY LITERACY MATTERS**



Third graders not reading at grade level are 4x more likely to **DROP OUT OF SCHOOL.**



**1 in 6 children** fall below the literacy benchmark.



The continuity of quality must build from year to year, academically and socially, for **ALL children.**



# ACCESS.

Improve access to quality for **ALL** children.

# EQUITY.

Work to improve equitable access.

# QUALITY.

Improve quality for **ALL** children.

# IMPACT.

Our children are ready to succeed  
academically and socially.

ELEVATE   
EARLY EDUCATION

[WWW.E3VA.ORG](http://WWW.E3VA.ORG)