

# **Literacy & Economic Development: A Critical Intersection on Louisiana's Roadmap Toward Prosperity**

The Center for Development and Learning

[www.cdl.org](http://www.cdl.org)

# The Challenge

The harsh reality is that if we do not change course, education in Louisiana will continue to remain last, and the gap will be so large it will be irreversible. The time to act is now! According to the [National Assessment of Educational Progress \(NAEP\)](#), Louisiana continually ranks in the bottom three among the nation's states, with our performance scores on a decline from the 2017 report. On the contrary, Mississippi has led the nation with a clear roadmap to student success – reversing the trajectory of their historic performance. The [Mississippi Department of Education](#) reported that during the same 2017-2019 period in which Louisiana regressed, their NAEP scores reflected significantly notable improvement. Fortunately for Louisiana, the data and science are evident and are available to help us chart a truly effective course of action. Organizations such as the [Nation Reading Coalition](#) are making progress and providing great insight into the critical need to address literacy as a collective.

## Why?

The intersection of literacy and economic development is a critical benchmark toward overcoming barriers that have prevented Louisiana's success in educational attainment, workforce development, and economic prosperity. These are all indicators necessary to improve the quality of life and reverse generations of poor outcomes for all citizens. Literacy is such a critical part of a child's education that the [U.S. Sixth Circuit Court of Appeals](#) ruled that students have a constitutional right to obtain it.

Moreover, addressing this intersectionality is certainly not a new concept. The [Business Round Table](#), a group of top U.S. Executives, came together to produce a report just a few years ago. [Why Reading Matters](#) was the result of their collaborative efforts. It was the catalyst for creating a roadmap to improve literacy rates in the U.S. Based on this report, the [Center for Development and Learning](#) (CDL) believes that it is essential to lead this discussion in Louisiana to focus on the indelible impacts of literacy education and its role in the prosperity of our students, families, and communities. **We need your help to do this – and our students are counting on you!**

# Literacy and Economic Development Summit

## Goal



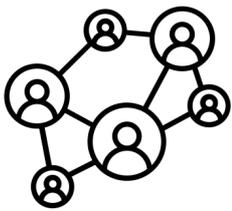
**Collaborate** with education stakeholders, businesses, and industry leaders to create a vision to support science-based, high-quality literacy instruction as the foundation for **educational success and workforce development**.

## Strategies



We will be joined by **education and business leader trailblazers** from similar states who have experienced great success using proven schematics.

## Partners



The Summit will include **75 invited attendees** who represent business and industry leaders; educational advocates, experts, and policymakers; elected officials; other stakeholders and leaders from throughout varied regions and industries of **Louisiana**.

## Plan



With the network developed today, a path will be chartered for our youngest learners. We will **equip educators** in PreK to Third Grade with science-based literacy instruction to develop strong readers. We will **support system-wide intervention** use in Grades K-2 to help struggling readers. We will **advocate for access** to high-quality Birth to PreK learning and development.

## Accountability



As a result of the Literacy & Economic Development Summit, we will **clearly identify a shared goal, strategies, and next steps** to address the challenges preventing Louisiana from developing young, strong readers. This information will be **compiled and distributed** by CDL to all stakeholders participating in the Summit prior to global distributions.

# Summit Overview

Throughout the day, you will hear from a diverse selection of speakers who will help lead the charge in solving this crisis. You will engage with experts who will address a critical component of what we needed to change Louisiana's future.

- Literacy and Economic Development Keynote Speakers
- Economic Development and Impact Discussion
- Why is Louisiana struggling in literacy education?
- Issue-based panel discussions
- Reception to immediately follow the Summit



**Wednesday,**  
April 7, 2021



**8:45** - Arrival  
**9:00** - Summit Begins  
**3:45** - Summit Ends  
**5:00** - Reception Ends



**River Center Branch  
Library**  
250 North Boulevard  
4th Floor  
Baton Rouge, LA 70802

*Your leadership, expertise, and ideas will help identify the best solutions to improve Louisiana's literacy rates and raise the quality of our employable workforce.*

**Join us for this critical conversation.**

# Partnerships

CDL is offering three partner opportunities for the Literacy & Economic Development Summit. Working collaboratively, we can ensure this one-day event is a successful beginning to a vital discussion on Louisiana's future. As a partner with the Center for Development and Learning, your organization is pledging its commitment to improving the educational and workforce development foundation needed for a stronger Louisiana.

Because we are fully invested in the need to unite thought leaders and curators in this important endeavor, the cost to attend is only \$25. With your participation in one of our partner levels, we can undoubtedly ensure the success of this event.

## Partnership Opportunities

### \$1,000

- Initial partners at this level will have the option to choose to sponsor one of the following:
  - Keynote Speaker
  - Lunch
  - Reception
- Includes 5 tickets to the Summit with the option to purchase 3 more tickets at \$25 each
- Logo recognition on onsite signage, program, press release, and digital marketing materials
- Collateral to include in program folder that will be given to each attendee
- Participation in planning sessions

### \$500

- Includes 3 tickets to the Summit with the option to purchase 1 more ticket at \$25
- Logo recognition on onsite signage, program, press release, and digital marketing materials
- Collateral to include in program folder that will be given to each attendee
- Participation in planning sessions

### Mission Partners

- Logo recognition on both print and digital marketing materials
- Participation in planning sessions
- Option to purchase up to 2 tickets at \$25 each

# Who is the Center for Development and Learning?



## Our Mission

Our mission is to improve the life chances of all children, especially those at high risk, by increasing school success.



## Our Purpose

Our purpose is to achieve equity in education and close the opportunity gap for high-risk youth.



## Our Belief

Our belief is that all children, regardless of how they look, where they come from, or how they learn, can and will achieve school success when provided with highly effective teachers and positive, supportive learning environments.

## Want to be involved?

If you are interested in speaking, partnering, or participating on a panel, please reach out to:

**Dr. John Wyble**, President & CEO - [john@cdl.org](mailto:john@cdl.org) or 985-320-9379

If you would like more information regarding the summit, what to expect, or ways to get involved, please contact:

**Michael Willis**, Director of Public Policy - [michael@cdl.org](mailto:michael@cdl.org) or 225-454-2209

All other inquiries regarding the Center for Development and Learning:  
504-840-9786 | [www.cdl.org](http://www.cdl.org)