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To: Soura, Christian <ChristianSoura@gov.sc.gov>
CC: Mayer, Doug <DougMayer@gov.sc.gov>
Veldran, Katherine <KatherineVeldran@gov.sc.gov>
Date: 3/5/2014 10:30:14 AM
Subject: RE: Literacy Proclamation Event

Thanks, Christian. I do not have the K-12 initiative background to paste in. NH always had those on notecards and not in briefs.

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From: Soura, Christian
Sent: Wednesday, March 05, 2014 10:24 AM
To: Priester, Nicole
Cc: Mayer, Doug; Veldran, Katherine
Subject: Literacy Proclamation Event

Updated to reflect that Sen. Peeler can no longer attend. Added a few bullets on the importance of reading coaches. Noted that "Read to Succeed" was placed on Special Order in the Senate yesterday.

CLS

EVENT: Gov. Haley will designate March 2014 as "March into Literacy Month" in South Carolina.

DATE: Wednesday, March 5, 2014
TIME: 3:00 PM

LOCATION: State House, 1st Floor
LOCATION SET-UP: Podium in front of blue curtain

PURPOSE: Gov. Haley will issue a proclamation designating March 2014 as "March into Literacy Month" in South Carolina. The event will also be used to (1) thank the House Ways and Means Committee for supporting the K-12 Initiative and (2) ask the Senate to both support that package and also pass Sen. Peeler's "Read to Succeed" bill.

PRESS: Yes
PUBLIC: Yes

SPEAKING ORDER/LINE-BY-LINE:

3:00 PM – Governor Nikki Haley opens by talking about the K-12 Initiative and thanking Rep. Bingham for including it in the Ways and Means budget.
3:05 PM – Rep. Kenny Bingham speaks on the importance of literacy.
3:10 PM – Gov. Haley calls on the Senate to adopt the K-12 Initiative in its budget and also pass Sen. Peeler's "Read to Succeed" bill, which was put on Special Order yesterday.
3:15 PM – Gov. Haley discusses the "Readers 2 Leaders" program and presents Darlene Sutton (2013-14 Teacher of the Year) with "March into Literacy Month" proclamation.
3:20 PM – Press Q&A, if necessary.

INVITEES:

Rep. Kenny BINGHAM

Darlene SUTTON, 2013-14 Teacher of the Year (1st grade at Pickens Elementary School)

Other legislators, if available (Senate in session on H. 3101, House members will attend if adjourned)

BACKGROUND:

(Standard K-12 education initiative background – Nicole...do you have this to paste in?)

TALKING POINTS:

- We're gathered here today to celebrate literacy, and in a moment, I have a proclamation I'd like to issue. But first, I'd like to talk about our K-12 initiative.
- Last year, I traveled all around the state and met with teachers, parents, superintendents, education advocates, and legislators. We used what we learned during those meetings in order to put together a K-12 initiative that focuses on technology in the classroom, a fairer and simpler funding formula, and most importantly – literacy.
- My executive budget included nearly \$30 million in new, recurring funding for reading coaches and targeted those funds to the elementary schools that need it most.
- I want to thank Rep. Kenny Bingham – who chairs the K-12 subcommittee in the House Ways and Means Committee – for helping us to shape that K-12 initiative and for ensuring that it was included in the Ways and Means Committee's budget.
- **HAND-OFF TO BINGHAM** (Literacy, budget)
- Next week, the full House will take up the budget, and I hope they keep the momentum going.
- In the meantime, the Senate is already holding subcommittee meetings on the budget. They also have a bill that's been trapped on the calendar since last May that is absolutely crucial to improving literacy in South Carolina.
- Children who are not reading proficiently by the end of 3rd grade are four times less likely to graduate from high school on time than students who meet the standard.
- Studies have found that reading coaches "increase reading proficiency quite substantially" and that coaching likely has a greater impact in the lowest performing schools. The reading coaches we recommended in the budget and the "Read to Succeed" bill will go hand-in-hand in improving literacy in South Carolina.
- Yesterday, "Read to Succeed" was placed on Special Order by Sen. Peeler. That's very important progress and I hope the Senate can pass that bill soon.
- The K-12 initiative and "Read to Succeed" are about things we can start doing in order to improve literacy. But some people are already out there working on it now, and one of them is South Carolina's Teacher of the Year, Darlene Sutton. Darlene is a 1st grade teacher at Pickens Elementary School.
- Earlier today, Darlene was part of a group put together by Leadership South Carolina that announced a "Readers 2 Leaders" project that will bring public and private resources together to fight illiteracy. That group is trying to raise \$100,000 this year to:
 - Provide teachers with training on proven instructional methods, such as "Leveled Literacy Instruction"
 - Supply books and reading materials for students to take home
 - Increase statewide awareness of the harm that illiteracy causes and on the importance of early intervention
- In recognition of these efforts and to call attention to the importance of reading in every child's life, I'm

declaring this "March into Literacy Month" in South Carolina.

[PRESENT PROCLAMATION TO SUTTON]

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